

Timeline

3 managements tools

- Google Calendar
- Notion
- Analog

Thurs 12 Oct

- Ideation
- Going through our basic searches
- Features brainstorm
- IA
- User flow
- Lofi prototype

Sunday

- Checking up on final product

Review of existing tools

1. *Google Calendar*

a. General use-case:

- i. web and mobile application that functions as a calendar- can be used to organize different tasks and time-block

b. Features

- i. Ability to sort blocks into different types
 1. E.g. tasks vs. events. Vs. birthdays. Vs. holidays
 - ii. Ability to import from other calendars
 1. E.g. different emails, organizations
 - iii. Different views
 1. Schedule view: vertical infinite scroll
 2. Day
 3. 3- day
 4. Week
 5. Month
 - iv. Search function
 - v. Go-to-today button
 - vi. Adding blocks
 1. Event vs. task vs. working location vs. out of office
 - vii. Editing blocks
 1. Drag and drop
 2. Edit function
 - a. Time
 - b. Guests
 - c. Location
 - d. Notification
 - e. Color
 - f. Description
 - viii. Customization
 1. Colors
 2. Size of time increments
 3. Event illustrations
 - a. E.g “dinner” automatically creates a food banner
- #### c. Pros and Cons
- i. Pros
 1. Customization
 - a. Everyone has a different way of organizing their events/tasks etc. as well as different preferences for how they want this information to be presented to them. This application gives the user a wide range of options- switching between different options is additionally very easy

2. Intuitive, simple nav
 - a. For both web and mobile views, the existence of the sidebar/main menu prevents too many options from being in view at once, preventing information overload
 - b. Application does very well in responding to mobile interface in a way that is convenient and accessible for mobile devices
 - i. E.g. add event at bottom right corner, limited nav
3. Connectivity
 - a. The ability to import from other calendars and individuals via email enables the user to keep track of group events- very common in school and work life

ii. Cons

1. To-do list is not as intuitive as the standard checkbox - list template that is familiar
2. Task functionality
 - a. Tasks cannot be marked as in progress
 - b. Sometimes tasks do not have a set time, they just need to be done at some point
3. Because both calendar events and tasks are important to see at all times, separating via a filter function might not be the best
 - a. Perhaps separating tasks from the calendar?

2. *Analog*

- a. General Use Case: A physical notebook that can be edited and customized with writing tools, following a general template that structures times
- b. Tools:
 - i. Journal, pen, pencil, color pens, color pencils, highlighters, stickers, ribbons, rulers, online templates
- c. Structures:
 - i. Timetable:

Daily Planner

DATE ___/___/___

SCHEDULE

6:00am
7:00am
8:00am
9:00am
10:00am
11:00am
12:00pm
1:00pm
2:00pm
3:00pm
4:00pm
5:00pm
6:00pm
7:00pm
8:00pm
9:00pm
10:00pm

NEED TO DO

- ☐
- ☐
- ☐
- ☐
- ☐

NOTES

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REMEMBER FOR TOMORROW

my planners

ii. To-Do List

1-2-3-4 SYSTEM (CONTINUED)

- ☒ MIGRATED
- ☒ UNPACK BINS AND BOXES
- ☒ DO FILING
- ☒ CREATE TO DO CARDS
- ☒ CHECKET
- ☒ WRITE PLAN FOR VIDEO BY 04.18
- ☒ DO TASKS BY 04.18
- ☒ CALL JESS
- ☒ READ NEWS
- ☒ READ HINDUSTAN
- ☒ WATCH NEWS
- ☒ GET JAS
- ☒ DO BATH, RECYCLING, AND
- ☒ JARREDDING
- ☒ OPEN MAIL
- ☒ EMPTY DISH WASH
- 03.31. ME (CONTINUED)*
- ☒ DO 8AM ROUTINE
- ☒ DO WATER PUMP
- ☒ PICK UP GYM BAG
- ☒ SHOWER BY 04.04
- ☒ DO 4:30PM ROUTINE
- ☒ DO 7PM ROUTINE
- 04.01. TH*
- ☒ CHANGE FIT
- ☒ PA

1-2-3-4 SYSTEM (CONTINUED)

04.01. TH (CONTINUED)

- ☒ DO 8:30AM ROUTINE
- ☒ GET PET KEAT REPAIRED
- ☒ DO 7PM ROUTINE
- 04.02. FR*
- ☒ DO 8AM ROUTINE
- ☒ DO 10/12AM SHOPPING
- ☒ DO 8AM ROUTINE
- ☒ SUBMIT SS
- ☒ MARK VIOLET
- ☒ WATCH FATHI
- ☒ DO 7:30YB
- ☒ DO 11PM ROUTINE
- ☒ DO 4:30PM ROUTINE
- ☒ DO 7PM ROUTINE
- 04.03. SA*
- ☒ DO 8AM ROUTINE
- ☒ WASH HAIR
- ☒ WASH CLOTHES
- ☒ CHANGE

d. Pros and Cons:

i. Pros:

1. Tactile experience: students are able to touch, feel, and interact with their planner by physically altering it, leading to a more connected experience to the product
2. Customization: If students purchase a blank journal, then students are able to fully customize the time management system used, as well as other design elements. If students purchased a journal with planning elements, they are able to embellish the journal with other design elements. Other design elements include fun designs, custom color-coding, texture-coding (highlighter vs pen), and accessories (stickers, ribbons).

3. Free from digital distractions: students who have trouble focusing on the computer might benefit from having to refer to a time management tool that is offline. Conversely, they are able to use it even if their devices run out of battery or signal/wifi
- ii. Cons:
1. Lack of automation: the analog planner is unable to send digital reminders or set alarms that interrupt your flow of life. It also lacks the ability to automate recurring tasks (eg. if you have office hours for a class every week, you'll have to log that in manually)
 2. Lack of set design template: having to customize the design template independently might lead some less design-savvy students to end up with an interface that is not as useful or easy to use
 3. Physical space: the notebook will add weight/volume to a student's busy life, meaning that the student will have to always carry it around, or go without it if the physical item is forgotten.

User Interviews

1. Arely Perez
 - a. 3rd Year
 - b. Psychology Major
 - c. Tools for task management
 - i. To-do lists - physical planner
 1. Multiple different lists for different things
 - a. E.g. club vs. school vs. day
 2. Feels accomplished by crossing things off, puts little things
 - ii. Apple calendar
 1. Use to remember meetings with other people
 2. Likes
 - a. Widget on homescreen is convenient
 - iii. Google sheets
 1. To look at class schedule, what classes she has for the day, work schedule
 - a. For things that are set in stone
 2. Doesn't like the way google calendar looks
 - a. Like the format
 - iv. Phone alarm
 1. For random things to remember
 2. E.g. 5 min before a meeting starts, double check an assignment

Notes:

- Has a lot of different tools for niche things
- Does things mostly because that's the way she's always done it
- Everyone has a different way of keeping track of things, multiple different combinations of things -> flexibility and customization is important to note!

2. Josh Garland

- a.
- b. 3rd Year
- c. Poli Sci Major
- d. Tools for task management
 - i. Prefers: Google Calendar
 1. Nice to have everything laid out in one place
 2. Is able to send reminders and have things automated
 3. It can also be collaborative (add people to events)
 - ii. Has previously tried: using a journal
 1. Difficult because you have to hand-write everything
 2. Not very design-inclined

Standout Points that we observed from research:

- Personalization/Customization
 - Visually clean and appealing automatically
- Convenience/Automation
 - Sending reminders
 - Sequences Too many options and customizations might make it too complicated
 - Having an automatic template that people can use, but available to customize

Feature ideas

- web
- Can add widget-kind of things
 - Calendar (default)
 - Notifications
 - Ability to make an event recurring
 - To-do list (default)
 - Notifications
 - Ability to check off
 - Can tag by urgency
 - Filter options
 - Can add multiple different to-do lists

- Notepad
 - timer
- Add “analog” design elements (highlighter pens, stickers etc.)
- Toggle between to-do list and calendar view
- Can have it ‘all in one place” → can also take notes on the app