

01 Problem Statement

Project Overview

Yuvna leads sales and business development for a Fortune 500 company. **She travels 3 out of 4 weeks in the month**, and when she travels, it's **almost always internationally**.

Between all her travel to **different time zones** and a busy meeting schedule in **different cities**, she finds it **challenging to keep up with her calendar** to show up to the **right place at the right time**.

Key Objective

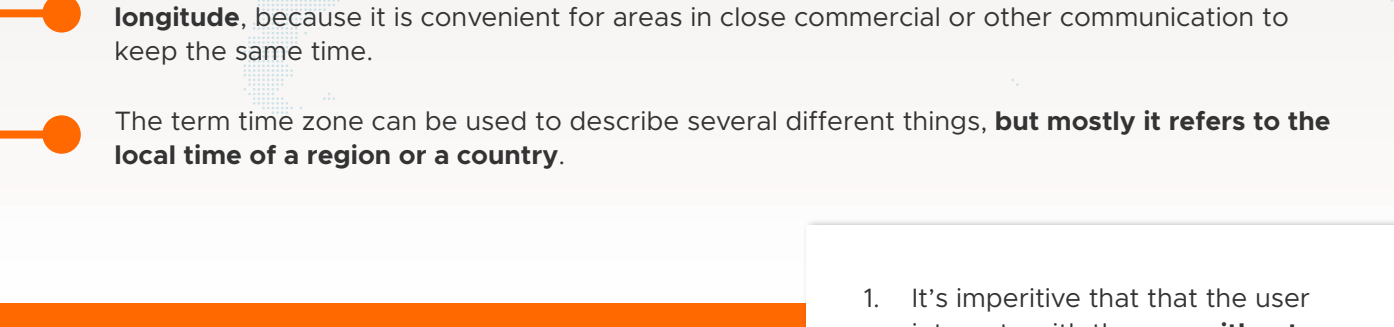
Design a calendar flow and interface that is smart enough to **suggest meeting times**, accounts for **changing time zones**, and is proactively working for Yuvna to make sure she is always on time for her meetings.

Specifically design a flow where she books a meeting with someone in Ireland at 2pm their time, while in South Africa.

02 Research

Methodology

Illustrated below is the approach I used for this project.



Understanding Time Zones

- A time zone is a **region of the globe** that observes a **uniform standard time** for legal, commercial, and social purposes.
- Time zones tend to follow the **boundaries of countries and their subdivisions instead of longitude**, because it is convenient for areas in close commercial or other communication to keep the same time.
- The term time zone can be used to describe several different things, **but mostly it refers to the local time of a region or a country**.

What makes a great calendar app?

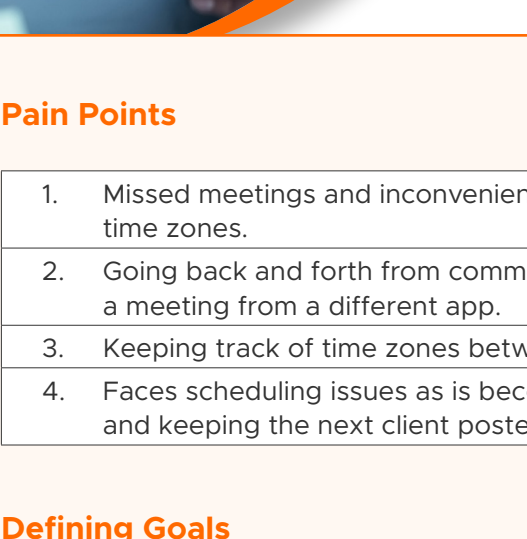
Calendar apps have 2 core functions:

- They show you your **upcoming schedule**
- Remind you of **important of times and events**.

The app should focus on helping the user accomplish **four MVP tasks**:

- It's imperative that the user interacts with the app **without a steep learning curve**.
- The user should be able to create and **easily view scheduled meetings and be see what time zone the meeting are in**.
- The user **needs to see what time it is in different time zones** to assist scheduling **meetings that work for all parties**.
- The user should have clarity about **how they spend their time**.

03 User Personas



Primary User

Name	Yuvna Naidoo
Profession	Sales & Business Development Lead
Company	International Fortune 500 company

Demographics

Age Range	40-55
Gender	Female
Marital Status	Married
Salary Range	R 900,000 - R 1 150 000/ Year
Location	Sandton, Johannesburg
Education	Wits University/ Harvard Business School

Technographics

Computer	MacbookPro, 16"
Smartphone	iPhone 14
Comfort with Tech	Medium to High
Learning Style	Show Me

Pain Points

- Missed meetings and inconvenient meeting timing due to incorrect time calculations in different time zones.
- Going back and forth from communicating over email with the client and scheduling/attending a meeting from a different app.
- Keeping track of time zones between various origin, connecting and destination cities.
- Faces scheduling issues as it becomes difficult to keep track of current/ongoing meeting time and keeping the next client posted if there are any delays.

Defining Goals

User goal should always be in user's language. It provides valuable insight on what the user wants :

- I don't want to manually calculate time differences again which leads to error.
- Basis my busy and occupied meeting schedule, I want to know my available/free time slots that I have during the day.
- I don't want to switch between multiple apps for accessing my email and meeting schedule.
- I want my client to be posted in case I am running late without having to type an email or message every time.

Formulating Design Principles

Keeping the user goals, I had formulated a set of design principles to be used as an underlying framework while conceptualising the user journey and designing the interface of the app to be successfully adopted by such user types:

- Functioning as a one-stop on-the-go tool for viewing all meeting related information at one place while reducing cognitive load on the user.
- Ensuring transparency between the user and client by exchange of important messages and delays well informed in time and resultantly aiding to healthier relationship between both the parties involved.
- Achieving seamless transition between multiple channels of engagement by integrating necessary third party applications into the app's information architecture.
- Reducing intrusion in terms of sending reminders and notifications to the user.

Key Features

I have listed out some key features that will help me to priorities important functions of the app that would aid to achieve user goals, as mentioned above:

- A simple timeline view of the days for a given month which shows the scheduled events as separate cards.
- Travel schedule of user integrated within the timeline with free slots duration and travel time between origin and client's office clearly mentioned.
- Google Maps integrated location suggestions and automatic detection of client office/venue address with option to view directions and time required to navigate from current location.
- Automatic detection of timezone/change in timezones when scheduling a proposed meeting/ traveling to an international client's office.
- When scheduling a meeting, time slots are shown in the form of a schematic timeline. The timeline shows two time zones — client's office location and current location time zone.
- Creation of sales meetings/appointments with feature to maintain mail-based communication to fetch meeting data from there and create event with a single tap.
- Feature to inform client in a single tap by using pre defined mail template in case the user is running late.

Edge Cases

- If the meeting over exceeds its scheduled time window or the flight is delayed and is at the verge of eating into the next meeting scheduled for the same day, reminder to extend time by a certain degree would shift the following meeting's start time by that much time, and alert about the delay for the following meeting to that client.
- Quick actions on alert based push notifications, for any given day's meeting, to navigate to the client's office/message the client for being late, without having to enter the app and search for the meeting entry on the calendar, is accounted for while sketching out the ideas.
- Schematic representation of timeline when scheduling the meeting time ensures if the time difference between the client's location and current location is such that it leads to a difference in dates at both the locations, the date is automatically updated. This will alleviate the experience of the users dealing with time differences, hence providing clarity and ease of use.

04 User Flow Chart



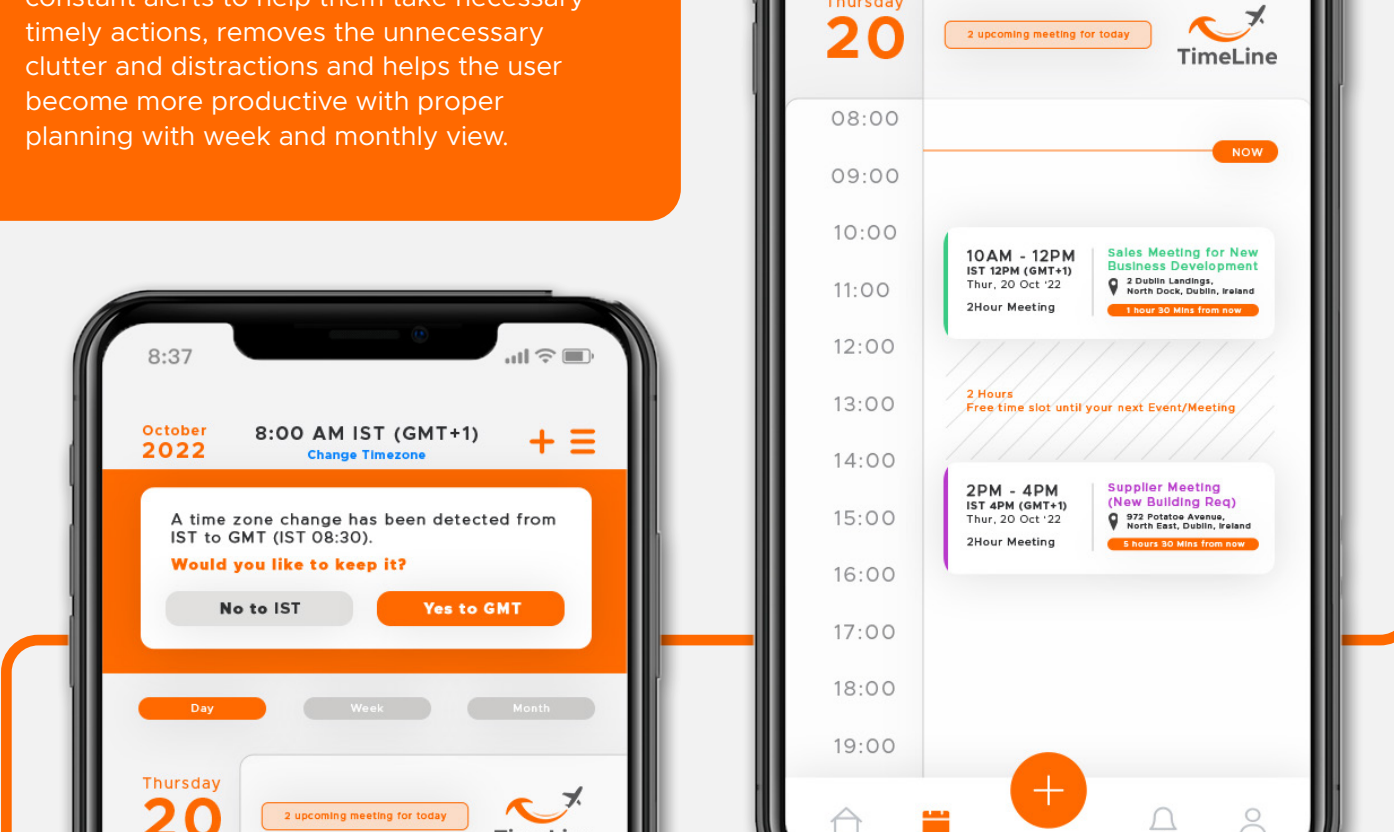
05 Wire-frames



06 Designs

UI Mock-ups

A simple timeline view of the days which straightaway nosedives into informing the user of the day's planned schedule, with constant alerts to help them take necessary timely actions, removes the unnecessary clutter and distractions and helps the user become more productive with proper planning with week and monthly view.



Covering ground on the edge-cases like reminding the users of change in timezone upon entering international soil or any delay that might affect the scheduled meeting that follow it and to help user take necessary quick actions, increases the stickiness and likability of the user towards the app.