

USER EXPERIENCE BRIEF

INTRODUCTION

To know more about our users' needs and wants, I interviewed four participants and gathered some data. After analyzing the user research data, I identified goals, behaviors, pain points and where the users are in terms of technology.

To create this user experience brief I described my research approach, findings, and recommendations below. This will allow me to start the planification and strategy to define the future design and effectively communicate the findings of the research. The main goal will be to deliver a user friendly and engaging reminder app that will bring solutions to users.

RESEARCH APPROACH

I interviewed four users between 18-40 years old, the location took place in San Francisco, California. All the interviewees have full time jobs and are familiarized with reminder apps and other related platforms. They are financially stable, independent, with middle-class income.

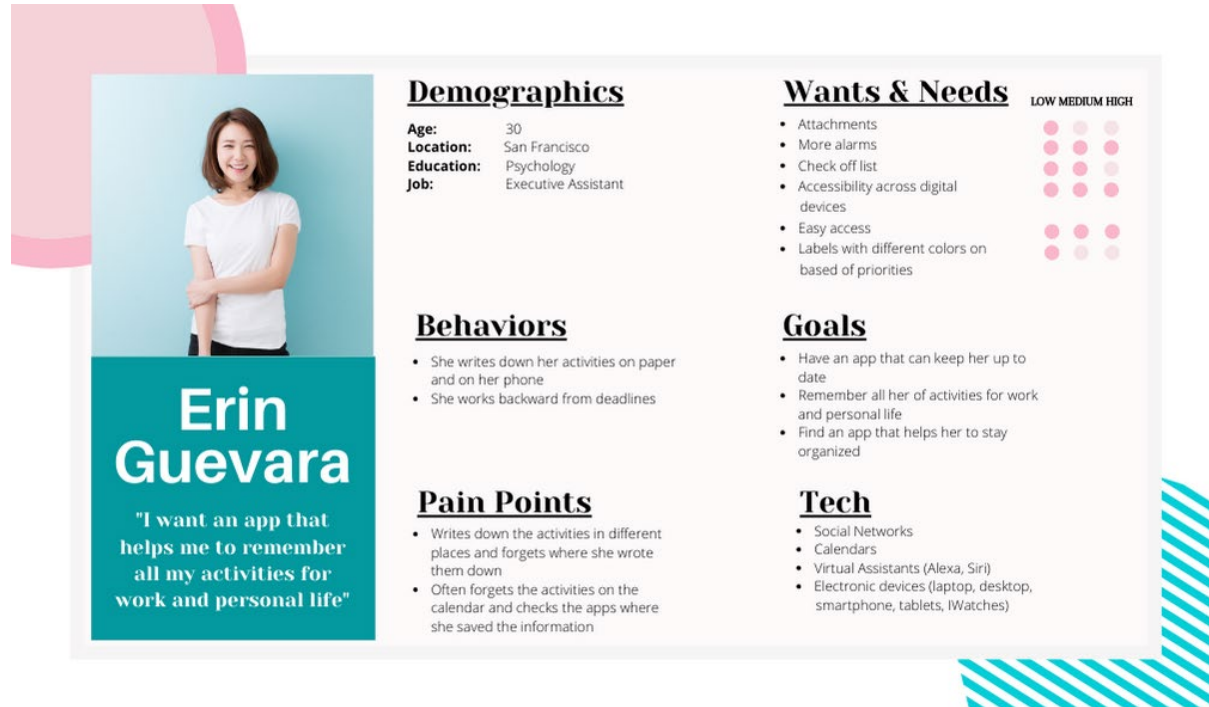
The sessions lasted between 5-15 minutes total. Three participants were interviewed over the phone and one in-person. I voice recorded each interview and sent the attachments in the last assignment.

FINDINGS AND RECOMMENDATIONS

Category	Findings	Recommendations
Pain Points	Only one of the participants uses a reminder app.	Users are not used to reminder apps. They are more familiarized with calendars, alarms, notes and other types of apps. If we design a catchy icon and give a trendy name to the ReminderX app but also similar to these apps, the user will relate the functionalities and they will be more likely to download it. This will help the users choose our app on their devices when they need to make their annotations.

Pain Points	More than one of the participants have a hard time remembering their activities even when they're already using other apps.	Create reminders of their daily and future activities to keep the users reminded that they need to check and manage those lists.
Wants & Needs	Different types of alarms to set reminders throughout the day.	Different types of alarms depending on the level of priority. When it's urgent, a louder alarm can be set periodically throughout the day until the user completes the task. A lower alarm can be created to go on and off to remind the user of future important events.
Wants & Needs	Daily, weekly, bi-weekly, or monthly checklists and checkoff lists.	After a needed task is finished the app will send a message asking if you completed it and if they wish to take it off the checklist. The app will also send a message asking if they want to see and manage all their checklists at the end of the day everyday, weekly, bi-weekly or monthly.
Goals and Wants & Needs	Better organization tools with color coordinated based coloring.	Add different labels, colors, boxes, numbers and other features (depending on the priorities) to help organization.
Tech and Wants & Needs	Need to link ReminderX app with Calendars, Notes, social media, phone contact lists, Alexa, and Siri.	Add a pop up that says, "Do you allow ReminderX app to have access to all your apps". Also include a manual option to opt out of accessing any unwanted apps, platforms, or devices. This feature will avoid users having to activate them manually. It will be better to show users the collaborative capabilities the app has with other apps, platforms, and devices first and they can decide if they want to keep them connected or not later.
Tech and Wants & Needs	Improve accessibility through Alexa, Siri, iWatch and other electronic devices.	Design and test the ReminderX app in all devices to improve accessibility. If the users can give instructions to their ReminderX app through Alexa or Siri, it will be easier to save their future events in the app and this will also allow for automatization of payments, planning, phone calls, reservations and more.

USER PERSONA



A user persona card for Erin Guevara. The card features a photo of Erin, a teal background with her name and a quote, and several sections detailing her demographics, behaviors, pain points, goals, and tech preferences. A 'Wants & Needs' section includes a dot matrix for prioritizing features.

Erin Guevara
"I want an app that helps me to remember all my activities for work and personal life"

Demographics
Age: 30
Location: San Francisco
Education: Psychology
Job: Executive Assistant

Behaviors

- She writes down her activities on paper and on her phone
- She works backward from deadlines

Pain Points

- Writes down the activities in different places and forgets where she wrote them down
- Often forgets the activities on the calendar and checks the apps where she saved the information

Wants & Needs

	LOW	MEDIUM	HIGH
• Attachments	●	●	●
• More alarms	●	●	●
• Check off list	●	●	●
• Accessibility across digital devices	●	●	●
• Easy access	●	●	●
• Labels with different colors on based of priorities	●	●	●

Goals

- Have an app that can keep her up to date
- Remember all her of activities for work and personal life
- Find an app that helps her to stay organized

Tech

- Social Networks
- Calendars
- Virtual Assistants (Alexa, Siri)
- Electronic devices (laptop, desktop, smartphone, tablets, iWatches)

TENETS

What users need and want

The users need to remember to check their important activities and events in their apps. They want to have more alarms, labels, and other features to improve the organization of their activities and the functionality of their apps. It's also important for the user to have better accessibility to the ReminderX app across all their devices.

Business goals

ReminderX wants to prove that their app is more than a generic to-do list and reminder app. In order to do that we need to improve accessibility, add more features, include better alarms and provide easy access to the app across all devices (whether the user is using Apple, Android, Gmail or Outlook).

UX Designer work and specifications

- ReminderX app needs to be accessible to all virtual assistant technologies so that the users can dictate orders to Alexa and Siri. Then the activities can get registered in the app without the users having to go out of their way or forget about them because they didn't have the time to write them down somewhere.

- Add the app icon in a little corner of the screen of the smartphones (when it's locked like the camera and flashlight icon), in this way the users will have easy and timely access to the app.
- ReminderX will give the option to the users to turn on the notifications when their phones, tablets, iWatches and other devices are locked (similar to when users receive any other notification on their phones). This will improve visibility of their tasks for the day, and it will be less likely for them to forget their tasks or to check the app.
- Our team will work to improve accessibility, different label coloring and alarms depending on priority.
- The ReminderX app will have the capability to link multiple attachments, applications and other platforms; phone contact list (in case the users have to make a phone call so they don't need to open another app to find the phone number), social networks, calendars, notes, checklists to all their devices no matter if they have an android or iPhone because this will help to track important information and future events (all of that with the user consent).

Conclusion

We must think that all our users have very busy lives and they don't have time to write down all their activities nor to check them on a daily basis. It'll be the app's responsibility to help them to remember and have their tasks organized.