StartUp Starter

Introduction

There are many upcoming startups in the world today, approaching problems with creative solutions. This platform has been designed to help them start up their start up! If someone has an idea that can change the world, this application will help them get started. It will provide a structure to the entire process, in an easy and efficient manner.

The target users are thus employees of startups and even other small scale companies. From the CEO to Interns, every employee in the company will find this application useful. This application will especially be useful for Human Resources as it can be used a portal to send out offer letters and make onboarding processes easier. Employees can add personal tasks for them to complete to help them keep track of their own wellbeing, which in turn will contribute to the growth of the company.

The user can invite employees to your company and create teams. There is a feature called a plan board, where the user can add tasks, assign them and see who they are assigned to. Meetings can also be scheduled based on each person's calendar. Each plan board has two parts, "TO DO'" and "DONE!". Once you are done with a task, you can move it from to do, to done. A motivational message pops up when you do so. Each planboard comes with essential tasks that are required for a start up to be successful. These can be customized as well. Thus this application helps the startup kickstart and then manage their growth as well.

Research Methods and Design Methods
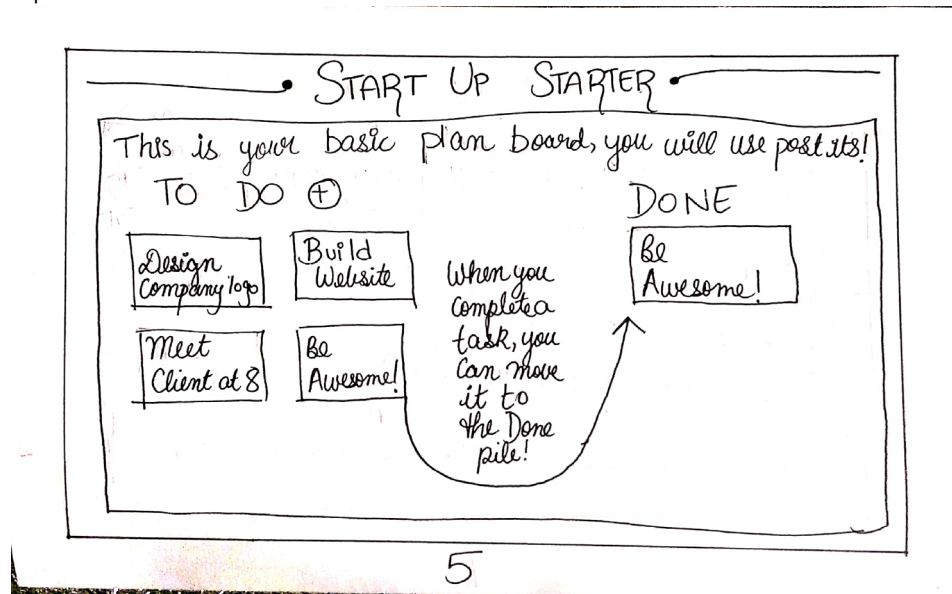
Research Methods:

- The first step was to choose the problem that was to be solved, along with reviewing the design challenges involved. This helped me create a **Project Brief** that outlined the target audience, problem definition and an overview of the competitive landscape.
- A **Needs Finding Study** was developed based on the Project Brief. This established the questions I needed the answers to, along with recruiting criteria and the interview protocol. Five participants were interviewed as part of the process, two of them worked in startups, two in small scale companies and one is working in a student project team.
- Next, a **Competitive Analysis** was conducted to understand what solutions already exist to the problem that I wished to solve, best practices and

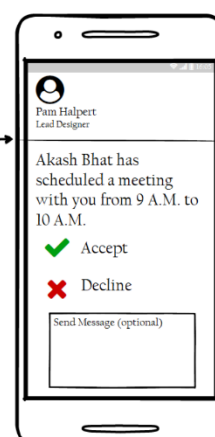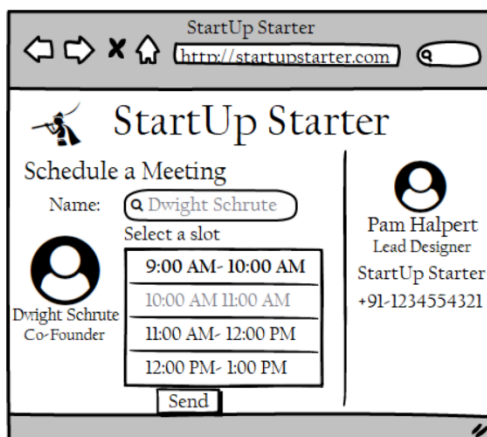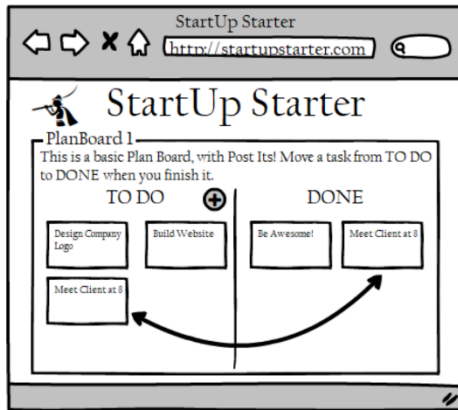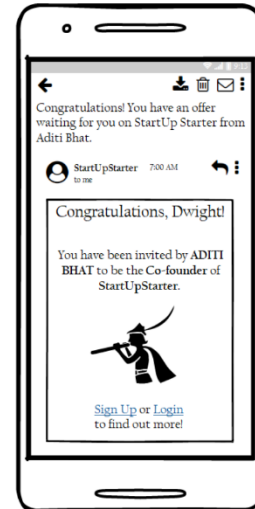opportunities for differentiation. Slack, Trello, Todoist and Google Tasks were analysed.

- A **Micro-Usability Test** was designed to test how usable the paper prototype is, and five participants were recruited for this purpose. Three of the participants work in startups, two recently moved to a startup from a large company. The test has an Overview, Consent Form, Logging Sheet, User Test Script and Post Test Questionnaire.

Design Methods:

- **Personas** and **Scenarios** (go to Appendix) were developed to represent the users and key tasks based on the Needs Finding Study. Three Personas and Three scenarios were developed.
- **20 sketches** were created as starting points to cultivate the brainstorming and ideation process. Here is one sketch out of those.

Wireframes

StartUp Starter — Welcome Screen (Browser)

StartUp Starter
http://startupstarter.com

StartUp Starter

Welcome, Aditi!

We are here to help you start your company. First, invite your Employees to be a part of your company, with their designations!

Name:

Email ID:

Designation:

Invite   Skip

Aditi Bhat
CEO
StartUp Starter
@itsadtbot
+91-1234554321

Email Offer (Mobile)

Congratulations! You have an offer waiting for you on StartUp Starter from Aditi Bhat.

StartUpStarter   7:00 AM
to me

Congratulations, Dwight!

You have been invited by **ADITI BHAT** to be the **Co-founder** of **StartUpStarter.**

Sign Up or Login
to find out more!

PlanBoard (Browser)

StartUp Starter
http://startupstarter.com

StartUp Starter

PlanBoard 1

This is a basic Plan Board, with Post Its! Move a task from TO DO to DONE when you finish it.

TO DO ⊕   **DONE**

Design Company Logo | Build Website | Be Awesome! | Meet Client at 8

Meet Client at 8

Seal of Approval (Browser)

StartUp Starter
http://startupstarter.com

StartUp Starter

SEAL OF APPROVAL ✕

GOOD JOB!

Natalie Dee.com

Schedule a Meeting (Browser)

StartUp Starter
http://startupstarter.com

StartUp Starter

Schedule a Meeting

Name: 🔍 Dwight Schrute

Select a slot

| 9:00 AM - 10:00 AM |
| 10:00 AM 11:00 AM |
| 11:00 AM - 12:00 PM |
| 12:00 PM - 1:00 PM |

Send

Dwight Schrute
Co-Founder

Pam Halpert
Lead Designer
StartUp Starter
+91-1234554321

Meeting Notification (Mobile)

📶 ⇅ ·ıll 🔋 ◑ ⚙

StartUp Starter
Pam Halpert has scheduled a meeting with you.

Pam Halpert
Lead Designer

Akash Bhat has scheduled a meeting with you from 9 A.M. to 10 A.M.

✓ Accept

✗ Decline

Send Message (optional)

- A **Paper Prototype** that covered all user interactions for two tasks of the user test was developed. Each user task had three "correct" interactions and data. The tasks were Inviting an employee to be a part of the company and Adding a Task and then marking it as complete.
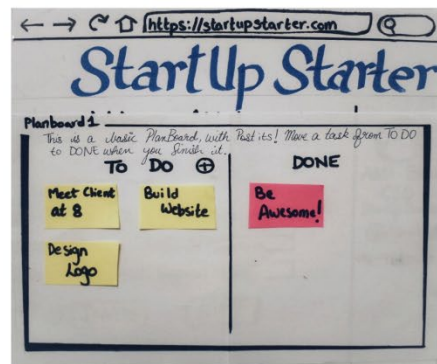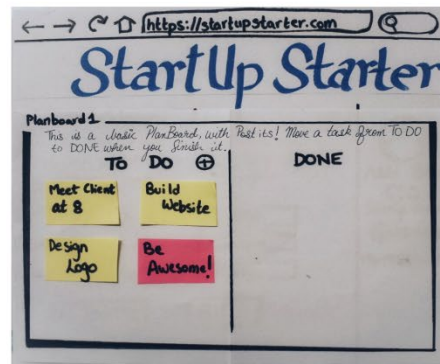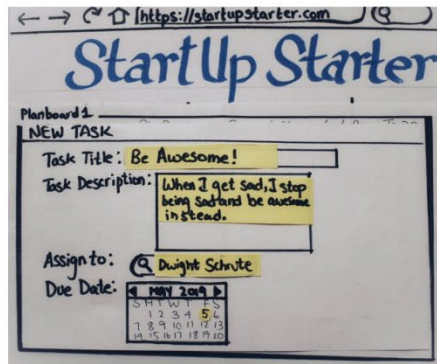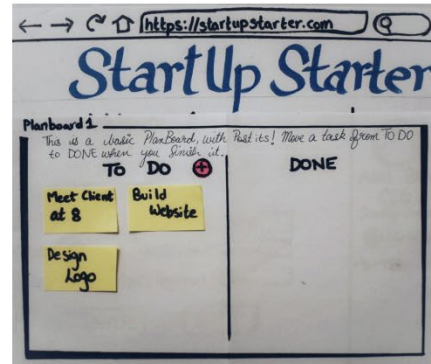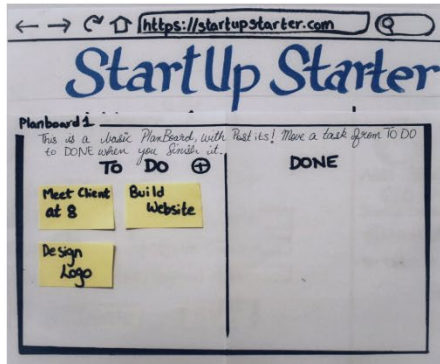
User Needs Analysis

Based on the Needs Finding Study, Personas, Scenarios, Sketching, and the Micro-usability test, the following User Needs were identified. Affinity Mapping of the results from the interviews conducted was performed to understand the findings better.

1. When a startup is first started, there are a lot of things to do and tasks to complete. A lot of startups fail because they don't manage to prioritize their work and do everything in an efficient manner.
2. The interface is meant to simplify tasks, so it must be easy and intuitive to use. It was found that users find existing technologies too complicated to use, they have google how to use features or they just give up using the application.
3. Users do better work when things in their personal lives are in a good place, when they are motivated to work and when their work is rewarding and fulfilling.
4. Effective communication is essential for any organization to flourish. It can help to foster a good working relationship between the teams, which can in turn improve morale and efficiency.

Competitive Analysis

The competitors to StartUp Starter are mainly Slack and Trello. Slack is meant for communication and Trello is meant for task management. StartUp Starter combines both exclusively for small scale businesses or startups. Task management and communication both go hand in hand, and especially in startups where atleast in the initial stages there is not a lot of structure in the process and everything is in a frenzy, StartUp Starter provides that order and structure in an easy, effective and effortless manner.

Slack's main drawback that has been discovered in this analysis is the endless notifications, so StartUp Starter aims to send only important notifications while also making sure that the user doesn't miss out on anything important.

Trello doesn't have an accountability tool which means that team members could easily lose productivity. StartUp Starter intends to keep the team motivated and make sure they complete all their taks with ease.

One other important aspect of Task Management and team communication is that the personal wellbeing of the teammates is of utmost importance. Therefore, in StartUp Starter, you can also set personal goals for your own wellbeing, which in turn contributes to the company's growth.

Design Goals

1. Provide a structure to the process of kick-starting a StartUp with the help of a system of planboards with post its representing tasks, meeting schedulers, notifications and rewards.
2. Help users be more productive in completing their tasks by making the process easier and more rewarding. This applies not just to their professional life, but also with their goals in their personal lives.
3. Facilitate easy and efficient communication in teams with the help of simple and intuitive icons and buttons.

Prototype

The Prototype shows three key tasks:

1. Inviting an employee to be a part of the company.
2. Adding a Task and then marking it as complete
3. Scheduling a meeting with a fellow employee

Adobe XD was used to create this prototype, it is an interactive prototype, screenshots of the different pages have been provided below.

Landing Page

Sign Up Pages

STARTUP STARTER

— Sign Up —

Name:

Email ID:

Designation:

Company Name:

Tagline:

Next

STARTUP STARTER

Sign Up

Aditi Bhat
CEO- HeadsUp

HeadsUp
Head Up or Head Out!
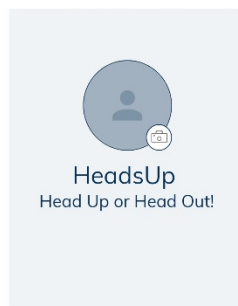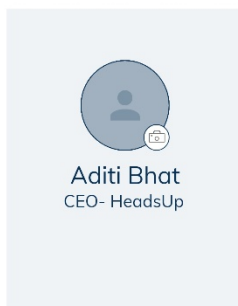
Don't forget to add your picture and your company logo!

Finish!

STARTUP STARTER

Welcome, Aditi!

We are here to help you start your company.
First, invite your employees to be a part of your company, with their designations!

Name: [   ]

Email ID: [   ]

Designation: [   ]

Invite   Skip

Aditi Bhat
CEO- HeadsUp

Profile

Invite

Planboards

Tasks

Meetings

Team

The Planboard

STARTUP STARTER

Planboard

This is a basic Planboard with Post Its! Click on the Plus button to add tasks.
To edit the task, click on the Post It.

TO DO   +   DONE

Design Company Logo

Build Website

Be Awesome!

Meet with Investor

Recruit Marketing Specialist

Aditi Bhat
CEO- HeadsUp

Profile

Invite

Planboards

Tasks

Meetings

Team

Adding a Task

Editing a Task

Task Completion

List of Tasks

STARTUP STARTER

Aditi Bhat
CEO- HeadsUp

Profile

Invite

Planboards

Tasks

Meetings

Team

Your Tasks

TODAY
12th May

- Design Company Logo
  3:30 PM

- Meeting With Investor
  4:30 PM

- Workout
  6:30 PM

TOMORROW
13th May

- Yoga
  6:30 AM

- Lunch with Mom
  12:30 PM

- Meet Development Team
  3:30 PM

LATER THIS MONTH

- Create Web Prototype
  16th May

- Presentation with Investor
  21st May

- Create Android Mockups
  30th May

Scheduling a Meeting

STARTUP STARTER

Aditi Bhat
CEO- HeadsUp

Profile

Invite

Planboards

Tasks

Meetings

Team

Schedule a meeting

Assign To: 🔍 Pam Halpert

Pam Halpert
Head of Design

Select a slot:

9:00 AM - 10:00 AM

10:00 AM - 11:00 AM

11:00 AM - 12:00 PM

12:00 PM - 1:00 PM

Next

Final Usability Test

Goals of the Usability Test

The Goals of the Usability Test are to make sure that the application does indeed make Users' Tasks more manageable in an easy and efficient way. The application must be easy to use along with being effective while improving productivity. If the users are confused by the product, the very essence of it is lost. When the paper prototype was tested, it was found that the icons and procedures weren't intuitive enough and there was too much text, so in the final prototype that was mainly worked on.

The key questions that the usability test seeks to answer:

1. Is StartUp Starter easy to use?
2. Does StartUp Starter simplify Task Management?

Participants

Five participants who are currently working in Startups and small scale were recruited for this test. Two of them were the heads of a startup and small scale company. One is leading the Human Resources Department of the team. One participant is a recent graduate and the other is an experienced developer currently employed in a startup.

They were specifically chosen as the target population of StartUp Starter is users who are working in startups or small scale companies.

Process

The Usability Test was a Moderated User Test conducted at the Users' locations. The moderator sat next to the user and asked him/her to perform three tasks:

1. Inviting an employee to be a part of the company.
2. Adding a Task and then marking it as complete
3. Scheduling a meeting with a fellow employee

The Analysis Methods used were:

- Video of interaction with the system captured along with audio
- Logging sheets
- Critical Incident Analysis

Results

All the users were able to complete the tasks, hence it was found that the users responded positively to the application in general based on **Task Completion**. The results indicate that StartUp Starter is easy to use and also effective in simplifying task management. However, methods were observed to increase the ease of use which are outlined in the key findings section.

Key Findings and recommendations

Finding 1: The + button wasn't intuitive enough, users were confused about how to add a task.

Recommendation: I will replace the plus button with a text button that says "Add Task" to make adding a new task clearer.

Finding 2: After the details of the task has been added, the task appears.

Recommendation: Users appeared confused by this aspect, so I will add a SUBMIT button so that they can review their work before submitting the new task.

Finding 3: Drag-and-dropping the post it from TO-DO to DONE is not convenient.

Recommendation: In order to make this aspect more convenient, I will add a tick button to the bottom left of the task, which will appear on hovering. Once that is clicked, the task will move from TO-DO to done.

Finding 4: The users wanted a location to be added to the scheduling a meeting screen, so that will be incorporated as well.

Finding 5: The selected slots in an employee's schedule weren't clear.

Recommendation: Instead of having the text in bold, the colors can be inverted to indicate selection.

Next Steps

StartUp Starter is still in the initial stages of development, a lot of features can be incorporated to increase productivity and perform task management more effectively. A chat feature has to be added in the planboards in order to facilitate effective communication within teams for tasks. A payment portal to transfer and receive funds can also be incorporated. One additional function to record user interviews and other important conversations with the appropriate permissions is in progress.

Once StartUp Starter is successfully used by startups and small scale companies, the product can be scaled up to incorporate MNCs and larger scale companies, to increase their efficiency and help them meet their business goals.

Appendix

Personas

Name: Amy Santiago

Demographics:

Age: 28
Occupation: CEO, Entrepreneur
Location: Brooklyn
Life stage: Newly married

Motivators:

- Making an impact on society
- Professional Success
- Job Satisfaction of her employees
- Balancing her work and her new life with her husband

Constraints:

- Traffic: Commuting around, being on time despite traffic gets difficult
- Lots of meetings with different teams and clients to keep track of
- Limited free time to spend with her husband and alone time
- High technical literacy

Name: Ann Perkins

Demographics:

Age: 23
Occupation: Recent Graduate
Location: Pawnee, Indiana
Life stage: First job

Motivators:

- Making a good impression on her team and her boss
- Professional Success
- Learning new things
- Being punctual with her tasks and with meetings

Constraints:

- Lots of tasks to be completed
- High technical literacy
- Significant pressure at work, so no time to learn new things
- Work days packed with meetings

Name: Toby Flenderson

Demographics:

Age: 35
Occupation: Human Resources Head
Location: Scranton, Pennsylvania
Life stage: Divorced, with a daughter

Motivators:

- Being a good Dad to his daughter
- Motivating the employees of the company
- Social Contact: After his divorce, he wants to go out and meet more people and have a life for himself outside of work
- Job satisfaction of the employees of the company

Constraints:

- Many interviews to conduct for recruitment in different locations
- Limited time to spend with his daughter
- Numerous meetings with employees to discuss their well-being and qualms, can be difficult to keep track of.
- Limited time to go out and socialize

Scenarios

Scenario 1:

Amy Santiago recently started a Start Up called _____. She also got married recently and needs to balance her work and newly married life. Living in Brooklyn NYC, there is a lot of traffic which makes it difficult to get around and attend several meetings. She found a new app called StartUpStarter which helps us manage all of this. Amy realizes that she hasn't been able to spend much time with her husband due to her busy work schedule lately. StartUp Starter has a calendar which makes sure there are no conflicts in her schedule. She blocks out her evening that day to spend time with her husband. No one else can schedule a meeting with her in that period. She also blocks out half an hour to run a 5k, some alone time for herself. The same afternoon, she is stuck in traffic in a cab, but she can still attend the meeting via a simple voice command. After the meeting, she suddenly has a new idea while waiting in traffic, she records it on the go, with the help of the app!

Scenario 2:

Ann Perkins joined a StartUp called _____ just after graduating from the University of Michigan. She wants to be punctual to meetings and with her tasks. She also wants to learn new things and develop her skills. She found StartUp Starter which is helping her do all of this! Ann has been asked to design a logo for the StartUp and also to design their website. StartUp Starter sends her alerts for these tasks and their deadlines. Everytime she completes a task, she unlocks a new achievement, which motivates her to do well. As she is new, she gets confused with her team members' names. She checks the organization chart to remember their names and positions. Ann is a coffee addict, and the late hours are making her sleepy. So she sends the coffee machine a request and her order is ready by the time she reaches the machine!