

ShiftSwift Scheduling App Design

Anne Marie Robson

Project overview



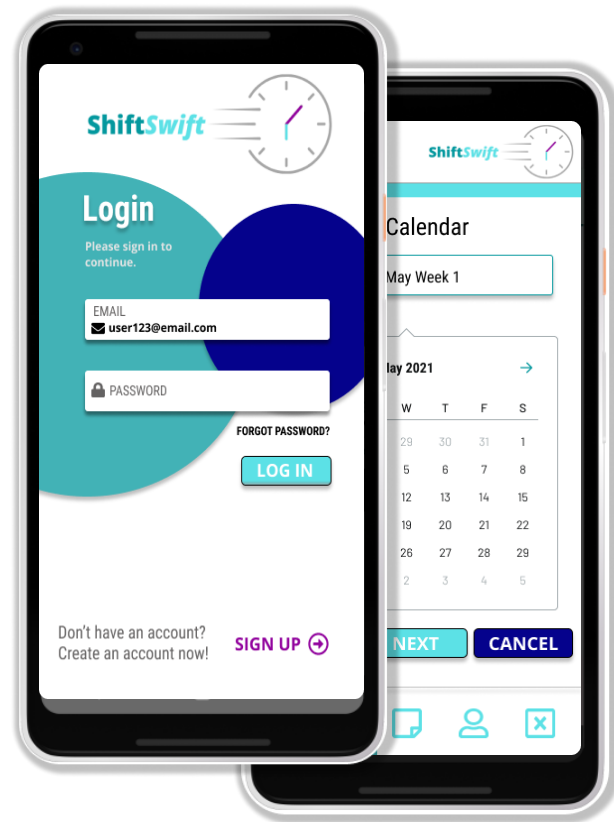
The product:

ShiftSwift is a fictional work scheduling company catering to companies who operate through shiftwork in the entertainment, hospitality, restaurant, and retail industries. It targets business owners, managers, and employees who would like the ability to manage work schedules, time-off requests, and shift swaps in one place through an easy-to-use mobile app.



Project duration:

Insert the time that you worked on this design project - e.g., Month Year to Month Year



Project overview



The problem:

Busy business owners need an easy, manageable way to create work schedules and quickly notify employees of any changes to their shifts.



The goal:

Design an app that allows users to easily create and edit work calendars and send real-time push notifications to scheduled workers.

Project overview



My role:

UX designer and researcher designing an app for ShiftSwift from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was small business owners or managers who need a quick and easy way to schedule work shifts.

This user group confirmed initial assumptions about ShiftSwift's target market of business owners. However, the research also revealed the need to communicate new schedules or shift changes in real-time to affected employees.

User research: pain points

1

Time

Small business owners are often juggling multiple tasks and are pressed for time in creating a work schedule for employees.

2

Communication

Small business owners need a quick and simple way to communicate schedule changes and time-off approvals to multiple employees.

3

Accessibility

Many scheduling platforms are difficult to navigate and not accessible to users with various impairments.

Persona: Hazel

Problem statement:

Hazel is a dance studio owner who needs an easy way to schedule her instructors/staff because she needs to ensure she has adequate staffing for offered classes.



Hazel

Age: 47

Education: Management degree

Hometown: Orlando, Florida

Family: Divorced, 2 children

Occupation: Dance studio owner

"I'm a working parent and business owner, juggling the schedules of my kids and multiple employees. I need an easy and reliable way to create and communicate their work schedule and any changes."

Goals

- To be accommodating to her employees and ensure she has enough coverage for dance courses offered each week.

Frustrations

- "If one of my kids is sick or another instructor calls out, I don't have any way to quickly replace them and have to cancel classes."

Hazel is a wife, mother of 2 teenagers, and owner of The Beat, a dance studio in Orlando, Florida. She teaches four dance classes per week and employs five other instructors. As a business owner and working parent, she has her hands full managing employee work/class schedules, her daughter's band rehearsals, her son's soccer practice, and PTO meetings. She needs an easy way to create a work schedule for her employees and communicate out any last-minute changes quickly.

User journey map

Mapping Hazel's user journey revealed how helpful it would be for users to have an app that serves as a central location for managing all scheduling tasks.

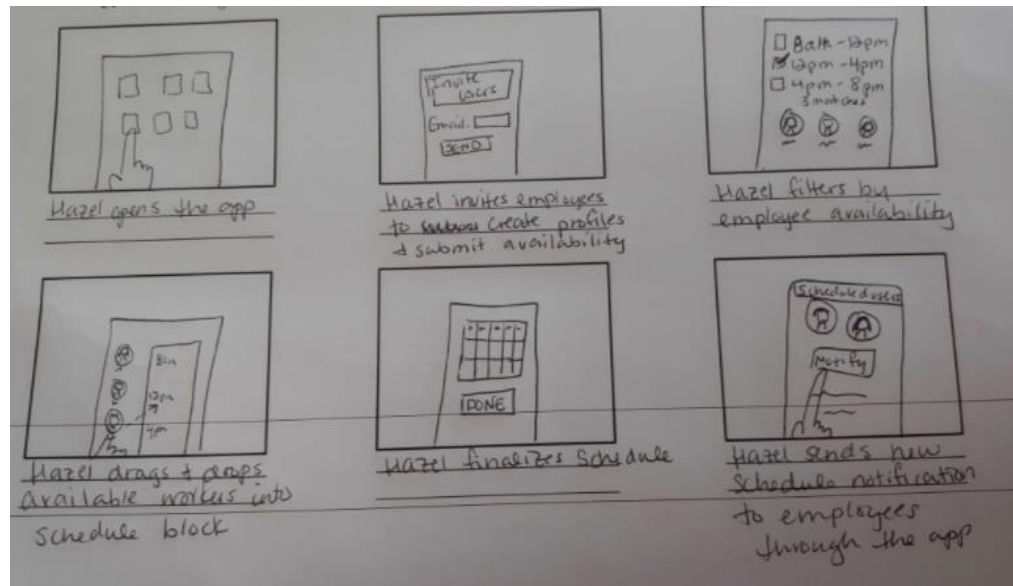
Persona: Hazel

Goal: An easy way to update work schedule and communicate changes to staff

ACTION	Check Dance Class Schedule	Check Staff Availability	Assign Staff Schedule	Notify Staff of New Schedule Release	Make Changes to Schedule
TASK LIST	Tasks A. View dance class calendar	Tasks A. View staff time-off requests B. View available hours for staff members	Tasks A. Determine which staff members can be scheduled for each day/class B. Assign shifts to available staff	Tasks A. Notify staff that new schedule is available B. Receive any notice from staff who need to make scheduling changes	Tasks A. Allow staff members to swap shifts B. Confirm desired schedule changes C. Apply changes to schedule D. Notify staff that there are changes to the schedule
FEELING ADJECTIVE	User emotions Overwhelmed by the number of classes and scheduling tasks she has to manage	User emotions Overwhelmed by managing/keeping track of the availability and hours of each staff member	User emotions Anxious about having to make schedules work with different availability for the staff	User emotions Happy to have completed scheduling for the week Anxious that the staff members will not receive their schedule or will need to change their availability	User emotions Anxious about possibly coordinating multiple schedule changes. Frustrated by having to communicate last-minute changes to staff.
IMPROVEMENT OPPORTUNITIES	Area to improve Create a dedicated calendar management and scheduling app	Area to improve Provide search filters by staff member or by recorded staff availability Optimize app for screen reader technologies	Area to improve Provide simple click or drag-and-drop feature for adding staff to different classes/blocks on the schedule	Area to improve Provide option to push notifications to staff members' phones or other smart devices.	Area to improve Allow staff to access app for checking their schedule, updating their availability, and posting shifts to swap. Allow for push notifications to notify effected staff of modifications to their schedule.

Paper wireframes

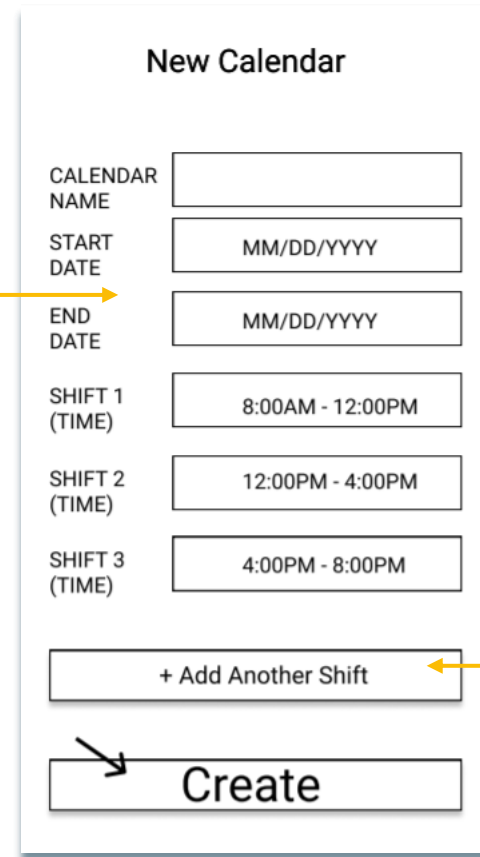
Taking the time to draft iterations of the app on paper ensured the elements that were incorporated into the digital version would be better suited to address user pain points. For the calendar creation screen, I prioritized the option to create a schedule calendar of any desired length, from a few days to a whole month or more.



Digital wireframes

As the initial design phase continued, I incorporated feedback and findings from user research into the base designs.

Clear demonstration of proper date formatting, ability to manually input desired time window regardless of length



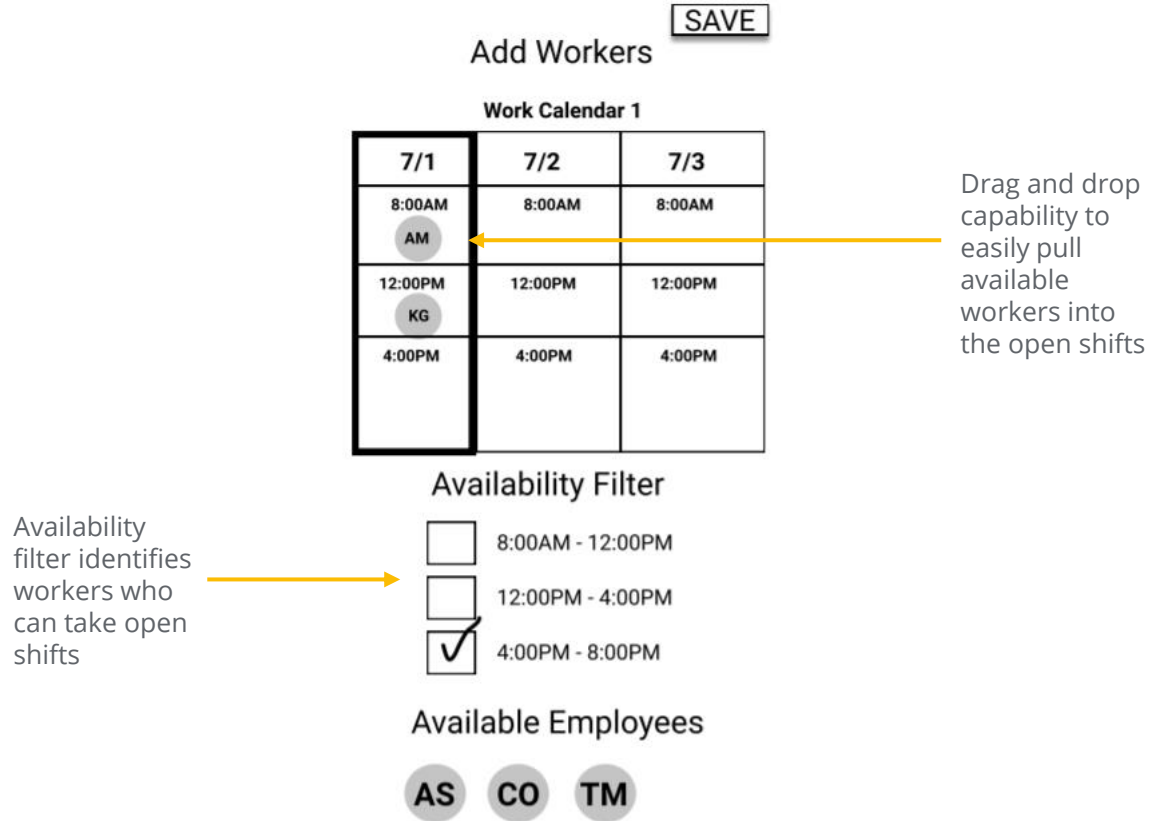
The wireframe shows a 'New Calendar' form with the following fields and annotations:

- CALENDAR NAME**: A text input field.
- START DATE**: A date input field with the placeholder 'MM/DD/YYYY'. An orange arrow points to this field from the text 'ability to manually input desired time window'.
- END DATE**: A date input field with the placeholder 'MM/DD/YYYY'.
- SHIFT 1 (TIME)**: A time range input field with the placeholder '8:00AM - 12:00PM'.
- SHIFT 2 (TIME)**: A time range input field with the placeholder '12:00PM - 4:00PM'.
- SHIFT 3 (TIME)**: A time range input field with the placeholder '4:00PM - 8:00PM'.
- + Add Another Shift**: A button to add more shifts.
- Create**: A large button at the bottom. A black arrow points to it from the left.

Easy ability to add as many shifts as needed to calendar

Digital wireframes

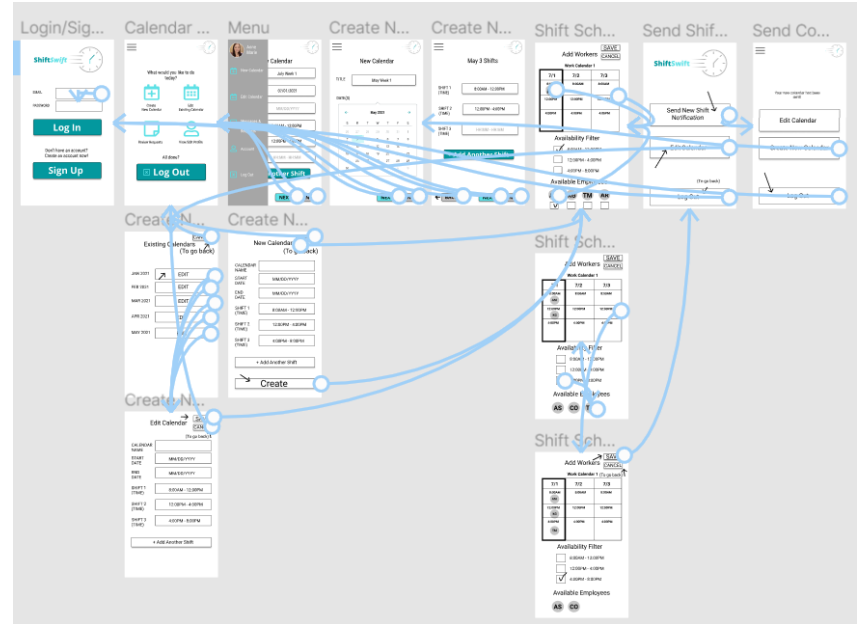
A key user need was the ability to easily identify at a glance all employees available to fill open work shifts.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. So the prototype could be used in a usability study, the primary user flow I connected was creating a calendar, scheduling a worker for a shift, and sending a push notification to the worker.

View low-fidelity [prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want an easier way to move available workers into the open shifts.
- 2 Users want a more intuitive date selection method
- 3 Users want bigger font for accessibility.

Round 2 findings

- 1 New date selection method improved calendar creation flow
- 2 The updated worker dial button method improved scheduling flow

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for customizable date fields, but after the usability studies, I refined the input method to feature a **calendar date selection input**.

Before usability studies

The early design mockup shows a 'New Calendar' screen with a 'CANCEL' button at the top right. Below the title, there is a '(To go back)' label with an arrow pointing to the 'CANCEL' button. The form contains several input fields: 'CALENDAR NAME', 'START DATE' (MM/DD/YYYY), 'END DATE' (MM/DD/YYYY), 'SHIFT 1 (TIME)' (8:00AM - 12:00PM), 'SHIFT 2 (TIME)' (12:00PM - 4:00PM), and 'SHIFT 3 (TIME)' (4:00PM - 8:00PM). At the bottom, there is a '+ Add Another Shift' button and a 'Create' button with an arrow pointing to it.

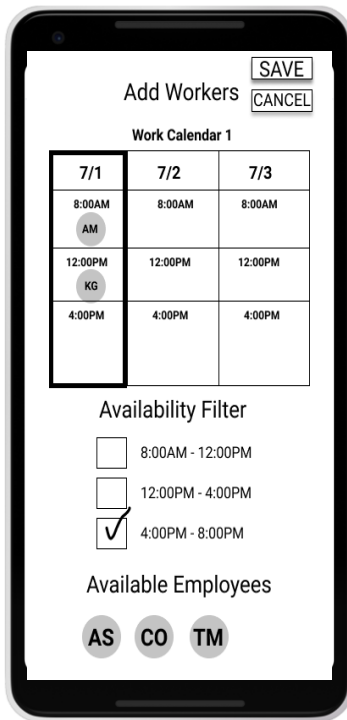
After usability studies

The refined design mockup shows a 'New Calendar' screen with a 'ShiftsSwift' logo and a clock icon at the top right. The title 'New Calendar' is centered. Below the title, there is a 'TITLE' field with the text 'May Week 1'. Below that, there is a 'DATE(S)' field with a calendar icon. The calendar shows the month of May 2021, with the date '3' highlighted. At the bottom, there are 'NEXT' and 'CANCEL' buttons. The bottom navigation bar includes icons for a calendar, a list, a document, a person, and a close button.

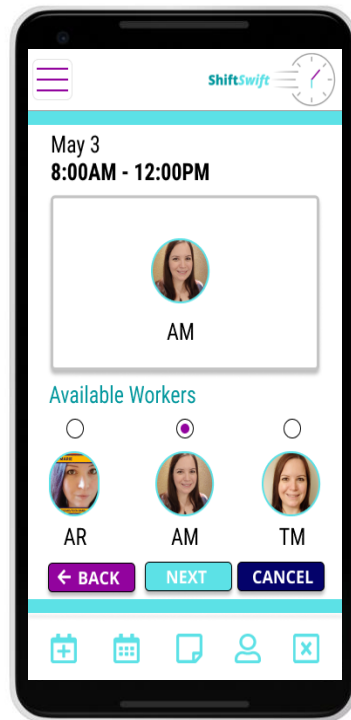
Mockups

The first usability revealed frustration with the drag-and-drop method for adding employees into the open shifts. I **simplified the schedule page to feature one days' shifts at a time** and addressed the drag-and-drop concerns by **updating the worker selection method to feature a radial button**.

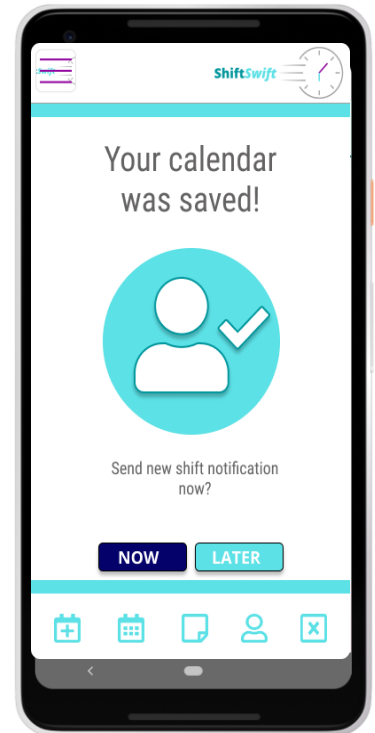
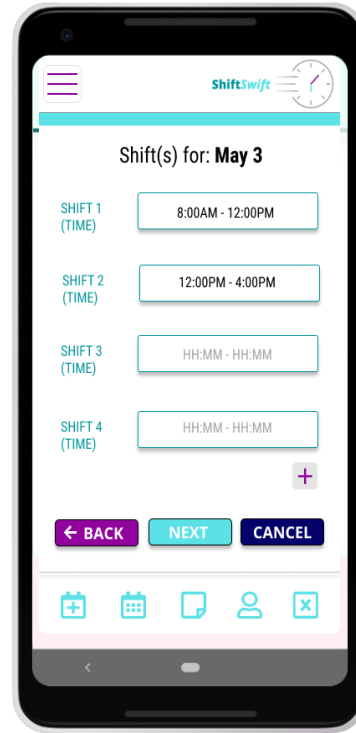
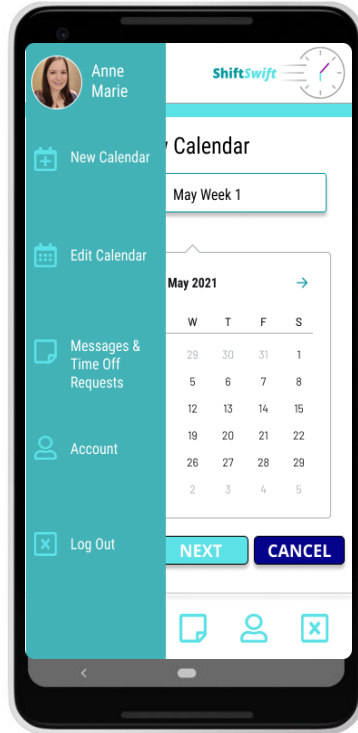
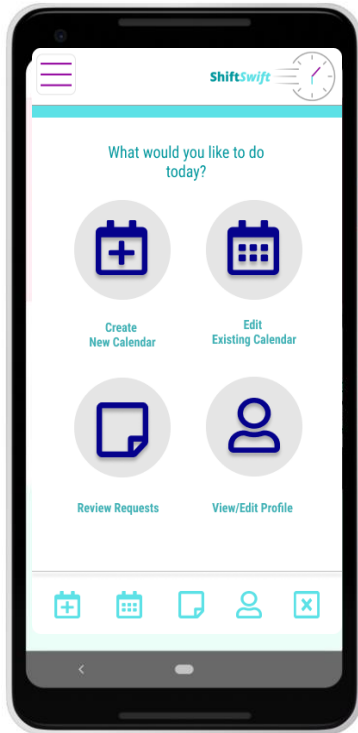
Before usability studies



After usability studies



Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for creating a calendar and scheduling workers. It also met user needs to send a push notification in real-time to a scheduled worker.

View the [high-fidelity prototype](#)



Accessibility considerations

1

Enlarged font per user feedback to make all screens easier to read.

2

Used icons to help make navigation easier.

3

Used employee images in addition to their usernames (initials) to make them easier to identify.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like ShiftSwift cares about making their scheduling experience easier.

One quote from peer feedback:

"This app allows me to accomplish so much in one place! I would consider using it to create my work calendars in the future."



What I learned:

While designing the Zia's Pizza app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct more user research to determine any new areas of need.

2

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

3

Further refine the high-fidelity prototype and mockups to address and additional pain points revealed in additional usability study.

Let's connect!



Thank you for your time reviewing my work on the ShiftSwift app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!