

Got it

The app remembers
so you don't have to

The Problem:

People often forget important items when they leave home

Research: Competitors

Direct

- GearEye
- Pixie
- TrackR
- TripList

Indirect

- Pencil & paper
- Calendar
- Evernote
- IFTTT

Research: Users

Methodology:

- Phone interviews (5 participants, 13 questions)

Screener:

- 18-40 years old
- Regularly travels with items for work or leisure
- Has traveled for work or leisure in last 90 days

Goals:

- What causes people to forget?
- What processes or routines do people use to avoid forgetting?
- What do people do after they forget?

Affinity Map

Pain Points:

- Stressed
- Rushed
- Ineffective system/routine
- Disappointment

Goals:

- Preparation
- Organization
- Readiness
- Stop forgetting things!

Personas



Dakota
Nevada

AGE: 27

PROFESSION: Editor

LOCATION: Newport, RI

RELATIONSHIP: Married, No Children

“ I try to keep everything I’ll need to take with me in the same spot every night. But if I take something away from that spot, or use it the night before, I could forget to grab it before I leave. ”

PAIN POINTS

When I have short notice or I am in a rush, that’s when I am most likely to forget something.

I like to have things planned and organized ahead of time.

FEELINGS

It is stressful when packing for travel, trying to make sure you have everything you need.

I get mad at myself when I forget something that I needed.

GOALS

I’d like to be prepared and ready to travel on short notice without forgetting anything important.

Make packing less stressful.

Dakota works as an editor and reporter for a regional magazine. She can work from just about anywhere, but often needs to travel to nearby locations. She doesn’t go anywhere without a pen and pad, her laptop, and mobile phone. Schedules and punctuality are important to her, but Dakota is also adventurous. She typically takes road trips on a monthly basis, and travels internationally about once a year.

Personas



Donovan Flankenshmeiter

AGE: 33

PROFESSION: Musician

LOCATION: Portland, ME

RELATIONSHIP: Single

“ I’ll usually wait ‘til the last minute to pack my things. It causes a lot of anxiety, and I forget things pretty often. ”

PAIN POINTS

Things usually come up last minute, causing me to rush and forget something.

I forget something about once a week.

I don’t have a system or packing list. Just keep things in the car.

FEELINGS

I feel annoyed and unprofessional when I show up for a gig without something I need.

I get anxious when packing, because I usually wait until the last minute.

GOALS

I’d like to get better at preparing ahead of time.

I’d like to forget things less often. Ideally never.

Donovan is a musician who also teaches music lessons in his area. He is constantly traveling locally and practically lives in his car, which is usually packed full of equipment for work. When he does need to pack differently, it’s done quickly and not very well organized. Donovan doesn’t plan in advance, and takes things as they come.

Personas



Kathy
Horse

AGE: 41

PROFESSION: Project Coordinator

LOCATION: Boston, MA

RELATIONSHIP: Married, 3 Children

“Packing up for the kids is usually a struggle. They want everything, but I want to carry as little as possible, and their needs can change at the drop of a hat. There’s almost always something that they wish we brought.”

PAIN POINTS

Biggest challenge is being prepared for all the kids’ needs.

I like to have things planned and organized ahead of time.

Don’t need to take everything the kids want, just the essentials.

FEELINGS

It is stressful when packing for travel, trying to make sure you have everything you need.

Getting organized with 3 small kids can be frustrating and time-consuming.

GOALS

Minimizing child meltdowns when we are away from home.

Finding a way to be prepared for anything.

Kathy is a hard-working, organized mom of three. Her husband works nights and weekends, and cares for the kids while she’s at the office. She occasionally works from home, but typically keeps everything she needs at the office. Traveling with 3 small children is a challenge, but Kathy is very organized and tends to be well prepared. She and her husband do not let the challenge stop them from traveling.

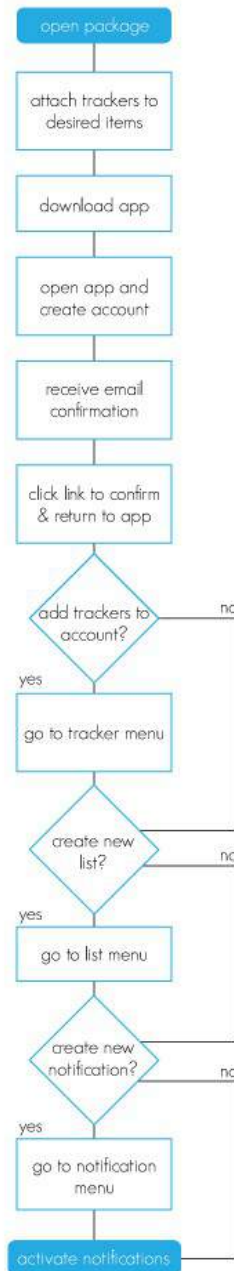
Minimum Viable Features

- Track-able sensors for personal items (RFID)
- Mobile app that syncs with sensors
- Ability to locate missing items
- Customizable lists
- Customizable notifications
- Add/edit/move items across lists

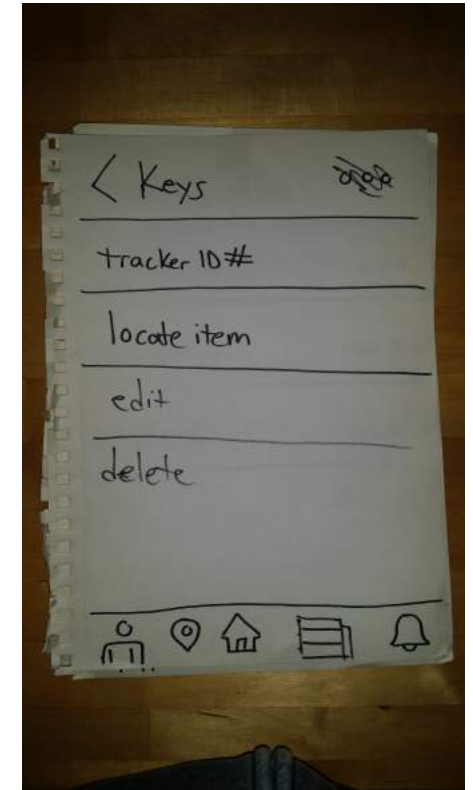
User Flow

Got it

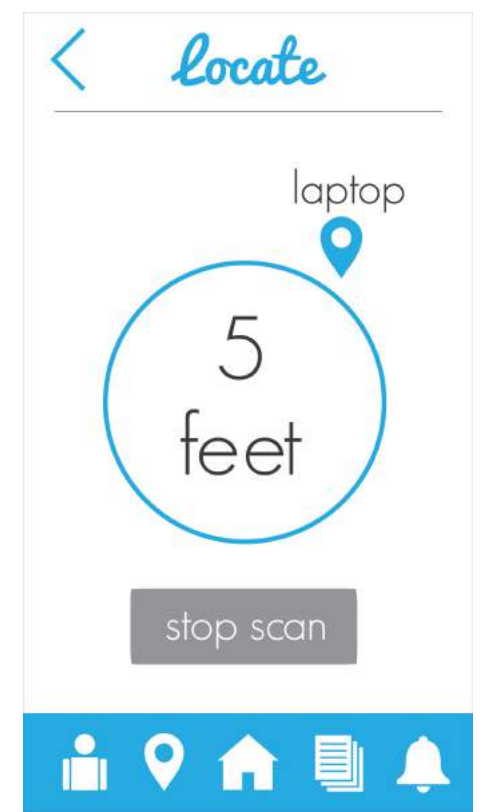
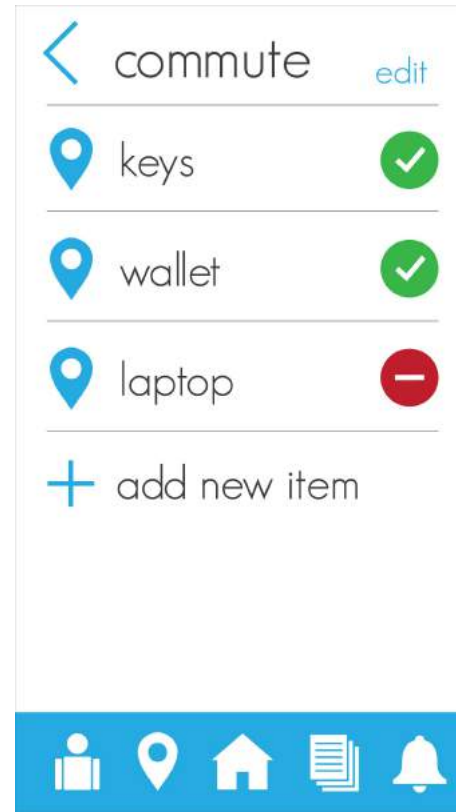
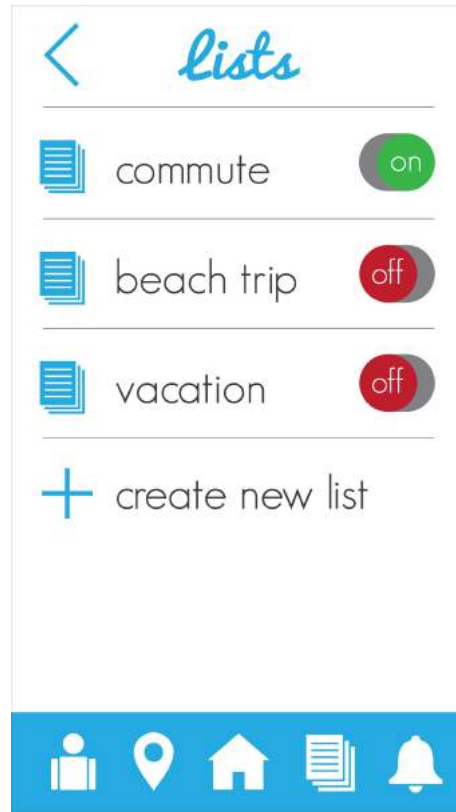
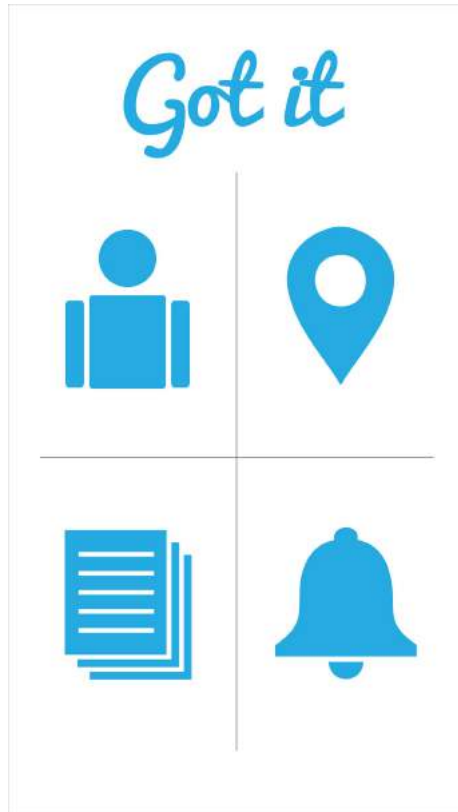
new user



Design Process



Design Process



Usability Testing

Moderated Informal User Test

- The purpose and features of the app were described to 4 potential users who were then asked to complete 3 tasks within the app with no assistance.

Pros

- Strong main iconography
- Clean, simple design
- Fast goal achievement
- Valuable features

Cons

- Profile menu unnecessary
- 'Locate' feature needs to be more prominent
- '3 dot' menu icon is unclear

Prototype

Got it

<https://invis.io/YPABLVVU5>

Questions?

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