**Decker Ayers MUI Project Brief**

**Project - Due It Mobile Application**

**Problem Definition**

**Many individuals have a hard time managing current tasks or realizing goals. Planning, Organizing, and Understanding current tasks can be difficult and often scattered between multiple applications or solutions.**

**Who is it for**

**The product I am developing is going to be designed for individuals participating in academics. Students, Professors, or others who complete assignments, homework, or similar functions. Though the product may benefit a host of different populations, the product requested is described as a student-first approach.**

**What is the product**

**My product will be a personal organization and time management application. The design and objective of the product is the increased focus / recidivism of the users in order to mitigate as much wasted time as possible. Without going into features and technology, my product will be a tailored UXexperience to help users optimize their time.**

**Current behaviors and Solutions**

**Many students and professors utilize different tools either digitally or in physical format. Digitally, students utilize the Upcoming Assignments / Pulse app for myCourses assignments. Students also utilize other competing applications or use a Calendar app as a substitute. For those who use a physical format, often it’s a notebook / journal. Rare, but not extinct, are personal organizer devices that utilize their own format for managing information entered by users.**

**Motivations**

**Students and Professors need to keep up on assignments. Whether preemptive or post-troubles, individuals want to effectively manage tasks without spending a ton of time laying everything out. Users may want to visually understand their schedule or optimize the time they already use.**

**Competition / Industry**

**Competition relating to app includes other applications in the personal organization, time management, and scheduling space. During benchmarking, I will highlight features and strengths of other solutions that impact the design of my application. Other common solutions often have either to-do formatting or timeboxing to help users narrow down their current tasks and complete the work on time. I would like to look beyond gamification or gimmicks to find a solution that will actually yield results in our everyday user.**

**Timeline / Deliverables**

|  | **Task** | **Start date** | **Due date (approx.)** |
| --- | --- | --- | --- |
| **1.** | **Problem definition/description and start of comparative benchmarking** | **9/2** | **9/7** |
| **2.** | **User research plan - draft. Include a proto-persona.** | **9/9** | **9/14** |
| **3.** | **User research plan, final.** | **9/14** | **9/16** |
| **4.** | **Conduct research.** | **9/16** | **9/22** |
| **5.** | **Synthesize user research findings. Update persona; update Design Brief - final description.** | **9/23** | **9/30** |
| **6.** | **Create Storyboards, concept sketches, concept workflows.** | **9/26** | **10/5** |
| **7.** | **Quick check of selected concepts with 1-2 target users.** | **9/30** | **10/8 (F)** |
| **8.** | **Content analysis, information architecture, task analysis** | **10/5** | **10/10 (Sun)** |
| **9.** | **Prototype 1 and usability testing plan/ script - draft.** | **10/7** | **10/14** |
| **10.** | **Finalize prototype, usability testing scripts. Conduct testing.** | **10/14** | **10/20** |
| **11.** | **Findings analysis. Document recommended UI changes** | **10/21** | **10/25** |
| **12.** | **Modify prototype (2) (adding more of a visual design layer, in conjunction).** | **10/26** | **11/1** |
| **13** | **Update usability testing plan using prototype 2 (new features to test). Conduct second test.** | **11/2** | **11/8** |
| **14.** | **Findings analysis. Document recommended UI changes.** | **11/9** | **11/22** |
| **15.** | **Create final "project portfolio" - updating any /all previous work, ready for sharing with final "stakeholders".** | **11/23** | **11/29** |
| **16.** | **Final project 'wrap-up'** | **11/29** | **12/1** |
| **\*** | **Project presentation day** | **12/2** | **12/2** |