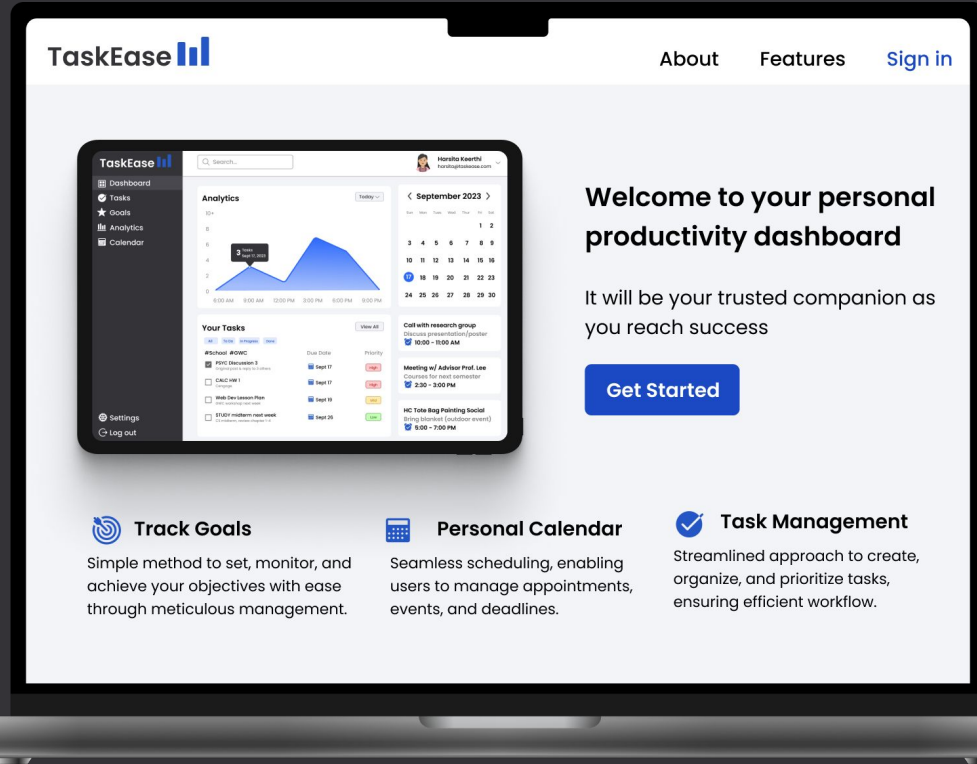


# About TaskEase

A platform made to enhance productivity, meticulously crafted to aid in goal management, task tracking, and time organization.



# Problem Definition

In today's world, an increasing number of people, regardless of profession, are faced with task management challenges.

Time lost to routine and inaccurate time estimates

Challenges in prioritizing tasks and juggling responsibilities

Establishing a routine to consistently work towards goals

Frequent interruptions leading to loss of focus

Lack of insights for in-depth productivity analysis

Balancing multiple goals simultaneously is challenging

Time tracking: monitoring time spent on tasks and activities

Productivity analysis: assisting in streamlining workflows

Goal tracking: observing progress towards objectives

# Process

Executed a comprehensive information architecture plan guided by the Double Diamond method to ensure that the user experience is optimized.

## 1. Discover

Started the project by clearly defining the problem, outlining specific objectives, and identifying the target audience.

## 2. Define

Delved deeper into user insights, crafting detailed personas to understand user needs and behaviors.

## 3. Develop



















































Creating a functional concept of the productivity dashboard.

## 4. Deliver

Creating user interface components and patterns.

# Competitor Analysis

Helps to refine design strategies and provides insights on the current market

Feature	Notion	Asana	Trello	Todoist	Clickup
Free version					
Templates to create tasks					
Analytics in free version					
Search					
Journal					
Labels					
Mobile app					
Deadlines					
Productivity tracking					
Time tracking					
Total Score	9/10	7/10	6/10	8/10	10/10

# User Personas



Halima: A student looking to have one place to track all her activities such as school, work, and extracurriculars.

## Goals

- Use less apps to track tasks
- Efficient workflow between different aspects
- Prioritize tasks and activities

## Needs

- Quick task creation
- Tags for different categories and activities
- Calendar overview included

## Pain Points

- Lack of streamlining apps
- No way to manage overloaded schedule
- Managing different aspects

# User Personas



Andrew: A web developer wanting to manage his work tasks and collaborate with colleagues efficiently

## Goals

- Optimize work processes
- Efficiency in time tracking
- Enhance collaboration with fellow developers

## Needs

- Quick task creation
- Productivity analytics and time tracking
- Planning features for breaks

## Pain Points

- Time lost on routine tasks
- Frequent interruptions leading to loss of focus
- Lack of stress reducing tools

# User Personas



Ysabella: A grad student wanting to manage her time better to improve her work-life balance.

## Goals

- Improve time management
- Stay motivated to complete tasks and projects
- Prioritize tasks and activities

## Needs

- Quick task creation
- Productivity Analytics
- Planning features for breaks and reducing stress

## Pain Points

- Lack of tools to reduce stress
- No way to manage overloaded schedule
- Managing different aspects

# User Hypotheses

Hypotheses emphasize that users are the primary focus in the design process, and later in product development.

## 1 – Problem

Many tasks at the same time often create struggles with prioritization

Challenges in estimating project deadlines

Different aspects in life create issues with prioritizing

## 2 – Solution

If we implement a feature that allows them to prioritize tasks,

If we implement a time tracking feature,

If we create a feature that allows them to tag tasks,

## 3 – Outcome

Then they will be able to focus on high-priority items.

Then they will be able to make data-driven decisions in the future

Then, they will be able to organize tasks and prioritize accordingly




# Prototype

Prototyping helps identify and address potential usability issues early in the design process to avoid complications later.

LOGO

NAME  
username



Dashboard

Tasks

Goals

Analytics

Calendar

Daily Progress

Task

Progress

0/4 subtasks

Due date

Task

Progress

0/4 subtasks

Due date

Your Tasks

View All

#School

Task name

Description

date

Priority

Task name

Description

date

Task name

Description

date

Task name

Description

date

Task name

Description

date


Task name

Description

date


Event

Event description

 time - time


Event

Event description

 time - time

Event

Event description

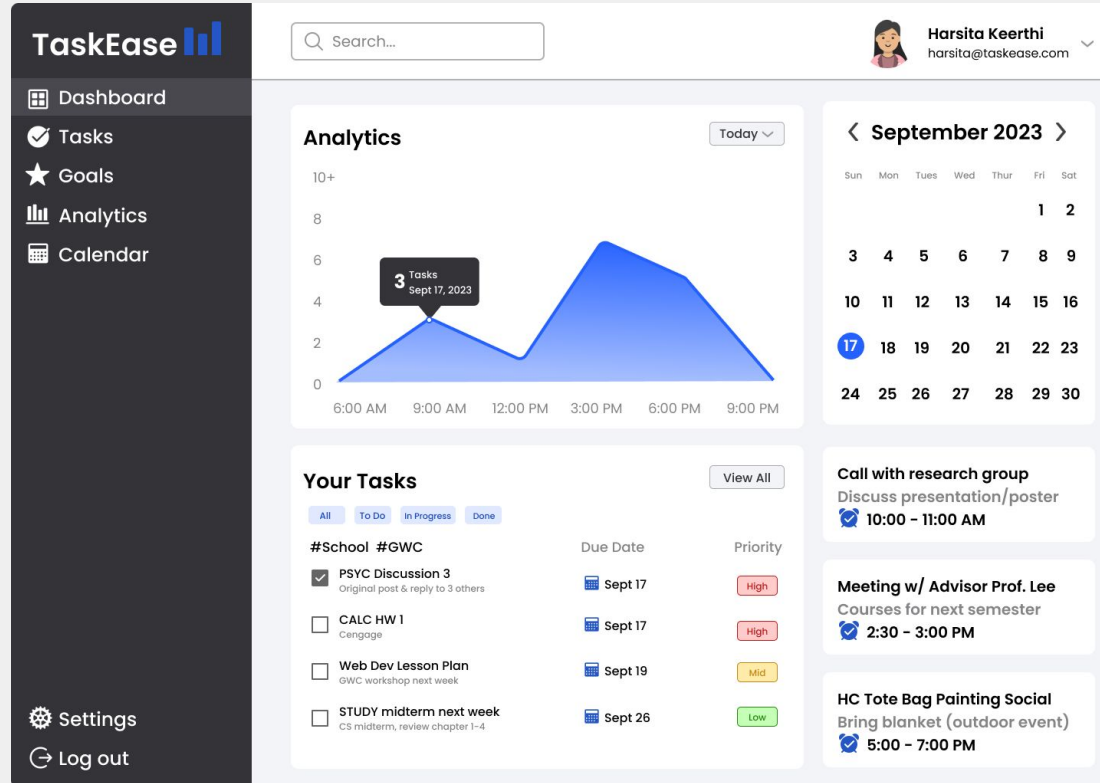
 time - time

Settings

Log out

# Dashboard

The dashboard displays key user activity information such as time analytics, tasks, calendar, and upcoming events.



# Tasks

The “Tasks” section includes a list of tasks, their deadlines, tags, and priorities.

The screenshot shows the 'New Task' modal form in the TaskEase application. The form is titled 'New Task' and has a close button (X). It contains the following fields and options:

- Task name:** A text input field.
- Description:** A text input field.
- Priority:** Three radio buttons labeled 'Low', 'Mid', and 'High'.
- Add Tags:** A text input field with the placeholder 'For example #School'.
- Subtasks:** A section with a '+ Add subtask' button.
- Deadline:** A date input field showing '09/23/2023'.
- Time:** A time input field showing '10:30 AM' with a dropdown arrow.
- Create Task:** A blue button at the bottom right.

The background shows a list of tasks, including 'VC Discussion 3', 'VC newsletter draft', and 'logist Appt', each with a progress bar, subtasks count, and tags.

The screenshot shows the TaskEase dashboard. The left sidebar contains the following navigation items:

- Dashboard
- Tasks (selected)
- Goals
- Analytics
- Calendar
- Settings
- Log out

The main content area displays a calendar view for 'September 17 - 23'. The tasks are organized into three columns: 'To Do (2)', 'In Progress (3)', and 'Done (2)'. Each task card shows the task name, progress bar, subtasks count, tags, and a date.

Task Name	Progress	Subtasks	Tags	Date
CALC HW 1	Progress	0/4	School, High	Sept 17
Web Dev Lesson Plan	Progress	5/6	GWC, Mid	Sept 19
PSYC Discussion 3	Progress	3/3	School, High	Sept 22
Make Dermatologist Appt	Progress	0/2	Health, Mid	Sept 24
STUDY midterm next week	Progress	7/12	School, High	Sept 26
GWC newsletter draft	Progress	2/2	School, Low	Sept 17
Research gym membership	Progress	1/3	Health, Low	Sept 30

# Goals

The “Goals” section encompasses the user’s list of goals and their progress on a weekly, monthly, and yearly basis.

The screenshot displays the 'TaskEase' application interface. On the left is a dark sidebar with the 'TaskEase' logo and navigation links: Dashboard, Tasks, Goals (selected), Analytics, and Calendar. At the bottom of the sidebar are 'Settings' and 'Log out' options. The main content area has a search bar and a user profile for 'Harsita Keerthi'. Below this is the 'My Goals' section, which includes tabs for 'Week', 'Month' (selected), and 'Year'. A 'New Column +' button is also present. The goals are organized into three columns: 'Career (1)', 'Fitness/Health (2)', and 'GWC (1)'. Each column contains goal cards with titles, lists of subtasks, and progress indicators.

**TaskEase**

Dashboard  
Tasks  
★ Goals  
Analytics  
Calendar

Settings  
Log out

Search...

Harsita Keerthi  
harsita@taskease.com

### My Goals

Week Month Year New Column +

#### Career (1) +

**Update resume** ⋮

steps required:

- ✓ Add personal projects
- Impact in experiences
- ✓ Update Address
- LinkedIn profile summary

Progress 2/4 subtasks

#### Fitness/Health (2) +

**Healthy eating** ⋮

steps required:

- ✓ Grocery shop weekly
- Meal prep
- ✓ Fruits and Vegetables
- ✓ Drink more water

Progress 3/4 subtasks

**Start gym again** ⋮

steps required:

- ✓ Renew membership
- ✓ Plan around classes
- Prepare snacks for before
- Join workout classes

Progress 2/4 subtasks

#### GWC (1) +

**Company Collabs** ⋮

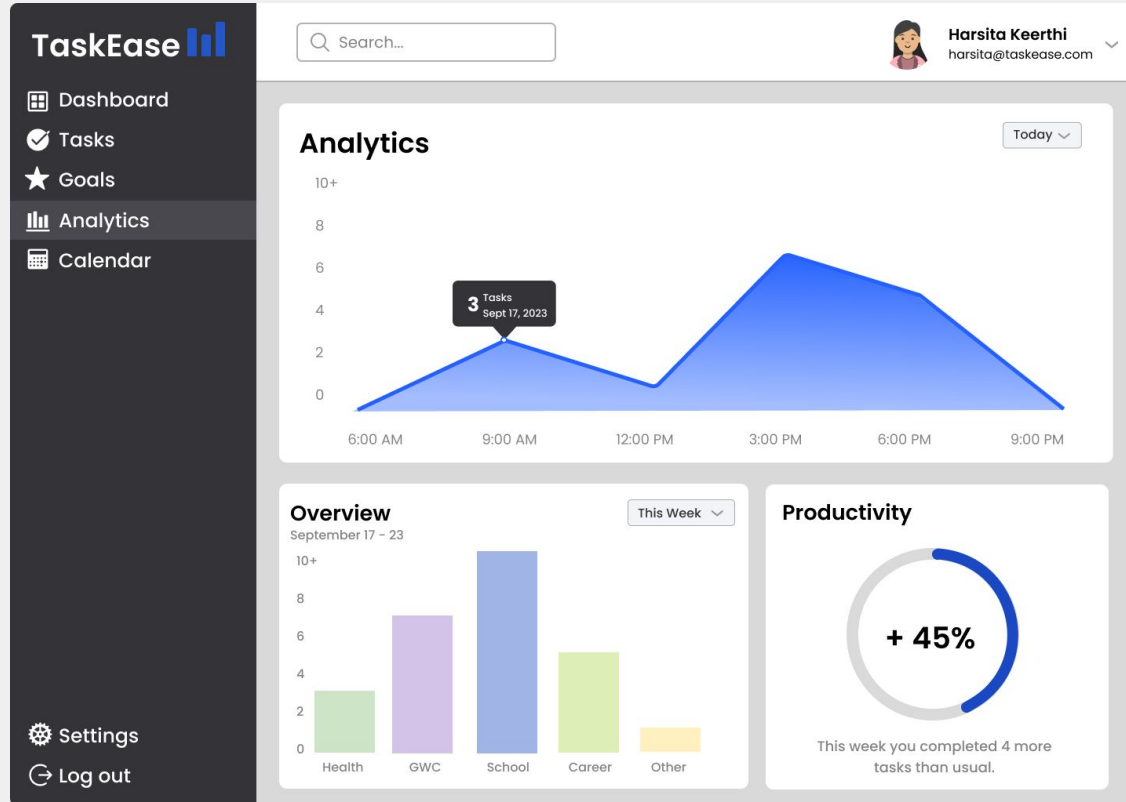
steps required:

- ✓ Reach out via LinkedIn
- ✓ SOPP networking event
- ✓ Email past contacts
- ✓ DEI groups in SJ

Progress 4/4 subtasks


# Analytics

The “Analytics” tab shows the user their productivity over time, allowing them to use their personal data to improve their productivity in the future.



# Calendar

The “Calendar” tab allows the user to add events according to tab and see an overview of events in a weekly, monthly, and yearly format.

TaskEase

Dashboard

Tasks


Goals

Analytics

Calendar

Settings

Log out

 **Harsita Keerthi**  
harsita@taskease.com

Calendar


WeekMonthYear

+ Add event

< September 2023 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Hanna's bday dinner 6 - 8 PM	2
3 Meeting w/advisor 10 - 11 AM Dentist Appt 2 - 3 PM	4 Project meeting 12 - 12:30 PM	5	6 GWC eboard meeting 12 - 1:30 PM GWC resume workshop 6 - 7 PM	7 Mock interview 10 - 11 AM	8	9
10	11 ENGL midterm 10:30 - 11:45 AM	12 Project meeting 6 - 7 PM CS Group Pres Meeting 7 - 8 PM	13 Dev team meeting 5 - 6 PM GWC eboard meeting 6 - 7 PM	14	15	16 Brunch w/ Family 10 AM - 12 PM
17 Dance class 5 - 8 PM	18 CS Group Pres 12 - 1:30 PM	19 Project meeting 9 - 10 AM PSYC midterm 3 - 4:30 PM	20 GWC eboard meeting 6 - 7 PM	21 CS midterm 12 - 1:30 PM GWC x Design Event 5 - 7 PM	22 SOPP networking event 12 - 2 PM	23
24	25 Dev team meeting 4 - 5 PM	26 GWC eboard meeting 6 - 7 PM	27 Eye appt 8 - 9 AM CALC quiz 10:30 - 11:45 AM	28	29 Dance class 7 - 8 PM	30

# Other Pages

TaskEase

## Sign in to your personal account

Google

Facebook

or continue with email

Email address

Password

☐ Remember me [Forgot Password?](#)


Sign in

Don't have an account? [Create an account](#)

## New Here?

Sign up and start increasing your productivity now

Sign up

TaskEase

Dashboard

Tasks

Goals

Analytics

Calendar

Settings

Log out

Search...

Harsita Keerthi

harsita@taskease.com

Harsita Keerthi

harsita@taskease.com

Sync with Google

Sync your TaskEase account with Google to keep your information current across all devices and both apps.

Enter your gmail...

Personal Settings

First name

Harsita

Last name

Keerthi

Email

harsita@taskease.com

Phone number

+X (XXX) XXX-XXXX

Language & Regional Settings

Language

English

Time zone

PST

Date display format

☒ MM/DD/YY

☐ DD/MM/YY

Time display format

☒ 12-hour

☐ 24-hour

Security & Privacy

Current password

New password

Delete account

# Future Scope

Mobile apps often lead to higher user engagement due to the personalized and interactive nature of the interface.

