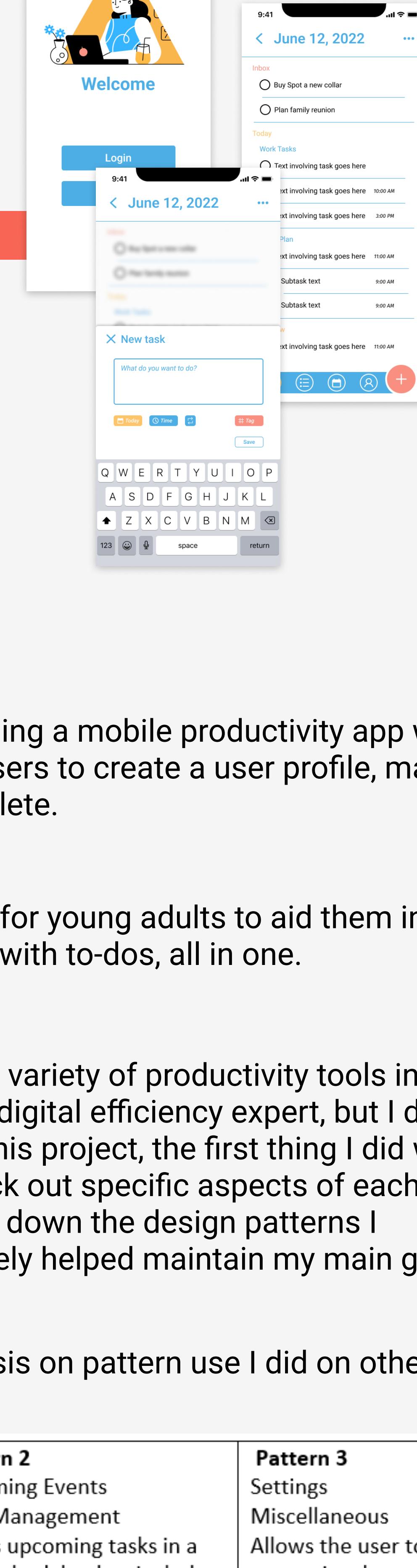


Case Study: Productivity App



Objective

This project centered around designing a mobile productivity app with three key functionalities: allowing users to create a user profile, make tasks lists, and mark tasks as complete.

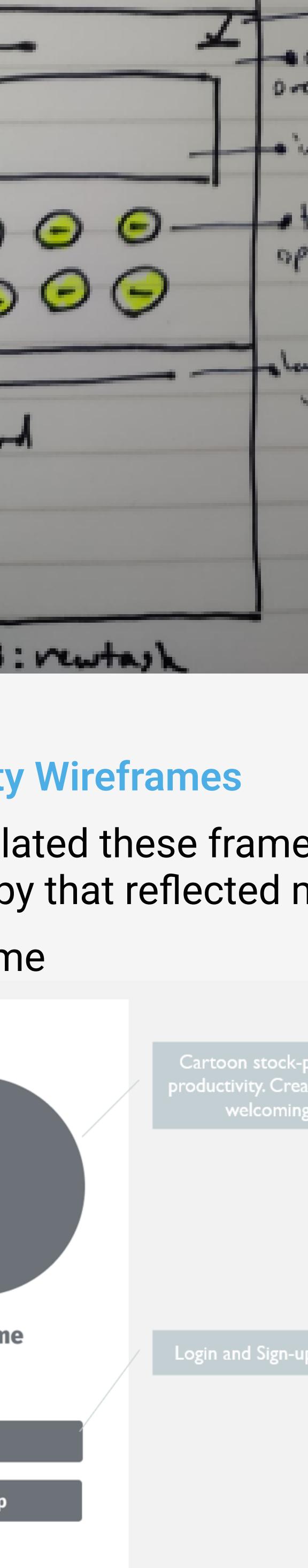
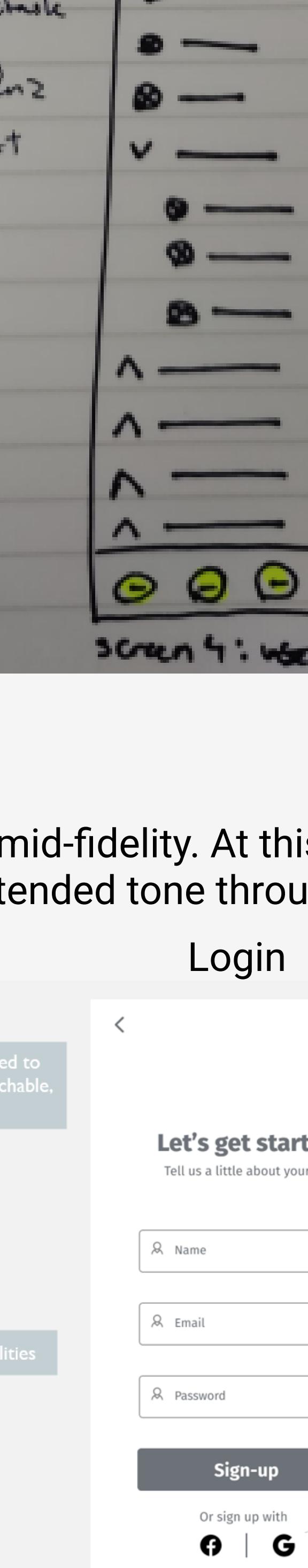
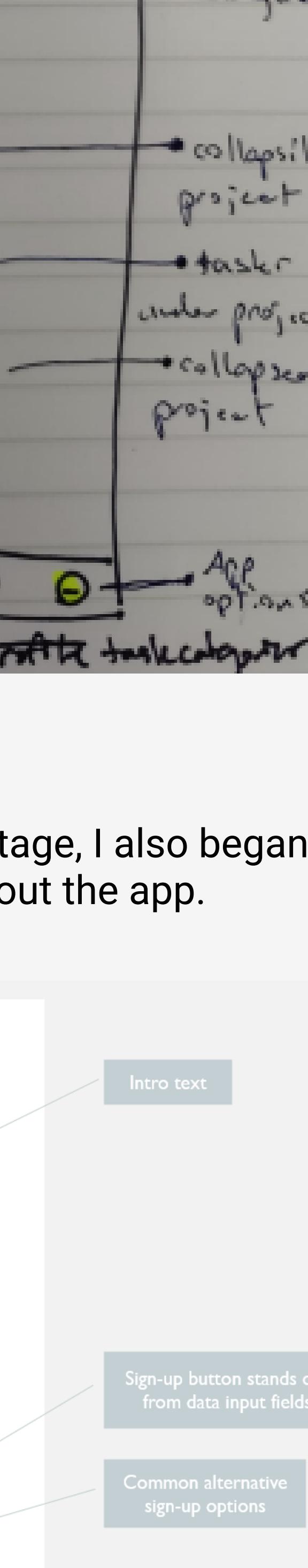
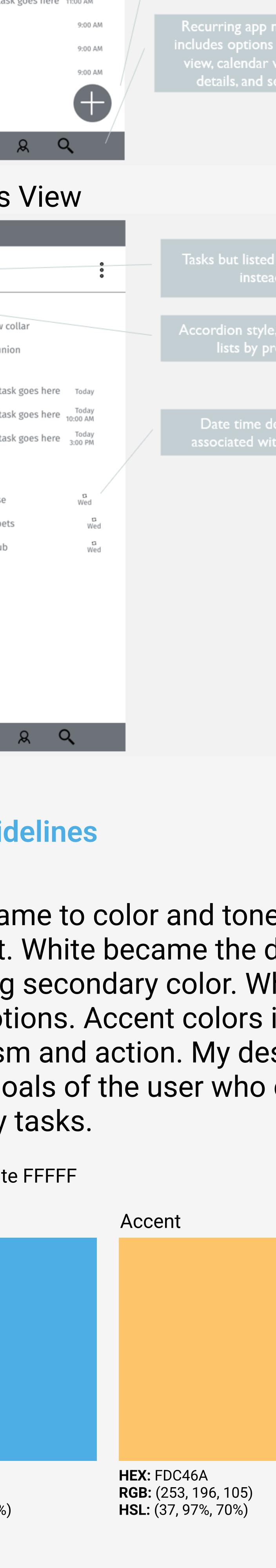
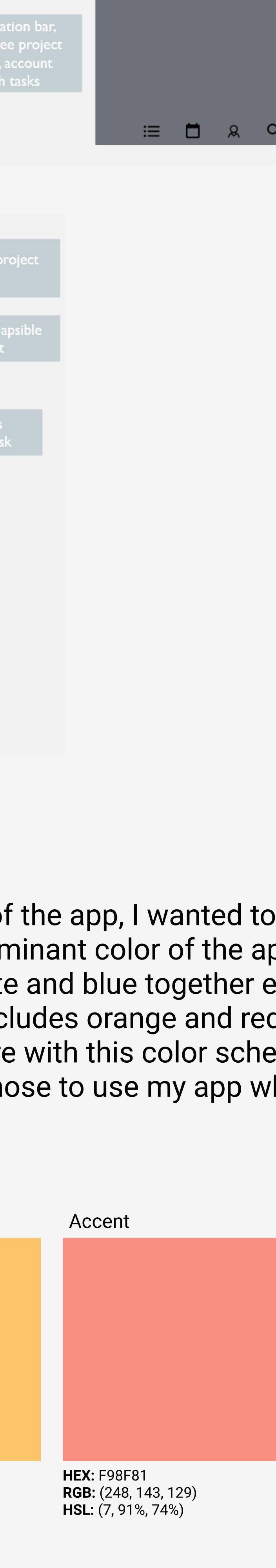
Context

This productivity app was designed for young adults to aid them in making study plans and keeping up with to-dos, all in one.

Competitor Analysis

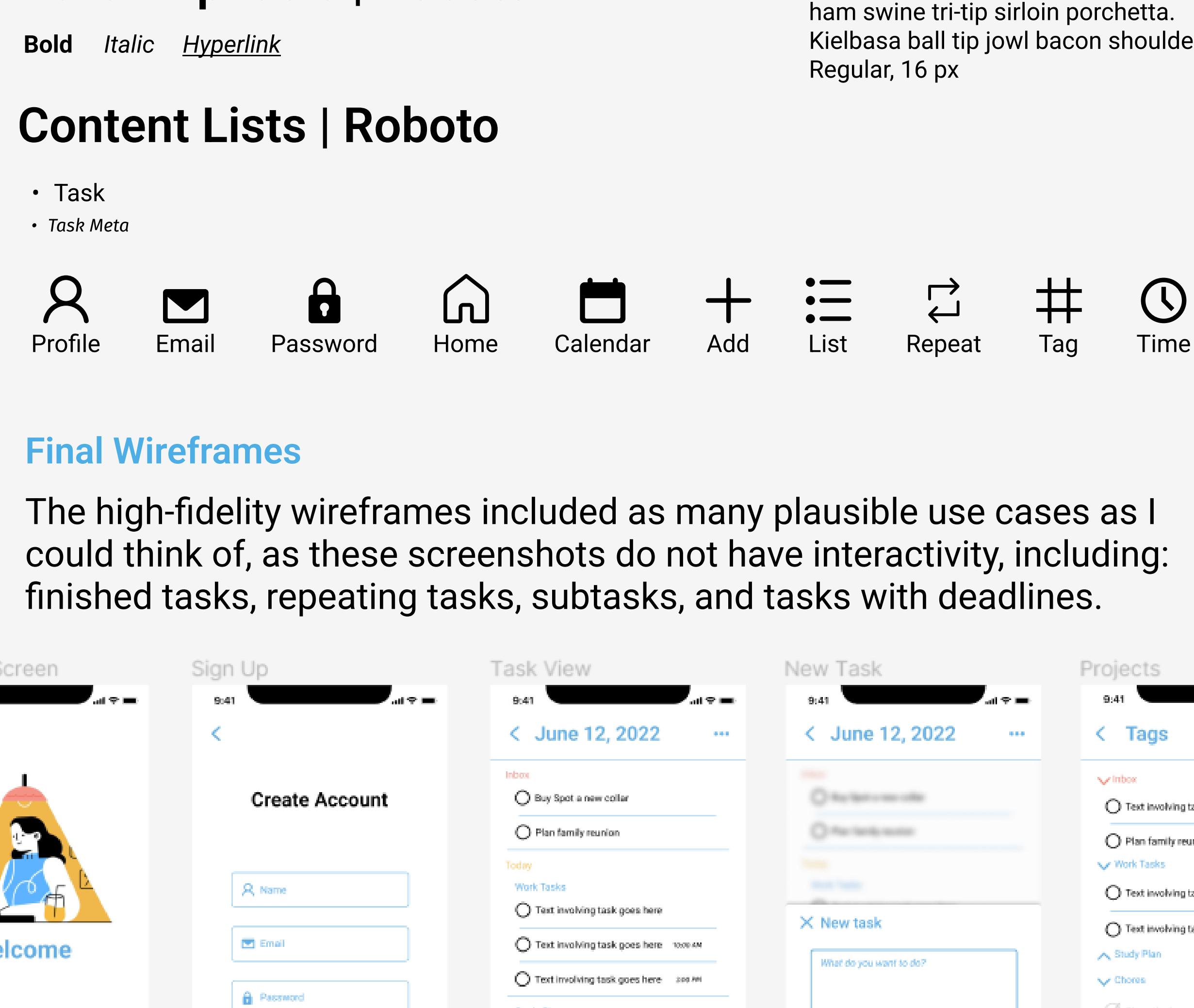
I am a productivity fiend who uses a variety of productivity tools in my day-to-day life. I won't claim to be a digital efficiency expert, but I do know what I like and why. So on starting this project, the first thing I did was turn to apps I had used before to pick out specific aspects of each one I liked or disliked. This helped narrow down the design patterns I considered for this app, and ultimately helped maintain my main goal for this app: keep it simple and clean.

Here are some snippets from analysis on pattern use I did on other productivity apps.

| ToDoist | Pattern 1 Calendar Gathering Input Day/month selection for time details of a task. Includes down-scroll to access any Month in the future, and color-change to red once a selection is made. | Pattern 2 Upcoming Events Data Management Shows upcoming tasks in a list method, by day. Includes reminders of what day it is, and the days upcoming. Possible to scroll down and see all upcoming tasks, or select a month and see tasks there. | Pattern 3 Settings Miscellaneous Allows the user to customize the app experience. Includes several expected Settings, such as ability to control the account, the app, and flip between dark or light mode. |
|-------------------|--|--|--|
| |  |  |  |
| Remember the milk | Pattern 1 Gathering input Input Screen that allows a user to input options related to a specific new task. Includes shortcuts to common task details on the bottom. On top, reminders of tasks that you've already selected list. | Pattern 2 Data management Data Lists Left-extend menu that shows a list of task types. Major, default types of lists are first, then lists the user made are listed, with the possibility of expanding or shrinking the broadest categories of lists. | |
| |  |  | |

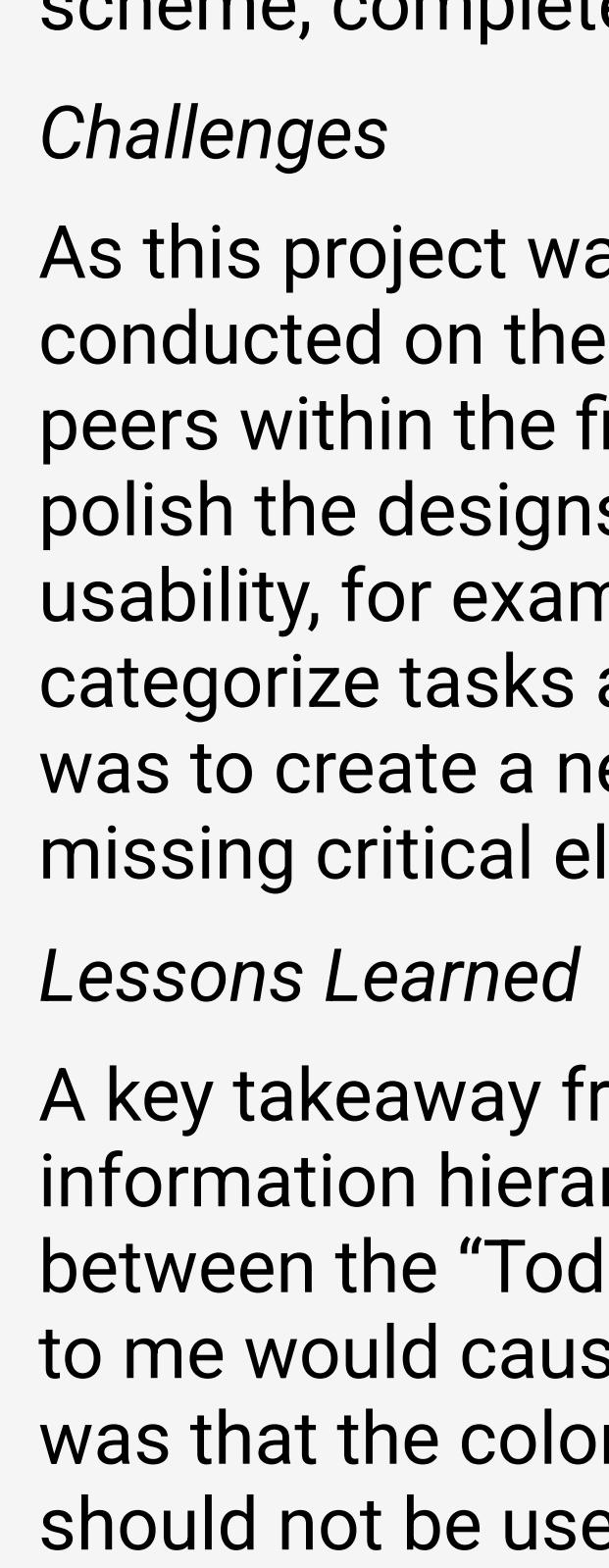
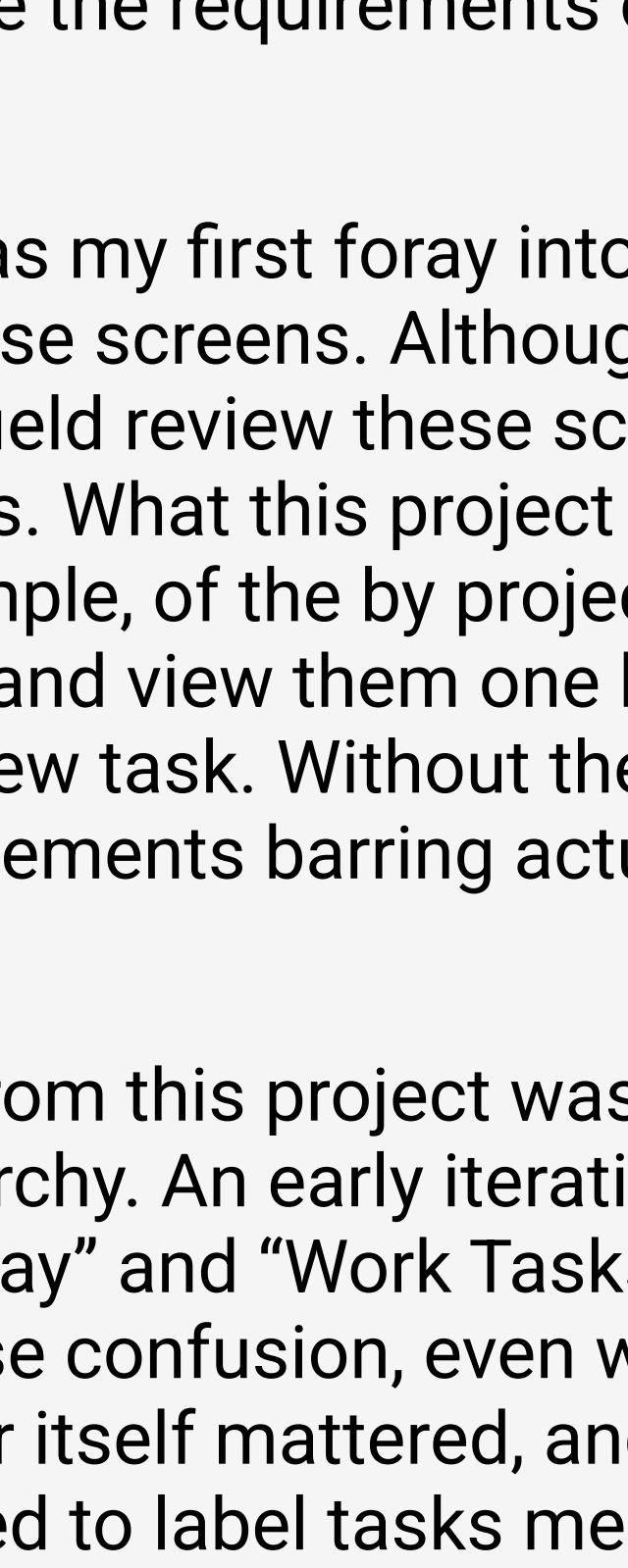
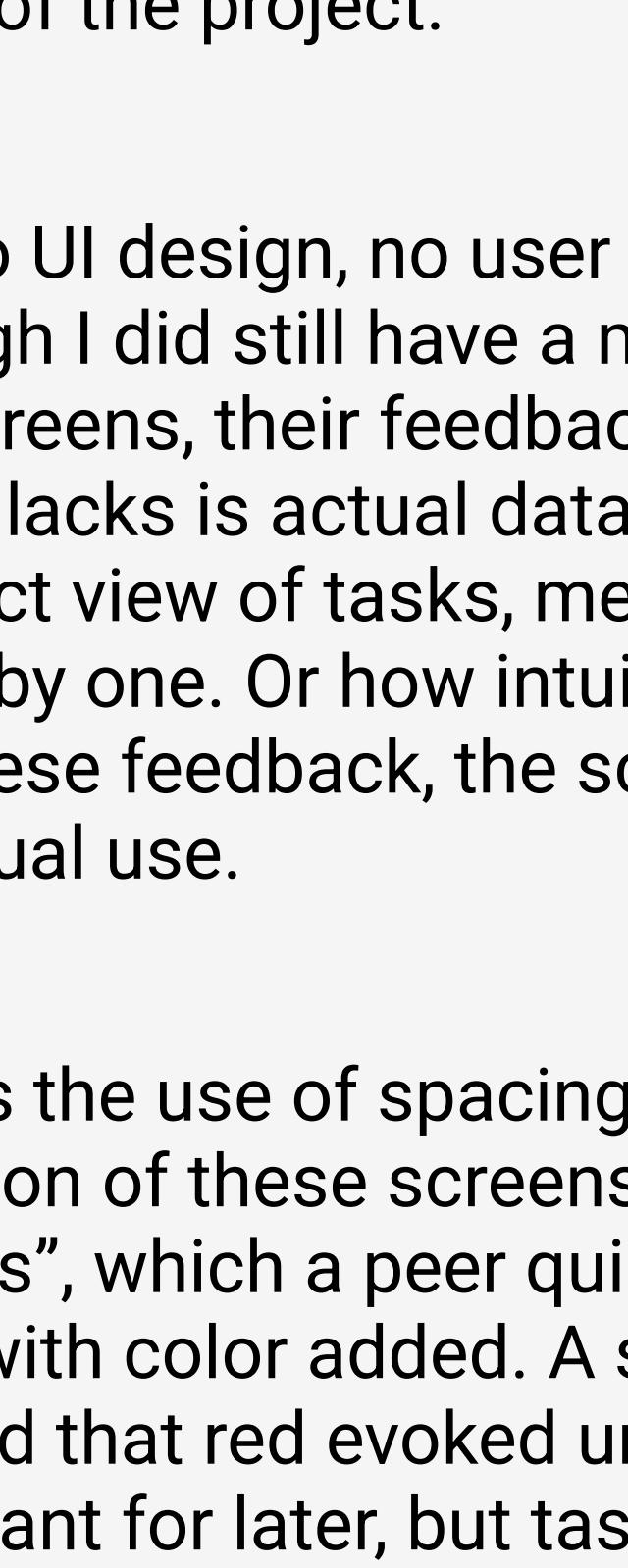
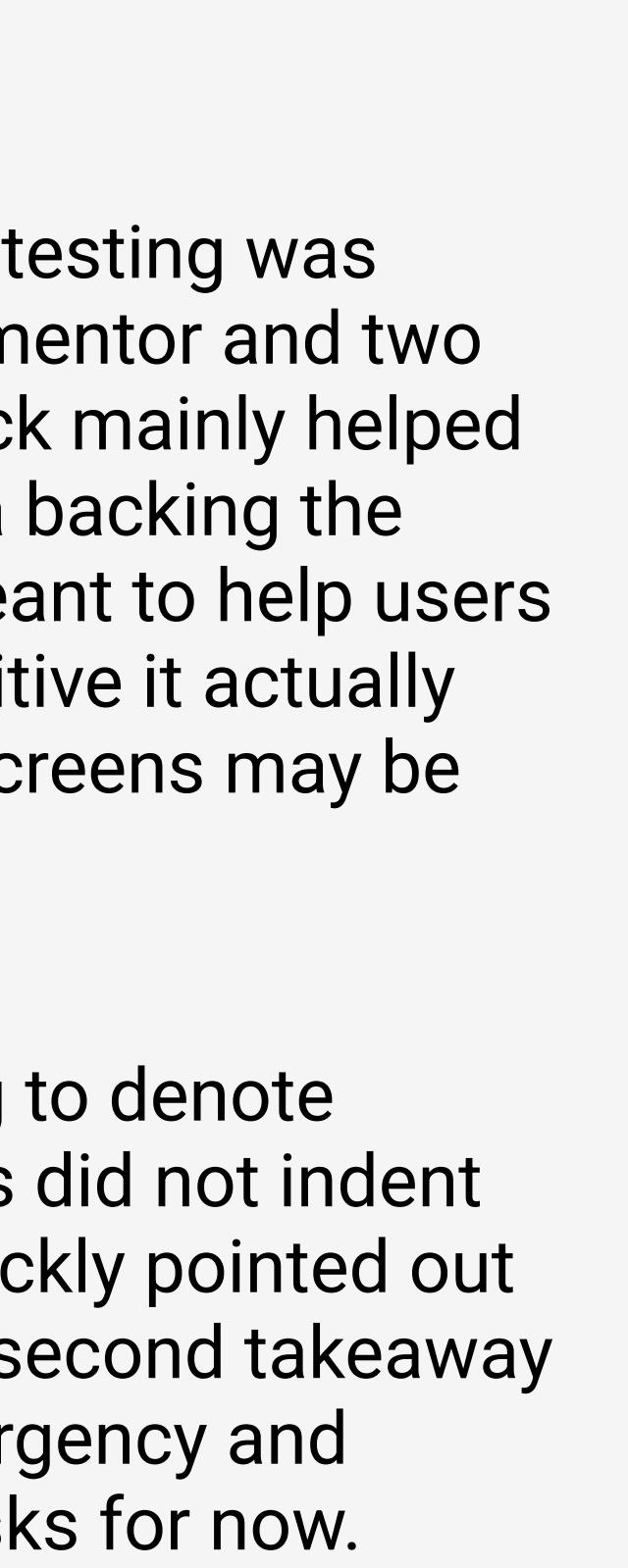
Low-Fidelity Wireframes

Using what I had learned from other UI design patterns, I sketched low fidelity solutions for the three key tasks outlined in the project guidelines. I particularly focused on features that would help users simplify their todo list views, and how those views were hierarchically arranged, as I anticipated a major need for a productivity app was being quickly accessed, viewed, and navigated.



Mid-Fidelity Wireframes

Then translated these frames to mid-fidelity. At this stage, I also began to include copy that reflected my intended tone throughout the app.

| | |
|---|---|
| Welcome | Login |
|  |  |
| Tasks List | New Task |
|  |  |
| Projects View | |

Conclusions

The final screens for this project included welcome and login screens to assist users in creating user profiles, two different task views, and an example of a new task input. These screens, along with the crisp color scheme, complete the requirements of the project.

Challenges

As this project was my first foray into UI design, no user testing was conducted on these screens. Although I did still have a mentor and two peers within the field review these screens, their feedback mainly helped polish the designs. What this project lacks is actual data backing the usability, for example, of the project view of tasks, meant to help users categorize tasks and view them one by one. Or how intuitive it actually was to create a new task. Without these feedback, the screens may be missing critical elements barring actual use.

Lessons Learned

A key takeaway from this project was the use of spacing to denote information hierarchy. An early iteration of these screens did not indent between the "Today" and "Work Tasks", which a peer quickly pointed out to me would cause confusion, even with color added. A second takeaway was that the color itself mattered, and that red evoked urgency and should not be used to label tasks meant for later, but tasks for now.

Final Thoughts

The most enjoyable part of this project was that I was designing an app I would love to use. Although no user testing was conducted, I designed using any frustrations I personally experienced with existing todo apps, and came out with more appreciation with how difficult it is to keep things simple yet highly functional. Props to all the productivity apps out there, you are doing good work.