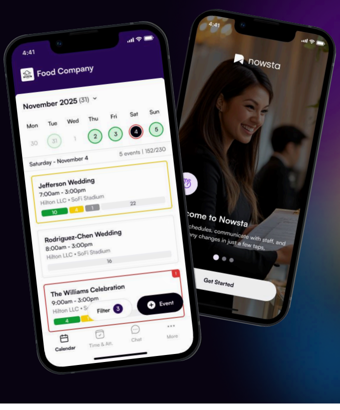
nowsta

The Workforce Platform for the Modern Era


4:41
Food Company
November 2025 (31)
Mon Tue Wed Thu Fri Sat Sun
30 31 1 2 3 4 5
Saturday - November 4
5 events | 152/230
Jefferson Wedding
7:00am - 3:00pm
Hilton LLC • SoFi Stadium
10 4 1 22
Rodriguez-Chen Wedding
8:00am - 3:00pm
Hilton LLC • SoFi Stadium
16
The Williams Celebration
9:00am - 3:00pm
Filter 3
Event
Calendar
Time & Att.
Chat
More
nowsta
come to Nowsta
Get Started

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.

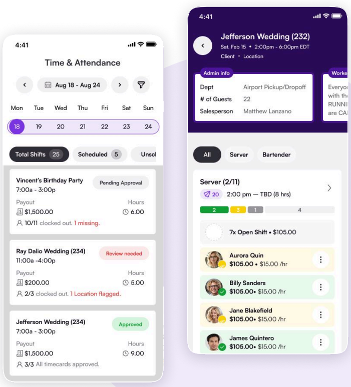
PROBLEM

Nowsta's mobile application acts as an operational companion for workforce coordinators managing staffing, scheduling, attendance, and worker communication on the go. While the platform was functionally powerful, the mobile experience lacked efficiency for high-pressure operational environments where quick actions and real-time visibility are critical.

GOAL

The goal of this application is to design a **simple, transparent and a mobile-first** coordination experience that:

- Simplifies daily workforce operations
- Enables faster staffing decisions
- Improves operational visibility
- Reduces repetitive manual actions
- Supports real-time workforce management


4:41
Time & Attendance
Aug 18 - Aug 24
Mon Tue Wed Thu Fri Sat Sun
18 19 20 21 22 23 24
Total Shifts 25
Scheduled 5
Unscl
Pending Approval
Review needed
Approved
Payout
Hours
Jefferson Wedding (232)
Admin info
All
Server
Bartender

Vincent's Birthday Party
7:00a - 3:00p
Payout $1,500.00 · Hours 6.00
10/11 clocked out. 1 missing.

Ray Dalio Wedding (234)
11:00a -4:00p
Payout $200.00 · Hours 5.00
2/3 clocked out. 1 Location flagged.

Jefferson Wedding (234)
7:00a - 3:00p
Payout $1,500.00 · Hours 9.00
3/3 All timecards approved.

Jefferson Wedding (232)
Sat. Feb 15 • 2:00pm - 6:00pm EDT
Client • Location

Dept: Airport Pickup/Dropoff
# of Guests: 22
Salesperson: Matthew Lanzano

Server (2/11)
20 2:00 pm — TBD (8 hrs)
2 3 1 4
7x Open Shift • $105.00
Aurora Quin $105.00 • $15.00 /hr
Billy Sanders $105.00• $15.00 /hr
Jane Blakefield $105.00• $15.00 /hr
James Quintero $105.00• $15.00 /hr

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

Through workflow analysis, operational reviews, and competitor benchmarking, several recurring patterns emerged:

KEY RESEARCH INSIGHTS

- Coordinators operate under constant time pressure
- Staffing decisions are repetitive and pattern-based
- Mobile usage happens mostly during active operations
- Users need "at-a-glance" visibility rather than deep navigation

- Attendance tracking and open shift management are the most frequent tasks
- Manual coordination increases staffing delays and operational errors

DESIGN STRATEGY

The mobile-first coordination experience focused on transforming Nowsta Mobile from a task-heavy operational tool into a smarter workforce coordination platform optimized for speed, clarity, and real-time decision-making.

Simplify high-frequency workflows into quick, action-oriented interactions

Reduce cognitive load using clear hierarchy and progressive disclosure

Prioritize real-time operational visibility across screens

Introduce AI-assisted staffing to reduce manual coordination effort

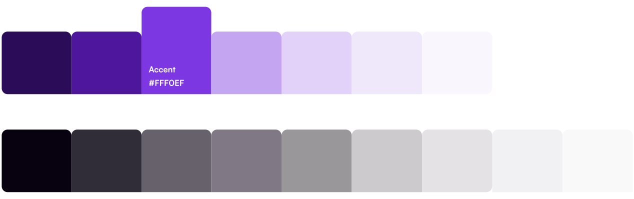
Create consistent mobile interaction patterns across modules

Enable coordinators to take action with minimal navigation

COLORS & TYPOGRAPHY

Colors

Color palettes play a vital role in expressing a brand's identity, establishing the mood and shaping the overall user experience in design.


Accent
#FFF0EF

Typography

The Satoshi font add a clean, modern touch to the workers app. It's readable, professional and builds trust, making the interface feel clear and user-friendly.

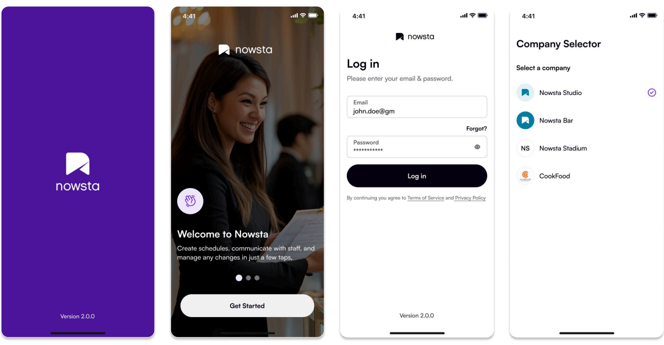
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

CORE UX FLOWS

Onboarding

- Simplified onboarding flow to quickly set up company, workforce, and scheduling operations
- Reduces setup friction through guided steps


nowsta
Version 2.0.0
4:41
nowsta
Get Started
4:41
nowsta
Log in
Email
Forgot?
Password
Log in
Version 2.0.0
4:41
Company Selector
Select a company
Nowsta Studio
Nowsta Bar
NS
Nowsta Stadium
CookFood

Welcome to Nowsta

Create schedules, communicate with staff, and manage any changes in just a few taps.

Please enter your email & password.

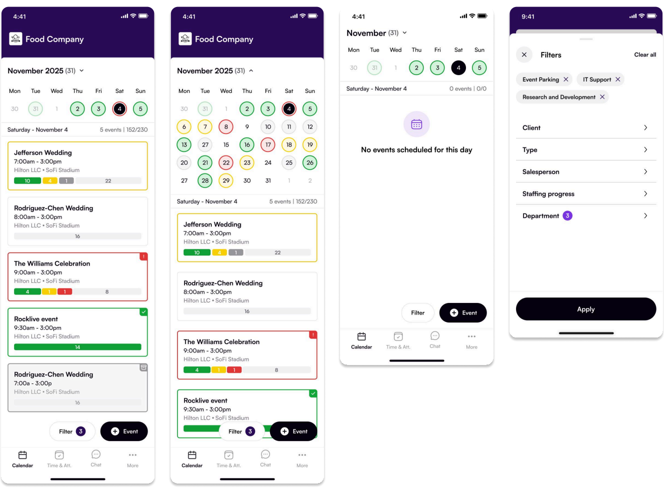
Email: john.doe@gm

Password: ***********

By continuing you agree to Terms of Service and Privacy Policy

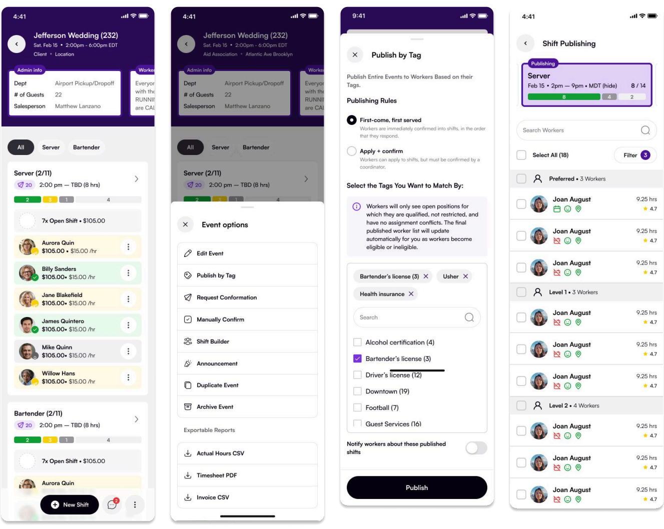
Calendar

- Centralized operational hub to manage shifts, staffing coverage & daily workforce activities
- Enables quick identification of understaffed events, scheduling conflicts & urgent actions


4:41
Food Company
November 2025 (31)
Mon
Tue
Wed
Thu
Fri
Sat
Sun
Saturday - November 4
5 events | 152/230
Jefferson Wedding
7:00am - 3:00pm
Hilton LLC • SoFi Stadium
Rodriguez-Chen Wedding
8:00am - 3:00pm
Hilton LLC • SoFi Stadium
The Williams Celebration
9:00am - 3:00pm
Hilton LLC • SoFi Stadium
Rocklive event
9:30am - 3:00pm
Hilton LLC • SoFi Stadium
Rodriguez-Chen Wedding
7:00a - 3:00p
Hilton LLC • SoFi Stadium
Filter 3
Event
Calendar
Time & Att.
Chat
More
November (31)
Saturday - November 4
0 events | 0/0
No events scheduled for this day
Filter
Event
9:41
Filters
Clear all
Event Parking
IT Support
Research and Development
Client
Type
Salesperson
Staffing progress
Department 3
Apply

Event + Staffing

- Streamlined staffing workflow to assign workers, manage open shifts & monitor staffing progress
- Reduces manual coordination effort with smart worker filtering & quick actions


4:41
Jefferson Wedding (232)
Sat. Feb 15 • 2:00pm - 6:00pm EDT
Client • Location
Aid Association • Atlantic Ave Brooklyn
Admin info
Dept
Airport Pickup/Dropoff
# of Guests
22
Salesperson
Matthew Lanzano
All
Server
Bartender
Server (2/11)
20
2:00 pm — TBD (8 hrs)
7x Open Shift • $105.00
Aurora Quin
Billy Sanders
Jane Blakefield
James Quintero
Mike Quinn
Willow Hans
$105.00• $15.00 /hr
Bartender (2/11)
New Shift
Event options
Edit Event
Publish by Tag
Request Conformation
Manually Confirm
Shift Builder
Announcement
Duplicate Event
Archive Event
Exportable Reports
Actual Hours CSV
Timesheet PDF
Invoice CSV
9:41
Publish by Tag
Publishing Rules
First-come, first served
Apply + confirm
Select the Tags You Want to Match By:
Bartender's license (3)
Usher
Health insurance
Search
☐ Alcohol certification (4)
☑ Bartender's license (3)
☐ Driver's license (12)
☐ Downtown (19)
☐ Football (7)
☐ Guest Services (16)
Publish
4:41
Shift Publishing
Publishing
Server
Feb 15 • 2pm — 9pm • MDT (hide)
8 / 14
Search Workers
Select All (18)
Filter 3
Preferred • 3 Workers
Level 1 • 3 Workers
Level 2 • 4 Workers
Joan August
9.25 hrs
4.7

Publish Entire Events to Workers Based on their Tags.

Workers are immediately confirmed into shifts, in the order that they respond.

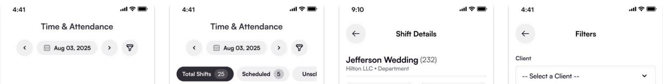
Workers can apply to shifts, but must be confirmed by a coordinator.

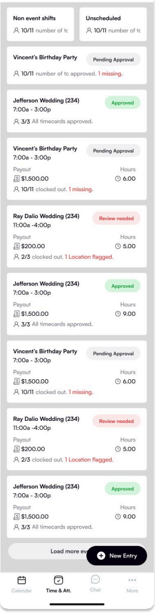
Workers will only see open positions for which they are qualified, not restricted, and have no assignment conflicts. The final published worker list will update automatically for you as workers become eligible or ineligible.

Notify workers about these published shifts

Time & attendance

- Real-time attendance tracking system
- Helps coordinators resolve workforce issues faster through better visibility flows.


4:41
Time & Attendance
Aug 03, 2025
Total Shifts 25
Scheduled 5
9:10
Shift Details
Jefferson Wedding (232)
Hilton LLC • Department
4:41
Filters
Client
-- Select a Client --



Non event shifts
10/11 number of tc

Unscheduled
10/11 number of tc

Vincent's Birthday Party — Pending Approval
10/11 number of tc approved. 1 missing.

Jefferson Wedding (234) — Approved
7:00a - 3:00p
3/3 All timecards approved.

Vincent's Birthday Party — Pending Approval
7:00a - 3:00p
Payout $1,500.00 · Hours 6.00
10/11 clocked out. 1 missing.

Ray Dalio Wedding (234) — Review needed
11:00a -4:00p
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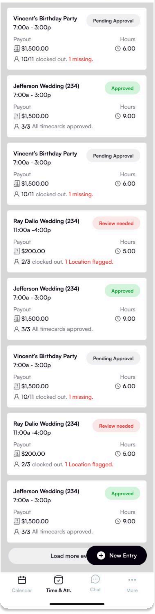
Load more ev
New Entry
Calendar
Time & Att.
Chat
More



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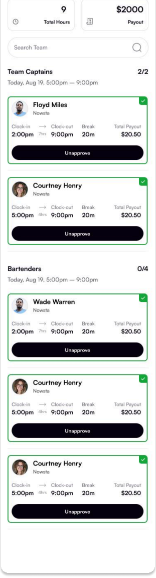
Load more ev
New Entry
Calendar
Time & Att.
Chat
More



9 Total Hours
$2000 Payout

Search Team

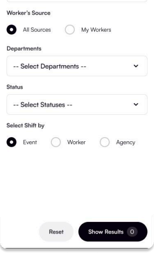
Team Captains 2/2
Today, Aug 19, 5:00pm — 9:00pm

Name	Clock-in	Clock-out	Break	Total Payout
Floyd Miles (Nowsta)	2:00pm	9:00pm (7hrs)	20m	$20.50
Courtney Henry (Nowsta)	5:00pm	9:00pm (4hrs)	20m	$20.50

Bartenders 0/4
Today, Aug 19, 5:00pm — 9:00pm

Name	Clock-in	Clock-out	Break	Total Payout
Wade Warren (Nowsta)	2:00pm	9:00pm (7hrs)	20m	$20.50
Courtney Henry (Nowsta)	5:00pm	9:00pm (4hrs)	20m	$20.50
Courtney Henry (Nowsta)	5:00pm	9:00pm (4hrs)	20m	$20.50

Unapprove



Worker's Source
● All Sources ○ My Workers

Departments
-- Select Departments --

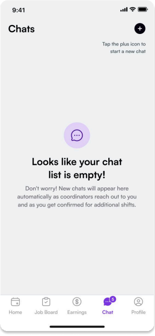
Status
-- Select Statuses --

Select Shift by
● Event ○ Worker ○ Agency

Reset
Show Results 0

Chat

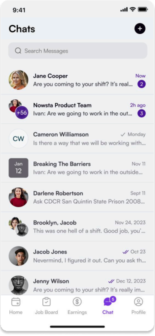
- Centralized communication space for coordinators and workers
- Reduces dependency on fragmented communication channels



9:41
Chats
Tap the plus icon to start a new chat

Looks like your chat list is empty!
Don't worry! New chats will appear here automatically as coordinators reach out to you and as you get confirmed for additional shifts.

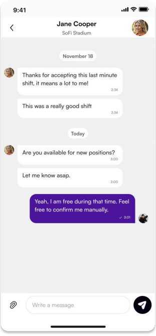
Home
Job Board
Earnings
Chat
Profile



9:41
Chats
Search Messages

Jane Cooper	Are you coming to your shift? It's real...	Now (2)
Nowsta Product Team	Ivan: Are we going to work in the out...	2h ago (3)
Cameron Williamson	Is there a way that we will be working with...	Monday
Breaking The Barriers	Ivan: Are we going to work in the outside...	Nov 11
Darlene Robertson	Ask CDCR San Quintin State Prison 2008...	Sept 11
Brooklyn, Jacob	This was one hell of a shift. Good job, you'...	Nov 24, 2023
Jacob Jones	Nevermind, I figured it out. Can you ask th...	Oct 23
Jenny Wilson	Are you coming to your shift? It's really im...	Dec 12, 2023

Home
Job Board
Earnings
Chat
Profile

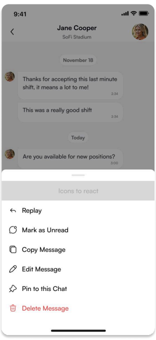


9:41
Jane Cooper
SoFi Stadium

November 18
Thanks for accepting this last minute shift, it means a lot to me! 2:34
This was a really good shift 2:34

Today
Are you available for new positions? 3:00
Let me know asap. 3:00
Yeah, I am free during that time. Feel free to confirm me manually. 3:01

Write a message



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This was a really good shift 2:34

Today
Are you available for new positions? 3:00

Icons to react
Replay
Mark as Unread
Copy Message
Edit Message
Pin to this Chat
Delete Message

IMPACT & OUTCOMES

The redesigned mobile experience helped streamline workforce coordination and improve operational efficiency.

- Reduced manual staffing effort
- Faster shift fulfillment
- Reduced attendance review time
- Better visibility into operational risks
- Improved coordination efficiency on mobile

Thank you for your time! :)