



Streamlined

Effortless Productivity, Simplified.

Task

Project

Settings

Current Projects

- UX Design: 18 Tasks, 30% progress
- Social Media: 10 Tasks, 70% progress

Dashboard Tasks Projects Settings

Dashboard Tasks Projects Settings

4:20PM

78 Project Done

Liivvy Woodall
Freelance Digital Designer

12 Task Pending

Personal Activity

- Team Meeting: 9:00am - 10:00am
- Ongoing Task Name: 10:00am - 03:00am
- Ongoing Task Name: No time set

Current Projects

- UX Design: 18 Tasks
- Social Media: 10 Tasks

Add more categories

Tags 01 Tags 02 Tags 03

Dashboard Tasks Projects Settings

4:20PM

Task List

View all tasks for the selected date, prioritise work, and track deadlines.

Jan 2025

Sat 03 Sun 04 Mon 05 Tue 06 Wen 07 Thu 08

- 09 AM Team Meeting: 09:00 am - 10:00 am
- 10 AM Ongoing Task Name: 10:00 am - 03:00 pm

Dashboard Tasks Projects Settings

4:20PM

Analytics

Track your productivity with detailed insights. View personal and team performance.

Manage your and preferences

Account Settings
Update email

Dark Mode
Switch between light and dark theme for a comfortable experience

Analytics
Track your productivity with detailed insights. View personal and team performance

Integration
Connect with Google Calendar

Notification
Manage email updates, push notifications, and in-app alerts

Privacy & Security
Manage data collection, authentication, and account security

Team Over
Manage team permissions and roles

Dashboard Tasks Projects Settings



Streamlined

Effortless Productivity, Simplified.



The Challenge

Streamlined is committed to providing a task management solution that balances simplicity with flexibility. They aim to avoid overwhelming users with unnecessary features while ensuring they have the customisation needed to fit their unique workflows.

The challenge is to design an intuitive, flexible, and visually appealing task management companion app that enhances productivity, organisation, and collaboration—without introducing unnecessary complexity.



Deliverables

Wireframes:

- Low-fidelity wireframes for key user flows:
- Onboarding process
- Task creation and categorisation
- Dashboard with progress tracking
- Collaboration interface

High-Fidelity Designs:

- Fully designed UI screens showcasing:
- Clean, modern task management interface
- Customisable task labels with icons and colour coding
- Prioritisation, reminders, and deadline tracking
- Collaboration features with real-time updates
- Productivity analytics dashboard



Deliverables

Interactive Prototype:

- Clickable Figma prototype demonstrating core interactions and usability

Visual Style Guide:

- Defined typography, colour schemes, iconography, and branding elements to maintain design consistency.



Considerations

Usability: Prioritise a minimal and intuitive layout that reduces cognitive load and enhances efficiency.

Accessibility: Ensure the app is inclusive, with features like colour-blind-friendly UI and keyboard navigation.
Responsiveness: Optimise the design for both desktop and mobile usage.

Collaboration Features: Implement seamless team management tools that enhance workflow in both remote and in-office environments.

User Testing: Conduct usability tests to refine interactions and address pain points effectively.



Target Audience

- Busy professionals balancing work and personal tasks
- Freelancers and students seeking efficient project organisation
- Remote or in-office teams collaborating on group tasks
- Individuals with different tech proficiencies who need a simple yet powerful productivity tool



Project Timeline (10 Weeks)

Week 1-2: Research & Ideation

Week 3-4: Wireframes & Usability Testing

Week 5-6: High-Fidelity UI Design & Prototype

Week 7-8: Refinement & Final Presentation



Conclusion

This project is an opportunity to create a seamless, user-centric task management app that caters to diverse needs while maintaining simplicity, efficiency, and accessibility.

By following a design-thinking approach and iterative development process, the final product will enhance productivity while delivering a smooth, frustration-free experience.



Design Thinking Process

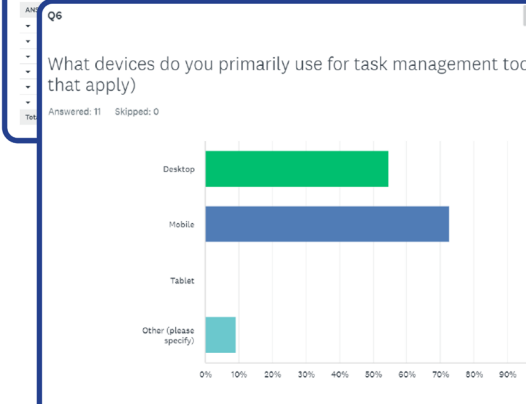
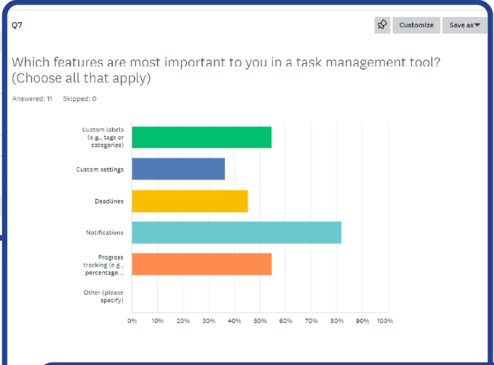
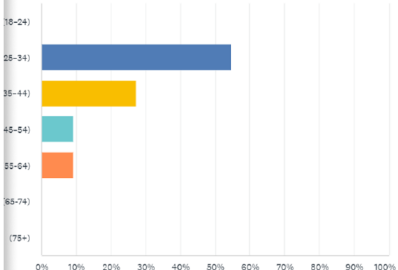


Discover

Discover Survey

The survey revealed that most users are aged 25–34 and employed. While 73% use digital task management tools, 18% still prefer paper.

Daily usage is high at 90%, emphasizing the need for efficiency, and cross-device usability is important, with 73% on mobile and 55% on desktop.

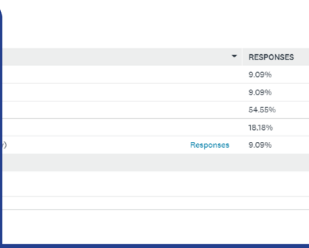
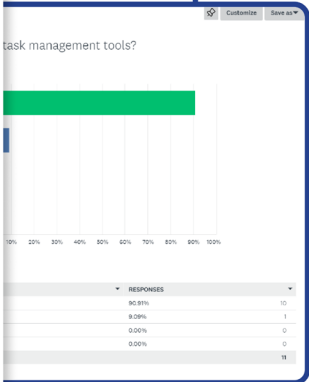
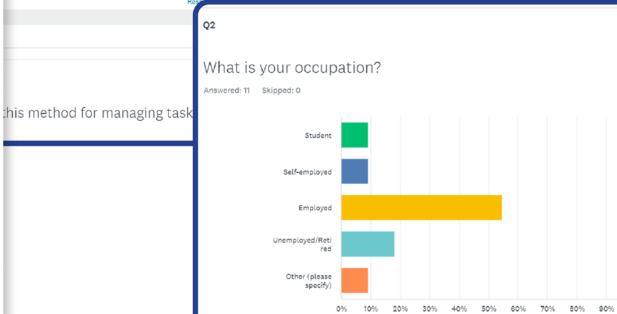
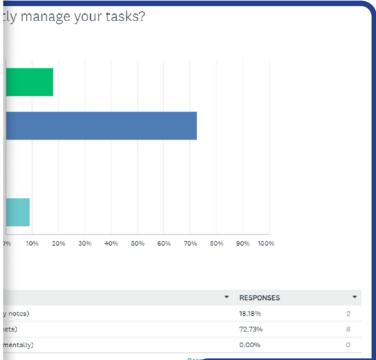


Discover

Survey

Users prioritise notifications, progress tracking, and custom labels but struggle with forgetting tasks, time management, and connectivity issues.

Common complaints include task deletion issues, poor navigation, and cluttered UI.

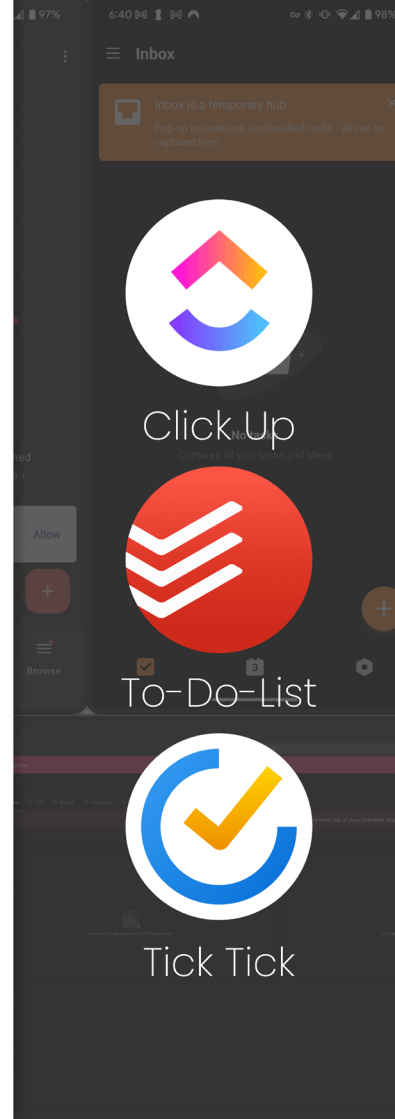


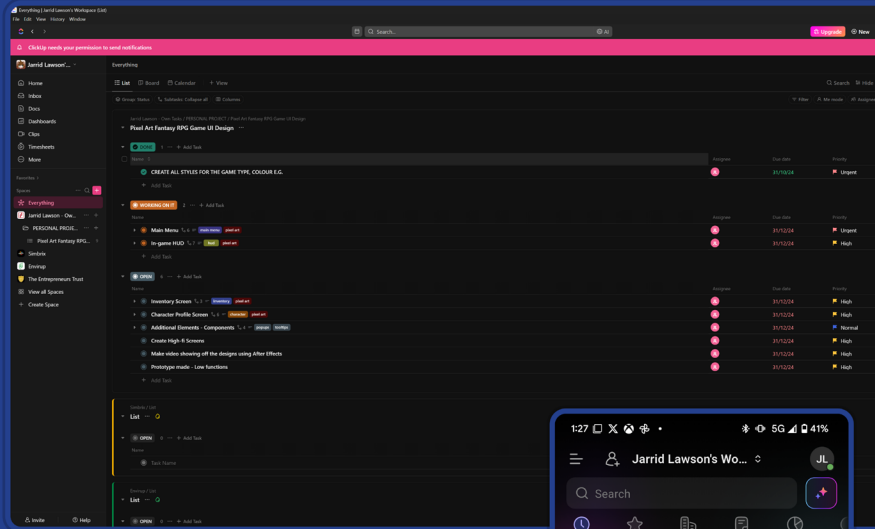
Discover

Competitors analyses

I analysed ClickUp, ToDoList, and TickTick, across both desktop and mobile. I focused on **usability, features, accessibility, and identifying strengths and weaknesses.**

I conducted a **SWOT** analysis to gain deeper insights into their overall performance.



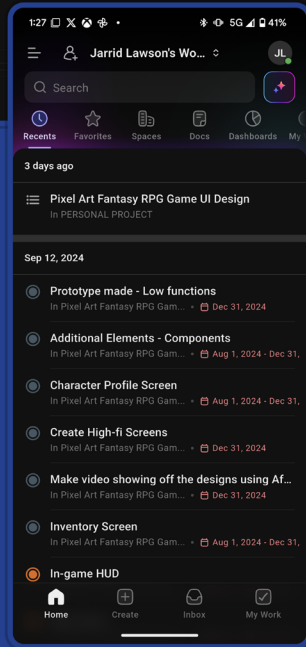
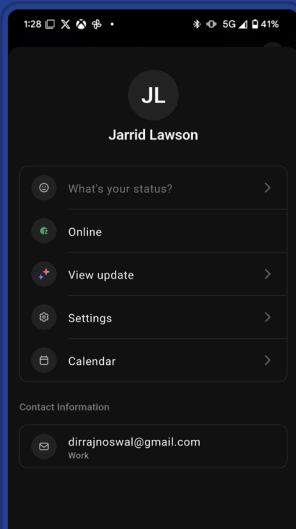


Overview

ClickUp is feature rich and performs well but I feel it can be a tad overwhelming for new people to task management.

The structured UI is well organised but has a steep learning curve.

Task management is efficient but can become cluttered.



Strengths

Clean and professional, especially in dark mode—reduces eye strain.

Highly customisable and structured

Feature-rich, ideal for productivity focused users.

Opportunities

Tooltips and clear labels improve usability.

Well-structured for navigation ease.

Appeals to users seeking a customisable, in-depth experience.

Weaknesses

Colour Scheme: Overuse of colours in some sections can be distracting.

More suited to power users; less friendly for those seeking simplicity.

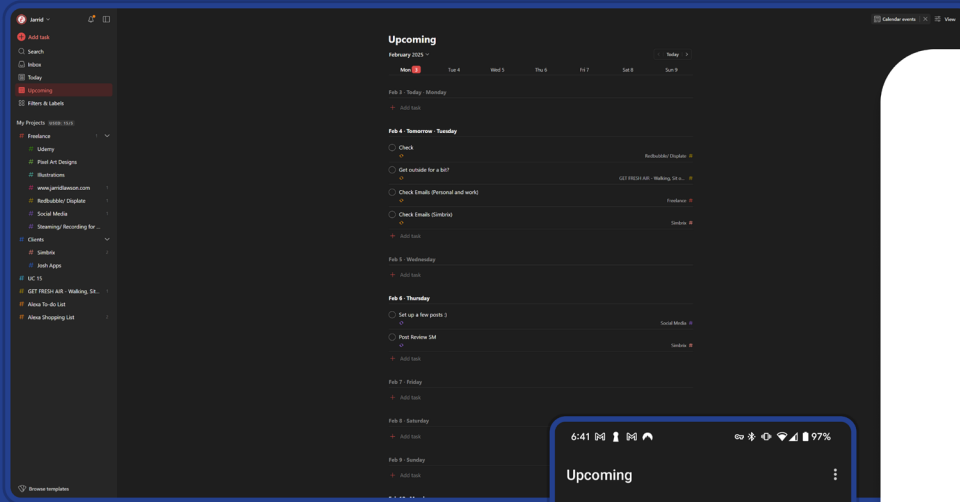
Threats

Complexity could alienate casual users.

Lack of customisation may affect long-term readability.

Users may switch to simpler tools due to the learning curve.

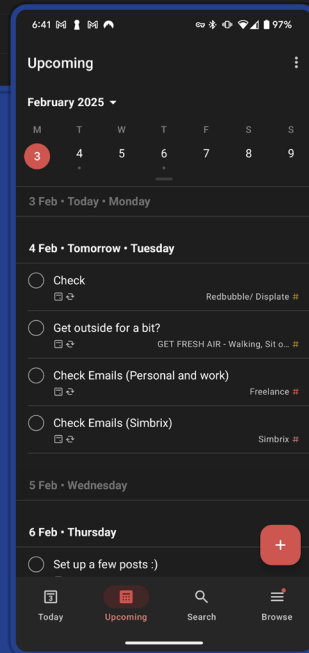
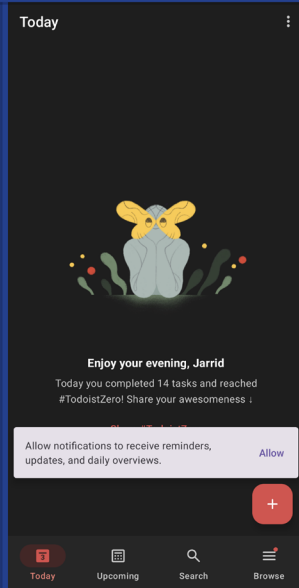




Overview

To-Do List balances simplicity and functionality well, making it beginner friendly while still flexible for advanced users.

Focused on task organisation, prioritisation, and subtasks effective without being overwhelming.



Strengths

Organised, intuitive mix of basic and advanced features.

Easy to read, contributing to overall clarity.

Strikes a balance between simplicity and functionality.

Opportunities

Simple and functional, catering to various task management needs.

Legible and accessible across devices.

Appeals to both beginners and experienced users.

Weaknesses

May feel too basic for advanced users.

Size and weight could improve readability on small screens.

Lacks standout customisation for users needing advanced features.

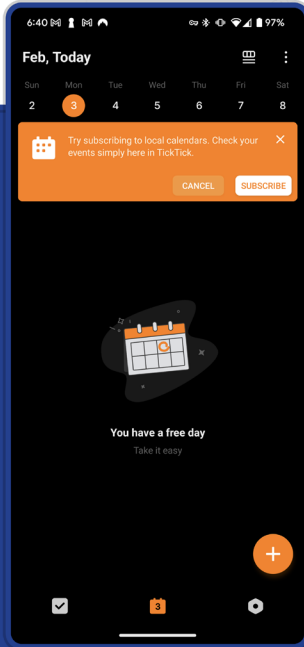
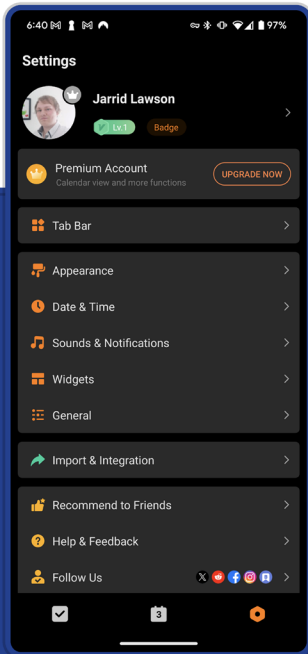
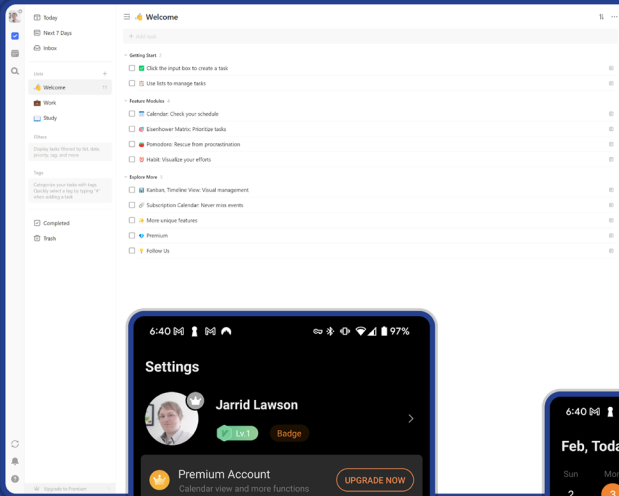
Threats

May not be robust enough for users needing more.

Lack of adjustment options could affect usability.

Users needing more complexity may migrate to other platforms.





Overview

TickTick is simple and intuitive, making it great for beginners.

Task creation and navigation are smooth on both desktop and mobile.

Using core tools like reminders and calendar view are effective without excessive complexity.



Strengths

Clean and neutral, reducing distractions.

Minimalistic and user-friendly with intuitive navigation.

Simple and distraction-free, ideal for quick task management.

Opportunities

Simple and intuitive, perfect for basic task management.

Readable and pleasant across different devices.

Approachable for users who prefer simplicity over complexity.

Weaknesses

Mobile version has a different palette, creating inconsistency.

Some unlabelled icons may confuse new users.

May lack depth for power users needing advanced tools.

Threats

Inconsistencies between mobile and desktop may confuse users.

Users may outgrow the app if they need more customisation or advanced features.





Design Thinking Process

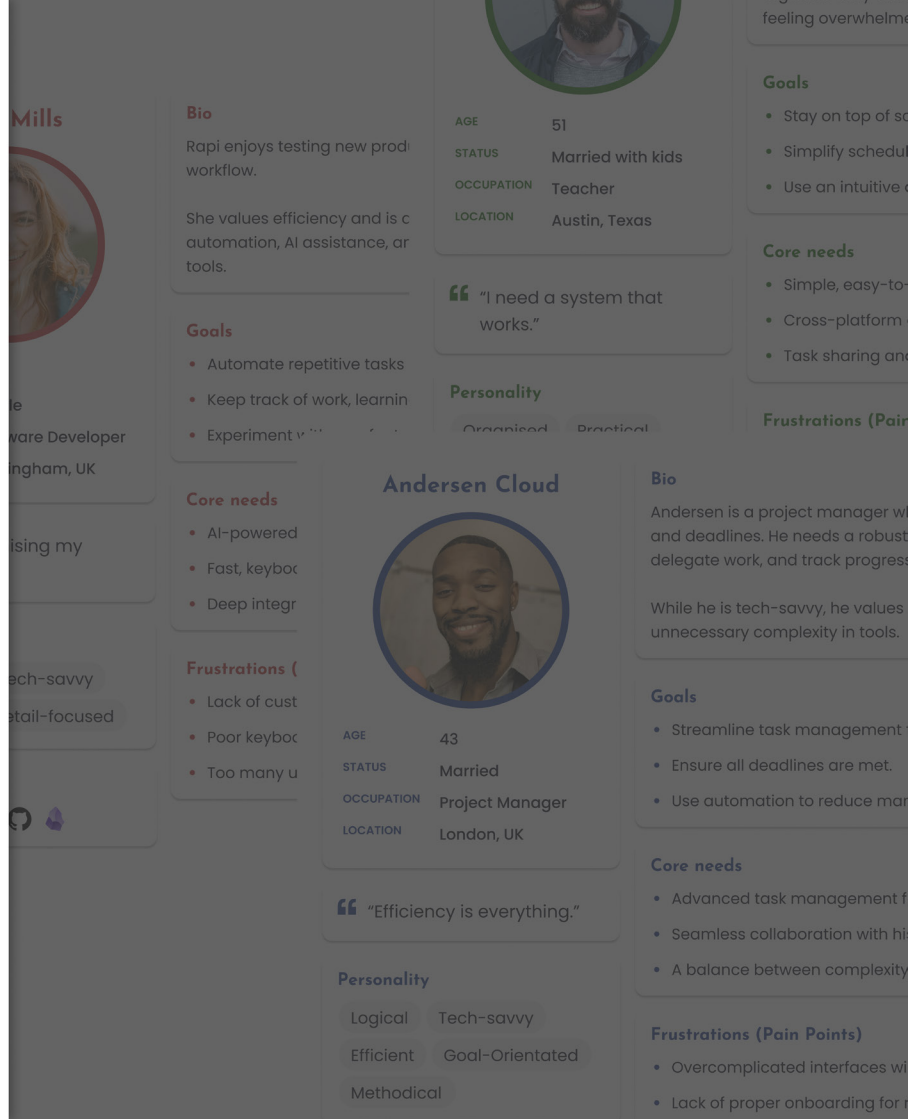


Define

Define Personas

I created user personas to represent different types of users who would interact with the task management app.

This helped me understand their needs, behaviours, and pain points, allowing me to design a solution that caters to real-world scenarios.



I **analysed** the data for **Andersen Cloud** and **Anis Marie** to understand their **motivations and struggles**. Andersen values efficiency and automation, while Anis prefers simplicity and minimal distractions. This insight helped me tailor features like **streamlined workflows** and a **clean UI design**.

Andersen Cloud



AGE 43
STATUS Married
OCCUPATION Project Manager
LOCATION London, UK

“Efficiency is everything.”

Personality

Logical Tech-savvy
Efficient Goal-Orientated
Methodical

Brands



Bio

Andersen is a project manager who handles multiple teams and deadlines. He needs a robust system to organise tasks, delegate work, and track progress efficiently.

While he is tech-savvy, he values clarity and avoids unnecessary complexity in tools.

Goals

- Streamline task management for his team.
- Ensure all deadlines are met.
- Use automation to reduce manual work.

Core needs

- Advanced task management features
- Seamless collaboration with his team
- A balance between complexity and usability

Frustrations (Pain Points)

- Overcomplicated interfaces with too many settings
- Lack of proper onboarding for new users
- Poor integrations with his existing tools

Anis Marie



AGE 25
STATUS Single
OCCUPATION Freelance Graphic Designer
LOCATION York, UK

“I need structure without the stress.”

Personality

Creative Tech-savvy
Independent Adaptable

Brands



Bio

Anis juggles multiple client projects and personal creative work. She prefers tools that are visually appealing, easy to use, and flexible enough to accommodate different workflows.

She needs a task manager that is simple but powerful.

Goals

- Organise her client work efficiently.
- Balance deadlines with personal projects.
- Use a tool that integrates well with her creative workflow.

Core needs

- Organise her client work efficiently.
- Balance deadlines with personal projects
- Mobile-friendly task management

Frustrations (Pain Points)

- Overloaded dashboards that feel cluttered
- Poor cross-device synchronisation
- Unclear navigation that wastes time

I **examined** the needs of **Rapi Mills** and **Casey Mustang** to address their challenges. Rapi prioritises **productivity** and **organisation**, while Casey relies on **collaboration tools**. Their input influenced features such as progress tracking and **task-sharing capabilities**.

Rapi Mills



AGE 32
STATUS Single
OCCUPATION Software Developer
LOCATION Nottingham, UK

“I love optimising my workflow.”

Personality

Analytical Tech-savvy
Energetic Detail-focused

Brands



Bio

Rapi enjoys testing new productivity tools and optimising her workflow.

She values efficiency and is always looking for features like automation, AI assistance, and integrations with his coding tools.

Goals

- Automate repetitive tasks
- Keep track of work, learning, and side projects.
- Experiment with new features to improve efficiency.

Core needs

- AI-powered/ algorithm suggestions and automation
- Fast, keyboard-friendly navigation
- Deep integrations with tech tools

Frustrations (Pain Points)

- Lack of customisation in task managers
- Poor keyboard shortcuts or slow UI
- Too many unnecessary features that bloat the app

Casey Mustang



AGE 51
STATUS Married with kids
OCCUPATION Teacher
LOCATION Austin, Texas

“I need a system that works.”

Personality

Organised Practical
Family-focused Sociable

Brands



Bio

Casey balances teaching, family responsibilities, and personal projects.

He needs a task management tool that helps him plan lessons, organise daily tasks, and manage family schedules without feeling overwhelmed.

Goals

- Stay on top of schoolwork and home tasks.
- Simplify scheduling for herself and her family.
- Use an intuitive app that doesn't require a learning curve.

Core needs

- Simple, easy-to-use interface
- Cross-platform accessibility
- Task sharing and reminders

Frustrations (Pain Points)

- Complicated settings that slow him down
- Inconsistent mobile and desktop experiences
- Apps that prioritise advanced users over simplicity

Define

Brainstorm

I conducted brainstorming sessions to generate innovative ideas for the app's features and functionality.

By exploring different approaches, I identified key elements that enhance usability and meet user expectations.

reamlined

Seamless Productivity, Simplified.

city

Seamless

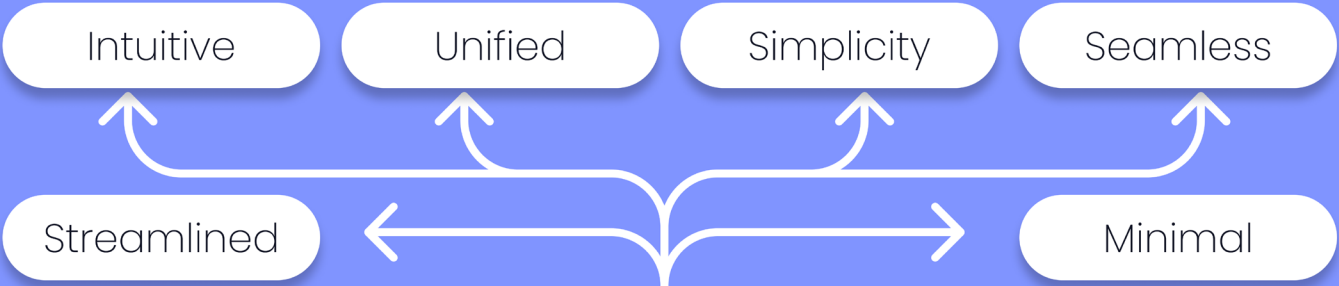
Unified

Minimal

Smart

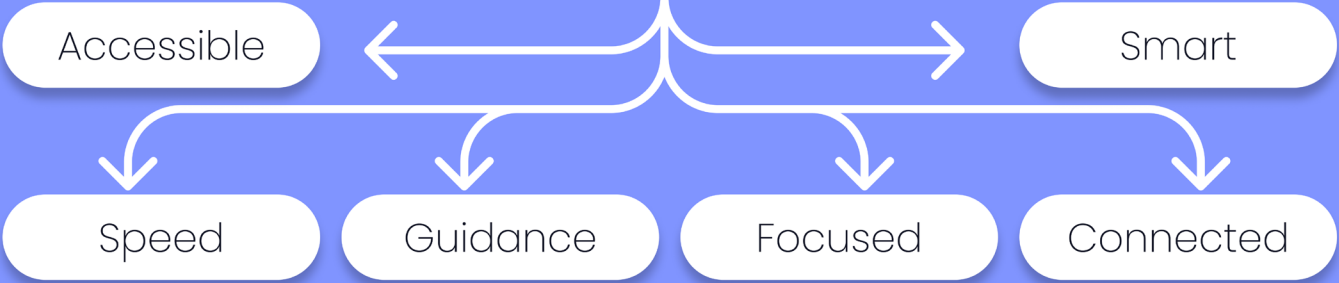
Connected

Focused



Streamlined

Effortless Productivity, Simplified.

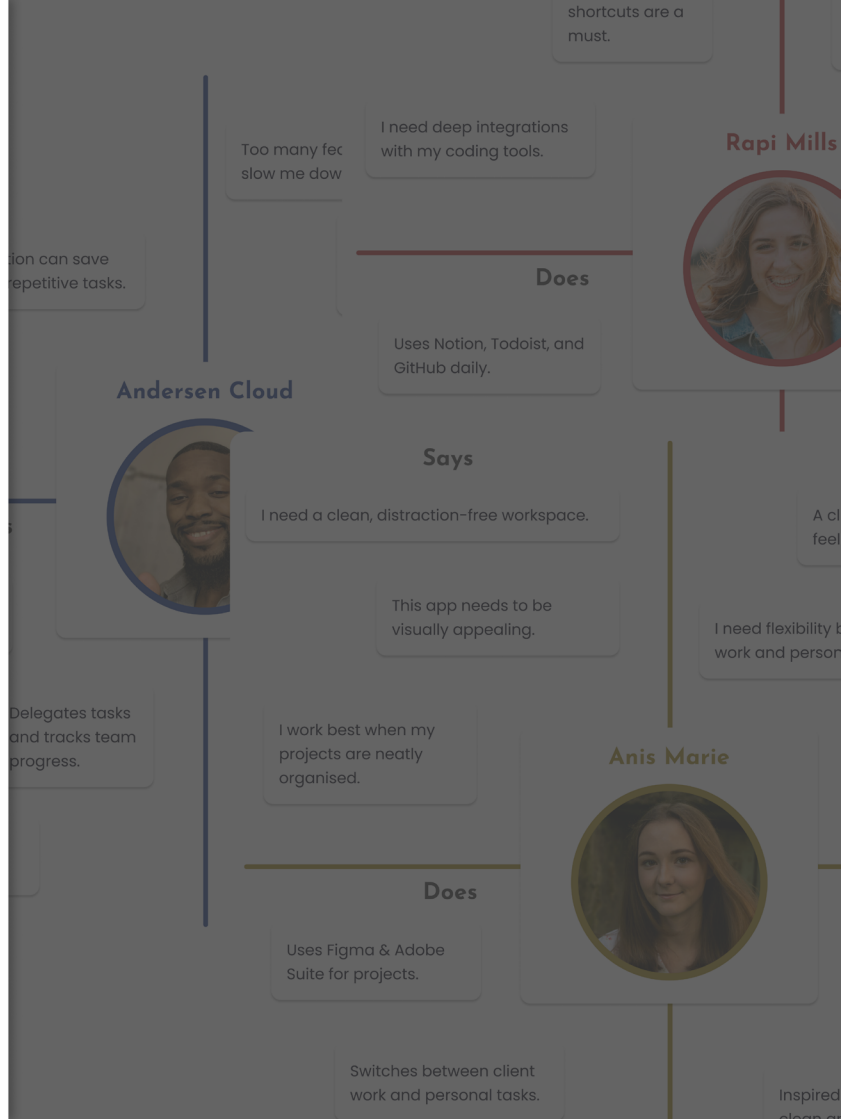


Define

Empathy maps

I created empathy maps to visualise what users say, think, do, and feel.

This process helped me identify emotional triggers, frustrations, and desires, allowing me to refine the app's design for a more user-centred experience.



I mapped **Andersen's focus on efficiency** and **Anis's need for simplicity**. This insight guided decisions on automation features and a **decluttered UI** to **reduce cognitive load**.

Andersen Cloud



Says

I need to ensure all deadlines are met.

Automation can save time on repetitive tasks.

This tool should integrate with my existing workflow.

Thinks

Too many features slow me down.

My team needs a simple but effective system.

I don't want to waste time learning another tool.

Does

Uses productivity tools like Trello & Notion.

Delegates tasks and tracks team progress.

Sets up automation for repetitive work.

Feels

Frustrated with overcomplicated interfaces.

Concerned about onboarding new team members.

Satisfied when everything is running smoothly.

Says

I need a clean, distraction-free workspace.

This app needs to be visually appealing.

I work best when my projects are neatly organised.

Thinks

A cluttered UI makes me feel overwhelmed.

I need flexibility between work and personal tasks.

Syncing between devices should be seamless.

Anis Marie



Does

Uses Figma & Adobe Suite for projects.

Switches between client work and personal tasks.

Customizes layouts to match her workflow.

Feels

Stressed when dashboards are messy.

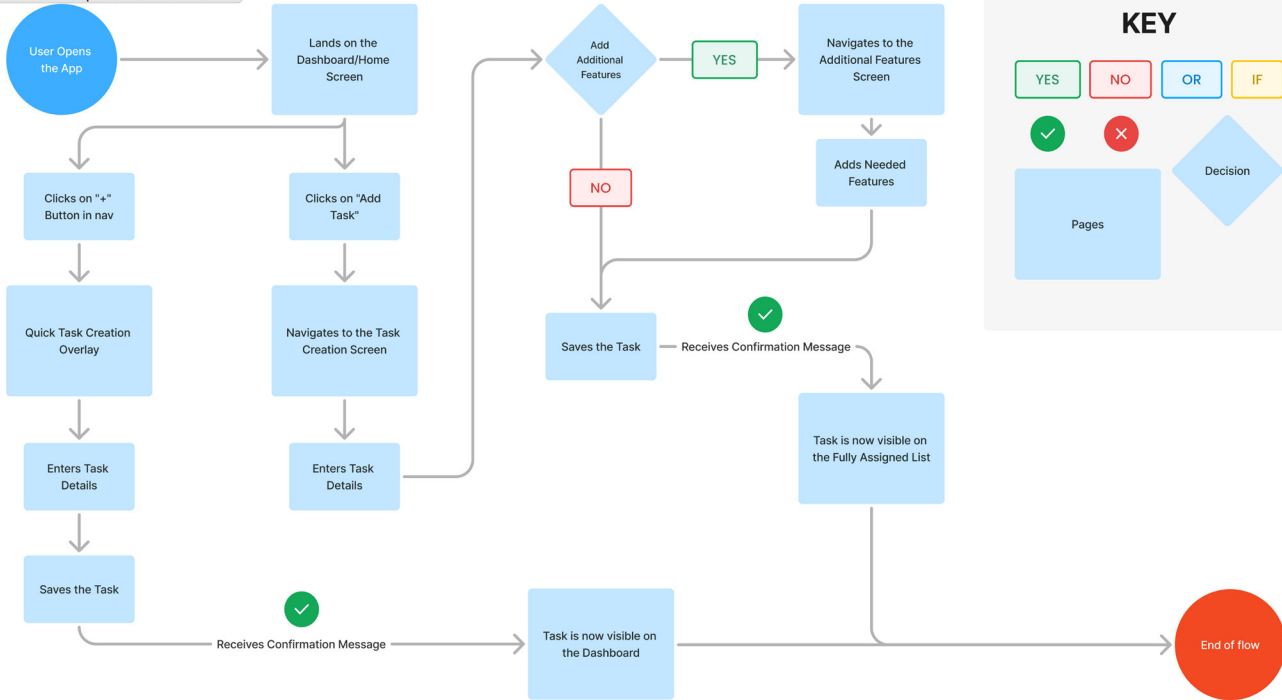
Inspired when the UI is clean and intuitive.

Happy when tasks are easy to track.

I **observed** that **Rapi needed clear progress tracking**, while **Casey required seamless collaboration**. This influenced the inclusion of visual task indicators and shared workspaces.



User Flow - Setup a Quick or Full Task V3

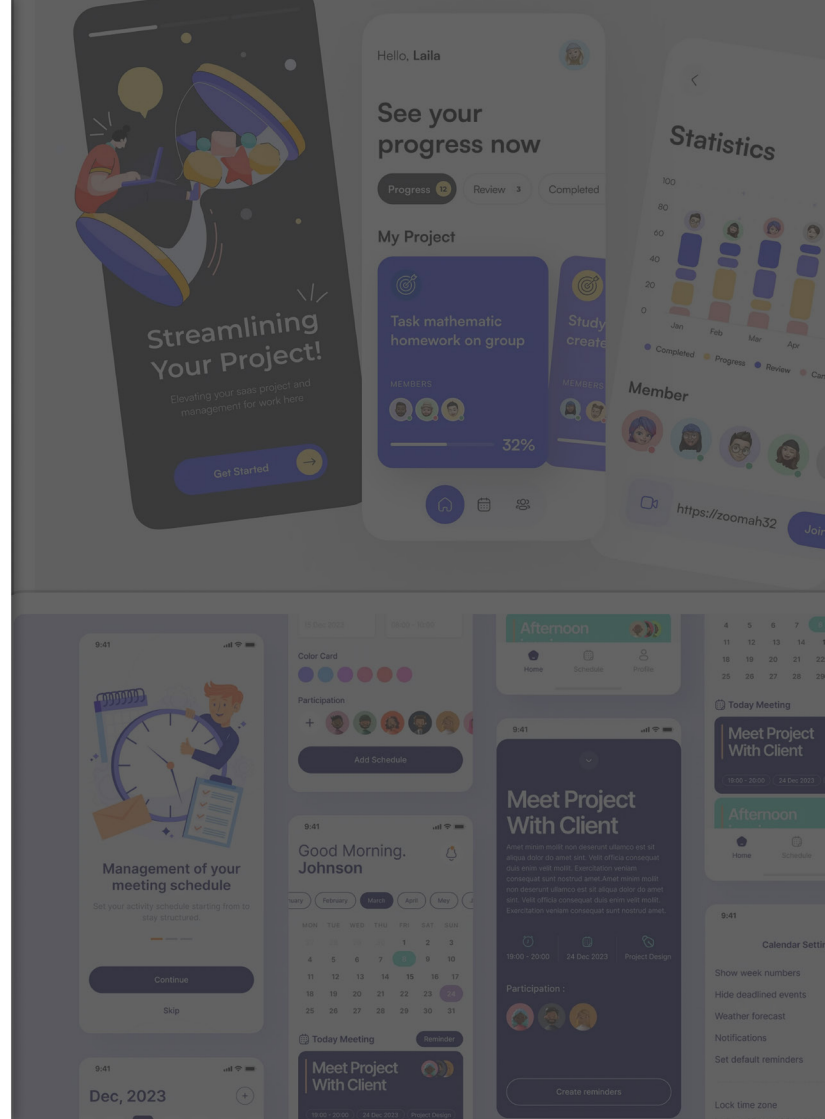


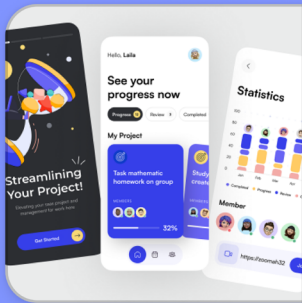
Define

UI analyses

I conducted a UI analysis to evaluate existing task management apps and identify best practices.

This helped me refine the app's interface by focusing on usability, accessibility, and visual clarity.

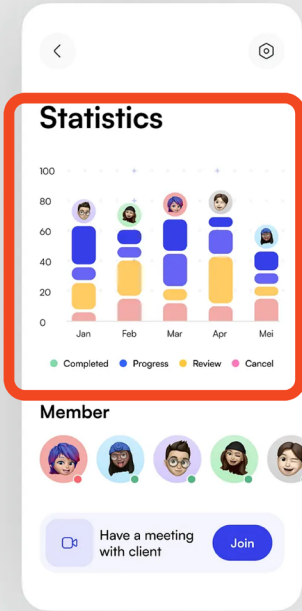




Task Management App #Exploration

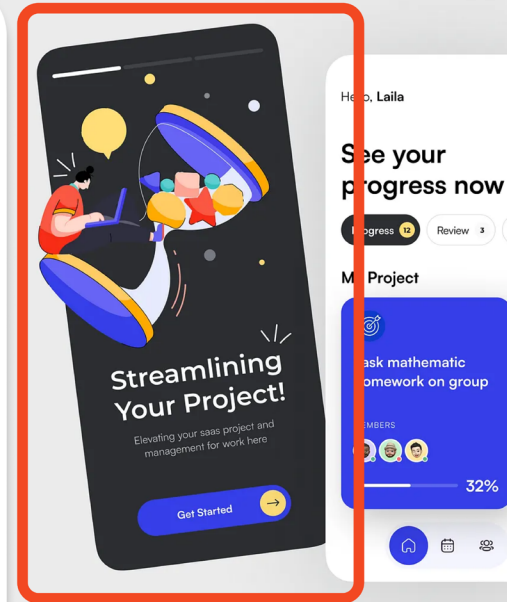
Task Management App #Exploration designed by...

 dribbble.com



The statistics element presents complex data clearly and engagingly, making it easy to digest.

The onboarding process, with an image, app load, and guide, effectively supports new users, creating a smooth and intuitive experience.





Calendar Mobile App

Calendar Mobile App designed by Andri Praseta...



dribbble.com

Meet Project With Client

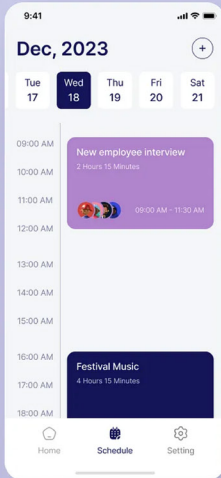
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24 Dec 2023 Project Design

Participants:

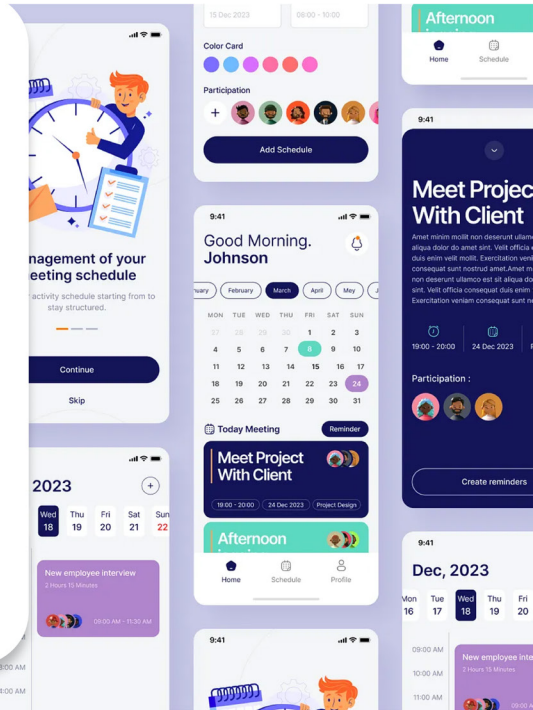


Create reminders



The calendar app's clean, minimal colour scheme enhances visual appeal.

Its intuitive navigation and layout ensure easy access to features, prioritising usability and clarity.





Design Thinking Process



Ideate

Ideate

Affinity Map

I created an Affinity Map to organise insights from my research, grouping related ideas and identifying patterns in user needs.

This process helped me refine key focus areas such as task organisation, collaboration, productivity tools, and customisation.

By clustering similar feedback, I gained a clearer understanding of how to prioritise features that would enhance the user experience.

Collaboration

Jarrid Lawson

Productivity
Tools

Jarrid Lawson

Task Sharing

Jarrid Lawson

Checklists

Jarrid Lawson

Real-Time
Updates/
Notifications

Jarrid Lawson

Dashboards

Jarrid Lawson

Task
Organisation

User Experience

Colour coding

Minimal UI

Reminders

Mobile-Friendly

Deadlines

Smart
Suggestions

Custom Labels

From my Affinity Map, I identified that users need a clear, structured approach to task organisation.

I focused on features that improve ease of use, such as customisable task labels, intuitive categorisation, and priority settings.

Collaboration

Productivity
Tools

Task Sharing

Checklists

Real-Time Updates/
Notifications

Dashboards

Team
Communication

Progress
Tracking

Comments

Analytics

My Affinity Map highlighted the importance of seamless collaboration and productivity tools.

Users wanted real-time updates, shared task lists, and progress tracking without added complexity.

Ideate

Card Sorting

I conducted a Card Sorting exercise to structure the app's information architecture, ensuring users can easily navigate and access key features.

By sorting features into logical categories, I refined the dashboard layout, task management flow, and collaboration tools, making sure everything was intuitive and user-friendly.

This process helped eliminate unnecessary complexity while ensuring essential features remained accessible.

Personalization settings,
notifications, & themes

Jarrid Lawson

Product
stats, &

Jarrid Law

UI themes &
dark mode

Jarrid Lawson

Task
comp
stats

Jarrid Law

Notification
preferences

Jarrid Lawson

Perfo
trends

Jarrid Law

Personal task

Smart

Task Management – Create, edit, prioritise, & categorize tasks

Task creation

Priority settings

Deadlines & reminders

Custom labels & categories

Collaboration – Team-based task assignments, shared lists, & progress tracking

Team assignments

Shared lists

Comments & discussions

Real-time updates

Through Card Sorting, I structured the app into five key areas:

Dashboard, Customisation, Analytics & Insights, Task Management, Collaboration.

This structured approach ensures that each section is distinct yet interconnected, allowing users to quickly find and utilise the tools they need.

Dashboard –
Overview of
productivity,
upcoming
deadlines, &
quick access to
tasks

Task overview

Productivity
insights

Quick-add
tasks

Customisation
–
Personalization
settings,
notifications, &
themes

UI themes &
dark mode

Notification
preferences

Personal task
organisation

Analytics &
Insights –
Productivity
tracking, stats,
& reports

Task
completion
stats

Performance
trends

QuicSmart
suggestionsk-
add tasks

Ideate

Crazy 8s

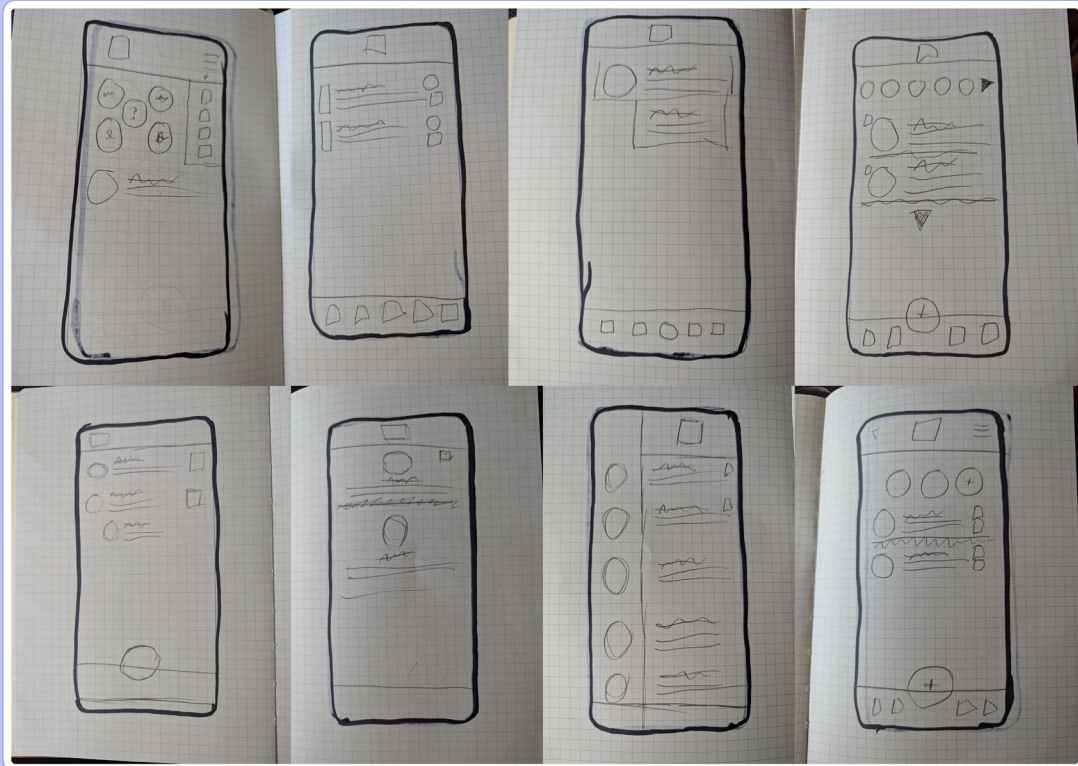
I used the Crazy 8s method to rapidly sketch different UI concepts, exploring various layout ideas for task creation, dashboards, and workflow visualisation.

This process allowed me to experiment with different designs quickly, refining ideas based on simplicity, efficiency, and user needs.

It helped me identify the best design elements to incorporate into the final interface.



Some of my ideas for task list screen were great to put down on paper, and various aspects of each design turned out really well. I plan to incorporate some of these ideas moving forward.





Design Thinking Process



Prototype

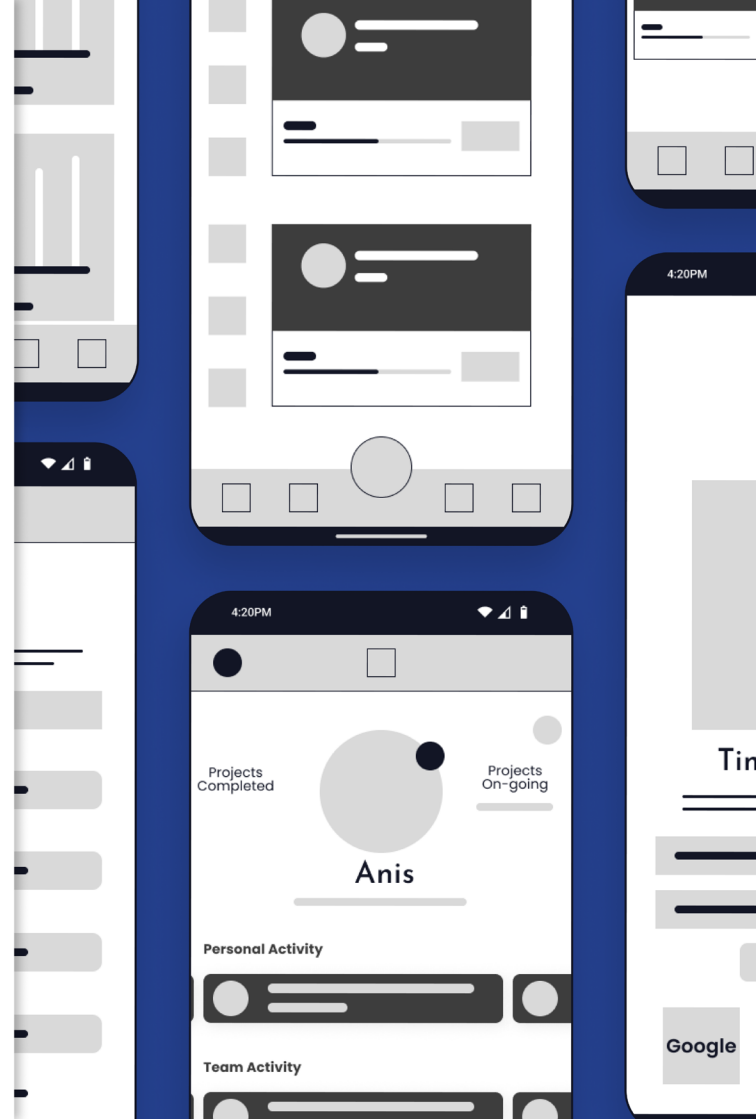
Prototype

Low-Fi Wireframes

I created these wireframes to establish the foundational structure and layout of Streamlined, ensuring a user-friendly and efficient experience.

By focusing on key screens like onboarding, the dashboard, task management, and team collaboration, I mapped out the essential interactions and navigation flow.

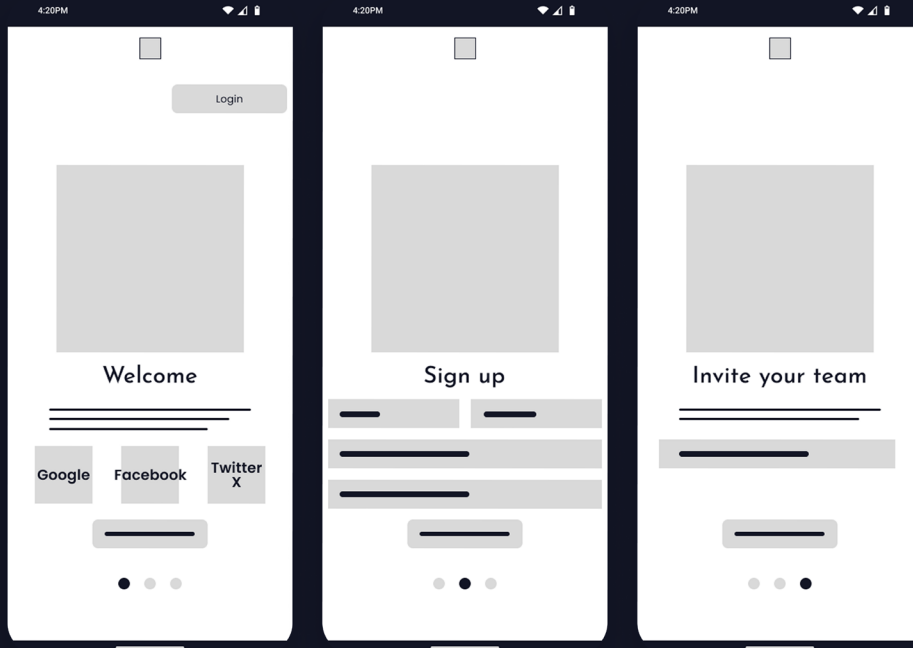
These low-fidelity wireframes helped validate core functionality before progressing to more detailed design stages.



Onboarding Wireframes

The onboarding process for Streamlined is designed to be intuitive and welcoming.

It includes a simple sign-up flow with social login options, a quick team invite step, and a smooth transition into the main dashboard.

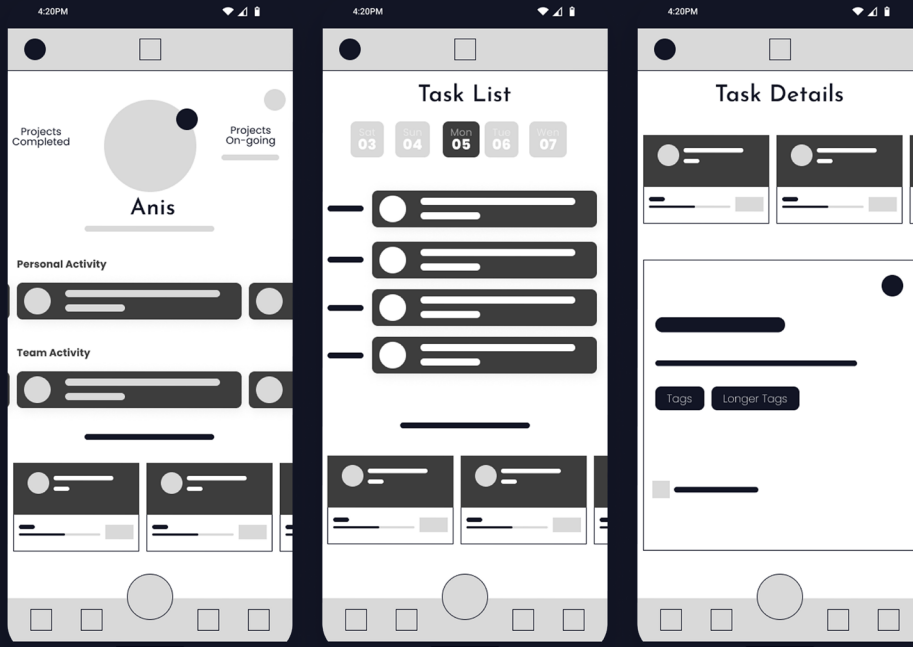


The goal is to provide users with an effortless start, ensuring they can set up their workspace without friction.

Core Screens Wireframes

The Dashboard offers a clear overview of tasks, recent activity, and project deadlines, keeping users informed at a glance.

The Task List screen focuses on organisation, allowing users to manage their workload based on dates and priorities.



The Task Detail screen provides an expanded view, giving users everything they need to track progress, assign team members, and stay on top of their work efficiently.

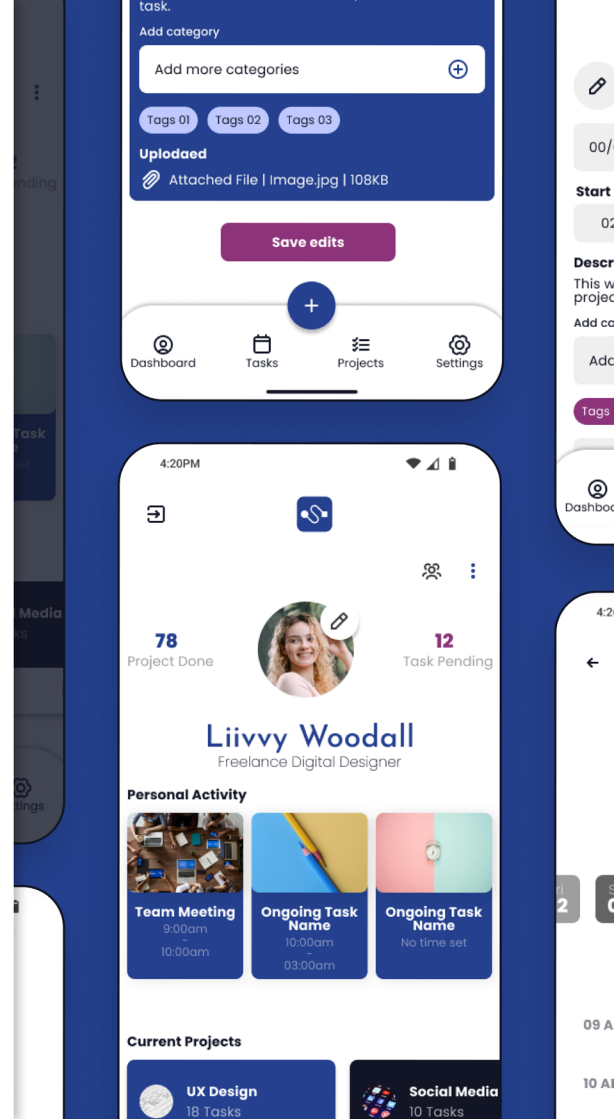
Prototype

High-Fi Wireframes

I created these high-fidelity wireframes to refine the visual design and user experience of Streamlined, incorporating branding, typography, and UI elements for a polished look.

These wireframes build upon the low-fidelity versions, ensuring consistency, accessibility, and usability across key screens like onboarding, the dashboard, and task management.

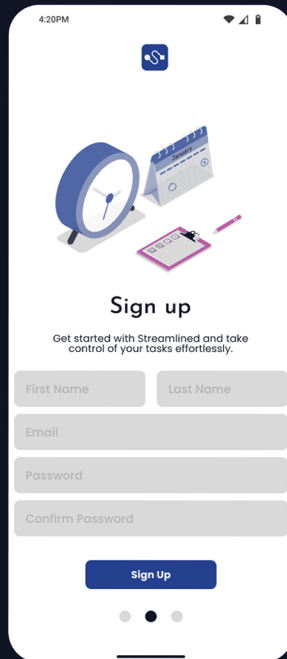
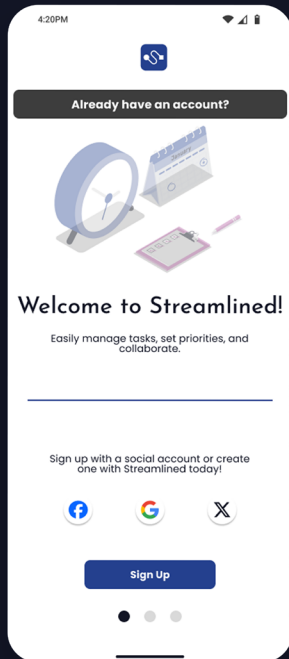
This stage helped finalise the design before moving into prototyping and testing.



Onboarding

For the onboarding process, I refined the flow to ensure a smooth and engaging first-time experience.

The high-fidelity wireframes focus on clear visual hierarchy, easy navigation, and intuitive sign-up options, including social logins.

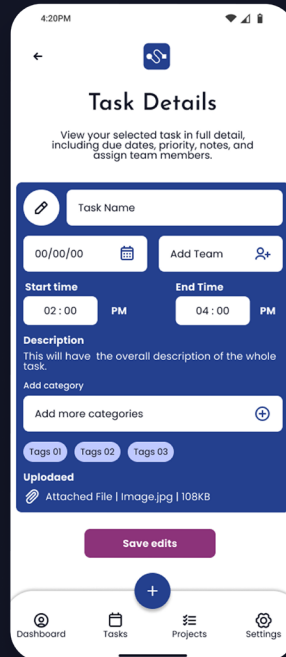
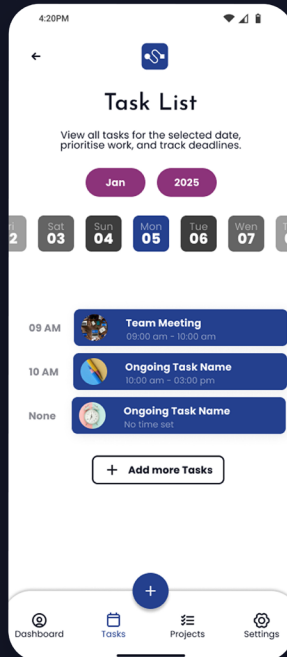
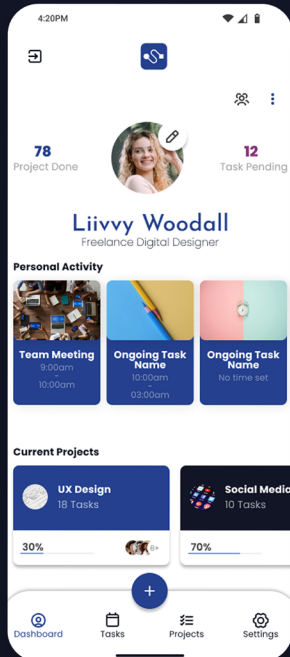


I also designed the invite screen to seamlessly integrate team collaboration, allowing users to invite members or skip the step if not needed.

Dashboard, Task List & Task Detail

The high-fidelity wireframes for the dashboard, task list, and task detail screens bring the structure of the low-fi designs to life with a polished UI.

The dashboard provides a personalised experience with user insights, team activity, and project deadlines, keeping everything organised at a glance.



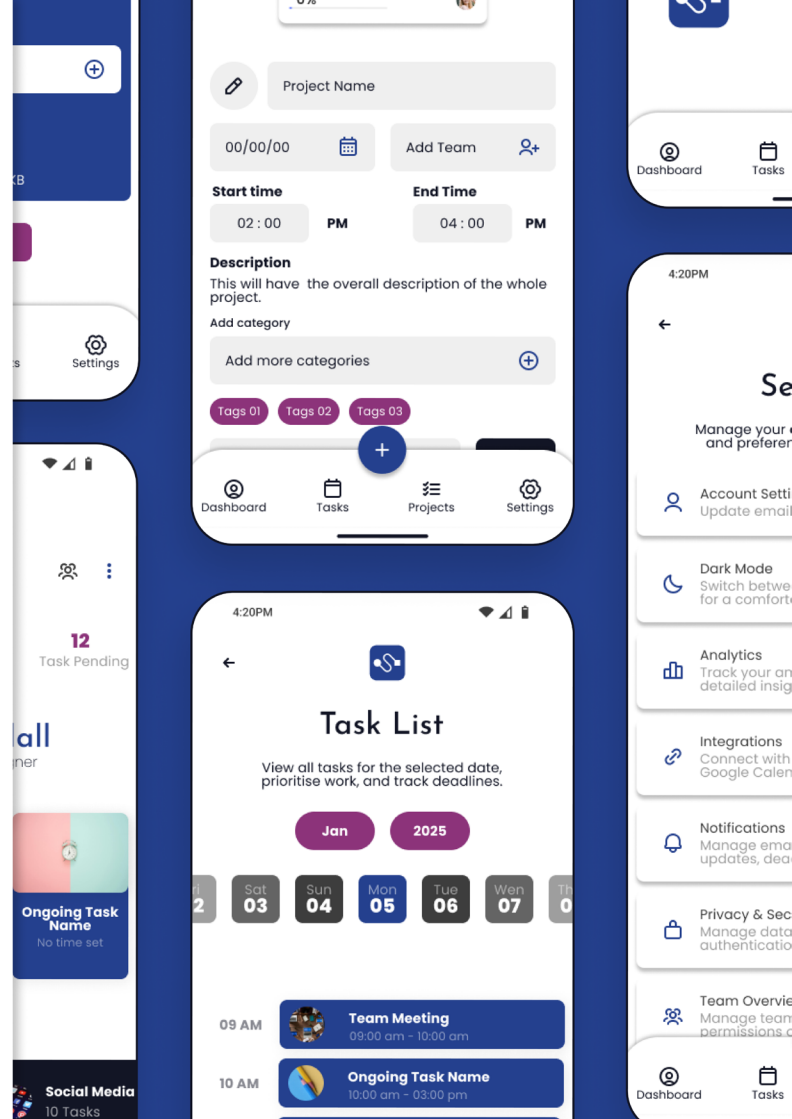
The task list presents all scheduled tasks clearly, while the task detail screen allows users to view and manage tasks in greater depth with relevant actions and information.

Prototype

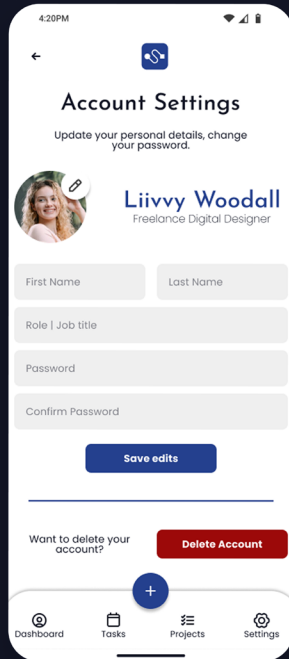
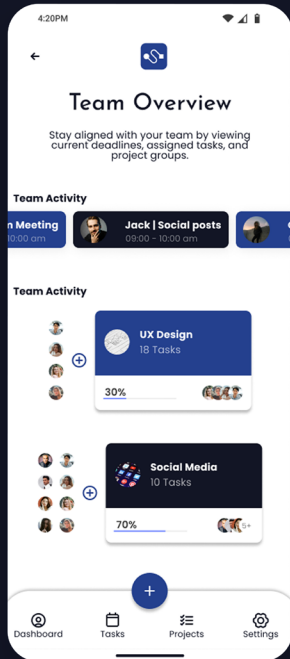
Full Prototype

I created this prototype to demonstrate the full user experience of Streamlined, showcasing how users interact with key features from onboarding to task management.

This prototype brings together my research, wireframes, and UI design into a functional flow, allowing for usability testing and refining the final experience.



You can scan the QR code to explore the full interactive prototype and experience the user journey firsthand.



QR CODE FOR PROTOTYPE



Design Thinking Process



Test

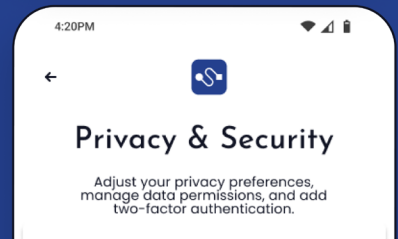
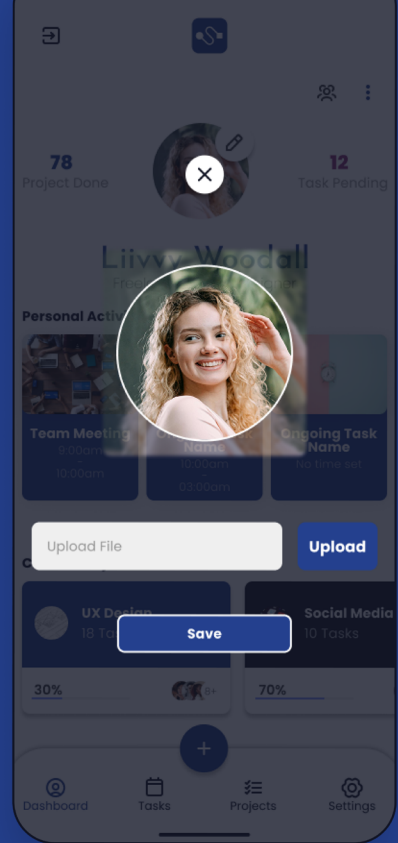
Test

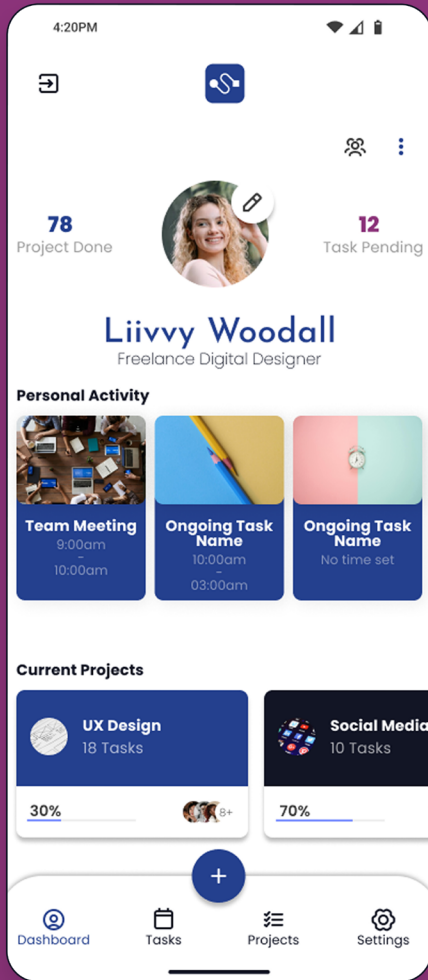
Usability testing

I conducted usability testing to refine the interface, ensuring clarity and ease of use.

Feedback highlighted issues with the Dashboard layout and Task Screen filtering, leading to design adjustments for better navigation and accessibility.

This process helped enhance the overall user experience.

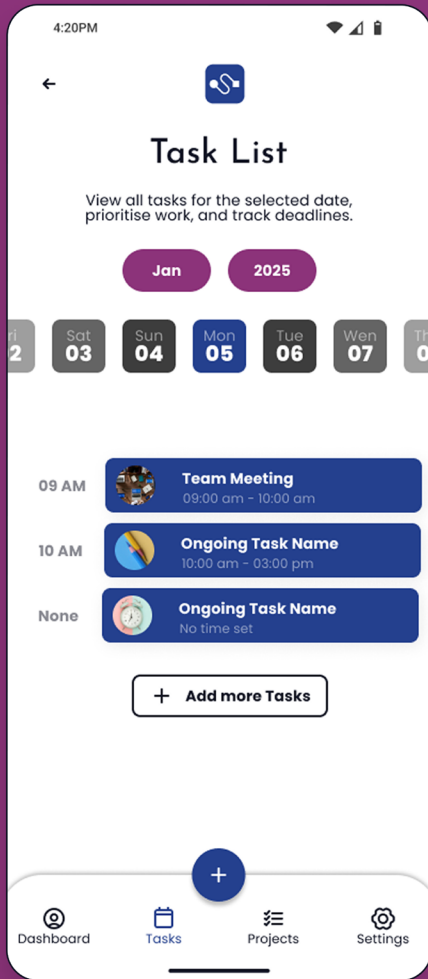




During testing, I identified key usability issues on both the Dashboard and Task Screen.

Users found the Dashboard cluttered, with some elements causing confusion.

To improve accessibility, I relocated the Team Activity section, allowing more space for a larger, more readable Personal Tasks card layout.



On the Task Screen, the date filter was unintuitive, making it difficult for users to find tasks for a specific day.

I redesigned the filter, adding separate buttons for selecting the month and year, while keeping the day picker intact since users found it effective.

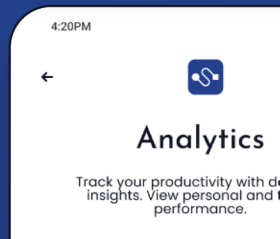
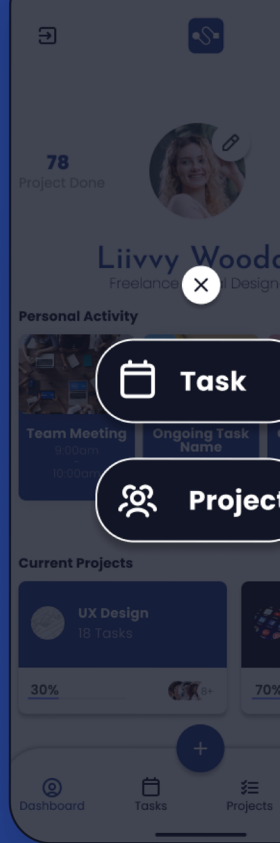
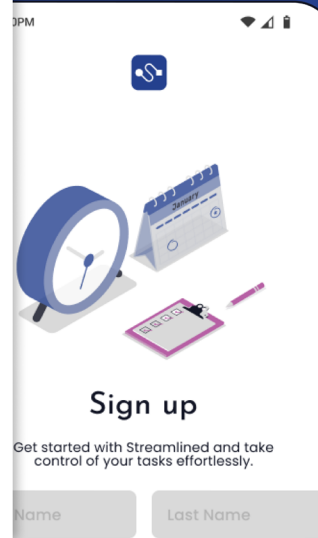
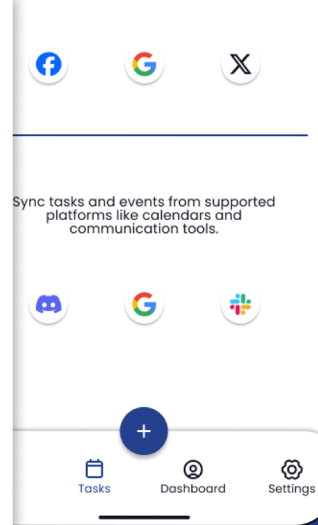
These adjustments enhanced clarity and ease of use.

Final Thoughts

Streamlined

This project provided valuable insights into user behaviour and design iteration. Testing revealed areas for improvement, leading to a more intuitive and accessible experience.

Moving forward, I'd like to explore further refinements based on expanded usability testing and continue enhancing the app's functionality to support better task management and team collaboration.





Design Thinking Process

Style Guide



Style Guide

Colours

The visual identity of the app is built on a modern and accessible design system.

Colours: The primary brand colour **#24408E** provides a strong foundation, with dark and neutral variants for balance and contrast.

Accent colours like **#8C337A** help guide user attention to key actions.

#24408E

#121525

#8094FF

#BFC9FF

#EFEFEF

#FFFFFF

#3D3D3D

#8C337A

Style Guide

Typography

I used Josefin Sans for headings and Poppins for body text, ensuring a clean, readable, and professional look.

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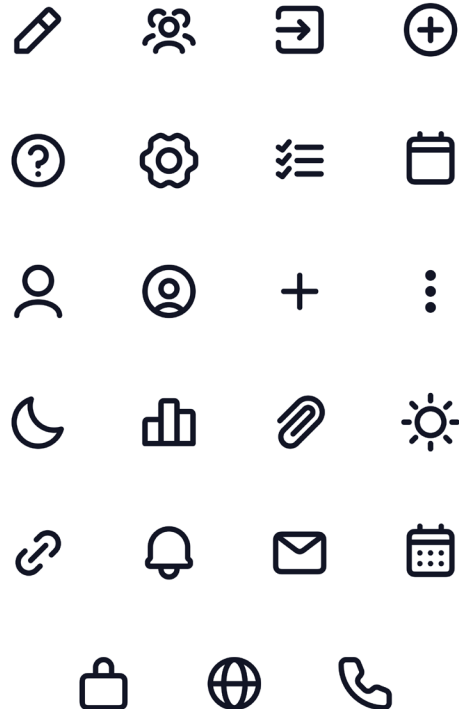
Style Guide

Iconography

I used simple, rounded icons to maintain a clean and modern aesthetic throughout the app.

The icons enhance usability and quick recognition, making navigation intuitive.

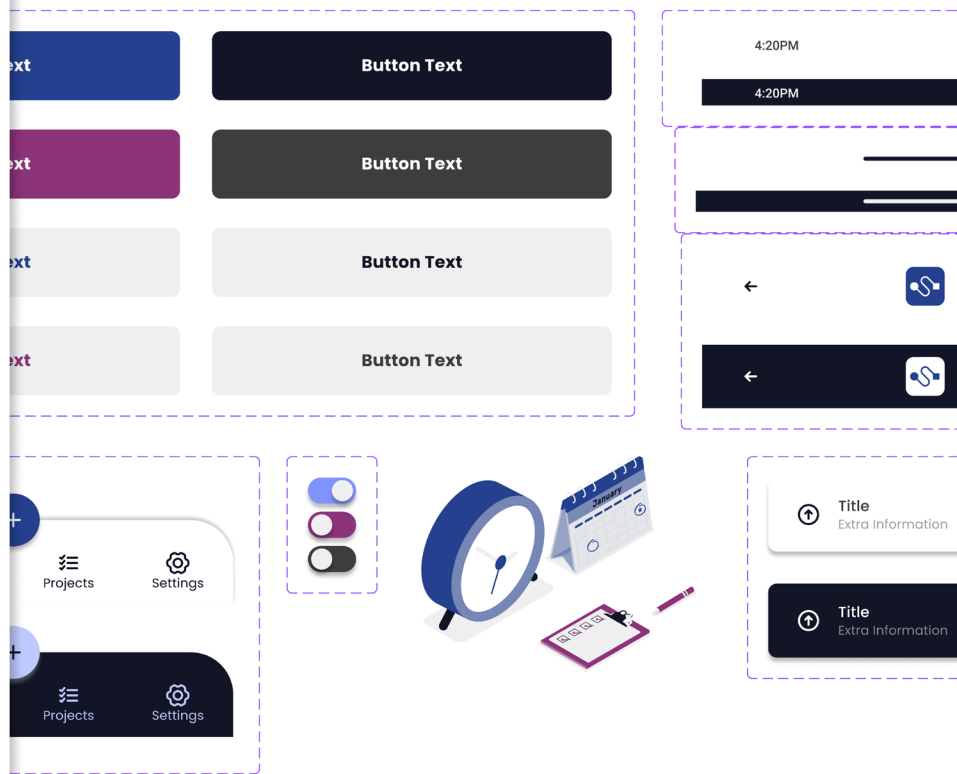
They are consistently styled to match the overall design, ensuring a cohesive and accessible user experience.

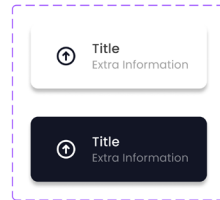
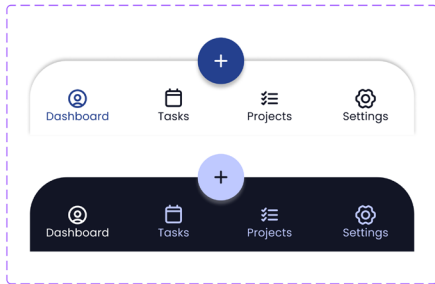
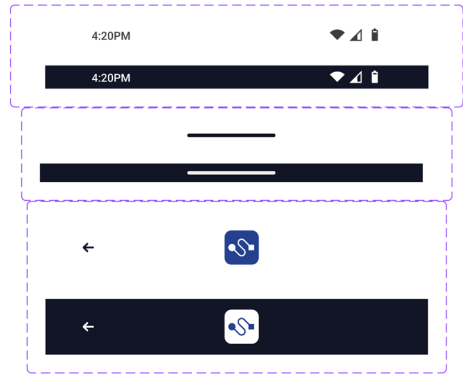
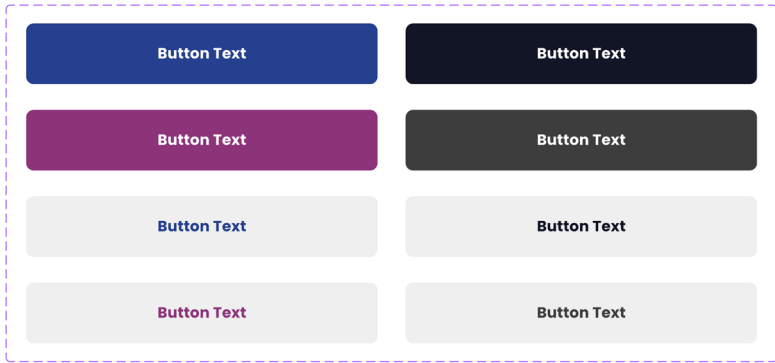


Style Guide

UI Elements

Interactive components include buttons, toggles, carousels, icons, and form fields, designed for usability and consistency across the app.





Title
Social Design Project

Date
Monday, 19th March 2025

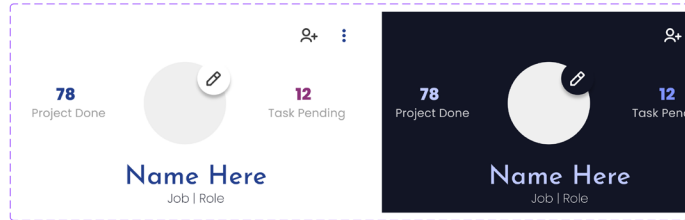
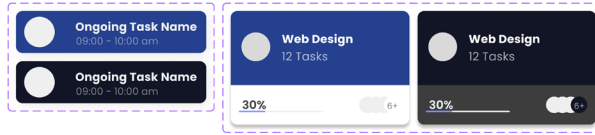
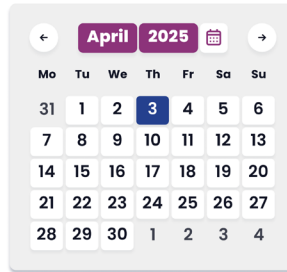
Start time
02 : 00 PM

End Time
04 : 00 PM

Description
This will have the overall description of the whole task.

Add category
Website

Long named Tag Tags 02 Tags 03





Streamlined Project
by Jarrid Lawson