



Aetion, Inc. planned a company-wide Hackathon event. Determined to make the event a success, senior designer Eric St. Onge needed a way to get the team engaged and excited, and create buy-in for the Hackathon. Enter POPIn.

25% increase in participation

250 hours saved

Use Cases

POPIn for Meetings
POPIn for Improvement

“What is your idea for the Hackathon?”

“What did you like about the Hackathon and what could have been improved?”



“We maybe could have done similar things in a shared spreadsheet or online form, but entering a line in a spreadsheet is not quite as fun as voting and commenting nor is it helpful in determining the biggest themes.”

-Eric St. Onge, Senior Designer, Aetion

Background

Aetion is a software platform company that delivers the real-world analytics and evidence needed for biopharma and payers to engage in value-based care. As the senior product designer at Aetion, Eric St. Onge is responsible for building an exceptional in-product user experience. Eric and his team planned a company-wide Hackathon to source innovative ideas for improvement but were challenged with gaining buy-in across the organization.

According to Eric, “A large number of employees at Aetion are trained in public health and epidemiology; the concept of a Hackathon isn’t something scientists tend to have much exposure to.” In addition, Eric faced the challenge of connecting employees across three disparate office locations. Knowing broad participation would be a key factor to the Hackathon’s success, Eric needed a solution that would engage the whole team.

Solution

Familiar with POPin as a participant in Aetion townhall related sessions, Eric saw the potential for POPin to solve his challenge. He began by running a POPin before the Hackathon asking employees to post ideas they wanted to build upon during the event. “Our Hackathon committee recognized that in order to get the process moving we had to provoke ideas,” Eric mentioned. “We wanted to use POPin to get people thinking ahead of time and try to make sense of what a Hackathon really is to introduce it to people who had never seen it before.”

Through this POPin, employees provided a range of the kinds of ideas people could work on, expanding everyone’s thinking about the opportunities. The voting enabled Eric and team to see the bigger themes. This positively impacted how the ideas were discussed during the Hackathon because the people who submitted ideas ended up being the organizing point for those ideas.

Eric also ran a post-Hackathon POPin survey to understand how participants valued the experience and what could be done to improve the next Hackathon. Feedback was overwhelmingly positive, and employees expressed excitement about the spirit and collaboration in the process. Eric and his team also walked away with some great ideas for making the next Hackathon even better.

Result

With nearly 80% of the company contributing to the POPin, Eric and the team were excited that POPin delivered exactly what they needed for a successful Hackathon event. Said Eric, “We maybe could have done similar things in a shared spreadsheet or online form, but entering a line in a spreadsheet is not quite as fun as voting and commenting nor is it helpful in determining the biggest themes.”

Using POPin, Eric’s team saw over 25% more participation than they expected. What’s more, using POPin to source ideas prior to the Hackathon allowed participants to better use the time during the Hackathon. Eric added, “If we hadn’t used POPin, the alternative would have been to break up into teams the day of the Hackathon to brainstorm.” This saved them approximately 250 hours that they could then devote to project working time. Leveraging POPin allowed Eric and his team to realize greater participation, save time, and generate ideas that led to immediate internal process improvements across the organization.