

Project Overview Key Objective

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.

Yuvna leads sales and business development for

a Fortune 500 company. She travels 3 out of 4

O2 Research

Methodology

Illustrated below is the approach I used for this project.

Define

- Research

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

Design a calendar flow and interface that is smart

enough to suggest meeting times, accounts for

changing time zones, and is proactively working

Design

- High Fidelity Designs

Testina

- Usability Testing

Problem

Statement

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 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.

Ideate

- Wire-frames

The app should focus on helping the user

- 1. It's imperitive that that the user interacts with the app without a What makes a great calendar app? steep learning curve.
- meetings and be see what time Calendar apps have zone the meeting are in. 2 core functions: 3. The user needs to see what time
- They show you your upcoming schedule it is in different time zones to assist scheduling meetings that Remind you of important of times and events. work for all parties.

Smart Calendar for Travellers App

03User Personas

accomplish four MVP tasks:

- **Primary User** Name

4. The user should have clarity

about **how they spend their time**.

2. The user should be able to create and easily view scheduled

Yuvna Naidoo

Sales & Business Development Lead International Fortune 500 company

R 900,000 - R 1 150 000/ Year

Wits University/ Harvard Business School

Sandton, Johannesburg

MacbookPro, 16"

Medium to High

iPhone 14

Show Me

Marital Status Salary Range Location **Education**

Pain Points Missed meetings and inconvenient me 1. time zones. 2. Going back and forth from communication a meeting from a different app. Keeping track of time zones between Faces scheduling issues as is become 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. 1. 2. Basis my busy and occupied meeting schedule, I want to know my available/free time slots that I have during the day.

schedule.

message every time.

4.

such user types:

3.

Key Features

Comfort with Tech Learning Style

Smartphone

Computer

Technographics

Profession

Company

Age Range

Gender

Demographics

40-55 Female

Married

eeting timing due to incorrect time calculations in different
cating over email with the client and scheduling/attending
n various origin, connecting and destination cities.
es difficult to keep track of current/ongoing meeting 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

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.

necessary third party applications into the app's information architecture. Reducing intrusion in terms of sending reminders and notifications to the user.

Achieving seamless transition between multiple channels of engagement by integrating

Functioning as a one-stop on-the-go tool for viewing all meeting related information at one

I don't want to switch between multiple apps for accessing my email and meeting

I want my client to be posted in case I am running late without having to type an email or

1. A simple timeline view of the days for a given month which shows the scheduled events as separate cards. 2. Travel schedule of user integrated within the timeline with free slots duration and travel time between origin and client's office clearly mentioned.

3. 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

I have listed out some key features that will help me to priorities important functions of the app that would

4. Automatic detection of timezone/change in timezones when scheduling a proposed meeting/ traveling to an international client's office. 5. When scheduling a meeting, time slots are shown in the form of a schematic timeline. The

7. Feature to inform client in a single tap by using pre defined mail template in case the user is

timeline shows two time zones — client's office location and current location time zone. 6. 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.

running late.

Edge Cases

location.

aid to achieve user goals, as mentioned above:

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

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

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.

Smart Calendar for Travellers App **04** User Flow Chart View Meeting

Details

(Organiser)



Back

Smart Calendar for Travellers App

the timezone.

Current Date Formated dd/mm/yyyy

chosen settings.

Here you will be able to select month and year.

View the current dynamic time in my local timezone as the user. Also present the ability to manually change

if a 12 hour or 24 hour view depending on the users

This indicated where you are exactly in the day. As

-trames

Today

20

9AM

- 10AM

12PM

- 2PM

3PM

10AM

Create New

Home Screen

10:30 AM IST (GMT+1)

Week

Month

FREE SLOT - 1 hour left

Create a meeting/event/reminder/call by clicking here. Clicking on the free slot window or date in the monthdropdown also triggers the same new creation action.

This sub menu controls and houses all the other apps that can be integrated within the core functions and

User will see high level overview notifications of number

The user will have the ability to choose between Day

Meeting/Event card view
Each card will be design in such a way that the time

element according to the location (with a view of the

details of the meeting or event will be represented on

Highlight of the days activity

of events for that day.

Change View

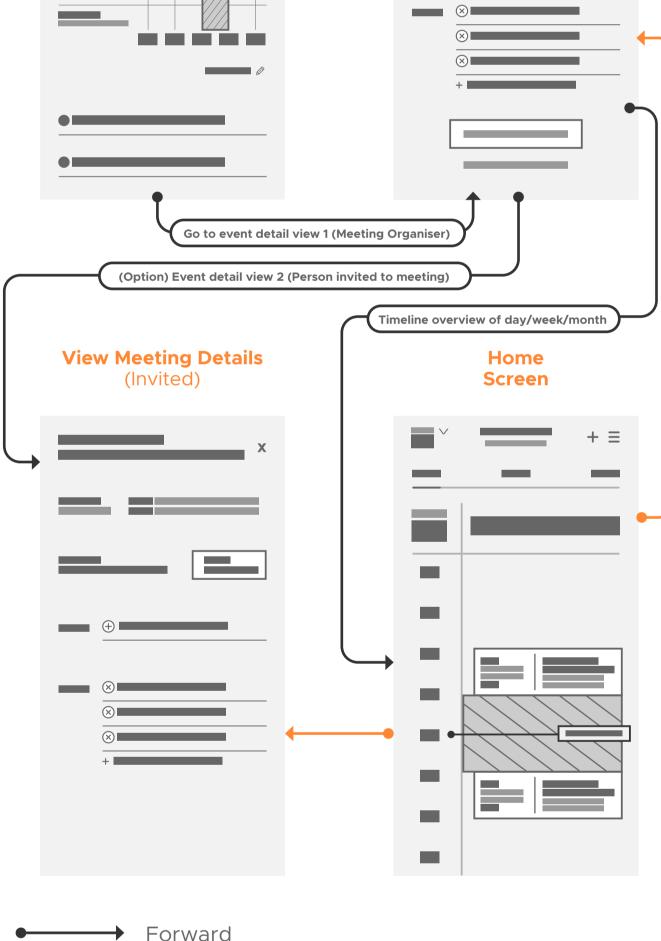
the right including: - Event name

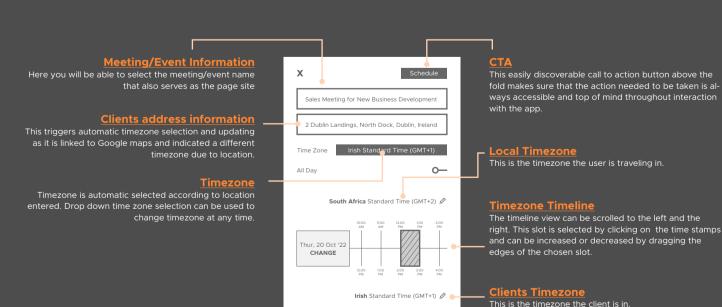
- Location of clients offices.

Create New

Event

X





Add Note

If the meeting/event is scheduled by the

user, then clicking on the event/meeting

card from the timeline view will give the

Sales Meeting for

2 Dublin Landings, North Dock, Dublin, Ireland

Guests X Email

× Email

(X) Email + Add Guest

New Business Development

Organiser damarism@dwmbugua.com

Reschedule

user and option to change details like,

date time, location and guests

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View Meeting Details (2 use Cases)

If the user is invited to a

meeting/event as a guest, then

clicking on the event card will

show details of the meeting/

event in read-only format.

Sales Meeting for

2 Dublin Landings, North Dock, Dublin, Ireland

Guests X Email

× Email × Email

+ Add Guest

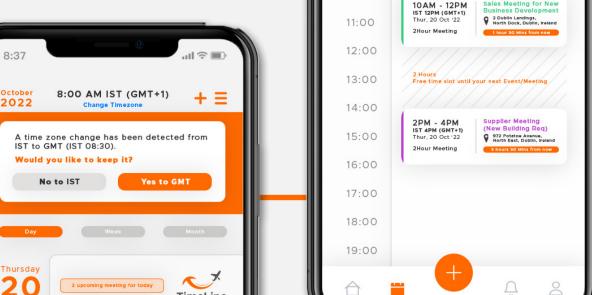
New Business Development

Organiser damarism@dwmbugua.com

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View on Google maps



Covering ground on the edge-cases like

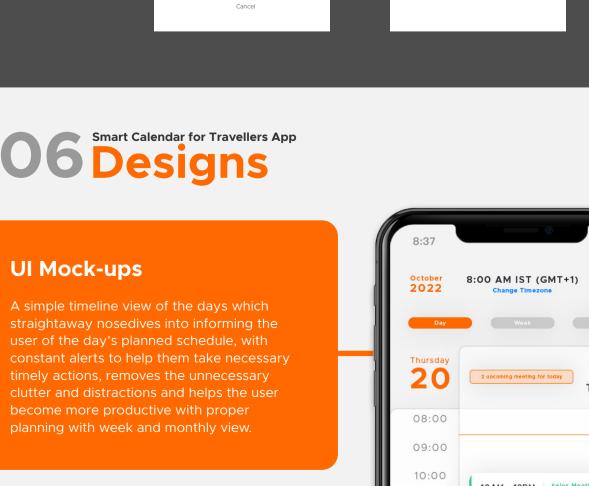
towards the app.

entering international soil or any delay that

reminding the users of change in timezone upon

might affect the scheduled meeting that follow

it and to help user take necessary quick actions, increases the stickiness and likability of the user



TimeLine Sales Meeting for New Rusiness Development 10 AM - 12 PM IST 12 PM (GMT+1) Thur, 20 Oct '22 8:37 2022

TimeLine

2 Dublin Landings, North Dock, Dublin, Ireland

972 Potatoe Avenue, North East, Dublin, Ireland

08:00

09:00

10:00

11:00

12:00

13:00

14:00

15:00

16:00

10AM - 12PM IST 12PM (GMT+1) Thur, 20 Oct '22

2Hour Meeting

2PM - 4PM IST 4PM (GMT+1) Thur, 20 Oct '22

?Hour Meeting