THREE IDEAS FOR THE APP

MENTAL HEALTH APP

- Helps see the mood of the person,
- The app will also have a section for help wherein the person can connect to a doctor for mental health issues he/she is facing.
- Also certain Knowledge based content related to mental health and different videos that can cheer up your mood or can help your mood swings.

RENT STORAGE APP

- Storage at large is a major issues every person/family faces. This app helps you store your clothes at a minimum charge for different period of time.
- There will be subscriptions provided and the clothes will be picked up from your home stored and maintained during your subscription period

PRODUCTIVITY APP (CHOSEN)

- Many employees are distracted by social media while working. An app where users can grow a virtual piggy bank.
- For this purpose, they must keep the app open and not switch to social media. Their virtual coins will be collected in the bank.
- Thus, the user maintains focus in the workplace and this also acts as an incentive to motivate them.

DAILY PRODUCTIVITY APP

ImPRO



THE BRIEF (SMART & STARBURSTING)

To increase the overall productivity of students and working class and reduce their time and energy spent visiting different apps for different purposes like Notes, Alarm, Calendar, To-do list and Reminder. We are hoping to have 40% of Indian population use the app by 2023 and increase their productivity by 80%.

SMART

Specific: to reduce app hopping for multiple usages, reduce battery consumption and increase productivity

Measurable: increase the usage of our app and decrease the time consumed in different productivity apps

Achievable: launch our app across all platforms and make it accessible to a wide audience

Relevant: make our app users more productive and save their time

Time bound: more people will download the app overtime and people will use it by 2023 and almost 40% of population will use it.

PROBLEM IDENTIFICATION AND PURPOSE

- **Problem** is people have to use different apps for writing notes, to do lists, etc. which are not in sync as they are not related to each other

- Our purpose is to integrate different types of apps like calendar, to-do list, calendar, reminders and alarm

- So that boring and time consuming process of creating separate notes or calendar event for any task can be eradicated.



DESIGN STRATEGY

EXECUTIVE INTENT:

PEOPLE SPEND LESS TIME ON DIFFERENT APPS WHICH DISTRACT THEM.

MARKET SEGMENTS:

EVERY INDIVIDUAL WHO WANTS TO BE PRODUCTIVE BY REDUCING HIS TIME ORGANISING HIS WORK

GENERAL TASKS:

ONE CAN ARRANGE TO DO LISTS, SET DEADLINES, SET REMINDERS, ALARMS AND ORGANISE HIS/HER SCHEDULE

TECHNOLOGICAL (OR OTHER) CONSTRAINTS:

EXPORT OF DATA FROM OLD APP USED BY THE USER
PEOPLE WILL NEED TO HAVE A STABLE SMARTPHONE WITH ENOUGH BATTERY CAPACITY TO RUN THROUGHOUT THE DAY

Marketing / Branding Goals:

customer satisfaction is very important because word of mouth marketing can be our major marketing driver

Critical Success Factors (CSF) / Usability Criteria

CSF:

this app can become your absolute reliance for your daily tasks, time management and productivity.

Usability Criteria:

mostly students and working class people can organise themselves while saving energy to do other tasks on hand

95% will be the retention ratio.

USER PROFILE



WORKING CLASS



STUDENTS

TASK PROFILE



WORKING CLASS

- Individuals of 25 to 55 years of age
- Use productivity apps for setting reminders for meetings, to meet deadlines, project management, event flow tracking, organizing schedule using calender, and waking up alarms.
- Are mostly ready to pay for the app



STUDENTS

- High School and college students between the age group of 16- 22
- Use productivity as to set alarms, set reminders to meet assignment deadlines, organise time table, to take notes in classes.
- Were not very likely to pay

ADDITIONAL FEATURES

Data tracking report: Well generate data reports of productivity for how much time was spent on each tasks and how much productive were you based on the data generated by the app.

Progress: From the tasks and to do lists how many tasks were completed and how many tasks were left can be seen on the progress. The app will generate a Productivity Tree based on the tasks that are completed. For every finished task, the small plant will grow a little bit into a tree.

Friends Competition: To keep the app more fun and interactive, the app's productivity feature can be used to leverage connecting with friends. People can compare their productivity with their friends and have a healthy competition.

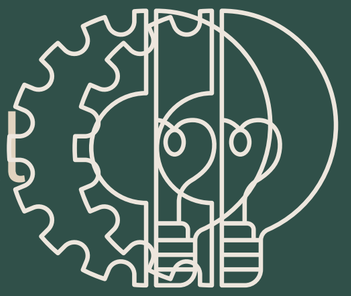
VIMM MODEL

VISUAL



- To keep the app simple and easily accessible to all
- Easy to navigate
- Only necessary content & no additional /extra information
- Minimal background
- Less textual and more visual

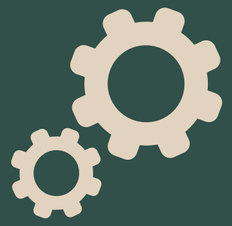
Intellectual



- Proper layout of the app with defined sections
- Clear instructions for easy navigation
- Use of simplified language for better understanding

VIMM MODEL

Motor



- Optimizable features
- Clearly visible large icons
- At the top of all the page for better accessibility

Memory



- Easy workflow of the app
- Information easily available and navigable
- Concise and precise for recognition and recall value

ENVIORNMENTAL PROFILE

Characteristic	Variable	Design Implication
GEOGRAPHY	Country - City	India - Ahmedabad
SOFTWARE	Technology Constraints	Medium internet connectivity needed
DEVICE	Mobile	Device must be a smartphone
WORKSPACE	Where to use	It will be used at work and in home.
LIGHTING	Light and dark mode	It will be of pastel colours which will be soothing and calm. Users can set modes.
SOUND	Pleasant	Individual can set sound of alarm and reminder as per their liking.

EXPECTATIONS FROM THE INTERVIEW

1. Know the audience preference about using productivity apps and their willingness to pay for the same.

2. Understand the daily usage of productivity apps and help analyse the dependency of user on it.

3. The things user will want to use the productivity app for.

4. Would the user want the app to control their notifications.

QUESTIONNAIRE

DEMOGRAPHICS-

1. **NAME**
2. **AGE**
3. **OCCUPATION**

WORKING CLASS-

1. **What do you think about the app where all your tasks are at one place?**
2. **Which types of apps you use to stay organized?**
3. **How do you keep a track of your time spend on apps?**
4. **What is your preference to organize yourself?**
5. **Do you like to be organized and if yes how do you organize?**
6. **Which apps do you use to set daily reminders?**
7. **Would you like to receive motivational quotes on daily basis based on your current task?**
8. **How do you differentiate between office tasks and personal tasks?**
9. **How do you keep a track of your time spend on productivity activity?**
10. **How much money will you be willing to spend on monthly basis for productivity apps?**
11. **Which features do you wish to have in the app?**

QUESTIONNAIRE

STUDENTS-

1. **What do you think about the app where all your tasks are at one place?**
2. **Which types of productivity apps you use to stay?**
3. **How often do you use productivity app? (For e.g. Daily Basis, During exams etc.)**
4. **How often do you follow the timetable/plan you created?**
5. **How do you keep track of your to-do lists?**
6. **How often do you get distracted by notifications while working on your device?**
7. **For what purpose do you use productivity apps?**
8. **How do you keep a track of your time spend on productivity activity?**
9. **Would you like to receive motivational quotes on daily basis based on your current task?**
10. **Would you like a timer on your lock screen to keep a track of remaining time for your task?**
11. **How much money will you be willing spend on monthly basis for productivity apps?**

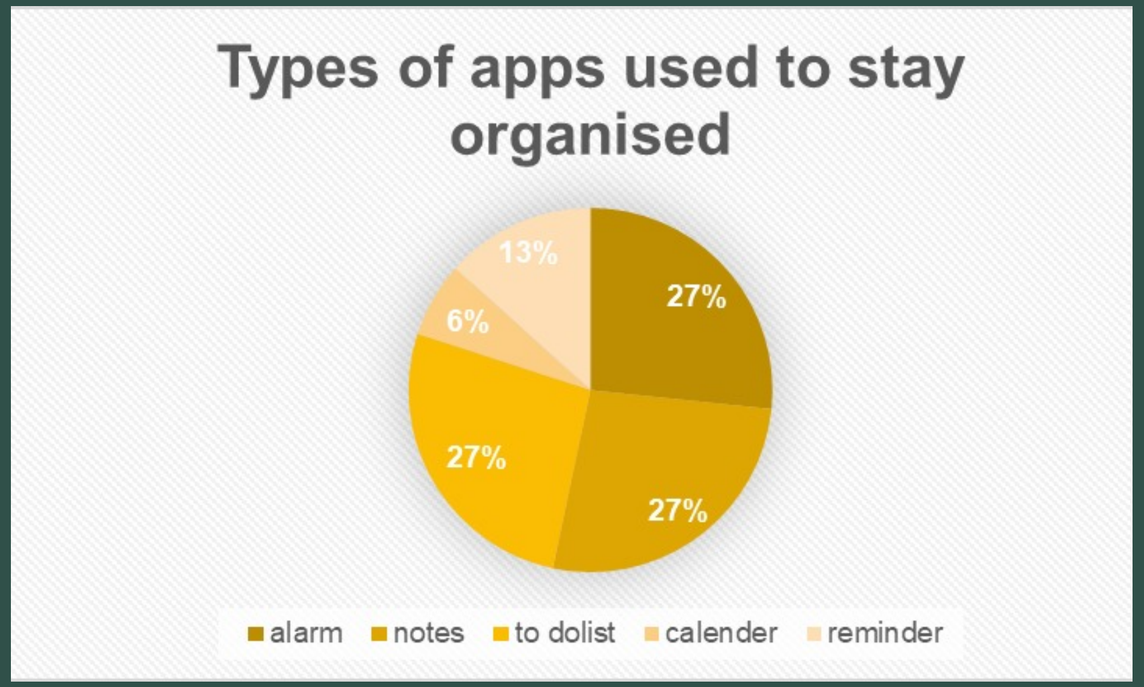
QUALITATIVE DATA ANALYSIS

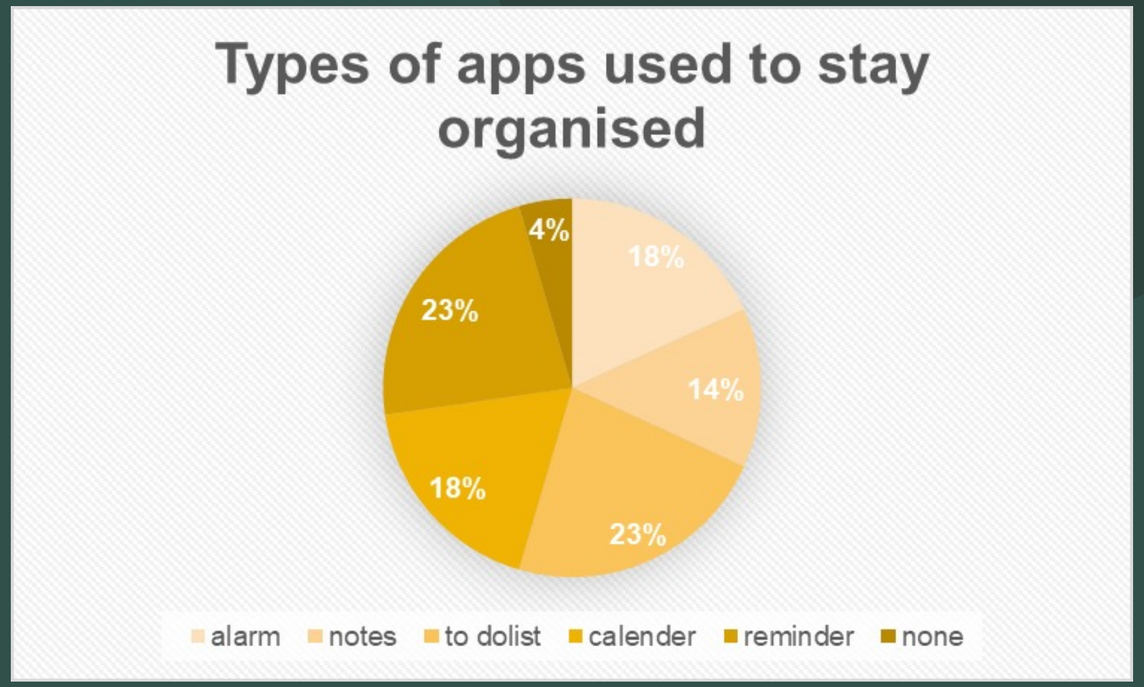
- 75% of the interviewers get distracted by the notifications while at work or studying, hence adding a feature to automatically shift to DND while some meeting or lecture is scheduled will be an added feature.

- As per the interviewers, they tend to follow the schedule which they have made only 2-3 times a week due to lack of motivation or monotony, hence a way to help them earn rewards against their friends can be a helpful way to follow the schedule everyday.

- 60% of our interviewrs use different apps to set reminders, schedule meetings, set alarms and note down things, which makes it difficult to inteconnect the apps, hence our app will provide them with all the features in one wherein they can interconnect one to the other.

DATA ANALYSIS





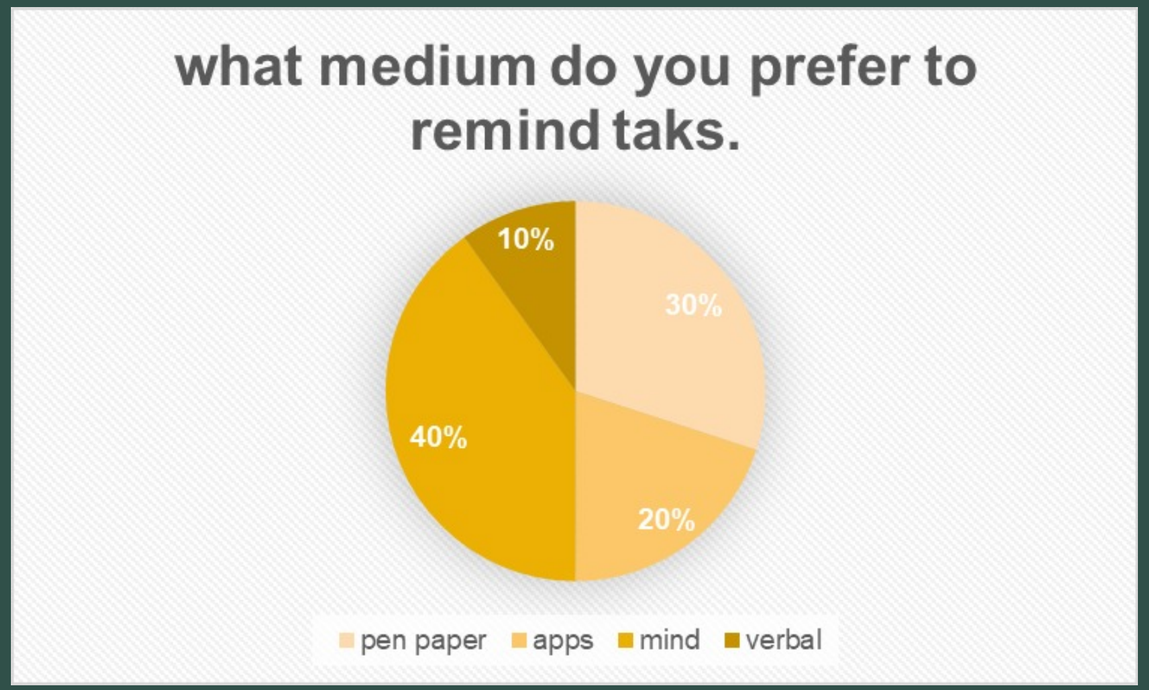
WORKING CLASS

Majority of the people use apps like alarm, notes and to do list.

STUDENT

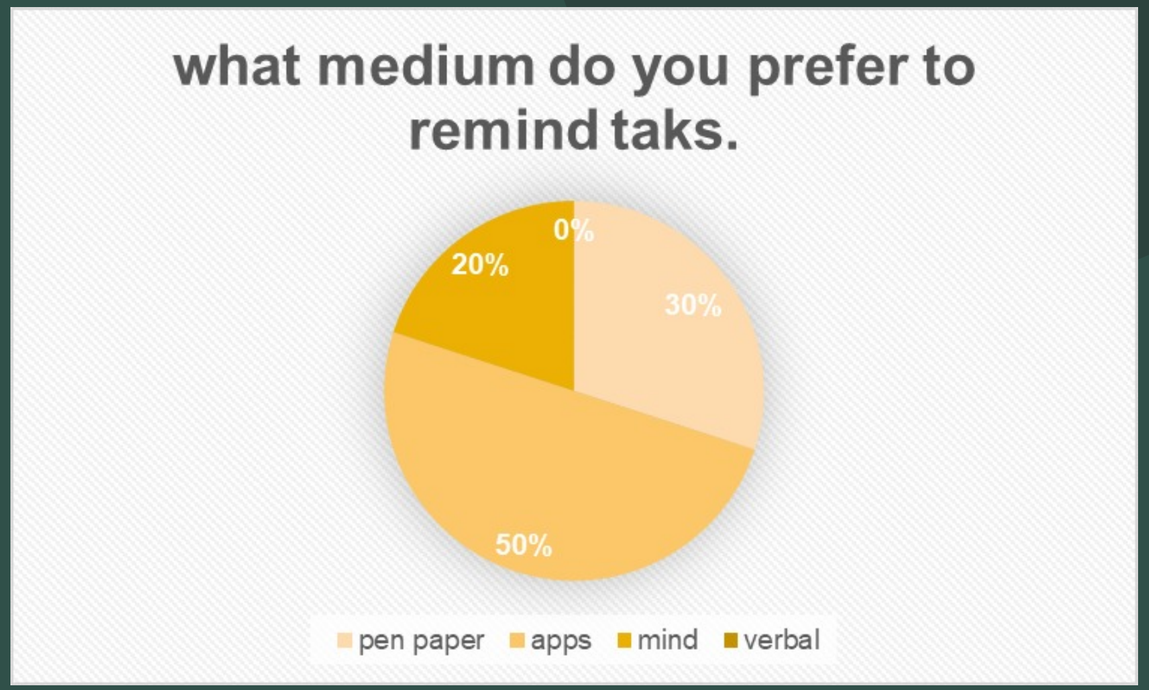
Majority of the people use apps like to do list and reminder.

DATA ANALYSIS



WORKING CLASS

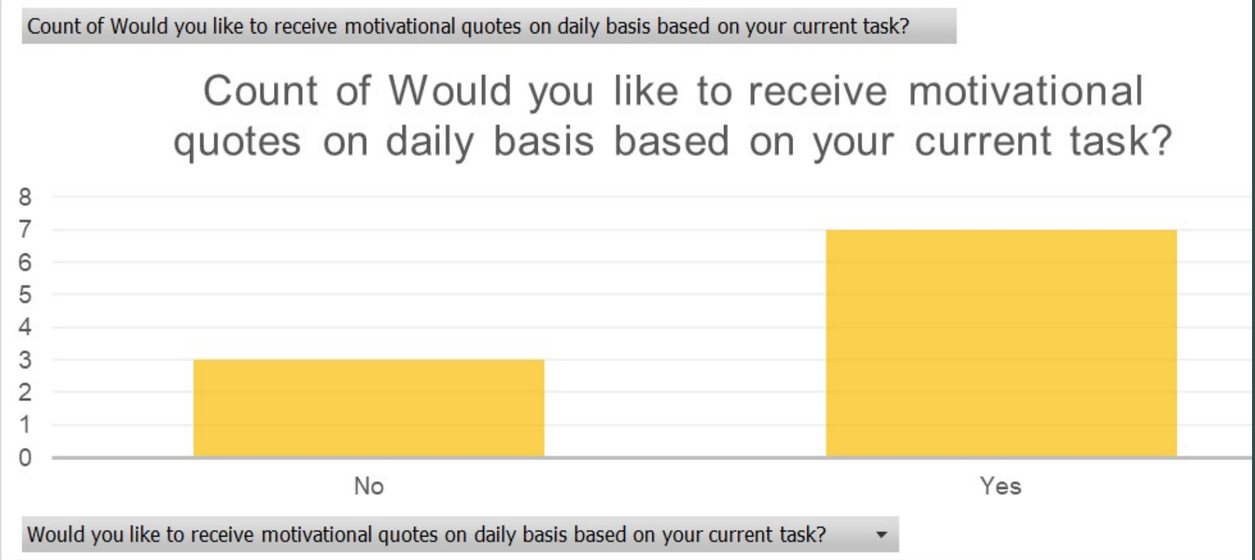
Majority of people prefer apps to remind them their daily tasks.



STUDENT

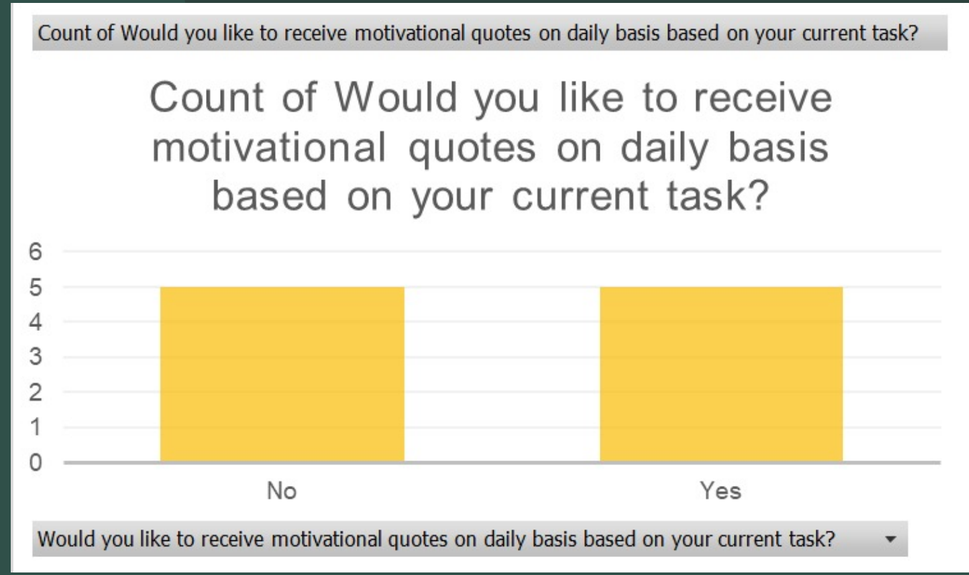
Majority of people prefer pen paper to remind them their daily tasks.

DATA ANALYSIS



WORKING CLASS

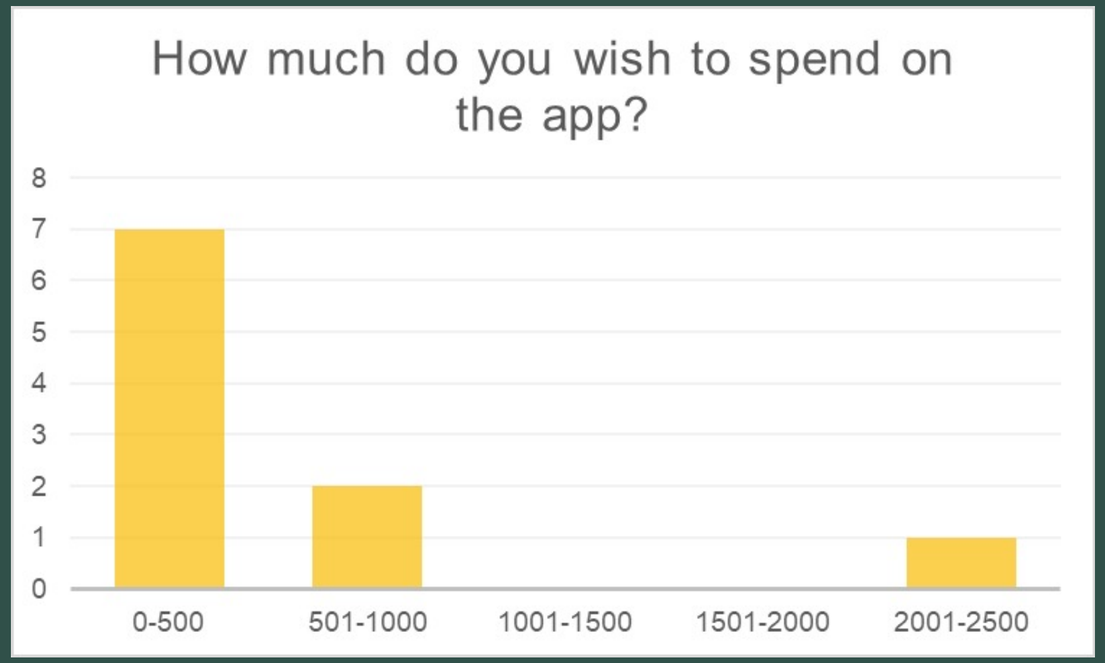
Majority of the inteviewers would love to get motivational quotes.



STUDENT

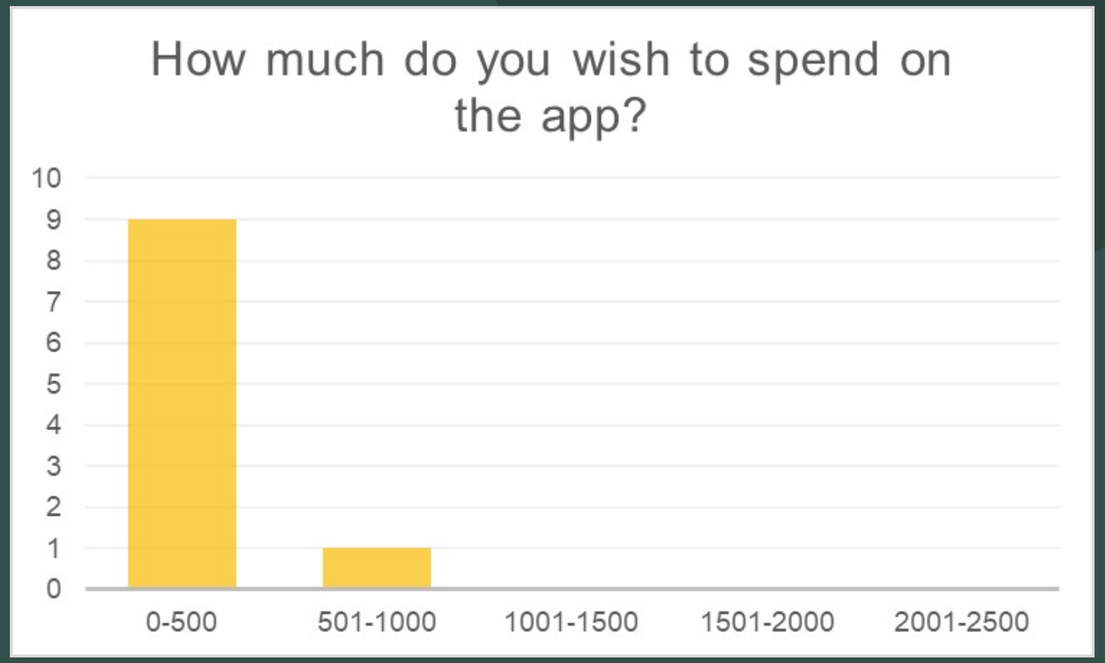
The 50% interviewers would love to get and the other 50% would not like to get motivational quotes.

DATA ANALYSIS



WORKING CLASS

Majority of the interviewers would only spend upto 500 rupees on the app, 20% upto 100 and 10% upto 2500.



STUDENT

Majority of the interviewers would only spend upto 500 rupees on the app and 10% upto 1000.

RIYA PATEL



DEMOGRAPHICS

Age: 23
Occupation: college going student
Gender: Female
Location: Bangalore

USER GOALS/NEEDS

Uses the app for tracking daily work progress. Sets deadlines for completing tasks. Checks the progress in comparission with others. Uses to do list to check work.

BIO

Is a college going student, who has lots of assignemnts and submissions weekly.

PAIN POINTS AND FRUSTRATIONS

At times the app shows glitches and progress is not tracked.

RAJ SHAH



DEMOGRAPHICS

Age:45
Occupation: business man
Gender: male
Location: Mumbai

USER GOALS/NEEDS

Uses the app for scheduling meetings. For remembering family members birthdays. For tracking daily work progress

BIO

Is a business man, living in a joint family. takes care of everyone. has lot of work to complete daily.

PAIN POINTS AND FRUSTRATIONS

At times progressed is not correctly tracked.

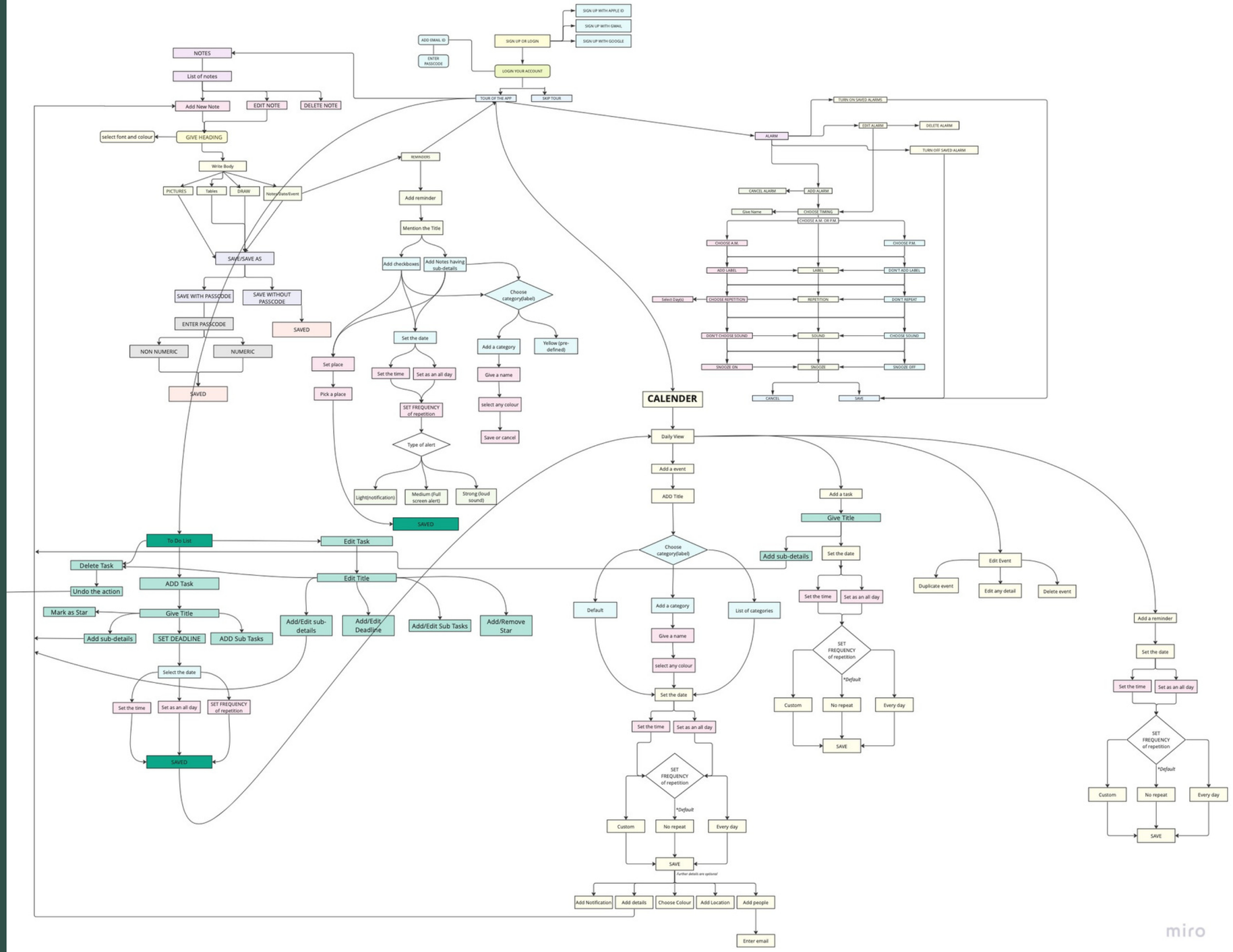
SCENARIO 1

RIYA IS AN ORGANISED PERSON. SHE USES VARIOUS APPS TO STAY ORGANISED AND THUS KEEP HER LIFE UP TO DATE. SHE PREFERS TO PRE-PLAN HER DAILY ROUTINE IN THE MORNING SO THAT SHE DOES NOT HAVE TO THINK ABOUT HER TASKS TO COMPLETE BY THE END OF THE DAY. SHE USES MULTIPLE APPS LIKE GOOGLE CALENDAR, EVERNOTE, TODOIST, ETC. TO STAY ORGANISED AND PRODUCTIVE. SHE NEEDS TO DO SOME REPETITIVE TASKS LIKE ADDING A PARTICULAR PROJECT DEADLINE AND IT'S RELATED INFORMATION TO ALL THE APPS SEPARATELY ONE BY ONE AND THUS WASTING HER LOTS OF TIME.

SCENARIO 2

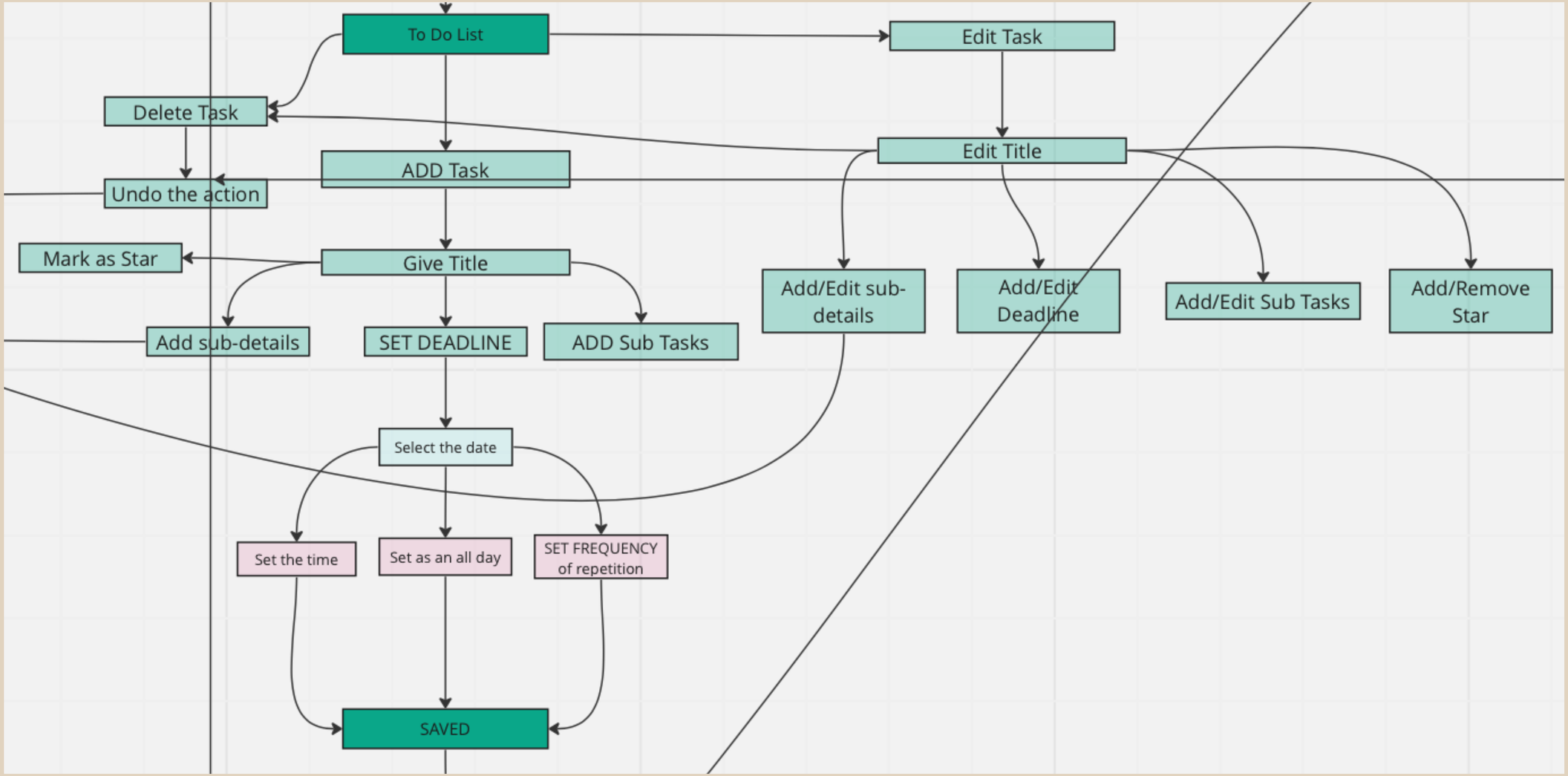
RAJ IS A BUSINESSMAN, LIVING IN MUMBAI. HE IS BUSY ALL DAY ATTENDING MEETINGS AND MAKING SOME IMPORTANT DEALS RELATED TO HIS BUSINESS. IN HIS BUSY LIFE, HE SOMETIMES CAN NOT REMEMBER HIS MEETING DAY OR PLACE. AS HE HAS BEEN WORKING FOR MANY YEARS, HE HAS MANY CONTACTS ACROSS THE INDUSTRY. SO IT GETS DIFFICULT TO REMEMBER BIRTHDATES OF CLOSED ONES AND OTHER SMALL YET IMPORTANT EVENTS.

TASK FLOW

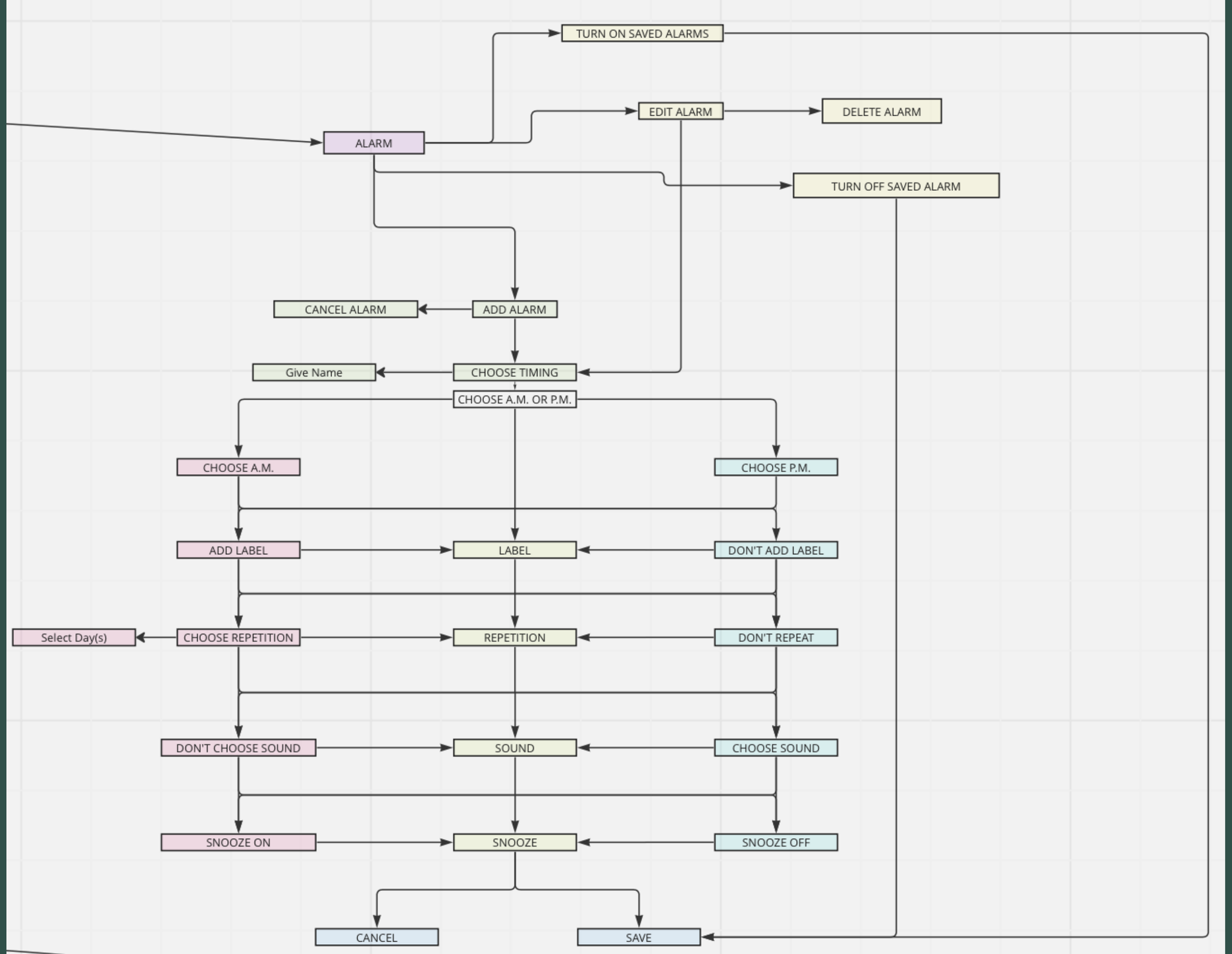


miro

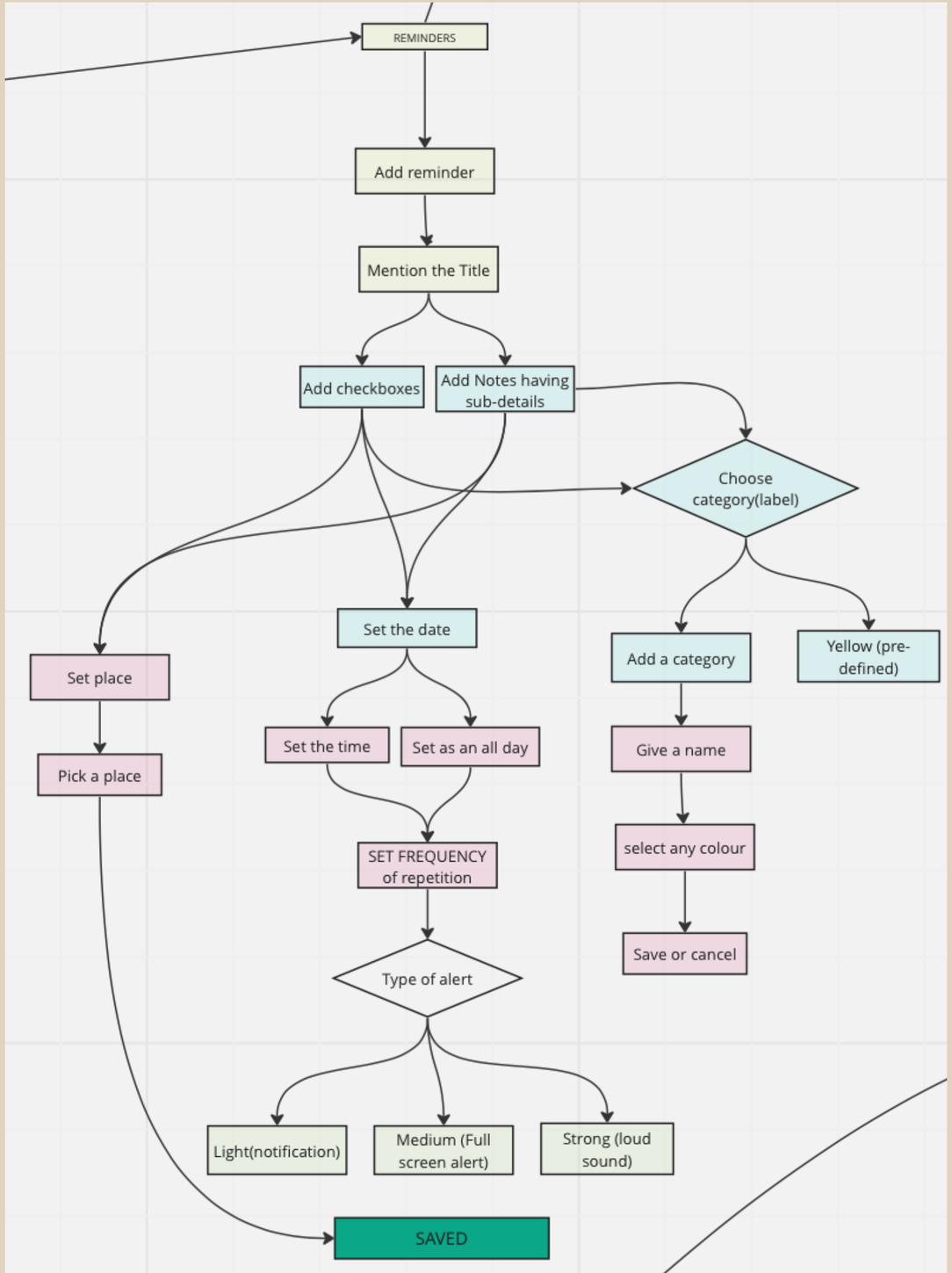
TO DO LIST


To Do List
Edit Task
Delete Task
Edit Title
ADD Task
Undo the action
Mark as Star
Give Title
Add/Edit sub-details
Add/Edit Deadline
Add/Edit Sub Tasks
Add/Remove Star
Add sub-details
SET DEADLINE
ADD Sub Tasks
Select the date
Set the time
Set as an all day
SET FREQUENCY of repetition
SAVED

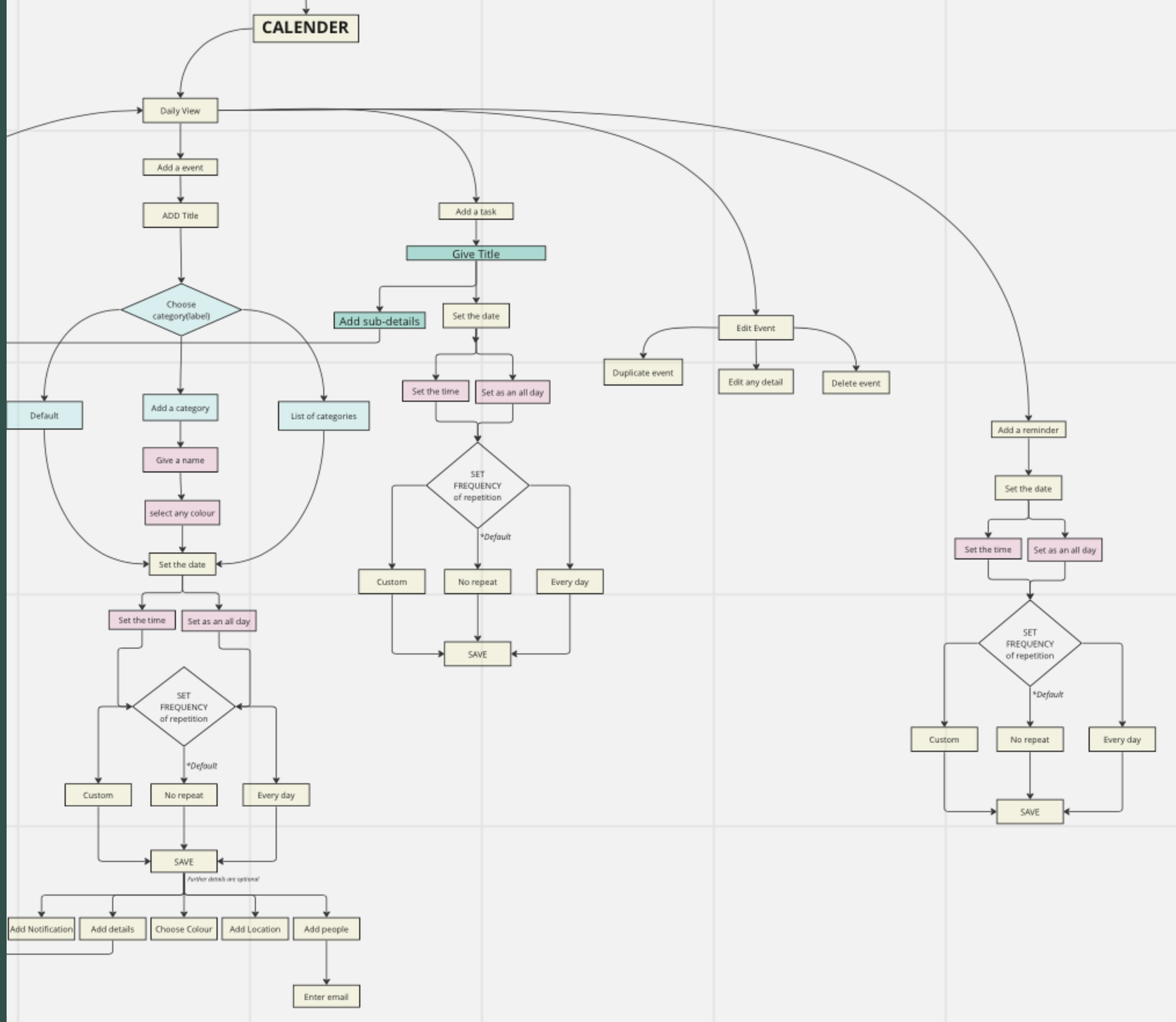
TASK FLOW ALARM



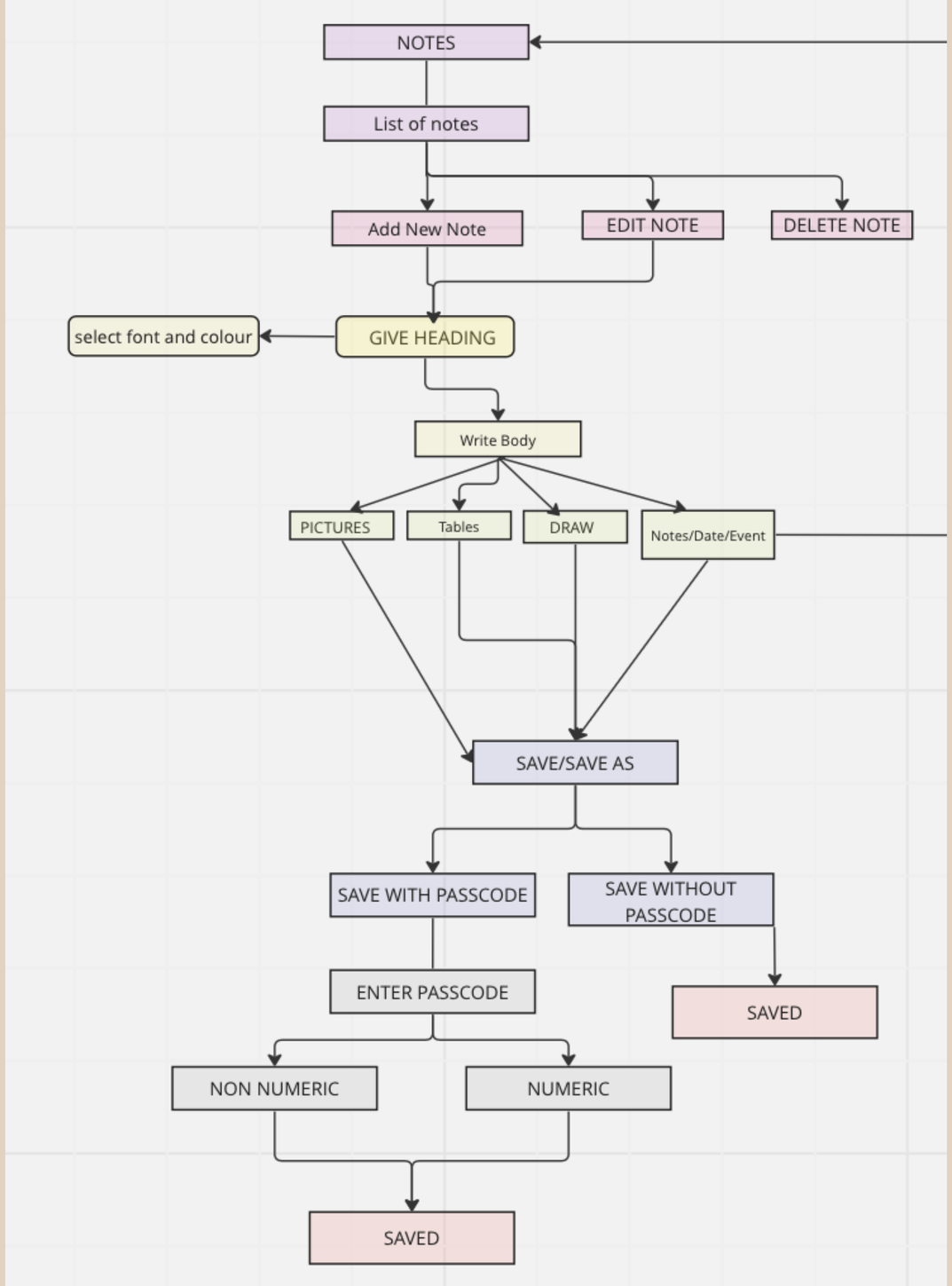
REMINDER


REMINDERS
Add reminder
Mention the Title
Add checkboxes
Add Notes having sub-details
Choose category(label)
Set place
Pick a place
Set the date
Set the time
Set as an all day
SET FREQUENCY of repetition
Type of alert
Light(notification)
Medium (Full screen alert)
Strong (loud sound)
Add a category
Yellow (pre-defined)
Give a name
select any colour
Save or cancel
SAVED

TASK FLOW CALENDER



NOTES


NOTES
List of notes
Add New Note
EDIT NOTE
DELETE NOTE
select font and colour
GIVE HEADING
Write Body
PICTURES
Tables
DRAW
Notes/Date/Event
SAVE/SAVE AS
SAVE WITH PASSCODE
SAVE WITHOUT PASSCODE
ENTER PASSCODE
SAVED
NON NUMERIC
NUMERIC
SAVED

TASK FLOW OUTLINE

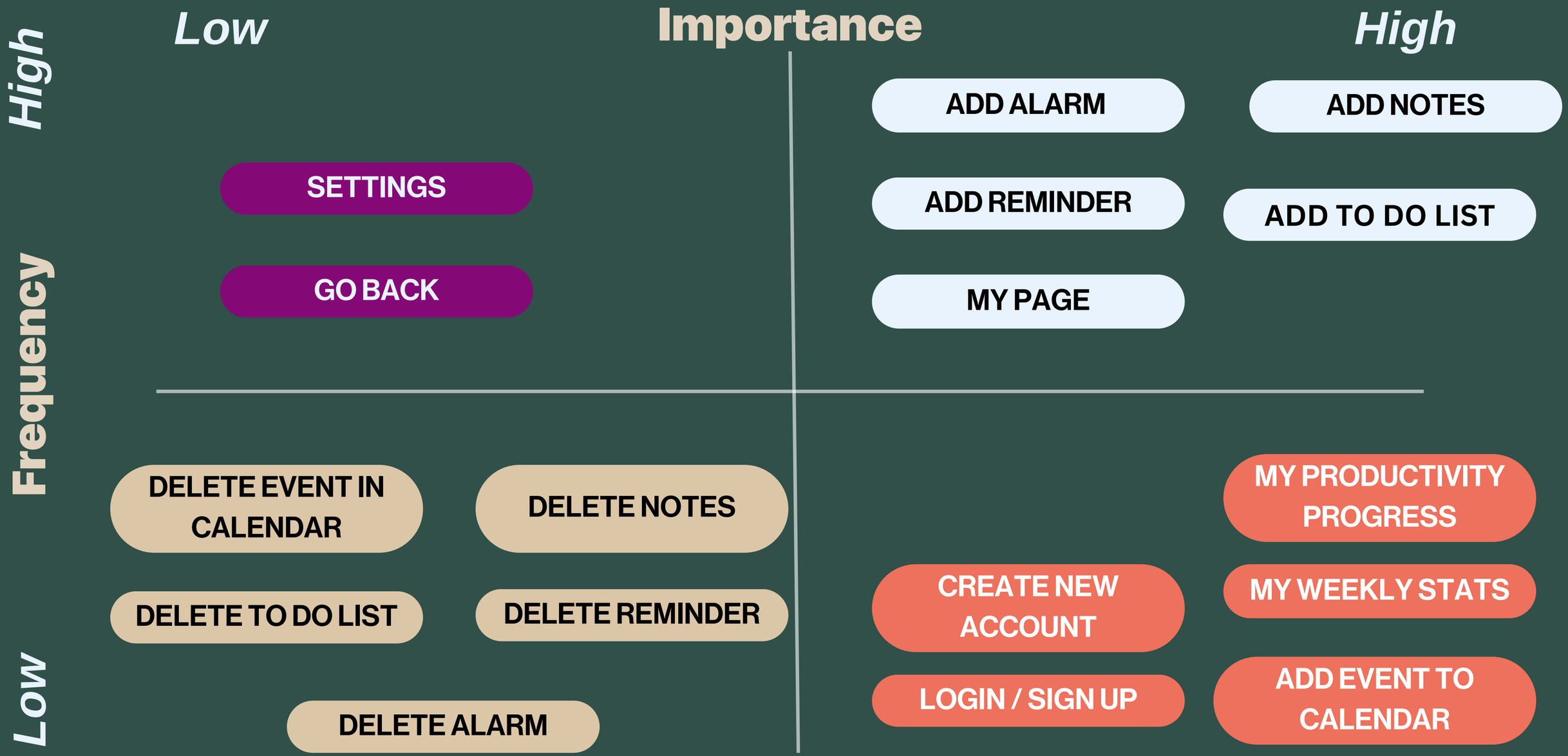
1. SIGN UP / LOGIN TO CONTINUE IN THE APP
2. OPEN ALARM OR CALENDAR OR NOTES OR REMINDER OR TO-DO LIST
3. IF CHOSEN *ALARM*
4. ADD ALARM
5. SET TIME & DATE, SOUND & VIBRATION
6. SET LABEL
7. SAVE ALARM
8. IF CHOSEN *CALENDAR*
9. ADD EVENT
10. SET TITLE & LABEL
11. SET DATE, TIME & DAYS OF REPETITION
12. ADD DETAILS, LOCATION OR PEOPLE
13. SAVE THE CALENDAR EVENT
14. IF CHOSEN *NOTES*
15. ADD NEW NOTE

16. SET TITLE & LABEL
17. ADD MAIN BODY, IMAGE, RECORDING, TABLE
18. SAVE THE NOTES WITH/WITHOUT PASSCODE
19. IF CHOSEN *REMINDER*
20. SET TITLE & LABEL
21. SET DATE, TIME & FREQUENCY OF REPETITION
22. SET ALERT TYPE
23. SAVE THE REMINDER
24. IF CHOSEN *TO-DO LIST*
25. ADD TASK
26. GIVE LABEL & SUB-DETAILS
27. SET DATE, TIME & FREQUENCY OF REPETITION
28. SAVE THE TASK

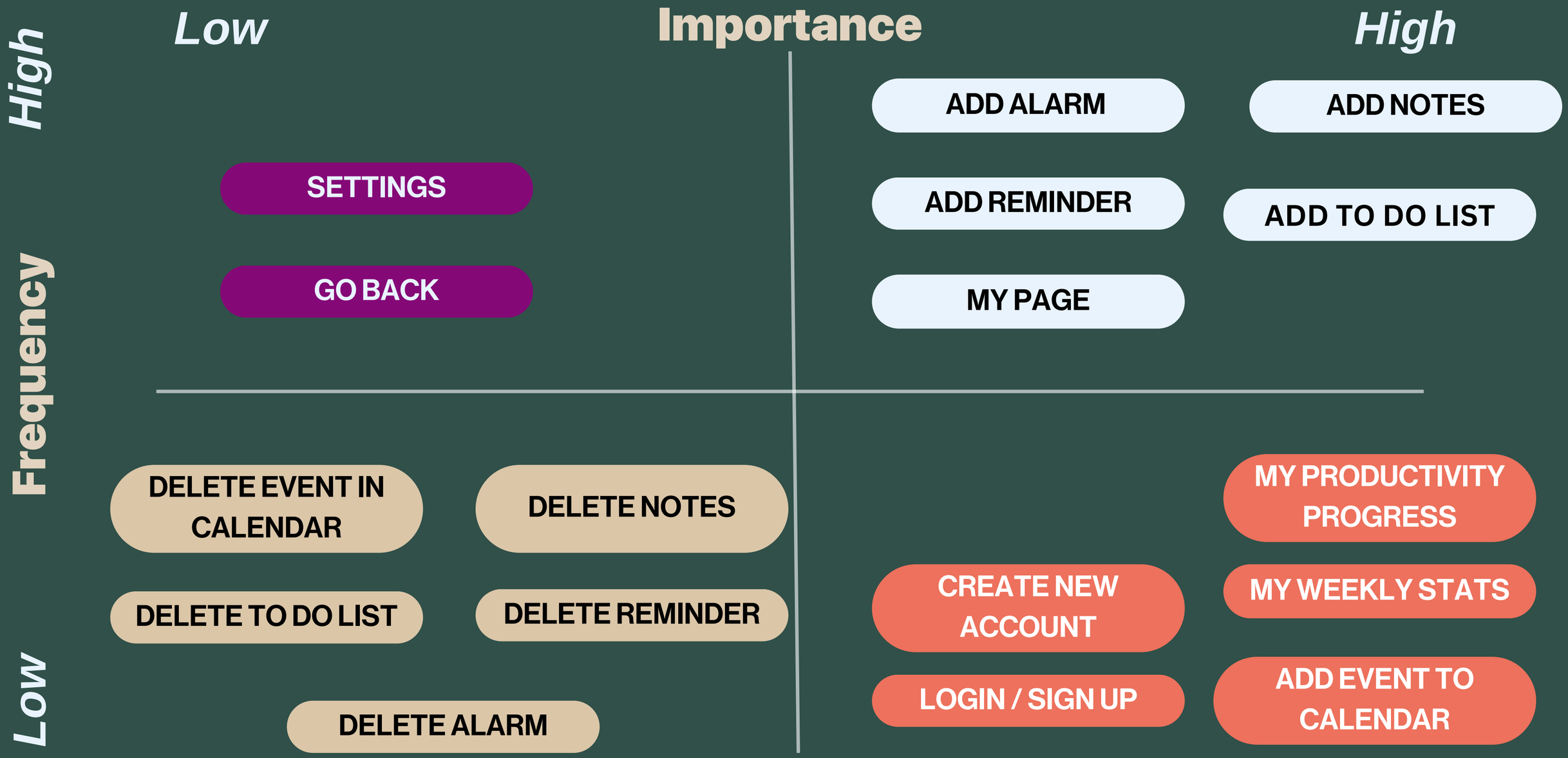
INTERCONNECTIONS

- Notes and to-do list can be integrated by adding more details to any task
- Table, images, recording can also be added to a task via notes
- Notes and reminders can be integrated by adding a reminder while writing a note if it is incomplete
- Calendar and notes will be integrated if one wants to add notes of any event, it can be filtered out if a event is repeated often
- By assigning a deadline to any task, it can be seen in the calendar
- An event added in calendar will have a default reminder, which can be customised later

TASK ANALYSIS



TASK ANALYSIS



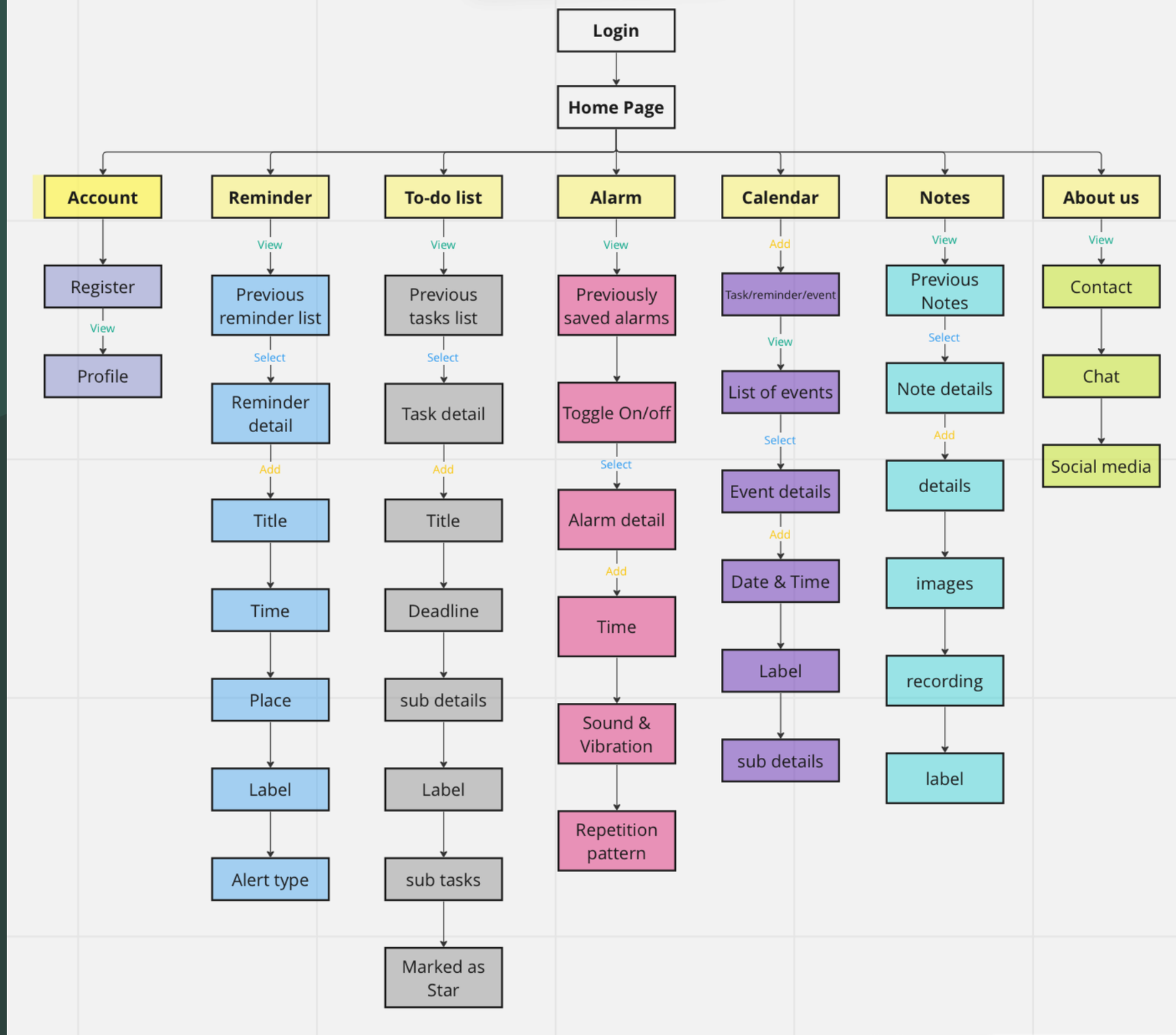
PRIMARY NOUN TABLE

Primary Noun	Count	Views	Actions	Attributes
Account	one	Detail	Sign up, Login	Full Name, email, Password, Profile pic
Calendar	Hundreds	Daily, Schedule, 4 days , Weekly, Monthly, Yearly, Filtered list	New, Delete, Edit, Snooze	Title, Date, Time, Remainder, Task, Label,l Details, People
Tasks	Hundreds	List, Detail, Filtered list	New, Delete, Edit, Mark as completed	Title, Due Date, Priority, Details, Label, People, Star

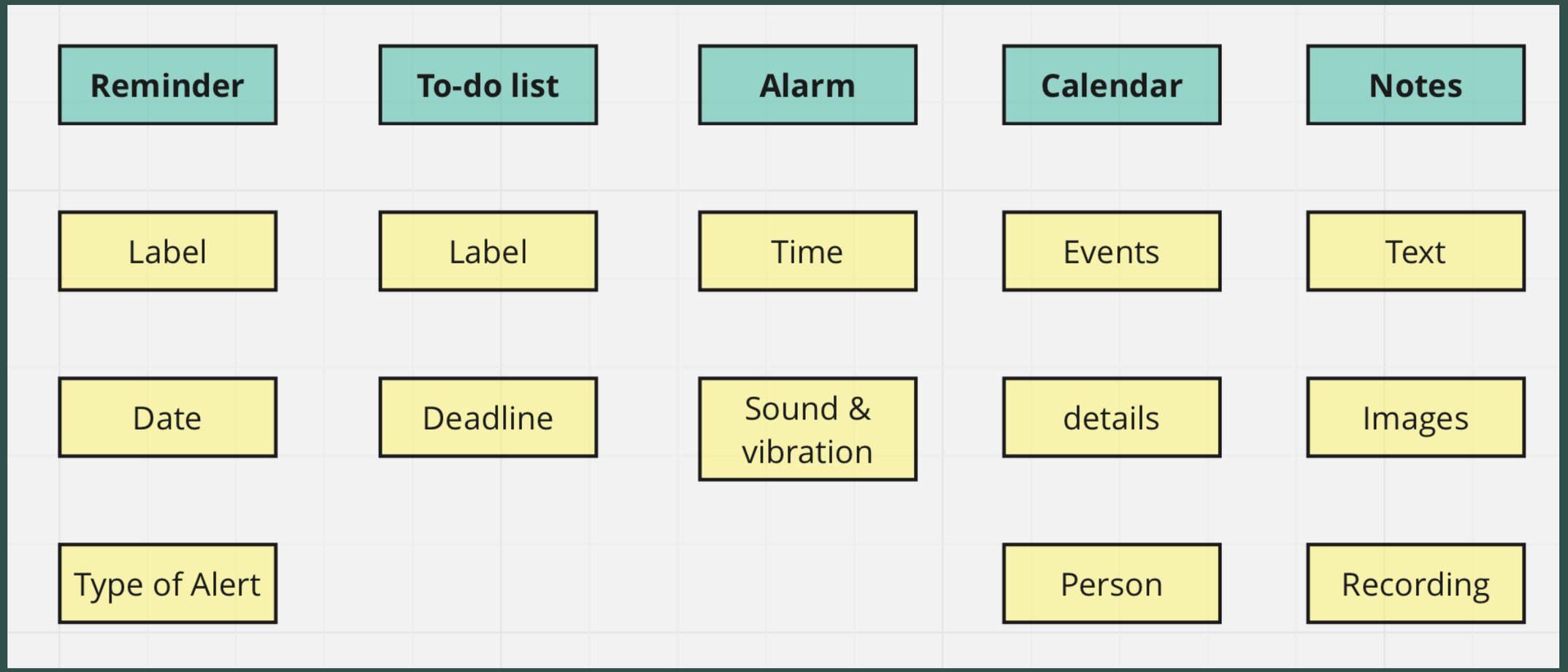
PRIMARY NOUN TABLE

Primary Noun	Count	Views	Actions	Attributes
Reminder	Tens	List, Detail, Filtered list,	New, Delete, Edit, Snooze	Title, Date, Time, Details, Label, Alert
Alarm	Tens	List, Detail Filtered list	New, Delete, Edit, Snooze	Title, Time, Sound
Notes	Thousands	List, Detail, Grid, Filtered list	New, Delete, Edit, Upload, Record	Title, Details, Label, Alert, People

INFORMATION ARCHITECTURE



CARD SORTING



SWOT ANALYSIS



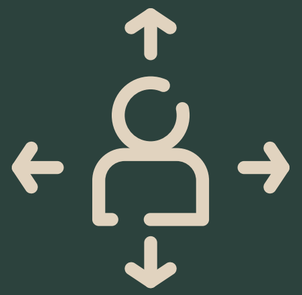


S

- Large market covered
- Efficient inventory control
- Easy accesability
- Free app

W

- Limited options
- Can be used only on smart phones
- Lack of strong strategy



O

- New Market
- Product diversification
- Product enrichment



T

- Increasing competition
- Changes in technology
- New alternative product

COMPETITIVE ANALYSIS - THINGS APP



Award for best design 2017
Has updated to version 3
All in one productivity features



Paid app
$9.99 (₹899) one time
Only IOS aquatinted



Can capture Android user segment



Other apps can be created and subscribed for free
Free trail version of other apps

COMPETITIVE ANALYSIS

Zoho people- Productivity app that tracks times lines and evaluates efficiency of work.

IFTT (If this then that)- This app beasically connects different apps and experiences.

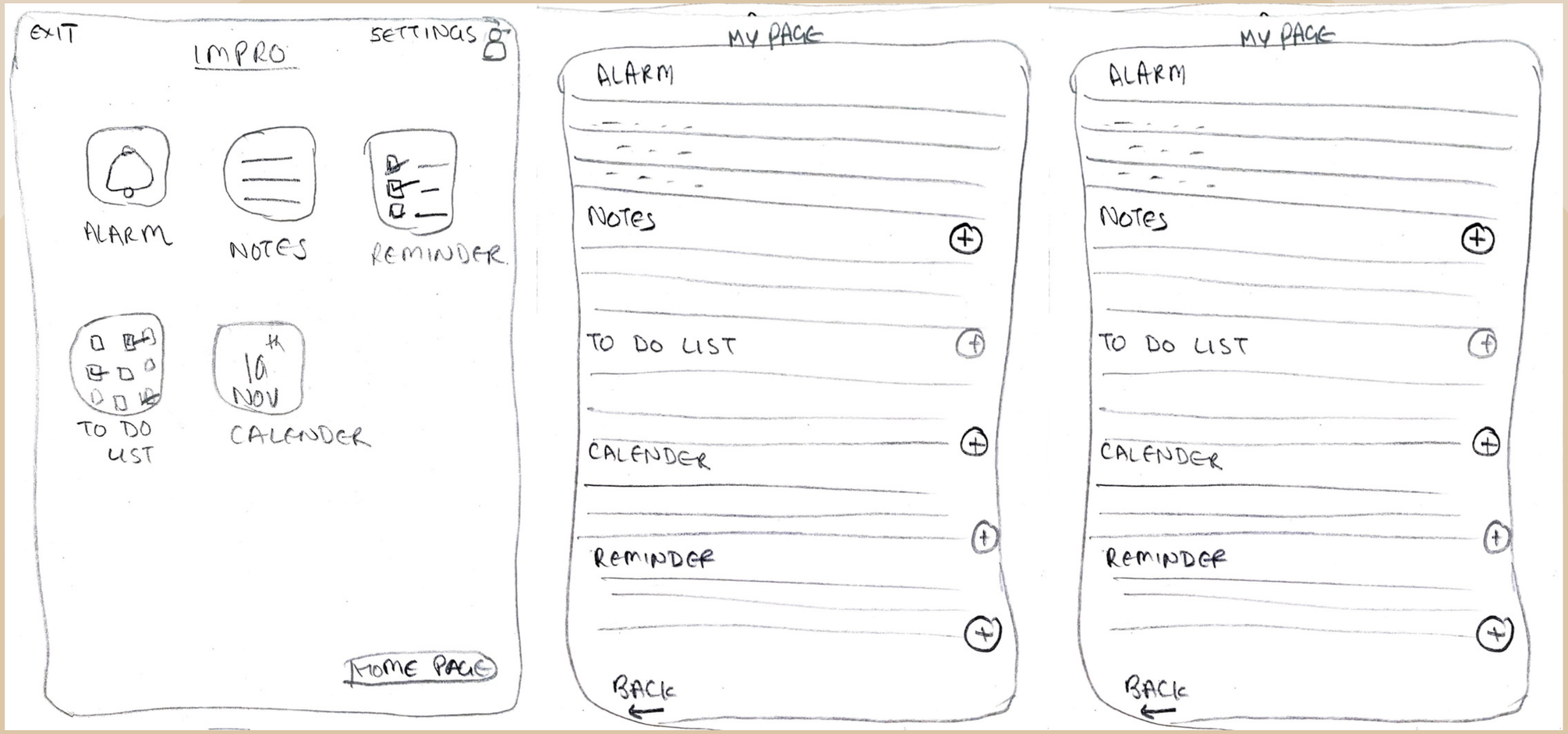
Things- This app provides all productivity tools at one place from calendar to reminder to to do lists.

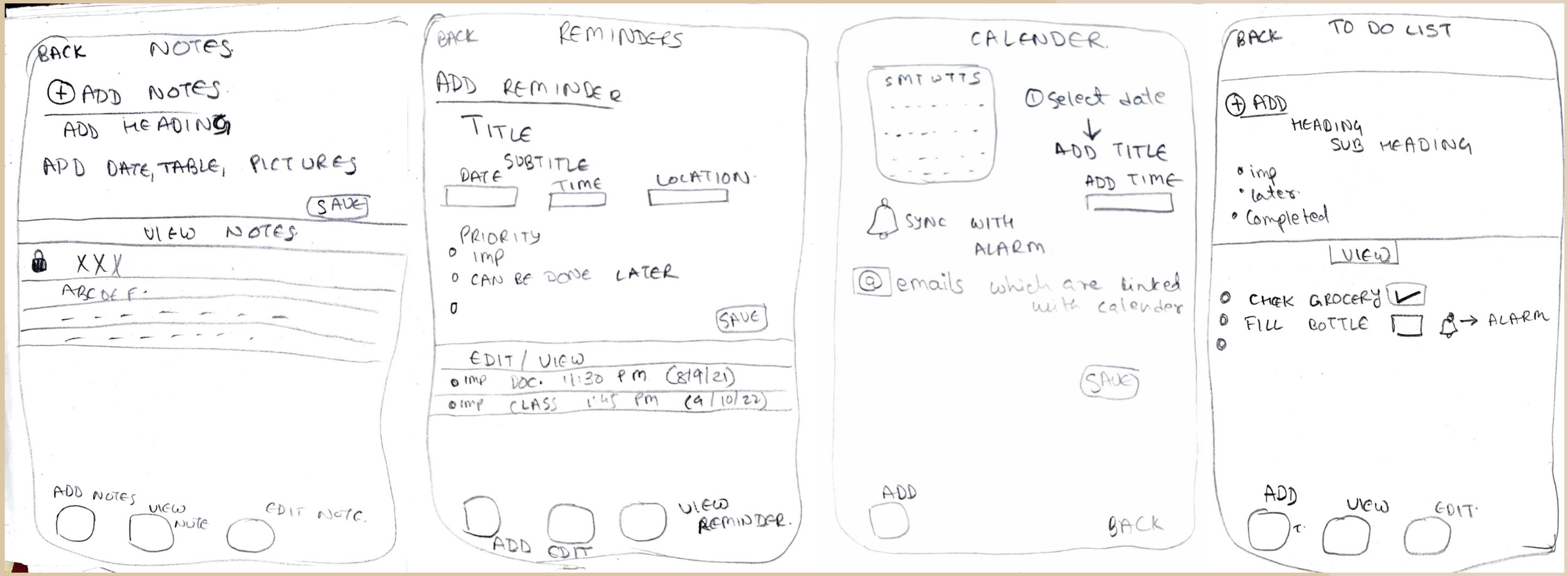
ClickUp- This app gives all in one task management features.

Forest- This app is for people who have a hard time putting down their phones and focusing on a single task.

DESIGN PROTOTYPE (LOW FIDELITY)

ROUGH SKETCHES




BACK
NOTES
ADD NOTES
ADD HEADING
APD DATE, TABLE, PICTURES
SAVE
VIEW NOTES
XXX
ABCDEF
ADD NOTES
VIEW NOTE
EDIT NOTE
BACK
REMINDERS
ADD REMINDER
TITLE
SUBTITLE
DATE
TIME
LOCATION
PRIORITY
IMP
CAN BE DONE LATER
SAVE
EDIT / VIEW
IMP DOC. 11:30 PM (8/9/21)
IMP CLASS 1:45 PM (9/10/22)
ADD
EDIT
VIEW REMINDER
CALENDER
SMTWTTS
Select date
ADD TITLE
ADD TIME
SYNC WITH ALARM
emails which are linked with calender
SAVE
ADD
BACK
BACK
TO DO LIST
ADD
HEADING
SUB HEADING
imp
later
Completed
VIEW
CHEK GROCERY
FILL BOTTLE
ALARM
ADD
VIEW
EDIT

DESIGN PROTOTYPE (MEDIUM FIDELITY)



IAMPRO

Your Daily Productivity App

Sign up

Log in

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WELCOME, BACK!

Email

Password

Log in

Forgot your password?

IMPRO

ALARM

REMINDER

TO-DO LIST

CALENDER

NOTES

My Page

VIEW ALARMS

VIEW REMINDERS

TRACK TO-DO LIST

VIEW CALENDAR

READ NOTES

REMINDERS

PRIORITY	DATE ADDED	DEADLINE	TITLE
	11-11-22	13-11-22	Project
	11-11-22	13-11-22	Homework
	11-11-22	13-11-22	Assignment

Add Reminder

Add Title

Add Sub-Title

Date	Time	Location
15-11-22	18:00	HOME

Save Reminder

Set Priority

URGENT

PRIORITY

TO-DO

DONE

ALARMS

TIME	ON/OFF	LABEL	REPEAT
06.00 AM		Wake Up	Every Sunday
07.00 AM		Breakfast	Everyday
08.00 PM		Exercise	Tomorrow

Add Alarm

Time	Day	Repeat
20:00	TODAY	NO

SAVE ALARM

View Current Alarms

Edit Current Alarms

Add Alarms

Delete Alarms

CALENDAR

NOVEMBER 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

ADD/SYNC ALARM

ADD/SYNC REMINDER

INVITE PEOPLE VIA MAIL FOR AN EVENT

SAVE CALENDAR | DISCARD

TO-DO LIST

Add Task

Add Title | Add Sub-Title

Choose Priority

URGENT | TO-DO | PRIORITY | DONE

Save Task

To-Do List:

- [x] Grocery Shopping
- [ ] Fill Bottles
- [ ] Take Tommy for a walk
- [ ] Pay Bills

View Task | Delete Task

ADD NOTES

Add Note

Add Title | Add Sub-Title

Add Date | Add Photo | Add Table

Save Note

View Notes:

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

Add Notes | Delete Notes

IMPRO

My Weekly Stats

Finished Tasks On Time

Percentage of tasks completed as per the assigned deadlines.

63%

Finished Tasks

Percentage of tasks completed due deadline.

35%

Pending Tasks

Tasks that are yet to be completed and deadline is approaching.

67%

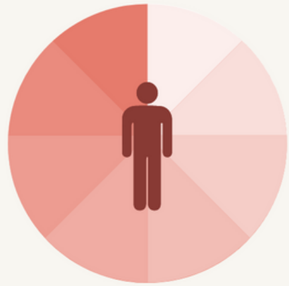
Backlog

Tasks that are pending and the deadline is already due.

51%

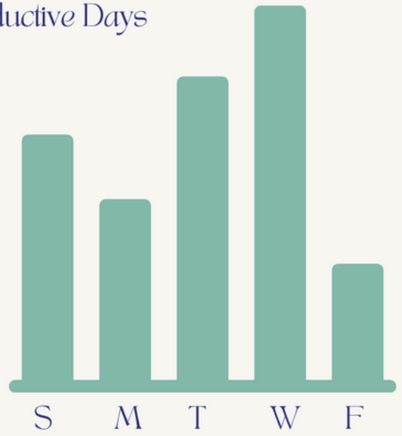
IMPRO

My Productivity Progress



89% You have been productive by 89% last month with 41 tasks completed before deadline.

Most Productive Days



Thank You

DEVNI SHAH
DRASHTI ANAM
PRIYANSHI SHARMA
ISHANK JAIN
KRUTIN RATHOD