

# 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Update the current outdated calendar to a modern, sleek, and aesthetically pleasing version.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
- Registration - 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\*

Choose any or all calls below on the calendar to register & submit any work in the links below the calendar:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	Aug 1
11am: Welcome to The Office 1pm: New Member 2pm: YouTuber Call 3pm: New Home - Marketing 101 4pm: New Home - Marketing 101	9am: Welcome to The Office 11am: New Member 12pm: New Member	9am: Welcome to The Office 10am: New Member 11am: New Member 12pm: New Member <a href="#">+2 more</a>	10am: Welcome to The Office 1pm: New Member 2pm: New Member 3pm: New Home - Marketing 101	9am: Welcome to The Office 10am: New Member 11am: New Member 12pm: New Member		
2	3	4	5	6	7	8
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9	10	11	12	13	14	15
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16	17	18	19	20	21	22
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Events shown in time zone: Pacific Time - Los Angeles

Date selection- zoomed in

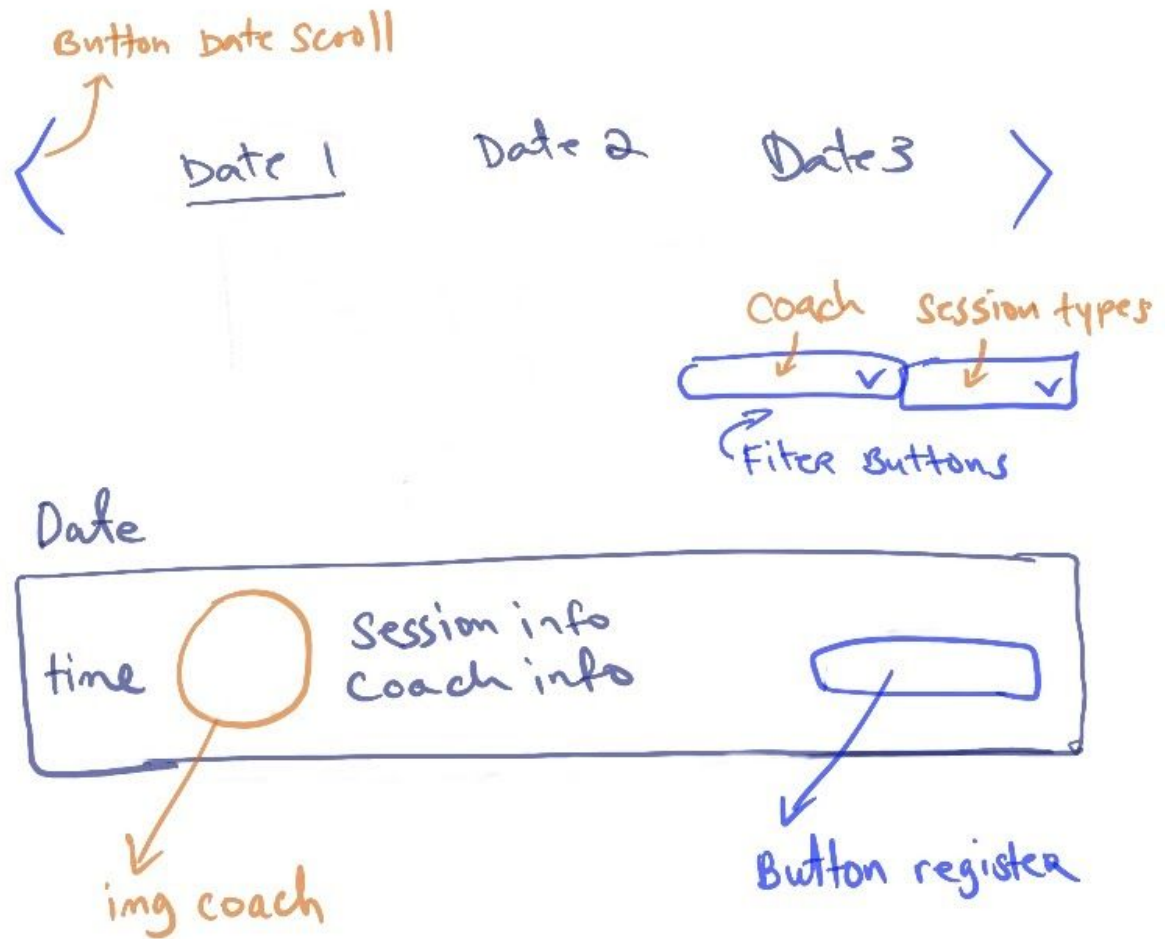


Week view- zoomed in

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

## SKETCHES



■ - Buttons