

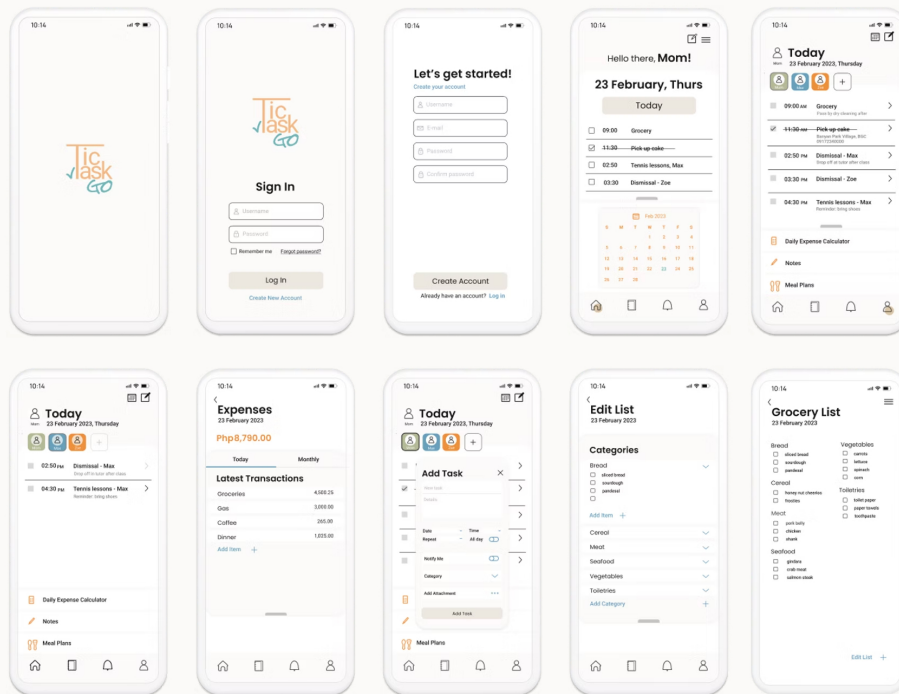


A Native Mobile Productivity App



ROLE

PRODUCT DESIGNER
 IDEATION & STRATEGY
USER RESEARCH
JOURNEY MAPPING
 UX / UI DESIGN
WIREFRAMING
VISUAL DESIGN
 PROTOTYPING
 USABILITY TESTING & ANALYSIS



UX PHASE

PROBLEM

What's it like managing a household and kids' schedules? Like you're everywhere all at once. The constant need to keep tabs on the activities and responsibilities. Movement all day, none stop.

Is there an existing app that's geared toward organizing and coordinating family activities, events and all things related? Running a household is not as simple and it's for this reason that I designed this app.

OBJECTIVE

The objective is to design a to-do list kind of productivity app that would help in organizing household related tasks and responsibilities as well as aid in the coordination and consolidation of family members' schedules, activities and any information related to these.

PROBLEM SPACE

Given there are many productivity apps available, is there a need for another one? **What problem will it solve?**

Externally, the app will solve a parent's need for organization and being on-top of all matters of home and kids. It'll provide easy access to shared information.

Internally, the parent will feel a **sense of relief, peace of mind, be reassured** and feel some form of liberation.

[Jump to Solution, view UI PHASE](#)

USER RESEARCH

I was able to interview a few of my mom friends on what they would want in an app that would be useful to them. I did this by doing a survey with options and by asking them open ended questions.

Here are some of the top answers:

- To do list where a user can input necessary details or information (without having to press too many buttons or shift to different apps.) An example would be to have access to contacts from the app so if a mom/dad needs a contact number like a doctor's, it will be easy to just input it without having to shift to contacts app in the phone.
- Daily Expense Calculator that would give a total at the end of the month. - Provide basic accounting to monitor monthly expenses.
- Function that would allow coordination between family members.

PAIN POINTS

1

To-do List

How might a user create a task for the day in the quickest way possible with necessary information. This would lessen the back-and-forth messaging of information between family members.

2

The Grocery List

- Customize a list and re-use the same list for convenience instead of creating a list every grocery run.
- There is a tendency for items to pop up in the mind when on-the-go- add to the list easily.
- Instead of family members messaging their grocery requests, they can add on to the list themselves.

3

Consolidating Family Tasks

How might a user create a task for the day in the quickest way possible with necessary information to lessen the back-and-forth messaging of information between family members.

4

Track Expenses

Enter expense details easily and see the total for the day, week and month.

USER PERSONAS



Jane Simon

Age: 39
Education: College Grad
Family: 3 kids
Hometown: Manila
Occupation: Full time working mom who goes out of town for work on some days.

"Work hard, play hard."

Goals

- To be efficient and organized with her life which means being on top of work scheds, her kids' lives and her home
- As a working mom, doing household errands has to be scheduled
- Works full time but is also involved in her kids' activities
- Errands are saved for the weekends

Frustrations

- Her 2 teen kids have activities scheduled sometimes after school and on weekends and for logistical reasons, it's important to know ahead of time how to schedule everything happening
- When she's busy, her husband takes over but giving instructions can be tedious.
- She wants to relax knowing things are going smoothly around her

Jane is organized because she likes her weekends to be rewarding. Her mental health and her physical state is something she prioritizes outside of work. Apart from these activities, her family is a priority and she's comfortable and secure when she has everyone's schedule laid out. What frustrates her is having to repeat instructions to everyone which takes up time. Time is gold for this working mom. A little bit of a fier, when things aren't aligned, she stresses herself because a solution needs to be found. Her calendar is her lifeline.



Tomas Simon

"Make time to do the what's best for your health while achieving goals."

Goals

- To provide for the family and give them a privileged life.
- To be able to play tennis or squash on weekends with friends and make sure it's scheduled so it doesn't coincide with family plans
- To be a present father to his kids and wife which means helping out in

Frustrations

- Being in a hybrid set up means he takes care of the kids' pick up and drop off and there are unexpected after school activities and it could be overwhelming with schedule planning
- Also particular about gas expenses.

Age: 40
Education: Masters Degree
Family: 3 kids
Hometown: Manila
Occupation: Full time working dad (hybrid)

household errands when needed.

- When his wife goes out of town, and he's left with the kids, the details of their activities are messaged and he has to scroll through to check.

Tomas is a kind, present father who prioritizes his family and their lives. When his work shifted to hybrid, there was a lot of a shift also in home responsibilities that he wasn't initially familiar with. He wants to help take the load of his wife's responsibilities where he can be of help but appreciates also her organized way of doing things. But because of overwhelming information of activities, some details get by-passed which leaves him scrambling. He wants to figure out a good way to have all details in one place to avoid miscommunication and overlapping schedules.



Marc Simon

Age: 18
Education: Currently senior High
Family: Eldest brother of 3
Hometown: Manila
Occupation: Student

"Make time to do the what's best for your health while achieving goals."

Goals

- To finish school with good grades
- To be present in his basketball varsity training after school.
- Balance out social life with school activities
- Saturdays are for friends, Sundays are for family.

Frustrations

- Being the eldest of 3 and with his varsity training, his sched differs from his siblings. He has to keep messaging the family for any changes so that they'll know when to sched pick-up
- Weekends are packed with activities, mostly with friends and he needs someone to drive him. Some days he's late for his activities because of schedule miscommunication.

Marc is a thoughtful and gracious son and brother. He's an athlete with a healthy social life and well liked by his peers. As a son, he knows and understands the dynamic of his family and tries to be as considerate as possible with his plans vs the other members' plans. Because he has the most activities so far, he knows planning for logistics is important for his parents and also so he could participate in his own activities. Sometimes working around his siblings schedules becomes frustrating because he doesn't always get to where he needs to go on time. Although flexible, it still annoys him. If there was a way to know everyone's sched in relation to his that would be beneficial for everyone.

USER JOURNEY MAP

JTBD 1: How might a user **view the summary of tasks** for the day and other significant task details?

This user journey map details the steps **user Jane Simon (Mom)** will take to view all tasks on her list and view accomplished tasks after task is completed.

ACTION	Log In	Enters user home page	Reviews tasks	Tick box when task is accomplished	Go to user profile	View other members' profile
TASK LIST	Tasks A. Enter email address B. Enter password C. Click log-in button	Tasks A. View date and time B. View task list summary	Tasks A. Adds new task if needed	Tasks A. Tick box after a task is accomplished B. View next task	Tasks A. View all crossed out accomplished tasks B. View other tasks and task details C. Add task if needed	Tasks A. Click on another members' profile to see if any sched wasn't pushed to the mom's profile
FEELING ADJECTIVE	<ul style="list-style-type: none">• Expectant	<ul style="list-style-type: none">• Hopeful• Organized	<ul style="list-style-type: none">• Determined• At peace	<ul style="list-style-type: none">• Satisfied• Happy• Relieved	<ul style="list-style-type: none">• Satisfied	<ul style="list-style-type: none">• Worry• Expectant• Relieved
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Facial recognition• Easier log-in options	<ul style="list-style-type: none">• Notification of new tasks• Request from others members to add to the tasks	<ul style="list-style-type: none">• Automatic refresh of tasks (incase others added in their profiles)• Notifications			

KEY TAKEAWAYS

"I went out of town for a vacation with my sister and left the schedules of the kids with their dad. But even while on vacation, I get messages asking for the number of the doctor, where the birthday is happening. I'm on vacay but Im also still at home."

"My mom could be so busy so Instead of sending messages, it would be practical to note down tasks in one place for my own personal use and for it to be included in my mom's list too without having to use different apps. Especially when I want her to buy snacks or anything I need from the grocery or mall."

"My son has ADD. Asking him daily for his activities and school schedules makes me feel like a nag. And giving him reminders all the time is also not sustainable. I feel have to micromanage, but is that healthy? I want to be able to note things so instead of constant messaging, he can just check on his own. At the very least, I can say, "check the app."

COMPETITIVE ANALYSIS

To get ideas, I did a **Competitive Analysis of several productivity apps** but focused mainly on Structured and Todoist. Then I used iOS Notes and Calendar apps as reference.

I took from these apps the features I found would be valuable to the app being designed. Here are some of the notable features.

PRIMARY SOURCE

TODOIST

- There's a lot of information on the page but because of the layout of the app, the user

STRUCTURED

- For this app, all information is immediately shown in one page. Access to other functions can be opened as secondary actions. For those

understands immediately the flow and process. From a general overview of options the eye moves to the detailed list (left to right) in an organized flow and movement. Best practice applied, it follows the F-Pattern layout.

- When a task is added, a notification appears and after each task is ticked, the "done" task disappears from the list providing clear action and progress. The app also allows users to undo the action with a call to action button that shows up after the task is ticked.

people who are always on the go, this makes the user experience easy-- get important info in one glance.

- This app follows a single page layout where everything is presented in one glance and multiple actions can be done.
- Visually, the app has a simple structure and layout. The way the elements come together makes the app look aesthetically pleasing to the eyes but also gives an easy to use feel without it being overwhelming or lacking.

SECONDARY SOURCE

NOTES

- Notes is very straight-forward. What I find most valuable about this app is it's ability to collaborate with other contacts.
- Another feature that I find useful is that it there is an option to add tick boxes for lists.

CALENDAR

- The features of the iOS Calendar are pretty basic and standard. Design is simple and navigating through it is easy.
- Also present in other apps, but not all, is the ability to add files or media to the schedule when filling in details.

SOLUTION

To come up with a solution, I put together some questions to answer-- this helped in the decision making of what features to include as priority. From there, I also incorporated some of the features I found valuable from the other apps.

Below are some of the questions and how they will be answered and applied to the design of the app:

- How might a user create a user profile?
- How might a user schedule events on a calendar?
- How might a user view family members' schedules?
- How might a user be able to consolidate all members' schedules?

As mentioned, one of the apps features will allow coordination between family members. Each member will be able to create their own profiles. They could then update their calendars with their own tasks and schedules and share it with the other members. The app will consolidate the information, allowing Mom or parent- -in-charge to check each members' activities which will show up in his or her account.

How might a user list down a to-do list / create task lists? How might a user mark tasks as complete so as to determine their productivity for the day?

Through this app, lists can be created such as: tasks for the day, grocery lists and also the budget or expense lists. Each time a task is completed, the user may tick the box and a line will also cross out the task.

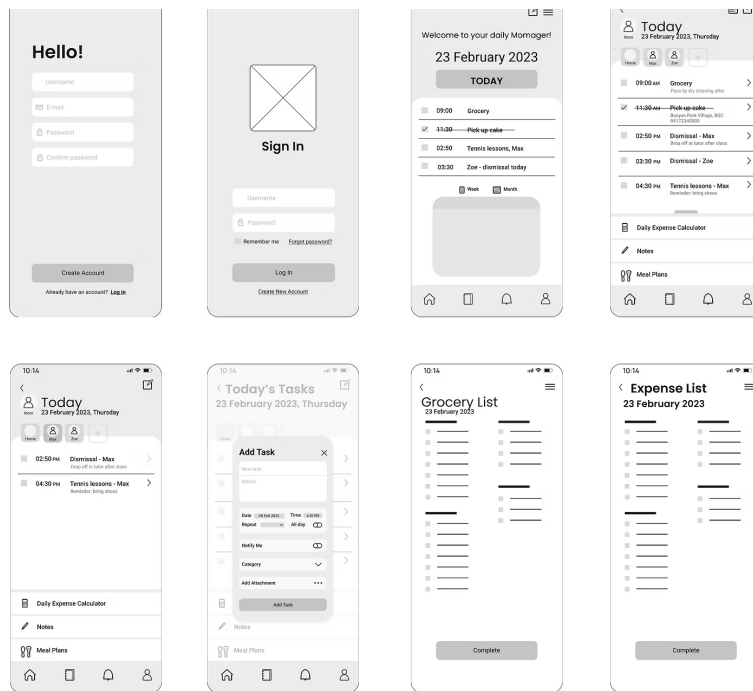
Studying different productivity apps and using some myself, I noticed that once a task is completed and the box is ticked, the task disappears from the list. I prefer the idea of the task being ticked and crossed out while still being left on the list because there is a satisfaction to this. Productivity can be estimated visually and simply. However, it can be an option and a switch can be included to either keep the task or make it disappear.

What other helpful features will the app include?

Another practical function about the app is the grocery list creator. Parents are always on the go and there are times when an item pops up in the mind and if not noted, it would be forgotten. The grocery list is easy to access and update anytime as needed. Other members can also collaborate and add to the list.

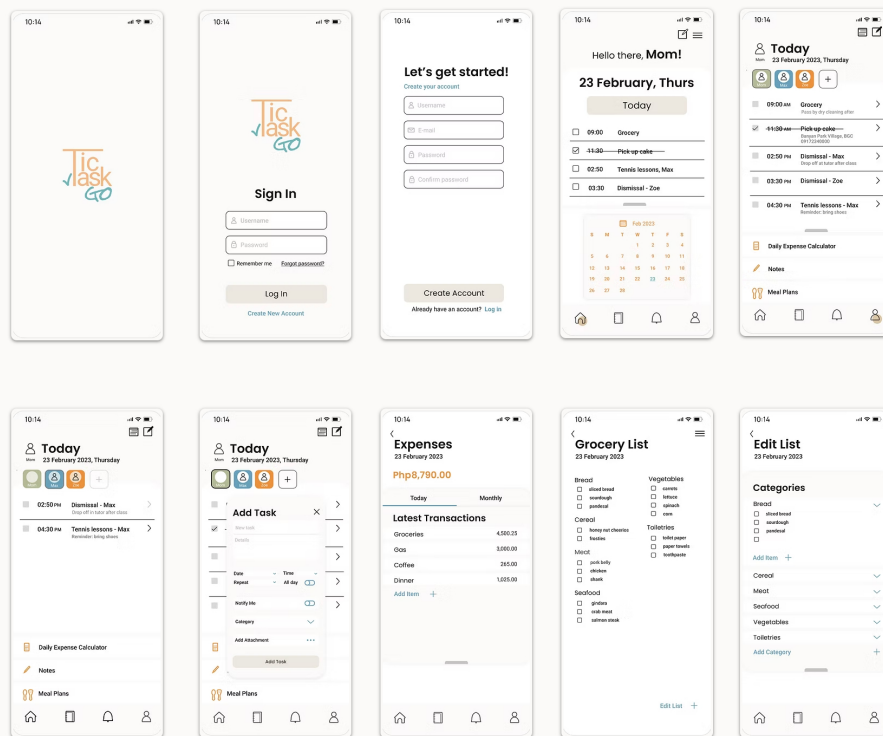
MID-FIDELITY WIREFRAMES





DESIGN SOLUTIONS

HIGH-FIDELITY WIREFRAMES



BRANDING & VISUAL DESIGN

STYLE GUIDE

Color Scheme 1



Typography

Heading 1 Poppins | semi bold | 46px

Heading 2 Poppins | semi bold | 32px

Heading 3 Roboto | regular | 34px



Heading 1 Roboto | regular | 24px
Subhead 1a Roboto | semi bold | 24px
Subhead 1b Roboto | Flex | regular | 24px
Body 1 Roboto | medium | 20px
Body 2 Roboto | medium | 16px
Body 3 Roboto | medium | 16px
Body 4 Roboto | regular | 14px
Body 5 Roboto | regular | 12px

Custom Icons



PROTOTYPING

To identify issues and gather feedback, prototype usability testing was done. Target users participated and gave their comments on the design, functionality and user-experience of this preliminary version of the product.

USABILITY TESTING - FEEDBACK:

Design

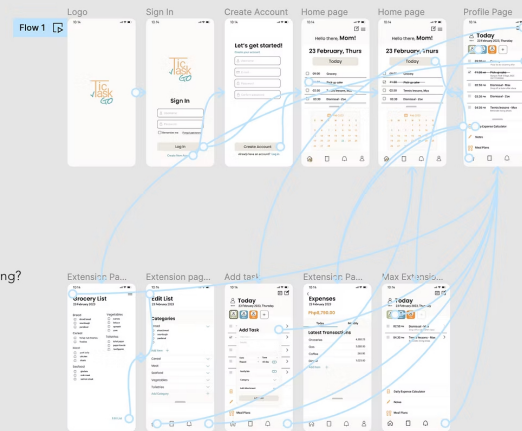
- Color scheme is light and visually appealing
- Overall, the design is straight-forward with good visual hierarchy
- "Mom" icon missing in screens
- Button font size seems large, can be adjusted

Functions

- Some buttons (back buttons) weren't functioning properly. Maybe add padding?
- Some screens were misaligned and shifted slightly.
- Profile button didn't work in all pages as with home button

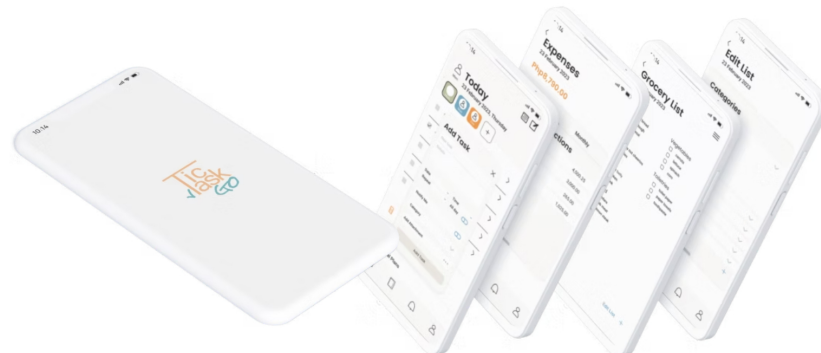
User - Experience

- The flow was easy to understand and the objectives were clear
- Iconography visually defined the functions
- Smooth transaction from onboarding to ticking off the tasks (would've been great if more tasks could be ticked off in the prototype not just one)
- Add more functions to the prototype-- more buttons to press



TicTaskGo Mobile App

Please wait, it may take a moment for the video to upload



I hanks for checking out my portfolio. If you have any thoughts or questions,
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