

Cream.HR involves LEZGRO to build and launch SaaS b2b candidate filtering platform.

Entrepreneurial spirit inspires us to bring maximum value and quality into each project and customer experience.

Case study



Case Study

Client:

Cream.HR

Location:

Kitchener, Ontario.

Industry:

Human Relations Management, Recruiting.

Keywords:

SaaS, b2b, startups, talent management, recruiting, psychology, web development, PHP, yiiframework, MySQL, git, Amazon Web Services, scrum.



"Our partnership with Lezgro was essential to the successful launch of Cream.HR. There was no other scenario that would have enabled us to deliver the new platform the way we did. [As a startup] company, we had no choice but to move forward [with a limited budget,] and Lezgro allowed us to move forward and take our business to the next level."

Caitlin MacGregor, CEO at Cream.HR

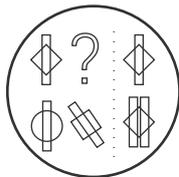
Summary

Cream.HR is a candidate filtering tool that enables companies to make better hiring decisions while saving them time and money. It is predicated on Dr. Jordan B. Peterson's scientifically-reviewed analysis method of predicting intelligence, managerial ability, entrepreneurial capacity, creativity, and other important factors that lead to employee success. The Cream.HR software was established to provide this assessment method in an easy-to-use online format.

Product managers, CTOs and non-technical founders involve LEZGRO, temporarily or permanently, to scale up development capacities and deliver mobile and web applications to market quickly, in high quality, through entrepreneurial, transparent and knowledge-sharing collaboration.

Entrepreneurial spirit inspires us to bring maximum value and quality into each project and customer experience.

1



Every single job applicant takes our online assessment

2

ent	Innovation	Problem Solving
33	88.1	54.1
24.7	68.2	12.5
12	13.4	12
9	74	88.4
	28.9	12.9
	42	11

Applicants are populated into our real-time dashboard

3



Sort for company culture, job fit and high potential applicants

Since LEZGRO has extensive experience in delivering complex web and mobile projects from the scratch, Cream.HR was referred to us by a Toronto-based connection to develop a progressive software solution around their revolutionarte were very sharp.

The Challenge

Providing the client with a high-quality product that responded to their requirements involved two main challenges – reducing time to launch, and doing so on an economical budget.



“Getting Cream.HR’s product into the hands of customers as quickly as possible was our main priority. It was pretty tough but fun at the same time. We worked discussing and coding hand in hand for 2 months as requirements of release date were very sharp.”

Roman Gusak, Project Manager at LEZGRO

Building the Collaboration

Cream.HR approached Lezgro as a Toronto-based startup company when their business was just getting off the ground and their funds were limited.

Although customer didn’t have full payment at the outset of the project, both parties developed a trusting working relationship and began development regardless. Cream.HR’s status of a Com-munitech Accelerator startup helped solidify this relationship, and they had already been approved for a grant before we began development. The trust was also initially build high due to mutual recommendations of Cream.HR and LEZGRO to each other.



References always help build more trustworthy relations and initiate working process in faster terms.

Each of Cream.HR’s customers have different HR requirements, so customizability and flexibility was a necessity. The project specs were well-defined, and the client was very specific and directed in their requests, which gave LEZGRO a great starting point in developing the web application.

MoSCoW model:

MUST: requirement that must be satisfied in the final solution for it to be a success.

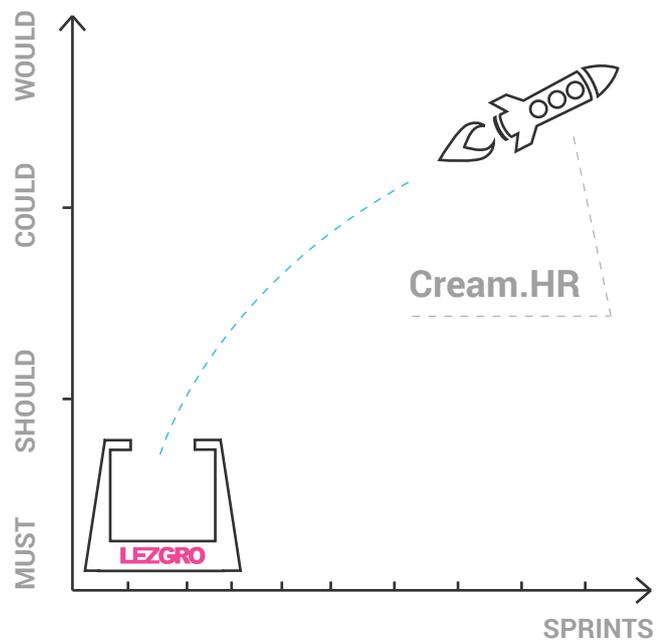
SHOULD: high-priority item that should be included in the solution if it is possible.

COULD: considered desirable but not necessary.

WON'T/WOULD: May be considered for the future.

Requirements were prioritized into Must/Should/Could/Would categories. "Must" and "Should" features were our priority for the first release of the web software on the two month timeline, and these were organized into sprints, each with 1-2 weeks dedicated to development.

Within the reality of constrained resources, prioritizing what is important and cutting out could and would from minimal viable product (MVP) will drastically increase your rate of success! "Could" and "Would" features were dealt with after the initial software release, but they were important considerations for future functionality.



Sprints enabled us to make accurate time estimates for development and control the release date. It also helped us estimate the scope of work with minimum risk, because we were able to re-assess our time management and deliverables after each sprint and relay our progress to the client.



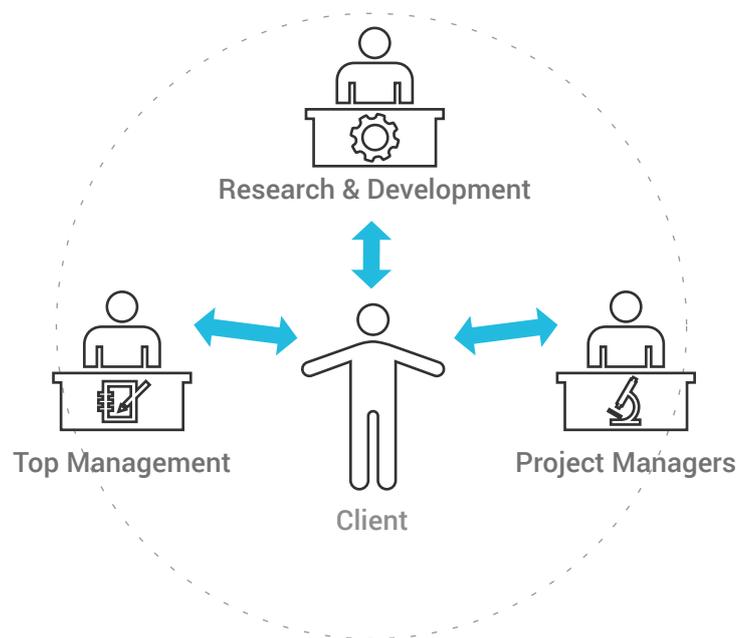
"The lines of communication were very open and there was a lot of collaboration between our product manager and Lezgro's product manager [in Toronto]."

Caitlin MacGregor, CEO of Cream.HR

Technology

Scrum is an iterative and incremental agile software development framework for managing software projects and product or application development.

LEZGRO maintained its standard algorithm and three-tiered process for QA and testing to ensure we delivered a world-class product: the first tier was provided by the team leader (or component leader) when the layout was ready; the second tier was conducted after server-side programming; and the third tier was overall functionality and usability test.



"It's amazing, the level of support we have received from them. We feel like they are an extension of our company."

Matt James. CTO at Cream.HR



"Cream.HR are masters of top notch startup management techniques such as lean startups, customer development, agile and scrum software development techniques, and it made collaboration very efficient. That is how the quick launch of web application became possible"

Ihor Pidruchny, CEO at LEZGRO



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