

# ReminderX

## FINAL DESIGN REPORT

Prepared by Sawyer Consulting, LLC  
For review by ReminderX stakeholders  
27 April 2017

### INTRODUCTION

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In March 2017, Sawyer Consulting was contracted by ReminderX to reimagine their software product of the same name. The primary objective for this project was to determine product direction and scope, then redesign the mobile application based on the company's shared strategic vision and product goals.

### PROJECT OVERVIEW

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For the last six weeks, Sawyer Consulting has employed a research-driven design process that prioritizes the experience of potential ReminderX users. During Week 2, our design team conducted user interviews, developing a target persona based on the combined needs and goals of four potential customers. Weeks 3 and 4 saw the creation and iteration of a new design, plus a detailed plan for testing it with four target users. The design team spent Week 5 assessing the design with these users, then iterated once more. This stratagem has produced a data-driven design for the new ReminderX app that is helpful, innovative, easier to use, and more appealing to customers.

## TARGET PERSONA

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Carolyn, 35 years old  
Self-employed  
Married with two children, ages 6 & 10

### User Goal

Wants a more convenient way to organize and share the family schedule. Wants to be able to delegate reminders about upcoming events to her technology so she can focus on more important tasks.

### Main Points

- Links Google calendar through the built-in app on her iPhone for work obligations and records family schedule on a shared wall calendar. Reminds her family about upcoming events via text.
- Regularly updates the family wall calendar throughout the month, using color-coding for different family members and event types, but sometimes forgets to remind family members about upcoming appointments.
- Usually forgets to bring grocery lists and coupons with her to the store, but never forgets her smart phone. Regularly checks out sales and buys certain items at specific stores to save money.
- Wants her reminder app to behave more proactively, rather than simply providing options that she must take the initiative to uncover, especially for social events such as birthdays.

### Pain Point

*“Between my paper calendar and all my electronic reminders, I always feel like I’m forgetting something.”*

## DESIGN SUMMARY

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User interviews indicated a need for a reminder tool that helps customers organize their schedule more efficiently and fluidly, with integrated calendars, reminder-setting, list-making, and sharing capabilities. Following the direction set forth by the user research and design tenets, the redesigned ReminderX app is now a calendar-based family manager app that:

- ✓ Empowers users to import and sync their existing calendars and contacts for a more seamless experience.
- ✓ Allows users to set up recurring events and automatic reminders, which they may share with anyone across devices.
- ✓ Facilitates more intuitive list-making by allowing users to cross and uncross items on their list, import photos and other files, and share lists with family and friends.
- ✓ Gives users the option to categorize and prioritize items on their calendar using a customizable color-coding feature.

With the redesigned ReminderX app customers can satisfy all their organizing and scheduling needs in one place, instead of juggling three or four apps with limited capability.

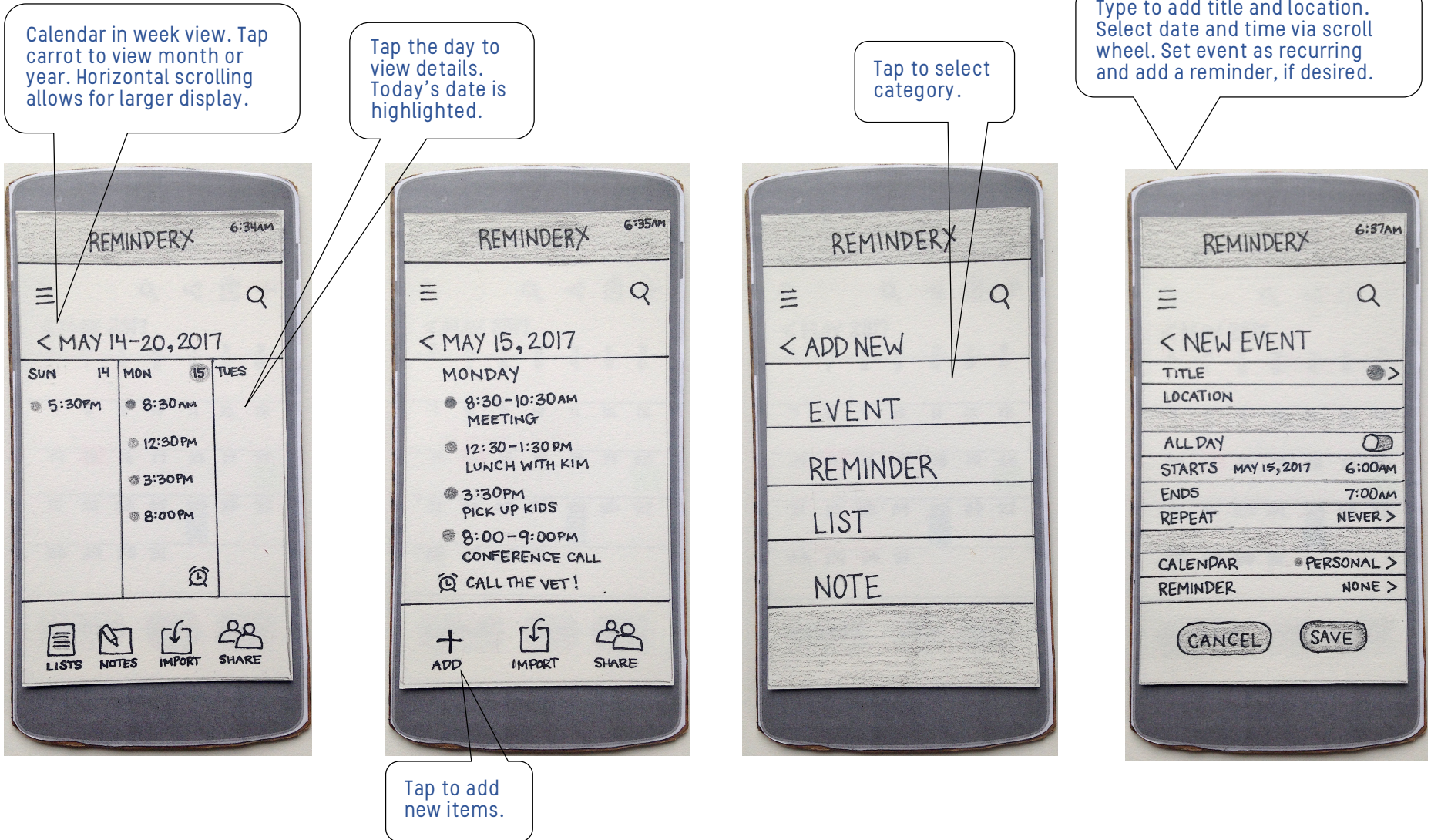
## OPPORTUNITIES FOR FURTHER DEVELOPMENT

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Due to constraints of time and budget, the coupon-clipping feature initially proposed in the *ReminderX User Research Report* is not included in the final ReminderX design. However, our research suggests that target customers would not only find such a feature useful and appealing, but its inclusion in a future release may convert steadfast pen-and-paper list makers into loyal ReminderX users. Future rollouts of ReminderX may also consider offering customers a wireless, wall-mounted display, the price for which could be comparable to that of a printed wall calendar. This supplemental product would appeal to users who prefer a physical family calendar but enjoy the convenience and accessibility of ReminderX on their mobile devices. For true accessibility, ReminderX should also consider developing a desktop app for customers who would like to access ReminderX on their workplace computer.

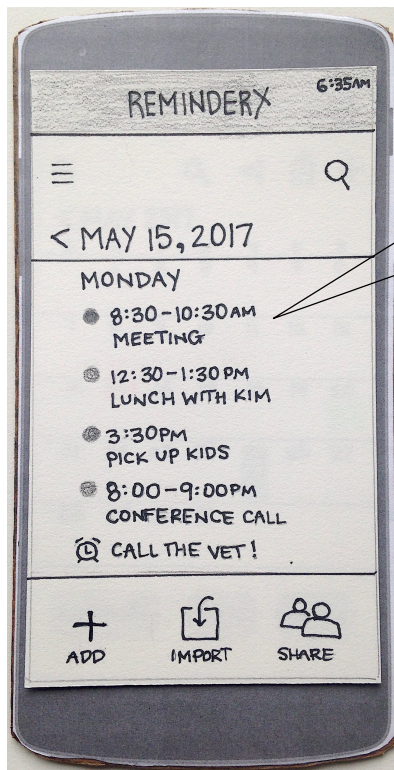
# USER JOURNEYS

## 1. View schedule and add a new event.





## 2. Edit event details and access color code options.



Tap event to view details.



Tap edit icon to change or delete.

Tap carrot next to color code to access menu.



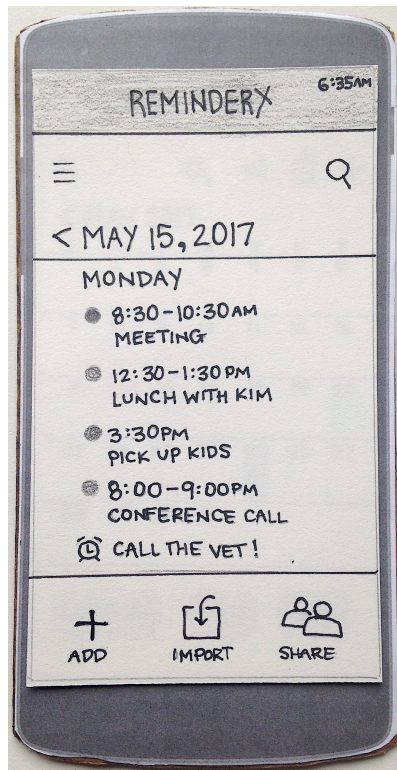
Select from several colors. Add and customize color categories. Code event/task by priority.



### 3. Add a new reminder. Reminder received.

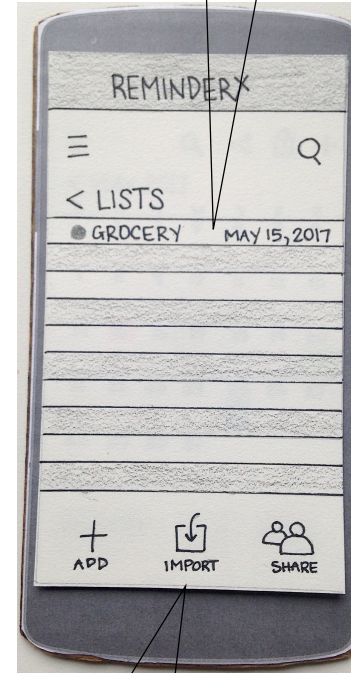
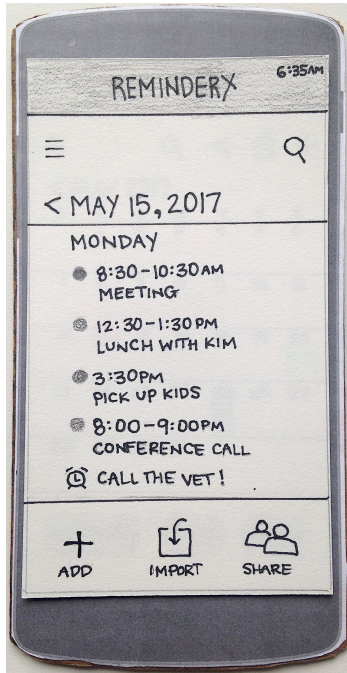
Tap carrot to select one or more recipients from synced contacts. Use slider if reminding self. Set reminder to repeat as often as hourly. Type a message and attach photos or files, if desired.

Reminder to schedule an appointment includes phone number, which can be tapped to place the call. Tap button to dismiss. Tap checkbox to dismiss a repeat reminder.





## 4. Create and edit a list.

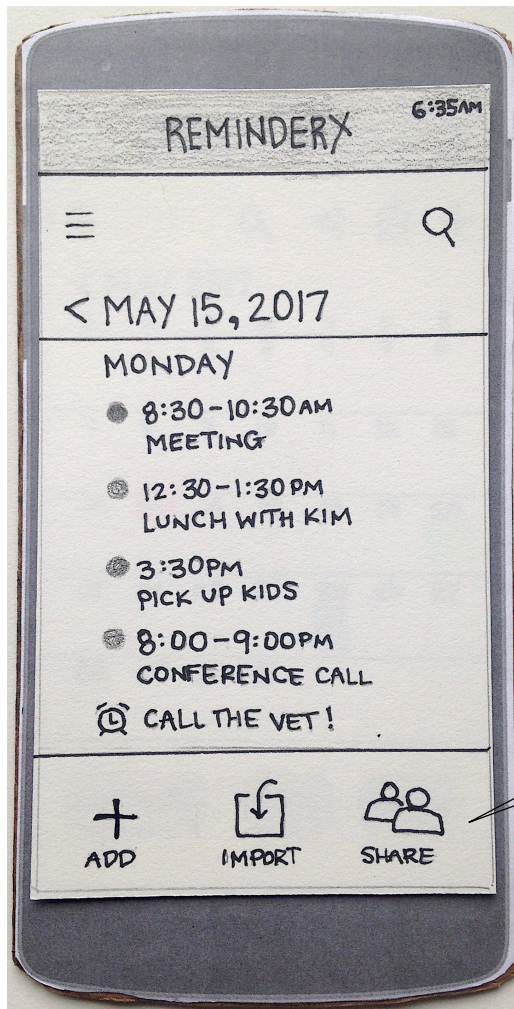


Import photos of products, coupons, or other lists.

Save changes, then tap items to cross and uncross. A line will appear through selected items.



## 5. Share an event, list, or reminder.



Tap share icon  
to access menu.



Select one or more  
contacts. Share  
calendars, events,  
lists, and/or  
reminders.

Select send method  
(text, app message,  
email, etc). Add a  
personal message.

Hit Send, and done!