

Design-A-Thon

A Design Hackathon By Strokes

Round 1

UX Research



LineUp

More than tasks and deadlines

Submitted by :

We Design

Reg ID: UFWD1999

Overview

1. Problem Statement
2. Brief
3. Design Strategy
4. Competitive Analysis
5. User Personas

6. Primary Research
7. Secondary Research
8. Quantitative Analysis
9. Qualitative Analysis
10. Conclusion





Problem Statement

In recent times, people get distracted easily and start procrastinating as they cannot keep up with idea of organizing their day. They tend to overcome their procastination by using various social media apps or OTT platforms. As per experts, it is highly recommended to make a To-Do list to organize daily tasks and in turn increase productivity. Based on our research, the existing To-Do lists lack some of the user-needed features and thus needs improvements.

Brief

We aim to create a user-friendly app and include some of the highly recommended, psychologically proven principals for boosting productivity. The app will make you compete with **like minded people** for **rewards** to be more productive with **zen mode** and provide **motivational quotes**. According to the survey conducted 70% people are onboard for a reward based environment to increase productivity.

Design Strategy

Executive Intent

- Get the user to stick to their schedule.
- Remind the user of the time every two hours of the day.
- To reschedule the task if missed.
- To create a reward based productivity environment.

Branding Goals

- Reward Based Environment
- User-oriented
- Zen Mode
- Productivity

General Tasks

- Register for the app
- Create group with like minded people
- Toggle yes or no to get motivational quotes
- Set a To-do list and strike out the task when completed

Market Segments

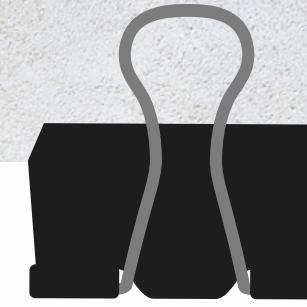
People who make their day productive by planning ahead of time

- Students
- Faculty
- Business man
- Employee

Critical Success Factors/ Usability Criteria

- App user need to add their tasks daily.
- 70% people complete their task and check in to see their rewards

Competitive Analysis



Microsoft To do

Provides categorization of task into important, assigned and planned.
Reminder and sharing of task list. Strikes off the task after the completion

Google Tasks

The app gives reminders to the added task and after the completion the task disappears from the list created

Structured - Daily Planner

Structured includes iCloud syncing , Notification, recurring tasks and sub tasks, 500 icons to customize your task , voice over support and other general to-do list features.

To-do List Schedule Planner

General task add remove feature. Provides categorization of task into work, personal, whishlist and birthdays

Personas

SAMKIT KUNDALIA

PROFILE

Gender	:	Male
Age	:	21
Education	:	Bachelor's degree
Occupation	:	Startup Employee
Address	:	24 High Street, Bangalore



“Experiences, not transactions; insight driven; instantaneous.”

BIO

Samkit is an undergraduate student in BTech CSE of Ahmedabad University. He is interested in blockchain technology. He has recently secured a job in a startup company in Bangalore.

BEHAVIOR

Samkit has a very openness to experience personality. He is always excited to explore new opportunities. He has excelled not only in his academics but also in leadership and accountability. He is always kind to people and can never say no to anyone.

MOTIVATIONS

Appreciation for the work he does in any form is a great source of motivation for Samkit. He also reads a lot of books of finance and technology to boost his knowledge in interest in the same. Samkit loves having sticky notes with motivational quotes written.

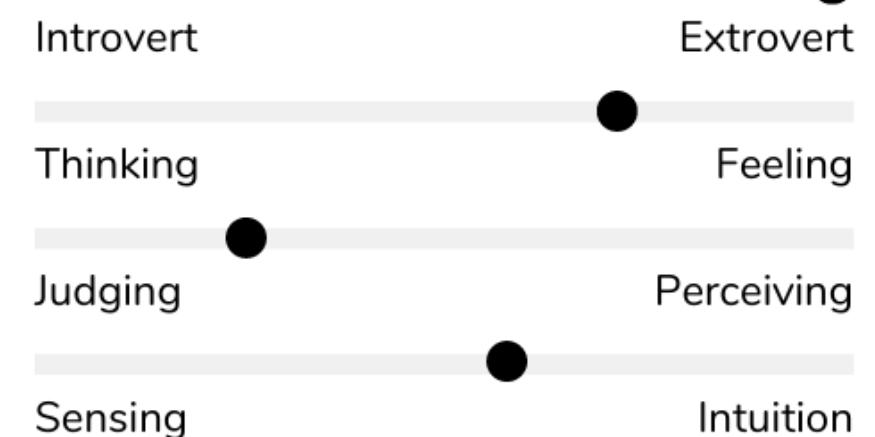
GOALS

- To excel in his job and secure a higher position.
- Organize his meetings and be on time everywhere.
- Fitness is one of the crucial factors to be maintained.
- Organize his life in Bangalore since he has to do everything on his own.

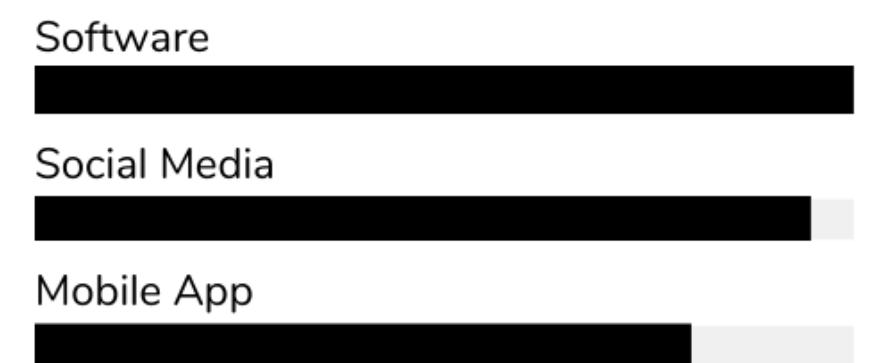
PAIN POINTS

- Cannot track his meet timings thus being late several times.
- Unable to deny anyone thus overcommitting.
- Unable to tackle things since he moved to Bangalore.
- Unable to plan his day out effectively thus wasting a lot of time.

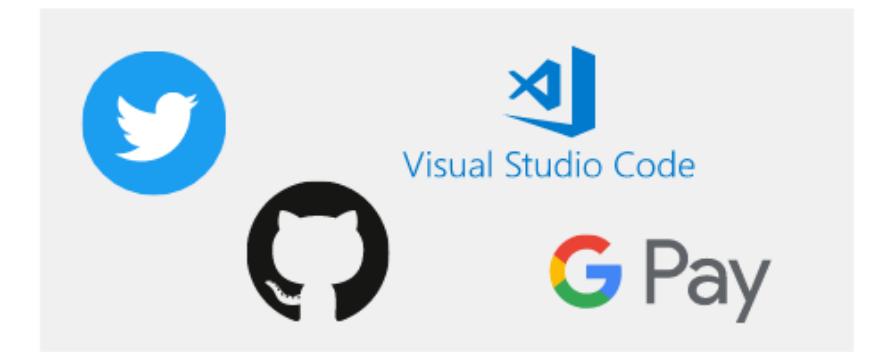
PERSONALITY



TECHNOLOGY



BRANDS



RAVI PARMAR

PROFILE

Gender : Male
Age : 28
Education : Bachelor's degree
Occupation : Software Developer
Address : 12 Guru St., Pune



“Work gives you meaning and purpose and life is empty without it.”

BIO

Ravi is a level 2 software developer in Amazon. He is doing very well in his life. He is a person of following productive and structured lifestyle. He likes to do his job tasks before given deadline to ensure its quality.

BEHAVIOR

Ravi is very focused and hardworking employee. He is driven by monetary incentive. Apart from this, he is ambivert. He is very well panned in terms of job task but he is little unstructured in his personal life.

MOTIVATIONS

Planning his day at job to keep up with work so that he doesn't miss any deadline and this helps him in earning monetary incentives and also salary hikes which drives him.

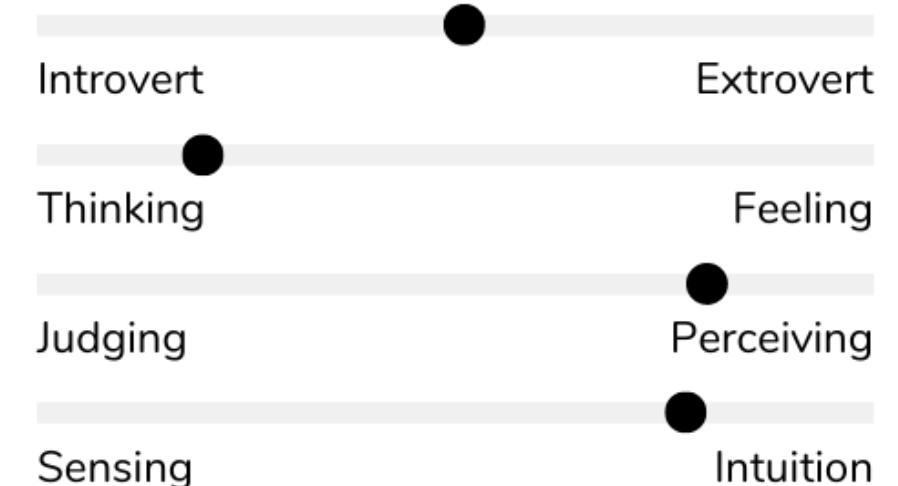
GOALS

- To be done with job work before deadline
- Get maximum productivity for each day
- To earn money
- To increase network

PAIN POINTS

- Unstructured in personal life
- Driven by money
- No work-life balance

PERSONALITY



TECHNOLOGY



BRANDS



RENI SHAH

PROFILE

Gender : Female
Age : 15
Education : High School
Occupation : Student
Address : Lane 52, Gandhinagar



“ Organizing is a journey,
not a destination. ”

BIO

Reni is a student from Zydus. She is currently in 12th grade. She is from Ahmedabad and speaks Gujarati and English. She is a single child and lives in a neutral family. Reni likes to play sports. She also likes group study with her friends.

BEHAVIOR

Reni is a very intelligent student and is passionate about going to the IITs. She is a sincere and hardworking student and highly believes in time management and punctuality.

MOTIVATIONS

Planning the day with friends and keeping a track of what she has done so far is something that Reni highly prefers. She gets highly motivated when she looks at her progress.

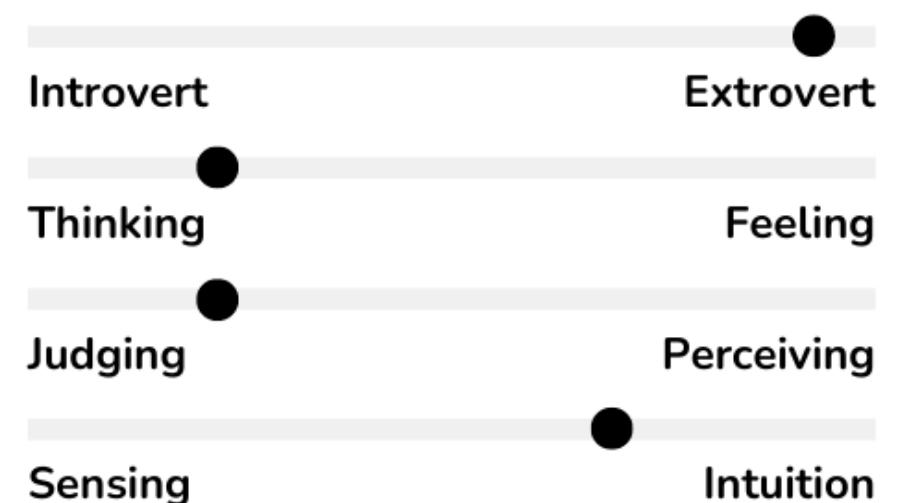
GOALS

Reni plans to get atleast 97% in her boards
Give enough time to her family other than her academics
Reni wants to get her admission in the reputed IIT Mumbai.
Wants to explore art as a hobby.

PAIN POINTS

Sometimes misses on some topics that she had to revise.
Cannot schedule in a way to get some rest and be with her family.
Does not get time to explore anything else other than academics.
Lacks motivation in times when she is alone.

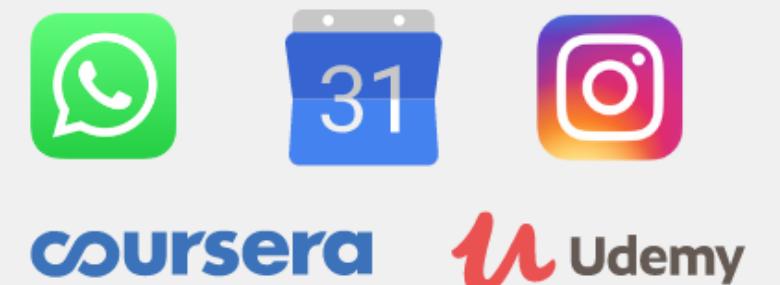
PERSONALITY



TECHNOLOGY



BRANDS



KEYURI PATEL

PROFILE

Gender	:	Female
Age	:	45
Education	:	MA in Literature
Occupation	:	Homemaker
Address	:	2 Surya Bunglows, Surat



“ Other things may change us, but we start and end with the family. **”**

BIO

Keyuri lives with her husband, their three children and their grandparents. She keeps a check on all of her family members and their requirements. She loves to read mythology and love stories.

BEHAVIOR

Keyuri organizes and oversees all of the activities needed for the day-to-day running of households as well as manage other domestic concerns. She loves planning her everyday routine and loves to maintain a journal.

MOTIVATIONS

Keyuri is motivated to maintain everybody's schedule in return of their smile. She is whole hearted and this has been possible by watching and reading stuff related to being a perfect homemaker. Keyuri is a big fan of quotes and beautiful sayings.

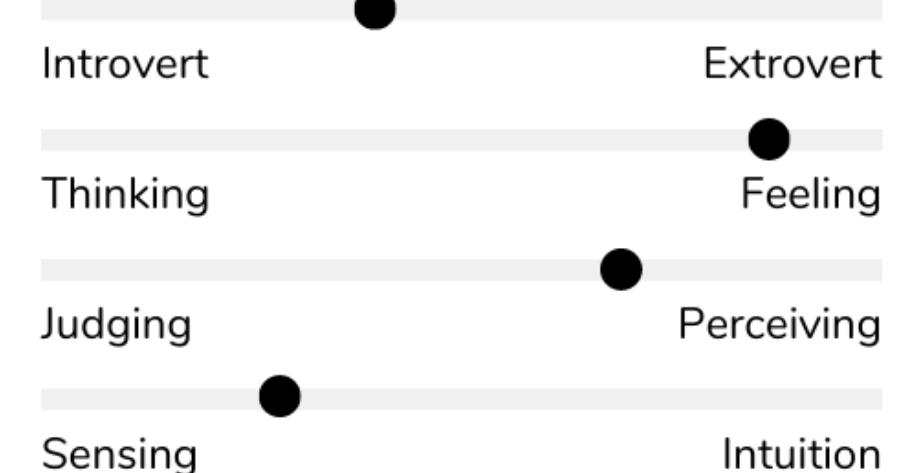
GOALS

- To make sure that her family members stay happy.
- Always keep a track on their schedules.
- To be a speaker in Literature conferences.
- To encourage her children to schedule their plans.

PAIN POINTS

- Too many schedules for different people is a burden to her.
- Forgets some of the tasks in case of hectic schedules.
- Dependent family members.
- Unable to take out enough time for reading and journaling.

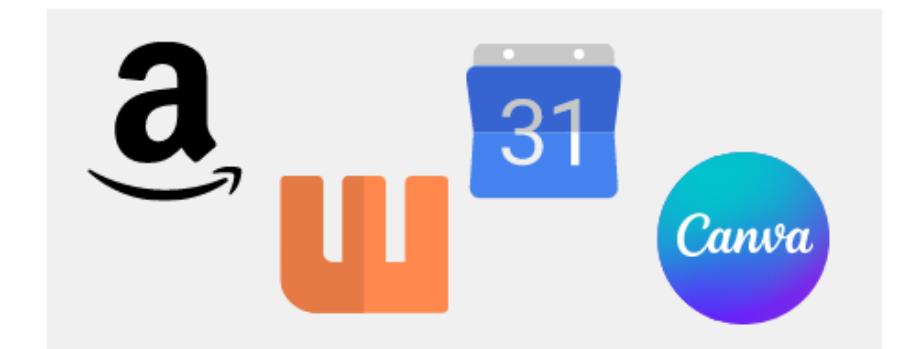
PERSONALITY



TECHNOLOGY



BRANDS



Primary Research

Overview

We conducted a survey and multiple interviews which aimed to find out the perspectives and preferences of various people for available features in different productivity apps. Moreover, questions regarding the features that we would like to incorporate have been asked to understand the user's perspective. To get an idea of user's needs, a qualitative research has also been done .

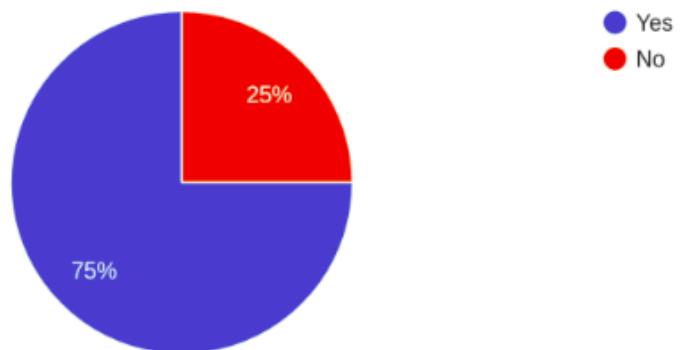
User Critique

The results for cons of existing apps are as follows :

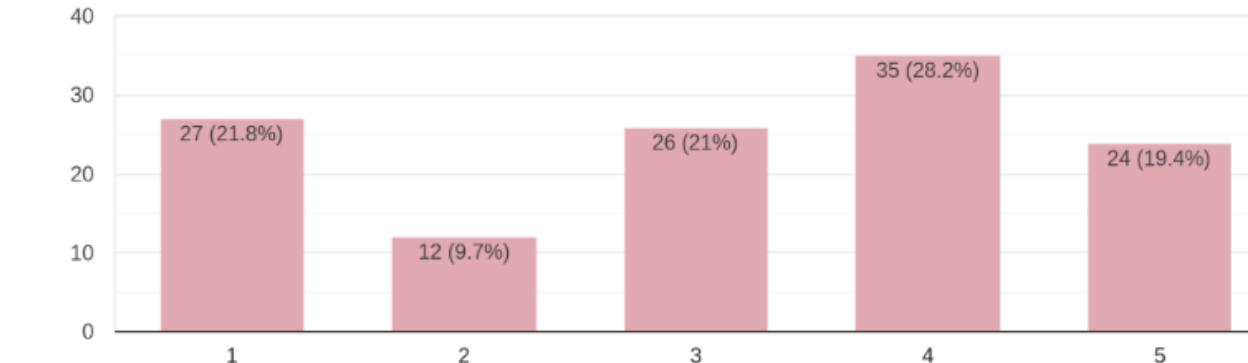
- The interface is not upto the expectations of the user.
- Some features are not user-friendly, i.e. setting reminders is a long process in some apps.
- They do not track the progress and thus lack in showcasing the statistics of the user.
- There is no kind of feature that boosts user's motivation or self-discipline.

Survey for New features

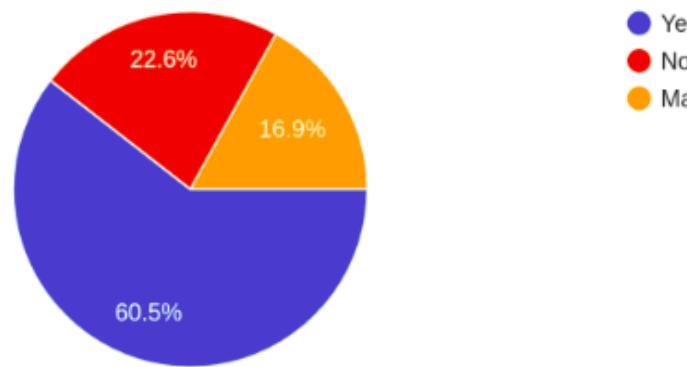
Do you get distracted by social media notifications on your device while working?
124 responses



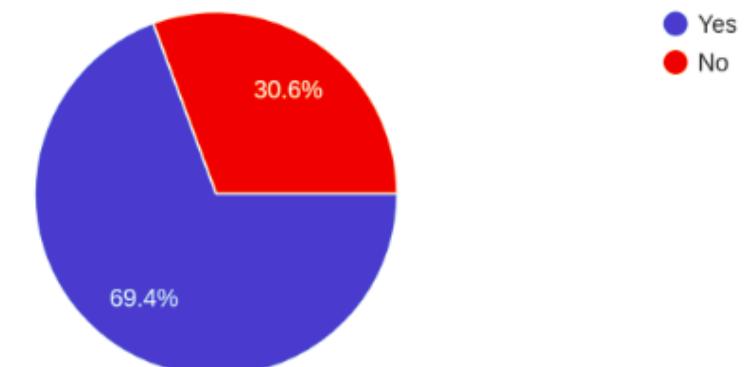
To what extent do you like the idea of sharing your schedule with your closed ones to keep a check on you?
124 responses



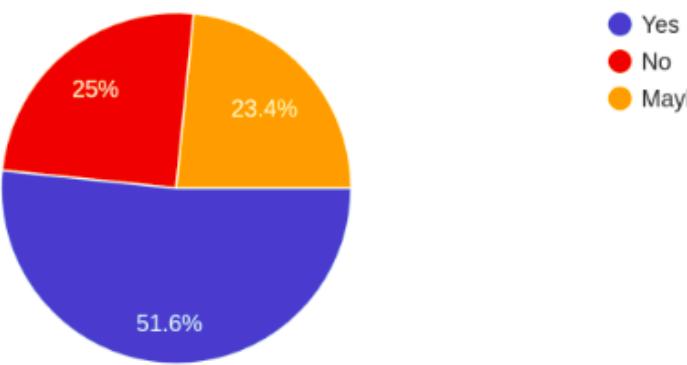
Would you like a timer on your lock screen to keep a track of remaining time for your task?
124 responses



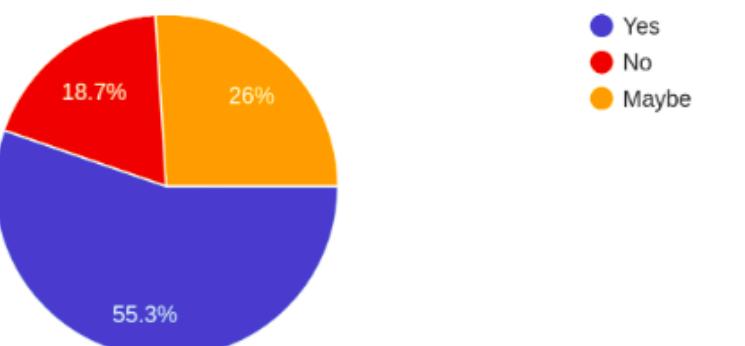
Would you like to receive a notification of what time it is at some regular interval?
124 responses

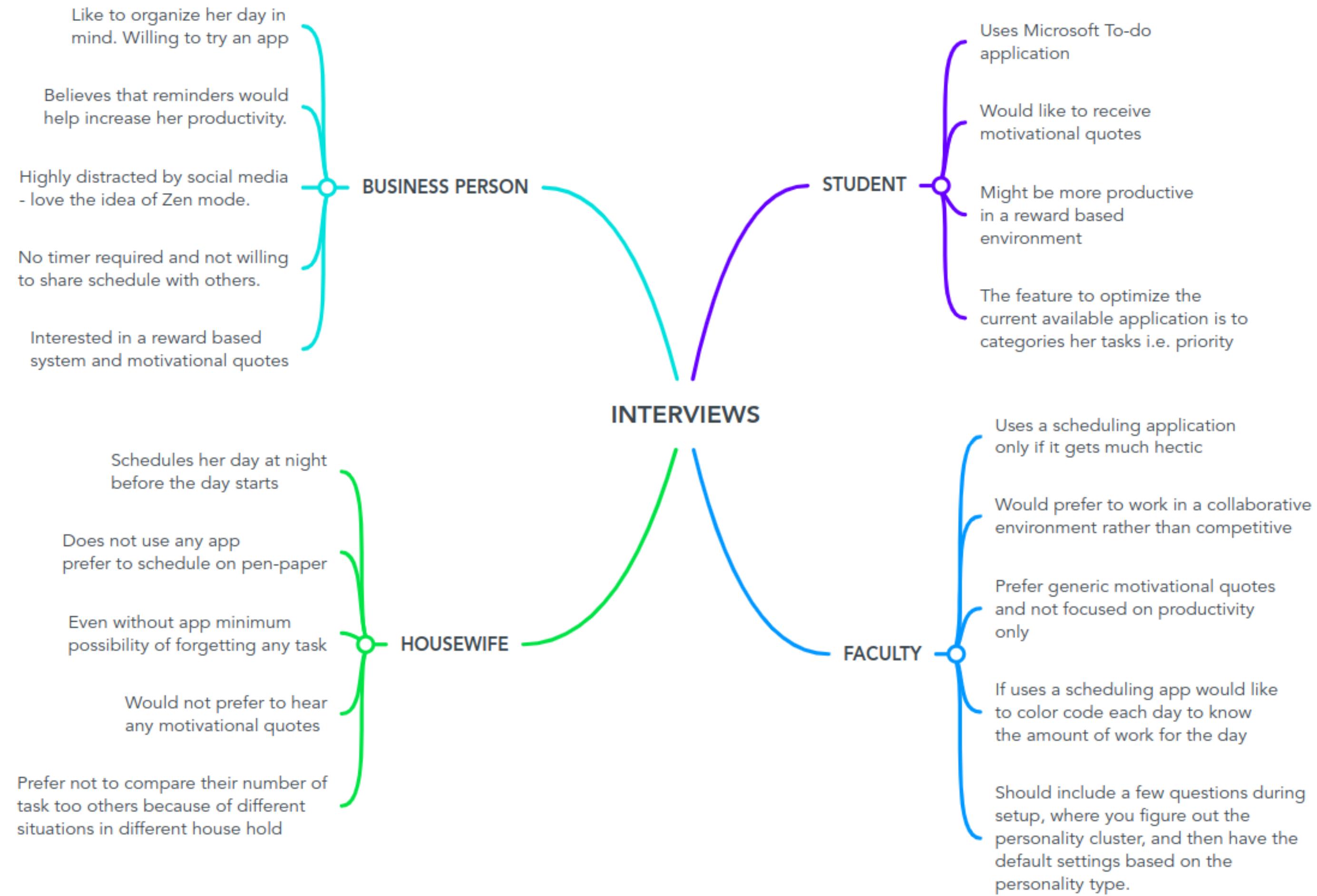


Would you like to receive motivational quotes on hourly basis based on your current task?
124 responses



Would a competitive environment, say ranking based on your completion of tasks, encourage you towards following your schedule?
123 responses





What user wants!

1. Tracking the overall progress and computable goals.
2. A reward based system on being regular and achieving daily set of goals.
3. Syncing with Google/Microsoft calendar.
4. Scheduling based on priorities of the task.
5. Pop up messages for reminders.
6. Customizable Zen mode for better focus.
7. A punishment feature - disabling entertainment apps in case of failure in following the schedule.
8. Auto-sending pending texts and mails.
9. Greyscaling apps after the time is up rather than blocking them.
10. Computable goal, ex. show progress of goal completion of the day.

Secondary Research



The goal of an existing case study is to help people become more aware of how we spend time in the process of doing those tasks and how productive that time is. It can help set some constraints on social media to reduce distraction and track the time we spend working on to-do items.

From the User Interview & Survey, the common theme found was to have an easy setup, able to add tasks to their to-do lists simply and quickly and set some constraints on social media, apps, and online distractions. So the author tried to add elements to this issue by implementing some solutions like managing time on tasks, then validating the time spent, generating a report showing where we spend our time on tasks, making it easy for users to manage to-do lists, track time and set constraints in one place, add the ability to prioritize tasks via the deadline and finally reduce distractions from mobile by allowing device settings to be synced from a desktop.

Finally, the style of the app he created is content-driven, with relevant content displayed with a minimalistic approach that allows users to focus. The style avoids complicated usage of colours, helping to reduce clutter, giving room to breathe and reducing noise and distractions. Since this is a to-do app, his goal is to help users to feel calm and productive when starting to deal with tasks.



Approach

The basic idea set behind LineUp is creating a helpful 'Productivity app' design, deeply concentrating user's attention on the tasks, deadline and providing incentives. There is a need to focus primarily to motivate and self discipline the users. LineUp comes up with an interesting and psychological solution by implementation of **Pomodoro Technique** and **Variable-Ratio reinforcement** to increase user's productivity.

Features of LineUp :

1. Generic motivational quotes
2. Customizable Zen mode during working hours.
3. Timer clock on the lock screen.
4. Formation of groups to share and keep a check on everyone's schedule.
5. A reward based competitive environment
6. Receiving pop ups of current time at regular intervals.
7. Color coded calendar based on your everyday tasks.





Conclusion

The UX research concludes with the idea of LineUp that helps discipline your day with user recommended new features for a productivity application.

As it says

"More than task and deadlines"