
ReminderX

UX Research Brief

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Introduction

As the user experience practitioner, I undertook this research to understand and determine user needs and goals for the ReminderX application. Through user interviews, high-level themes emerged that will help influence the product's future direction.

ReminderX helps people organize and manage daily and long-term tasks and goals. It's simple, yet flexible setup makes it the perfect tool for personal or work environments. The goal of ReminderX is to not only offer users an organized way to manage lists, but provide a platform that delivers consistent results that keep users engaged.

Research approach

Conversations were held with four separate participants. User interviews helped determine target users and their behaviors, patterns, and goals.

Research areas explored:

- Identifying digital tool (reminder apps, calendars, etc.) usage by participants
- Understanding behaviors of participants in relation to creating lists and setting reminders (note-taking, digital apps, etc.)
- Understanding challenges or limitations of current processes

Additionally, participants offered feedback on the ReminderX app, which helped identify future enhancements and improvements that will increase the overall user experience and adoption.

Findings & recommendations

- Grocery lists and simple work tasks are the most common types of to-do lists created
- Users employ a variety of digital tools and handwritten methods to create to-do lists and reminders
 - All participants described using some sort of to-do lists or digital reminders for events and work/personal goals
 - Many use simple post-it notes for work-related tasks
- To-do lists generally fall into two categories: short term (a few days) to long term (months to a year)
- The most common reminders received on phones is through push notifications, texts and emails
 - Users described push notifications and texts as their preferred method; email is not always checked regularly
 - **Recommendation:** Offer push-notifications through ReminderX
- User expressed an interest in being able to share and collaborate on to-do lists or work tasks

- Current tools used allow some sharing or collaborating features, including Google Calendar and Google Keep.
- **Recommendation:** Determine scope of work to include sharing/collaboration features within ReminderX
- Accessing digital to-do lists on multiple technology platforms is important for users
 - Many expressed that they would like to have the ability to access ReminderX lists on their phones and computers. Many don't want to be too phone dependant, or they have longer to-do lists that would be easier to add or edit with a computer keyboard.
 - **Recommendation:** Investigate feasibility of offering ReminderX on multiple platforms
- Users have adopted many digital assistant applications which could compete with ReminderX adoption
 - The space for digital to-do list-type apps, such as Google Keep, is crowded and many users expressed an interest in ReminderX, but also recognized that it would have to include features that stand out from the rest of the current app offerings.
 - **Recommendation:** Conduct market research about other app offerings and features
- To-do lists are often customized and updated as tasks get completed
 - Users want to rank items in order of importance or adjust lists as things get completed
 - **Recommendation:** ReminderX should offer flexibility in allowing users to flag urgent tasks and order items
- Users would like the ability to set multiple reminders for a task
 - Often, multiple reminders help users orient themselves to the task at hand, and can help ensure users' tasks get completed
 - **Recommendation:** ReminderX should allow multiple reminders for items
- Users want to be reminded about long-term goals
 - Users expressed a desire for short and long-term type lists. Many longer-term lists include goals which users would like to be reminded about every once in a while.
 - **Recommendation:** Allow users to pin certain lists or notes to the top of a page so long-term items get looked at regularly

User persona

NAME	Isabella
PHOTO	
AGE	28
EDUCATION	Degree in economics
OCCUPATION	Works at an insurance company
GOALS & TASKS	<p>Creating to-do lists at work and home for grocery lists, long-term goals and event/birthday reminders. Works in a high-paced environment with many clients to manage and uses Sticky note application on her computer to manage to-do lists and track her work progress.</p> <ul style="list-style-type: none">• Likes to minimize administrative work and champions efficiency• Tries to avoid mistakes or missed opportunities for new business• Likes to be able to send grocery lists to her partner
BACKGROUND	<p>Isabella has worked in a number of jobs since college, but has most recently been at her current job as an insurance salesperson for 3 years. She often is on the road for work and has access to her laptop or smartphone, which helps keep her connected to the office.</p> <p>She doesn't fully trust keeping all her notes on her phone since she's had experience with losing data in the past. For some short-term work tasks, she likes using post-it notes and enjoys the feeling of accomplishment that comes with crossing off items in her lists.</p> <p>Isabella uses a variety of apps on her phone and computer, including the general notes app, Google calendar and her Outlook calendar for work.</p>
TECHNOLOGY	<p>She's comfortable using computers and phones. She spends half of her day on a computer. Has access to a high speed internet connection at home and work. Owns an Apple iPhone and older iPad at home.</p>

Design tenets

Taking the high-level themes and recommendations into consideration, design tenets emerged that will be important to follow as ReminderX gets redesigned.

1. **Keep onboarding simple** - many users are currently using Google apps that offer lists or event reminders, which don't require additional logins or accounts. Where possible, leverage other app's logins (Google or Facebook) for ReminderX. In general, keep the signup process simple.
2. **Make information accessible** - users expect their information to be stored and saved on the cloud where it's easily accessed from device to device.
3. **Allow collaboration to encourage adoption** - in the professional world, team's need to share information effectively, and this includes tasks and reminders for team projects or related disciplines. The app should offer sharing or collaboration features.
4. **Keep to-do lists flexible** - users have a variety of needs when it comes to list types. Certain lists are for short-term related tasks or reminders, like grocery lists, to longer term lists of personal or work-related goals. Additionally, users may just want to create a simple note to jot down ideas. Categories or labels may be important for users to organize lists.
5. **Think post-it notes** - emulate the positive experience people feel while checking off an item on their handwritten lists.
6. **Allow users to declutter lists** - people often make many notes and lists throughout the week, and allowing them to easily organize them is paramount. Archiving of old information should be considered.
7. **Consider offline use** - many users are creating lists for shopping. Lists should be cached or locally saved in the app so in the event of poor reception, lists still load in a store.