



REVAMPING GOOGLE CALENDAR

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About Google Calendar

Google Calendar, a robust and free time management tool, offers unparalleled scheduling convenience for professionals. Google Calendar empowers users to maintain control over their schedule. Furthermore, Google Calendar seamlessly integrates with other Google Workspace tools like Gmail and Drive, creating a unified space for managing tasks, documents, and agendas.

400-500 mn
DAU

5 billion +
play store downloads

Top 10
Google play store

USP of Google Calendar

- **Unified Workspace:** Your time, your tasks, your documents, all seamlessly connected for ultimate productivity.
- **Adapts to You:** From solo schedules to team projects, flexible views and features fit your unique workflow.
- **Always with You:** Access and manage your calendar anywhere, anytime, on any device.
- **Smarter Scheduling:** AI takes the hassle out, with auto-reminders, conflict detection, and more.
- **Collaboration Made Easy:** Share calendars, invite guests, and stay on the same page, effortlessly.

Competitor Analysis

Aspects			
User Interface	Clean, intuitive design	Familiar interface, possibly more complex	Sleek and minimalist design
Integration	Extensive with Google services and third-party apps	Integrated with Microsoft 365 suite	Seamless integration with iCloud
Collaboration and Sharing	Easy sharing and collaboration	Collaboration features with Microsoft 365	Offers sharing and collaboration options
Mobile Experience	Native apps for Android and iOS	Mobile apps available for Android and iOS, similar to desktop	Pre-installed on iOS devices, available on macOS
Productivity Features	Includes features like Goals	Offers features for task and productivity management	Limited in specific productivity features
Offline Access	Limited capabilities	Offline access through Outlook desktop app	Limited compared to web-based apps

Understanding the problem

Google Calendar is overdue for a refresh, with users facing challenges in outdated UI and limited features. Scheduling conflicts and a lack of collaboration tools are common pain points. A redesign and the introduction of features like smart scheduling and integrated task management are crucial for a more user-centric experience. Time to modernize and elevate Google Calendar's functionality.

Why to solve this issue?

Revamping Google Calendar is a win-win. Users get a more efficient tool with collaborative features, while Google benefits from increased user satisfaction and competitiveness in the market. It's about delivering a better user experience and staying ahead in the calendar app space.

Goals:

- 1.Enhanced User Experience: Revamp the UI for a more intuitive and visually appealing design.
- 2.Improved Scheduling: Enhance efficiency in managing schedules and reduce conflicts.
- 3.Collaborative Planning: Introduce tools for seamless coordination and collaboration.
- 4.Integrated Task Management: Enable users to manage tasks within the calendar.

Non Goals:

- 1.No Sacrifice in User Experience: Changes should enhance, not compromise user satisfaction.
- 2.Avoid Feature Overload: Keep it simple; avoid overwhelming users with unnecessary complexities.
- 3.Maintain Basic Functionality: Ensure changes don't disrupt the fundamental use of Google Calendar.
- 4.Preserve Accessibility: Uphold accessibility standards for an inclusive user experience.

Key Metrics to track

- 1.User Acquisition:
 - o New User Sign-ups: Monitor the number of new users registering on the platform after the revamp.
 - o Conversion Rate: Track the percentage of visitors who become active users.
- 2.User Engagement:
 - o Daily Active Users (DAU): Measure the number of users actively engaging with the calendar on a daily basis.
 - o Time Spent on the App: Monitor the average time users spend using Google Calendar per session.
- 3.Feature Adoption:
 - o Usage of New Features: Track the adoption rates of newly introduced features such as smart scheduling and collaborative planning.
 - o Task Management Usage: Monitor how frequently users utilize the integrated task management feature.
- 4. Retention:
 - o User Retention Rate: Measure the percentage of users who continue to use Google Calendar over time.
 - o Churn Rate: Track the rate at which users stop using the app after the revamp.

User Persona



	Busy Professional	Freelancer/Entrepreneur	Student	Parent	Remote Worker
Demographics	Age 25-40, working in a corporate setting.	Age 30-45, self-employed or running a small business.	Age 18-25, enrolled in university or college.	Age 30-50, with children of school-going age.	Age 25-45, working from home or in a flexible environment.
Goals and Motivations	<div><div>- Efficient time management for a work-life balance</div><div>- Streamlined collaboration for team productivity.</div></div>	<div><div>- Improved organization for project deadlines and client meetings.</div><div>- Effective time management to maximize productivity.</div></div>	<div><div>- Efficient time management for academic success.</div><div>- Collaborative tools for group projects and study groups.</div></div>	<div><div>- Streamlined family organization for better work-life balance.</div><div>- Enhanced coordination for family events and activities.</div></div>	<div><div>- Efficient time management for remote work productivity.</div><div>- Collaborative tools for virtual team coordination.</div></div>
Pain Points	<div><div>- Overloaded schedule with multiple meetings and deadlines.</div><div>- Difficulty in coordinating with team members for collaborative events.</div></div>	<div><div>- Juggling multiple projects with varying timelines.</div><div>- Need for a centralized tool for personal and professional scheduling.</div></div>	<div><div>- Balancing academic schedules, assignments, and extracurricular activities.</div><div>- Coordination challenges for group projects and study sessions.</div></div>	<div><div>- Managing family schedules, school events, and extracurricular activities.</div><div>- Coordinating with spouse and children for family events.</div></div>	<div><div>- Balancing work tasks, virtual meetings, and personal commitments.</div><div>- Lack of physical presence makes coordination challenging.</div></div>

User Persona	Pain Points	Proposed Solutions
Busy Professional	<ul style="list-style-type: none">- Overloaded schedule with multiple meetings and deadlines.- Difficulty in coordinating with team members for collaborative events.	<ul style="list-style-type: none">- Smart Scheduling Assistant (AI Integration): Utilize AI to suggest optimal meeting times.- Collaboration Hub: Introduce a centralized space for team planning.
Freelancer/Entrepreneur	<ul style="list-style-type: none">- Juggling multiple projects with varying timelines.- Need for a centralized tool for personal and professional scheduling.	<ul style="list-style-type: none">- Project Integration (AI-Powered): Use AI to analyze project deadlines and suggest optimal scheduling.- Customizable Workspaces: Allow users to create separate workspaces.
Student	<ul style="list-style-type: none">- Balancing academic schedules, assignments, and extracurricular activities.- Coordination challenges for group projects and study sessions.	<ul style="list-style-type: none">- Study Group Matcher (AI-Powered): Use AI to match students for collaborative study sessions.- Academic Planner: Include features for tracking assignments and exams.
Parent	<ul style="list-style-type: none">- Managing family schedules, school events, and extracurricular activities.- Coordinating with spouse and children for family events.	<ul style="list-style-type: none">- Family Calendar Sharing: Enable easy sharing of family calendars.- AI-Generated Reminders: Contextual reminders for school events and family outings.
Remote Worker	<ul style="list-style-type: none">- Balancing work tasks, virtual meetings, and personal commitments.- Lack of physical presence makes coordination challenging.	<ul style="list-style-type: none">- Virtual Collaboration Space (AI Integration): Implement AI-driven virtual collaboration spaces.- Time Blocking Suggestions: AI-generated suggestions for effective time blocking.

Feature #1 - Smart Scheduling Assistant (AI Integration)

About:

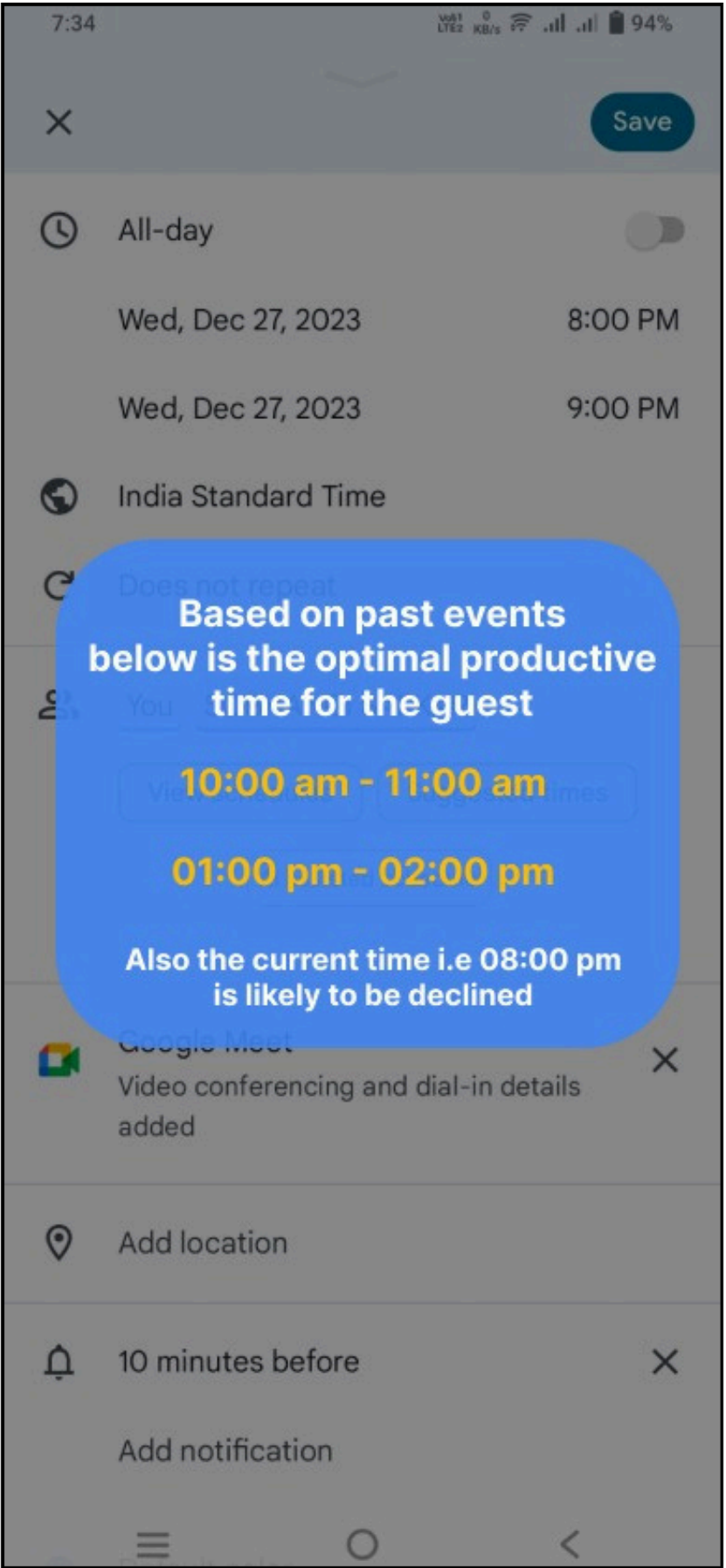
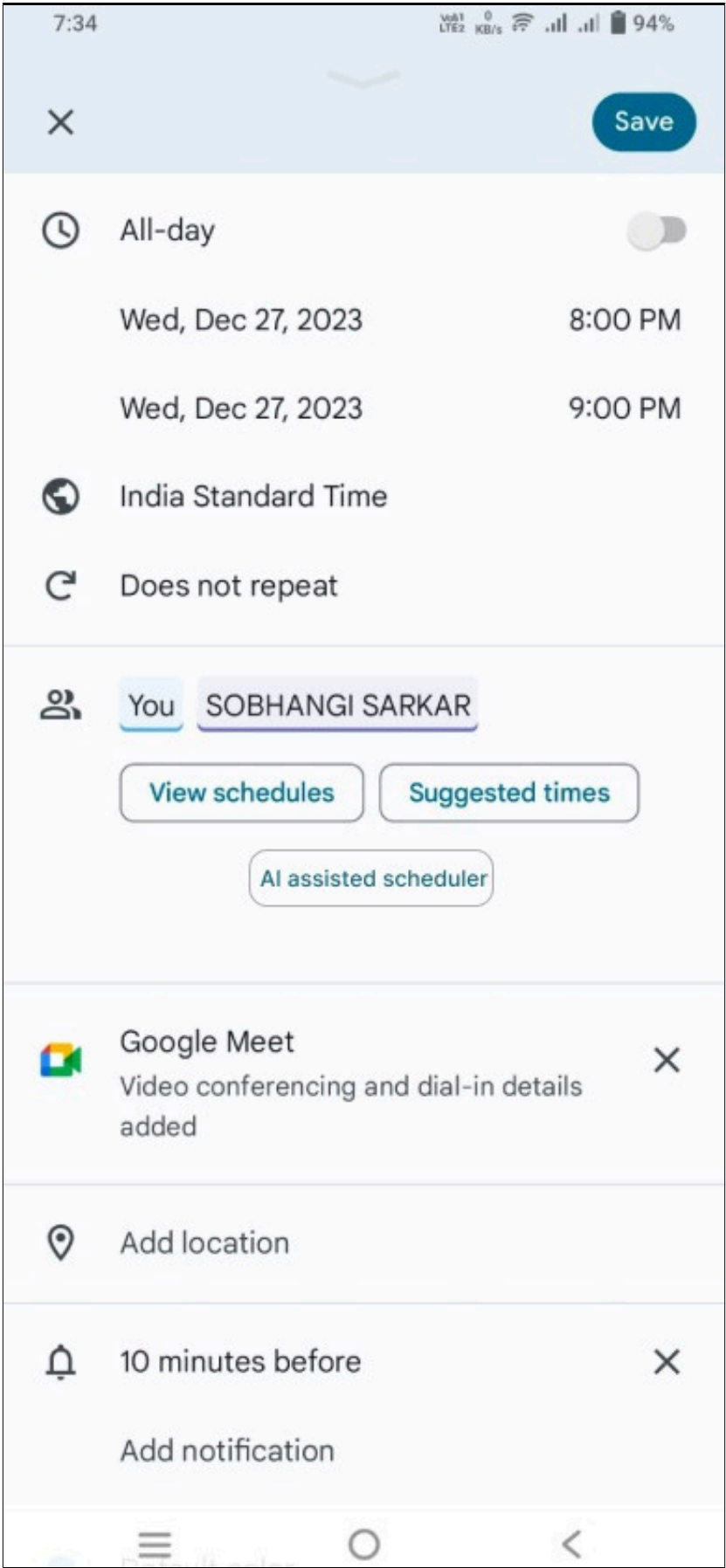
- An AI-powered assistant that optimizes meeting schedules based on participants' availability, preferences, and time zones. Implement AI to identify and resolve scheduling conflicts, ensuring efficient use of participants' time. Provide historical
- personalized suggestions based on data, considering users' most productive hours for meetings.

Value Proposition to Users:

- **Time Efficiency:** Minimizes scheduling conflicts, making the most efficient use of participants' time.
- **Enhanced Collaboration:** Simplifies coordination by suggesting optimal meeting times, fostering collaboration.

Success Metrics:

- **Meeting Efficiency:** Measure the reduction in scheduling conflicts and time spent on scheduling.
- **User Satisfaction:** Surveys and feedback indicating increased satisfaction with scheduling efficiency.



Feature #2 - Collaboration Hub

About:

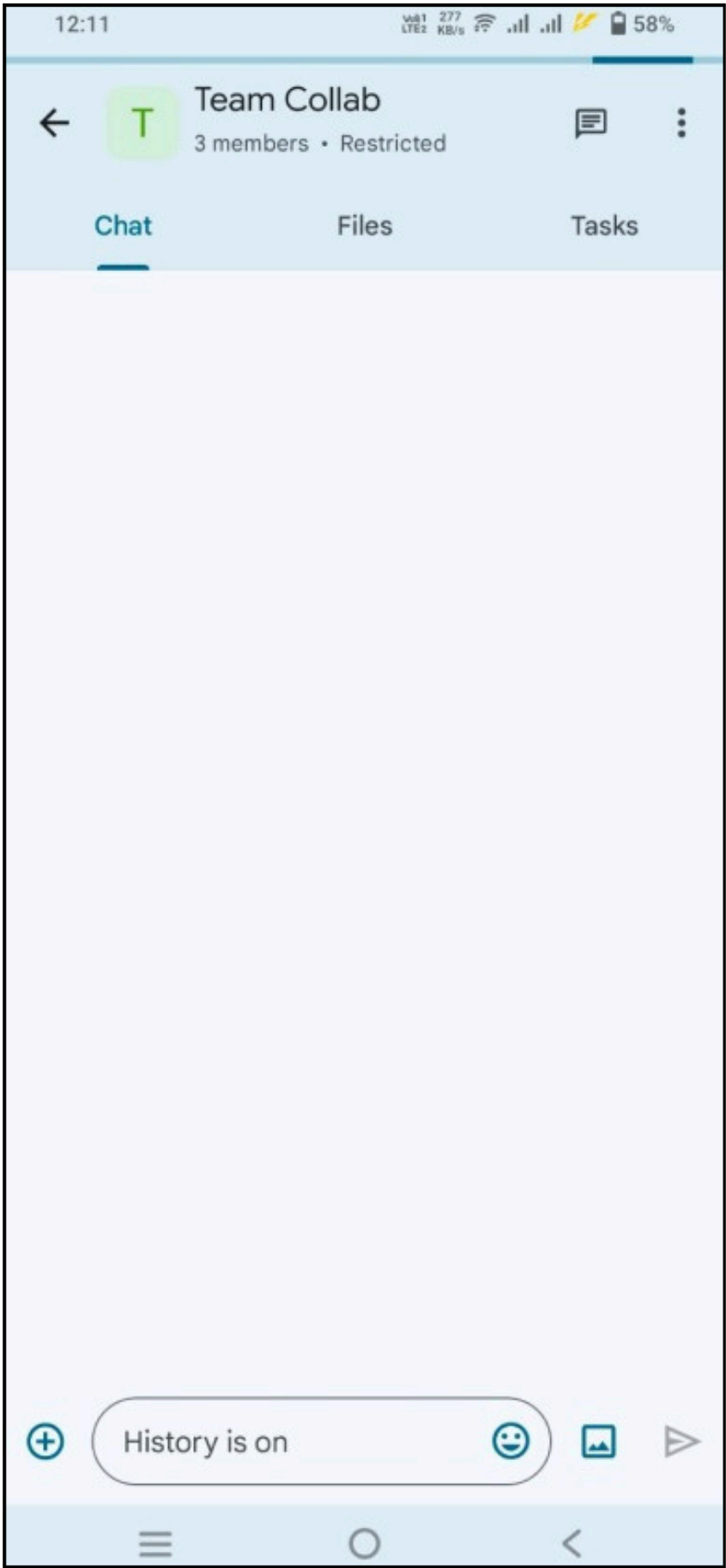
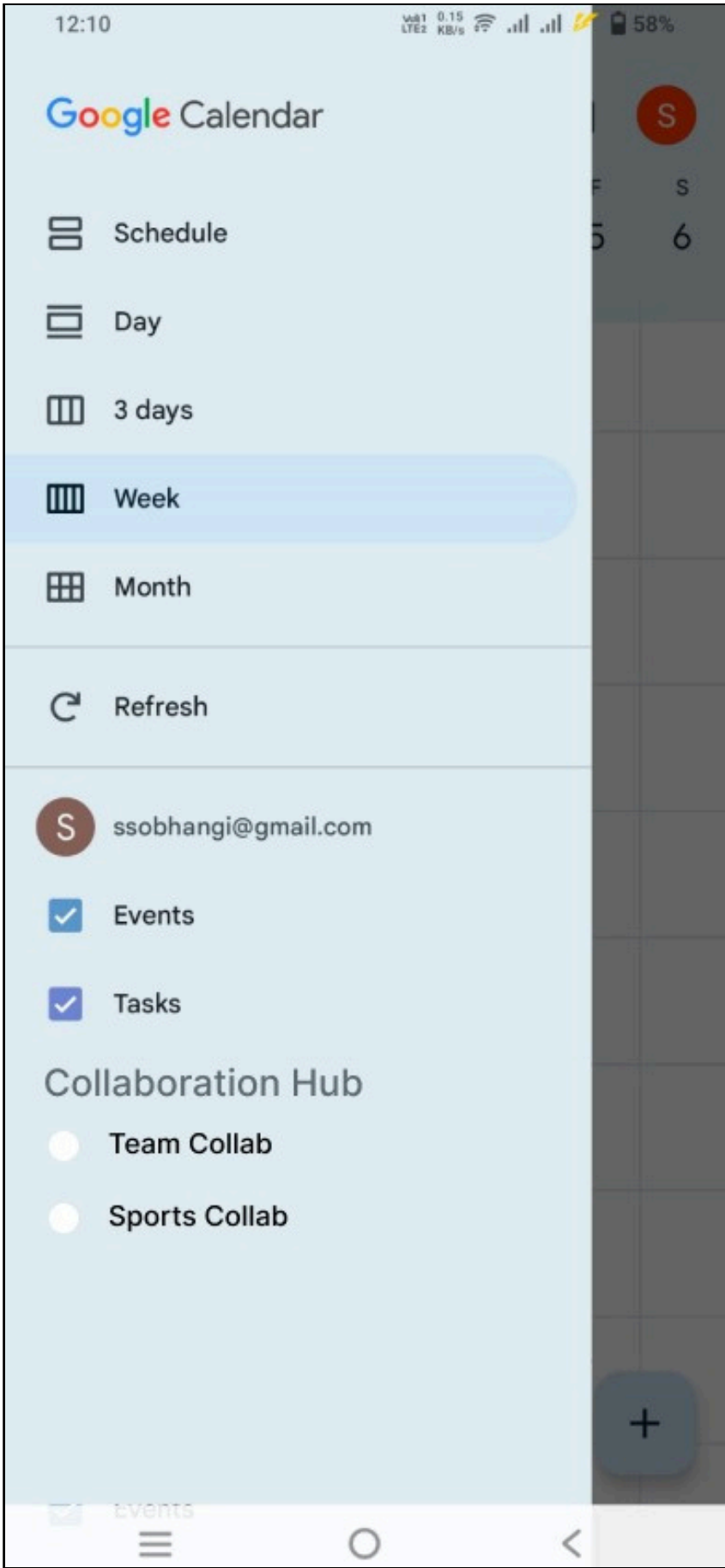
- A centralized space within Google Calendar for teams to collaborate, plan events, and discuss schedules. Create a dedicated space within Google Calendar for
- teams to collaborate, plan events, and discuss schedules. Enable real-time updates on changes, ensuring everyone stays informed about
- modifications to collaborative events. Integrate file-sharing capabilities to streamline the exchange of documents, agendas, and relevant event information.
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Value Proposition to Users:

- **Streamlined Communication:** Provides a dedicated space for real-time collaboration, reducing the need for external communication tools. **Enhanced**
- **Coordination:** Enables teams to work together seamlessly on events and projects.

Success Metrics:

- **Adoption Rate:** Track the number of users and teams utilizing the collaboration hub.
- **Event Completion:** Measure the number of events successfully planned and executed through the hub.



Feature #3 - Project Integration (AI-Powered)

About:

- AI analyzes project timelines and suggests optimal scheduling for tasks and meetings.
- AI assists in workload management by suggesting activities, times for project-related preventing overcommitment.
- AI generated tasks, improving overall project management efficiency.

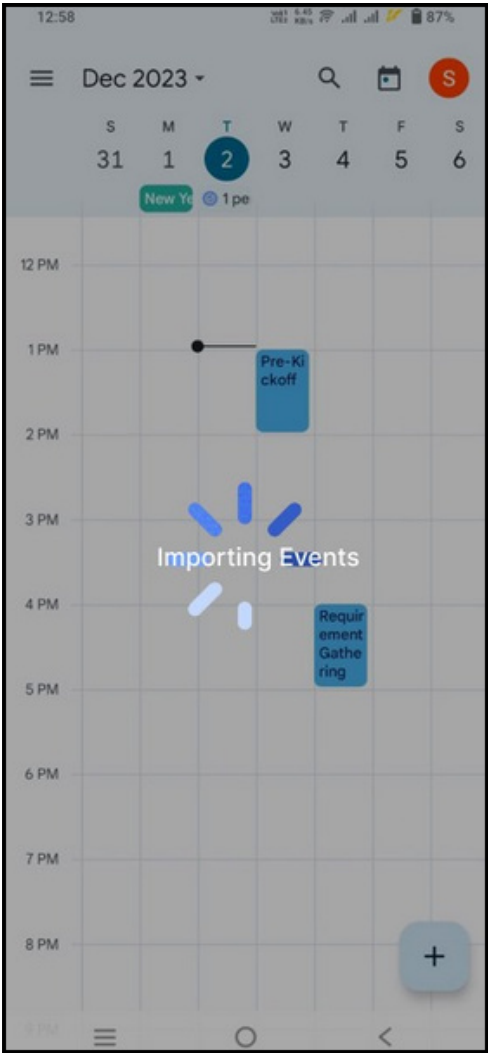
Value Proposition to Users:

- **Workload Management:** Prevents overcommitment by suggesting realistic schedules for project-related activities.
- **Automated Task Prioritization:** AI helps users prioritize tasks based on project deadlines and dependencies.

Success Metrics:

- **Task Completion Rate:** Measure the completion of tasks within the suggested schedules.
- **User Productivity:** Track users' perceived productivity before and after utilizing project integration.

OverviewFinancialsProject planSpacesChatListBoardProject updatesForm responsesAll files							
Filter							
Task	Project Phase	Assignee	Priority	Start Date	Due Date	Effort	
> Pre-kickoff	Scoping	PM Project Manager	-	03 Oct 23	10 Oct 23	2h 00m	
> Requirement Gathering	Scoping	PM Project Manager	-	03 Oct 23	03 Oct 23	3h 00m	
> Process Flow Set Up	Scoping	PM Project Manager	-	03 Oct 23	11 Oct 23	30m	



Feature #4 - Study Group Matcher & Academic Planner (AI-Powered)

About:

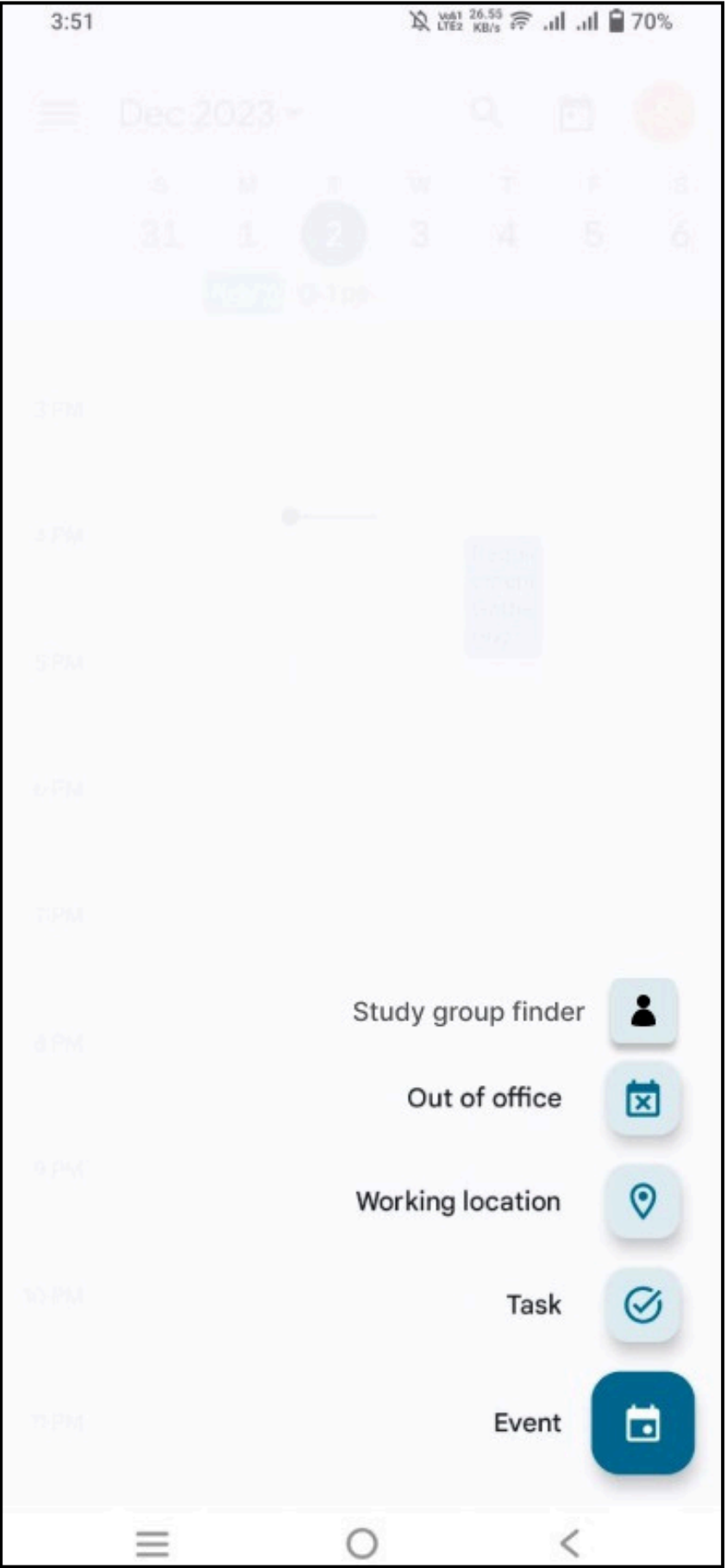
- AI analyzes study schedules to match students with compatible study times and preferences.
- suggests the formation of study groups based on common academic interests, courses, and study habits. Include features for tracking assignment due dates, exam schedules, and study goals within the calendar interface.

Value Proposition to Users:

- **Efficient Study Collaboration:** Connects students with similar study schedules, enhancing collaborative study sessions.
- **Optimized Study Sessions:** AI suggests study groups based on academic interests, creating more effective study sessions.
- **Organized Academic Life:** Provides a centralized tool for managing academic commitments.
- **Performance Insights:** Offers analytics on academic performance and grade trends.

Success Metrics:

- **Study Group Formation:** Measure the successful formation of study groups through AI matching.
- **Adoption Rate:** Track the number of users utilizing academic planner features.



Feature #5 - Family Calendar Sharing & Event reminders

About:

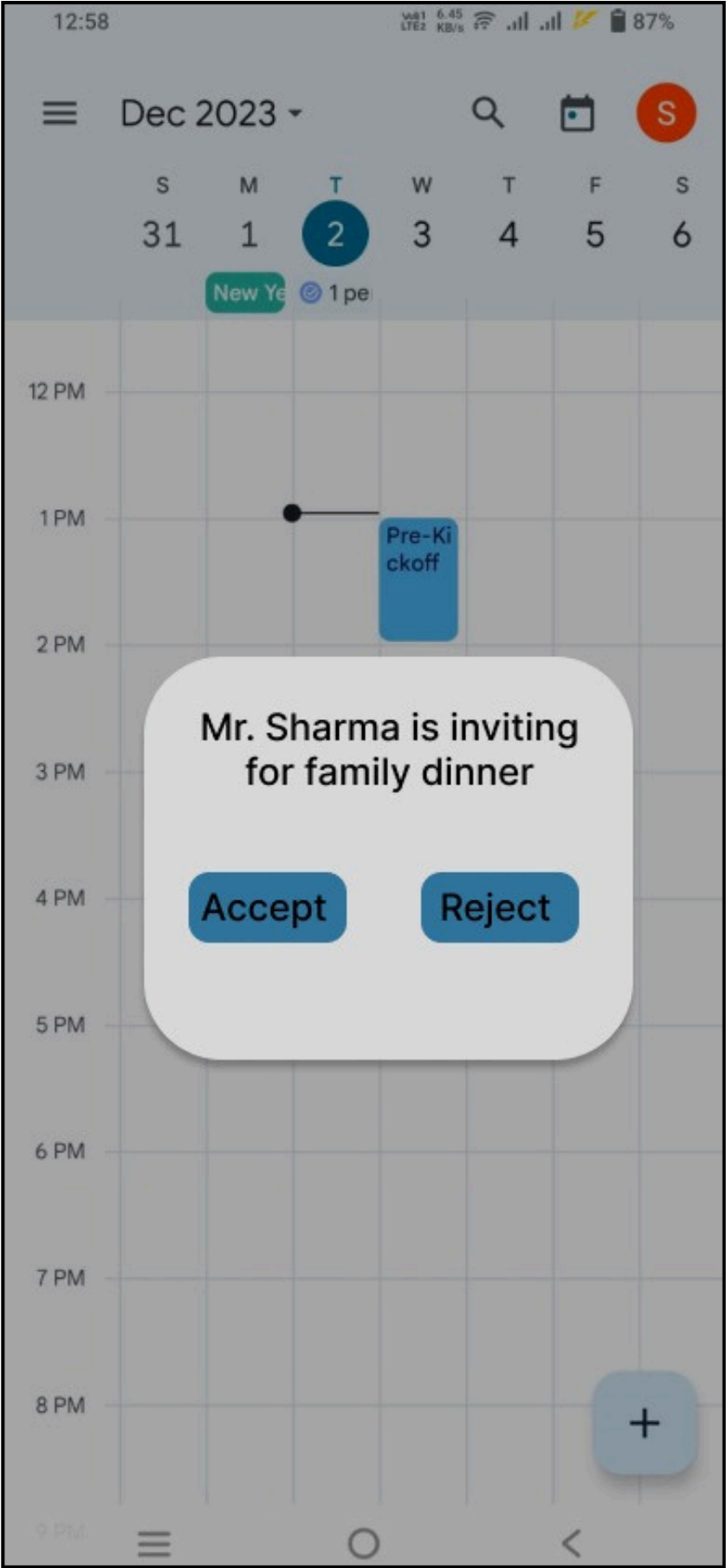
- Simplifies the process of sharing family calendars and coordinating family events.
- AI analyzes event details to generate personalized and contextual reminders.

Value Proposition to Users:

- **Streamlined Family Coordination:** Centralizes family schedules, reducing coordination challenges.
- **Enhanced Family Connectivity:** Enables real-time updates and collaboration on family events.
- **Reduced Forgetting:** Reduces the likelihood of forgetting important events and commitments.
-

Success Metrics:

- **Calendar Sharing Rate:** Measure the number of users sharing family calendars.
- **Family Event Participation:** Track increased participation in family events after introducing the feature.
- **Reminder Effectiveness:** Assess the impact of AI-generated reminders on user event preparation.
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Prioritization - RICE Framework (T-Shirt Sizing)

Features	Reach	Impact	Confidence	Effort	Final Score
Smart Scheduling Assistant	L	L	L	L	L
Collaboration Hub	L	M	L	M	M
Project Integration	L	L	L	M	L
Study Group Matcher	L	M	L	L	L
Family calendar	S	S	M	M	S

Prioritizing based on a T-Shirt sizing framework where L means Large, M is medium and S is small

GTM STRATEGY

Closed Beta (Internal Testing)

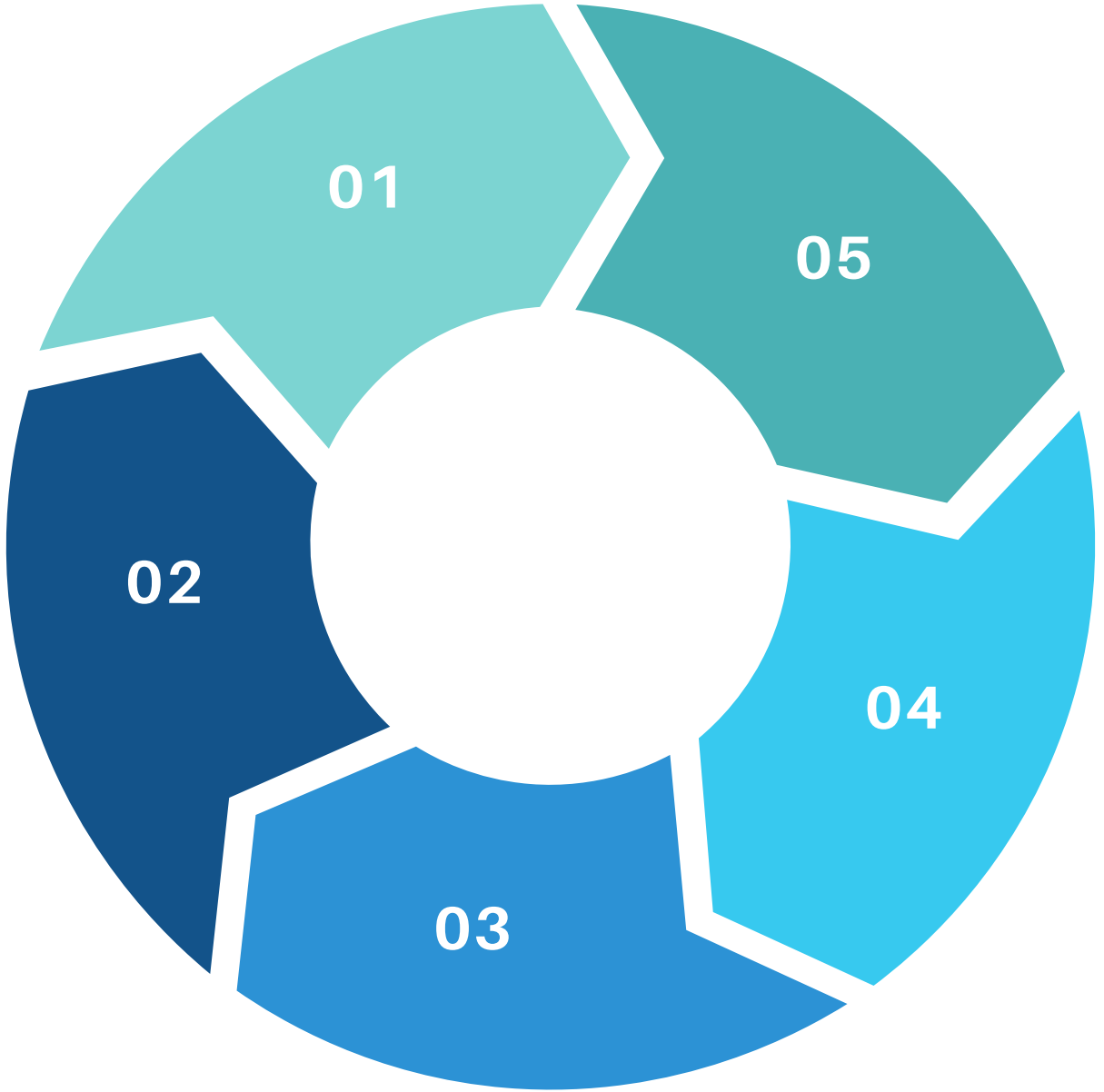
- We will roll out the feature to an internal team for testing and optimization.
- Further, we can collect feedback and make necessary improvements based on initial results.
- We will identify and address any technical or operational challenges.

Limited User Access

- x% users see the new journey and let (100-x)% see the existing journey.

Full Rollout

- Once user feedback is positive and users/businesses show interest, launch the feature to all users.



Ongoing Feedback and Iteration

- Continuously gather user feedback to make improvements.
- Analyse data to optimize ad relevance and performance.

Marketing and Promotion

- We can create informative guides and resources for both users and businesses.
- Utilize email campaigns, push notifications, and in-app messages to educate users about the feature.
- Collaborate with businesses to promote them participation and encourage user engagement.

THANK YOU

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