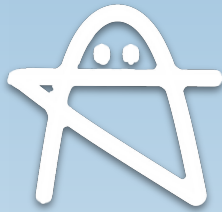


# Articuwin

By Alex A, Tyler C, Arden G, Grace W





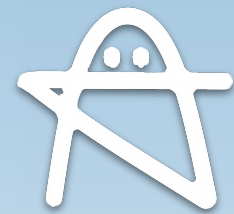
# Overview

Articuwin is a to-do list, progress app for a variety of ages made to be intuitive and easy to use while still being entertaining for the users.

## Key Features

- ★ Easy to use (Intuitive design)
- ★ Customizable
- ★ Fun/ Entertaining
- ★ To do list feature

# Quick Preview



Home

Tasks

Reminder

Edit

Completed

Progress

Articuwin

To Do List

Weekly Progress

< To Do edit [icon]

Tasks

+ Reminders

25%

< To Do edit [icon]

Tasks

+ Reminders

Create Reminder

Reminder Icon:

done

< Edit [icon]

Tasks

+ Reminders

Done

< To Do edit [icon]

Tasks

Congratulations All Tasks Complete

Reminders

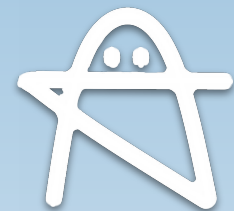
+ 100%

< [icon]

Weekly Progress

Day	Progress
Su	10%
M	60%
Tu	55%
W	100%
Th	60%
F	35%
Sa	10%

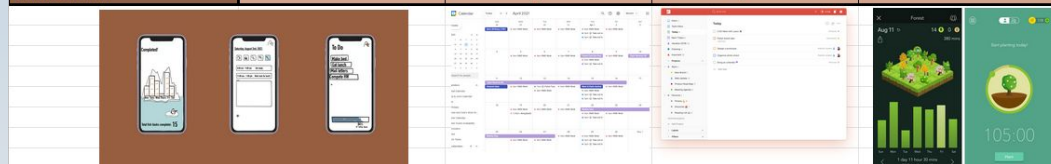
Total Completed: [penguin icon]



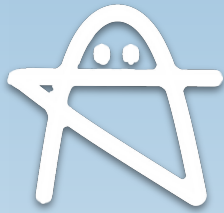
# Competitive Analysis:

We learned that we have a unique idea that covers more than a basic calendar or to-do list as Google Calendar does. Our most unique feature is our to-do list app which is also a “game,” unlike apps such as Todoist or Google Calendar- making our Articuwin more entertaining and enthralling for a younger audience.

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



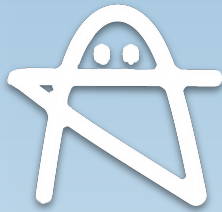
# Personas and how they informed our design:



- 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"

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

Based on Michael's frustration we considered making the app seem "cooler" and easier to understand. We implemented a game for him to interact with while completing his many tasks for school and other activities. Also, we considered his complaints about normal apps being too boring, and thought it'd be a good idea to implement penguins into the game. Instead of only focusing on his tasks, he will get rewarded for his achievements and we believe it would get him to always use our app because he knows there is a reward for completion.



- **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

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

Based on Penelope's busy lifestyle and her need for an app that can be glanced at while on the fly we designed Articuwin with a very simplistic utility interface. If Penelope accidentally tapped a task off she could just as easily unmark it and tap the correct one. If Penelope needs a task to reappear day after day without retyping it out she can just pin that particular task; the same with reminders. She could also customize those reminders. Choosing photos from her library to use as the thumbnails for menial tasks.



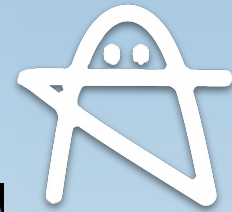
(<https://thispersondoesnotexist.com/>)

- Name: Jeremiah Leman
- 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

Jeremiah is new to any kind of To-Do list. While considering his frustrations, we thought to make the app more straightforward. We wanted to make the app more user friendly, and did not design any unnecessary buttons or directions on the app. Our app is very simple and direct. We designed it to give direct options, and those options can easily be undone by simple and readable clicks. We have made sure that our app causes less frustration on the user and allows them to access their many different tasks and reminders.



# Initial wireframes

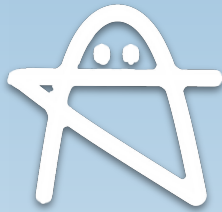


The initial structure of our wireframes was based more towards getting the desired functionalities placed rather than user ease at first. We laid Articuwin out in a similar fashion to other apps. Homepage, back buttons in the top left corners, edit buttons in the top right corners, etc.



Once basic functionality was complete, we went about designing Articuwin. Layout and the use of symbols was by far the most complicated. Some buttons we compromised with words. Others we found images that looked universally understandable. We had some struggles with spacing since bigger fingers need more padding, and with font size for those with vision problems. It's hard to function in ease of use when you can't always think of all the issues, which is why user testing was invaluable.



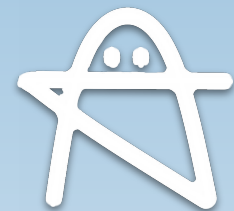


# Improvements From User Testing

We got a lot of positive feedback! But some of the changes we made were:

- We changed the Home Page
  - Added a mountain icon to the Weekly Progress button
  - Added the Title "Articuwin" to the homepage
- We made universal "trash" symbols in the edit screen and changed the "-" icons to trash can icons
- We separated the tasks and reminders more
- Made fonts bigger and smaller
- Added drop shadow to buttons to distinguish them as clickable buttons





# Visual design/development:

Designing the look of the app was a challenge. We wanted something that was visually engaging enough, that supported out fun theme of feeding the penguin fish, but was not too overwhelming.

We kept our color palette rather consistent as we knew we were going with an arctic theme going in, but we went through several iterations of how we would use these colors.

Our font choice was also something we kept rather consistent throughout the whole process. We felt that comfortaa worked well stylistically and fit several of the accessibility guidelines for readability.

The icon also went through a few iterations, again always the same idea, but changing the execution slightly to improve the look. We made it thicker and rounder for readability and to match the aesthetic of the app better.

Weekly Progress Icon



Edit Button



Add Button



Back Button



Delete Button

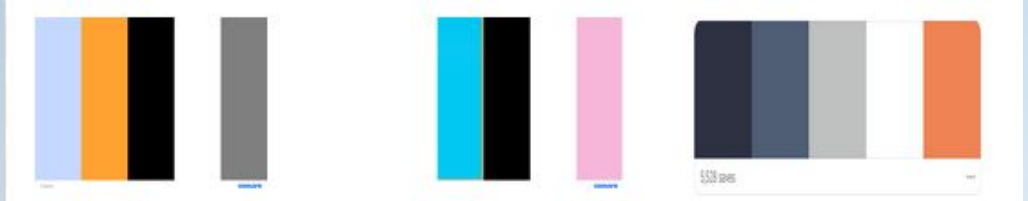
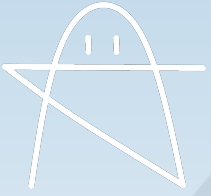
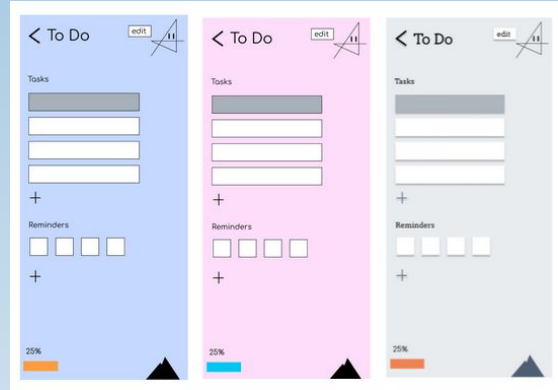
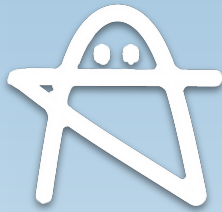


Save Changes Button

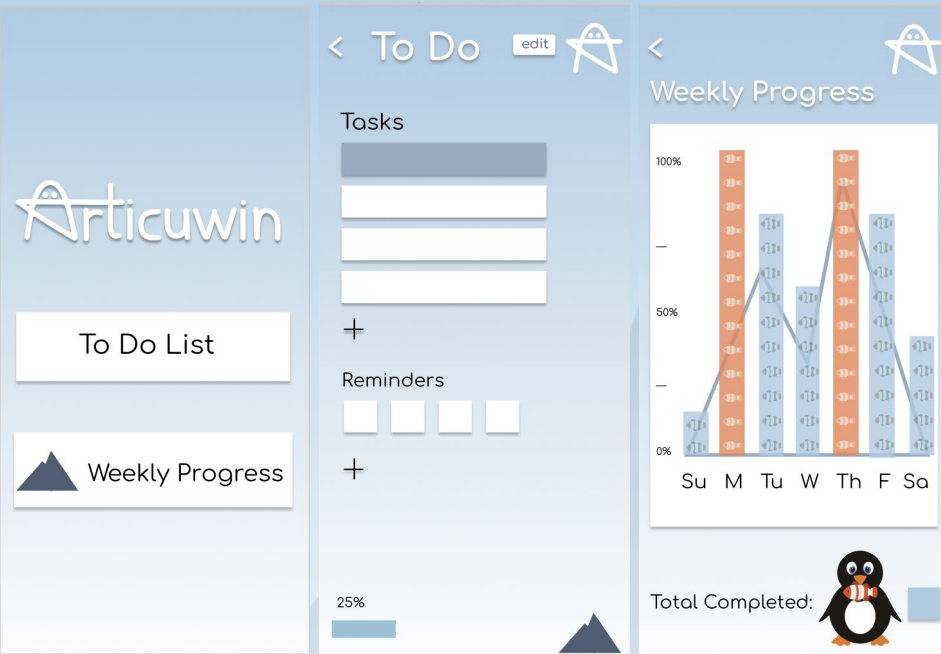


#FAFBFC	#AACBE3	#4f5d75	#FFFFFF	#95ABC1	#94C3D7	#EF8354
Background	Gradient	Dark Text	Light Text	Completed tasks/ Iceberg	Progress bar	Completed progress

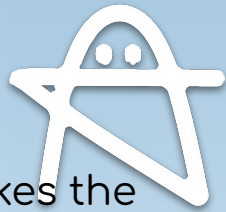
# Articuwin



# Final Design :



# Takeaways:



We learned a lot about what makes the app visually appealing through trial and error and we learned the value of user testing in order to improve our app.

We ended up loving our final product and we believe we successfully created a visually appealing and user friendly experience.

We also became more familiar with figma as a program.

## Time:

If we had more time, we may have added more customizability to the app (user being able to change icons, change colors, etc) and had more user scenarios.