



Group Project 1

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Roles:

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Project Overview

Background: Our group was tasked with developing a brand new mobile app that can solve real needs in a user's everyday life. Our group chose to focus on list and task-making dependency.

Problem: People are busy and utilize lists to keep track of tasks, to-do and shopping lists, so keeping their lists organized can be a headache. How might we improve the organization of their lists into one easy to find spot?

Solution: Create an easy to use app to house their to-do items / lists in one spot and easily share with others.



User Persona



Emily Smith

27 Years Old

Married / 2 Kids

Job: French teacher

Hobbies: Reading, Biking

Emily is a busy mom of two and spends her time preparing snacks for the kids and grading papers. She loves her job as a French teacher but wishes she had more free time to keep the house running. There's always something that needs to be done, whether it's getting groceries, dropping someone off at soccer or dance practice, or making sure everyone's done their homework.

GOALS

- Stay organized
- Have all her lists in one place
- Plan in advance and go paperless

FRUSTRATIONS

- Find an app where she can manage and keep all her lists and tasks to do
- Share the lists to do with her family members so everyone can be engaged

Interview Plan

Hold at least five user interviews to uncover what potential users might find useful in a list making app, and discover pain points, habits, feature opportunities and reactions to similar app ideas within the user interviews.

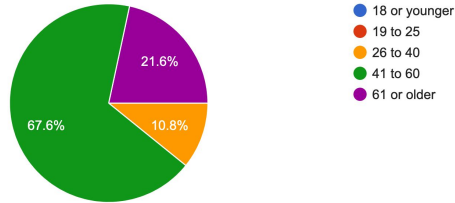


Link to [interview transcripts & user research](#).

Survey Data

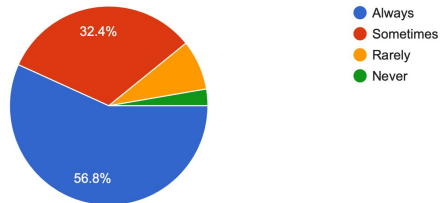
What is your age range?

37 responses



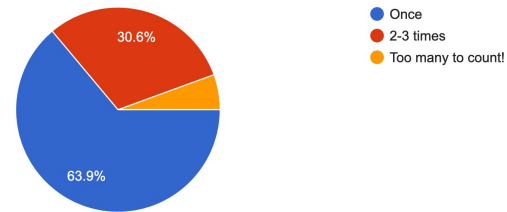
Do you create a list before grocery shopping?

37 responses



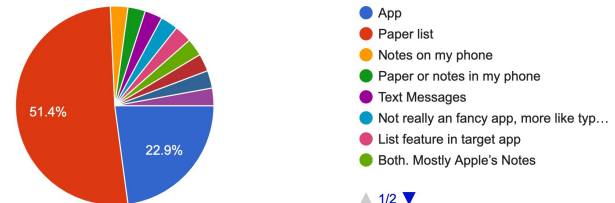
How often per week do you go grocery shopping?

36 responses

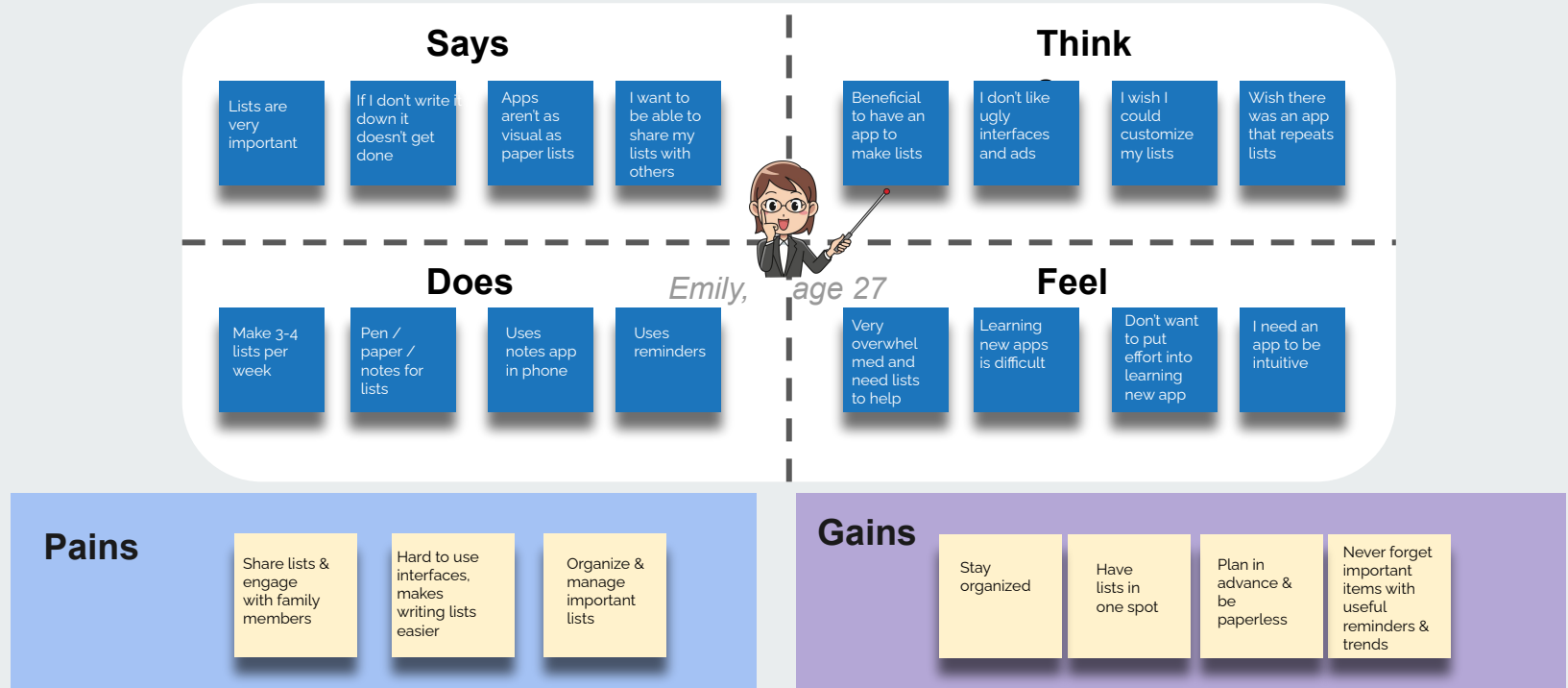


If you answered yes to the last question, do you use an app or a paper list?

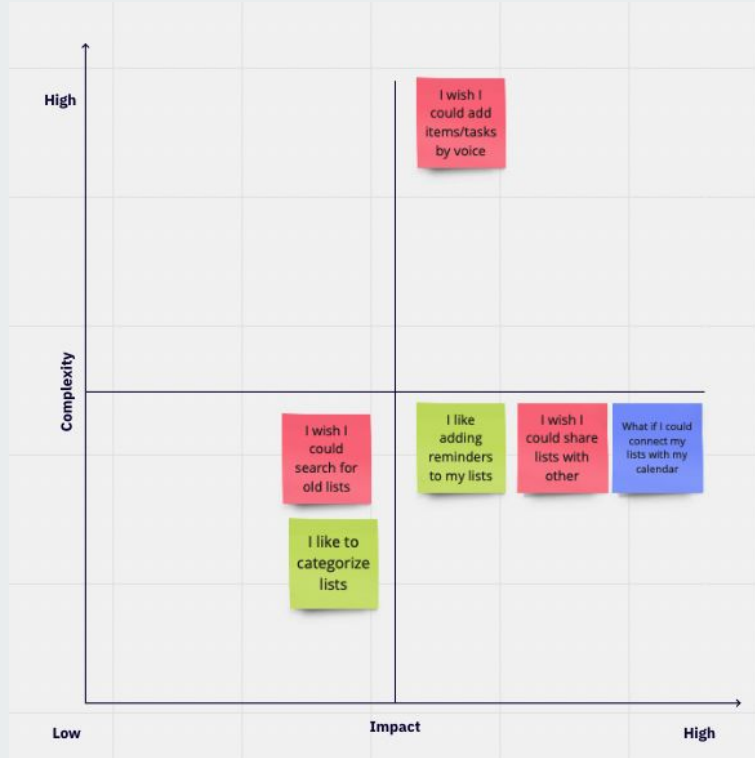
35 responses



Empathy Map

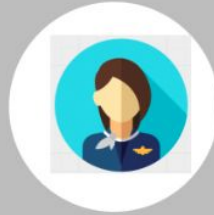


Feature Prioritization



Link to [Feature Prioritization](#).

Journey Map



User Name: Emily Smith

Age: 27 years old

Occupation: French Teacher

User Motivations:

As a busy working mom of two active children, Emily makes lists to keep track of the family's schedule, needs and shopping lists. Making sure her family's needs are met. Emily makes lists for each child's schedule and needs. She also creates lists for herself, both professionally and personally. Emily also needs to make sure she doesn't forget anything on her Target run. Emily uses technology to keep her family's life organized and streamlined.

User Journey Map

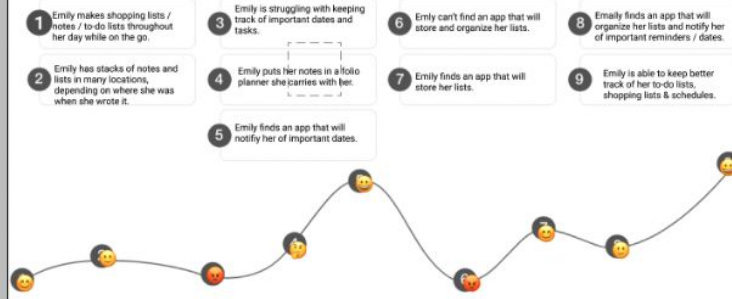
UX Scenario

Emily makes multiple lists every week to stay on top of her family's activities and needs. Emily makes lists & notes at home, in the office and on-the-go.

Goals

Emily wants to be able to find all her lists, notes and tasks in one organized spot, and also needs reminders of due dates and important tasks.

The Experience



Opportunities

Market on-task to people who are busy and need to keep track of shopping lists, to-do lists and tasks.	Market on-task can be shoppable, used as a calendar and list organizer.	Communicate that they'll be able to share their lists with other family members / friends or co-workers.	Communicate that they'll be able to add reminders to tasks / lists.	Communicate they'll be able to add frequent tasks / items, etc. to multiple lists.
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Competitor Analysis

Direct Competitors	Feature Analysis	Competitive Advantage	Customer Reviews	Notes
To Do (Microsoft)	<ul style="list-style-type: none"> • More color/background options • Dark mode option • Syncs across Mac, iOS, Android, Windows, web • Listing groups (folders), steps, subtasks, file attachments, and sharing assignments • Free 	The ability to sync across many different platforms makes this a pretty obvious competitive advantage, and the level of organization that the user can put into a list is also very impressive	PROS <ul style="list-style-type: none"> • Syncs with Outlook Tasks • Solid yet basic features • Free CONS <ul style="list-style-type: none"> • No natural language input • No advanced search • Can't add details to subtasks 	To Do by Microsoft really excels as a Macro based application, there is a high level of depth to this application. Where we can set ourselves apart is on the micro level. Users may be overwhelmed at the sheer amount of content, and we can set ourselves apart through simplicity
Todoist	<ul style="list-style-type: none"> • Manage tasks, projects, and goals • Syncs across mac, windows, phones, and web • Integrates with google calendar and dropbox • Goal setting • Task delegation • Daily and weekly productivity trends 	Google calendar and dropbox integration is a clear advantage, but what is arguably the most unique advantage is the ability to set goals and view daily and weekly productivity trends	PROS <ul style="list-style-type: none"> • Cross-platform support with effortless syncing • Natural language input • Efficient interface • Collaboration features • Offline capability CONS <ul style="list-style-type: none"> • Best features are not free 	Todoist is very strong in terms of managing productivity and work related list making, but if we can stay in our lane and reach our full potential in our niche of 'Everyday Lists' then we'll thrive
Things	<ul style="list-style-type: none"> • To-do lists • Reminders • Goal tracking • Ability to work in multiple windows on mac • Quick find feature • App wide tag searching • Full integration between iOS and macOS 	The biggest competitive advantages of 'Things' is their mac-wide integration. The quick find feature seems like a nice advantage, but what's more impressive is the app wide tag searching which many users might find useful.	PROS <ul style="list-style-type: none"> • Great design • Clean interface • One-time purchase CONS <ul style="list-style-type: none"> • No collaboration features • No location based reminders • No web app • Only compatible with apple • Not free 	Being able to search via tags may be a useful feature, but maybe we can come up with a better way to recommend items for lists for our users
Zenkit To Do	<ul style="list-style-type: none"> • Smart lists • List sharing • Comments • Reminders • Free • User friendly design 	The biggest advantage of 'Zenkit To Do' seems to be the familiarity of the UI design. It's eerily similar in design to an app called 'Wunderlist' which was very basic and intuitive for users to create simple non-productivity, non-team-based lists.	PROS <ul style="list-style-type: none"> • Calendar functions CONS <ul style="list-style-type: none"> • No milestone tracking • No recurring option 	This seems like the most direct competitor for what we're trying to accomplish as a team, so it'll be important to learn as much as possible from this design, while also looking for ways to design in a way that sets us apart from Zenkit To Do.

Link to [competitor analysis](#).



Link to [User Flow, Journey Map & Testing Analysis](#).

on-task Prototype Demo

Link to [on-task prototype](#).



Conclusion



Future development:

Future development features include voice assist (e.g., Alexa, Siri, etc.), being able to personalize the app (wallpaper, profile picture, background, ability to add friends (in addition to the sharing functionality), search for items and add sub-tasks to main tasks.

Final thoughts:

Busy professional and families with children want an intuitive to-do list app that boosts productivity by streamlining everyday activities via list organization, sharing capabilities and reminder functionality.

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