

Mark Abramov and Jazmyn Fuller Present...

OnTrack

Not just another task management app





What is OnTrack?

OnTrack is an app for students looking to increase their daily focus and drive by making their productivity more tangible, inspired by the Agile project management framework engineers use to address complex problems.

By helping students keep track of their completed and desired accomplishments, this app helps students maintain high morale, motivation, and work-life balance

User Research: Key Insights






Students need a way to stay focused and motivated but lack tangible feedback on the effectiveness of their work

College students say:

- “**Results** would keep me motivated.”
- “**Visually seeing the progress** of my efforts would help me maintain motivation.”
- “**Understanding what my mistakes are** helps me feel more motivated.”
- “I would learn better if my assignments were **more interactive**.”
- “I have trouble ***maintaining my motivation***.”
- “I feel **insecure** in my experience and accomplishments.”
- “I would be **willing to do hard work** if I saw the opportunity of it paying off.”
- “It’s **hard to keep myself motivated** to study.”



Students need to manage their time but don't feel confident that they are scheduling their tasks correctly

College students say:

- “I don't have a lot of foresight. My main challenge is myself because I **procrastinate**.”
- “I'm lazy and should be more on top of my work, so **I'm behind** compared to those who are doing well.”
- “I really wish I was taught **time management** earlier in life.”
- “I barely have time to meal prep. I used to exercise, but now **there's just not enough time**.”
- “The pressure of school work and grades is a constant stress on my life. I can never truly relax because of **impending deadlines**.”
- “I wish I had better time management and scheduling. **I spend way too much time on school**.”
- “I would neglect self-care when I started college because I didn't **realize I had to set aside time** for that.”
- “I keep post-its on my computer to organize myself, but I'm **looking for new ways** to do that”

Secondary Research:

Agile Project Management





In addition to primary research with students, we performed secondary research on how professionals in the tech industry deal with the same issues.

We focused in on **scrum**, a set of practices used in agile project management that emphasizes daily communication and the flexible reassessment of plans that are carried out in short, iterative phases of work.



10 KEY BENEFITS OF SCRUM

by Mark C. Layton

1. Better quality
2. Decreased time to market
3. Increased return on investment
4. Higher customer satisfaction
5. Higher team morale
6. Increased collaboration and ownership
7. More relevant metrics
8. Improved visibility and exposure
9. Increased project control
10. Reduced risk

Excerpted from the book *Scrum for Dummies* by Mark C. Layton



Key Insights on Scrum Project Management

“Focusing on sustainable work practices and cadence ensures that people don’t burn out from stress or overwork.”

“On scrum projects, metrics are more relevant because those who will be doing the work, and no one else, provide effort estimates for project requirements.”

“Timelines and budgets are based on each development team’s actual performance and capabilities. Using relative estimates, rather than hours or days, tailors estimated effort to an individual development team’s knowledge and capabilities.”

Excerpted from the book *Scrum for Dummies* by Mark C. Layton

Introducing **Richard Mackster**

He's a twenty-two year old senior undergrad student at Queens College studying Sociology and Design.

When he's not in class, he works part-time at a sports memorabilia store in his neighborhood. His technical experience is limited to software he uses for classes and conventional mobile apps such as social media.

He would like help staying motivated in his classes, as he is graduating soon and doesn't have relevant work experience yet. He would like to be able to do his work more efficiently in order to have time to work on side projects which would impress prospective employers.



Getting to know Richard



Richard has a hard time staying away from Netflix and turning in his projects on time, but he's been doing his best to stay focused.

He believes that he has it in him to be successful as a student, but he never learned how to do that exactly. There was a transition between high school and college that he wasn't prepared for.

He wants to

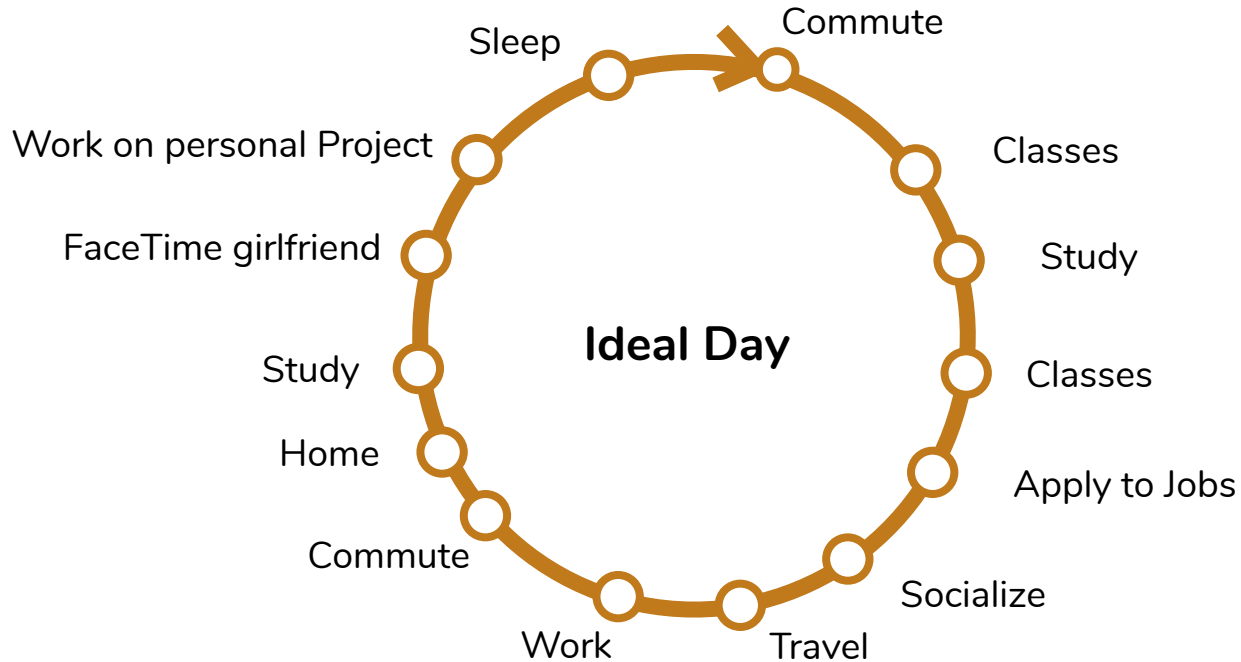
- Get stuff done fast
- Feel confident he's managing his time well
- Excel at school
- Get work experience
- Get a job for after school
- Be an impressive candidate for prospective employers
- Have free time for side projects
- Have time for social life and exercise
- Get a high-paying job for after graduation
- Have a well-formed portfolio of work
- Balance working at the store and school work
- Attend as many music festivals as possible
- See his girlfriend who lives in California

User Journey Map



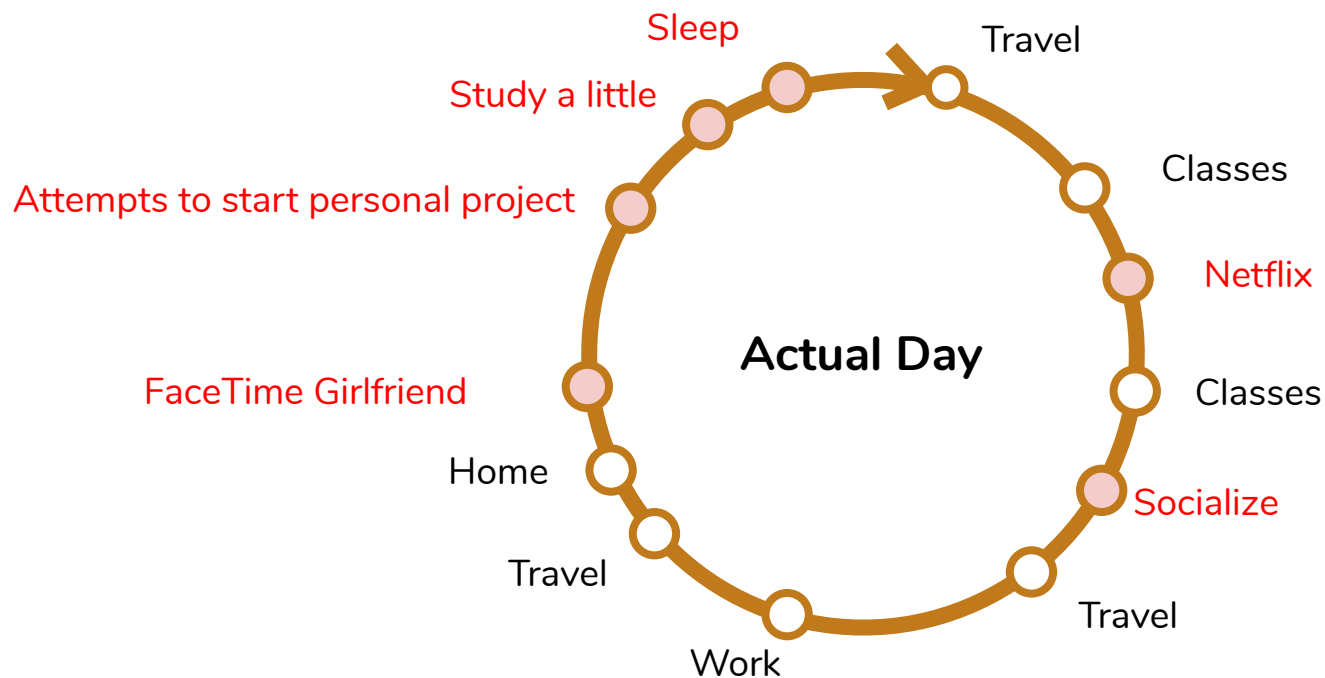


Richard's Journey





Richard's Journey





Journey Map

Discovery: Day 1

Richard hears about On Track both by word of mouth and via ads on social media

Onboarding: Day 2

He decides to download the app because they feel it can help them get a more tangible results for completing required tasks.

Onboarding: Day 2

Richard is asked to input her tasks she would like to complete on the apps Backlog. He begins to feel more organized seeing all the things he needs to get done

Onboarding: Day 2

After Richard adds the tasks, he assigns weights to them. This allows him to see the value of completing each task. He realizes he never thought about the time intensity it would take to tackle various tasks, and thinks it's a great feature.

Onboarding: Day 2

Richard selects certain things he'd like to complete in a "lap", and sets his lap to 8 days.

Using: Day 3-11

As his week progress he checks stuff off her backlog as she completes them. Every time he completes a task he gets points based on the weight he gave it. Seeing this keeps him motivated to complete more tasks to get more points



Journey Map

Using: Day 3-11

Richard notices he has more free time ever since he started using On Track and decides to add his own personal project to the Backlog.

Using: Day 3-11

He breaks down his project into smaller tasks so he can buff up his resume. He picks three small tasks and add them to his current lap.

Using: Day 11

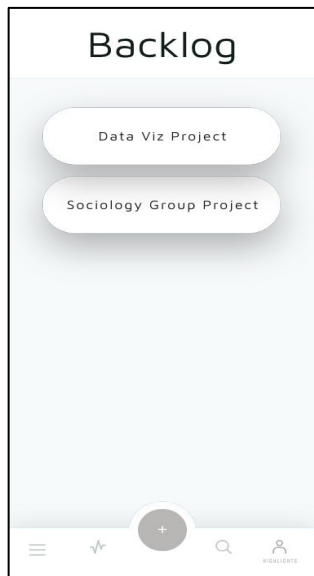
When Richard's lap ends On Track gives a review on all the tasks he completed. Richard sees where he did great and where he can improve for his next lap. Richard appreciates this feedback and feels motivated to improve in his next lap.

Maintaining: Day 11/12

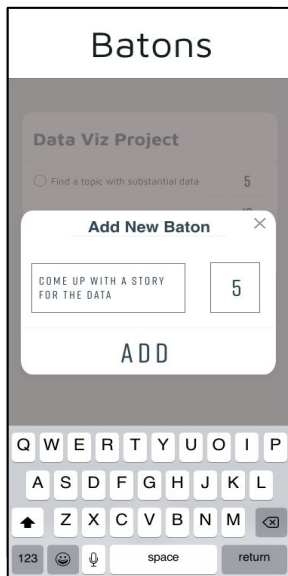
Richard repeats the process for a new week, and is determined to stay *On Track* with his responsibilities and tasks that are added to his life and schedule. He's satisfied with his productivity and recommends the app to his friends

How OnTrack Works

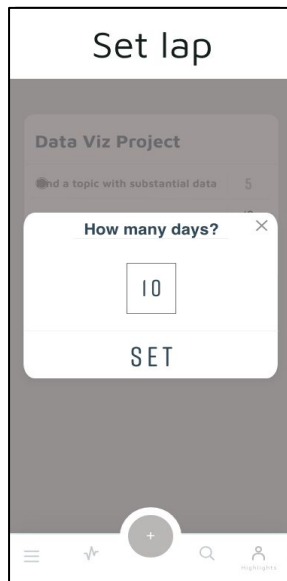




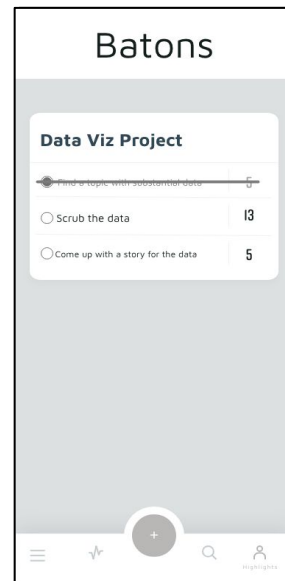
The user adds broader tasks called “**Checkpoints**” to their backlog



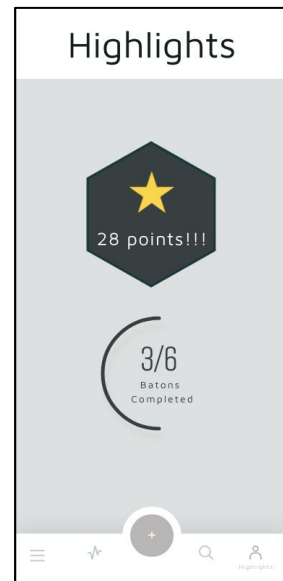
The user breaks down the Checkpoints into smaller tasks to manage called **Batons** and gives them **weights**



The user selects **Batons** to add to a **Lap**. Then sets the lap duration.



As the user completes **Batons** they checks them off, and adds new ones as they come in.



At the end of a **Lap** the user is given visuals to show a reflection of their productivity

Note: The app specifically shows what the user did well that lap, which are known as **medals**, and shows areas where they can improve, **hurdles**. This allows the user to plan accordingly, and aim for more points in their next sprint.