

# Smart Calendar App

Valentina



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#UI #UX #Research #Figma #Wireframes #Mockups  
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# Research

We will start with Research to structure Valentina's problem and needs. We will build the User Persona, Pain Points, and Insights.

## User Persona: Valentina - The International Executive

Who is she? 

- Leads **sales & business development** for a Fortune 500 company
- Travels **frequently** and primarily **internationally**
- Works with **global teams across different time zones**
- Manages **tight meeting schedules** in different cities

### Needs & Goals

- Wants to **stay organized** and ensure **meetings are scheduled at the right time**
- Needs **smart scheduling** that **adjusts for time zones**
- Prefers a **proactive assistant** that **avoids scheduling conflicts**
- Wants a **mobile-friendly, intuitive experience**

## Pain Points & Challenges

- **Manually adjusting for time zone changes causes errors**
- **Forgets to update** meeting times when traveling
- **Conflicts arise** due to **timezone misalignment**
- Finds it **overwhelming** to track all meetings while traveling

# Competitive Analysis

(How Do Others Handle This?)

## Existing Solutions:

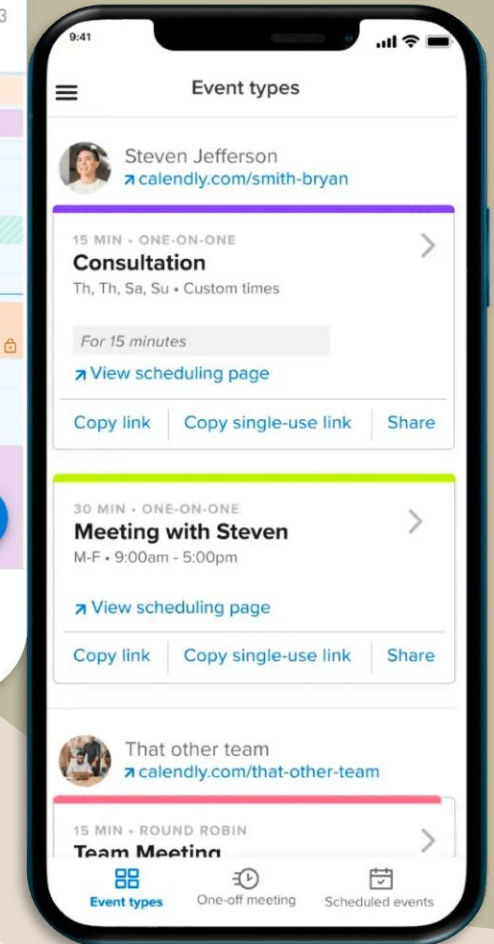
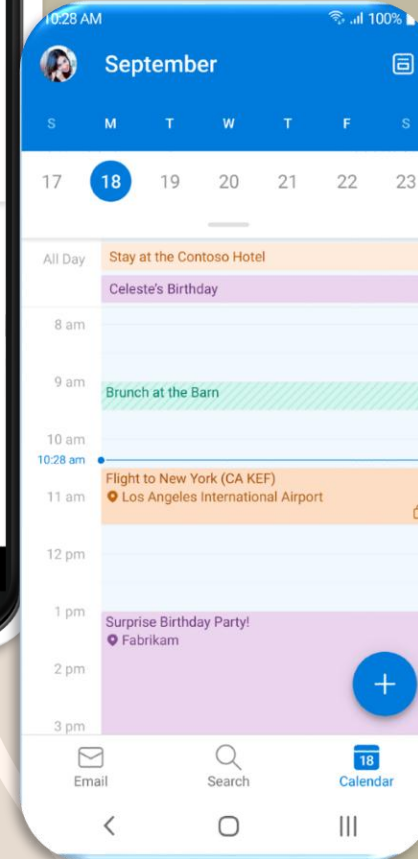
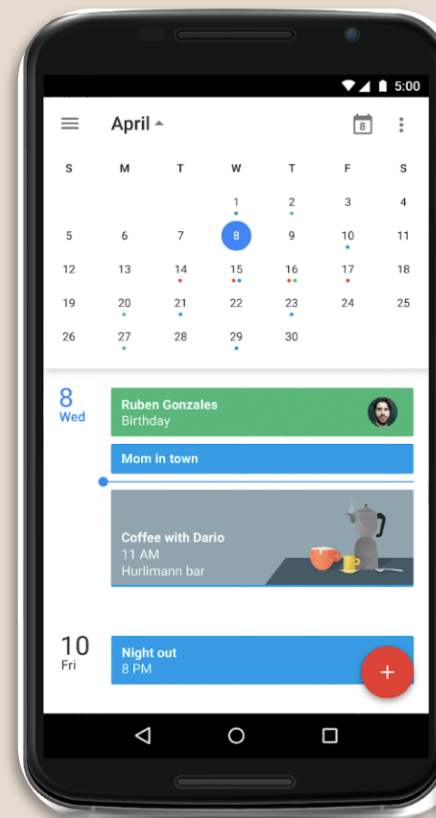
Google Calendar → Allows manual time zone changes but lacks smart timezone tracking.

Outlook Calendar → Can adjust for time zones but lacks proactive scheduling.

Calendly → Offers availability management but not for frequent travelers.

## Gaps in Current Solutions:

- No automatic timezone adjustments
- No real-time rescheduling suggestions
- No AI-driven meeting slot recommendations

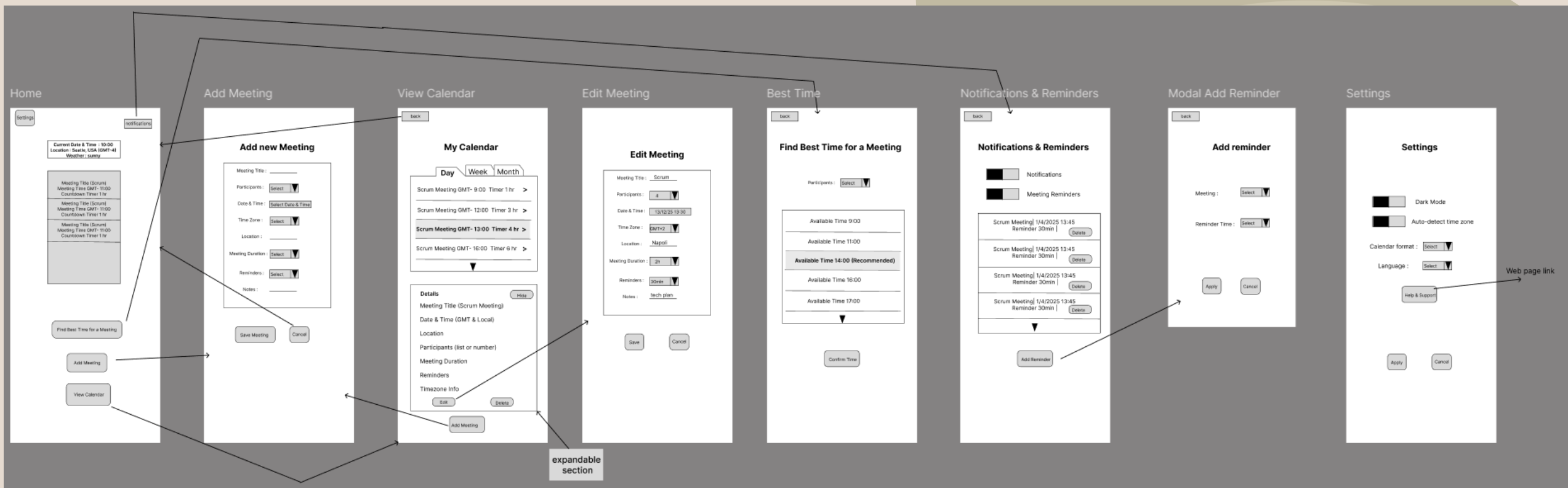


# Key Insights & Design Considerations

- **Smart Time Zone Management**  
The calendar should **auto-detect** time zone changes.  
Meetings should **automatically adjust** when Valentina travels.
- **Intelligent Meeting Suggestions**  
Suggests **best time slots** based on **time zones & work hours** of attendees. Identifies **conflicts** and offers **rescheduling suggestions**.
- **Proactive Notifications & Reminders**  
Sends reminders with **correct local time** (avoiding confusion).  
Alerts if a meeting is scheduled **too early or too late** in a timezone.
- **Functionality & Simplicity**  
Works on **mobile devices** with a **minimal UI**

# Design Wireframes

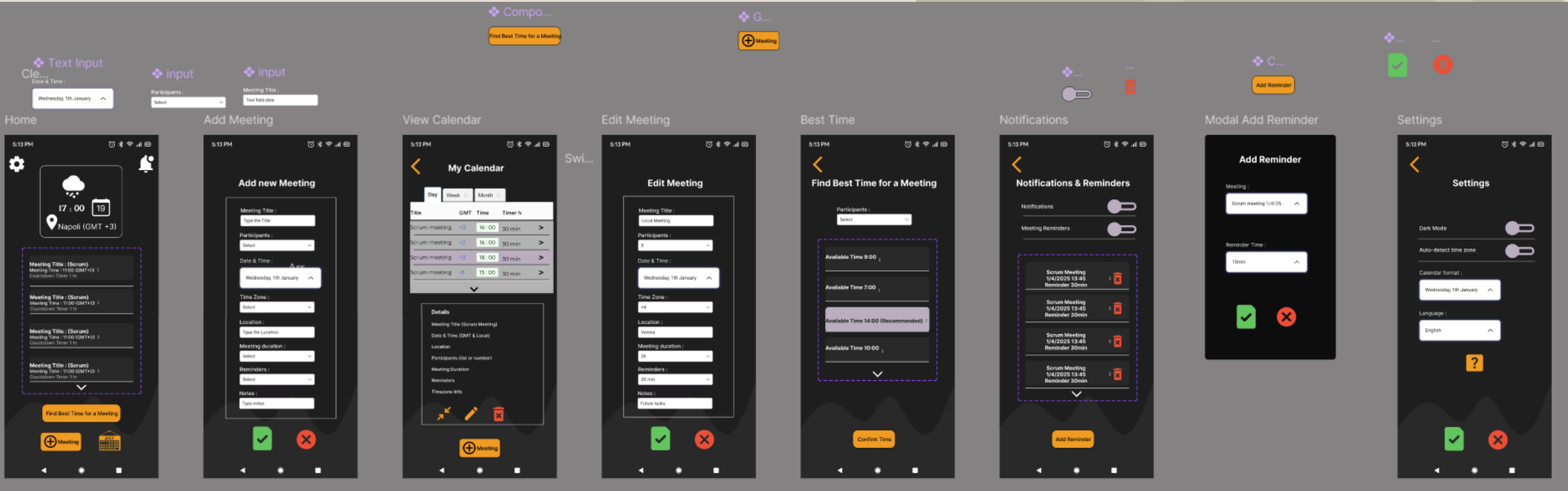
## Low Fidelity





# Design Mockups

## High Fidelity



# Define Mockup interactions





# Summary & links

A smart calendar app designed for Valentina to manage meetings across time zones with AI-driven scheduling and proactive reminders.

- Smart Scheduling suggests the best meeting times.
  - Auto-adjusts meetings when traveling.
  - Proactive Notifications prevent conflicts.
  - Dark-themed, mobile-friendly UI in Figma prototype.
- Ensuring Valentina stays on time & organized!



DESIGN!



PROTOTYPE!

