Students and Organized life

UX Researcher: RH, Dec 2021

Executive Summary

Our project is getting the very first profile as we as a team are curious and exploring the way students use To-Dos to organise their tasks so they have time for their friends, families and even for themselves.

Background

We interviewed 5 students to get to know more about their needs and the way they use other products by understanding their requirements and what's missing in these products.

Executive Summary cont.

Key Findings

Students have a lot tasks to be done especially those tasks that are related to their academic studies. Most of them use mobile app to take notes and create to-do lists using different products. They use the products that helps them remember their priorities to make sure they done these tasks before the deadline.

Most products doesn't help them enough to organise their priorities by grouping them together to add them at the top of the list. So our product will focus about prioritizing these tasks to make the list more organised

What did we want to learn?

We as a team, our goal is to know more about how they use other digital products for making their to-do and what features that meets their requirements and the features that doesn't meet their requirements to be able to create new product that fits them and their needs.

Key Research Questions

- [Needs] What is essential to create a good to-do list?
    - What makes a to-do list overwhelming for users?
    - How to make a better prioritization of the tasks in a to-do list?
- [Behaviors] How do students use and create a to-do list?
    - How do they use current digital products?
- Do users need another product?
    - What do they want to change/keep in these existing products?

Students use mobile apps for creating prioritized tasks in their To-Do lists

Finding

All of our 5 participants create their To-Do list at the beginning of the day.

Participants note down all of their tasks that has to be done in the to-do list app then they start to prioritize each task and put them in order.

"I usually note down the tasks of the day while taking my breakfast before going to school. It's a good habit since i usually check the to-do list during the day and mark the tasks i've done. It makes me feel more productive."

- Participant 2

Our product will focus on prioritizing the Tasks in the to-do list for a better organization

Things to consider:

- The to do list of each day is separated from the other days

- Each task in the to-do list has a level of priority

Students get motivated when they see the total tasks they've done on time collected together

Finding

All of our 4 of 5 participants get motivated when they see the total of tasks they have done during the week/month.

Adding psychology and emotion to the design makes it more relatable and close the user and motivates them to complete the tasks on time, also having a checkmark next to each task makes them also motivated.

"I love seeing my total achievements it makes me feel super happy to see that i overcome procrastination and completed all of my tasks especially at the end of the day when i check the last task. It's Amazing!."

- Participant 1

Our product will have a specific section for the total completed tasks with encouraging statements

Things to consider:

- The section has the date of the completed tasks

- Each completed task has a green checkmark next to it
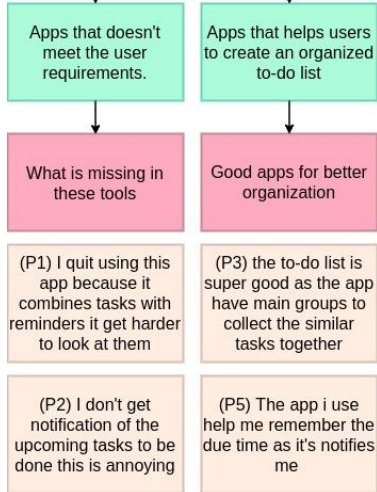
Next steps

- Validate the user requirements from the findings extracted from the survey
- Do quick analysis on how students find a to-do list more motivative
- Create a simple design to be sure that our product meets the user requirement
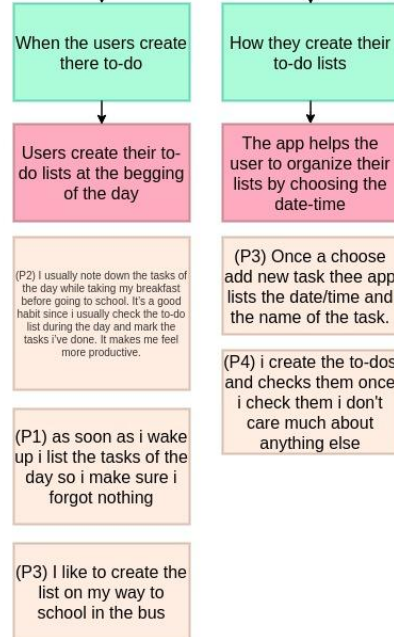
Appendix

Data collection and Analysis

Features of the existing apps

Apps that doesn't meet the user requirements.

Apps that helps users to create an organized to-do list

What is missing in these tools

Good apps for better organization

(P1) I quit using this app because it combines tasks with reminders it get harder to look at them

(P3) the to-do list is super good as the app have main groups to collect the similar tasks together

(P2) I don't get notification of the upcoming tasks to be done this is annoying

(P5) The app i use help me remember the due time as it's notifies me

User behavior

When the users create there to-do

How they create their to-do lists

Users create their to-do lists at the begging of the day

The app helps the user to organize their lists by choosing the date-time

(P2) I usually note down the tasks of the day while taking my breakfast before going to school. It's a good habit since i usually check the to-do list during the day and mark the tasks i've done. It makes me feel more productive.

(P3) Once a choose add new task thee app lists the date/time and the name of the task.

(P1) as soon as i wake up i list the tasks of the day so i make sure i forgot nothing

(P4) i create the to-dos and checks them once i check them i don't care much about anything else

(P3) I like to create the list on my way to school in the bus

User needs

Combining the completed tasks together

Prioritize the tasks

Adding psychology and emotion to the design to make it closer to the user

Users need to differentiate between the priorities of their tasks

(P1) I love seeing my total achievements it makes me feel super happy to see that i overcome procrastination and completed all of my tasks especially at the end of the day when i check the last task. It's Amazing!

(P3) It's good to see the important tasks at the top of the page it make it easier to be noticed

(P3) seeing the green check mark next to the completed task makes me more motivated

(P2) I like to see them prioritized i almost gt lost when i see all of the tasks have the same level of prioritization