



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.”



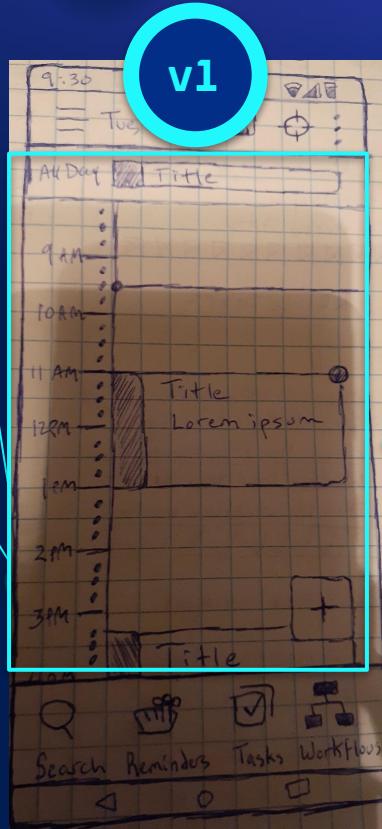


“During user interviews, we discovered that working parents know how to deal with schedule changes, but struggle to execute those plans in a timely, efficient manner.

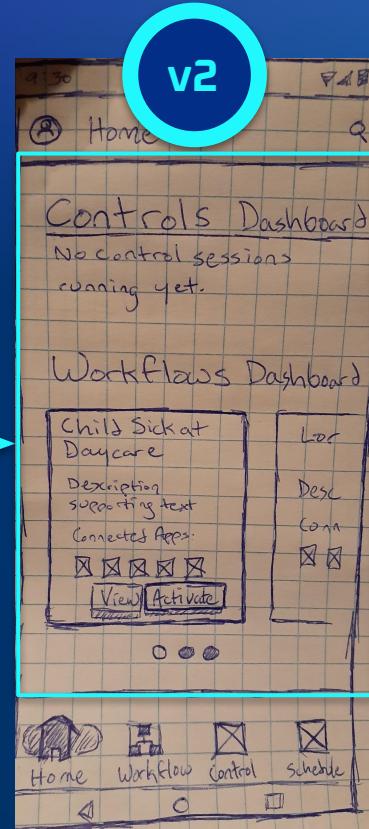
Therefore, we believe that finishing those tasks one by one, independently, and differently for each approach results in an unnecessary waste of time, and that we might be able to help if we automate parts of the responses to schedule changes.”

— from the User Insight Statement

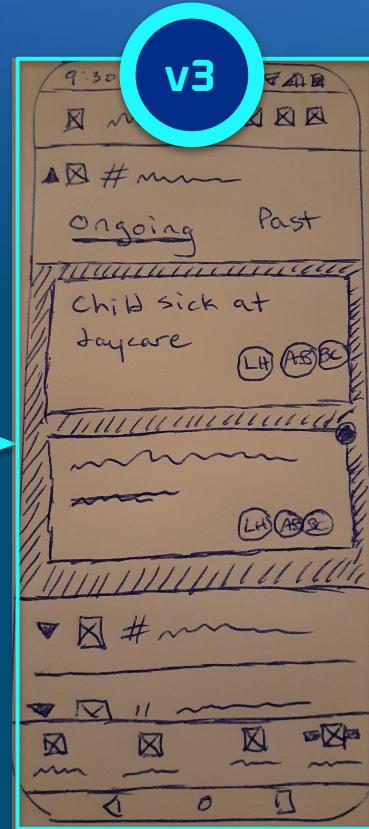
SKETCHES



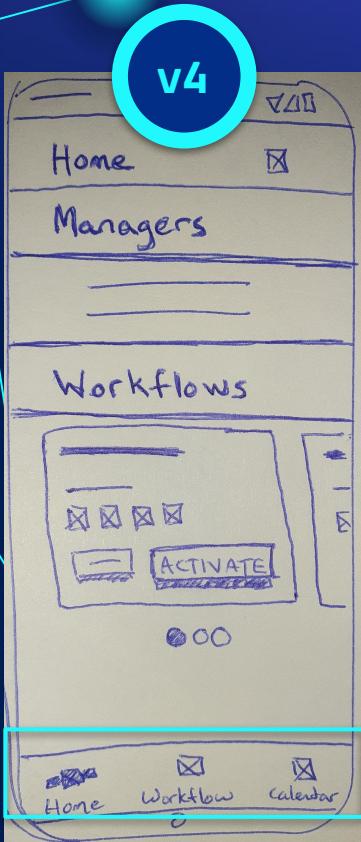
Switched Home screen from Calendar view to a data Dashboard.



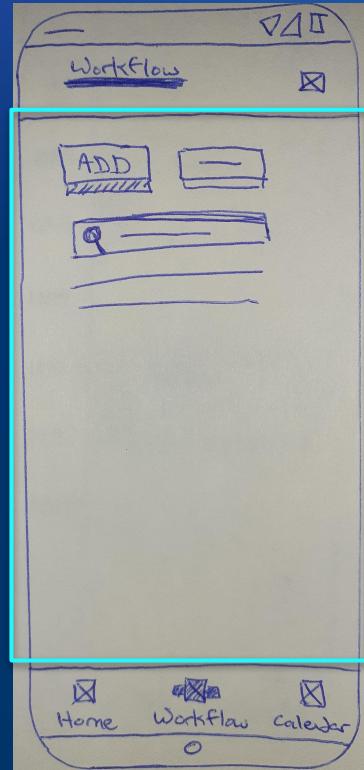
Moved sketches to new medium: paper without gridlines.



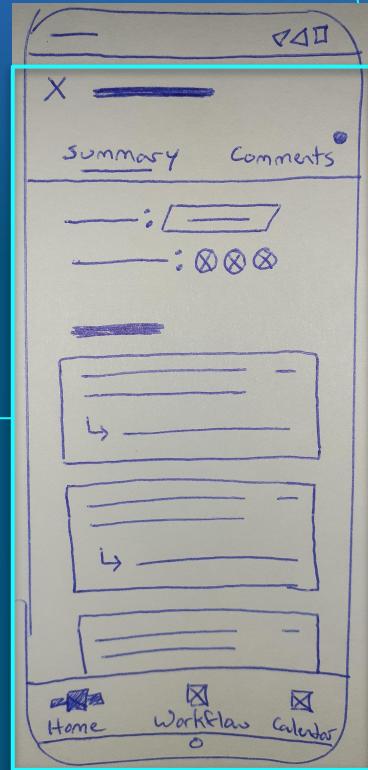
PAPER PROTOTYPE



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.

PAPER PROTOTYPE TESTING FEEDBACK



ASSUMPTION

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



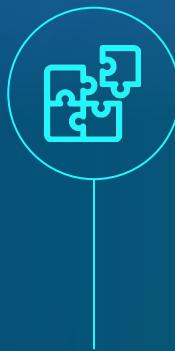
SIGNALING

“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?”

MID-FIDELITY WIREFRAMES

This wireframe shows a calendar interface for September 1st. The top bar displays the date as "September 1st, 2017". Below this is a header with "All Day" and a timeline from 10AM to 4PM. Two events are listed: "Event 1" at 10AM and "Event 2" at 1PM. Each event has a checkmark icon. At the bottom, there is a note: "Drag any selected card to move all selected cards." A navigation bar at the very bottom includes "Home", "AutoAssist", and "Calendar" buttons.

v1

Removed calendar feature and moved navigation tab to top of screen.

This wireframe shows a simplified interface. The top bar has a "Home" button. Below it is a navigation bar with "HOME" and "AUTOASSIST" buttons. The main content area is titled "Monitor" and contains the message: "There's nothing here. Activate your AutoAssist, then come back here to monitor the results and communicate with others." Another section titled "AutoAssist" shows "My First AutoAssist" and "Connected Apps" with two checked boxes. Buttons for "ACTIVATE" and "EDIT" are present. The bottom navigation bar includes standard Android-style icons for back, home, and recent apps.

v2

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’?”



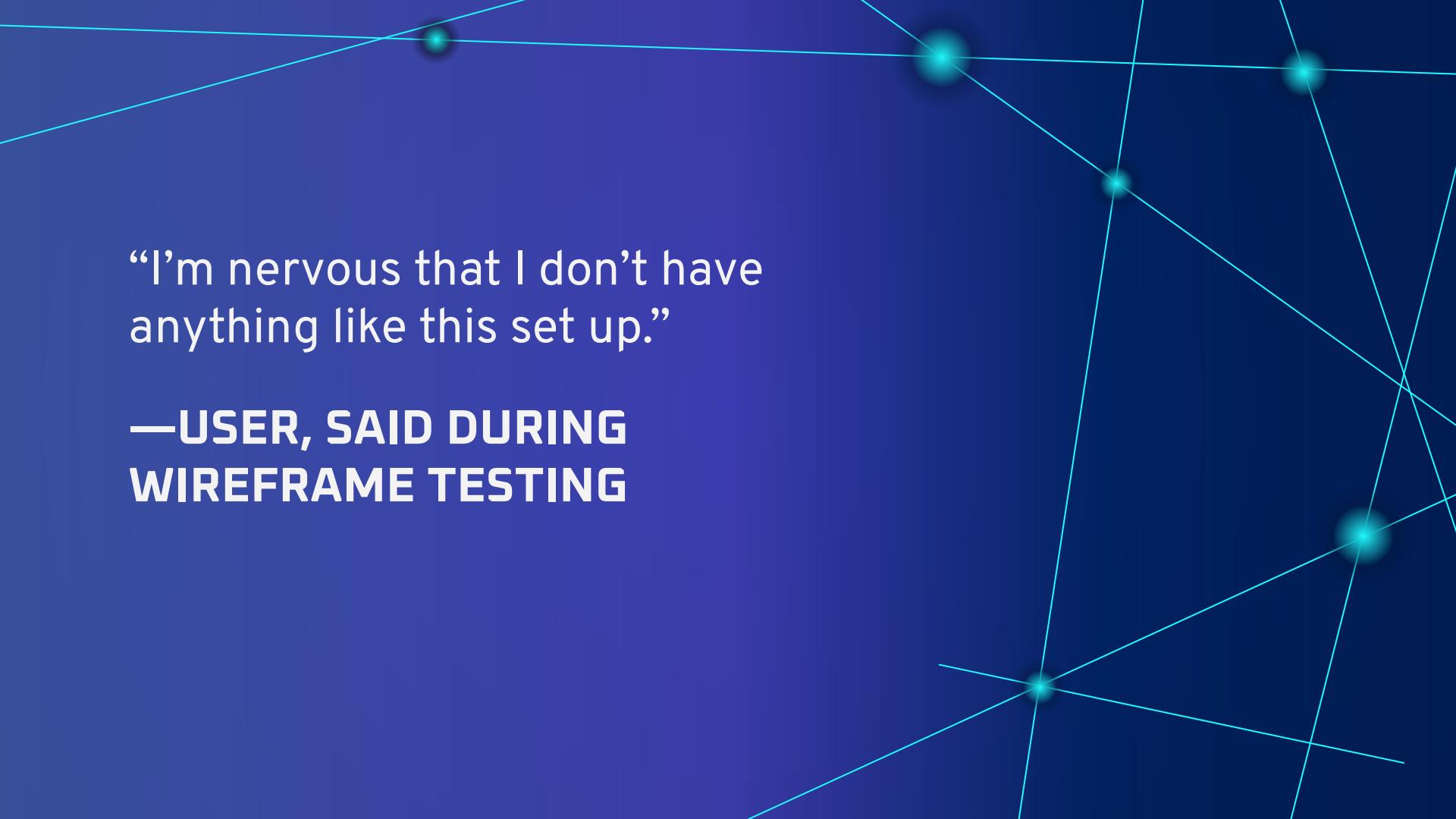
INTEGRATION

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



GUIDANCE

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



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

**—USER, SAID DURING
WIREFRAME TESTING**

HIGH-FIDELITY MOCKUPS



Testing currently
in progress