Client Interview Q&A **SHYFT Digital**

What is Shyft's relationship with Becker?

Becker partnered with SHYFT in this engagement. shyft owns the software and the name and we have a rev/share agreement with them (this is not public knowledge though). They help drive a lot of our marketing efforts since their practice area is so large they touch so many clients and prospects in the market. We do run design changes by them but in terms of the interface, this is something they have little or no control or care over.

As a power user, what do you find works and doesn't work with the site? What are your pain points and happy points?

The interface for admins is not as intuitive as it should be. It is not 'designed' as it was "designed" need by a developer. It is easy to use once you know what you are doing and I want to continue the super ease of use. That is one of the things that separates us from the competition (in answer to the next question) as well as our customer service. We are hands-on and available pretty much all the time and clients like that and feel that they were not getting that from their other company. Pain points are the usability:

- not being able to add/delete change a photo easily
- not being able to add a photo gallery
- not easily being able to crop photos/images since everyone sends us all kinds of image sizes
- not being able to sort users by the first name; by the last name; being able to change how they are listed
- after the initial activation of all users, being able to go in and resend an activation to those that have not activated. right now it's a manual one by one process.
- allowing an admin to pull a list of those that registered vs those that didn't
- custom categories is super important and we just made an update to that recently
- site notifications: should be able to see the current notification in the dashboard
- emails: being able to segment by role
- naming conventions of the roles is not super intuitive
- having little popups or explanations during each phase or segment of the dashboard would be very helpful for those using it that are not one of us.

What do you feel breaks you apart from your competitors?

- customer service
- price point
- relationship/partnership with a law firm
- ability for document management to be compliant for those that need to be.

Nimish Mytle, Molly Prower, Mike Raynes & Ariel Saulog

Second round of questions

- **- How do clients usually request new features? How do you decide which ones to implement?**

They will usually just email us if something doesn't work or they would like to see something new. If we get a request multiple times and feel it is something that all associations would benefit from, we consider implementing it across the board for all. Brett and Joe keep a running list for future features.

Also, since I manage a lot of sites for clients, if I am using the software and get frustrated on a functionality type, the guys will hear from me about improvements that need to be made or enhancements to make things easier.

- I think this was still up in the air at our last class, but would it be possible to reach out to current clients for a survey or user testing?

I would be OK with doing a survey monkey to our clients (association managers - not actual members). If we did this, I think it would be best if all 4 groups agreed on questions and we can do 1 survey (I won't be able to do 4 of them).I might have a small sample size of those that respond, but I think you'll get some good feedback.

- Do you see potential for this service to branch out from the HOA market? What other markets could you imagine this service working in?

Ideally, having software for other industries would be great but the software would need to be altered to be appropriate for them. The catalyst for building this site was for document management and website needs for condo's and its geared as such.