

OVERVIEW

PROBLEM



RESEARCH

PROTOTYPE



# WAToDo

A mobile task tracking system to bring the AI community together.



OVERVIEW

PROBLEM



RESEARCH

PROTOTYPE

Project Duration: 8 months

Responsibilities: Exploratory, Generative, and Evaluative  
Research; Interaction Design; Android Development

Team: [Microsoft Azure AI](#)

Paper: [User Experience \( UX \) Methodologies Analysis  
for Improving Customer Retention](#)

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OVERVIEW



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This project aims to boost community engagement, particularly observed during my role as a program manager for Microsoft's internal AI Ambassador program.



With a task tracking application for the ambassador community, users will not only be able to track work progress, but also to organize work based on priority, to capture visual reminders in real time, and to send email updates on click.



The AI Ambassador program consists of **800+ ambassadors**, serving **90 countries** and driving **over 10 billion dollars** in quarterly revenue. The app allows Ambassadors to keep track of business meetings and provide real-time sharing of success stories in order to drive AI evangelization.

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## USER STORIES



As an ambassador, I want to be able to know what other ambassadors are working on, so that I can communicate with them when it is needed.



As an ambassador, I want to jot down work progress anywhere and anytime.



As an ambassador, I want to save time reporting to program managers.



As an ambassador who works with multiple clients, I want to be able to prioritize my work quickly.



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IDEATION



User Need: Learn what others are doing  
Suggested Feature: Community news feed page



User Need: Update anywhere and anytime  
Suggested Feature: arbitrary file attachment



User Need: Save time composing emails  
Suggested Feature: Task to email auto-conversion



User Need: Easy file management  
Suggested Feature: audio/image files to text



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## COMPETITOR ANALYSIS

	Trello	Asana	Wunderlist	Todoist
Product Positioning User Need	Project management	Project management	Productivity App	Productivity App
Target Customers	Projects with long development time	Time-sensitive collaboration	Jobs that require limited collaboration	Jobs that require limited collaboration
Costs	\$\$	\$\$	free	free
Task Management	✓	✓	✓	✓
File Attachment from mobile phones	✓	✓	✓	✓
Image/Audio to text				
Easy File Sharing	✓	✓	✓	✓
Community Sharing	✓	✓		

High costs for  
community  
updates

Lack of AI  
Integrations

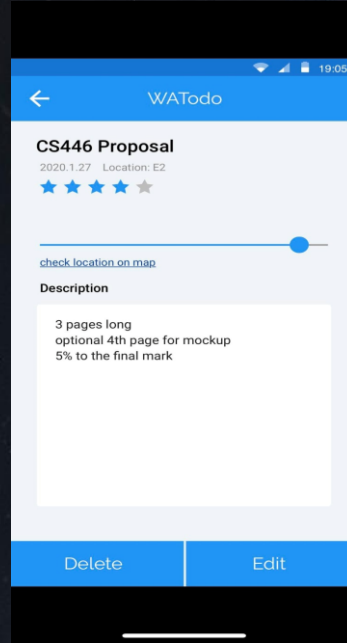
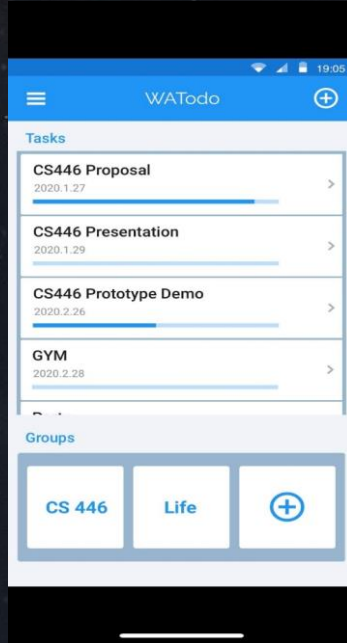
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LOW FIDELITY

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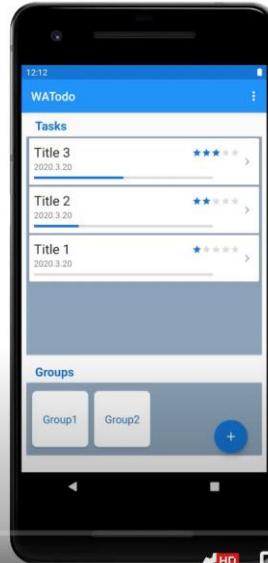
PROTOTYPE

WATodo, App.

## ABOUT THE APP

*All in one smart mobile assistant that learns your schedule and takes your productivity to the next level*

- Flesh out the items on your list
- Prioritize with groups and filtering
- Accomplish way more than before



VIEW  
DEVELOPED  
PRODUCT

@

[https://youtu.be/  
U2l9dsO9EuE](https://youtu.be/U2l9dsO9EuE)

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## INTERESTED TO LEARN MORE?

- UX Methodologies Analysis[Report]:  
<https://www.dropbox.com/s/z2lurw5tt7i9o60/UX%20Methodologies%20Analysis.pdf?dl=0>
- Product Feature Walkthrough[Video]:  
<https://youtu.be/55qoAHbgdhs>
- Detailed Architecture Design[Report]:  
[https://www.dropbox.com/s/jva336p5j2goq3y/WATodo\\_d5.pdf?dl=0](https://www.dropbox.com/s/jva336p5j2goq3y/WATodo_d5.pdf?dl=0)
- Code Repository[Github]:  
<https://github.com/lilydia/group18project>

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# CONTACT

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