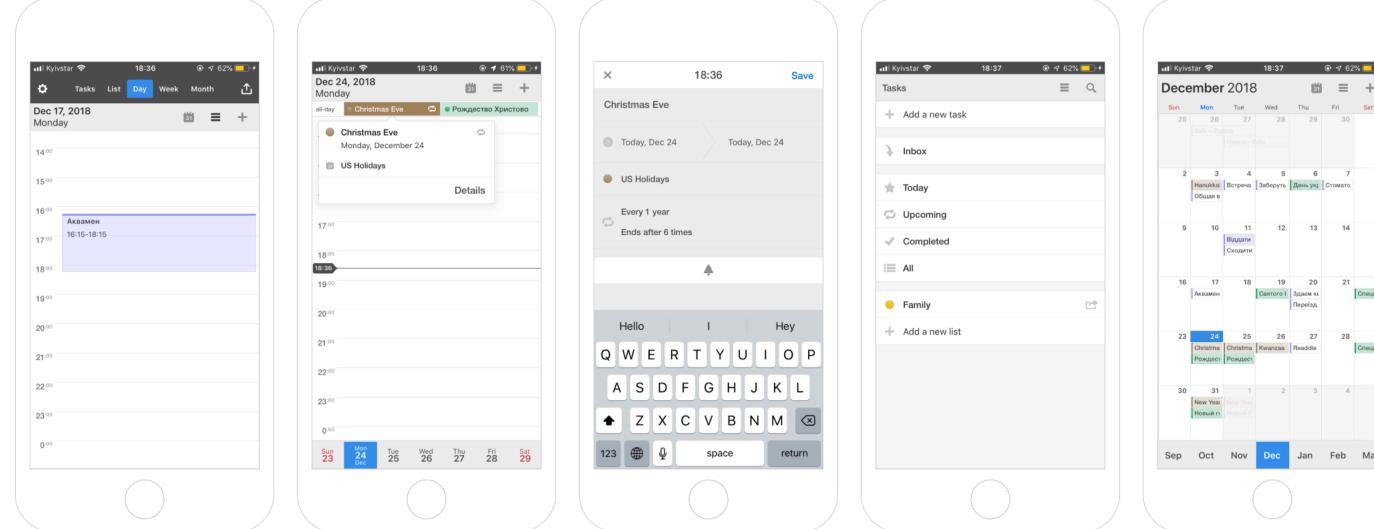


## The Challenge

platforms with more than 10-year history. The first version of the application was published in 2010, only two years after the App Store had launched.

Calendars by Readdle is a smart calendar app for iOS, iPad OS, and Mac OS

The app's last version was called Calendars 5, and it hadn't been updated since 2013 and until I joined Readdle in 2018. Before that time, the Readdle team had been working hard on other Readdle products, so the Calendars app hadn't got much attention.



Calendars 5 by Readdle / Released in 2013

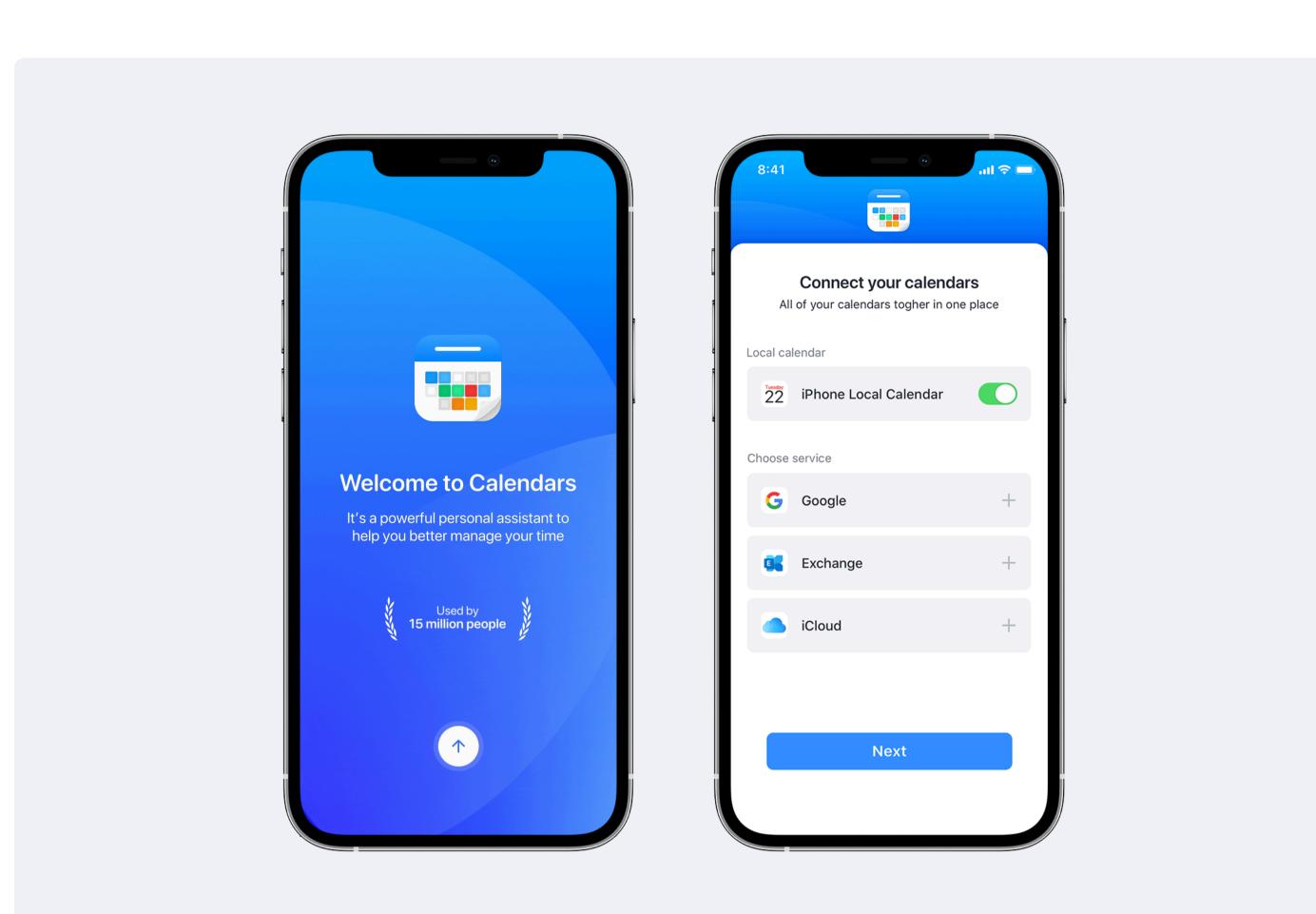
In late 2018 was decided to give a new chance and re-imagine what the best mobile calendar experience should be. The main challenge was to bring a new life to the old-good product. We had to figure out who our current users were, why they decided to use Calendars App, and how we could help them be even more productive and achieve their goals while not breaking the user experience of millions of loyal users.

In this case study, I don't cover the process but mostly the result of our work. If you to learn more details about this project, please contact me.

### • • •

### 01 Intro

According to our user's insights, one popular feature request was connecting multiple accounts as well as iCloud and Exchange calendars to the app. The old intro screen design proposed users only one choice, connect a Google calendar or a local Apple calendar. The challenge was to redesign the intro screen to allow people to connect calendar accounts they want.



# 02 Views and bars

view and didn't use other views (i.e. Day, Week, Month, List, Tasks). We assumed that's because the calendar views were hidden under the burger icon; people simply couldn't discover them. In the new version, we revealed these navigation elements at the top and increased the usage.

In the previous app version, we noticed that people used the default calendar



03 Horizontal view

the content. Besides that, we designed an ability to pinch your timeline between 7 and 3 days view.

popover's height depends on how many elements the event card contains.

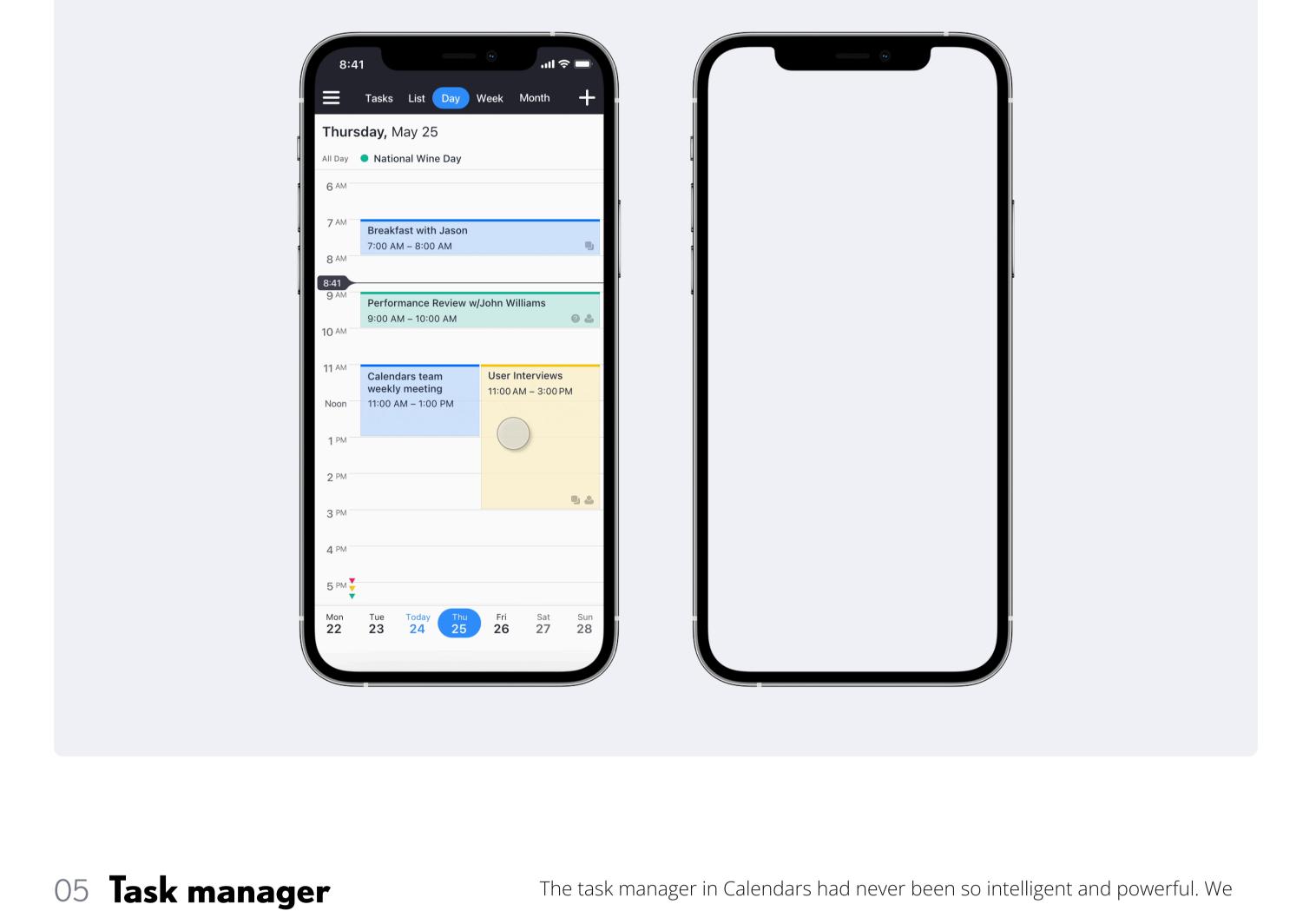
Moreover, to allow users to join meetings from the app, we added Zoom and

Google Meet integrations and the ability to book a room in the office (if they use

In the horizontal view, we removed all top and bottom bars and focused only on

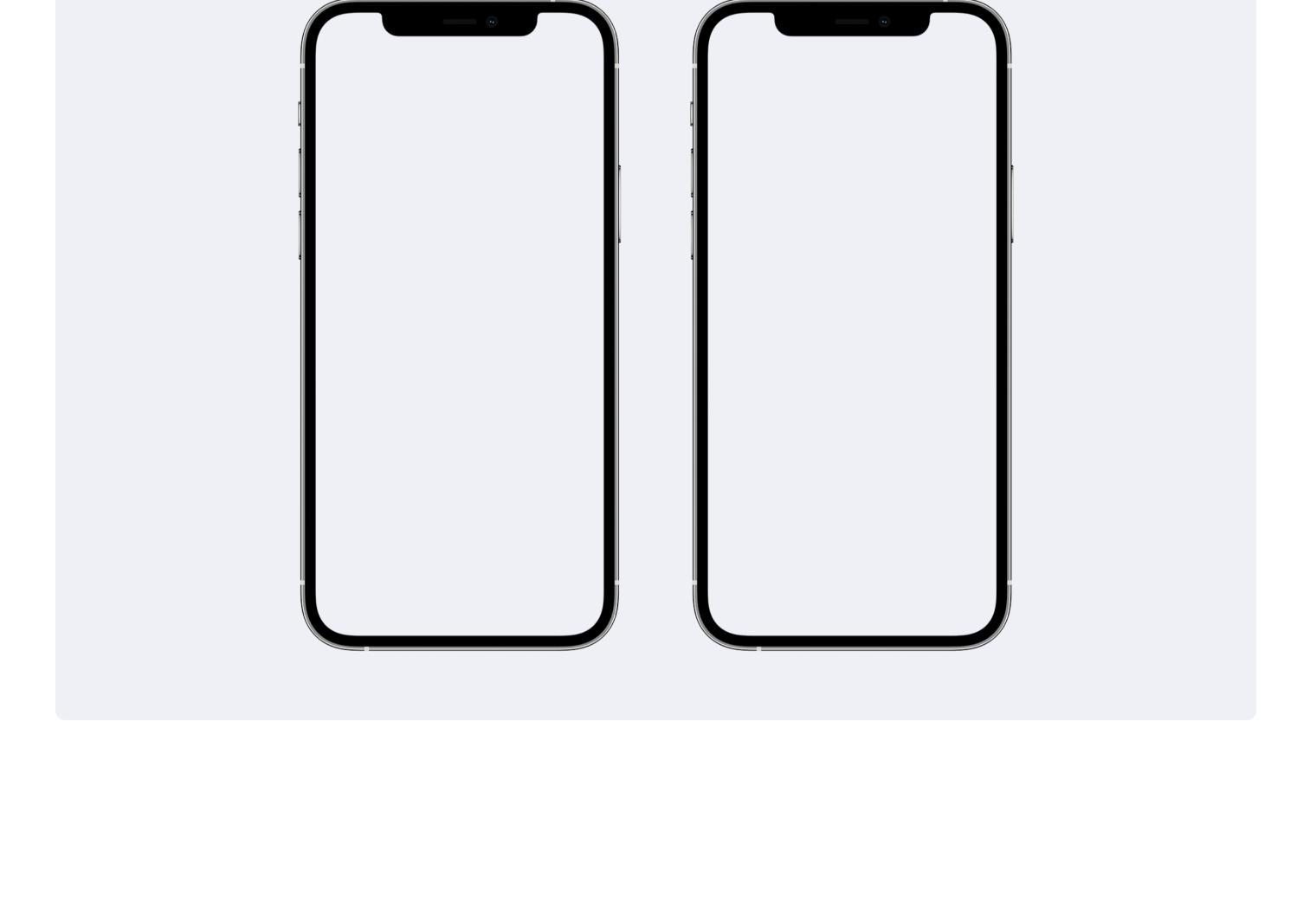
04 Event details The event details component got a massive update with a dynamic popover. The

G Suite).



location and add subtasks, notes, due dates, and more.

designed the inline task creation with the ability to set a reminder based on a

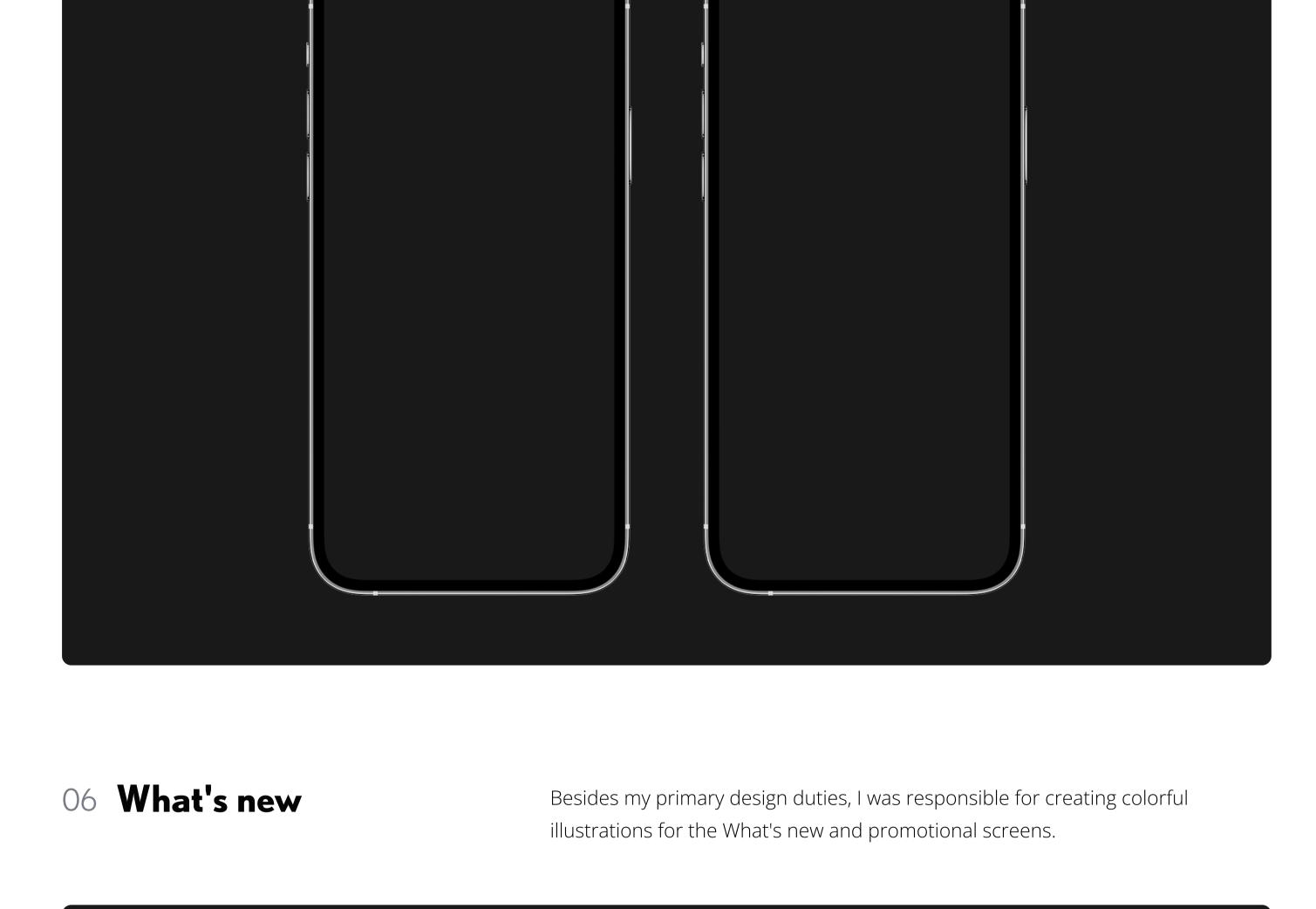


06 Dark mode

While designing the dark mode, we were thinking about making the color

high-contrast colors such as pure black and pure white.

contrast in the app pleasurable for eyes in a dark environment, so we refused





the key metrics: revenue, downloads, and monthly active users.

To measure the outcome of the redesign, I compared metrics such as revenue,

redesign (on December 2020). As you can see below, we significantly increased

downloads, and MAU before the redesign (on December 2018) and after the

Revenue Downloads Monthly active users (MAU) • • •

Summary

engineers, and a lead designer to bring the best calendar experience to iOS and iPad OS platforms. I was responsible for designing crucial parts of the user interface, from rough sketches to interactive prototypes. Besides designing the user interface, I was also responsible for marketing design; I did a lot of experiments with subscription and promotion screens.

The redesigned version of Calendars by Readdle was featured as one of the best

During the two years and a half, I worked closely with a product manager,

At the end of 2020, we started working on Calendars for Mac. This app was released in 2022; you can find that case study next.

calendar apps on the platform in 9to5mac.com, DenseDiscovery, iMore,

Engadget, TechCrunch, and more.