

## **Group 17**

### **Team Clueless**

### **Project Pitch**

#### **Local-First Centralized Social Media Management Application**

##### **(1) Motivation / Problem**

Considering our user personas and stories, we can observe a few key issues that we would like to solve:

- The personas all struggle with time management, even when they all have completely different occupations
- The personas all want a tool that is intuitive, while still offering all the necessary needs in today's age
  - Social media management
  - Device locality
  - Personal and social functionality

**Verdict:** Without a proper tool to plan and manage events, proper time management is difficult to achieve

##### **(2)Solution**

App that creates and manages events and can be sent to everyone invited through a social media link.

- Users can download the event details into their calendars in their own devices
- Also consider the users stories to determine the features of the app.

##### **CRUD:**

- Create events
- Read / Search Events
- Update Events
- Delete Events

##### **(3)User Stories**

NAME

University Student

### Reasons to use our product

Focus on outcomes, not features

Would be able to know at a glance the timetables for events that does not conflict with academics.

Avoid Event Conflicts

Easier to plan events to go to with fellow collegemates

### Knowledge and Skills

What do I know? What am I good or bad at?

Good at procrastinating

Bad at remembering all the activities for studies and for fun

Bad at time management

Good concentration but loses track of time

Good social skills, extroverted, and charismatic

### Biggest Frustrations

I feel

frustrated

When

I misremember the date of an event

I wish

I had an event planner to keep me from being an old man again

I feel

annoyed

When

I miss an event that I was interested in but did not know happened

I wish

I was somehow notified of this event occurring

I feel

upset

When

I have some event conflicts

I wish

I could schedule the events earlier

### Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

Busy with studies

Spends a lot of time on social media

Age: Around twenty

Busy with a lot of activities on campus

Occupation: University Student

Looking for new opportunities

Devices used: phone, tablet, laptop, etc.

Hobbies: studying and socializing

### Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

Mobile preference



Tech Savvy



Time Management



Social Media Presence



Free Time



## Karen White

### Reasons to use our product

Focus on outcomes, not features

Planning events like birthday parties for the kids

Share my calendar with other people to stay organized

Able to keep up to date with planned school events

### Knowledge and Skills

What do I know? What am I good or bad at?

Good at cooking

Bad at managing time

Good at

Bad at managing temper

### Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

Age: 42

Has a lot of free time

Occupation: Unemployed

Has 4 children

Hobbies: Posting to social media

Stubborn attitude

Devices used: Phone, tablet

Middle Class

## Unemployed Mother

### Biggest Frustrations

I feel

frustrated

When

when I have a busy and disorganized schedule

I wish

I had something to plan my day better

I feel

ashamed

When

I'm late to my kids' teacher conferences

I wish

I could manage my time better

I feel

left out and unheard

When

I miss out on social events

I wish

there was an easy way to view events

### Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

Mobile preference



Tech Savvy



Time Management



Social Media Presence



Free Time



## Bob

### Reasons to use our product

Focus on outcomes, not features

I want to schedule meetings ahead and save the date to my calendar.

I want to categorize different types of activities or meetings

Some people didn't get notified about schedule changes.

I need to inform the people in my department of the scheduled meeting time.

I want to be able to view what I have for today as well as what I have for the week

### Knowledge and Skills

What do I know? What am I good or bad at?

Good at being independent

Bad at keeping up with all the tasks and meeting

Hardworking industry employee

### Extra Info

Environment, demographics, etc. Only include insights that affect how we build the product.

Industry

Spend most the time staring at a screen

Busy with meetings and tasks

Middle-aged (age 25 - 40)

Occupation: Software Engineer

Sleep deprived

Constantly striving to meet deadlines

Devices used: phone, tablet, laptop, etc.

## Middle-aged person in industry

### Biggest Frustrations

I feel

stressed

When

I have meetings back to back to back

I wish

I had included a break time for me to rest

I feel

sad

When

I forgot my daughter's birthday because of work

I wish

I made a schedule that is sorted by priority

I feel

disappointed

When

some people in my department did not get the notice of the meeting.

I wish

I could make them all notified before the meeting starts.

### Attribute Scales

Rate this persona on the attributes you selected in steps 2 and 3.

Mobile preference



Tech Savvy



Time Management



Social Media Presence



Free Time



#### **(4)Statement of Purpose**

**This application is able to add value by making it easier for people to have their events all planned and organized right at their fingertips. People would not have to rack their brains remembering an event or activity and can just relax knowing that their schedule is all accounted for in this app.**

**Not to mention, our app has a functionality where we can share events with friends and family alike, making collaboration and event planning with groups of people all the more easier.**

**Target Demographic include college students, housewives, and industry folks who have alot on their mind. The more busy and active a person is, the more suited this app is for them. We strongly considered the needs and wants of our target demographics and chose to implement features based on those factors.**

#### **(5)Appetite**

**We always consider whether the feature we are trying to implement is worth the time investment. Since we only have a 6 week cycle to ship this out, our appetite would most likely have to be of small batch, that is something that can be built within a week or two.**

**The following few slides are of features that are of high priority for us to implement in the app. They are considered worth the time investment and simple enough that it can be done within a reasonable amount of time**

**Must have:**

- (a) Create / Plan / Edit / Delete / Search events**
- (b) Profile Creation**
- (c) List View of Events**

**Stretch Goals:**

- (a)Share the link of the events on social media**
- (b) Settings page**

#### **(6)Risk and Rabbit Holes**

- Adding too many features with a big appetite.**

- Focusing too much time on trivial features that have low worth.
- Trouble with sharing on social media

#### No-go's:

- Language Translation
  - Current browsers are typically able to handle this on their own
- Calendar View
  - Takes too long to implement, too big appetite
- Group Chat
  - Low worth

#### (7)Competitor Analysis



- Time Management apps like Wrike have a pretty good design of time management systems. Wrike shows your schedule with a gantt chart which is clear and efficient.
- Wrike is also able to analyze your time management and availability.
- However, Wrike won't be able to share the link of an event to others and let others modify that event.

## (8) Wireframes

