



Saturday, April 30, 2016
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DESIGN ASSESSMENT

INTRODUCTION

Product Overview

The Reminder X app it's been designed to be a simple to-do list and reminder app for iPhone and Android phones. While simple, this app design will strive to be more than a generic to-do list and reminder app. Its features have been determined by the app user's preferences and needs to accomplish desired tasks and goals.

Product Goals

Reminder X was designed to serve users to:

- Be productive and organized.
- Schedule work related and other activities.
- Be updated and reminded about social events.
- Organize and edit created schedules.
- Be as comfortable using it as they feel when using Outlook.
- Achieve all the mentioned goals with ease and no significant time or effort.

USER AND UX OVERVIEW

Why to use personas?

Personas aim to help organizations understand their target audience. They help design teams focus on creating relevant system features and content that properly suits the audience. They are essential; the result of design research and user requirements.

Reminder X Key Persona: Steven



“Without the help of a reminder I would always forget my schedules!”

Steven

Name: Steven

Age: 49

Location: Duluth, GA.

Living situation: Owns his home where he lives with his wife and pets.

Background:

- MBA
- Works at The Home Depot headquarters as a business analyst.

	Main Points	Goals
STEVEN	Drives the work of others but needs help remembering all his schedules.	Be productive and competent at work.
	Work related schedules are a priority, but he has other obligations and events to remember outside his work.	Maintain healthy relationships with family and friends.
	Appreciates simplicity and feels comfortable following a routine.	Be on time for scheduled events such as doctor appointments.
	Uses paper-notes.	Be updated about care maintenance, bill expirations and other practical matters.

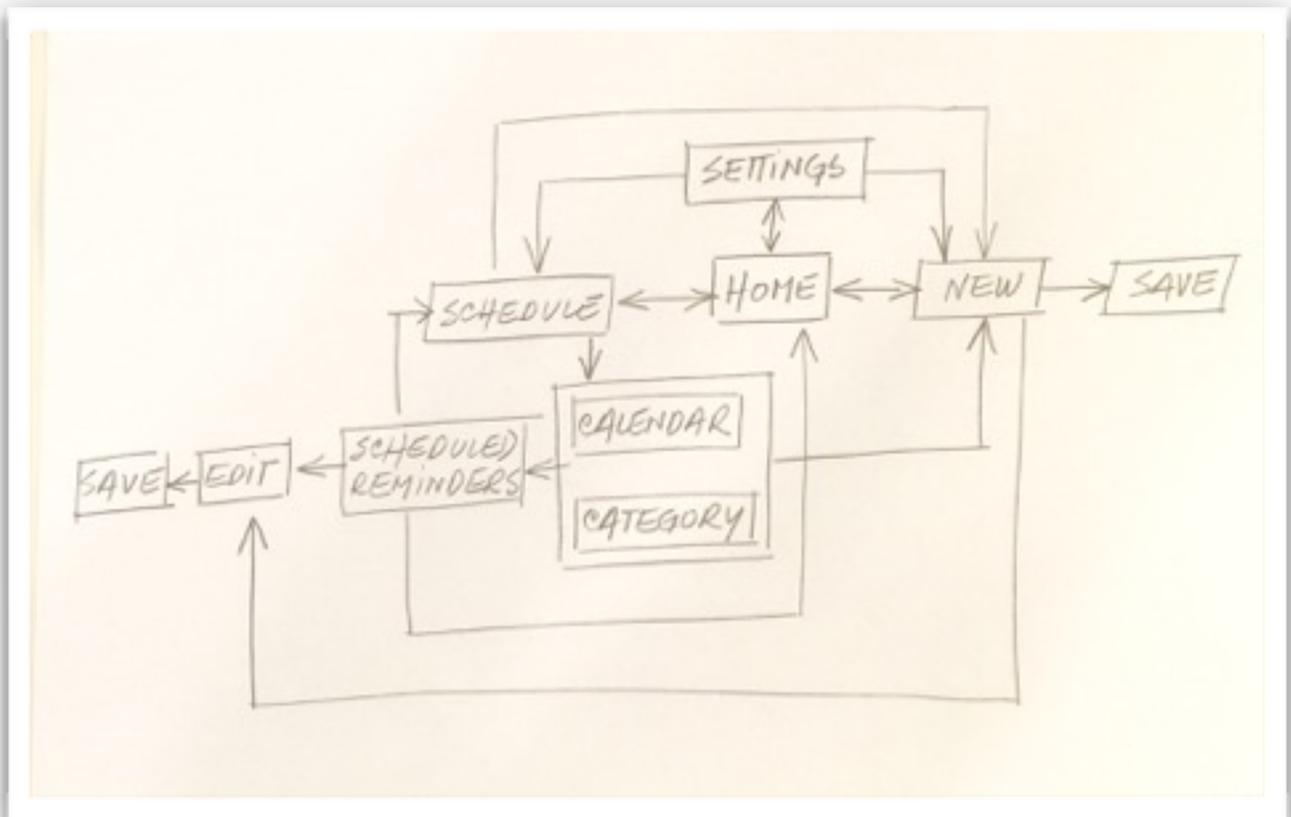
	Pain Points	Narrative
STEVEN	<ul style="list-style-type: none"> • Cannot afford missing work meetings or ignoring some of their details. • Frustrates when misses events outside his work environment. • Regrets not having more free time. • Work environment is too stressful. 	<p>Steve is a busy person. He spends a lot of time at work and in work related meetings. He has a group of close friends and social life. However, he spends most of his free time reading and studying. Occasionally, he also meets with friends and family.</p> <p>His work schedule does not allow him to spend much time with people outside his work environment. Over the weekend, he often finds himself working to update his skills in order to better compete within his working field. Regardless, he keeps in touch with friends through email and phone communication. Not very often, he uses social media to connect with some people too.</p>

Design Principles

Based on the results of our research, *Reminder X's* design followed the principles listed below:

- Clean, and simple interface.
- Easy to use (As easy or easier than Outlook)
- Easy to learn and memorize.
- Easy to access.
- Share the Outlook mental model.
- Able to create reminders quick and effortless.
- Reminders could include basic or more complex information.
- It should resemble the experience of making paper notes.

Reminder X Workflow



Research

Research Characteristics

Methodology: Interviews and testing evaluations using Skype (for distance) and PowerPoint presentation (for face to face).

Participants: 4

Age: 49 to 57

Gender: 2 female, 2 male.

Education: 3 out of 4 hold at least a Bachelors Degree.

Technical skills: familiar with several devices (iPhone, Android, computer, tablets, etc)

Preferences: simplicity, ease.

Research Findings

The Research findings were significantly homogenous in general, and each participant's Feedback, comments, and feeling about the app were consistent with each other.

The following findings emerged from the research:

Reminder X design priorities were met

- All participants found the Reminder X design to be easy and mostly very easy through all scenarios from 1 to 6.
- All participants regarded the design's navigation to be simple enough to validate the solution offered.
- All participants felt they understood each process enough to go back to each and performed it again, without further effort. In other words, the app was easy to learn.

Design problems

- The Reminder x button that takes the users back to the very first opening screen named Reminder x was not clear to all participants. A couple of participants expected to see a home button.
- A **more options** button was missing from one of the screens (New reminder). This was a design problem, the missing button interfered with the navigation flow in one of the scenarios. A couple of users would have liked to create a more customized reminder from the beginning of the process and could not because of the missing button.

Research Analysis and Recommendations

Issues with the methodology

As the participants advanced through the test, they felt more comfortable and found each step to be easier. This could have interfered with the evaluation of the simplicity of the app.

Design Suggestions

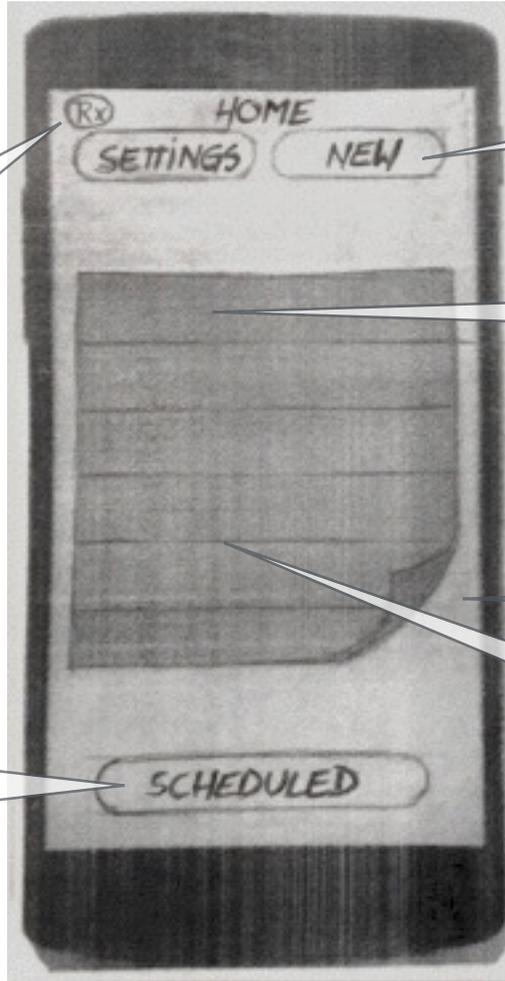
- I suggest to replace the Reminder x button with a Home button to avoid confusions about how to return to the starting page or “home page”. Users expressed this preference.
- Add a **more options** button on the *new reminder* screen.
- Add paper lines to the paper-note image, to make it look clearer as a paper note.

Design

Interface

The interface design followed closely the app design principles previously mentioned such as simplicity, easy and friendly accessibility.

Design Specifications



Brand symbol will show in every screen.

Font to be used: **Helvetica Neue**

Image should look like a paper note.



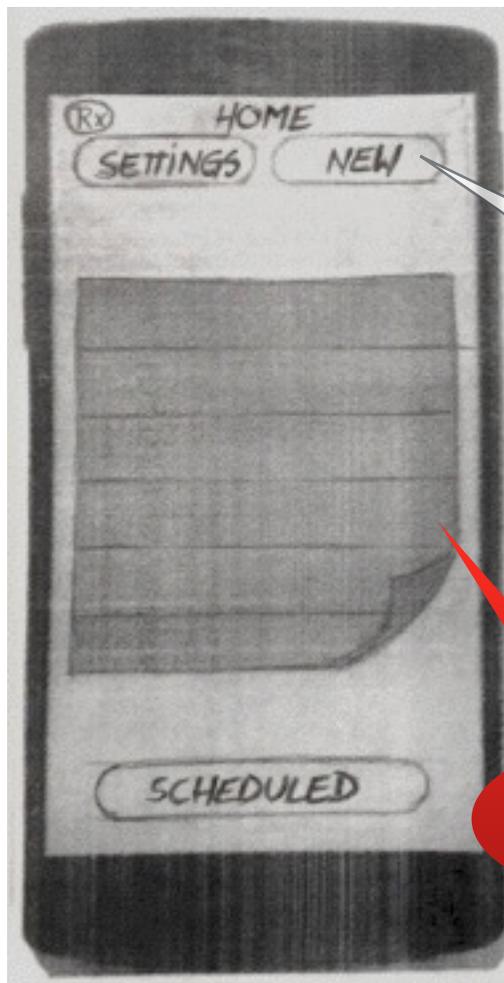
Navigation

With the purpose of achieving a superior user experience, **based on the research results and evaluation, the design was iterated** to efficiently respond to our persona's needs.

To better understand the system process, we use scenarios to demonstrate some of the device features.

Scenario 1

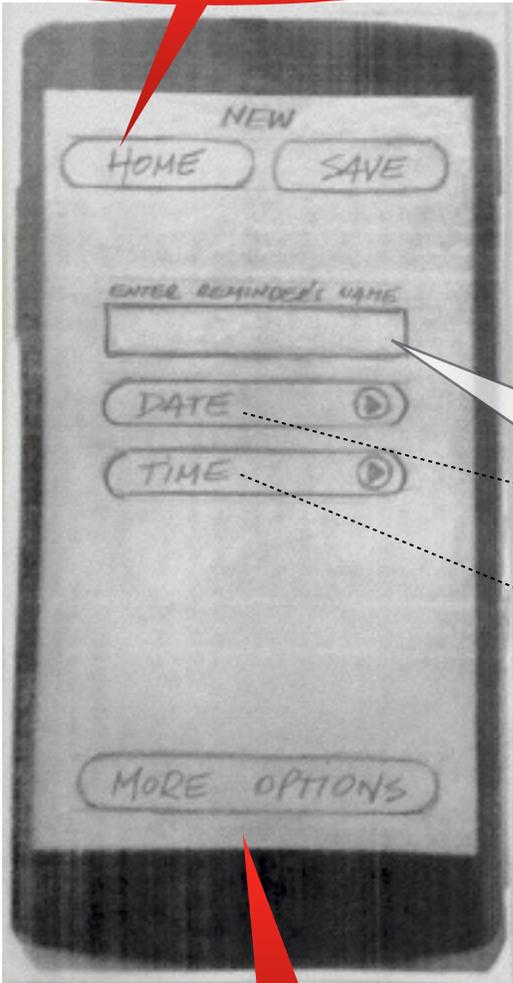
Steve is at work, in-between meetings, and just remembered that after work he needed to go to the market and buy a x brand mouth wash.



By clicking **new** Steven creates a new reminder and moves to the next screen.

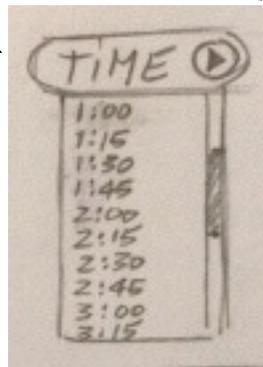
Suggested change:
Image includes lines to resemble a paper note.

Suggested change: Home button instead of Reminder X button.



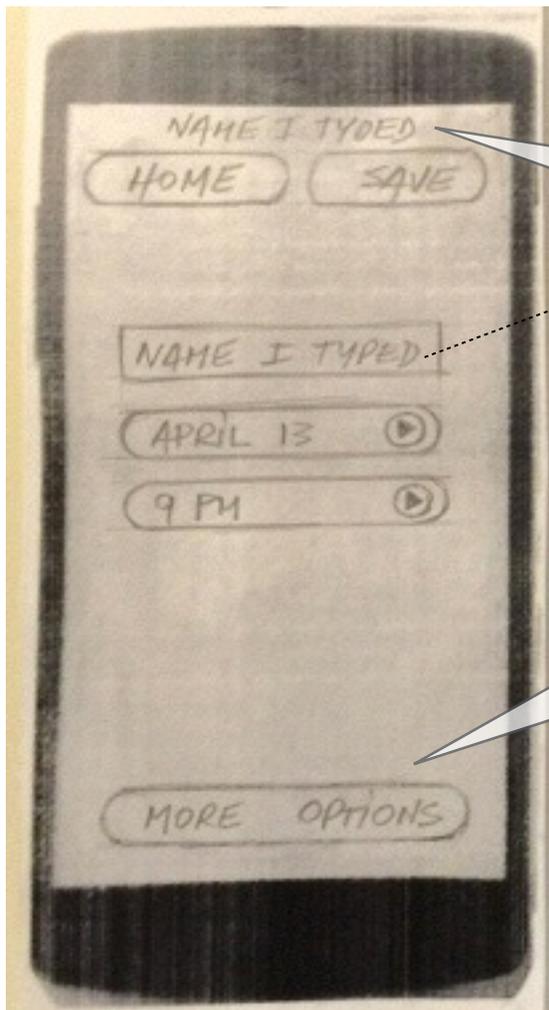
After entering the required information Steven can **a)** save the reminder **b)** use the **more options** button and add more information.

This is where Steven enters the name of the reminder.



Suggested change: More options button added to the screen.

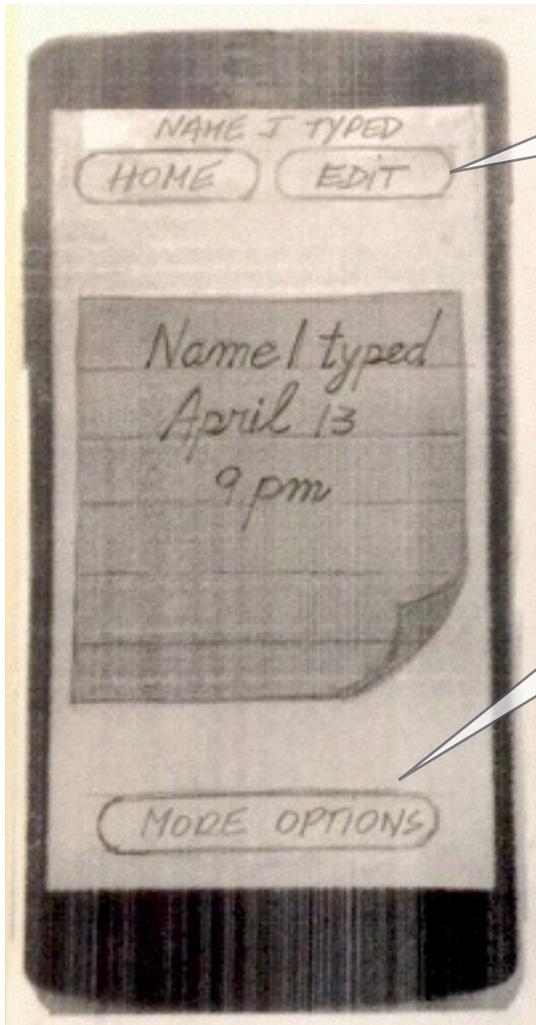
Here Steven filled the required



The title of this screen will change as the name of the reminder written in the text box below changes. For our purpose, we call it **name I typed**.

By clicking **more options** Steven will move to a different screen with further options.

If Steven chose **save** at the previous step, then he'll move to a screen similar to this one.

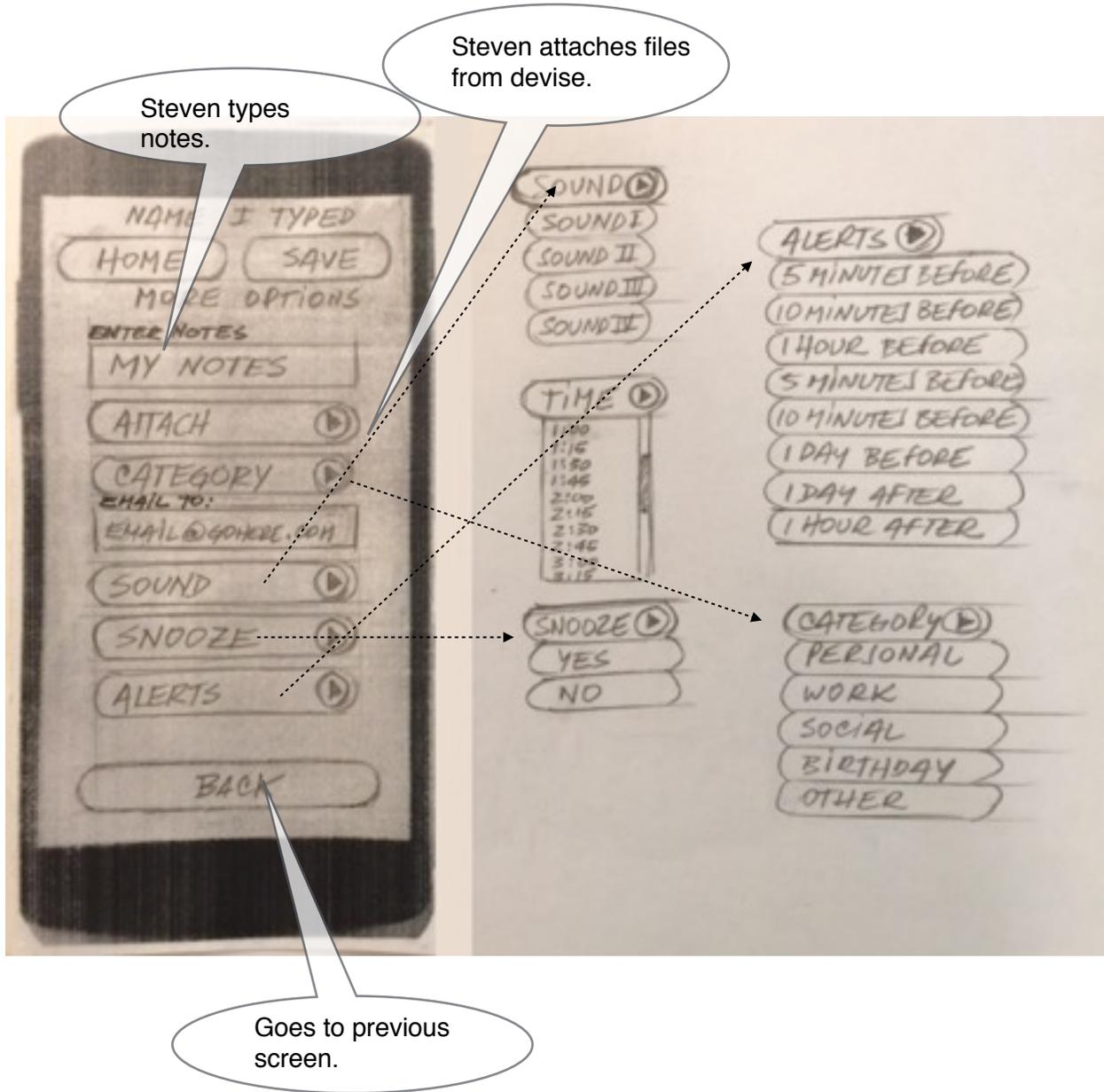


By clicking **edit**, Steven can modify the information entered in the previous step and add **more options** if desired by clicking the button.

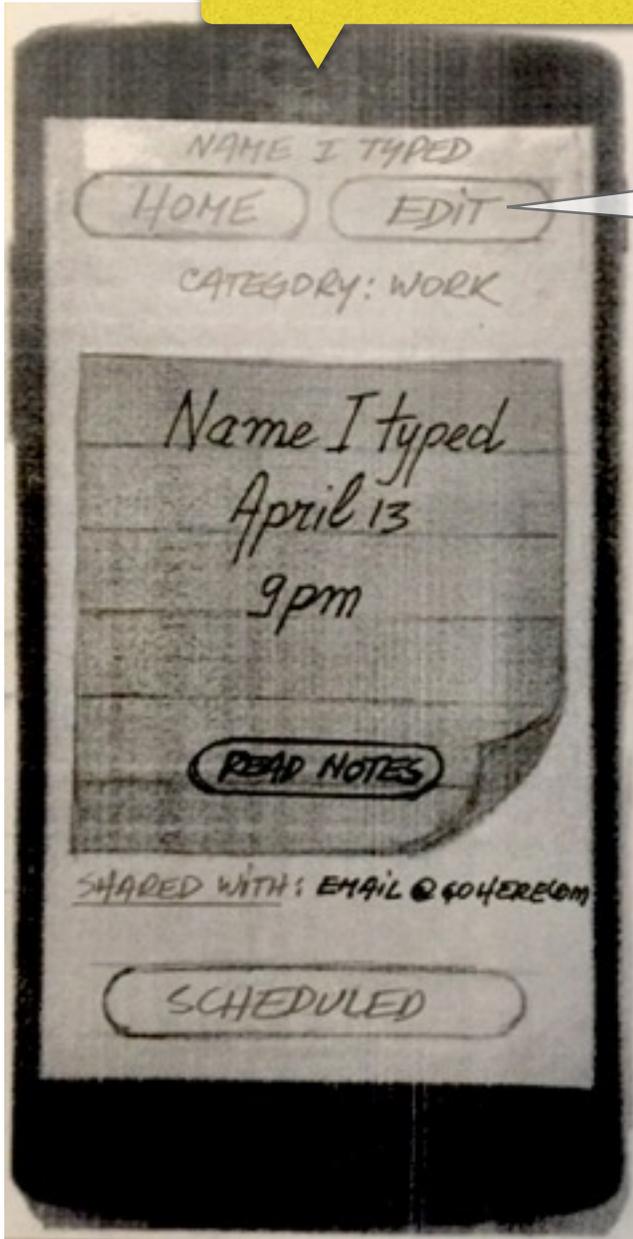
By clicking **more options** Steven will move to a different screen with further options.

Scenario 2:

Here Steve will need to remember an important appointment for next week, such as a meeting. In this case, not only the date and hour he'll need to remember, but to bring some papers to the meeting and perhaps let another person know about it all.



Once Steven clicked **save**, he'll be taken to this screen.



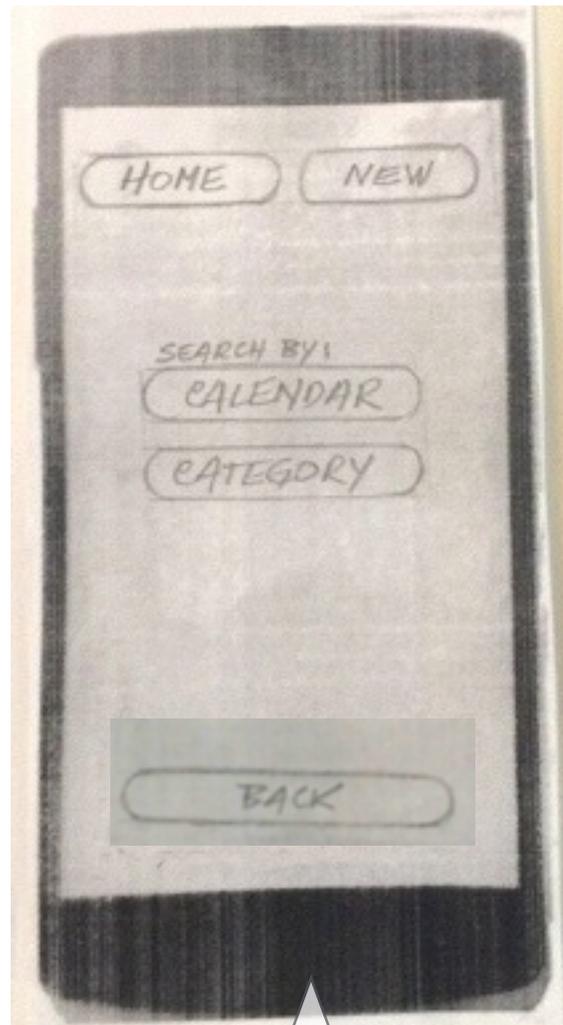
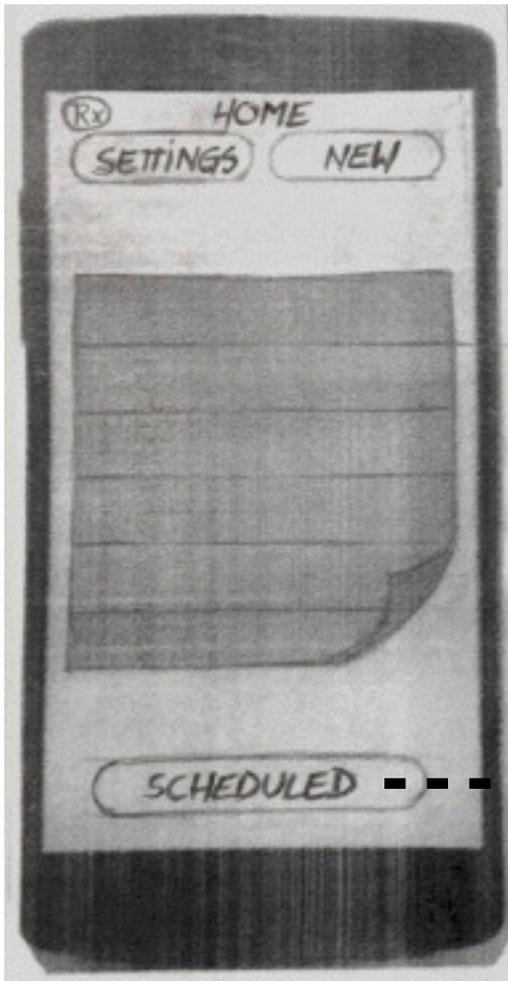
By clicking edit, Steven can modify the information entered in the previous step and add more options if desired.

"I like the idea of having more options for certain types of schedules. I can see myself using this feature for work schedules."

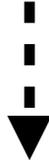
Steve

Scenario 3:

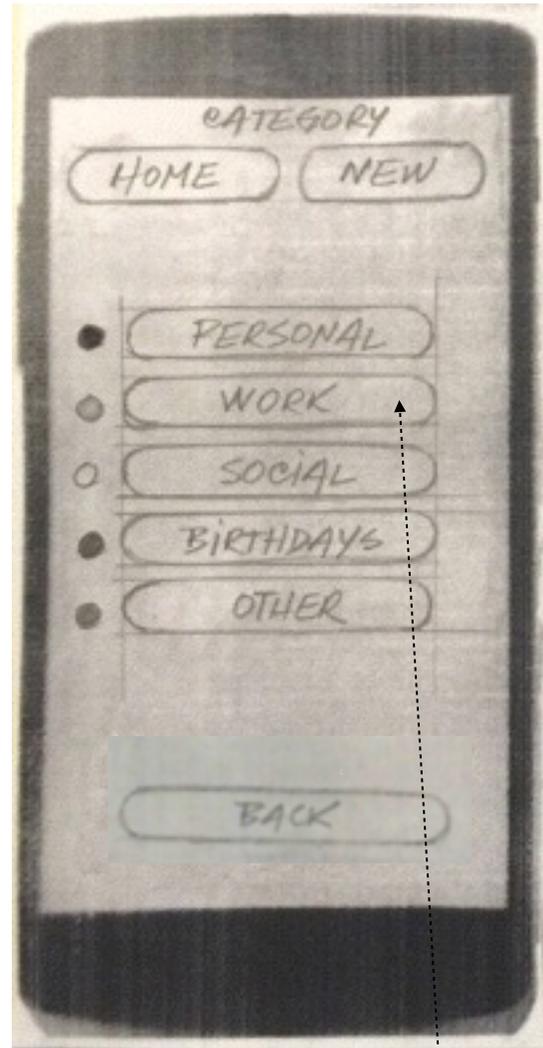
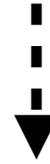
Today Steve does not work, but he needs to know how busy the coming week will be in order for him to take a “x” decision.



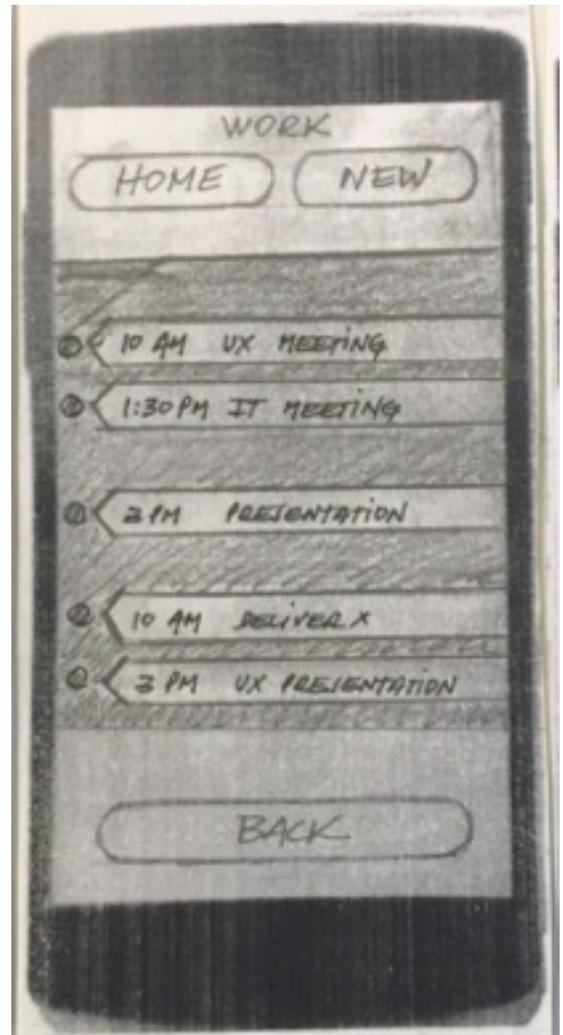
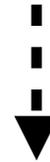
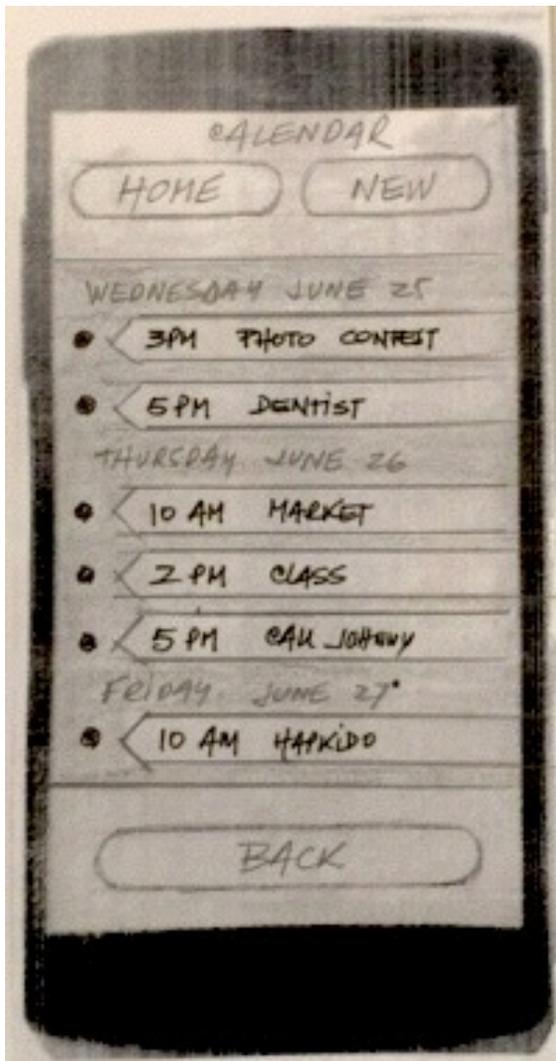
At this screen Steven can choose to check his schedule by Calendar or Category search.



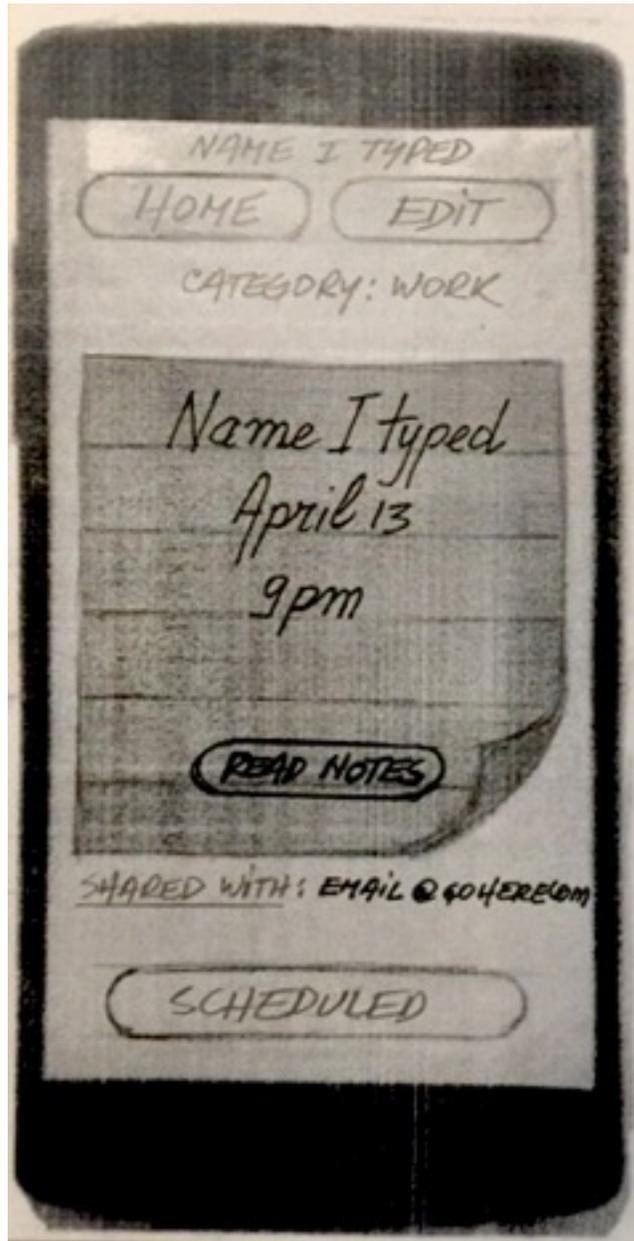
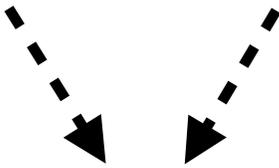
If Steve chose to go by calendar, he will pick a date here. He will move from month to month following the little dark arrows at the top.



If Steve chose to go by category, in this case he will pick **work**.



At this point Steven might want to check a particular event. When he does, he'll be moved to the next screen.



If Steven needs to explore a particular schedule from any of the previous screens, he will arrive to a screen similar to this one.

“I believe this app is simpler than Outlook.”

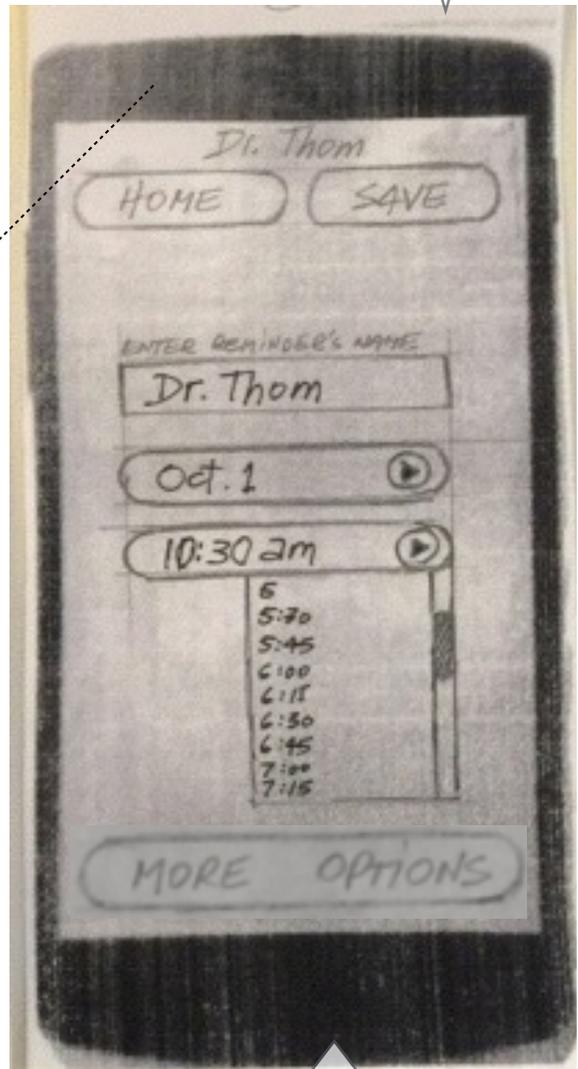
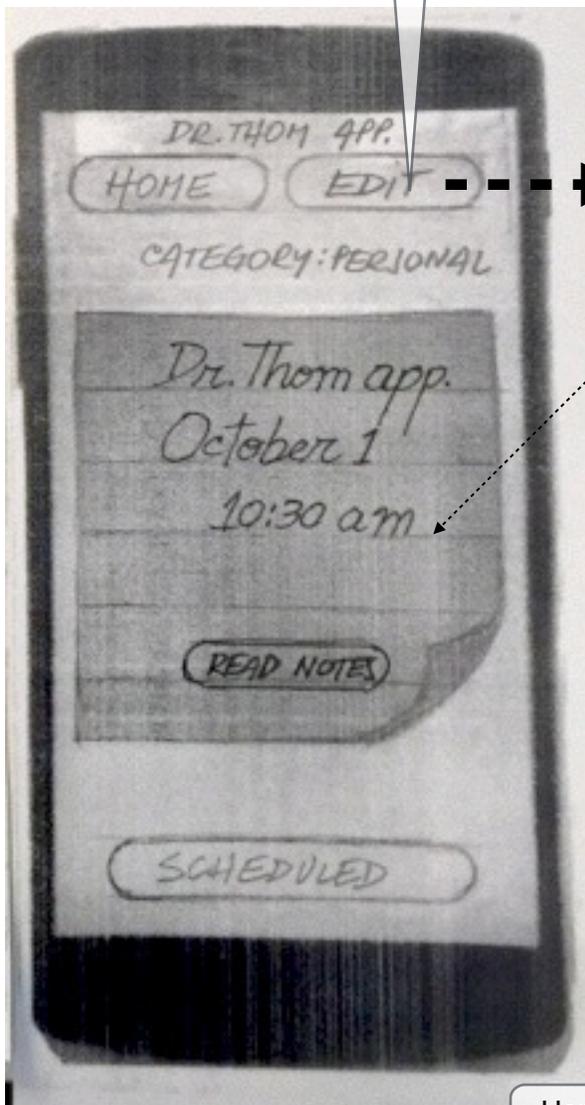
Steve

Scenario 4:

Steve had an appointment with his physical therapist scheduled for the 1st of October. Five minutes ago, they called him from the office to move the appointment from 10:30 am to 11:30 am.

Steve will click edit to modify the reminder.

After saving Steve will move to the updated reminder. It will look like the previous one, but with the applied time modifications (11:30 instead of 10:30)

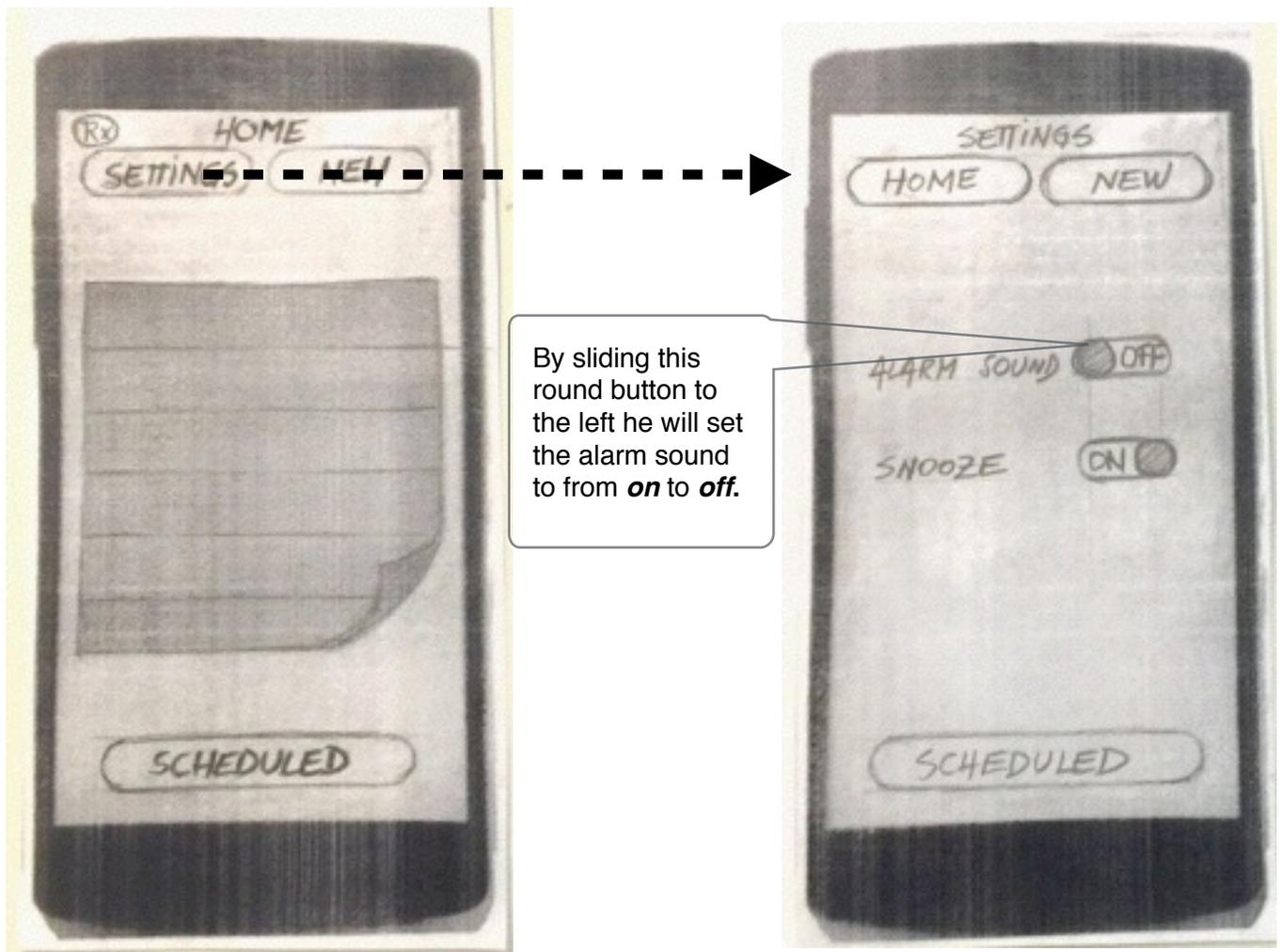


Here Steve will have the chance to replace the previous time schedule and update the reminder. If he needed to change more details he could go further and click **more options** to do it.

"I like quick solutions!" Steve

Scenario 5:

Steven will need to take a medicine at a specific. By then, he most certainly will be having a meeting. His phone will be right there with him in case he needs to answer an emergency call (his mother is in the hospital), but he doesn't want the medication reminder to sound while he is at the meeting. He needs to set the app to **sound off**.



*"I find this option to be very simple and convenient!"
Steve*

End of Report