UI/UX Case Study

Project Title & Subtitle

"LifeMate: Your Personal Management Companion app"

Understand what student's academic and daily life inside & outside the campus and help them manage thing's to do and to control spending by recording expenses and budgeting to save and achieve financial goals.

Client/Company/Project type

The target user's of this project are for all students from high school to college at any schools and universities in Philippines.

Project date

Started: September 21, 2023 | **Project Status:** Ongoing

Exer 2: Your role

In this project, My role is the researcher and the UX/UI designer. As a UX/UI designer I am responsible in making the design of a project based on my research by collecting some data and information via reviewing related existing study, conducting surveys, interview and gathering some relevant data related to my study.

Project Summary/About this Project

"LifeMate: Your Personal Management Companion app" is a personal management app designed to help students manage their academic and daily lives both inside and outside the campus. The goal of the project is to help students streamline their lives, reduce stress, and improve their overall academic performance. The target users of this project are all students from high school to college at any schools and universities in the Philippines. With LifeMate, students can manage their tasks, control spending by recording expenses, and budget to save and achieve financial goals.The app is designed to be easy to use and navigate, with a simple and intuitive interface that allows users to quickly access the features they need. One of the key benefits of LifeMate is its ability to help students stay within their budget and save money. The app allows users to record their expenses and track their spending, making it easy to identify areas where they can cut back and save money. This can be especially helpful for students who are on a tight budget and need to make every penny count. Another key benefit of LifeMate is its ability to help students manage their school work effectively. The app includes features such as task management, which allows users to create and manage tasks related to their academic work. This can be especially helpful for students who are juggling multiple classes and assignments at once.

Overall, "LifeMate: Your Personal Management Companion app" is a powerful tool that can help students manage their academic and daily lives more effectively. By streamlining various aspects of student life, the app can help students reduce stress, save time, a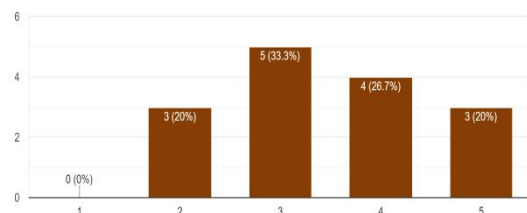nd improve their overall academic performance. Another key benefit of LifeMate is its ability to help students manage their school work effectively. The app includes features such as task management, which allows users to create and manage tasks related to their academic work. This can be especially helpful for students who are juggling multiple classes and assignments at once. Overall, "LifeMate: Your Personal Management Companion app" is a powerful tool that can help students manage their academic and daily lives more effectively. By streamlining various aspects of student life, the app can help students reduce stress, save time, and improve their overall academic performance.

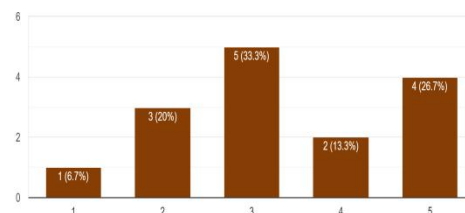## Exer 3: The challenge

● **Problem Statement**

Many students struggle to balance their academic and personal lives, leading to stress, poor academic performance, and financial difficulties. The problem is that students lack an effective tool to manage their daily tasks, expenses, and academic work. This results in students feeling overwhelmed and unable to keep up with their responsibilities. The solution is to provide a comprehensive personal management app that can help students streamline their lives, reduce stress, and improve their overall academic performance. By providing a tool that can help students manage their tasks, control spending by recording expenses, and budget to save and achieve financial goals, students can focus on their academic work without worrying about other aspects of their lives.

●**User Interviews**

How often do you feel stressed about managing your academic and financial responsibilities?
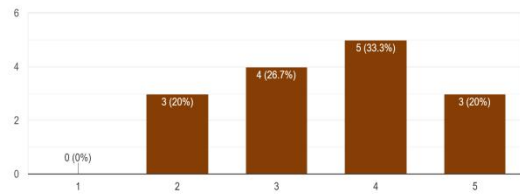15 responses

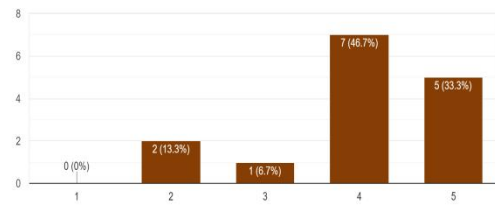Do you have a budget for your monthly expenses? If so, how often do you stick to it?
15 responses

How often do you find yourself spending money on things that are not essential?
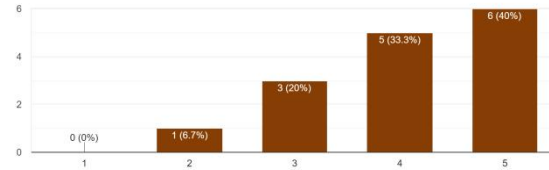15 responses

How often do you find yourself struggling to balance your academic and personal life?
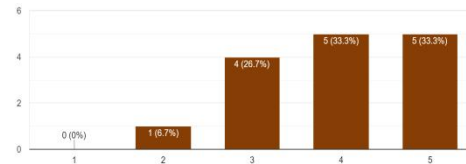15 responses

How often do you find yourself struggling to keep up with your academic work?
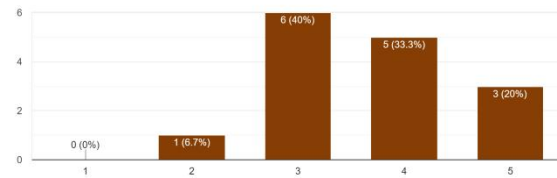15 responses

How often do you feel overwhelmed by the amount of work you have to do for school and other responsibilities?
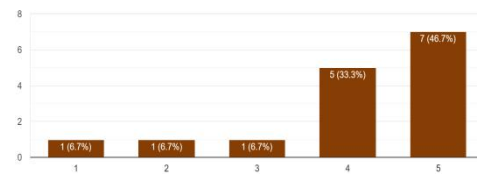15 responses

How often do you feel like you don't have enough time to complete your assignments?
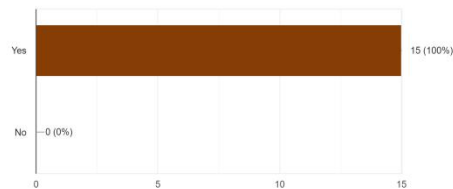15 responses

How often do you feel like your academic performance is affected by personal issues or problems outside of school?
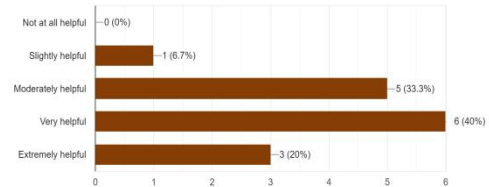15 responses

Do you think that having a personal management app like "LifeMate: A Student Personal Management Companion app" would help you manage ...nd financial responsibilities more effectively?
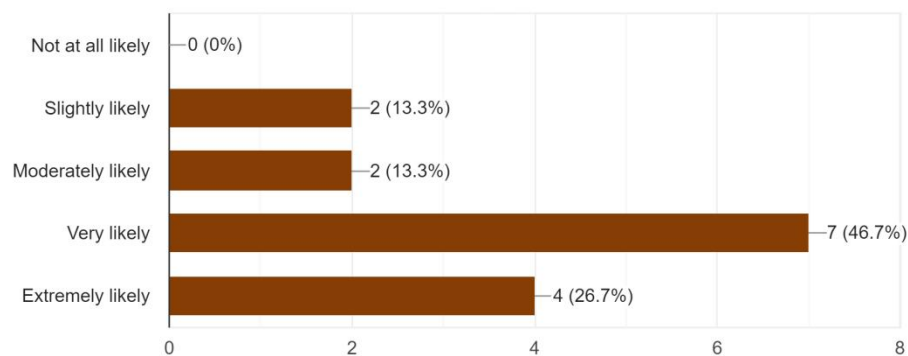15 responses

How helpful do you find "LifeMate: A Student Personal Management Companion app" in managing your academic and financial responsibilities?
15 responses

How likely are you to recommend "LifeMate: Your Personal Management Companion app" to other students who are facing similar challenges?
15 responses

- **Pain Points -** Outline 3 - 5 specific pain points that users encounter while using a product or getting a job done. If you have done usability testing, competitive research, or dug through customer feedbacks to distill these pain points, include photos, screenshots, or customer quotes.

- **Affinity Mapping -** If you have done an affinity mapping exercise, show a photo of the workshop or a simple diagram of the groupings of ideas.

- **Personas**

Name: John
Demographic: 20-year-old male college student studying computer science at a university in the Philippines. He has a part-time job at a local restaurant.
Goals and Objectives: John's goals are to graduate with honors, find a job in the tech industry, and save money for future expenses.
Challenges and Pain Points: John is struggling to balance his academic work and personal life due to financial constraints. He often feels overwhelmed by the amount of work he has to do for school and other responsibilities, and he finds it difficult to manage his expenses and save money.
Behavior and Habits: John is a hardworking student who spends most of his time studying or working. He is always looking for ways to improve his academic performance and is willing to try new tools and technologies that can help him achieve his goals.

Name: Miguel

Demographic: 21-year-old male college student studying engineering at a university in the Philippines. He is financially supported by his parents.

Goals and Objectives: Miguel's goals are to graduate with honors, find a job in the engineering industry, and save money for future expenses.

Challenges and Pain Points: Miguel is struggling to balance his academic work and personal life due to financial constraints. He often feels overwhelmed by the amount of work he has to do for school and other responsibilities, and he finds it difficult to manage his expenses and save money.

Behavior and Habits: Miguel is a dedicated student who spends most of his time studying or working part-time jobs. He is always looking for ways to improve his academic performance and is willing to try new tools and technologies that can help him achieve his goals.

Name: Sofia

Demographic: 23-year-old female college student studying psychology at a university in the Philippines. She is financially supported by her parents.

Goals and Objectives: Sofia's goals are to graduate with honors, pursue a career in psychology, and save money for future expenses.

Challenges and Pain Points: Sofia is struggling to balance her academic work and personal life due to her busy schedule. She often feels overwhelmed by the amount of work she has to do for school and other responsibilities, and she finds it difficult to manage her time effectively. Additionally, she is dealing with mental health issues such as anxiety and depression, which can make it difficult for her to focus on her academic work.

Behavior and Habits: Sofia is a dedicated student who spends most of her time studying or participating in extracurricular activities. She is always looking for ways to improve

her academic performance and is willing to try new tools and technologies that can help her achieve her goals. However, she often struggles with motivation and focus due to her mental health issues.

Customer Journey Mapping - A customer journey map illustrates the different phases in which a customer interacts with the product or service and the organization that creates it. If you have created a customer journey map, include the diagram, briefly describe the categories of information you decided to illustrate, and the design decisions that were influenced by it.
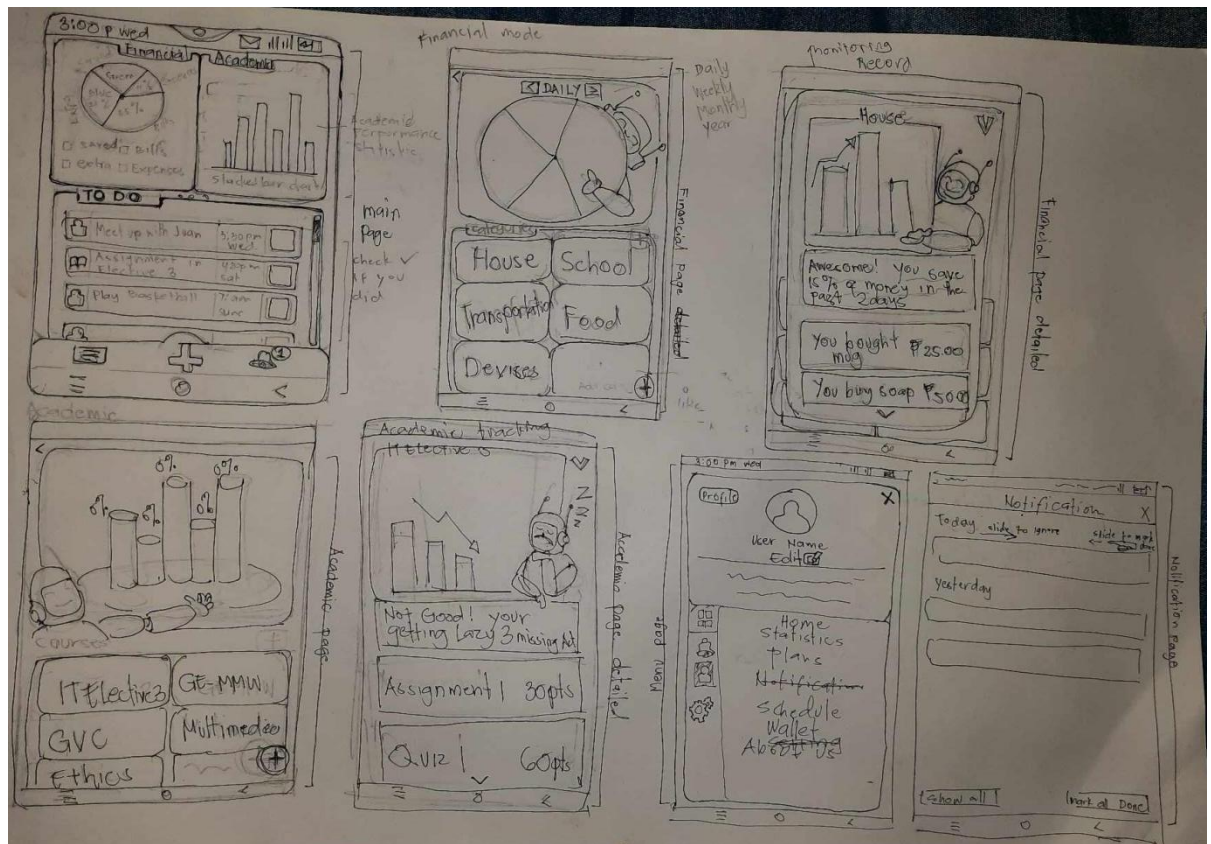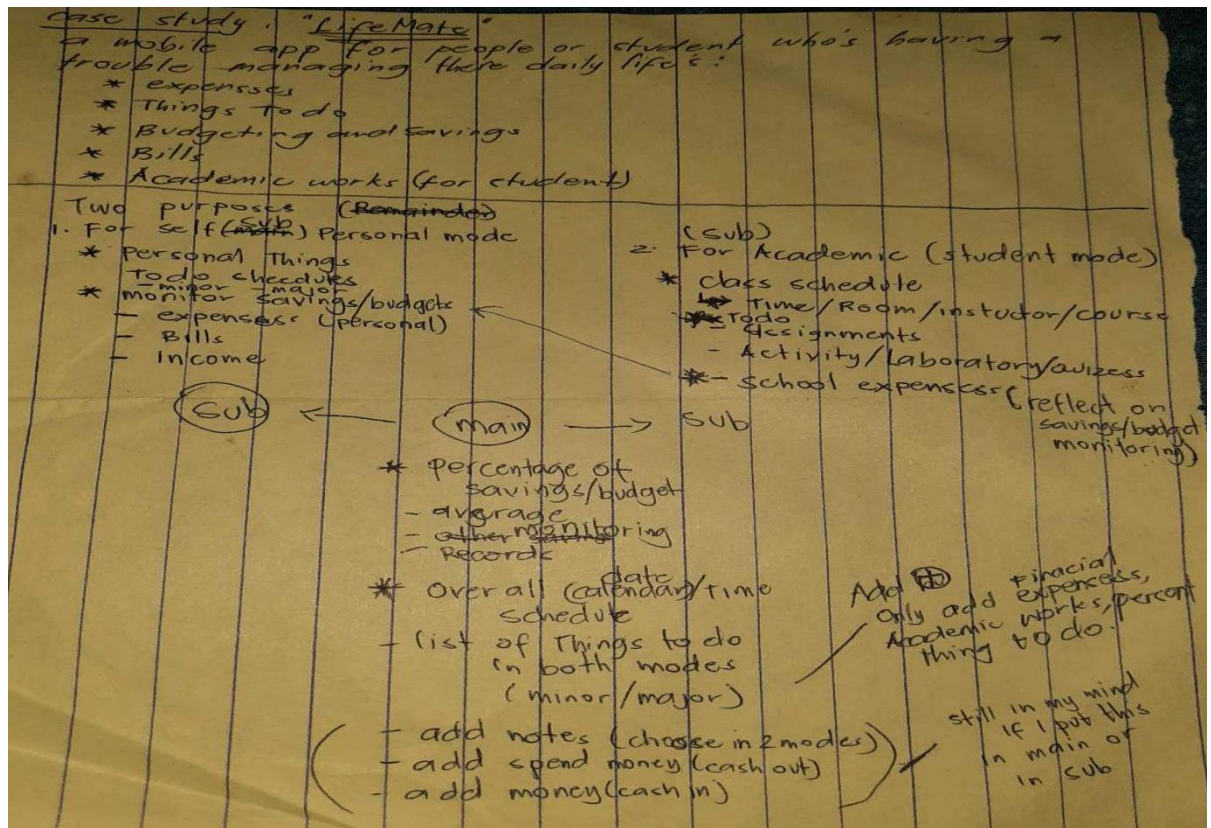
Exer 4: Solution *(What method/process was used to solve a specific problem, the user needs, business requirements, and/or pain points? How did features address the objectives?)*

This section is going to be the longest as it showcases how the project goals were achieved. Firstly, outline the design process steps and methods followed during the project outlines the layout of this section. Show your overall project steps, why you chose the methods you used, Recruiters want to see all the relevant design artifacts that you produced from sketches to visual mockups to prototypes.

- **Design Solutions -** List 3 - 5 design solutions that you have come up with in regards to the particular pain points that you have discovered. Describe the desired outcome of these design solutions briefly. If you have analyzed with a prioritization matrix, include the workshop photo or a diagram.

- **User Flow -** A user flow illustrates how the user completes a task within the product or by using a service. It also makes it easy to see how each step relates to others, and the steps that can be eliminated, added, or improved. If you have created a user flow, include it and briefly describe which steps you've optimized and why.

- **Storyboards** - Storyboarding as a UX tool helps to visualize the user's experience with a product or service. If you have created a storyboard for your project, including the images.
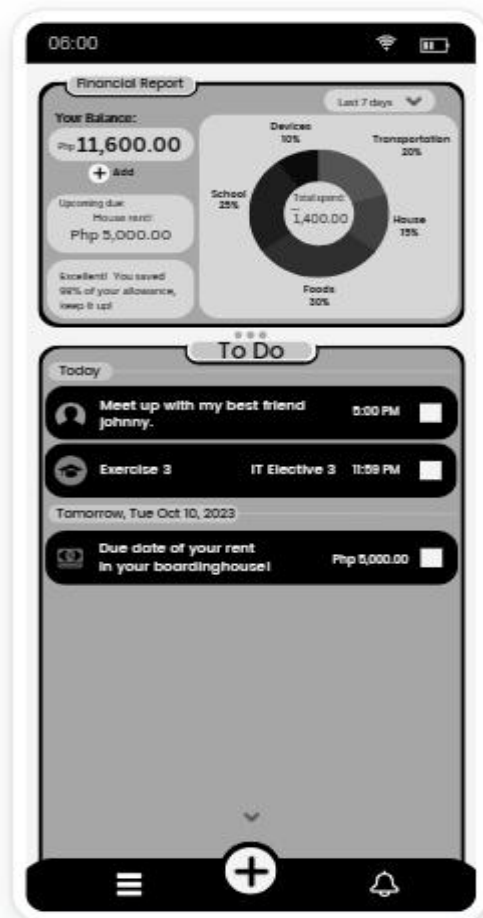
- **Sketches**

- **Wireframes -** You have likely worked on the wireframes for the project. Presenting them after the sketches and before the visual designs helps illustrate how the design evolves from ideas to real life.

• Visual UI Design -

- **Prototype -** You can embed a live prototype or record video clips of essential interactions that you'd like to explain further. Briefly describe the points you wish readers to notice when reviewing the prototype.

PART II

Comments/Suggestions *(Mention or share this study with your groupmates or project collaborators and encourage them as readers to leave feedback of their observations and learning towards your study.)*

This will be collaboration and comparisons of your study to your groupmates and come up with a concrete solution and final study for your thesis proposals.

Results /Conclusion *(Project success metrics, awards, reflections, project next steps and/or lessons learned)*

At the end of the case study, briefly summarize the journey that you just took the readers through. The critical last section concludes the case study by outlining any project success metrics that were achieved, what are the key learnings? Was there any particularly challenging step? What are the next steps for this project? In the case of a project that is not live, reflections and the project's next steps are sufficient to round up the case study. Try to share any lessons that you learned to demonstrate you are invested in both the project's life cycle and your career development.

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