Smart Calendar

SIGNING UP FOR A SESSION: MADE EASY

Case Study by
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The Client

In 2020, we were approached by an educational marketing company based in San Diego, California which had a vision for their business and growing. The client's team is made up of 30+ brilliant individuals whom I had the pleasure of working with and getting to know.

OVERVIEW

The client's current calendar was in dire need of a fresh look and an improved user experience.

We were tasked with a full redesign of the client's outdated online calendar platform to a modern, aesthetically pleasing, and user-friendly interface. Our goal was to wanted to promote ease of use by adding hierarchy, declutering, and simplifying the visual aspect while keeping the product more intuitive.

To comply with my confidentiality agreement, I have omitted and appropriated confidential information.

My Role

As the lead product designer, I interacted with the client to clearly understand the product requirements, pain points, and vision. I conducted user research, conducted user test flows and user journeys, produced sketches, wireframes, UI mockups, prototypes and working prototypes. I worked closely with the development team and supervised the development process. I rectified and delivered the final product.

The Goal

The main focus was to improve the user experience. Our team had to design a way for the users to easily sign up for any specific session with any specific coach on any specific day by using the online "smart" calendar. The client's upcoming events on center stage rather than displaying many events, in a convoluted way, with no detail at all.

By limiting the view to the users from a monthly view to a weekly view, we could bring the center of attention on specific sessions, coaches, and upcoming events (mini loss and photos). Thereby making the process more intuitive and facilitating relationship building between the end users and the coaches, and making it easier for new and current users to sign up for sessions.

The Challenge

The client required a complete redesign of their calendar platform which was set up on the stock Google Calendar platform. They also required to have a single calendar to accommodate multiple sessions and numerous coaches. Their current calendar was an overcrowded design which made it friction heavy and confusing to use. The calendar looked very homogeneous, it lacked hierarchy and clarity of information on the session and coaches. This led to clouded user flow and contributed to major usability issues.

We needed to design and implement a new interface that would operate beyond the stock Google Calendar design system while accommodating multiple custom functionalities that support numerous coaches and sessions. The new design would continue to run on a single google account on the Google Calendar backend but display the updated UI framework with customized functionality. We needed to shift on the sessions and coaches versus the number of events displayed.

Personas

Our team was fortunate to find the client had a large user database and had received feedback from their and users. I worked closely with the client's customer success team who had ample information from the feedback system. With the help of the feedback database, we were able to create our user personas.

When the team got together to discuss the feedback and the personas, Michael, Emma, and David we quickly realized they were all experiencing very similar pain points. We summarized the key user problems related to signing up for sessions with the current calendar.

PAIN POINTS

1. am confused on which coach offers which session.
2. Everything looks the same, it's hard to sift through every single session to find the one I'm looking for.
3. I don't have the time to figure it out, I get frustrated and don't want to sign up for a session.
4. The writing is so small, it's difficult to see what is offered.
5. I don't know if I successfully signed up for the session.

USER NEEDS

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

CLIENT NEEDS

- Reflect Google Calendar sessions in real-time
- Convey all the different coaches and session types in a clear and concise manner
- Modern and minimalistic user interface design

User vs. Client

In order to dive into the product design, it was important for me to differentiate between the user needs and the client wish list. I used a very useful method which helped me organize the objectives into their respective categories. It was essential to determine which objective would take priority and how we could approach the rest and deliver on each one.

User Journey

I wanted to understand what the user was facing when using the product. What exactly was their experience like? I decided the best way to submerge myself into the shoes of the user was with a user journey.

USER JOURNEY
Log in to the app
Navigate to the session page
Sign up for a session
Navigate back to the home page
Navigate back to the session page
Sign up for another session
Navigate back to the home page
Navigate back to the session page
Sign up for another session
Navigate back to the home page
Navigate back to the session page
Sign up for another