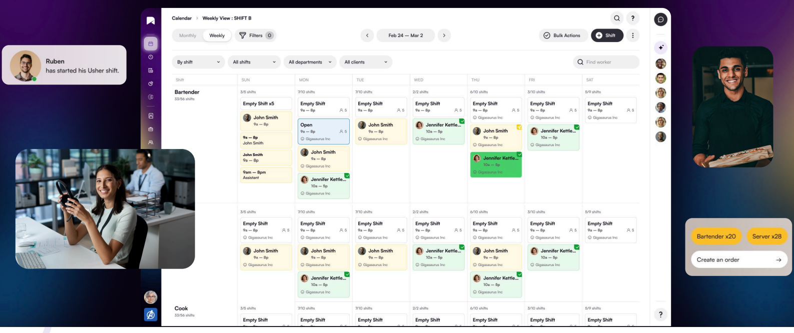
nowsta

The Workforce Platform for the Modern Era


Ruben
has started his Usher shift.
Calendar › Weekly View : SHIFT B
Monthly
Weekly
Filters 0
Feb 24 — Mar 2
Bulk Actions
Shift
By shift
All shifts
All departments
All clients
Find worker
Bartender
Cook
Empty Shift
John Smith
Jennifer Kettle...
Open
Bartender x20
Server x28
Create an order

OVERVIEW

Nowsta is a cloud-based workforce management platform designed to help businesses automate and optimize how they **source, schedule, manage** and **pay** hourly, flex, and contingent workers — all from one centralized system.

It's especially aimed at industries that rely heavily on hourly or shift-based labor.

PROBLEM

The feedback gathered from competitor applications and workforce coordinators highlights various usability challenges that needs attention. Operations managers and coordinators rely on Nowsta as their daily control center for staffing operations and these issues affect their productivity:

Complex Scheduling Workflow

Scheduling large teams requires navigating multiple screens & performing repetitive manual actions.

Fragmented Navigation

Features like scheduling, worker management, payroll & shift coverage are spread across different sections causing context switching & slow workflows.

Limited Operational Visibility

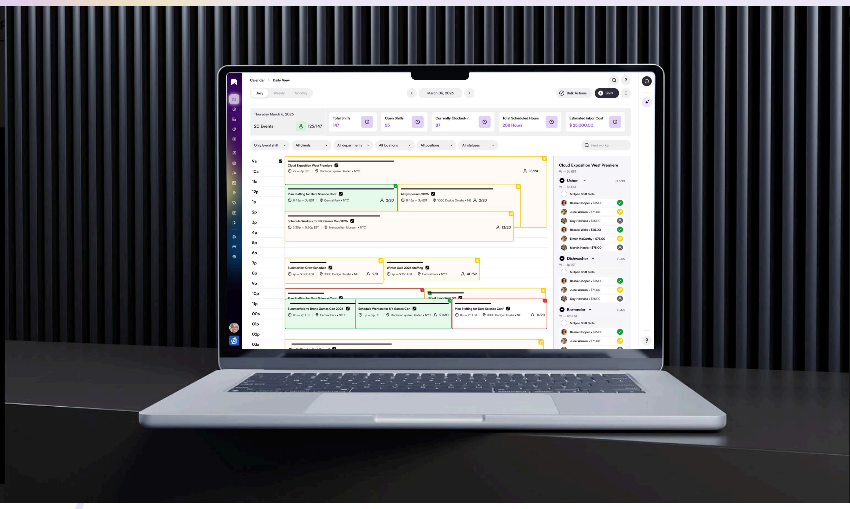
Critical operational information such as staffing gaps, overtime risks, double-booked workers, shift conflicts is not always visible in one centralized view.

Inconsistent UI Patterns

As the product expanded, new features were added without a unified design system, leading to inconsistent interaction patterns, varying layouts, cognitive overload for users.

High Cognitive Load

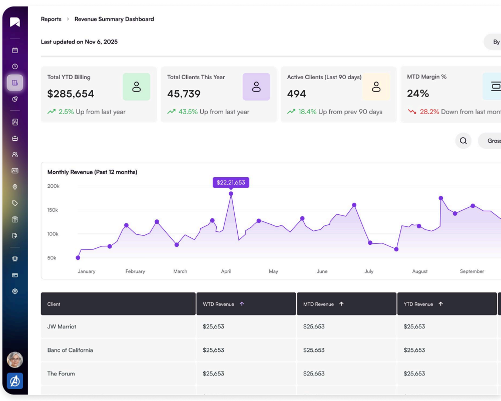
Managers often manage hundreds of workers and shifts per day, and the current interface does not sufficiently support quick decision-making and operational oversight.


Calendar › Daily View
Daily
Weekly
Monthly
March 06, 2026
Bulk Actions
Shift

GOAL

The goal of this project is to redesign the Nowsta web platform to create a clearer, faster and more operationally focused experience for workforce managers.

- Simplify scheduling workflows
- Support real-time decision making
- Reducing manual scheduling effort
- Streamlining navigation & workflows
- Introducing AI-assisted decision-making
- Creating a scalable, consistent design system



Reports › Revenue Summary Dashboard

Last updated on Nov 6, 2025

Total YTD Billing
$285,654
2.5% Up from last year

Total Clients This Year
45,739
43.5% Up from last year

Active Clients (Last 90 days)
494
18.4% Up from prev 90 days

MTD Margin %
24%
28.2% Down from last mon

Monthly Revenue (Past 12 months)

$22,21,653
200k
150k
100k
50k
January
February
March
April
May
June
July
August
September

Client	WTD Revenue	MTD Revenue	YTD Revenue
JW Marriot	$25,653	$25,653	$25,653
Banc of California	$25,653	$25,653	$25,653
The Forum	$25,653	$25,653	$25,653

TARGET USERS

The Nowsta platform serves organizations that rely heavily on shift-based and flexible workforces. The redesign primarily focuses on operational users (Managers or Coordinators) who manage daily workforce logistics.

Primary Users

- **Operations Managers**
  Responsible for overseeing staffing operations and ensuring shifts are fully staffed.
- **Workforce Coordinators / Scheduling Managers**
  Handle shift assignments, worker availability, and schedule adjustments.

Secondary Users

- **HR & Payroll Teams**
  Use the platform to manage worker records, payroll data and compliance.

Rachel Hawthorn

Age	35
Education	Hospitality Management
Experience	7+ years in workforce coordination & operations
Industry	Events & Hospitality Staffing

Personality

- Detail-oriented
- Fast decision-maker
- Highly organized
- Proactive
- Multitasker
- Deadline-driven

About

Rachel manages daily staffing operations across multiple events, ensuring shifts are filled and running smoothly. She frequently handles last-minute changes, worker availability, and scheduling conflicts under tight timelines.

She relies heavily on workforce tools like Nowsta to coordinate large teams efficiently and prefers systems that offer quick visibility, fast actions, and minimal manual effort.

Goals

- Ensure all shifts are fully staffed without last-minute disruptions
- Quickly identify and resolve staffing gaps or scheduling conflicts
- Reduce time spent on manual scheduling and repetitive tasks
- Maintain clear visibility into daily operations and workforce status

Frustrations

- Constantly switching between multiple screens to complete a single task
- Difficulty spotting urgent issues like unfilled shifts or worker conflicts
- Repetitive manual actions when assigning or updating shifts
- Lack of a centralized view to monitor real-time workforce operations

RESEARCH

To understand the current product challenges and identify redesign opportunities, we took several research approaches.

1. PRODUCT ANALYSIS

A detailed review of the existing platform was conducted to evaluate:

- **Navigation structure**
- **Information hierarchy**
- **Workflow efficiency**
- **UI consistency**

This helped identify areas where the user experience could be streamlined or improved.

PRODUC
Marketing
Identity
Advertisin
Strategy

2. COMPETITIVE ANALYSIS

We analyzed competitor platforms **(Deputy, When I Work, Homebase, Rippling)** to understand industry standards & opportunities for differentiation.

Key Insights gathered were:

- **Many competitors offer simplified scheduling interfaces**
- **Some provide real-time operational dashboards**
- **Modern workforce tools emphasize mobile-first workflows and visual scheduling**

3. USER BEHAVIOR INSIGHTS

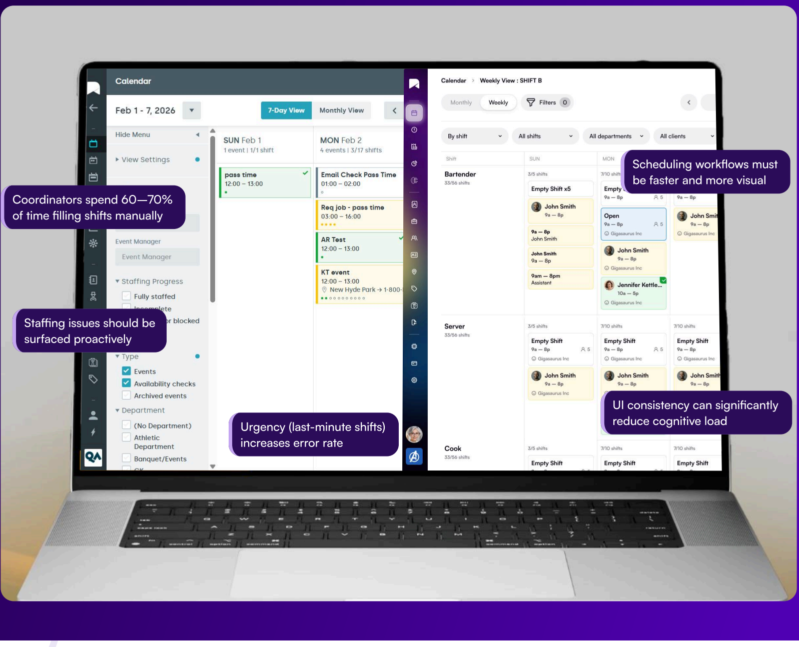
Based on common workforce management workflows, we identified several behavioral patterns. Ex. Managers typically need to:

- **review daily staffing status**
- **identify coverage gaps**
- **assign workers to shifts**
- **respond to last-minute changes**

These actions occur frequently and under time pressure, meaning the interface must support rapid decision-making and minimal friction.

KEY RESEARCH INSIGHTS

These insights informed the redesign strategy and the creation of a Daily Operations View, a central workspace for workforce managers.


Calendar
Feb 1 - 7, 2026
7-Day View
Monthly View
Hide Menu
View Settings
Event Manager
Staffing Progress
Fully staffed
Type
Events
Availability checks
Archived events
Department
(No Department)
Athletic Department
Banquet/Events
SUN Feb 1
1 event | 1/1 shift
MON Feb 2
4 events | 3/17 shifts
pass time
12:00 – 13:00
Email Check Pass Time
01:00 – 02:00
Req job - pass time
03:00 – 16:00
AR Test
12:00 – 13:00
KT event
12:00 – 13:00
New Hyde Park → 1-800-
Calendar > Weekly View : SHIFT B
Monthly
Weekly
Filters 0
By shift
All shifts
All departments
All clients
Shift
SUN
MON
Bartender
33/56 shifts
Empty Shift x5
John Smith
Open
Gigasaurus Inc
Jennifer Kettle...
Server
Empty Shift
Cook

Coordinators spend 60—70% of time filling shifts manually

Staffing issues should be surfaced proactively

Urgency (last-minute shifts) increases error rate

Scheduling workflows must be faster and more visual

UI consistency can significantly reduce cognitive load

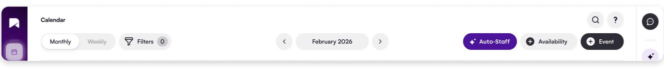
OUR SOLUTION

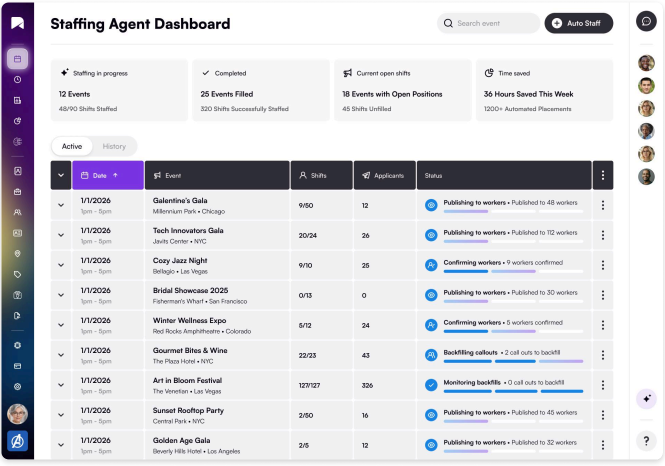
Our solution addresses the key challenges in workforce management by providing a user-friendly application that streamlines scheduling workflows with features like auto-filling open shifts, time & attendance tracking, daily calendar view, conflict-free scheduling and AI staffing assistant. With scalable architecture, the platform efficiently handles complex scheduling, providing a seamless experience for coordinators and workers.

AI STAFFING ASSISTANT (AUTO STAFFING)

Automates your end-to-end shift fulfillment process with a single action. It intelligently publishes shifts to the most relevant workers, confirms suitable candidates & backfills last-minute callouts—replicating how coordinators typically operate but faster and more efficiently.

By reducing manual intervention while maintaining visibility into each step, it allows coordinators to focus on oversight rather than execution, significantly lowering operational effort.


Calendar
Monthly
Weekly
Filters 0
February 2026
Auto-Staff
Availability
Event



Staffing Agent Dashboard
Search event
Auto Staff
Active
History

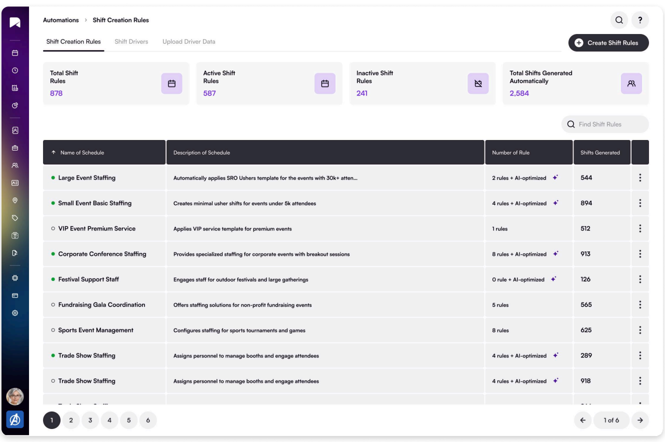
Staffing in progress	Completed	Current open shifts	Time saved
12 Events	25 Events Filled	18 Events with Open Positions	36 Hours Saved This Week
48/90 Shifts Staffed	320 Shifts Successfully Staffed	45 Shifts Unfilled	1200+ Automated Placements

Date	Event	Shifts	Applicants	Status
1/1/2026 1pm - 5pm	Galentine's Gala Millennium Park • Chicago	9/50	12	Publishing to workers • Published to 48 workers
1/1/2026 1pm - 5pm	Tech Innovators Gala Javits Center • NYC	20/24	26	Publishing to workers • Published to 112 workers
1/1/2026 1pm - 5pm	Cozy Jazz Night Bellagio • Las Vegas	9/10	25	Confirming workers • 9 workers confirmed
1/1/2026 1pm - 5pm	Bridal Showcase 2025 Fisherman's Wharf • San Francisco	0/13	0	Publishing to workers • Published to 30 workers
1/1/2026 1pm - 5pm	Winter Wellness Expo Red Rocks Amphitheatre • Colorado	5/12	24	Confirming workers • 5 workers confirmed
1/1/2026 1pm - 5pm	Gourmet Bites & Wine The Plaza Hotel • NYC	22/23	43	Backfilling callouts • 2 call outs to backfill
1/1/2026 1pm - 5pm	Art in Bloom Festival The Venetian • Las Vegas	127/127	326	Monitoring backfills • 0 call outs to backfill
1/1/2026 1pm - 5pm	Sunset Rooftop Party Central Park • NYC	2/50	16	Publishing to workers • Published to 45 workers
1/1/2026 1pm - 5pm	Golden Age Gala Beverly Hills Hotel • Los Angeles	2/5	12	Publishing to workers • Published to 32 workers

INTELLIGENT SCHEDULE GENERATION

Intelligent Schedule Generation enables automatic creation of staffing schedules based on business inputs and historical data. It supports both rules-based logic for controlled environments and ML-driven models that adapt to patterns over time.

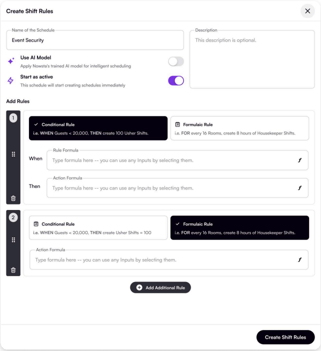
This reduces the need for manual planning, improves accuracy in staffing levels, and ensures schedules are aligned with real operational demand.



Automations > Shift Creation Rules
Shift Creation Rules
Shift Drivers
Upload Driver Data
Create Shift Rules
Find Shift Rules
1
2
3
4
5
6
1 of 6

Total Shift Rules	Active Shift Rules	Inactive Shift Rules	Total Shifts Generated Automatically
878	587	241	2,584

Name of Schedule	Description of Schedule	Number of Rule	Shifts Generated
● Large Event Staffing	Automatically applies SRO Ushers template for the events with 30k+ atten...	2 rules + AI-optimized	544
● Small Event Basic Staffing	Creates minimal usher shifts for events under 5k attendees	4 rules + AI-optimized	894
○ VIP Event Premium Service	Applies VIP service template for premium events	1 rules	512
● Corporate Conference Staffing	Provides specialized staffing for corporate events with breakout sessions	8 rules + AI-optimized	913
● Festival Support Staff	Engages staff for outdoor festivals and large gatherings	0 rule + AI-optimized	126
○ Fundraising Gala Coordination	Offers staffing solutions for non-profit fundraising events	5 rules	565
○ Sports Event Management	Configures staffing for sports tournaments and games	8 rules	625
● Trade Show Staffing	Assigns personnel to manage booths and engage attendees	4 rules + AI-optimized	289
○ Trade Show Staffing	Assigns personnel to manage booths and engage attendees	4 rules + AI-optimized	918



Create Shift Rules
Add Rules
Add Additional Rule
Create Shift Rules

Name of the Schedule: Event Security

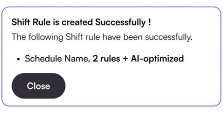
Description: This description is optional.

Use AI Model ○ — Apply Nowsta's trained AI model for intelligent scheduling

Start as active ● — This schedule will start creating schedules immediately

1
- ✓ Conditional Rule — i.e. WHEN Guests < 20,000, THEN create 100 Usher Shifts.
- Formulaic Rule — i.e. FOR every 16 Rooms, create 8 hours of Housekeeper Shifts.
- When — Rule Formula: Type formula here -- you can use any Inputs by selecting them.
- Then — Action Formula: Type formula here -- you can use any Inputs by selecting them.

2
- Conditional Rule — i.e. WHEN Guests < 20,000, THEN create Usher Shifts = 100
- ✓ Formulaic Rule — i.e. FOR every 16 Rooms, create 8 hours of Housekeeper Shifts.
- Action Formula: Type formula here -- you can use any Inputs by selecting them.



Shift Rule is created Successfully !

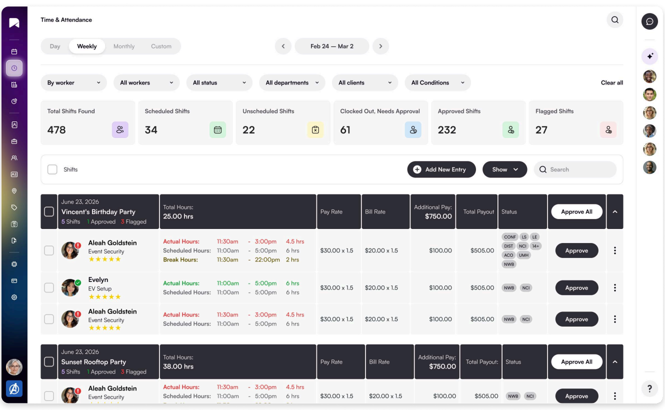
The following Shift rule have been successfully.

- Schedule Name, **2 rules + AI-optimized**

WORKFLOW REVAMPS

Key workflows such as filling open shifts, tracking time & attendance, and filtering workers were redesigned to reduce complexity and interaction steps. Manual, multi-screen processes were streamlined into intuitive, action-driven experiences with smart suggestions and real-time feedback.

These improvements lower cognitive load, increase efficiency, and create a more consistent and predictable user experience across the platform.



Time & Attendance
Day
Weekly
Monthly
Custom
Feb 24 — Mar 2
By worker
All workers
All status
All departments
All clients
All Conditions
Clear all
Shifts
Add New Entry
Show
Search

Total Shifts Found	Scheduled Shifts	Unscheduled Shifts	Clocked Out, Needs Approval	Approved Shifts	Flagged Shifts
478	34	22	61	232	27

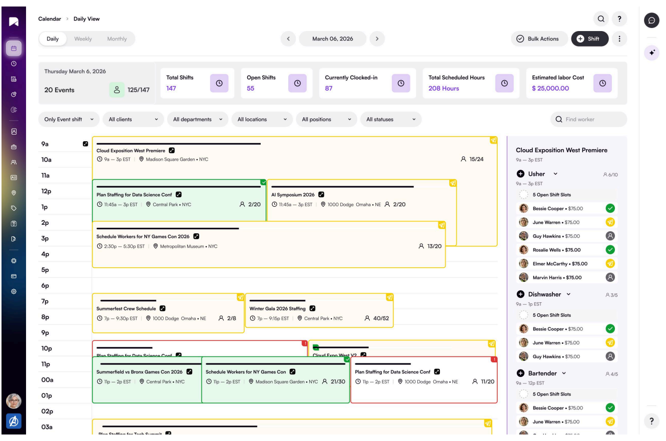
June 23, 2026 Vincent's Birthday Party 5 Shifts 1 Approved 3 Flagged	Total Hours: 25.00 hrs	Pay Rate	Bill Rate	Additional Pay: $750.00	Total Payout	Status	Approve All
Aleah Goldstein Event Security ★★★★★	Actual Hours: 11:30am - 3:00pm 4.5 hrs Scheduled Hours: 11:00am - 5:00pm 6 hrs Break Hours: 11:30am - 22:00pm 2 hrs	$30.00 x 1.5	$20.00 x 1.5	$100.00	$505.00	CONF LS LE DIST NCI 14+ ACO UMH NWB	Approve
Evelyn EV Setup ★★★★★	Actual Hours: 11:00am - 5:00pm 6 hrs Scheduled Hours: 11:00am - 5:00pm 6 hrs	$30.00 x 1.5	$20.00 x 1.5	$100.00	$505.00	NWB NCI	Approve
Aleah Goldstein Event Security ★★★★★	Actual Hours: 11:30am - 3:00pm 4.5 hrs Scheduled Hours: 11:00am - 5:00pm 6 hrs	$30.00 x 1.5	$20.00 x 1.5	$100.00	$505.00	NWB NCI	Approve

June 23, 2026 Sunset Rooftop Party 5 Shifts 1 Approved 3 Flagged	Total Hours: 38.00 hrs	Pay Rate	Bill Rate	Additional Pay: $750.00	Total Payout:	Status	Approve All
Aleah Goldstein Event Security	Actual Hours: 11:30am - 3:00pm 4.5 hrs Scheduled Hours: 11:00am - 5:00pm 6 hrs	$30.00 x 1.5	$20.00 x 1.5	$100.00	$505.00	NWB NCI	Approve

DAILY OPERATIONS VIEW (CALENDAR VIEW)

The Daily Operations View acts as a centralized command center, giving coordinators a real-time snapshot of staffing, attendance, open shifts and potential risks ina particular day. It consolidates fragmented information into a single, easy-to-scan interface.

This enables faster decision-making by providing complete operational visibility at a glance, reducing the need to switch between multiple screens or tools.



Calendar > Daily View
Daily
Weekly
Monthly
March 06, 2026
Bulk Actions
Shift
Only Event shift
All clients
All departments
All locations
All positions
All statuses
Find worker
9a
10a
11a
12p
1p
2p
3p
4p
5p
6p
7p
8p
9p
10p
11p
00a
01p
02p
03a

Thursday March 6, 2026	Total Shifts	Open Shifts	Currently Clocked-in	Total Scheduled Hours	Estimated labor Cost
20 Events 125/147	147	55	87	208 Hours	$ 25,000.00

Cloud Exposition West Premiere — 9a — 3p EST — Madison Square Garden • NYC — 15/24

Plan Staffing for Data Science Conf — 11:45a — 3p EST — Central Park • NYC — 2/20

AI Symposium 2026 — 11:45a — 3p EST — 1000 Dodge Omaha • NE — 2/20

Schedule Workers for NY Games Con 2026 — 2:30p — 5:30p EST — Metropolitan Museum • NYC — 13/20

Summerfest Crew Schedule — 7p — 9:30p EST — 1000 Dodge Omaha • NE — 2/8

Winter Gala 2026 Staffing — 7p — 9:15p EST — Central Park • NYC — 40/52

Plan Staffing for Data Science Conf

Cloud Expo West V2

Summerfield vs Bronx Games Con 2026 — 11p — 2p EST — Central Park • NYC

Schedule Workers for NY Games Con — 11p — 2p EST — Madison Square Garden • NYC — 21/30

Plan Staffing for Data Science Conf — 11p — 2p EST — 1000 Dodge Omaha • NE — 11/20

Plan Staffing for Tech Summit

Cloud Exposition West Premiere
9a — 3p EST

Usher — 6/10
9a — 3p EST
- 5 Open Shift Slots
- Bessie Cooper • $75.00
- June Warren • $75.00
- Guy Hawkins • $75.00
- Rosalie Wells • $75.00
- Elmer McCarthy • $75.00
- Marvin Harris • $75.00

Dishwasher — 3/5
9a — 1p EST
- 5 Open Shift Slots
- Bessie Cooper • $75.00
- June Warren • $75.00
- Guy Hawkins • $75.00

Bartender — 4/5
9a — 12p EST
- 5 Open Shift Slots
- Bessie Cooper • $75.00
- June Warren • $75.00

DESIGN STRATEGY

The redesign approach focused on transforming Nowsta from a feature-heavy tool into an operational command center that enables fast, confident decision-making for workforce managers.
Instead of optimizing individual features in isolation, the strategy centered on unifying workflows, reducing friction, and improving real-time visibility across the platform.

Reduce Cognitive Load through Simplification

Transformed complex, multi-step workflows into intuitive, action-driven experiences using progressive disclosure and clear visual hierarchy.

Shift from Manual to Intelligent Automation

Designed a spectrum from manual actions to AI-assisted suggestions and fully automated workflows, enabling users to gradually build trust in the system.

Prioritize Real-Time Visibility

Introduced a centralized operations view with status-driven UI, allowing users to quickly assess staffing, attendance and risks at a glance.

Design for Human + AI Collaboration

Ensured AI actions are transparent, trackable, and controllable—keeping users informed and in charge rather than replacing decision-making.

Standardize UI for Consistency & Scalability

Established consistent patterns across modules (tables, filters, statuses) to reduce learning curve and create a cohesive experience.

Enable Faster Actions with Minimal Steps

Simplified critical workflows into one-click or low-interaction actions (e.g Auto Staffing) reducing time and effort for high-frequency tasks.

Use Status-Driven & Feedback-Rich Interfaces

Incorporated clear visual states, real-time updates system feedback to support quick understanding and confident decision-making.

IMPACT & OUTCOMES

The redesign of the platform and introduction of AI-powered workflows significantly improved operational efficiency, scheduling workflows, reduced manual effort, and enhanced decision-making for coordinators.

50-70%
reduction in manual scheduling time

40%
less errors in shift fulfillment

40%
reduction in unfilled or delayed shifts

2x
faster decision-making

80%
customer satisfaction score

Thank you for your time! :)