

Riser Uses MindMeister, MeisterTask and G Suite to Launch Their Ambitious Mobile App

SUCCESS STORY



Risers
Team Members

REGION

Europe

EMPLOYEES

3

INDUSTRY

IT

WEBSITE

www.riserblog.com

- Integrations between MindMeister, MeisterTask and G Suite streamline workflow
- Real-time collaboration brings members of the dispersed team onto same page
- Visual dimension in MindMeister and MeisterTask makes communication clearer and more efficient

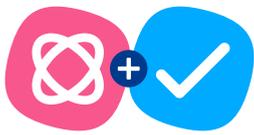


The MindMeister add-on in Google Hangouts adds a visual element to our discussions that lets us communicate our ideas more clearly and ensures everyone is always on the same page.



Riser is a platform that aims to connect motor cyclists in the digital world. Using the mobile app, bikers are able to plan and track their trips, discover new routes and find hot spots along the way. "Bikers are generally not interested in finding the fastest way from A to B. They mainly want to enjoy the ride," explains co-founder and iOS developer Peter Benkö. "Riser is basically a navigation system for

epicures. It provides bikers with the most scenic, curvy and striking routes and points out hidden cafes and such along the way." Riser is planned to launch in May 2016. Behind the ambitious project stand three young men with a passion for bikes who have been working around the clock for over a year to get everything ready for the big day.



The Challenge

With their back-end developer based in Germany and the rest of the team based in Austria, Riser needed a tool suite that would allow them to easily share files, exchange both business- and product-related information, and collaborate online. To streamline and simplify all of these processes, Riser specifically looked for tools that would integrate with each other. As a young startup the team also had to consider the costs of potential software solutions in order to stay within their relatively narrow budget.

The Solution

As soon as serious work on the mobile app started, the Riser team opted for a G Suite subscription to cover their most essential workflows at minimal costs. Additionally, they added both MindMeister and MeisterTask to their tool suite to simplify collaborative brainstorming and task management processes. "G Suite is at the heart of our workflows," explains Peter. "Google Drive serves as a central storage place where we keep all our files, from documents such as business plans to promotional images and design files. Besides other essential services such as Gmail and Google Calendar we also regularly use Google Hangouts to update each other on business developments or new product features. One of the best things about this is that our mind mapping tool MindMeister has an integration with Hangouts, which means that we can map out ideas while we're in the call

and they're instantly visible to all team members."

"MindMeister is our go-to tool for brainstorming, but it's also a starting point for texts such as our business plan. It enables us to create an outline of the text before exporting it to Google Docs, where we fill in the details," explains Peter.



MeisterTask was the last tool the team added to their workflow but it has since become essential for the team's productivity. "We use project boards in MeisterTask to set up software sprints with a slightly modified version of the Kanban system. It's simple, visual and lets us see what everyone's up to at all times. I also really like the fact that we can attach not only Docs and Sheets from Drive but also maps from MindMeister. This is particularly useful when we take notes in a map during a sprint meeting which are an important reference for the task."

Results

The real-time collaboration provided by G Suite, MindMeister and MeisterTask

is key for Riser's ability to efficiently work together as a dispersed team. Using MindMeister, the co-founders are able to communicate their vision and product ideas more clearly to their back-end developer. MindMeister also lets them collaboratively flesh out feature ideas, outline business strategies and map out marketing opportunities.

With MeisterTask the team has found a simple project management solution that integrates with MindMeister and lets them turn ideas directly into actionable tasks. The visual project boards not only bring team members quickly up-to-date during their biweekly sprint meetings but also show exactly where bottlenecks are and which tasks are affected by them.

The various integrations between G Suite and the MeisterLabs tools (such as the MindMeister add-on for Hangouts, the sign-in through Google and the ability to directly upload attachments to maps and tasks from Drive) simplify Riser's workflows and save the team members tons of time.

"It took a few weeks until we had perfected our workflow," says Peter, "but once we had figured out all the steps and set up a routine with the tools things started to run extremely smoothly. Using the collaborative apps from Google and MeisterLabs has saved us tremendous amounts of time and helped avoid misunderstandings. Without this workflow we wouldn't have come as far as we have over the past year and we wouldn't be able to launch with as many features this May, if at all."