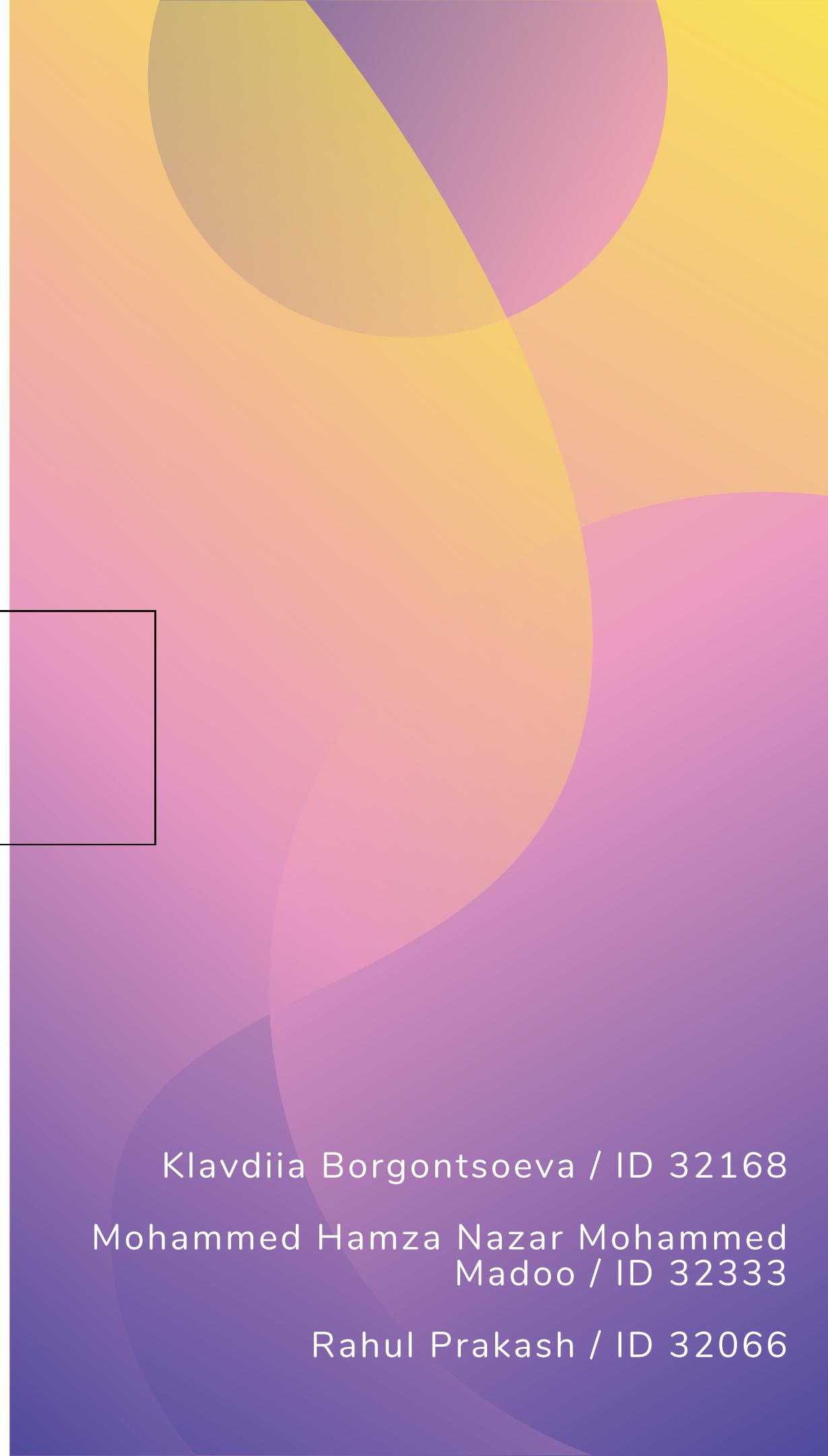


FINAL PRESENTATION

Applied Research Project A
WS 2022- 2023

Supervisors
Prof. Dr. Kai Essig
Prof. Frank Feyrer



Klavdiia Borgontsoeva / ID 32168
Mohammed Hamza Nazar Mohammed
Madoo / ID 32333
Rahul Prakash / ID 32066

The team



Klavdiia

was the project manager and since she has a specialist's degree in Clinical Psychology, she doubled as a UX researcher. She was responsible to keep track of all the activities, and maintaining the project plan.



Hamza

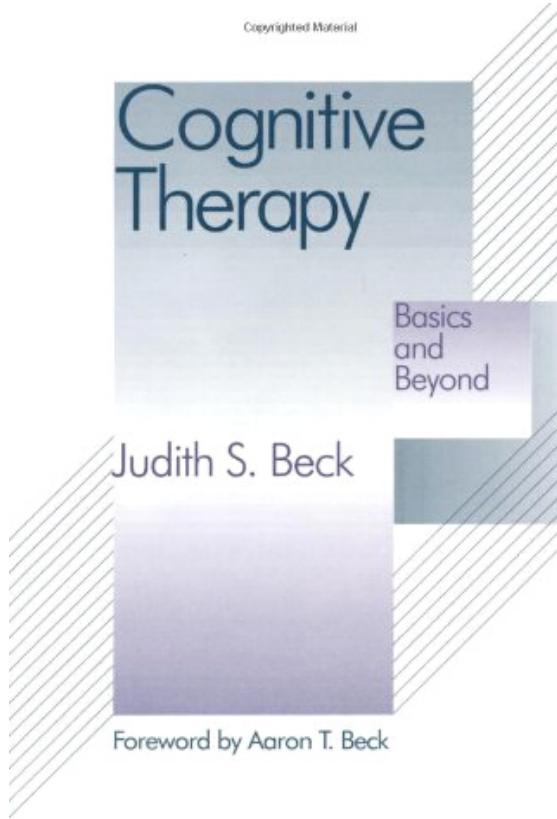
With his background in Computer Science and Software Development, Hamza was responsible for content creation, design ideation, and developing a prototype.



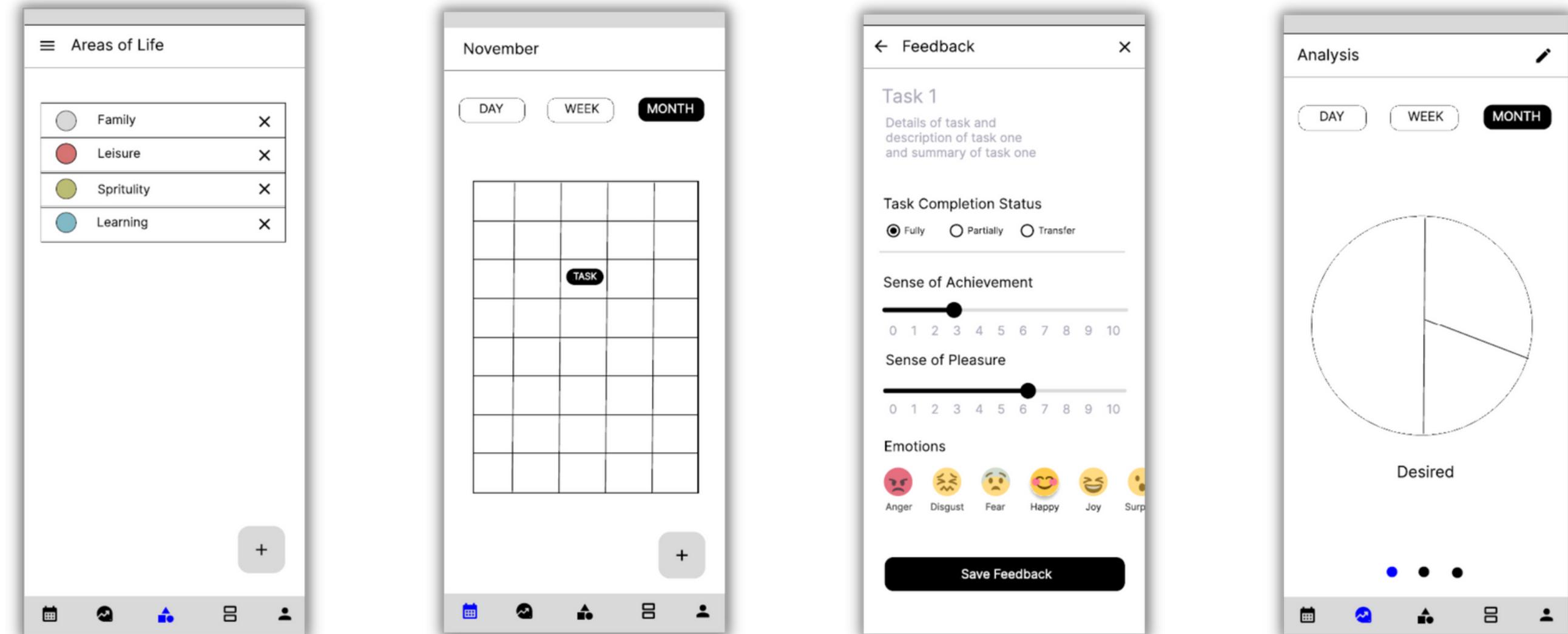
Rahul

Due to his interest in designing and his technical background with a degree in Information Science and Engineering, Rahul was responsible for prototyping and validating in-app content.

Idea

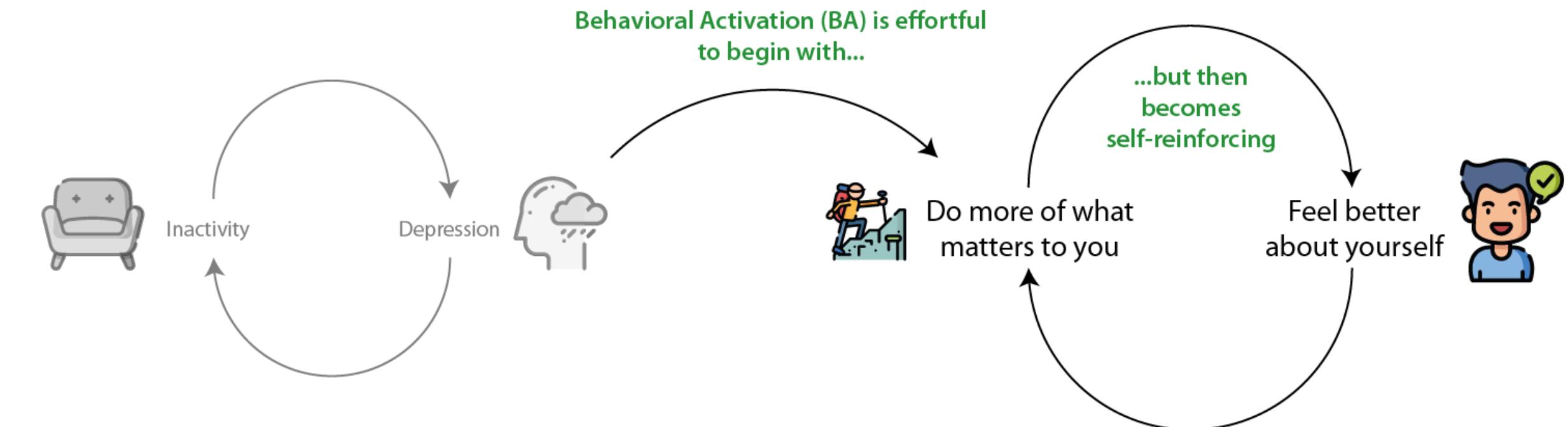


link



PSYCHOLOGYTOOLS®

<https://www.psychologytools.com/self-help/behavioral-activation/>



Phase	Aim	Methods/activities
Ideation	To come up with the idea	Brainstorming, competitive audit, planning
Context of Use	To check the need for the concept overall, specify user needs	Interview
User requirements	To come up with concrete requirements for the system	Defining user groups and their needs, empathy maps, personas, user stories, problem statement
Design and Evaluation 1	To create a Lo-Fi prototype, test it	High might we, paper, digital prototyping, usability test
Design and Evaluation 2	To create a Hi-Fi prototype, test it	Digital prototyping, usability test

5 participants were from the user groups we defined: students & employed professionals

in-person moderated

the method "Think aloud"

The usability testing of Lo-Fi

notetakers

5 tasks with sub-tasks

30-35 min

video recording of the screen and
audio recording with the consent of participants

follow-up questions

The insights after the evaluation studies of the Lo-Fi prototype

"I find pleasurable activities and satisfying activities to be the same, it seems unnecessary to have both".

"Analysis should be called Insights/Notes".

Labeling

"What does the percentage mean, while creating a new Category?"

"Language to express terms like 'category' could be better: generic, simple, straight".

The insights after the evaluation studies of the Lo-Fi prototype

“Could have a list of tasks on the same page as the calendar”.

“The Field to record emotions in the feedback page should be more evident by adding an emoji there”.

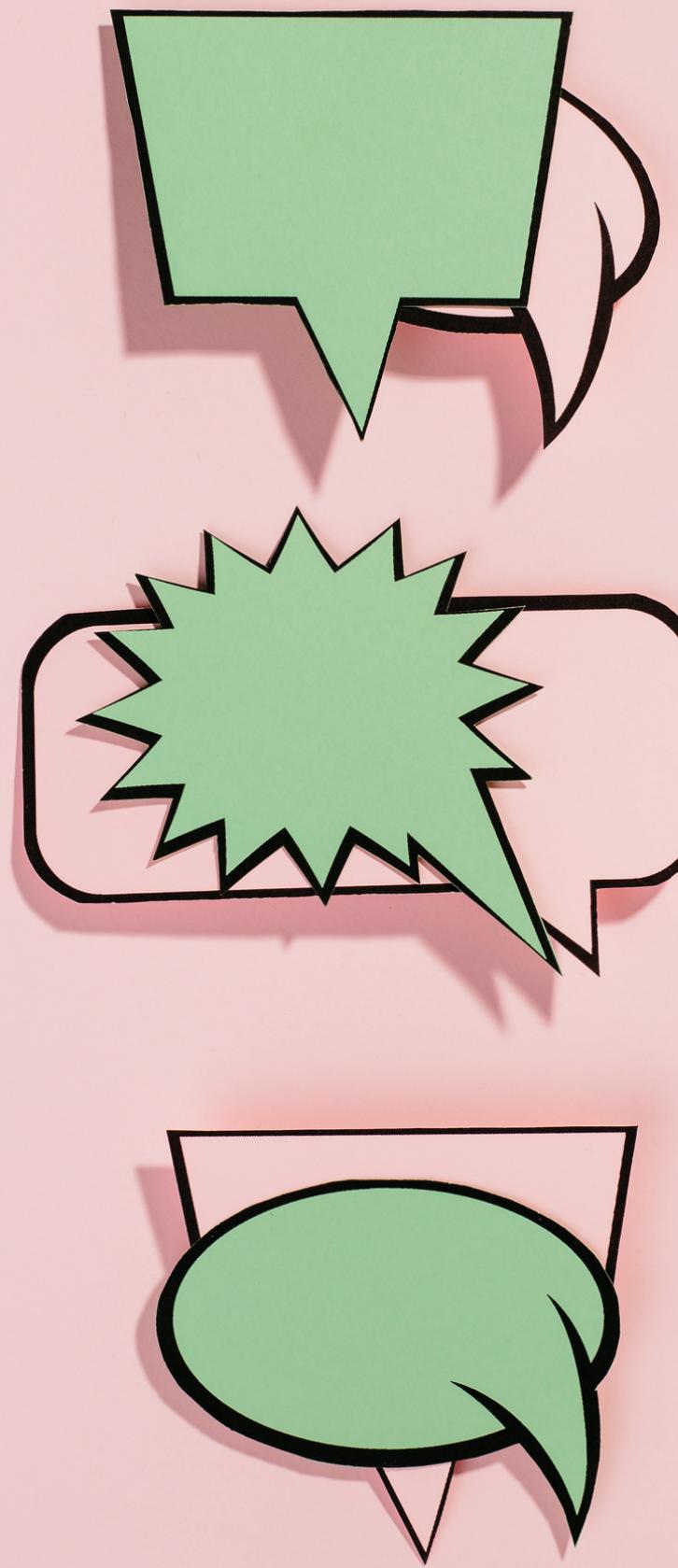
“It would be great to have the possibility to set several notifications”.

Navigation

“Main Feature should be in the center of the bottom navigation bar”

Customization

“I would like to be able to choose icons for the areas of life also, not only colors”.



Positive statements from users about their experience of using the Lo-Fi prototype:

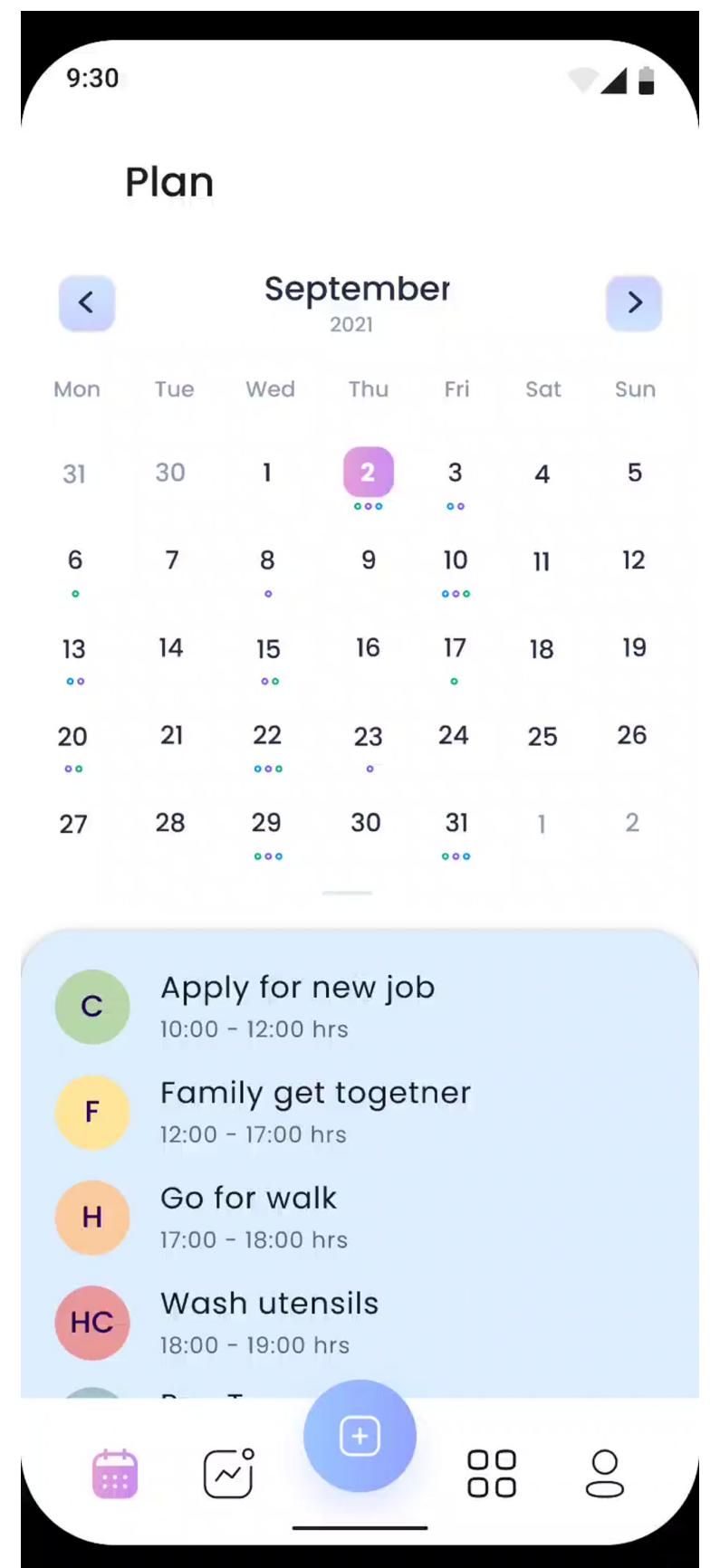
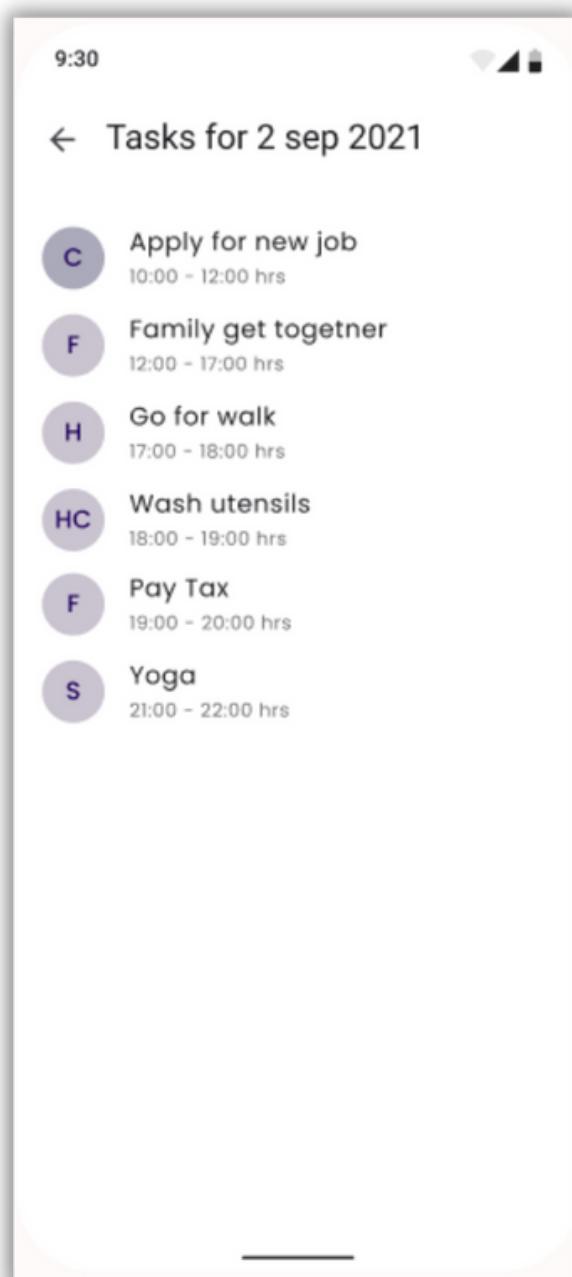
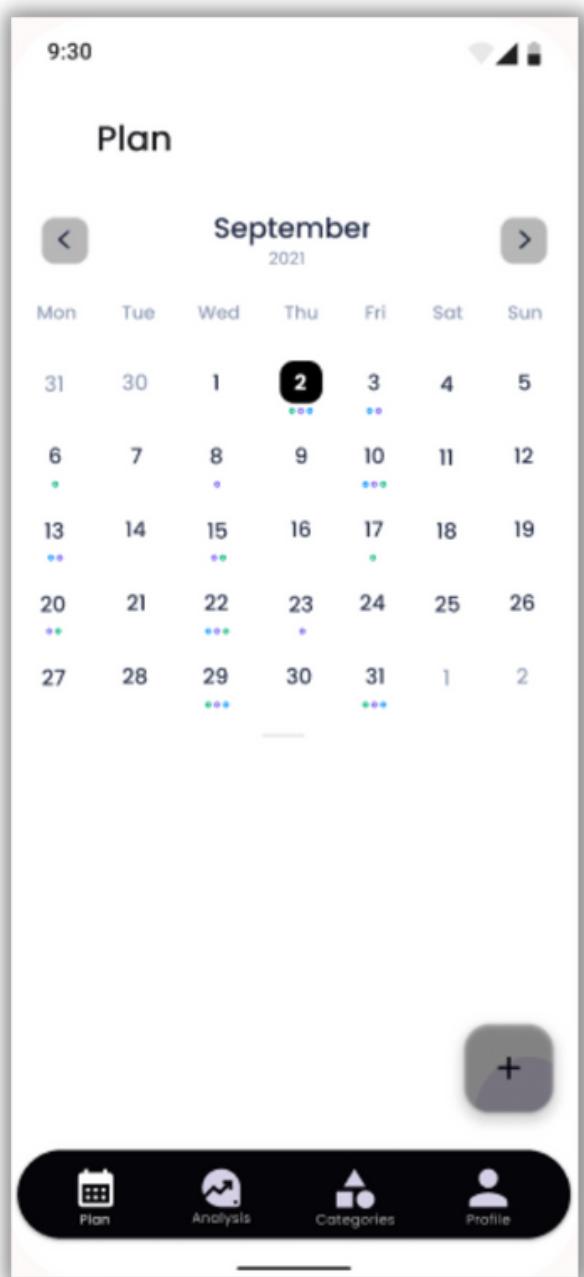
- “Good, easy to handle. Good navigation”.
- “Loved feedback page”.
- “It`interesting app, because I need to reflect more about my actions, and how I felt during and after performing a task. Usually I don`t do this”.
- “Good design”.
- “Analysis of week, day, month is impressive”.



From low-fidelity to the high-fidelity

Feedback

“Could have the list of tasks on the same page as the calendar”.

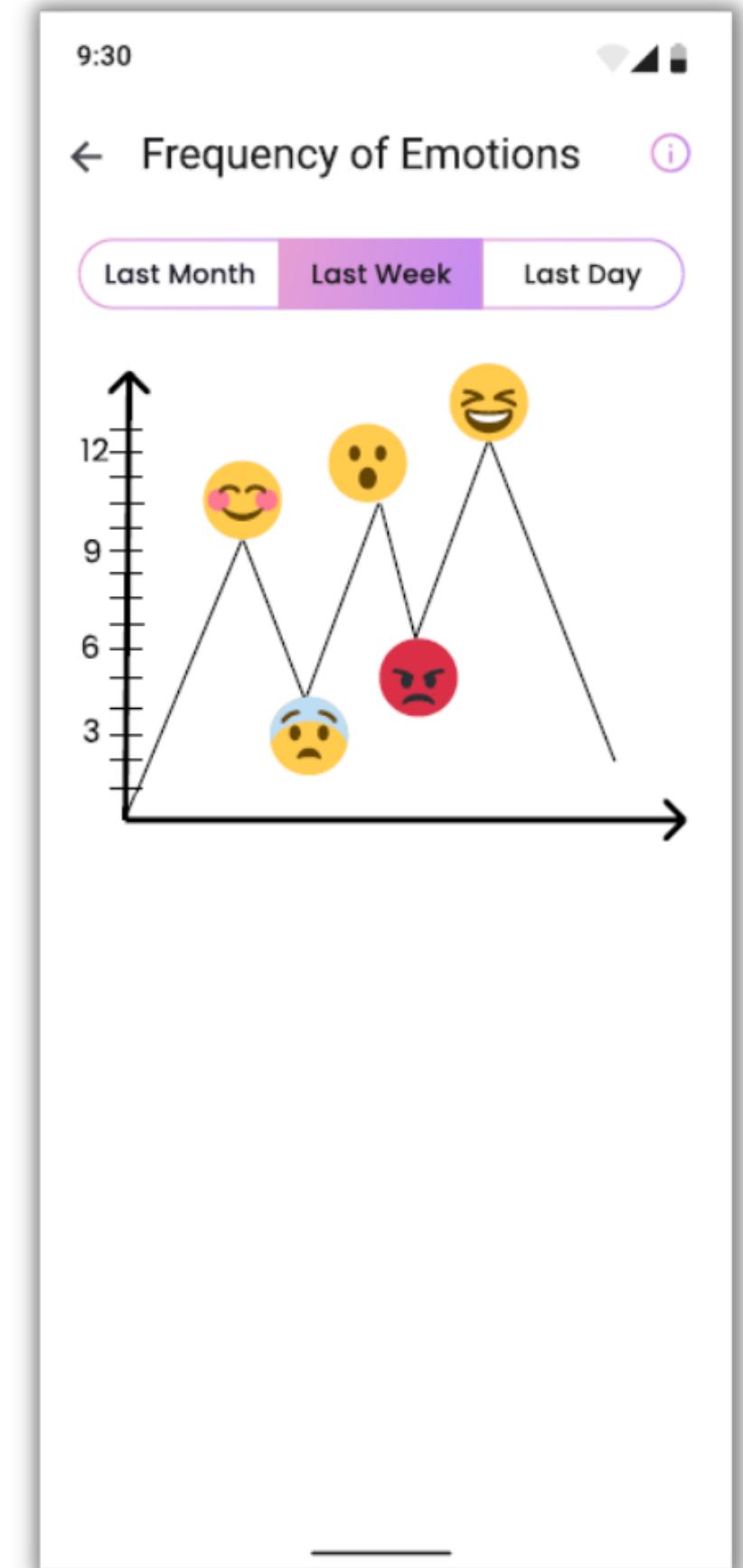
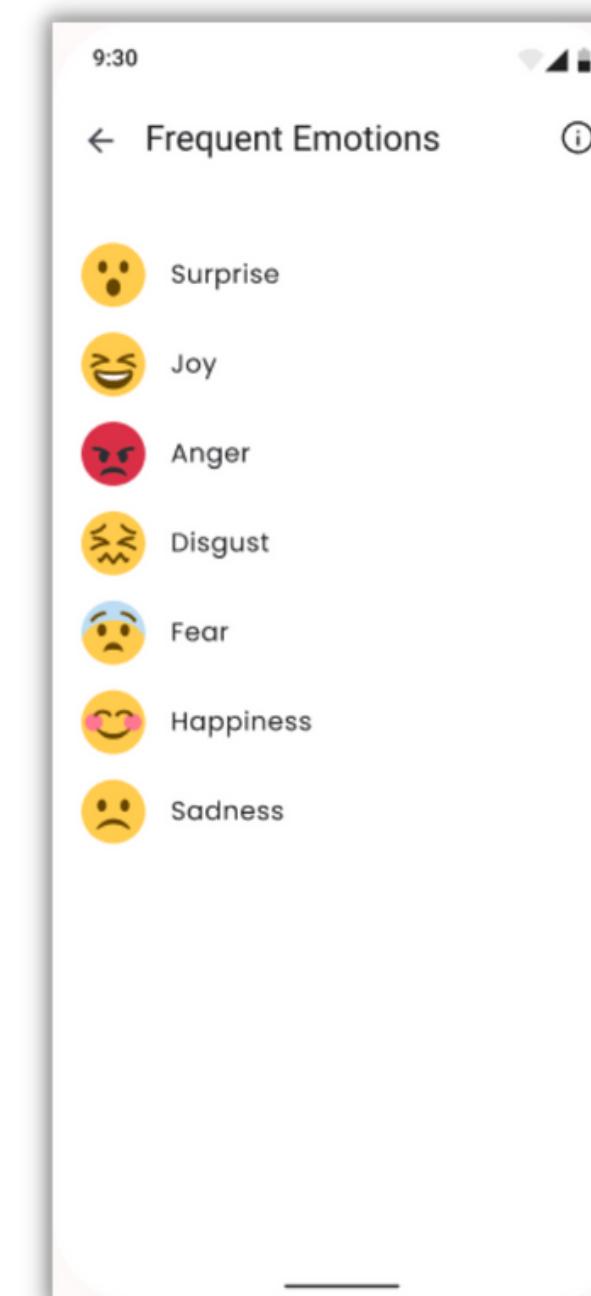


Feedback

“Don't feel the need to show a list of frequent emotions”.

Update

We created the graph with the frequency of emotions to achieve a better visual representation of information and to provide a comparative analysis of the frequency of emotions.

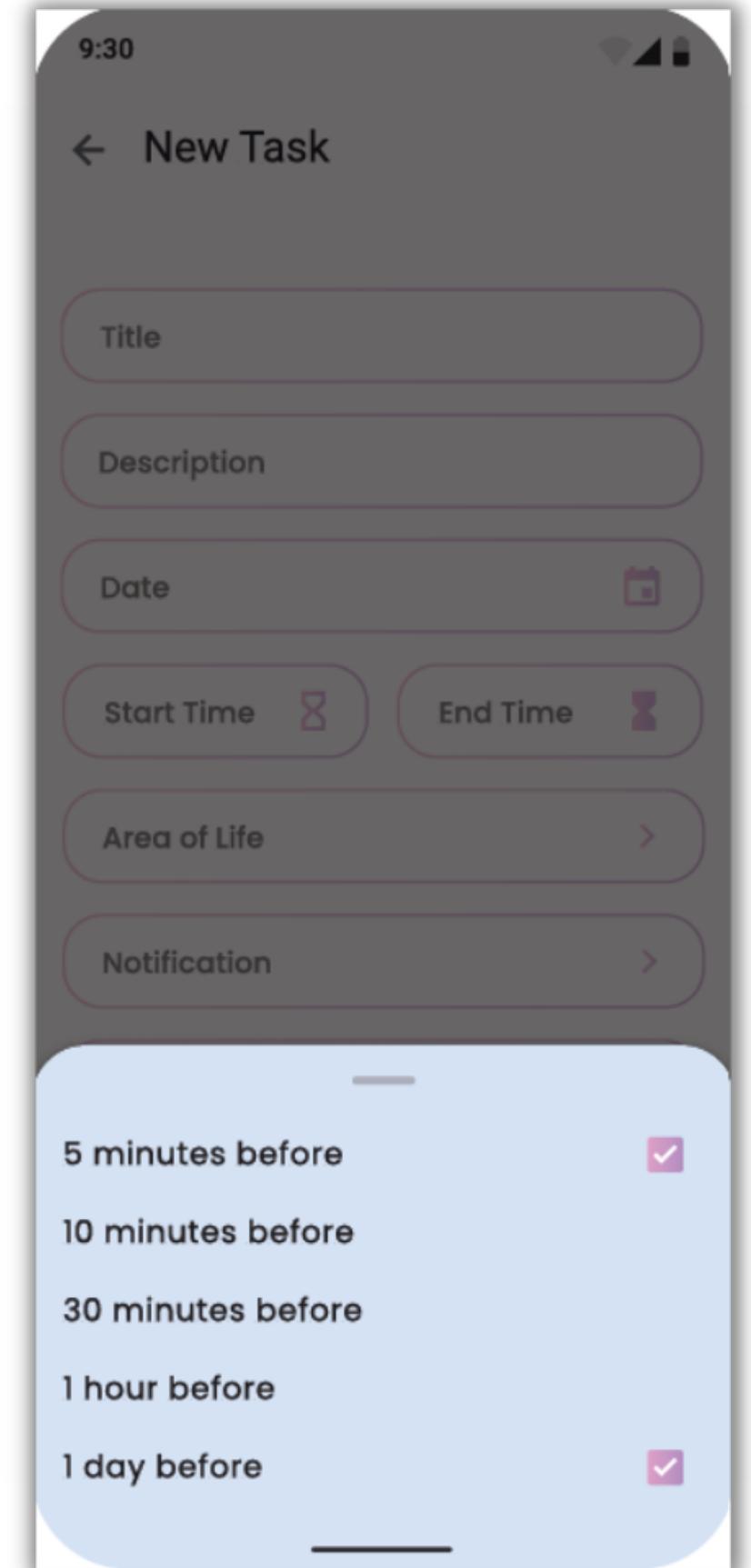


Feedback

“It would be great to have the possibility to set several notifications”.

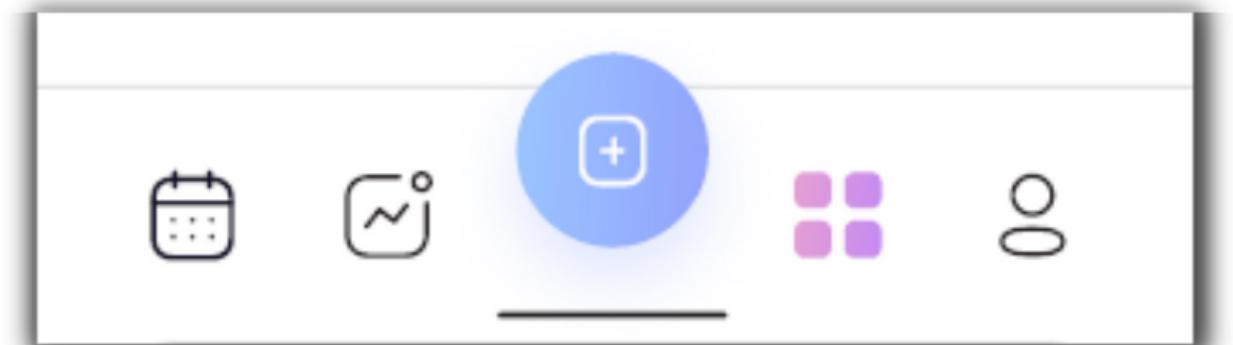
Update

Multi-selection for notifications



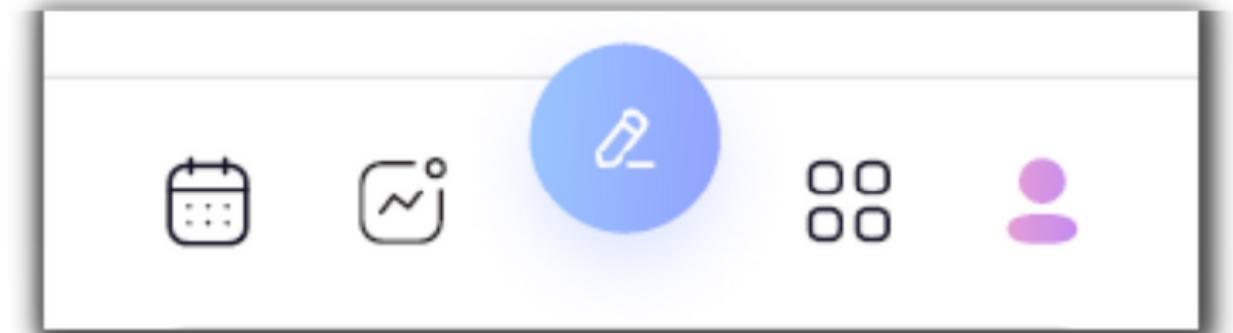
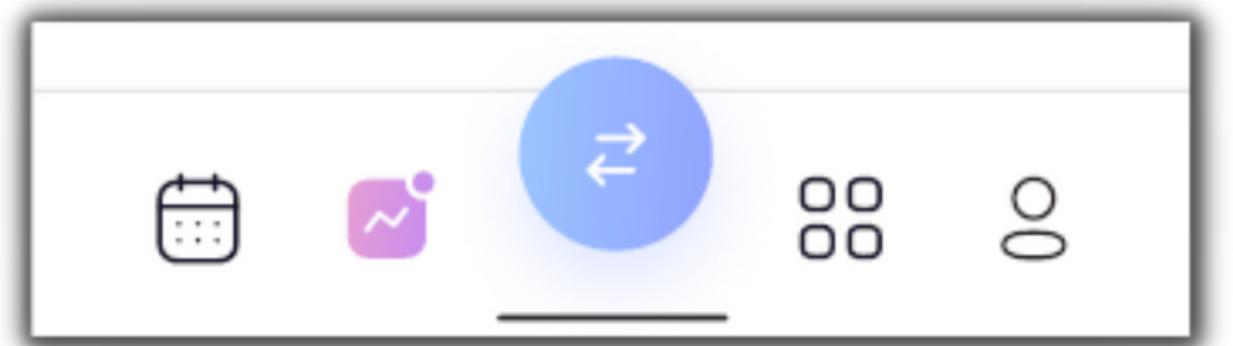
Feedback

“Main Action/Feature should be in the center of bottom navigation bar”.



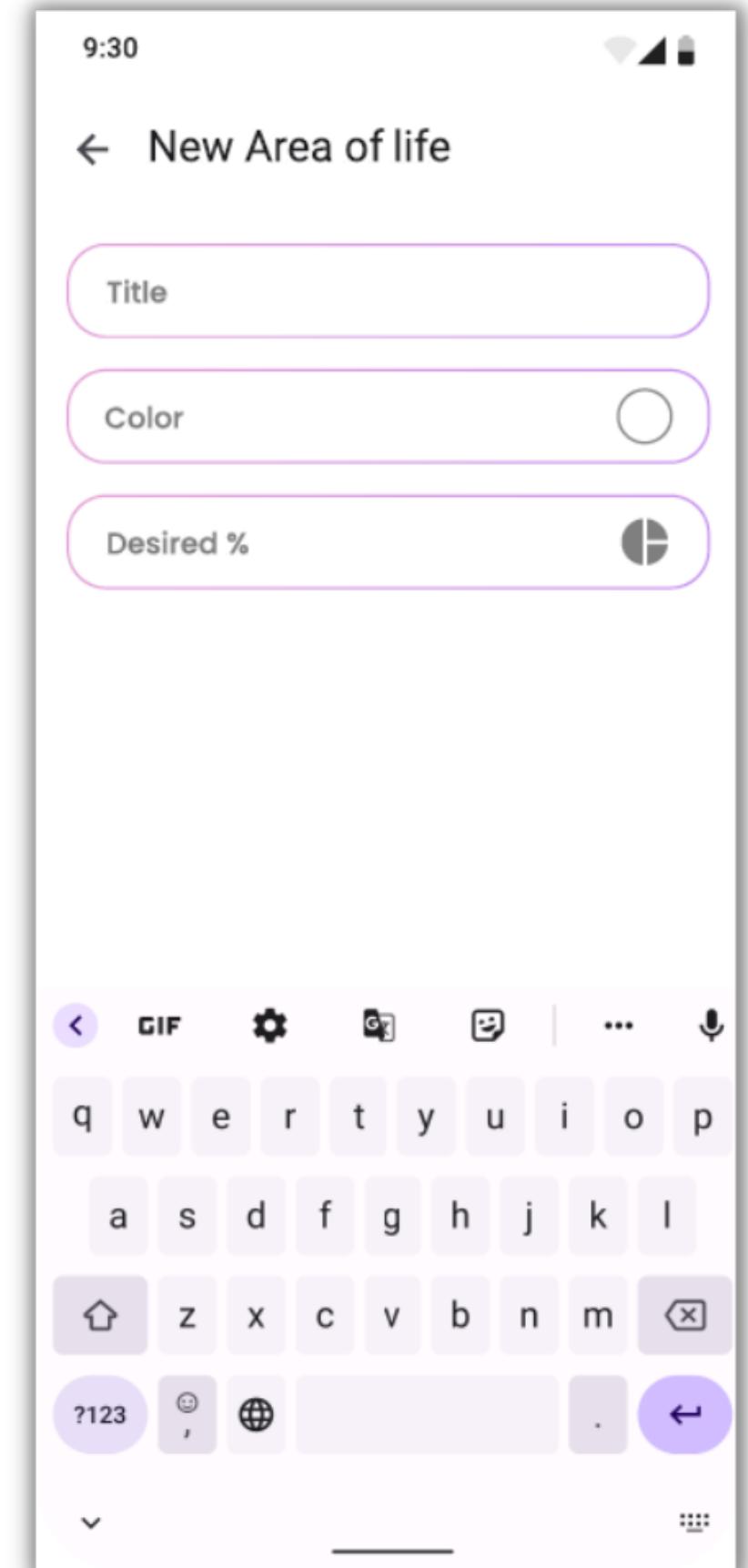
Update

We placed the main action button at the center.



Feedback

"What does the percentage mean, while creating a new Category?"



Update

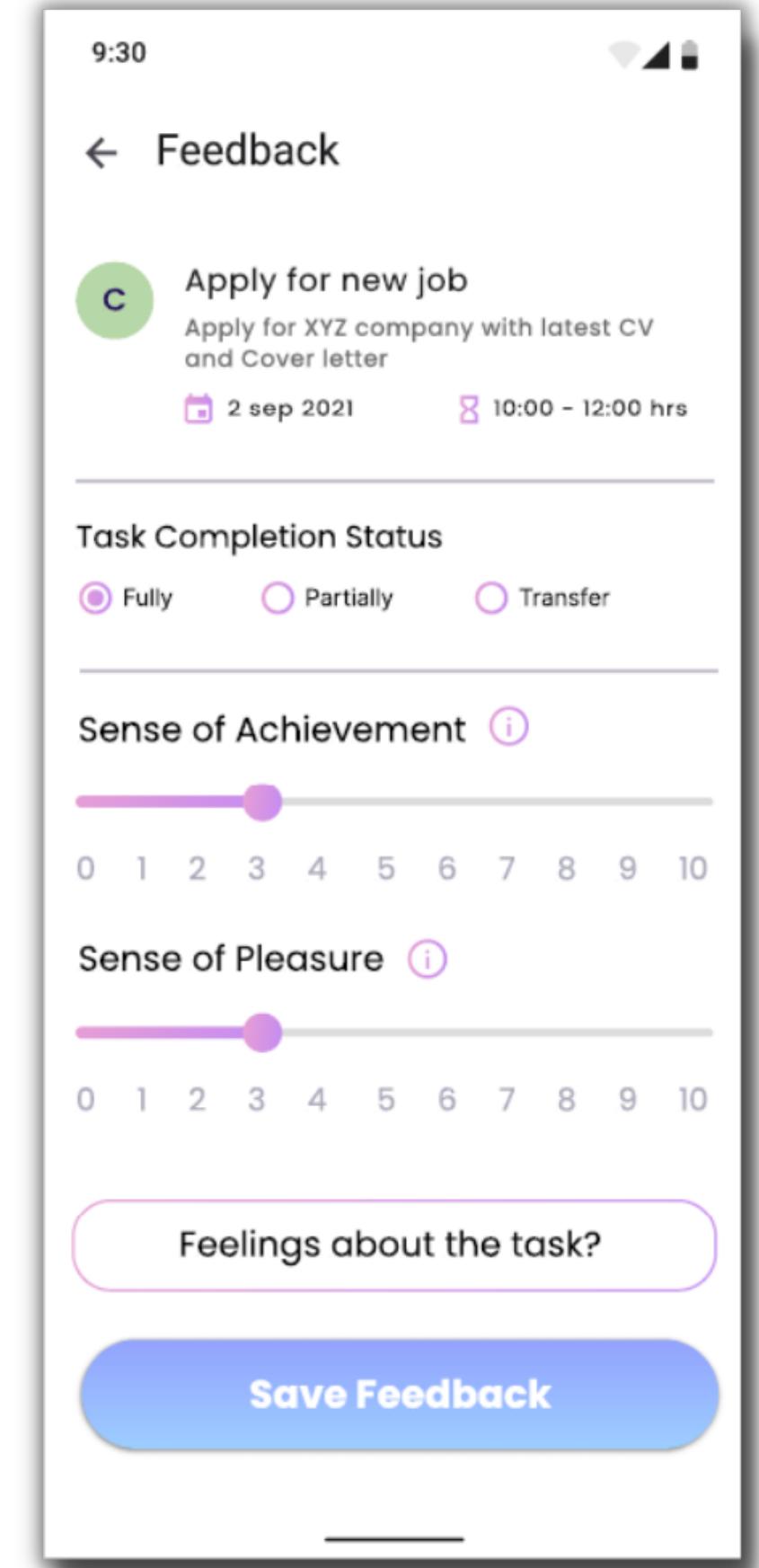
We changed label from "Ratio" to "Desired %"

Feedback

“The Field to record emotions in the feedback page should be more evident”.

Update

On the page for leaving feedback we changed the phrase from "Emotions" to "Feelings about the task?". and Font size & Color

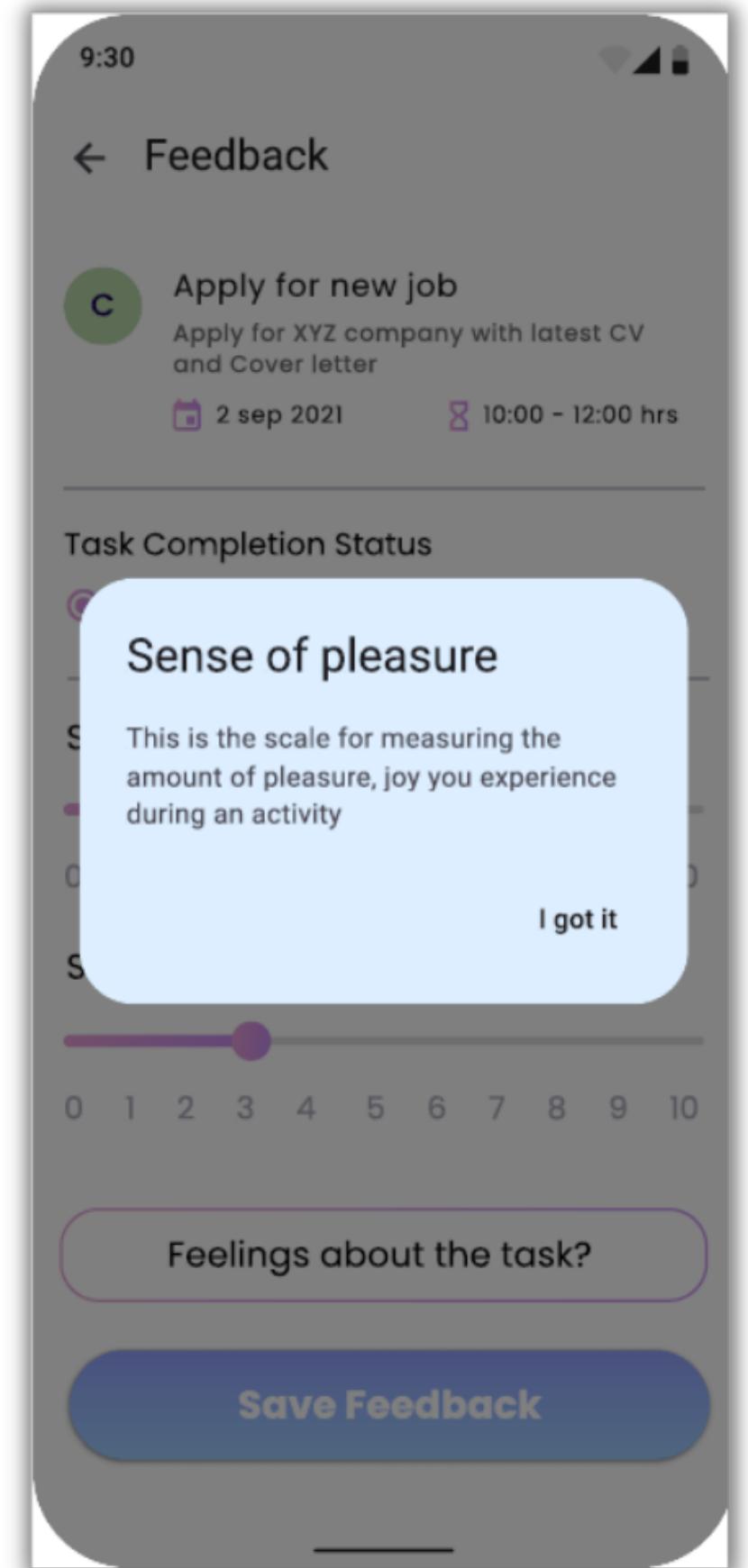


Feedback

“I find pleasurable activities and satisfying activities to be the same, it seems unnecessary to have both”.

Update

Information dialogue with a description of the scales was added.

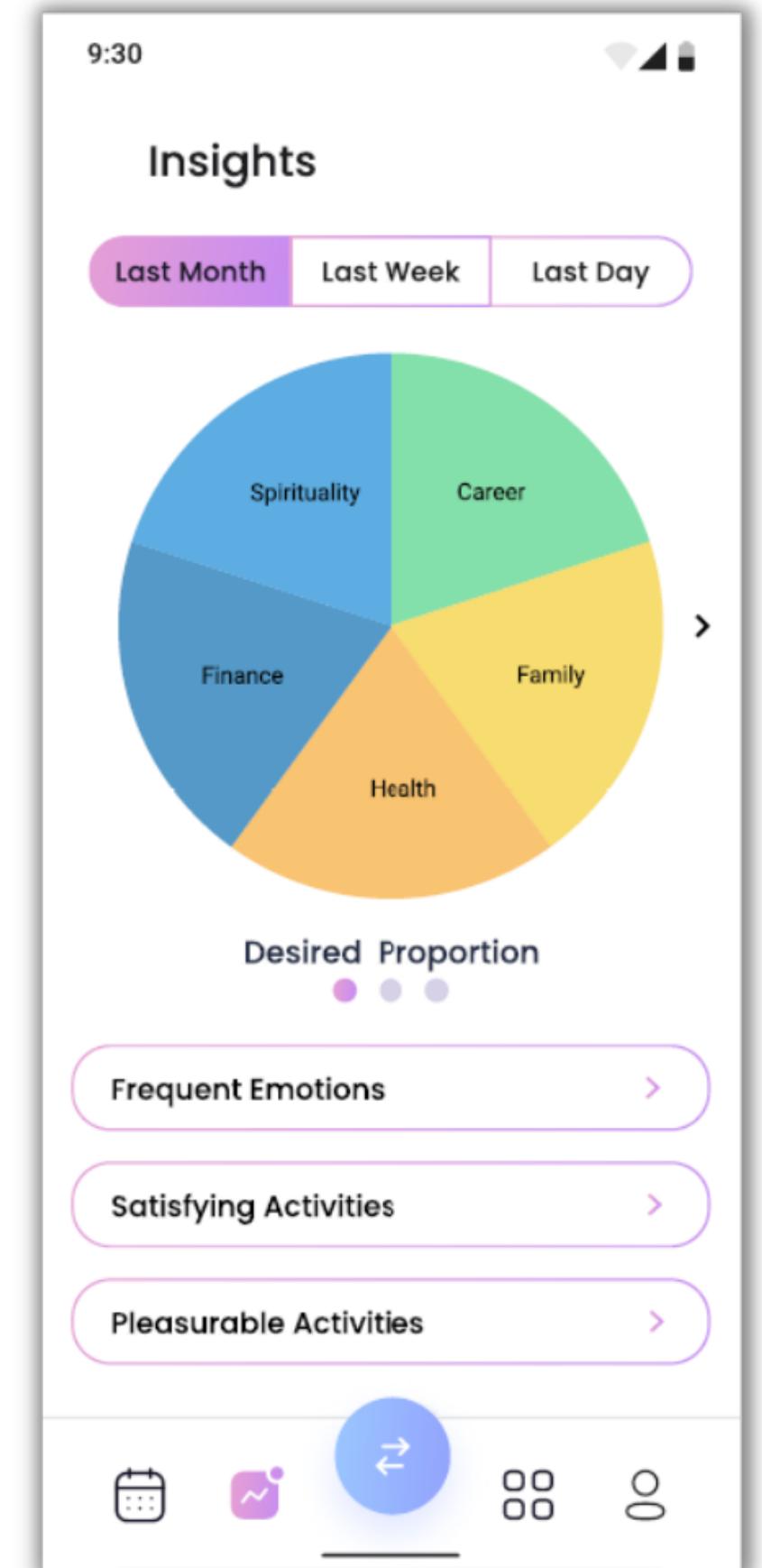


Feedback

“Analysis should be called Insights/Notes”.

Update

We changed "analysis" on "insights" everywhere.

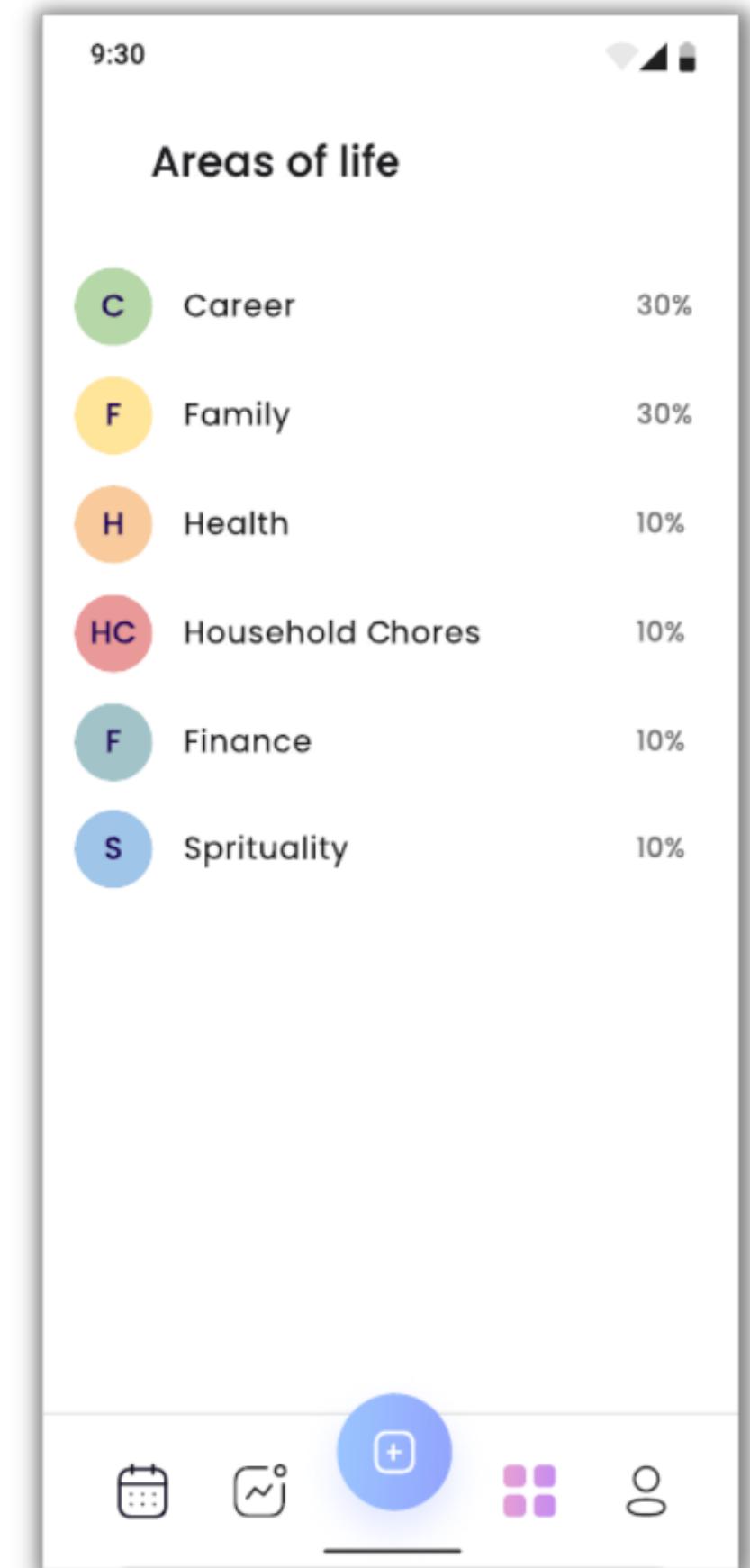


Feedback

“Language to express terms like 'category' could be better:
generic, simple, straight”

Update

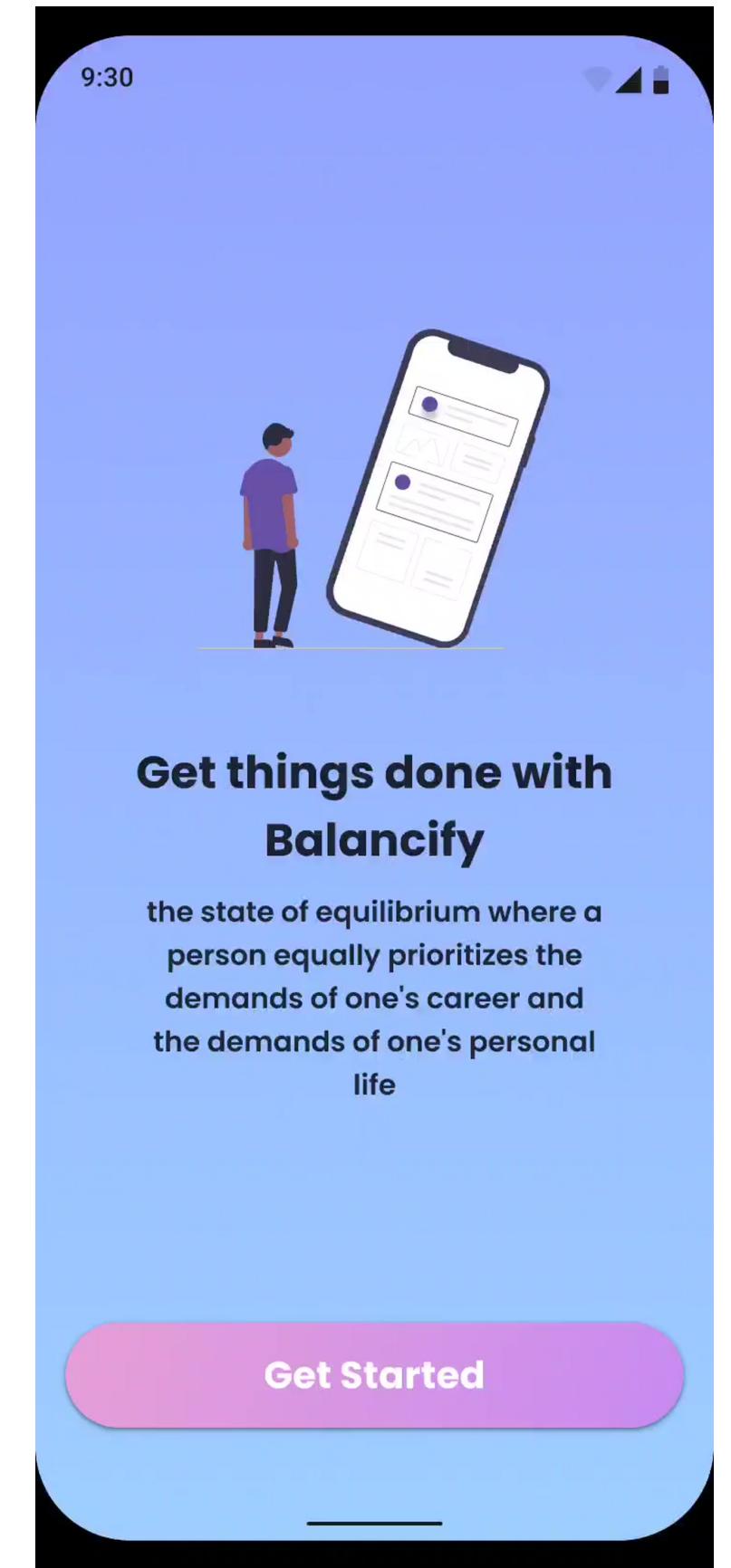
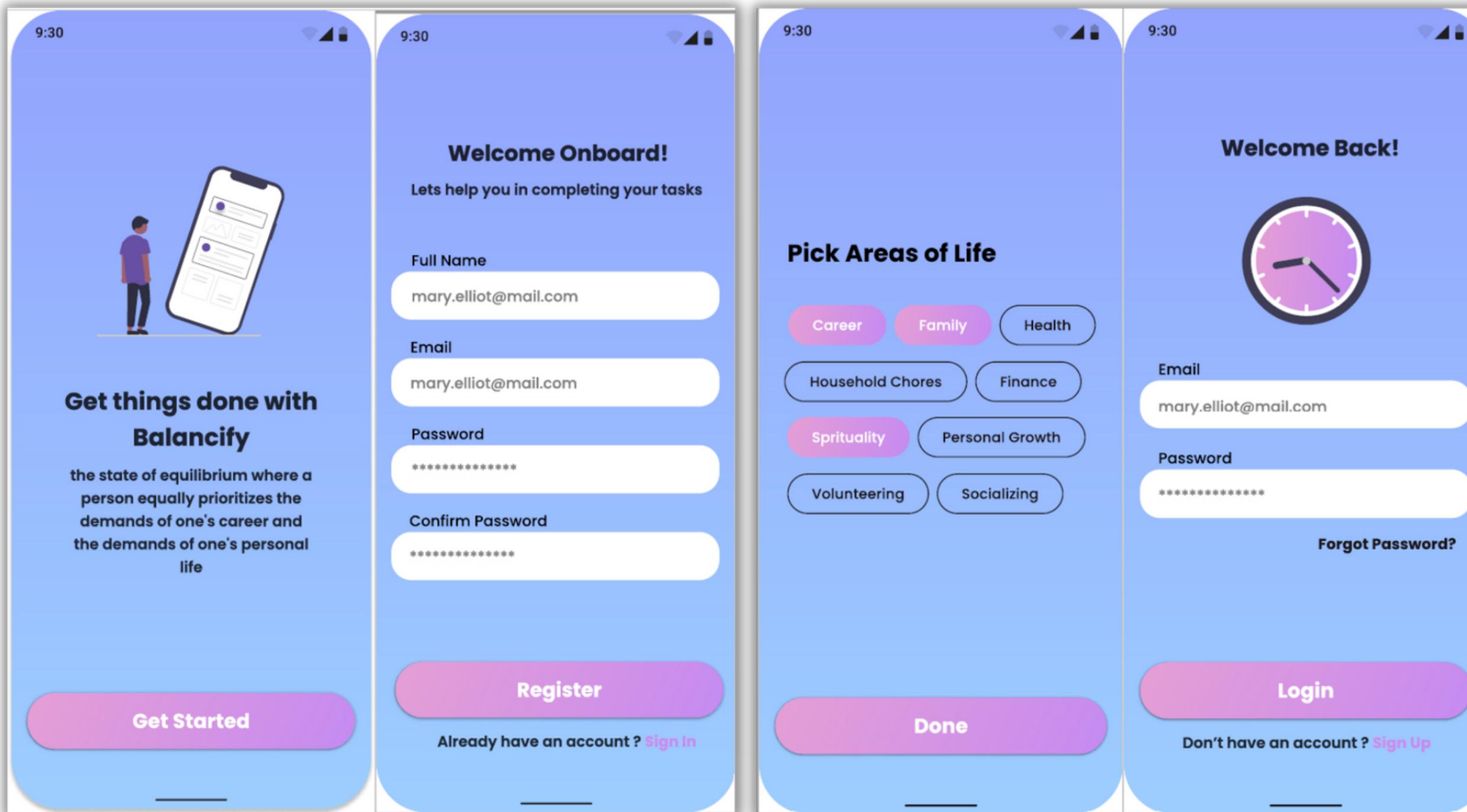
We changed everywhere "categories" to "areas of life"





Demo. of High-Fidelity Prototype

Onboarding



Task Creation

The image displays three screenshots of a mobile application interface for task creation, showing the flow from a plan view to a new task form.

Screenshot 1: Plan of 2 sep 2021

This screen shows a weekly calendar for September 2021. A specific task is highlighted for Thursday, September 2nd:

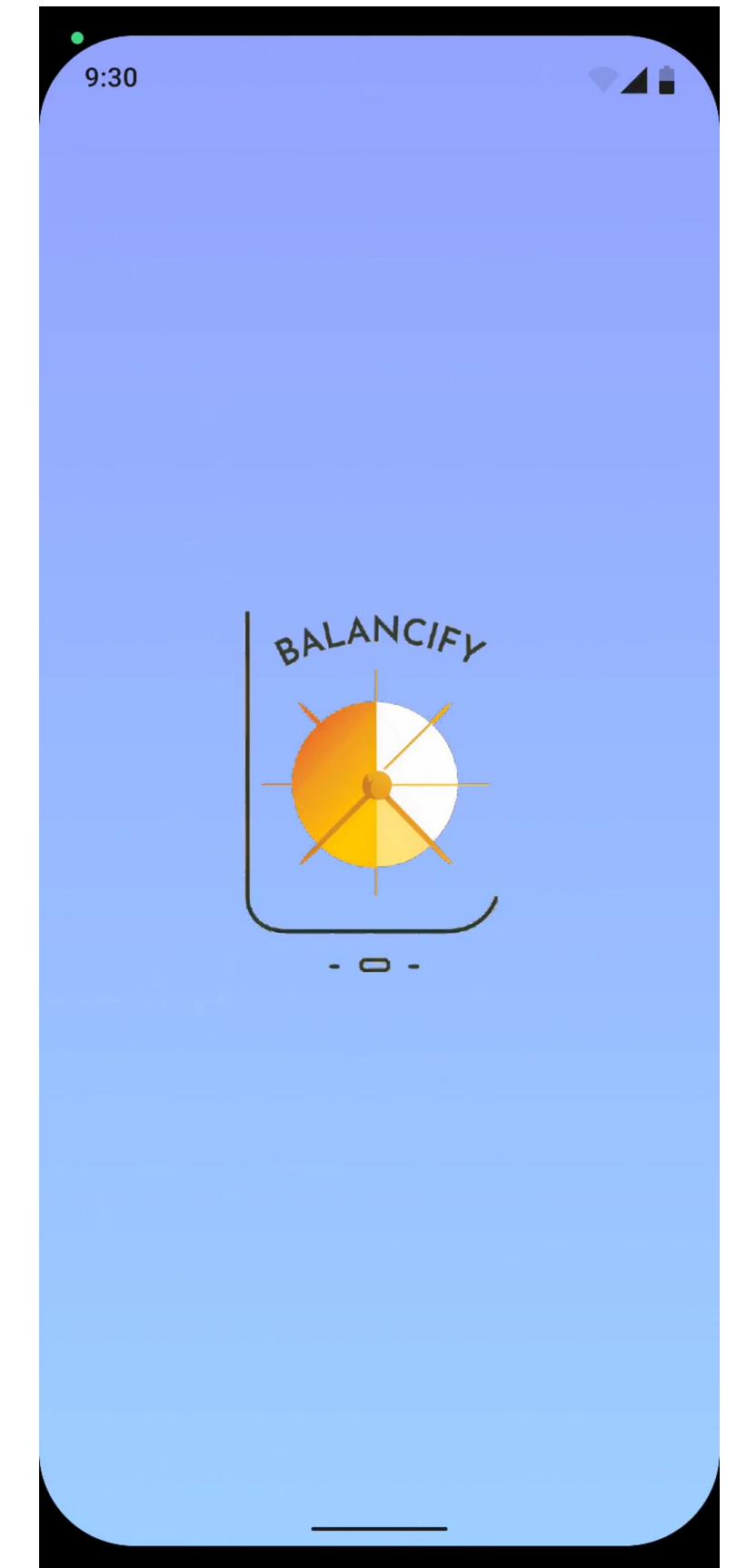
- C** Apply for new job (10:00 - 12:00 hrs)
- F** Family get together (12:00 - 17:00 hrs)
- H** Go for walk (17:00 - 18:00 hrs)
- HC** Wash utensils (18:00 - 19:00 hrs)
- F** Pay Tax (19:00 - 20:00 hrs)
- S** Yoga (21:00 - 22:00 hrs)

Screenshot 2: New Task

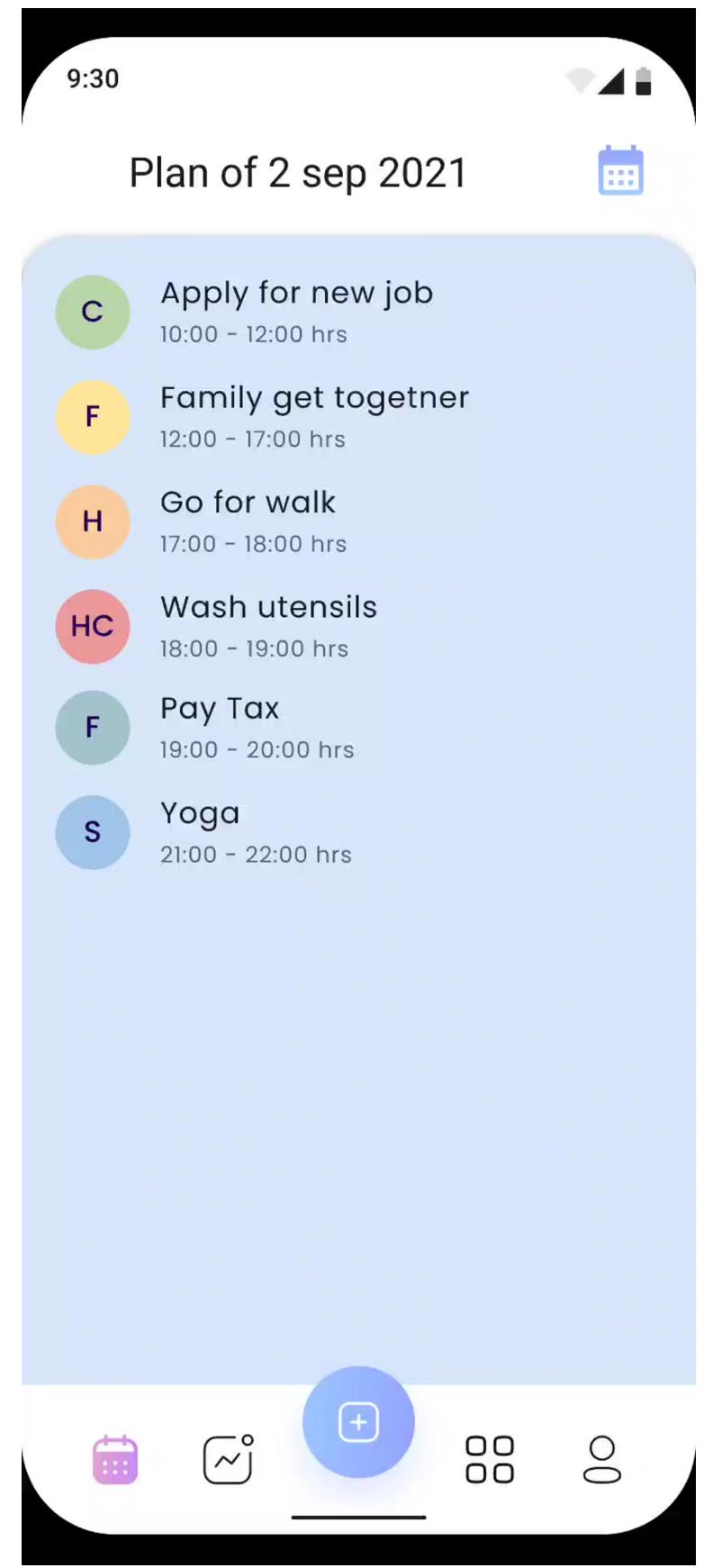
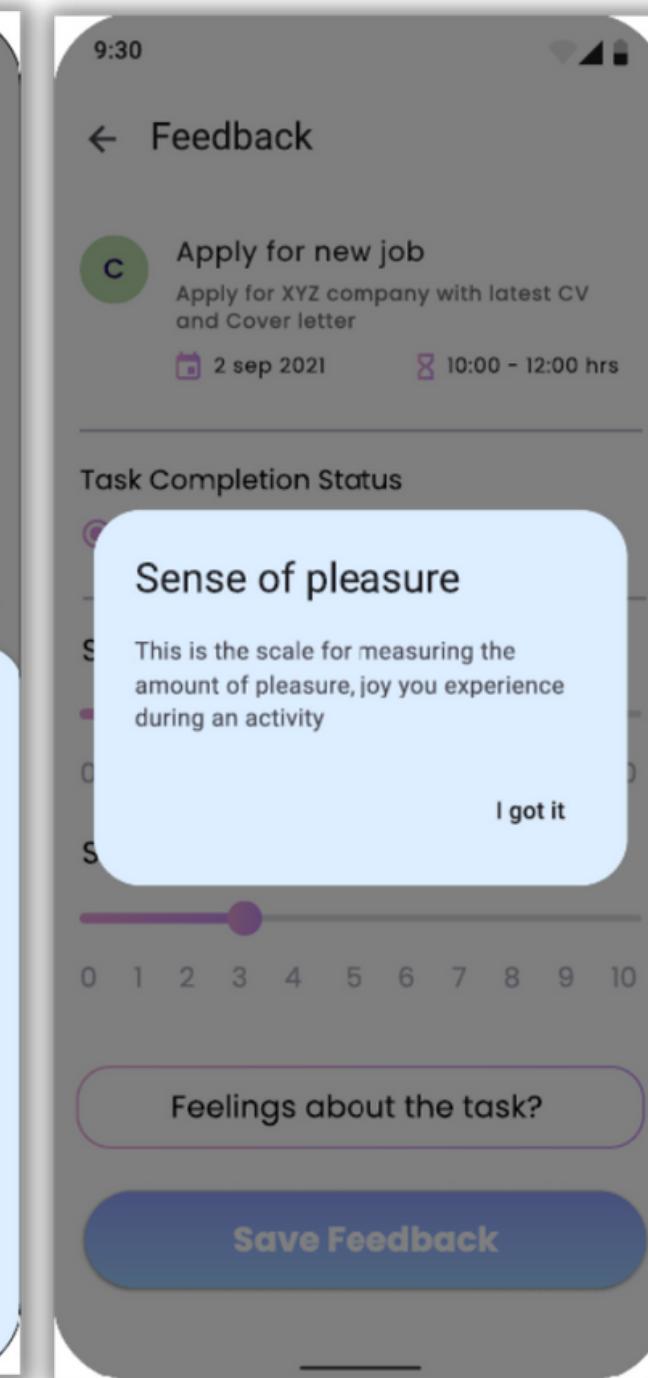
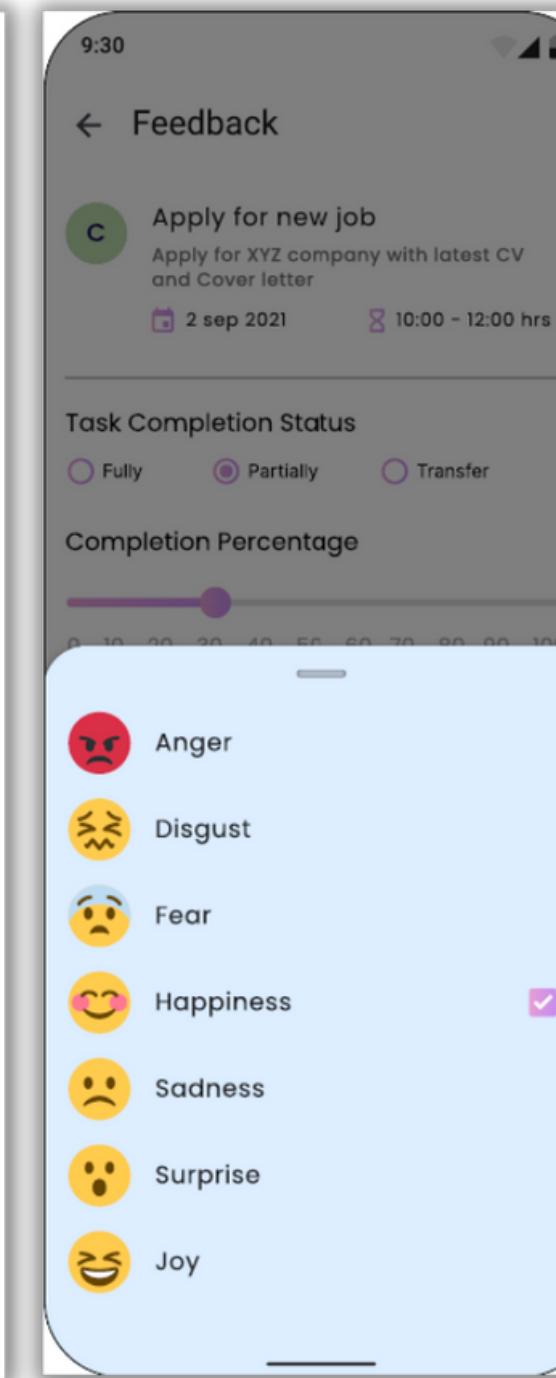
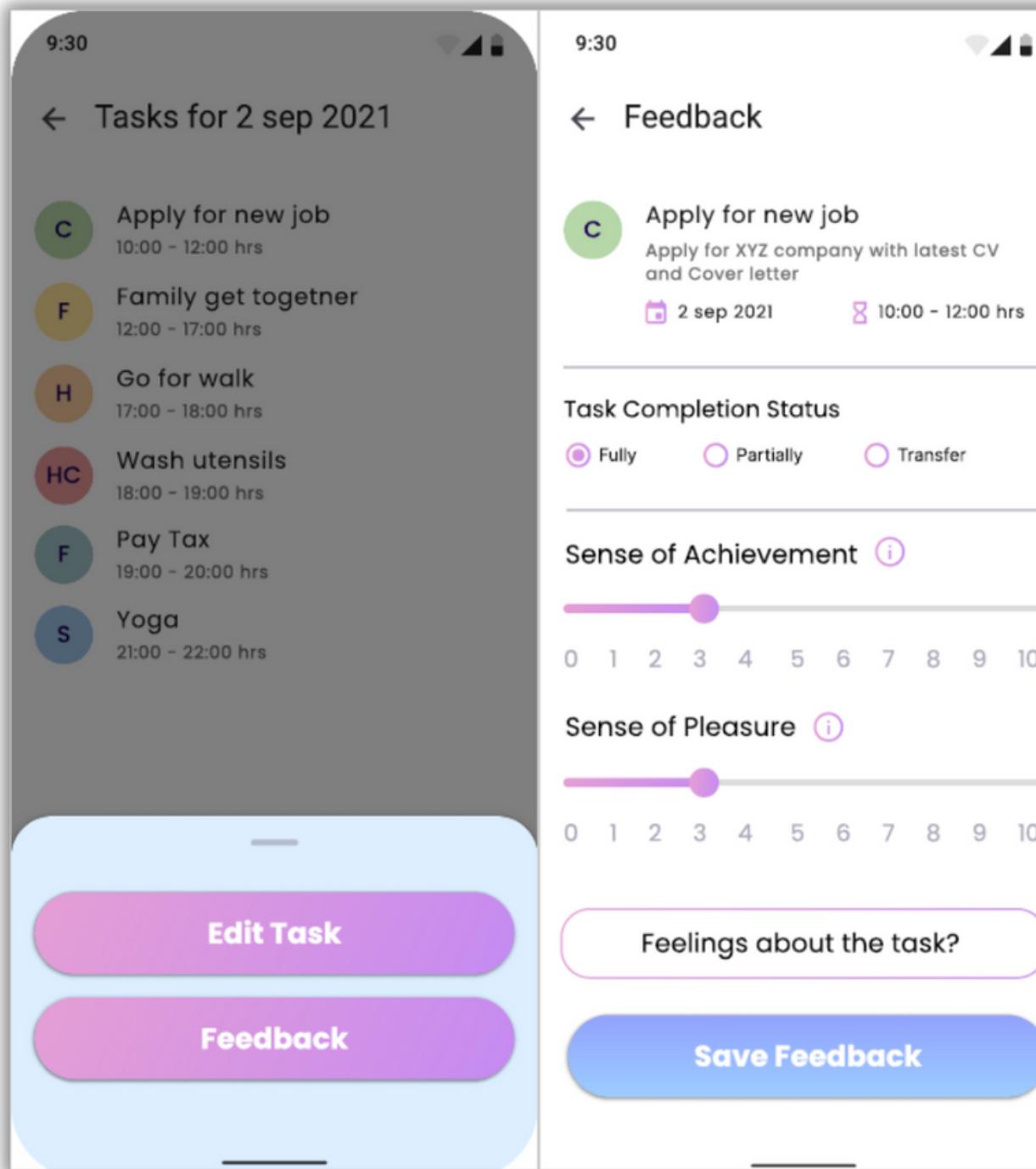
This screen shows the "New Task" form with fields for Title, Description, Date, Start Time, End Time, Area of Life, Notification, and Repeat. The "Area of Life" section is expanded, showing categories: Career, Family, Health, Household Chores, Finance, Sprituality, and Personal Growth. The "Family" category is selected, indicated by a checked checkbox.

Screenshot 3: New Task (continued)

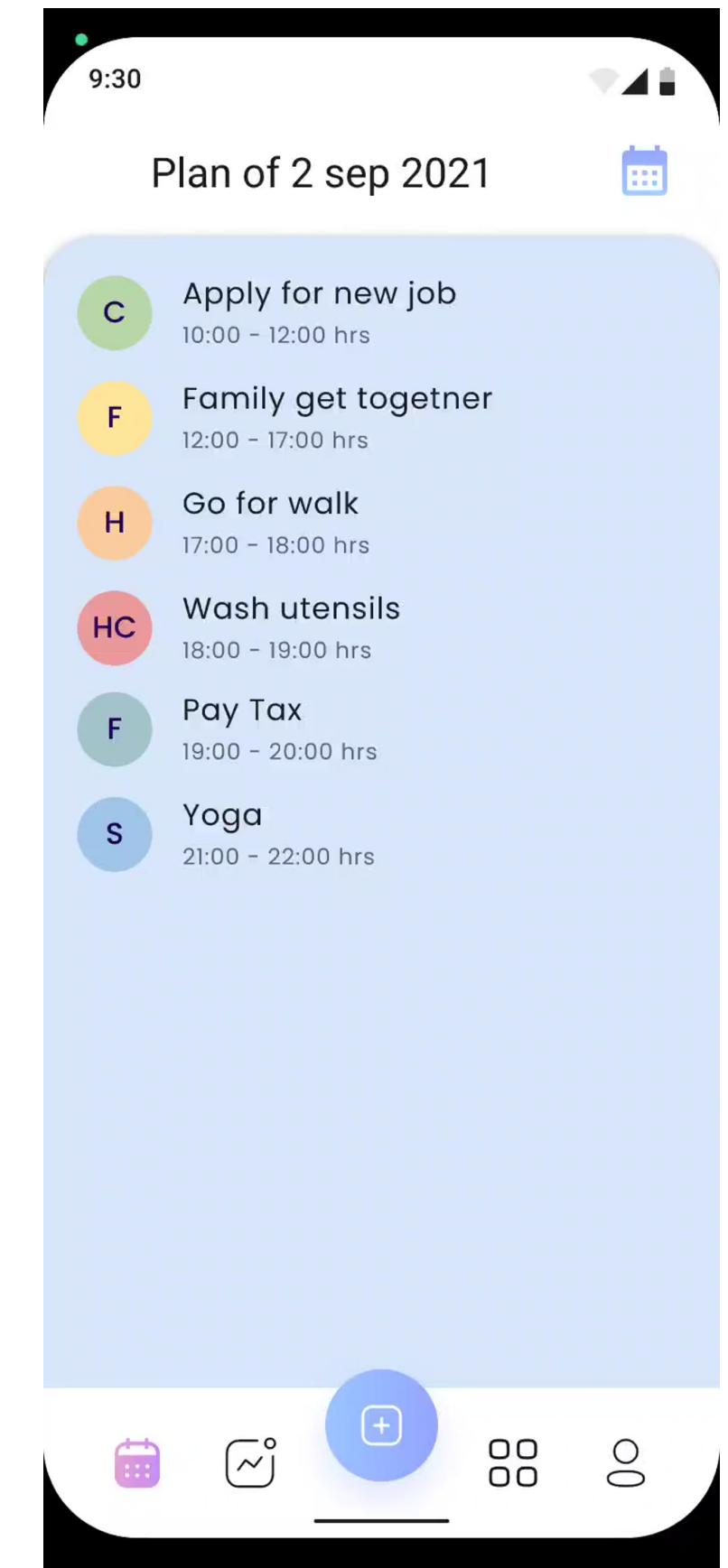
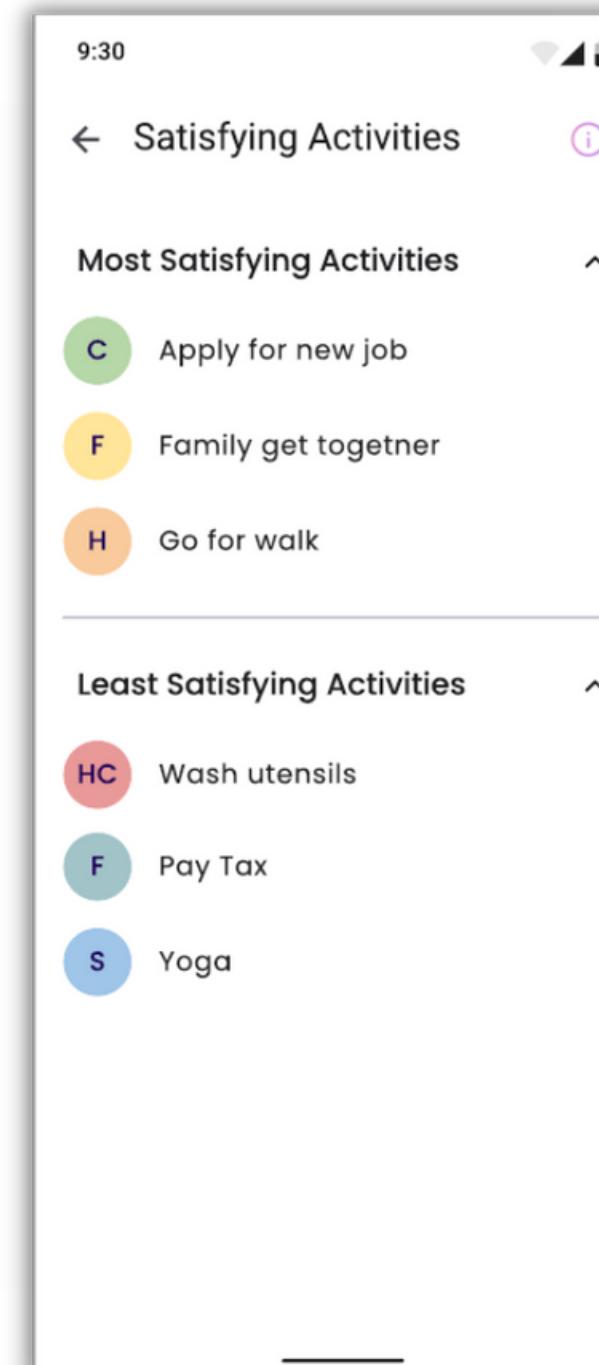
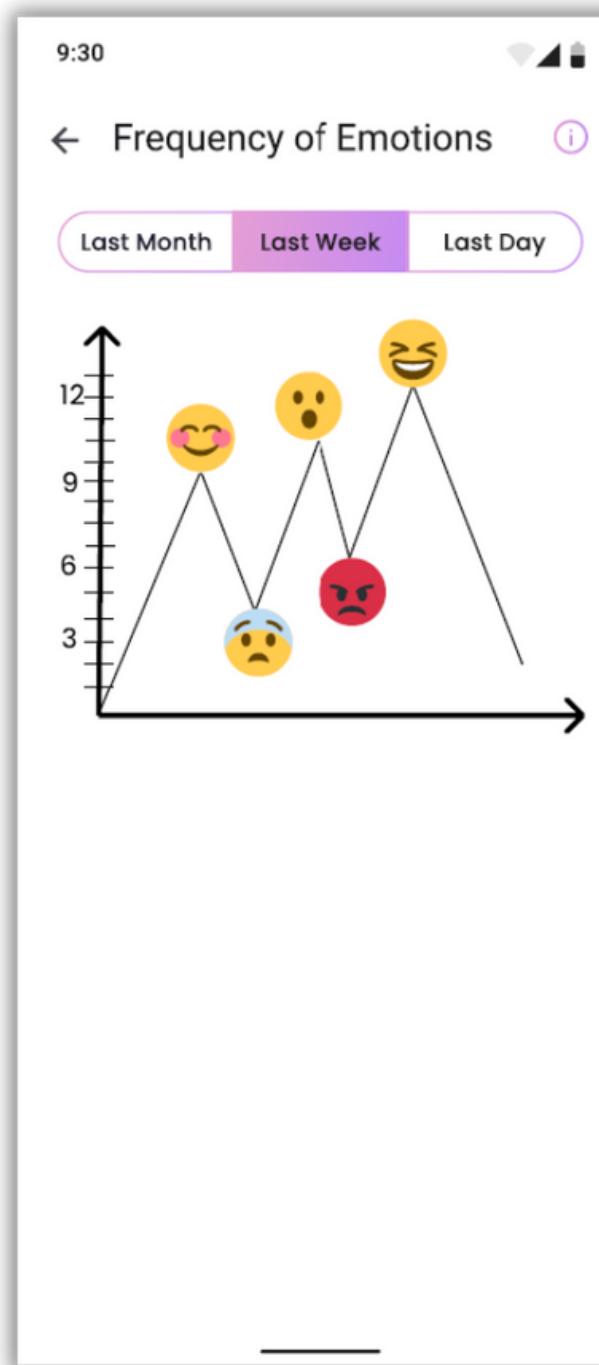
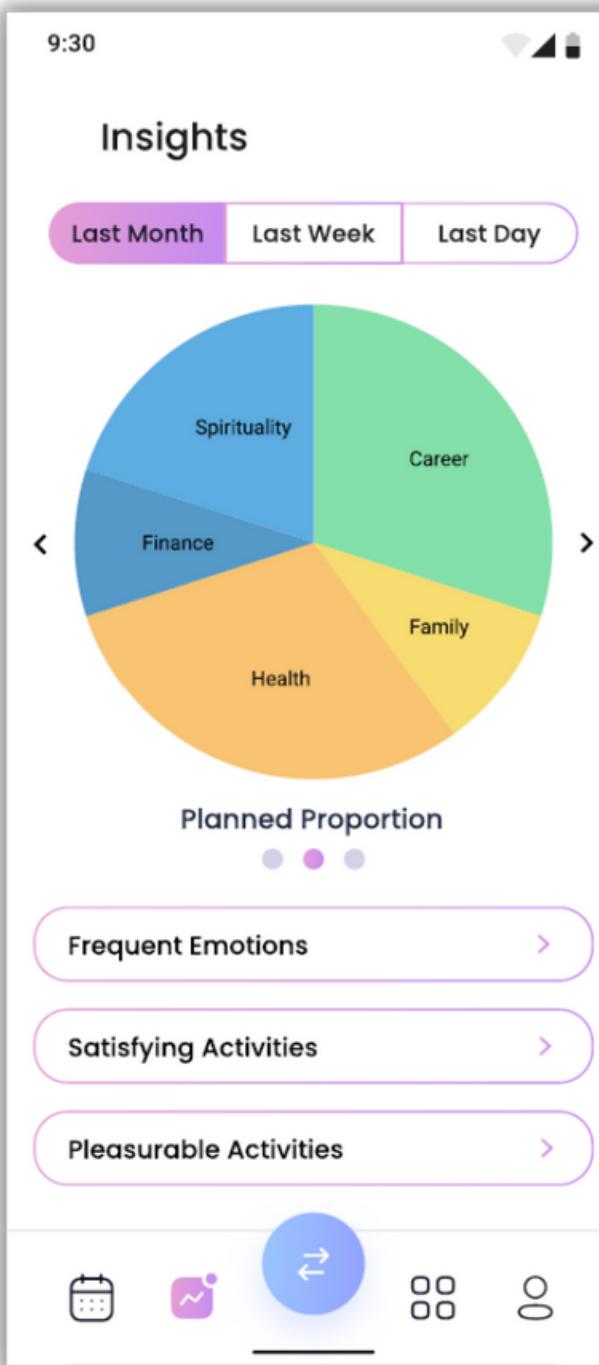
This screen shows the continuation of the "New Task" form, where the user has entered the task details. The "Create Task" button is visible at the bottom.



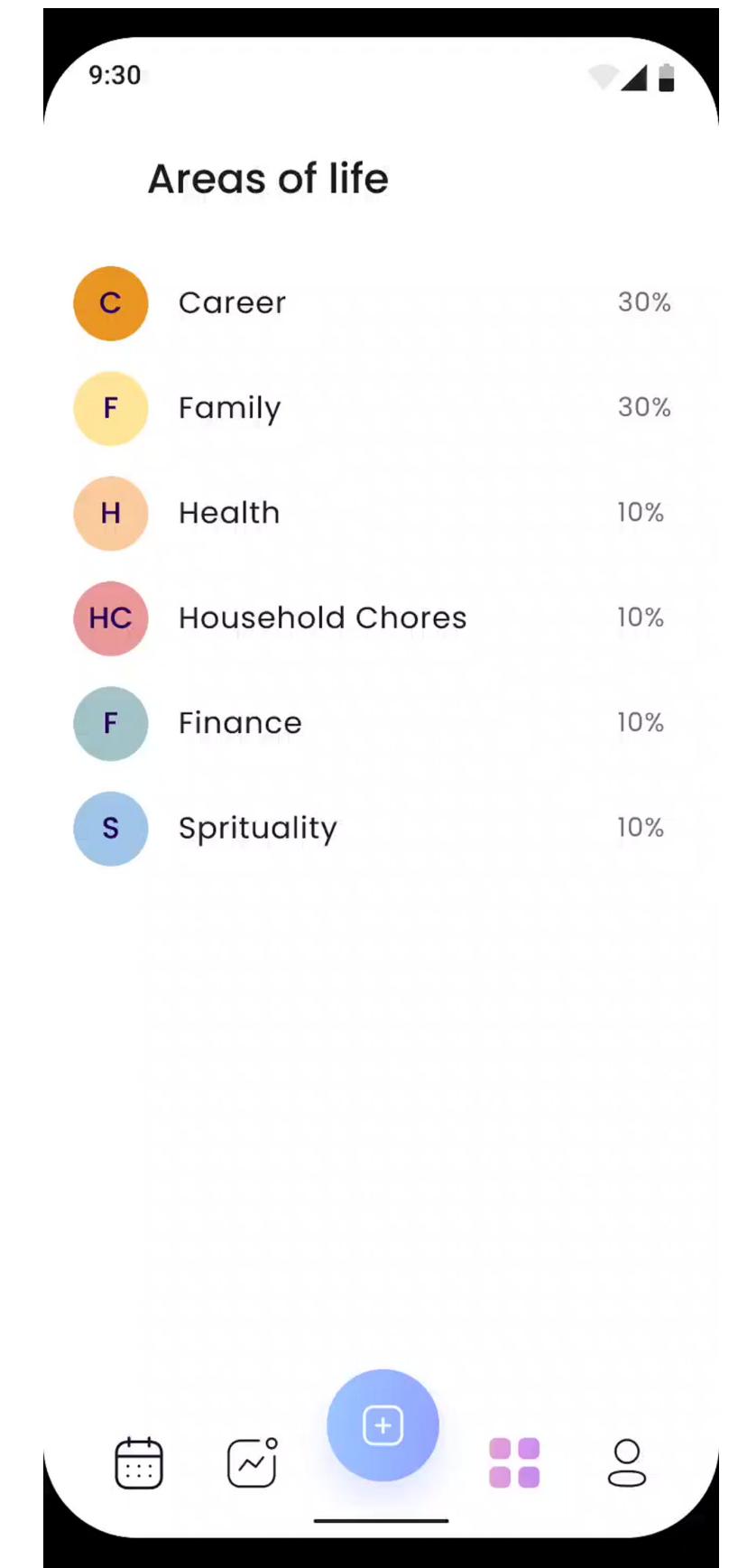
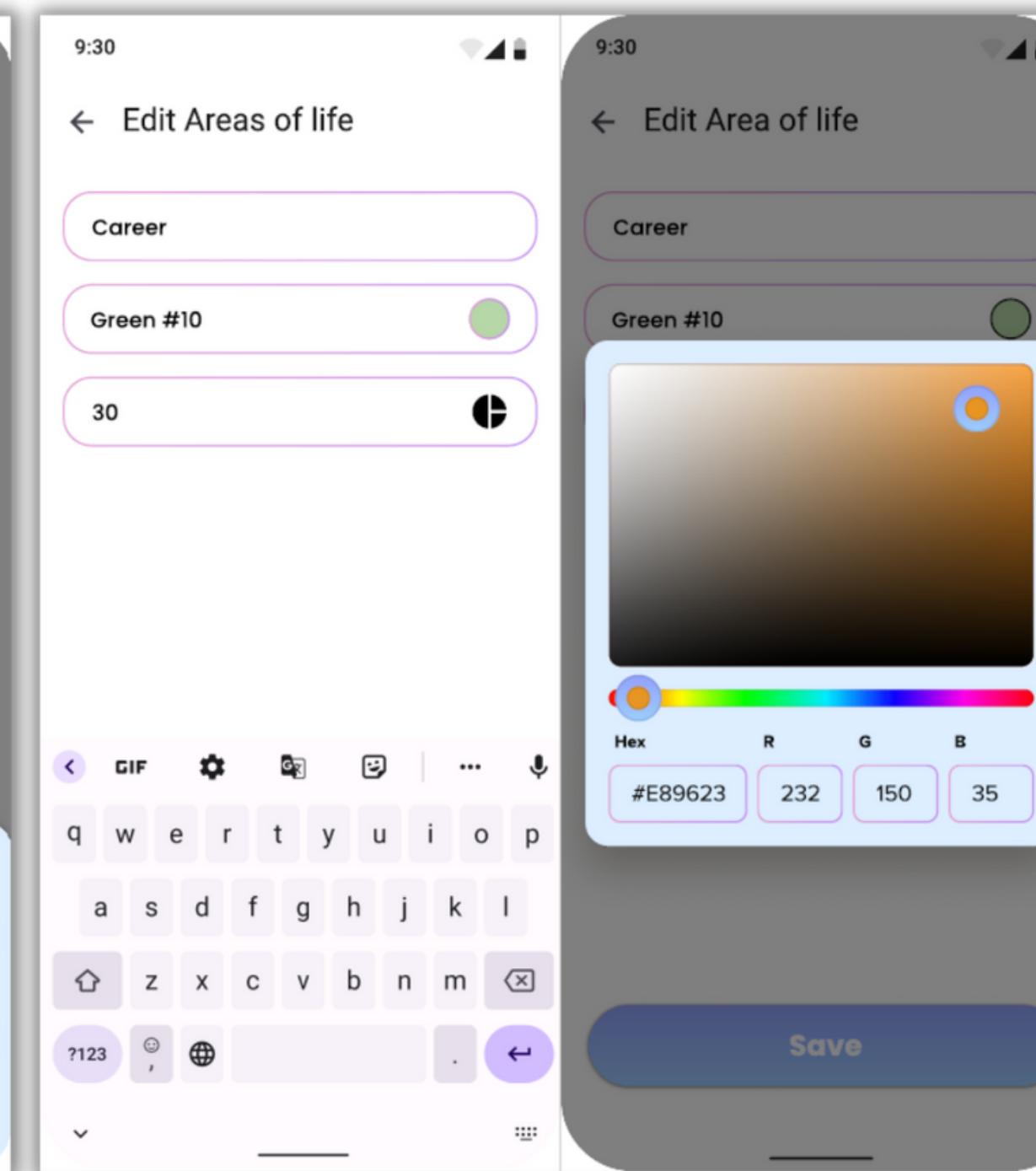
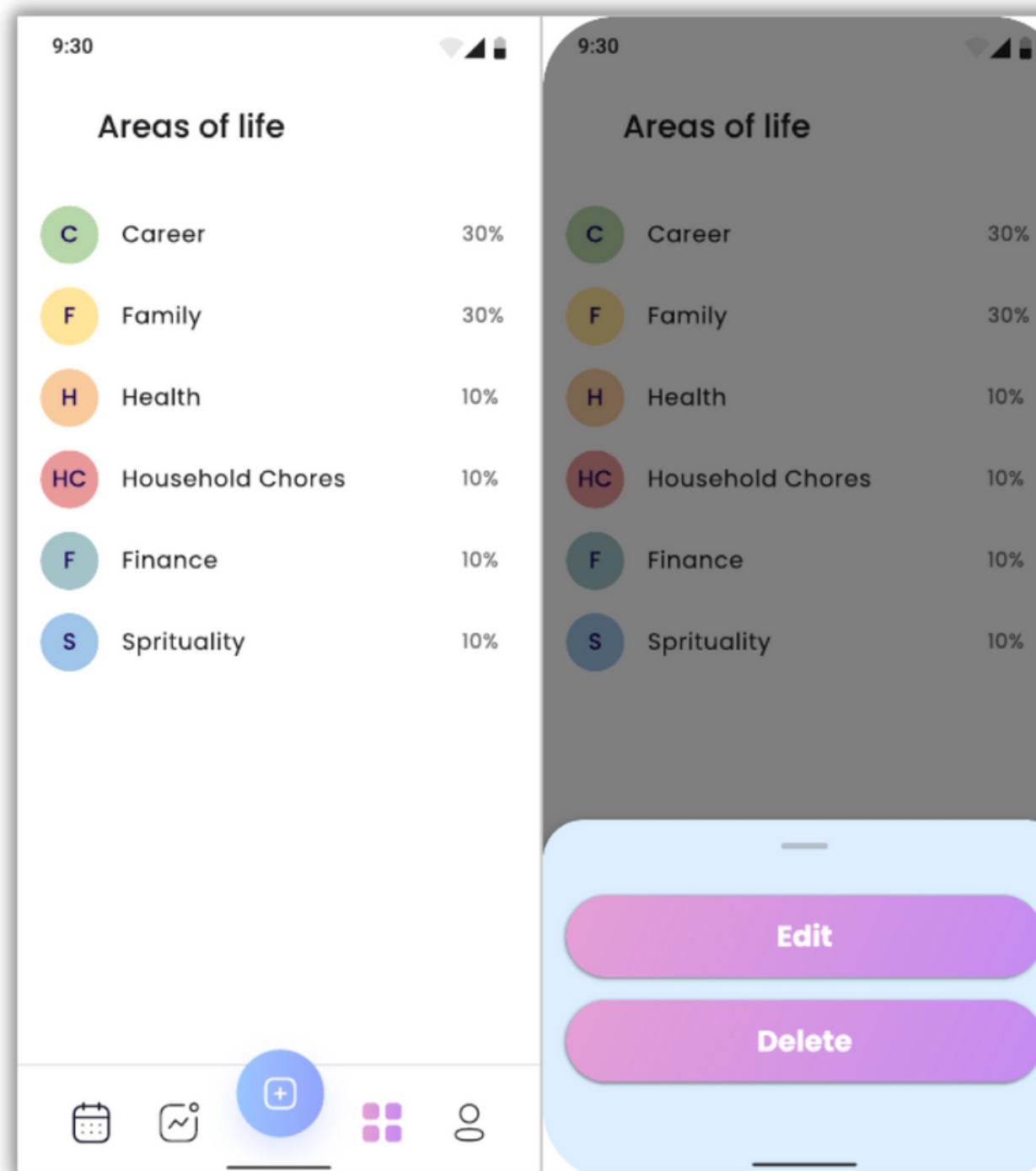
Task Feedback



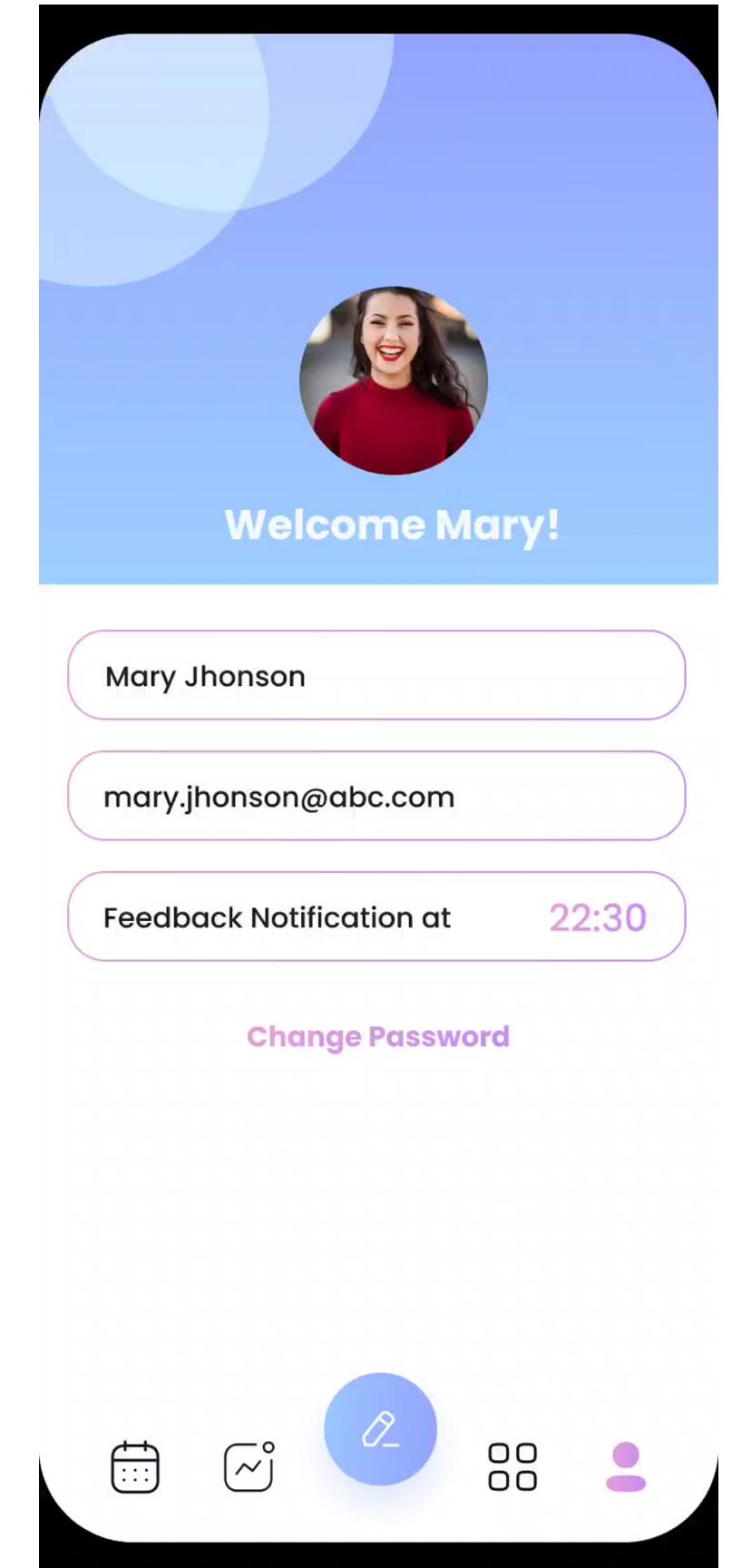
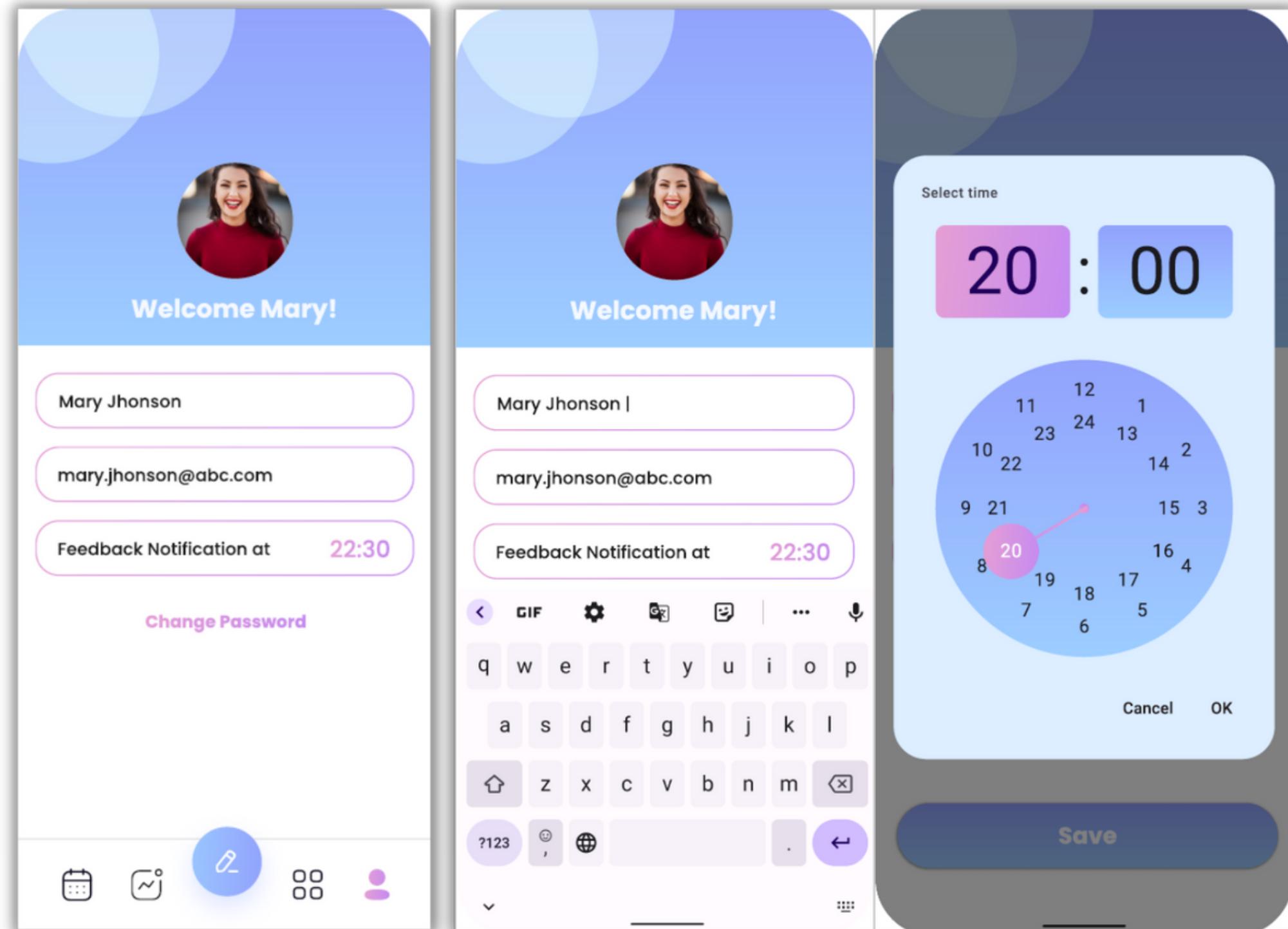
Insights



Area of Life



Profile



Hi-Fi Usability Test Feedback

Recommendations

1. A feature to directly go to the homepage from anywhere.
2. More informational Pop-Ups.
3. A direct way to leave feedback.

Positive Feedback

1. The main Idea is pretty useful. I would be able to schedule my life in a better way.
2. Good Design.
3. Adding / Updating / Deleting, Areas of Life is handy and intuitive.
4. Insights, Analysis, and Feedback functions are very useful.

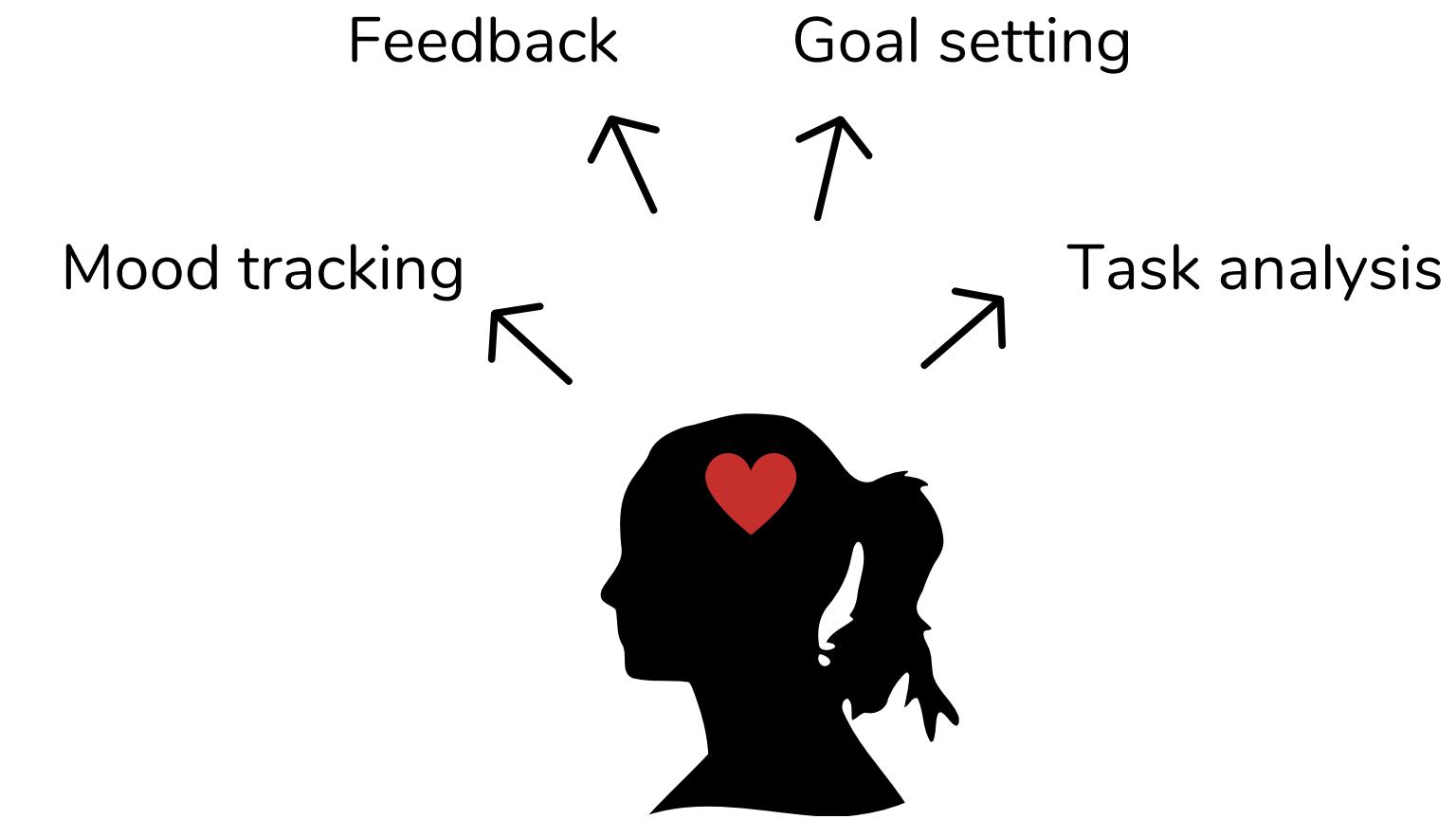
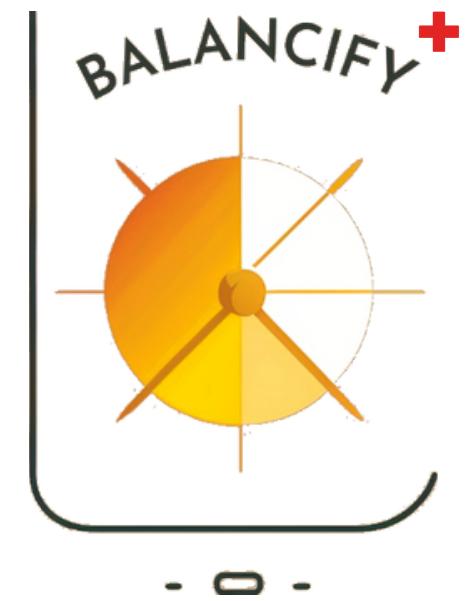
Study Plan Updates

- Under Estimated Documentation Phases
- Under Estimated Design Phases
- Added Redesign phase for Lo-Fi based on feedback from the first usability test
- Divided Interviews and Usability Tests in three phases: Preparations / Conducting / Analysis

Future Prospects

- Personalization 
- Integration with wearable devices 
- Gamification 
- Integration with third-party tools 
- Social features 
- Machine learning 
- Creative prompts 
- Virtual coach 

Future Prospects



Pricing

- First Iteration: **Freemium** - basic version of the app will be available for free while charging for premium features or functionality
- Future Iterations :
 - Monthly Subscription Model - For Future Services (x\$)
 - AI based Analysis / Insights / Feedback / Suggestions
 - Psychologists` / Psychiatrists` feedback - One-to-One Consultation

Marketing Plan - Timeline

1. Assessing our current situation

- Competitive analysis
- SWOT analysis

2. Defining our target audience

- Students in their bachelor's or Master's degree
- Working professionals

3. Demographic analysis



- Google Trends
- 7X key term searches
- Top 12 countries for each term
- Countries ranked based on repetitions

Marketing Plan

3. Demographic analysis

- Google Trends
- 7X key term searches
- Top 12 countries for each term
- Countries ranked based on repetitions

Singapore - daily planner 2023, Personal organizer, work-life balance, planner app **4**

Philippines - daily planner 2023, self-reflection, procrastination,work-life balance **4**

Australia - Planner app, ,Personal organizer, daily planner 2023: **3**

Botswana - self-reflection, procrastination, work-life balance **3**

New Zealand - daily planner 2023, Personal organizer, planner app **3**

United states - daily planner 2023, Personal organizer, planner app **3**

United Kingdom - daily planner 2023, Personal organizer, planner app **3**

Germany - daily planner 2023, occupational burn-out **2**

Marketing Plan

4. Setting a budget



- \$1000

5. Making Time
schedule



- 2 rounds of 7-day promotion on Linked-in.

6. Brainstorming and
defining tactics

7. Setting goals
("SMART")

- "SMART" analysis

8. Evaluating of
results

Team Learning

1. Improved organization skills
2. Importance of listening to users
3. Continuous improvement
4. Impact of sharing feedback
5. Importance of teamwork

Team Learning



Hamza:

- Empathetic Understanding of users
- Understanding different Perspectives



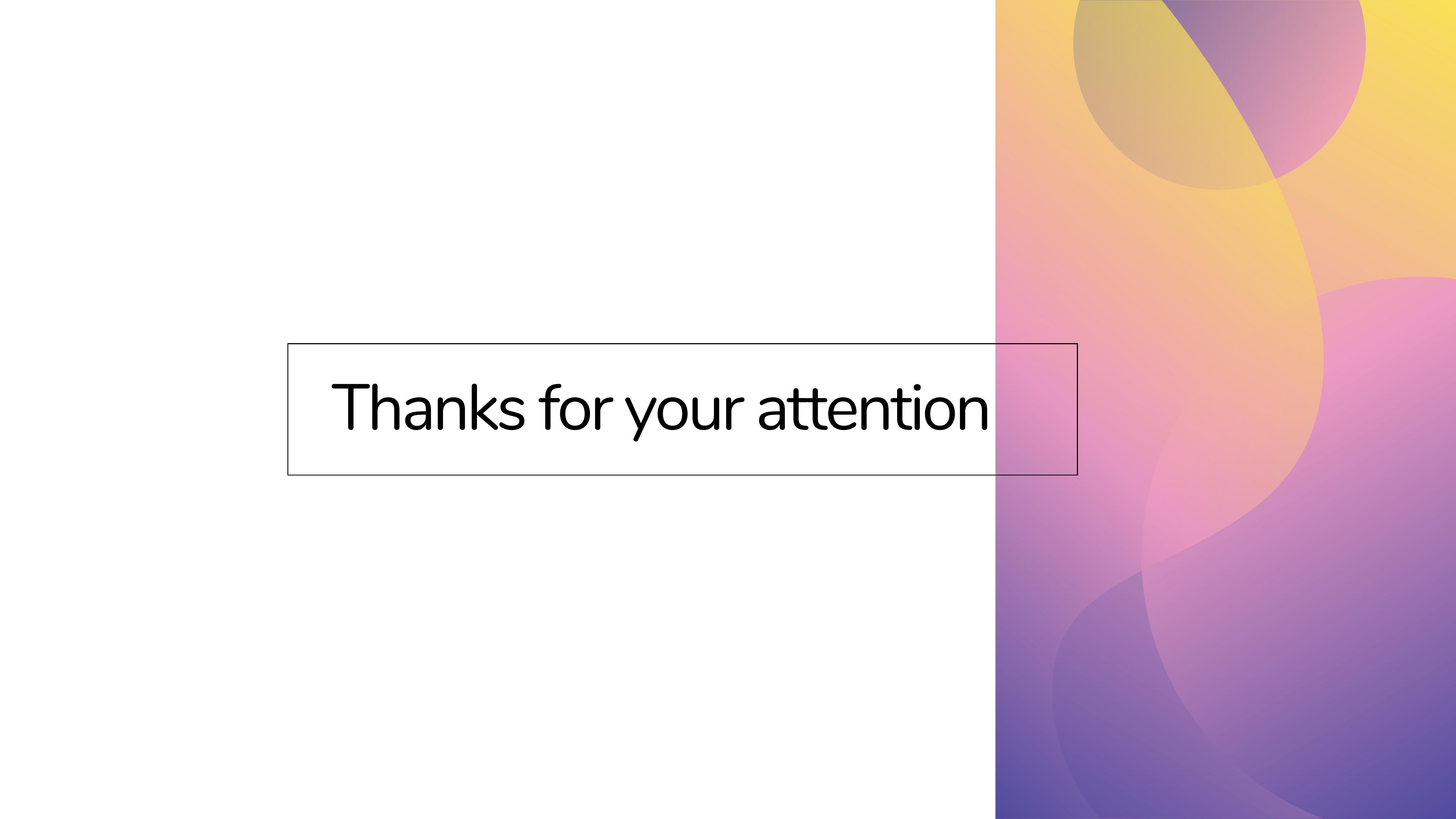
Klavdiia:

- Good working relationships
- Gained new skills
- Overcame challenges



Rahul:

- Continuous Learning
- Communication
- Collaboration
- Accountability



Thanks for your attention