PRODUCT DESIGN:-Assignment

Situation: Valentina leads sales and business development for a Fortune 500 company. She travels 3 out of 4 weeks in a month, and when she travels, it's almost always internationally. Between all her travel to different time zones and a busy meeting schedule in different cities, she finds it challenging to keep up with her calendar to show up to the right places at the right time.

Challenge: Design a calendar flow and interface that is smart enough to suggest meeting times, accounts for changing time zones, and is proactively working for Valentina to make sure she is always on time for her meetings. The proposed solution has to be mobile-friendly and has to use viable technologies from today.

Design process:

1. **Empathize.**
2. **Define.**
3. **Ideate.**
4. **Design.**
5. **Prototype and Test.**

1. **Empathize:** Firstly I conducted a survey based on the situation provided. The major questions asked were.

   - How often do you travel?
   - How do you currently manage your schedule and appointments while traveling?
   - What challenges do you face when it comes to scheduling and organizing your work-related activities?
   - Do you typically schedule multiple meetings in a single day while traveling?
   - How do you manage different time zones when scheduling meetings across locations?
   - Do you customize reminders based on the type of event?

   Responses received were considered as pain points provided by the user.

2. Define:-

Users Persona:

"Dedicated and Talented working woman with lots of travelling onboard"

Valentina

Age: 30
Education: MBA
Hometown: New York, USA
Family: Single
Occupation: Business development manager

Goals
- Have a proper work schedule.
- Never miss an appointment.
- A proper checklist.
- Be on time and prepared.

Frustrations
- Difficulty in managing events.
- Attending multiple meetings on the same day.
- Constantly changing to different time zones.
- Difficulty in keeping track of meetings.

Valentina leads sales and business development for a Fortune 500 company. She travels 3 out of 4 weeks in a month, and when she travels, it's almost always internationally. Between all her travel to different time zones and a busy meeting schedule in different cities, she finds it challenging to keep up with her calendar to show up to the right places at the right time.

Pain Points:

- Difficult to keep track of multiple events.
- Tough to manage and schedule multiple meetings or events on the same day.
- Difficulty in coordinating meetings across different time zones.

Problem Statement:

Valentina is a Lead business development manager who needs a calendar application so that she can easily schedule her meetings and events and keep track of them irrespective of the time zones and get a time-to-time reminder.

User Research Summary:

In this stage, we analysed the research findings and created a user persona, mentioned the user pain points, and defined a problem statement.

3. Ideate:

Competitive audit:

- **Google Calendar:**

    Pros:

    (i) **Cross-Platform Availability**: Accessible on various platforms, including web browsers, Android, and iOS devices.
    (ii) **Integration with Google Services:** Seamless integration with Gmail, Google Meet, and other Google services.
    (iii) **Collaborative Features:** Easy sharing of calendars and collaborative event planning.
    (iv) **Reminders and Notifications**: Customizable reminders and notifications.

    Cons:

    (i) **Limited Offline Functionality:** Limited offline access compared to some other calendar apps.
    (ii) **Customization Options**: Limited customization options for the user interface.
    (iii) **Design Consistency:** The interface may vary slightly across different platforms.

- **Apple Calendar:**

    Pros:

    (i) **Synchronization with Apple Ecosystem:** Seamless integration with Apple devices and services.
    (ii) **User-Friendly Interface:** Clean and intuitive design with a focus on simplicity.
    (iii) **iCloud Integration:** Events and changes sync across Apple devices through iCloud.
    (iv) **Natural Language Input**: Supports natural language input for event creation.
    (v) **Integrated Maps:** Automatically adds location details with integrated Apple Maps**.**

    Cons:

    (i) **Limited Cross-Platform Support:** Primarily designed for Apple users, limited cross-platform availability.

     (ii) **Customization Limitations:** Less customization compared to some other calendar apps.

     (iii)**Advanced Features:** Lacks some advanced features available in other platforms.

- **Microsoft Outlook Calendar:**

     Pros:

     (i) **Integration with Office 365:** Seamless integration with Microsoft Office 365 suite.

     (ii) **Powerful Scheduling Tools:** Advanced scheduling features and tools.

     (iii)**Focused Inbox:** Helps prioritize and manage emails related to calendar events.

     (iv)**Task Management:** Integration with Microsoft To-Do for task management.

     (v) **Cross-Platform Support:** Available on Windows, macOS, Android, and iOS.

     Cons:

     (i) **Interface Complexity:** The interface can be more complex compared to simpler calendar apps.

   (ii) **Cost for Advanced Features:** Some advanced features may require a subscription to Microsoft 365.

Competitive analysis summary:

After reviewing the 3 most used calendars by the users which are used for scheduling, time and event management, Travel planning, etc. the most common design elements which were found in all of them were

1) **Calendar Views:** All three calendars provide various views such as day, week, and month, allowing users to choose the level of detail.

2) **Event Creation:** Users can create events with details like date, time, location, and additional notes.

3) **Color Coding:** Each calendar allows users to color-code events for easy identification.
4) **Integration with Other Apps:** Integration with other apps (email, tasks, etc.) is a common feature across all platforms.
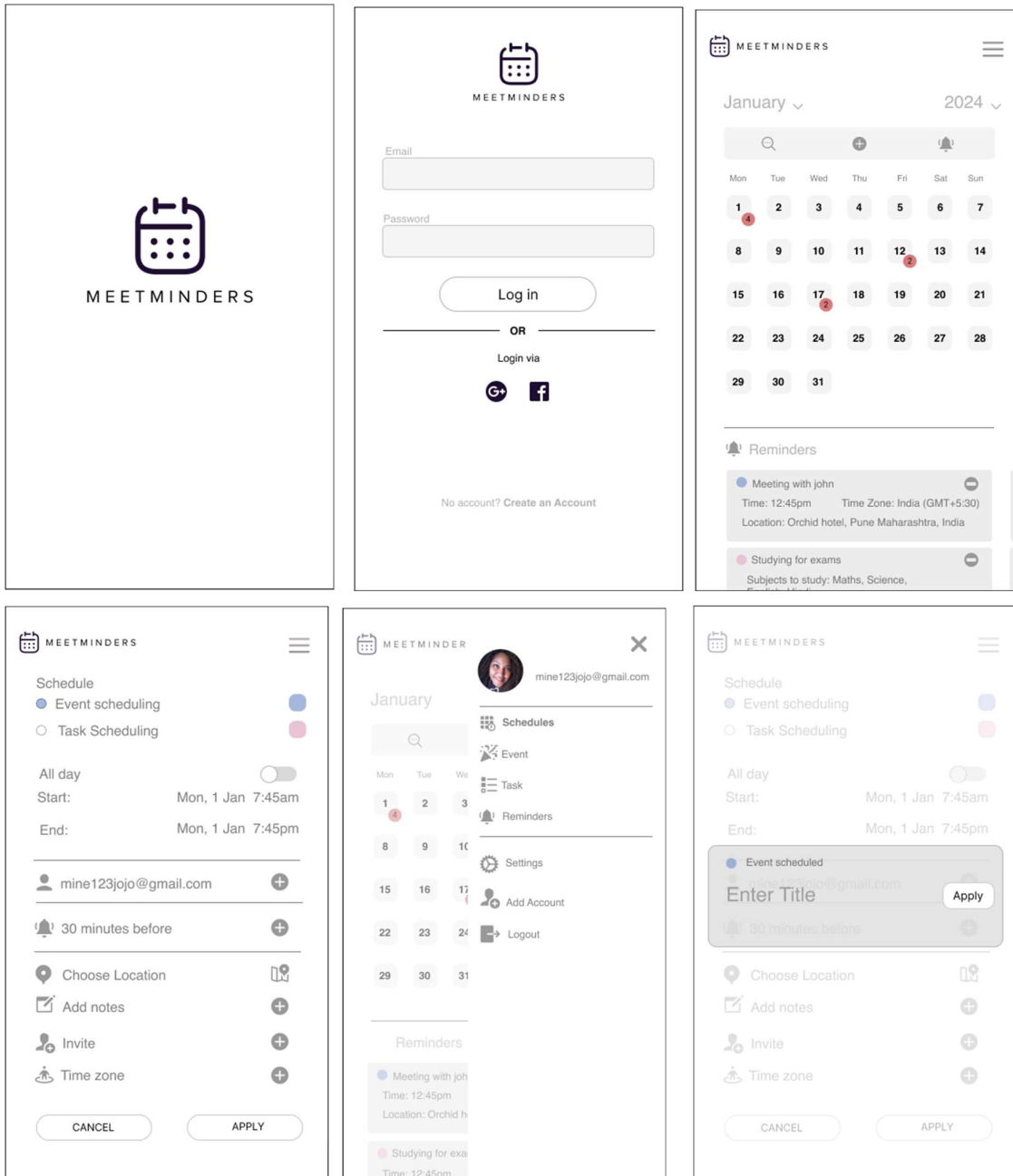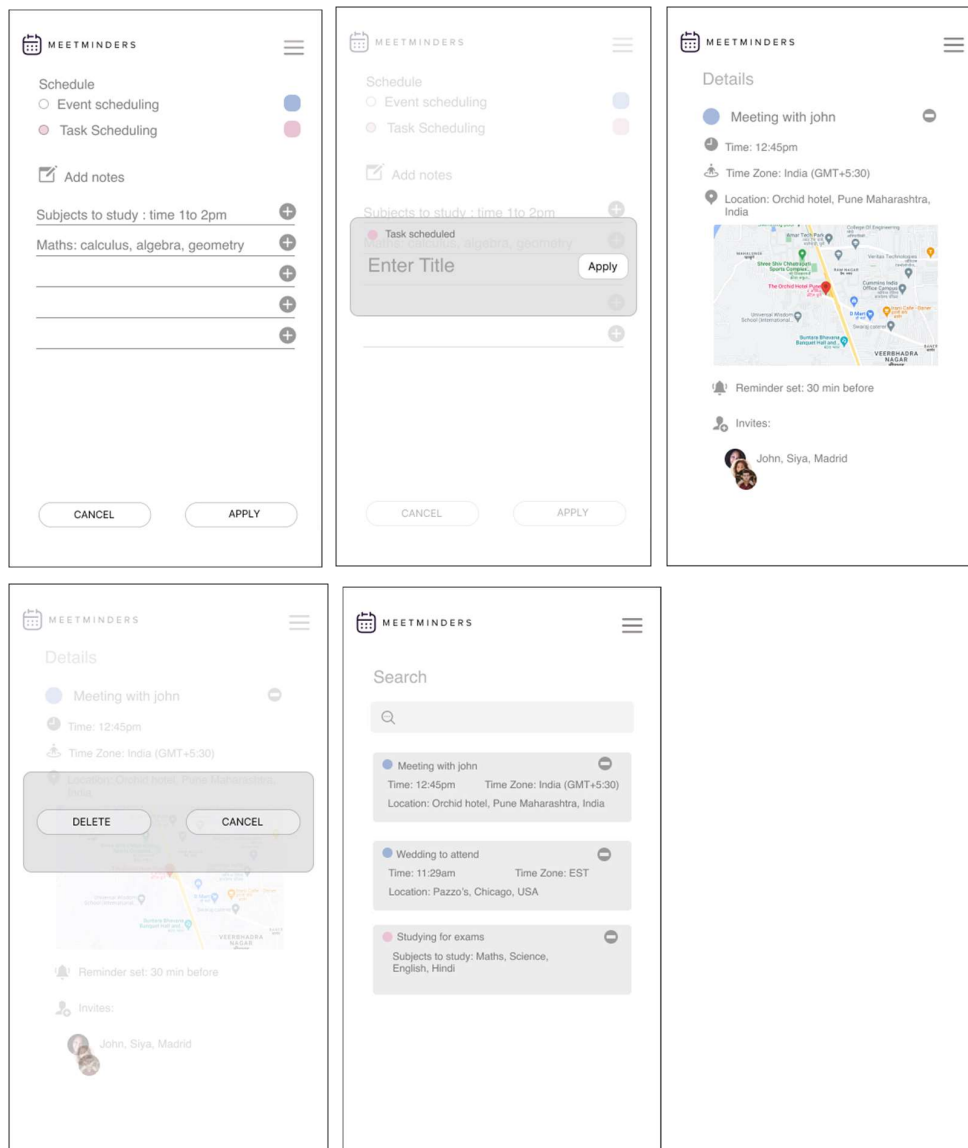
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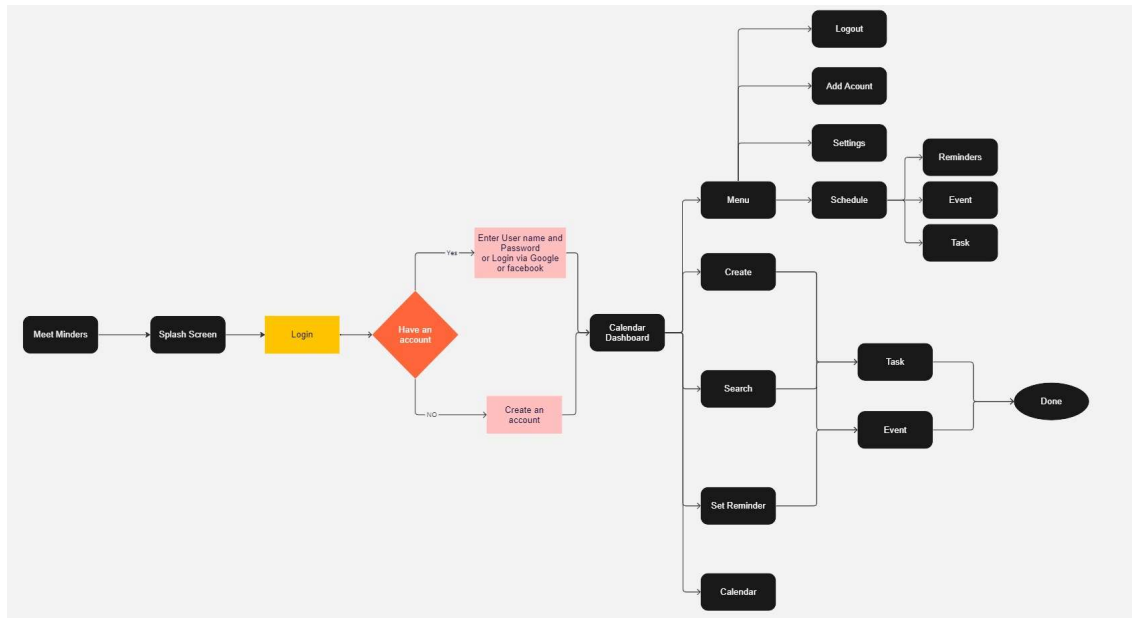
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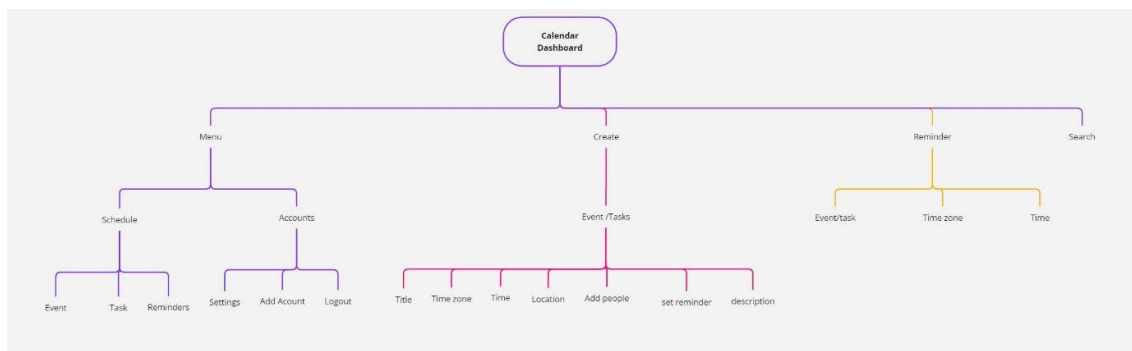
4. Design:

Low-fidelity wireframe:

High Fidelity wireframe:

5. Testing:

Testing the product before launch is one of the most important step which insures if the product is ready for launch or not and also gives us an understanding of the product in real time usage and what all challenges are faced . To ensure products usage Usability testing was

conducted where the prototypes were taken to random people and asked them to complete certain tasks. These included:

1. App navigation

2. Creating a new event

3. Delete the Event and Task .

4. Access menu

5. Viewing Events and Task.

Conclusion:

Calendars are the most basic but powerful tool which play a very crucial role in managing users' day to day activities. calendars are indispensable tools that contribute to effective time management, organization, coordination, memory aid, and various other aspects of personal and professional life. They provide a structured framework for navigating the complexities of time and help individuals and societies plan, remember, and achieve their goals.