DEP 301

Collaborative Design Project

Maple Candy

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Contents

Primary Research

First survery conducted was to get a general idea of what to do and what topics we could explore

Hi, what is your age?

Short answer text

What is your gender?

○ Female

○ Male

○ Non-binary or other

○ Prefer not to say

What is your occupation?

Short answer text

What's your living situation?

○ With Family or Parents

○ With Spouse or Partner

○ In a hostel or PG

○ With Friends

○ Alone

Which city/town do you live in?

Short answer text

How has COVID-19 affected your life?

Short answer text

What's the one thing that you'd change that would make life easier during these times?

Short answer text

What is the one thing you're really looking forward to in a Post-COVID world?

Short answer text

What problems will the world face Post-COVID?

Short answer text

Post Covid (center)

- Recession
- Loss of Jobs
- Fintech
- Increased wealth inequality
- Digital Payment
- Getting back to pre covid life
- Emotional Isolation
- Mental
- Scare of outbreak repeating
- Health
  - Digital Health Tracking
  - Physical
- Economy
- Movie theatres/plays/conventions
- Entertainment
- live streaming/digital platform
- Play
  - Multiplayer online games
- Food
  - Grocery shopping - making sure food is sanitized
- Optimise seating on public transportation
- Hotels
- Travel & Transportation
- Sanitation of public Transportation
- Social
  - May be awkward in the beginning
  - Misinformation and Fake news
  - Restaurants
- Reacquaint people with offline learning
- Learn
- Remote Collaborative learning
- Remote Education
- Device based education
- Work
- Supply Chain Management
- C2C platform for msme - handicrafts etc
- Work from home
- Furniture
- Remote collaboration
- set ups
- Laptop accessories
- Systems between companies and employees
- Attendance, HR stuff
- Video con, teams stuff
- Lack of productivity and motivation

We then decided to work on the topic of productivity. The second survey was made, specifically aimed towards that

About productivity tracking

Description (optional)

Do you currently have a method of keeping track of your work and tasks?

- ◯ Yes
- ◯ No
- ◯ Maybe
- ◯ I do it on and off
- ◯ Other…

If yes, please elaborate

Long answer text

How do you work (eg: you work for 20 minutes take a 10 minute break or work till you finish the project, etc.)?

Long answer text

Hi, what's your age?

- ◯ >18
- ◯ 18-22
- ◯ 22-30
- ◯ 30-40
- ◯ 40-50
- ◯ 50-60
- ◯ 60<

What's your gender?

- ◯ Female
- ◯ Male
- ◯ Prefer not to say
- ◯ Other…

What are you currently doing?

- ◯ Working in a job
- ◯ Self employed
- ◯ Freelance
- ◯ In college
- ◯ In school
- ◯ Other…

Are you currently using any productivity app(s)?

- ◯ Yes
- ◯ No
- ◯ Other…

If yes, which app(s) do you use?

Short answer text

What do you like about the app?

Long answer text

Do you feel like there are any problems with this app or if there are any features missing?
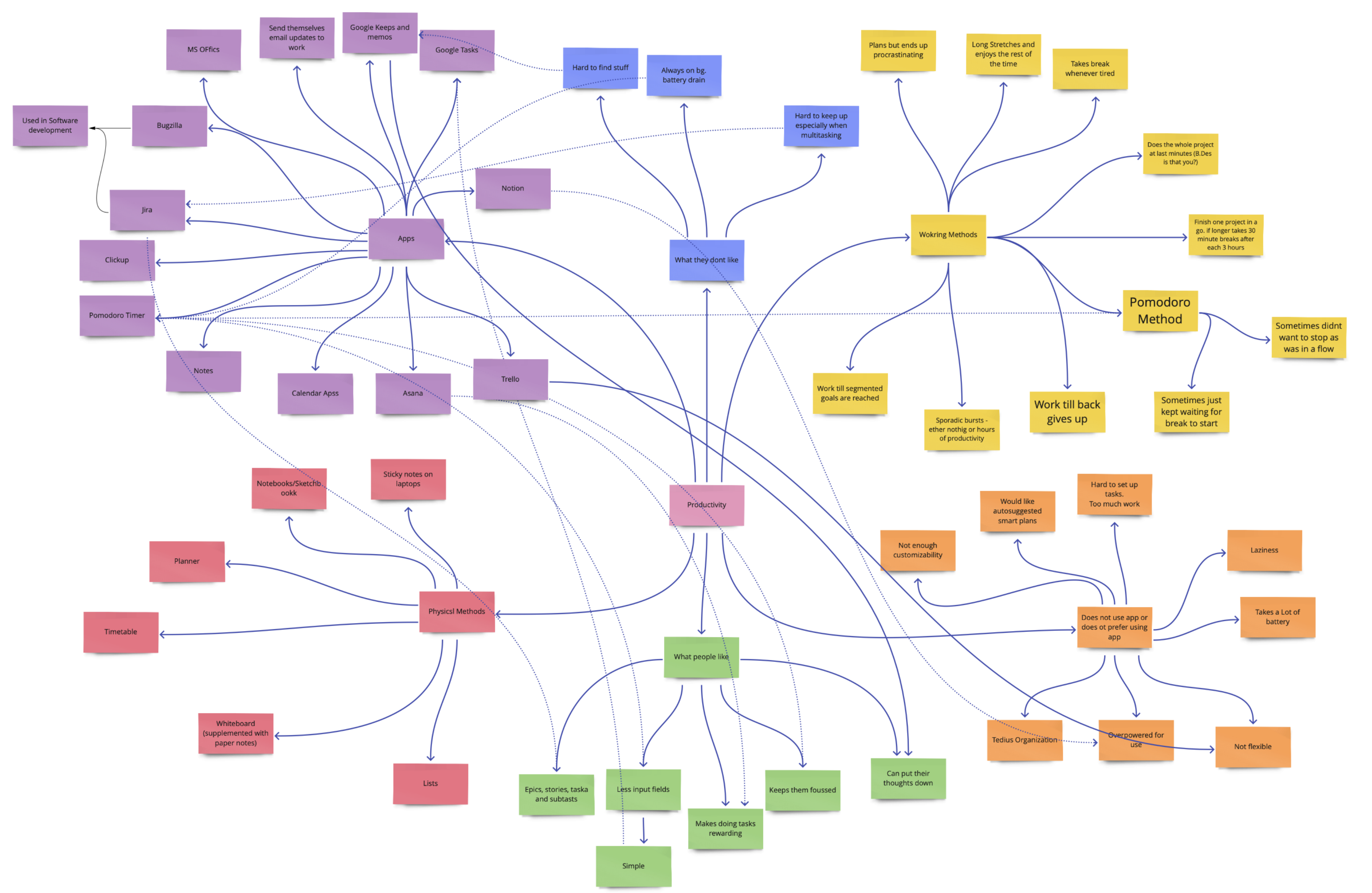
Long answer text

Have you ever started using a productivity app(s) and stopped using it?

- ◯ Yes
- ◯ No
- ◯ Other…

Apps (purple nodes)
- MS OFfics
- Send themselves email updates to work
- Google Keeps and memos
- Google Tasks
- Bugzilla
- Used in Software development
- Jira
- Clickup
- Pomodoro Timer
- Notion
- Notes
- Calendar Apss
- Asana
- Trello
- Apps

What they dont like (blue nodes)
- Hard to find stuff
- Always on bg. battery drain
- Hard to keep up especially when multitasking
- What they dont like

Wokring Methods (yellow nodes)
- Plans but ends up procrastinating
- Long Stretches and enjoys the rest of the time
- Takes break whenever tired
- Does the whole project at last minutes (B.Des is that you?)
- Finish one project in a go. if longer takes 30 minute breaks after each 3 hours
- Pomodoro Method
- Sometimes didnt want to stop as was in a flow
- Work till segmented goals are reached
- Sporadic bursts - ether nothig or hours of productivity
- Work till back gives up
- Sometimes just kept waiting for break to start
- Wokring Methods

Productivity (pink node)

Physicsl Methods (red nodes)
- Notebooks/Sketchb.ookk
- Sticky notes on laptops
- Planner
- Timetable
- Whiteboard (supplemented with paper notes)
- Lists
- Physicsl Methods

What people like (green nodes)
- Epics, stories, taska and subtasts
- Less input fields
- Makes doing tasks rewarding
- Keeps them foussed
- Can put their thoughts down
- Simple
- What people like

Does not use app or does ot prefer using app (orange nodes)
- Hard to set up tasks. Too much work
- Would like autosuggested smart plans
- Not enough customizability
- Laziness
- Takes a Lot of battery
- Tedius Organization
- Overpowered for use
- Not flexible
- Does not use app or does ot prefer using app

Secondary Research

Name of feature	Habitica	Trello	Toodledo	Asana	Teamworks Projects	My Timetable	My HW App
UI	the health system is still here, the positive and negative reinforcements too, daily disables when you finish, to dos disappear when you finish, very similar to website, lots of negative reinforcement when you die	outdated	no iOS app, android one has horrible UI, same as desktop	Very clean and serene	discount trello when it comes to checking off tasks	Standard minimal onboarding, timetable app, very strict, not flexible, no notifications unless you upgrade	Minimal too, tasks can be course specific, has priorities, due dates, reminders, tags, add notes to tasks, upcoming tasks and instructors email and call options on dashboard,
Onboarding	google sign in, sent a mail, gamified onboarding (reminds of Pokemon), asks you to customise avatar and interests	Pretty standard, one slide for the basic features each and sign in with google/microsoft/email/apple	Unsatifactory	Has login with google option. Sends a mail saying thank you for signing up	back button doesn't work, very outdated, apparently there's a beta version which is updated,	Guides you through a task	None, straight paywall
Tour around the app	during onboarding, justin helps you do it, habits, to do, dailies, gear, social	zero pop ups guiding you around the app but some guidance when you try to add a task but doesn't	NA technically	Has a sample project to help you get a feel for the app, overall very similar to the desktop site, same	DNE	DNE	None
Kanban feel	list view, positive and negative stuff, change difficulties	not good at all, unsatisfactory	DNE	similar to the desktop, doesn't have the column names set up, have to do it ourselves	DNE	standard timetable, add events, colours etc	None, calendar

Name of feature	Habitica	Trello	Toodledo	Asana	Teamworks Projects
Account Login	Y	Y	Y	Y	Y
Activity Log	N	Y	Y	Y	Y
Calendar integration	N	Y	Y	Y	N
Checking off completed tasks	Y	Y	Y	Y	Y
Checklist/Sub Task	Y	Y	Y	Y	Y
collborate with other users	Y	Y	Y	Y	Y
Desktop use/view	Y	Y	Y	Y	Y
Due dates	Y	Y	Y	Y	Y
Help documentation	Y	Y	Y	Y?	Y
Mobile view and use	Y	Y	Y	Y	N?
Move/drag use	Y	Y	Y	Y	Y
Orientation	Y	Y	Y	Y	Y?
Penalty for overdue tasks	Y	N	N	N	N
Prediction of future tasks	N	N	N	N?	N?
Prioritize items	N	Y	Y	Y	Y
Reward for completed tasks	Y	Y?	N	Y	Y?
Set reminder notifications	Y	Y	Y	Y	Y
Sort/Hide/Filter items	Y	Y	Y	Y	Y
Tag/label items	Y	Y	Y	Y	Y
Timed tasks/stopwatch	N	N	Y	Y?	Y
List view	Y	N	Y	Y	Y
gantt chart view	N	N	N	Y	Y
calendar view	N	Y?	Y?	Y	Y?
kanban view	N	Y	N	Y	Y
Task dependencies	N	Y?	N	Y	Y
Progress	N	Y?	N	Y?	Y?

Insights

> These apps do not teach them to be productive. It works on the assumption that the users are already familliar with such methods

> Productivity is more about a process rather than an end goal. Users are not efficient with the process itself so productivity apps are not very useful to them

> Most productivity tools have a learning curve that make it hard for new users

> Too many compliated features that make it hard for a user to just add a task and move on

> The simpler apps have too less flexibility and customisability

> People dislike manual input, and find it tedious to do

> Notes are hard to keep track of for some people as they difficult to organise

Design Opportunities

- A product for improving productivity aimed at individuals (mostly looking at young professionals and students)

- Helping people develop a habit or different methods of productivity

- Reducing manual input by different methods as much as possible (maybe look at predictive future tasks and voice control)

- Creating a product for tracking tasks which feels more fun and less mechanical

- Creating a digital product that people that people can use with the same ease with which they use sticky notes

Design Objectives

> Help user build a better work habit

> Make the app a part of the user habit

> Make adding tasks easier, reduce the amount of work needed to use the app and make it less cumbersome to use

> App should be intuitive and organized (reduce cognitive load)

> App usage should give the same satisafaction as and emulate traditional means like using post-its and journals

> Make the product fun and delightful to use

Next Steps

> Detailed research into the problem

> Ideation and conceptualization of product

> Make information architecture, wireframes.

> Make usage scenarios and user flows

> UI design

> Protoyping

> Develop a business strategy

> Business Pitch

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Questions

Thank you