

# YoopKnows: giving time back to architects



## Client: YOOP Architects, UK

YOOP Architects is a UK-based design-build contractor and home remodeling company.

## Website

<https://www.yooparchitects.co.uk/>

## Overview

YOOP's founder, Gordon Evans, wanted to take his company to the next level. After several years in business, it was clear that there were barriers to growth, and most of them revolved around communication and information sharing. Simply put, if Gordon wanted to preserve profits and grow his business, he couldn't have people working 18 hours a day just fielding emails and phone calls and not getting anything else accomplished.

The YOOP team was well past its limit, overloaded with repetitive, mundane tasks that needed to be accomplished within a finite time window. Gordon's idea was to have a web app that would automate all of the functions that could be automated, streamlining workflows, and allowing his team members to focus on higher-value tasks, like customer acquisition.

## Challenges

Gordon researched all the top project management platforms, but none of them ticked all the boxes. They were either too complicated, had too many useless features, or didn't have the features he needed at all.

The challenges we needed to solve were:

- Eliminate repetitive project management activities

- Replace manual systems that were prone to error
- Free up employee time to focus on their actual jobs

After meeting with Gordon to outline the project, the goals were twofold:

1. Automate all repetitive project management activities
2. Reduce the number of client inquiries with automated weekly report summaries

Gordon had already worked on an iteration of the web app using WordPress as a platform. However, WordPress is not built for this kind of development, so it ended up being slow and difficult to use – not to mention all the time and effort Gordon put into building it.

However, Gordon's efforts were certainly not wasted. We used his WordPress prototype as a starting point to learn how they work and better understand the team's unique needs and focus. We then began an iterative development process that looked something like this:

1. **Identification.** We identified the features that would have the most impact on the team's workflow.
2. **Development.** We built out the key features of the web app.
3. **Testing.** Once built, we released the new features to a testing environment.
4. **Trial and Feedback.** The YOOP team got to dive in and use the web app and gave us feedback on what they loved and what could be better.
5. **Repeat.** We forged ahead and continued to iterate from step one through four until we got it "just right."

Our collaborative process helped YOOP focus on what was essential for their business workflow, which allowed us to develop only the features they wanted. Working closely together, they provided us with valuable feedback that generated new and innovative ideas as we worked.



The curse of being an architect is we are always learning! So when we started the journey of creating Yoopknows we had some clear ideas of how to solve key pain points in

Gordon Evans,  
founder of  
YOOPKnows

an architect's life and running a successful architectural practice without working 18 hours a day or going crazy with too many calls and emails

## Solution

The resulting web app was exactly what Gordon had envisioned. The new automation helped the team save time and increase productivity by eliminating repetitive manual processes, allowing them to focus on the things they do best.

Some of the most critical features we developed for the YOOPKnows web app included:

- **Smart Tasks.** Notifications are automatically sent to project stakeholders when a task is completed, removing wait times and other inefficiencies.
- **Dashboard.** A single pane of glass provides an overview of the project's progress and the status of all assigned tasks.
- **Kanban Board.** Provides a visual display of project status and updates in real-time.
- **Weekly Client Progress Report.** Weekly project reports are sent to clients automatically.
- **Touch Points.** Provides an at-a-glance overview of all activity related to projects in progress.
- **Gamification.** Gamification fosters a little friendly competition by showing who's completing more assigned tasks.

## Success

Gordon's strong entrepreneurial spirit led him to ideate a powerful tool that would help him grow his company, and we were happy to bring it to life for him. YOOPKnows ushered in a new way of working for the YOOP team, reducing the inherent complexities of managing multiple projects and adding more value to what they do.

**Dashboard**

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Project	Status	Started	Determination ↓	Progress	
	21.09 - Planning app SUBMITTED. 17.09 - Updated plans sent to client. 09.09 - Clients deciding how big to do the extensi...	May 18, 2020	December 30, 2030	<div style="width: 50%;"></div>	🗨️ 🔔
	21.09 - Onsite meeting. Prep Pre App for end of Sept 16/09 MW sent Dave drawings for meeting 03/09 GE sent pre-app so fa...	January 15, 2020	December 30, 2030	<div style="width: 50%;"></div>	🗨️ 🔔
	14.09 - RM not appointed yet. Email sent to client to remind him he needs an Engineer. 13.08 - BREG+C sent to client. RM...	April 23, 2020	December 30, 2030	<div style="width: 50%;"></div>	🗨️ 🔔
	18.09 - Pre App being organised 11/09 MW Chased dave to Chase for pre-app 03/09 Dave chasing planners for pre-app date M...	January 15, 2020	December 30, 2030	<div style="width: 50%;"></div>	🗨️ 🔔

**Current live projects**  
79

**New projects this month**  
8

**Finished projects this month**  
7

**Touch point required**  
9

**Snoozed projects today**  
20

We cannot understand how we ran our practice before YOOPKnows! We can now do more with less and without the daily firefighting and drama. We know where stuff is and we trust that YOOPKnows when to bring something back to our attention. Hence YOOPKnows!



Gordon Evans,  
founder of  
YOOPKnows

## From the Client

"It was great to work with Aprooted. They are very thoughtful about what we wanted to achieve, good at listening and asking the right questions."