

Karentoroku Time Booking Website

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Project overview



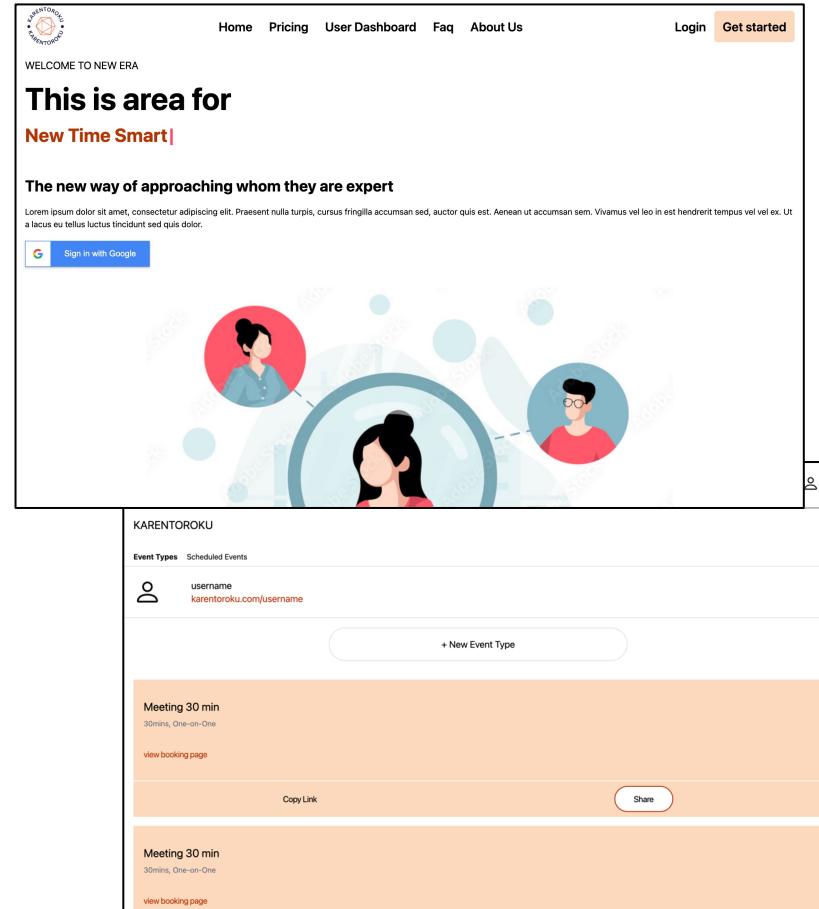
The product:

Available time booking app is helping people who have many activities in a day with many people, so they can book the time for all activities without holding to make them nervous. And also it is very difficult when you want to book time with whom specialist



Project duration:

January 2023 to March 2023



Project overview



The problem:

a busy marketing agency, needs a way to schedule appointments with specialists quickly



The goal:

Can alleviate the scheduling challenges faced by people with busy schedules and help them easily book time with specialists

Project overview



My role:

UX designer designing an app for Available Time booking app.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



To begin the research process, I will conduct user interviews and create empathy maps to gain a deeper understanding of the target users and their needs. The primary user group identified through research will be people who need to schedule appointments with specialists.

During the interviews, I will ask users about their experiences with scheduling appointments and any challenges they have faced in the past. I will also inquire about their preferred methods of scheduling appointments and what factors influence their decision-making.

Additionally, I will explore any external factors that may impact a user's ability to schedule appointments, such as their work schedule or family responsibilities. By gaining a better understanding of these factors, we can design a scheduling system that accommodates users' unique needs and limitations.

Overall, the research will aim to identify the pain points and user needs related to scheduling appointments, and use these insights to inform the design of an app that is both user-friendly and effective at meeting users' needs.

User research: pain points

1

Scheduling conflicts

Users may struggle to find a time that works for both them and the specialist they want to book with. They may have limited availability due to work or personal commitments, or the specialist may have a busy schedule that doesn't leave many open slots.

2

Technical difficulties

Users may encounter issues with the app itself, such as slow loading times, error messages, or difficulty navigating the interface. These technical difficulties can be frustrating and may prevent users from successfully booking an appointment.

3

Limited availability

Depending on the type of specialist, there may be a limited number of available appointments, especially if the specialist is in high demand. This can make it difficult for users to book an appointment when they need it, or may require them to schedule far in advance.

4

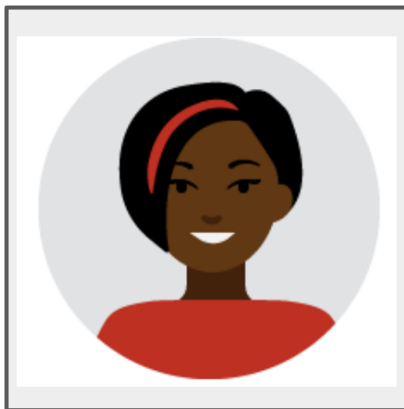
Cancellations and rescheduling

Users may need to cancel or reschedule an appointment for a variety of reasons, such as illness or a scheduling conflict. However, if the app doesn't have a user-friendly process for doing so, users may become frustrated and may be less likely to use the app in the future.

Persona: Emily

Problem statement:

Emily, a busy marketing agency, needs a way to schedule appointments with specialists quickly because may miss important appointments



Emily

Age: 32

Education: Project manager

Hometown: Bangkok

Family: Single

Occupation: Marketing

"I lives in a small apartment in the city. I am highly organized and likes to plan her time carefully "

Goals

- To manage her schedule efficiently and minimize the time spent on scheduling appointments.
- To be able to book appointments with specialists who meet her needs and preferences.
- To receive timely reminders and notifications about upcoming appointments.

Frustrations

- Finding time to book appointments between her busy work schedule and personal commitments.
- Dealing with long wait times or unavailable appointment slots.
- Managing multiple appointments with different specialists and remembering their availability.

Emily is single and lives in a small apartment in the city. Emily is highly organized and likes to plan her time carefully, but she often feels overwhelmed by her workload and struggles to balance her personal and professional responsibilities. She enjoys reading and taking long walks to relax..

User journey map

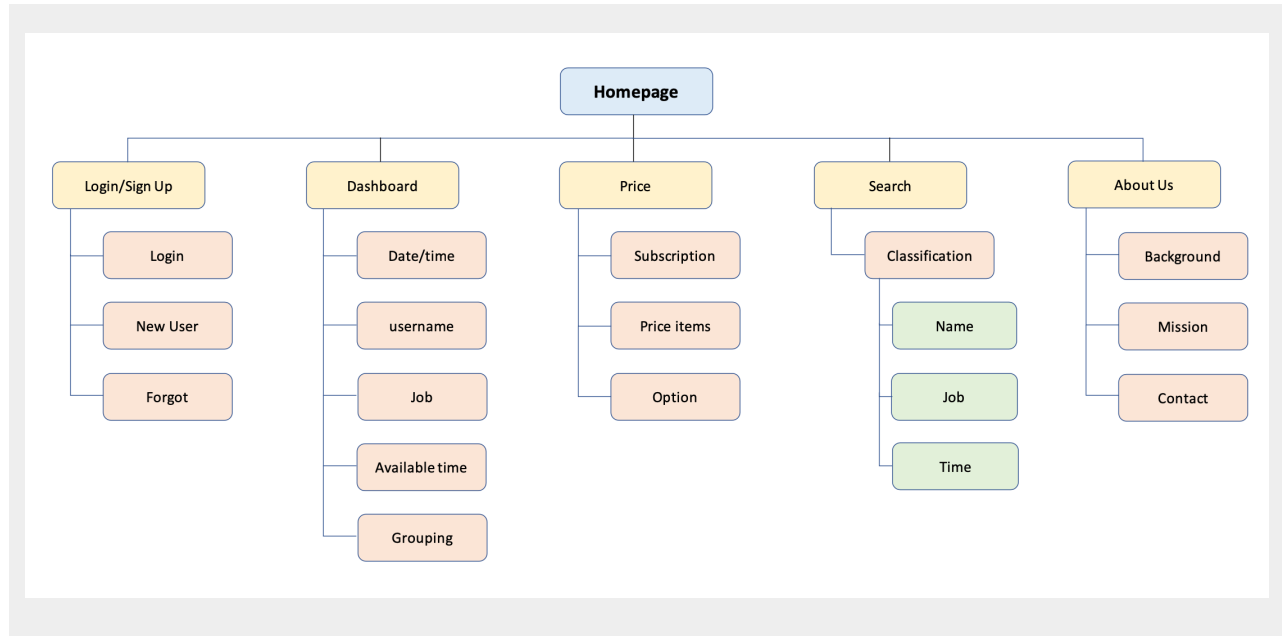
Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Karentoroku Time booking app.

| ACTION | Checking all activities | checking how many contact person | Booking time related with available time | confirm all booking time in calendar |
|---------------------------|--|---|---|---|
| TASK LIST | Tasks A. Find all activities on that day B. Prioritize activities and arrange from first to last | Tasks A. Grouping the person who is in the same meeting | Tasks A. Call to person one by one to book the time | Tasks A. Need to confirm by email and calling to them |
| FEELING ADJECTIVE | Worry to collect a miss activities | Anxious about lacking some person | Stressed about booking each other one by one | Anxious about missing time |
| IMPROVEMENT OPPORTUNITIES | Offer a way to easily to group the related name in case same meeting | Offer a way to select and group many person and place as well | Create an app for helping to book the time of many person | Create an app to remind who was booked by sending the notification email or any social media tool |

Site map

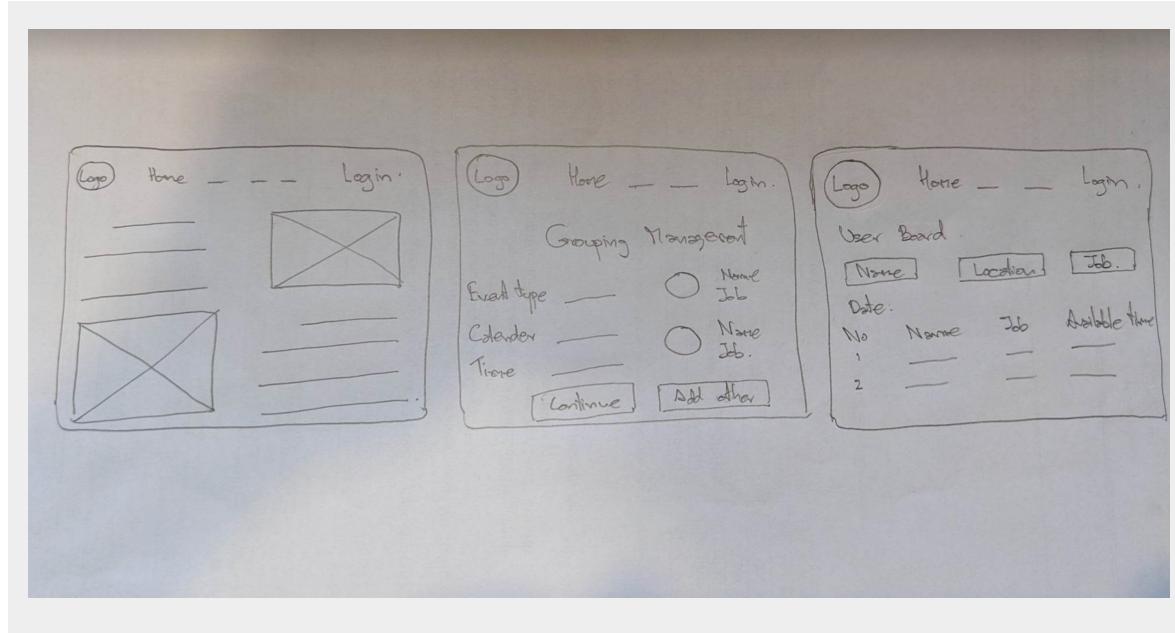
Difficult with the website navigation was a primary pain point for user, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decision that would improve overall website navigation. The structure I chose designed to make things simple and easy



Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This name on the dashboard link to more available time for user to choose it

Home Pricing User Dashboard Faq About us Login Get started

Group Management

KARENTOROKU BOARD

All Time range Location

25 Apr. 2023

| No. | Name | Location | Job | Available Time |
|-----|-----------|----------|-----|----------------|
| 1 | John Wick | | | |
| 2 | | | | |

26 Apr. 2023

| No. | Name | Location | Job | Available Time |
|-----|------|----------|-----|----------------|
| 1 | | | | |
| 2 | | | | |

This button at the top of home screen make it fast and easy for user groups many specialist

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

A digital wireframe of a user profile page. At the top is a navigation bar with links: Home, Pricing, User Dashboard, Faq, About us, Login, and a 'Get started' button. Below the navigation bar is a header section with a circular profile picture placeholder and the text 'KARENTOROKU BOARD'. The main content area contains a form with the following fields: 'Name: John Wick', 'Occupation: Actor', 'Education: Bachelor degree', and 'Review: ★★★★★'. To the right of these fields are two large rectangular placeholders and a section for 'Event type: Meeting 1hr' with a dropdown arrow, followed by four horizontal input lines for 'Time:'.

Home Pricing User Dashboard Faq About us Login Get started

KARENTOROKU BOARD

Name: John Wick

Occupation: Actor

Education: Bachelor degree

Review: ★★★★★

Event type: Meeting 1hr ▼

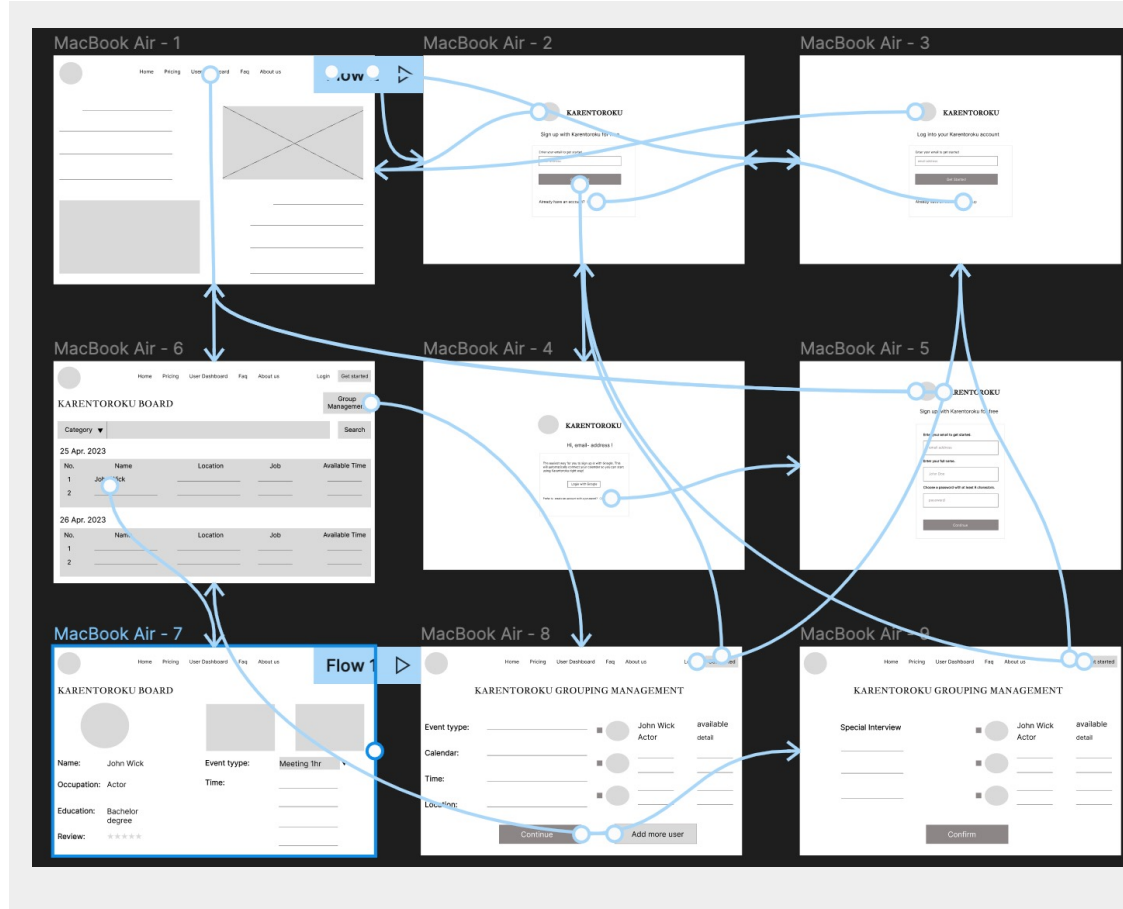
Time: _____

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and choosing the available time on dashboard, so the prototype could be used in a usability study.

View the Karentoroku's app:

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to book time easily
- 2 Users want to group many specialist's time in one time
- 3 Users want more classification including search

Round 2 findings

- 1 Add filter and search for the name and job
- 2 Linkage the specialist's name on dashboard to select more available time


Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Add filter and search for the name and job to improve the usability study

Before usability study



Mockup of the KARENTOROKU BOARD interface before usability study. The interface includes a navigation bar with links: Home, Pricing, User Dashboard, Faq, About us, Login, and Get started. A profile picture placeholder is on the left. The main header is KARENTOROKU BOARD. Below it are filters: All, Time range, and Location. The data is presented in two tables for 25 Apr. 2023 and 26 Apr. 2023. Each table has columns: No., Name, Location, Job, and Available Time. The first row of the 25 Apr. 2023 table shows 'John Wick' in the Name column.

| No. | Name | Location | Job | Available Time |
|-----|-----------|----------|-----|----------------|
| 1 | John Wick | | | |
| 2 | | | | |

| No. | Name | Location | Job | Available Time |
|-----|------|----------|-----|----------------|
| 1 | | | | |
| 2 | | | | |

After usability study

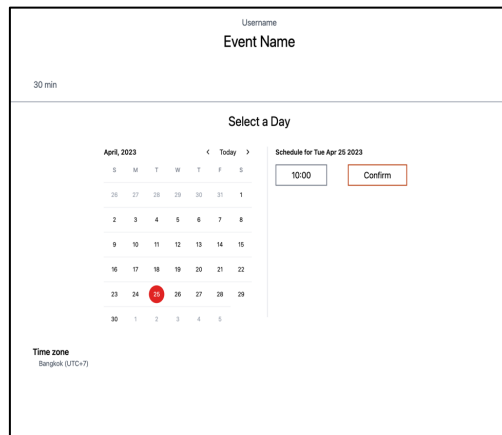
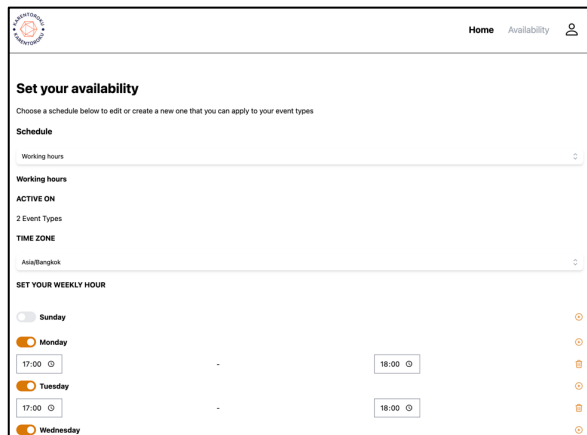
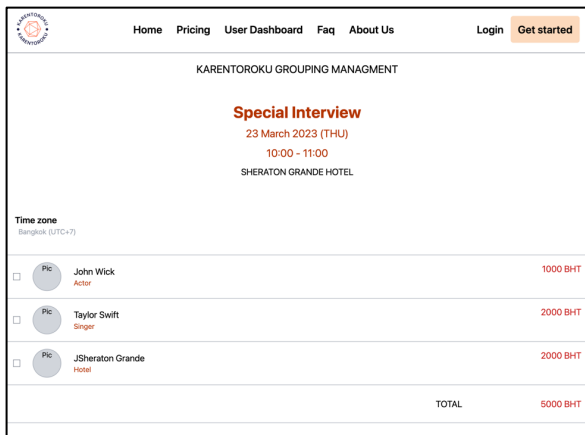
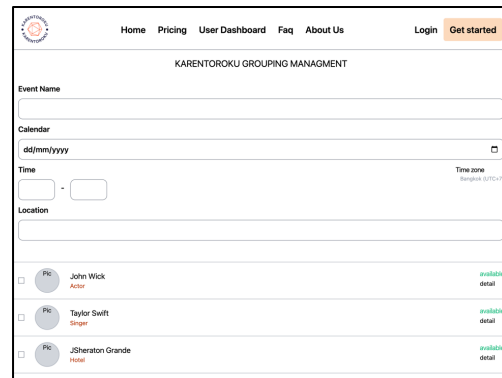
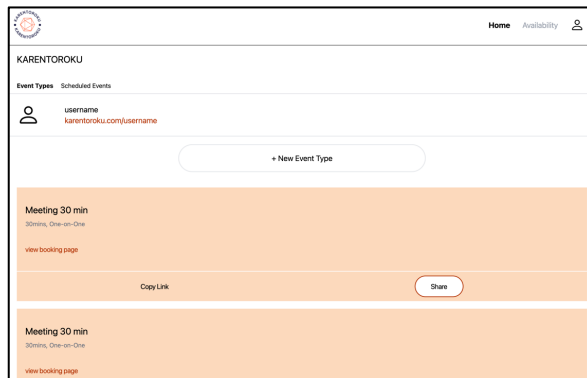
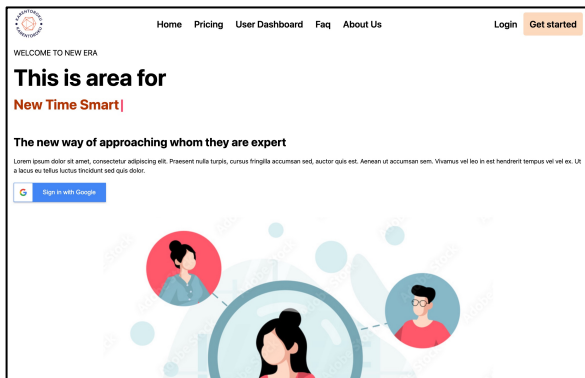


Mockup of the KARENTOROKU BOARD interface after usability study. The interface includes a navigation bar with links: Home, Pricing, User Dashboard, Faq, About us, Login, and Get Started. A profile picture placeholder is on the left. The main header is KARENTOROKU BOARD. Below it are filters: Category and Search. The data is presented in two tables for 25 Apr. 2023 and 26 Apr. 2023. Each table has columns: No., Name, Location, Job, and Available Time. The first row of the 25 Apr. 2023 table shows 'John Wick' in the Name column.

| No. | Name | Location | Job | Available Time |
|-----|-----------|----------|-----|----------------|
| 1 | John Wick | | | |
| 2 | | | | |

| No. | Name | Location | Job | Available Time |
|-----|------|----------|-----|----------------|
| 1 | | | | |
| 2 | | | | |

Mockups

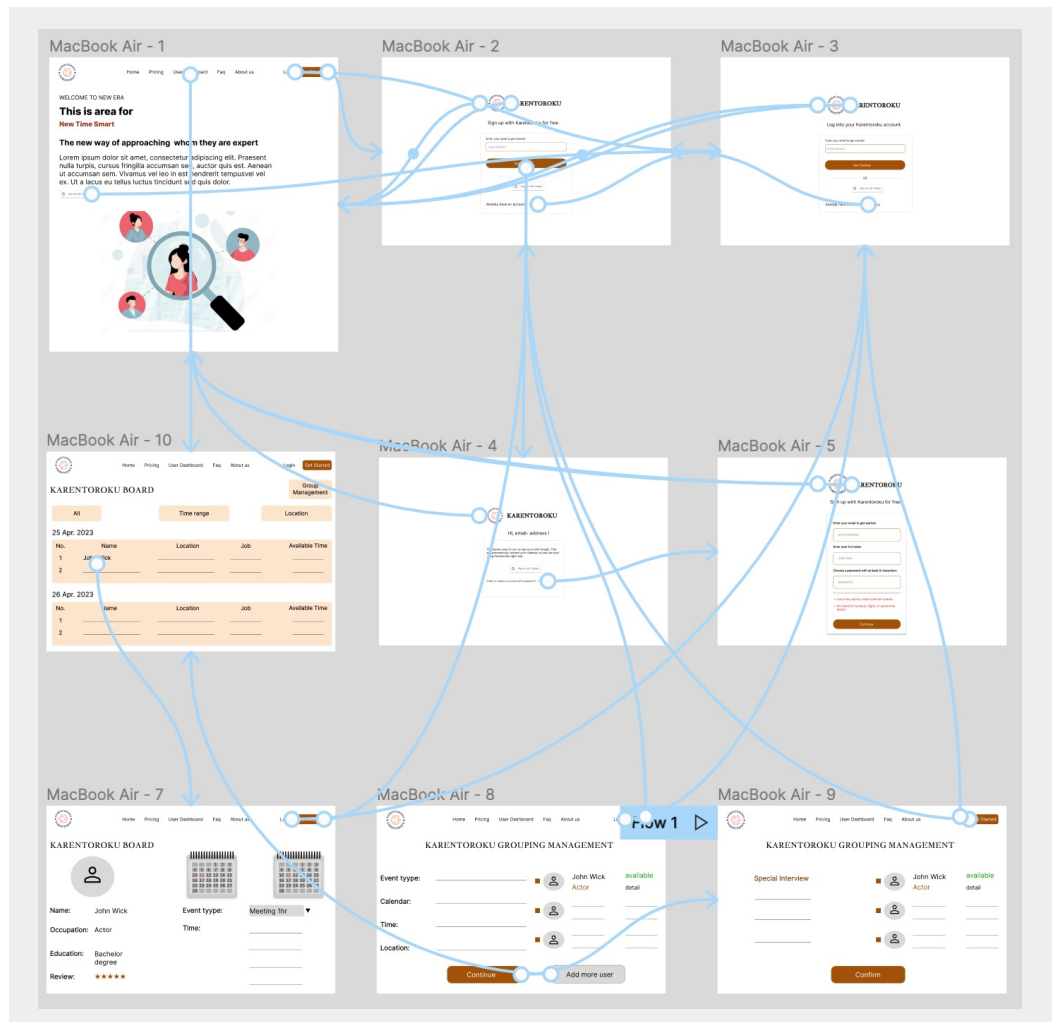


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing the available time on dashboard and accessing log-in.

View the Karentoroku's app:

[High-fidelity prototype](#)



Accessibility considerations

1

Provided access
to users who are vision
impaired through adding
alt text to images for
screen readers

2

Used icons to
help make
navigation easier.

3

Prepared data for making
search optional to find
what user need faster

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Karentoroku's Time booking really thinks about how to book the time fast.



What I learned:

While designing the Available Time Booking app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Available Time Booking app! If you'd like to see more or get in touch, my contact information is provided below.

Email: korayut@gmail.com

Thank you!