Travelling Salesman Calendar

View Write-Up

Problem Statement

Stephanie leads sales and business development for a Fortune 500 company. She travels 3 out of 4 weeks in the 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.

Design a calendar flow and interface that is smart enough to suggest meeting times, accounts for changing time zones, and is proactively working for Stephanie to make sure she is always on time for her meetings.

Role

As this was an **individual assignment,** I was the sole UX designer for this project and was responsible for the overall design of this mobile application.
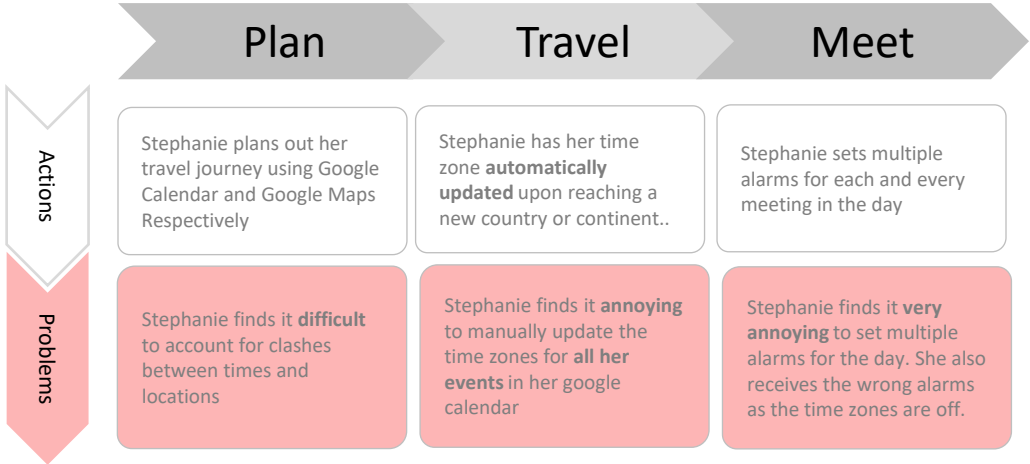
Understanding the User

Stephanie

Job: Travelling Salesman

Expectations:
- **Ability to change time zone of meetings during travel**
- **Ability to choose meeting times easily without conflicts**
- **Reminders about upcoming meeting**

Plan	Travel	Meet

Actions

Stephanie plans out her travel journey using Google Calendar and Google Maps Respectively	Stephanie has her time zone **automatically updated** upon reaching a new country or continent..	Stephanie sets multiple alarms for each and every meeting in the day

Problems

Stephanie finds it **difficult** to account for clashes between times and locations	Stephanie finds it **annoying** to manually update the time zones for **all her events** in her google calendar	Stephanie finds it **very annoying** to set multiple alarms for the day. She also receives the wrong alarms as the time zones are off.

Ideation

In order to tackle the problems listed in the user journey above, it **is insufficient** to simply use the market solutions available as we need to customize to these travelling salesman and create features and solutions to help them keep track of their meetings **accurately based on the time zone that they are in.**

Suggestion of Meeting Timings

Suggests Smart Meeting Timings based on duration and location of past and future meetings

Auto-Updating of Time-Zone

Upon Arriving at a new location, all timings of the events in-app will be changed based on the new time zone.

Alert Potential Meeting Conflicts

Simple algorithm to check if they are timing clashes with any meetings and if it is possible to travel from previous and future meetings.
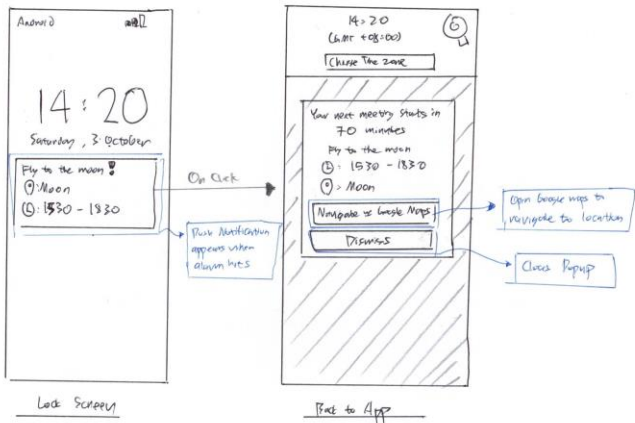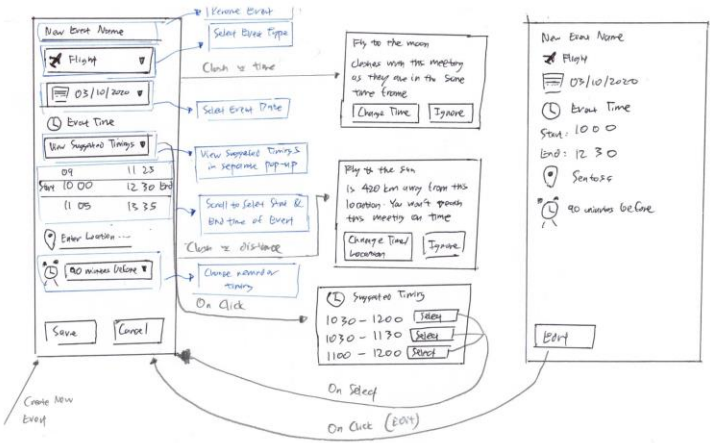
Push Notifications

Simple push notifications **in-app** and **outside of the app** are done to remind the travelling salesmen of future meetings.

Travelling Salesman Calendar

My initial ideas were then translated to some rough sketches, to try to flesh out the ideas on pen and paper to visualize **any alternative ideas** that could be introduced, or any **missing features** that I should have included.

Sketching of User Flows

General User Flow using buttons and icons were sketched out in order to help me with the wireframing step. I wanted the interactions to be **straight to the point** and ensure that the user is constantly able to understand where he or she is at.

Alternative Ideation of Smartphone Time Picker

Originally, I felt that it was alright to create **my own dropdowns** to select the **start and end time of a meeting.** However, I **did not consider** the possibility of using **smartphone time pickers,** which was already a part of **smartphone functionality.**
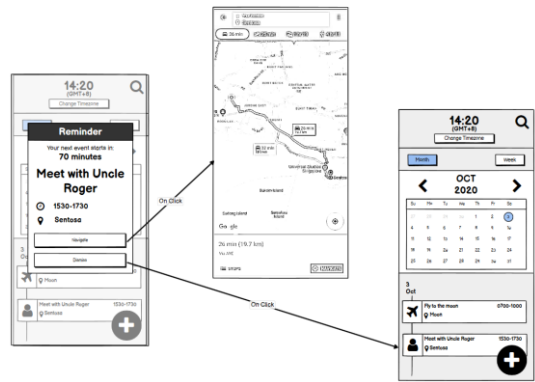

In my honest opinion, this was a much better way of **communicating the time selected,** instead of generating a dropdown, where **1440 entries** are needed to generate each possible time from **0000 to 2359**
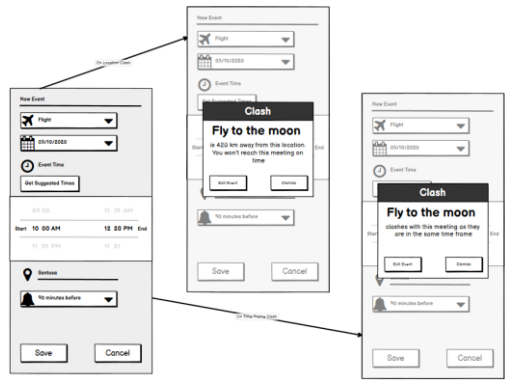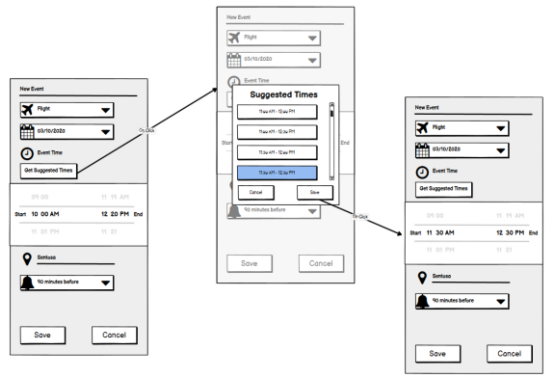
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Wireframing

Following which, I then decided to use **Balsamiq** to help generated the wireframes necessary to display the user interactions necessary to solve the travelling salesman's problems
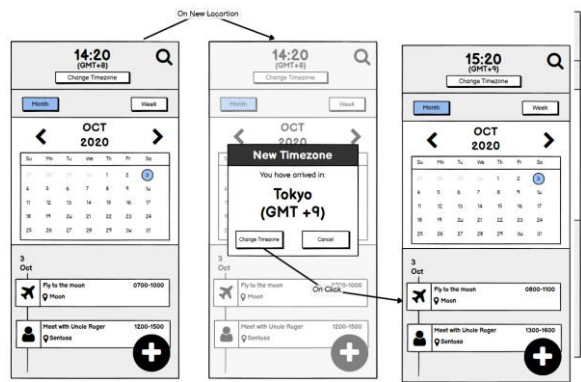

Screens to show interactions to
navigate to the next meeting

Screens to show interactions when a
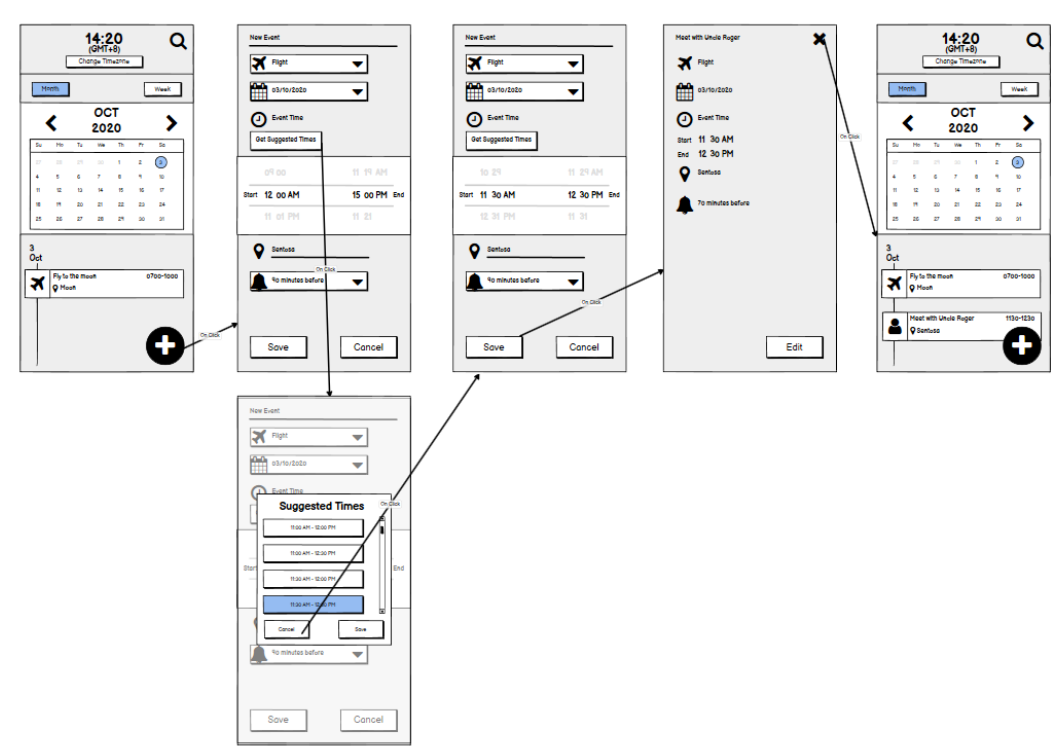clash in timings or locations occurs

Screens to set meeting timings **based
on suggested meeting times from the
application**

Screens to change time zone
automatically upon reaching new
location

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Wireframing (User Flow)

Screens to show Main User Flow for
adding a new event

Challenges

As this was my first full design project, there were many difficulties that I faced throughout this design task.

Improper Planning

Originally, I followed exactly what was written in my sketches. However, I discovered that the **add event** button was missing! As a result, I had to re-edit my wireframes.

Lack of Feedback

As this was an individual assignment, I mainly only considered what I felt about the user interactions. However, it might have been limited and it resulted in me backtracking a lot.

Reflections

From this design assignment, I have learnt a lot, especially with regards to proper planning **right from the start.** As I tend to follow step-by-step, it would be better if I could have **formatted my sketches** better to illustrate the user flow from start to end. Not only that, It would have been better if **I could ask feedback from others** based on my current design work and check for **blind spots** which I might have potentially missed out.