

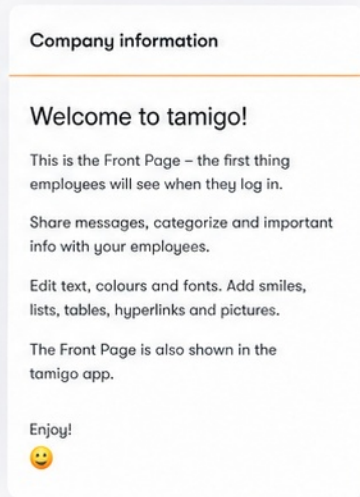
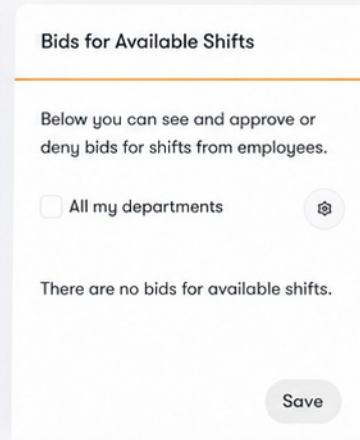
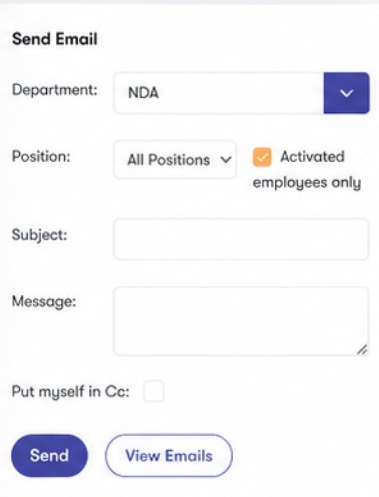
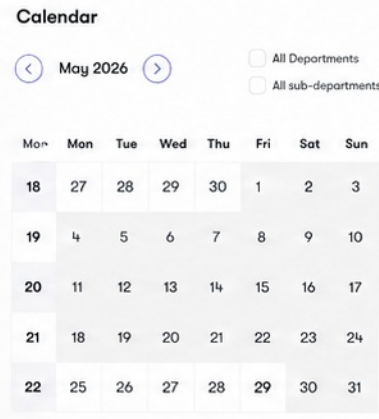
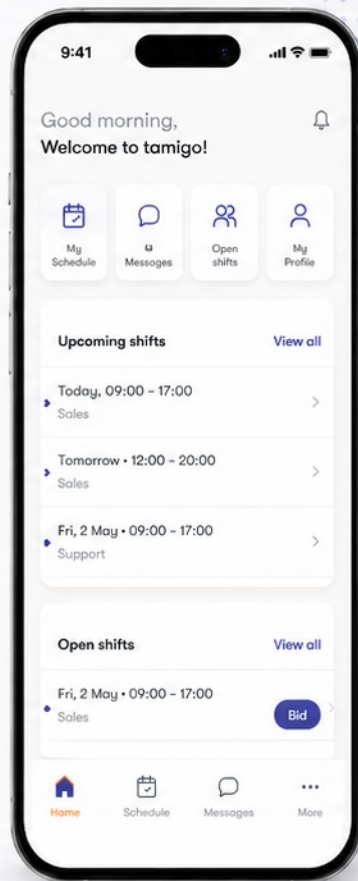
Product Owner Case Presentation

Making tamigo a Mobile-First Workforce Operating Hub

Artur Kvade | Product Owner Candidate | Copenhagen



From scheduling system to daily employee and manager workflow hub.



Strategic Vision: Mobile-First, Because Deskless Work Is Mobile-First

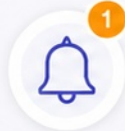
tamigo should become not only a workforce management system, but the daily operating hub for deskless employees, managers, and operations teams.



Mobile adoption drives retention, engagement, and expansion potential.

High-Impact Ideas (1-2)

Reduce missed shifts and make tamigo part of daily planning



Improved mobile notifications & shift-change visibility



Idea

Clear push notifications, change badges, a "what changed" view, and optional confirmation for schedule updates.



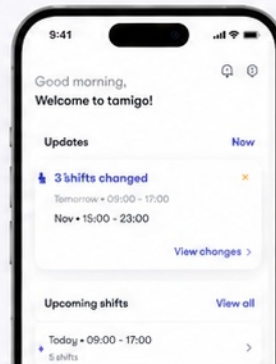
User Pain

Employees may miss shift changes or not understand what changed.



Company Benefit

Fewer no-shows, fewer manager reminders, higher employee trust, stronger mobile engagement.



Shift updated
Tomorrow
13:00 - 21:00

Changes

1



Calendar synchronization



Idea

Secure one-way sync to Google Calendar, Apple Calendar, and Outlook.



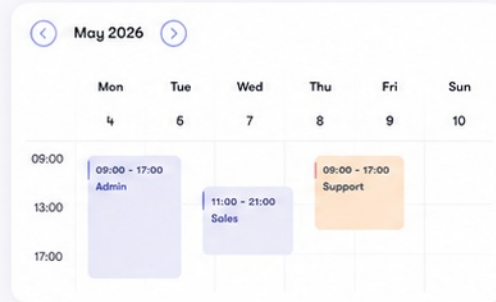
User Pain

Employees plan life outside tamigo and may forget to check another app.



Company Benefit

Higher schedule visibility, fewer missed shifts, stronger habit formation, better perceived product value.



Google Calendar



Apple Calendar

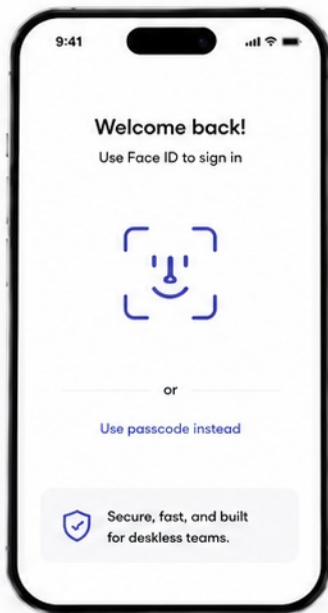


Outlook Calendar

High-Impact Ideas (3-4)

Remove friction and improve shift coordination

Idea 3 Biometric login & session quality



Idea

Add Face ID / fingerprint login and smoother session handling in the mobile app.



User Pain

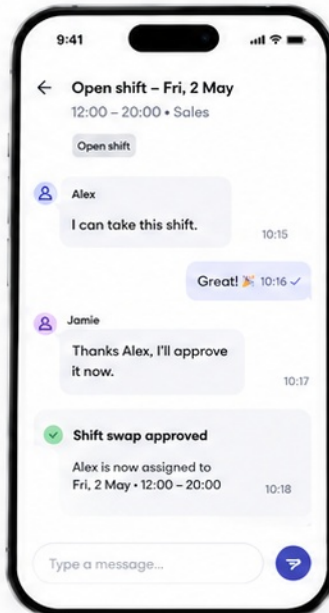
Deskless employees need fast access; login friction reduces usage.



Company Benefit

Higher mobile adoption, fewer login-related complaints, stronger daily usage loop.

Idea 4 Contextual shift chat



Idea

Chat threads linked directly to shift swaps, open shifts, or schedule-change requests.



User Pain

Shift coordination often moves to WhatsApp or SMS, losing context and control.



Company Benefit

More completed swaps, faster open-shift coverage, less manager coordination, stronger communication value.

High-Impact Ideas (5-6)

Turn communication tools into stronger engagement workflows

5 Company Feed / Internal Updates



Idea

Upgrade the front page from static company information into a targeted feed for announcements, updates, celebrations, and alerts.



User Pain

Deskless employees often miss company communication sent through email or external channels.



Company Benefit

Higher app engagement, stronger communication value, and potential upsell into engagement or internal communication modules.

Company information:

Welcome to tamigo!

This is the Front Page – the first thing employees will see when they log in.

Here you can share messages, campaigns and important info with your employees.

You can edit the Front Page at any time. Edit text, colours and fonts. You can even add smileys, lists, tables, hyperlinks and pictures.

The Front Page is also shown in the tamigo app. Download the app from your favourite app store!

Enjoy!



6 Email attachments in tamigo



Idea

Allow admins and managers to attach files to emails sent from tamigo.



User Pain

Users must leave tamigo to send documents, images, policies, or HR files.



Company Benefit

Less workflow leakage, a more complete communication module, and a better admin experience.

Send Email

Department: NDA

Position: All Positions ☒ Activated employees only

Subject:

Message:

Put myself in Cc: ☐

Attachments:

Add attachment

PDF, DOC, DOCX, XLS, XLSX, PNG, JPG (Max 10 MB)

Send

View Emails

High-Impact Ideas (7-8)

Improve reliability and speed up activation

7

Payroll validation dashboard



Idea

A pre-export payroll readiness layer showing missing punches, overtime conflicts, absence conflicts, wage-code issues, and approval gaps.



User Pain

Payroll teams need confidence before exporting payroll data.



Company Benefit

Higher retention, fewer payroll errors, lower support cost, stronger enterprise trust.

Payroll readiness overview

Pay period: May 2 - May 15, 2026



12

Critical



24

Warnings



5

Info



Ready to export

Readiness checks	Status	Impact
Missing punches	12	High
Overtime conflicts	8	High
Absence conflicts	4	Medium
Wage-code issues	6	Medium
Approval gaps	2	Low

[View all issues](#)[Export readiness report](#)

8

Role-based onboarding checklist



Idea

Create onboarding checklists for Admin, Manager, Employee, and CSM / Implementation roles.



User Pain

A broad WFM platform can be hard to activate quickly across roles and locations.



Company Benefit

Faster time-to-value, lower implementation friction, better rollout health, lower churn risk.

Onboarding checklists

Overall progress 64%

Admin

Manager

Employee

CSM / Implementation

Task	Status	Progress
Set up organization structure	Complete	100%
Configure locations & departments	Complete	100%
Set up shifts & schedules	In progress	60%
Configure pay & rules	In progress	40%
Invite users & set permissions	Not started	0%
Review & go live	Not started	0%

[View all tasks](#)[Continue checklist](#)

High-Impact Ideas (9–10)

Strengthen enterprise fit and employee engagement

09 Integration marketplace & setup accelerators



Idea

Show integrations by category: payroll, HRIS, POS, finance, access control, BI / reporting, and forecasting.



User Pain

Buyers and admins may not quickly understand how tamigo fits into their existing stack.



Company Benefit

Higher demo conversion, shorter sales cycle, stronger enterprise credibility, more expansion potential.

Integrations

Browse, connect, and manage integrations.

Search integrations



Payroll

12 integrations



HRIS

8 integrations



POS

10 integrations



Finance

15 integrations



Access Control

8 integrations



BI / Reporting

9 integrations



Forecasting

7 integrations

Popular integrations



10 Recognition & engagement layer



Idea

Add lightweight manager kudos, team achievements, and optional recognition posts in the company feed.



User Pain

Deskless employees often receive little visible recognition.



Company Benefit

Higher employee engagement, stronger app stickiness, and future engagement module revenue potential.

Company Feed

+ New post

All Kudos Achievements



Sofia Manager
Greapt

Kudos

Great teamwork during the weekend rush!
Thanks to everyone for stepping up 🙌

23

6 comments



Team Operations
Wimbrios

Achievement

Stone Piza hit 98% scheduled adherence
this week. Well done team! 🎉

36

8 comments



Liam
Grates opr

Kudos

Shoutout to Mia for helping onboard our
new team member so smoothly!

19

3 comments

See all posts

How I Would Prioritize

Balance user pain, business impact, and delivery feasibility



Do Now

- 1 Mobile notifications & change visibility
- 2 Biometric login
- 3 Calendar sync



Do Next

- 4 Contextual shift chat
- 5 Company Feed
- 6 Role-based onboarding



Strategic / Validate

- 7 Payroll validation dashboard
- 8 Integration marketplace
- 9 Recognition layer
- 10 Email attachments as a hygiene improvement



My approach as Product Owner would be to combine discovery, business impact, user pain, and delivery feasibility — and then turn ideas into measurable outcomes.



From ideas to adoption, retention, and expansion.

About Me & Proof of Impact

Product Owner / Product Manager with 6+ years in IT



6+ years across Product and Project Management



Strong in product discovery, roadmap planning, backlog management, and prioritization



Data-driven and user-centered; comfortable with KPIs, OKRs, and hypothesis validation



Experienced in stakeholder alignment, Agile delivery, and turning insights into execution



Focused on outcomes: customer value, operational efficiency, and business impact

Selected Results



+12% conversion

Product improvement based on funnel insight



+50 successful transactions / month

Resolved a hidden critical funnel issue



~40 FTE hours saved / month

Reduced operational workload through problem resolution



110+ product ideas validated

Built a strong improvement backlog



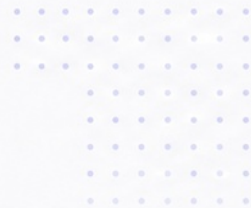
73+ roadmap tasks

Structured a 2026 product roadmap

Additional results: CRM operator speed +18%, client satisfaction 97%.

Why I Fit tamigo

Outcome-focused product ownership for a complex workforce product



1. Outcomes over features

I focus on measurable value, not shipping for the sake of shipping.



2. Balanced decision-making

I can weigh user needs, business impact, and technical feasibility.



3. Confident prioritization

I am comfortable challenging assumptions, saying no, and focusing effort.



4. Stakeholder alignment

I can align technical and non-technical stakeholders around clear priorities.



Relevant experience: SaaS-like workflows, analytics, operational efficiency, and structured delivery.

Thank you

I'd be glad to discuss how I can contribute to tamigo's product team.

Feel free to reach out using the contacts below.



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From ideas to adoption, retention, and measurable business outcomes.