



Loose in your schedule

LooSche4.00



Phase0 -

Begin

Overview

LooSche is a schedule management app which I released 2020, and this is the update project for LooSche4.00 .

Role

Concept, Research, Visual, Development

Duration

August 26 - September 1, 2021



Phase1 -

Look Back

1. Background
2. Concept
3. Target
4. Version History
5. Core function
6. Rating & Review
7. Usability Study of Ver 3.3
8. Users' View



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Background

LooSche was ideated at a family restaurant on August 2020. Even though digitalization is expanding to all kinds of stuffs, there are several things which have “paper-or-digital wars” such as magazines, albums, and **schedule-notes**. A friend in front of my seat at the restaurant was using a paper schedule-book, a question came up into my mind.

Is it possible to turn paper users to digital users?



2

Concept

As a kick start we start with comparing the paper schedule notes and popular schedule apps to define the gaps. As a result, we found two factors: flexibility and time costs.

Paper notes can be scripted any ways we want in seconds with a pen but apps don't. In a nut shell, schedule apps lack of **“loose-ability”**. So, we decide our goal as,

Bring loose to our schedule app.



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Target

Any mobile users who want to check their schedule in a glance.

Any mobile users who want to add their schedule in seconds.

Any mobile users who want manage their schedule flexible.



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Version

Ver-1 (Sep 2020)



Ver-2 (Feb 2021)



Ver-3 (July 2021)



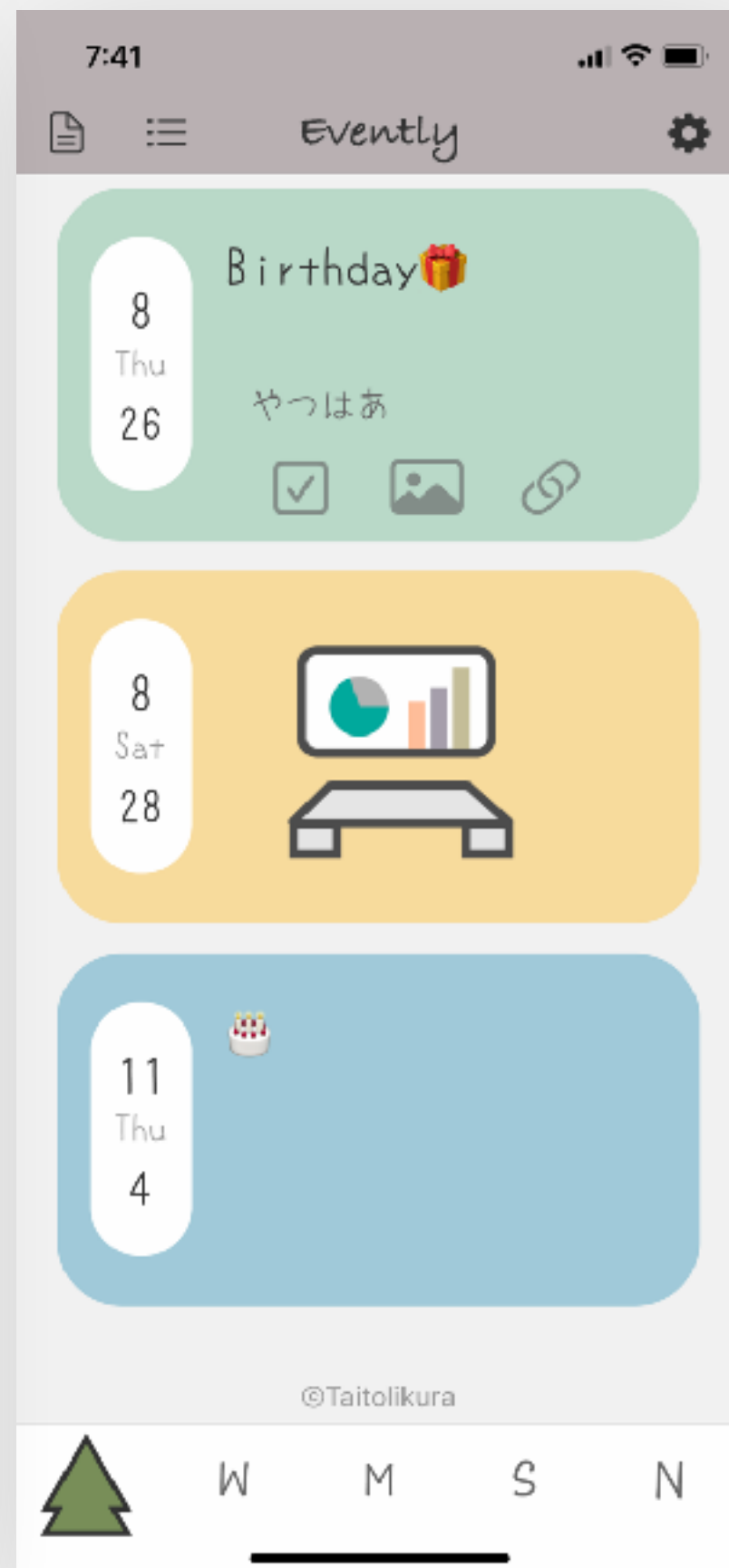
5

Core Function

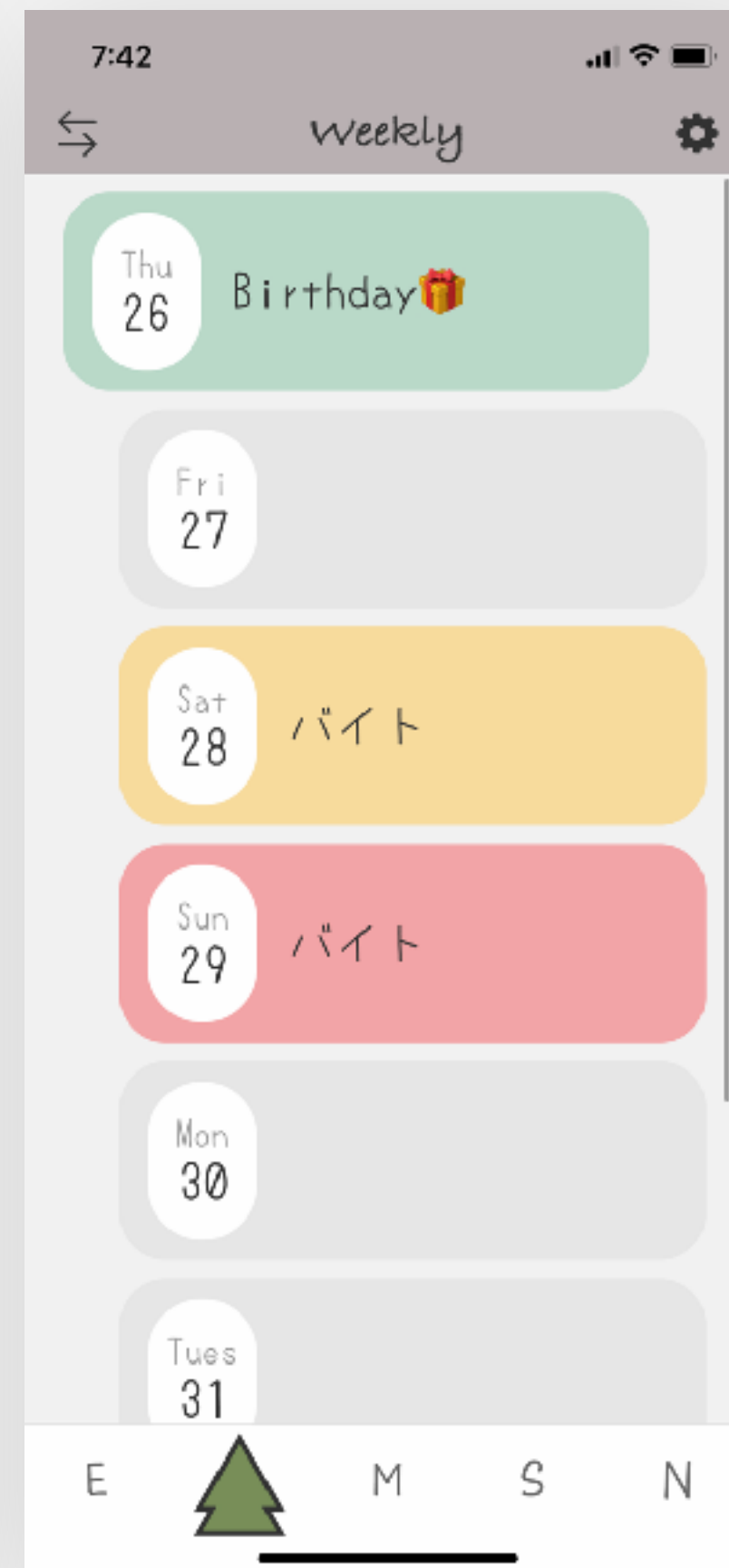
Easy adding



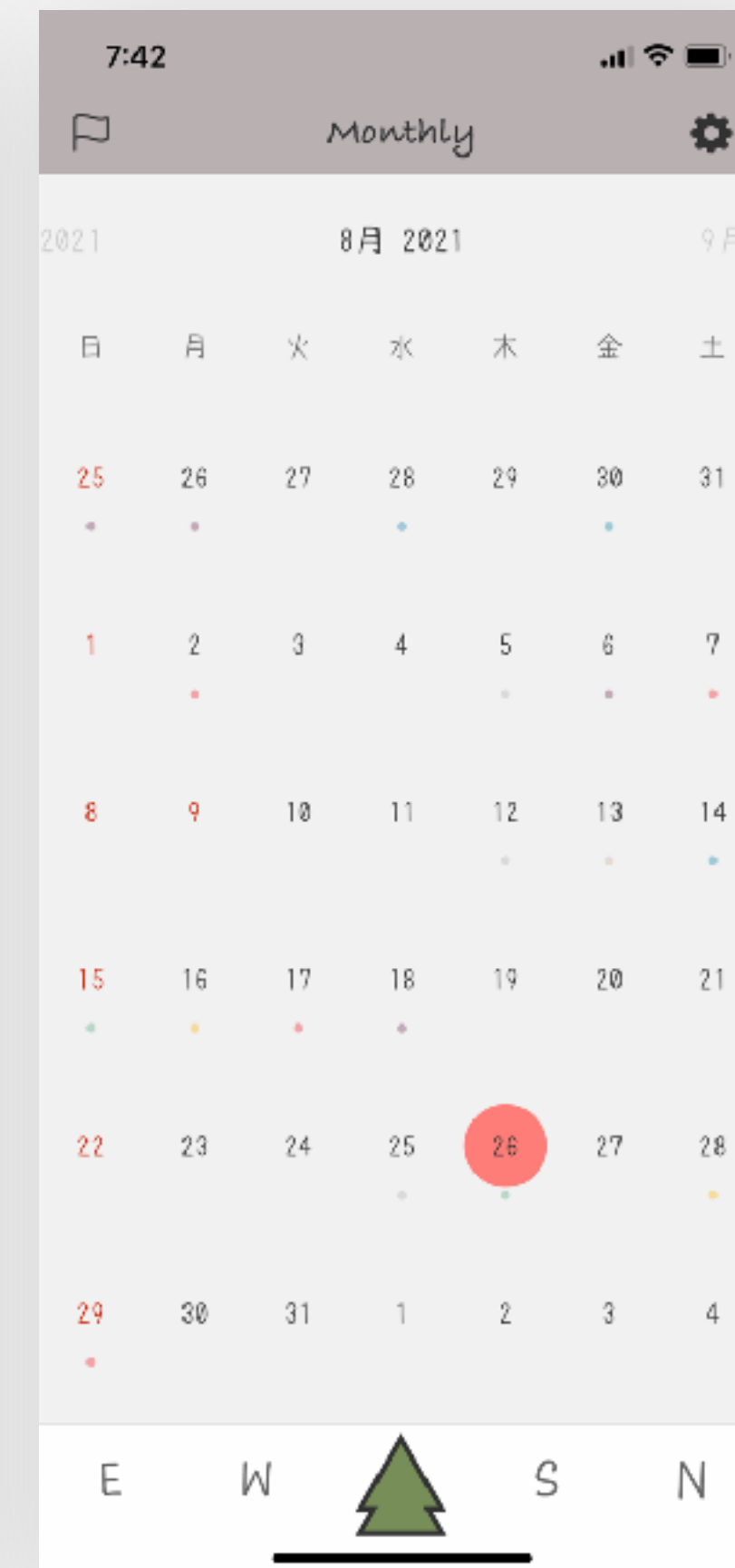
Event list



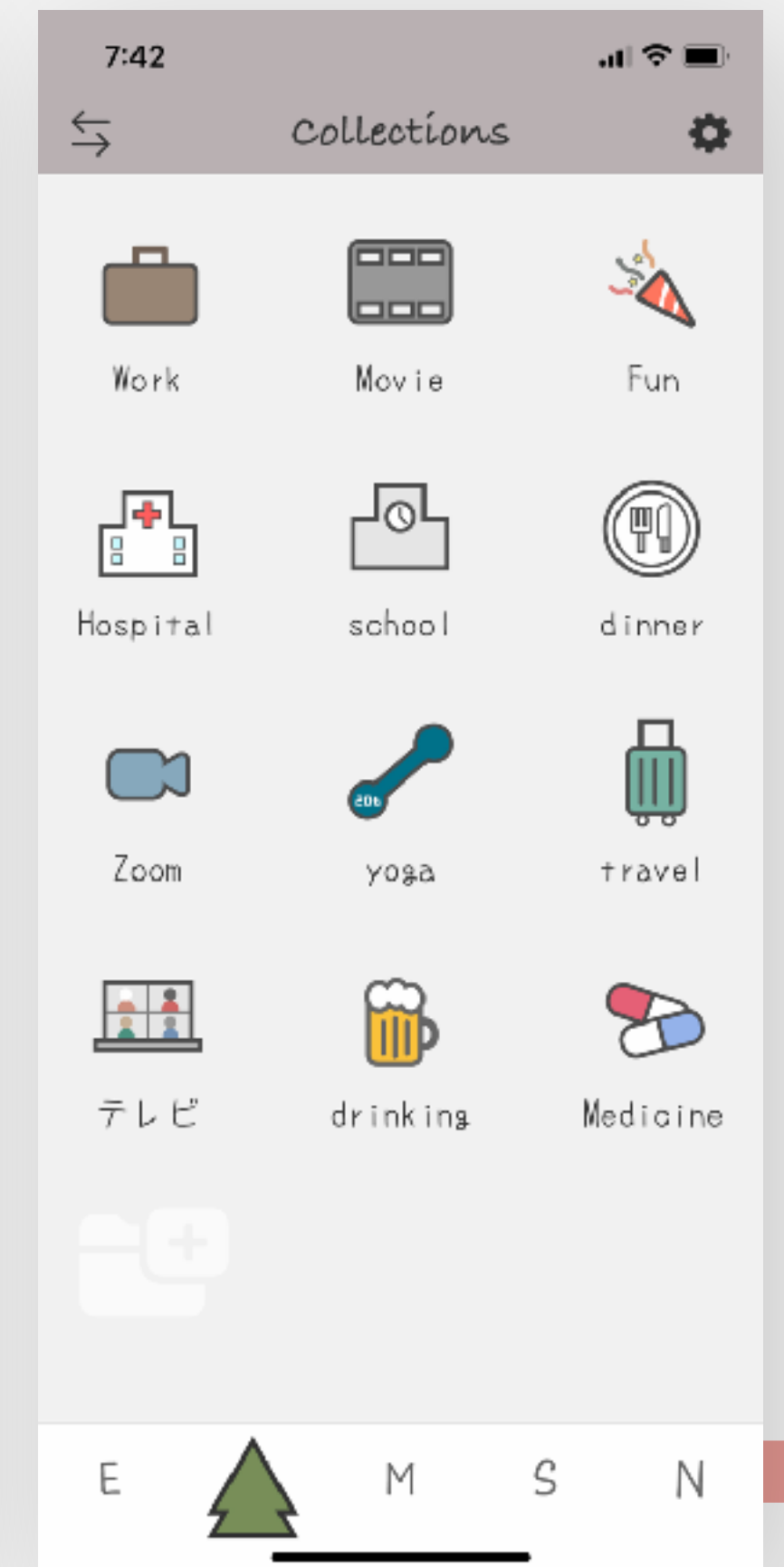
Week list



Calendar list



Collection list



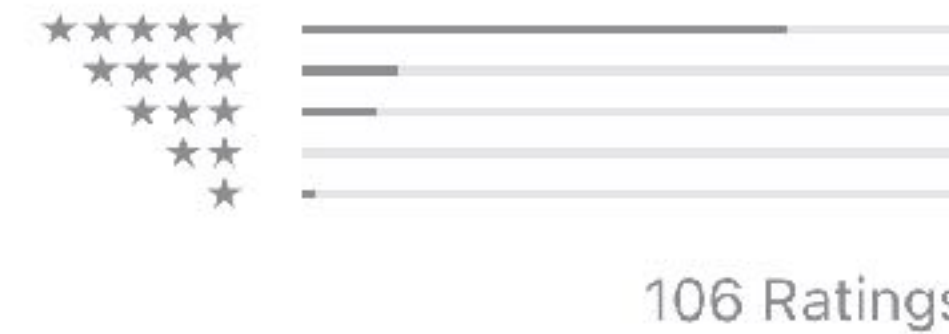
6

Rating/ Review

Sep 2020- Aug 2021

5.2K download
On AppStore

4.6
out of 5



Positive Voice

“Simple and stylish”

“Super cute colors”

“Easy, not complicated”

“Able to put URL”

Negative Voice

“Difficult for beginners”

“Calendar is too simple”

*Reviews were translated by Taitolikura
(Base is Japanese reviews)



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Usability Study - ver3.30

To understand users' difficulty, I asked some friends to complete some core tasks and I observe how they feel about the app's flow.

**Filter: Never used LooSche, beginner of smartphone

Adding Schedule (1st)

"Okay, how to start?
Where should I tap
first?"

"I guess I tap check
button to add but what
is the next plus button
meaning "

"I was expecting the
tutorial view but seems
like there is no tutorial."

Adding Schedule (2nd)

"It's much easier than
the first challenge. And,
actually it is pretty easy
to use."

"I bet these tiny balls
mean day of the week
but kind of hard to
understand."

"Wow, I can add URL
links? That's cool!"

Browse Schedule

"I like that I can check
only added events. It
helps me to understand
what to do next quickly."

"Oh, I love these cute
colors. It's colorful but
not too colorful."

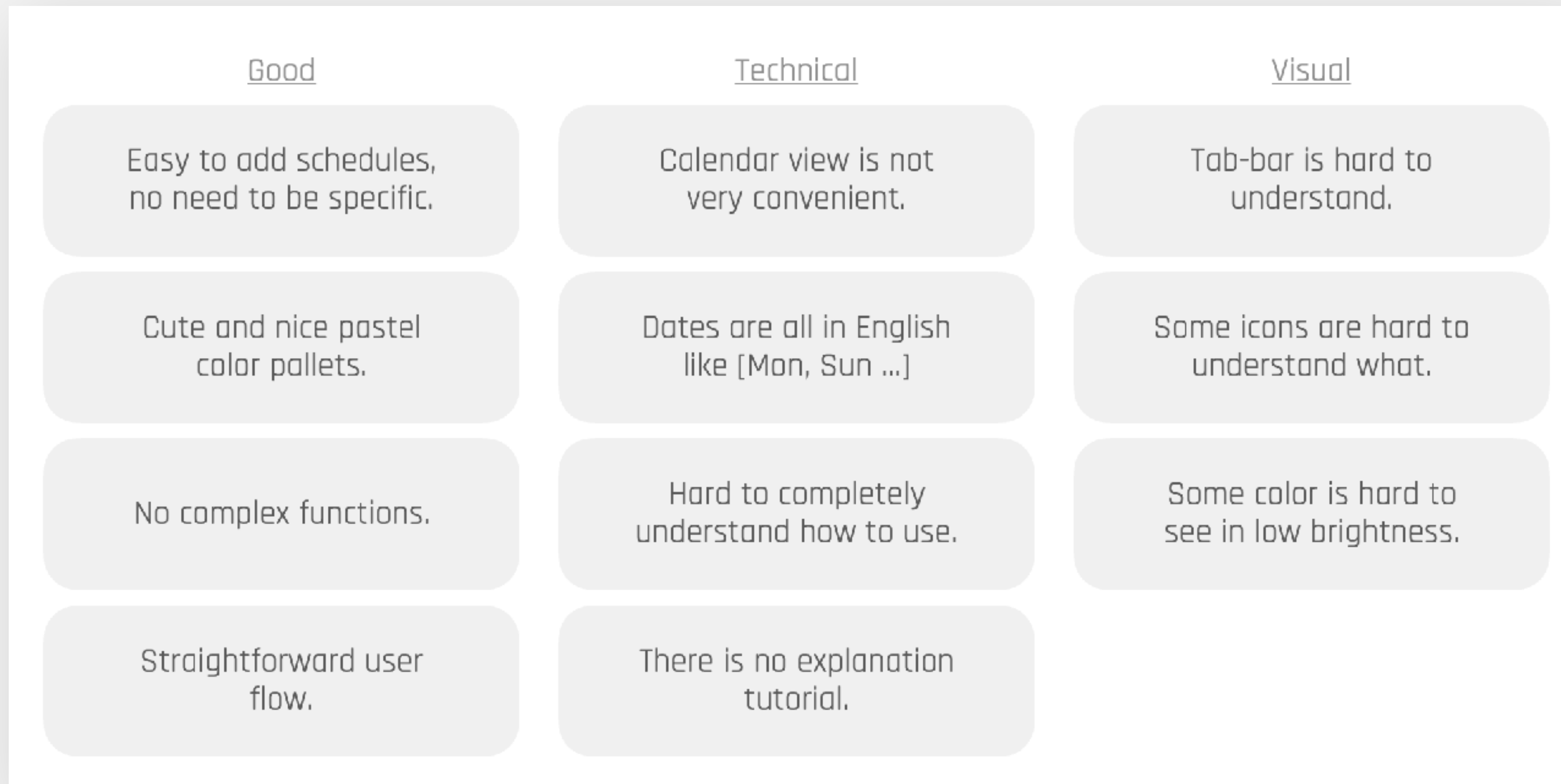
"Stamps look amazing!
But are they only show
up on events and day
page?"



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Users' View

After synthesizing reviews from users and usability study, I categorized users thought about LooSche using an affinity diagram.



Phase2 -

Decide

1. Prioritized Insight

2. Target Statue

3. Update Theme



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Prioritize

According to the affinity diagram, I prioritized them.

P0

- Users don't understand full functions since there is no tutorial or explanation page.
- New users confused with tab-bar since they are just a single alphabet.
- Some colors are not accessible because of its highlights.

P1

- English states are not very useful for non-English speakers.
- Simplest calendar view is not supported by some users.



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Target Statue

Instead of creating specific personas I built abrupt target statues to clarify what and whom this update for.

1 - New Users

Who is facing the problem to understand the very first step.



They need
Step-by-step instructions.

2 - Heavy Users

Who is seeking more useful functions to explore LooSche.



They need
Simple guide trips.



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Update Theme

After the all pre analyses and studies, I magnified two main theme topics to decide the direction for this update.

I

Reduce users' new environmental frustrations by adding some instructions for beginners.

II

Emerge frequent users' user experiences by introducing the functions they might never used.



Phase3 -

Ideate

1. Storyboard

2. List up



User Storyboard

Based on update themes, I create 2 types of user storyboard to imagine how this update might be used by users.

- Frequent Users



- New entry Users



List Up

After reviewing all previous steps, I made a list of possible update considerations, and put stars on for LooSche4.00 .

- ★ Home Screen as a guide
- ★ Post some guide video on YouTube
- Create in-app step intro paragraphs
- Collect non-core functions into one place
- ★ Add "?" Mark to each pages
- ★ Replace some Text to material designs
- ★ Reduce buttons on each screens
- Create new page for repeat schedules
- Bring icons to setting page instead of text-only lists
- ★ Make the red color lighter



Phase4 -

Shapen

1. Use pencil

2. Wireframe



Use Pencil

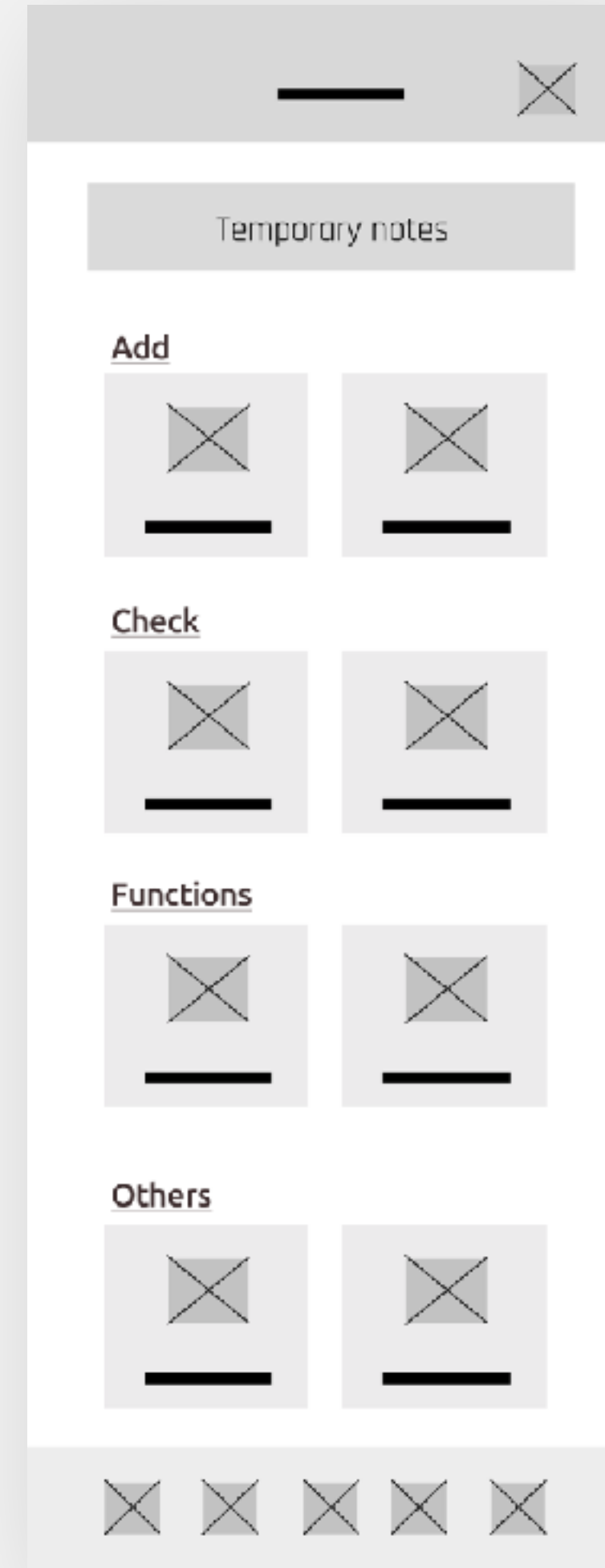
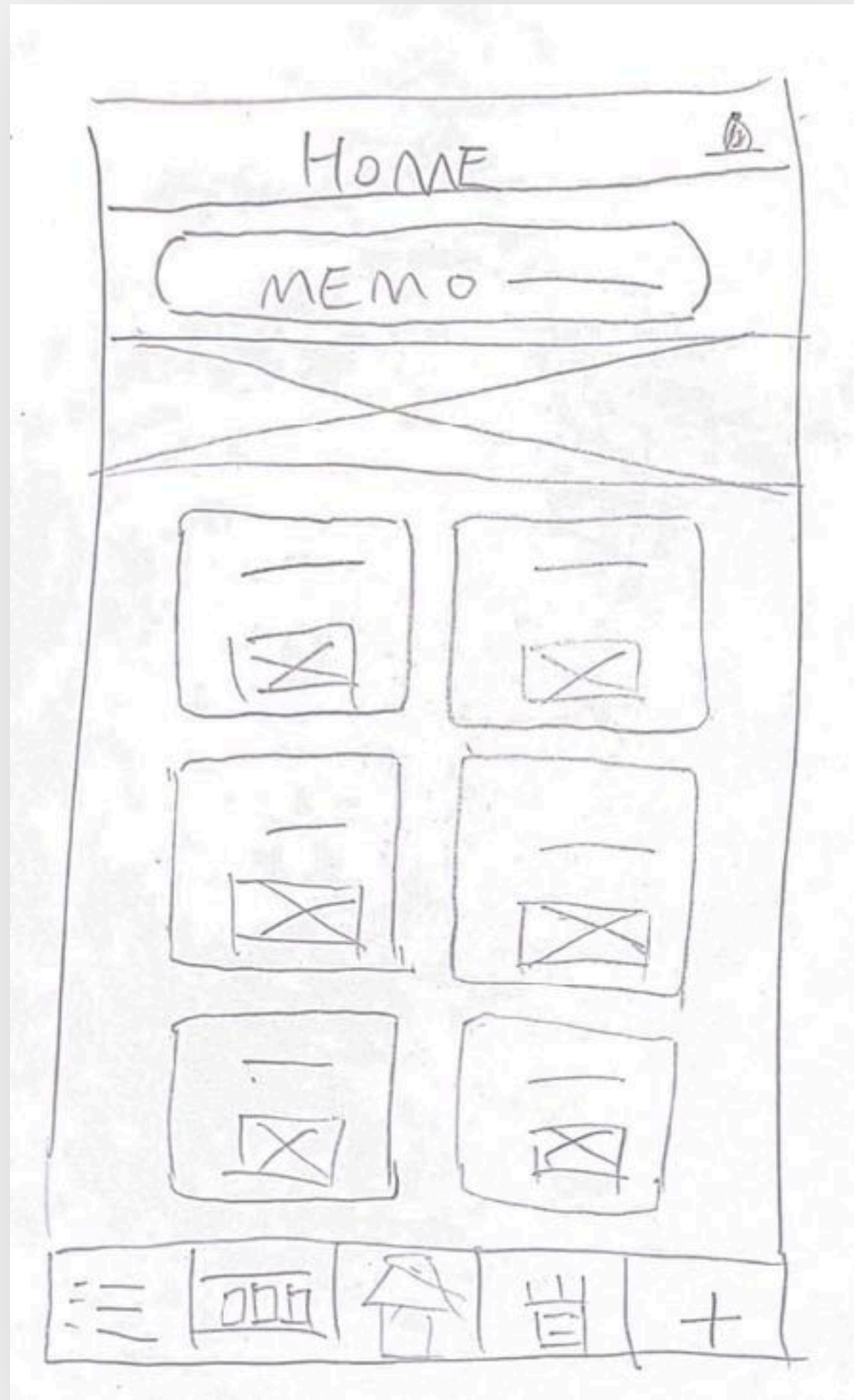
This update's the biggest event would be "adding Home". Therefore, I drawn up possible home screen as first step of update designing.



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Wireframe

Based on section14, I drawn up the wireframes for Home.



Phase5 -

Design

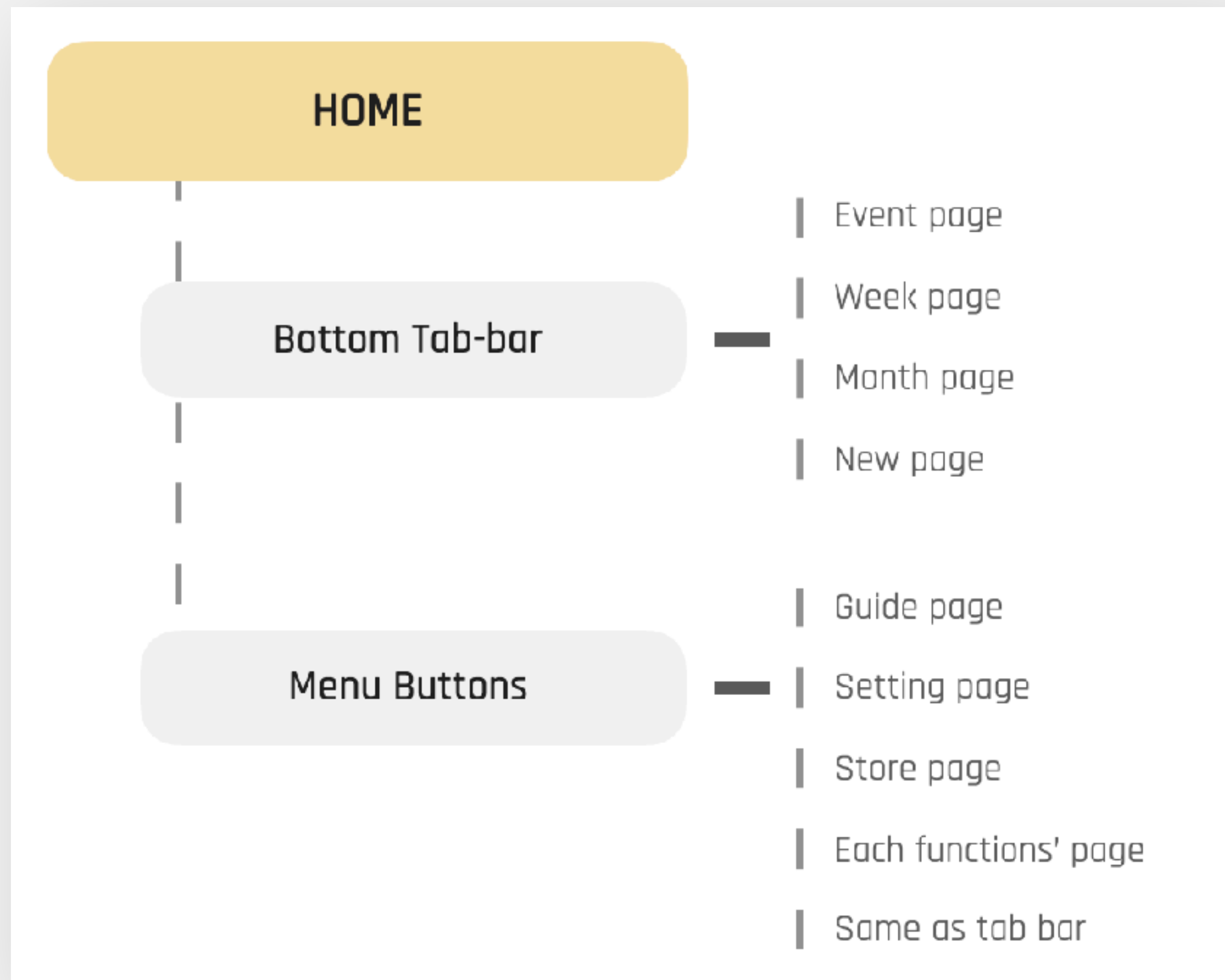
1. Information Architecture

2. Mockup



Information Architecture

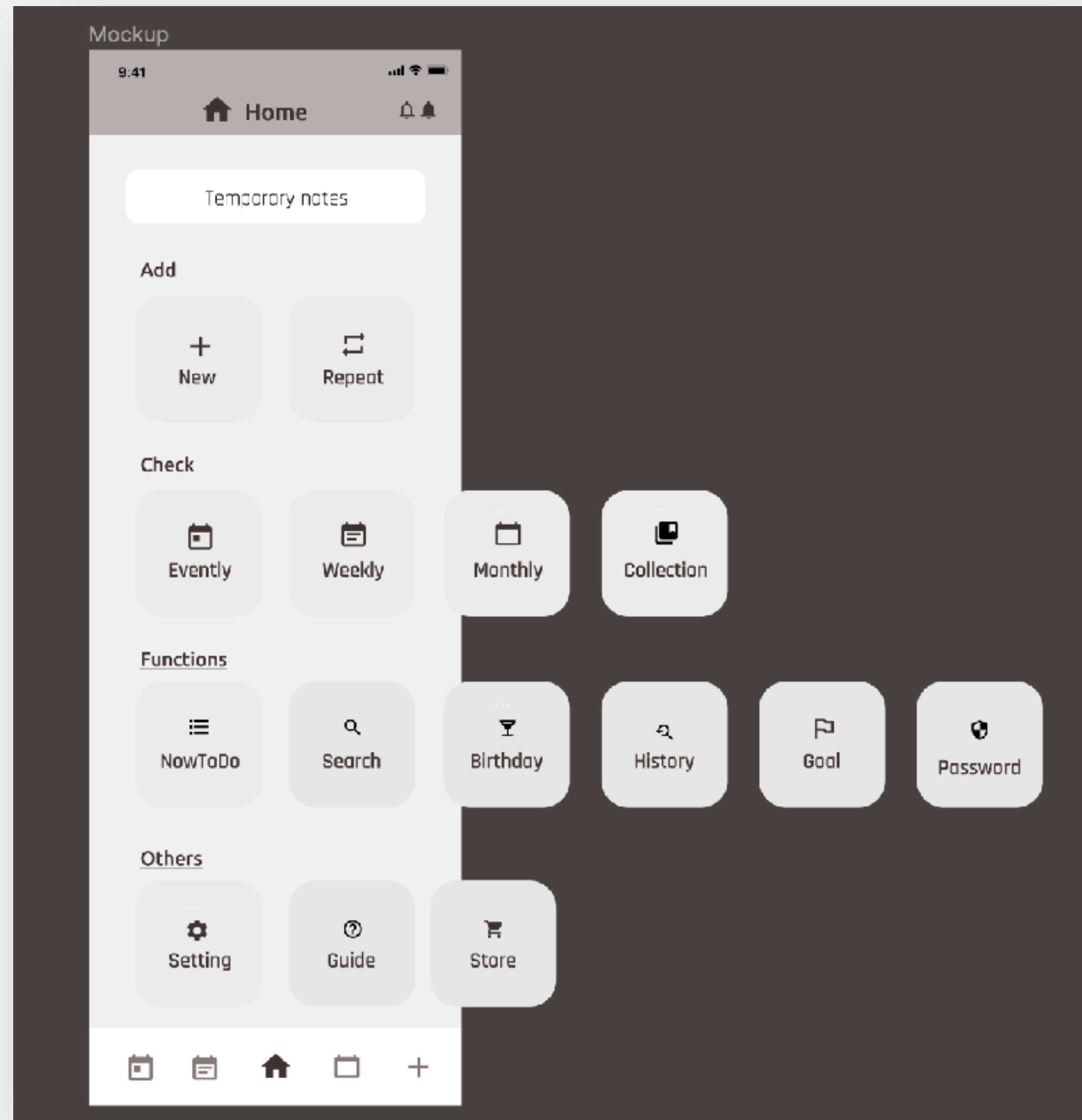
To understand the meaning of Home deeply, I created the information architecture based on Home screen.



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Mockup

Based on digital home screen wireframe, I create the mockup version of home with Figma to visualize the image of home before writing any codes.



Phase6 -

Develop

1. Outline

2. Develop Process

3. Finalized Screen

4. Storyboard

5. Mockup

6. Splash Screen



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Outline

Language

Swift

Tool

Xcode

Model

MVC model

Third-parties

Visual

FSCalendar
Charts

Animation

Hero
PKHUD

System

LicensePlist
SwiftyStoreKit
CalculateCalendarLogic

Ads

Google-Mobile-Ads-SDK
ZucksAdNetworkSDK



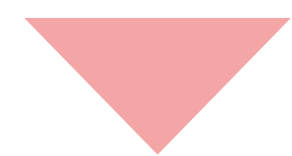
Develop Process

The app development style is divided into 3 types of iterations. Each iterations are iterated hundreds of times.

1

Functional Codes

Write codes related to core functions and transitions.



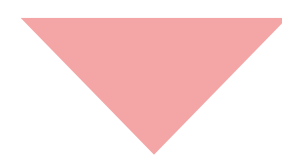
Debug

Run on simulators and fix them till end.

2

Visual Codes

Write codes related to layouts, localize, and visuals items.



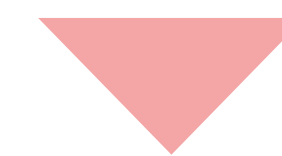
Debug

Run on simulators and fix them till end.

3

Adjustment

Fix any problems, functionally, visually, and systematically



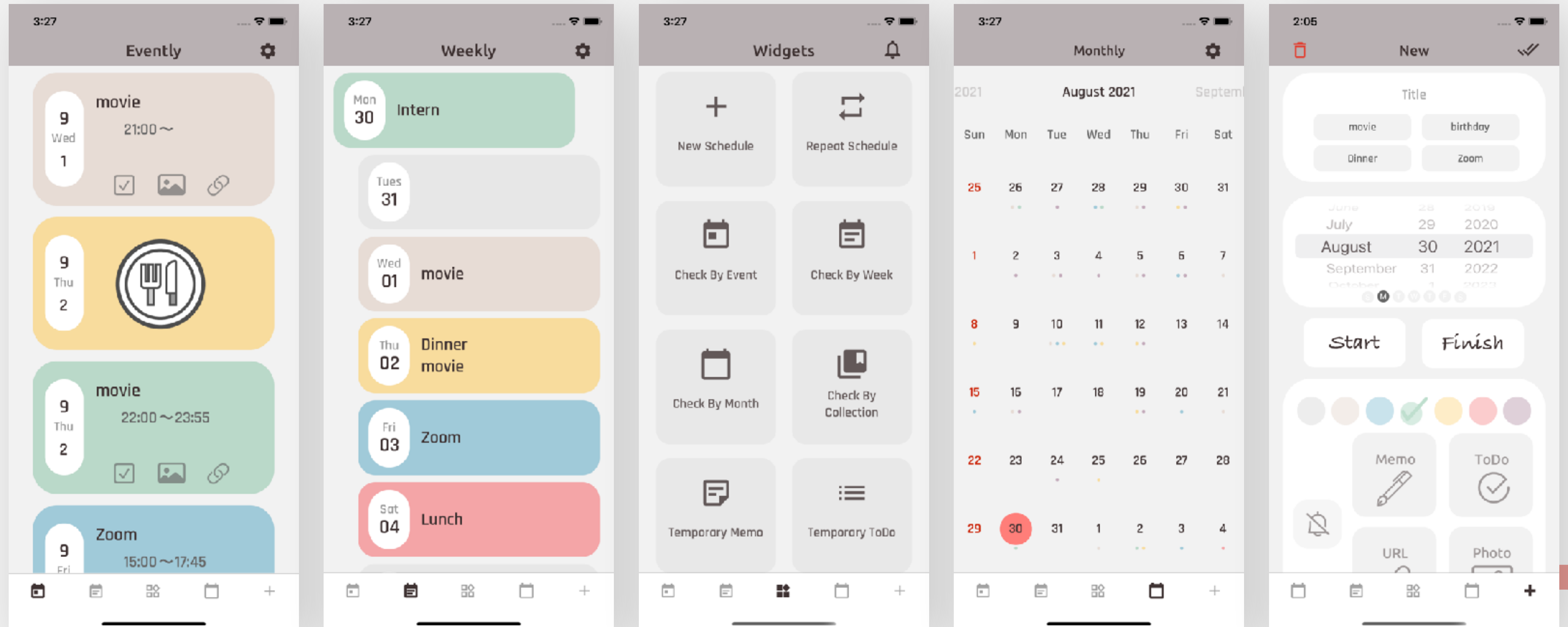
Debug

Run on simulators and fix them till end.



Finalized Screen

It is impossible to put every single screens in this page, so these are the main screens base on tab-bar.



Storyboard

This is the screen shot of iPhone11's storyboard on Xcode. There are totally 40 screen designs and 78 files.





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Splash Screen

6 splash screens for AppStore.



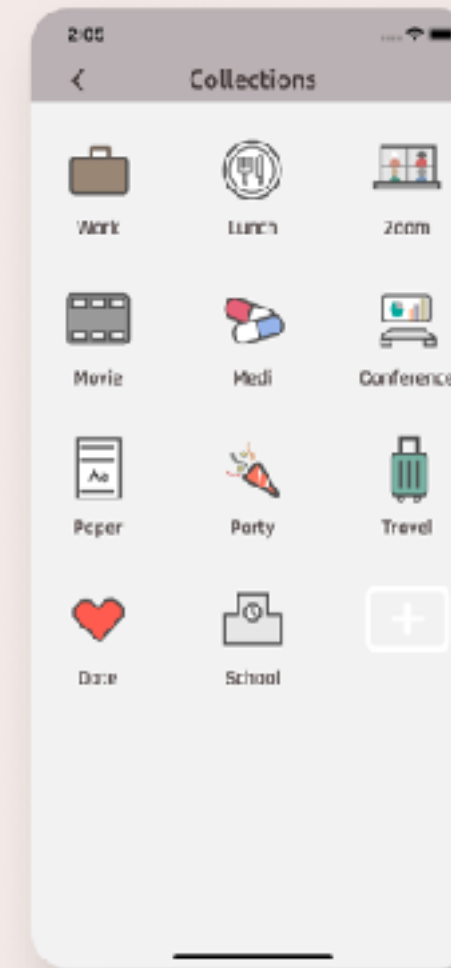
Check schedule
by weeks



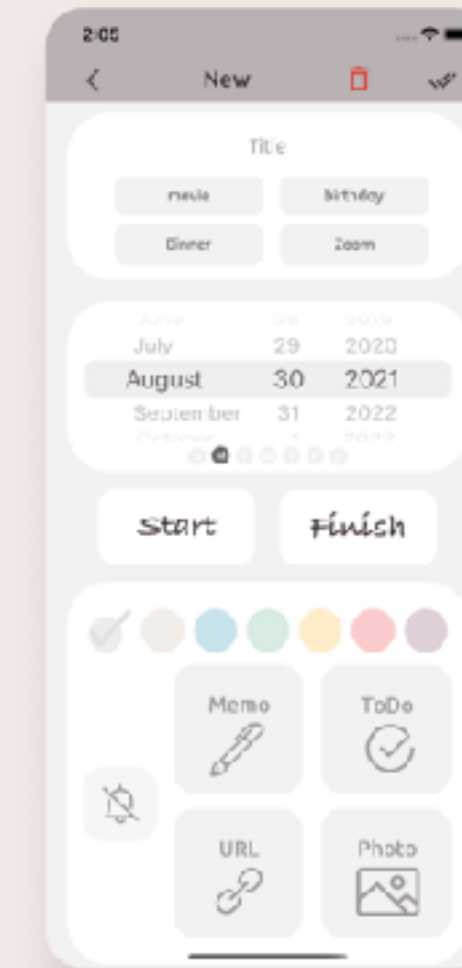
Check schedule
by events



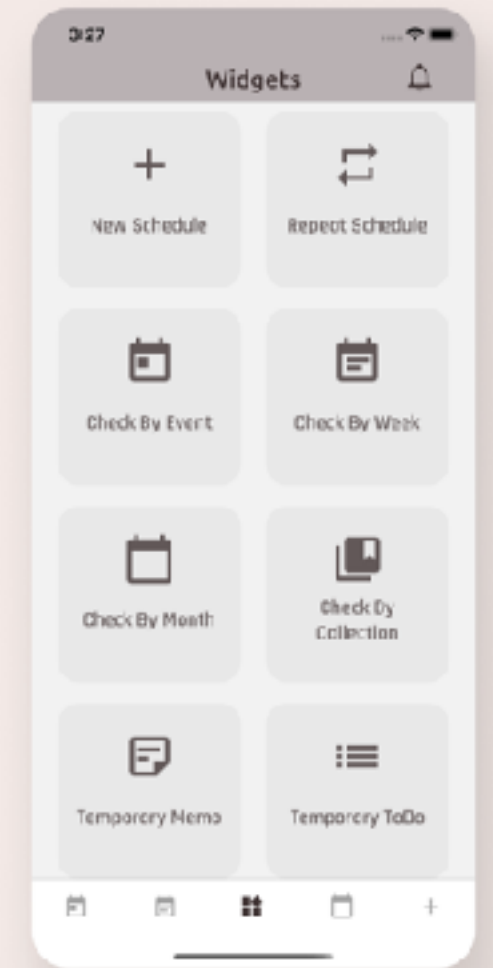
Check schedule
by collections



Add schedule in
seconds



Access to
functions



Phase7 -

Conclude

1. Challenge

2. Feedback

3. Learning

4. Acknowledge

5. Contact

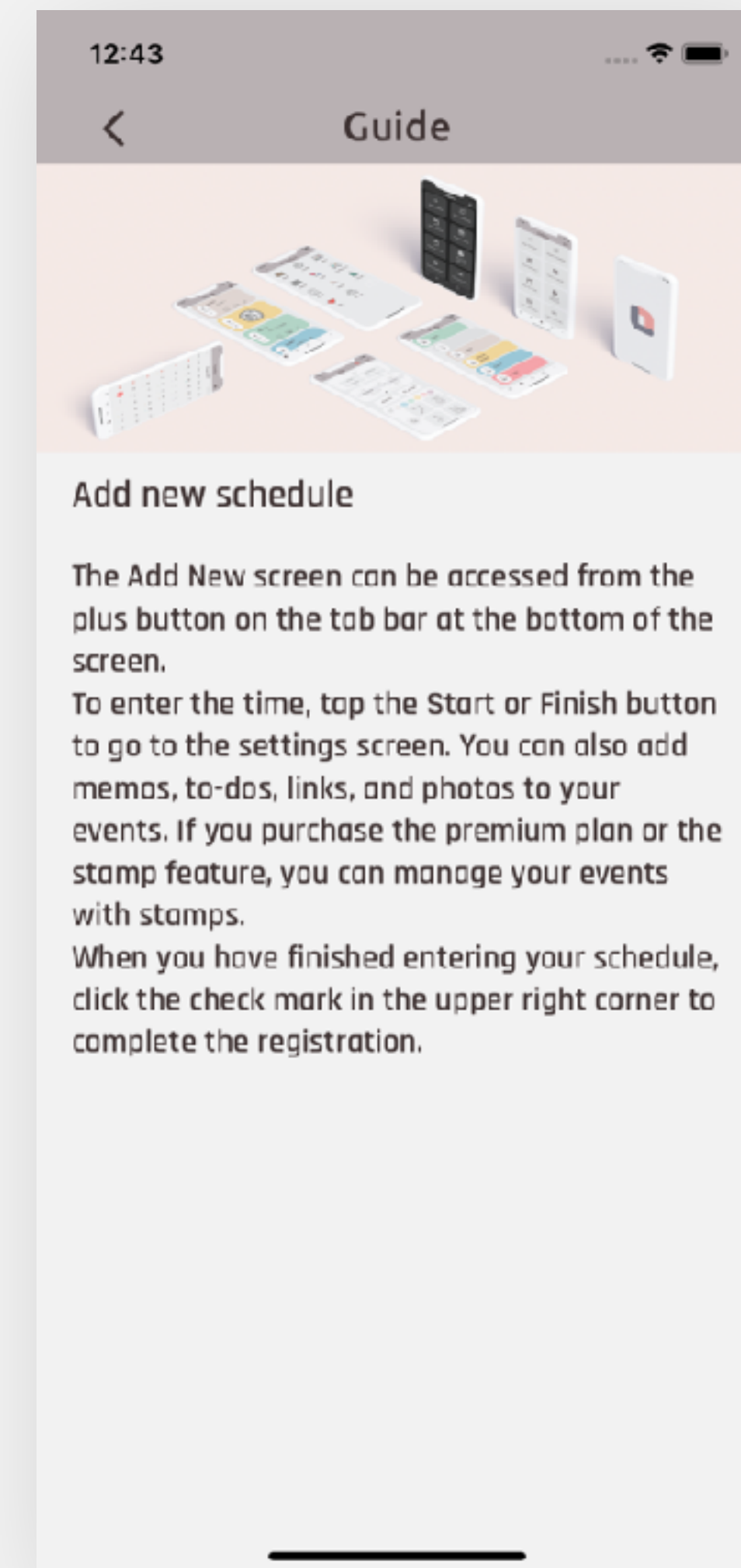
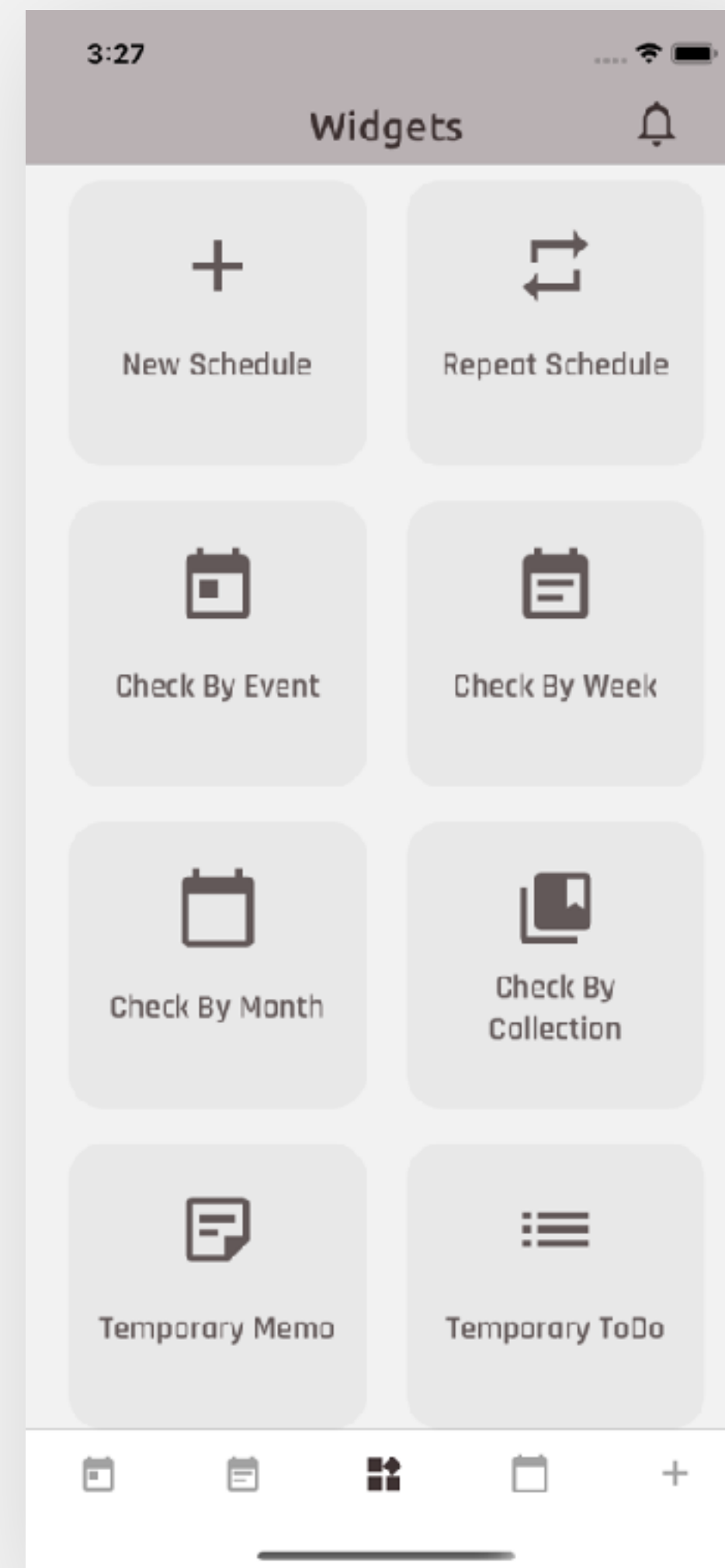


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Challenge-1

Instructional visual informations.

To expand user experiences I added a widgets page where users can access to each functional pages. Also, guide screens have been introduced.



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Challenge-2

Fix user experiences on tab-bar.

LooShe's original tab-bar was just single alphabets, therefore to improve straightforwardness each alphabets are replaced to icons from Material Designs.

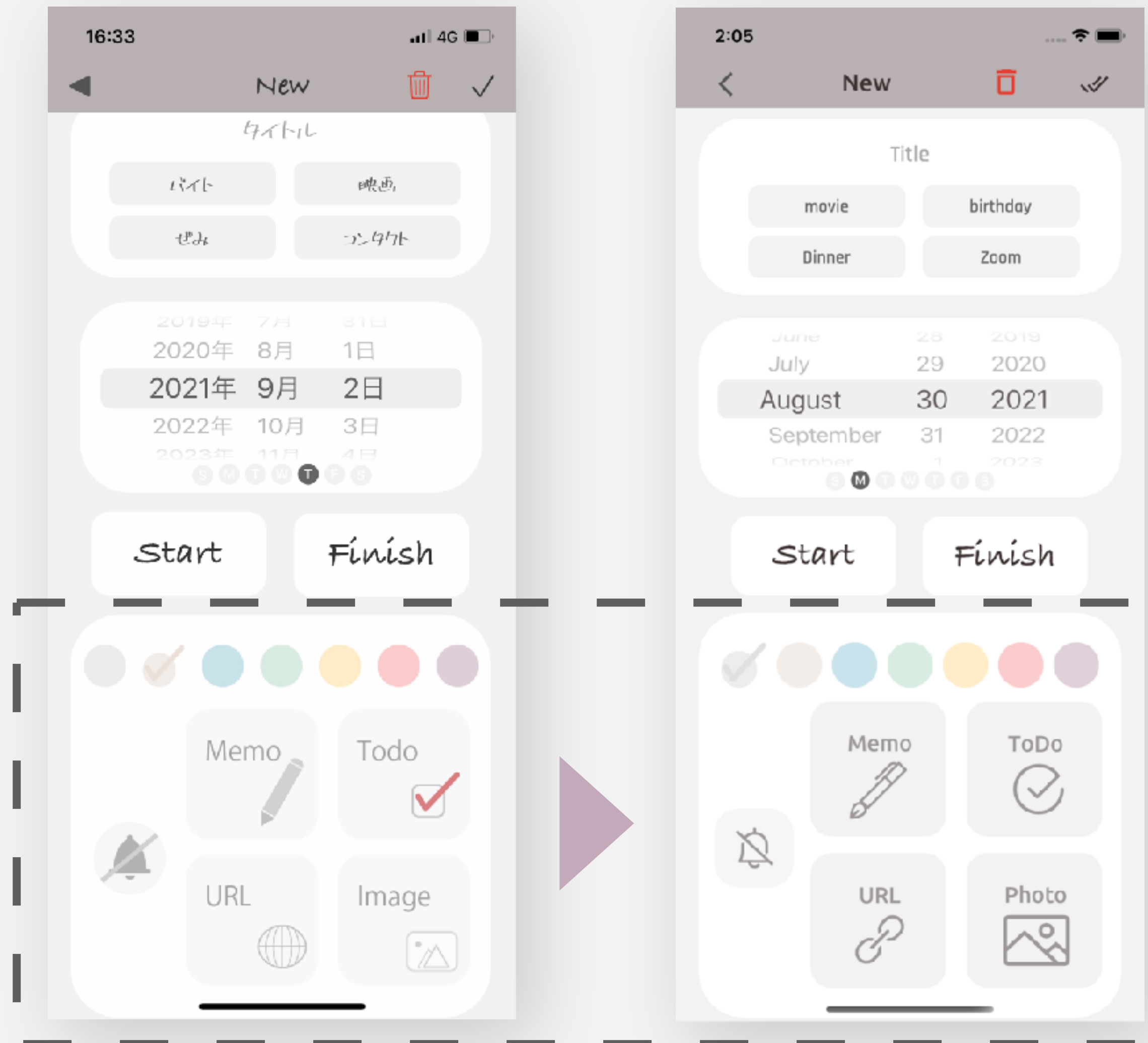


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Challenge-3

Iconographic Consistency

Before LooSche 4.0, the icons on registration were kind of messy. Therefore, I introduced similar design icons, so that users will be able to differentiate between each icons' meaning easily.



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Feedback

"Previous version was nice but it was a little bit hard to understand for beginners but this is really easy understand."

"I already familiar with the usage of this app, but new design is much better and user friendly. I like the widget page a lot."

"The first version's tab-bar was mysterious, but now it is so obvious and I can select them without any doubts."



Learning

UX design to development

This was my first app developing after I learned about UX. So, this time throughout whole process from researching to development I put users center and top. Before learning UX, I always care about if I can use the app with joy the most when I build apps. However, this time I consider "I am not the users." All the time. Therefore, I could deeply understand the real users perspectives and empathize with existing and future users of LooSche.

Also, in my previous UX design projects, I had only done design, but by doing both processes, from design to development, I could see how the phases would change in an actual UX design working environment.



Acknowledge

Participants and reviewers

I was able to make a convincing update from the voices of users who reviewed the AppStore and those who participated in the usability study. Thank you very much.

All LooSche users

To all LooSche users, thank you very much for using our app.



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Thank you so much for checking!

Make sure to download on AppStore :)

