Smart Calendar

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Calendar Concept

Smart Calendar / SaaS project

GOAL

Update the current outdated calendar to a modern, sleek, and aesthetically pleasing version. Appeal to a new client-base that is younger and tech-savvy. Retain new and current users by enhancing the user experience.

TARGET AUDIENCE

Roles

- Busy Entrepreneurs
- Business Owners

Demographics

- Busy Professionals
- Online Students
- Side Hustlers, Go-Getters
- North America
- Ages 18-40

Psychographics

- Curious and positive attitude
- Enjoys learning and reading
- Busy lifestyle, gym goers

STRATEGY

End-User Needs

- Access session/coach data seamlessly
- Ability to register/unregister for future sessions
- Add sessions to personal web-based calendars

Client Needs

- Reflect Google Calendar events “sessions” clearly and in real-time
- Convey all the different coaches and session types
- Retain end-users/students
- Modern and minimalistic user interface design
- Natural user experience

OUTLINE OF SCOPE

Content Requirements

- Session info - text
- Session type - text
- Date/Time info - text
- Instructor/Coach info - text, image
- Registeration - text

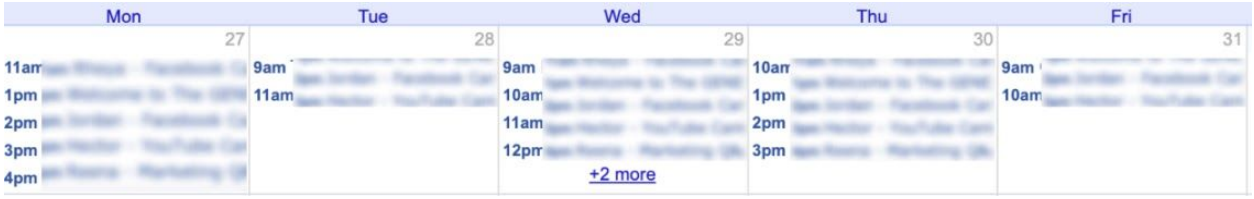
Functionality Requirements

- Filter by Session type
- Filter by Coach
- Select/skip to any date within the week in the “weekly view”
- Display and scroll through each event separately
- Never-ending scroll feature
- “Weekly view” updates with the scroll feature
- A clear understanding of the date and the session on any given screen
- Ability to register to a specific session
- Get feedback after registering successfully for a specific session
- Capture data/keywords to tie sessions to specific coaches and vice versa

CURRENT SNAPSHOTS*

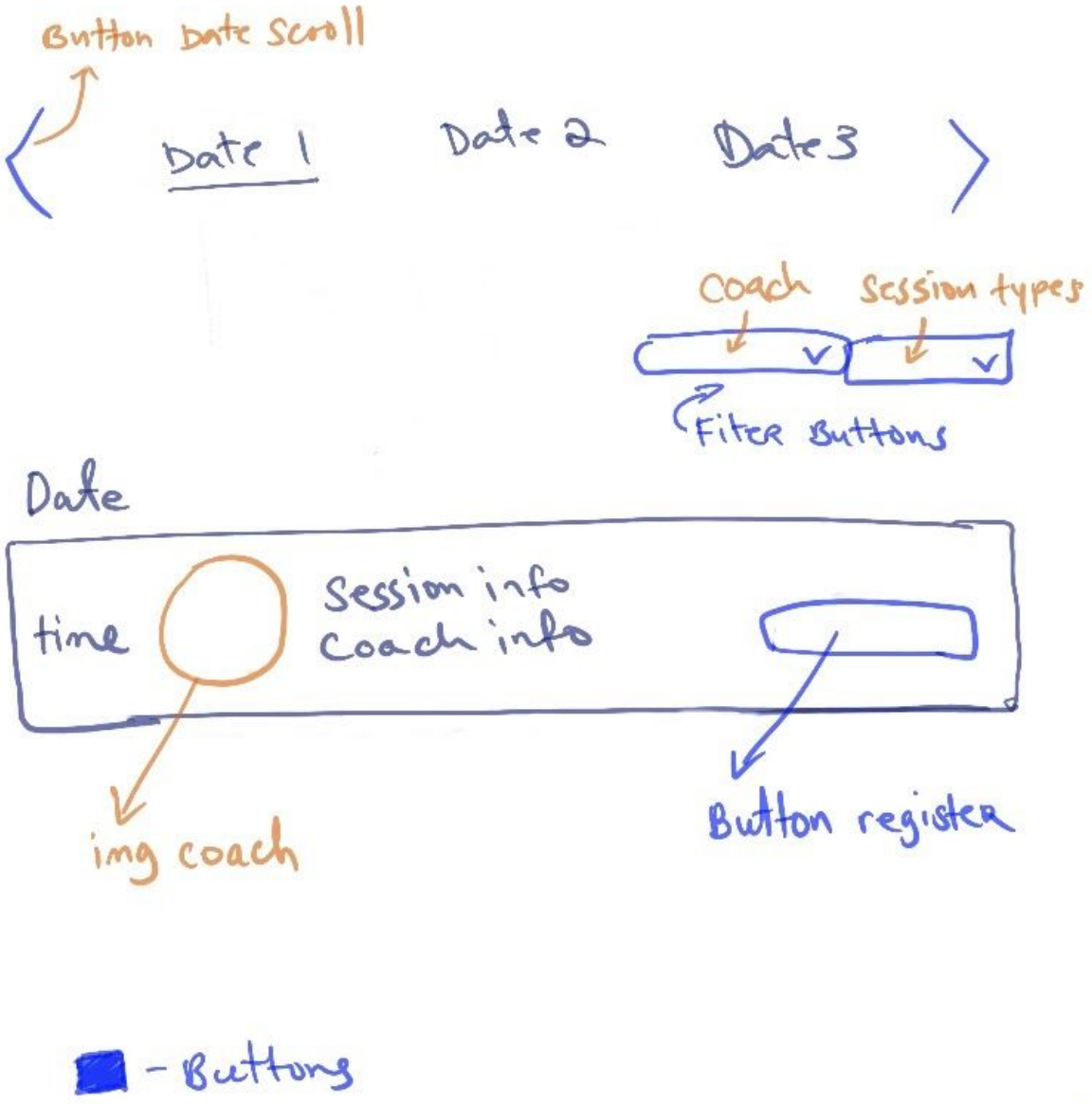
Date selection- zoomed in

Week view- zoomed in



*To comply with my non-disclosure agreement, I have omitted, obfuscated confidential information and blurred images in this case study.

SKETCHES


Button Date Scroll
Date 1
Date 2
Date 3
Coach
Session types
Filter Buttons
Date
time
Session info
Coach info
img coach
Button register
- Buttons