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Articuwin

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Application Name: Articuwin

The name originates from a combination of: Arctic + Articulate + Penguin + Win (like winning).

Design Problem Statement:

Problem: Calendars or scheduling apps are a normal, day-to-day, basic way of keeping personal appointments and keeping straight things that users need to keep track of. Most calendar/ to-do list apps do not combine multiple features such as having ultra customizable features, engaging interactive progressions, and do not keep the focus of the user.

Users: Anyone who needs an attention grabbing calendar and to-do list. Intended ages from 13- 25 (middle schoolers- college students), but can be used by any age.

Activities: To-do lists, scheduler, charts to see progress, gaming aspect (getting the penguin more fish from task completions)

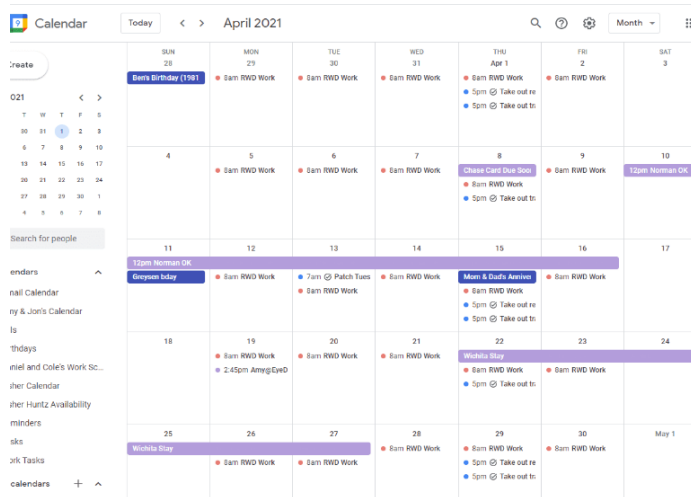
What exists currently: There are several task management apps on the market already, such as google calendar, apple calendar, todoist, and many more. However, these applications tend to either focus on the practical scheduling component or the interactive game component, not both aspects like Articuwin.

Essential functions: Some of Articuwin's essential functions that make it different from other scheduling apps is it's focus on encouraging users to keep and accomplish their to-do lists. Articuwin does this by creating an interactive, game esc, environment by gifting the users with more fish to feed the penguin and keep it happy. The users are therefore more encouraged to create more tasks for completion and to complete those tasks. Then the user can view the total amount of fish they collected and see the amount of tasks they completed for the week.

Focused Competitive Analysis:

	Articuwijn	Google Calendar	Todoist	Forest
Customizable CheckList	✓	✓	✓	
Visual Display of Progress (chart)	✓			✓
Habit Tracker	✓			
Ease of Use	✓	✓	✓	✓
Interactive "game" aspect	✓			✓
Has mobile application	✓	✓	✓	✓
Calendar view		✓	✓	

Competitor 1: Google Calendar



Competitor Description: Google Calendar is an easily available calendar. Functionally used best for simple to-do lists, appointments, and important dates. It is relatively easy to use, and is accessible via mobile devices as well as online. It is one of the most popular calendar apps for its functionality and free use.

Competitor Pros:

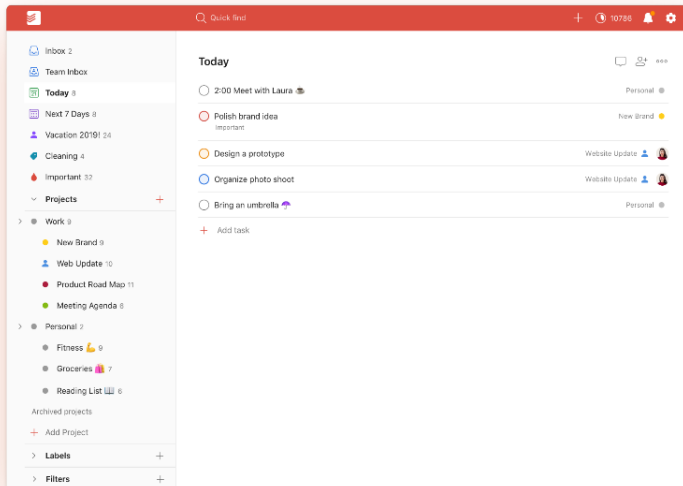
- Customizable CheckList.
- Ease of Use.
- Mobile Application.

- Calendar View.

Competitor Cons:

- No Visual Display of Progress.
- No Habit Tracker.
- No Interactive “Game” Aspect.

Competitor 2: Todoist



Competitor Description: Todoist is a task-management application where users can collaborate to create lists of tasks that need to be completed and assign them to each other. It can also be used individually and has multiple display modes.

Competitor Pros:

- Customizable Checklist.
- Ease of Use.
- Has Mobile Application.
- (Partial) Calendar View.

Competitor Cons:

- No Visual Display of Progress.
- No Habit Tracker.
- No Interactive “Game” Aspect.

Competitor 3: Forest



Competitor Description: Forest is an interactive app meant to keep the user focused on whatever tasks they have to do. It introduces a gaming aspect where the user is encouraged to do their tasks in order to grow more trees and to not get distracted with their phone.

Competitor Pros:

- Visual Display of Progress
- Ease of Use
- Interactive “Game” Aspect
- Has Mobile Application

Competitor Cons:

- No calendar view.
- No task manager.
- No to-do list option.

Personas

Persona 1:



(<https://thispersondoesnotexist.com/>)

- Name: Micheal "Mikey" Zukerman
- Bio: 13 y/o, male (he/him), Middle Schooler (8th grade)
- Tech they use: iPhone, tablet, school Chromebook
- Favorite Brands: Nike, Old Navy, Target, Vans, Apple, Google
- User goal: Parents were concerned with grades and inability to keep track of everything he needs to do. Mikey is struggling with his grades and wants an easy and entertaining way to keep track of everything he needs to do.
- Frustrations or Pain points
 - Normal apps too boring
 - Some apps (Google Calendar) are too dense and hard to understand
 - He doesn't think time management is "cool"

Persona 2:



(<https://thispersondoesnotexist.com/>)

- **Name:** Penelope Xiu
- **Bio:** 20 y/o, Female (she/her), Junior in College, has job, RA, Club President, Student Tutor
- **Tech they use:** Android, Mac, Smart Watch
- **Favorite Brands:** Walgreens, LuluLemon, Gap, Urban Outfitters
- **User goal:** Penelope struggles to keep track of everything she needs to do in her busy life. Between her job, RA position, managing her school club, and her tutoring position she has a lot of things she needs to keep track of. Penelope is looking for a highly customizable app to keep track of everything she needs to do.
- **Frustrations or Pain points**
 - Apps have not been customizable
 - Apps taking too long to use/set up and thus make it difficult to use on the go
 - App won't provide option to carry over items over multiple days

Persona 3:



(<https://thispersondoesnotexist.com/>)

- **Name:** Jeremiah Lemon
- **Bio:** 25 y/o, male (he/him), College graduate
- **Tech they use** Mac, Apple Watch, Ipad w/ Apple Pencil, iPhone
- **Favorite Brands:** Apple, Adidas,
- **User goal:** Jeremiah is a fresh college graduate. He's just beginning his career in a company that designs home appliances. Currently overwhelmed with a new idea for an iToaster, Jeremiah is struggling to keep up with work responsibilities, as a new employee, and home obligations.
- **Frustrations or Pain points**
 - Struggling to find a good To-Do list for his needs
 - Hasn't used a To-Do list app before
 - Finds some To-Do list apps overwhelming and hard to use

User Scenarios

Persona: Micheal "Mikey" Zukerman

One-Sentence description: [The user wants to set a task as completed, but accidentally completes the wrong task.](#)

Chart:

User Action	System Response
User clicks on the app icon on phone	App launches and brings user to main menu
User clicks the "To-Do" list button	App opens the To-Do list screen
User searches through the to-do list for item they have completed (scrolling- dragging finger up and down)	App responds to the movement of the user (swiping up- scrolls down)
User mistakenly taps the wrong item	App greys out the selected box/ item & increases the number of completed items
User taps the wrong item again to correct mistake	App re-colors the item (deselects) and decreases the number of completed items
User taps the correct item	App greys out the selected box/ item & increases the number of completed items
User closes app	App closes

Persona: Micheal "Mikey" Zukerman

One-Sentence description: [Wants to view the iceberg screen.](#)

Chart:

User Action	System Response
User clicks on the app icon on phone	App launches and brings user to main menu
Selects the Weekly Progress button	App opens the Weekly Progress/ Iceberg screen
Views progress and closes the app	App closes
Alternative Solution	
User taps on the app icon on phone	App launches and brings user to main menu
User selects the To-Do list button	Opens the To Do list screen/ page
User taps "Total number completed"	Switches pages to Weekly Progress page
User views progress and closes the app	App closes

Persona: Penelope Xiu

One-Sentence description: [User is trying to create a reminder.](#)

Chart:

User Action	System Response
User clicks on the app icon on phone	App launches and brings user to main menu
User clicks the "To-Do" list button	App opens the To-Do list screen
User clicks the + button to add a new task	App opens a menu with options with the type of item to create. (Task or reminder)
User selects reminder option	App gives options for the reminder icon
User selects icon for the reminder	Icon selected highlights on icon list.
User clicks the 'done' button	Closes menu and adds icon to task list before returning to to-do list screen
Views progress and closes the app	App closes

Persona: Penelope Xiu

One-Sentence description: **Wants to make one of the To Do items permanent (pin it as a continuously recurring item)**

Chart:

User Action	System Response
User clicks on the app icon on phone	App launches and brings user to main menu
User clicks the "To-Do" list button	App opens the To-Do list screen
Clicks "edit" button	App displays "edit" screen
User searches through the to-do list for items they want to edit (scrolling- dragging finger up and down)	App responds to the movement of the user (swiping up- scrolls down)
Selects the item(s) wanted to stay pinned	The items selected highlight
Clicks the pin icon to the right of the item name	Pin icon displays next to task item (on both edit and regular screen)
Selects Done button	Screen returns to normal w/ pinned items having pin icon
Views progress and closes the app	App closes

Persona: Jeremiah Lemon

One-Sentence description: [Completes all To Do list tasks](#)

Chart:

User Action	System Response
Turns on phone and clicks Articuwin app	App launches
User clicks the "To-Do" list button	App opens the To-Do list screen
Taps completed FINAL item	App greys out the selected box/ item & increases the number of completed items FINAL ITEM: The amount of tasks that were completed = the amount of fish that the user gains. The total amount of fish fall from the top of the screen as a celebration for completing all items
Closes app	App closes

Persona: Jeremiah Lemon

One-Sentence description: [Trying to edit a To Do list item.](#)

Chart:

User Action	System Response
User clicks on the app icon on phone	App launches and brings user to main menu
User clicks the "To-Do" list button	App opens the To-Do list screen
Tap the "Edit" button	Screen changes to an edit mode where the list items are able to be selected and the names can be changed
User searches through the to-do list for item they want to edit (scrolling- dragging finger up and down)	App responds to the movement of the user (swiping up- scrolls down)
Taps the list item that needs to be changed	Brings up keyboard
Types in corrected text and hits done	Puts down keyboard and resumes Edit screen
Taps the Done button (where Edit was)	Resumes to-do screen
Views progress and closes the app	App closes

Wireframes:

Link to Figma project:

https://www.figma.com/file/F8S5K4ixWzB3zQxhAXXmR7/Articuwin_Wirframe?node-id=0%3A1

Example Frames

