

Taylor Ayers

Graphic Design IV
Project 4: Design for iPhone

Graphic Design IV

Project 3 App Design For Iphone

RESEARCH

App Idea: I tend to find myself pressed for time due to poor time management. As a college student, I am tasked with keeping a routine schedule for classes, work, homework, appointments, meetings, etc. This busy schedule often leads to having problems with not having enough time resulting in missing important dates for assignments, not getting enough sleep, or skipping meals in order to fulfill the requirements that are expected of me. I have tried using a whiteboard calendar and a planner. These do help but I do not have them on me all the time to add in new items to my schedule. One thing I always have on me is my phone. My idea is to create an app that automatically creates a schedule or an organized guideline that takes the user's input and goals and generates a schedule when to work on them. This way, if one puts in times they should work on specific tasks, not just due dates, the app will send them a reminder and a schedule when and how long to work on each task. This can expand with sharing between users, including teachers and students or businesses and employees for clear communication.

PHASE I-A: **INDUSTRY**

Why do people use calendars?

Calendars are also used to help people manage their personal schedules, time and activities, particularly when individuals have numerous work, school, and family commitments. People frequently use multiple systems and may keep both a business and family calendar to help prevent them from overcommitting their time.

What are the problems with calendars and schedules?

Difficult to share with other people or move data to another system. Limited physical space makes scheduling far in advance difficult. Recurring events need to be entered by hand.

Pros of time management?

- Low stress
- More productivity
- Lesser rework
- Less friction and issues
- More free time

- No wasting of time
- Great opportunities
- Allot your time in other things
- Low effort
- Gain a reputation

Mistakes of time management?

- Not having a To-Do List
- Taking Too Much
- Being very “Busy“
- No Personal Goals
- Procrastination
- Multitasking
- Failing to handle Distractions
- No Breaks in between
- Ineffective task Scheduling
- Not Prioritizing

Open for other questions

PHASE I-B: MARKET DATA AND SURVEY

<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>

Who tends to use calendar and scheduling apps?

Reliance on a digital calendar across the various age groups is relatively consistent, ranging from **70%** to **75%**, with the exception of 55-64 year-olds (**62.8%**). The age groups with the highest percentage using digital calendars is **35-44 years** and **24-34 years**, with a median average of **75%** and **74%** respectively.

There are slight differences amongst genders too, with males (**73%**) relying on digital calendars more than females (**67%**). Whilst reliance on a mobile calendar is virtually the same across genders, **32.1%** of females rely most on a paper diary, compared with just **24.6%** of males. Conversely, males

(**25.2%**) rely on their desktop calendar more than females (**21.3%**).

Digital v Paper: Age Group

Age Group	% Relying on Digital Calendar	% Relying on Paper Calendar
18-24	72.35%	24%
25-34	74%	25.9%
35-44	75.24%	24.8%
45-54	70.93%	29%
55-64	62.8%	36%

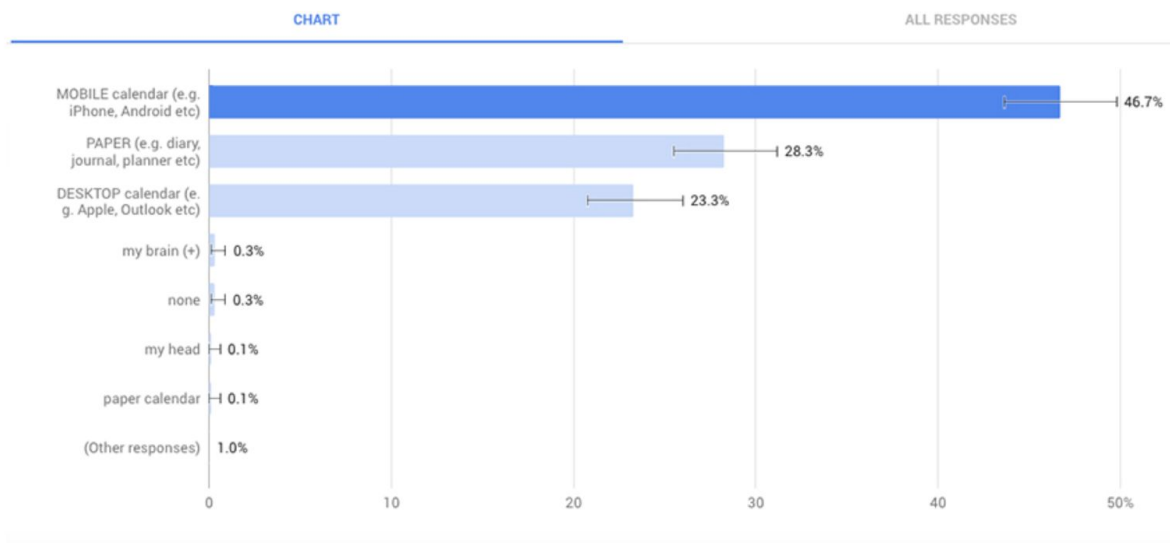
Do people prefer physical or electronic scheduling?

In 2016, it was found that **48.2%** of respondents relied most on their mobile calendar, **21.7%** relied on their desktop calendar, and **26.9 %** on a paper version.

Calendar Users (Australia, 18-64yo) 2018(2)

What do you rely upon most to manage your daily schedule?

1,000 respondents



What other apps are out there?

- Monday.com
- Smartsheet
- ProjectManager
- Zoho Projects
- Paymo

- Freshbooks
- Hubspot

Current problems with calendar apps

- **Sharing** - Regular people need calendars, too. Imagine how much easier the basic act of getting people together or organizing your family's time would be if everyone could simply propose times for an event and have other people sign on or not, or have a fast, clean, shared calendar that everyone can see and edit quickly. Right now, because there is no universal standard, that is either impossible or needlessly difficult.
- **Simple** - the digital calendar needs to become more like email: Everyone should be able to have one, and regardless of what app you use, all the basic functions — you know, proposing or listing a place, blocking off time to prevent overlap, invite lists, and so on — should all be standard. It shouldn't matter if you were on a Mac or on Microsoft's Outlook or in Google Calendar. It should just work.

PHASE I-C: COMPETITION ANALYSIS

What other calendars/list planners are on the market?

- Google Calendar
- Apple Calendar
- Outlook Calendar
- Woven
- Meetingbird
- Fantastical 2
- My Study Life
- Timepage
- Cozi
- 2Do
- Timetree
- 24me
- Microsoft To Do
- Any.do
- myHomework Student Planner
- Fantastical

Top rated competitor apps

1. myHomework Student Planner
 - a. Price: Free
 - b. Review/Rating: 4.6/5

c. Notes:

Ratings & Reviews

4.6

out of 5

727 Ratings

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

★★★★★

#1 School Assignment Organization App

1y ago

★★★★★

byammine

I am currently a sophomore in college and have been using this app since my sophomore year in high school. I cannot even imagine how i would stay organized without it. It is so easy to see what assignments need to be turned in, and i can also see my schedule day by day. I also uplaod pictures of needed pages in my textbook so i do not have to bring it home with me. The sch [more](#)

I Love It, But...

1y ago

★★★★★

Wheresmywater#1fan

I really enjoy this app - I use it everyday as HS student to keep organized with my classes. It has great features (I love the calendar, how you can preview your month with the tasks you've already put in, etc...) and I also enjoy the themes. The thing I love the most is the way it syncs between my iPhone and my Mac, so I can have my calendar everywhere! I plan to use this in colle [more](#)

2. 2Do

- Price: \$49.99
- Review/Rating: 4.8/5
- Notes:

Ratings & Reviews

4.8 out of 5

1,661 Ratings

★★★★★

★★★★

★★★

★★

★

See All

Wish I'd starting using 2Do sooner

2y ago

LwksNpt

★★★★★

After spending many, many years using a different, well known, application for my [intensive] task management, I finally got fed up with some of its problems and limitations and, before following its upgrade path, decided to take the plunge and give 2Do a try. Gosh, I sure wish I'd started using 2Do years ago.

more

Best fully-functional to-do app out there...

2y ago

Eighty-seven15

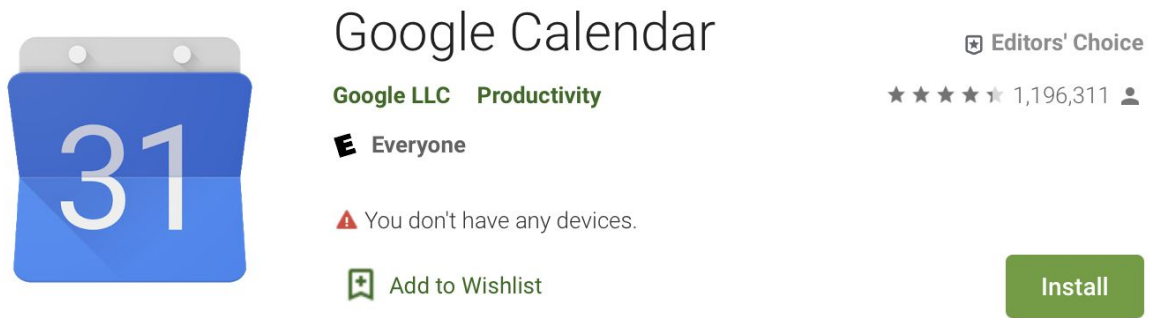
★★★★★

I have relied on this app for a long, long time. Every time I try another app, I come crawling back to this one. It's got every function for tasks, and it makes you wonder why other task managers are so weak on the features. Some don't even have due dates! Most others will charge you money for a search feature, start dates, recurring features, etc. Most lately will insist on a

more

3. Google Calendar

- Price: Free
- Review/Rating: 4.3/5



PHASE I-D: INTERVIEWS

1. How often do you use a calendar app?
2. How much does a calendar app help?
3. Is your current calendar app easy to navigate?
4. Would you prefer trying other calendar apps?
5. What is your favorite/least favorite features of the app you use?

Interview 1 - Steven, 22

1. He does not use calendar apps very often, but is willing if they look promising.
2. When he does use them he says they feel stress free.
3. He uses Apple's apps provided and he says it is fairly simple to use.
4. Yes, he would try other calendar apps.
5. His least favorite feature is that it does not feel organized enough. His favorite feature is that it does not stress him out.

Interview 2 - Andrew, 24

1. He pays for a task management app that he uses regularly
2. He states that the app ToDo is successful when organizing and keeping up with tasks
3. He says it is very clean and easy to use
4. He said he is very open to other apps much like the one he is using.
5. His favorite feature is that it is clear and simple to navigate but he really does not like that it does not show a calendar view.

Interview 3 - Arianna, 20

1. She prefers using a physical planner instead of a digital one.
2. She likes the fact it helps her stay organized and on task to see what is coming up.
3. She sees that digital apps would make it faster to navigate through pages.
4. She is open if they are simple enough to use.
5. She enjoys that there is a lot of space to add multiple events.

Interview 4 - Marco, 22

1. He occasionally uses Google Calendar.

2. He says it helps him look at his schedule from a broader point of view seeing what is ahead.
3. He says at first it was a little difficult to navigate but easy to learn and use after going through it.
4. He said he is open for other calendar/tasking apps.
5. He feels that it is a little too busy with all the images but he enjoys the typography the most.

Interview 5 - Jennifer, 34

1. She uses the calendar app to keep track of work and the quick functions to change events and tasks quickly cause she has a baby with a random schedule.
2. She says the app helps with reminding her of important events coming up or if she needs to grab certain items from the store or pharmacy.
3. She says her app (didn't catch the name) is simple enough for her to use but has a lot of options to do more.
4. She would be open to try new apps but she enjoys the one she is using now.
5. Her least favorite feature is that it is confusing looking at all the tasks as a whole but she enjoys the quick change features that help her delete or edit different events.

PHASE I-E: **TARGET AUDIENCE**

Type of User:

- Students and Adults who struggle with time management
- Ages range from 22-34+
- Male and Female
- People with multiple tasks

Desires:

- Stay on track with their work, homework, personal goals
- Be successful
- Self improvement

Education and Professional Life:

- College
- Graduate with bachelors-masters
- Job routine or works without a consistent schedule

Reasons for using app:

- Help keep track of their schedule
- Focus on mental health
- Help maintain emotion health, ie. less stress
- Maintain physical health ie. keeping up with going to the gym

PHASE II-A: APP GOALS**What is the Key value of your app? Why should I choose yours over the others?**

1. Value simplicity and efficiency
2. Simple yet effective navigation through app and planning
3. Helping the user as much as possible when creating and organizing a schedule

Attractiveness:

1. To pull in all types of users, those who are not tech efficient and those who are
2. Easy to understand and use for an 18 y/o and a 60 y/o

Familiarity:

1. Keep consistency with current “conventional” physical and electronic calendars
2. Organized to make sure the user knows what is happening and when

What would increase people's motivation to engage with your app?

1. The minimalism and simple functionality of quality and useability for the user

How can you engage people even more?

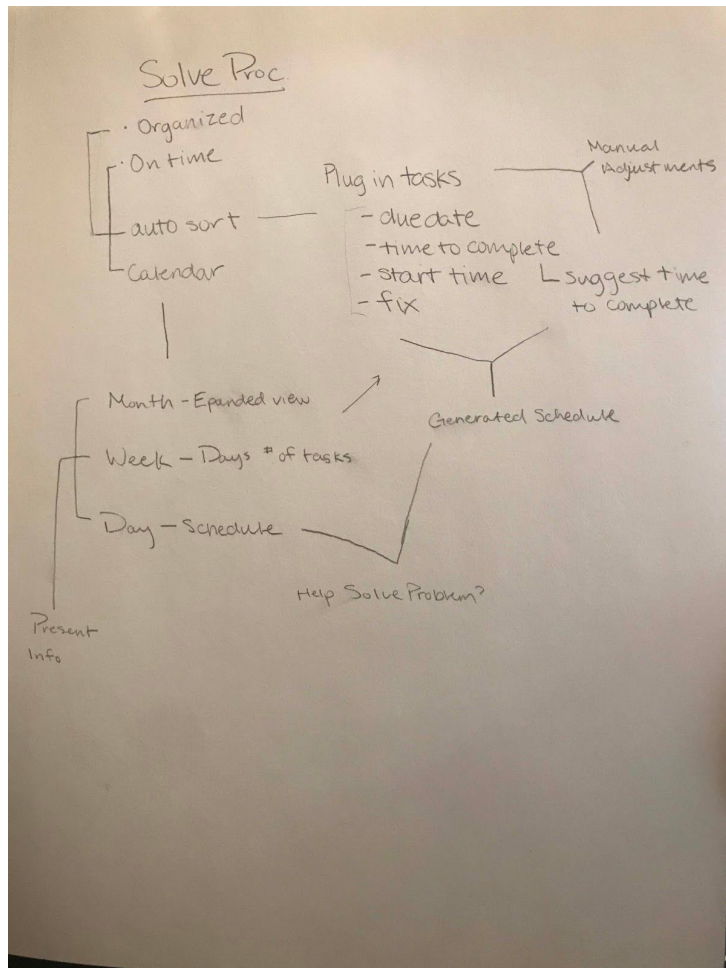
1. Provide charts and visuals according to their schedules

PHASE II-B: **APP FLOW MAP**

App Screens and Flow

- Sign in
 - Sign up
 - Forgot password
- Loading screen
- Home page
 - Add Events
 - Add another event
 - Schedule
 - Edit Events
 - Calendar
 - Month
 - Add New Event
 - Edit event
 - Week
 - Add New Event
 - Edit Event
 - Day
 - Add New Event
 - Edit Event
- Menu Icon
 - Menu screen
 - Home
 - Add Events
 - Add Another Event
 - Schedule
 - Edit Event
 - Calendar
 - Month
 - Add New Event
 - Edit Event
 - Week
 - Add New Event
 - Edit Event
 - Day
 - Add New Event
 - Edit Event

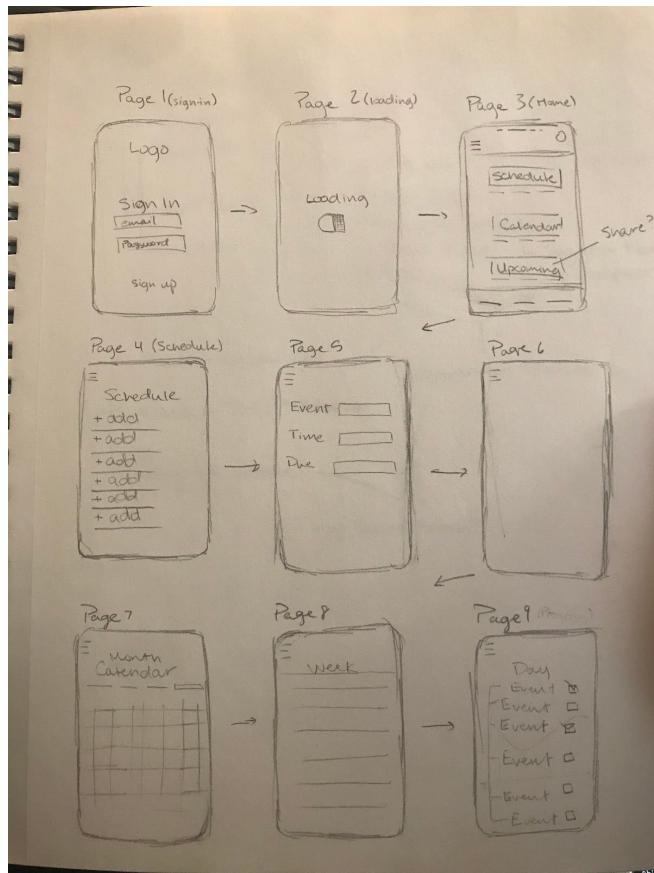
- Menu Icon
- Account
- Settings
- Help
- Sign Out



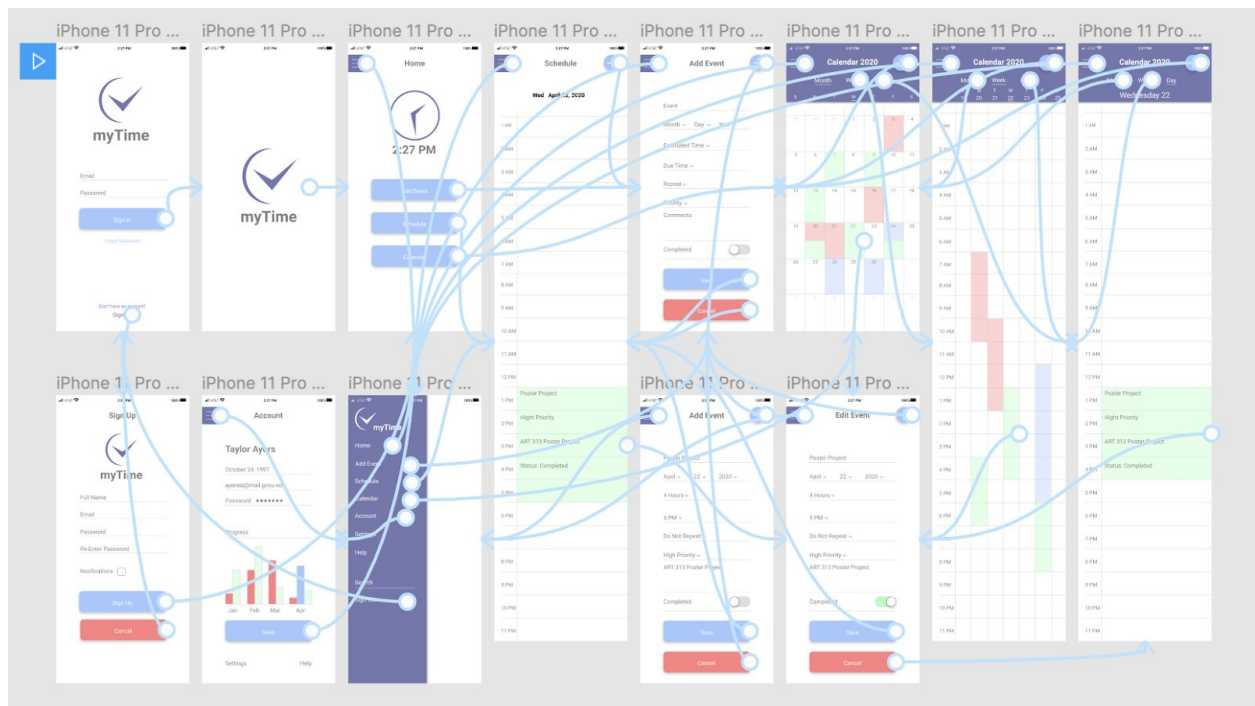
Most important aspects for the user

1. Time management - Schedule and Calendar
2. Organization - Add Events/Edit Events
3. Simple and clear to use

PHASE II-C: **SCREEN DESIGN**



PHASE II-D: PROTOTYPE



SOURCES

<https://ecal.com/70-percent-of-adults-rely-on-digital-calendar/>

Google Calendar App

myHomework App

Apple Calendar

FIGMA LINK

<https://docs.google.com/document/d/1WcThFLvEDhIBVFCqH1mVroNu9955iGMWSeCUnS4ZLB4/edit?usp=sharing>

