Don't lose a single minute.

The world moves fast and your time is precious. **Zeal** will help you organize your life and find time to do all the things you wish you could. **Zeal** learns about you and your unique patterns, to make your day more efficient and organized. Find time you didn't know you had.

Zeal

"Don't lose a single minute"
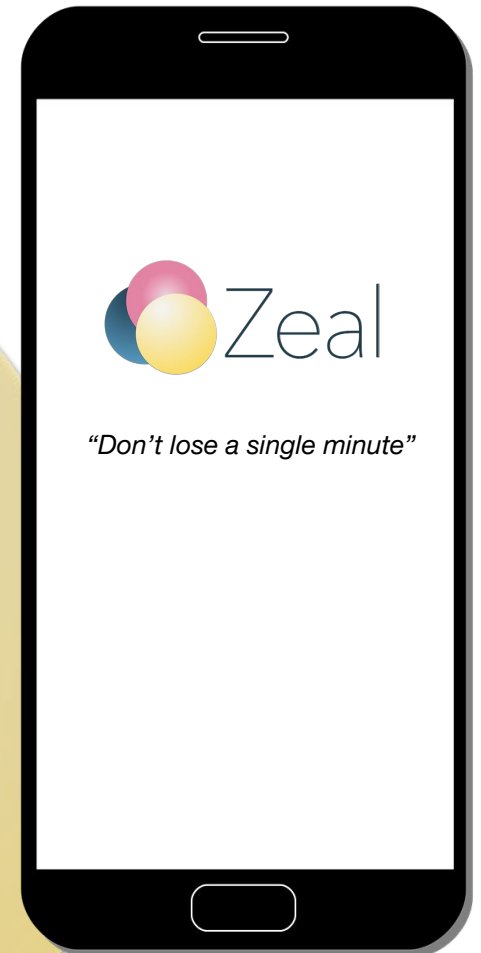
Our Team

Barnes, Jesse *(jesserb)***:** Project Coordinator / Design
- iOS App Development/Swift Experience, Marketing, Design, Flask, SQL

Knecht, Alex *(aknecht)***:** Outreach / UI
- Python-React, Flask, SQL

Lau, Veronica *(zyra)***:** Front end
- Python, C++, JavaScript

Mehta, Ritam *(ritmehta)***:** Front end / Back end
- Flask, Marketing, Design, Django, Copywriting

Saahith, Revan *(revan)***:** Back end
- JavaScript, SQL, Python-Flask, PHP-Laravel, AWS

Sohn, Kwanwoo *(kwsohn)***:** Back end
- Flask, Python, Java, C++, Go, SQL, AWS, JavaScript, Linux/Unix

Troost, Paul *(ptroost)***:** Front End
- Python-React, SQL, JavaScript, Java

VPC

Value Proposition Canvas (Zeal)

Gain Creators:
- variety of customizable features
- notify user of excessive social media use
- easy to use and intuitive interface
- user profiling to make suggestions based on patterns
- integration with Facebook, email, and Google Maps

Products & Services:
- easy to view layout of events and reminders
- calendar, notes, alarms, and planner
- reminders and notifications
- suggest times to schedule things you want to do

Pain Relievers:
- have separate tabs for different things
- features can be turned on or off
- ability to link events from other calendars
- more customizable features

Gains:
- customize to your preference
- make scheduling easier
- more free time
- reduce procrastination
- have everything you need in one app

Customer Job(s):
- feel organized
- schedule meetings and appointments
- keep track of important dates
- find free time

Pains:
- have to use multiple apps to avoid clutter
- lack of customization
- unwanted features
- sharing events between calendars is difficult

Customer Profiles and Affinity Map
"The Customer"

Affinity Map

Personal Planner (50)

Current Planer Apps (19)
- Google Calendar (10)
- apple calendars (3)
- paper planner (2)
- No planner (2)
- istudiez (1)
- myHomework (1)

Planner likes (20)
- clean design (6)
- alerts (4)
- Collaborative calendars (4)
- Multiple platform integration (3)
- customization (1)
- information transfer from emails (1)
- Natural language processing (1)

Planner Dislikes (11)
- not user friendly (4)
- Ugly (3)
- not enough customizaton (3)
- typing everything out (1)

Group Planner (44)

Current Group Planner Apps (25)
- Facebook (12)
- Group Texts (9)
- Groupme (2)
- Slack (1)
- Whatsapp (1)

Group Planner Likes (12)
- efficient group communication (7)
- RSVP (1)
- Create public events and invite friends (1)
- easy to use (1)
- reminders (1)
- Automatically detects events being planned (1)

Group Planner Dislikes (7)
- No one is ever on the same page (2)
- No clear idea of who is in charge (2)
- Don't know who actually read it (1)
- Too many notifications (1)
- Feels too formal (1)

Reasons to use a Planner (45)

Desirable features (23)
- user friendly (9)
- reminders (6)
- calendar sharing (4)
- Recurring Events (2)
- Group Events (1)
- sync well with other apps (1)

Why do you use a calendar app? (12)
- keep track of deadlines and events (4)
- schedule interviews and meetings at workplace (3)
- alerts (2)
- stay organized (1)
- remember where classes are (1)
- learn time management skills (1)

Why don't you use a calendar app? (10)
- No need (7)
- Prefers paper (3)

Goals

- Save time
- Easily see what tasks he has to complete during the day

Frustrations

- Hard to keep all his calendars together, such as his personal and work

Richard Chen

Age: 26
Occupation: Software Engineer
Status: Married
Location: Chicago
Character: Busy Business Professional

Bio

Richard works a full time job (40 hours a week) and has a very busy schedule. He is newly married and is going to be a dad soon. His biggest complaint to friends and family is his inability to make time to get to the gym and catch up with friends. To improve his time management, he has tried various apps, even using one as a calendar and one as a planner.

Motivations

Time Management

Calendar app usage

Willingness to try a new app

Julie Andrews

Age: 21
Occupation: Student
Status: Single
Location: Ann Arbor
Character: College Student

Goals

- Miss fewer appointments
- Find more free time

Frustrations

- Finds it hard to excel in both her college life and personal life
- Does not always remember to do small simple tasks

Motivations

Time Management

Calendar app usage

Willingness to try a new app

Bio

Julie is a student here at the University of Michigan studying computer science. She does not use a planner to keep track of her daily events. She is a very busy student, and though she gets her school work done on time, she constantly forgets to do the little things such as calling home or doing her laundry. She is also not a morning person, and finds herself cancelling or not showing up for appointments when scheduled in the early hours. She constantly feels like her time is stretched too thin.

Goals

- Have friends arrive on time
- Know for certain which of his friends will be coming to his events

Frustrations

- He finds it difficult to get all his friends on the same page
- Group text messages are inefficient

Teddy Jones

Age: 22
Occupation: Student
Status: Single
Location: New York
Character: Recent College Graduate

Bio

Teddy is a recent college graduate who is adventurous, frugal, and likes to maintain a very social lifestyle. He loves spending weekends in new cities and exploring with friends. He is often the one who makes the plans. He needs an app that will allow him to better manage group events, and make planning them much easier.

Motivations

Importance of group events

Time Management

Calendar app usage

Willingness to try a new app

Buyer Personas

*"Getting to know our buyers"*

College Student

Who they are
- Male/Female, 18-25 yrs old
- single
- Income: $12/hour
- Almost graduated from college
- Renting an apartment in the Ann Arbor area

What they think
- Always feel pressed for time
- Wants more free time during the day
- Usually too busy to do more of the things they likes

What they do
- Spends a lot of time on his phone
- Does a lot of research online for products that they are interested in
- Goes to class everyday, spends most of the rest of the day doing homework
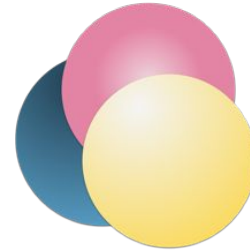
This is a typical college student. College students usually spend a majority of their time during the day going to classes and then doing homework or going to work. They focus hard on their studies and have a hard time finding free time.

Sources:
- ❏ https://www.census.gov/content/dam/Census/library/publications/2017/demo/p20-579.pdf

Jerry

Jerry is a college student at Eastern Michigan finishing up his senior year. He is getting a bachelor's degree in business administration, and maintains a 3.8 GPA overall. He finds it hard to manage his time efficiently and wants to improve those skills. He uses technology regularly, and owns an Android, and his own personal laptop. He thinks the current calendar apps and planner apps available are more work than they are worth. In the past when he has tried various time management, apps, he finds himself needing multiple apps for the functionality he desires.

Goals
- Manage his time more efficiently
- Graduate with his degree
- Find more time to do the things he enjoys most.

Thinking/mentality
- Jerry spends a lot of time on his phone and wants an app that can do exactly what he needs it to
- Finds it hard to get motivated to use time wisely
- Tools need to be efficient, and cool.

Why buy?
- He doesn't like Google Calendar, and he was not too fond of other apps he has tried to use for time management
- Great at managing school, bad at managing outside responsibilities.

Influencers
- Himself
- parents
- friends

Buyer Journey/ process

Learn about Zeal from the interview >> like the idea of it >> see the app on the app store >> purchase it >> tell his friends and family about it >> they then buy the app >> we make money

Channels
- Youtube
- Facebook
- Twitter
- Snapchat
- Group messages

Content/info
- Reviews of apps on social media/app store
- Subscribed to various tech magazines

Young Professional

Who they are

- Women/Man 28-30 yrs old
- single
- Income: $50K-$70K/year
- First job after graduation
- Renting in suburban US
- Very social group.

What they think

- they are overworked
- worried they don't have enough time for themselves.
- Wants to feel reliable/responsible
- Wants to maintain a healthy lifestyle.
- Technology is vital to their success.

What they do

- Spend off days researching upcoming local events
- Sets up social events with friends.
- Shops online, orders food online.
- works between 45 to 50 hours per week,
- live a busy lifestyle - always on the go.
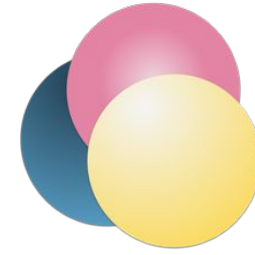
Young professionals refers to young people in their 20s to 30s employed in a profession or white-collar occupation. These people are often recent graduates, eager for success in their career choice. Young professionals are viewed as being strongly attached to technology and media.

Sources:
- http://dpeaflcio.org/programs-publications/issue-fact-sheets/the-young-professional-workforce/
- https://www.census.gov/content/dam/Census/library/publications/2017/demo/p20-579.pdf

Emily

Emily is a Cardiac Nurse at a major University Hospital. She works 12 hour night shifts 3 days a week on a unit which is always overbooked. Her schedule makes it hard to do anything but sleep and prepare for the next grind, and finds herself staying at home on the couch more than she'd like. She owns an Apple Iphone 8, an IPad, and an Apple Watch, which is especially helpful at work.She spends a lot of time trying to find cool and new exciting things to do to take work off her mind on our days off, but has an issue following through with plans.

Thinking/mentality
- Love/hate with technology: As a nurse, she prefers one-on-one conversation over text.
- A stressful work environment causes her to avoid stress at home, which it includes finding the time and energy to do the things she wants to do.

Why buy?
- Can help organize personal life.
- Motivation tool to get out and do more
- Needs something that understands her hectic work life, and schedules appropriately.

Influencers
- Colleagues
- Family

Goals
- Have a tool that is easy-to-use and intuitive, in order to make managing her time less stressful.
- Do more with day, from simple responsibilities like groceries to getting out in the world.

Buyer Journey/ process

Encounters Zeal through Apple App Store >> downloads it/creates a quick account >> Fills in profile, describing self and habits >> links google calendars.

Channels
- Facebook groups.
- Professional association publications.
- Youtube/Facebook
- Ads on sites that promote future events, i.e. concert tickets.
- Word of mouth

Content/info
- Star ratings in the app store.
- Reviews on yelp.
- Awards/accolades

Working Mom
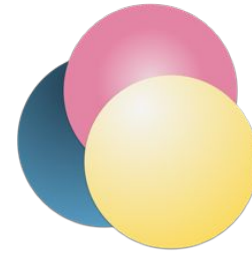
Who they are
- Woman, 35-45 yrs old
- Married with children
- 15 years as a project manager
- Bachelor's degree in project management
- Homeowner in the suburbs

What they think
- Always feel busy
- Loves spending time with her family
- Wants to give her kids a good life

What they do
- Plans kid's schedules
- Shops online a lot, especially Amazon
- Has lunch with her team on most days
- Cooks dinner for her family
- Drops/picks up kids from school

Working mom refers to mothers that work full time and have a busy schedule at home. They already have a well established career and family is an important factor in their life. They carry the weight of a full time job, and kids at home with various schedules and activities to attend.

Sources:
- https://blog.dol.gov/2017/03/01/12-stats-about-working-women
- https://www.dol.gov/wb/stats/stats_data.htm

Karen

Karen is a mother of three and lives a very busy life. She works full time, manages her children's schedules, makes dinner for the family, and will help with homework when needed. She also drops her kids off at school on her way to work, and picks them up from their extracurricular activities afterwards. Family is very important to her and she wishes that they could spend more time together. She finds that managing her schedule as well as those of her children can be very stressful.

Goals
- Be less stressed about managing her schedules
- Spend more time with her family
- Use tols that benefits herself and her familys overall lifestyles.

Thinking/mentality
- Skeptical about technology, still likes doing things the old fashioned way
- Always worries that she's going to forget one of her children's activities
- Likes to write things down, and feels she will rmember things better that way

Why buy?
- Can help organize personal life.
- Can help manage time better and find more time to spend with her family
- Will help with managing the four schedules that she does

Influencers
- Family
- Herself

Buyer Journey/ process

Discovers Zeal on the App Store >> Downloads it because it looks interesting>> Begins to use it >> Notices it is making a difference in her life

Channels
- Facebook
- PTO meetings
- Word of mouth
- Friends

Content/info
- Reviews from her friends
- Facebook groups
- Star ratings in app store

Professional Adult

Who they are

- Male, Female 32-40 yrs old
- married, with children
- Income: $50k-120k/year
- Bachelor's Degree
- homeowner in suburban US
- Semi-Active social life

What they think

- Worried investments won't pay out
- Wants to find more things to do with loved ones and friends, rather than sitting at home on weekends.
- Wants to live a more healthy lifestyle.
- they have too many bills / subscriptions

What they do

- Work full time jobs, Monday - Friday.
- Spends a good amount of time on their phone
- Maintains a social lifestyle with friends and family.
- Engages in various hobbies.
- Focuses on being financially responsible.
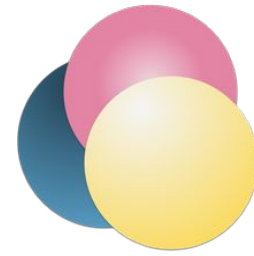
Professional adults are a vital piece of our society, making up the bulk of our workforce. Established careers, with multiple years in their current profession. Typically homeowners with growing families. Established both socially and professionally, and financially within their means.

Sources:

- https://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2012/mar/08/successful-businesswomen-top-ten-traits
- https://www.techrepublic.com/blog/10-things/10-things-that-define-a-true-professional/
- https://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf

Michael

Michael recently switched jobs and is now the co-owner of his own business. He worked as a graphic designer for the last 10 years but quit that job with the hope of making more money. He is very social and enjoys going out for drinks with some of his coworkers. Technology is a major part of his life and he is always on his phone, either reaching out to clients or browsing the app store for the newest apps.

Goals
- Make time to go to the gym more often
- Expand his business and bring in more clients and employees
- Create more of a routine in a hectic environment.

Thinking/mentality
- Loves technology, he thinks that it makes his life so much easier
- Likes downloading and trying out new apps
- Likes to invest in things that will save him time & money.
- Very social, so anything that helps him get out more is a plus

Why buy?
- Can help organize personal life.
- Can help manage time better and find time to do things he enjoys
- Will help with expanding his business

Influencers
- Colleagues
- Himself

Buyer Journey/ process

Encounters Zeal through Apple App Store >> Downloads it >> Begins to use it regularly >> Notices an improvement in time management

Channels
- Facebook groups.
- Snapchat
- Twitter
- Word of mouth
- conferences

Content/info
- Ratings in the app store.
- Friend's or co-worker's reviews

BMC & Market Analysis

"Getting to know our market"
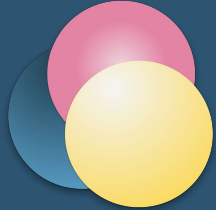
Zeal Business Model Canvas

Key Partners

- Investors
- credit-card companies
- paypal
- cloud providers
- Mobile communications

Key Activities

- Cross platform availability
- Negotiations with ad companies
- R&D - Build new products, improve existing products
- Problem solving
- UI development

Key Resources

- Research & Development
- Developers
- marketing people
- custom

Value Propositions

- User friendly platforms.
- Task management
- Machine Learning
- Prioritization
- Planning
- Calendar
- Secondary apps (iCal for iOS).

Customer Relationships

- End-users
- Premium accounts
- Delegation to an Assistant reminders

Channels

- Search ads
- app recommendations in app stores.
- blogs
- Social media
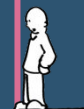
Customer Segments

- Mobile device owners
- Advertisement companies
- Investors
- businesses

Cost Structure

- Traffic Acquisition Costs
- R&D Costs
- salaries
- cloud service cost
- no shopfront, inventory costs

Revenue Streams

- Ad Revenues
- Premium upgrades
- Investments

TAM

- By 2020, there will be approximately 6.1 billion smartphones in circulation
- In 2017 smartphone apps generated an income of $77 billion
- Total Accessible Market for our app is about $3 billion, which is the total amount that is spent on time management apps

https://techcrunch.com/2015/06/02/6-1b-smartphone-users-globally-by-2020-overtaking-basic-fixed-phone-subscriptions/
https://www.business2community.com/mobile-apps/2017-mobile-app-market-statistics-trends-analysis-01750346

SAM

- How big is the market for time management apps that fits our value proposition?
- Approximately $10 million annually
- About 0.33% of TAM

https://www.quora.com/How-big-is-the-market-for-Calendar-Apps-in-the-US

SOM

- What is realistically reachable for us in the first few years?
- First and second year will be low since our app will still be new in the market
  - Approximately $2,000,000 within the first two years
- $5 million within four years

Bottom up forecast

- Monetizing model:
  - Download is free: limited timed trial
  - Charge 5$ after trial
    - Still get features like auto complete(NLP) and integration
  - charge 2.5$/m 20$ yearly subscription for more advanced features
    - Automated scheduling using machine learning and phone usage tracking

Bottom up forecast

- Estimated total app downloads across platforms in a year: 200 billion

- Market share of calendar apps: (1% of productivity app market reach) - 0.92%

- Market share for target segments: (60% of calendar apps) - 0.552%

- Market share for paid apps: (20% of the market share) - 0.1104%

- Market shared with competitors: (5% obtainable share) - 0.00552%

- Assuming 10% pay for premium services: - 1.26 million $

https://www.statista.com/statistics/271644/worldwide-free-and-paid-mobile-app-store-downloads/
https://www.statista.com/statistics/200855/favourite-smartphone-app-categories-by-share-of-smartphone-users/
https://www.statista.com/statistics/270291/popular-categories-in-the-app-store/
https://www.statista.com/statistics/241589/number-of-paid-mobile-app-downloads-worldwide/

User Stories and Story Map
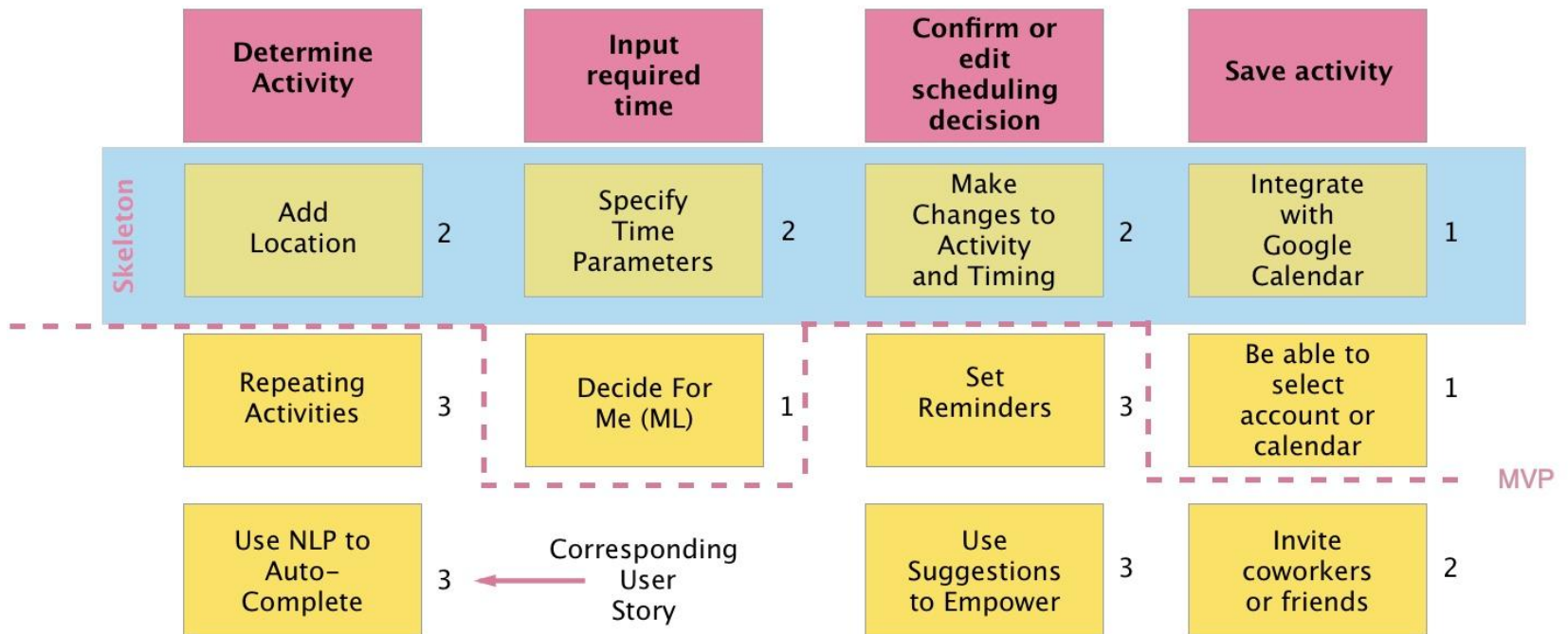
"What do they want?"

User Stories

1. A **BUSY** user trying to **FIND TIME** to **EXERCISE** (19)
2. A **DISORGANIZED** user trying to **ORGANIZE** their **ACTIVITIES** (10)
3. A **BUSY** user trying to **SET A ROUTINE** to **READ** (19)

Zeal

Value Proposition: *Allow users to find free time in their schedule*

USER FLOW

| Determine Activity		Input required time		Confirm or edit scheduling decision		Save activity	
Skeleton							
Add Location	2	Specify Time Parameters	2	Make Changes to Activity and Timing	2	Integrate with Google Calendar	1
Repeating Activities	3	Decide For Me (ML)	1	Set Reminders	3	Be able to select account or calendar	1
Use NLP to Auto-Complete	3	Corresponding User Story ←		Use Suggestions to Empower	3	Invite coworkers or friends	2

MVP

Features

- Machine learning algorithm to find time for the user
- Ability to create, modify, and delete events and reminders
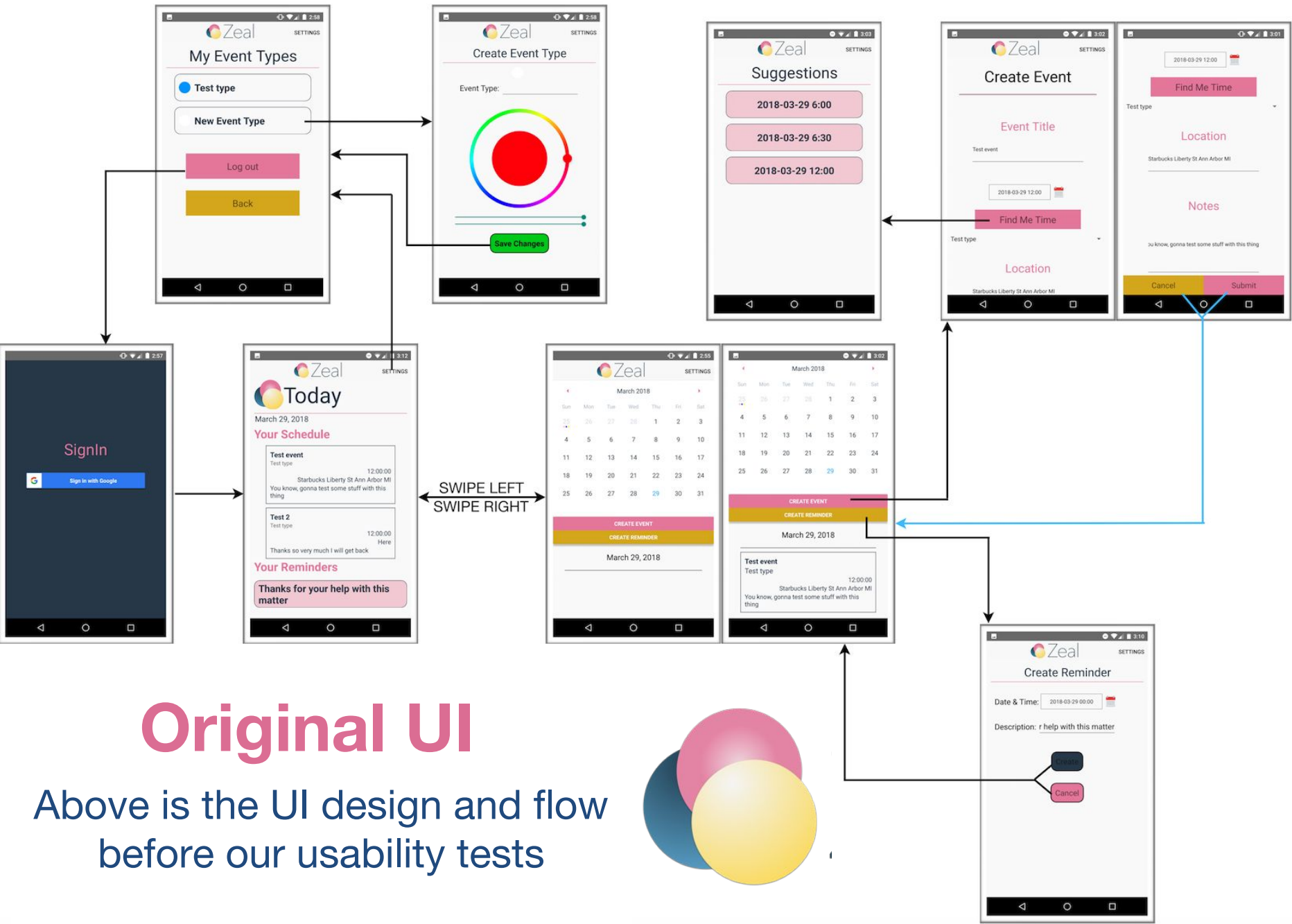- Google Sign In
- Google Calendar Integration

Usability Test Results & Storyboard

"Can people actually use this"

Story Board
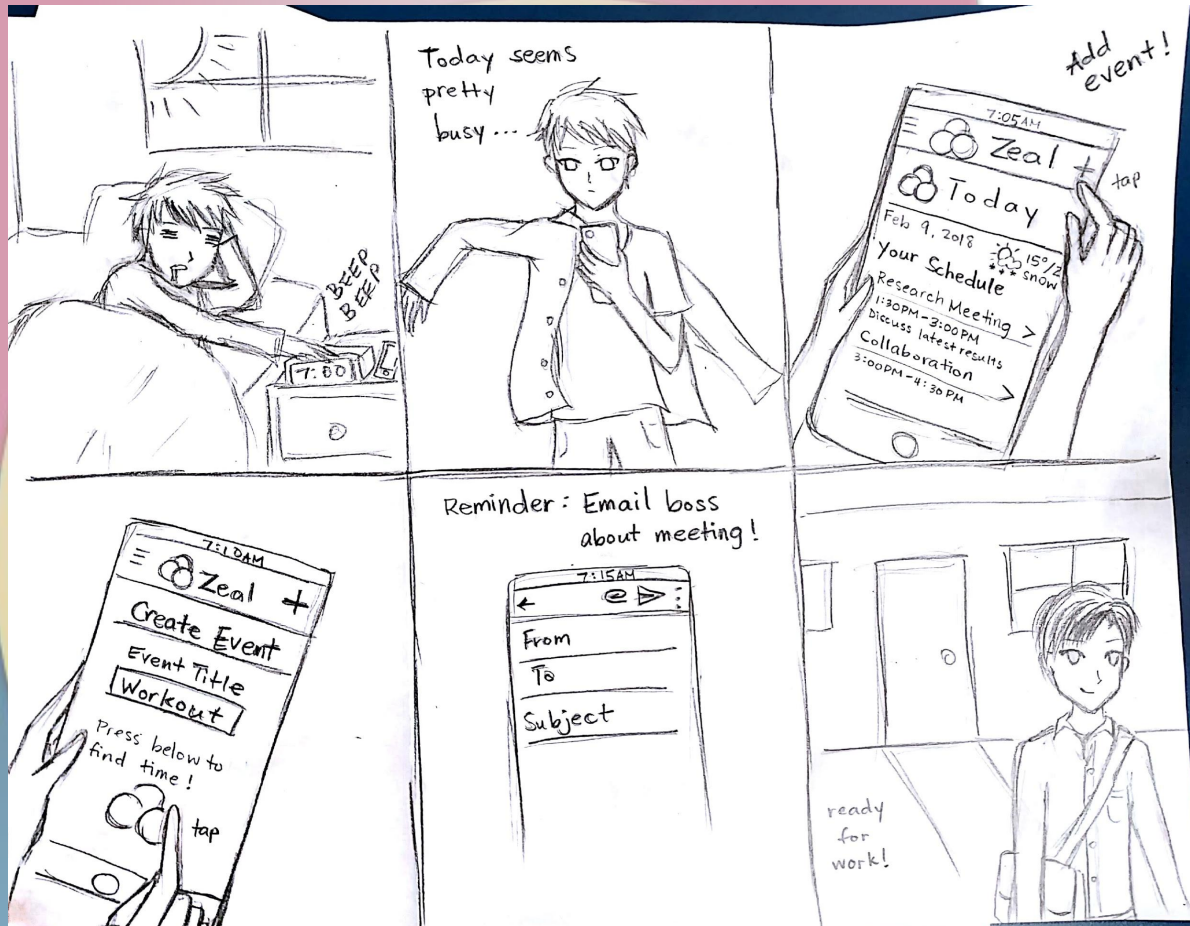
Original UI

Above is the UI design and flow before our usability tests
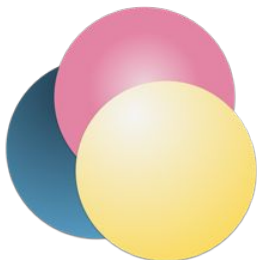
Summary
Test Results
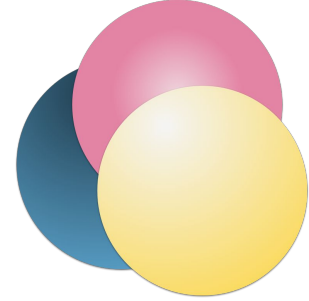
The Goods

- **Users** were able to **easily use** the **machine learning** function
- **All users** were able to easily create and then modify a reminder
- **73%** of users could **create a new event type** and then **a new event of that type** in a reasonable amount of time
- **Deleting events** was very **easy** for **users to understand**
- **All users** were able to **find events** for a particular day in a t**imely manner**

The Bads

- **100%** of users had **difficulty navigating** to the **calendar page**
- **27%** of users could **not create a new event type** and then **a new event of that type** in a reasonable amount of time.

Summary
Test Results
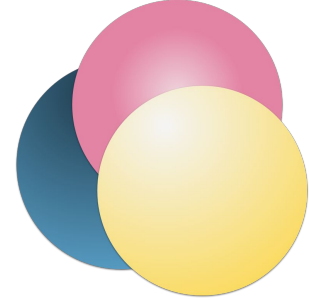
The Goods

The Bads

- **100%** of users were able to **delete their event** in **3 clicks**
- The **average time** it took users to **find events** scheduled for a particular day was **6 seconds**

- **On average**, users could c**reate a new event type** and then **an event of this type** in **14 clicks**

Numerical Results
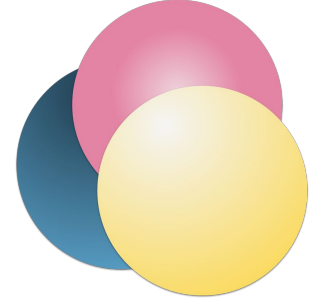
Create an event for today's date at 3PM. Name it whatever you want, and set its location to U of M. Once it has been created, modify the time to 2:30PM

- 100% of users took more than 45 seconds, and everyone had trouble finding the calendar
- This was evaluated based on the amount of time it took the user to complete

Create a reminder titled "Complete usability test" on today's date. After it has been created, go back and delete it.

- 80% of users did this in less than 30 seconds
- Evaluated based on amount of time taken

Numerical Results
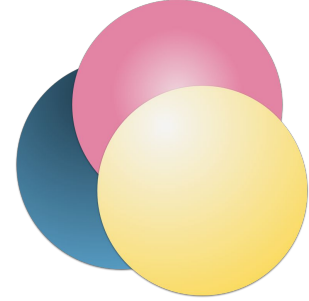
Create a new event type called personal. The color choice is up to the user. Create a new event with this event type. Title, date, and time are up to the user.

- 73% of users took 12 clicks
- Evaluated based on the total number of clicks

Create an event and let the app find a time for you. Its title can be whatever the user wants and the user can also select the date and location.

- 100% of users did this in less than 7 clicks
- Evaluated based on the total number of clicks

Numerical Results
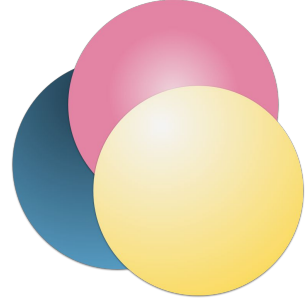
Delete the event type that the user previously created.

- All users deleted the event in 3 clicks
- Evaluated based on the total number of clicks

Find all the events that the user has scheduled for April 28th

- 87% of users did this in 6 seconds, the rest did it in 7
- Evaluated based on the amount of time taken

SUS Results

Statement	Score
I think that I would like to use this system frequently.	4
I found the system unnecessarily complex.	2
I thought the system was easy to use.	3
I think that I would need the support of a technica...	2
I found the various functions in this system...	4
I thought there was too much inconsistency in…	1
I would imagine that most people would learn to us...	3
I found the system very cumbersome to use.	3
I felt very confident using the system.	4
I needed to learn a lot of things before I could...	1

Scale: 0 1 2 3 4 5

We tested 15 participants in total. These are the scores which correspond to each user:

USER 01: 75
USER 02: 75
USER 03: 80
USER 04: 92
USER 05: 82
USER 06: 80
USER 07: 75
USER 08: 85
USER 09: 90
USER 10: 80
USER 11: 77
USER 12: 82
USER 13: 92
USER 14: 90
USER 15: 85
AVERAGE SCORE: 83
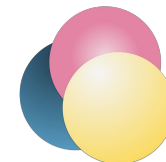
UI, Designs, And Features

"The new"

The Updated UI

Post usability tests, the UI, design, and flow of the app received a full rework!

Settings

Signed in as James Jemini

Notifications   OFF ◯ ON
Location Tracking   OFF ◯ ON

Event Categories
● Personal
● Work
● Family
add new event +

Sign Out

Event Type
type here

Zeal
Today
February 9th, 2018

Your Schedule
Test Event ●
12:00PM - 1:00PM
You know, gonna test some stuff with this thang.

Test Event ●
12:00PM - 1:00PM
Thanks so very much I will get back from six things
in the other action things for love from farlan...

Your Reminders
A reminder goes here, if too long, it should do the
same thing as a bove and just show a few dots...

Stop at grocery store and pick up eggs!

Welcome
Discover more time. Discover more options.
Discover more of everything.

G   Sign in

Don't have an account? Sign up here.

SIGN IN

Provide a link to connect users to
googles create a gmail page.

SWIPE LEFT
SWIPE RIGHT

Zea
March 2018
Sun Mon Tue Wed Thu Fri Sat
25 26 27 28 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31

Wed, March 7
Father's Birthday   ›
Comedy Showcase   ›

Thurs, March 8
EECS 485 Exam   ›

Fri, March 9

Zeal
New Event   New Reminder

New Reminder
REMINDER DETAILS
Description: Max of n characters

Repeat   Never ›
Alert   None ›

Event Details
Test Event
Friday, February 9
12:00PM - 1:00PM

You know, gonna test some stuff with this thang. ANd
here we have a logn description, which the entire thing
appears.

LOCATION

336 Columbus Drive Ann Arbor MI 48103... NAVIGATE

ALARM
20-minutes before start time

EVENT TYPE
● Personal

New Event
EVENT DETAILS
Title
Event Type   ● Personal ›
Description: Max of n characters

DATE & TIME
FIND TIME FOR ME
Starts   Feb 9th, 2018   9:00AM
Ends   Feb 9th, 2018   10:00AM
Repeat   Never ›

LOCATION
Location
Travel Time   None ›

Suggested Times
FRI   MAR 26   9:30 am - 12pm
THURS   9:30 am - 12pm
WED   9:30 am - 12pm