

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Update the current outdated calendar to a modern, sleek, and aesthetically pleasing version.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

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” at top of screen 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:

Events shown in time zone: Pacific Time - Los Angeles

Date selection- zoomed in

Week view- zoomed in

Mon	Tue	Wed	Thu	Fri
27	28	29	30	31
11am Welcome to The Office 1pm Marketing 101 2pm Marketing 101 3pm Marketing 101 4pm Marketing 101	9am Welcome to The Office 11am Marketing 101	9am Welcome to The Office 10am Marketing 101 11am Marketing 101 12pm Marketing 101 +2 more	10am Welcome to The Office 1pm Marketing 101 2pm Marketing 101 3pm Marketing 101	9am Welcome to The Office 10am Marketing 101

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