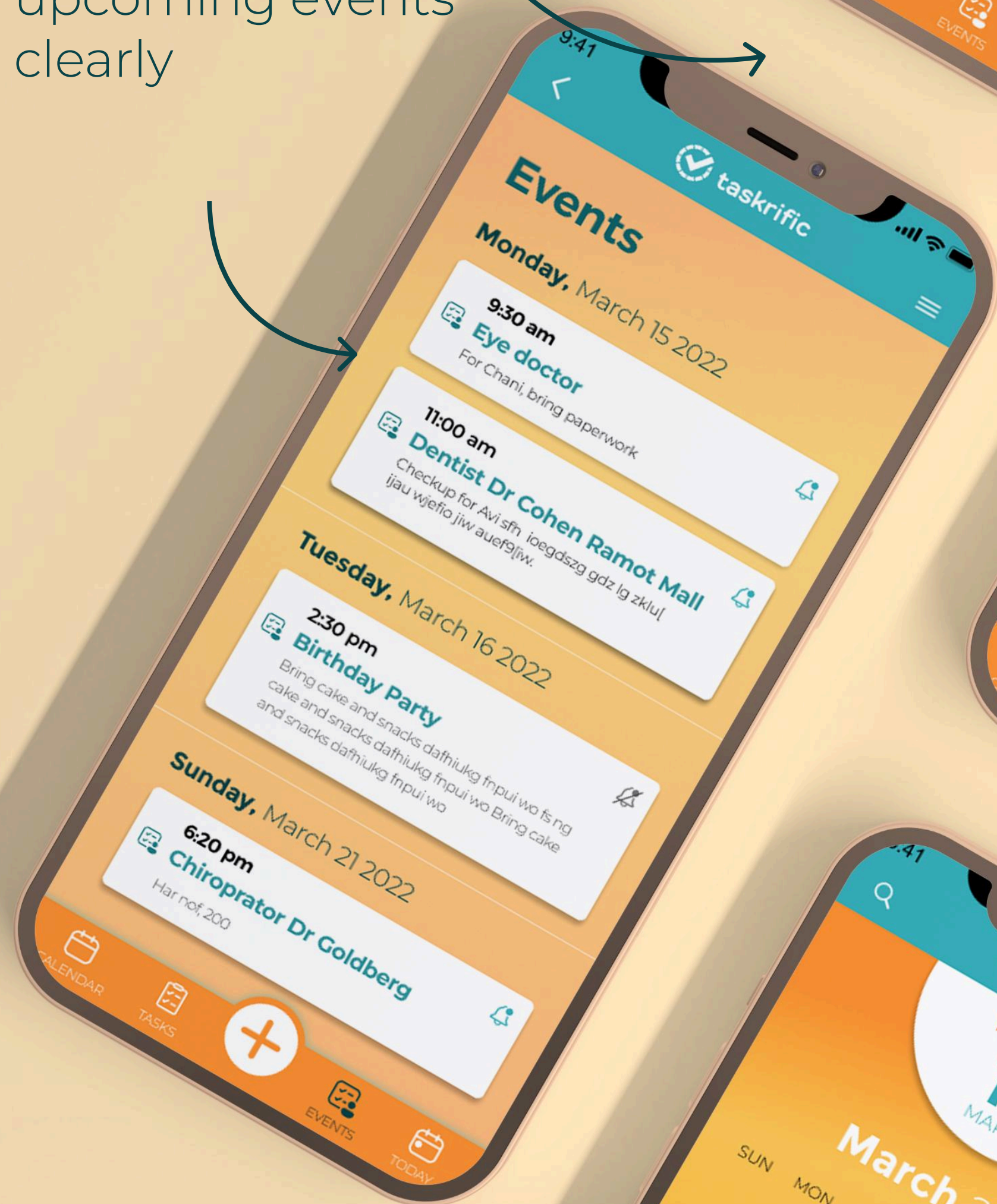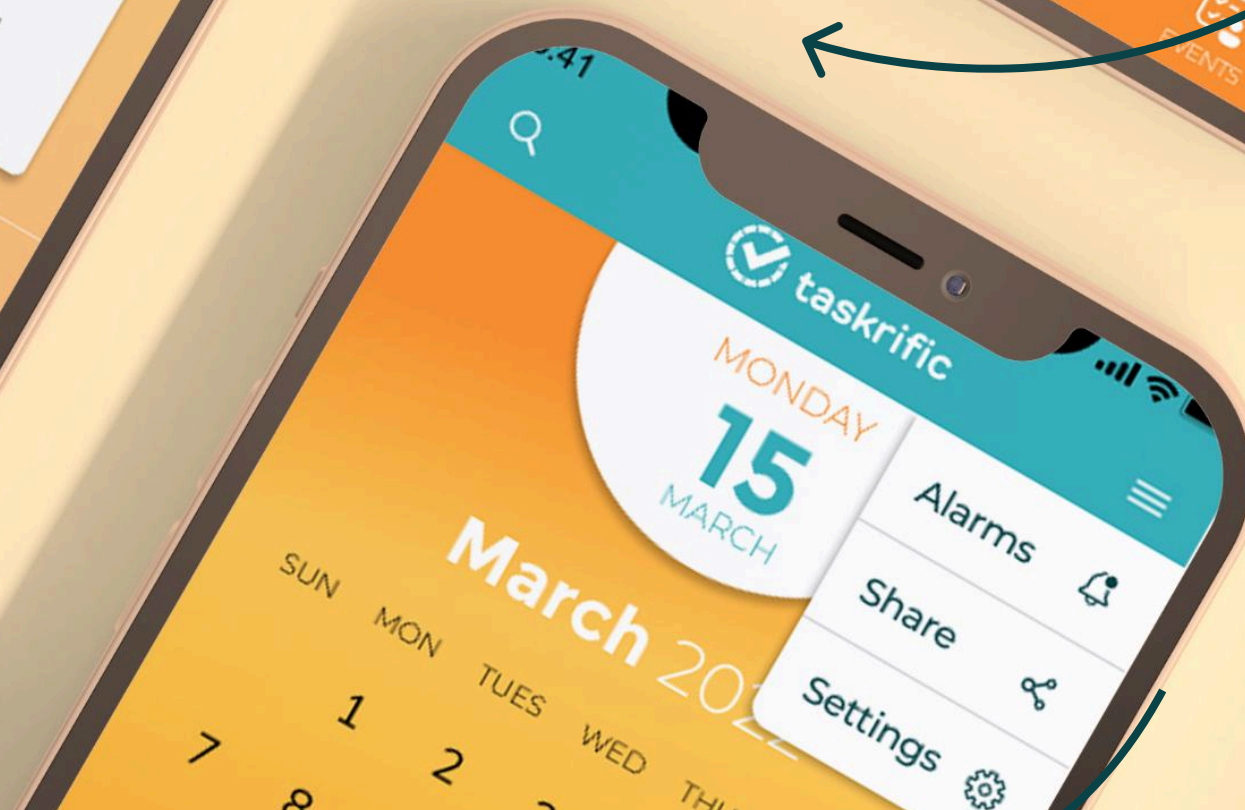Main action button in most accessible place

Option to view upcoming events clearly

Some events "peaking out" showing the user that there is more when they scroll.
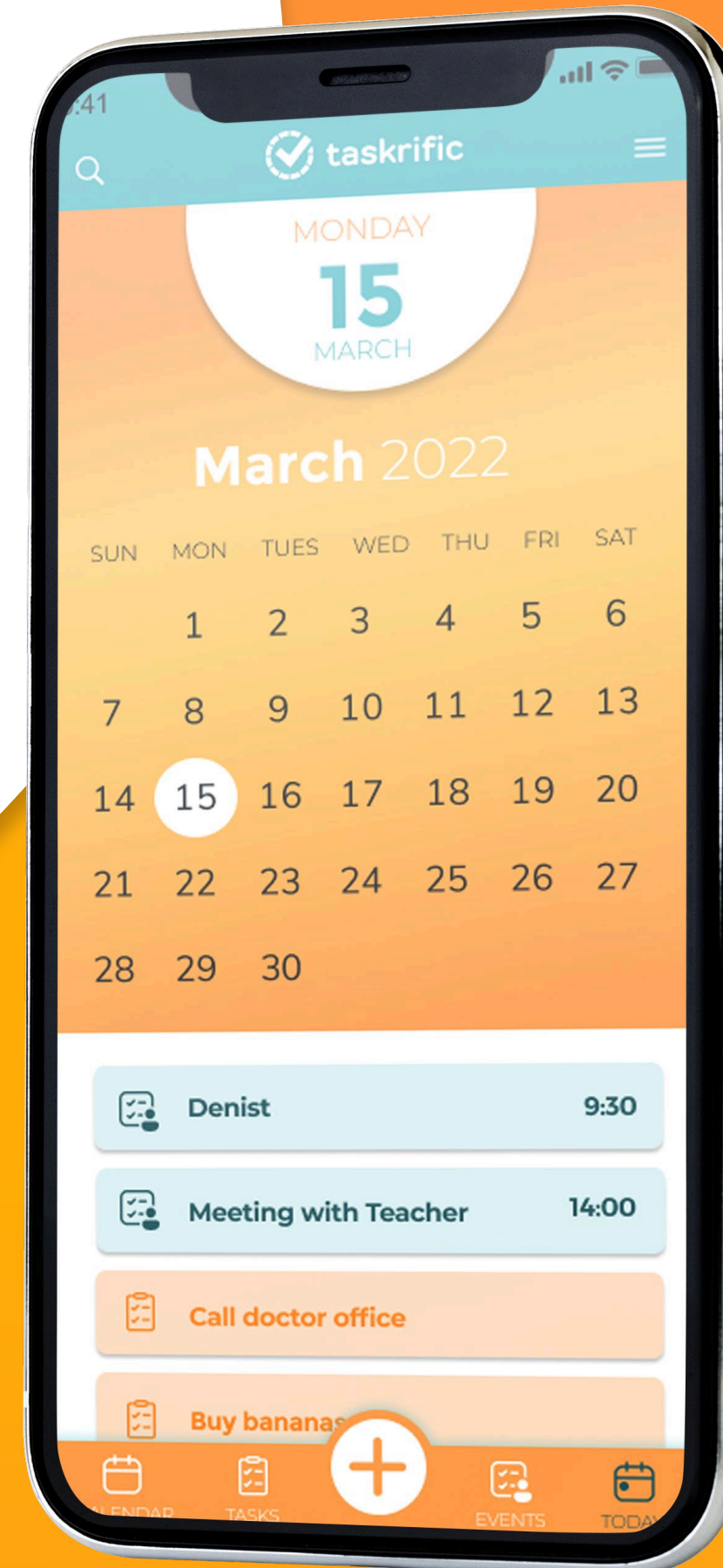**Based on the UX Law of Closure**

Easy Sharing option

April 2022

SUN MON TUES WED THU FRI SAT

CALENDAR
TASKS

taskrific

Events

Monday, March 15 2022

9:30 am
Eye doctor
For Chani, bring paperwork

11:00 am
Dentist Dr Cohen Ramot Mall
Checkup for Avi sfh, ioegdszg gdz lg zklul
jjau wjefio jiw auef9jw.

Tuesday, March 16 2022

2:30 pm
Birthday Party
Bring cake and snacks dafhiukg fnpui wo ts ng
cake and snacks dafhiukg fnpui wo Bring cake
and snacks dafhiukg fnpui wo

Sunday, March 21 2022

6:20 pm
Chiroprator Dr Goldberg
Har nof, 200

EVENTS
TODAY

taskrific

MONDAY
15
MARCH

March 2022

SUN MON TUES WED THU FRI SAT

1 2 3 4 5
7 8 9 10 11 12 6
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30

Denist

Meeting with Teacher   9:30

Call doctor office   14:00

Buy bananas

CALENDAR
TASKS
EVENTS
TODAY

taskrific

MONDAY
15
MARCH

March 202

SUN MON TUES WED THU

1 2 3
7 8 9

Alarms

Share

Settings

taskrific

CASE STUDY

Michal Bendaham

March 2022

SUN	MON	TUES	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				

MONDAY
15
MARCH

Denist	9:30
Meeting with Teacher	14:00
Call doctor office	
Buy bananas	

THE PROBLEM

People need a place to keep track of events and tasks, so they don't forget them. Occasionally tasks also need to be shared with others.

THE SOLUTION

Recreate a task app that includes an alarm feature & sharing options. I will also make it easy to create new tasks.

Stage 1: **Research and Empathise**

I needed to see what currently existed and how they could be improved to suit peoples needs.
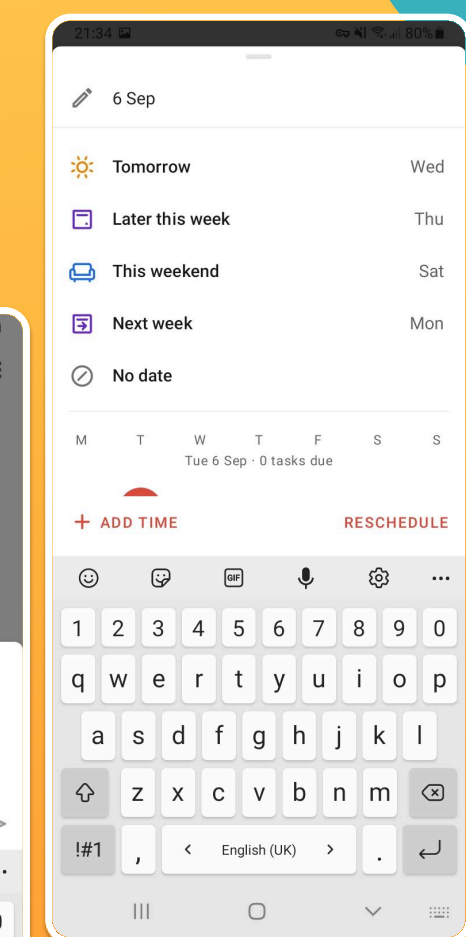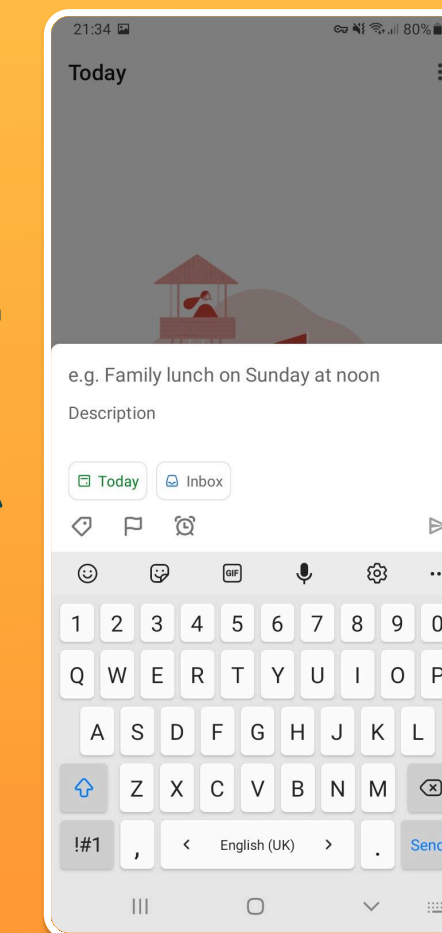Therefore, I researched other calendar/task apps to compare pros and painpoints.

todoitst.com

icalendar

google calendar

Easy to make new task - in convenient place.
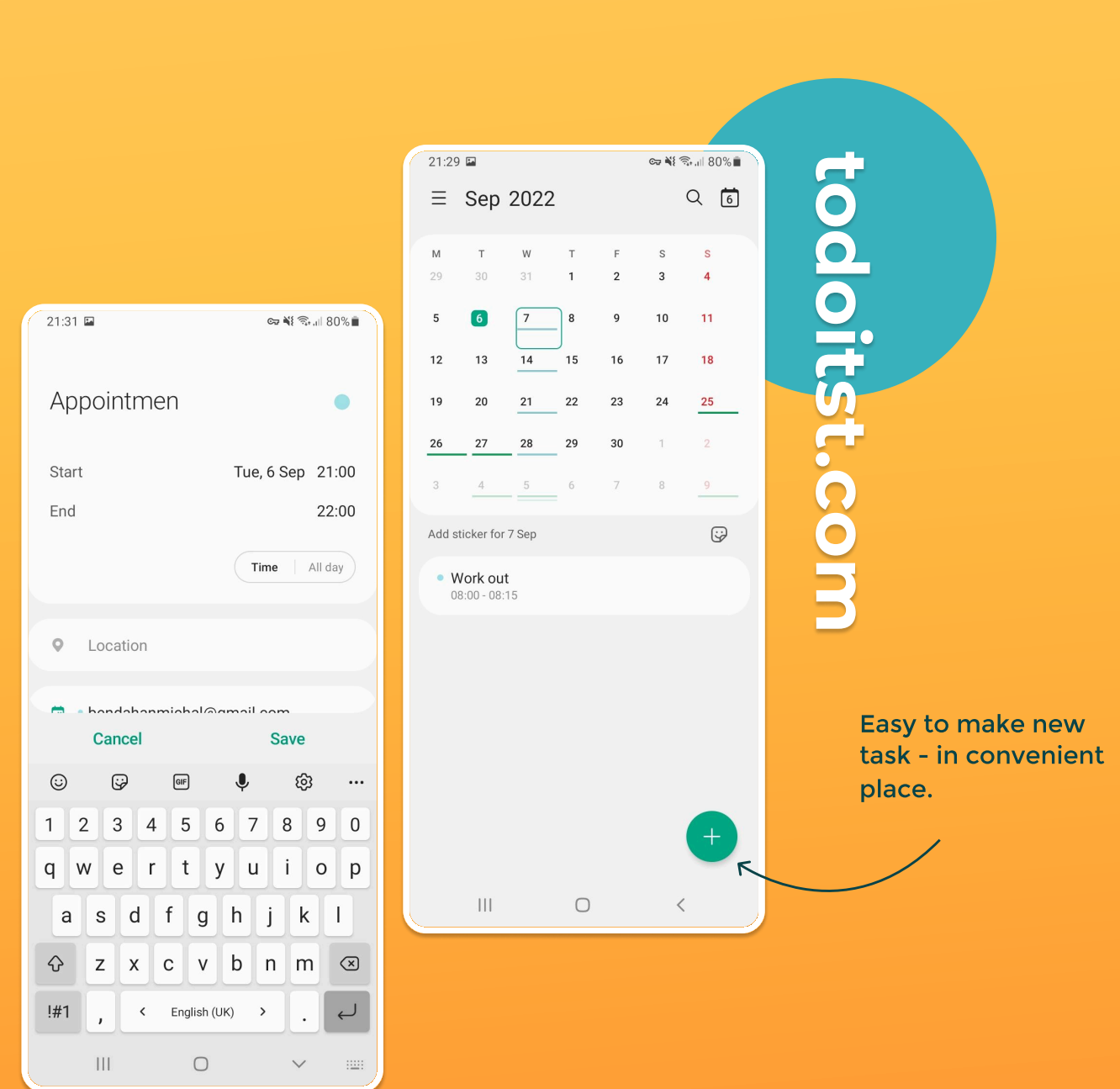
Clearly shows upcoming events
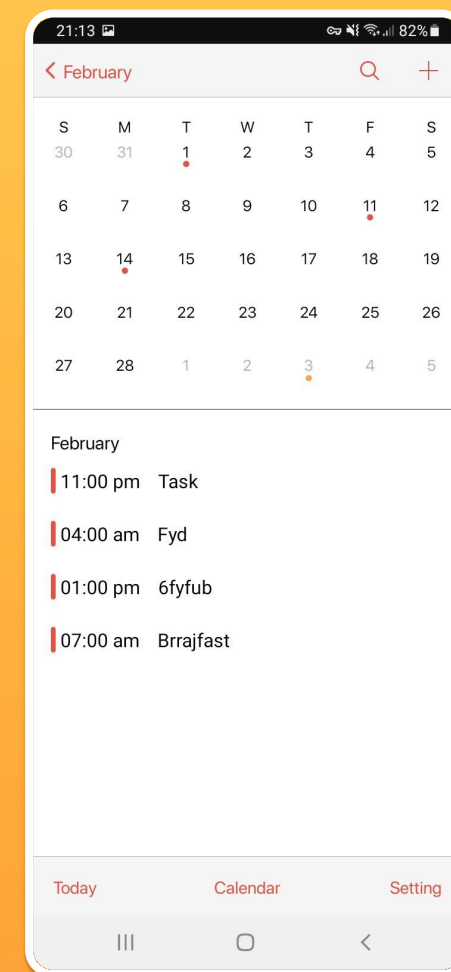
I decided that setting options was not a selection that was necessary to be on the most accessable bar, so that I would like to change.
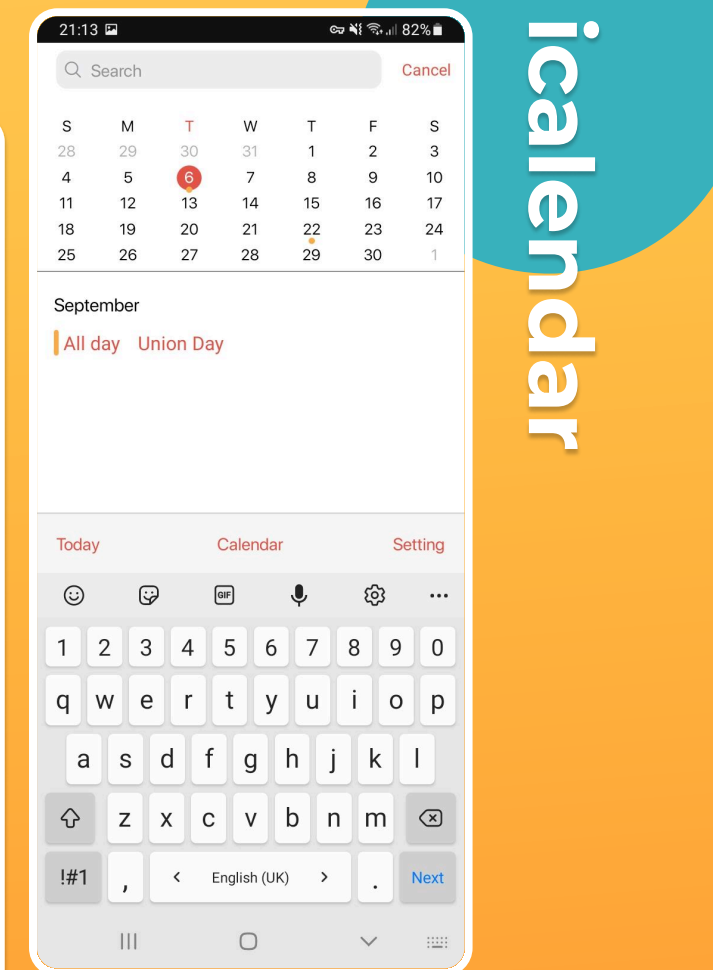
Convenient Alarm option

I was given the following User Research

Linda Sussans

Age 56   **Sex** F

Occupation
CEO of Accounting firm with 20 employees

Location
Chicago, IL

Income
$129,000

Education
MBA with a Marketing concentration

Hobbies, interests
Concerts,

Technical Capability/Devices they use
Ok with tech, but not super savvy

Goals
- Would like to collaborate my schedule with my employees
- Would like to assign projects and reminders to employees

Motivations
- Would like to be able to get away from the office with assigning tasks to the rest of my team

Frustrations
- I haven't found an app that includes, tasks, schedule and reminders

Brands/Products they like
- Ralph Lauren
- Anne Klien
- Whole Foods

Other
- Runs a company with 20 employees
- Married does not have children

Emily Miller

Age 20   **Sex** F

Occupation
College Student

Location
Boston, MA

Income
$0

Education
Pre-Med

Hobbies, interests
Cooking, Playing the Clarinet, biking

Technical Capability/Devices they use
Tech Savvy

Goals
- Meet the deadlines for assignments and school work

Motivations
- Want to get into Med School

Frustrations
- Each professor assigns their own assignment, deadlines overlap.
- I write it in my ical, but then forget about it, I need some sort of reminder

Brands/Products they like
- Gap
- Starbucks
- Urban Outfitters
- Apple

Other
- Married, her husband is an engineer
- They have two children
- 3 year old boy and a 1 year old girls

Jacob Shine

Age 35   **Sex** M

Occupation
Photographer

Location
San Francisco, CA

Income
$79,000

Education
BA in Liberal arts

Hobbies, interests
Traveling, Swimming, Painting

Technical Capability/Devices they use
Tech Savvy

Goals
- Need to keep tabs on all my projects
- Need to make sure that none of children's appointments are falling through the cracks

Motivations
- Would love to be on top of my time and be able to see if I have time for more projects

Frustrations
- Overwhelmed with my time and responsibilities. There's been times that I missed deadlines and forgot appointments.

Brands/Products they like
- Cannon
- Target
- Dunkin Donuts

Other
- Divorced
- Has 2 Boys ages 7 and 5

The potential users are busy adults, who need to keep track of their many tasks and appointments as well as share schedules / tasks with other people.

Stage 2: **Define**

We need a solution for busy adults so that they can keep their lives more organised.
We need an app that is clear to use, has a modern interface, gives users a visual cue
as to their schedule, and has sharing options

Stage 3: **Ideating & design**

I worked on some user flows, trying to iron out any flow issues and making sure
the regular steps users would take through the app were logical and intuitive.
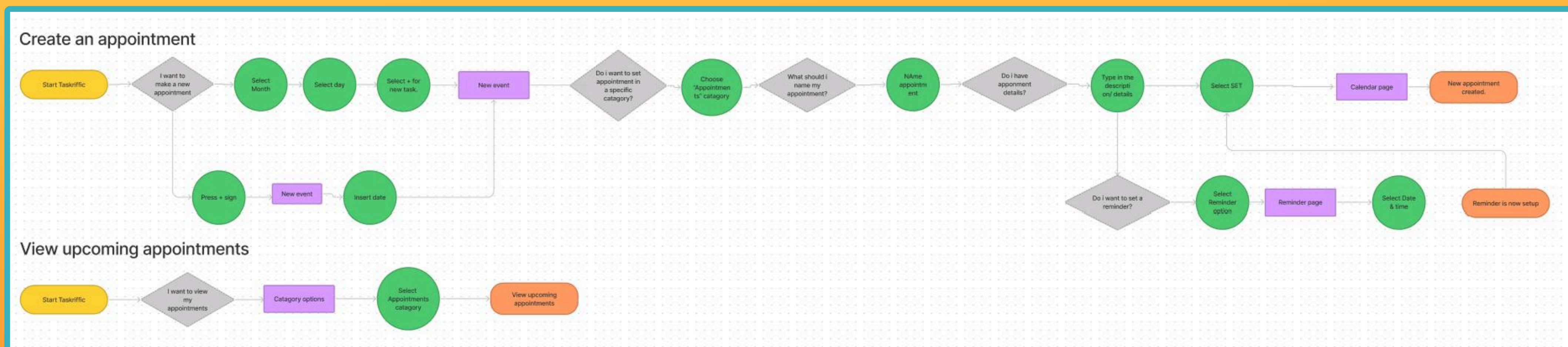
I was then ready to work on the wireframes for the app.

I worked on Figma to figure out what elements would be placed where on the screen.

I noticed that some elements were making the screen too crowded/ confusing so i removed them.
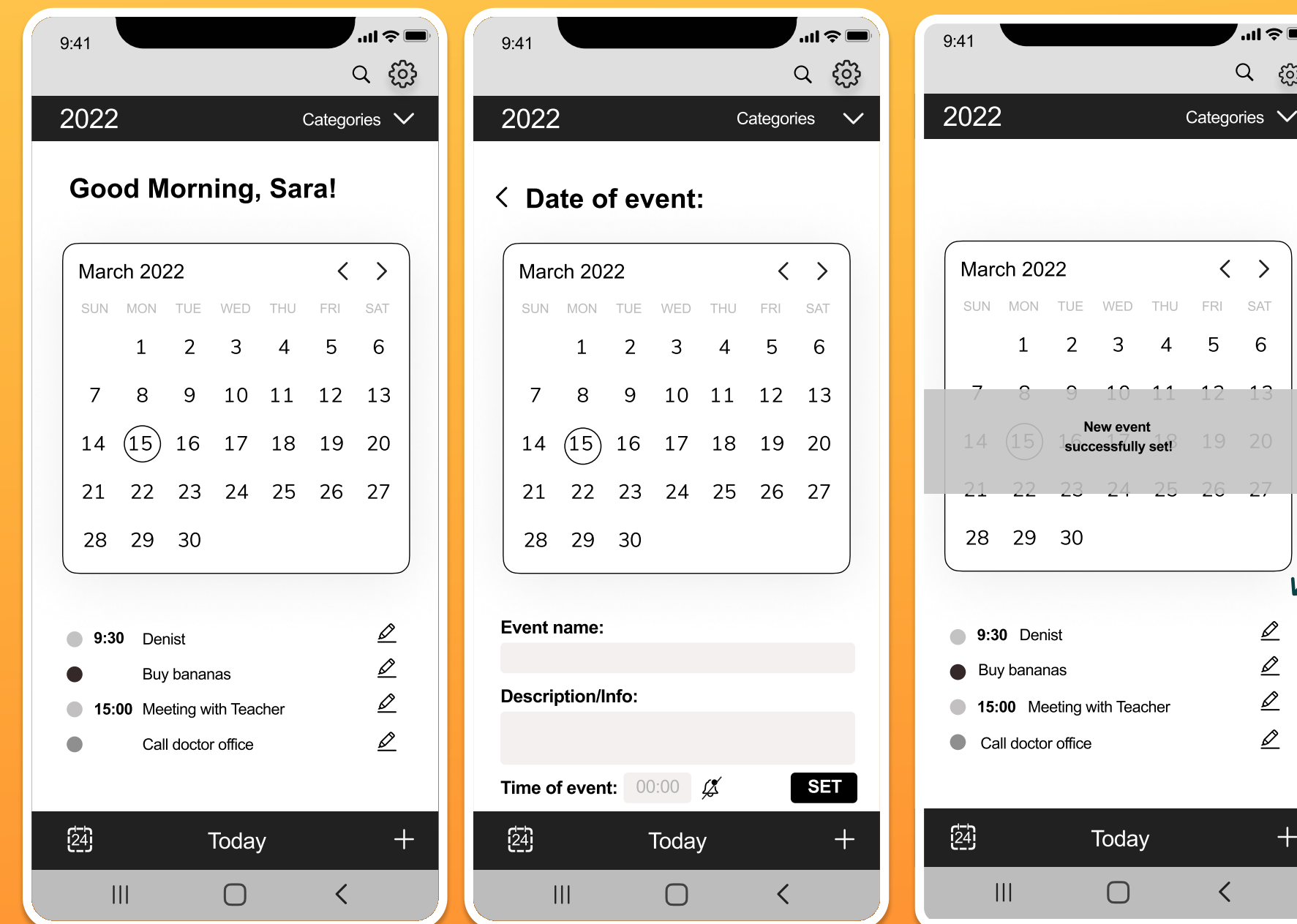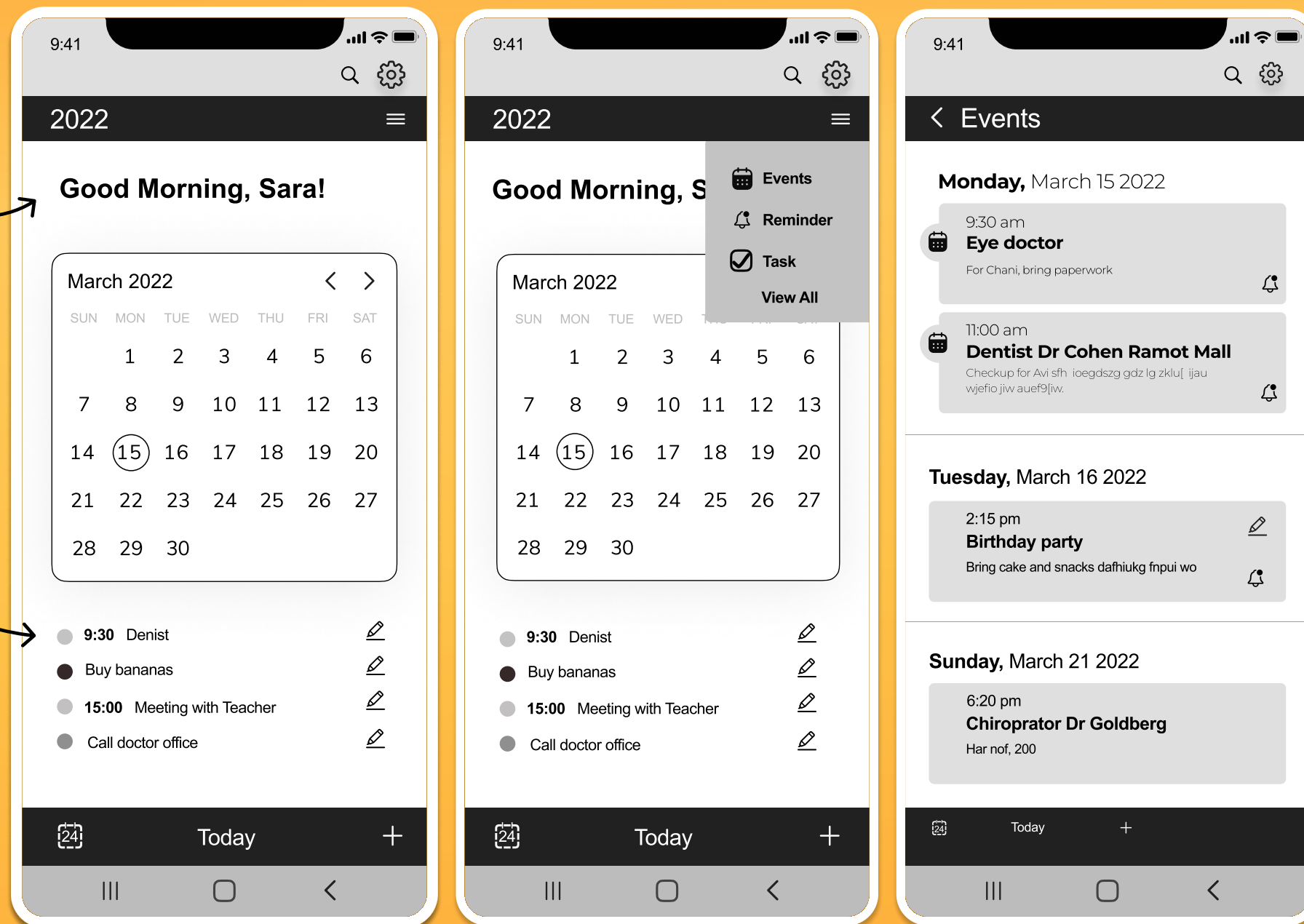
In addition, I improved the navigation, to make the app more user-friendly, with clear icons & distinct button to add new event.

Then it was time for doing the actual design.
I went through a few revisions until I got the feel that was right.

I researched designs and I liked the orange base colour (left) while encoroparting hints of teal (right).

I included the yellow/orange gradient to compliment the logo.
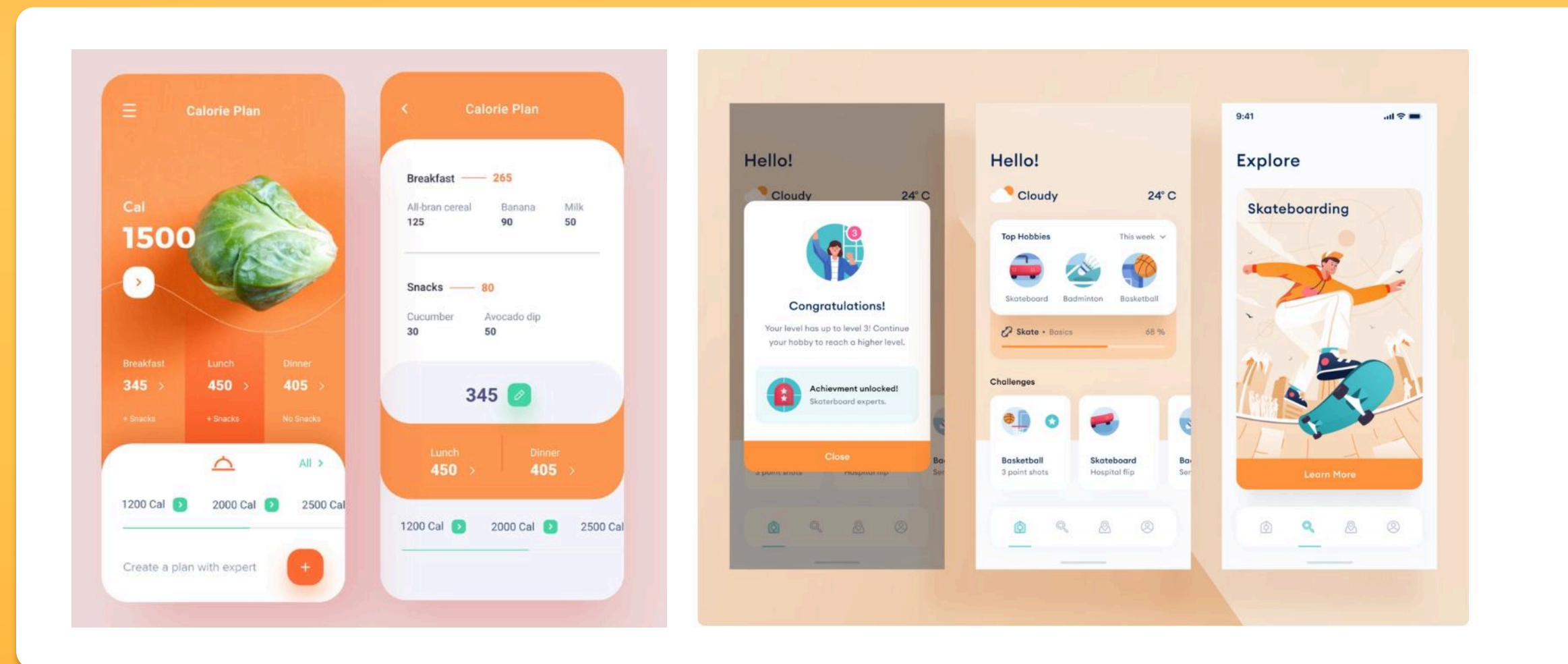
Color Pallete:

Main action button in most accessible place

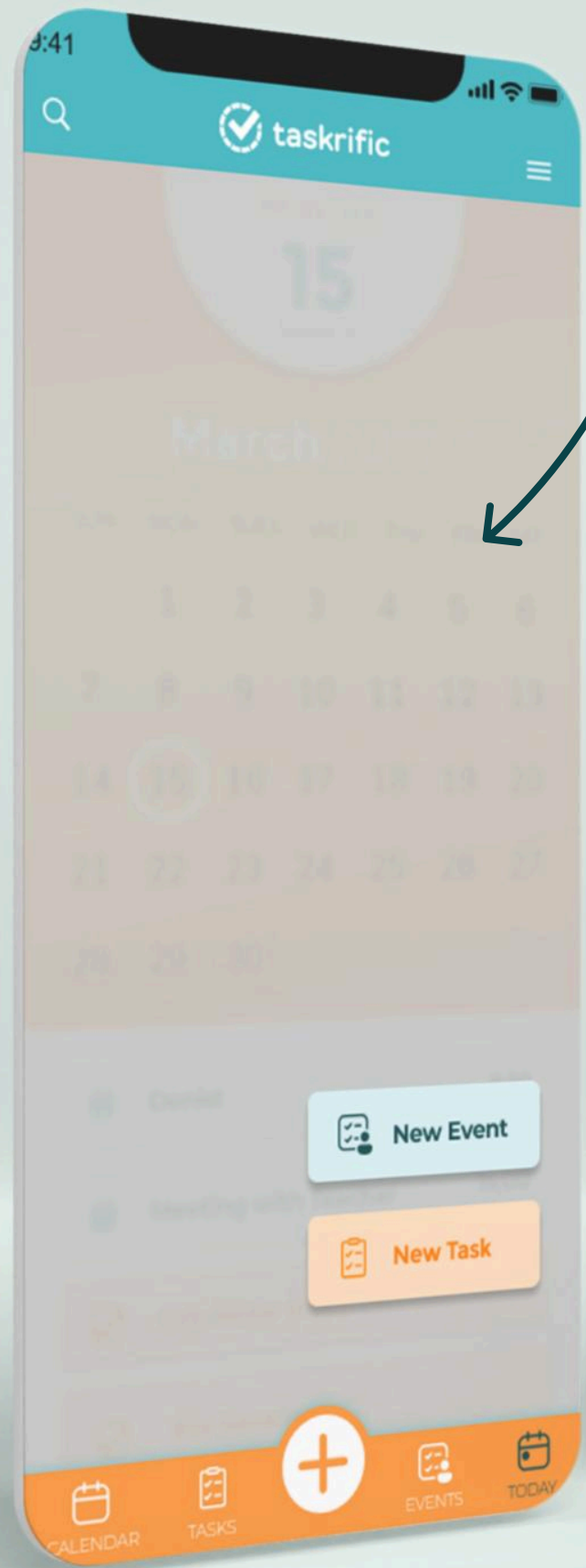Option to view upcoming events clearly

Final Design
I loved the fresh coloring and the modern look.
This is perfect for adults who need to keep organized and keep track of important tasks and appointments.

Some events "peaking out" showing the user that there is more when they scroll.
Based on the UX Law of Closure

Easy Sharing option

taskrific

Events
Monday, March 15 2022

9:30 am
Eye doctor
For Chani, bring paperwork

11:00 am
Dentist Dr Cohen Ramot Mall
Checkup for Avi sfh ioegdszg gdz lg zklul
ijau wjefio jiw auef9jiw.

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Har nof, 200

CALENDAR   TASKS   EVENTS   TODAY

taskrific

April 2022

MON   TUES   WED   THU   FRI   SAT
7   8   9   10   11   12   13

CALENDAR   TASKS   EVENTS   TODAY

taskrific
MONDAY
15
MARCH

March 2022
SUN   MON   TUES   WED   THU   FRI   SAT
7   1   2   3   4   5   6
8   9   10   11   12   13
14   15   16   17   18   19   20
21   22   23   24   25   26   27
28   29   30

Denist

Meeting with Teacher   9:30

Call doctor office   14:00

Buy bananas

CALENDAR   TASKS   EVENTS   TODAY

taskrific
MONDAY
15
MARCH

March 20

SUN   MON   TUES

Alarms
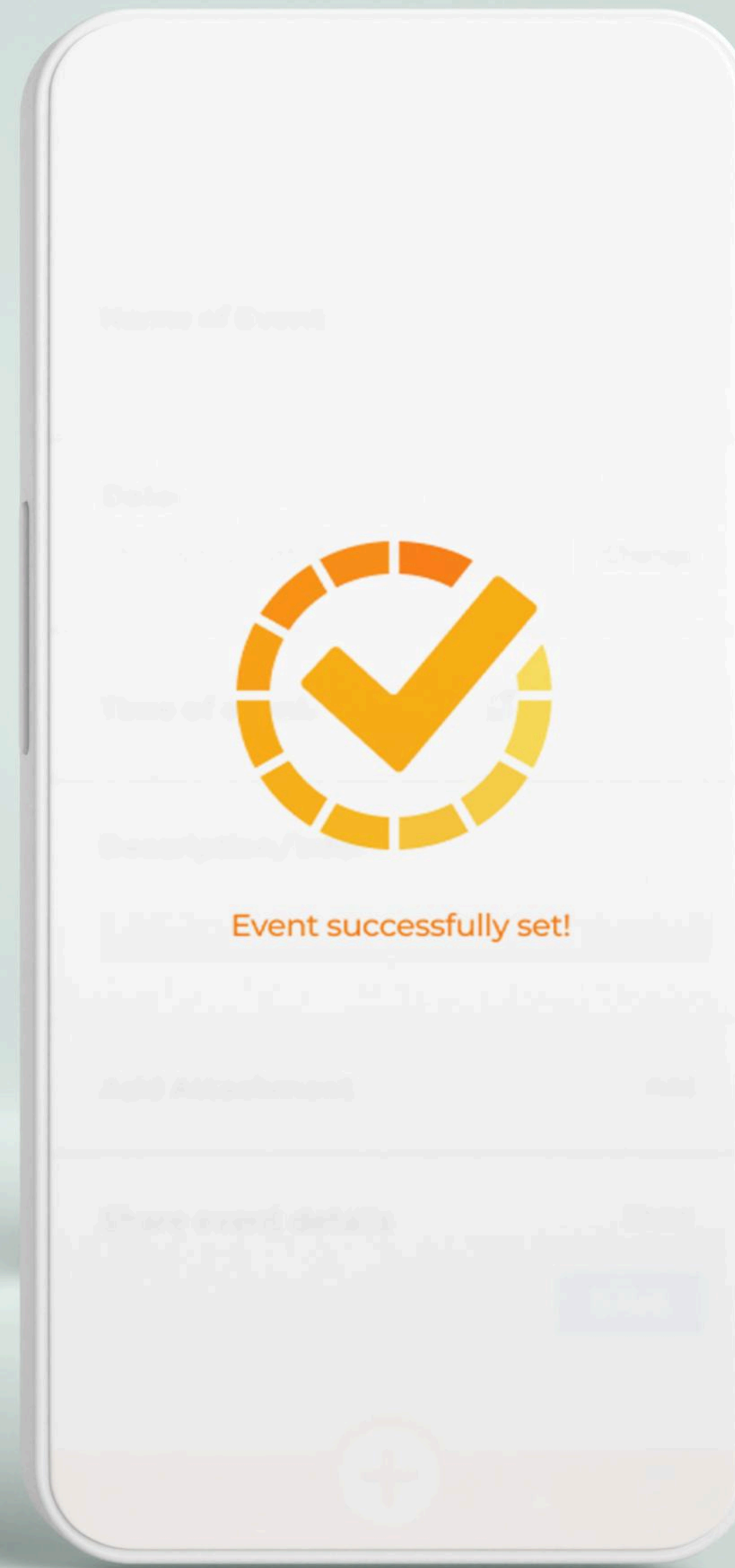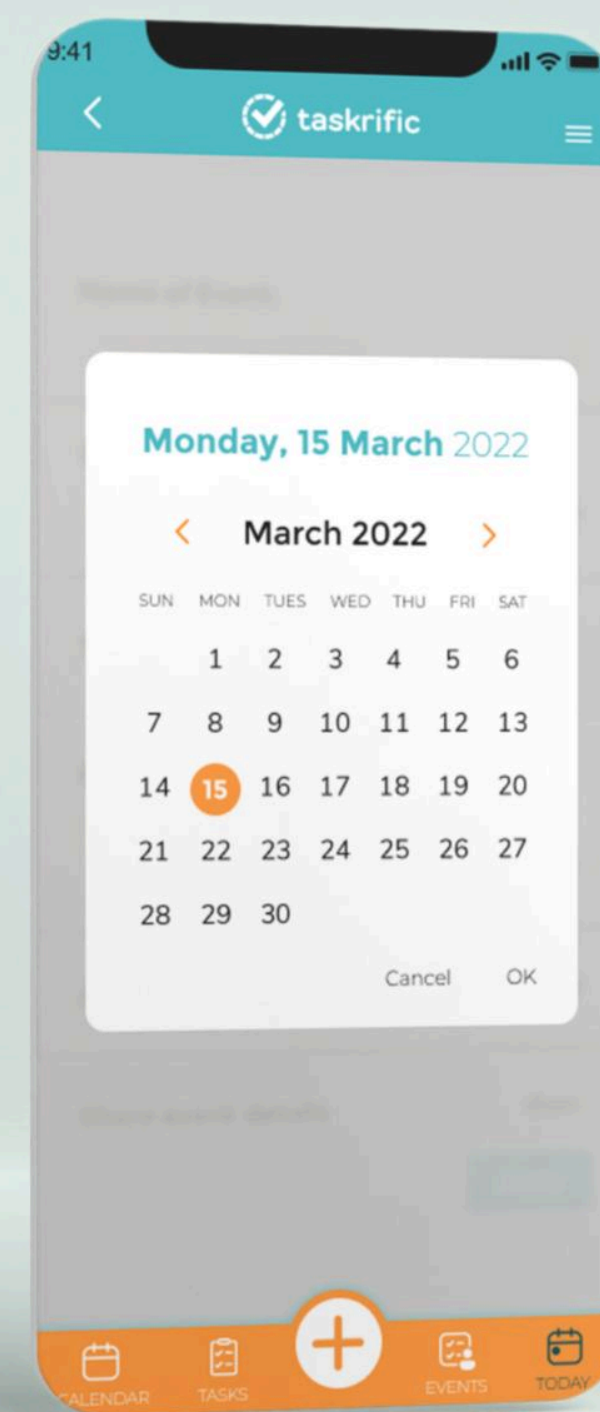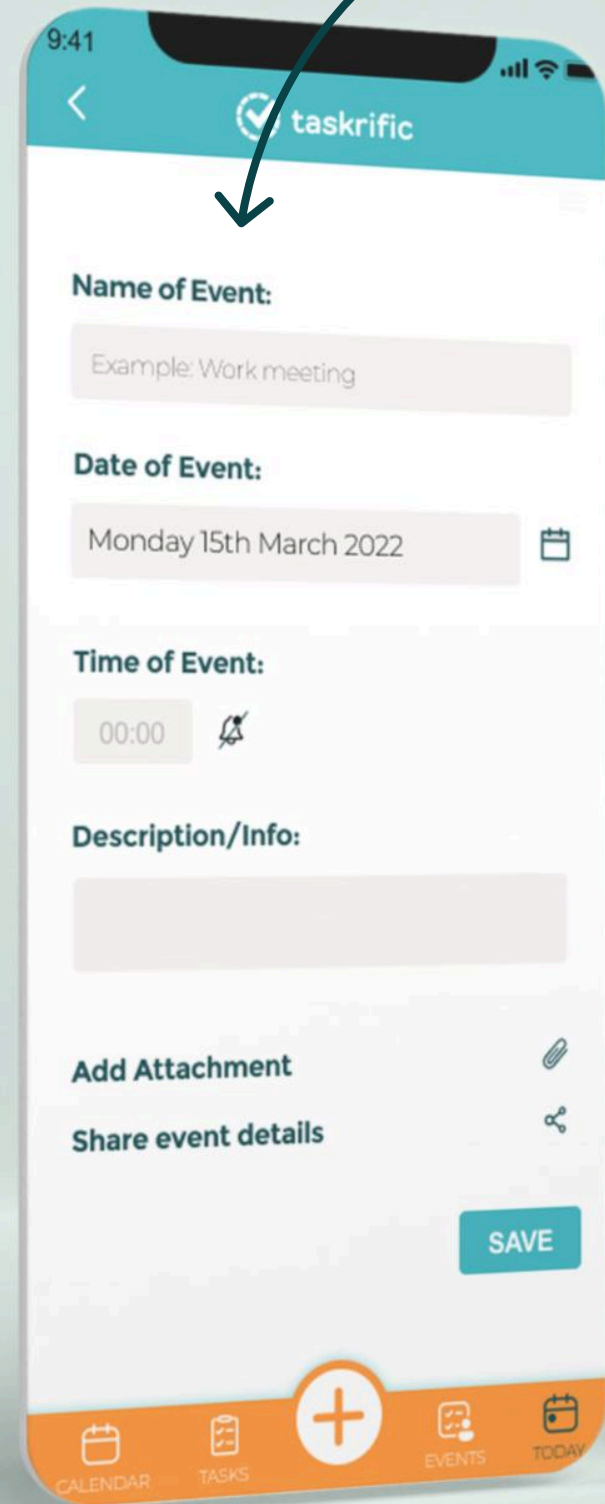Share
Settin

Pop out menu causes screen to darken so user has less distraction

Easy way to add to-dos, with option for scheduling reminders.

9:41

taskrific

MONDAY
15
MARCH

March 2022

SUN	MON	TUES	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
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Denist   9:30

Meeting with Teacher   14:00

Call doctor office

Buy bananas

CALENDAR   TASKS   EVENTS   TODAY

9:41

taskrific

March

New Event

New Task

CALENDAR   TASKS   EVENTS   TODAY

9:41

taskrific

Name of Event:

Example: Work meeting

Date of Event:

Monday 15th March 2022

Time of Event:

00:00

Description/Info:

Add Attachment

Share event details

SAVE

CALENDAR   TASKS   EVENTS   TODAY

Labeled icons for smooth navigation

9:41

taskrific

Monday, 15 March 2022

‹   **March 2022**   ›

SUN	MON	TUES	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				

Cancel   OK

CALENDAR   TASKS   EVENTS   TODAY

Event successfully set!

Calendar page → **When "New event" is selected** → **Details for Creating New event** → **Date Picker** → **Notify user that the new event was successfully set.**

Stage 5: **Prototype**

https://www.figma.com/proto/V9ijvkEVPAbf5wERyRfKoi/Taskriffic-app-UI-(Michal-Bendahan)-(Copy)-(Copy)?node-id=1183%3A9470&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1183%3A9470&show-proto-sidebar=1

Stage 6: **Conclusion**

This was a great project to work on. I loved the bright colors and fresh design in the final version. I learnt how to keep only important information visible while keeping the app as versatile as possible.

If I had more time, I would love to work more on the project features so users can plan and split large projects even more easily and in more detail.

I would also love to research even more similar apps, to improve the app even further.