



CHANGEREACTION

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C-W-, Programmer

PROJECT OVERVIEW

PROBLEM

Stressed working mothers struggle to deal with schedule changes in a timely, efficient manner.



SOLUTION

An app that makes it easy to streamline how working mothers respond to schedule changes by automating, centralizing, and presenting schedule-related information.

MY DESIGN PROCESS

USER RESEARCH

01

02

03

04

DEFINITION

DEVELOPMENT

DELIVERANCE

USER INTERVIEW QUESTIONS SAMPLE



WORKDAY

“Can you walk me through an average workday for you?”



CHANGE

“Can you walk me through a time you had to suddenly change your schedule?”



THOUGHTS

“What was going through your head while that was happening?”



TRACKING

“How do you currently keep track of your schedule?”



IMPROVEMENT

“What are a few things you would improve about that scheduling method?”

AFFINITY DIAGRAMMING



FAMILY LIFE

"I need to organize a schedule to care for my kids [...]."

REACTIONS

“I want to communicate calmly and easily with others [...].”

LIKES

“[...] a calendar that’s dependable, customizable, integrates with other apps, and is convenient.”

COMPETITOR ANALYSIS

	APP INTEGRATION	COLLABORATION	AUTOMATION	CUSTOMIZATION	ACCESSIBILITY
GOOGLE CALENDAR	✓	✓	✗	✓	✓
OUTLOOK CALENDAR	✓	✓	✗	✓	⚠
ZAPIER	✓	✗	✓	⚠	✗
CLICKUP	✗	✓	✗	✓	✗

SKILL: ✓ Strong / ⚠ So-So / ✗ Poor

EMPATHY MAP

SAYS

“Prioritizing events helps in a pinch.”

PAIN

“Not knowing all the event information I need.”

THINKS

“I want a simple way to notify others when I’m in a rush!”

FEELS

“I’m agitated when I know there are tasks left to do.”



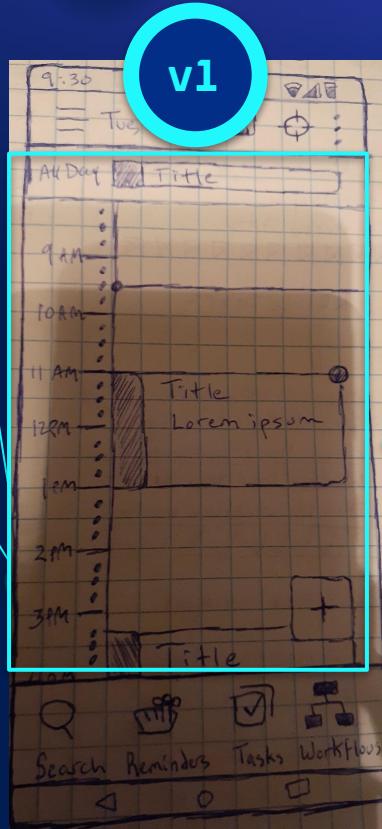


“During user interviews, we discovered that working parents know how to deal with schedule changes, but struggle to execute those plans in a timely, efficient manner.

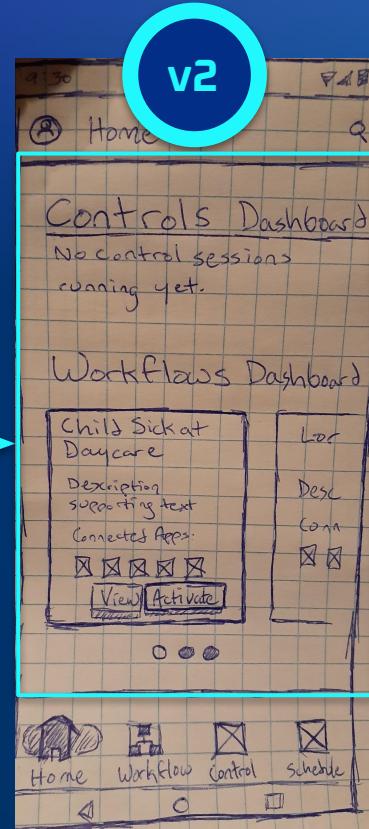
Therefore, we believe that finishing those tasks one by one, independently, and differently for each approach results in an unnecessary waste of time, and that we might be able to help if we automate parts of the responses to schedule changes.”

— from the User Insight Statement

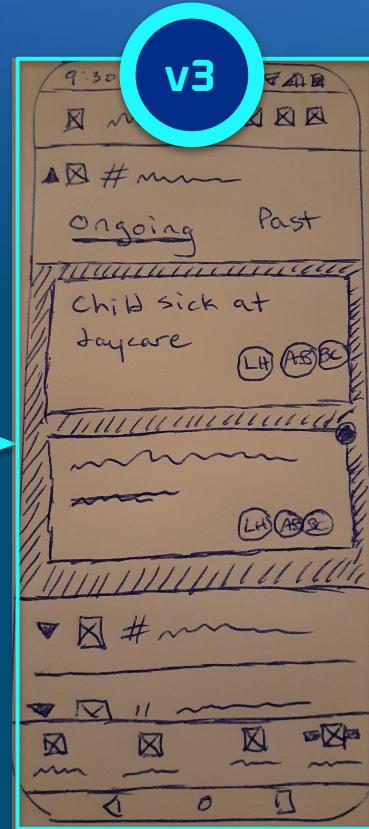
SKETCHES



Switched Home screen from Calendar view to a data Dashboard.



Moved sketches to new medium: paper without gridlines.



PAPER PROTOTYPE TESTING FEEDBACK



ASSUMPTION

“I’m not in business, so I don’t know what a workflow is.”



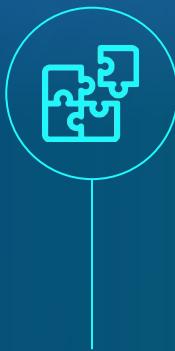
SIGNALING

“What does a Manager do?”



CONCEPT

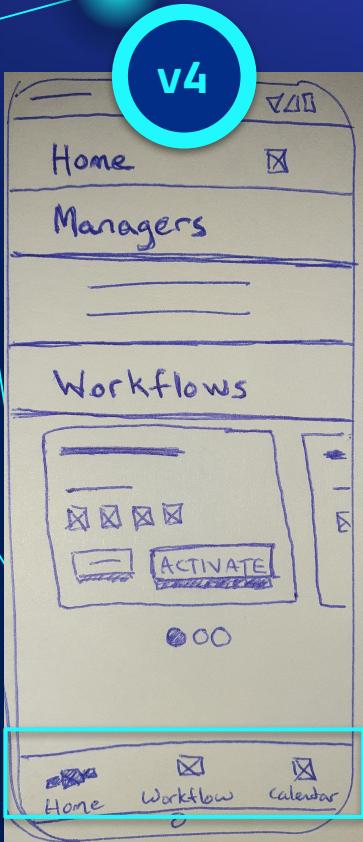
“This is a great idea!”



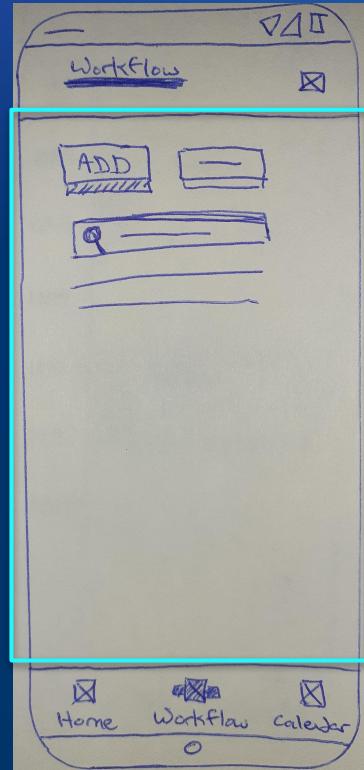
FEATURES

“What if I could start the app with one button tap on the lock screen?”

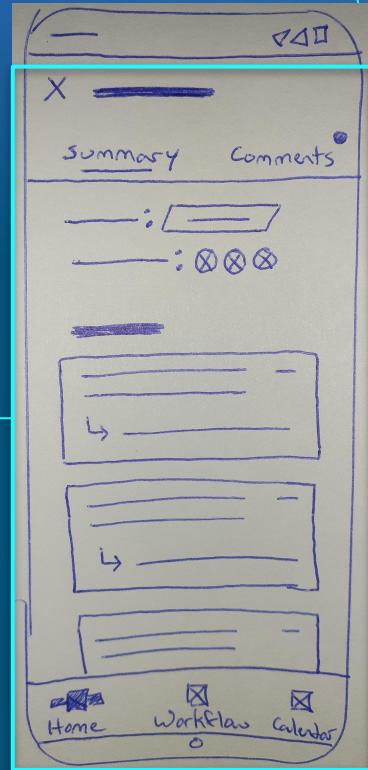
PAPER PROTOTYPE



Reduced
Navbar
from 4 tabs
to 3 tabs.



Removed
always-on
workflow
feature so
workflows
are only on
standby.



Made
Controls
(now
renamed
“Managers”)
accessible
only from
Home tab.

WIREFRAME TESTING FEEDBACK



ONBOARDING

“Less words to read would be helpful when I’m in a hurry.”



LOCALIZATION

“What if you called it ‘Chats’ instead of ‘Comments’?”



INTEGRATION

“I would love to see this connect to other apps!”



GUIDANCE

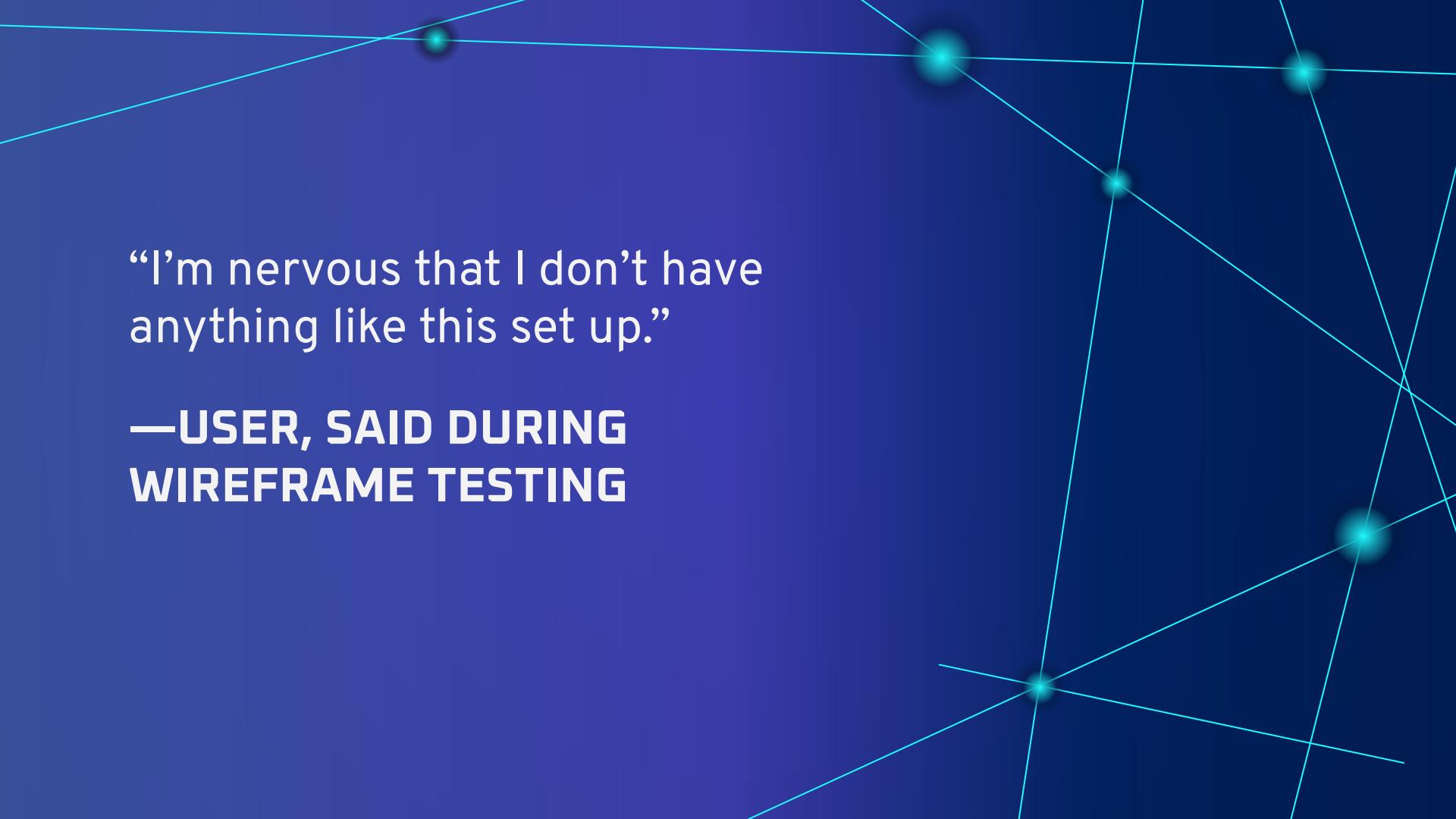
“Maybe using tooltips would help people get how things work.”

MID-FIDELITY WIREFRAMES

This wireframe shows a mobile application interface. At the top, there's a header bar with a circular icon containing 'v1'. Below it, the date 'September 27' is displayed. The main content area is a calendar grid for the day. It shows two events: 'Event 1' at 10AM and 'Event 2' from 1PM to 2PM. Each event has a checkmark icon. A note at the bottom says 'Drag any selected card to move all selected cards.' At the bottom of the screen are three navigation tabs: 'Home', 'AutoAssist', and 'Calendar'.

Removed calendar feature to trim down app design and save project resources, and moved navigation tab to top of screen.

This wireframe shows a mobile application interface. At the top, there's a header bar with a circular icon containing 'v2'. Below it, the word 'Home' is displayed. The main content area is divided into sections: 'HOME' (with a house icon) and 'AUTOASSIST' (with a gear icon). Below these are two main sections: 'Monitor' and 'AutoAssist'. The 'Monitor' section contains the message: 'There's nothing here. Activate your AutoAssist, then come back here to monitor the results and communicate with others.' The 'AutoAssist' section contains the heading 'My First AutoAssist' and a sub-section 'Connected Apps' with two checked boxes. There are 'ACTIVATE' and 'EDIT' buttons at the bottom. At the very bottom are standard Android navigation icons.



“I’m nervous that I don’t have anything like this set up.”

**—USER, SAID DURING
WIREFRAME TESTING**

MOCKUP TESTING FEEDBACK



ONBOARDING

"I usually just skip these screens."



CLARITY

"I'm confused by what the Cause and Effect do in AutoAssists."



REDUNDANCY

"Why have sharing and chats when the AutoAssist can do that?"



MODES

"Maybe give the option for a dark mode?"

HIGH-FIDELITY MOCKUPS

v1

Child's Sick at Daycare

Summary Chat

Status: ONGOING

Shared with: L M D +

Results:

Phone

Call Lauren

Called +1 555-555-5555. Left Voicemail message.

Maps

Make Route to 112B Holmes St....

Found fastest route from current location to 112B Holmes St., Bakersfield, CO

Removed chat feature, tightened the layout, and matched font sizes to the rest of the app design.

v2

Child's Sick at Daycare

Status: ONGOING

Results:

Phone

Call Lauren

Called +1 555-555-5555. Left Voicemail message.

Maps

Make Route to 112B Holmes St....

Found fastest route from current location to 112B Holmes St., Bakersfield, CO

FINAL THOUGHTS

- Designing an app from scratch requires strong knowledge of UX and commitment to the project.
- An app design may end up functioning completely different from the initial intention, if it better meets the needs of the users and stakeholders.
- KPIs for success: click-through rate of 2+%; user retention rate of 25+%
- For future iteration, include a dark mode.
- For future iteration, include a page for user suggestions of third-party apps to integrate.