



SmartCalendar

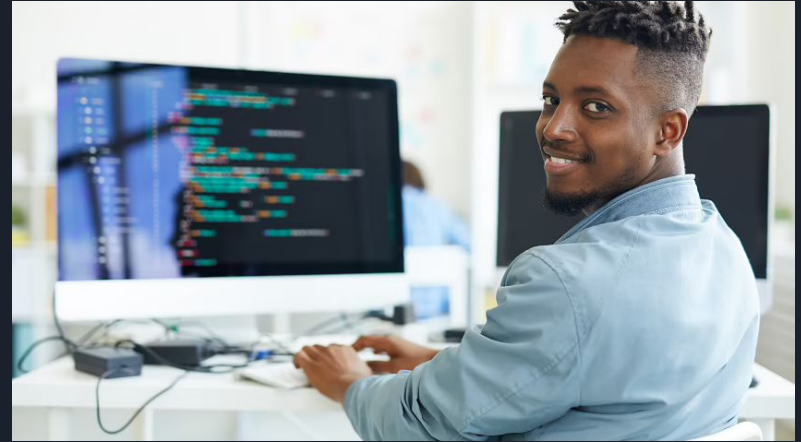
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441winter2022 Section 1



SmartCalendar is developing a web-based auto populating calendar to help college students easily create their calendars based on their emails.

Persona

Mark is a current 20 year-old Michigan student studying computer science through the college of engineering. Mark is very work oriented and coding is one of his passions in life along with watching Joe Burrow and the Cincinnati Bengals on Sundays. Being very work oriented, he always decides to put in extra work for his classes. He plans on eventually becoming a full time software engineer for a big tech company. While he is extremely dedicated, he gets lost in writing code and forgets to set aside time for meetings. He is currently taking multiple classes with group projects and is on the solar car project team. So, throughout the day he is constantly coding. The only times he isn't coding is when he is meetings with group members.





Key Problem/Motivation

Mark's only focus is writing code. He'd like to minimize the time he spends setting his calendar.

Mark's thoughts get interrupted whenever he has to set his calendar. This distracts him from coding, and his productivity drops.

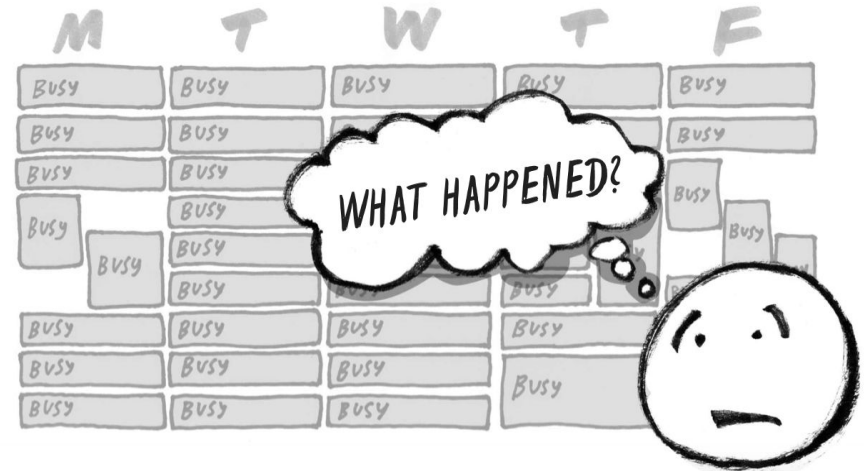
Mark tends to get lost in the minutiae of the code he writes, and he forgets to set his calendar.

Status Quo

Regularly checks his calendar,
distracting him from coding



Synchronizing his calendar leaves him
with less personal time to recuperate



Target Market

College Campuses



Internships/Student Jobs





Use Case

As Mark,

I need a way to automatically set my calendar based on the emails I receive.



Screen Mockups

Untitled-1 ×

1

**Sam Ortiz** A minute ago

Hey Mark are you available to meet Monday 3:00 pm to work on the component for the project?

Untitled-1 ×

1 |

**Sam Ortiz** A minute ago

Hey Mark are you available to meet Monday 3:00 pm to work on the component for the project?

Would you like to make Meeting for "Monday at 3:00 pm"?

Yes

No

10

Calendar

Today

< > February 2022

🔍

?

⚙️

Week ▾

⋮

Create ▾

February 2022

< >

GMT-05

S M T W T F S

30 31 1 2 3 4 5

6 7 8 9 10 11 12

📅

Meeting For 3:00 pm

Monday, February 14 · 3:00 – 4:00pm

☰

Hey Mark are you available to meet Monday 3:00 pm to work on the component for the project?

🔔

10 minutes before

30 minutes before, as email

📅

Family

Created by: Sergio Castaneda

✎

🗑

✉

⋮

✕

Valentine's Day

Meeting For 3:00 pm

3 – 4pm

Alumni network: Open hours (optional)

12 – 5pm

<https://us02web.zoom.us/j/89686006934>

☑ Family

7 PM

☑ Reminders

8 PM

☑ Tasks

9 PM

Other calendars + ^

10 PM

☑ Holidays in United States



Hypothesis that we're testing:

If Mark uses SmartCalendar it will reduce the time needed to set his calendar, and allow him to keep coding efficiently.