

# Construction Industry Veteran Launches Innovative Team Scheduling App Using Remote Talent



**INDUSTRY:** Construction

**EMPLOYEES:** 1

**CATEGORY:** App & software development, SaaS application management

## A better scheduling solution for construction teams

A construction industry veteran with 35 years' experience building custom high-end homes, Georgia-based Gary Turnbull saw first-hand how difficult crew scheduling could be, especially amid growing labor shortages. Yet, as a long-time technology early adopter who had always planned to launch his own tech business, Turnbull also recognized the opportunity that existed.

Turnbull knew that crew scheduling challenges could be reduced—if not eliminated—through a technology-driven solution that would increase efficiencies and improve communication by bringing builder and subcontractor schedules together in a dynamic way. Turnbull called his vision CrewBoss, and he set out to find the resources needed to bring it to life.

## Laying the groundwork for future success

From the start, Turnbull had a clear understanding of what CrewBoss needed to be successful. The app's features would need to improve upon the existing whiteboarding practices commonly used by construction teams. And because innovation in the construction sector often lags behind other industries, Turnbull knew team leaders would need to experience the app's business benefits as quickly as possible in order to overcome potential reticence to embrace new technology.

## Scalable talent from a single source

Turnbull knew he needed to find a web and mobile app development partner who understood his priorities, so he turned to Upwork, which he had found through online searches. Turnbull's decision to seek out external talent stemmed in part from his geographic location. "Savannah is a small town, and not a tech center," he explained. Being able to tap into worldwide expertise appealed to Turnbull, who found that, "The breadth of what is available [on Upwork] is astounding."

Further, Turnbull's experience managing construction teams contributed to his confidence working with remote talent. Not only was he accustomed to providing clear overviews and project guidelines, he had no hesitations delegating work to others using the approach he took on job sites: have a clear vision, find the right team to build the product, make a clear plan, and stick to it.

## RESULTS

### Web app

built with flexible talent

### 7 months

from start to soft launch

### \$100K+

total project spend

*"Working on Upwork made it easy for me to find great talent to create a new industry web and mobile app."*

**“** Gary Turnbull,  
Founder, CrewBoss

## Selecting a Development Partner

In April 2018, Turnbull posted his job description to Upwork, which resulted in 10 initial bids. From these responses, Turnbull conducted interviews with five candidates, and then invited two finalists to participate in a paid wireframe design contest. Despite the upfront cost, Turnbull knew that investing at this stage would minimize the potential long-term costs and headaches associated with choosing the wrong partner.

Fortunately, both paid work samples came back well done, providing invaluable insight into CrewBoss's initial direction. In the end, Turnbull based his final decision on the connections he'd formed during the trial process, [opting to work with top-rated Upwork software development agency DjangoForce](#) to build CrewBoss.

## Building CrewBoss

DjangoForce's expertise in Django/DRF, Vue.js, PostgreSQL on Docker, Amazon EC2/S3 and Progressive Web App (PWA) technology proved integral to CrewBoss's successful development, as did the collaborative relationship that developed between the two.

Turnbull met with Jason, his DjangoForce contact, weekly or on an as-needed basis. Within just eight months, the team was able to produce a demo version of CrewBoss, as well as a website and an explainer video. "When I hire people, I trust that the work is going to be done to my satisfaction. It was so easy to work in Upwork that it was more in the background, keeping the project moving forward smoothly," he shared.

## A Successful Industry Launch

With the demo version complete, Turnbull was able to launch the beta version of CrewBoss at one of his industry's biggest events—the National Association of Home Builder's International Builder Show (IBS)—in January 2019. At the 2019 event, CrewBoss secured 10 initial subscribers to review the app and provide critical early feedback.

Since the app's beta launch, Turnbull and DjangoForce have continued to refine CrewBoss, based on their own testing and the response of early users. Thanks to Turnbull's successful use of remote talent through the Upwork platform, he is now able to seek seed round funding and is preparing to formally launch CrewBoss at the 2020 IBS event.

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*“Upwork made it easy for me to find the right people to help me bring my vision to life.”*

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