

# 25 hours

+

A mobile app  
design process book



## Introduction

Creating a great user experience is hard work. With so many unknown variables and considerations that have to be made, it is unlikely that one could create a great user experience on their first try.

One strategy that proves to be more effective than anything else in creating a great user experience is user-centered design. By starting with the users' desires and needs and refining the product through rounds of user feedback during the design process, many of the assumptions are removed, leaving you with a product that users can easily use and enjoy.

## The Brief

In the Spring of 2018 I was prompted by my User Experience and User Interface Design instructor to design a new mobile application using a user-centered design process.

For some time I desired an application to budget and manage my time much like I budget my money. I had tried a few options but they were always either too inflexible, too much of a hassle, or hard-to-use and buggy. As a result, I decided to design a new time budgeting app that I would actually like to use.



## Product Objectives

The major objective of the application, 25Hours+, was to *provide users with increased insight about how they spent their time*. This would allow them to make informed, conscious decisions about how to use their time to accomplish things that mattered to them.

Important considerations early in the process included ensuring the application was not judgemental.

Activities that might be a waste of time to one person are important to another. The application should only care that the activities match the user's priorities.

Another important consideration was that the app provided a greater benefit to users than the cost of precisely tracking and inputting their activities.

## Functional Requirements Specification

After defining the product objectives I moved to the "scope plane" and defined the practical functions the application must enable users to do. Major ones were:

- Allows users the ability to create categories for their activities
- Allows users the ability to divide their 168 weekly available hours up by moving 15 minute blocks into the different categories
- Allows users to track time spent on activities throughout their day
- Allows users the flexibility to easily update their budget as necessary

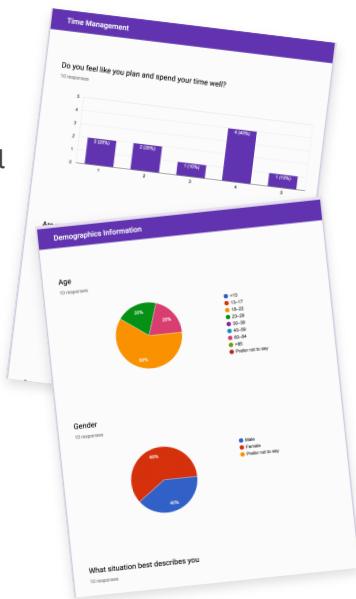


## User Research

Gaining feedback from others about their interest level in an app like this, their experience level with similar products, and their concerns about using an app like this were critical in the ultimate success of this app.

I created a survey using Google Forms and distributed it to a variety of people, mostly college students, but also highschoolers, recent college graduates, middle-aged individuals, and the elderly.

The survey had 4 sections: Demographic Information, Time Management, Tools Used, and App Proposal. Overall there were 20 questions.



## Key Findings

1. Most people wish there was more time in a day to accomplish more.
2. Generally, most people do not spend time weekly working toward life goals.
3. Almost everyone uses a calendar application, a small minority uses to-do lists or project management applications, half uses a physical planner, and nobody uses time-tracking software.
4. Users were concerned about the amount of work it would take to track their time, the ease of use, and the stress of an inflexible schedule.
5. Half of users said they would use the app, 40% said maybe, and 10% said they would not.

*There seemed to be a need and desire for such an app, and users were used to using some productivity tools, but the challenges of making tracking easy would have to be overcome if users were to actually use the app.*

# STRATEGY | SCOPE | STRUCTURE | SKELETON | SURFACE

What would success look like: User has a better understanding of where their time is going and feel like they are spending their time more effectively. Should be incredibly quick to do the fewer clicks, the better.



Dashboard Reports Settings



	16:00	17:00	18:00	19:00
Activity A				
Activity B				
Activity C				
Activity D				

Rolling times  
Showing how  
much time  
is left  
in the  
week

7x 1h

	Budgeted	Available
Fitness	3h 30m	1h 30m
Eating	8h 45m	3h 15m

Track Button  
Click here to  
begin tracking  
time for this  
category

	more time	order category	calendar switcher
	Add time record (retroactively)	3:30am	3:30am

3, 30 or 3:30 or 3h30M or 3:30



A long press could allow the user to add multiple budgets simultaneously.



Time Tracking Button

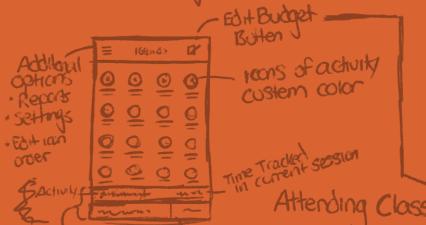
Time Budgeted - Time Spent

Button color could reflect budget status.

E.g. A Red button would mean that the budget has been exceeded.

Gray would mean all the budgeted time has been spent.

Green would be good.



Example of multiple tasks being tracked at once.

Bar represents Time Tracked / Time budgeted.

When bar is empty... time tracked > time budget

When bar full... No time tracked for that task!



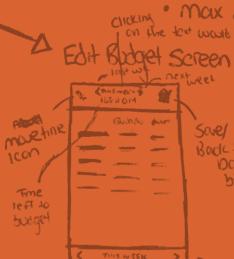
At the bottom of the list there should be new category

Link

Currently tracking bar.

Should be able to track multiple things at once (e.g. "Eating" and "Spending-time With Friends")

max of 4 (?) concurrent-timers?



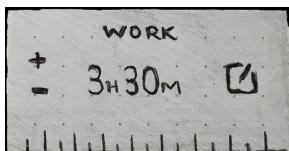
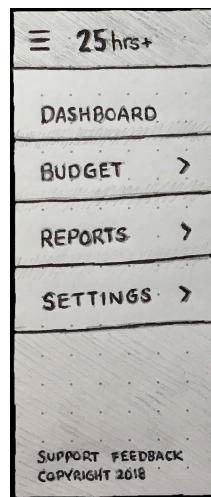
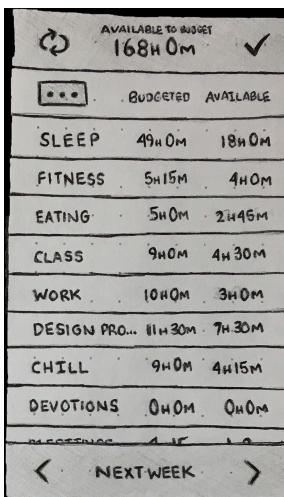
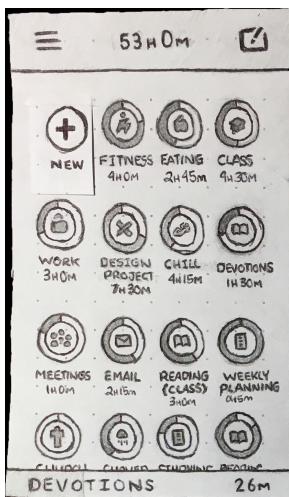
maybe move the link sidebar down here.

One timer always has to be going no matter what... even if it is a "uncategorized" one.

## Paper Prototypes

After taking the feedback from the survey into account and making some updates to my product functional requirements specification, I created some paper prototypes.

Hand drawn sketches like these are much quicker to create than creating digital wireframes or mockups, so I can iterate faster. Additionally, the hand drawn nature communicates that the design isn't finished and that I am open to changes, which comes in handy when I user test the wireframes.



Left to Right: Dashboard Screen, Budgeting Screen, Offscreen Navigation Panel, Budget Edit Drawer

# User Testing Protocol

Prompt	Intended Response
Before you is a representation of the home screen of a smartphone. Can you please find and open the 25Hours+ App?	Clicks on the app icon that looks like a clock and has the numbers 25 listed.
Can you please describe what you are looking at and explain the possible things you might be able to do from this screen.	Explains that each of the circles are buttons that will start a timer for a different activity. Will note the ability to scroll through the list of timers. Will note the time at the top of the screen, the two buttons, and will be able to explain what the buttons likely do. Will also note the bar with "Devotions" at the bottom and will explain that this is the activity that is currently being tracked.
How would you go about starting a new timer?	Clicks on one of the activity timer buttons.
What if the activity that you wanted to start a time for hadn't previously been entered into the app? What would you do?	Clicks on the new button.
What would you expect to happen now that you clicked the "New" button?	Explain what they think would happen. (Eg. Does it ask for a title right away or does it start tracking an "unnamed category"
How might you go about editing the budgeted amounts for the activities.	Click the edit icon on the top right. Click an activity row. Use the + icons or the drag interaction to change the budget time.
How might you go about viewing the activity log for a specific activity.	Click the edit icon on the activity budget panel.
How might you switch to next week's budget?	Click the right arrow icon on the bottom bar on the budget screen.
Let's say a meeting ran longer than you expected and that category is now running a deficit. How would you move time from another category to cover the deficit in the meetings category?	Click the move icon in the upper left on the budget screen. Explain how they would choose the category to move time from and the category to move time to.
How would you go about reordering the activities on the dashboard/time trackers screen?	Click the "... icon on the budget screen, click an edit option, and then drag the rows on the budget screen into the proper order.
How would you change the settings?	Click the hamburger icon and then choose "Settings."

Thanks for helping me out with this project. I am creating an app that will allow users to easily budget and track their time so they can take better advantage of their time and ensure they are spending it on their priorities. I will be showing you some paper mockups of what the app might look like and will be asking you to walk me through how you would accomplish certain tasks in the app. I will be making some changes to the paper mockups throughout the session in reaction to your interaction with the mockups.

Know that you can't really make any "mistakes" or fail the test; I'm testing the mockups—not you. Try to talk out loud and explain what you're thinking and doing while attempting the tasks as much as possible. The data collected will help me to refine the mockups and ultimately provide a better, more usable and delightful design.

This session will not be recorded in any way other than my written notes, and the data collected from this session will remain completely anonymous. If at any time you wish to stop the session, please feel free to do so. Do you have any questions before we begin?

## User Testing the Paper Prototypes

The paper prototypes were tested with five different users to see how well they reacted to and understood the layout of the wireframes.

I first explained the purpose and procedure of the session, indicating that they couldn't make any mistakes and asking them to speak their thoughts out loud throughout the entire process. Then I started asking them to complete certain tasks and talk through what they were doing and thinking.

## Summary of Results

Overall, it seemed like the mockups were well understood by users. A few usability issues did occur, however, which included:

- Some users at first thought that the edit icon for the budget in the top right was the button to add a new category
- Users did not understand what the move time icon meant
- Users had difficulty locating the logs of tracked activity
- Users did not immediately understand what the time on the top of the dashboard referred to

## Post-Test Revisions

Based on the feedback from the users tests I realized I had to make the icons more clear or replace them with text labels. I also had to add a text description to the countdown at the top.

# 25Hours+

BY NATHAN ALBRECHT

## OVERVIEW



**Jonathan is the embodiment of the brand personality. He is friendly and helpful, professional, and hard-working.**

Jonathan is the kind of person who always has a smile on his face and puts a smile on others'. He naturally makes people feel comfortable when they're around him, and he is always willing to lend a helping hand. He likes to have fun and share witty puns, but he also knows when it's time to get to work. Jonathan is professional with his clients and coworkers: he wears a "nice casual" outfit and speaks confidently but without coming across as arrogant. He works hard to do everything with excellence and likes to try new things.

## BRAND TRAITS

**Confident but not arrogant**  
**Funny but not crude**  
**Professional but not corporate**  
**Energetic but not over-the-top**  
**Determined but not domineering**  
**Kind but not dishonest**  
**Serious but not dour**



## COPY EXAMPLES

"New week, new budget... time to budget for next week!"

"Oops! One timer must always be tracking. Time never stops so never can we-select another timer to switch tasks."

"Your privacy is important to us. You're never obligated to create an account or store your data on our servers. If you do create an account, rest assured that your data is protected with industry standard encryption."

"Does this activity have a name?"

"Don't worry, bad weeks happen to us all... time to start fresh."

## VOICE

The voice of 25Hours+ is friendly and human. A conversation between 25Hours+ and a user should sound like a friends reuniting for the first time in awhile: happy, upbeat, humorous, and caring. Just as the two friends have grown up while being apart and are well past their "frat bro" days, so should the 25Hours+ voice be humourous but not immature.

The voice used is not corporate: distant, ambiguous, larger-than-life, and filtered through legal services. The voice is casual ("Hey There!" is appropriate), but it is not unrefined ("Wats up? is not ok"). Only language that your mom would approve of should be used: no "casual profanity."

Contractions are used because real humans use contractions when they speak casually. 25Hours+'s personality shouldn't get in the way of busy users. Like a good conversation, 25Hours+'s voice should be a small ray of sunshine in users' days.

## ENGAGEMENT METHODS

- Anticipation:** Friendly, humorous encouragement and reminder notifications throughout the week
- Rewards:** Progress Indicator on setup and Achievement Badges that are awarded based on your progress toward your goals and how closely you followed your budget.
- Surprise and Delight:** Interesting and fun animations.

# App Persona

In *Designing for Emotion*, Aaron Walter recommends creating a persona for the application itself. This helps put a face on the application that you can refer back to when trying to infuse personality into the application.

**25Hours+**

BY NATHAN ALBRECHT

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**PERSONALITY MAP**



**VOICE**

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# Style Tiles

I created two style tiles to represent two different directions for visual aesthetics of the application.

**Style Tile A** is a more subdued approach with circa-2012 skeuomorphic design elements.

**Style Tile B** is a high energy, bright, modern and trendy look with bold, vibrant gradients.

Wordmark based on Gilam Black

Brand Orange / Emphasis - #D96432

Primary - #C77A4E

Success - #84C5AF

Error - #C5674E

Accent 1 - #2CAFCA

Accent 2 - #FEDA57

Neutral Dark  
#404147

Neutral Dark Grey  
#92949C

Neutral Light Grey  
#DEDFE3

Neutral White  
#F7F8FA

Subtle Texture

## Heading 1: Your Mission Control

25Hours+ helps users plan their week and budget their time so they can spend their time on their *true priorities* and work towards **accomplishing** their goals.

### HEADING 2: FEATURES

- Regain control of your life
- Focus your time on your priorities
- See where your time is truly going
- Find new times for those "one day" passions

Primary Button

Secondary Button

Positive Action Button

Negative Action Button

User Interface Micro Copy  
User Interface Micro Copy

Dark User Interface  
*Carbon Footprint Calculator by Manasee*

Micro Copy 1  
Micro Copy 2

Non-Flat User Interface  
*Settings by Matt Crest*

H1: Gilroy Extra Bold, H2: Point Semi Bold  
Paragraph: Servek Regular  
Micro Copy: Point Semi Bold, Light

Friendly but Focused  
*Calcbot by Tapbots*



Wordmark based on Gilam Black



Brand Orange / Emphasis - #D96432



Primary - #C77A4E



Success - #84C5AF



Error - #C5674E



Accent 1 - #2CAFCA



Accent 2 - #FEDA57



Neutral Dark  
#404147



Neutral White  
#F7F8FA



Primary Gradient

## Heading 1: Your Mission Control

25Hours+ helps users plan their week and **budget** their time so they can spend their time on their *true priorities* and work towards accomplishing their goals.

### Heading 2: Features

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- Focus your time on your priorities
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- Find new times for those "one day" passions

Primary Button

Secondary Button

Positive Action Button

Negative Action Button



Highly Saturated Gradients  
*Carbon Footprint Calculator by Manasee*

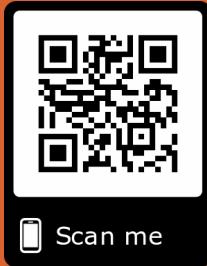


Vivid Colors and Minimal Shadows  
*Indie by JONES&CO*



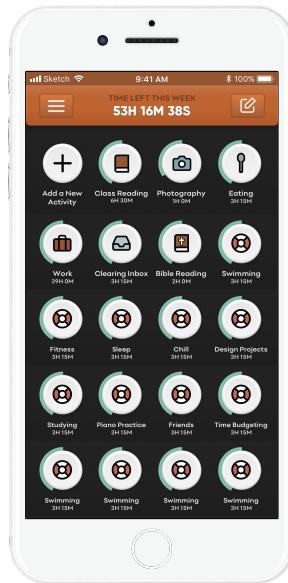
Minimalistic  
*Fitness App by Jatin Lathiya*

View the finished prototype at  
<https://invis.io/48HU3PZZXJ6>

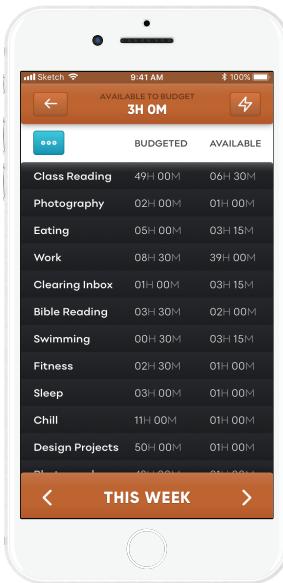


## Final Design Comps

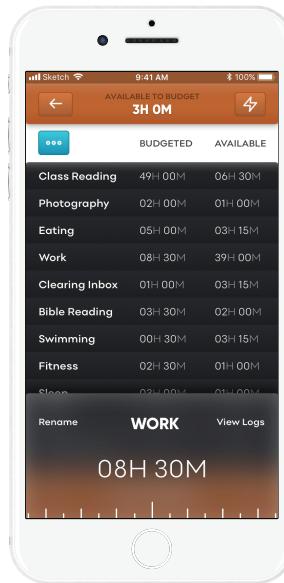
Lastly, I created the final design comps by applying the aesthetic from my chosen style tile to the revised layout from the paper prototypes. After I had created the design comps in Sketch I imported them into InVision and created a digital prototype.



Dashboard Screen



Budget Screen



Edit Budget Drawer

**Created by Nathan Albrecht**