Project Overview

This is a calender APP that is smart enough to **suggest meeting times**, notify of **birthdays of the day**, accounts for **changing time zones**, and is proactively working for Sophia to make sure she is always on time for her meetings.

Evently
Tasks
Events
Meetings
Birthdays
Reminders
+ Add new
Light
Settings
Help & feedback
April 2023

Overview

User Persona

Goals

- Follow up which meetings to get in next and when.
- Keep sense of time zones and time of scheduled meetings.
- Do not miss to wish her loved ones on their special days.

Frustrations

- Hard to keep track of the schedules
- Confused by the different time zones and times.
- 90% of the time her calendar is filled with birthday reminders that she'd rather be notified of right after she wakes up in the morning.

Nikitha Sachdev

Age ● 35

Home town ● Manchester, UK

Family ● Husband and a Kid

Occupation ● CEO of a fashion designing company

Nikita is a busy CEO, who keeps traveling all over the world for her work in fashion designing. She travels for over 300 days a year, and ends up spending most of her waking hours in either meeting rooms or Airport Lounges.

Empathy Mapping

How I am gonna be able to keep track of the scheduled meetings and events? Often I am not even sure which time zone I'm in.

Thinks

Annoyed - Not be able to keep track of the meetings and events.

Worried - Focusing on schedules affecting my work efficiency.

Sad - Often forgets to wish her loved ones on their special days.

Feels

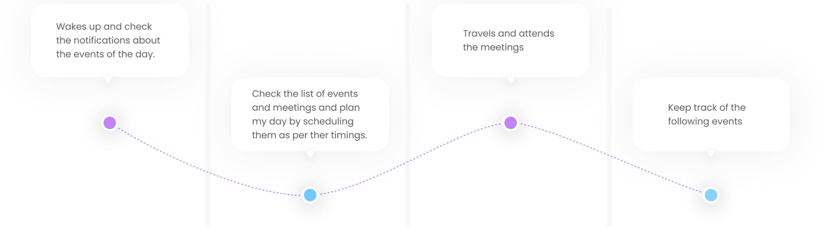
Says

As a busy CEO , who travelling all over the world with different time zones, it's hard for me to keep track and follow up the meetings and events

Does

It is very much confusing to follow up the events meetings. Often misses to wish her loved on their special days and couldn't be on time for meetings and even missed few of them sometimes.

User Journey Mapping



Wakes up and check the notifications about the events of the day.

Check the list of events and meetings and plan my day by scheduling them as per ther timings.

Travels and attends the meetings

Keep track of the following events

Action

I check the notifications and events for the day when I wake up. But often I forgets the important events since there are lot to check.

I had to manually chek the lists of events and meeting on my note pad and plan my day. This is becomming very hectic.

I have to travel and attends meetings and often I can't be on time due to different time zones.

Keep track of the upcomming events is becoming lot harder due to my increasing busy shedules.

Feeling Objectives

An APP which reminds me of important events throught out the day so that I wont miss important events.

An Tool where I can prioritize the meetings and check what to do next will be very effective to plan my day and increases my efficiency.

A system that keep sense of the different timezones and suggests me the approximate timings will be great to keep up my workflow.

Regular notifications about upcomming events and meetings will keep me updated about the schedules so that I can focus on my work.

Improvements

User Painpoints

Difficulties in planning the day manually due to hectic schedules and appoinments.

Hard to keep up with timings due to differet time zones.

Couldn't be on time for meetings due to improper scheduling.

Couldn't remember or misses to wish her loved ones on their special days

How might we statements

How might we earn the trust of the user on this product ?

How might we develope an accessible information architecture to make the tool relevant for the user?

How might we create a minimal experience to get the information which the user need quickly?

How might we incorporate the time zones into the product so that the user can maked infromed decisions?

How might we create a clear and easily usable user interface?

How might we improve sheduling function on this product?

How might we improve the reminder option for this APP?

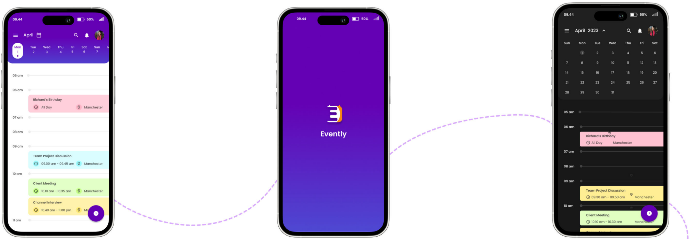
How might we design this product usable, useful, valuable and enjoyable?

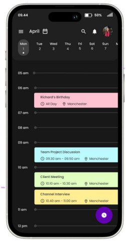
How might we make the user comes back to use the product again?

Hand drawn wireframes

April
Richard Jones Birthday
Team Project discussion
Evently
Task
+ Add new
Location
More

High fidelity prototype


09.44
April
Richard's Birthday
All Day
Manchester
Team Project Discussion
09.00 am - 09.45 am
Client Meeting
10.10 am - 10.35 am
Channel Interview
10.40 am - 11.00 pm
Evently
April 2023
09.30 am - 09.50 am
10.10 am - 10.30 am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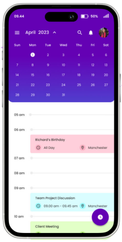
April
Mon 1
Tue 2
Wed 3
Thu 4
Fri 5
Sat 6
Sun 7
05 am
06 am
07 am
08 am
09 am
10 am
11 am
12 pm

Richard's Birthday
All Day · Manchester

Team Project Discussion
09.30 am - 09.50 am · Manchester

Client Meeting
10.10 am - 10.30 am · Manchester

Channel Interview
10.40 am - 11.00 am · Manchester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April 2023
Sun
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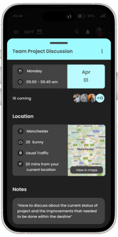
Richard's Birthday
All Day · Manchester

Team Project Discussion
09.00 am - 09.45 am · Manchester

Client Meeting

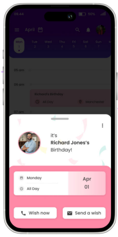

Team Project Discussion
Location
Notes
View in maps
Manchester
+13

Monday
09.00 - 09.45 am
Apr 01

16 coming

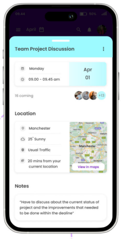
Manchester
25 Sunny
Usual Traffic
20 mins from your current location

"Have to discuss about the current status of project and the improvements that needed to be done within the dealine"


Wish now
Send a wish

it's
Richard Jones's
Birthday!

Monday
All Day
Apr 01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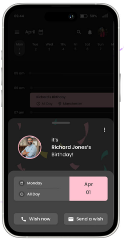
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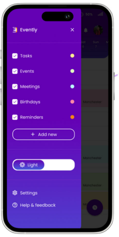
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Light
Settings
Help & feedback

☑ Tasks
☑ Events
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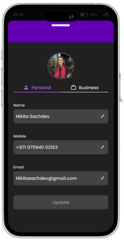
☑ Reminders


Personal
Business
Update

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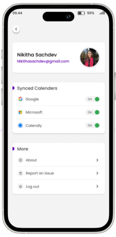
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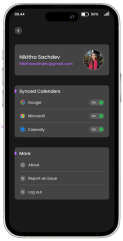
About
Report an issue
Log out

Nikitha Sachdev
Nikithasachdev@gmail.com

Synced Calenders
Google: On
Microsoft: On
Calendly: On

More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Synced Calenders
Google: On
Microsoft: On
Calendly: On

More

Thank You!

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