

# Bachelor of Creative Software

## CS101

## UX Design for Mobile App

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## Objective

Distractions are everywhere. Amongst social media, video games, cat videos all vying for our attention, it is getting harder and harder to focus on important tasks and goals.

This is an app which will use the same hooks used by the latter to help the user focus on tasks and manage their time.

The app will include a gamified to-do list, pomodoro timer and a progress tracker in the form of a virtual pet. The health, affection and happiness of the pet will be reflect productivity and time spent focusing on important tasks such as studying, good habits and work. We plan to use a freemium model where income will include optional ads, unlockable features and possibly in-app purchases in the future.

The target audience will be users who feel they spend too much time consuming media, pet lovers and those who struggle to manage their time effectively.

Similar apps in the android market place include Study Bunny, Focus Cat and most notably, Habitica. Through research we have found there is room for improvement as user reviews site problems such as crashes, bugs and limited interaction. We feel that it is an opportunity for you, the investor, to capture market share with this app. which will address these issues.

## User Research

### Questions

1. how would you rate your time management and ability to focus on a task?
2. How do you go about planning out your day, study and projects?
3. what do you use to plan?
4. What helps stay focused and stick to the plan?
5. What distractions take up your time?
6. How do you deal with distractions and cope with procrastination?
7. What helps you to focus on the task at hand?
8. How do you manage the time for your tasks?
9. how do you decide on the order of things to do?
10. Do you play video games?, what kind of games do you like to play regularly?
11. What about them appealed to you? What kept you coming back to it?

Extra questions after first interview

12. Have you ever owned a pet?
13. What did you enjoy about taking care of a pet?
14. What did you not enjoy about taking care of pets?
15. How do you feel about the idea of a task management with a virtual pet element to it?

## Interviews

name	Jade	Tim	Allen	John
age	29	25	31	19
occupation	Project manager at Engineering Firm	Pumpkin breeder	Software Engineer	Student

### 1. how would you rate your time management and ability to focus on a task?

Jade Really good, time management it's what I do lol.

Tim I would rate myself as adequate.

Allen Um, OK?

John Pretty bad. I'm really good at putting things off. I find it hard to finish personal projects because I would focus on some small detail or task and get stuck. Though when it gets close to an external deadline I go into this mode where I can focus really well and get things done.

### 2. How do you go about planning out your day, study and projects?

Jade I open my day in my head, split my day into 3 parts and plan things to do in each

Tim third. Morning, afternoon, night.

Allen Usually just do stuff without really planning.

John Simple to do lists. I don't usually plan unless there's something due soon. When I do I break things down into smaller list sorted into categories.

### 3. what do you use to plan?

Jade I use Smartsheet, otherwise a big A3 pad and pencil and brainstorm by drawing pictures

Tim Sometimes I write a list.

Allen Pen and paper. Excel and Word.

John Usually pencil and paper.

#### **4. What helps stay focused and stick to the plan?**

- Jade I'm very driven to stick to the plan. I just love sticking to plans, I tell people about the plan. That means they expect me to carry out the plan which helps. I track progress and use post it notes for visual prompts for tasks.
- Tim Having a really easy plan.
- Allen A boss...The constant nagging fear that according to society and particularly women my entire worth as a person is linked to my job and I must stick to my plan and meet my deadlines to keep my job.
- John Deadlines and high stakes. Time limits on tasks, like a countdown. No internet, no phone and silence.

#### **5. What distractions take up your time?**

- Jade I rarely get distracted. But if I do, it's often people that come up to chat to me
- Tim Internet, food, searching for cosplay, video games.
- Allen Dating apps, reddit, youtube, seething rage.
- John Youtube, emails, light novel updates, hobbies.

#### **6. How do you deal with distractions and cope with procrastination?**

- Jade I give people stoney looks so they know to leave me alone. It helps to break up the day into when I go grab a tea or coffee. That marks the end of procrastination. Like... I'll go do that task I've been meaning for a week now, after I have this tea. And then when the tea is finished, action time!
- Tim Scheduling procrastination for after other stuff.
- Allen Closing the browser, restrict internet access, maybe headphones on.
- John Get started on something easy and build momentum for other tasks. Once I do get some momentum I don't get distracted.

#### **7. What helps you to focus on the task at hand?**

- Jade Silence, being alone, being comfortable. Being in a zen environment. Sometimes I focus too much for too long and my brain overheats so breaks help. Sometimes if I'm really immersed, I forget to take breaks. Or if I'm stressed I don't take breaks.
- Tim Not having anything else to do.
- Allen A good understanding of what I am trying to accomplish, clear deadlines and realistic targets. Knowledgeable supervision. Small achievable tasks that I can tick off rather than having a single big thing that never seems to get finished.
- John Breaking things up into digestible pieces. A reminder of the deadline and desired outcomes.

## **8. How do you allocate time for your tasks?**

Jade I usually just spend as much time it takes to get something done.

Tim Just work on something until it's finished then start the next thing.

Allen Badly. I just tend to plug away at something till it's finished or broken.

John I give my self time to do a task in 1 hour blocks, if I finish early I take a break.

## **9. how do you decide on the order of things to do?**

Jade I work on the most pertinent task. Mark the critical path, unlock other tasks.

Tim Usually fo the things that are due the soonest.

Allen Squeaky wheel – whoever emails most often or would give me the most trouble if there was a delay.

John I divide the tasks into a 4 part table of urgent and important. Then rank them based on the time to complete from quickest to longest.

## **10. Do you play video games?, what kind of games do you like to play regularly?**

Jade I don't play much video games now but I use too when I was a child. Use to play Sims. Neopets, I was addicted to it.

Tim Yes. Zelda, Fire Emblem, Etrian Odyssey, Persona, Hasune Miku. I like puzzles, turn based tactics, JRPGs (japanese role playing games), rhythm games.

Allen Yep. Rocket League, FIFA, Assasins Creed, Dark Souls.

John I used to play a lot of RPGs especially Final Fantasy. I'm into less time consuming games now.

## **11. What about them appealed to you? What kept you coming back to it?**

Jade You can choose and customize your own pet. Choose it's colour. Feed it. Watch it grow and level up. I think because it was live time and you had to keep feeding it so it didn't die? You had to come back to it. That was a long time ago, I can't remember all the details.

Tim Sense of accomplishment, completing and collecting everything, OCD, compulsiveness.

Allen With rocket league, the central game loop is enjoyable to me, easy to learn but hard to master. There is a sense of progress, the element of suprise and inconsistent rewards that is key to getting people addicting to games. It is a combination of 2 things I like, football, and toy collecting.

John For the RPGs, the story mostly. Getting stronger and beating enemies that you couldn't before. Taking your mind off things.

## **Extra Questions after first interview**

### **12. Have you ever owned a pet?**

Jade Yes, Angel the rabbit.

Tim No, but my siblings did.

Allen My mother owns a \*zoo does that count? The cat likes me.  
(\*lifestyle block with a lot of animals)

John I've got a cat.

### **13. What did you enjoy about taking care of a pet?**

Jade Hanging out with Angel and training her to come to me and holding her. She loved me!

Tim NA

Allen Unconditional love or something like it.

John Petting and playing with the cat. The feeling of being needed and liked.

### **14. What did you not enjoy about taking care of pets?**

Jade Cleaning up her urine and poos.

Tim NA

Allen When they escape and or when they die. When they interrupt you game and wreck your head phones.

John Loud meowing early in the morning or late at night for food or to be let out.

### **15. How do you feel about a task management app crossed with a virtual pet?**

Jade Haha sure! Then the pet represents the reward after completing tasks, an interesting idea. Or is it a guilt trip? Your pet dies if you don't do your tasks so its neglect is a symbol of your failure. I like it! Something I'd definitely be into during my school days. As long as you don't waste too much time tending to your pet that it affects your time management.

Tim Doesn't seem like something I would use, but general concept of tying some kind of reward to your to do list has potential.

Allen I like the idea of an organizer where you earn rewards that you can spend on a game or virtual pet. It sounds like a lot of work though. Who is the target market?

John Could work but I haven't tried anything like that before so can't say much.

## Personas

### Susan Kim

Susan is a 17 year high school old student and animal lover. She aims to do well in her studies in order to enter a tertiary institution of her choosing. As well as her studies, she wishes to have an eventful social life.

She feels that she spends too much time on her phone and is struggling to balance her studies, social life and part time work. She is constantly interrupted by notifications and messages but can't bring herself to turn them off.

I wants something that will help me focus on the tasks and ease her out of her phone addiction.



### Mitesh Ram

Mitesh is a 26 year old junior engineer at a large corporation. He is a self proclaimed last minute hero and prides himself in his ability to work under pressure. He has hopes to advance in his career and spend more time with friends and family. He loves video games and spends a considerable amount of time on this hobby.

He feels that the late nights, long gaming sessions and last minute crunches are taking a toll on his health, relationships and the quality of his work. However he finds it hard to motivate himself without time pressure and high stakes.

He knows that he needs to manage his time more effectively. He wants something to curb his habit of procrastating that will keep his interest in the long run.



## User Needs

A **To Do List** in which information such as tasks and deadlines can be sorted into categories, repeatability (for building habits) and order of importance or urgency.

The user can drag and drop tasks up and down the list.

Having this information laid out in such a way should help in planning and relieve the anxiety of large workloads.

Upon selecting a task it will pass the task over to the pomodoro timer. .

A **Pomodoro Timer** which will be used to set aside time to focus on the selected task and ignore distractions. It will also manage regular breaks as per the pomodoro technique, a popular and effective method to manage time

(more information on pomodoro here <https://francescocirillo.com/pages/pomodoro-technique> )

On completion of the session the timer will set off an alarm in the form of the pet's cry/bark/meow.

Upon successful completion of a task the user will be awarded points that can be used to purchase items at the in app store for their pet. The amount of points awarded will depend on the amount of time focusing on the task, the duration of uninterrupted work, and completion streaks. The user will also be offered the option to view a small ad during breaks and completion for extra points.

A **Pet** that the user can interact with and customize the appearance of. The pet will react to what the user is currently doing in the app. For example, during focus time it will go off screen to roam. Upon completion it will return with gifts in the form of points and cry out to inform the user that the session is complete.

If there are tasks pending the interaction will be limited.

The pet will be unlocked upon the completion of tasks and during breaks.

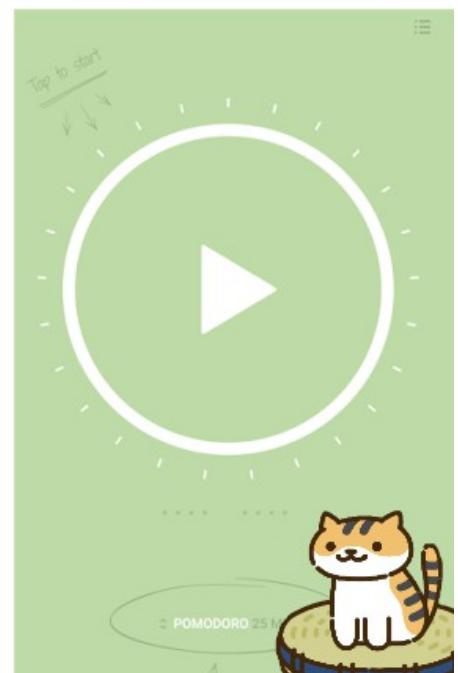
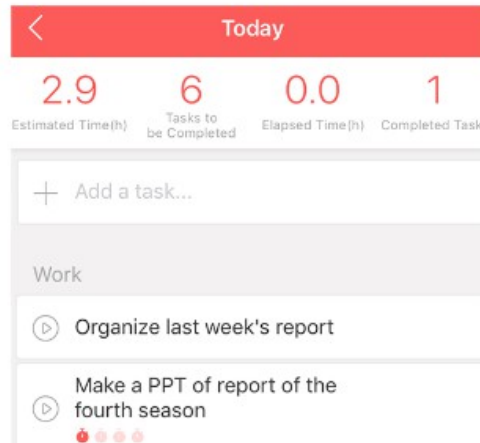
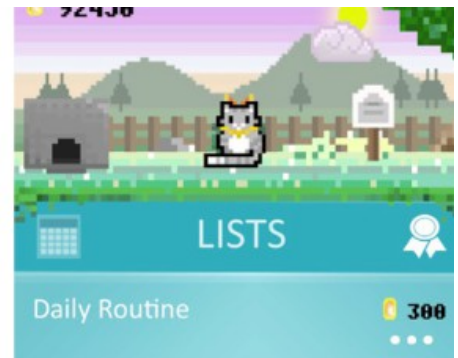
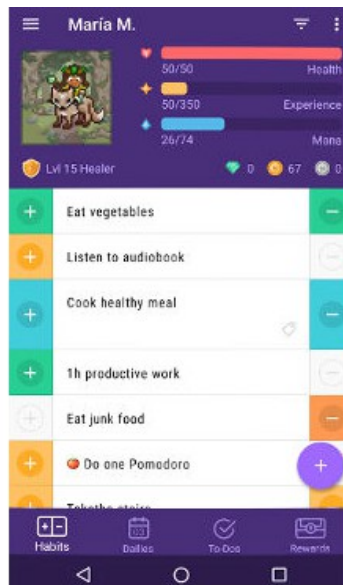
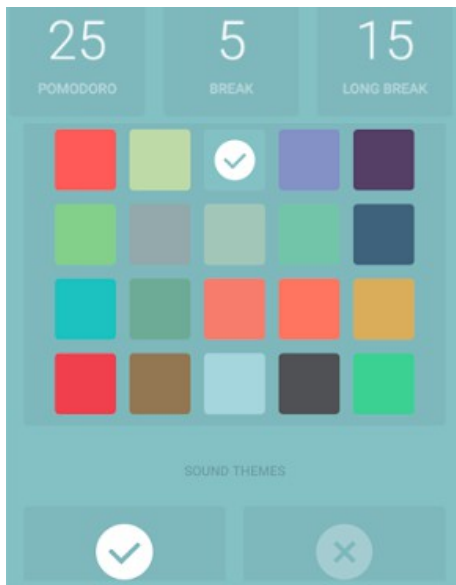
The happiness, affection and health of the pet will depend on parameters such as the time used in the app, regular feeding, treats and play with some randomization. Food, treats and play interactions can be purchased with points or money in the store.

A **Store** you can purchase items and unlockable features with the points earned in app. Items include food, accessories, toys, interactions and skins. Possible features in the future could be a productivity tracker, in-app purchases, an extra pet, accounts, friends etc.



# Information Architecture

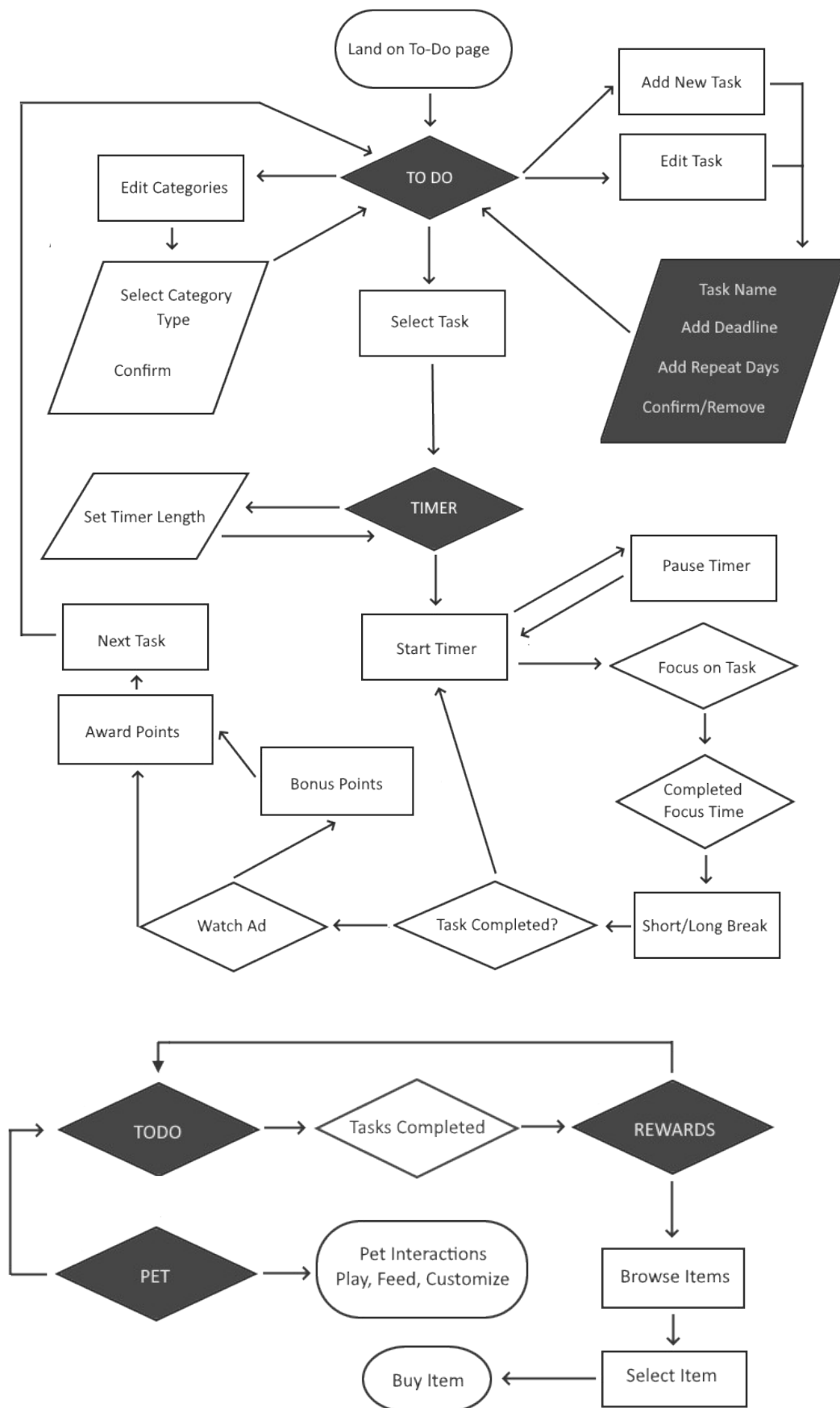
## Mood Board



## Log Card Sorting

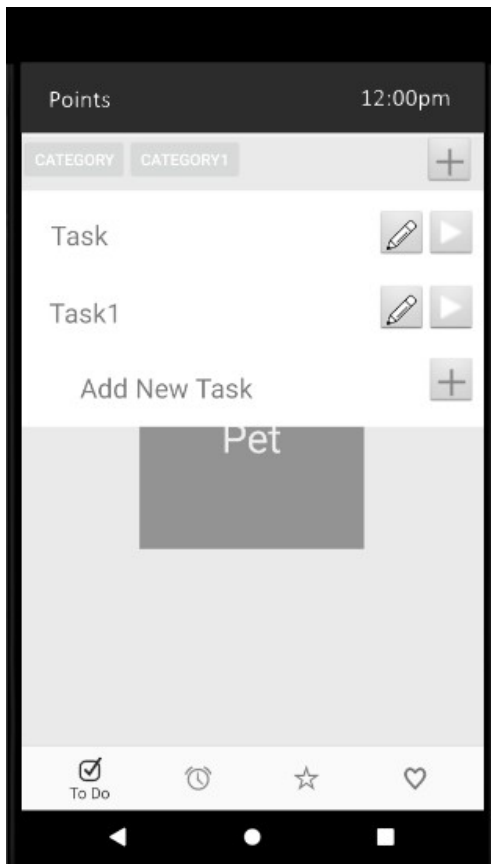
<div><div>To Do</div><div>categories eg. morning, urgent, important</div><div>doing</div><div>done</div><div>task</div><div>edit task</div><div>add task</div><div>show pet</div><div>navigation</div><div>+ Add another card</div></div>	<div><div>Edit Categories</div><div>categories, switch on and off</div><div>ok</div><div>+ Add another card</div></div> <div><div>Edit Task</div><div>task</div><div>deadline</div><div>repeat</div><div>delete task</div><div>ok</div><div>+ Add another card</div></div>	<div><div>Edit Task</div><div>task</div><div>deadline</div><div>repeat</div><div>delete task</div><div>ok</div><div>+ Add another card</div></div>
<div><div>Doing</div><div>task</div><div>deadline</div><div>show pet</div><div>start timer</div><div>stop timer</div><div>finished</div><div>show timer</div><div>timer length</div><div>navigation</div><div>+ Add another card</div></div>	<div><div>Rewards</div><div>items</div><div>buy items</div><div>show points</div><div>navigation</div><div>+ Add another card</div></div>	<div><div>Pet</div><div>show pet</div><div>interact pet</div><div>use items</div><div>navigation</div><div>+ Add another card</div></div>

## App Navigation



# Visualisation

## Wireframes



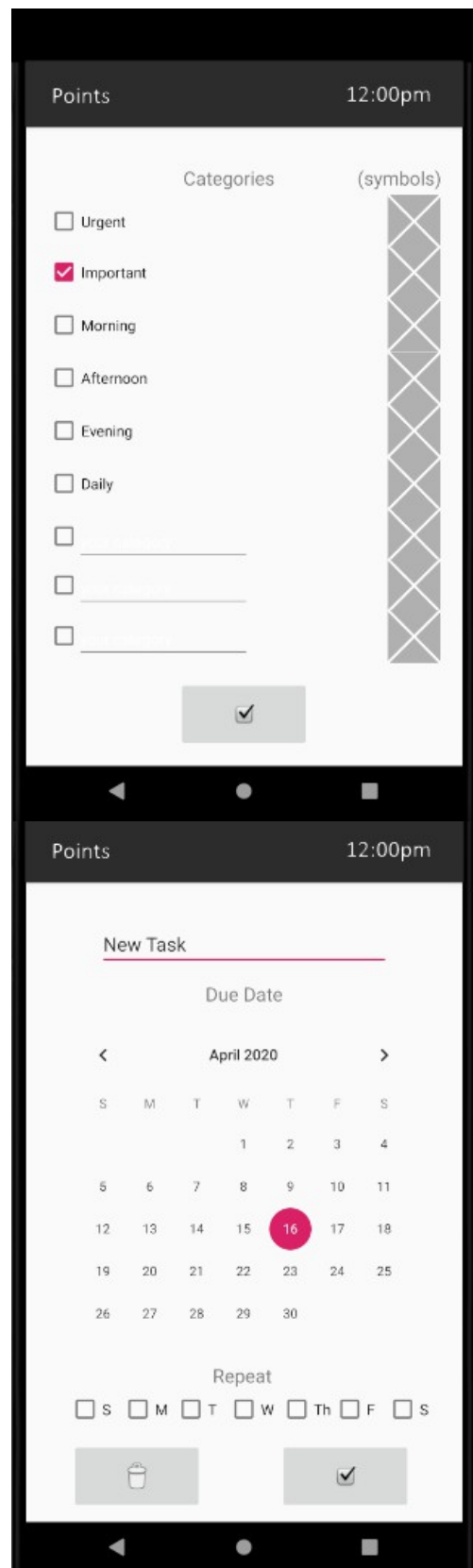
The more tasks there are the more the pet is obscured.

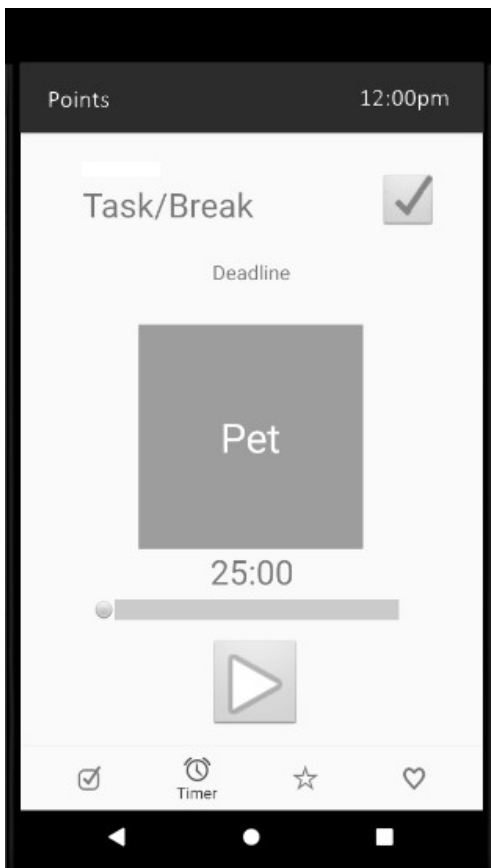
Categories shown on top of list as symbols.

Edit Categories sub page lets user pick from a list of categories to pick from including 3 custom ones.

The categories act as headings for their own lists. The user can switch between lists by clicking on the category symbols.

New Task sub page lets user create a new task. The user can set a deadline and whether the task is to be repeated on other days.

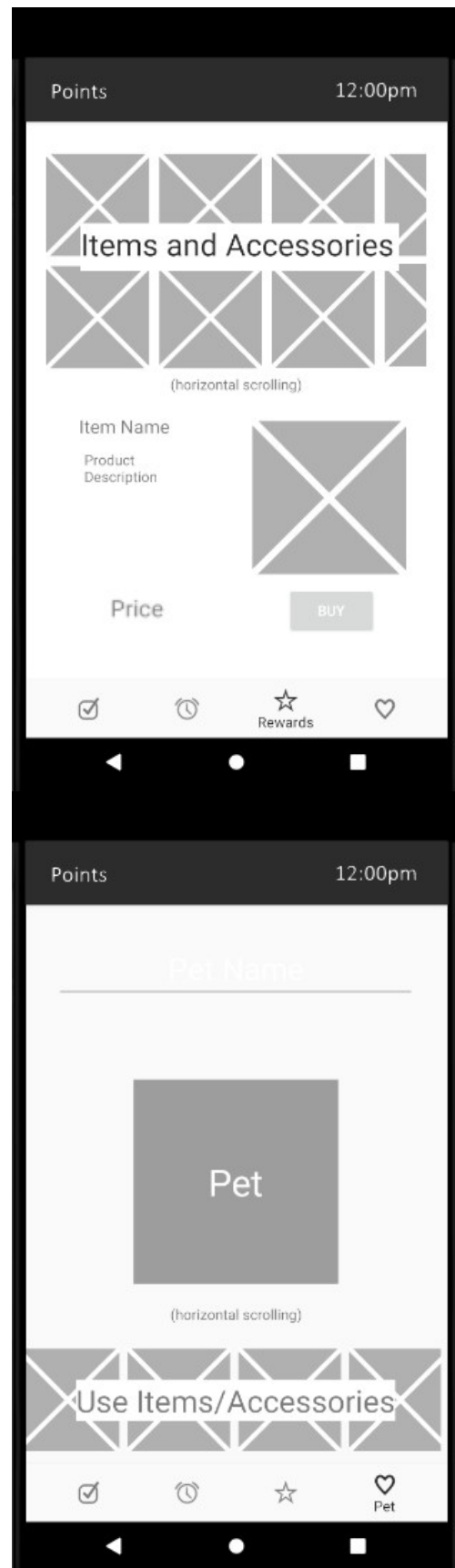




The user sets the focus time using the slider. On play, the timer will count down and the play button switches to a pause button.

On completion of the session the user may set the length of the break using the slider and press play to start the break.

Focus time and break length persists until changed by the user.

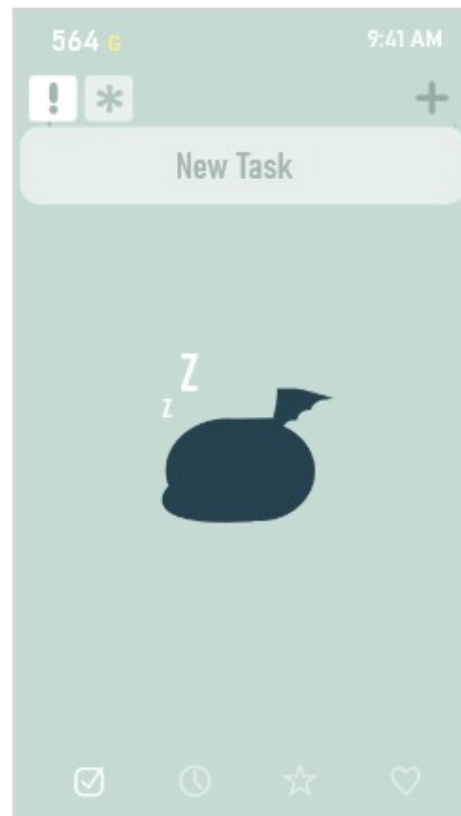


## Mock Ups

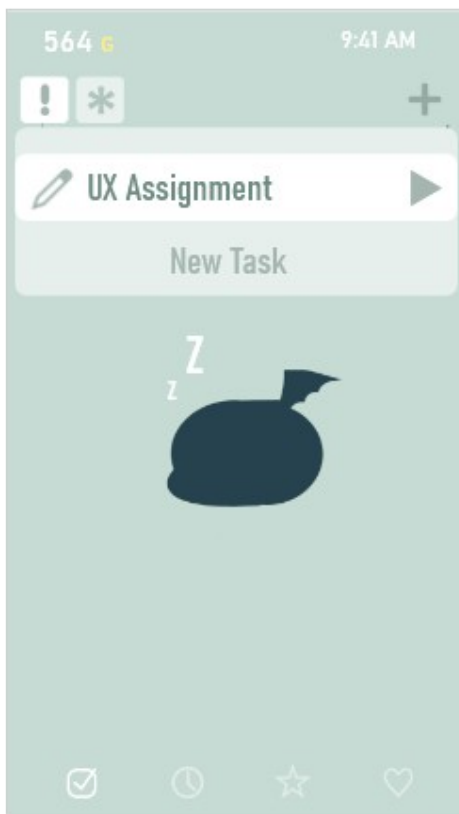
Launcher



Todo



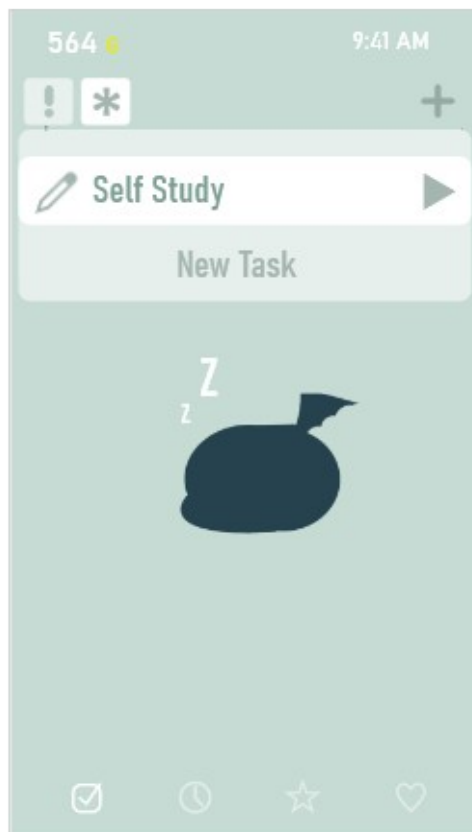
Added New Task



Create New Task



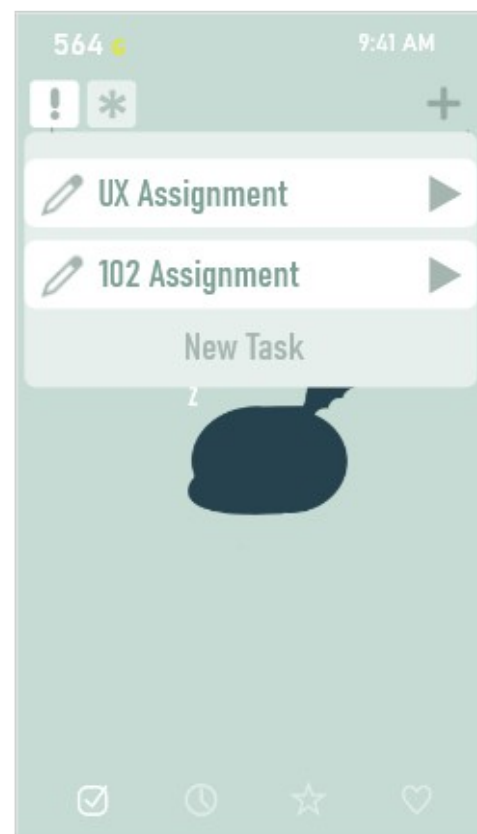
Look at other list



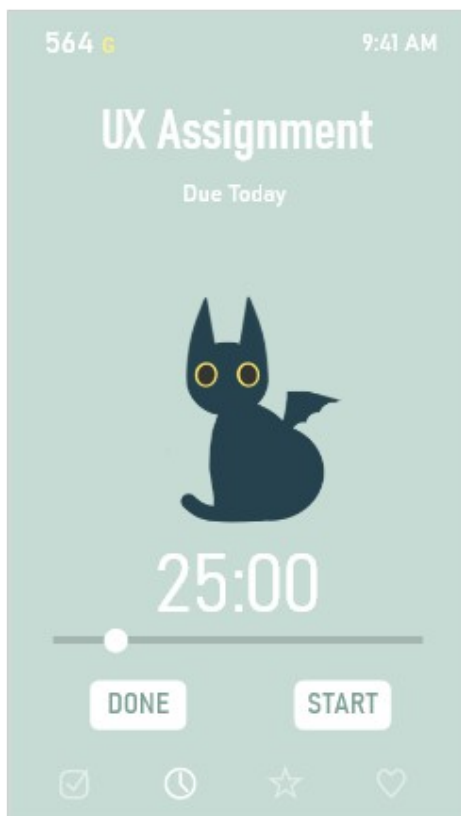
Create New List/Category



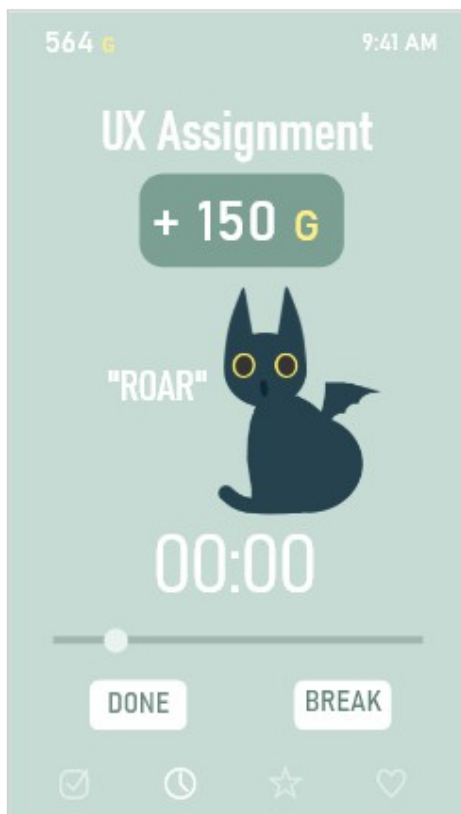
More Tasks Obscure Pet



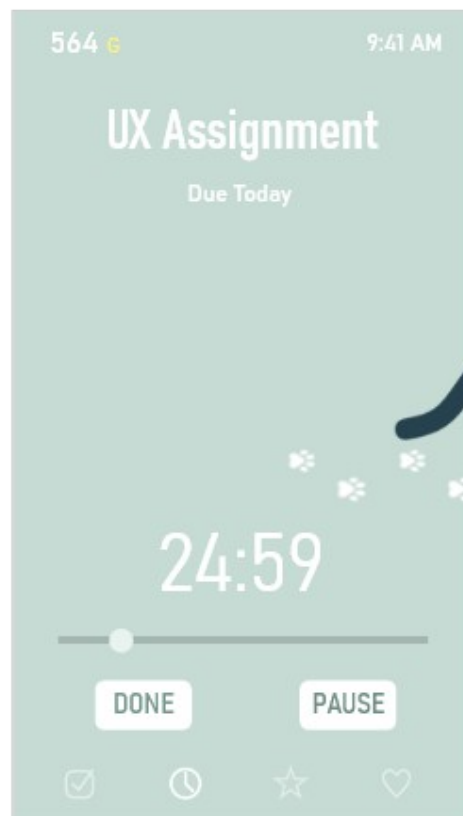
Timer



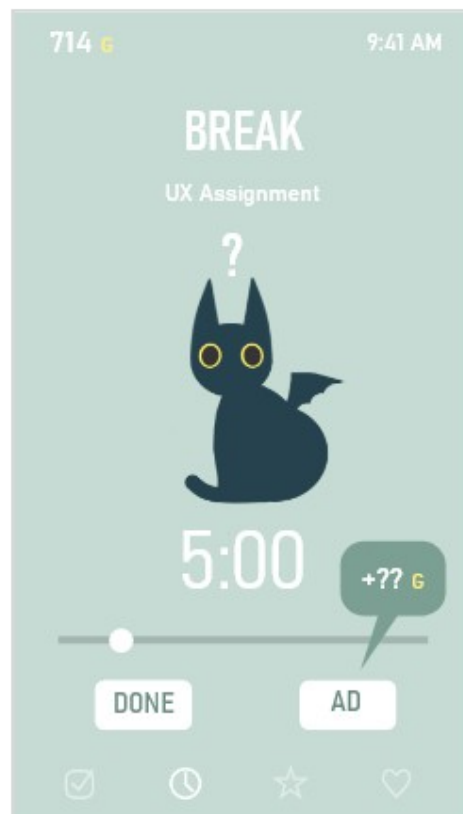
Session finished, pet alarm



Work time for both

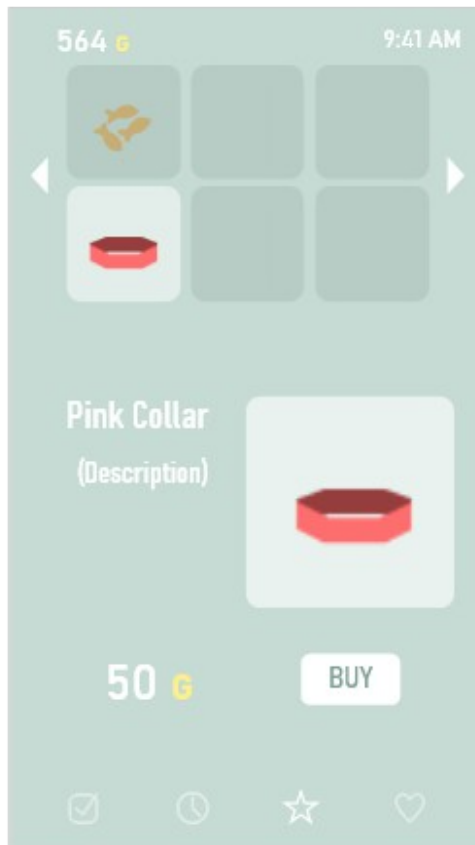


Break time?





Store



Pet



Equip Collar



Feed Pet



## Prototype

Share Link:

<https://xd.adobe.com/view/ead8f8fc-2b50-41da-4d38-cb9f3670636f-9ce9/>