

Productivity Booster Twoodo Spreads Harmony with Zoom



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co-founder and head of
growth for Twoodo

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Despite being a crucial requirement for increased production, transparency isn't always a priority. It's very difficult to revamp the ecosystem of a company that "didn't get it right the first time." What if there was a way to do this that didn't require a lot of grunt work?

Enter Twoodo, a fast-paced team collaboration tool for the hashtag generation. This program grabs hashtagged items and puts them into neat categories. Writing a message with the hashtag #todo will automatically add it to a shared task list. Adding hashtags such as #marketing and #Q4events will further group it based on topic, product, or client. We took some time to speak with the two gentlemen behind Twoodo about their product and how Zoom played a role in their development process.

Summary

- Twoodo is a team collaboration tool for the hashtag generation.
- Use Zoom for customer discovery meetings, tech scrum & user onboarding.
- Favorite Zoom features: HD video, HQ audio, screen sharing & remote control.

"Twoodo is a fast and simple way to get your team organized using simple hashtags," said David Arnoux, co-founder and head of growth at Twoodo. "The hashtags used in the team collaboration tool are the organizing principle, and the Twitter-like language allows teams to better organize their tasks, documents, and meetings as naturally as one would in a conversation."

Twoodo's CEO was motivated by the fast-paced nature of social networks. "Our CEO, Denis Duvauchelle, was inspired by the way in which Twitter was organized, using hashtags to quickly categorize information," said Arnoux. "He felt he could use this to make companies more productive, basing this conclusion on his observations on inefficiencies in the task management approaches other companies go through."

"In addition to boosting productivity, Twoodo makes companies more transparent. Everyone can see tasks and documents without missing out on anything," added Denis Duvauchelle.

This idea didn't just spring out of nowhere. Twoodo was built to solve a problem with a long history. Businesses haven't found most task management problems to be user-friendly. Some came with a steep learning curve, which discouraged users from actually using the software.



“We found that plenty of people were greatly motivated to get their teams organized, but were frustrated with the difficulties faced in other task management tools,” said Arnoux. “Because of this, many chose not to use task management products. We took the approach of making it as effortless and natural as possible to input information, and developed Twoodo into what it is today.”

Software has to flow with human nature. If software requires extra rituals and a laundry list of explanations to run, only a few highly-dedicated people will actually use it. Twoodo harmonizes the user experience with human nature in a way that easily eliminates anything that adds steps. After a while, the hashtags became more than an organizer. They started to take a life of their own through providing special interactions.

“Twoodo became more than a simple task management tool,” said Arnoux. “It evolved into something that provided what we call ‘actionable conversations,’ where users will inject interactive items into an online conversation.”

Arnoux and Duvauchelle wanted to know how their early customers were enjoying and using their hashtag-based platform. This involved interviewing customers from their respective locations.

“When we first started developing Twoodo, we went through a process called ‘customer discovery,’ in which we would interview customers and ask them about their experience using our software,” said Arnoux. “Ideally, such meetings should happen in person, but we noticed that this was too time consuming. As an alternative, we chose to pursue video conferencing to reach our customers. During a customer discovery interview, we wanted very fluid interaction in which facial expressions were apparent so if we can’t be face-to-face, video is essential.”

In-person meetings were out of the question in such a geographically-diverse market. The pair couldn’t fly all over the world just to get a word or two from their customers. They needed some serious video meeting software that provided Twoodo with a professional impression for their customers. The problem with testing out different pieces of software is that you quickly learn that most of them have glaring imperfections that can completely ruin your experience. Video conferencing software is almost always far from perfect, and it could take a long time for a suitable software to end up on your radar, which is why many people give up video conferencing altogether.

“We have tried a number of different video conferencing tools on the market. One of them would consume too many resources on an average computer system, while

another one was very difficult to maneuver with more than two participants. The latter product also had lagging issues when we tried to share screens,” said Duvauchelle.

Arnoux and Duvauchelle were looking for a video software that was as pragmatic and fast-paced as Twoodo itself. It had to include high quality video and audio, or it would be written off completely. In a stroke of luck, they found Zoom.

“For video meetings, image quality and sound quality were very high on our priority list,” said Arnoux. “After a couple of mishaps with other video conferencing software, we just dropped what we were using in favor of Zoom’s more reliable platform. On practically anything else we used, we would have lag or inexplicable pixelation. As soon as we heard of Zoom, this became the software we used to meet with our user base.”

Twoodo had to present itself with marked professionalism. If you’re selling software to business, you have to demonstrate that you have all your ducks in a row. Every detail, even those beyond Twoodo’s control (such as the reliability of the software it chooses for its video meetings), has to be tuned into this frequency.

As soon as Twoodo started noting its success with external Zoom meetings, it also began using Zoom internally.

“Aside from our customer discovery meetings, we also have internal meetings every Monday that last about an hour and a half,” said Arnoux. “We’re very spread out and we don’t all have the same quality of bandwidth. To put things into perspective, we have team members in Hong Kong, Amsterdam, London, Paris, San Francisco, and Leiden. Some of their connections are not always the most reliable, but **Zoom has proven to be reliable even in low-bandwidth situations.**”

“In addition to weekly meetings, we have weekly tech scrums. In these meetings, **Zoom’s screen sharing and remote control capabilities** come into play very often,” he added.

Both Zoom and Twoodo align together quite nicely in very fast-paced environments such as development teams. For example, our screen sharing allows Arnoux and Duvauchelle to speed up their research and development process.

“Since we’re so far away from each other, we must rely on screen sharing to make the entire development process productive and simple,” said Duvauchelle. “Discussions can only take us so far during the development process, and we have to use screen sharing to put design elements and other ideas into code. Though we are not next to each other, we are seeing the same thing.”

“Screen sharing plays many roles in our operations. We use it to assist in the debugging process, get user interface designs across, and demonstrating our product to new prospects. During the demo, it’s important to see fluid movement. Our prospective customers must see that the mouse is moving and there is clearly some level of activity on the screen. That makes Zoom’s screen sharing crucial to our sales process. We are also using screen sharing for training purposes,” added Arnoux.

The pair didn’t stop there. Zoom’s screen sharing feature also allows participants to remotely control each other’s systems. Bouncing ideas off of others suddenly becomes a dynamic and accelerated flash of chatter and revision. It’s as if though participants sit only meters away from one another.

“Taking control of each other’s screens also plays a very important part in the development and brainstorming parts of our meetings,” said Duvauchelle. “For example, instead of attempting to describe what we want in words, we can just take over a team member’s computer and move design elements where we believe they should be.”

Zoom has become so intertwined with Twoodo’s agenda that they started to assist new users through live video conferences. Forward-thinking software companies may choose to adopt this kind of support model if they’d like to offer customers a rich experience with our screen sharing and remote control features.

“We also use Zoom to onboard users,” said David Arnoux. “For example, as soon as a user wants a personal webinar or face-to-face training, I invite the user to Zoom. This allows me to control their mouse when I need to. It also presents less of a burden on the user by making it very easy to join a meeting.”

Beyond hashtags, Twoodo has some tentative plans that may include Zoom in the future. For example, Twoodo may add video conferencing functionality to their hashtag concept.

“In the future, Zoom may become a more integral part of Twoodo,” said Denis Duvauchelle. “We want to introduce the ability for our users to set up quick Zoom meetings through our collaborative interface. Basically, the same hashtag links can be used to schedule meetings on the fly without having to set them up directly on Zoom.”

Twoodo’s use of Zoom has created an environment that enables collaboration on multiple dimensions regardless of geographical boundaries. With Zoom’s cloud video meeting platform, the office is virtually superfluous. It quickly becomes a go-to solution that creates productivity instead of hindering it. Since it’s easy to use and moves out of the way, Twoodo can focus on its goals and develop awe-inspiring software. Zoom gives Twoodo what it needs because of its high-resolution video, **high-quality audio, its quick and snappy screen sharing, and its powerful remote control feature.**



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service