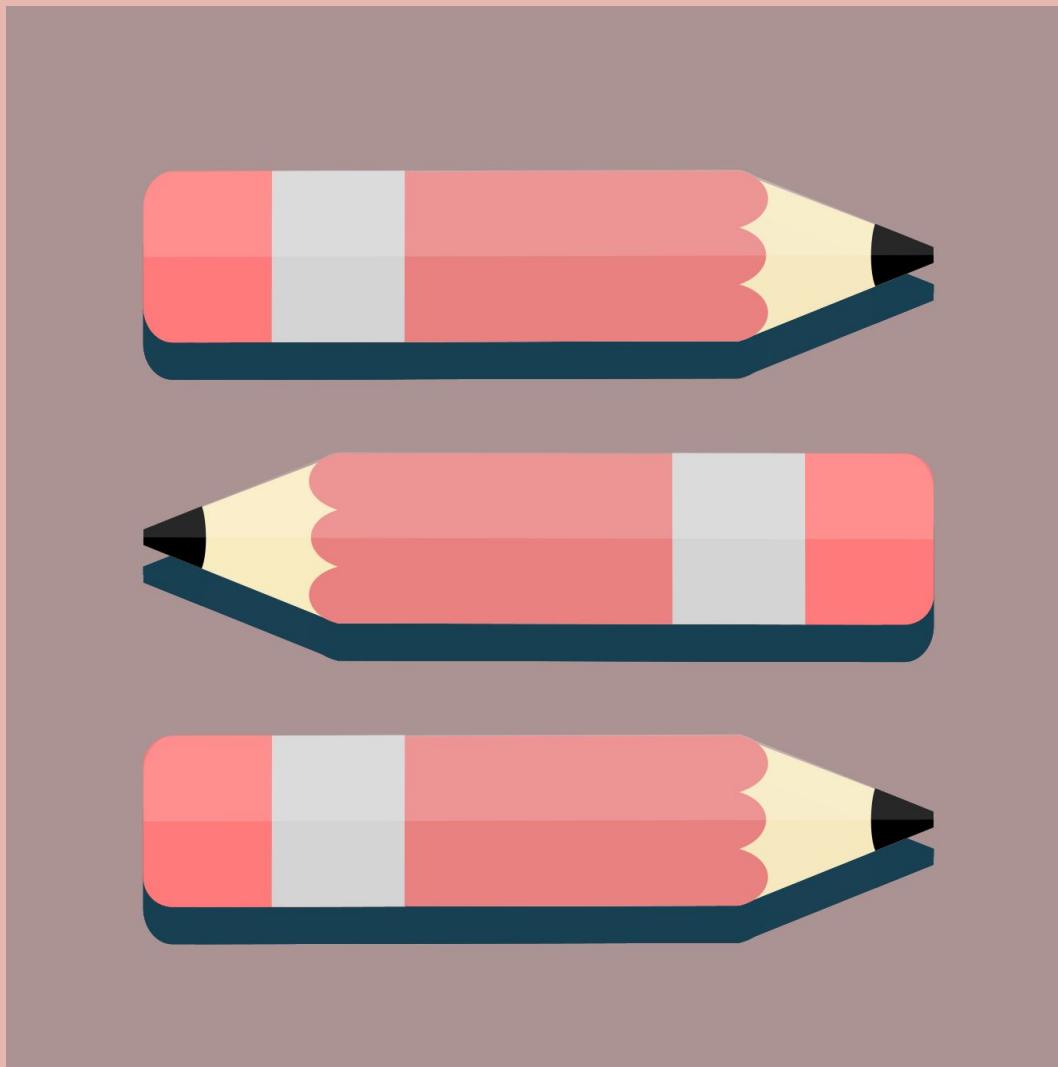


# Taskly

Responsive Web Application  
ONGOING PROJECT



## My Roles

User Researcher  
Designer

## Deliverables

User Personas  
Task Model  
Experience Map  
Site Map  
Paper Prototypes  
Wireframes

## Tools

Pen & Paper  
Affinity Diagrams  
Google Forms  
Card Sort  
Inkscape  
Invision

# The Story

*Managing a project team can be difficult and frustrating because of task distribution and communication. But it certainly doesn't have to be that way! Taskly PM is a responsive web application designed to make teamwork a breeze.*

As part of an online bootcamp course, I am in charge of designing a competitive product management application from start to finish. Through the process of developing this application, I learn to design starting from research, to creating prototypes, to user testing, and finally to a production ready product. Additionally, I learn to find a balance between business goals and strategies with user needs and experiences.

My responsibilities for creating this application include conducting user interviews, sending out surveys, creating user personas, exploring user journey maps, developing an information hierarchy with card sorting activities, sketching out paper prototypes, creating wireframes, building interactive prototypes for testing, and establishing visual consistency and branding.

# Knowing Competitors

To better understand project management and existing applications, I conducted an extensive competitor analysis between three popular management softwares: Basecamp, Asana, and TeamworkPM. For each software, I analyzed competitor profiles, marketing profiles, core business, SWOT profiles, UX/UI, content, aesthetic, performances, and MVPs

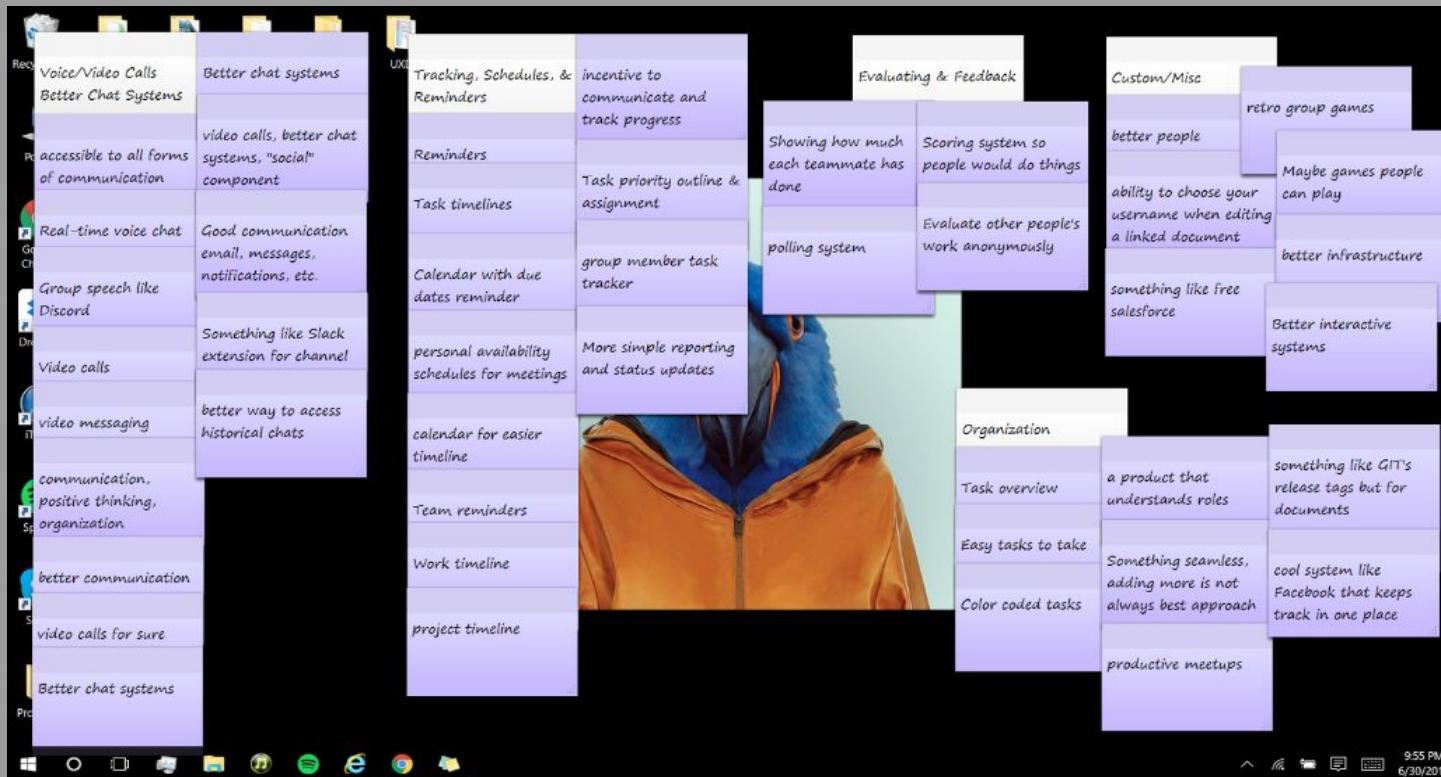
The screenshot shows a PDF document titled "UXDTask2.1.pdf - Adobe Reader" comparing three project management tools: Basecamp, Asana, and Teamwork. The document is organized into sections: Competitor Profile, Marketing Profile, and Core Business, each with sub-sections like Objectives, Strategy, Advantage, Target Market, Marketing strategies, and Product.

Competitor Profile		Basecamp 3	Asana	Teamwork
Objectives	Strategy	"Trusted by millions, Basecamp is the leading web-based project management and collaboration tool. To-dos, files, messages, schedules, and milestones"	"It's free to use, simple to get started, and powerful enough to run your entire business"	"A suite of online collaboration tools designed to maximize your team's productivity, communication, and overall customer happiness"
	Advantage	Specifically designed around a bundle of six tools and methods	Offers a free software to help teams get organized. On the main page, the first the user sees is a "Sign Up Using Google" option or "Get Started for FREE". Features also seem easy to learn and use.	Created as a project management alternative. "Take your collaboration to the next level with Teamwork Projects. We have all the features that Basecamp is missing, plus a sophisticated and intuitive interface. Make the switch to Teamwork Projects today with our Basecamp Importer"
	Marketing Profile	Target Market	Clean and simple to use interface . Provides storage functionality without relying on third party providers. Tasks and files can be accessed from one place.	Free version seems to be enough for most small businesses. Unlimited projects at \$50. Offers integrations with cloud providers. No emails.
Core Business	Marketing strategies	Appeals to individuals in charge of running a team. Created specifically to help "keep people on same page, organize and disseminate information, and discuss and make decisions". It's simple and easy to use interface could be useful for teams that might not need advanced features.	Appeals to smaller teams that might not want to pay for a service that Asana offers for free. The free version also has less feature so it may be user for new teams to use. Asana also offers cloud storage integrations which allows teams to collaborate on files outside of just Asana.	Appeals to teams and individuals who aren't completely satisfied with what other task management companies have to offer. Has a page dedicated towards comparing current companies with their own and how Teamwork is the better alternative for teams looking for a cheaper way to manage while also having all the features.
	Product	Email, Twitter, Facebook, Instagram, Company page, Podcast, Blog, and Newsletter	Email, Twitter, Facebook, Instagram, LinkedIn, Google+, LinkedIn, Google+, Email, Pinterest, Blog	Twitter, Facebook, Instagram, LinkedIn, Google+, Email, Pinterest, Blog

The document also includes a sidebar with "Tools" options: Fill & Sign, Comment, Export PDF, Create PDF, Adobe PDF Pack, Edit PDF, Combine PDF, Send Files, and Store Files. The status bar at the bottom shows the time as 8:22 PM and the date as 12/28/2016.

# Knowing my Users

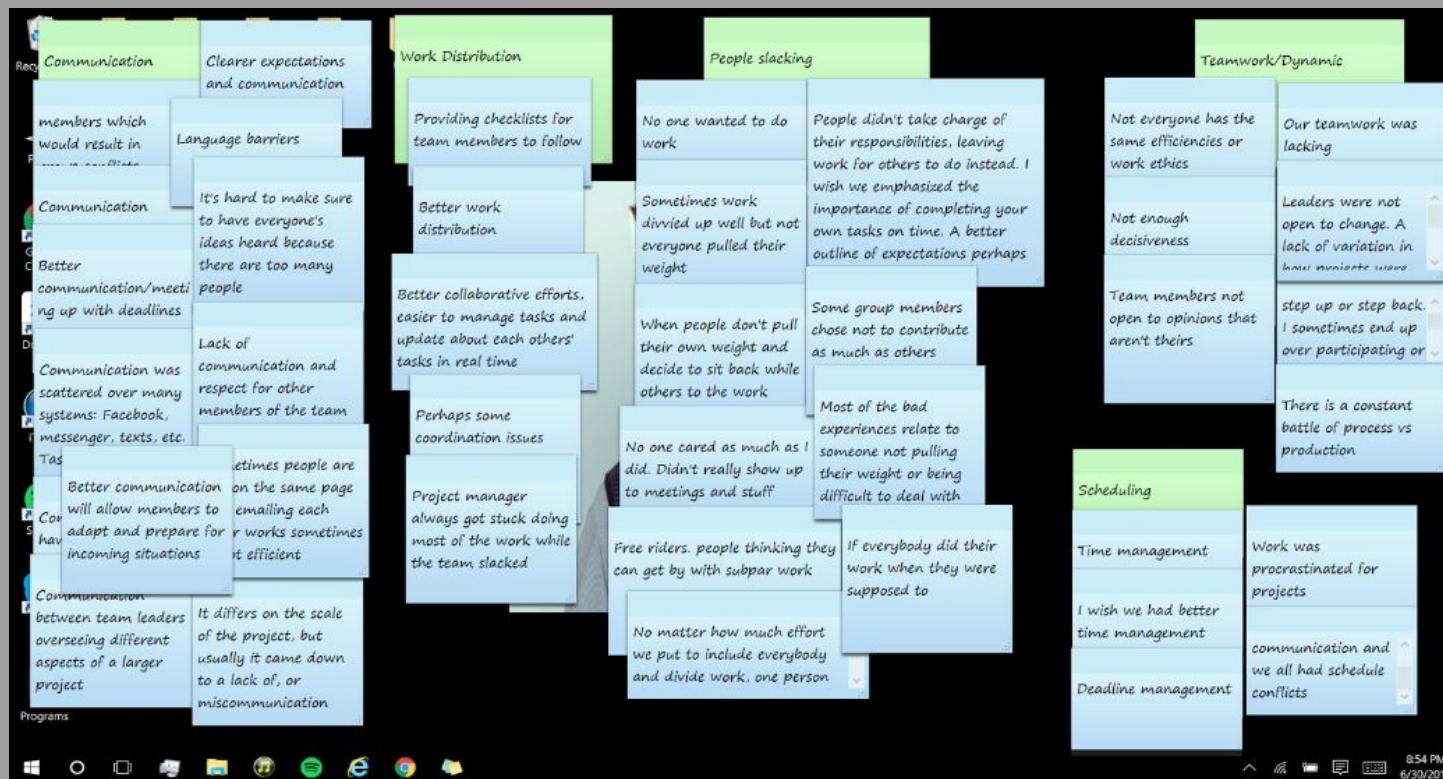
I wanted to learn more about the user groups involved in project management. How do individuals organize and complete projects? What are their positive and negative experiences having worked in various teams? What pain points have they experienced through using different tools? I conducted 3 interviews and received 45 survey responses.



# What I Learned

Users tend to use a combination of multiple tools together; work might be disorganized and scattered amongst different platforms

Not everyone on a team might be on the same page in terms of assigned tasks and due dates



# User Personas

To help orient me for the rest of Taskly's design, I created three user personas of university students, startup founders, and experienced project managers. These personas help guide my design process by keeping users' motivations and goals at the forefront of my ideas.

## Casey Huang



**Group:** 4th year university student

**Age:** 21

**Location:** Irvine, California

**Income:** Minimum wage

**Marital Status:** Single

**Education:** Cognitive Science

**Industry:** Residential Assistant

### BIO

Casey is in her last year at university and is looking for design internships. Right now, she is a member of several organizations on campus. Her various responsibilities include creating graphics, marketing, event planning, and taking care of her residents. This year, she also started working on a side project with a group of students to create the artwork for an indie game.

She loves people and is always willing to make new friends. She is competing with one of her coworkers to see who can know more of the residents in the building. She spends her free time offering help to anyone in need.

Because of her heavy involvement in school, she oftentimes forgets to take care of herself.

### GOALS

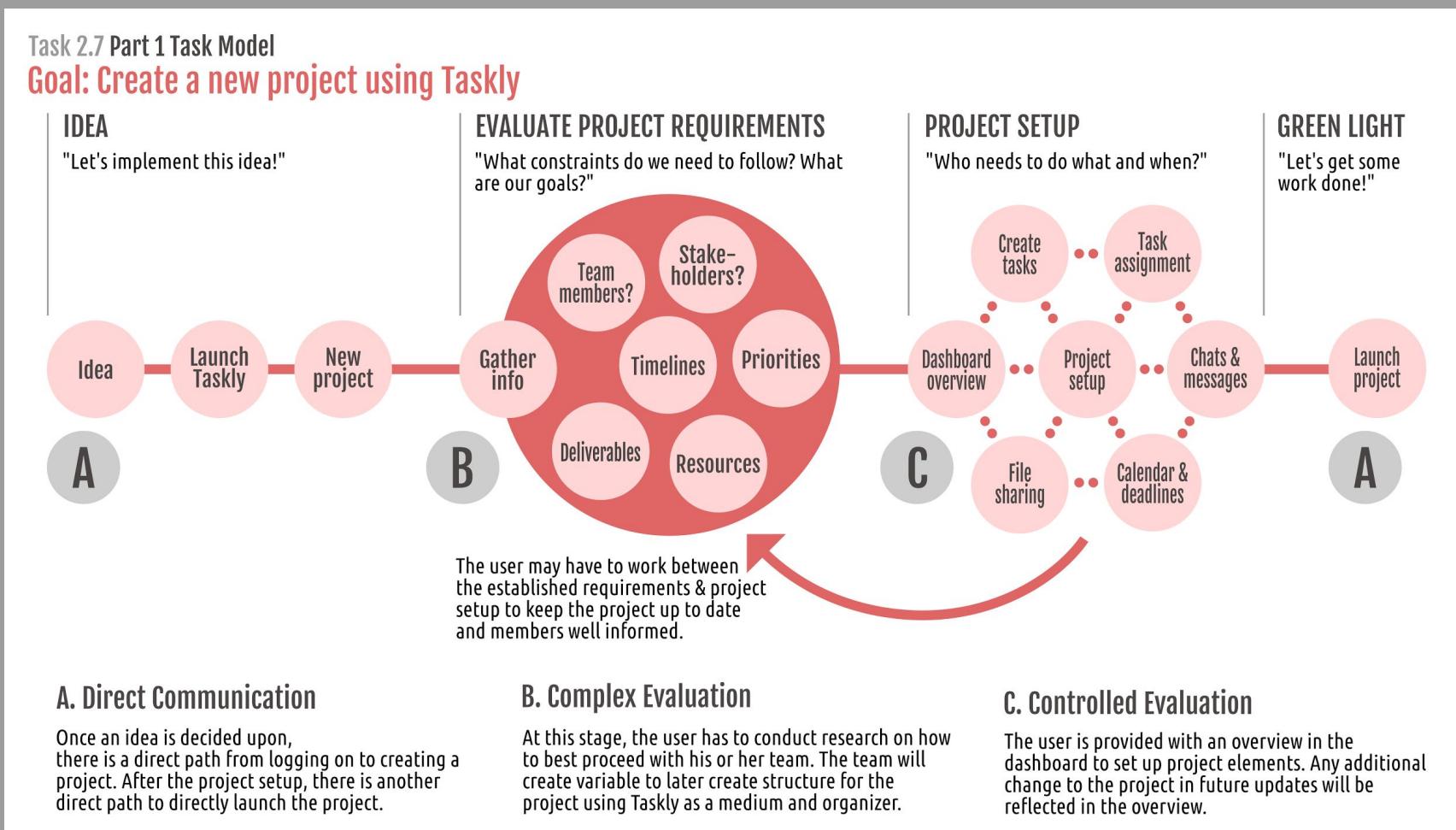
- To prepare her resume and portfolio for job applications and career fairs
- To excel in her coursework and projects
- To plan successful large scale events for residents on campus
- To practice self care and take time to destress

### CHALLENGES

- Casey has a difficult time telling people no even when she has too much on her plate already
- Nothing frustrates Casey more than teammates who don't communicate
- Casey doesn't like when people interrupt her while she works when she is comfortable and in the zone

# Task Models

In order to better illustrate my user's process of working with the project management application, I created task models.



# Journey Maps

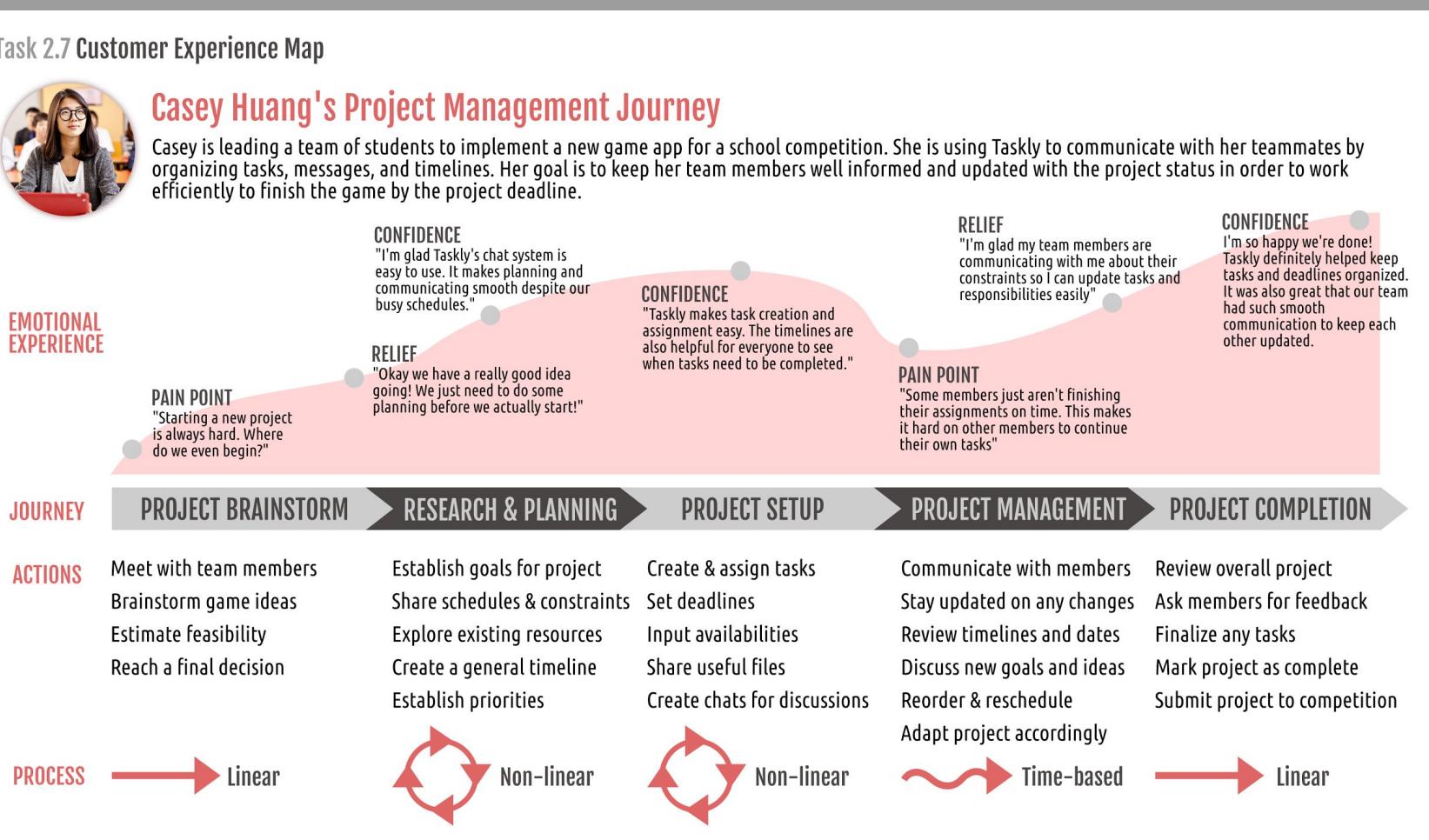
To understand my user's emotional experience throughout the project management journey, I created journey maps to highlight pain points.

## Task 2.7 Customer Experience Map



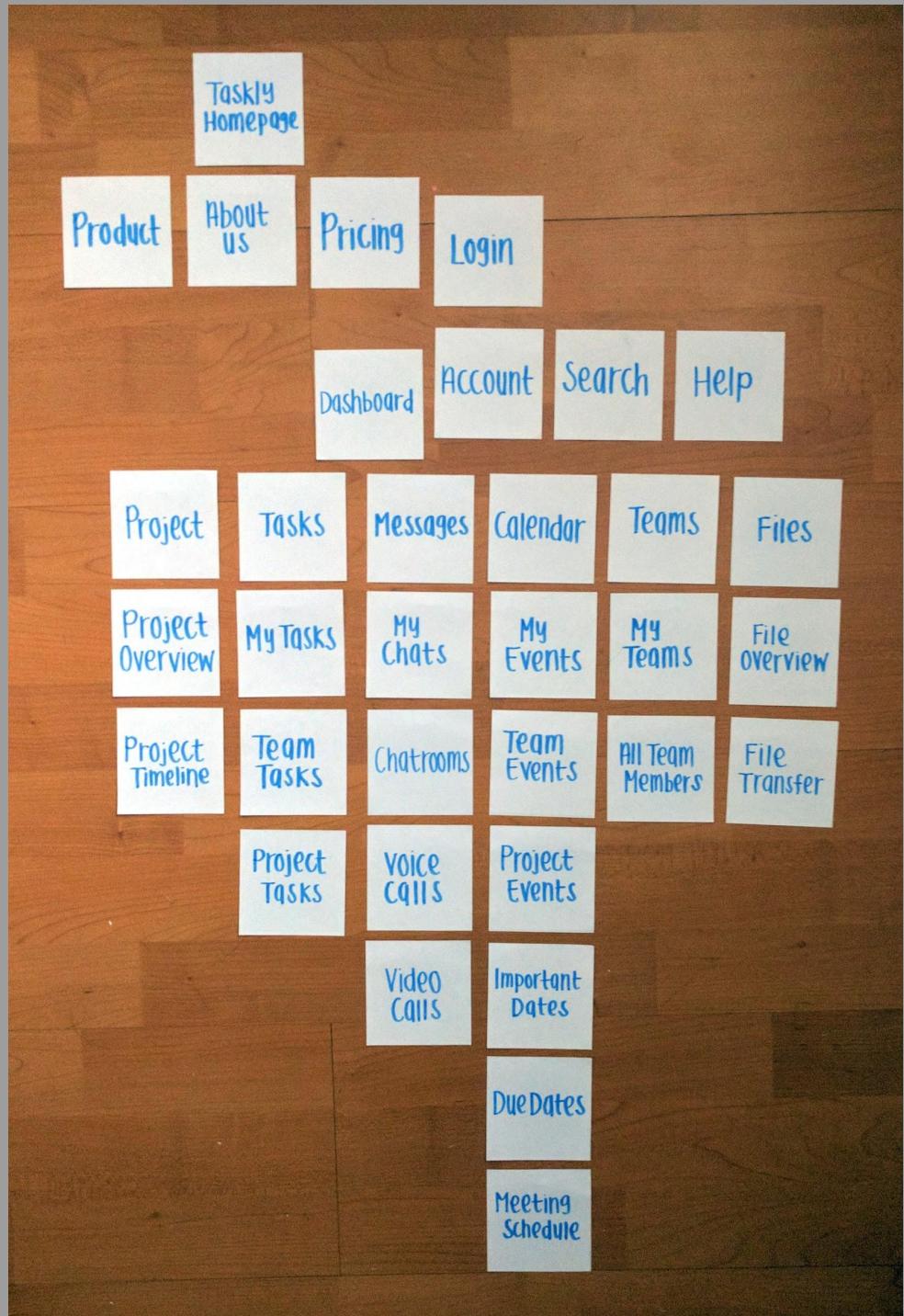
### Casey Huang's Project Management Journey

Casey is leading a team of students to implement a new game app for a school competition. She is using Taskly to communicate with her teammates by organizing tasks, messages, and timelines. Her goal is to keep her team members well informed and updated with the project status in order to work efficiently to finish the game by the project deadline.



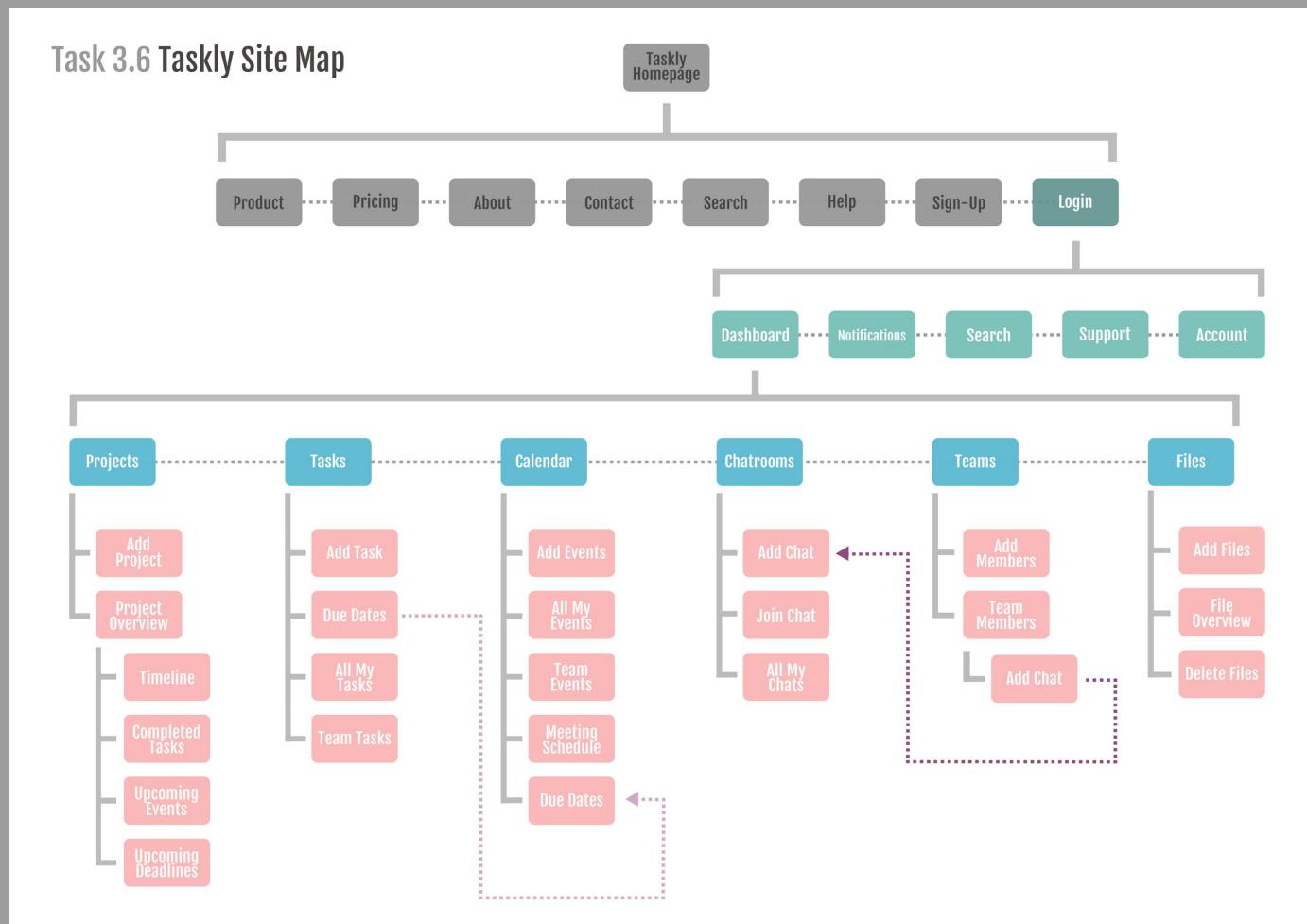
# Card Sorts

After the initial phases of user research, understanding competitors, and developing an MVP, I wrote a list of features for Taskly and had 5 users help sort the flow of information that would make the most sense. This card sort activity was to help me create an information hierarchy that would seem intuitive to users.



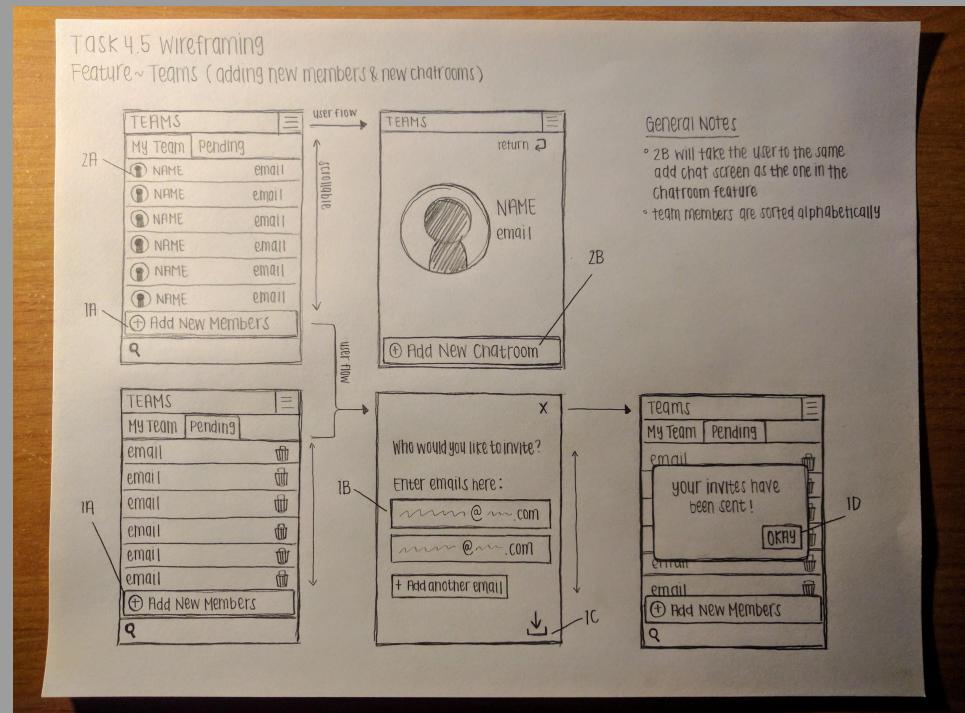
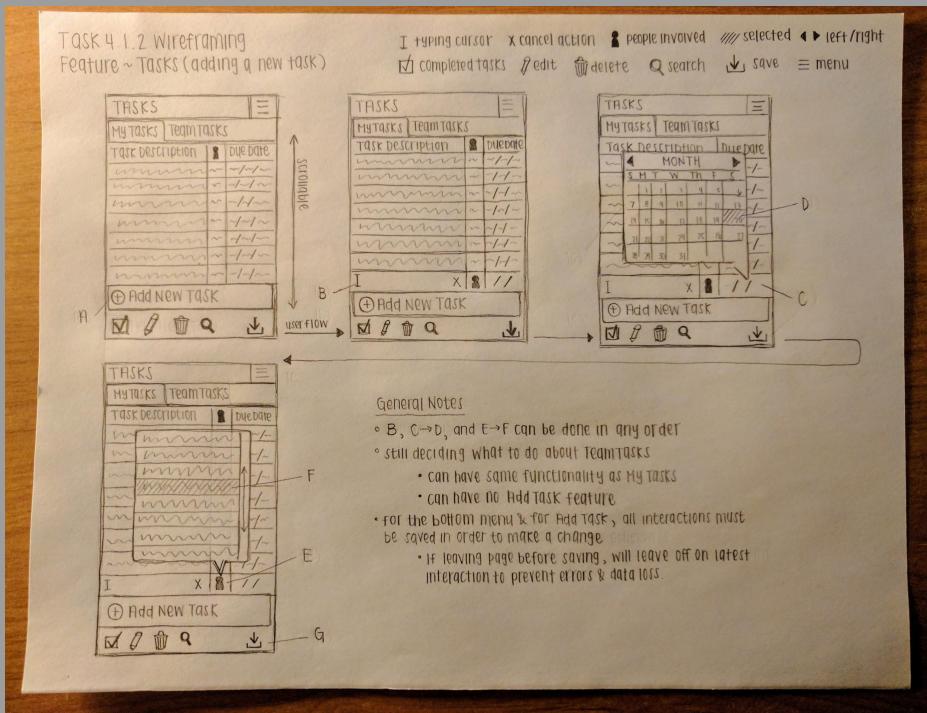
# Site Map

With the card sorting information, I was able to create a sitemap of how user interactions would flow.



# Paper Prototypes

With pencil and paper in hand, I was ready to quickly flesh out the designs for each feature in low-fidelity. The paper prototypes were made with a responsive mobile-first approach so users can access Taskly with any device. With respect to the business side, it would also save more time and cost initially before a full client base and more thorough testing has been done.



# Wireframes

After creating my paper prototypes, I was able to move onto creating wireframes for mobile, tablet, and desktop features of Taskly.



# Work in Progress

Right now, I'm creating interactive prototypes using Invision for user testing later on. Stay tuned for more!

