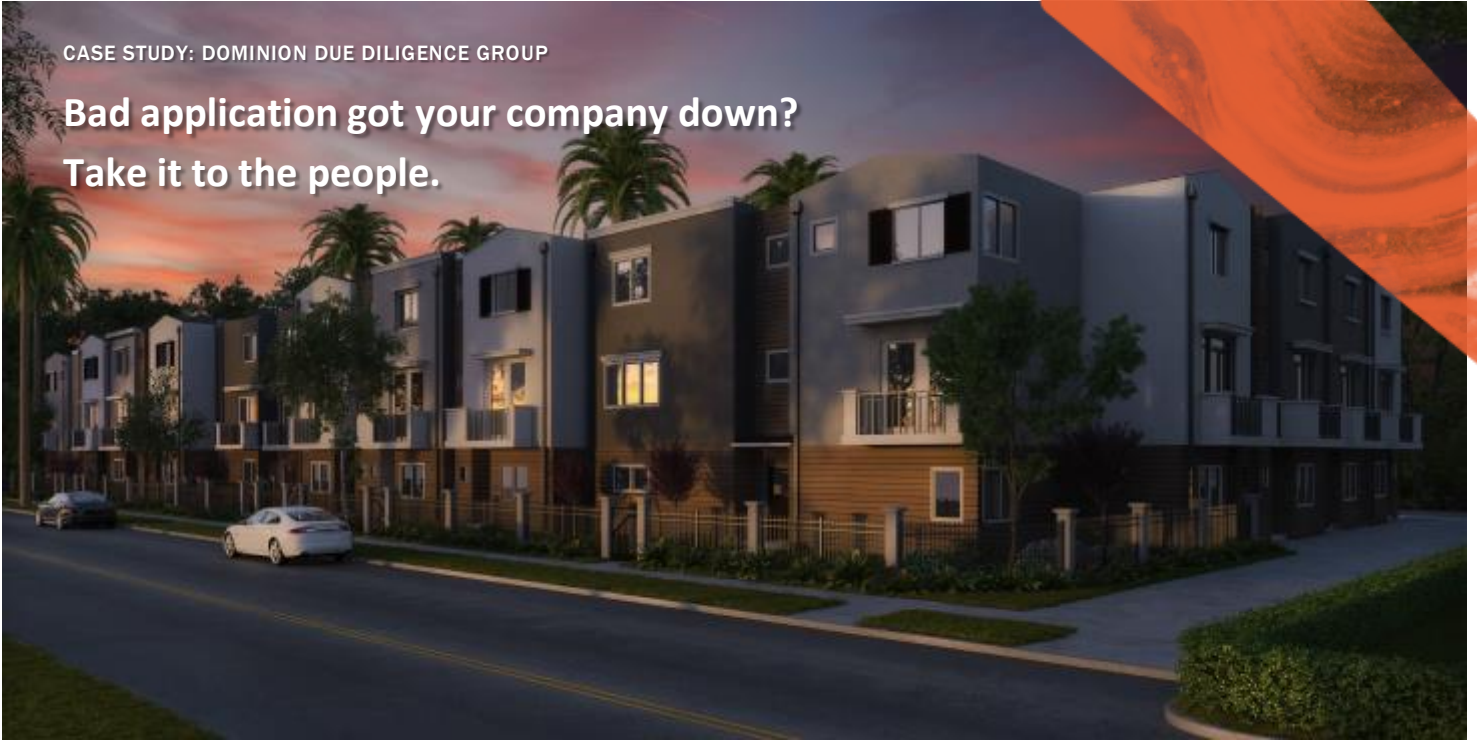


CASE STUDY: DOMINION DUE DILIGENCE GROUP

**Bad application got your company down?  
Take it to the people.**



## Communication with users finds pain points and builds a path to simplicity and connectivity

Project management is hard enough. It's made even worse when clunky, outdated technology gets in the way and holds back progress, hampers productivity, and drives your employees crazy.

Dominion Due Diligence Group (D3G) had been using a desktop application they had built years back to manage their projects. But the software was old, slow, and didn't do all it should. Perhaps worst of all, the app didn't allow remote access for employees – a lacking feature that is nearly unconscionable in our connected, mobile world.

D3G, which helps its clients navigate complex housing and healthcare development projects, had tried to rebuild its app with two other consultants. Both attempts had failed, and frustration around the app was mounting.

And then they found Simple Thread.

## Find the pain points...

After D3G engaged our team, our first move was to put feet on the street at the company headquarters. Through asking questions and listening, we uncovered the pain points of the application. It:

- Didn't provide a holistic view of their entire project delivery pipeline
- Required a multitude of external systems - like email, spreadsheets, and more - for managing projects on a day-to-day basis
- Caused issues when multiple users tried to edit the same projects, and
- Was very slow for remote employees, and didn't allow mobile access.

The main tool used to keep projects running was the very thing hindering their productivity, effectiveness, and quality of service. Issues with a single piece of technology led directly to reduced productivity and a frustrated workforce.

## ...then build the pain relief.

After learning the app's pain points (and thereby, the pain of everyone in the company) it was clear that meeting the company's needs and ensuring the long-term viability of the business would require a product that:

- Could scale easily with an increasing volume of projects;
- Could be accessed remotely, but still allow easy access of the many terabytes of data and documents required for their projects;
- Could convert physical systems (whiteboards) for tracking projects and assignments into electronic versions that would be familiar and comfortable to project members;

- Consolidates their multitude of systems into a single tool; and,
- Integrates their sales and delivery pipelines to allow for reduced data entry and visibility from inception to completion.

## So, how does relief look? Simple.



Maybe it's our name, but we always opt for the simple approach to technology. So that's exactly what we did with D3G's product, **Project Manager**.

- As we do with every app, we treated Project Manager as a product, meaning D3G's internal users – their employees

- are our customers. Listening to them was the only way to build an experience that would delight.
- We started off with a Minimum Viable Product (MVP) and iterated from there. Project Manager had to do what the old app did at bare minimum, all the data had to migrate with zero manual effort, and it had to work reliably from Day One. By limiting functionality of the first release to the basics, we got users familiar with the application, and then iterated by listening to feedback.
- We worked with an Agile cadence of [discover, design, create, and iterate](#) to add fully functional features in rapid succession.
- D3G wanted to host the product, which would require them to setup and maintain a web-based production app on their servers, which they had never done before. To mitigate risk, we used our DevOps expertise to automate the application environment and infrastructure, which enabled them to continue running the app in-house.

## Life with Project Manager today

Project Manager's release was an out-of-the-gate success. By taking the time to listen before we rolled up our sleeves to build, we created a product that not only alleviated pain points, but restored and even increased productivity and efficiency. The app also offers a delightful user experience and makes everyone's lives at D3G just little bit easier (or maybe a *lot* easier).

Project Manager did everything the old app did, except now it works like a charm.

## Beyond technology, partnership.

**We don't want to be a one-and-done vendor. We're here as a trusted partner to guide you on your technology journey and create products that impact your productivity and bottom line. Even after Project Manager was deployed, we have enjoyed a long and continuing partnership with D3G, helping them continue to add features and enhancements to the app.**

**“The custom Project Management software that Simple Thread developed for us has made every employee more efficient. The user interface is so intuitive and delightful to use that employees immediately adopted the product because they saw the value from the start. And I love the fact that when we need to see how the project is progressing, wherever we are, we can pull it up on the phone or any connected device. Simple Thread simplified and has saved us untold time and money.”**

*Rob Hazelton, President*

*Dominion Due Diligence Group*