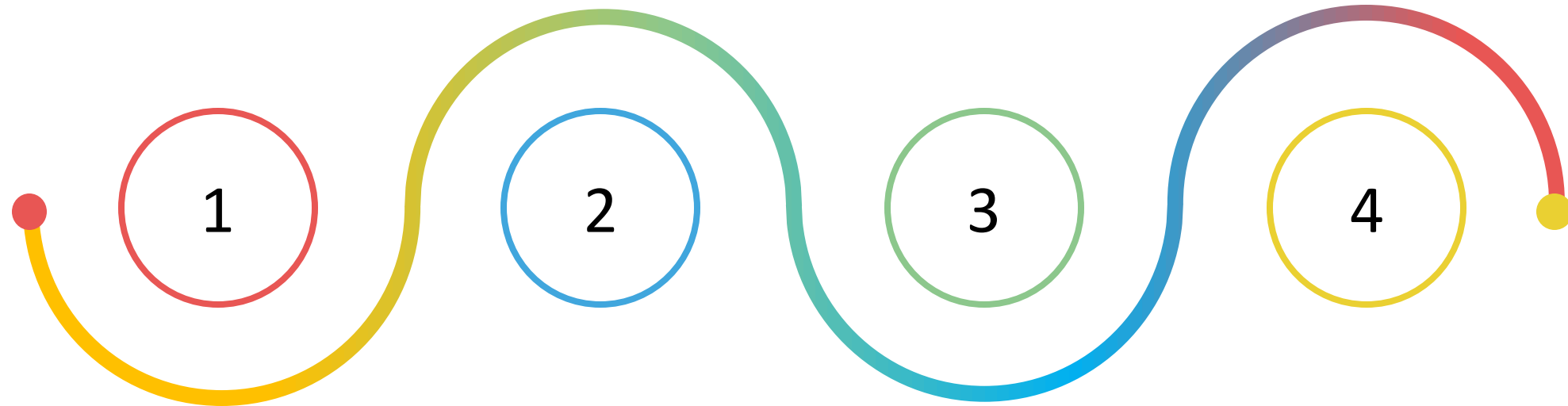




**(Shirsha Datta, Kayvon Tari, Harshi Thaker, AV, Shomali Ghosh)**

# SUMMARY



## Introduction

- Overview
- Target Customer Base

## User Details

- User Persona

## Market

- Success Metrics
- Emerging Tech

## SWOT

- SWOT Analysis

# OVERVIEW



## ABOUT

### KEY DATA POINTS

- Google Calendar is a time-management and scheduling calendar service developed by Google.
- With Google Calendar, you can quickly schedule meetings and events and get reminders about upcoming activities.
- Calendar is designed for teams, so it's easy to share your schedule with others and create multiple calendars that you and your team can use together.
- Available on Web, Android and iOS devices.

### KEY COMPETITORS



## KEY DATA POINTS

- Google Calendar is used by more than **500 million MAU** and is available in **41 different languages**.
- Google Workspace has more than **6 million Business paying**, and this includes *Google Calendar for Business*.
- About **96.5%** of the Traffic comes from **Search**.

## KEY BUSINESS FEATURES

- Schedule meetings quickly by checking coworkers' availability or layering their calendars in a single view.
- See if meeting rooms or shared resources are free.
- Share calendars so people see full event details or just if you are free.

# TARGET CUSTOMER BASE

Age	User Group	User Needs
<18	School Students	Needs class schedules, exam reminders, group project deadlines.
18-23	Undergraduate Students, Early career employees	Needs class schedules, exam reminders, paper submissions, interview scheduling, training, and internal meeting reminders
24-32	Graduate Students, Mid-career employees	Needs class schedules, paper deadlines, meeting reminders, personal reminders
33-60	Senior employees, Business owners	Needs client and stakeholder meeting reminders, personal reminders
>60	Retired persons	Need medicine reminders

Target Customers

## WHY THSES CUSTOMERS?

- 73% of the users between the age of 18-34 predominantly use Google calendar/other digital calendars to accomplish their needs. (ECAL, 2018) ([70% of adults rely on digital calendar - ECAL](#))
- Most prone to design and changes or impacts that are rolled out in the application.
- Product team have greater access to these customers understanding and needs.

# USER PERSONAS

## James Carter



AGE 20  
EDUCATION Bachelors in Chemistry  
STATUS Single  
OCCUPATION Student + Waiter  
LOCATION Seattle  
TECH LITERATE Average

“ I'm always bogged down with homework assignments and getting to work on time, I feel like I don't have any free time.

### Personality

Introvert Busy Studious

### Bio

James is a full time student that is balancing a waitstaff job to help make ends meet. His current class schedule has a heavy workload which leads him to take many study sessions in the libraries around campus. Outside of working as many hours as he can, he likes to spend the little free time he has with his friends.

### Core needs

- Easily sync his course workload into his schedule.
- Able to clearly see which activities are related to school, work and personal life.
- Important due dates have periodic reminders.

### Frustrations

- Feels like current scheduling services are targeted at professionals rather than students.
- Unsure of how to use features to their fullest potential.
- Feels intimidated by the amount of information he thinks he needs to include.

### Platform



## Maxine Perkins



AGE 23  
EDUCATION Bachelors in Communications  
STATUS Single  
OCCUPATION Social Media Manager  
LOCATION Seattle  
TECH LITERATE High

“ A lot of my work revolves around posting things online with a mostly consistent schedule so I'm pretty familiar with tech and online tools.

### Personality

Extrovert Active Tidy

### Bio

Max is a young working professional, and as a social media manager, she relies heavily on keeping track of her work events. Outside of work, she is a very active person with her passion for sporting events, hanging out with friends, and going to the gym.

### Core needs

- She needs a service that allows her to sync her personal and professional life events seamlessly.
- Needs to be able to easily visualize her daily activities.
- Being able to share calendar events with other members of her team

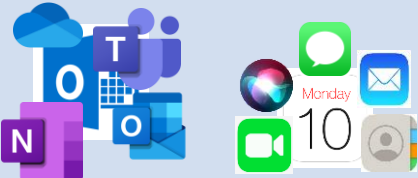
### Frustrations

- The tool she currently uses has a lack of control with automatic synced entries.
- Looking through the settings for more customizability options is a little too tedious.
- Calendar get's too cluttered if all tasks/to-do list of items are added.

### Platform



# COMPETITON

	Direct	Indirect	Status Quo/DIY
<b>Organizations</b>	Outlook Calendar, Apple Calendar	Zoom, Evernote, Physical/Printed Calendars	Personal Diary, Remembering via memory
<b>Offering</b>	Offers setup for work events, invitations, festivals and personal events.	Offers set up of meeting invitations, recording links, and write notes and tasks.	Caters to non-tech savvy folks.
<b>Value proposition</b>	 <ul style="list-style-type: none"> <li>- One stop solution</li> <li>- In-built Ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>- Not too cluttered</li> <li>- Dedicated usage</li> </ul>	<ul style="list-style-type: none"> <li>- Penmanship</li> <li>- Doesn't require internet</li> </ul>
<b>Percentage of market share</b>	73%	44% (Large % of users will use Google calendar along with Indirect competitors)	24%

# SUCCESS METRICS

Metric	Definition	Measure
Awareness	Users enlightened with Google Calendar	500 million Source: <a href="https://calendly.com/blog/google-calendar-tips">https://calendly.com/blog/google-calendar-tips</a>
Installation	Users using the web app, % of users using the android/iOS app	1 billion+ downloads from the Google Play store Source: Google Play store
Usage	Scheduling, Time Blocking	70% of Google Calendar Users
Retention	Returning users who primarily use Google Calendar	90% of users would continue using Google Calendar
Referral	Users who would recommend Google Calendar	80% of Google Calendar users would recommend it to their peers

# EMERGING TECHNOLOGIES



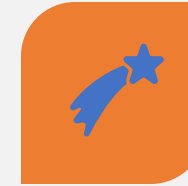
## ARTIFICIAL INTELLIGENCE

Artificial intelligence can be used to provide personalized scheduling experiences based on data, including optimized meeting times for all attendees, suggest documents, explore conversational AI – compatible with Google assistants.



## OPTICAL CHARACTER RECOGNITION

Optical character recognition is the electronic conversion of image of text into a machine-readable format. OCR can be used by Google calendars to read images of hand-write/ other digital calendar schedules and update automatically.



## SUPER-APP

A super-app is one which consolidates all features and services. Google being a large provider of services like google pay, maps, documents, drive for a one stop solution.



# SWOT ANALYSIS



## STRENGTHS:

- **Customer:** Allows easy scheduling, tracking and reminders. Ability to color code events, enter meeting notes. User experience is intuitive and no jarring colors.
- **Business:** Widespread usage of google calendars
- **Technology:** Smooth integration of google calendars across all google apps – Gmail, maps, meet based on IoT.



## OPPORTUNITIES:

- **Customer:** Integrate with other apps and providers outside the Google ecosystem like Messenger, WhatsApp, etc. to provide a better user experience.
- **Business:** Expand user base by creating features that aren't centered around working professionals.
- **Technology:** Create education service integration into Google Calendar to easily import assignments and important due dates.



## WEAKNESSES:

- **Customer** – Lack of visibility with colleague/friends' calendars, mobile app does not have the best user experience.
- **Business** – Does not help Google with revenue generation directly apart from the Business version
- **Technology** – Does not actively leverage emerging technology trends like Artificial Intelligence, speech to text conversion



## THREATS:

- **Customer:** Features not being intuitive, resulting in customer moving to a more user friendly and feature packed calendar.
- **Business:** The possibility of competitor gaining higher market share by catering to emerging tech unidentified by Google.
- **Technology:** Data and information breach, allowing millions of personal events and sensitive invitations being exposed

## SWOT ANALYSIS