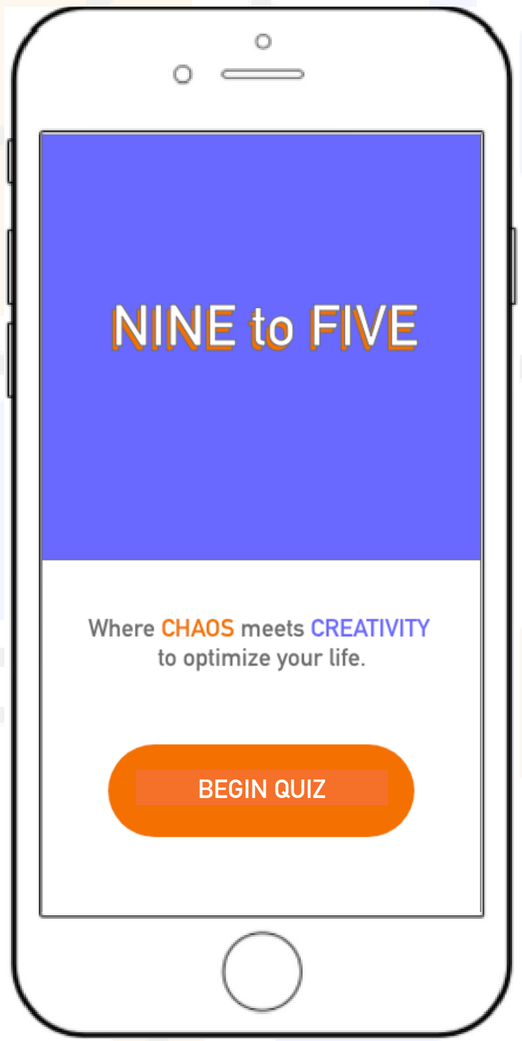
NINEtoFIVE

A DYNAMIC WORKFLOW CALENDAR APP THAT OPTIMIZES YOUR LIFE

Responsive. Intuitive. Habitual.

OLIVIA PEDERSEN
Innovation Tools + Techniques
Spring 2018



A DYNAMIC WORKFLOW CALENDAR APP THAT OPTIMIZES YOUR LIFE

RESPONSIVE. INTUITIVE. HABITUAL.

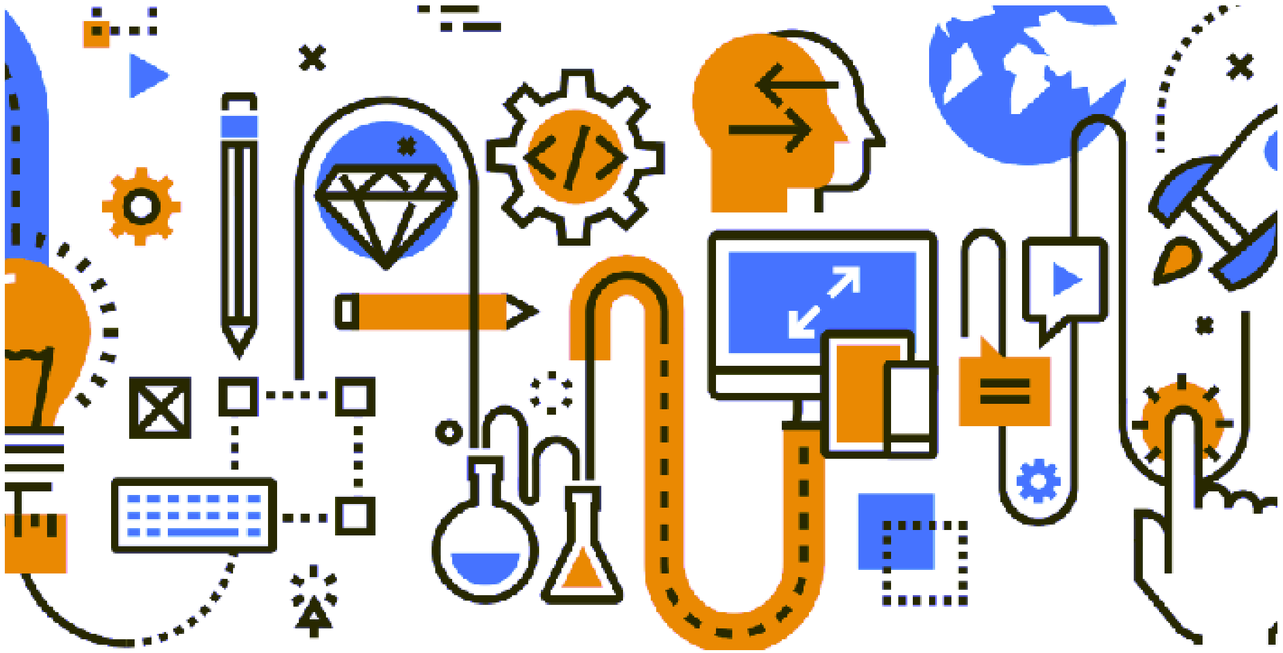
Eliminate the 9-5 grind.

This tool will help you track progress of your work. Help plan your weekly work-flow. Stay on track. Optimize working hours by make your working hours as effective as possible. Through programming your schedule when you work best so you won't be at work mentally or physically when you don't need to or want to.

Objective:

> Personal growth: learn about yourself and the way you want to work day in and day out.

By analyzing a persons unique productivity, best practices, and finding out what environments prosper good ideas this app will learn and recognize patterns in a persons working habits to see where time and process could be optimized. It will also get to know its user with questionnaires invented to specify individualisms. Additionally, it will look for areas of time wasted and suggest alternate or crossover activities for those times building the user a custom calendar.



PROBLEM

A creative staring at a computer screen when the idea or creative juices just aren't flowing is NOT productive. Everyone works at different paces and are most productive in different environments. This tool's aim would be to help a person own their creative process by understanding the best ways they work, at what times, and in what environment. With interactive questionnaires that can hone in on what a persons unique work style and flow is.

STEP 1: Download app

STEP 2: Take personality/work style analysis questionnaire.

STEP 3: Enter weekly schedule into app calendar.

STEP 4: Input unproductive times / work style dislikes.

STEP 5: Input productive times / workstyle preferences.

STEP 6: Generate weekly calendar from above input.

STEP 7: Week by week follow calendar and input likes and dislikes to optimize calendar suggestions and work style and place progression offered from app.

SOLUTION

By analyzing a persons unique productivity, best practices, and finding out what environments prosper good ideas this app will learn and recognize patterns in a persons working habits to see where time and process could be optimized. It will also get to know its user with questionnaires invented to specify individualisms. Additionally, it will look for areas of time wasted and suggest alternate or crossover activities for those times.

USERS

USERS: Inspired and created for creatives of all types, however, it will be effective for anyone with a busy, dynamic life.

STAKEHOLDERS: Workplaces & employers that want to optimize their employee 's time at work.

SITUATION

This app will be accessible from any phone, computer, tablet, any digital device that is accessible on a daily basis. It will be accessible from app stores unilaterally.

END PRODUCT

The goal will be to design the questionnaires for customization, and the user experience of the app. User interface will come last in design.

SIMILAR APPS CURRENTLY AVAILABLE IN APP STORE

Get

Kronos Time Tracker 4+

Take control of how you're spending time online with Kronos Time Tracker app.

This app is suitable for anyone who values every minute and wants to spend it as efficiently as possible.

Kronos Time Tracker is a convenient tool to track time and improve your time management when you're online.

Kronos Time Tracker will help you to get an accurate picture of your day or week.

Using it you can easily get answers of how long did you read your emails, chatted on facebook or was surfing through the internet and much more.

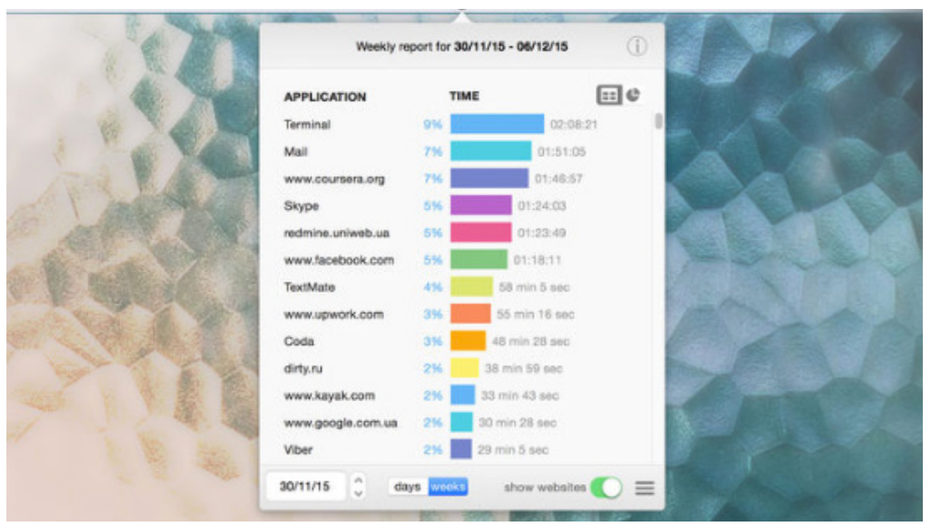
The app runs securely in the background on your laptop and detects sites you visit for all browsers including Mozilla. Then it gives you detailed reports on your daily and weekly activity.

Kronos Time Tracker will help you to take control of how you're spending time online, so you can use it more effectively.

What's New in Version 1.0.2

Option to reset data added

IDEA INSPIRATION: Tracking of how you spend your time on the internet so that you can assess and change bad habits.



$9.99

Doo - Get Things Done 4+

Become a more productive you, one card at a time.

WHY DOO?
It's easy to procrastinate your to-do list without a clear first step. Tasks with large goals can feel impossible to finish.

Doo helps you procrastinate less. Your reminders become cards that are easy to start and easy to finish. The streamlined edit screen encourages you to create tasks that can fit on a digital index card. Each card shows up in a stack — instead of a list — so you can focus on one thing at a time.

BUILD BETTER HABITS
Pick a few tasks each day and snooze the rest. Doo helps you create more consistent, sustainable habits. Reduce your anxiety and become a more productive you, one card at a time.

AWARDS AND NOMINATIONS
* Best of the Mac App Store 2016
* App Store Best of February
* App Store Best New Apps
* Two-time Webby Award nominee

IDEA INSPIRATION: Reminds you to get things done in a hierarchy. Also, helps for complete tasks and up productivity by finishing one to-do at a time to streamline focus and reduce stress.

Get

Offers In-App Purchases

Daily | Time tracking 4+

Looking for an easy way to get insights in your daily activities? Meet Daily, world's most convenient time tracking companion for professionals, loved by many due its simplicity. It work: by asking what you are doing in a discrete manner.

Each time Daily asks you what you are doing, a sample is recorded. Together with other information such as when you have started working and have stopped working, Daily is able to create accurate time sheets. This new but proven concept results in a discipline-free and easy way of doing time registration.

Although simplicity rules, Daily offers powerful features enabling you to make Daily fully compatible with the way you work.

Daily enables you to:
• Discover the duration per activity, accurate to the minute!
• View and edit your time sheets for a specific day, week, month or even year;
• See when you've started and stopped working;
• Register activities while you've been away from your computer;
• Automatically record a pre-defined activity using silent-mode;
• Control Daily using global keyboard shortcuts;
• Automatically start & stop registering on specific moments using the scheduler;
• Export your data allowing you to import data into 3rd party applications such as Toggl;
• Automate tasks using AppleScript;
• ... and much more!

IDEA INSPIRATION: Smart software that learns tracks and learns about what you do with your time and further learns about your daily workflow. This is a good example of how an app could help optimize your schedule by seeing crossover, time savers, or reorganize a workflow to upgrade productivity.

$17.99

Timelime | Time tracking 4+

Timelime is the easiest and most beautiful way to track and visualize your working hours.

Timelime is the perfect assistant for:
- Freelancers and independent contractors who have to track their time spent on projects
- Students who want to spend more time studying by monitoring their daily/weekly/monthly workload
- Individuals who are interested in how they spend their work time
- People who wish to reduce the amount of time not being productive
- Anyone else who likes simple yet powerful time tracking and visualization

Timelime's key highlights are:

SYNCHRONIZATION - Keep your data in sync using the optional synchronization setting. When enabled your data syncs automatically and immediately on all your Macs and iPhones via iCloud, Dropbox, or WebDAV.

UNOBTRUSIVE INTERFACE - When timing, Timelime hides away in the menu bar. Even the menu bar icon is customizable to make it as unobtrusive as you like. Start and stop the timer from the menu bar or by a hotkey.

TASK GROUPING - Organize your tasks by groups using simple drag and drop. Timelime supports up to two levels of subtasks.

CALENDAR VIEW - View your daily work activity in a unique continuous calendar, which also allows you to select date ranges for review.

BEAUTIFUL CHARTS - Whether you want to display your workload in a bar, line, or pie chart, Timelime enables you to generate customizable and beautiful charts.

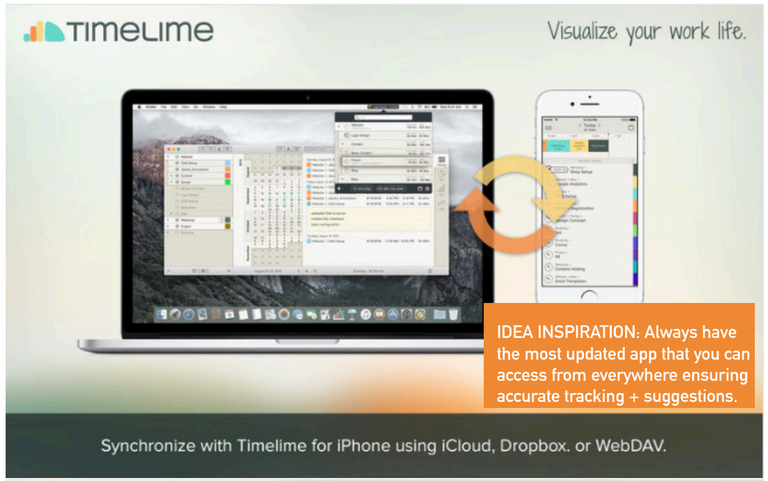
CONSISTENCY ACROSS TIME ZONES - Are you working in different time zones? Timelime automatically takes care of time shifts; your timings and reports will always be time zone independent.

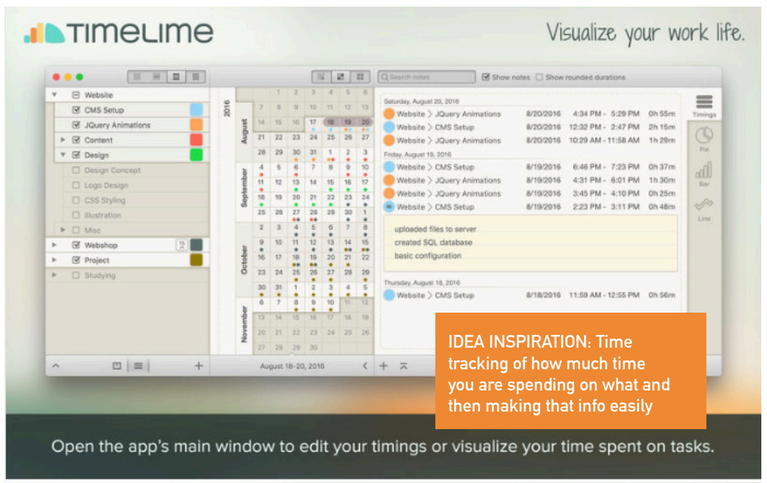
INTELLIGENT IMPORT - Never worry about duplicate tasks or timings when importing any Timelime data.

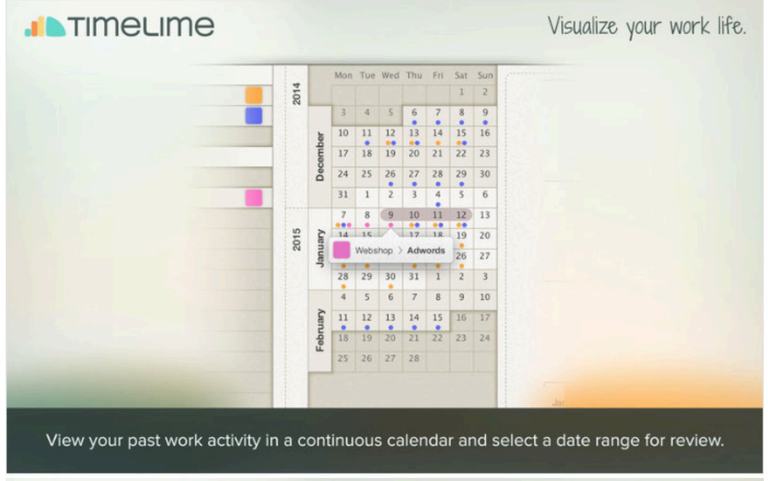
EXPORTING - Timelime offers selective export of both your data to CSV or XML, and your charts to PDF, PNG, or JPG for easy import into your reports.

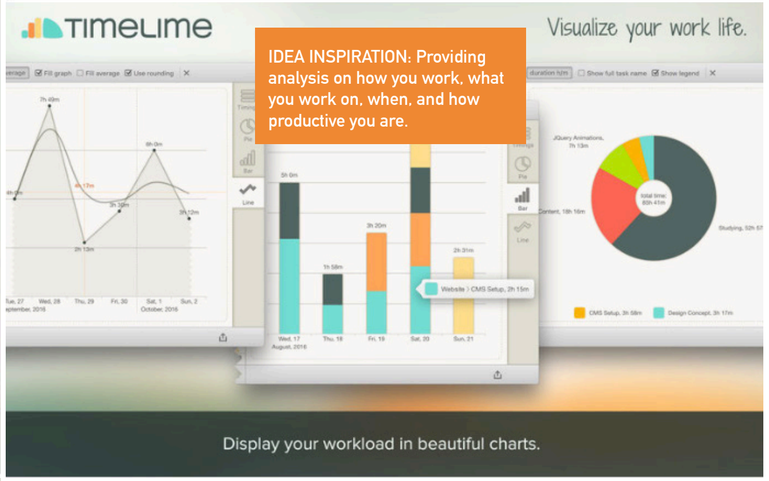
INTUITIVE INTERFACE - Timelime makes time tracking intuitive with its clean and simple interface. Start time tracking right away. It just works!

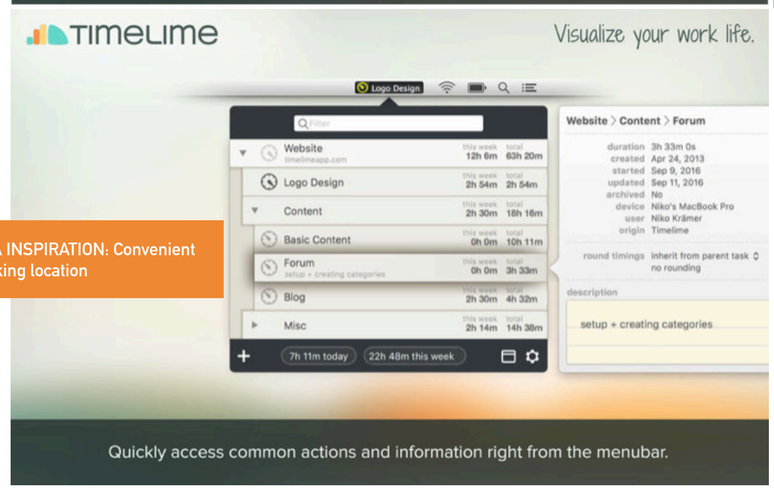
IDEA INSPIRATION: BACKEND RESEARCHERS WITH CONSTANTLY BE RESEARCHING AND UP TO DATE ON STUDIES OF BEST WORK PLACE PRACTICES AND IMPLEMENT FINDINGS INTO APP ATTRIBUTES.







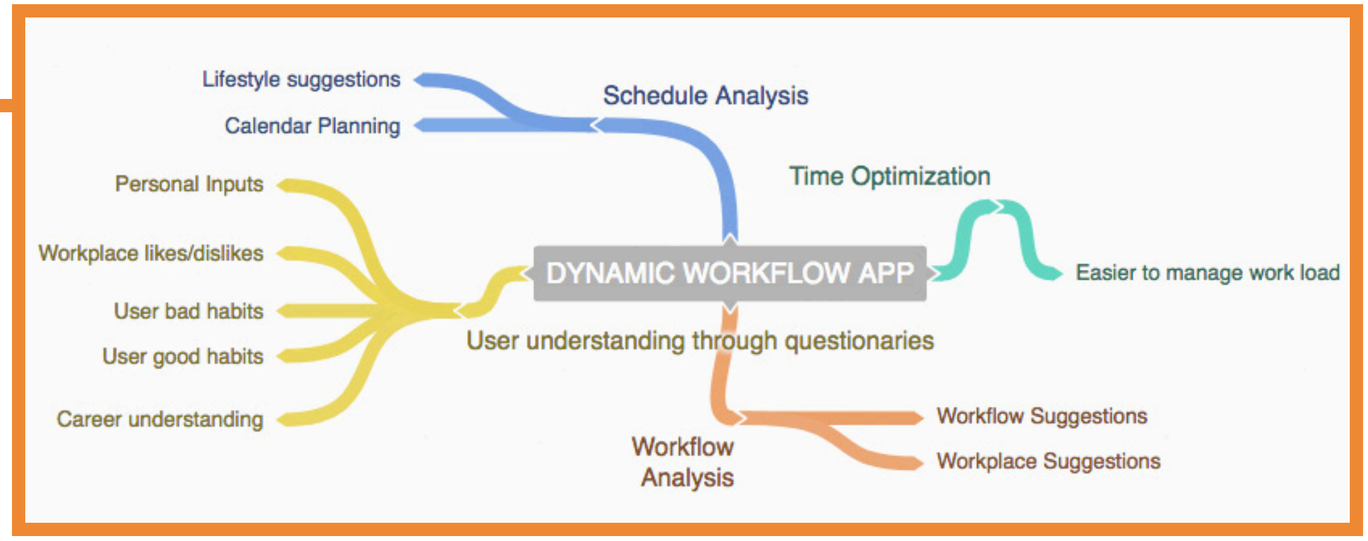




Other Features:
- Task archiving
- Time rounding
- Simultaneous timers
- Idle time detection and resolving
- Undo/Redo support
- Backup and restore your data manually
- Automatic Backups
- Adapts to localized date and time formats
- Customizable CSV import
- Add notes to your tasks and timings
- Manually add, edit, or delete timings
- Define global hotkeys for common actions
- Easily adjust the start time after starting the timer too late
- Retina display support

Please note that Timelime only supports the Gregorian calendar.

APP ATTRIBUTES + FRAMEWORK



INTELLIGENT CALENDAR SCHEDULING

SO THAT EVERY USER CAN OPTIMIZE THIS APP TO THEIR DAILY LIVES.

THIS ONE OF A KIND CALENDARING WILL TAKE THE STRESS OUT OF SCHEDULING AS WELL AS BUILD YOU THE MOST EFFICIENT SCHEDULE POSSIBLE.

TIME-TRACKER

THIS TOOL IN THE APP WILL HELP FREELANCES TRACK THEIR HOURS WORKED MORE EFFICIENTLY.

ADDITIONALLY, THIS TOOL CAN BE USED TO TRACK HOURS SPENT ON ALL THINGS SO THAT THE USER CAN GET A BETTER SENSE OF WHERE WASTEFUL HABITS EXIST.

IN DEPTH USER UNDERSTANDING AND LEARNING

THE APP WILL BE INTERACTIVE AND INTUITIVE ENSURING A HELPFUL TOOL THAT WILL BRING POSITIVE INFLUENCE AND PROGRESS TO THEIR LIFE; CREATING SYMBIOSIS IN WORK & LIFE.

CONTINUAL USER INPUT AND BACKEND INPUT UPDATES

THIS ASPECT OF THE APP IS WHERE THE UNIQUE EFFICIENCY, OPTIMIZATION, AND PRODUCTIVE INPUTS WILL SHINE. WITH THE APP CONTINUALLY ASKING THE USER WHAT IS WORKING AND WHAT ISN'T WITH THEIR WORK/LIFE STYLES AS WELL AS INPUTING ON THE CALENDER AND USING BACKEND RESEARCH TO PROVIDE BEST PRACTICES THAT HAVE BEEN PROVEN, THE APP WILL HELP THE USER GROW AND CHANGE BAD HABITS, AND LEARN WHERE/HOW THEY WORK BEST.

CUSTOMIZABLE DASHBOARD

SO THE EVERY USER CAN ADJUST THE LOOK AND INTERACTION OF THE APP JUST HOW THEY WANT. THIS WILL PRIMARILY BE THROUGH COLOR AND LAYOUT

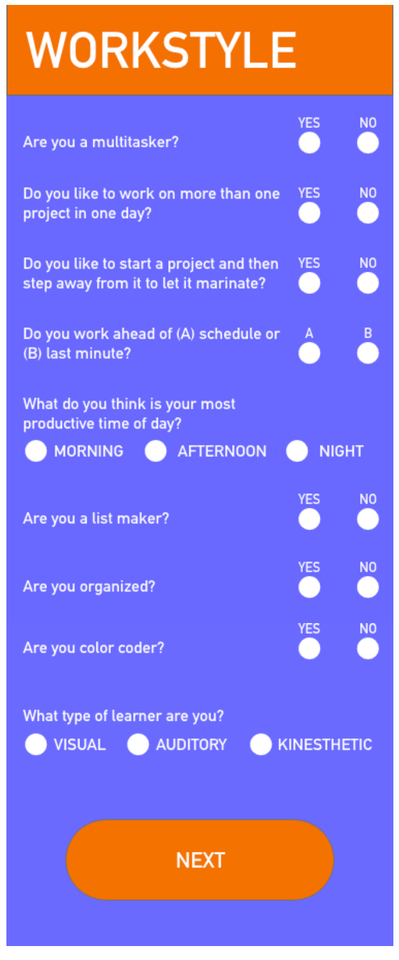
THE NINEtoFIVE DIFFERENCE

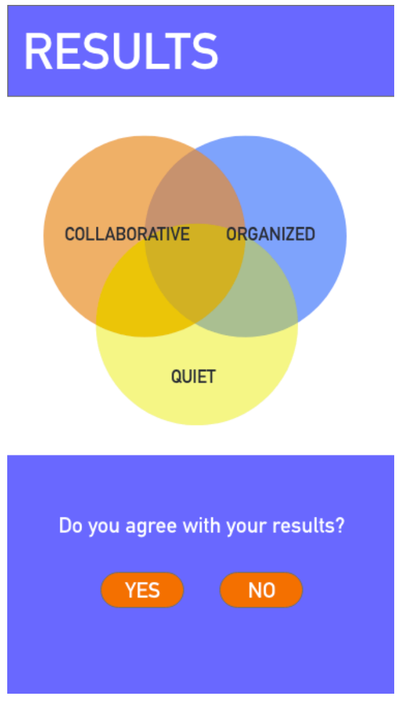
VALUE ADD

What makes the NINEtoFIVE app like none other you have ever used is the comprehensive user + app interaction. This app is like having a personal assistant that knows your ins and outs. The main aspect of this app is the input a user will continuously be asked (by the app) to give for the app to analyze its' user and then take that input and upgrade their schedule, workflow, and offers suggestions of improvement in all aspects of their inputted life. This input attainment will start from sign-up with an initial set of questionnaires that focus on the users work style, lifestyle, and environment. Then they will be asked to give input in a once weekly feedback questionnaire. Additionally, customization of the user interface to mesh with colors that the user defines as productive is an element that no other apps are doing.

THE SCIENCE BEHIND THE QUESTIONNAIRE

Our team of psychologists has developed and tested our unique questionnaires to pull individual traits from users to define what type of workflow is best for them. The three types of questionnaires that we lead with is workstyle, lifestyle, and work environment; by first deciphering which type of personality the user is we can begin to further breakdown what information, suggestions and additional questions we will ask them week over week. The user can also reject any category we assign to them and build their "user type" manually (although that is not suggested).

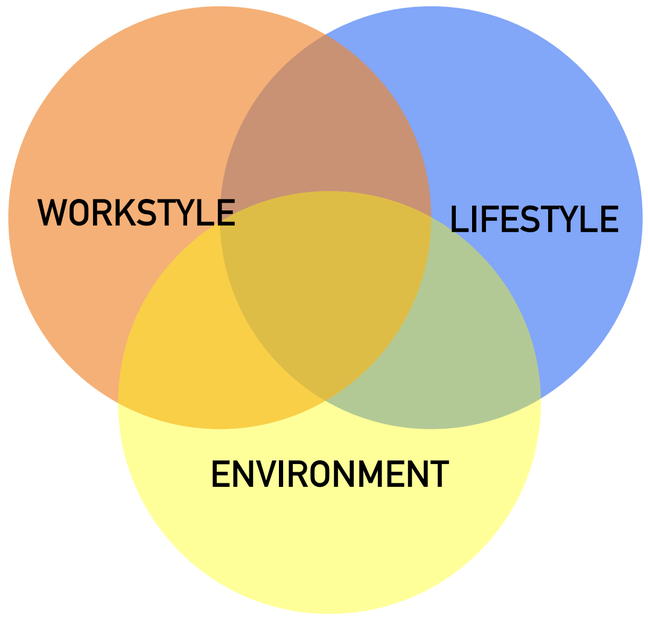




PERSONALITY TYPES

ANALYSIS FROM QUESTIONNAIRES

Looking at the data gathered from the answers of the questionnaires, the app will generate what category of worker and lifestyle you fall into and then translate that into the way it plans your weekly calendar and workflow.



EXAMPLE OF TRAITS CONSIDERED

Quiet	Noisy	Eccentric	Structured	Freeform
Natural	Industrial	Aromas	Scentless	Clean
Organized	Visual	Messy	Collaborative	Internal
Multitasker	Singletasker	Routine	Dynamic	Solo
Organized	Mellow	Messy	Collaborative	Hectic
Social	Independent	Routine	Dynamic	Disorganized

LAYOUT OF APP USER INTERACTION

Opening Screen

Questionnaire Prompt

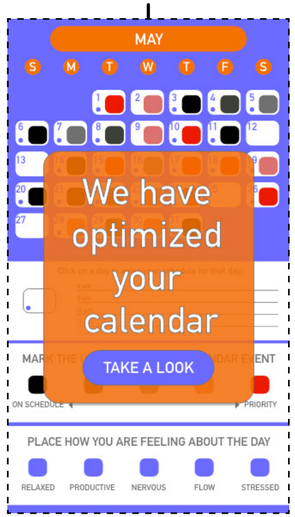
- Determine work style
- Determine lifestyle
- Determine environment

Enter current calendar prompt

Customize Dashboard color / view / hierarchy

Time-tracker for freelance and contract workers.

APP suggested calendar generated.

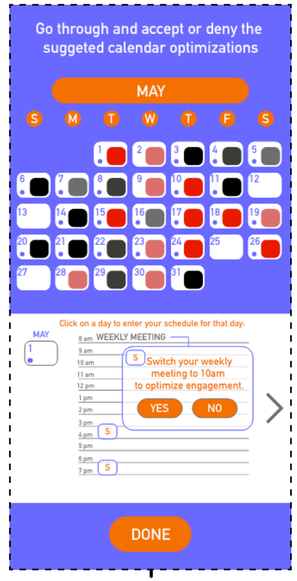


For the app to properly function user feedback will be vital. A weekly questionnaire will be generated based off of the users week. This would include schedule, how they liked their provided schedule, what worked what didn't.

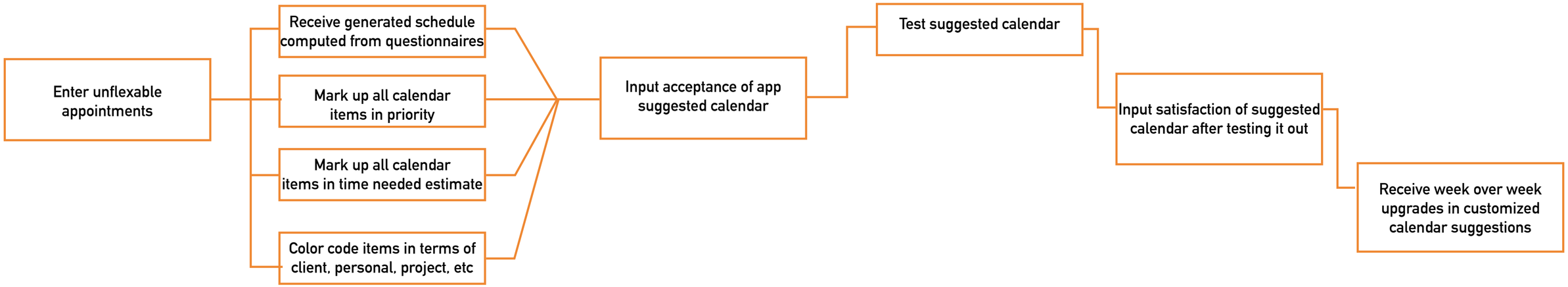
User edits/feedback

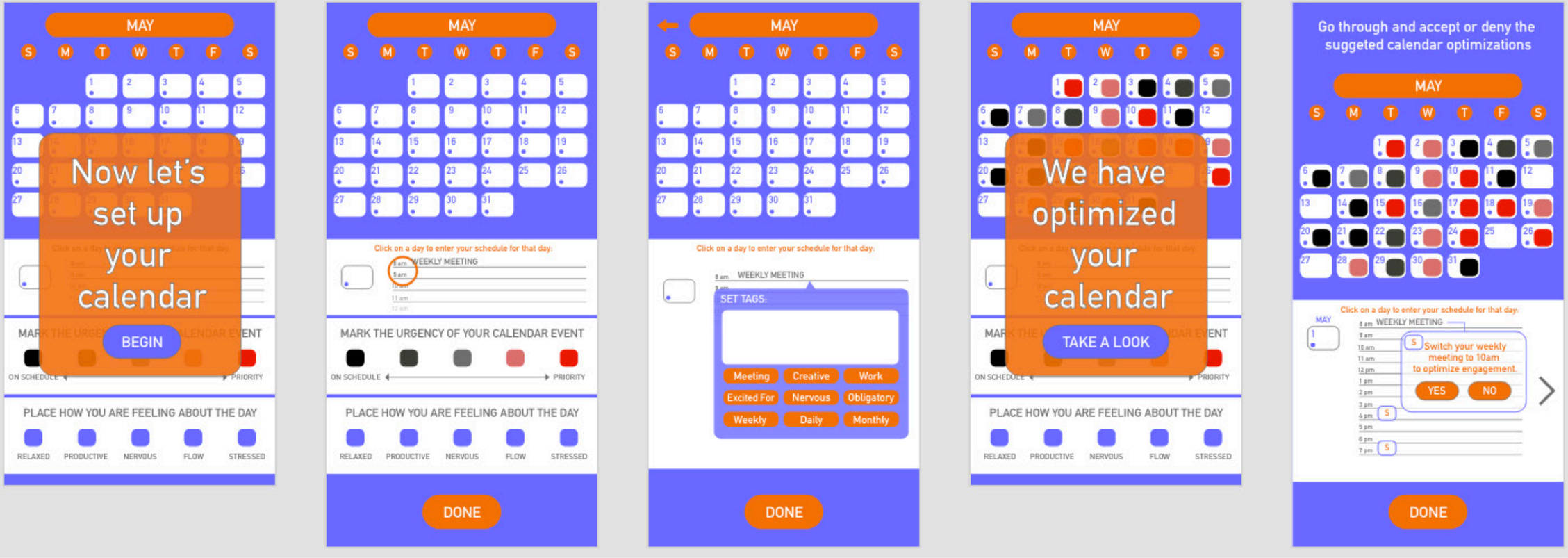
User input from Implementing calendar week over week

Continual calendar improvement suggestions generated from user input and backup upgrades



LAYOUT OF CALENDAR USER INTERACTION





NEXT STEPS

FIND PSYCHOLOGICAL EXPERTS:

- Build out final questionnaires
- Build team to work on the feedback and inputs
- Look for further improvements from experts feedback

DEVELOP APP

- Build out final Wireframes
- Finalize User Experience
- Build out User Interface
- Build Brand
- Finalize name and slogan

FIND APP TEAM

- Designer
- Developer
- Education and Productivity Expert
- Psychological Expert (specialized in the workplace and productivity)
- Customer Interaction

TIMELINE

- App layout, function, and framework complete - Week 15
- Find Funding - Summer 2018
- Find App Team - Summer 2018
- Branding + User Interface complete - Fall 2018
- Development complete - Spring 2019
- User testing, prototypes, and adjustments complete - Winter 2019
- APP Launch - Spring 2020

FUNDING

- Kickstarter
- Telluride Venture Accelerator

BUDGET

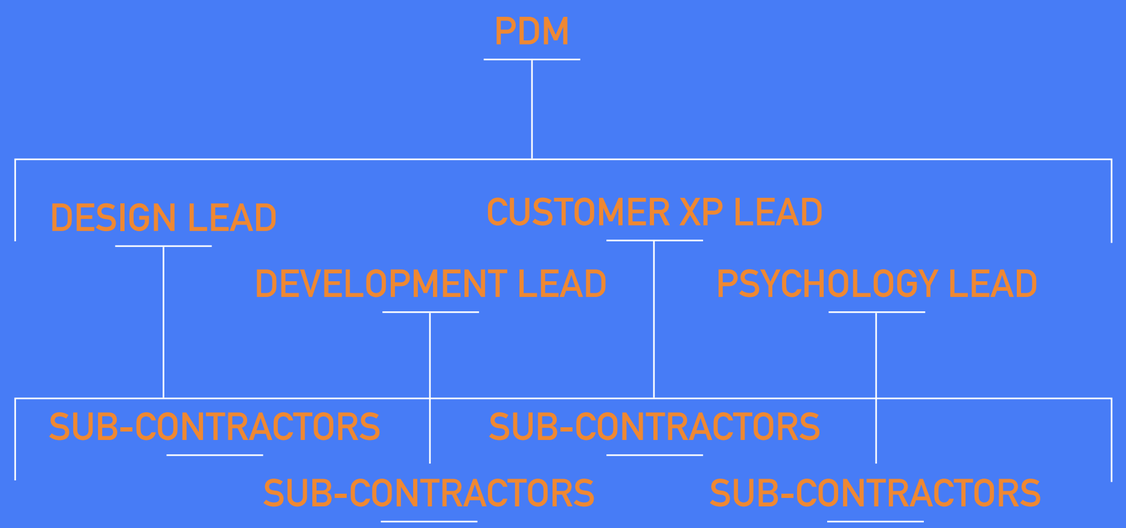
APP DEVELOPMENT

- Designers - SELF (free)
- Developers $5000
- Psychologists $10,000

TEAM MONTHLY

- Designer -$1,000
- Developer Improvements - $2,000
- Education and Productivity Expert
- Psychological Expert (specialized in the workplace and productivity) $2,000
- Customer Interaction $5,000

BIZ MODEL



REFLECTION:

This project has been a great learning experience. Throughout the entire process, the idea has evolved into what it is today. If I were to pursue the development of this idea to fruition I can only imagine where it would end up! That is what is so exciting about innovations, the unforeseen ways they will evolve. One of the biggest challenges for this project was keeping the idea a manageable size. This app idea is still quite abstract in mind, which leads to exponential detours when I brainstorm how it would actually materialize. However, with the help of experts that lead the thought in productivity and human behavior, I think that boundaries of ideation could be more easily set. If I were to continue the development of this app, that would be my next step, finding my team. For this team I would need to step out of my current network for some areas, to find the best persons for the job. Also, funding would be my next step. Here I feel I am set up to start gaining investors because of my final project presentation.