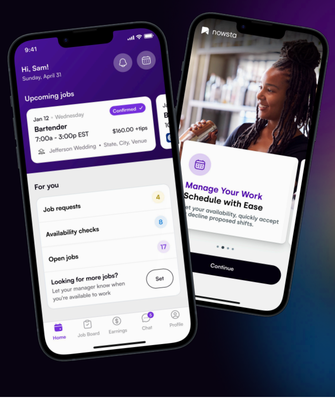
nowsta

All-in-one companion to find jobs, manage shifts and get paid seamlessly.


9:41
Hi, Sam!
Sunday, April 31
Upcoming jobs
Jan 12 • Wednesday
Confirmed ✓
Bartender
7:00a - 3:00p EST
$160.00 +tips
Jefferson Wedding • State, City, Venue
For you
Job requests 4
Availability checks 8
Open jobs 17
Looking for more jobs?
Let your manager know when you're available to work
Set
Home
Job Board
Earnings
Chat
Profile
nowsta
Manage Your Work Schedule with Ease
et your availability, quickly accept
decline proposed shifts.
Continue

OVERVIEW

The Nowsta Workers App is a mobile-first companion designed **for shift-based workers** in industries like hospitality, events, staffing, and gig work. While the core Nowsta platform empowers operations managers, this app focuses on the worker experience—helping them **discover shifts, manage schedules, track time, and get paid** seamlessly.

PROBLEM

The feedback gathered from shift-based workers highlights various usability challenges that needs attention. Contingent workers often face fragmented and manual workflows which results in missed job opportunities, scheduling conflicts and payment uncertainty. Some issues are:

Job opportunities are shared across multiple channels (calls, WhatsApp, spreadsheets)

Limited visibility into upcoming shifts and earnings

Confusing or inconsistent clock-in and clock-out processes

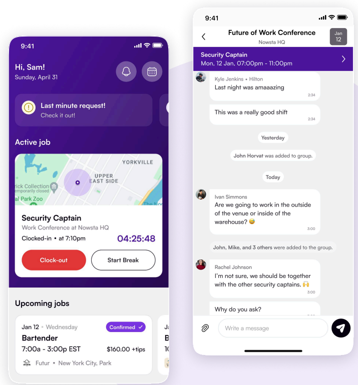
Poor communication with managers before or during shifts

Lack of control over availability and work preferences

GOAL

The goal of this application is to design a **simple, transparent, and empowering mobile experience** that allows workers to:

- Discover and accept shifts easily
- Manage their availability and schedules
- Communicate seamlessly with managers & teams
- Easily clock in and clock out
- Track work hours and earnings in real-time


9:41
Hi, Sam!
Sunday, April 31
Last minute request!
Check it out!
Active job
YORKVILLE
UPPER EAST SIDE
Security Captain
Work Conference at Nowsta HQ
Clocked-in • at 7:10pm
04:25:48
Clock-out
Start Break
Upcoming jobs
Jan 12 • Wednesday
Confirmed ✓
Bartender
7:00a - 3:00p EST
$160.00 +tips
Futur • New York City, Park
9:41
Future of Work Conference
Nowsta HQ
Jan 12
Security Captain
Mon, 12 Jan, 07:00pm - 11:00pm

Kyle Jenkins • Hilton
Last night was amaaazing 2:34

This was a really good shift 2:34

Yesterday

John Horvat was added to group.

Today

Ivan Simmons
Are we going to work in the outside of the venue or inside of the warehouse? 😅 3:00

John, Mike, and 3 others were added to the group.

Rachel Johnson
I'm not sure, we should be together with the other security captains. 🙌 3:00

Why do you ask?

Write a message

DESIGN PROCESS

By employing a structured design thinking framework, the project successfully navigated problem-solving stages to reach targeted objectives.

Discover
- User Research
- Quantitative Research
- Qualitative Research
- Stakeholder interviews

→

Define
- User personas
- Empathy mapping

→

Ideate
- User flow
- Card sorting
- Information Architecture

→

Design
- Wireframes
- Visual design

→

Test
- Usability testing
- Implementing feedback
- Iterations

TARGET USERS

The Primary Users of this application are **shift-based workers** who works on hourly basis such as servers, bartenders, event staff, security etc.in industries like hospitality, events, staffing and gig work.

Marcus Rivera

Age	28
Education	Hospitality Management
Experience	Catering, Bartending
Industry	Events, Catering, Hospitality Staffing

Personality

- Independent
- Practical
- Time-conscious
- Adaptable
- Financially aware
- Fast decision-maker

About

Marcus is a freelance event staff worker in NYC who juggles multiple gigs across catering companies, event agencies & hospitality groups. His work schedule changes weekly depending on event demand & relies heavily on his phone to stay updated on new opportunities & shift details. He values flexibility but often struggles with fragmented communication, unclear job details, and delayed payment visibility. Marcus prefers tools that help him act quickly, stay organized & track his earnings reliably without needing to chase managers for updates.

Goals

- Quickly discover and secure shifts before they fill up
- Maintain a steady and predictable income stream
- Easily manage schedules across multiple employers & track work hours and payments
- Reduce dependency on manual communication (calls/messages)

Frustrations

- Missing out on shifts due to delayed notifications or unclear job postings
- Confusion around shift details (location, timing, expectations)
- Lack of transparency in earnings and payment status
- Managing multiple employers across different platforms or chats
- Issues or anxiety around incorrect clock-in/out or logged hours

RESEARCH

To understand the current challenges and identify business opportunities, we interviewed 5 people who are currently working on hourly basis and as well as part time employees after their shift completes to know how they are balancing their shifts.

Qualitative Analysis

- Can you describe your current work setup?
- How do you usually find and accept new shifts?
- What information do you need before deciding to accept a job?
- How do you currently keep track of your schedule and upcoming shifts?
- Have you faced any conflicts?
- How do you communicate your availability to employers, and how easy or difficult is that?
- Can you describe how you currently clock in and track your working hours? Have you faced any issues?
- How confident are you that your work hours and payments are accurate?
- How do you track your earnings, and what kind of visibility do you expect?
- How do you usually communicate with managers or team members before or during shifts?
- If you work with multiple companies, how do you manage everything across them?What difficulties do you face?
- What are the most frustrating or time-consuming parts of managing your work schedule today?
- If you could design your ideal work management app, what would it help you do better or faster?

KEY RESEARCH INSIGHTS

PAIN POINTS IDENTIFIED

- Unclear shift details before accepting jobs
- Lack of centralized schedule visibility
- Anxiety around payment status
- Difficulty coordinating with multiple employers

USER BEHAVIOR PATTERNS

- Workers prefer first-come-first-serve job claiming
- High reliance on mobile notifications for shift updates
- Strong need for financial clarity and predictability

DESIGN STRATEGY

The Nowsta Worker App's design approach focused on combining job discovery, scheduling, time tracking, communication, and payments into a single mobile interface empowering the workers to take full control of their work life.

Self-Service First

Empower workers to manage their own schedules without dependency on managers.

Clarity & Transparency

Make earnings, shifts, and approvals highly visible and easy to understand.

Speed & Simplicity

Optimize the workflow for quick actions such as accepting shift, clock ins and check earnings

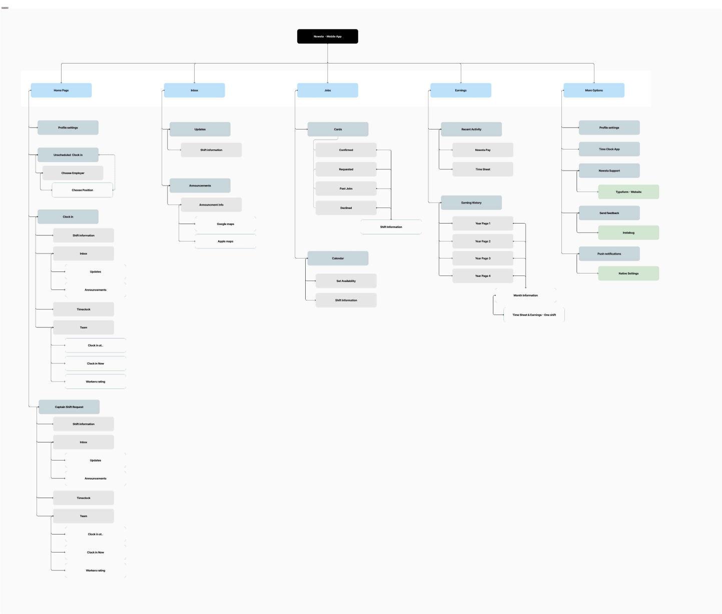
Mobile-First Interaction

Design for real-world usage such as using app on-the-go, low attention spans and time-sensitive decisions

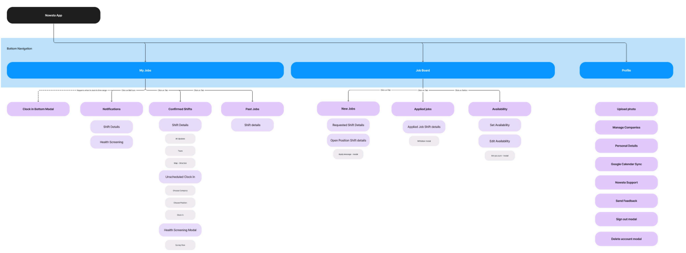
Trust Building

Reduce uncertainty through real-time updates and clear status indicators (approved, pending, completed)

INFORMATION ARCHITECTURE


Nowsta - Mobile App
Home Page
Inbox
Jobs
Earnings
More Options
Profile settings
Unscheduled Clock in
Choose Employer
Choose Position
Clock in
Shift information
Inbox
Updates
Announcements
Timeclock
Team
Clock in at..
Clock in Now
Workers rating
Captain Shift Request
Shift information
Inbox
Updates
Announcements
Timeclock
Team
Clock in at..
Clock in Now
Workers rating
Updates
Shift information
Announcements
Announcment info
Google maps
Apple maps
Cards
Confirmed
Requested
Past Jobs
Declined
Shift Information
Calendar
Set Availability
Shift Information
Recent Activity
Nowsta Pay
Time Sheet
Earning History
Year Page 1
Year Page 2
Year Page 3
Year Page 4
Month Information
Time Sheet & Earnings - One shift
Profile settings
Time Clock App
Nowsta Support
Typeform - Website
Send feedback
Instabug
Push notifications
Native Settings

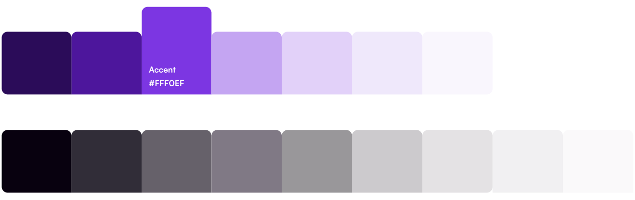
SITE MAP


Nowsta App
Bottom Navigation
My Jobs
Job Board
Profile
Clock In Bottom Modal
Notifications
Shift Details
Health Screening
Confirmed Shifts
Shift Details
All Updates
Team
Map - Direction
Unscheduled Clock In
Choose Company
Choose Position
Clock In
Health Screening Modal
Survey flow
Past Jobs
Shift details
New Jobs
Requested Shift Details
Open Position Shift details
Apply message - modal
Applied jobs
Applied Job Shift details
Withdraw modal
Availability
Set Availability
Edit Availability
Are you sure - modal
Upload photo
Manage Companies
Personal Details
Google Calendar Sync
Nowsta Support
Send Feedback
Sign out modal
Delete account modal

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

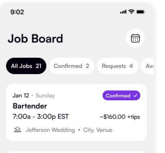
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

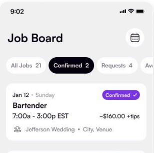
CORE UX FLOWS

Unified Job Board

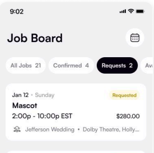
- Centralized place to discover and accept shifts
- Reduces dependency on fragmented communication channels


9:02
Job Board
All Jobs 21
Confirmed 2
Requests 4
Av

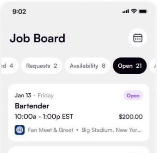
Jan 12 • Sunday
Confirmed ✓
Bartender
7:00a - 3:00p EST ~$160.00 +tips
Jefferson Wedding • City, Venue


9:02
Job Board
All Jobs 21
Confirmed 2
Requests 4
Av

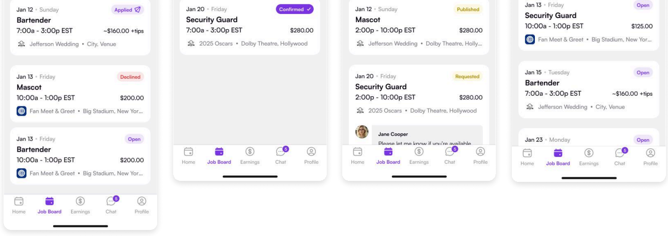
Jan 12 • Sunday
Confirmed ✓
Bartender
7:00a - 3:00p EST ~$160.00 +tips
Jefferson Wedding • City, Venue


9:02
Job Board
All Jobs 21
Confirmed 4
Requests 2
Av

Jan 12 • Sunday
Requested
Mascot
2:00p - 10:00p EST $280.00
Jefferson Wedding • Dolby Theatre, Holly...

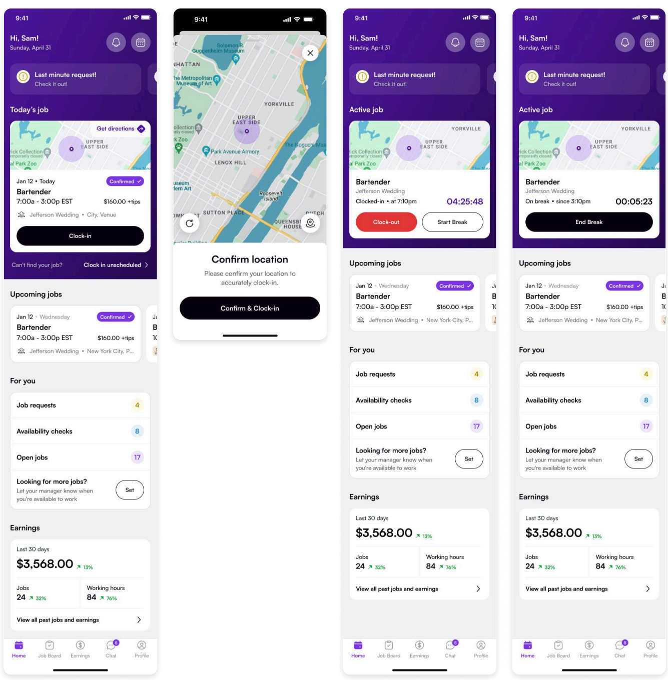

9:02
Job Board
d 4
Requests 2
Availability 8
Open 21

Jan 13 • Friday
Open
Bartender
10:00a - 1:00p EST $200.00
Fan Meet & Greet • Big Stadium, New Yor...



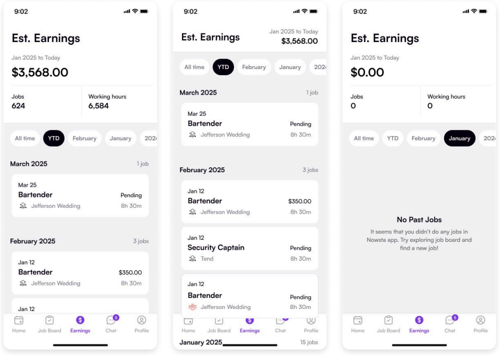
Real-Time Timeclock

- One-tap clock-in/out experience
- Eliminates manual attendance errors



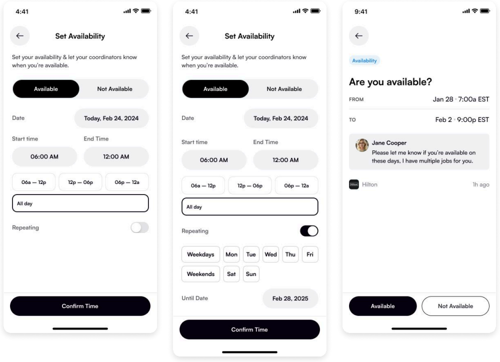
Earnings Dashboard

- Clear breakdown of hours worked, approved shifts, expected earnings
- Builds financial confidence



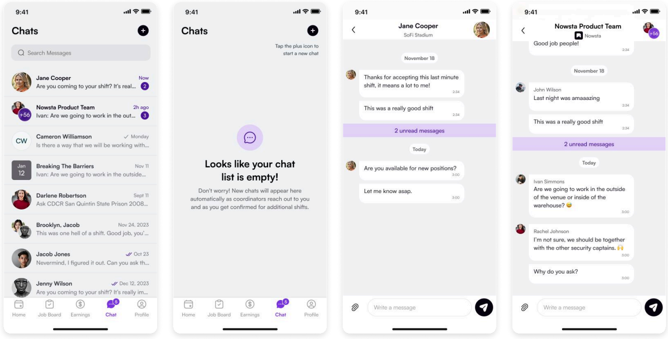
Availability Controls

- Workers define when they want to work
- Improves job matching efficiency



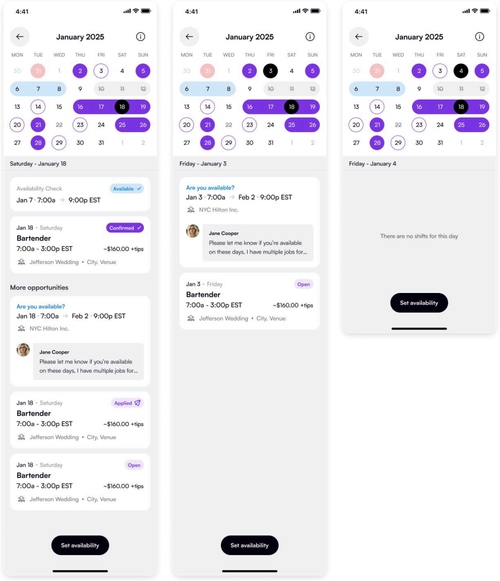
Integrated Chat

- Contextual communication within shifts
- Reduces external app dependency



Availability Controls

- Calendar-Based Planning
- Helps avoid conflicts and overlaps



IMPACT & OUTCOMES

The Nowsta Workers App transforms the worker experience from fragmented and reactive to centralized and proactive which is also visible in the following metrics.

60%
faster shift acceptance time

40%
less missed shift opportunities

80%
worker satisfaction & engagement

2x
attendance reliability

60%
less payroll disputes due to accurate tracking

Thank you for your time! :)