

*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.

I have trouble **maintaining** my motivation.

**Results** would keep me motivated.

I would learn better if my assignments were **more interactive**.

**Understanding my mistakes** helps me feel more motivated.

I would be **willing to do hard work** if I saw the opportunity of it paying off.

I feel **insecure** in my accomplishments and experience.

It's hard to **keep myself motivated** to study.

**Visually seeing the progress** of my efforts would help me maintain motivation.

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

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 can never truly relax because of **impending deadlines**.

The **pressure** of school work and grades is a constant stress on my life.

I wish I had better **time management** and scheduling.

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**.

I spend way too much time on school.

I keep post-its on my computer to organize myself, but I'm **looking for new ways** to do that.

I would neglect self-care when I started college because I didn't realize I **had to set aside time** for that.

# **Secondary Research:**

# **Agile Project Management**



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

We focused on **scrum** -- a set of practices used in agile project management that emphasizes

- **daily communication**
- **flexible reassessment of plans**
- **short, iterative phases of work.**



# KEY BENEFITS OF SCRUM

by Mark C. Layton

- Better **quality**
- Decreased **time** to market
- Higher team **morale**
- Increased **collaboration** and **ownership**
- More relevant **metrics**
- Increased project **control**





# Scrum Key Insights

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

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.

Focusing on **sustainable work practices** and cadence ensures that people don't **burn out from stress or overwork**.

# 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 and 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.

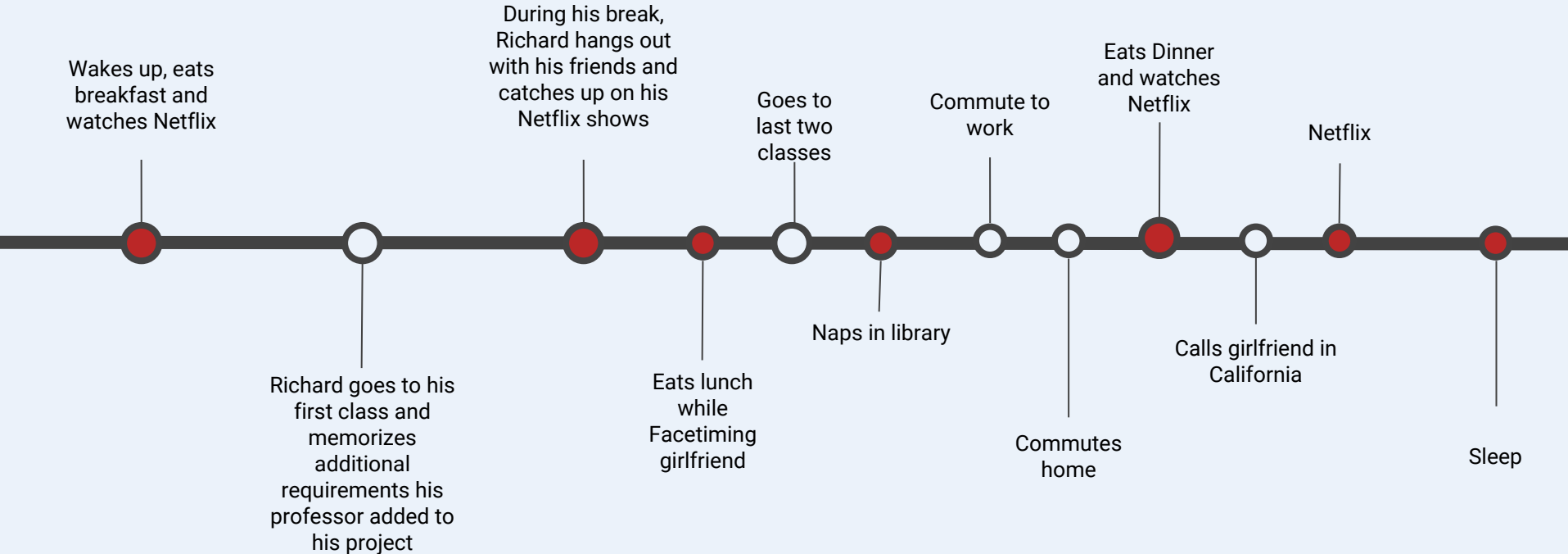
He wants to

- 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

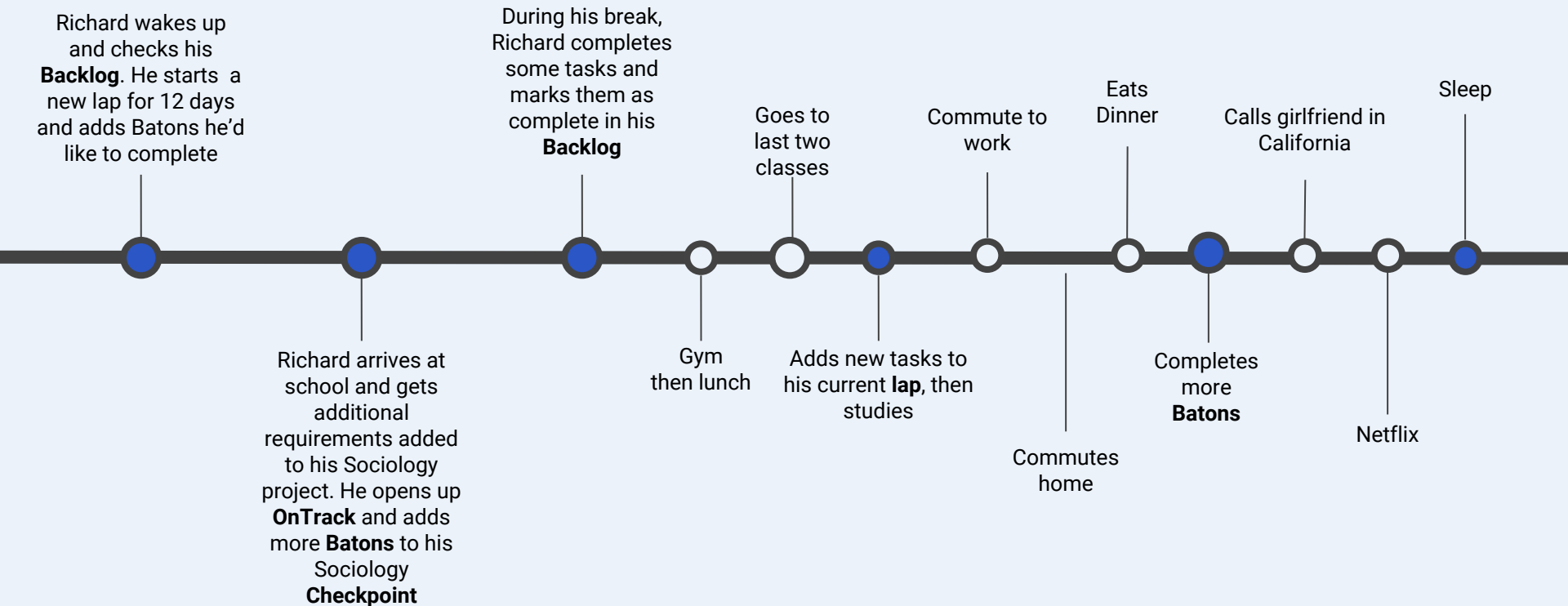
# User Journey Map



# Richard's Typical Day without OnTrack

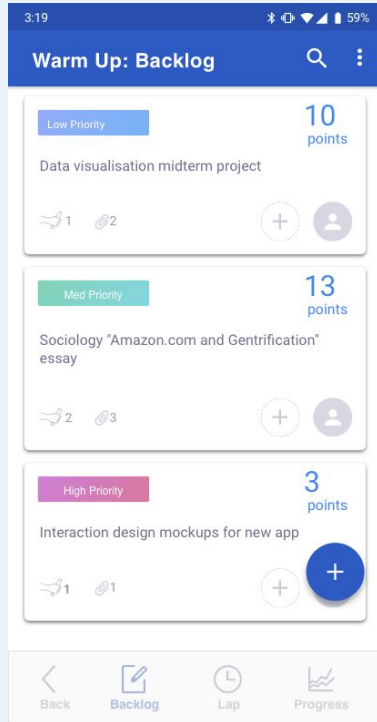


# Richard's Day with OnTrack

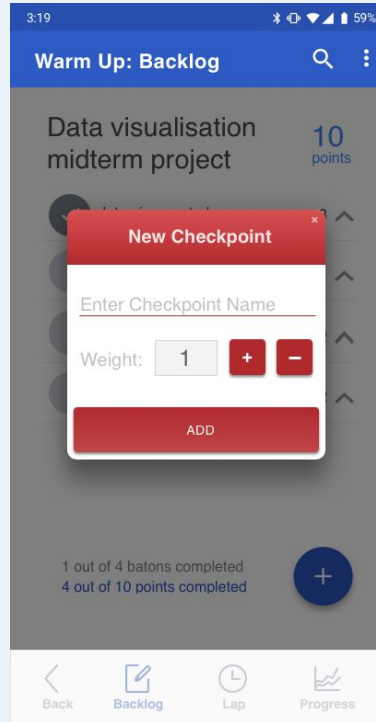


# How OnTrack Works

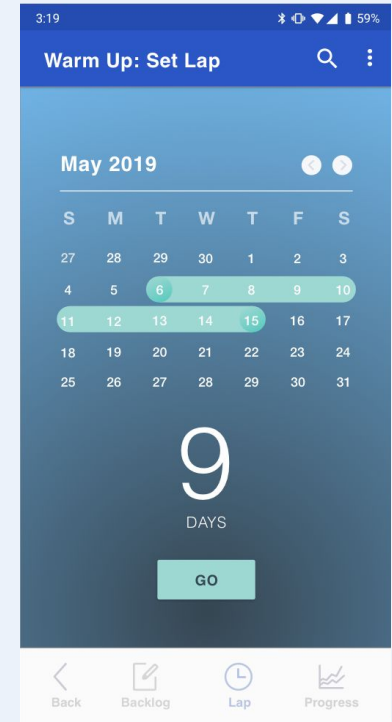




User first sees  
Their Backlog which contains  
list of tasks they want to  
complete

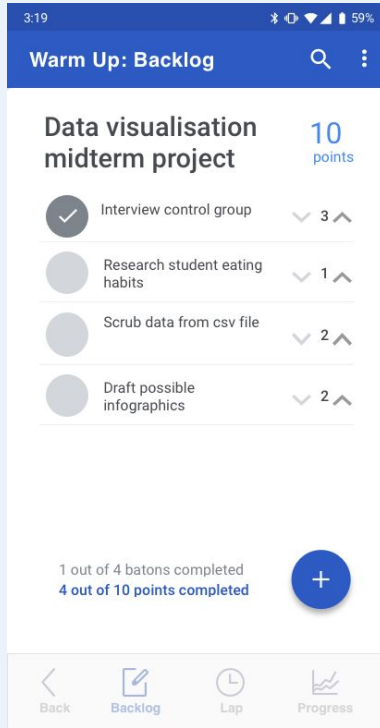


User selects "plus button" to  
add a new **Checkpoint**

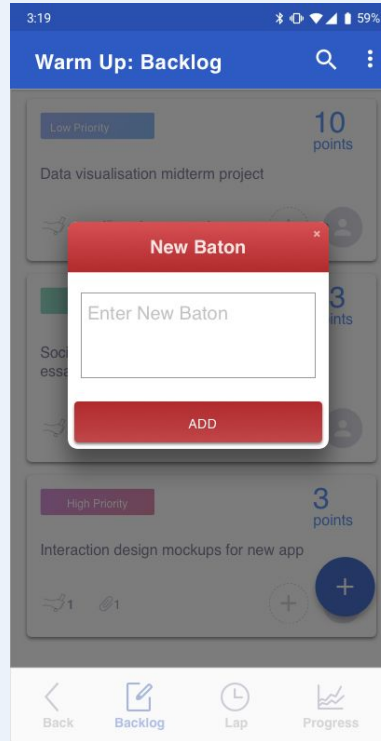


The user selects the lap icon to  
either set or edit their alap

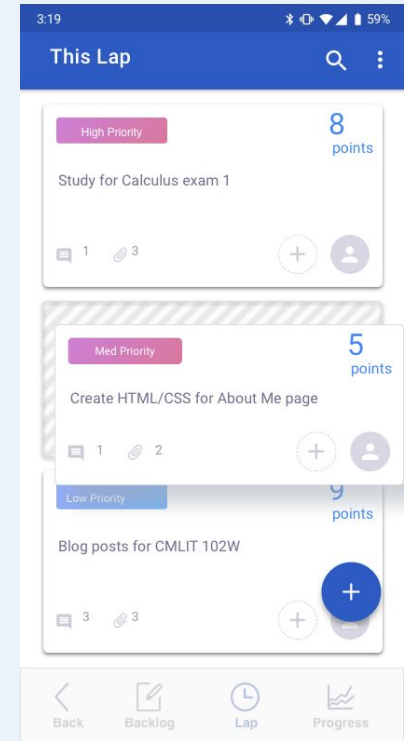




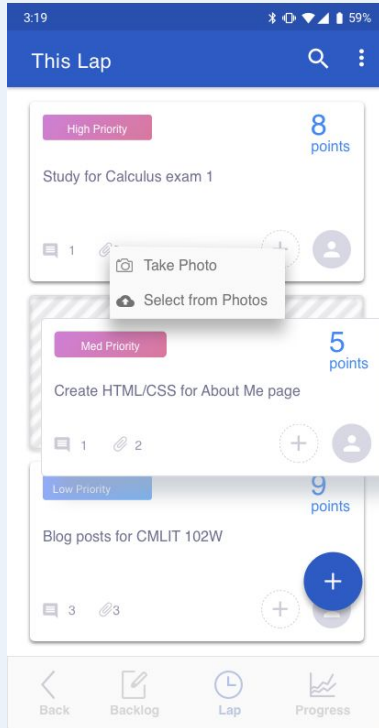
User's break down **Checkpoints** into smaller tasks called **Batons**



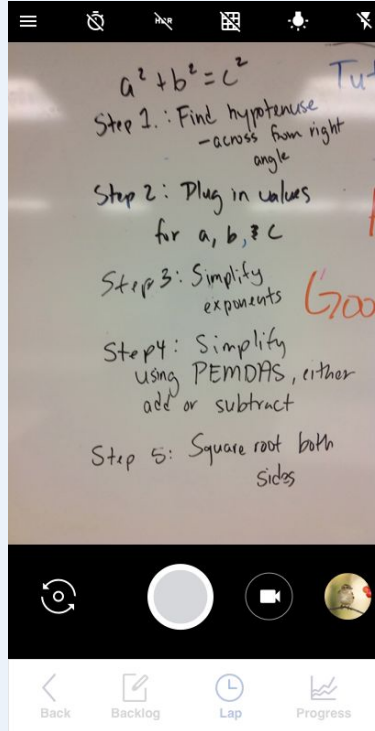
To add a new **Baton** you click the plus button



User's arrange the priority of **Batons** on their app by dragging and dropping



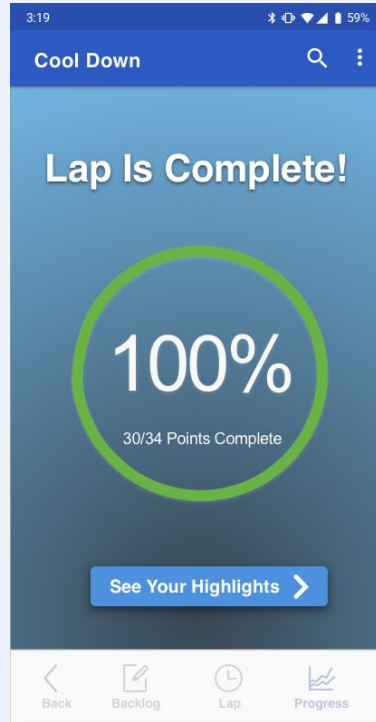
To add a photo to a **Baton** click on the paper clip



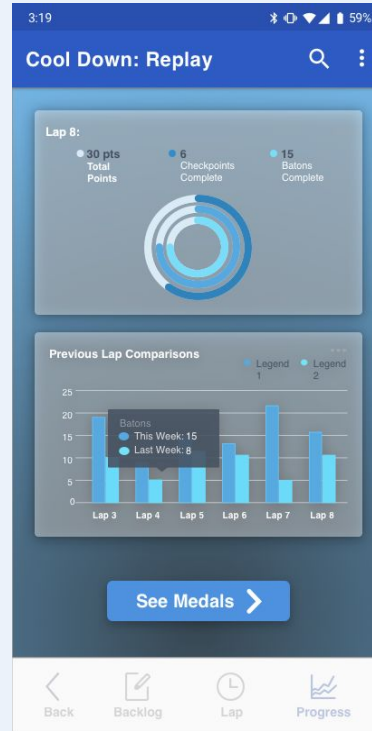
Or you can select "Take photo" to add a photo directly within the app



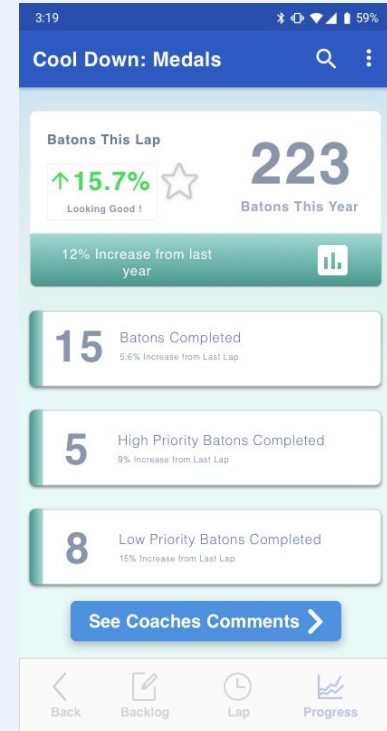
View your progress in your current **Lap**



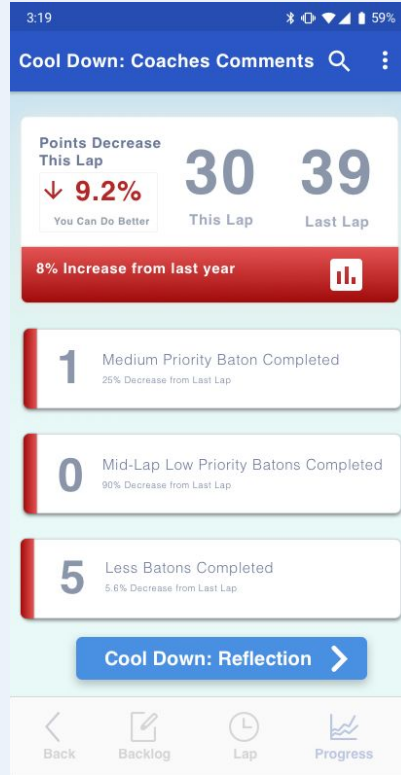
Screen that displays when all **Batons** in current lap are complete or **Lap Time** has ended



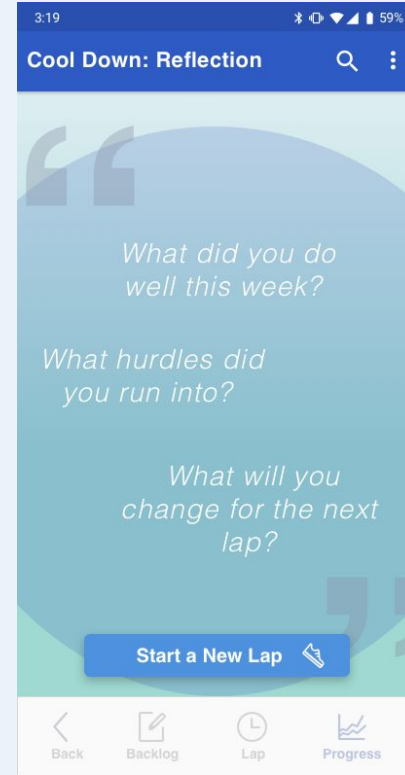
Charts of progress from current lap compared to prior ones



Review of your good practices done on current lap



Review of your bad practices  
done on current lap



Questions to think about moving  
into new **Lap**



**Thank you for checking out OnTrack!**