

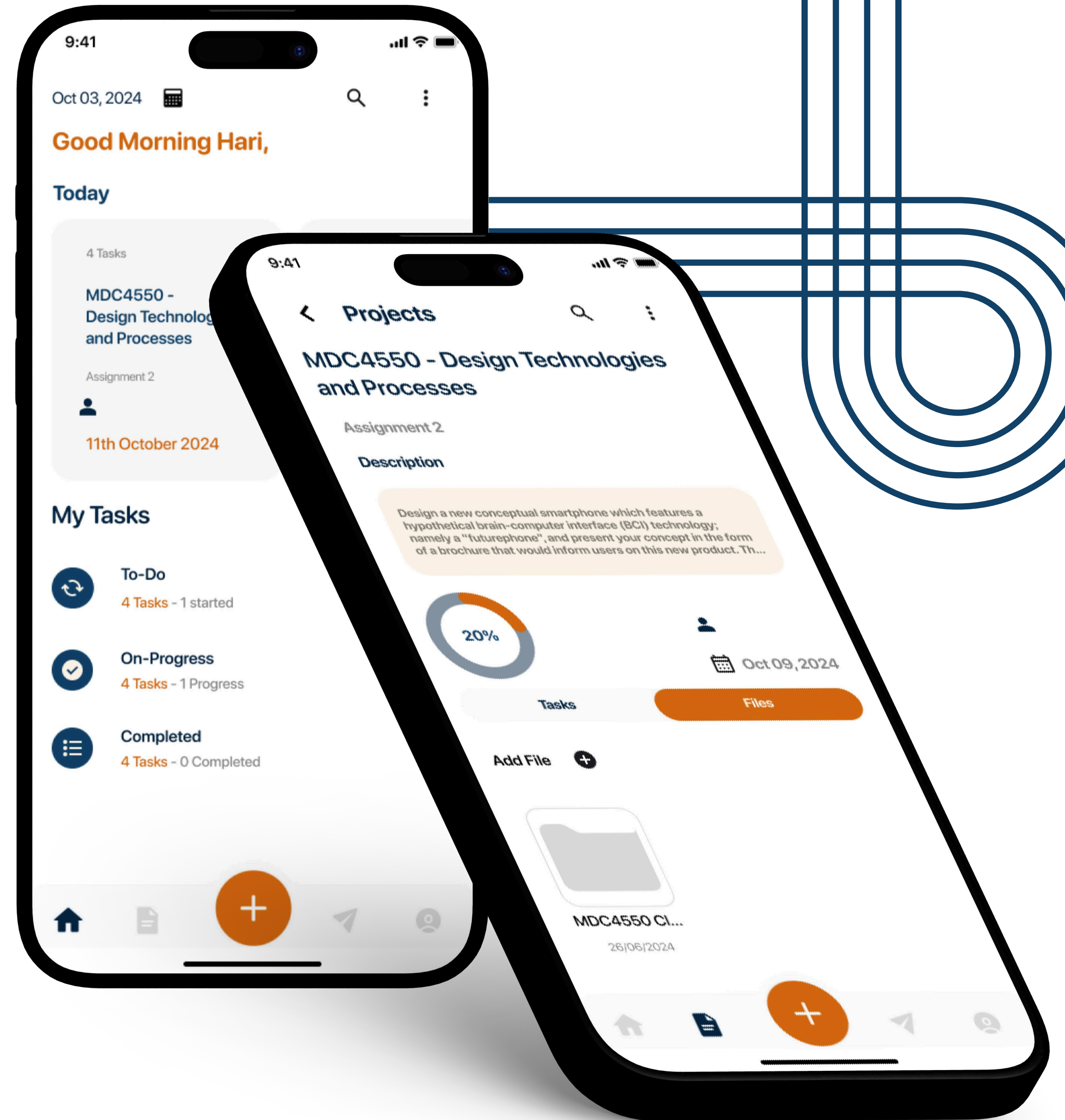


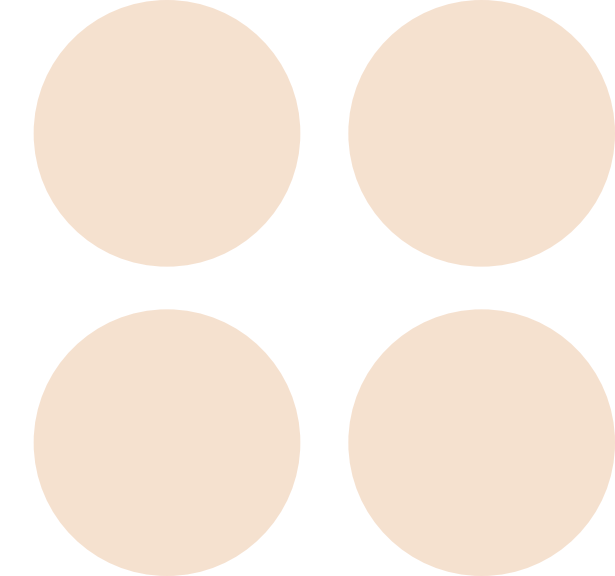
UI/UX Case Study



# TaskZen app

Master your tasks, Master your time.





# Project Statement

## Understanding the problem:

First-year students often feel overwhelmed by multiple deadlines and poor time management.

## Why is the problem there?

Existing task management tools are fragmented and focus on checklists, not support or clarity.

## Research methods used:

User interviews, first-click tests, and five-second tests helped identify key usability challenges.

# Fill in the Gaps

## Data check:

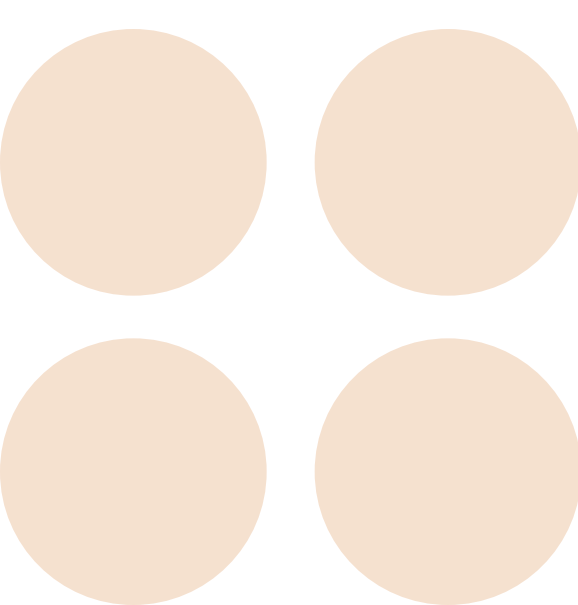
Confirmed with peers that workload confusion is common and apps don't match their study needs.

## Assumptions made:

Students prefer mobile access over desktop → validated through interviews.

## Validation:

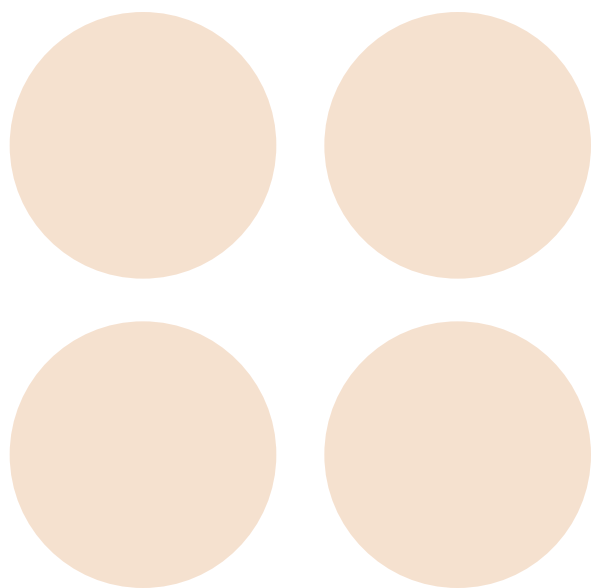
Iterative usability testing was conducted to test these assumptions and refine navigation.





## Find Opportunity

- **User needs:**
  - A clear, supportive way to track tasks and deadlines.
- **User goals:**
  - Reduce stress and improve focus by simplifying workload management.
- **Opportunity:**
  - Go beyond “just organising tasks” → create a mobile app that feels intuitive and encouraging.



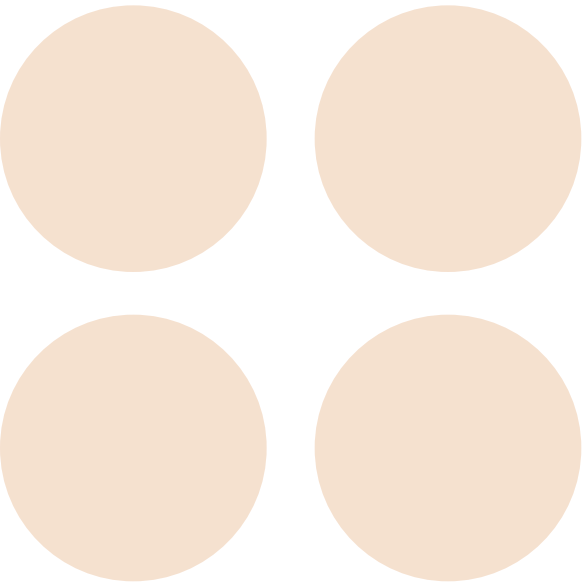
## Project Overview

- Team of 4 – collaborated on research until affinity mapping.
- From personas onward → I led end-to-end UX & UI design.
- Tools: Figma (UI), Miro (collaboration), Lyssna (testing).



## Reflection

- Strengthened my UX/UI expertise + leadership skills.
- Iterated through testing + feedback → 95% task success, 40% fewer mis-clicks.
- Reinforced values: Empathy, collaboration, resilience.



## My Role

Design Strategy

Problem Solution

Information Architecture

Empathy Mapping

Usability Testing

User Flow

Prototyping

Wireframes

Competitive Analysis

Visual Design

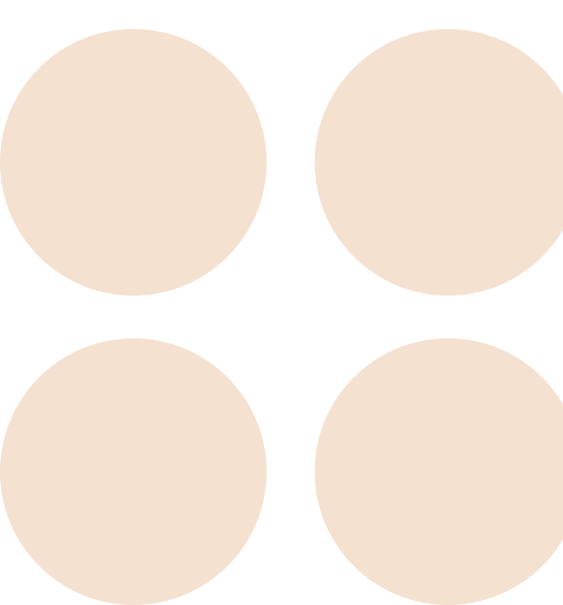
User Research

User Persona



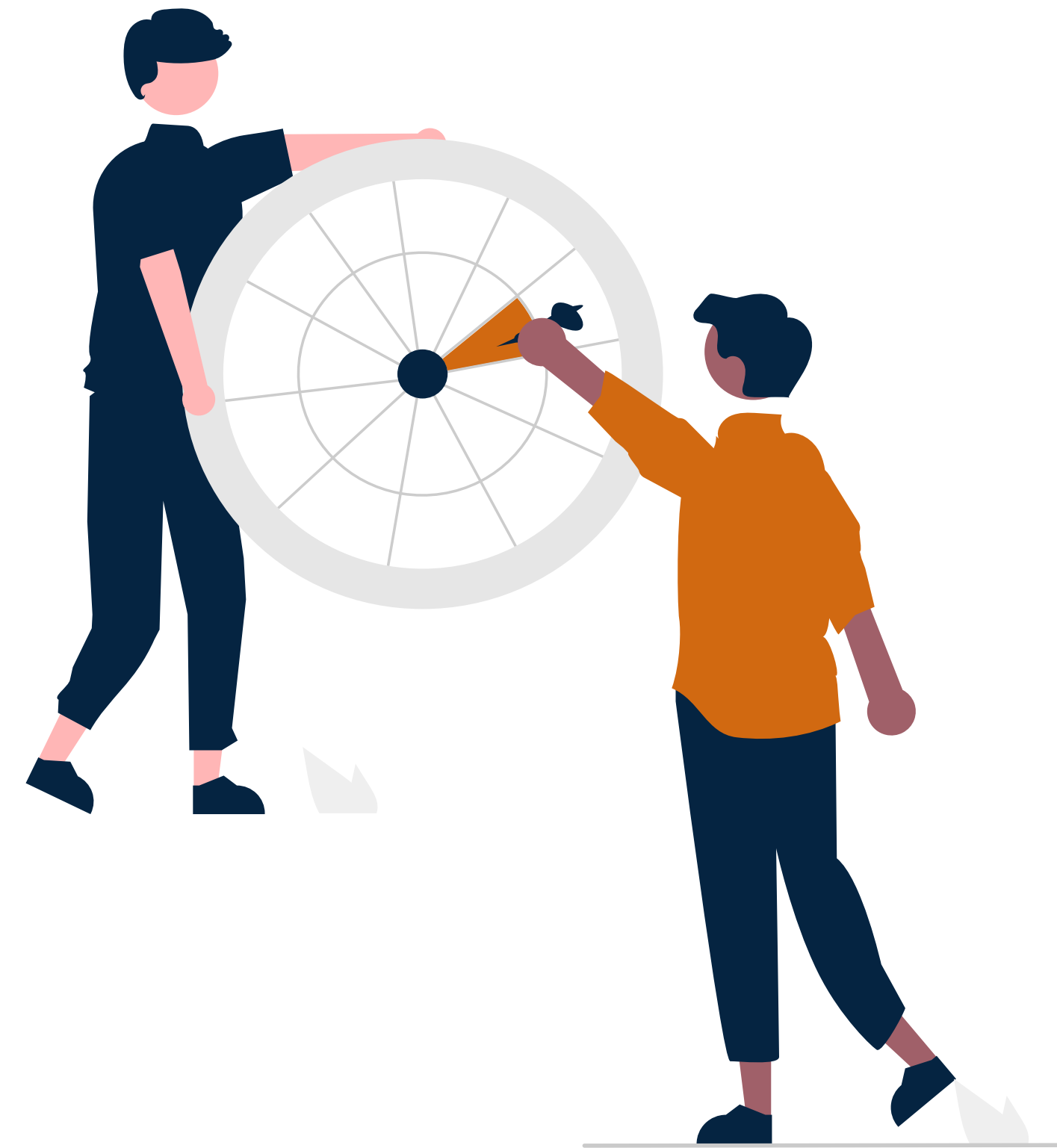


## Problem Solution

- Design a collaborative task app with mindfulness features.
  - Key features: shared task boards, progress tracking, focus modes.
  - Use clean, minimal UI + motivational nudges to reduce overload and encourage consistency.
- 

## Target Audience

- University students juggling assignments
- Young professionals balancing work & life
- Teams needing shared accountability
- Individuals seeking mindful productivity



## The Approach

- Simplify productivity → focus on clear task organisation + mindful focus.
- Add shared boards + progress visualisation to promote accountability.
- Use minimal design + motivational nudges to reduce stress.
- Grounded in empathy + accessibility → supports individuals & teams.

## Design Thinking Process



### Emphasize

- UX Research
- User Interviews & Surveys
- Competitor Analysis



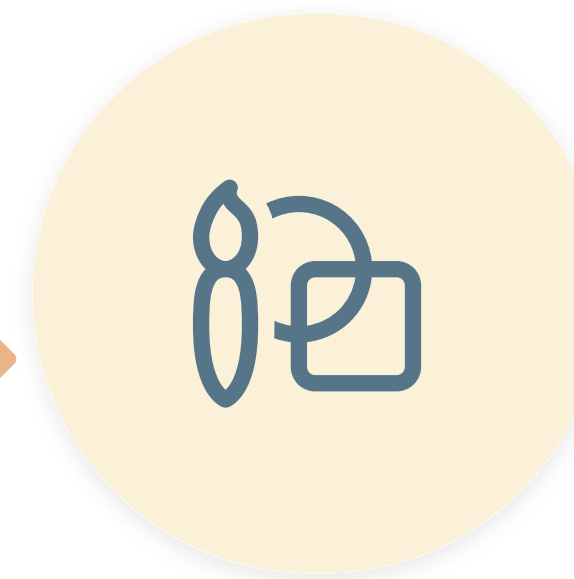
### Define

- Empathy Mapping
- Persona Development
- Problem Statement & Goal Definition



### Ideate

- Brainstorming
- Information Architecture
- User Flow Mapping



### Design

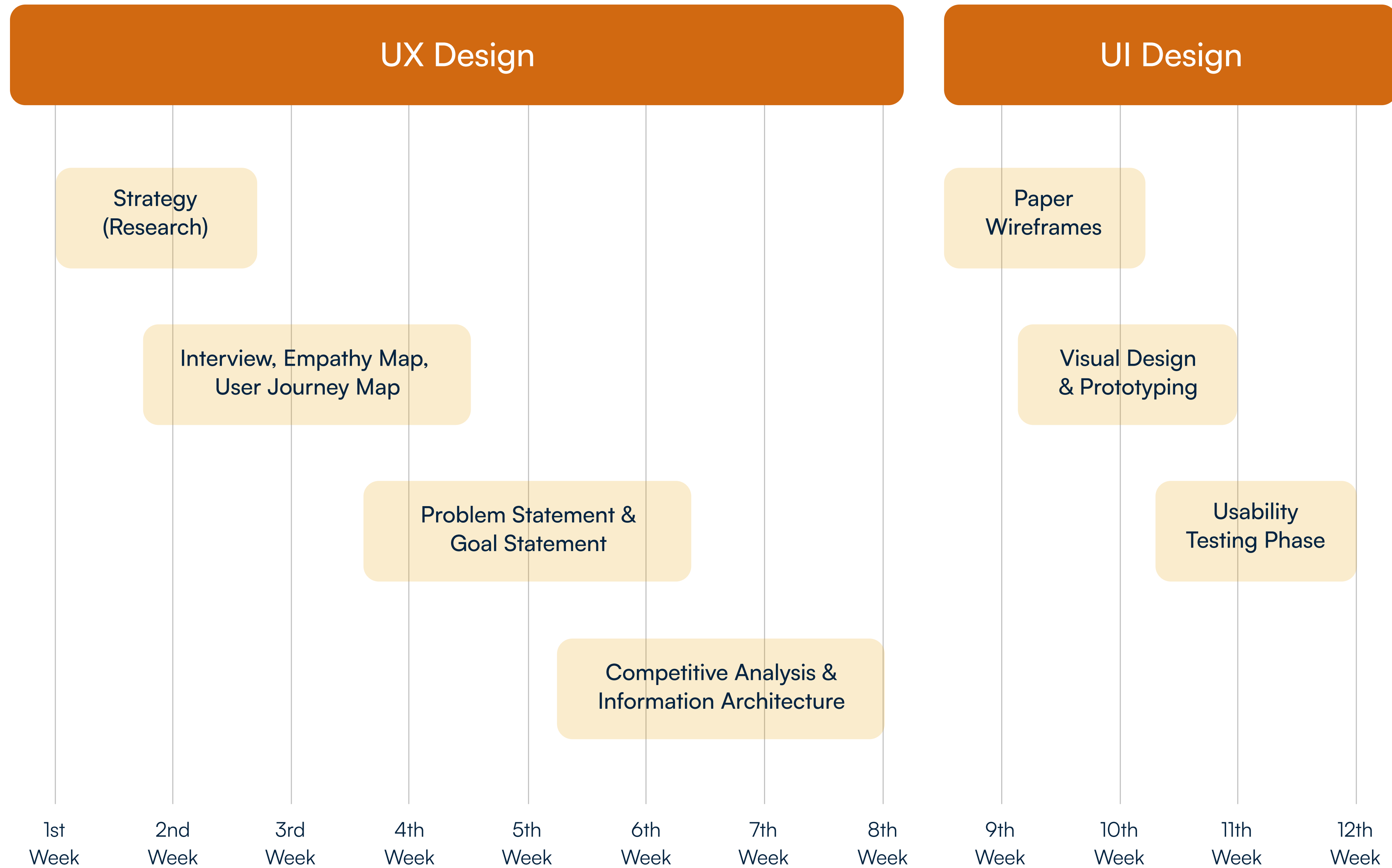
- Wireframes
- Prototypes
- High-Fidelity UI



### Test

- Usability Testing
- Iteration & Refinements
- Final Prototype Presentation

# Project Timeline



## Emphasize Phase

### Qualitative Research

We conducted user interviews and surveys with university students and young professionals to understand their struggles with productivity tools. We also performed competitor analysis of existing task management apps to identify gaps in usability, personalization, and motivation.

### Interview Questions

- How do you currently organize and track your daily tasks?
- What challenges do you face in staying consistent with task management apps?
- Which features do you find most helpful or frustrating in existing tools?
- How do you manage accountability when working in teams?
- What motivates you to complete tasks beyond deadlines?

### Key Insight Derived

- Many users feel **overwhelmed** by existing task apps that focus only on checklists and deadlines.
- Users desire a more **personalized** and **mindful approach** to productivity.
- Students and professionals expressed the need for **team accountability features** that encourage collaboration.
- Simplicity, **clean interface design**, and motivational nudges were repeatedly mentioned as critical to long-term adoption.

# Define Phase

## User Persona



**Age:** 25  
**Occupation:** Mechanical Engineer  
(Master’s Student)  
**Location:** Kerala, India

### Hari Govardhan, the Mechanical Engineer under Pressure

"I need tools that help me balance creativity with deadlines, without feeling overwhelmed."

#### About

Hari is a dedicated and ambitious mechanical engineering student currently pursuing his master's degree. He is passionate about solving real-world engineering challenges, with a focus on automation and renewable energy.

Despite his strong organizational skills, Hari often feels overwhelmed by the volume of assignments and projects he must handle. While he thrives under pressure, he recognizes that he needs more advanced tools to manage his workload efficiently and track his progress across multiple tasks to avoid last-minute stress.

#### Behaviour

- Hari is tech-savvy and regularly uses digital tools to organize his workload, but he often struggles with prioritizing tasks when deadlines overlap.
- He enjoys creating vlogs about engineering topics and his life as a student, using them as a creative outlet.
- Hari frequently watches YouTube tutorials and reads books on engineering and technology, constantly looking for ways to enhance his skills.
- He prefers working alone on projects, especially during the early stages, but seeks feedback later to improve the quality of his work.
- He is deeply interested in renewable energy and automation and incorporates these themes into his projects whenever possible.

#### Goals

- Hari wants to better manage and prioritize his assignments to reduce last-minute stress.
- He aims to become proficient in advanced engineering software such as ANSYS and SolidWorks.
- He seeks to balance his academic responsibilities with personal interests, like creating vlogs and exploring new technologies.
- He is driven to stay informed about the latest trends in automation and renewable energy to enhance his expertise.

#### Attitudes

- Goal-Oriented
- Pressure-Driven
- Organized
- Tech-Savvy

#### Pain Points

- Struggles to manage the heavy volume of assignments and projects.
- Often leaves tasks until the deadline, causing unnecessary pressure.
- Has trouble deciding which tasks to focus on first, leading to disorganization.
- Needs better tools to track progress and manage tasks more efficiently.

● Journey Map

Hari Journey map



Goal:

Hari is keen on managing his assignments better while still taking care of his personal life and seeking help from his friends without stressing themselves with deadlines.

Scenario:

One fine day, Hari had a number of assignments due and it made him very tense as the deadlines were nearing their berths. During his friend’s birthday party, though he tried to have fun, he worked too hard so that he finished early and then noticed that he needs to find a better way of managing his time and his studies and social life.

Planning Assignments

Starting Work

Midway Check-In

Crunch Time  
(Before Deadlines)

Completion and  
Feedback

Actions

Hari keeps all the tasks assigned to him in one such device but finds it hard to set priorities.

Starts a task, but in the process, he is carried away with his own hobby vlogging.

Monitors the current status and checks the completion level of various works, but discovers that other works are falling behind the schedule.

Puts too much effort to finish too many tasks at once, asking friends for advice and support, yet feeling stressed instead of soothed.

Meets deadlines but is very tired at the end of the day and thinks that it could have been done more efficiently.

Thoughts

"Too many deadlines for my liking. Where can I even begin?"

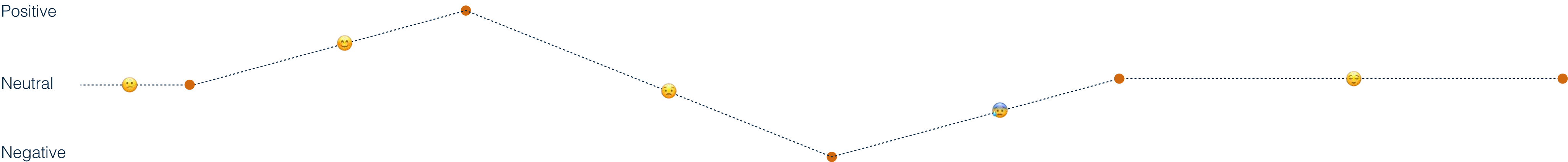
"I will complete a few tasks if necessary, but I would like to return to my vlog."

"I really am not where I am supposed to be, I must cut out the fluff."

"Why do I procrastinate so much?"

"Okay, I am done. I have to learn to manage my time better."

Feelings



Pain Points

Finding it hard to prioritize the tasks when they have overlapping deadline.

Procrastinating one’s task due to personal hobbies such as vlogging.

Pospones filling the task to the last minute and then faces a lot of anxiety when delivering.

Having to maintain a balance between academics and a personal life often leaves one feeling guilty and even burnt out.

Opportunities

A system that offers suggestions to Hari on when an assignment is due and allows him to schedule according to urgency.

Encouraging effective time management such that the practitioner will create some intervals where he will work and other times he will rest, ensuring that he will sustain the focus and will not experience burnout.

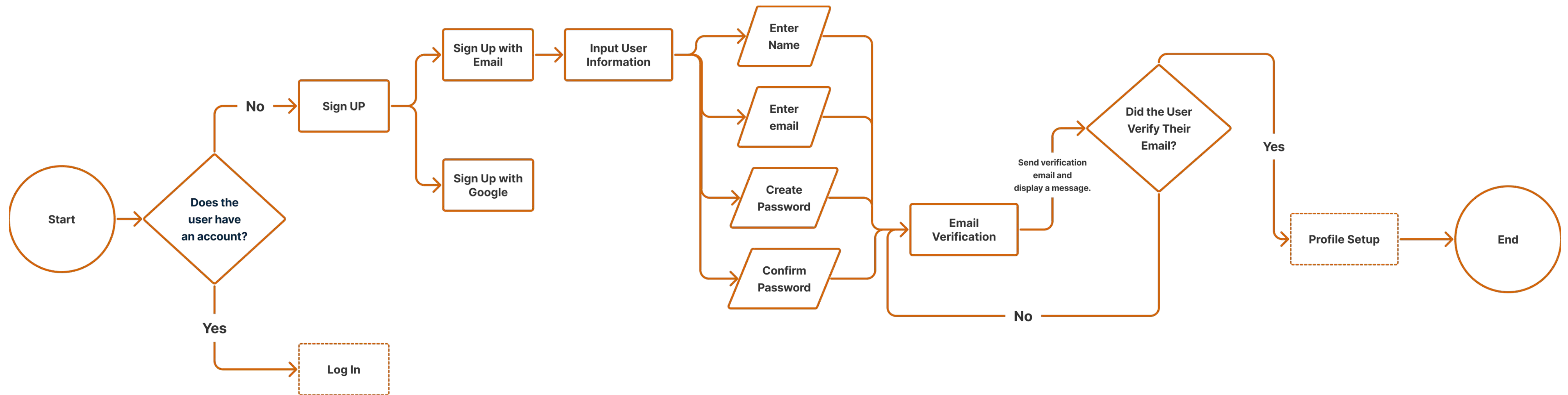
A feature that measures distance on progress of each task to him so that he knows what has been done and what is remaining to minimize any stressful feelings.

Automated reminders for him to ask for feedback from friends about his work considerably earlier instead of so close to the deadline.

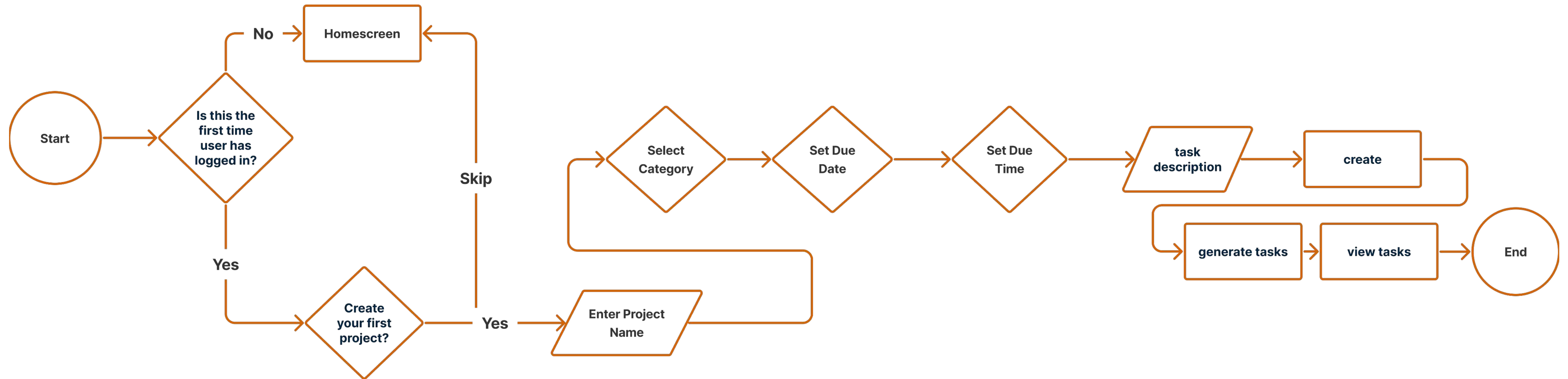
Incorporate a prompt which makes him compete against himself and get things done before they are due instead of later turning in the work because procrastination.

## Task Flow

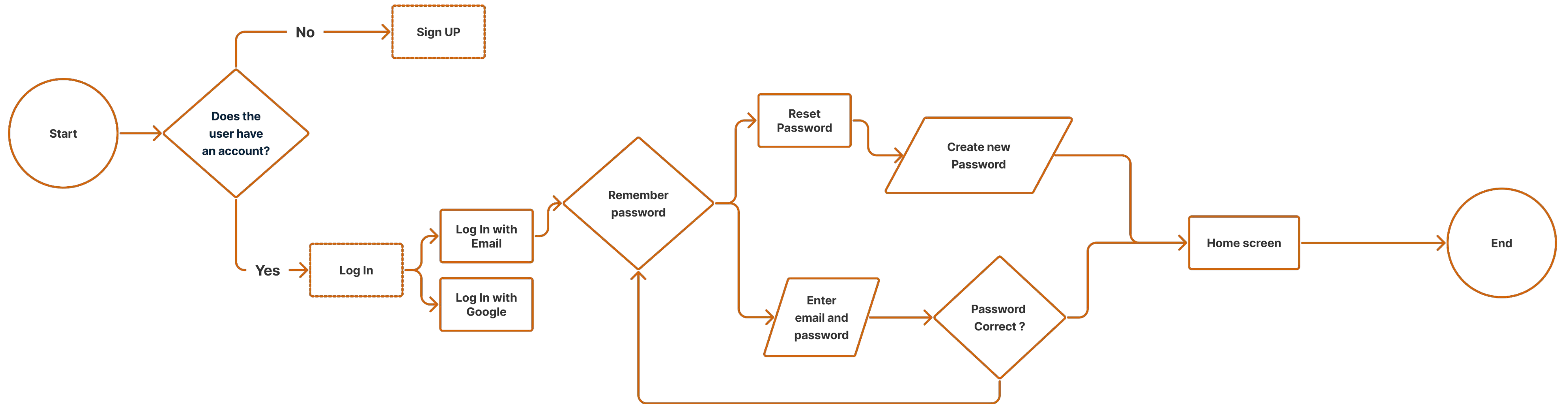
# Sign Up



# Log In



# Main Feature



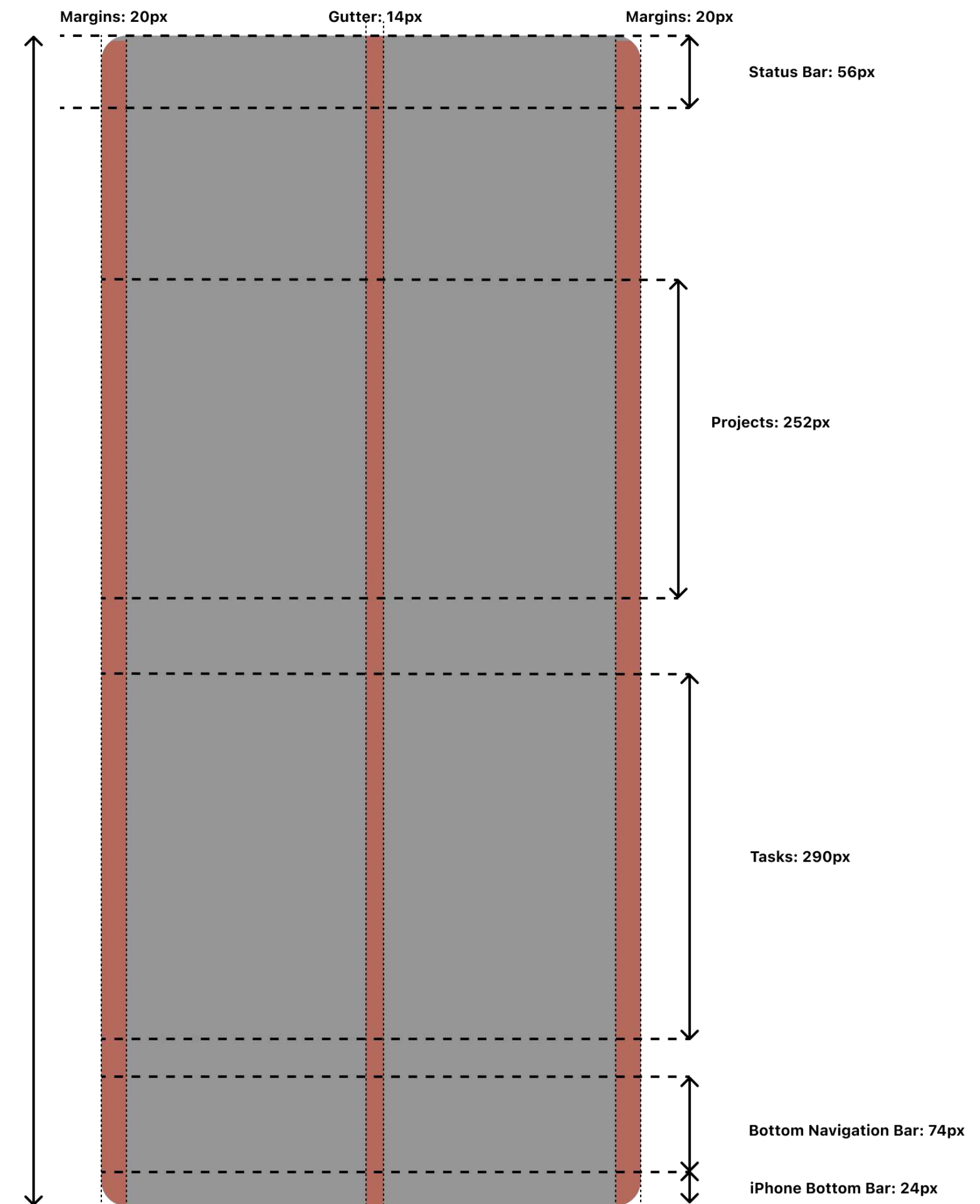
# MoodBoard



# Grids

## Style Guide

Screen: 430px x 932px



# Style Guide

# Typography

Sf Pro Rounded Regular	Sf Pro Rounded Medium	Sf Pro Rounded Bold
ABCDEF GHIJKLM NOPQRST UVWXYZ	ABCDEF GHIJKLM NOPQRST UVWXYZ	ABCDEF GHIJKLM NOPQRST UVWXYZ
abcdefgh ijklmnopqr stuvwxyz	abcdefgh ijklmnopqr stuvwxyz	abcdefgh ijklmnopqr stuvwxyz
0123456789	0123456789	0123456789

# Colour

## Style Guide

<b>Primary Colour</b> Cosmic Ink	<b>Secondary Colour</b> Blue Opal	<b>Accent Colour</b> Rowdy Orange	<b>Accent Colour</b> Cinnamon	<b>Secondary Colour</b> Suez Canal
RGB 6, 37, 64 HEX #062540	RGB 18, 65, 104 HEX #124168	RGB 234, 160, 7 HEX #EAA007	RGB 210, 105, 17 HEX #D26911	RGB 35, 94, 128 HEX #235E80

# Colour

## Style Guide

<b>Primary Colour</b> Black	<b>Secondary Background</b> Soft Cream	<b>Background Colour</b> Pure White	<b>Accent Colour</b> Light Gray
RGB 0, 0, 0 HEX #000000	RGB 251, 243, 230 HEX #FBF3E6	RGB 255, 255, 255 HEX #FFFFFF	RGB 217, 217, 217 HEX #D9D9D9

# Components

## Style Guide

Your password has been reset successfully.

Continue

MDC4550 -  
Design Technologies and Processes

Assignment 2



Oct 09, 2024

4 Tasks

20%

Create new project

TaskZen Wants to Use  
"google.com" to Log In.

Cancel

Continue

A verification code has  
been sent to your email.

Continue

<

Project details

Project name

Enter your project name

×


Category

Select Category

⌵


Due date

Select Due date



Time

Select Due date



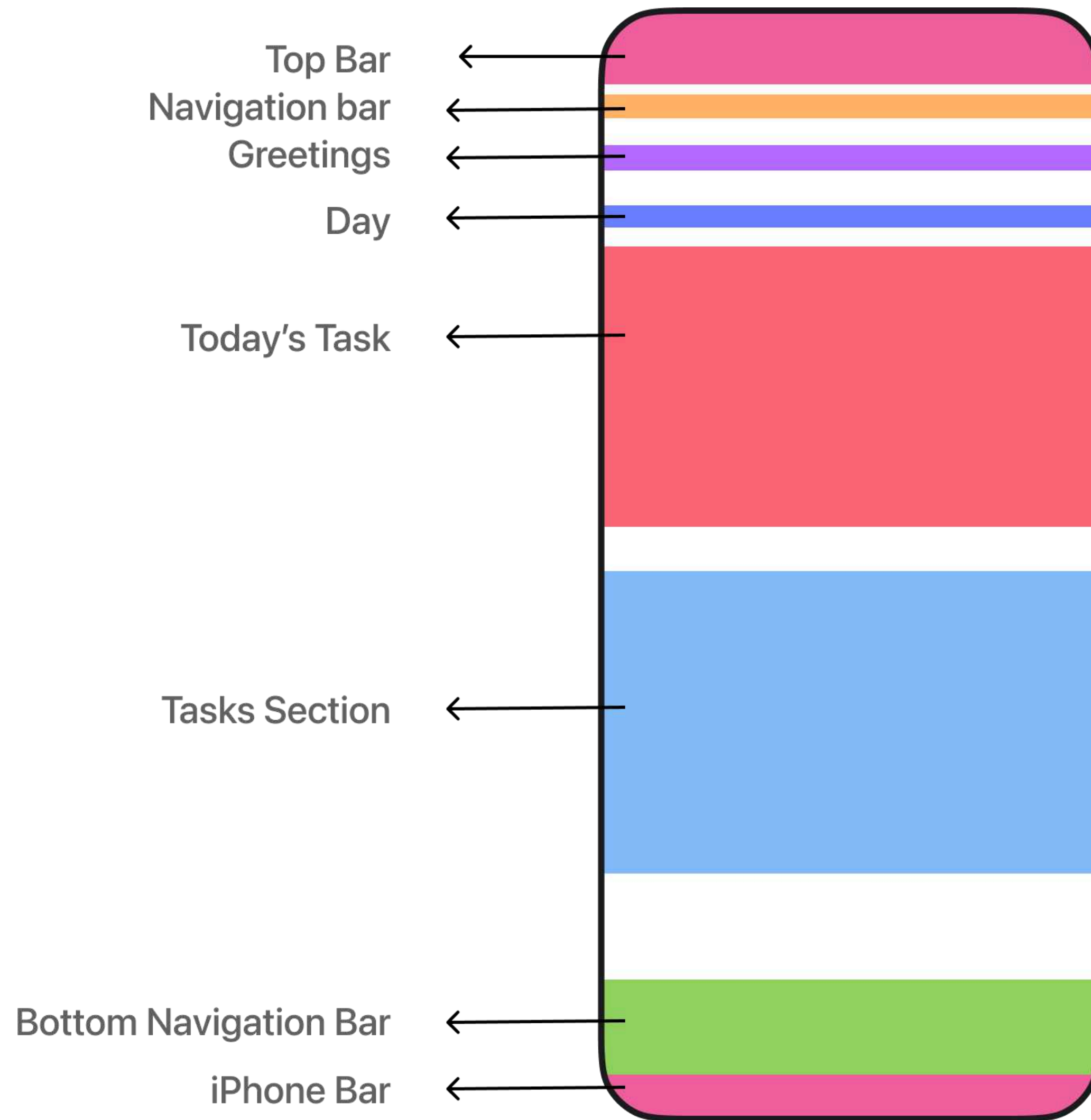
Task Description

Describe your task here

Create

# Layout

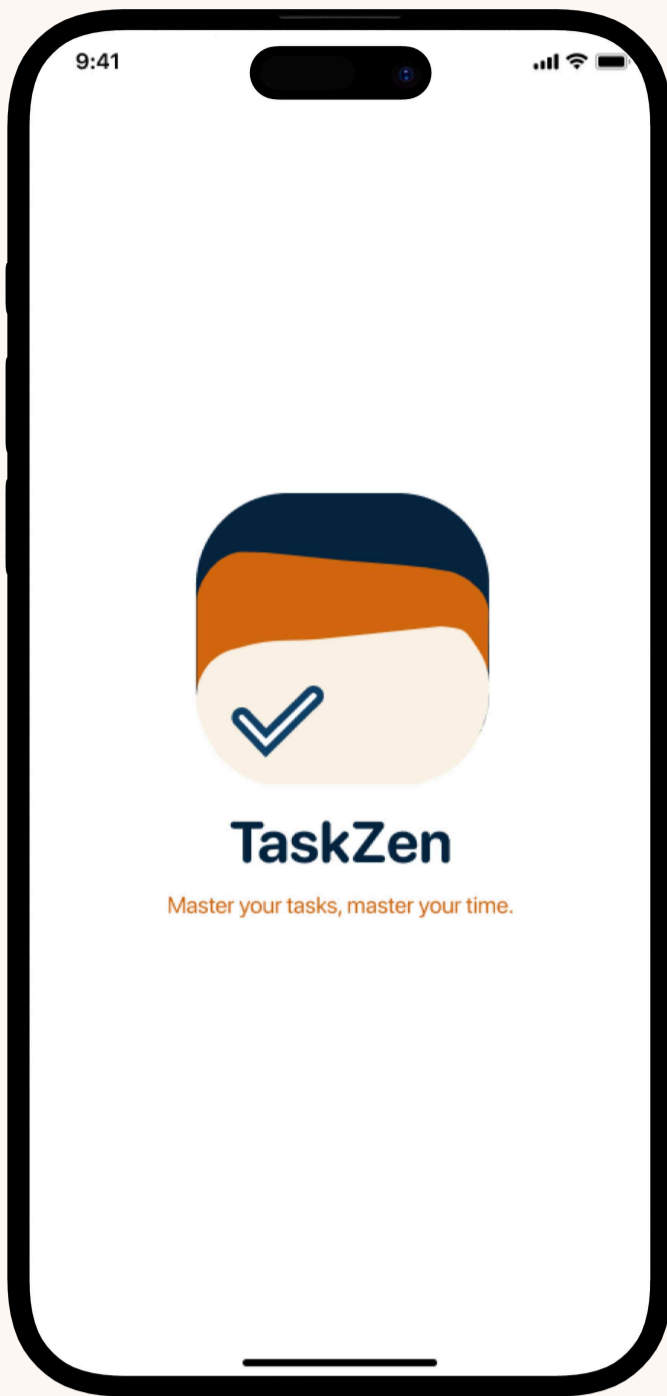
## Style Guide



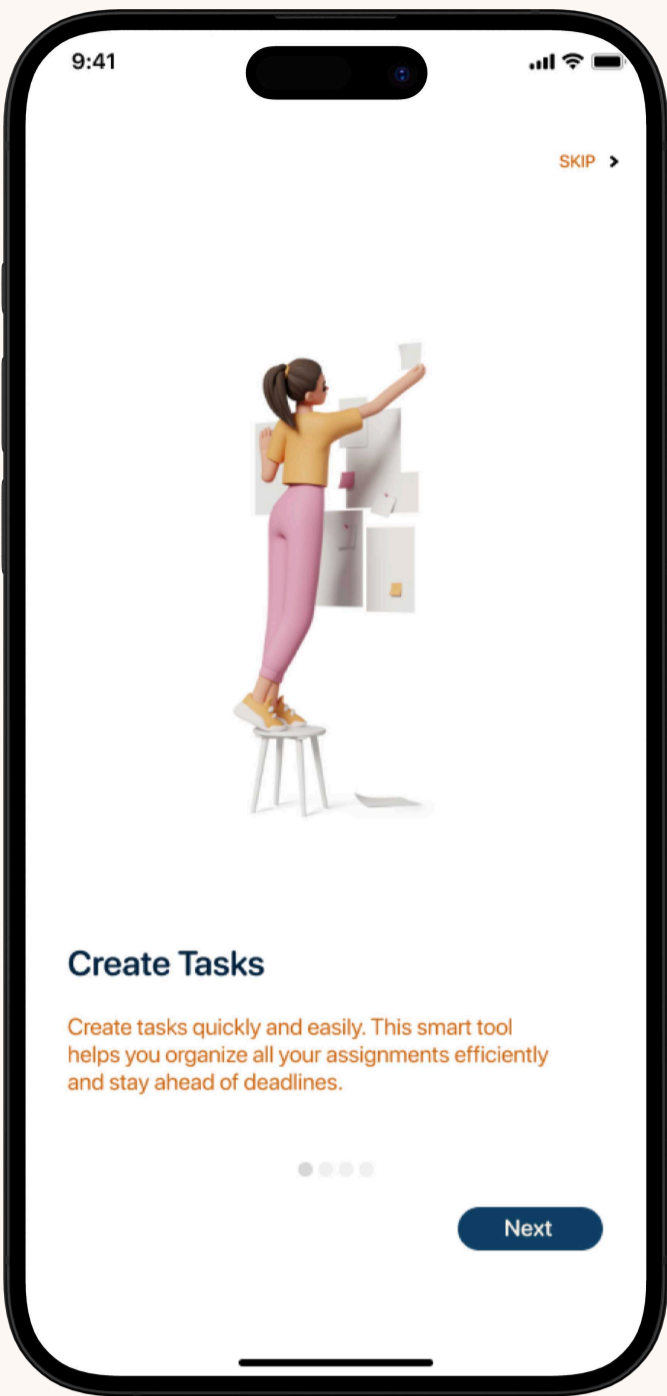
# Medium-Fidelity Wireframes



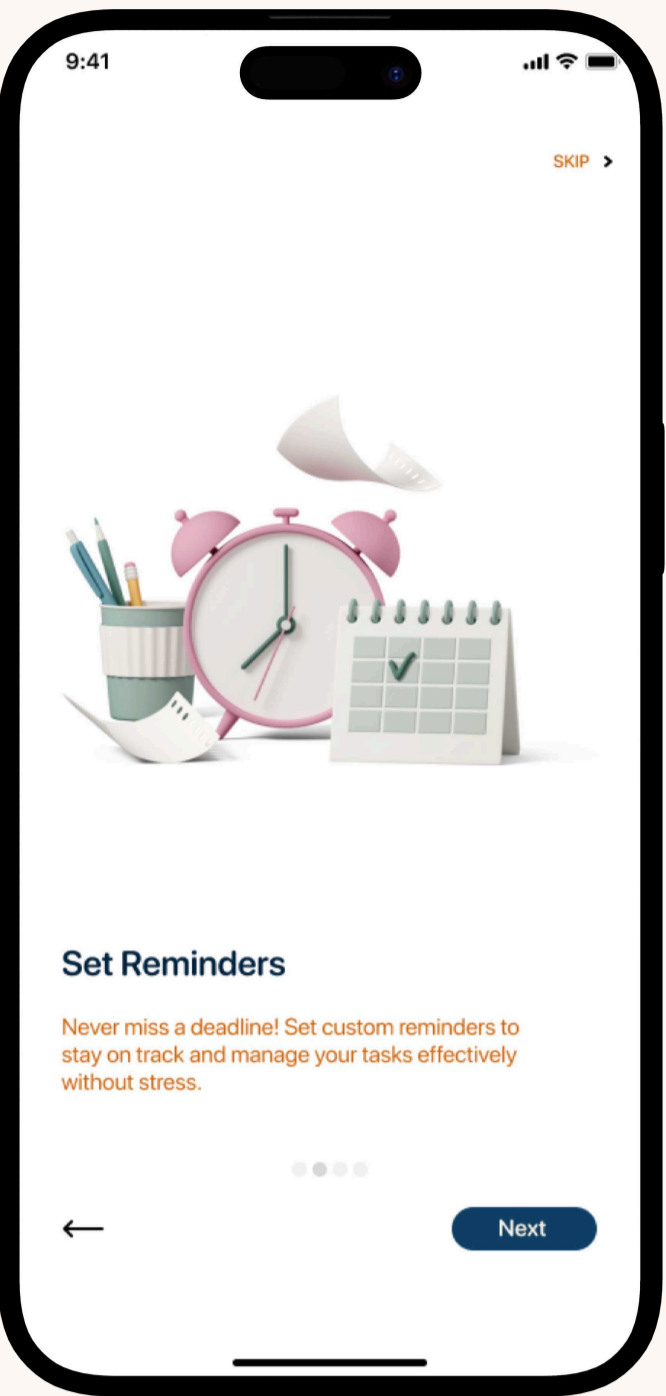
# High-Fidelity Wireframes



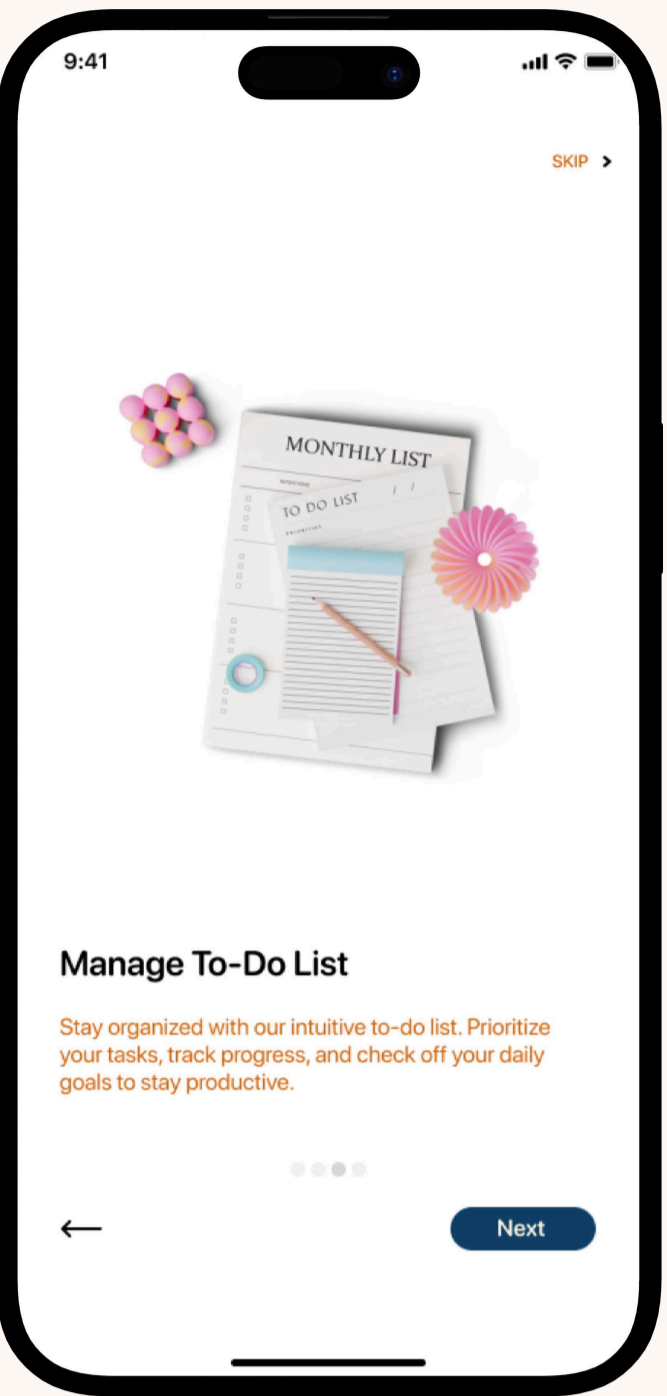
**Splash Screen**  
TaskZen logo and tagline introduce the app's purpose.



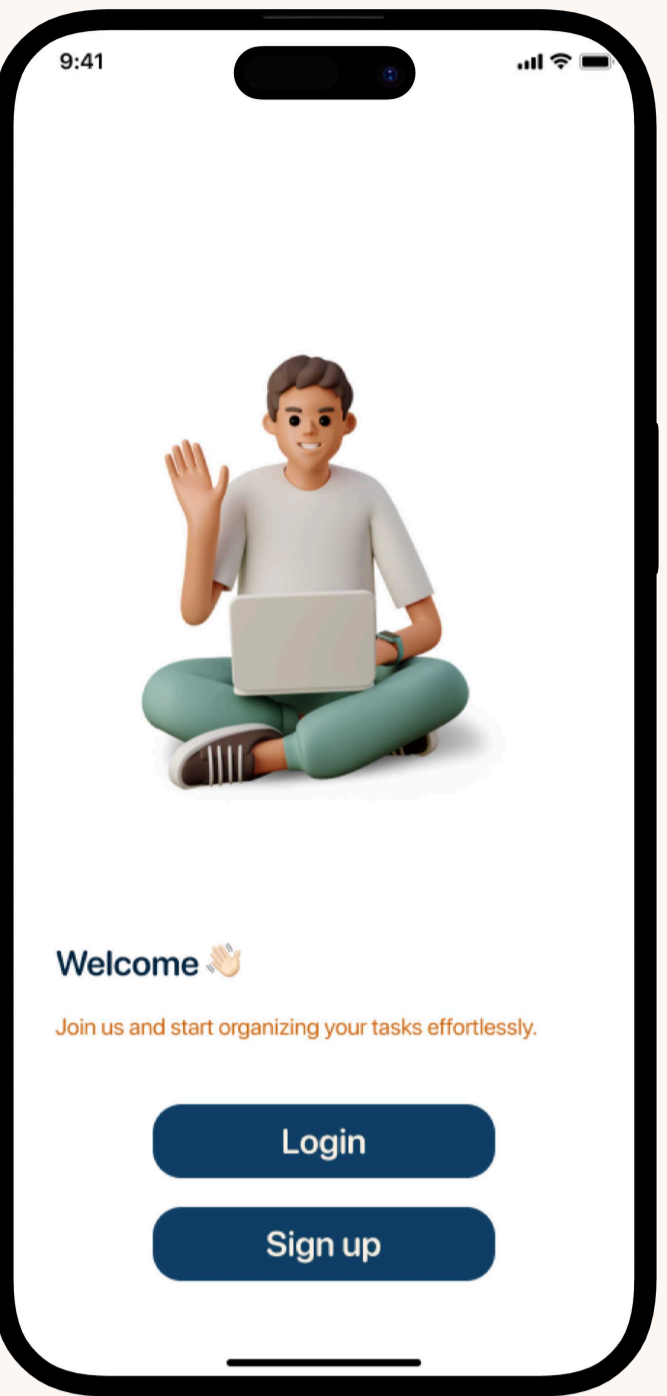
**Create Tasks**  
Showcases task creation for efficient assignment management.



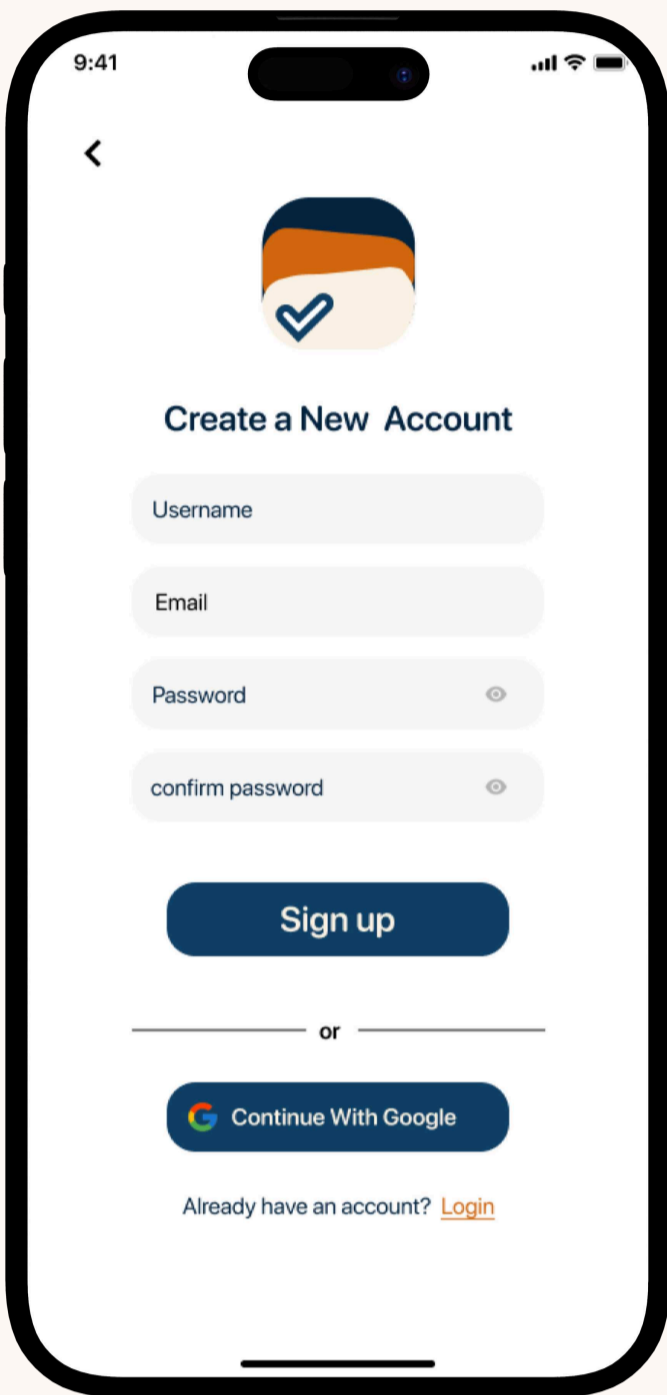
**Set Reminders**  
Highlights custom reminders to help avoid missed deadlines.



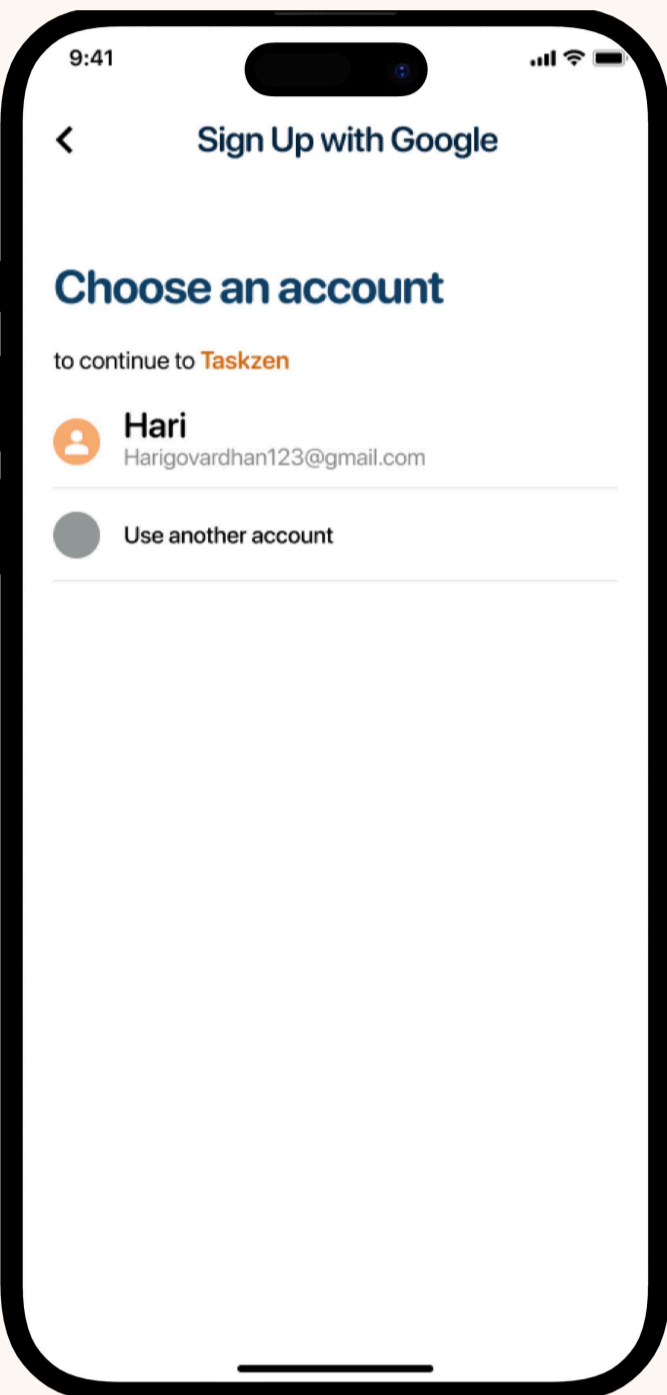
**Manage To-Do List**  
Introduces to-do list for task prioritization and tracking.



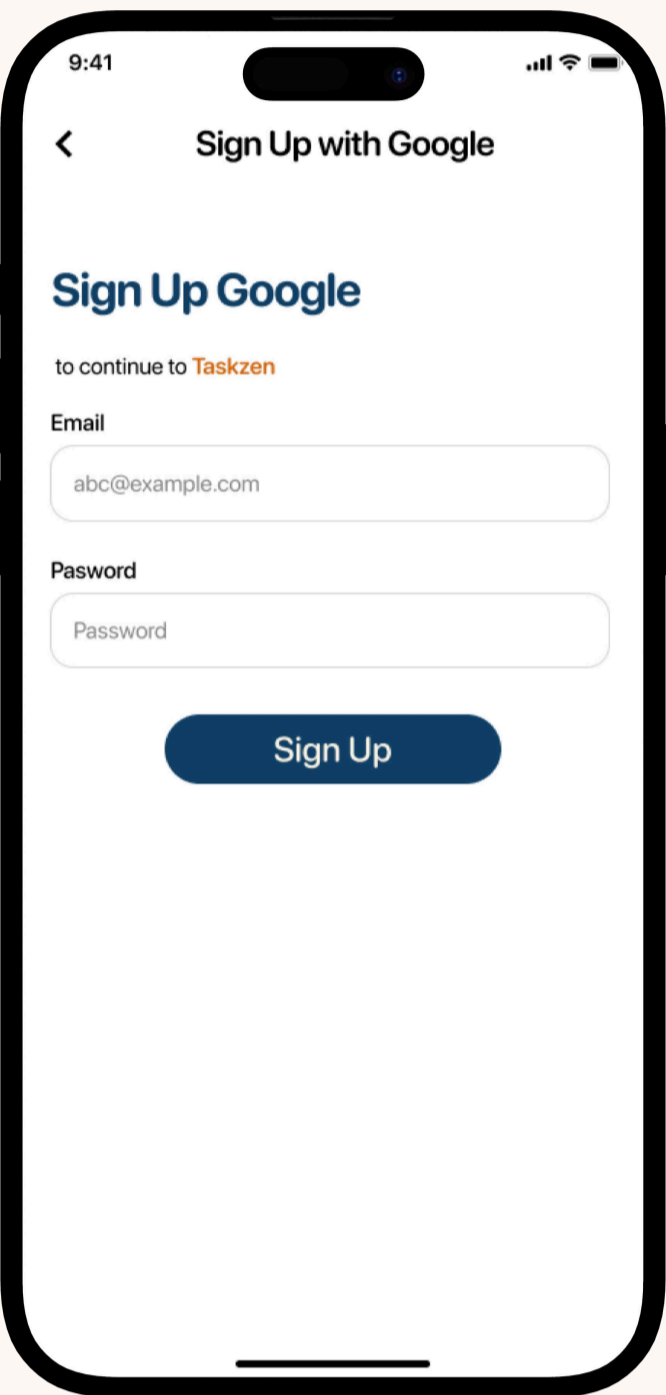
**Welcome Screen**  
Welcomes users with login and sign-up options.



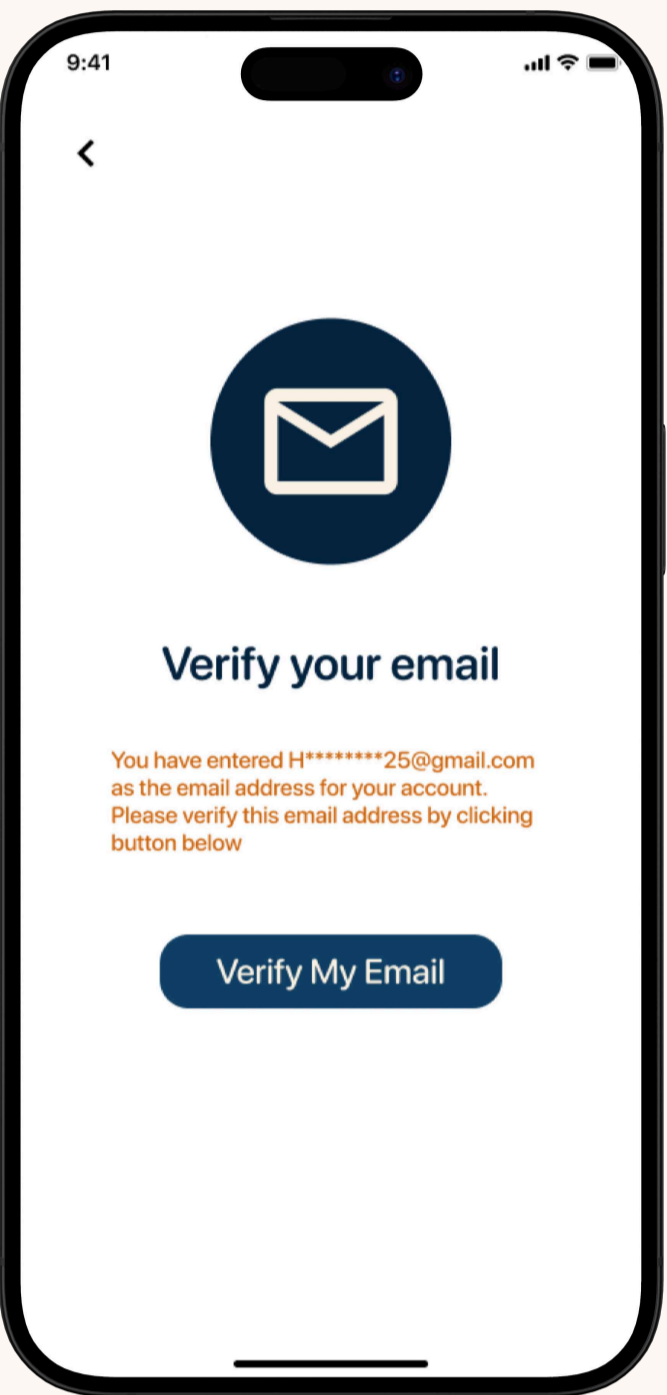
**Create a New Account**  
Allows users to create an account with fields for username, email, and password, ensuring secure access.



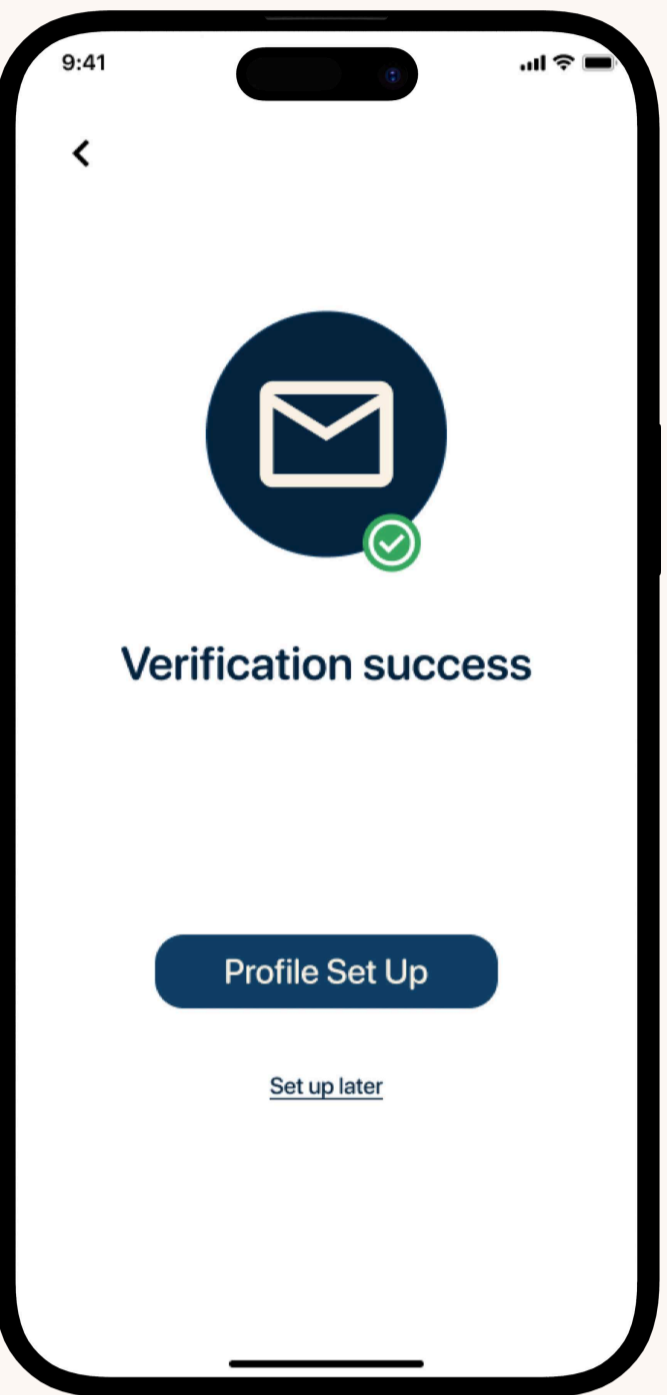
**Google Account Selection**  
Provides users with the option to sign up using a Google account for seamless access.



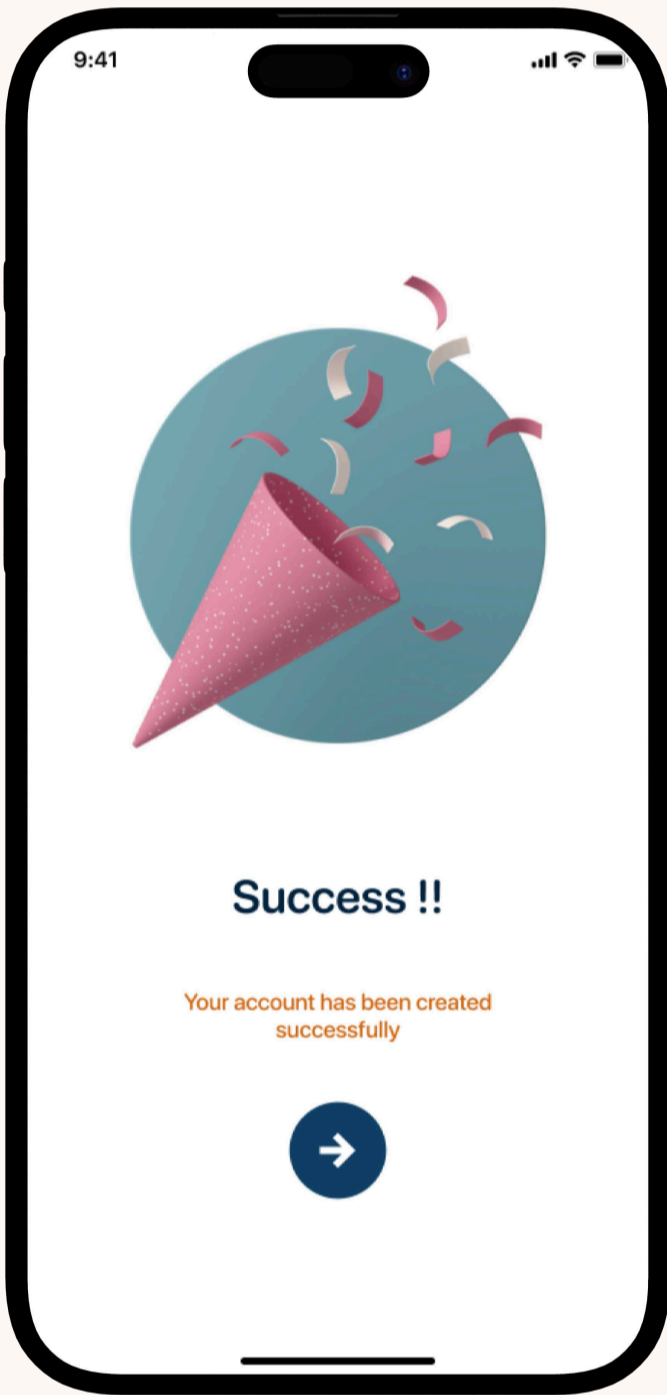
**Google Sign-Up Form**  
Alternative sign-up option with Google credentials for a streamlined registration process.



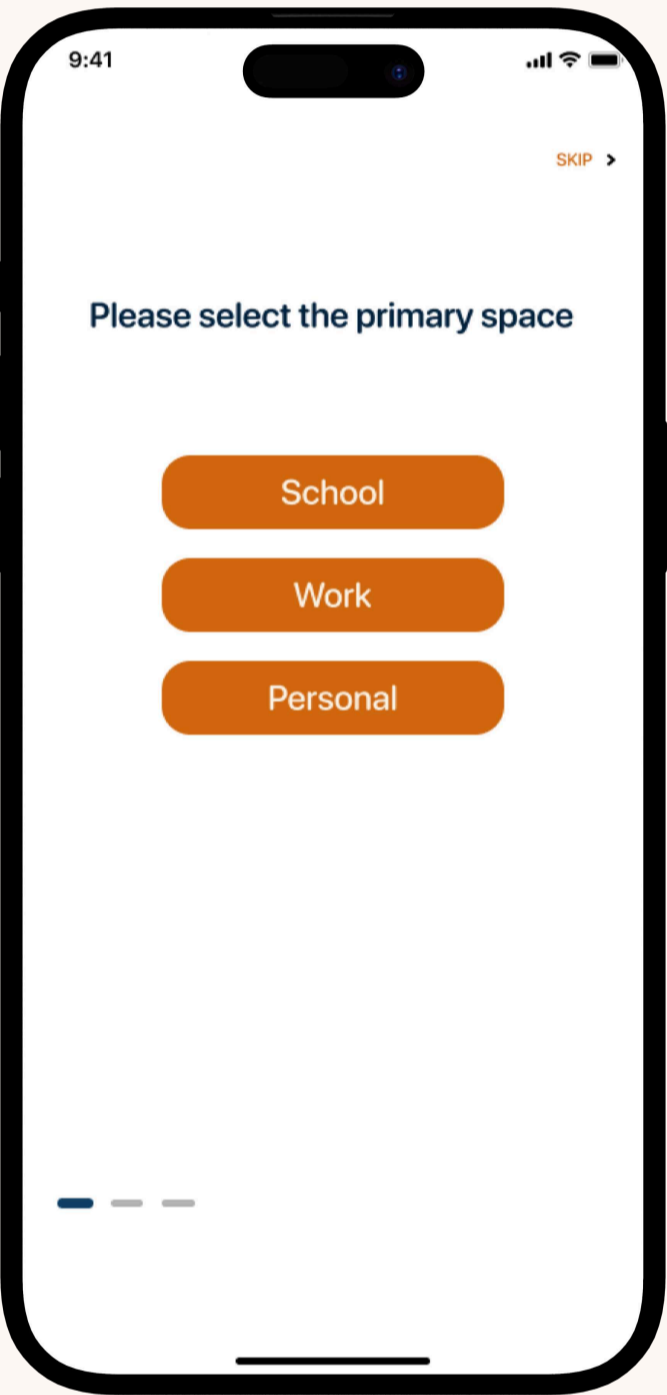
**Email Verification Prompt**  
Asks users to verify their email for account security and access.



**Verification Success**  
Confirms successful email verification, enabling users to proceed with setting up their profile.



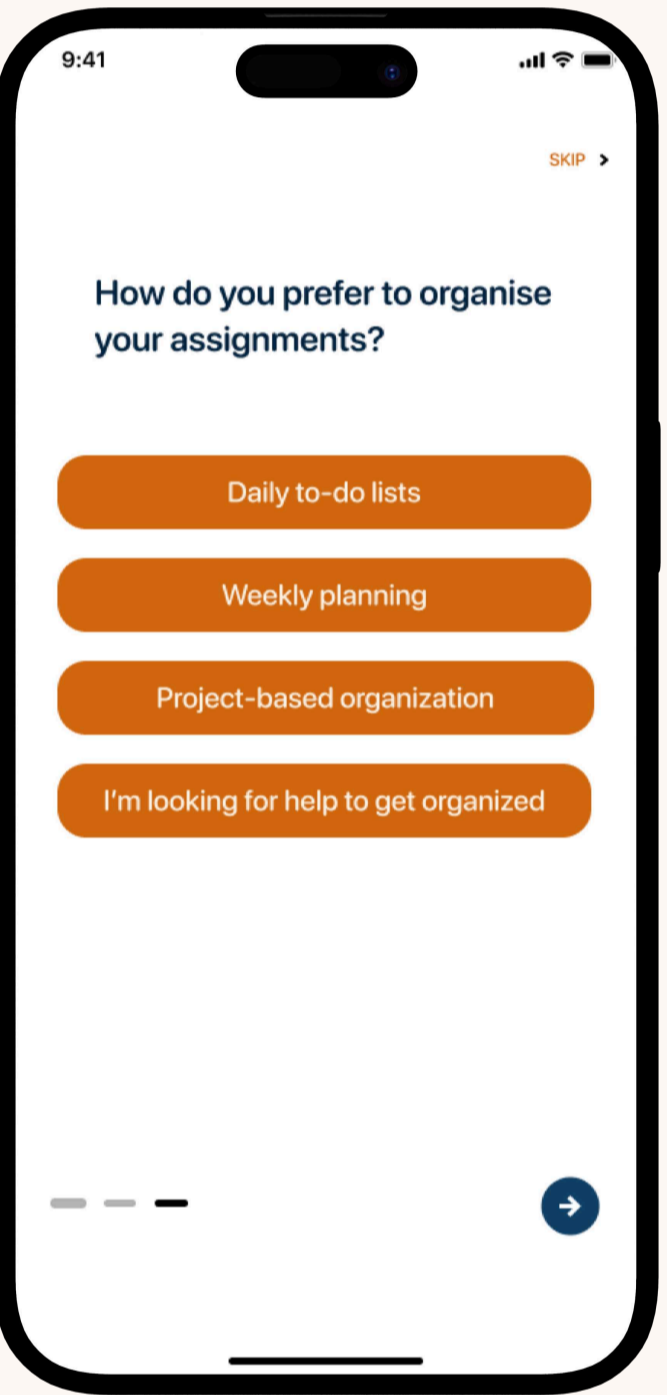
**Success Screen**  
Confirms successful account creation with celebratory visuals.



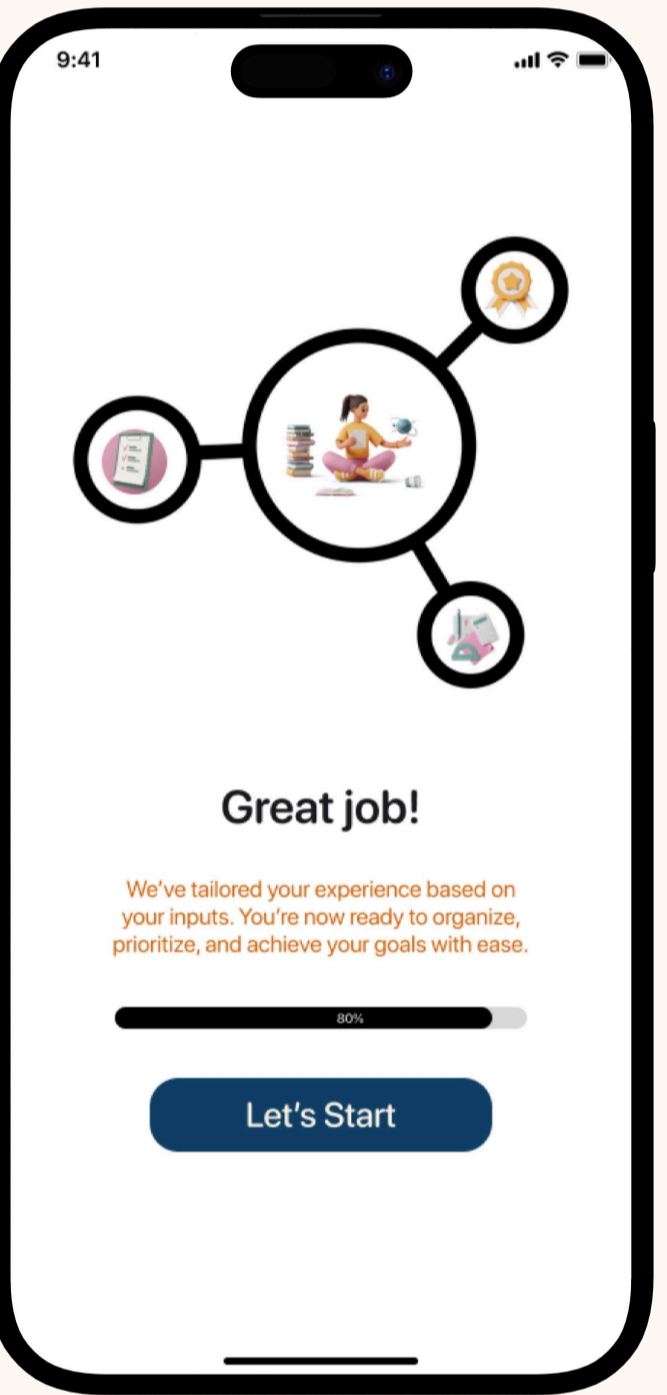
**Primary Space Selection**  
Allows users to choose their main area of focus—School, Work, or Personal.



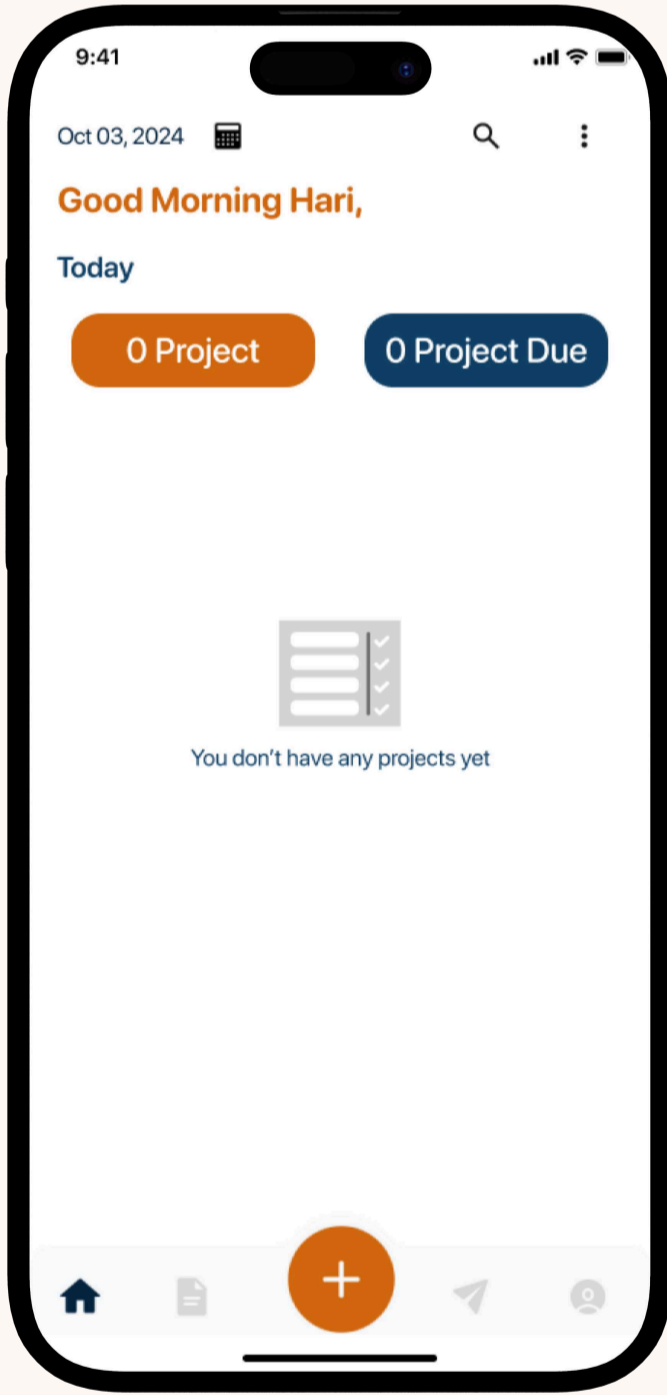
**Major Selection**  
Asks users to select their current major, helping to personalize the experience.



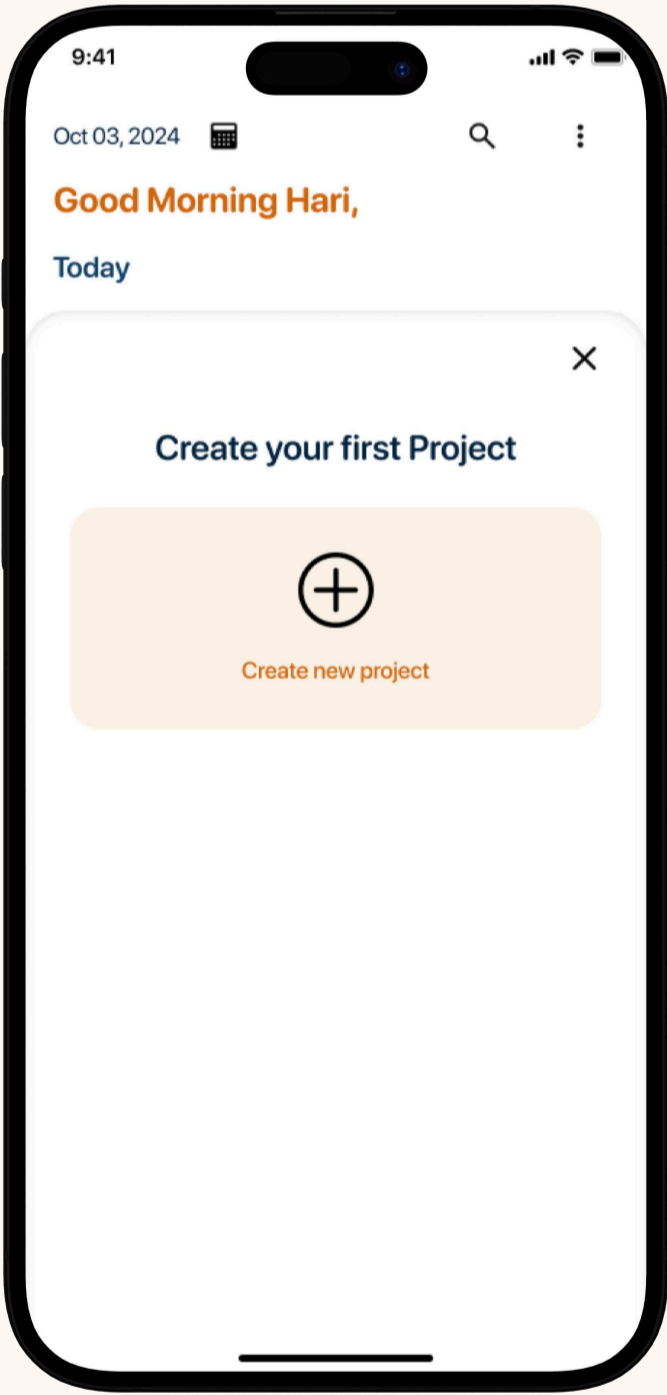
**Organization Preference**  
Offers options for task organization, including daily to-do lists, weekly planning, and project-based organization.



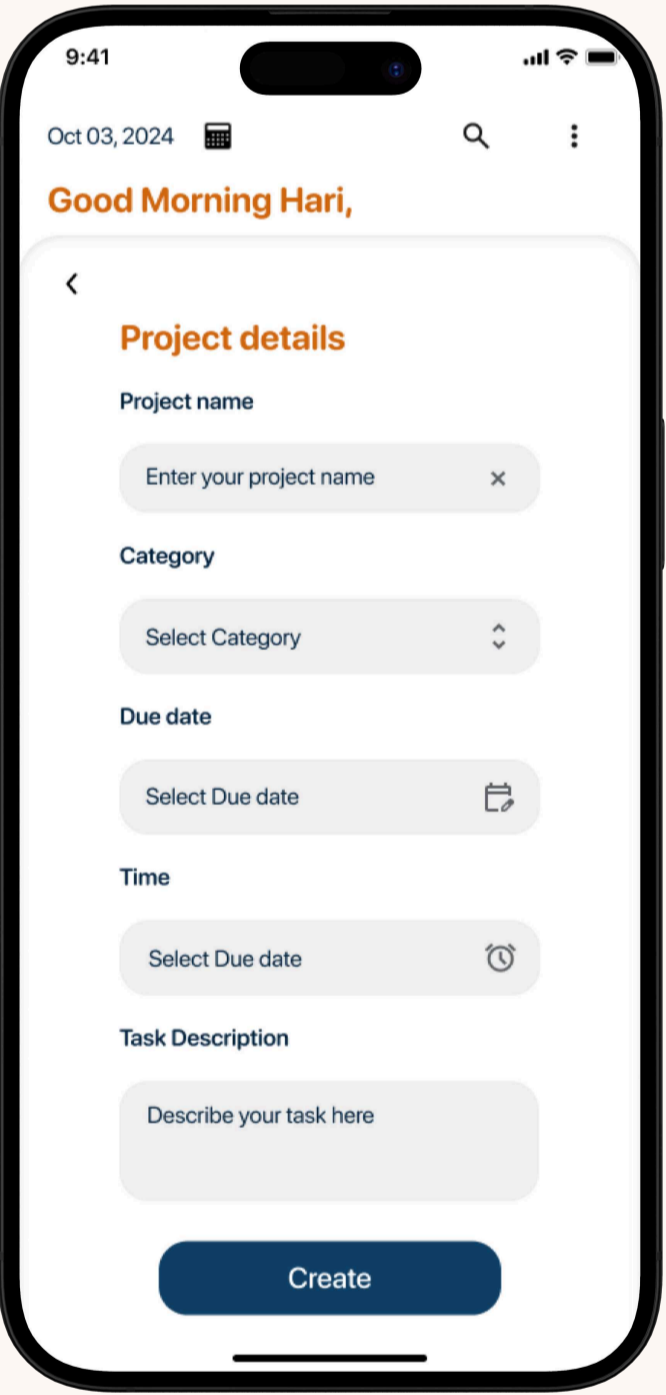
**Welcome Screen**  
Welcomes users with login and sign-up options.



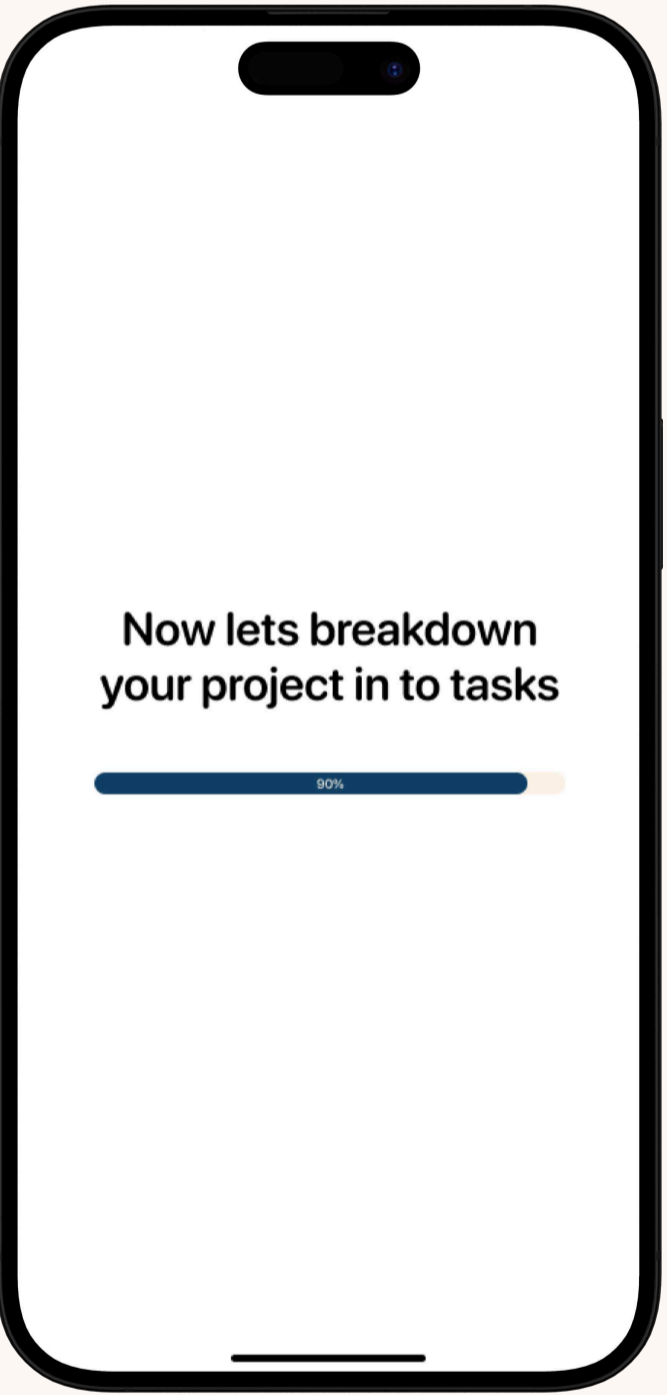
**Dashboard Screen**  
Displays the user's greeting, overview of projects, and upcoming deadlines with options to create a new project.



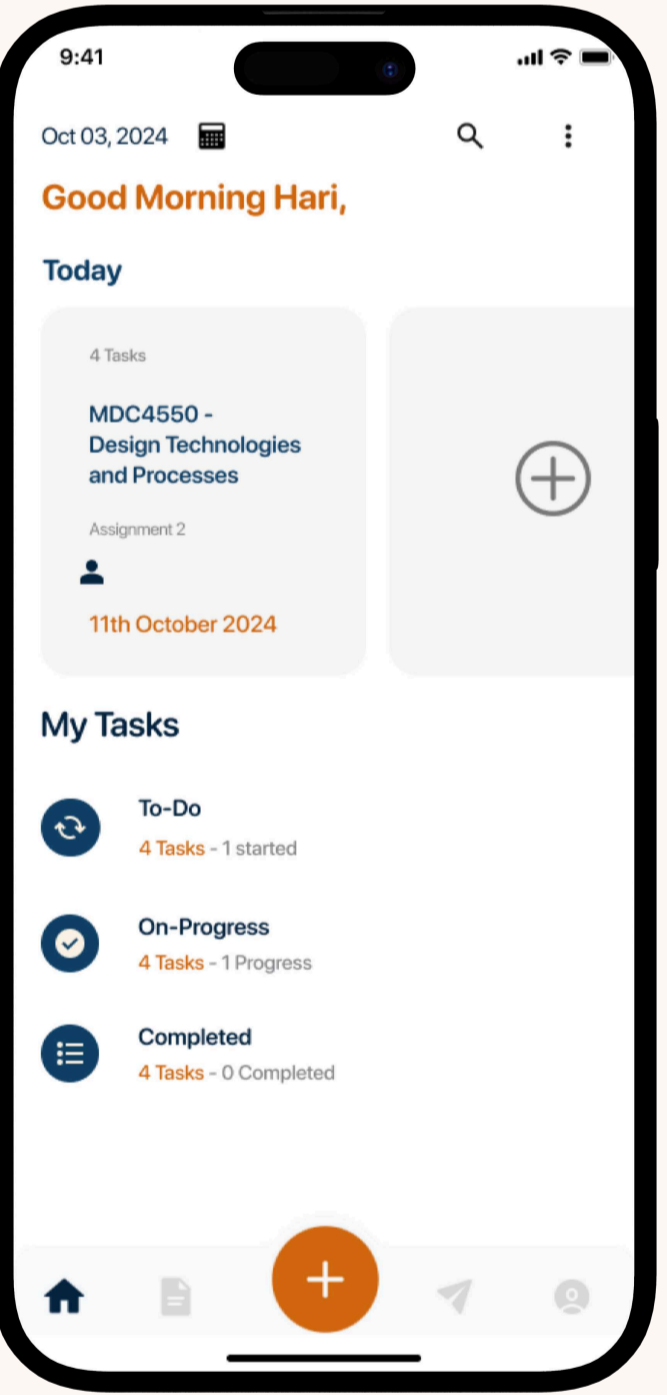
**Project Creation Prompt**  
Allows users to start a new project by tapping on the "Create new project" button.



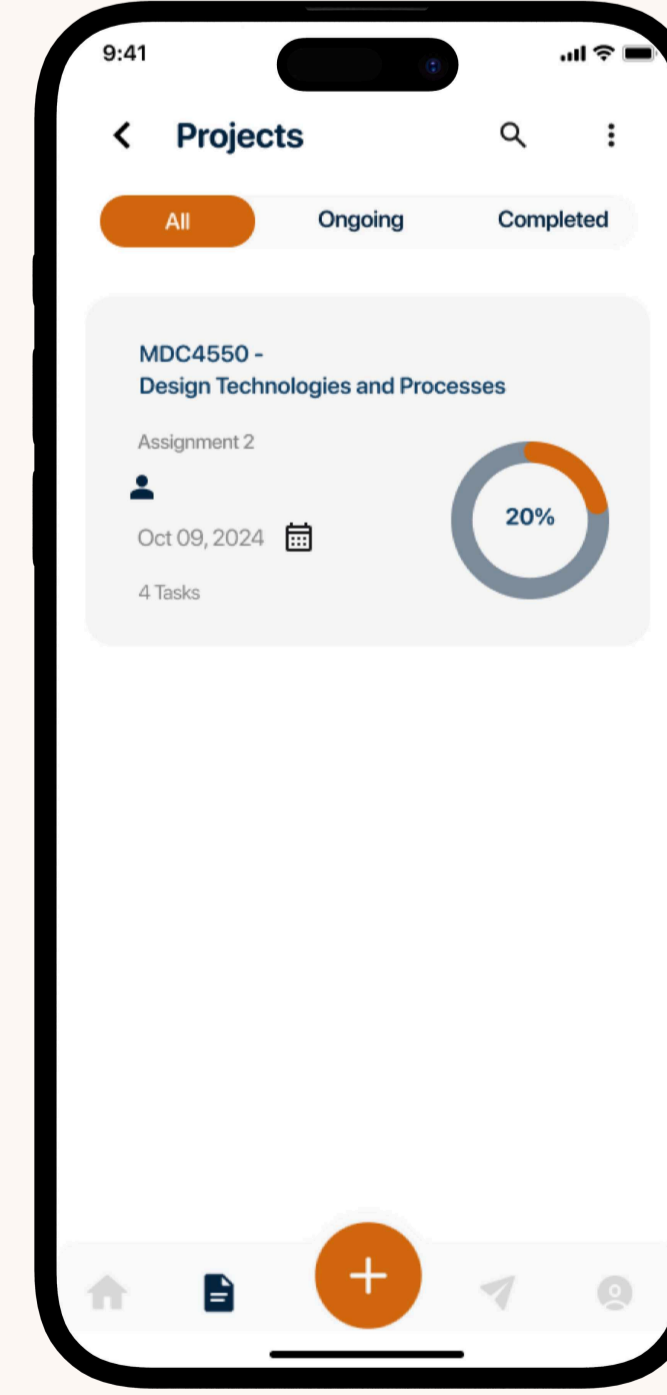
**Project Details Form**  
Users can enter project specifics such as name, category, due date, time, and a brief description.



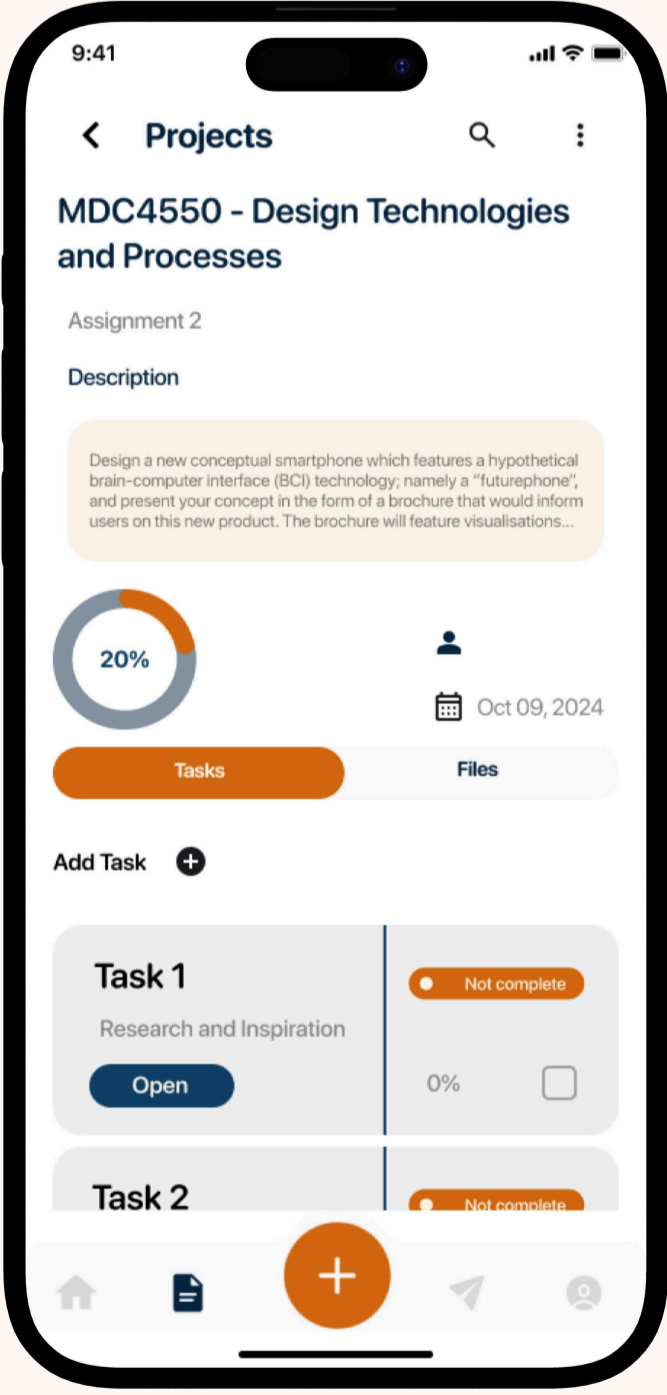
**Task Breakdown Screen**  
Introduces a progress bar to guide users in breaking down their project into manageable tasks.



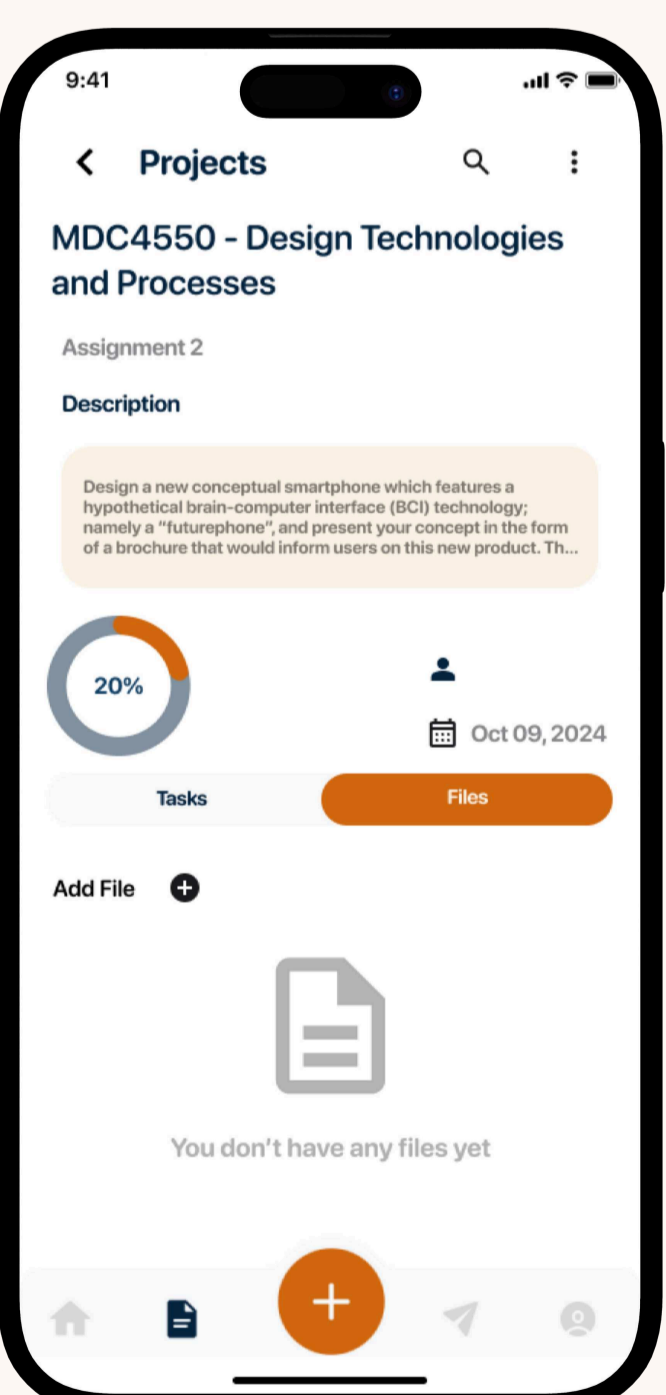
**Task List Overview Screen**  
Displays an organized view of tasks categorized by status To-Do, On-Progress, and Completed, helping users keep track of their progress.



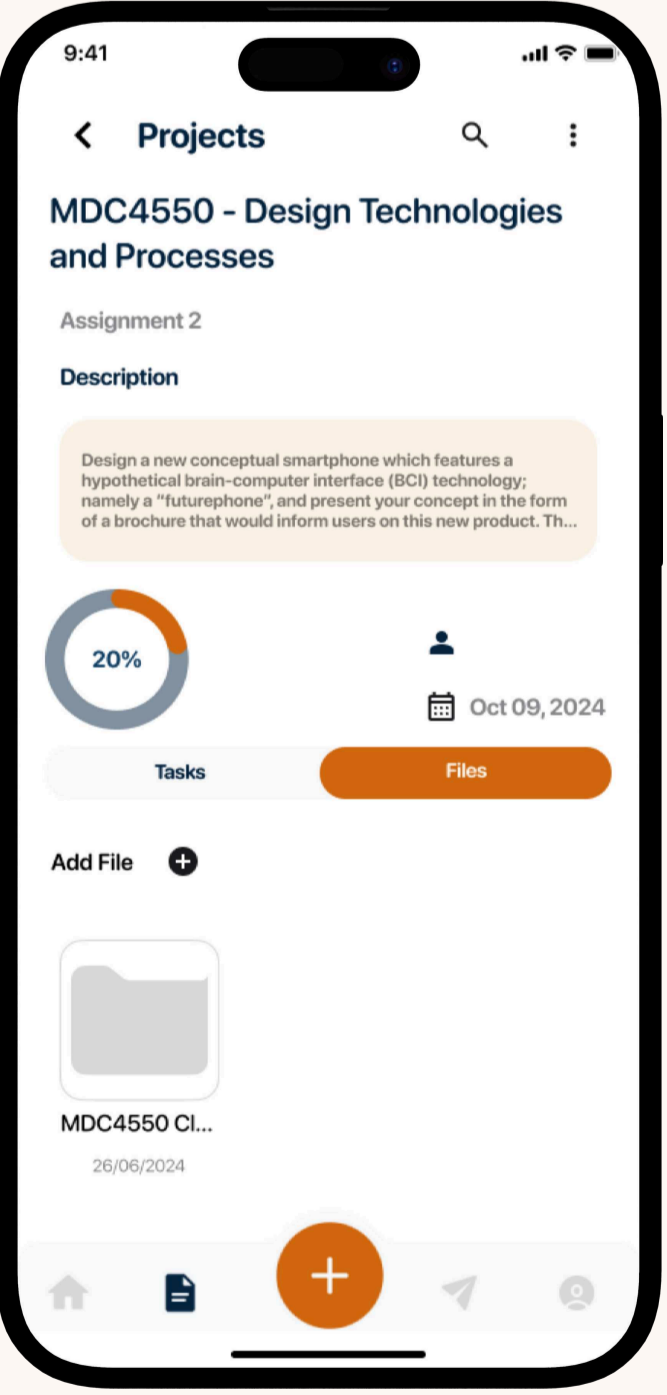
**Projects Overview**  
Displays all projects categorized into ongoing, completed, and all with a progress chart for each project.



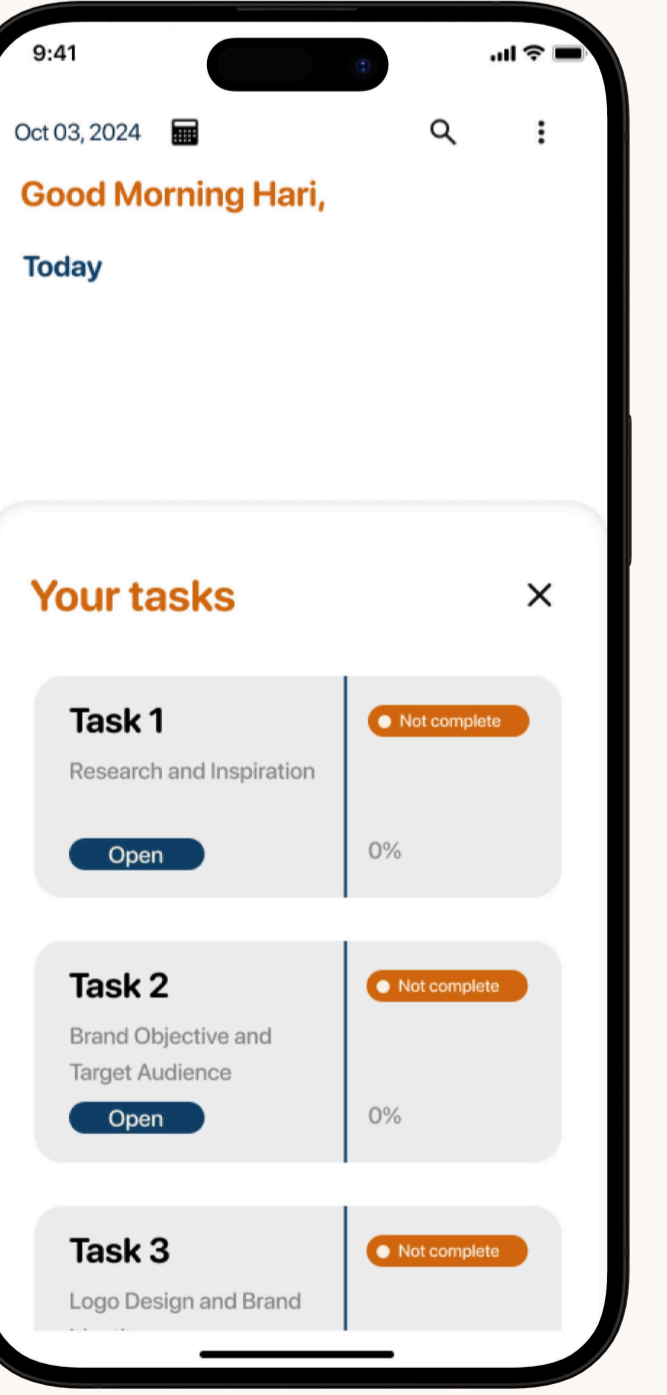
**Project Details**  
Shows the selected project's information, including the description, due date, and completion progress.



**Tasks Section**  
Allows users to view and add tasks related to the project, with each task indicating its completion status.



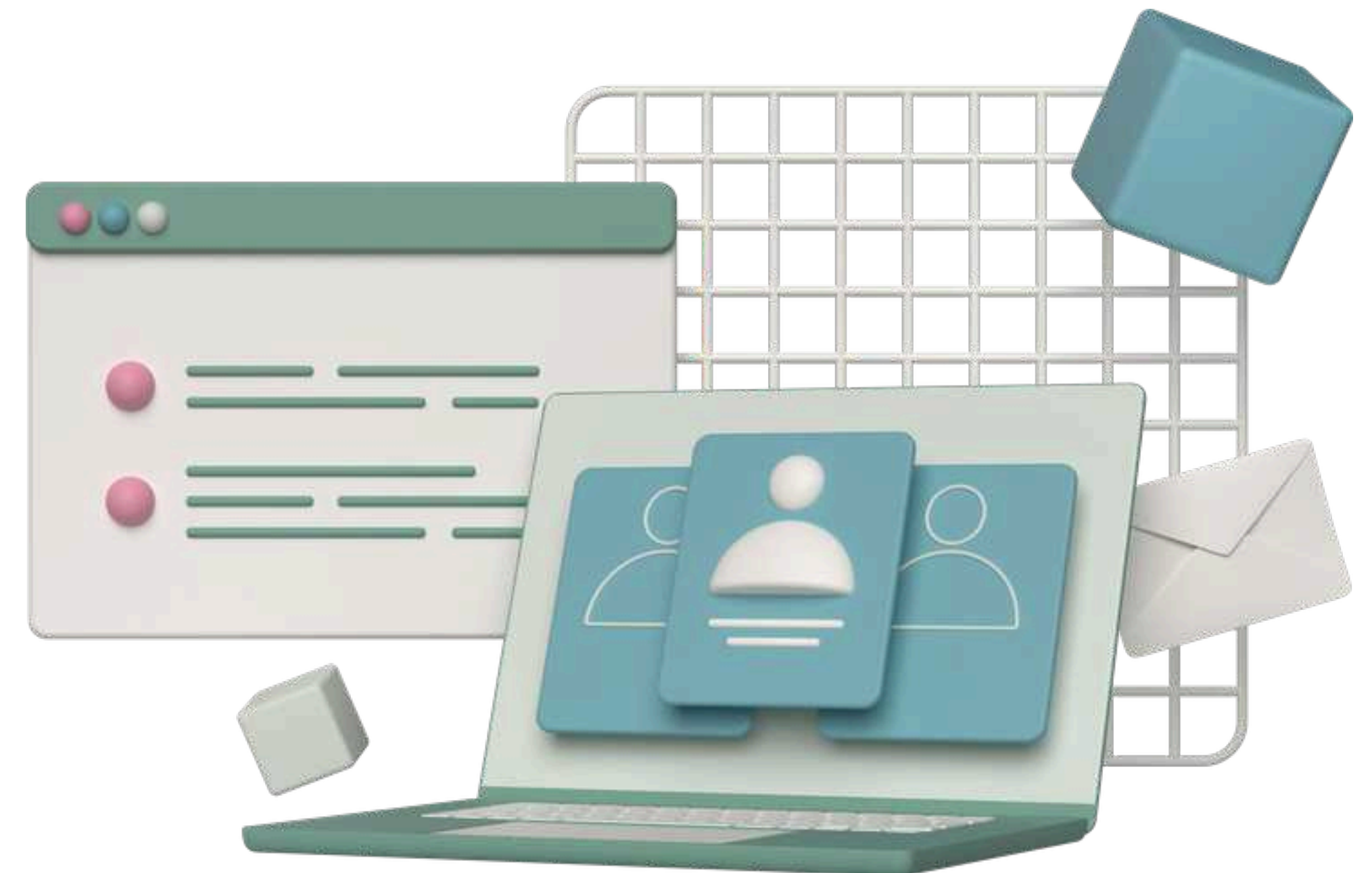
**Files Section**  
Users can manage files related to the project, with options to upload and view project-related documents.



**Task List Popup**  
Displays a list of tasks under "Your tasks," providing an overview of each task's progress and completion status for quick access and tracking.

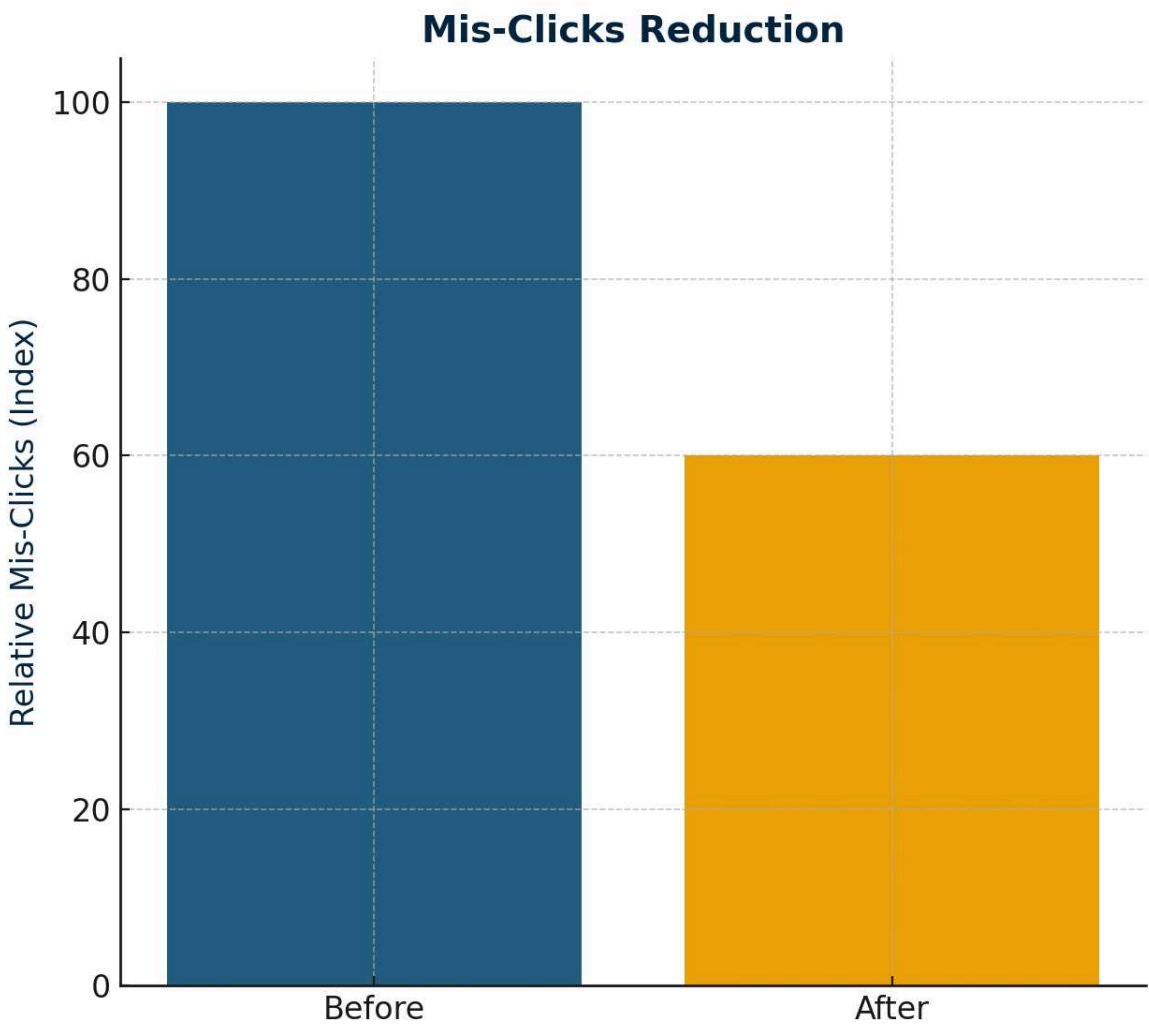
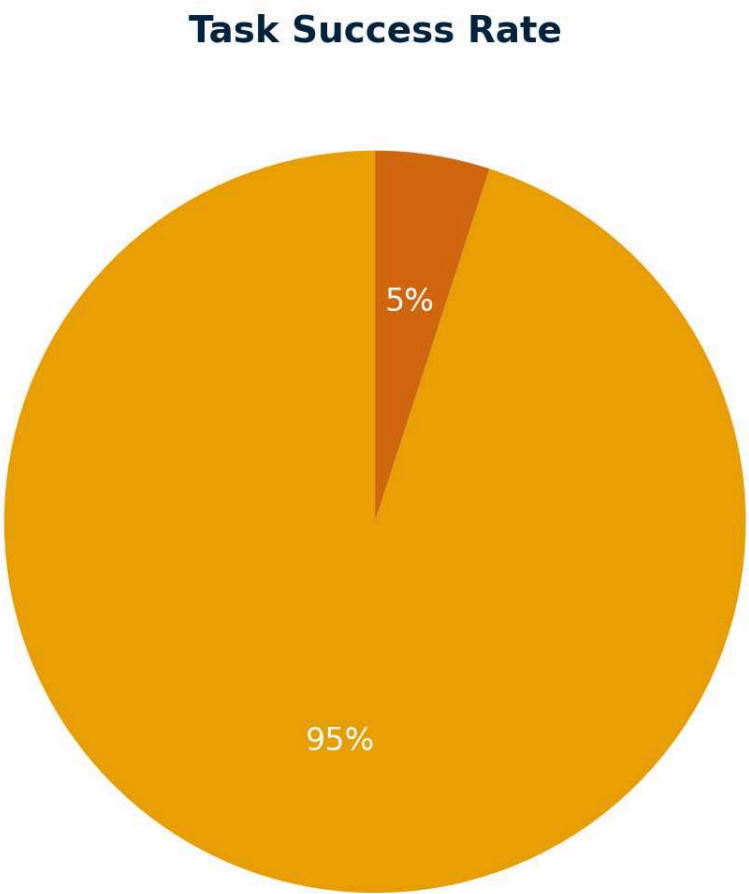
## Usability Testing

- Objective: What you tested (navigation, task creation, dashboard clarity).
- Test environment: Tools (Lyssna), devices (desktop, tablet, mobile).
- Participants: e.g., 8 first-year design students.
- Tasks: Create a task, track progress, set a deadline.



# Testing Results

- 95% task success rate.
- 40% fewer mis-clicks compared to earlier prototypes.
- Feedback: “Clearer dashboard,” “Supportive design,” “Easy to add tasks.”



"TaskZen feels intuitive and supportive"



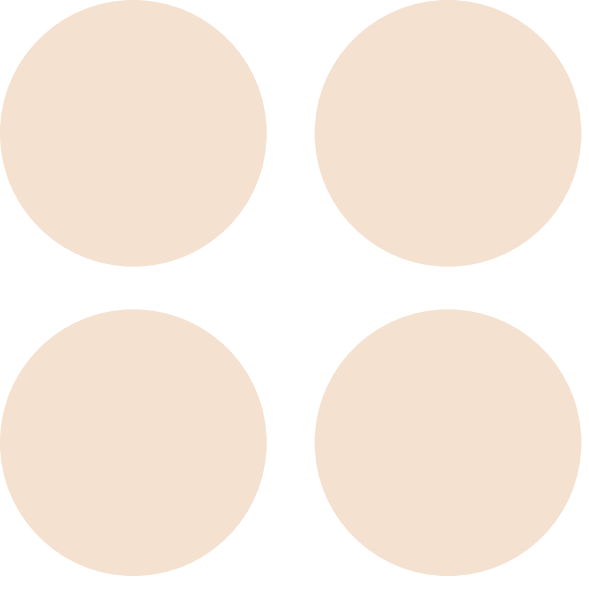
## Design Rationalisation

- Dashboard → reduces stress, quick overview.
- Add Task button → large, visible, solves discoverability issue.
- Progress tracker → motivates completion.
- Simple nav → matches student workflows.

## My Reflection



- **Learned:** leadership, testing, iterative design.
- **Values:** empathy, collaboration, accessibility reinforced.
- **Outcome:** Solution aligned with user needs + my design mission.



**Thank You**

**SathyaPriyadarshini Murugadoss**

