LiveBy Uses MeisterTask, MindMeister and G Suite from Design to Implementation

SUCCESS STORY

LiveBy

Cory Scott
Founder & CEO

REGION

USA

EMPLOYEES

7

INDUSTRY

Real Estate

WEBSITE

www.liveby.co

- Seamless workflow from design to implementation

- Meetings are done faster and more efficiently

- Real-time collaboration on shared documents

- More creative ideas thanks to 'brainwriting'

> MeisterTask is the cornerstone of the design and development process for all of our products. It provides a clear process from design to development with all tasks going through our project boards until the changes are implemented and live.

LiveBy's mission is to take the stress out of moving to a new city via an online tool which matches users to their ideal neighbourhood. Providing information such as local amenities, commuting times and the kinds of houses on offer, LiveBy provides house hunters with a bespoke suitability rating for each area of the city in question, within a few seconds. LiveBy's tool currently serves the U.S. market but they hope to expand to Europe soon.

Founded by Cory in April 2015, LiveBy is based in Lincoln, Nebraska and consists of a team of 7 fulltime staff. The team are primarily based in one office space but all work flexibly, so often work from home or from coffee shops, using Macs, PC laptops, iPhones and Android.

Providing their team with the flexibility to work wherever they feel they work best, the team uses cloud-based tools to work together in real-time. LiveBy

G Suite
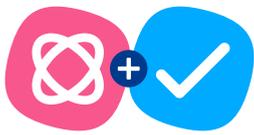
is a Google Business company so use Google Calendars for combined team calendars and joint Gmail accounts for support emails, as well as Google Drive to collaborate on documents, enabling the team to work together in the shared office space, or across locations.

LiveBy aim to be productive in their meetings by asking employees to brainstorm their ideas beforehand, ready to discuss with attached mock-ups for their proposed designs – a process the company calls 'brainwriting'. The team use MindMeister for this then thrash out all ideas during their meeting, adding everything to one collaborative mind map to get all ideas down in one accessible place.

Outside of meetings, the team use MindMeister to collate all of their product information into one intricate mind map. The map lists every feature e.g. neighbourhood profiles, then every sub-feature within each feature. Team members are then able to login and add their idea for a new feature or sub-feature straight into the map, labelling it with a light bulb emoticon. With this, the map provides a home for all new ideas which can then be discussed or stored for a later meeting.

With MeisterTask there's less for everyone to keep in their heads - the team can feel comfortable that everything to do with product development is in one place and tasks won't slip through the gaps - they'll be completed.

The development team were originally using 'Scrumwise' for their workflows, which they described as having a lower fidelity and functionality, so they began looking for a new tool which additionally offered the task card feature and more integrations – here they found MeisterTask. The design team were previously using Asana for their process and but decided to jump ship too in order to coordinate with the developers. As Cory explains "it's been fantastic for us as there's one place for all of our product development tasks" enabling the design process and development process to be synced.

> **With MeisterTask there's less for everyone to keep in their heads - the team can feel comfortable that everything to do with product development is in one place and tasks won't slip through the gaps - they'll be completed.**

"MeisterTask is the cornerstone of the design and development process for our products" Cory explains, "It provides a clear process from design to development, with all of tasks going through our project boards until the changes are implemented."

Cory explains that the team doesn't use email for internal communication but only MeisterTask and Slack, so the Slack and MeisterTask integration is central to keeping everyone on the same page with development progression. Whenever a task is moved from one phase to the next, the Slack integration will prompt the relevant team members. For example, when a task is moved to the quality assurance stage or to 'live', everyone is notified, so team members are able to view the change on the QA site and feedback, or check that everything looks as intended on the live site.

With MeisterTask, MindMeister and G Suite, LiveBy have set up an efficient workflow which tool improvements and experiments are taken through, ensuring every step is covered. Recently a UI experiment was put through the process as the team realised that LiveBy users were finding it hard to search effectively. The team redesigned the search interface, taking the experiment through the described development process to live, resulting in an improved search function and an increased user conversion rate.

With improved communication via the MeisterTask Slack integration and comment feature on each task, all team members know exactly where everyone else is at. This process of notifying via automated communication means that there's less to keep in everyone's head, and the team can rest assured that everything is in one place, as tasks won't slip through the gaps.

G Suite