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# Google Calendar

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# About Google Calendar

Google Calendar lets you create events, set reminders, invite guests, and caters to all your digital calendar needs.

# Google Calendar was the first ever digital calendar application ever made!

AGE	16 years
BORN AS	Web Application
IS NOW ON	Web, Android, iPhone and iPad
USED BY	500 million
AVAILABLE IN	41 different languages

2006-2009



2009-2010



2010-2013



2013-2015



2015-2020



2020-Present



# Google Calendar continues to dominate the market

## Google Calendar

It is free to use and easy to integrate with Google Ecosystem

## Apple Calendar

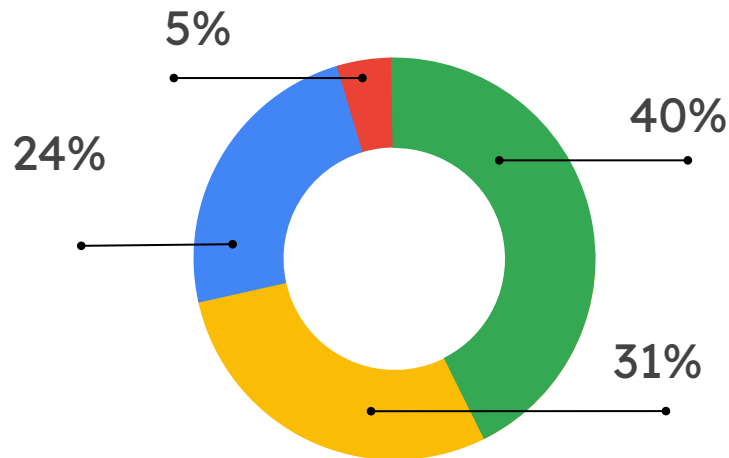
More geared towards Apple device users. Has Integration with Apple watches.

## Microsoft Outlook

Mainly used in corporates for meeting scheduling

## Other

'Niche' tools for aspects like meeting scheduling. Example: Zoom, Calendly, when2meet, Doodle, coda.io etc



There are over 200 million **students** in the world currently.

**Building a feature for the future of tomorrow!**

**Code: 7517-3099**



## Here's what our users have to say about the current experience of Google Calendar



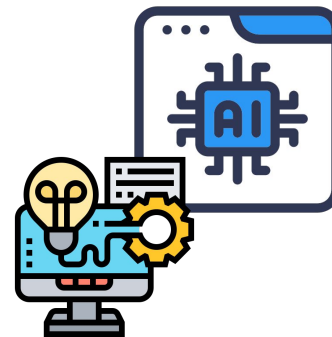
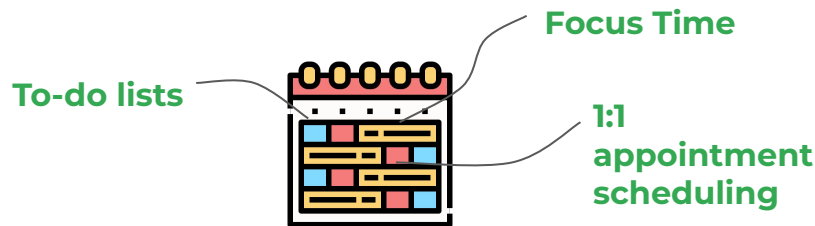
"I like how **smooth** it is to set up assignment reminders and focus time but I still need to use **outside tools** to **make up** for things Google Calendar lacks"

"Being able to share my calendar with other people makes it **nice to visibly see** what's going on in their day yet I still use **Calendly** to **set up meeting times**."



# Google Calendar - As it is CURRENTLY

- Google Calendar is consistently introducing new features like appointment scheduling, focus time, etc. to increase the customer retention.
- However, Google Calendar hasn't yet leveraged AI and ML to build smart solutions like personalized schedule recommendations, voice assistant integration, etc.
- Google Calendar is available across platforms (WebApp, iOS, Android), but doesn't carry the same competency in all of them.





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**GOOGLE  
CALENDAR IS  
NOT THE  
PREFERRED  
SMART  
CALENDAR  
FOR  
STUDENTS**

**YET!**

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# SWOT Analysis

## STRENGTH

Customer- Intuitive and seamless User experience.  
Business- Large user base, with highest market share.  
Technology- Fast, efficient and syncs across all apps in Google ecosystem.

## WEAKNESS

**Customer- Dependency on 3rd party applications for scheduling needs**

Business- Google calendar doesn't generate direct revenue  
Technology- We are not leveraging emerging tech like AI to enhance the product's capabilities.

## OPPORTUNITY

**Customer- To build end-to-end scheduling features to make it one stop solution**

Business- Being the go-to Calendar app for business, academic and personal use  
Technology- Incorporate emerging tech to develop innovative solutions.

## THREAT

Customer- Users choosing other digital calendars over Google Calendar  
Business- Increasing competitive landscape  
Technology- Ignorance towards potential groundbreaking technology

# Google Calendar to be the **One-Stop Solution** for all scheduling needs

- To increase **User Retention** and **Monthly Active User** for Google Calendar.
- To improve **User Experience** across all platforms of Google Calendar.
- Develop a platform that provides **quick, innovative and smooth scheduling** experience.

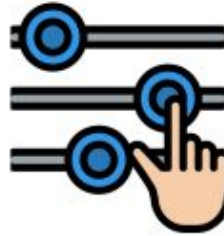


## Five innovative ideas to address the key user issues



### **Google SLATE (Meeting Scheduler)**

Google Calendar launches easy meeting schedulers for both Business and Personal users



### **Personalised Schedule Builder**

A feature that schedules academic, work and personal time for users automatically.



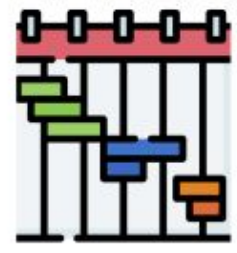
### **Payment App- Calendar Integration**

Google Calendar will now be integrated with payment apps like Google Pay to allow users to pay bills automatically based on set reminders.



### **Calendar Voice memo**

Voice memo feature to make event details more accessible to individuals with visual impairments or learning disorders.



### **Period Tracker integration**

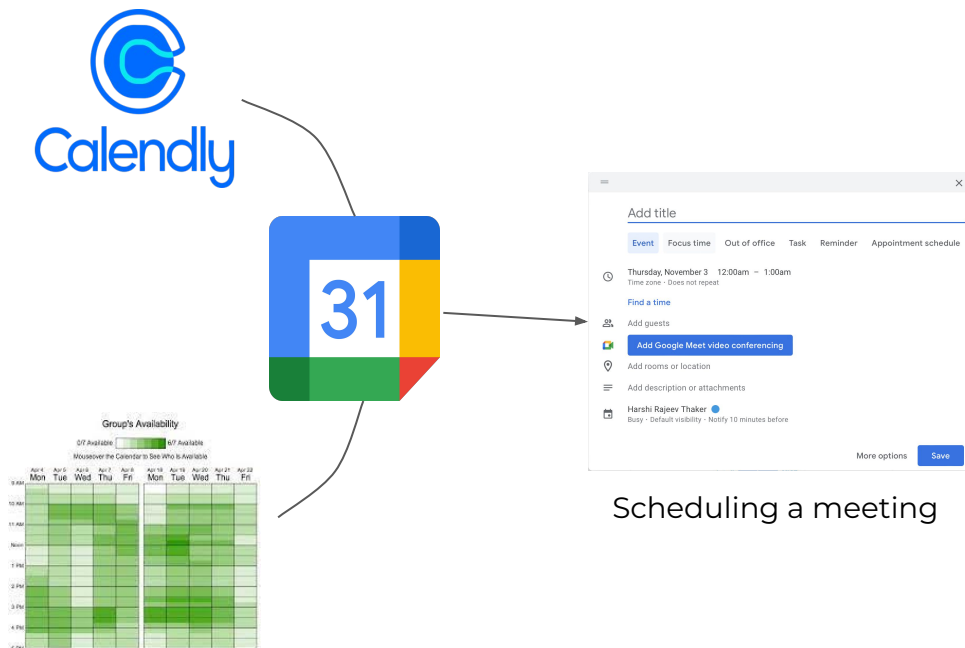
Specifically designed for users to track their period cycles and work around their schedules.

## POLL Results

**Is it a challenge for you and your team to coordinate personal schedules and find a common meeting time for ALL members?**

# Unfulfilled Scheduling Needs - Most observed pain point among users

Based on our user interviews and SWOT analysis, the common pain point observed while using Google Calendar, is the dependency on third party applications for scheduling meetings.



# Google SLATE - solves the difficulty in finding a common meeting time

	MVP	MLP	Full-Implementation
Goal	Scheduler that allows users to share their meeting availability + suggest a common meeting time to the organizer based on availability, min participants	MVP + Automatically scheduling meeting based on earliest availability and reminders + Voice assistant	MLP + Fixing bugs Improvement based on user feedback, testing
How?	Released as a Beta testing phase	Implementation of additional capabilities	Final Product to be launched Globally
Who Uses it?	Early Adopters	Early Majority	Late Majority
When to use?	Q1'23	Q3'23	Q2'24
Cost to Users	Free	Free	Free

# Look before you leap



## ASSUMPTIONS

**Customer** - It is free to use and easy to **integrate with Google Ecosystem**

**Business** - Google Calendar currently has the **time and resources** to develop this feature

**Technology**- The tech stack used to build AMS has easy integration with existing tech stack



## RISKS


**Customer** - Users end up spending **more than anticipated time** to schedule a meeting


**Business** - Spend **more funds** than intended to for something that possible may not drive high impact

**Technology**- User Interface is not appealing and is difficult to use



# Scope of Google SLATE

1. **Requirement gathering** - Business analysis, customer research and user interviews
  2. **Application Development** - Software development of the automatic meeting scheduling system with built-in voice-assistant and reminder features
  3. **Q&A Testing**- Checking performance and compatibility with mobile and desktop applications
  4. **Feature Enhancements**- Application Maintenance and fixing existing bugs.
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1. **Marketing** - Publicity and advertisements to increase customer awareness
  2. **Data Privacy** - Addressing privacy concerns related to customer data
  3. **Security** - Access restrictions and compliance protocols
  4. **3rd Party Integration** - Compatibility with third party applications
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# The raw numbers! (MVP)

SIZING &  
ESTIMATION

	Timeline (weeks) →	Organization			Build		Implementation/ Release		Resources Needed
		Initial research	Project planning	Approval & revision	Design & Development	User testing	Dry Run	MVP Release & Hypercare	
		2	1	1	4	3	1	2	
Cost	Product Management	\$30,000	\$25,000	\$10,000	\$10,000	-	-	\$15,000	1 PM, 1 SM
	Software	-	-	\$80,000	\$380,000	\$340,000	\$50,000	\$150,000	8 SDE's
	Hardware (Servers)	\$10,000	\$5,000	\$5,000	\$20,000	\$15,000	\$10,000	\$10,000	60 Active VMs
	Licenses	\$10,000	\$5,000	\$5,000	\$30,000	\$20,000	\$15,000	\$20,000	GCP Premium
	Overhead Costs (20%)	\$8,000	\$9,000	\$20,000	\$80,000	\$67,000	\$15,000	\$51,000	-
Total Cost	\$1,500,000	\$58,000	\$44,000	\$120,000	\$520,000	\$362,000	\$90,000	\$306,000	

TIMELINE

# The raw numbers! (MLP)

SIZING &  
ESTIMATION

	Timeline (weeks) →	Organization			Build		Implementation/ Release		Resources Needed
		Initial research	Project planning	Approval & revision	Design & Development	User testing	Dry Run	MVP Release & Hypercare	
		4	3	2	12	8	3	6	
Cost	Product Management	\$100,000	\$65,000	\$30,000	\$30,000	-	-	\$45,000	1 PM, 2 SM
	Software	-	-	\$240,000	\$1,100,000	\$1,000,000	\$150,000	\$450,000	14 SDE's
	Hardware (Servers)	\$30,000	\$15,000	\$15,000	\$60,000	\$45,000	\$30,000	\$30,000	80 Active VMs
	Licenses	\$30,000	\$15,000	\$15,000	\$90,000	\$60,000	\$45,000	\$60,000	GCP Premium
	Overhead Costs (20%)	\$24,000	\$27,000	\$60,000	\$240,000	\$201,000	\$45,000	\$153,000	-
Total Cost	\$4,500,000	\$184,000	\$122,000	\$360,000	\$1,520,000	\$1,306,000	\$270,000	\$738,000	

TIMELINE

## Our Ask!



- **\$6M to fund the project**
  - \$1.5M for building the MVP
  - \$4.5M for building the MLP
- The capital will be directed towards product development, testing and release.
- Consistent Stakeholder Cooperation and Feedback
- Having faith in our ability to deliver the best version of this feature!

## Our Offer!

- Delivery of the MVP version by Q1 2023.
- Delivery of the MLP version by Q4 2023.
- Monthly stakeholder meeting with touch base on -
  - RAID Log (Risk, Assumptions, Issues and Decisions)
  - Product Backlog
  - Sprint Backlog
  - Individual Sprint Accomplishments

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# **THANK YOU!**

**- Team SuperNova**

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