



FamSync

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Project overview



The product:

Insert a few sentences about the app, website, or other product that you designed and the target users



Project duration:

Insert the time that you worked on this design project - e.g., Month Year to Month Year

Preview of selected
polished designs.

Project overview



The problem:

There is not a calendar application on the market that tailors to adults and children. Parents have busy lives themselves and then add in a teenager or two and it seems like the schedule is always conflicting.



The goal:

The goal is to create a family calendar application that allows parents and teens to add or delete events as they need to with a reliable way to notify other users of changes.

Project overview



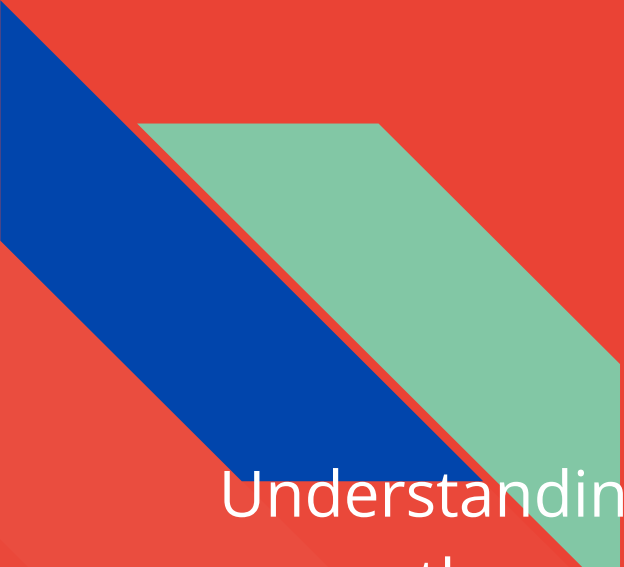
My role:

My role in the project is UX Research/Designer



Responsibilities:

My responsibilities have included creating personas, journey maps, conducting usability studies, wireframing (both paper and digital), low fidelity prototypes, and analyzing study findings.



Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For the sake of this Case Study I created my personas based on myself and my own family. Since this is a project for a certification I did not have the time or means to conduct interviews. However, if I were to conduct interviews I would start by asking people in my neighborhood. Then I would reach out to other locations that I have been to and that I am still connected to via social media. This would give me a greater picture of overall pain points and goals.

User research: pain points

1

Pain point

Current calendar sharing apps are not “kid friendly”. This causes a disconnect between parents and their older children that may have changing schedules.

2

Pain point

It is difficult to combine several schedules to one calendar optimally. There are many times that schedules get mixed up.

3

Pain point

Family calendar does not always share the events that have been added. Notifications can be easy to dismiss.

4

Pain point

Sports/work schedules can be tedious to add one by one. Especially for teens who have other things to worry about.

Persona: Monica

Problem statement:

Monica is a busy parent who needs a shareable family calendar because it is hard to keep up with everyone's schedules.



Monica

Age: 34

Education: Master's degree

Hometown: Oak Ridge, TN

Family: Married + 3 children

Occupation: UX Designer

"I feel like I am constantly forgetting something that one of kids has going on."

Goals

- Have an organized family calendar.
- Be able to add events for individuals in the family
- Be able to send reminders of events

Frustrations

- Current calendar does not always share across profiles correctly.
- Not kid/teen friendly
- Can be complicated to organize by person

Monica is a mom of 3 who works full time from home. Each child has their own schedule of sports, work, or appointments so it is hard keep everyone on track. Monica is the one who makes the schedule but it would make life easier if the whole family had a part in it.

User journey map

The goal for Monica is to have a family calendar that can be easily shared across the members of her family and provide notifications that the events are viewed. My thoughts for this journey map was to map out how Monica would schedule an appointment and avoid conflicting schedules.

Persona: Monica

Goal: To use an app that allows her to keep her family schedule organized and keep everyone involved.

ACTION	Schedule an event	Add to calendar	Share event	Plan schedule	Adjust schedule
TASK LIST	Tasks A.Check availability B. Make appt C.Record details	Tasks A. Create new event B. Add details C. Save event	Tasks A. Select family calendar to share to B. Click "notify" when saving C.Ensure event is saved correctly	Tasks A. Talk to family about upcoming events B. Try to fix conflicting events C. Double check calendar	Tasks A. Reschedule conflicting events if possible B. Talk to family about a better system to keep track C. Adjust online calendar and ensure everyone has everything scheduled
FEELING ADJECTIVE	I am nervous about committing to a certain date and time because my family's whole schedule is not saved	I like that details are saved when I make an appointment at repeating places like the doctors.	Frustrated because when I make events and add them to certain calendars it does not always share the even with my family.	Stressed and frustrated because there were events that were added to the calendar but not shared to everyone and now scheduled events are conflicting	Annoyed about having to reschedule appointments or other events due to conflictions and lack of notifications.
IMPROVEMENT OPPORTUNITIES	Availability might not be accurate	None at this time	Improve notifications sent to individuals that the calendar is shared to and receive a receipt notification.	A function could be added to double ensure that shared calendars have a way to "double check" events with family when adding a new event.	A more interactive version of a family calendar could ensure that everyone that needs to know the schedule is sure to get everything.

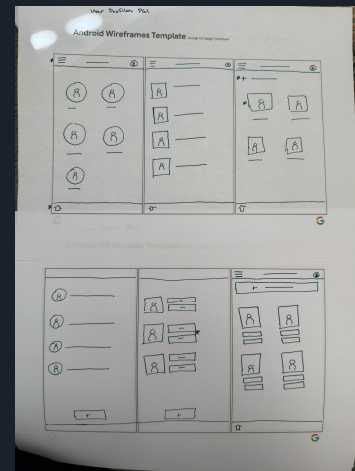
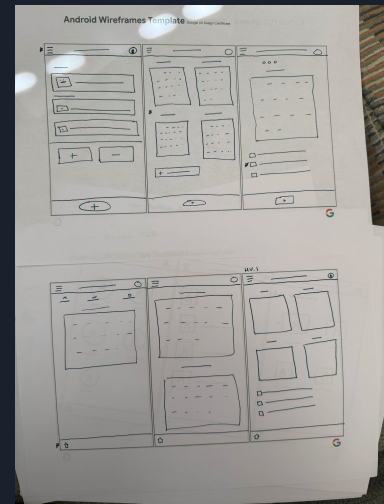
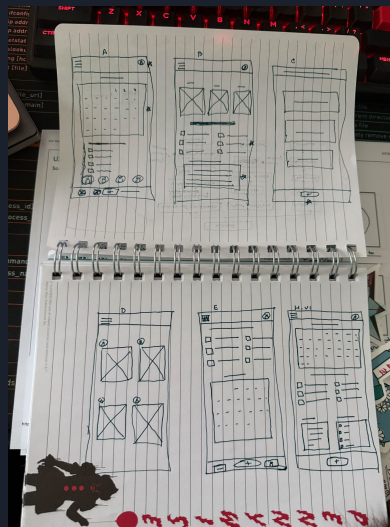


Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Making progress, still need to
iron out the rest of the frames

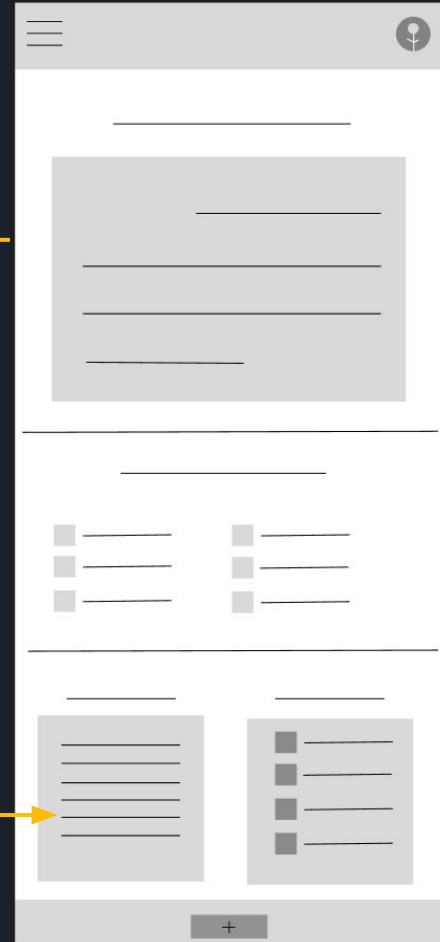


Digital wireframes

Home page

Default
calendar
selected

"On this day"
fun fact



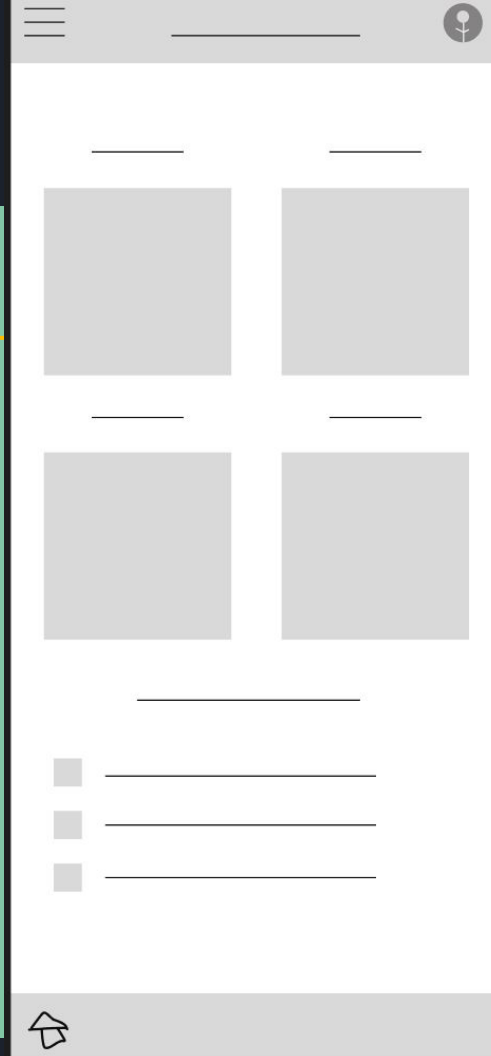
Snapshot of
upcoming
events

To-do list

Digital wireframes

Manage Calendars page

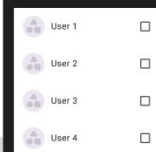
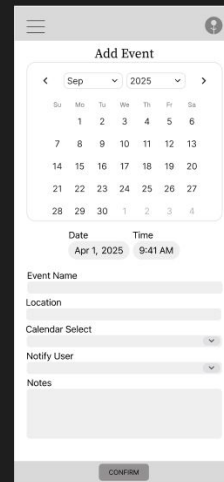
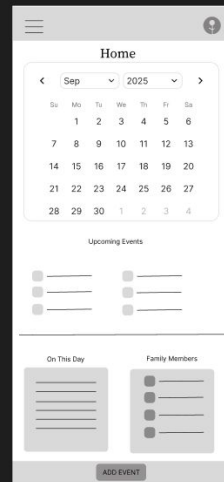
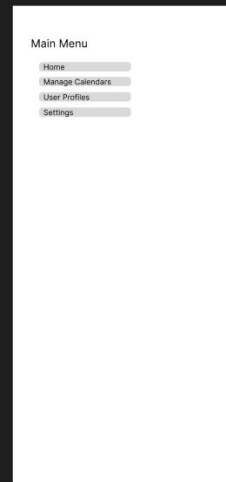
Preview of all
saved
calendars



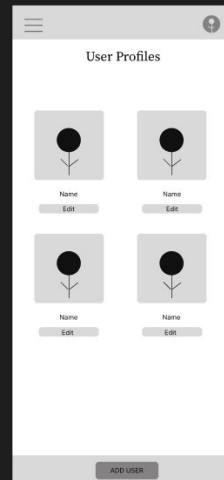
Snapshot of
upcoming
events

Low-fidelity prototype

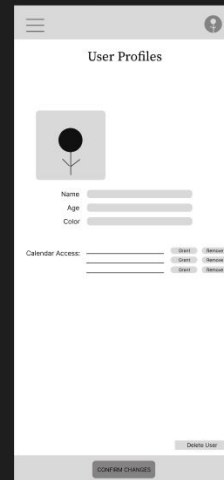
This user flow depicts navigation from main menu to the different screens.



User Profiles



Edit User



Usability study: findings

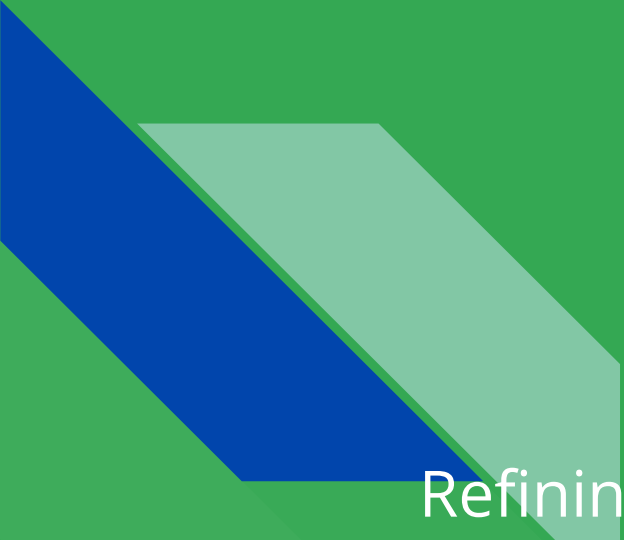
I conducted a moderated usability study involving three adults and two teenagers. The difference in ages is because the goal of my application is to be easily usable by the whole family.

Round 1 findings

- 1 Users want to be able to notify other users of events
- 2 Users want the ability to have a more organized way to schedule across all aspects of life (ie family, work, ect)
- 3 Users like the convenience of viewing main details on home page

Round 2 findings

- 1 Coming Soon
- 2
- 3



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and
thought process]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

Mockups

[Your notes about goals and
thought process]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

Mockups

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

High-fidelity prototype

[Link to high-fidelity
prototype]

Screenshot of
prototype with
connections or
prototype GIF

Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.



Going forward

-
- Takeaways
 - Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

Insert a few sentences summarizing what you learned throughout the project.

Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.