

IxD Project & Strategy

Designer

Kaitlin Coyle

For the...

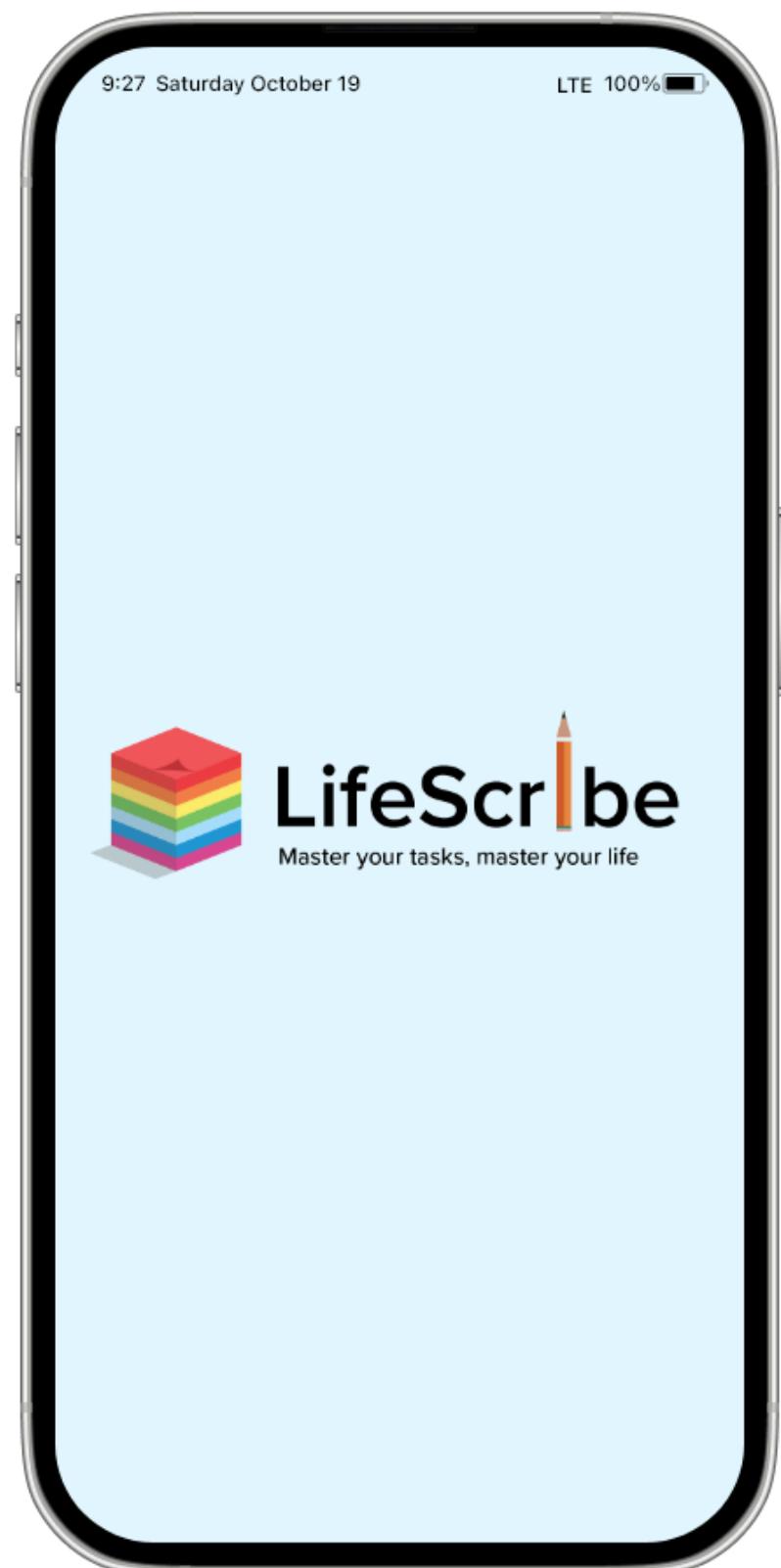
LifeScribe Mobile Application

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Design Concept



Concept

An agenda, planner, and/or reminder app that replaces physical planners.

Goal

Help users organize all of their school, work, and life-related tasks in one easy-to-manage place.

Main Functions

- Reminders
- Tasks
- Goals
- Events

User Persona

User Flow

Color Palette

UX Research

User Persona

Colleen Jones



Age	26 years old
Occupation	ENGL Instructor; Part-time Graduate Research Assistant
Education	ENGL Graduate student; takes two courses
Skills	Detailed, organized, meticulous. Is decent with technology , but has trouble when it becomes too complex ; learns quickly if demonstrated.
Needs	Something to organize all of her tasks , block out time to do tasks, and receive reminders .
Frustrations	Short attention span; usually in a rush because of busy schedule; doesn't want to carry a bulky planner ; physically writing tasks takes too long .

Image courtesy of [Meritt Thomas, Unsplash](#)

User Persona



Colleen Jones

Goals

Wants to stay on top of all her school & work tasks, complete them on-time & avoid procrastination

Need Statement

"As a multitasking graduate student, I need a quick & easy way to organize all my school, work, and life-related tasks, so I can avoid procrastination and stay on top of my work."

Myers Briggs Personality

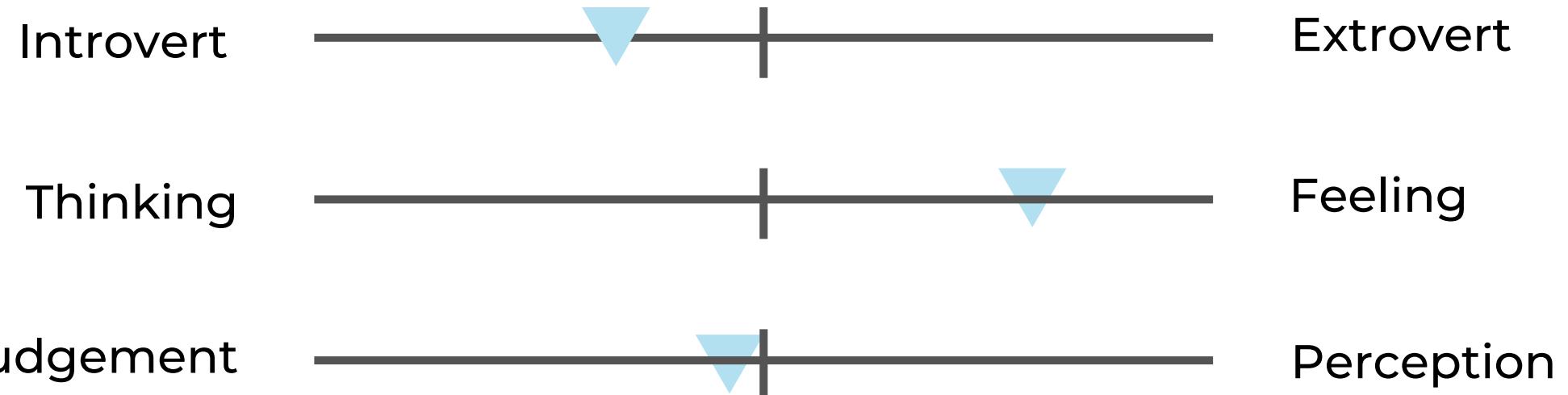


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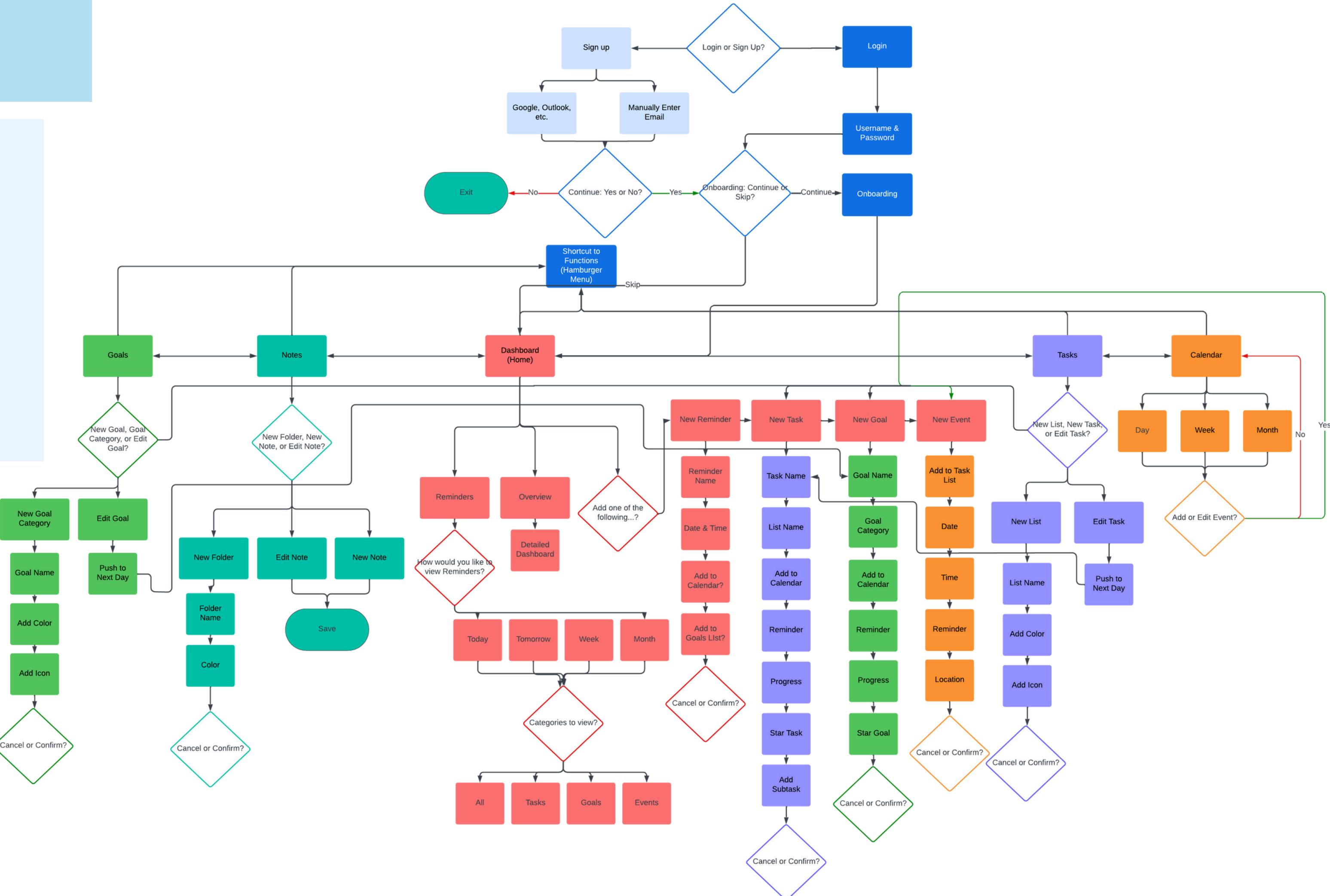
User Flow

Diagram key

Terminator

Decision

Option



Color Palette



#A6C6ED

RGB 166, 198, 237

#B2E0F0

RGB 178, 224, 240

#E5F9FF

RGB 229, 249, 255



#F0B2D2

RGB 240, 178, 210

#F8D6A0

RGB 248, 214, 160

#DEF5B5

RGB 222, 245, 181



#E3A7F5

RGB 227, 167, 245

#F5C49A

RGB 245, 196, 154

#F58C8E

RGB 245, 140, 142

Design Parameters

User Type & Content Strategy



User Type: The Hunter

The Hunter is focused, precise, and **destination-driven**, valuing **speed** and **efficiency** in an interface. They are often **driven by need**.

Content Strategy: Educational - The Instructor

This content strategy is designed to **instruct**, often in a **step-by-step** fashion and takes on the **persona** of a **teacher** or instructor.

IxD Principles



User Autonomy	Less authorship
Feature Exposure	Less exposure
Focus	Static
Metaphor	Conventional
State Visualization	Many landmarks
Coherence	Consistent
User Type	The Hunter
Content Strategy	Educational: The Instructor

Onboarding

Dashboard

Tasks

Design Features

Design Features

Onboarding*

Instructs users about app's main features upon sign in

Dashboard*

Task, goal, event completion rates and **Reminders**

Tasks*

Users can create tasks, sub-tasks, & push tasks to the next day

Notes

Users can take notes on tasks, goals, events throughout the day

Goals

Users can add daily, weekly, monthly goals & manage completion

Calendar

Users can see tasks & events in a daily, weekly, monthly view

*Indicates feature is shown in demo

Design Features

Onboarding

Instructs users about app's main features

Welcome

Log In / Sign Up

Onboarding screens

Dashboard

Task, goal, event completion rates and **Reminders**

Overview

Reminders

View by category

View by time

Tasks

Create **tasks**, **sub-tasks**, and new lists (categories for lists)

 Add to list

 Add sub-task

 Reminders

 Add to calendar

 Task progress

 Star task

Thank you

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