



## **Business Case**

Word Count: 500



**Shift Up** is an android application designed to automate the process of assigning shifts in creating rotas on a weekly basis.

## **Problem Analysis**

In this digital age, there is still a significant number of small businesses, namely restaurants that are depending on pen and paperwork to create their rotas. In my personal experience of waitering, all restaurants I worked at have not digitized this process. In addition, multiple of my connections and a small biased sample has also reaffirmed this. Various restaurants are currently relying on obtaining employees availability through messaging apps such as WhatsApp and WeChat. A manager then compiles this information manually on paper and uploads a photo of the rota, which usually gets modified as circumstances change. This process is tedious, error prone, and has room for improvement. Utilizing a messaging platform for work may seem practical for very small businesses; however, as the number of employees increase, the conversation history will be flooded with availability information that's difficult to process.

## **Proposed Solution**

The solution is to have an application offload the task of compiling information and allow managers to easily generate rotas by selecting the preferred combination of employees. The process of creating a rota has not changed, just that compiling information is now automated, and information is now easily visualized. Shift Up replaces messaging platforms entirely as rota information is both entered and viewed here. Once managers set up their business on the app, they can create roles and specify their work times, days, and the target number of employees. Then they can generate a onetime code to invite employees to the business group. The employees can then specify their work availability by selecting their desired roles on their desired days. As employees are entering their information on their own time, they can easily view who is working when and when no one is working yet. When a specified deadline is reached, managers can then select which of the auto generated combinations they prefer if there are any conflicts in the employee availability. This solution allows the employers to **Shift Up** their management and employees to know when their **Shift's Up**.

## **Competitor Analysis**

In this market analysis, there is no direct competitor that is targeting the same market gap with a generative solution. This application is targeted to support small businesses and restaurants that create new rotas weekly. The competitor apps explored are Simple Rota Maker and My Shift Planner.

Simple Rota Maker is a fixed rota maker that is targeted at managers to add their already completed rota onto a digital platform. It does not serve or aid in the process of creating a rota, but primarily digitizing the rota. The form of display of their rota has days on the columns and time on the rows, which is more expanded than Shift Up's two column design of days and employees. My Shift Planner is also a fixed rota planner that targets employees only, focusing more on fixed work schedules and doesn't aid in generating rotas.