

TimeWise- Time management App

Pritesh Parab

Project overview



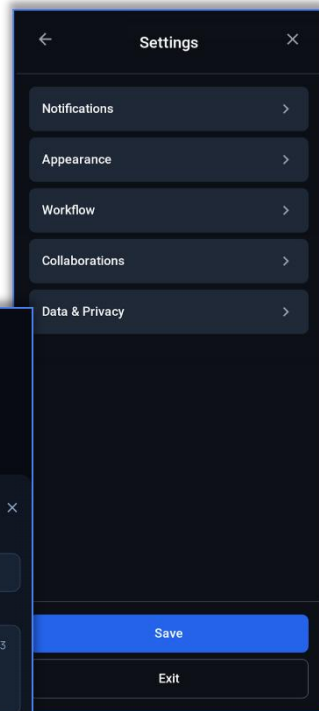
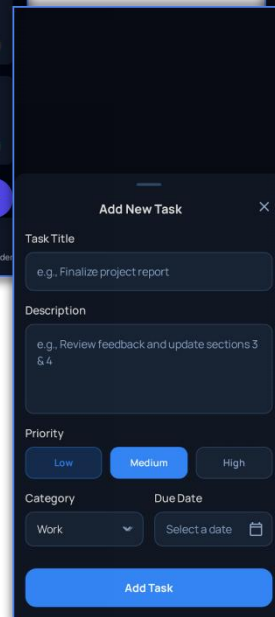
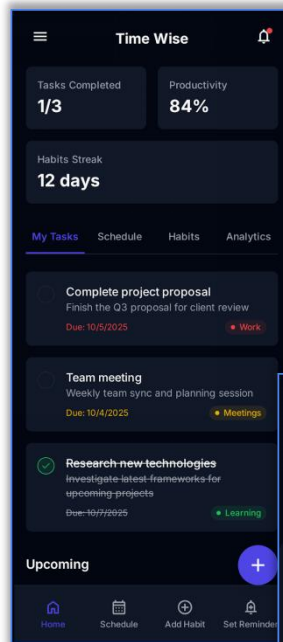
The product:

TimeWise is a smart **all-in-one productivity app** that helps busy users **plan tasks, manage schedules, and build habits** from a single, distraction-free dashboard.



Project duration:

September 2025- January 2026



Project overview



The problem:

Unorganised life-style(unbalanced work-life and study-hobbies)



The goal:

Time management for effective and productive day.

Project overview



My role:

Lead UX Designer & UX Researcher



Responsibilities:

User research, defining personas and journey maps, wireframing, prototyping, visual design, and collaborating with AI tools to generate high- fidelity interfaces and interactive prototype.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I choose to do secondary research. I was assuming that only **Working Professional** has problem about unbalanced work-life, but after research i came to know even **Student & Learner, Parent & Caregiver** etc are also facing issues in managing time and organising daily tasks.

User research: pain points

1

Pain point

Unorganised life and
issue in managing time

2

Pain point

Financial Constraints &
Productivity

3

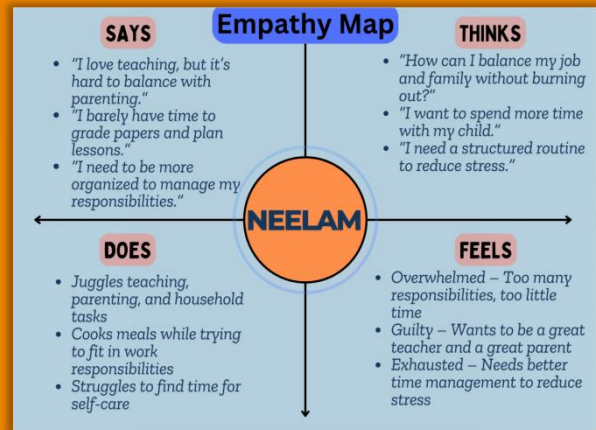
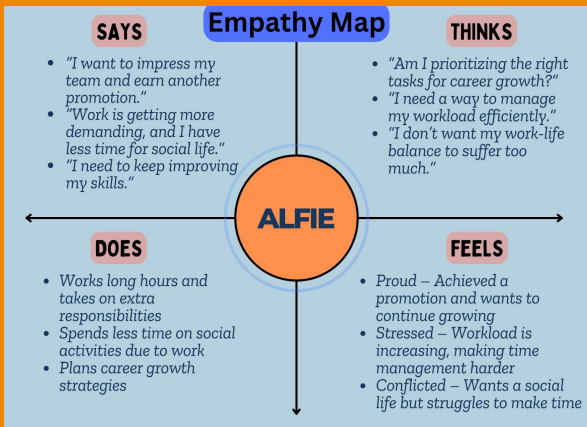
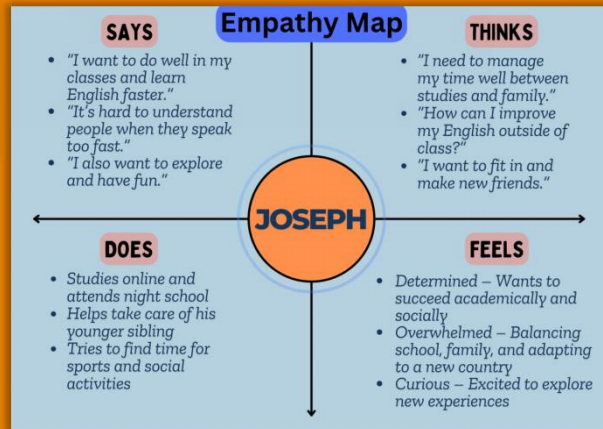
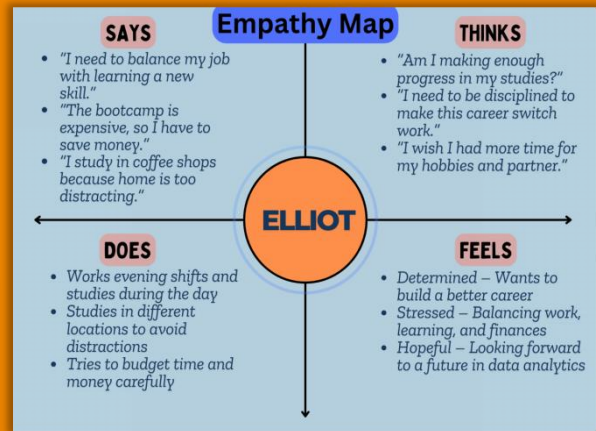
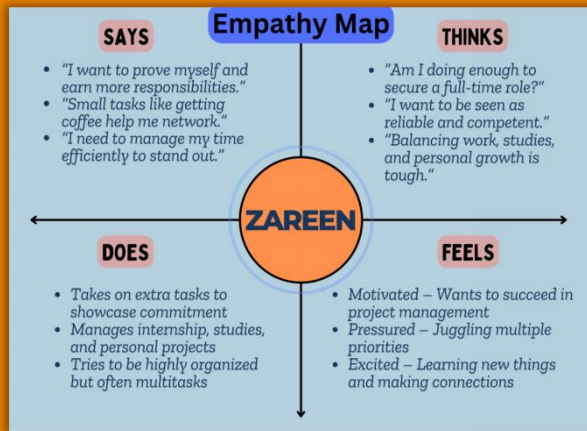
Pain point

Efficient Task
Prioritization

4

Pain point

Juggling Multiple
Responsibilities



Persona: Student & Learner

Problem statement:

Aria is a busy university student and intern who needs an efficient way to manage her academic, internship, and networking tasks because she struggles with prioritization and risks missing valuable career opportunities.



Aria Patel

Age: 22

Education: Business Administration Student

Hometown: Bruges, Belgium

Family: Two siblings

Occupation: Project management intern

“Balancing work, studies, and networking is tough, but I need to make every moment count.”

Goals

- Successfully manage her internship and studies without burnout.
- Build strong relationships for networking and career growth.
- Improve productivity and avoid procrastination.
- Find time for personal development and relaxation.
- Create a structured daily routine to stay on track.

Frustrations

- Struggles with managing multiple responsibilities effectively.
- Feels pressure to prove herself at work while excelling in studies.
- Gets easily distracted, making time management difficult.
- Lacks a centralized system to track tasks and deadlines.
- Finds it hard to balance career goals with personal life.

Aria is an ambitious student who wants to excel in both her internship and studies. She often juggles meetings, assignments, and personal projects, feeling overwhelmed by the lack of a structured schedule. She uses different productivity apps but wishes there was an all-in-one solution to help her stay focused, track deadlines, and manage her time efficiently.

Persona: Working Professional

Problem statement:

Daniel is a working professional with a demanding job who needs a better system to manage his workload and prevent burnout because task overload and lack of structured prioritization affect his productivity and work-life balance.



Daniel Owens

Age: 30

Education: University Graduate in Accounting

Hometown: San Jose, California

Family: Single, lives alone

Occupation: Senior Accountant

"I want to grow in my career, but I also need to make time for myself."

Goals

- Achieve career growth without sacrificing personal well-being.
- Manage workload efficiently to avoid overtime.
- Improve work-life balance and make time for social activities.
- Stay organized and meet deadlines without stress.
- Develop leadership skills for future promotions.

Frustrations

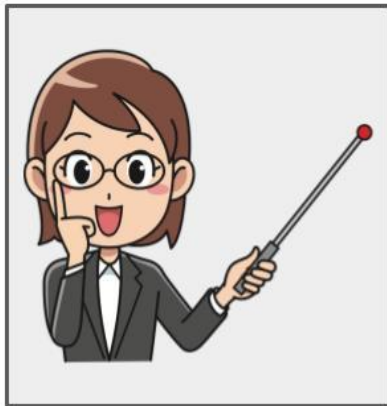
- Constantly feels overwhelmed by increasing work responsibilities.
- Finds it difficult to disconnect from work and relax.
- Struggles with prioritizing tasks effectively.
- Lacks a proper system to track and manage deadlines.
- Has limited time for hobbies and social life.

Daniel is a dedicated professional who has recently been promoted. While excited about his career growth, he struggles to balance work demands with his personal life. He often works late and finds it hard to organize tasks efficiently. He needs a time management tool that helps him streamline work, set priorities, and ensure he doesn't sacrifice his well-being for his job.

Persona: Parent & Caregiver

Problem statement:

Neelam is a dedicated teacher and parent who needs a way to balance classroom responsibilities and family duties without feeling overwhelmed because she struggles with time constraints, leading to stress and reduced efficiency.



Neelam Sharma

Age: 35

Education: Master's in Education

Hometown: Champagne, Illinois

Family: Married with one child

Occupation: Teacher

"Between my job and my child, I barely have time for myself."

Goals

- Balance teaching responsibilities with parenting duties.
- Find time for self-care without guilt.
- Organize lesson planning efficiently.
- Reduce daily stress by managing time effectively.
- Be present for both students and family.

Frustrations

- Struggles with time constraints and constant multitasking.
- Feels exhausted from juggling work and home responsibilities.
- Lacks a clear system to track personal and professional tasks.
- Feels guilty about not spending enough time with her child.
- Often has to sacrifice personal relaxation time to complete work.

Neelam is a dedicated teacher and mother who constantly finds herself overwhelmed by responsibilities. She spends her days teaching and evenings taking care of her child, often staying up late to plan lessons. She needs an intuitive time management app that helps her set priorities, organize schedules, and carve out personal time without stress.

Persona: Career Changer & Skill Builder

Problem statement:

Elliot is a career changer working in a demanding job who needs a structured way to balance work, studies, and finances because his irregular schedule and financial concerns make it difficult to stay consistent with his learning goals.



Elliot Carter

Age: 44

Education: Culinary School Graduate

Hometown: Omaha, Nebraska

Family: Lives with partner

Occupation: Cook & Online Student

“Switching careers while working full-time is tough, but I’m determined to make it happen.”

Goals

- Successfully transition into a new career without financial strain.
- Manage time between work, study, and personal life.
- Stay disciplined and motivated despite fatigue.
- Complete his data analytics bootcamp on schedule.
- Make smart financial decisions while investing in education.

Frustrations

- Struggles with self-discipline and staying consistent.
- Finds it difficult to balance work and studies effectively.
- Has limited time for hobbies and social life.
- Feels exhausted from juggling multiple commitments.
- Needs a better system to track progress and deadlines.

Elliot is working hard to change careers while maintaining his current job. He studies for several hours a day but often gets distracted or fatigued. He needs a time management app that helps him set realistic study schedules, track progress, and maintain motivation while balancing work and personal life.

User journey map

"Mapping out Aria's journey highlighted the importance of a structured scheduling system that helps students balance internships, networking, and studies while improving task prioritization."

Persona: Aria Patel (Student & Learner)

Goal: Successfully balance internship, studies, and networking while improving productivity.

ACTION	Start the Day	Work & Study	Networking & Socializing	Evening Review & Planning	Personal Development & Leisure
TASK LIST	A. Check internship and study schedule B. Prioritize tasks for the day C. Prepare for meetings/classes	A. Attend meetings and complete work tasks B. Study for exams or complete assignments C. Take short breaks to stay productive	A. Interact with colleagues for professional growth B. Engage with classmates for collaborative learning C. Attend networking events or online forums	A. Reflect on completed tasks and challenges. B. Plan tasks for the next day. C. Relax and unwind	A. Read books or take up self-improvement activities B. Spend time with friends or family C. Get a good night's sleep
FEELING ADJECTIVE	Overwhelmed, Motivated, Focused	Engaged, Stressed, Determined	Anxious, Excited, Curious	Relieved, Satisfied, Tired	Content, Restless, Accomplished
IMPROVEMENT OPPORTUNITIES	Provide a smart daily planner with auto-prioritization of tasks.	Implement a Pomodoro-style timer with scheduled breaks.	Offer a time-blocking feature to reserve social and professional networking slots.	Provide AI-based task suggestions for better planning.	Integrate self-care reminders to encourage work-life balance.

User journey map

"Daniel's journey revealed the need for a smart productivity assistant that streamlines work tasks, minimizes distractions, and promotes healthier work-life balance."

Persona: Daniel Owens (Working Professional)

Goal: Maintain career growth while improving work-life balance and efficiency.

ACTION	1. Start the Workday	2. Work Execution	3. Lunch & Midday Reset	4. Wrapping Up & Progress Check	5. Personal Time & Socializing
TASK LIST	A. Check emails and set priorities B. Organize tasks based on urgency C. Schedule meetings and deadlines	A. Complete high-priority tasks B. Collaborate with team members C. Handle unexpected work issues	A. Step away from work for a break B. Engage in light socializing C. Plan the second half of the workday	A. Review completed tasks B. Plan tasks for the next day C. Clear workspace and log off	A. Unwind with hobbies or social events B. Exercise or meditate C. Prepare for the next day
FEELING ADJECTIVE	Alert, Overwhelmed, Focused	Productive, Stressed, Accomplished	Relaxed, Distracted, Rejuvenated	Accomplished, Anxious, Relieved	Satisfied, Tired, Fulfilled
IMPROVEMENT OPPORTUNITIES	Offer an AI-driven task prioritization system.	Include an automated task tracker to adjust schedules dynamically.	Send reminders to take structured breaks for better efficiency.	Provide end-of-day insights and productivity analytics.	Enable a work-life balance tracker to encourage personal time.

User journey map

"Neelam's journey emphasized the necessity of a time management tool that integrates both professional and personal responsibilities, reducing stress while optimizing lesson planning and family time."

Persona: Neelam Sharma (Parent & Caregiver)

Goal: Balance teaching responsibilities with parenting while reducing stress.

ACTION	1. Morning Preparation	2. Teaching & Classroom Tasks	3. Transition to Home Life	4. Evening Grading & Planning	5. Self-Care & Sleep
TASK LIST	A. Get child ready for school B. Prepare lesson plans C. Organize personal and professional schedules	A. Conduct lessons and manage students B. Handle administrative work C. Engage with students and parents	A. Pick up child or check in on family B. Prepare dinner and complete household tasks C. Help child with schoolwork	A. Check student assignments B. Plan lessons for the next day C. Respond to school emails/messages	A. Spend quiet time reading or relaxing B. Reflect on the day's progress C. Sleep early to recharge
FEELING ADJECTIVE	Rushed, Focused, Stressed	Energetic, Overwhelmed, Dedicated	Tired, Accomplished, Pressured	Exhausted, Productive, Satisfied	Grateful, Drained, Hopeful
IMPROVEMENT OPPORTUNITIES	Provide a multi-role scheduler for home and work planning.	Offer time-blocking for grading, lesson planning, and teaching.	Suggest micro-time management techniques for better efficiency.	Introduce a 'priority tasks' highlight feature for quick actions.	Offer mindfulness prompts and relaxation techniques.

User journey map

"Elliot's user journey highlighted the demand for an adaptable planner that supports balancing work, upskilling efforts, and financial constraints while maintaining personal well-being."

Persona: Elliot Carter (Career Changer & Skill Builder)

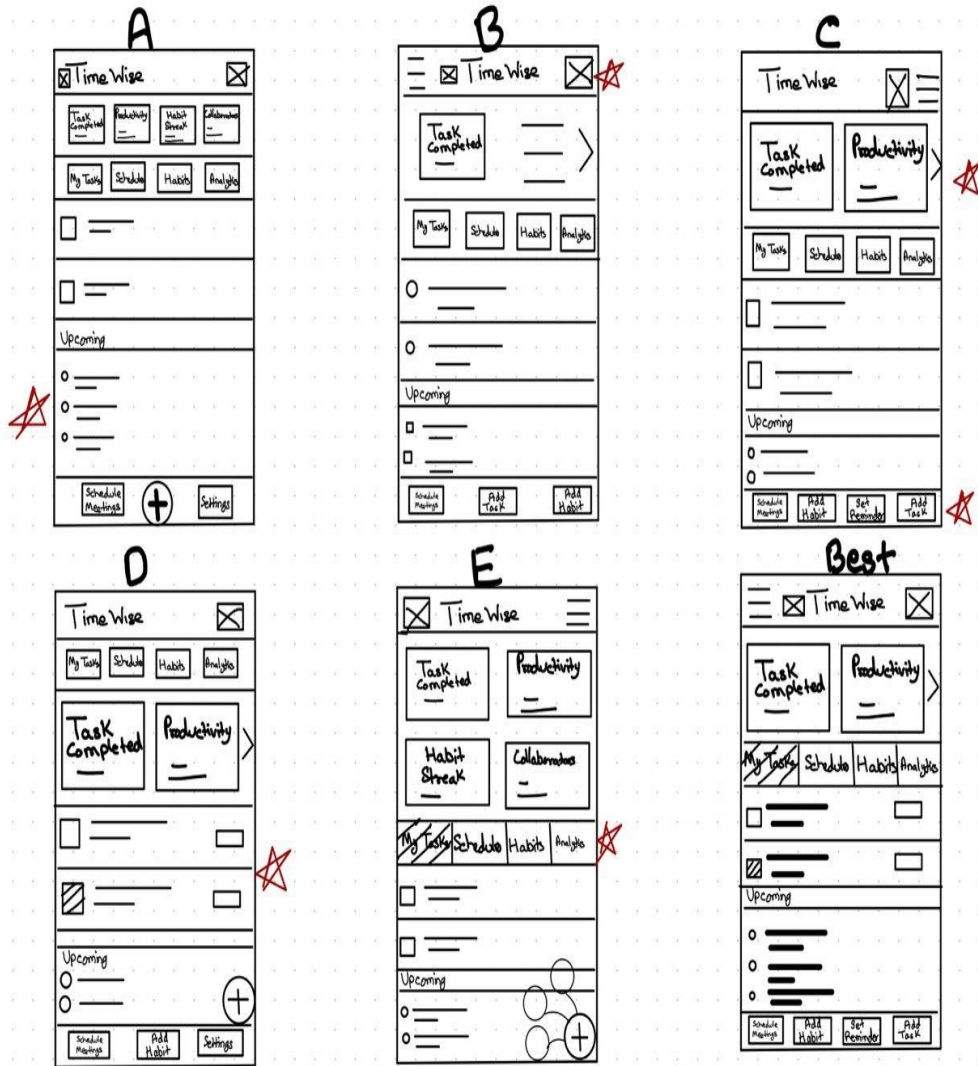
Goal: Successfully transition into a new career while managing financial and time constraints.

ACTION	1. Start the Day	2. Work Shift	3. Study & Upskilling	4. Managing Personal Time	5. Sleep & Next Day Planning
TASK LIST	A. Plan work and study schedule B. Prepare for bootcamp lessons C. Find a good workspace (café or coworking space)	A. Manage responsibilities in the kitchen B. Take short breaks to prevent burnout C. Mentally prepare for study time	A. Watch online lessons and complete assignments B. Take notes and review previous concepts C. Track progress and set study goals	A. Spend time with partner B. Save money on food and transportation C. Engage in relaxation activities	A. Set study and work goals for the next day B. Reflect on achievements and setbacks C. Get adequate rest
FEELING ADJECTIVE	Determined, Anxious, Focused	Tired, Engaged, Distracted	Motivated, Stressed, Accomplished	Balanced, Pressured, Content	Accomplished, Hopeful, Fatigued
IMPROVEMENT OPPORTUNITIES	Provide a flexible study-work scheduling system.	Include micro-break notifications for efficient time use.	Offer AI-based progress tracking and study reminders.	Suggest budget-friendly planning for personal finances.	Provide personalized daily reflection insights.

Paper wireframes

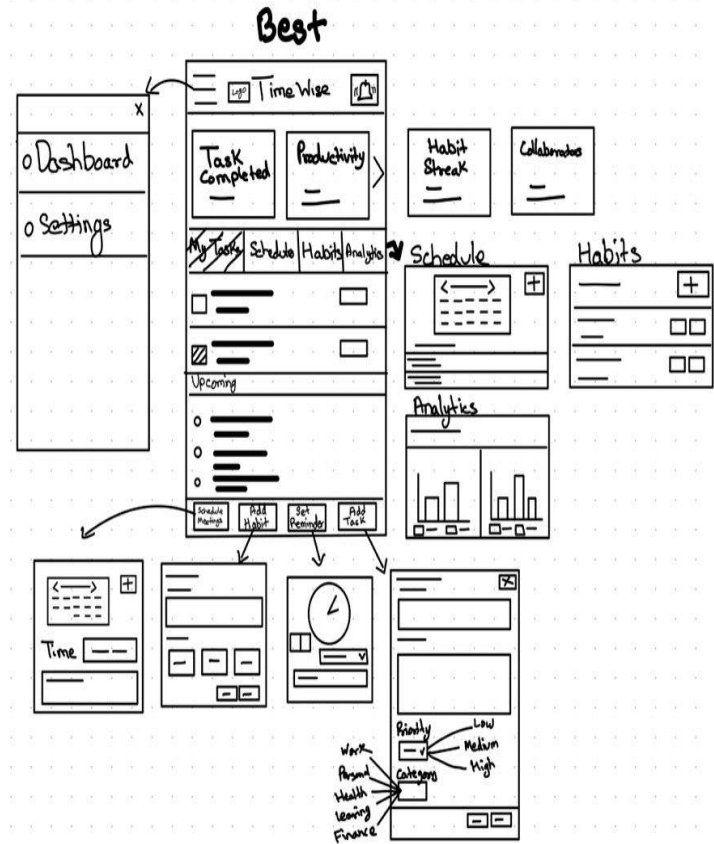
Drafting iterations on paper was key to designing elements that directly address user pain points around productivity and distraction.

- **For the Dashboard**, I implemented an **action-first hierarchy**: placing key metrics at the top for immediate status checks, and locating all essential **Quick Actions** in a persistent bottom bar.
- This design ensures users can **effortlessly monitor** their progress and **initiate any new task, meeting, or habit** without breaking their focus.



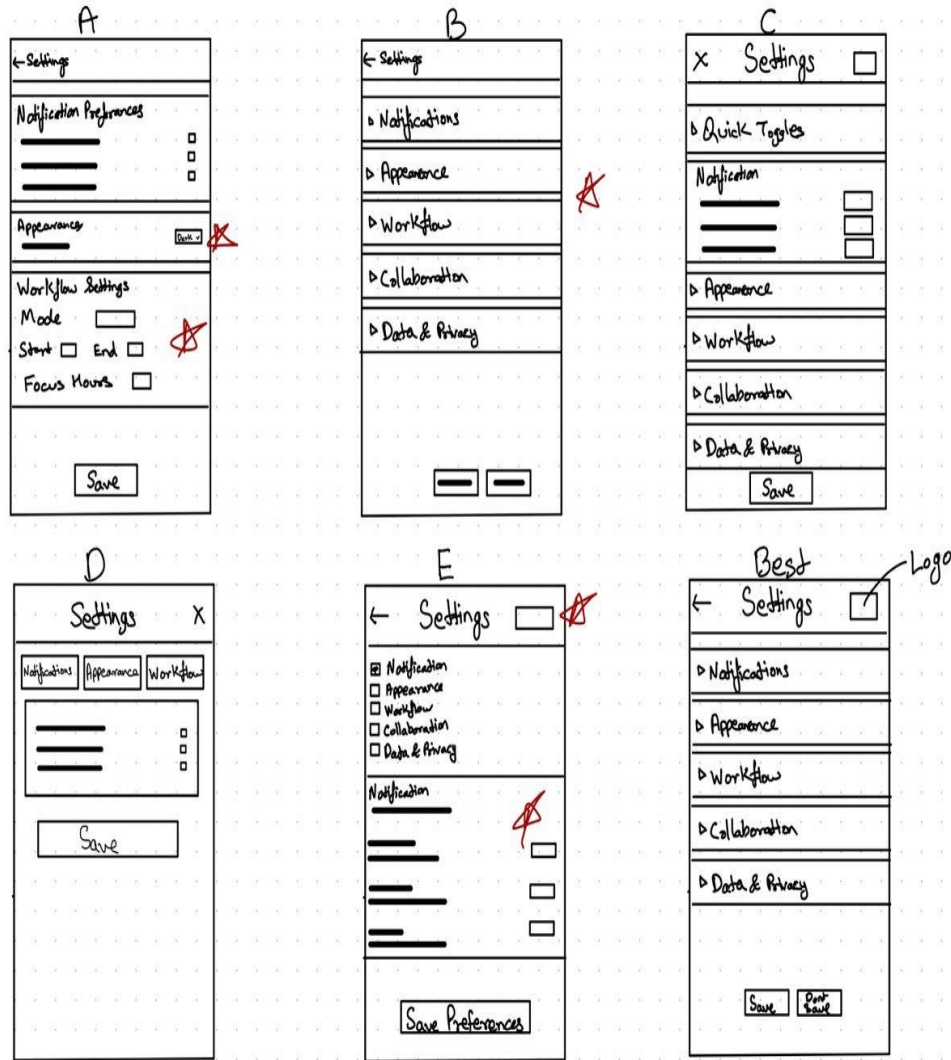
Paper wireframes

These paper wireframes explore the **dashboard layout** with an action-first approach. The goal was to help users **quickly check productivity and perform key actions** (tasks, schedule, habits) with minimal cognitive load.



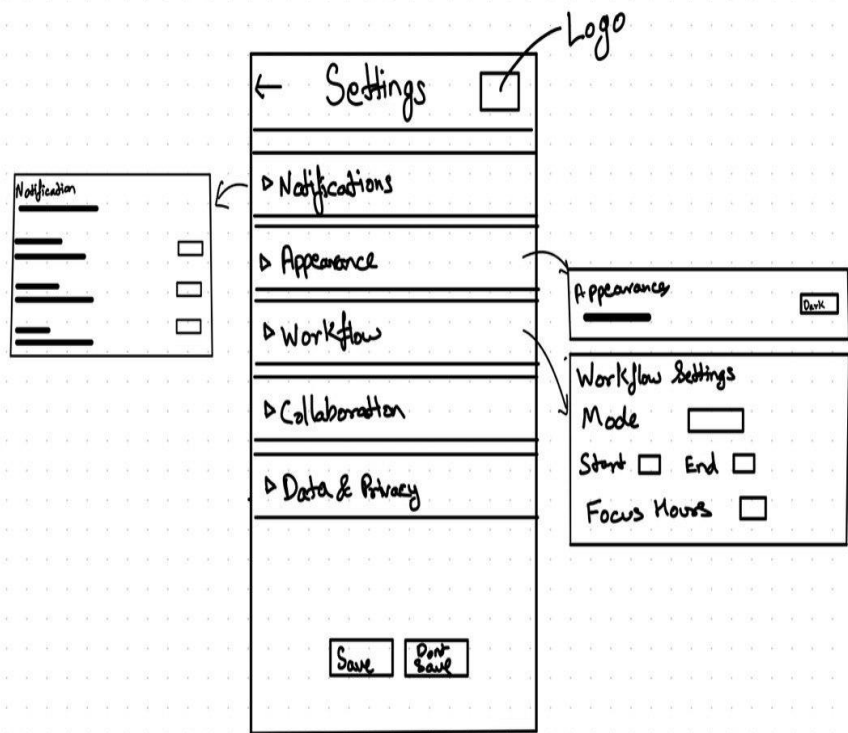
Paper wireframes

Multiple settings concepts were sketched to **test different information architectures**. This helped identify the **most intuitive grouping and reduce complexity** before moving to digital wireframes.



Paper wireframes

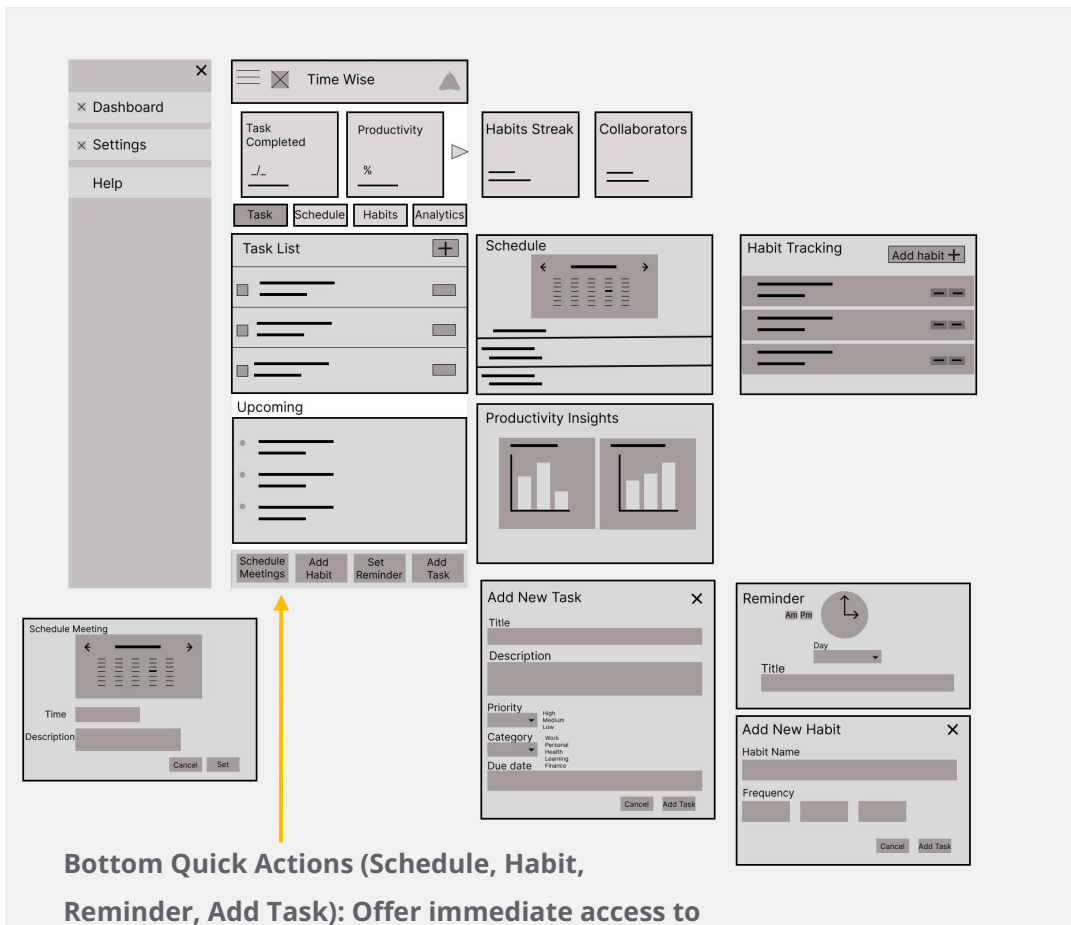
The final **settings** **structure** groups related controls into **clear categories** to improve scanability and user confidence. This layout was selected based on **usability** and **simplicity**.



Digital wireframes

The dashboard was designed to create an **action-first experience**, letting users **monitor and act on tasks in one glance**.

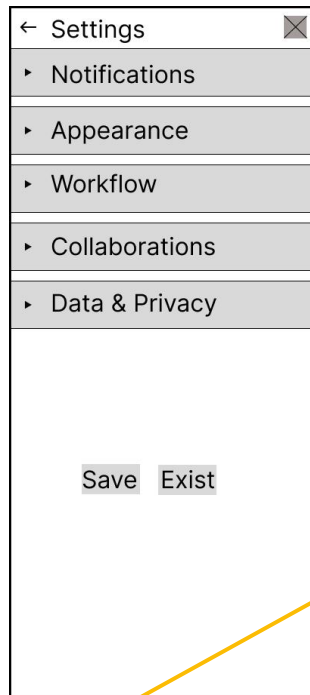
User research revealed **frustration around switching screens**, so I emphasized a **unified hub**. The layout prioritizes **simplicity, balance, and direct interaction** to maintain user flow and **reduce distractions**.



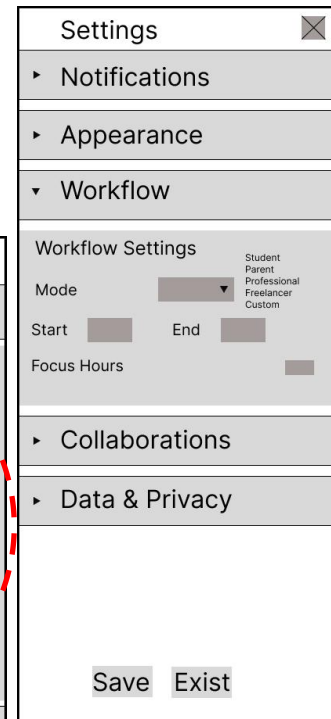
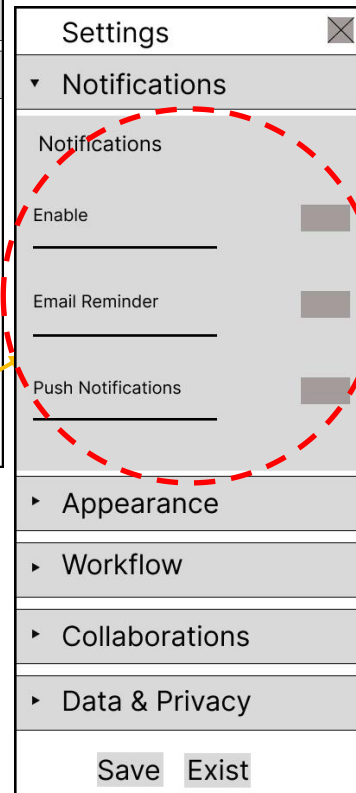
Bottom Quick Actions (Schedule, Habit, Reminder, Add Task): Offer immediate access to frequent actions, minimizing navigation time and keeping users focused

Digital wireframes

Settings section kept user-friendly to make intuitive. Seamless navigation and clear visual hierarchy for optimal user experience.

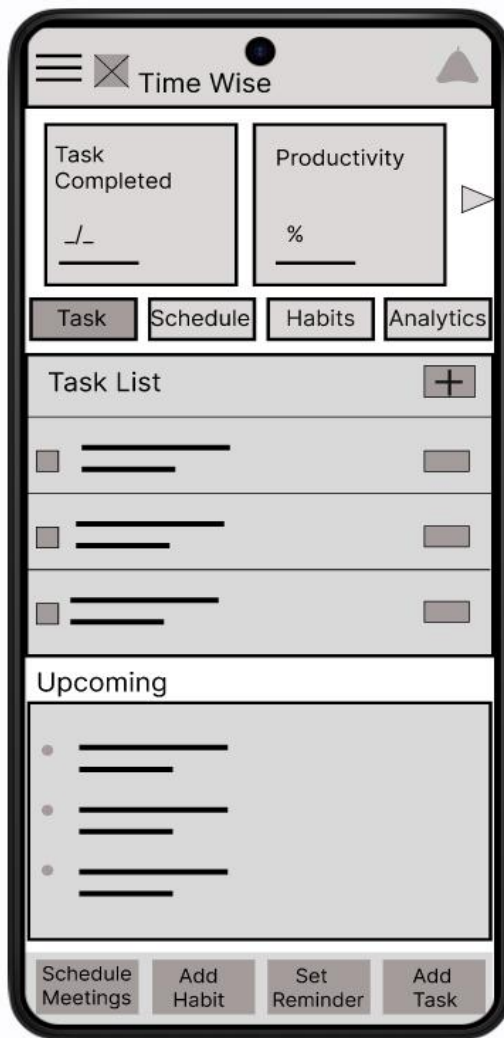


Expandable categories
(Notifications,
Appearance, Workflow,
Collaborations, Data &
Privacy)



Low-fidelity prototype

<https://www.figma.com/proto/xA8NQWPrhQtqI739UZjODv/Time-Wise?node-id=1-634&p=f&t=wRn0inhQvYV3FMod-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1>



Usability study: findings

I conducted two rounds of usability testing to evaluate how easily users could navigate TimeWise, complete core actions, and understand productivity insights. The goal was to identify usability barriers, validate my design assumptions, and refine the experience based on real user behavior and feedback.

Round 1 findings

- 1 Users were unsure where to start
- 2 Task creation flow felt unclear
- 3 Inconsistent interactive elements:
Users encountered dead-ends in the Settings menu, specifically within the 'Collaborations' and 'Data & Privacy' sections.

Round 2 findings

- 1 Quick Actions significantly reduced friction
- 2 Timeline schedule view improved time awareness
- 3 Progress widgets increased motivation

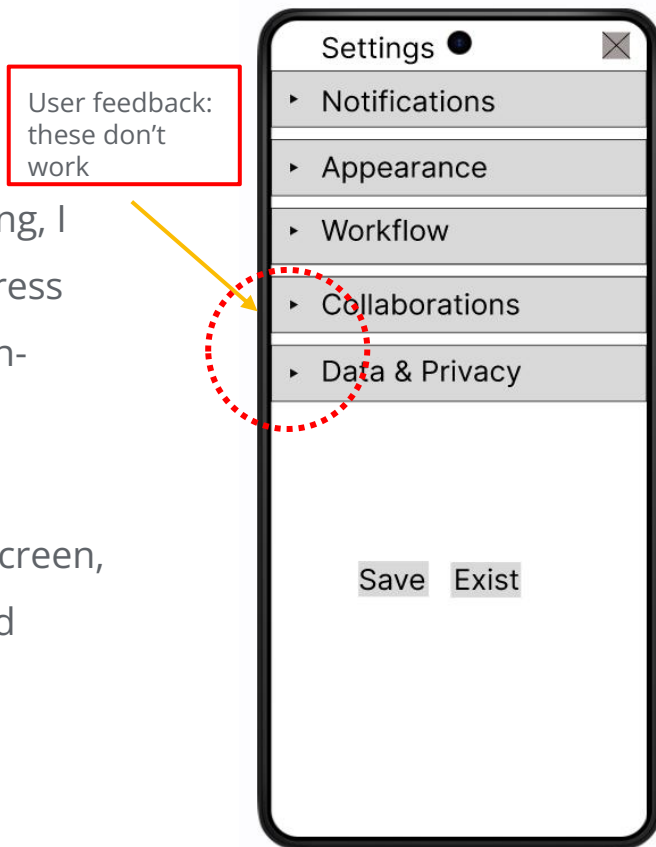
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

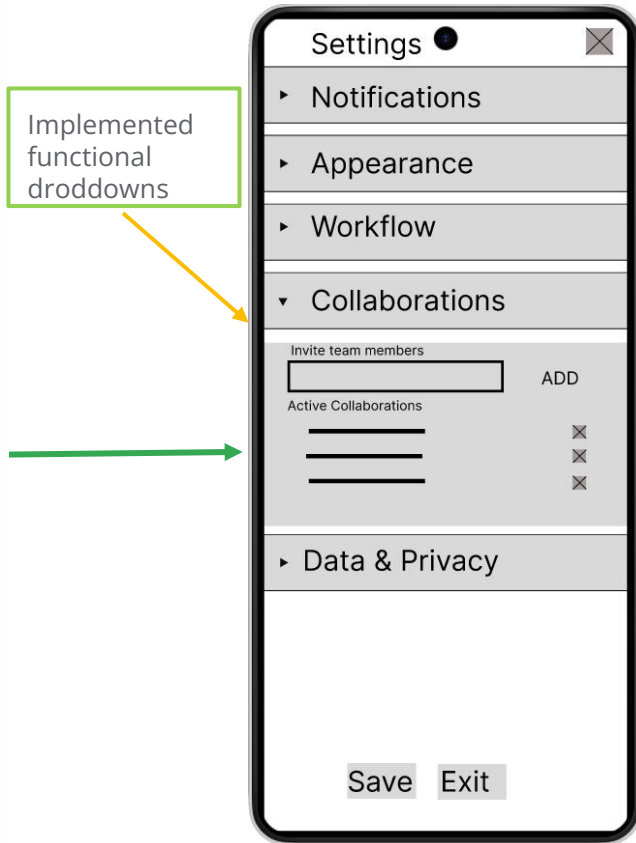
Mockups

After Round 1 usability testing, I refined the interface to address unclear interactions and non-functional elements. Users struggled with inactive dropdowns in the Settings screen, which created confusion and reduced trust in the system.

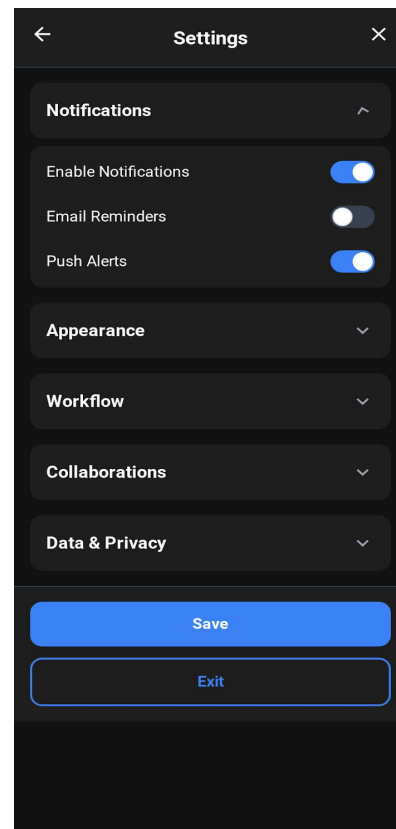
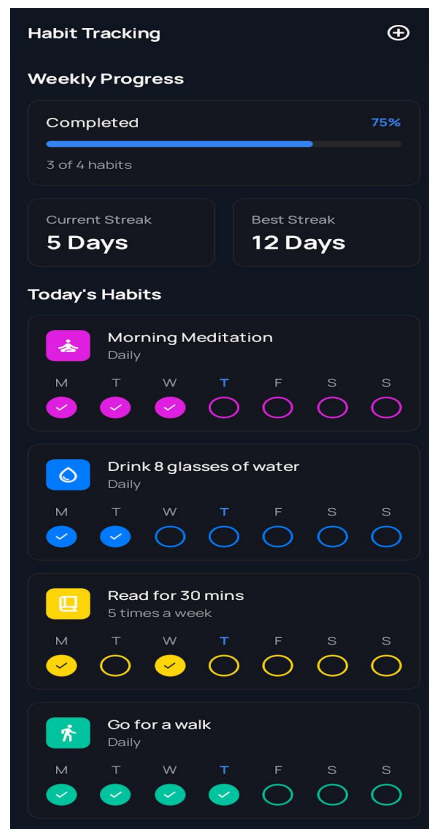
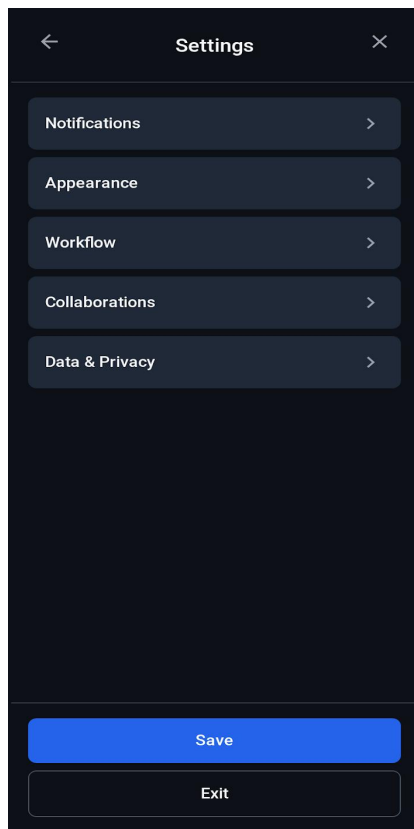
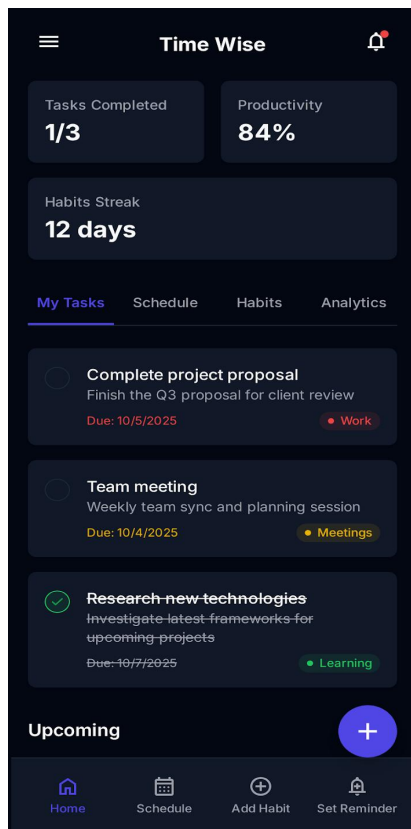
Before usability study



After usability study



Mockups



High-fidelity prototype

<https://www.figma.com/proto/xA8NQWPrhQtql739UZjODv/Time-Wise?page-id=122%3A1753&node-id=122-3553&p=f&viewport=-54%2C161%2C0.21&t=ohinBwiOHVv3a6Qq-1&scaling=min-zoom&content-scaling=fixed>



Accessibility considerations

1

High-contrast colors and large text were used to support users with low vision.

2

Buttons and touch targets follow minimum size guidelines to support motor accessibility.

3

Clear labels and simple navigation improve usability for screen readers and cognitive accessibility.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Participants reported feeling more organized and less overwhelmed while using TimeWise. One user shared, “I finally feel like I can see my whole day clearly in one place.”



What I learned:

This project taught me the importance of iterative design and validating assumptions through usability testing. I learned how small interface changes—like persistent actions and clearer hierarchy—can significantly improve user confidence and productivity.

Next steps

1

Conduct additional usability testing with a larger group of users.

2

Implement smart scheduling recommendations using productivity data.

3

Explore collaboration features for shared task management.

Let's connect!



Thank you for reviewing my case study. I'd love to connect and discuss my design process further.

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- Email: parabpritesh0@gmail.com
- Portfolio: <https://parabpritesh.github.io/priteshparab/index.html>
- LinkedIn: <https://www.linkedin.com/in/pritesh-parab-466212283/>

Thank you!