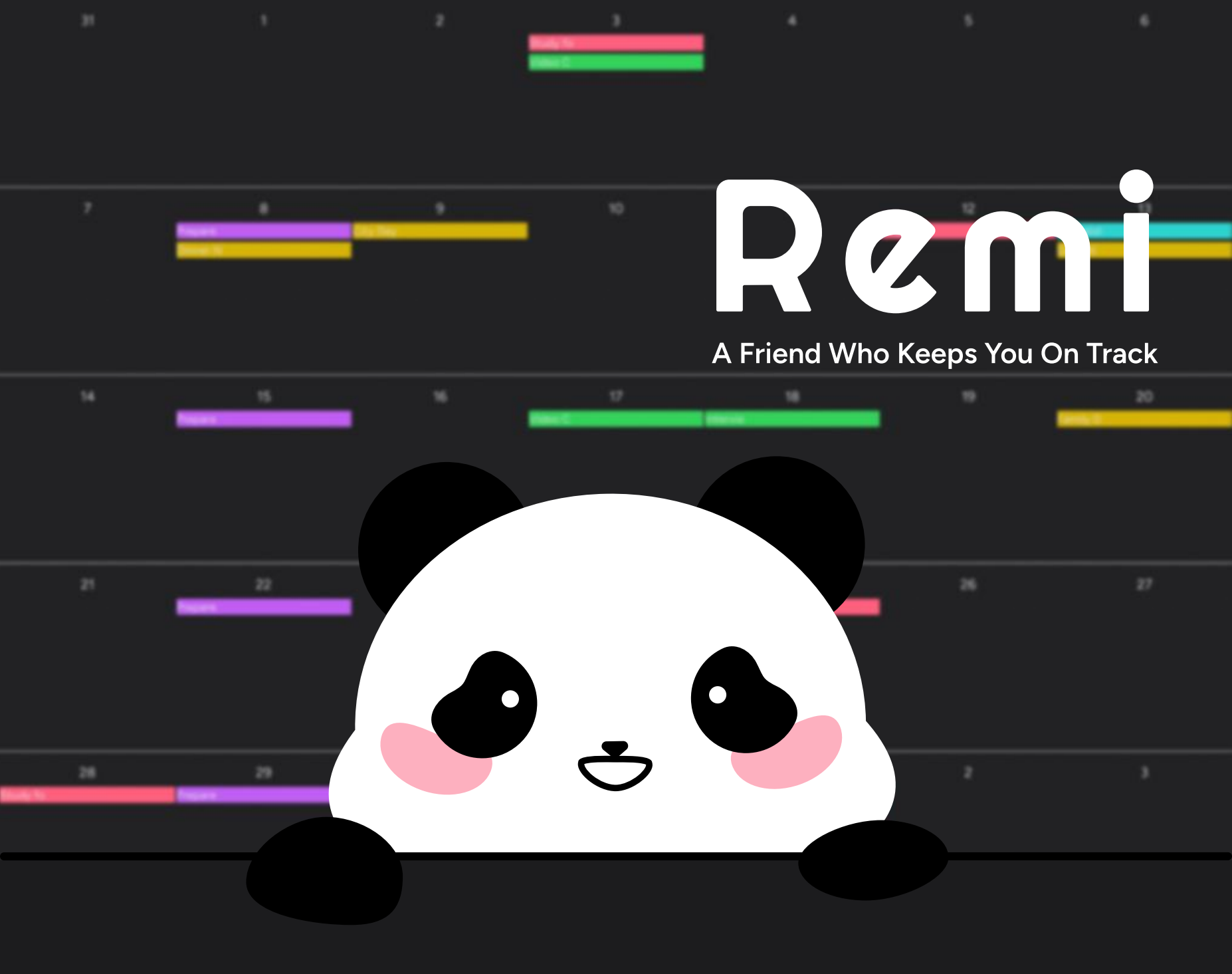


Remi

A Friend Who Keeps You On Track

The Problem

Users often struggle to manage and organize their busy schedules effectively, leading to feelings of overwhelm and decreased productivity. They need a convenient, accessible way to stay aware of their schedules, receive motivation to accomplish their daily goals, and maintain a balanced life.

User Research

The Benefits of Calendar Apps

Calendar apps have been shown to boost productivity by providing structure, improving time management, helping users set priorities, offering reminders, and creating a sense of accountability.

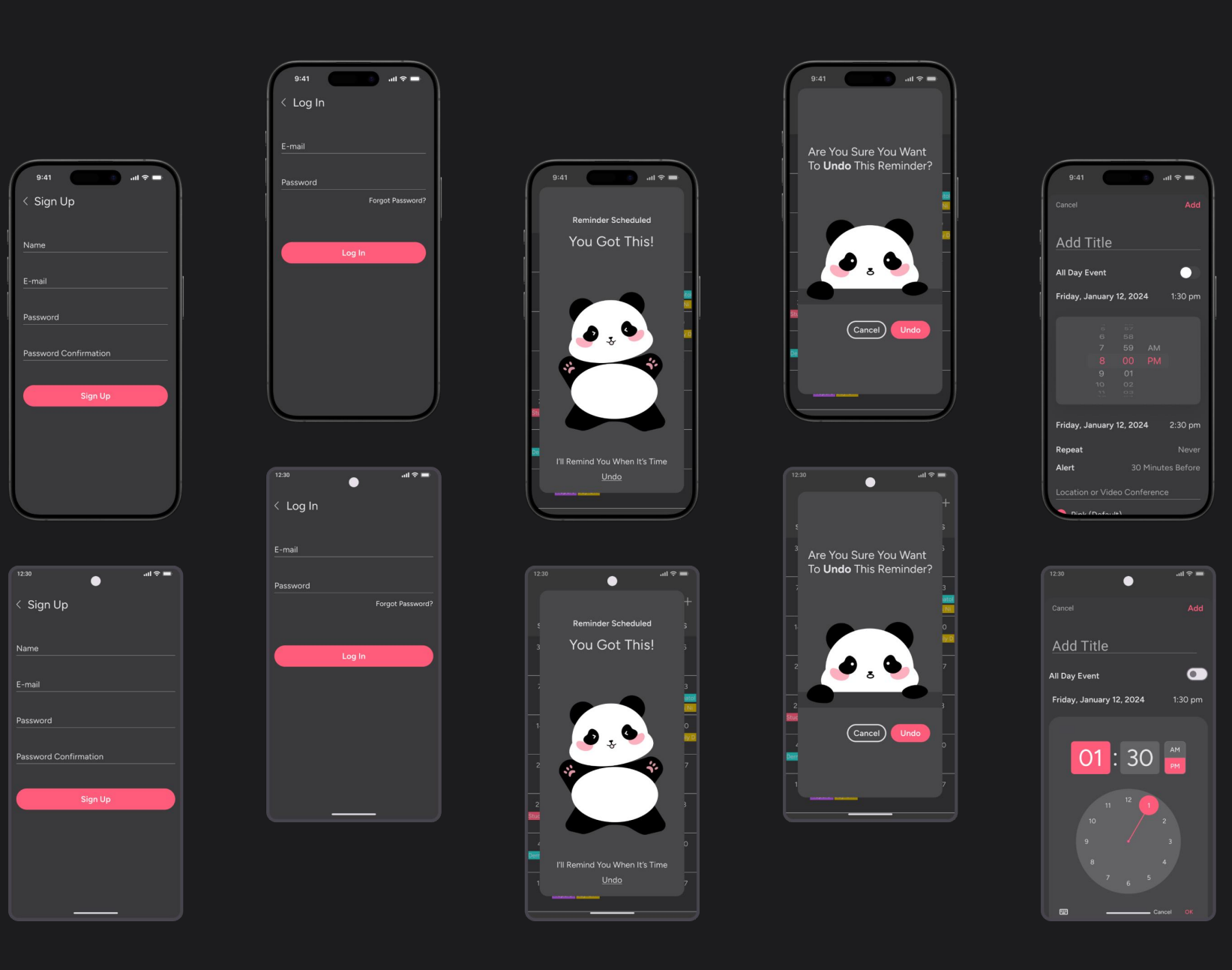
Notice What a Study of Google Calendar Users Reveals

1. The event reminder feature has **reduced missed appointments by 30%.**
2. On average, users **save 2 hours per week** by using the app.
3. Event notification has **reduced no-show rates by 25%.**

The Power of Positive Reinforcement

Positive reinforcement happens when a behavior leads to a positive outcome. When an action is followed by a favorable event, reward, or result, it strengthens that behavior, making it more likely to be repeated in the future.

Positive reinforcement helps users by encouraging the repetition of productive behaviors through rewards, praise, or recognition. When users receive positive feedback for completing tasks or achieving goals, it boosts their confidence, making them more likely to continue those behaviors. This reinforcement builds momentum, increases motivation, and fosters a positive association with productivity, ultimately leading to improved performance and a greater sense of accomplishment.

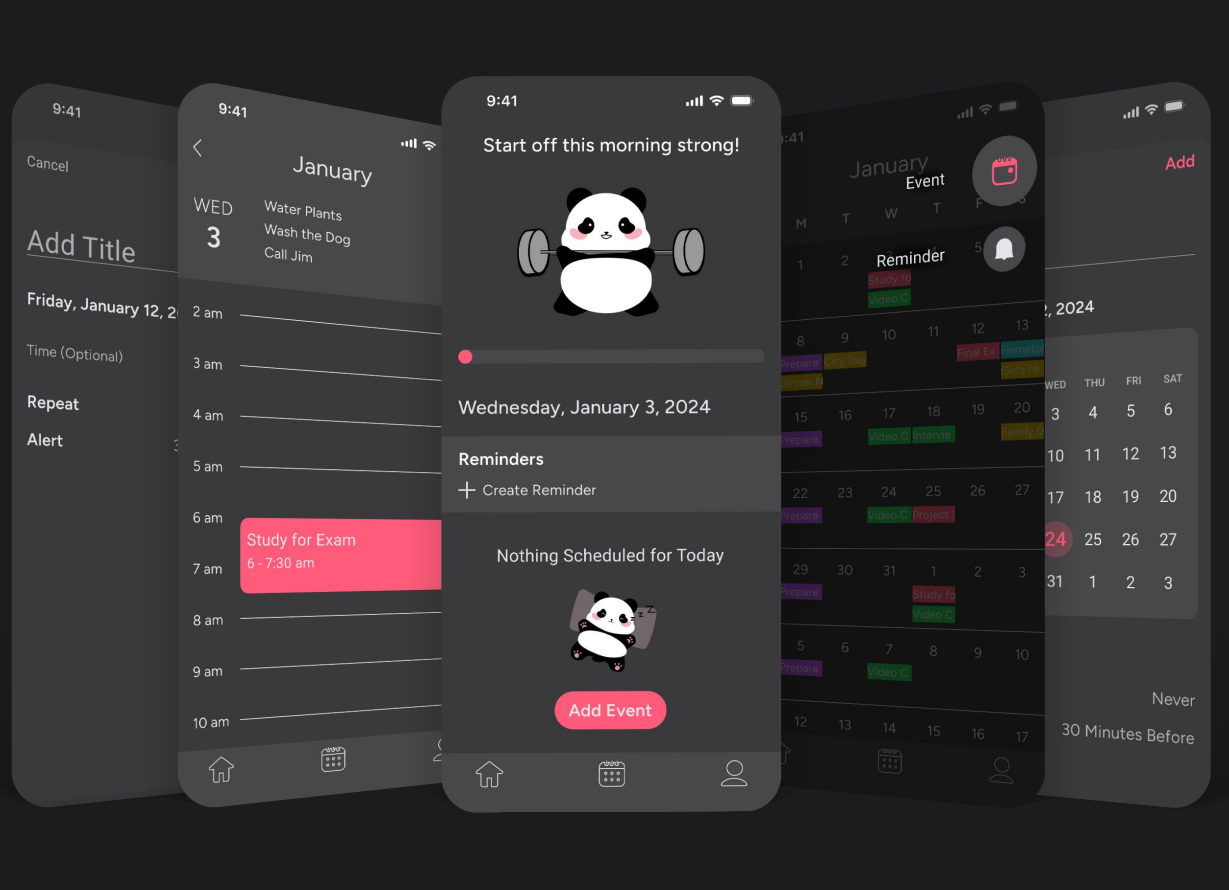

Sign Up
Log In
Reminder Scheduled
You Got This!
Are You Sure You Want To Undo This Reminder?
Add Title

Solution

Create a productivity app that combines the proven benefits of calendar management with the power of positive reinforcement. By helping users organize their schedules, set priorities, and receive timely reminders, it will enhances time management and structure. Additionally, the app's positive reinforcement encourages and rewards users for completing tasks, reinforcing productive behaviors and fostering a more positive and motivated mindset.

What's Remi?

Remi is a productivity app that blends motivation with effective time management. The app features Remi, a friendly mascot, who guides users through their daily tasks with reminders, encouragement, and positive reinforcement. By integrating calendar management, Remi helps users organize their schedules, set priorities, and stay on track. Additionally, Remi celebrates users' achievements and provides support, making productivity both engaging and enjoyable while ensuring that users benefit from structured time management.


Start off this morning strong!
Wednesday, January 3, 2024
Reminders
Create Reminder
Nothing Scheduled for Today
Add Event

The 5 W's

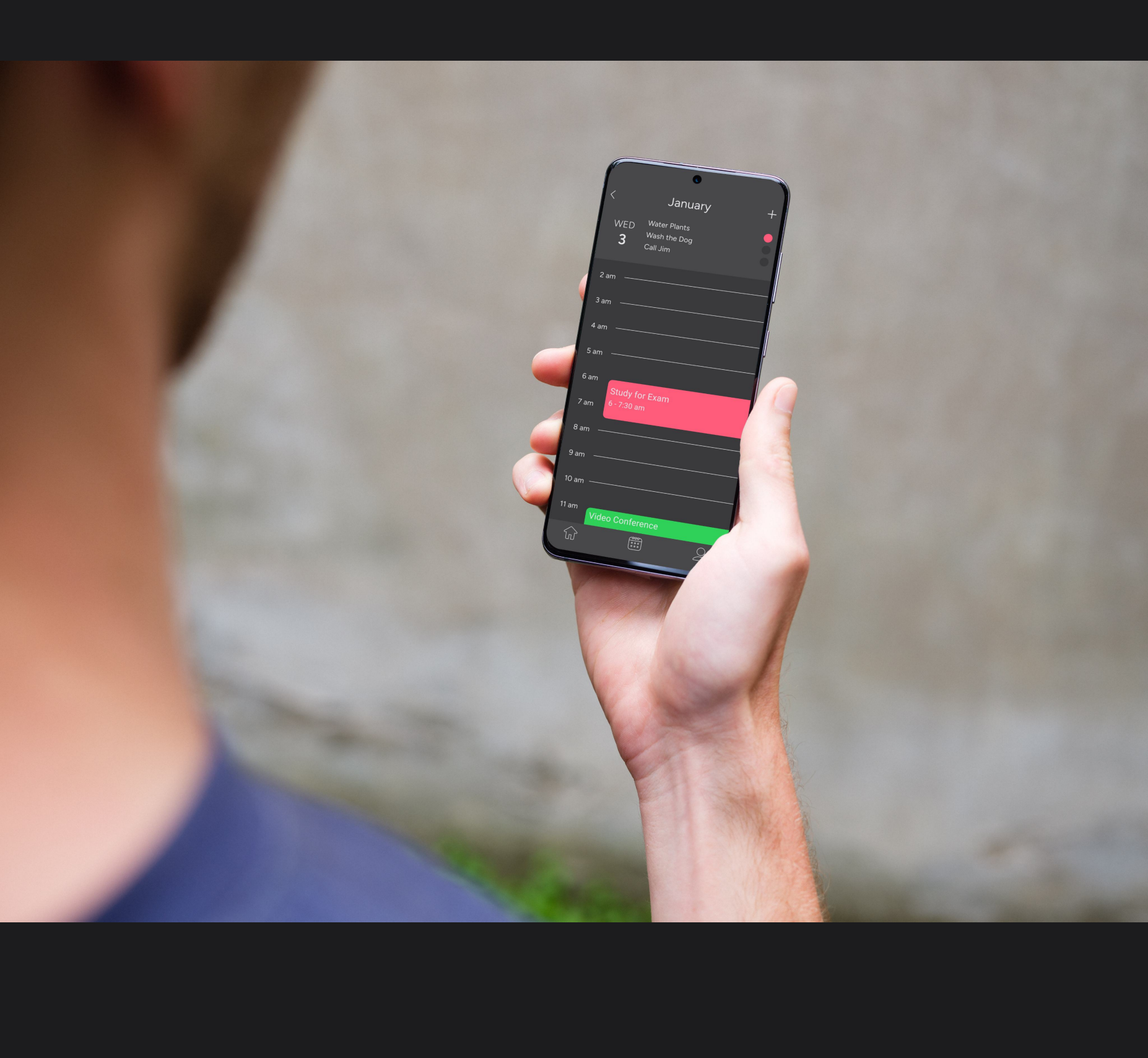
Who
Remi is designed for students and professionals in their 20s-30s who need help managing school, work, their social life, and self-care.

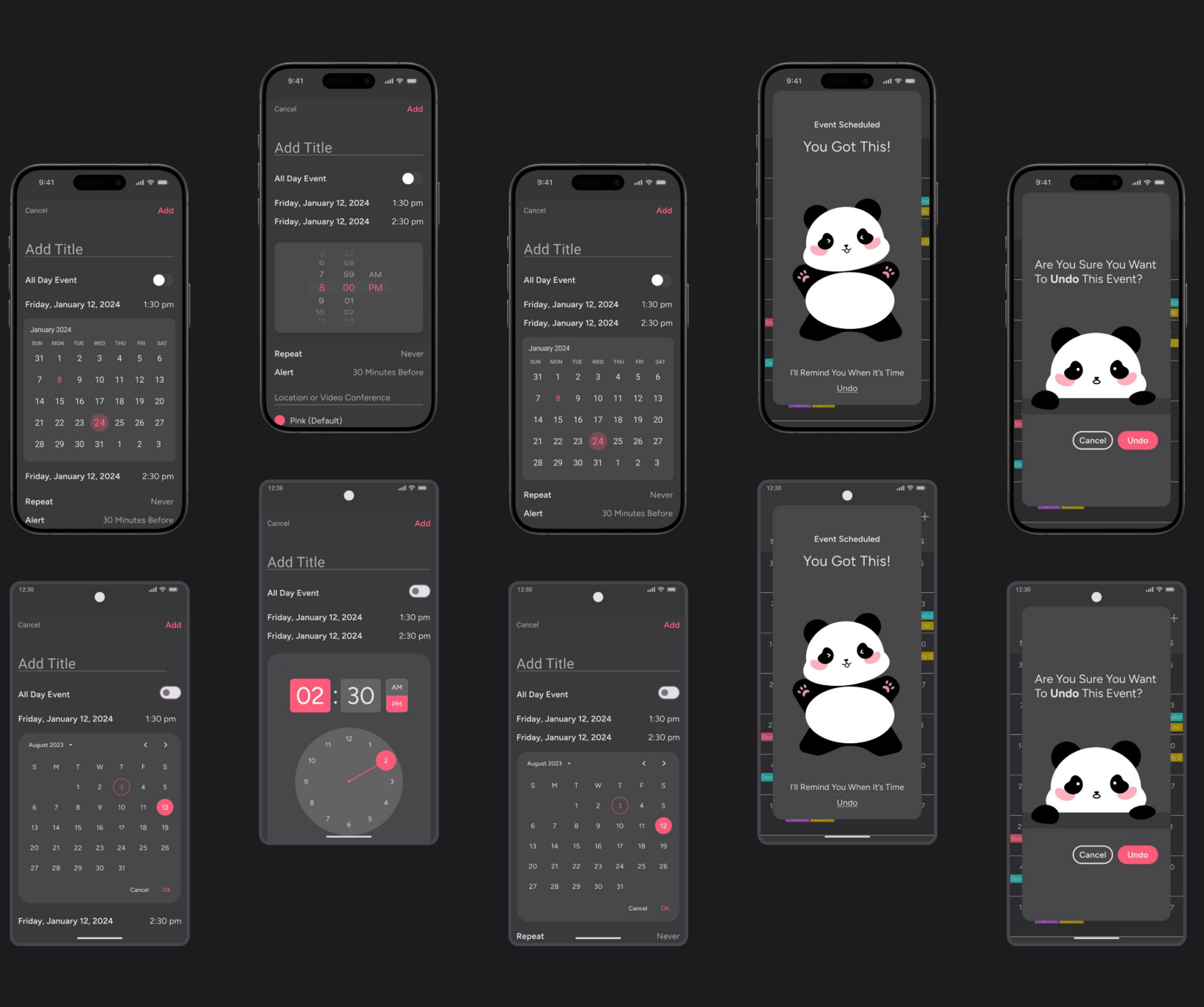
What
Users will use Remi to set up reminders, create events, view tasks for the day, and mark reminders as complete.

When
Remi will be used throughout a user's day — when they wake up, before they go to bed, when scheduling appointments, etc.

Where
Remi will be used at home, work/school, on the road, at appointments, grocery store, gym, etc.

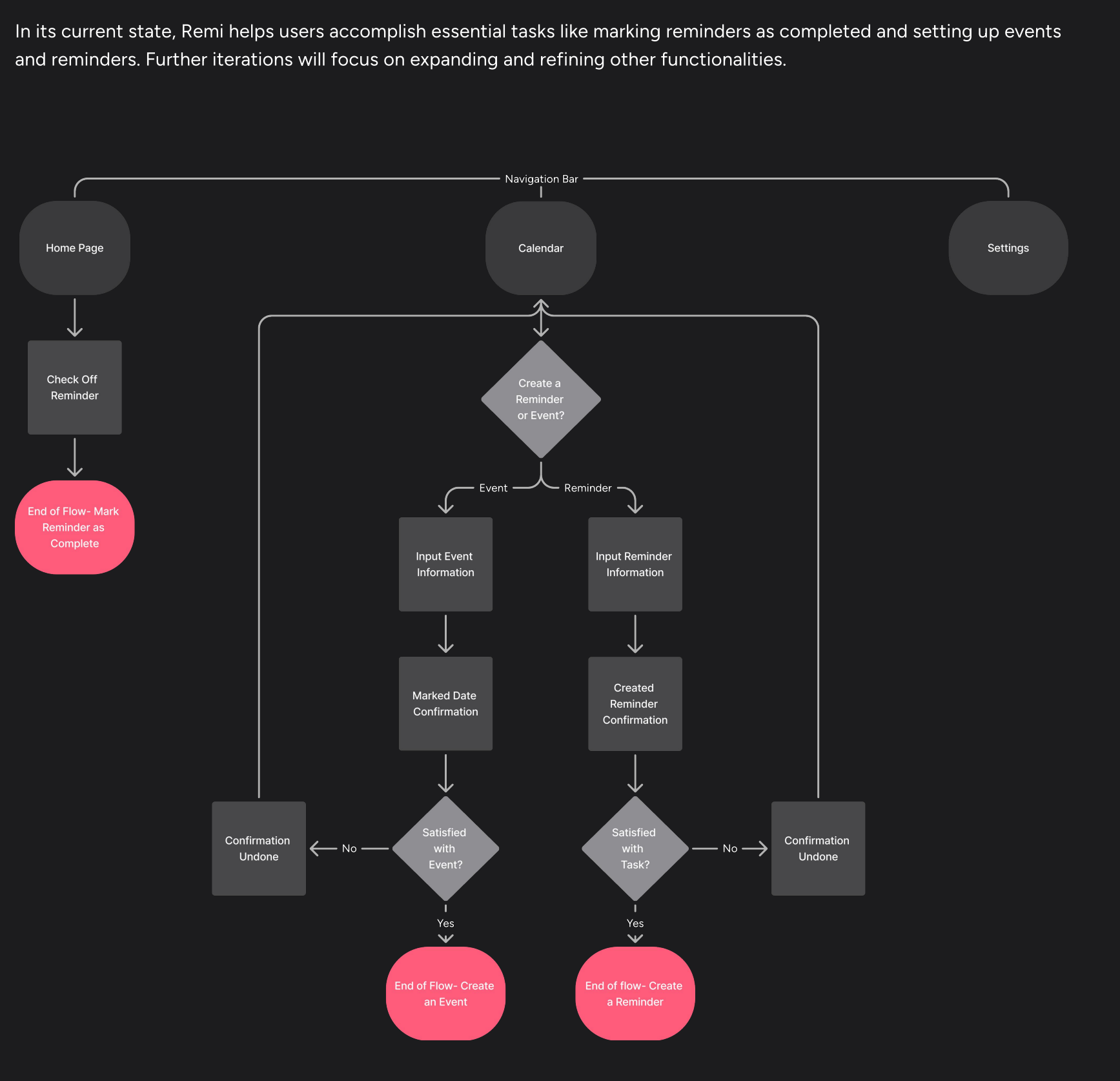
Why
Remi is better suited to a native app because it takes advantage of notification features and a person's location. It can also be accessed offline so that user can manage their schedule wherever they are.



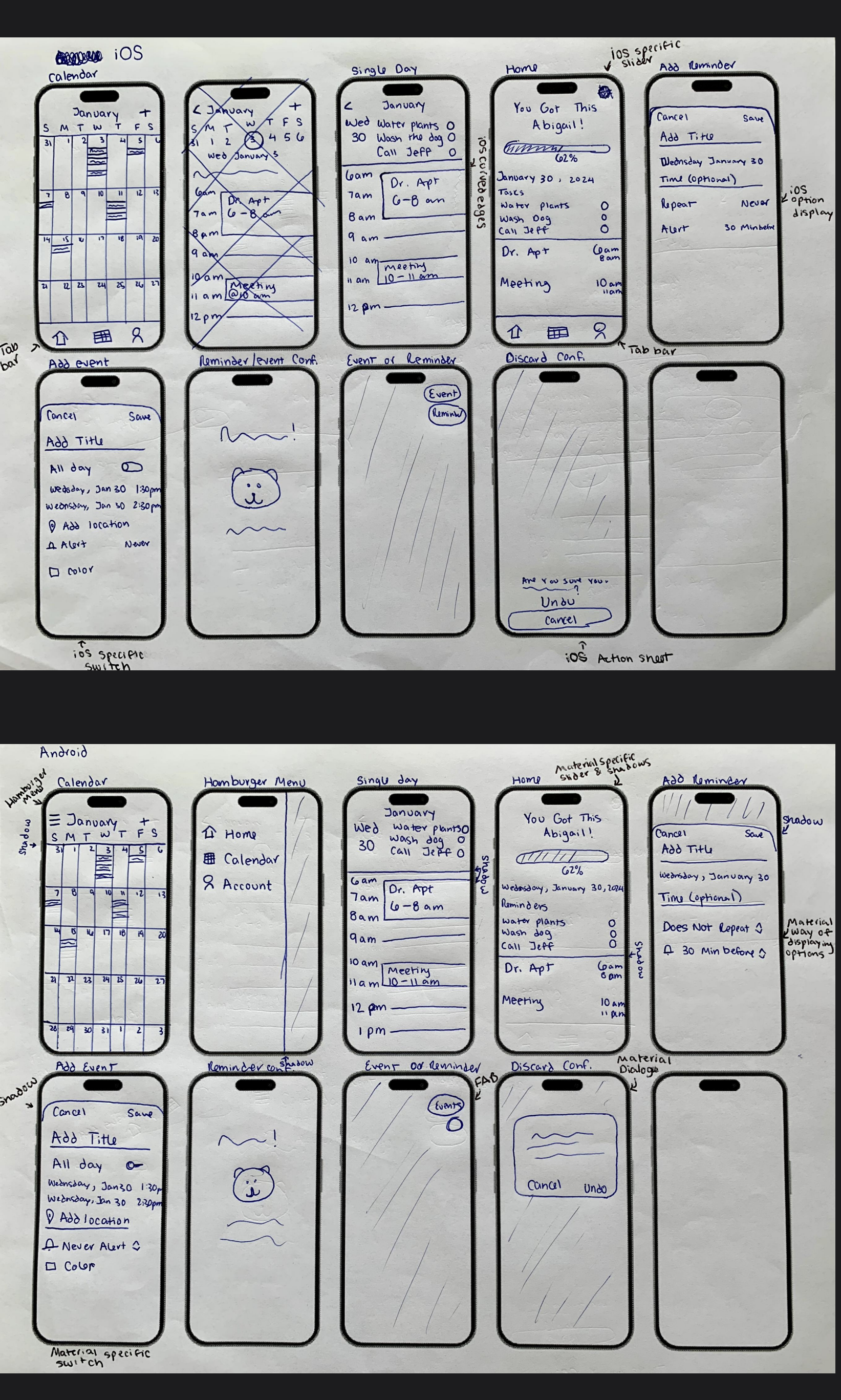

Add Title
Event Scheduled
You Got This!
Are You Sure You Want To Undo This Event?

User Flows

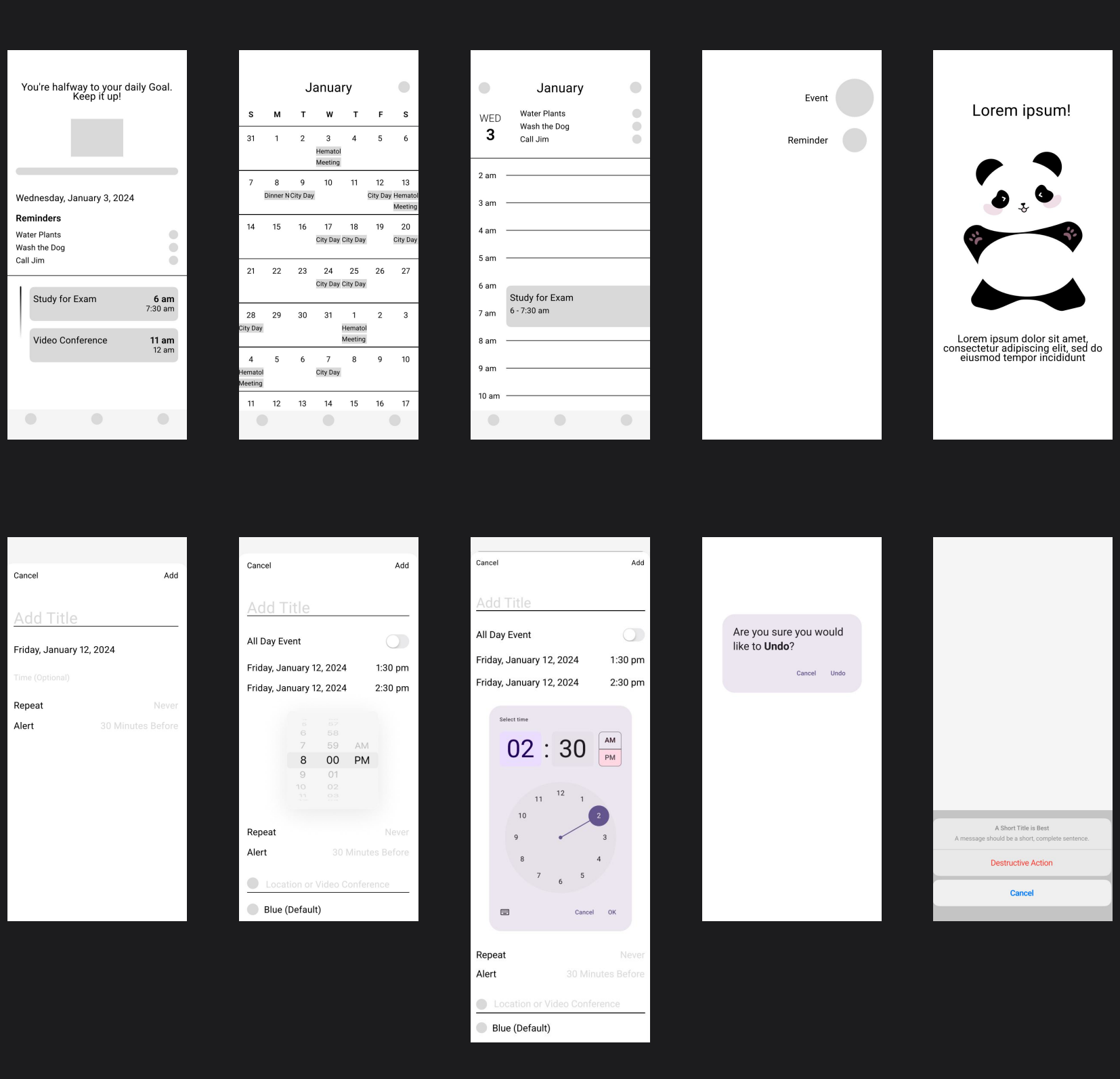
In its current state, Remi helps users accomplish essential tasks like marking reminders as completed and setting up events and reminders. Further iterations will focus on expanding and refining other functionalities.


Navigation Bar
Home Page
Calendar
Settings
Check Off Reminder
End of Flow- Mark Reminder as Complete
Create a Reminder or Event?
Event
Reminder
Input Event Information
Input Reminder Information
Marked Date Confirmation
Created Reminder Confirmation
Satisfied with Event?
Satisfied with Task?
No
Confirmation Undone
Yes
End of Flow- Create an Event
End of flow- Create a Reminder

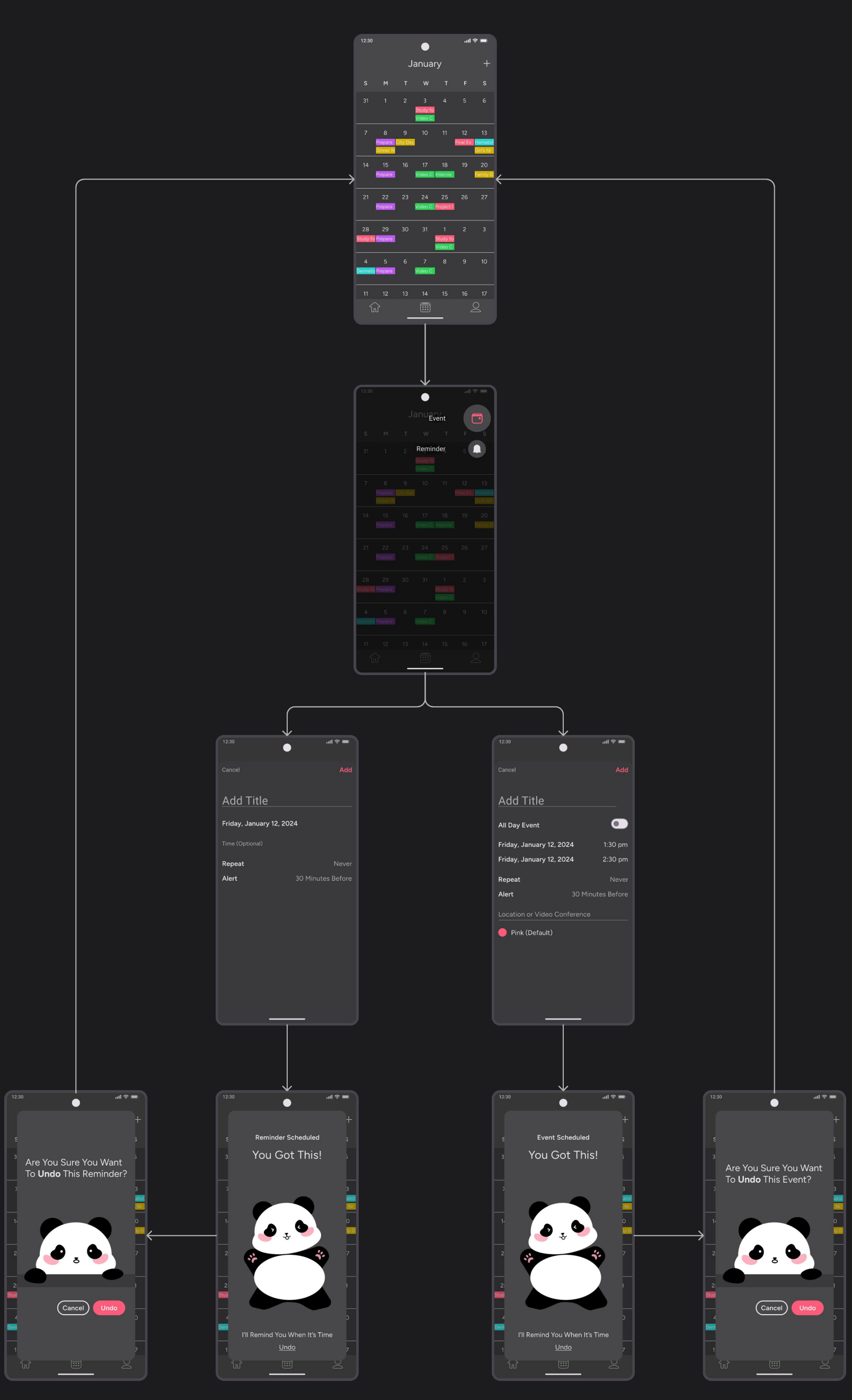
Sketches


iOS
Calendar
Single Day
Home
Add Reminder
Tab bar
Add event
Reminder/event Conf.
Event or Reminder
Discard Conf.
iOS specific
Android
Hamburger Menu
Home
Calendar
Account

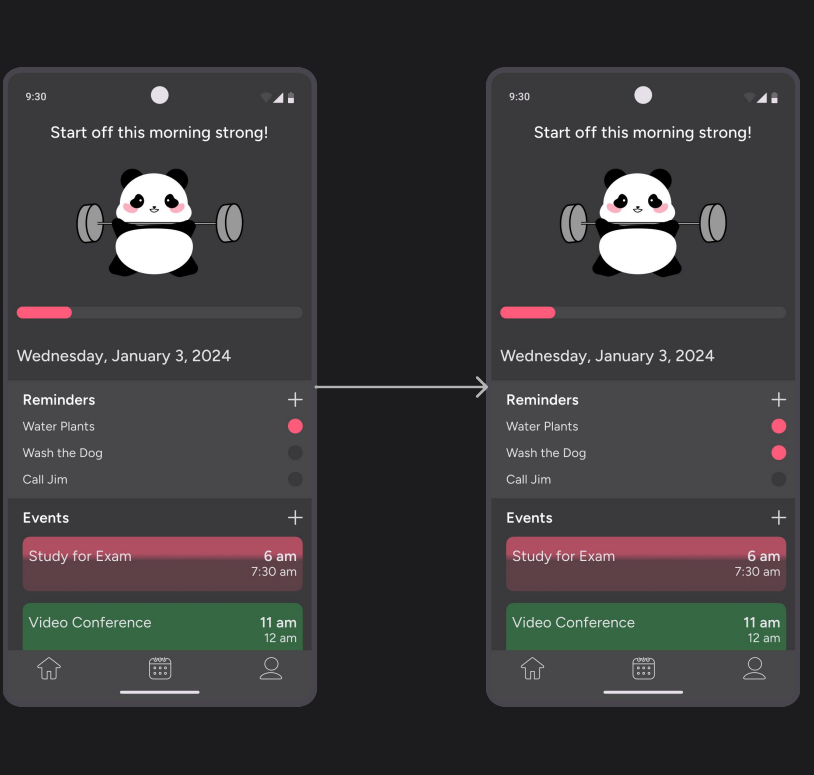
Mid-Fidelity Wireframes


Lorem ipsum!
January

Flows Create Event/Reminder

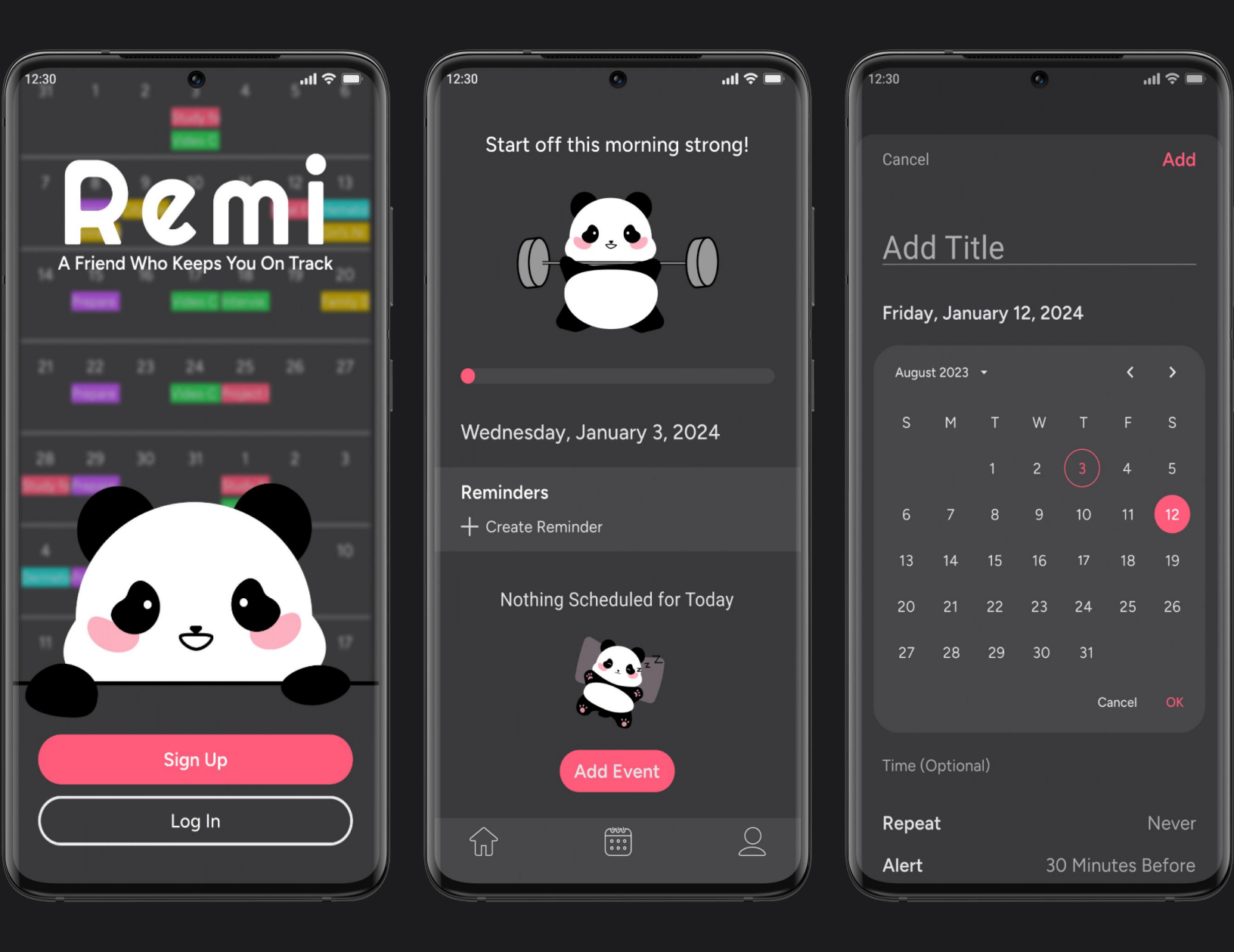


Flow Mark a Reminder as Complete



User Feedback

After designing and prototyping Remi, I conducted user testing to pinpoint any issues. 100% of participants successfully navigated Remi to complete their tasks. Based on their feedback, I refined the animation in between screens of the prototype to improve the overall user experience.

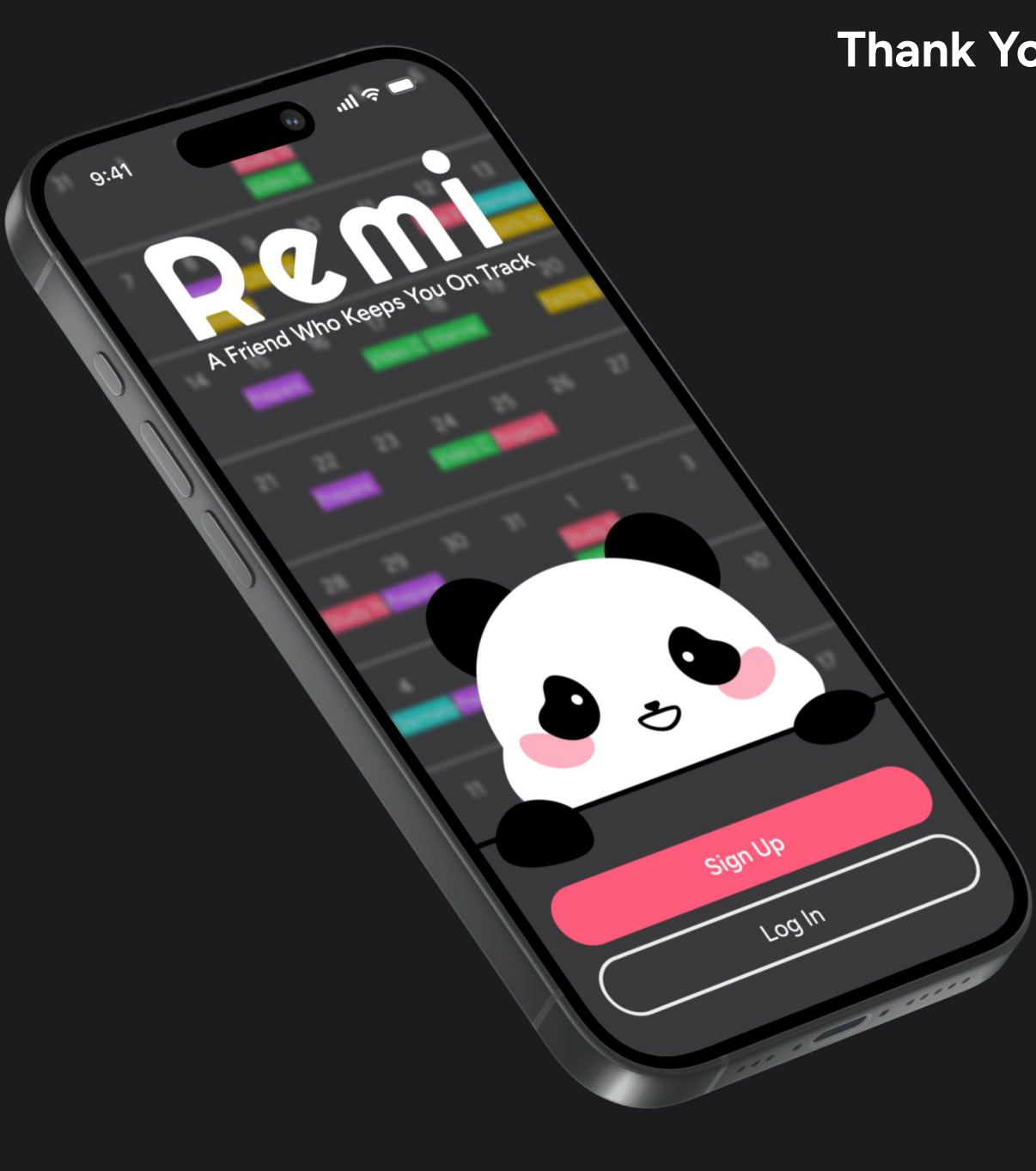

Remi
A Friend Who Keeps You On Track
Sign Up
Log In
Start off this morning strong!
Add Title

Conclusion

Integrating motivational elements with effective productivity tools significantly enhances user experience and outcomes. By combining calendar management with features like positive reinforcement, Remi addresses common productivity challenges such as organization, time management, and feelings of overwhelm. The mascot adds a personal touch that makes the app more engaging and supportive. Overall, Remi's approach not only helps users manage their tasks more efficiently but also boosts their motivation and sense of accomplishment, leading to improved productivity and a more enjoyable user experience.

What's Next?

The next step for Remi is to enhance mascot support and introduce new productivity features. Animating the illustrations will make the experience more engaging and strengthen the user-mascot connection. Adding gamification elements and improving positive reinforcement throughout the app will further boost productivity. Incorporating a journaling feature will provide users with a dedicated space to reflect on their day, set clear intentions, and track progress. This feature helps users overcome feelings of overwhelm by organizing their thoughts, acknowledging achievements, and identifying areas for improvement. By promoting self-awareness and goal-setting, the journal empowers users to manage their daily tasks more effectively, leading to increased productivity and a greater sense of accomplishment.



Thank You For Your Time

Prototypes

Android iOS

Contact Me

kanasashley@gmail.com

Roles

Visual Designer
User Researcher
UX Designer
UI Designer

Sources:
Kendra Cherry MSEd. Positive Reinforcement and Operant Conditioning
Jannik Lindner. Insights into Google Calendar Statistics: Over 1 Billion Users
John Rampton. The Impact of Calendar Apps on Productivity