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PROBLEM

ReminderX is a simple to-do list / reminder application for iOS and Android devices. The mobile application is intended for users to create lists, tasks, or reminders that are simple to create and at hands reach. Vera, co-found of ReminderX, reached out to D3s!gn Line to **develop a target audience, create a sleek and functional interface design, and develop a design that competes with competitors.**

ACTIONS

After the initial meeting with Vera from ReminderX, our team at D3s!gn Line created a 5 step process to solve the problems at hand:

- Research best practices / competitors
- Conduct interviews for potentional participants and develop a user persona
- Create interface design(s) and develop a testability script
- Analyze data gathered during test sessions
- Integrate design changes based on data

Our research, conducted through online search, showed popular trends implemented by competitors. Our team integrated these findings into the initial interface design to showcase the best practices used today, as well as integrate new features / functions the competitors lacked.

To establish a user persona and gather 4 participants for our study, we created a series of questions and qualifications to ask during our initial interviews. Initial interviewees were chosen at random based on the prequalifications: **age group, occupation, type of mobile device, and online use**.

During the test sessions, we gathered the data through hands-on tasks. Once all the sessions were conducted, we compared notes to find popular trends / issues. When these issues were recognized, we created a report of our findings.

RESULTS

Placement is key
By researching the best practices used today, we were able to create a simple interface design that was sleek and functional. Users complimented the placement of buttons and design elements by saying they looked "familiar." This allowed avid mobile application users to make a connection with ReminderX and other apps.

Something new
From initial interviews, it was known that users wanted something different from other remidner apps. To meet their expectations, we integrated a **user profile feature**. Users are able to create a profile that allows them to track their progress, connect with other users, and keep track of reoccuring tasks / reminders.

Less is more
During our initial test sessions, we received mixed reviews on our **Note** features in the app. The participants felt overwhelmed with their choices or felt that they would never use them. Some participants went on to mention that the wording of certain buttons / icons seemed confusing or too much. Our team looked into this issue to find a solution to improve the app by exploring other mobile applications. We found that simple key words work best for buttons / icons, and that one or two additional features should be a starting point for the app. In future updates, the app can introduce the features that have been eliminated as a way to innovate the app.

LESSONS LEARNED

Test Studies
Through this process, we learned the importance of conducting an effective test study. During our initial sessions, we had participants complete tasks by looking at drawings. Our data could have been more effective if we were to create paper prototypes for users to see what their screen would look like on a phone. Using the initial drawings we designed, the sessions seemed impersonal. It would have benefited us more if users were more engaged with the app.

Participants
For future User Experience Design projects, we would make sure to have back-up participants in case something were to happen. During this project, we ran into complications of rescheduling participants during the holidays. This caused our team to miss out on the opportunity of recording our sessions.

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