

# Design Final: Group Project

Si Thu Kaung Set (A15599408)

Jason Letargo (A16541777)

Steven Won (A15044609)

Varvara Osipycheva (A15593863)

## Table of Contents

<b>Team Management</b>	<b>3</b>
<b>Introduction</b>	<b>4</b>
<b>Test Plan 1</b>	<b>5</b>
<b>Analysis 1</b>	<b>6</b>
<b>Component to Redesign</b>	<b>8</b>
Lack of Guidance	8
Acknowledgment of existing features	14
<b>Competitive Analysis</b>	<b>15</b>
Notion:	15
(Google) Keep Notes:	19
Trello:	22
<b>Brainstorm and Sketches</b>	<b>25</b>
Sketch 1	25
Sketch 2	27
Sketch 3	28
Sketch 4	29
<b>Interactive Prototypes</b>	<b>30</b>
Prototype 1	30
Prototype 2	32
<b>Test Plan 2</b>	<b>34</b>
<b>Final Analysis and Lessons Learned</b>	<b>35</b>
Design 1	35
Design 2	38
<b>Recommendations</b>	<b>42</b>
<b>Appendix</b>	<b>43</b>



# Team Management

**Main Method of Communication:** Discord Server

## Project Timeline

Week 9:

November 22: User testing plan

November 23-24: start user testing

*Thanksgiving*

November 25: download app + learn

Analysis read + decide on feature

November 27: take some screenshots of the problem feature

November 29: Competitive analysis of THREE sites

*End of Thanksgiving*

Week 10:

November 30: Sketches

December 1: Improve sketches and work on prototypes

December 2: Come up with a testing plan

December 3: 2nd User Testing plan on TWO redesigns plan

December 4: Testing + analysis

December 5: Finish aim - wrap up

December 6: Review

December 7: **Review and turn in**

## Project Roles

Varvara: User testing 1, Analysis 1, Competitive Analysis, 1 sketch

Si Thu: User testing 1, Component to redesign, Analysis 1, Prototype 1, 1 sketch

Jason: User testing 2, Final analysis, Prototype 2, 1 sketch

Steven: User testing 2, Component to redesign, Final analysis, Recommendations, 1 sketch, Introduction

# Introduction

We chose to redesign a component of the tracker app Todoist, because it is something that is relevant to many people's lives. It can be very difficult to keep track of everything that you have to do for the day, week, and month. The purpose of tracker apps such as Todoist is to aid people in organizing their goals into something more manageable. Most tracker apps share the same features, but are not exactly one to one in their design and what their capabilities are, and what the cost of entry to use them are.

Most of the users that we are testing are university students due to constraints in availability in the users that we are able to contact and conduct testing on at the time, with a few exceptions. However, university students are perfect candidates for testing tracker apps because the average university student has many different tasks they must juggle with on a day to day basis. Most university students use some form of task tracking while they make their way through university. They have to manage their academic, social, and personal lives all at once, which can be a very daunting task. We wanted to see how applicable Todoist could be to the people that we test and how easy or difficult it would be for them to realistically use the app in their daily lives.

# Test Plan 1

We recorded the users using the app on their phones. A webcam was placed so that the phone screen and the user's hands and gestures could be easily recorded throughout the test process.

1. Demographics questions:
  - Inquire about age/occupation.
  - How much do you use your phone? How comfortable are you using your phone?
    - What do you use your phone for the most?
  - Do you use any planning/management software/apps?
    - What platform do you use (phone/windows/mac/linux)?
    - What app do you use?
    - Have you ever used a Todoist?
      - (if yes)
        - How frequently do you use it?
        - What do you use it for primarily?
  - 2. You are going shopping Next Friday (26th) and you want to note it down to make sure you remember. You need to buy the following items: rice, tomatoes, potatoes, chicken, and soda.
  - 3. Since you are new to this app can you try and find any type of beginner guide?
    - Can the user find a help/FAQ section?
    - Return to the todoist app.
  - 4. Imagine you are currently working on a project at work and want to create a list of tasks specifically for it.
    - You have 4 tasks you need to complete for this project (feel free to add arbitrary names or just name them 1, 2, 3 and 4).
      - Tasks 4 and 1 are the most important parts of the project and you want to make sure they are always easily visible in the project.
    - (after the previous section has been completed)
    - You just found out that you are no longer responsible for the completion of task 2 and Jerry will be assigned to it instead. Find a way to mark this change in the project.
    - Delete the project you have just created
  - 5. Imagine you are a returning user and are a little confused by the updated UI. Is there any way for you to quickly get your footing?
  - 6. Misc:
    - Try to find a way ( if at all possible) to mass delete/alter tasks.

# Analysis 1

## User 1:

1. Issues with navigation - when clicking around the filters and labels sections of the menu the user was unsure of what labels and filters were and when pressing on them he concluded they didn't do anything and were unimportant. Later during task 4 the user clicked on a number of different icons, unsure what they were meant to signify, (priority being a flag).
2. Annoyed because some features are paywalled/tied to the premium version, but it is not immediately obvious which ones are and which ones are not. For example the "add reminders" option/icon appears in the normal version of the app and looks identical to all other icons in the task edit process (no indicator or change of colour)
3. There's very little guidance/explanation - information is there but it's hard to get to "need to dig to find all features". When trying to complete task 3 the user struggled to find the help section as there "isn't anything immediately". After some time opening up anything interactable the user pressed the "welcome" section by chance leading him to an in app guide.

## User 2:

1. User struggled to notice that there was a way to edit dates. On task 2 when asked to create a shopping list for the 28th the user started making the list, but was unable to figure out where he could assign dates. He got a little frustrated and deleted the list he had already made (auto assigned today), scrolled to the 28th and started the process over.
2. Struggled to find most features - had a hard time trying to locate the burger menu. When trying to find options, overview of lists, or menu hover finger over the top searching for any menu indication (not lookin at bottom left where the burger is actually located) and chose the three vertical dots which only allowed talk select and activity log. He also tried swiping left and right to try and see if it would get him to the menu. Finally he noticed that the burger was located at the bottom left at the very end of the test, expressing frustration with how it was too hard to see.
3. When changing the language of the faq section the user noticed that the images and gifs used in the articles and guides remained in English (labels/annotations). He later recalled it as the most frustrating part of the experience as it made the guides harder to scan.

**User 3:**

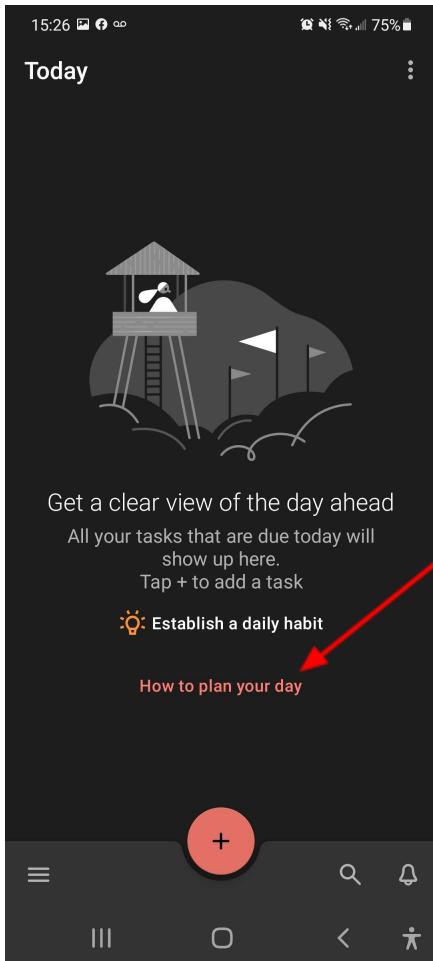
1. At the start the user was lost and unsure what features were present so he quickly clicked around different buttons (seeming unsure of what their roles were) commenting on what each of them did. During task 2 the user was unsure of how to make a to do list or if that was even a feature. After exiting task creation and quickly looking around again the user reselected the tasks and noticed the add sub-tasks button which did not appear at task creation.
2. Unsure about different feature names/labels meant (eg filter). For example the user being unsure of the function of an inbox and was unsure why it would be needed or what it could be used for as project assigned tasks do not appear there at all so it cannot be used as an overview page. There was also a recurring issue of the roles of project, filters, and labels being ambiguous as they seemed to have a similar function.
3. When adding a task into priorities or filters tabs it did not get tagged with that priority or filter and instead was sent to the inbox. Which made it even more difficult to understand what filters and priorities were, what function they had.

**User 4:**

1. The user struggled to find a way to edit dates/assign dates to tasks without scrolling to the right day in the calendar. During task 1 after some time of exploring the app, finding the welcome section and reading the “schedule this task” entry she still couldn't figure out what icon would let her change dates (she tried using the “tag” icon but found out it was for labels). In the end she scrolled to the desired date and added the task to that date
2. When the user was in one of the side menus/settings she tried getting back to the “homescreen” (upcoming) and tried pressing the profile picture icon. She got confused when instead it led her to user information (which she did not know even existed)
3. The user was slightly annoyed at the lack of customisation options she focused a lot at the start on when she believed there was a bizarre colour combination choice of red, white, black, and orange (iOS). She didn't like the options provided and her enthusiasm towards the app decreased after the setup process. She later brought it up at the end wondering why she couldn't just select one from a list (eg lilac)

# Component to Redesign

## Lack of Guidance



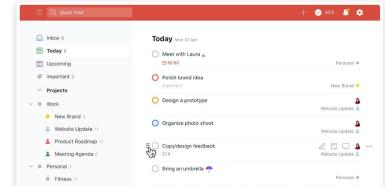
No immediate indication of what to do. Help on page is not instantly recognisable as help.

Links to an external website that shows the desktop version of the app for help instead of the mobile version. All of the help links do this.

## How to plan your day

The **Today** view lets you see all the tasks due today across all your projects. Check in here every morning to make a realistic plan to tackle your day:

**What are the 3 most important tasks you need to complete today? Mark those priority 1 so they'll show up at the top of your **Today** view in red. Work on those first when you're still fresh and energized.**



15:27 74% ■



help



en



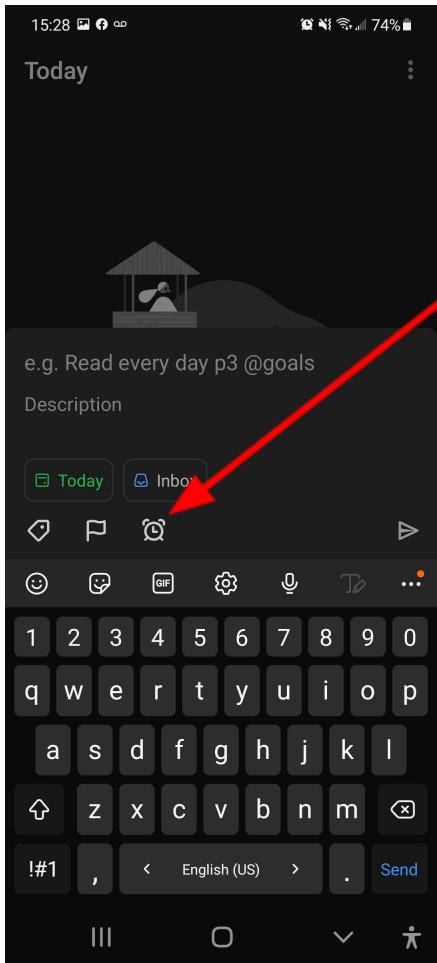
**Have too much scheduled for the day? It's disheartening to see a list a mile long and know you can't possibly get it all done. Keep your **Today** view focused and realistic by [postponing](#) some tasks for later in the week during your morning review.**

Option to select the correct OS to display help images for, but it is not immediately at the top of the page. This can lead to people believing the help page can not help them.

Select Platform:

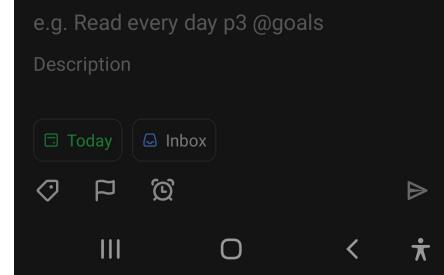
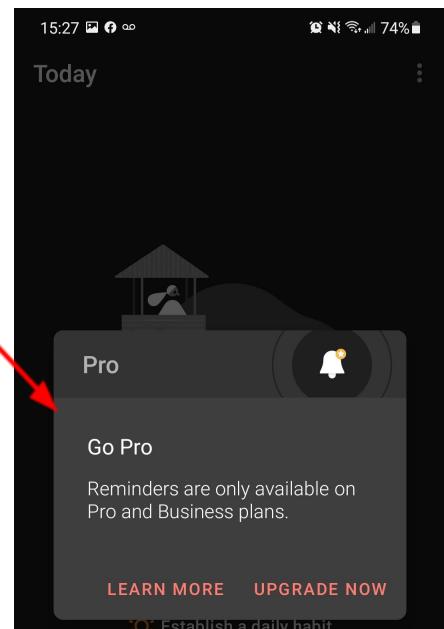
Web, macOS, Windows Legacy ▾

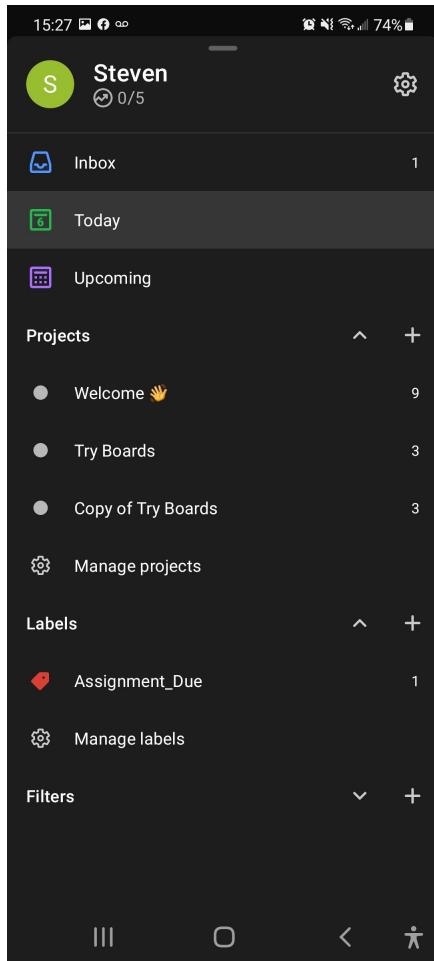
The screenshot shows a mobile application interface. At the top, there is a navigation bar with icons for back, forward, and search. Below the navigation bar is a header with the word "help". Underneath the header, there is a section titled "Select Platform:" with a dropdown menu containing "Web, macOS, Windows Legacy". A red arrow points from this dropdown menu down towards the main content area. The main content area displays a calendar for May 2020 and a list of tasks. The calendar shows the days of the week and the dates 4 through 10. The task list includes items like "Meet with Laura", "Post travel idea", "Design a prototype", "Organize photo shoot", "Get design feedback", and "Book an interview". On the left side, there is a sidebar with categories such as Inbox, Today, Upcoming, Projects, Work, Personal, Fitness, Groceries, and Reading List. A "Quick tip" section at the bottom left suggests dragging tasks to the bottom of the Today view to postpone them for tomorrow.



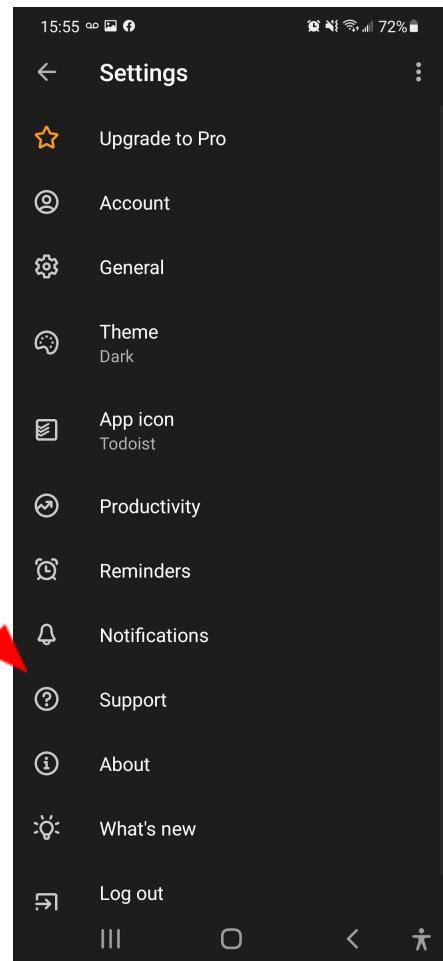
No distinction between premium and non-premium features, such as the reminder option shown here. Every icon is the same color and has the same look.

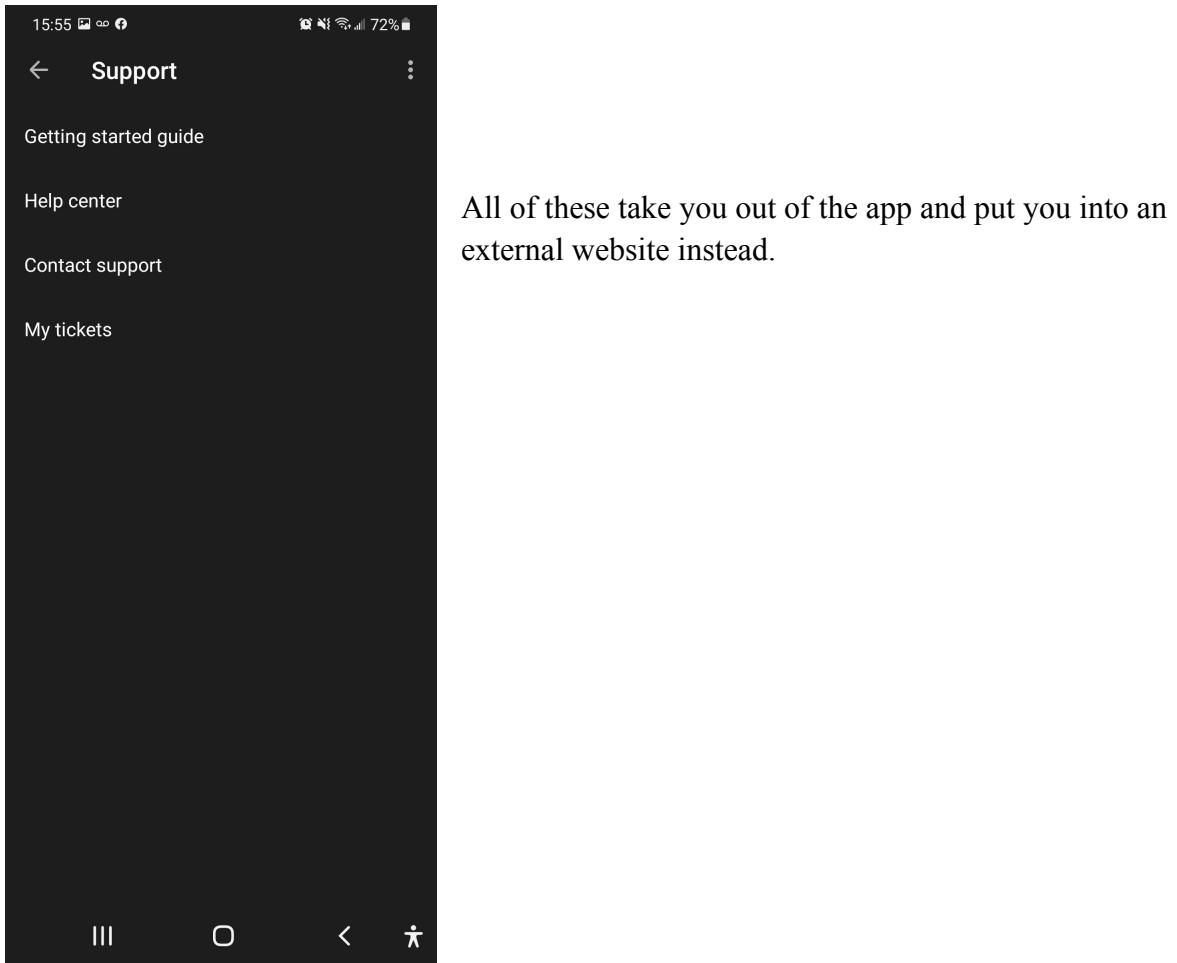
You will only find out what is and is not individually a paid feature unless you actually try to use the feature.





There is a lack of an immediate place to look for support in the app. You are not told what the specific features of the app really mean unless you click the gear icon for settings, which only then is there some place to look for tutorials/help.





One common source of problems that was seen in all four user tests was the confusion from not knowing what different aspects of the application do. These aspects include the Inbox section, Filters, Labels, Boards, Priorities, and assigning dates to tasks. We feel like the overall structure of the application and how different functionalities work with each other is somewhat unclear and in need of clarification. A common trend we saw was users going into the application having an idea it's a to-do list but not having any prerequisite knowledge required to make and use to-do lists in the application effectively.

User 1 had trouble understanding what the purposes of labels and filters were and eventually came to a conclusion that they were not important, though these features are on the landing page of the application, the most accessible and arguably the most important page. If the application's designers intended these two functionalities to be important, this intention is not reaching the users due to assumptions that the user knows what's going on and lack of clarification.

User 2 had a hard time finding where a lot of the features required for tasks like task 3, 4, and 6. It wasn't clear that the burger menu was on the bottom left, which is pretty unconventional for a navigation menu. His fingers were hovering over the top, searching for a menu. It was not clear how dates are assigned to the tasks, as he struggled to edit dates as he was making new tasks. The default date is automatically set to today. It seems like the data option is not prominent enough for some users, causing frustration as they cannot date their tasks.

User 3, similarly, seemed very confused the moment he opened the application. He said that a lot of the features were thrown in his face and though he's sure they're most likely useful and thought out well, he says he would have left if he did not come in with an intention of actually learning the application for personal use. Like User 1, he had no idea what filters and labels do; adding a task into the filter tab did nothing but add a new task to the inbox, which increased the user's confusion and frustration. He was not sure what inbox was either, since he couldn't figure out how an email inbox (which he was familiar with) was related to tasks.

User 4 had a similar problem with User 2, where she struggled to assign and edit dates on both new and pre existing tasks without using the calendar portion of the application. She tried pressing on the icons below the task to change the date but eventually resorted to using the calendar on top to create a task.

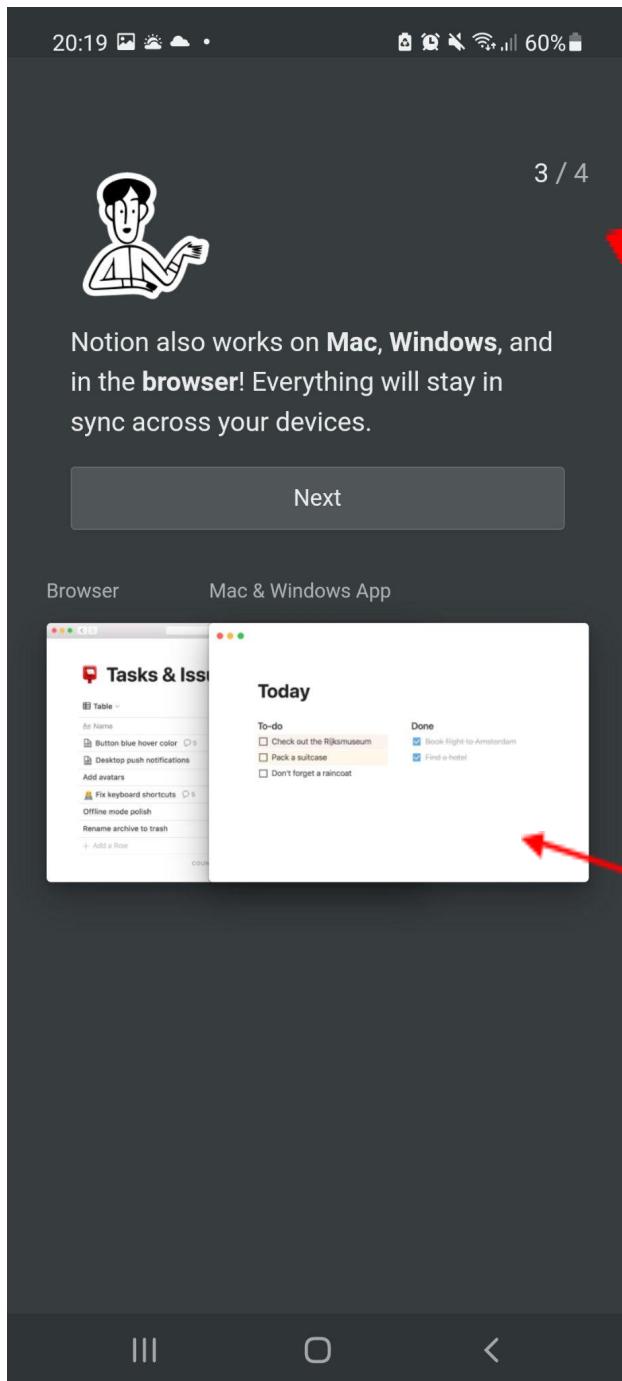
### **Acknowledgment of existing features**

Though there are help icons inside the individual components like Inbox and Filter sections, it is not obvious to the user that this even exists as it is a pretty uncommon feature. In addition, for help on some sections like Labels, you cannot access the help page without first creating a label and clicking on that label.

Also, the application does have a beginner guide, but it is extensive and inaccessible. Being extensive is resourceful for the users, yet not all users might not have the time and patience to read through the document. The feature is also not easily found, as it is under “Help and Feedback” in the Settings page. User 1 spent nearly 5 minutes trying to look for the help page, eventually finding it by luck.

# Competitive Analysis

## Notion:



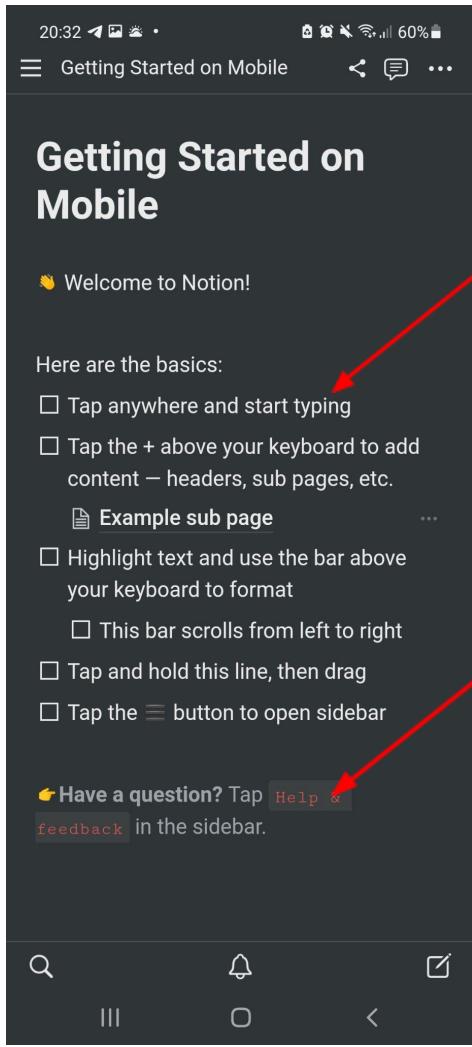
Notion makes sure the user understands basic app function by forcing them into a mandatory into a short 4 step animated tutorial.

There is a progress indicator at all times - the user can estimate how long this will take and how close to the compilation they are.

Downside - lack of user control - no way to exit the tutorial as there is no x button and pressing the back button (android) does nothing.

There is also no way to navigate back - (android) back button does nothing and there is no in-app button one can use to go back.

The images on the tutorial slide are animated - users can recognise the pages/features when they come across them in app instead of having to recall the abstract instructions.

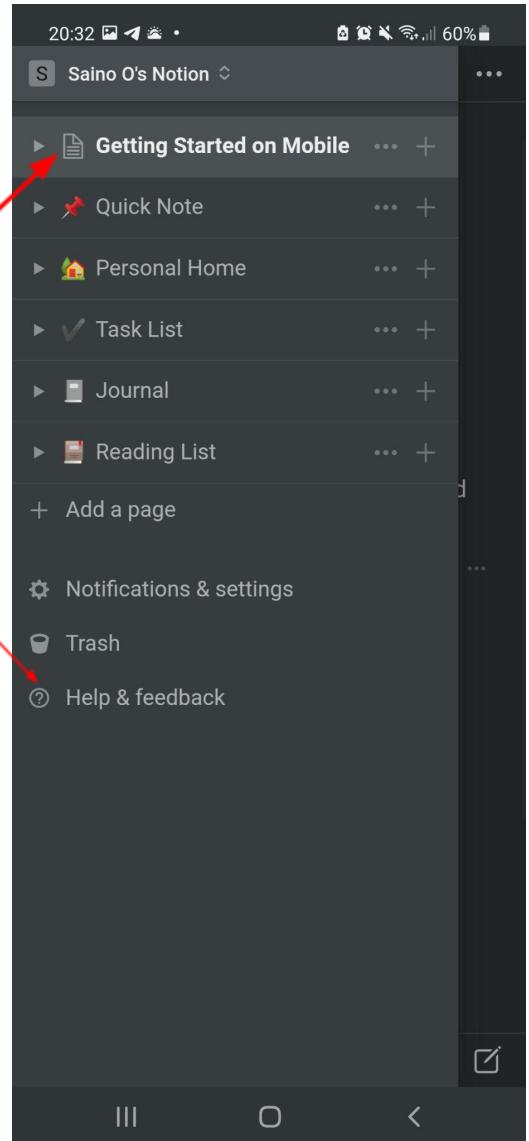


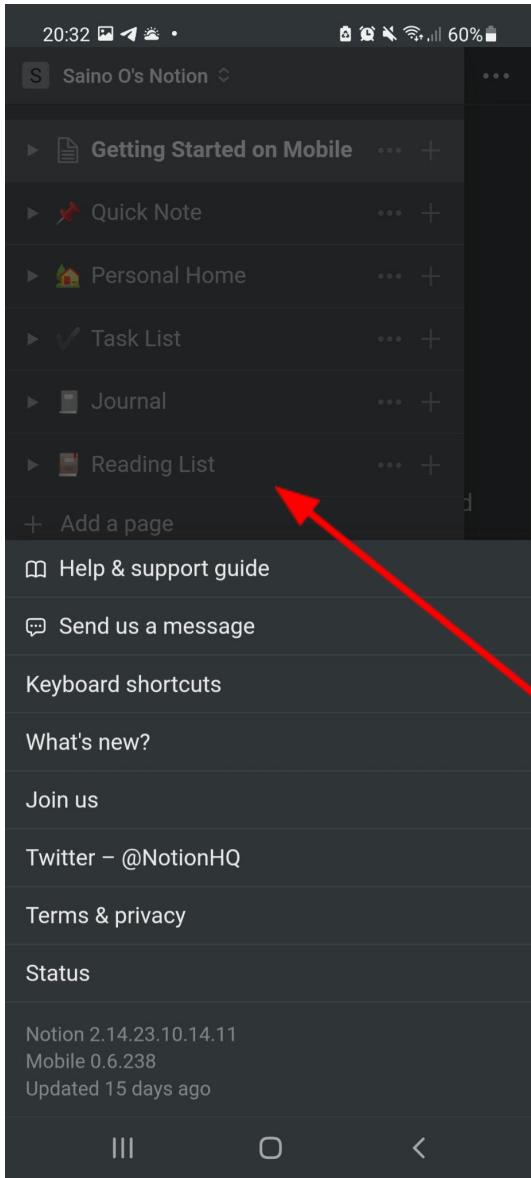
Another step Notion takes to prevent user confusion and simplify navigation is including a get started page/board

The basic features that are most important to an average user when trying to start quickly.

The user is prompted and guided to a source of additional information/help.

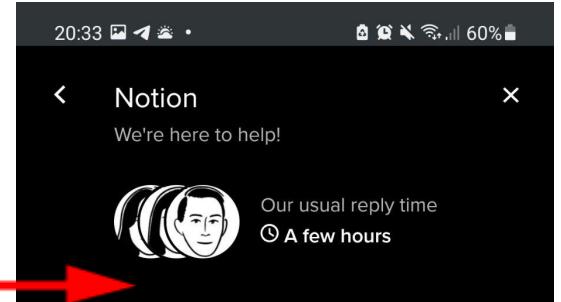
The sidebar has both the “Getting Started on Mobile” and “Help & Feedback” as help/guidance options - a variety of ways users can get help/information/guidance and solve navigation problems.



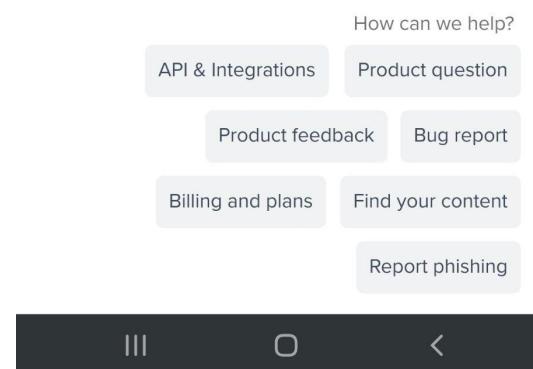


The side bar has a number of ways the user can get help aside from the standard “Help & support guide”.

The existence of “Keyboard shortcuts” on the mobile version of the app seems excessive and even useless as the only possible use for it would be to tablet users who use keyboards (and even then I am not sure how functional the shortcuts would be for different users OS if at all)



Notion offers an option which is unique (when compared to its competitors). Selecting “send us a message” lets the users ask for help if they cannot find any other sources/sufficient information.

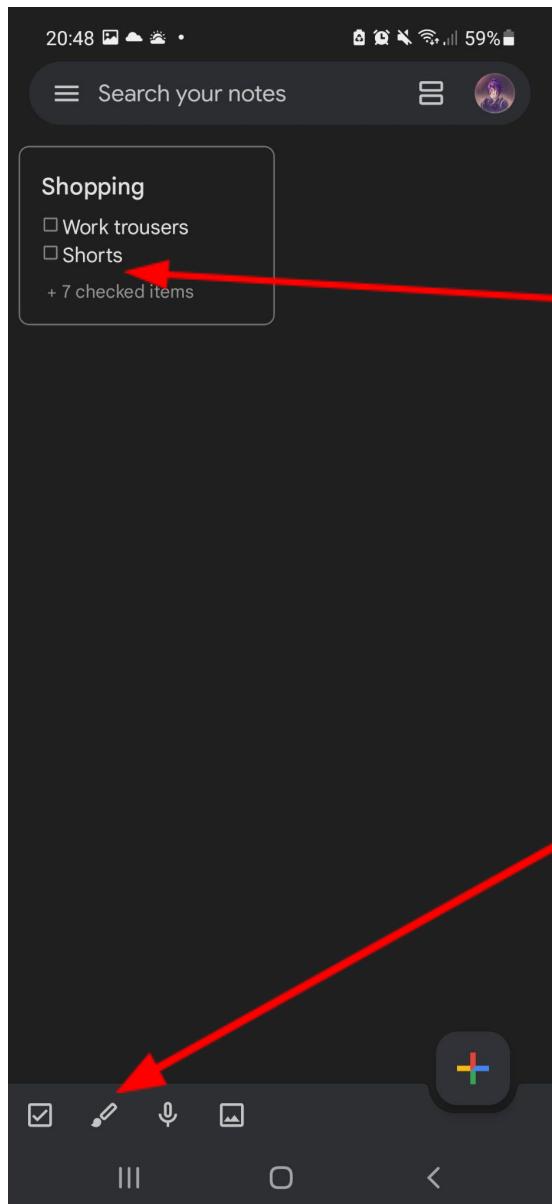


*Summary/analysis:*

Notion takes up a similar niche to Todoist as it markets itself as a way to organise tasks and reduce chaos, but places a much larger emphasis on collaboration and document/link integration (which are also available in Todoist to a lesser extent, but promoted).

Notion offers a huge number of features and it does a good job guiding the user through the basic ones and familiarising them with the most important functions using the non-skippable start tutorial, getting started board, support guide, and most notably the “send us a message” feature. While the compulsory tutorial is important and useful to new users it has some major issues. Firstly the lack of freedom of navigation - the user cannot go back to review a previous slide if they have moved on by mistake or realised they wanted to read over it in more detail. Secondly there is no easy way (if at all) to repeat the tutorial for those who either missed it because of a crash or are returning after a long break. Finally, for experienced users the lack of choice and freedom to skip or exit out of the tutorial can feel insulting and annoying (even if it is extremely short) as they are most likely familiar with the features described. In this case the getting started board can be more useful - provides guidance on demand while giving the user the freedom to ignore it (it is also hard to miss as it is the first thing that the user sees when opening the app for the first time).

## (Google) Keep Notes:



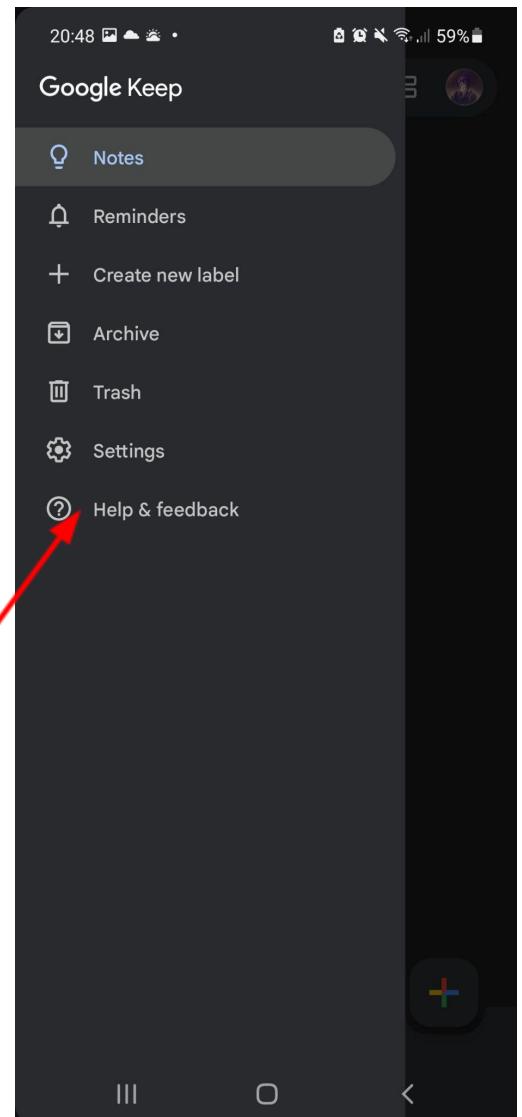
Lacks any immediate guidance.

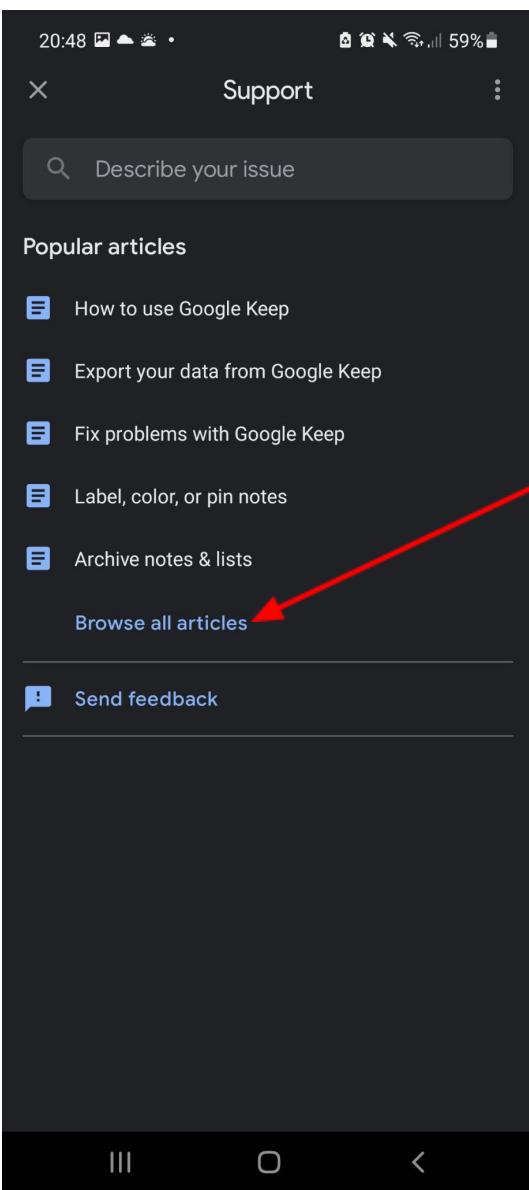
Has a default example task. Caused some confusion as it seemed a little too random.

The app has a very limited amount of options so most of the interactable features are self-explanatory as they use conventional/standard icons.

\*\*With the exception of the brush icon which opens up a drawing tool (was instead expecting some sort of customisation)

When pressing the sidebar icon the “Help & feedback” is easily visible as it uses conventional/familiar phrasing and a “?” icon (fast association)

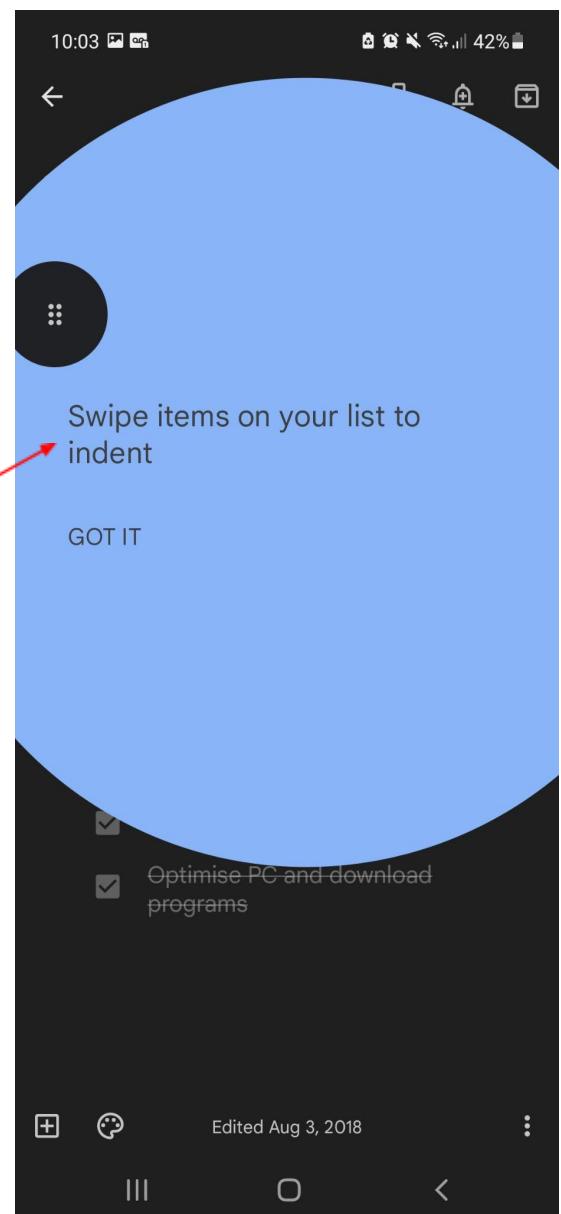




The Support/FAQ section is pretty standard  
With articles ordered by popularity - prioritising  
solving/helping common issues

The “Browse all articles” is surprisingly and misleadingly useless as it doesn't actually take you to all articles, but instead to a blank page with a single option which then leads to a single article that is aimed at solving sync issues.

When opening a list you get minimal guidance which was unexpected since there was nothing at the start and no indication that this was a tutorial task. (I almost deleted it because of how irrelevant it looked. And I suspect some impatient users would do that)



*Summary/analysis:*

Keep Notes (as implied by its name) serves the primary function of note keeping and organisation. It has very few functions and options, but analysing it offers a look at the core of what Todoist is as it's core and primary function is still note keeping, lists and reducing cognitive and memory strain. Looking at the way Keep Notes deals with guidance can help us understand how to best present the core/most important features of Todoist.

The most effective thing it does well is the way it uses conventional/familiar icons that make it obvious what each feature is, avoiding excessive emojis and text (like Notion and Todoist). However in other aspects it has similar issues as Todoist with some being even worse even worse - the opinions presented are often misleading e.g. “browse all articles” does not lead to all articles and instead to a singular article about synching the app.

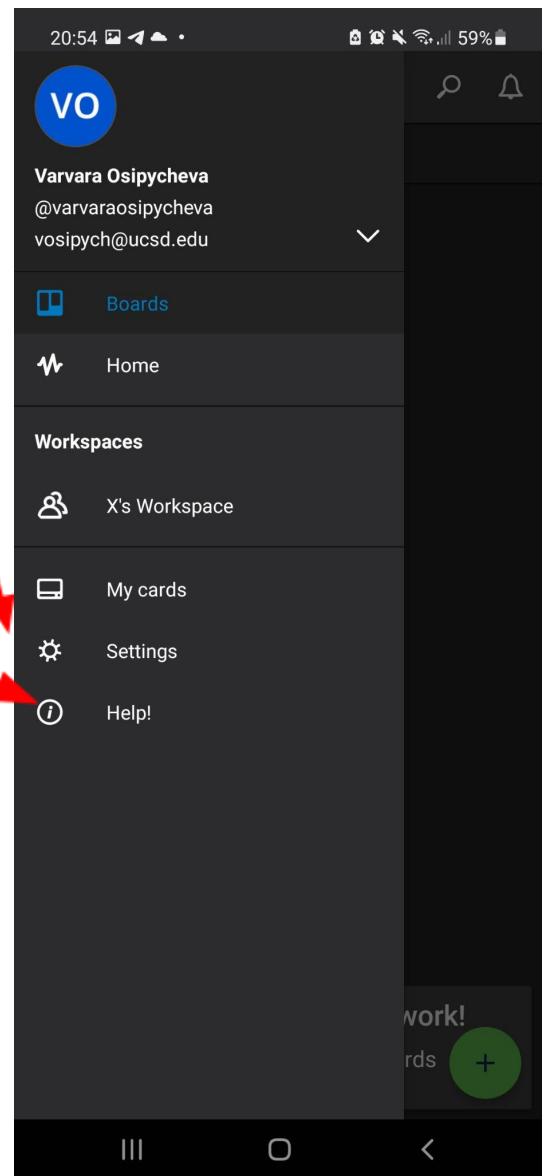
## Trello:

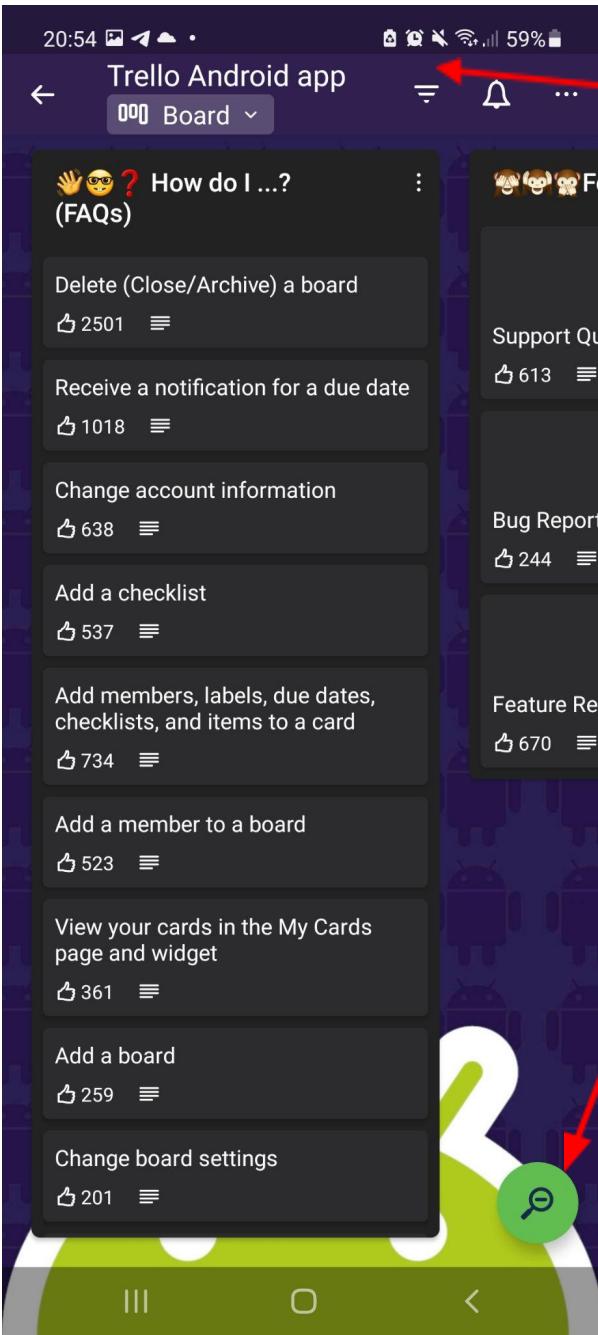


No tutorial straight away

When opening the many boards there are very few options - reduced to essentials

The Help option is clearly named - the “i” icon is commonly used to indicate help/information desks/sources in the real world (so a valid alternative to the “?”)





The help option takes the user to a separate board  
(os specific - not seen in others and very useful since function  
may and often does vary depending on platform)

Scrolling through the board shows the FAQ, What's new  
section as well as the patch/update history and what features  
were added/updated and when (useful, but also a little  
overwhelming and unnecessary)

The button zooms in and  
out of the board - text  
becomes small in zoom  
out and all entries on each  
list are visible

Selecting a guide/FAQ  
entry opens a short tutorial  
(no images).

Some (not all) have a link to additional help at the bottom.

A screenshot of a Trello board titled "Delete (Close/Archive) a board". The board has one card with the following content:

**Trello Android app** in list How do I ...? (FAQs)

Due to the collaborative nature of Trello, it is not possible to delete a board, only archive the board.

To archive a board in Trello:

1. Open the board you would like to archive.
2. Tap the three dots at the top right of the screen.
3. Select "Board settings."
4. Select "Close board."

Currently closed boards can only be reopened in Trello in the browser from your boards drawer.  
For more information please see:  
<http://help.trello.com/article/781-reopening-a-closed-board>

2503 votes

ACTIVITY

vo

*Summary/analysis:*

Trello, similar to Notion, markets itself as an application designed to reduce the cognitive strain of managing projects and organising. Its approach to dealing with the issue of guidance/navigation takes an approach similar to that of both Notion and Keep Notes. While advertising and containing a large number of features, Trello, opts to reduce the number of icons/options the user is presented with at a time and simplifies features to their essentials making the purpose of each label/tion obvious and reducing ambiguity. Similar to Notion is also has a help board within the app where one can look for quick solutions. However unlike Notion it is a little excessive and lengthy containing a combination of an FAQ and a version update list, which can appear intimidating to some and for the clutter it creates provides little value to most users.

**What works - Summary and suggestions:**

Each of the 3 apps offers some useful insights into the solution of the problem. Notion, having the higher complexity and number of features needs to explain a large volume of information as well as having it available for later reference so it opts for a large number of redundant options. Having a tutorial, board, FAQ, and help line as sources of navigation makes sure that any user is able to find at least one way to solve the problem in a short amount of time. Additionally the mandatory tutorial ensures that the new users have some basic knowledge of the app's function before they start. Finally, Notion uses familiar/conventional icons to facilitate recognition.

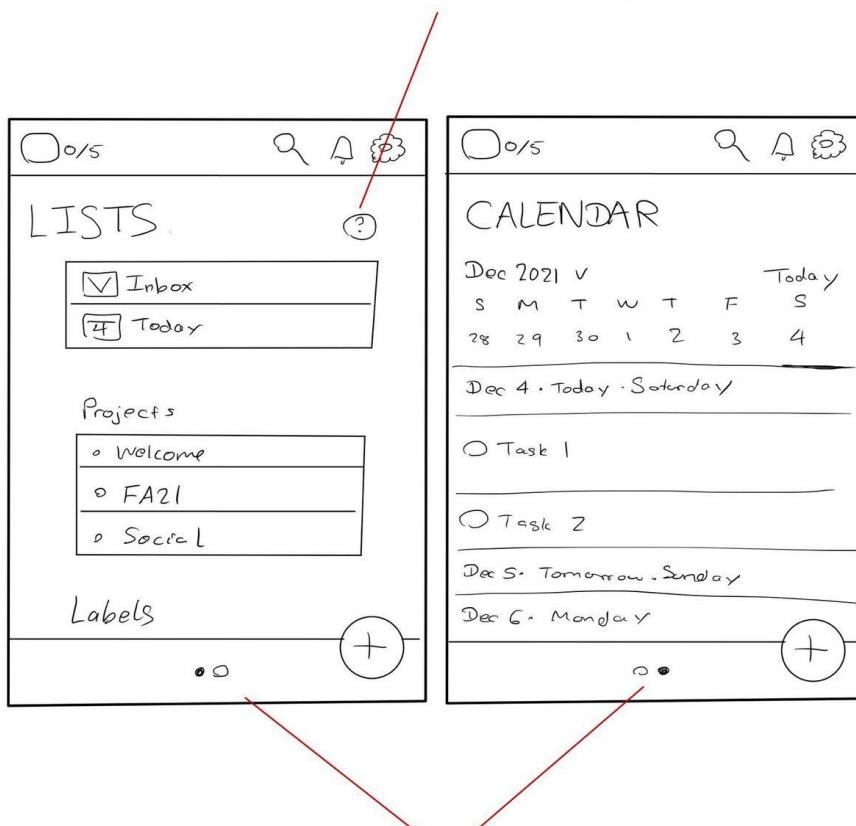
Keeping notes is the least complex of the three so it has few features to explain. To solve the navigation/guidance problems Todoist is facing, we can adapt their use of conventional/familiar icons and labels instead of wordsy descriptions that may not be familiar to all users, as well as removing confusing/redundant features/shortcuts that have a distinct role. While minimal it also offers task-relevant tutorials, which could be adapted, but in that case their existence needs to be made obvious to the users (since in this case it was easily missed).

Finally, Trello uses a combination of using short familiar labels and icons alongside in-app help boards as well as FAQ links. The way it organises it's menu could be very helpful as it has many similar features as Todoist, but has a single menu for navigation with fewer options while keeping task and board customisation and management to a menu only accessible from that specific board.

# Brainstorm and Sketches

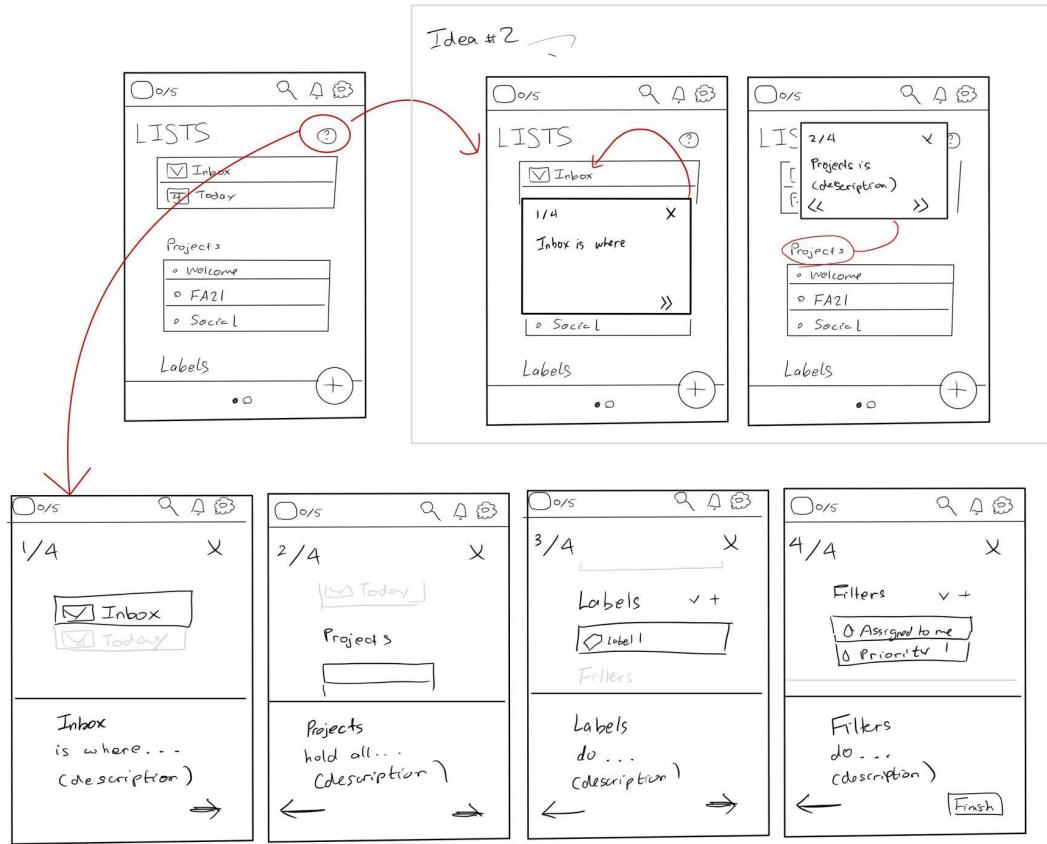
## Sketch 1

A help button to help clarify what terms like "projects" and "labels" mean. This would help users understand the structure of the application and consequently help them organize better.

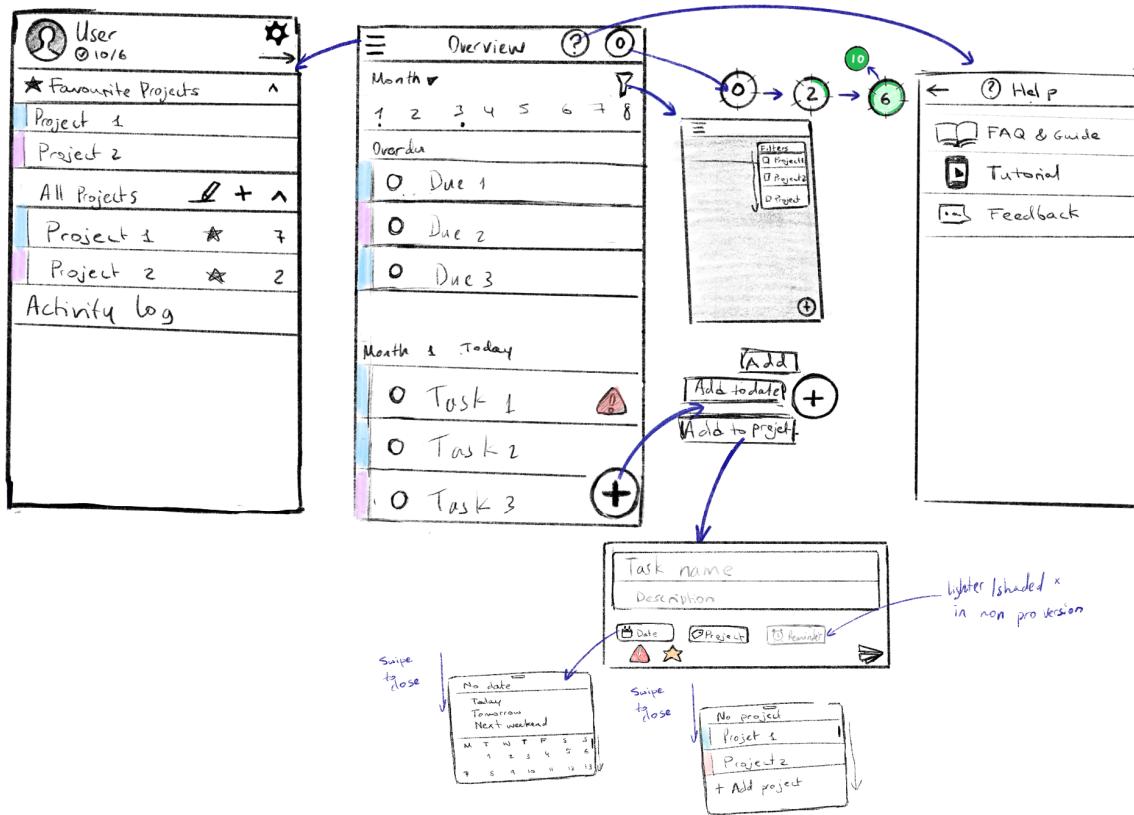


Slider feature to separate out the calendar and lists to minimize confusion

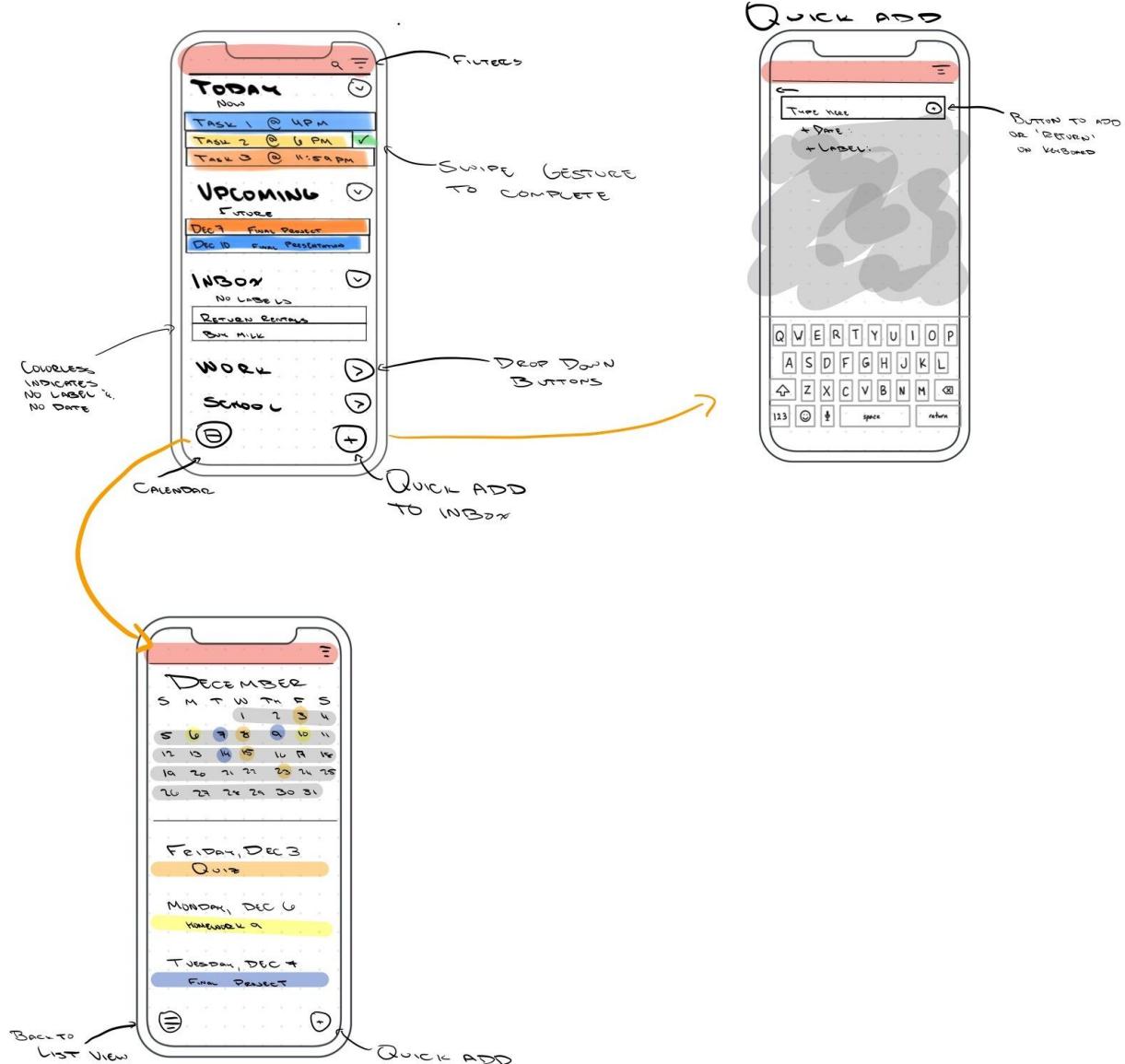
When the help button is pressed, a series of instructions pop up for “Inbox”, “Projects”, “Labels”, and “Filters” to help the user understand what each aspect does and the overall structure.



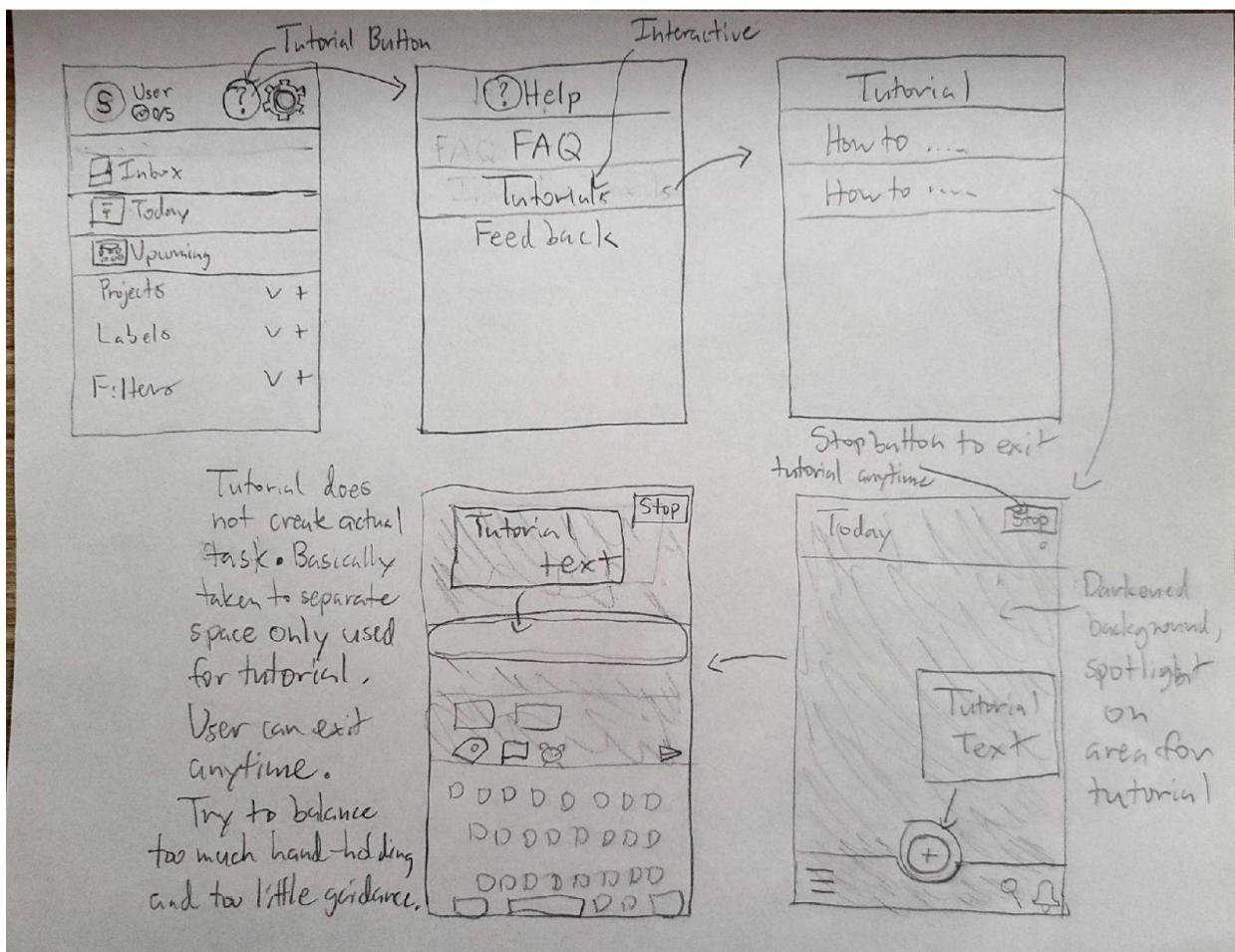
## Sketch 2



# Sketch 3



## Sketch 4

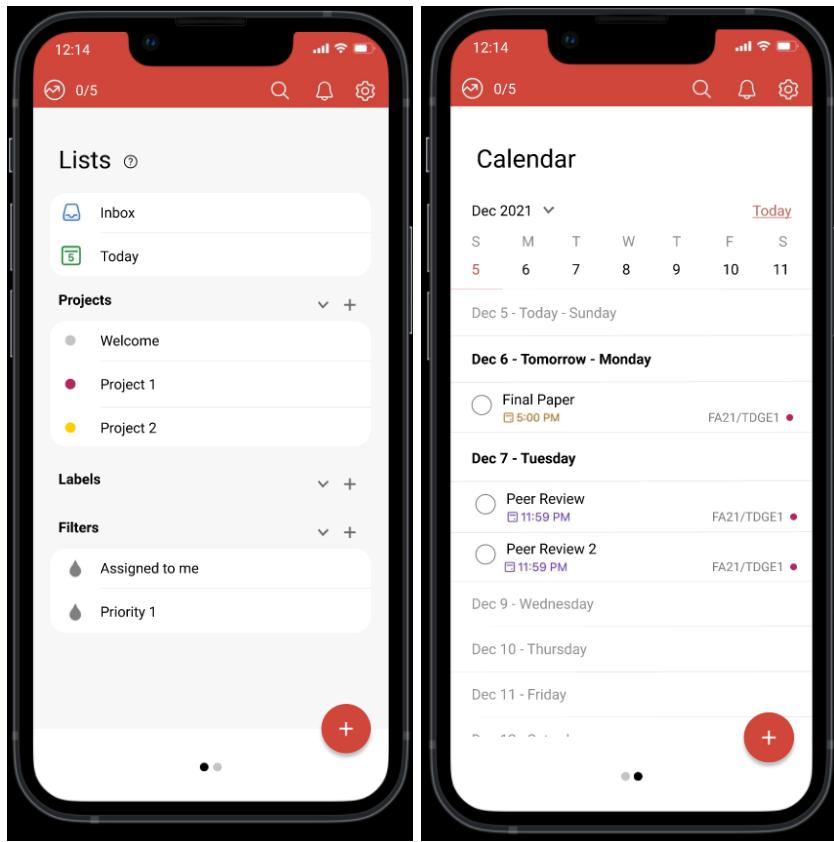


# Interactive Prototypes

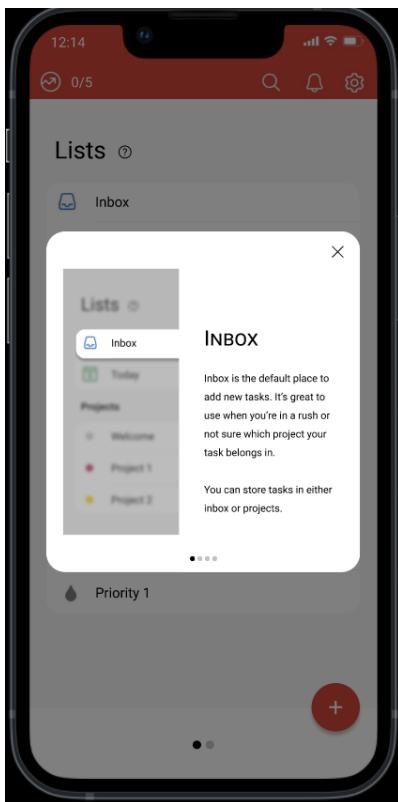
## Prototype 1

[Figma Prototype](#)

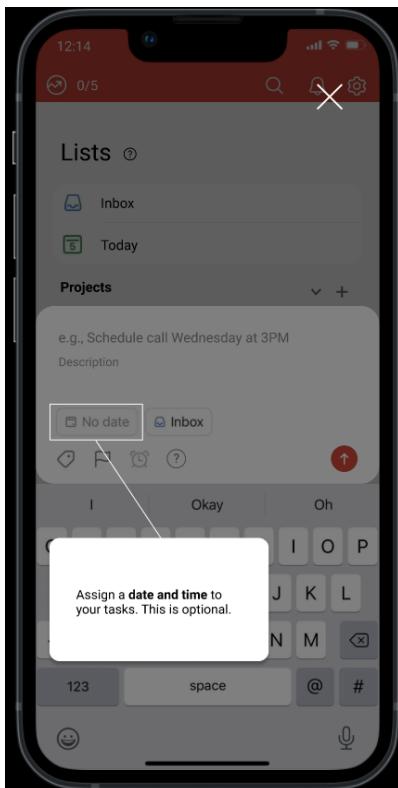
Design rationale:



The lists and calendar features are split into two different screens. The calendar feature is very distinct from the conventional to-do list style functionality, but by being presented as a button grouped with other to-do list buttons, its functionality becomes somewhat lost. Getting a page for its own, the upcoming calendar feature is now more accessible and in addition, cognitive workload is reduced on the homepage with the removal of a major function.



A help icon is added next to the title “Lists” on the homepage to provide assistance to users when needed. A lot of user confusion stemmed from being overwhelmed by all the features on the homepage, so a help button to explain the four major components in the homepage (inbox, projects, labels, and filter) hopes to alleviate some of this frustration.

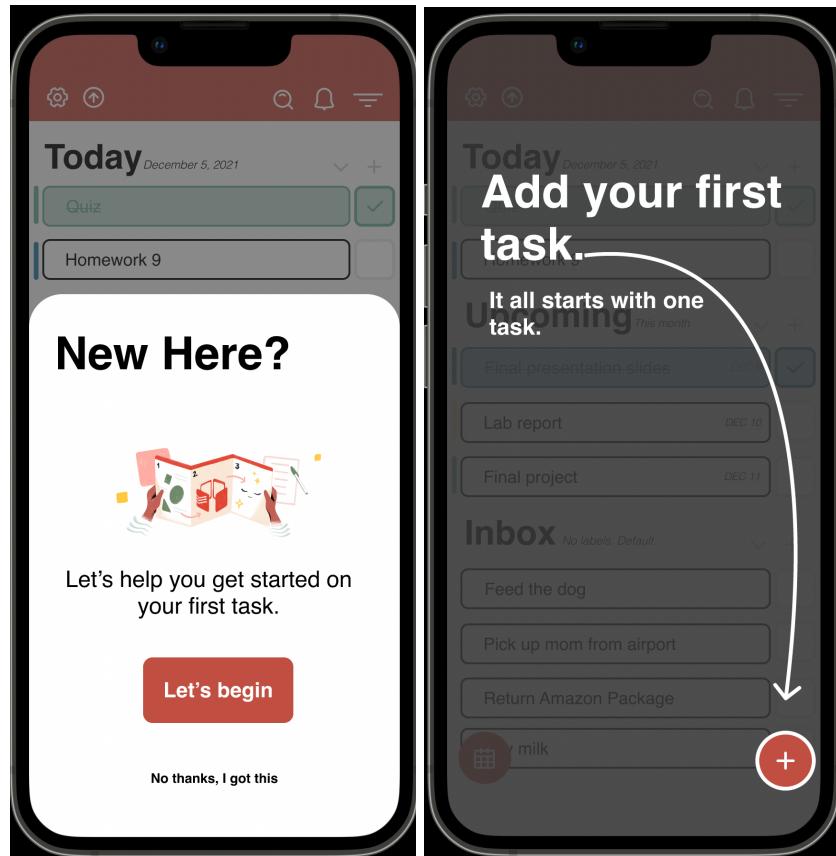


Since a lot of users also struggled with assigning a new or existing time/date to tasks, we also added a help icon in the page for making new tasks. Once the button is pressed, an overlap with short explanations for the four main functions on this page (date, saved location, label, and priority) appear. The explanations are kept short on purpose so the user can always come back to them without much commitment in the future.

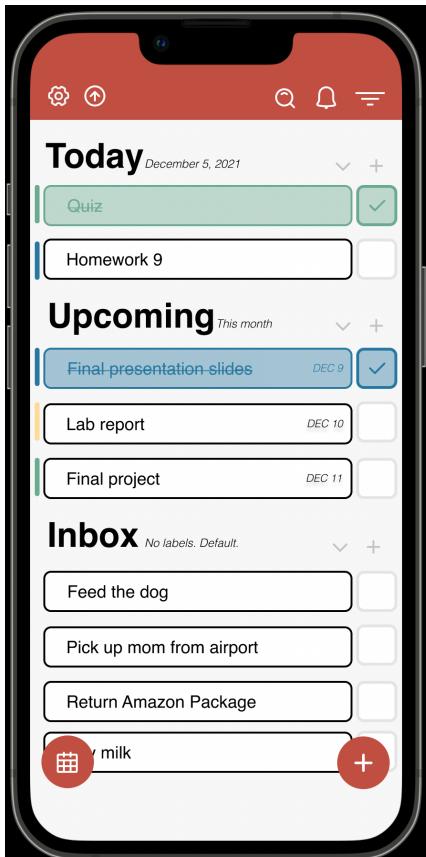
## Prototype 2

[Figma Prototype](#)

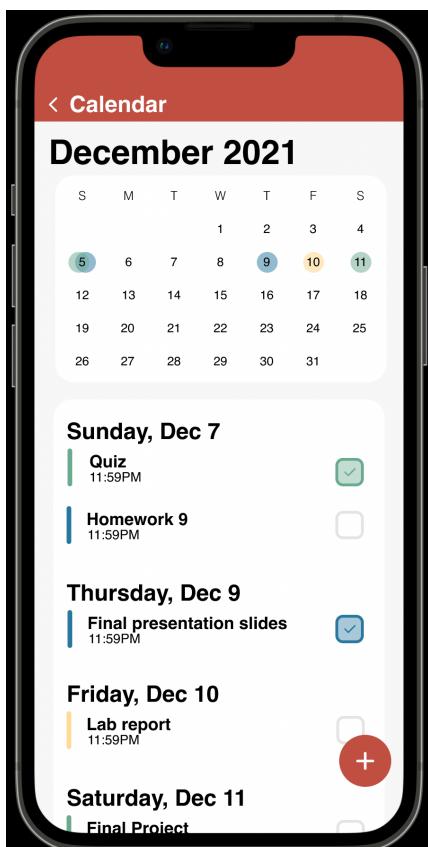
Design Rationale:



First time users are prompted with a tutorial on how to navigate and use the app after logging in. The tutorial is interactive and has a user create a first task and gets into details about how to change the project or what an “Inbox” is. It would then show an overview of what the task would look like in the calendar view. After the tutorial users should be able to navigate the app with ease.



The landing page is redesigned with all the tasks available to the user with a glance without having to tap every other category to search for a task. The tasks are shown chronologically and they have the option to hide tasks with the drop down button on the right of the category. We redesigned categories to have quick descriptors next to it so users would not have to remember or question what each category is. This page should be simple enough so users would have no need to navigate to help.



The calendar view was redesigned to show the whole month rather than a weekly view. The list is still accessible. Rather than swiping through different weeks, all the tasks for the month is shown in a way that the user can plan ahead.

# Test Plan 2

1. Have the users use the original app first to familiarize themselves with how it works and then show them our redesign afterwards.
2. Give users one of two prototypes to do user testing on to compare results of questions later and ultimately decide which design will come ahead in teaching the users how to use the app. This will be determined by how easily and precisely the user is able to detail what the features of the app do. More descriptive is better.
3. Demographics questions:
  - Inquire about age/occupation.
  - How much do you use your phone? How comfortable are you using your phone?
    - What do you use your phone for the most?
  - Do you use any planning/management software/apps?
    - What platform do you use (phone/windows/mac/linux)?
    - What app do you use?
    - Have you ever used Todoist?
      - (if yes)
        - How frequently do you use it?
        - What do you use it for primarily?
  - 4. Since you are new to this app can you try and find any type of beginner guide?
    - Can the user find a help/FAQ section?
    - Return to the todoist app.
  - 5. Imagine you are currently working on a project at work and want to create a list of tasks specifically for it.
    - You have 4 tasks you need to complete for this project (feel free to add arbitrary names or just name them 1, 2, 3 and 4).
      - Tasks 4 and 1 are the most important parts of the project and you want to make sure they are always easily visible in the project.
    - (after the previous section has been completed)
    - You just found out that you are no longer responsible for the completion of task 2 and Jerry will be assigned to it instead. Find a way to mark this change in the project.
    - Delete the project you have just created
  - 6. Imagine you are a returning user and are a little confused by the updated UI. Is there any way for you to quickly get your footing?
  - 7. Have users repeat steps 3-5
    - Have users go back to the original app to complete the tasks again and see if they are able to do it faster.
  - 8. Ask users if there is anything still confusing about the app.

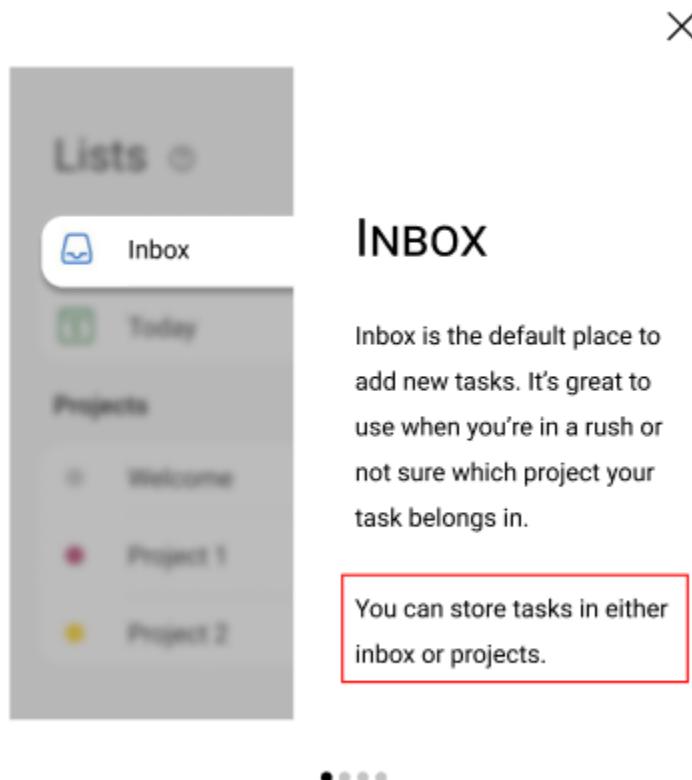
# Final Analysis and Lessons Learned

## Design 1

### Strengths

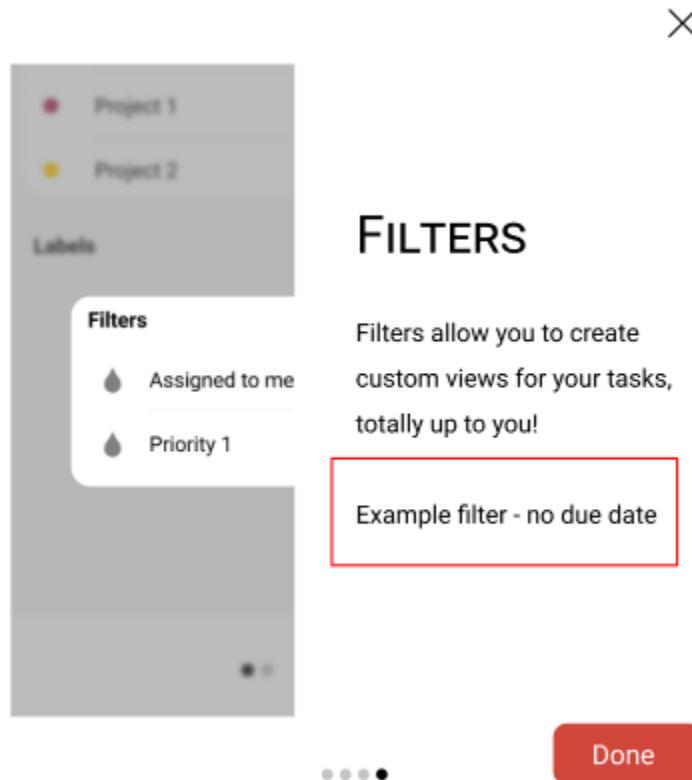
1. The user understands the overall structure of the application more and feels more comfortable using it..

The users understand what the inbox, arguably one of the biggest features, does after viewing the short slidedeck. User 1 says after reading the tutorial slides, the inbox made a lot more sense. They were frustrated in the beginning when they added a task and it showed up in the inbox by default, though they had absolutely no idea what the inbox was or did. They said it reminded them of Gmail inboxes but saw no resemblance in mailboxes and tasks.



User 2 also had a similar problem, where they had no idea what the inbox was even after having created their first task. The phrase, "You can store tasks in either

Inbox or Projects” really helped them understand how tasks are stored and viewed.

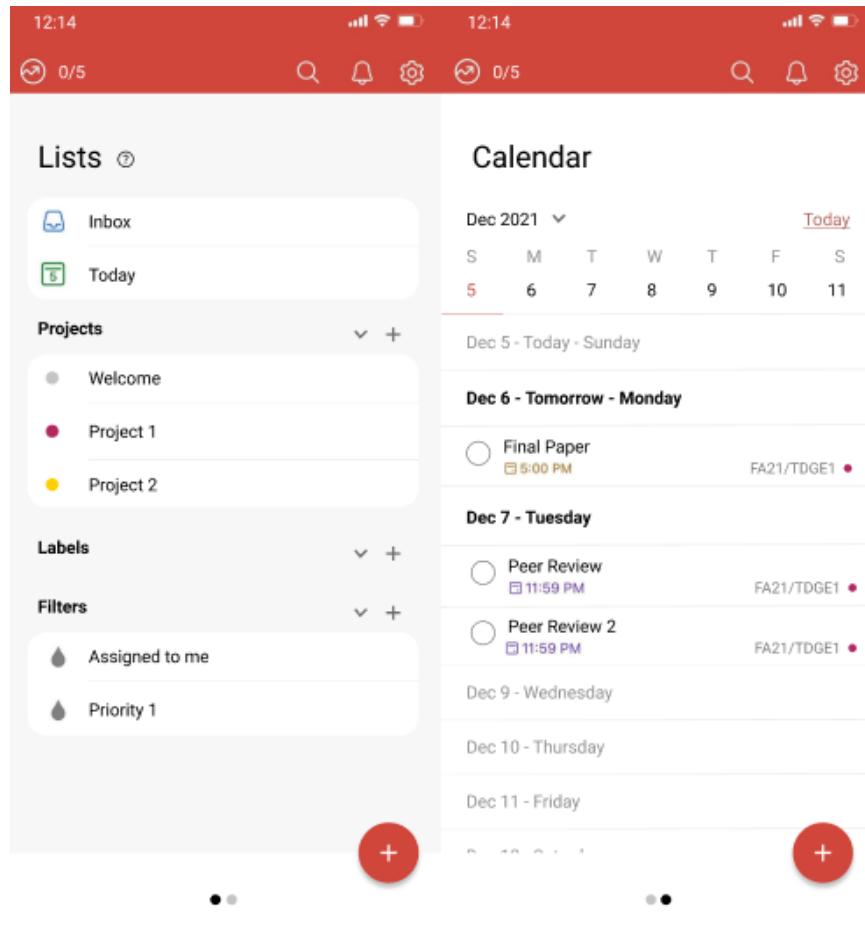


Both Users 1 and 2 said the example for filters really helped them understand the purpose of filters and gave them an idea of how to use them.

Since the rationale of the tutorial slides were to alleviate some of the user frustration, it was definitely successful. The users felt more comfortable with where their tasks are and how to utilize the application after reading the tutorial.

2. Creating a separate page for the calendar displaying upcoming tasks is intuitive and makes the functionality definitely more accessible.

Both the users really enjoyed having a separate page for the calendar containing all the upcoming tasks. They seemed to really enjoy the convenience the swiping feature provides, allowing them to easily switch back and forth between lists and the calendar compared to the original method of clicking a button and pressing the back button.



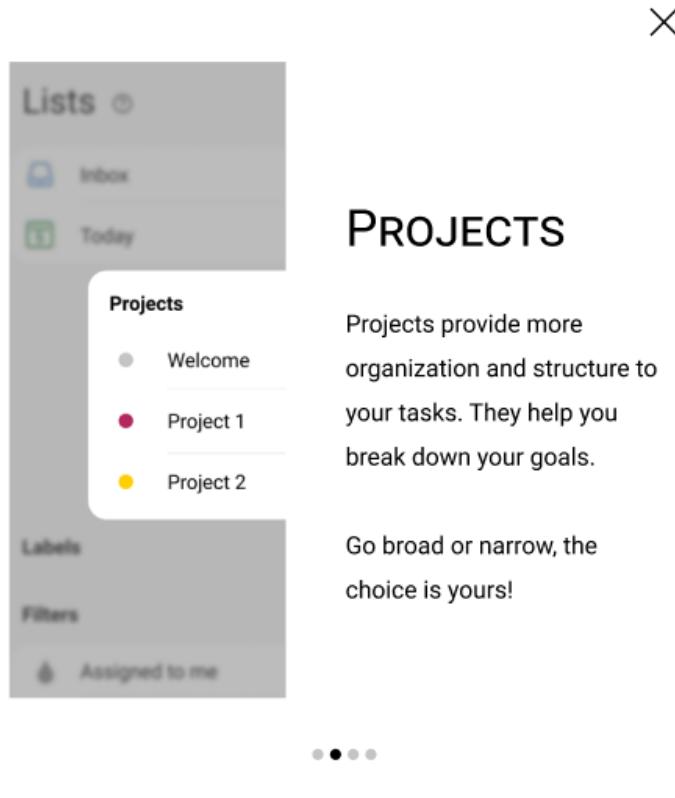
In addition, User 2 says that he enjoyed the consistency of the swiping feature that was used for both the tutorial slides and accessing the calendar page. He mentioned that swiping was a lot more convenient than having to press a button every time.

The design rationale was to make the calendar page more accessible and make its distinct feature more prominent. In that sense, it was very successful since both users noticed the feature more and enjoyed the convenience of access.

## Weaknesses

1. Wording for some of the tutorial slides are unnecessarily lengthy.

The rationale for the tutorial slides was to give a brief explanation of all the major components but it has failed in some aspects like Projects and Labels due to the wording.



User 1 said projects and filters served similar purposes and was still confused even after reading the slides. User 2 said the project slide didn't help at all since it didn't tell him anything he didn't know before, but he said filters were pretty self-explanatory.

User 2 also said that normally he would not be patient enough to read through the slides and he'd much rather explore around on his own.

This can be improved by cutting down the lengths of the descriptions down to the essentials and providing concrete examples users can reference to.

2. The designs were based on assumptions that users would look for help when needed and read through the information.

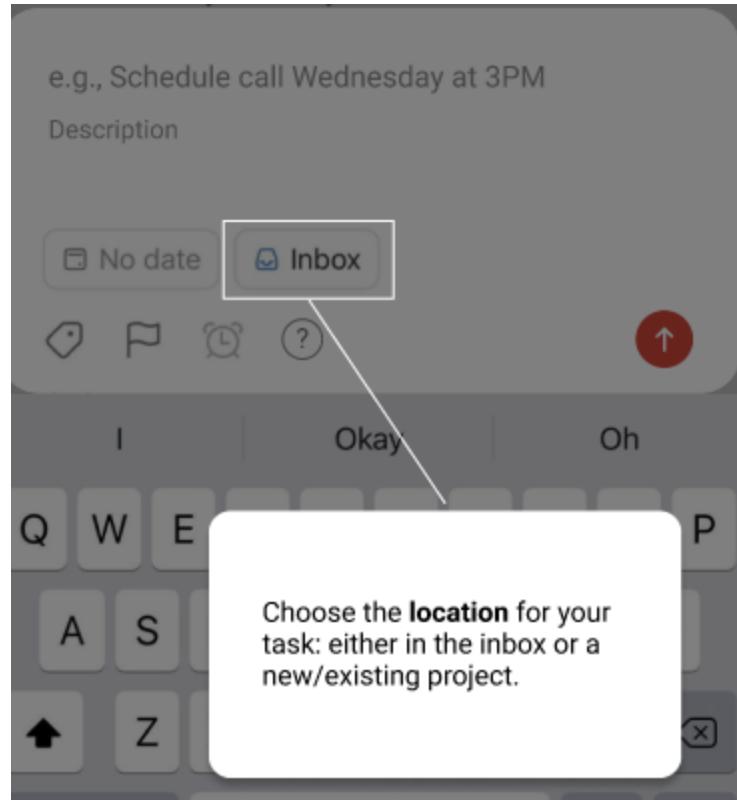
The design rationale for both the help menus was to explain the main structure of the application and help the users become comfortable but none of this is possible if the users do not press on the buttons for help in the first place.

User 2 mentioned that their first intuition when they're confused by an application is not to look for help but to experiment around with the features. And even if there are tutorials, they usually tend to skip them to get straight into the application.

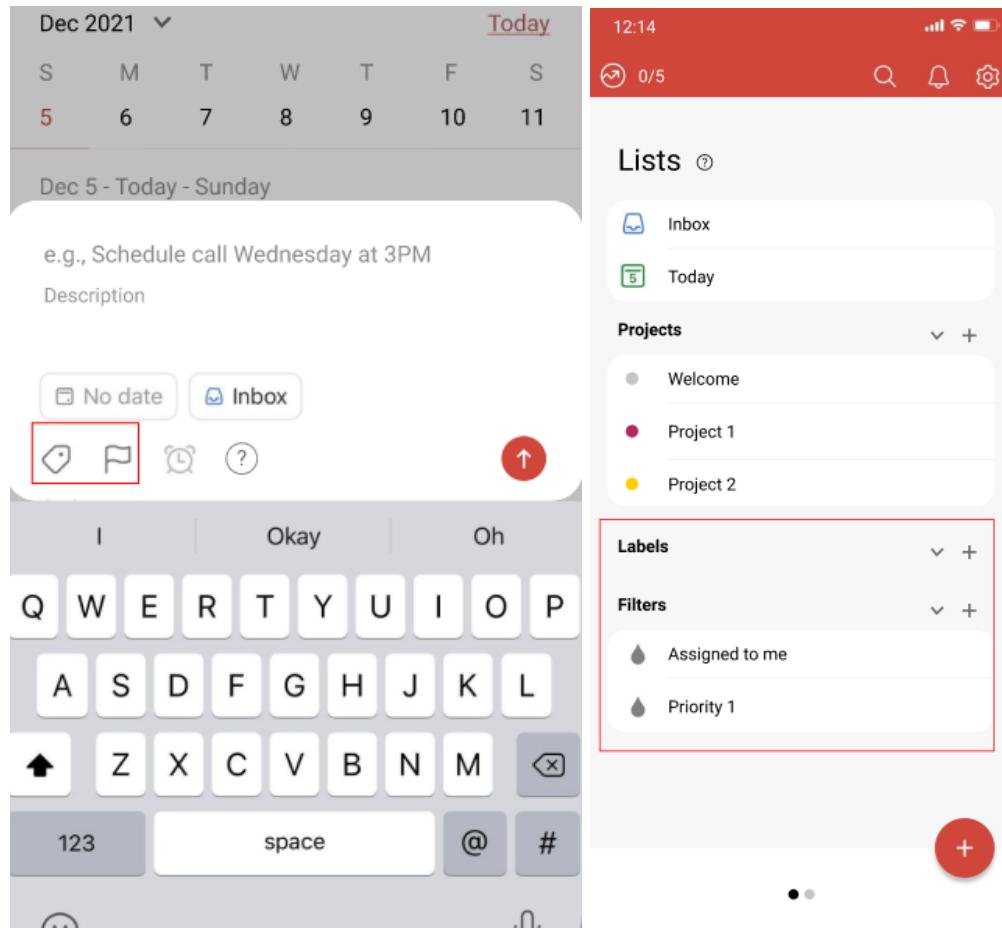
This can be improved by creating designs that are intuitive rather than helping users understand a non-intuitive design. An idea is to put filters and labels in their own section on the homepage or even remove them altogether from the homepage.

### Lessons Learned

- Precise wording for long explanations and careful choice of words for terms and short explanations is extremely important.
  - We learned that it is extremely important to make any sort of explanation totally essential and concise. The use of unnecessary words, despite good intentions, can drive users away, making the whole helping process useless.
    - For example, the first and fourth slides on the tutorial really helped users understand the functions whereas the middle two just adds noise without much value.
  - On the other hand, for shorter explanations and headers, words need to be selected very carefully to avoid confusion.
    - First of all, the term "Inbox" made no sense to both the users who tested the application. User 1 thought it was related to mails while user 2 thought it meant the application is collaborative. Another phrase like "Upcoming Tasks" would be a lot more suitable to convey to the users exactly what the functionality is.



- Using the word “location” in the second tutorial was a little confusing for User 2. Even though he figured out that it meant selecting an inbox or a project to save your task in, he thought that bolding the word location could be confusing.
- Present features in a way that won’t overwhelm the users.
  - Ideally, new users shouldn’t get overwhelmed by all the features while experienced users may still bear their fruits.
  - Though all features bring something to the table, we learned that sometimes the costs are far more than what they could potentially bring. The cost of confusion and frustration caused by overwhelming users with features is greater than any functionality since the user will most likely not stick around to learn that functionality. Advanced features like filters and labels should be only accessible by advanced users.



- Straight from the start, both users felt quite confused about how the application works. User 1 especially got frustrated when features weren't kept consistent in the application. Filters and labels on the homepage are displayed the same way as lists and projects(image to the right), but when adding a task, only labels are present as a sub-icon. And priorities are introduced for the first time out of nowhere (image to the left).

## **Design 2**

Rationale:

First time users are prompted with a tutorial on how to navigate and use the app after logging in. The tutorial is interactive and has a user create a first task and gets into details about how to change the project or what an “Inbox” is. It would then show an overview of what the task would look like in the calendar view. After the tutorial users should be able to navigate the app with ease.

The homepage is redesigned with all the tasks available to the user with a glance without having to tap every other category to search for a task. The tasks are shown chronologically and they have the option to hide tasks with the drop down button on the right of the category. We redesigned categories to have quick descriptors next to it so users would not have to remember or question what each category is. The calendar view is more accessible by showing a calendar button.

The calendar view was redesigned to show the whole month rather than a weekly view. The list is still accessible. Rather than swiping through different weeks, all the tasks for the month are shown in a way that the user can plan ahead.

Strengths:

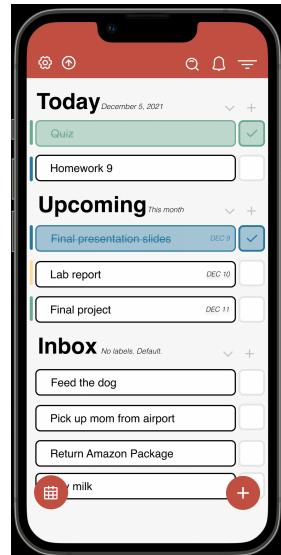
1. Tutorial gives a general overview of how to use the basics of the app

User 3 found the tutorial insightful. Despite having no experience of using a planning app, they found minimal issues navigating through the app because of the tutorial. User 3 learned what “Projects” were from the tutorial, where in initial user testing, there was some confusion on what projects were in the app.

2. The front page of the app has all the information that the user would need without requiring additional taps

Compared to the original design, User 3 preferred having all their tasks available to them. They were also given the option to hide them in a drop down menu. However,

- Front page tells you descriptors of what each category means in case user would forget



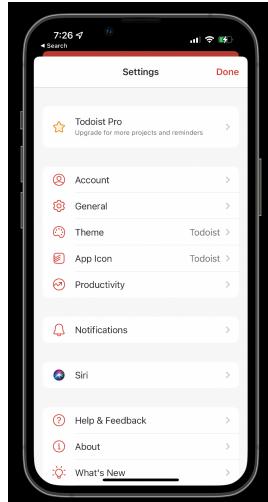
There are terms in Todoist that make users question what they are, some of the terms being essential to properly use the app. Both user 3 and 4 were able to properly describe what an “Inbox” is. Compared to the initial user testing where it was difficult to understand what inbox was

#### Weaknesses:

- Tutorial is very surface level and does not go into depth in the many complexities that you can do with the app

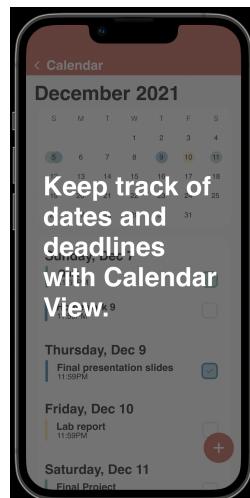
User 4 found that the tutorial did not really help much. Everything that was found in the tutorial was self-explanatory. An example was that the tutorial pointed out where the button was to add a task.

- The Help and Feedback remains in the same place in the settings which users can have difficulty finding



User 4 found difficulty in navigating to the tutorial again because it was hidden in the settings.

### 3. Tutorial has navigation issues



Both Users 3 and 4 had slight delay on how to navigate the tutorial, specifically on the calendar tutorial because there was no indicator on where to tap next.

#### Lesson Learned/ Improvements

- Prototype could have been more in-depth in some areas
  - The tutorial explained what was already self-explanatory in the app. While it provided the basics to use the app, some users still felt lost in the more complex capabilities of the app. One user felt like they did not need the tutorial to use the application. If we use the tutorial to present more complex possibilities maybe the user would be more interested in the tutorial.

- Use shorter phrasing in the tutorial as users would not read paragraphs to learn an app
  - The phrasing in the tutorial would over explain simple items. One user did not read the tutorial because it was phrased in a way that looked like too much. We now know to keep the phrasing to be around 1-2 short sentences.
- Stay consistent with brand words (e.g. “projects” rather than “labels”)
  - The words used in the tutorial did not go with the brands name for specific items. An example of this was calling projects “labels” when it should only be called project. We could have explained the actions in the tutorial in a way that does not use words that do not align with the brand as this can confuse the users when they see two words that mean the same thing.

## Recommendations

The conclusion that has come to us after our final analysis of the feedback from our users and the potential of each of the prototypes, we believe that Prototype 1 would be the best way to move forward in redesigning how guidance to users is approached for the application. While Prototype 2 does have its strengths in certain areas, such as the use of highlighting to clearly communicate to the user on how they should proceed, it has too many shortcomings in how much information the user actually obtained from participating in the tutorial. The users who tested the tutorial generally did not take time to read longer chunks of text to speed through the tutorial faster, seemingly because the users generally did not enjoy the fact that they were locked out of exploring the app themselves.

With these shortcomings kept in mind, it is not as though Prototype 1 does not have its own flaws either. Firstly, there is still the issue of making tutorials too wordy for people to stick around and actually read all of it. In the age of instant gratification, making your point as quickly and succinctly as possible is all the more necessary. Secondly, overwhelming users with too much freedom of choice is also not productive for the user because they then become lost on what they should use and end up not exploring many of the features offered. Despite these problems however, we believe that with how Prototype 1 is designed, the problems can be solved much more easily than in Prototype 2 without having to make drastic changes.

Prototype 1 has strengths that far outweigh the weaknesses that have been mentioned thus far, such as the tutorials being more insightful because you are allowed to apply the knowledge that you obtain from the tutorial with your own actions, rather than being forced to do things the way the app wants you to do them. Restricting users is the last thing that a tutorial should do because the entire purpose of the tutorial is to give you the knowledge needed to make your own decisions on something, not to force you to only perform actions in a certain manner and that that way to perform the action is the only correct way to do it. With the simple change of putting tutorials where they would be most relevant and allowing users to view them at their leisure is ultimately the best choice when it comes to making the application as usable as possible. With the right amount of user freedom and amount of words used to try to teach the user, Prototype 1 by far has the most potential for a redesign that would have the most positive to negative effect ratio and what a redesign would have on the users.

# Appendix

Link to appendix:

 Final Group Design Appendix