

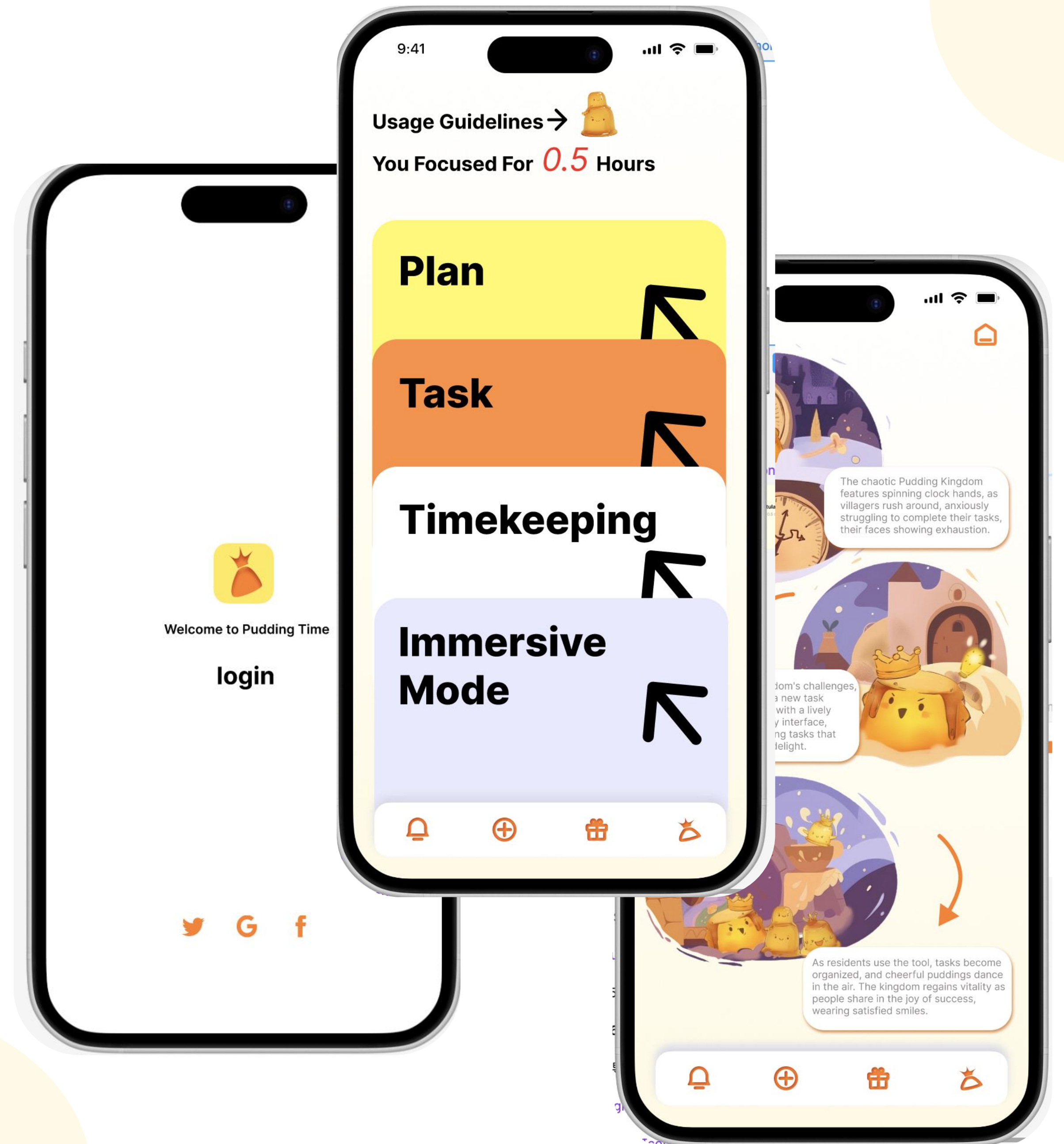


Pudding Time



A task management app that helps make your time meaningful.

speaker: Hongrong Li (lucy)



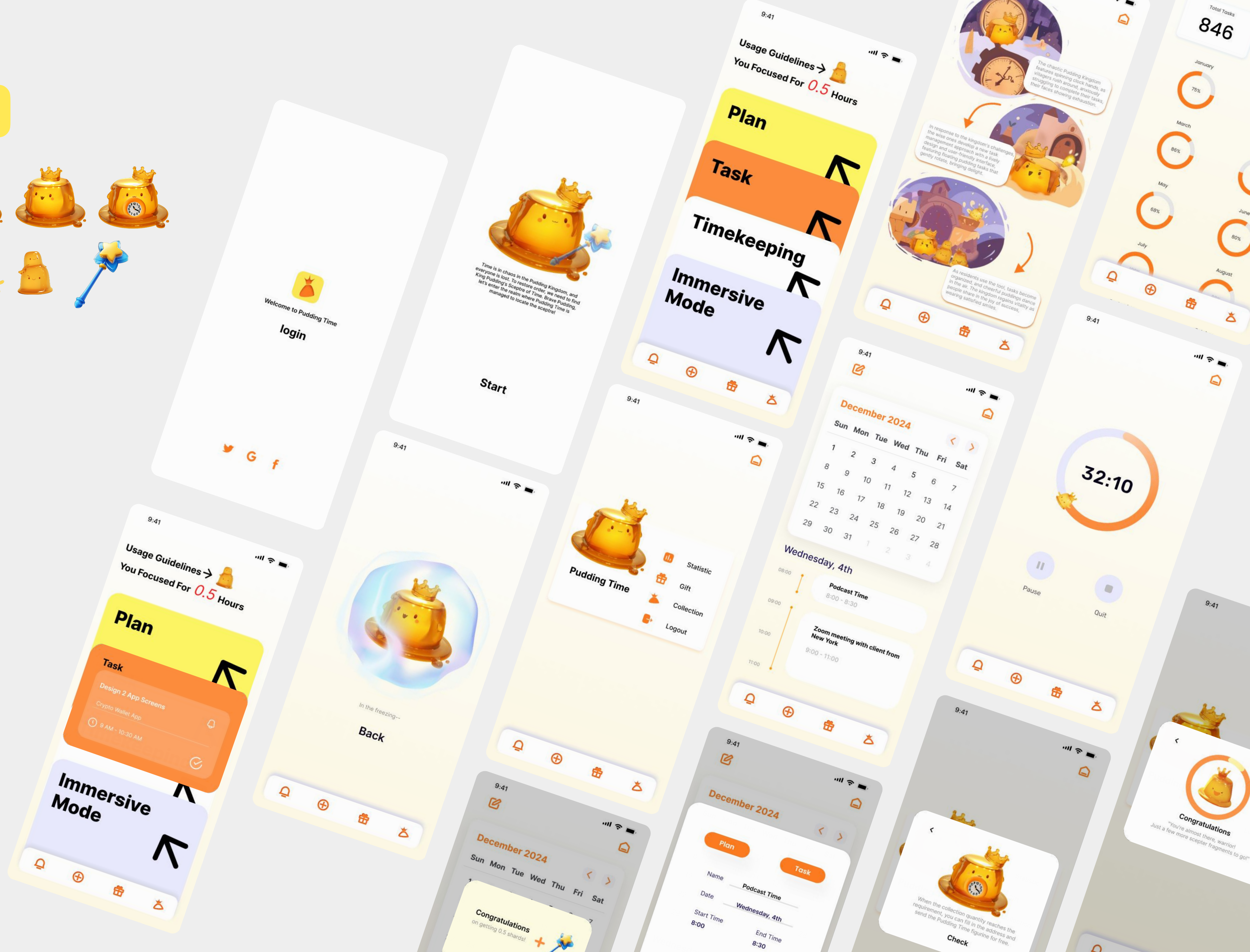
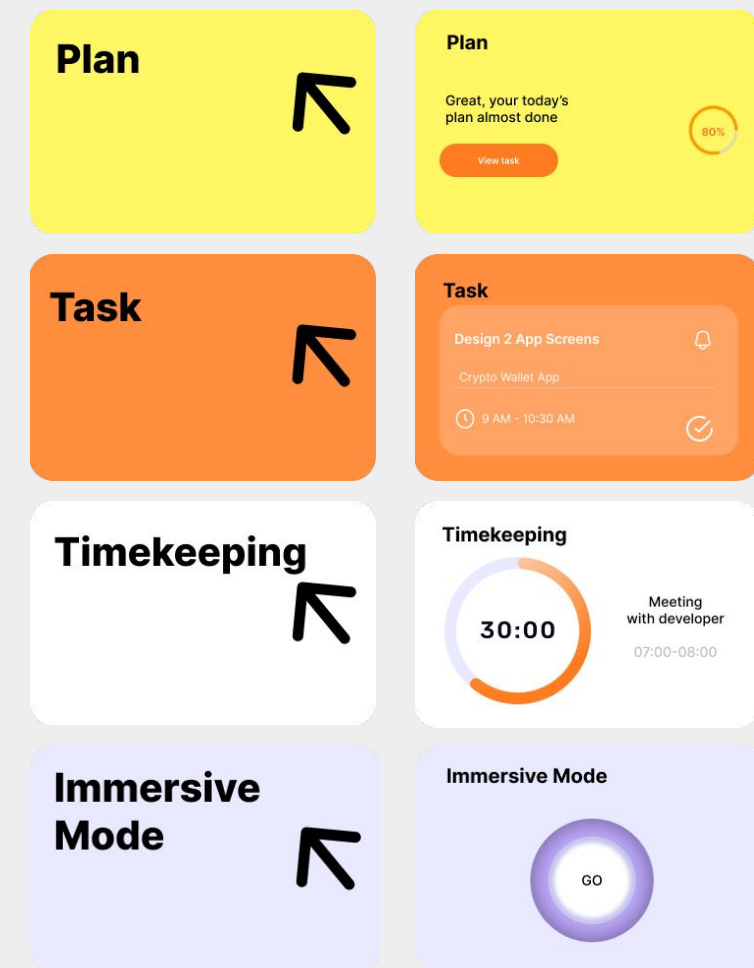
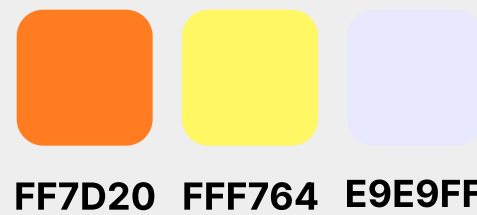
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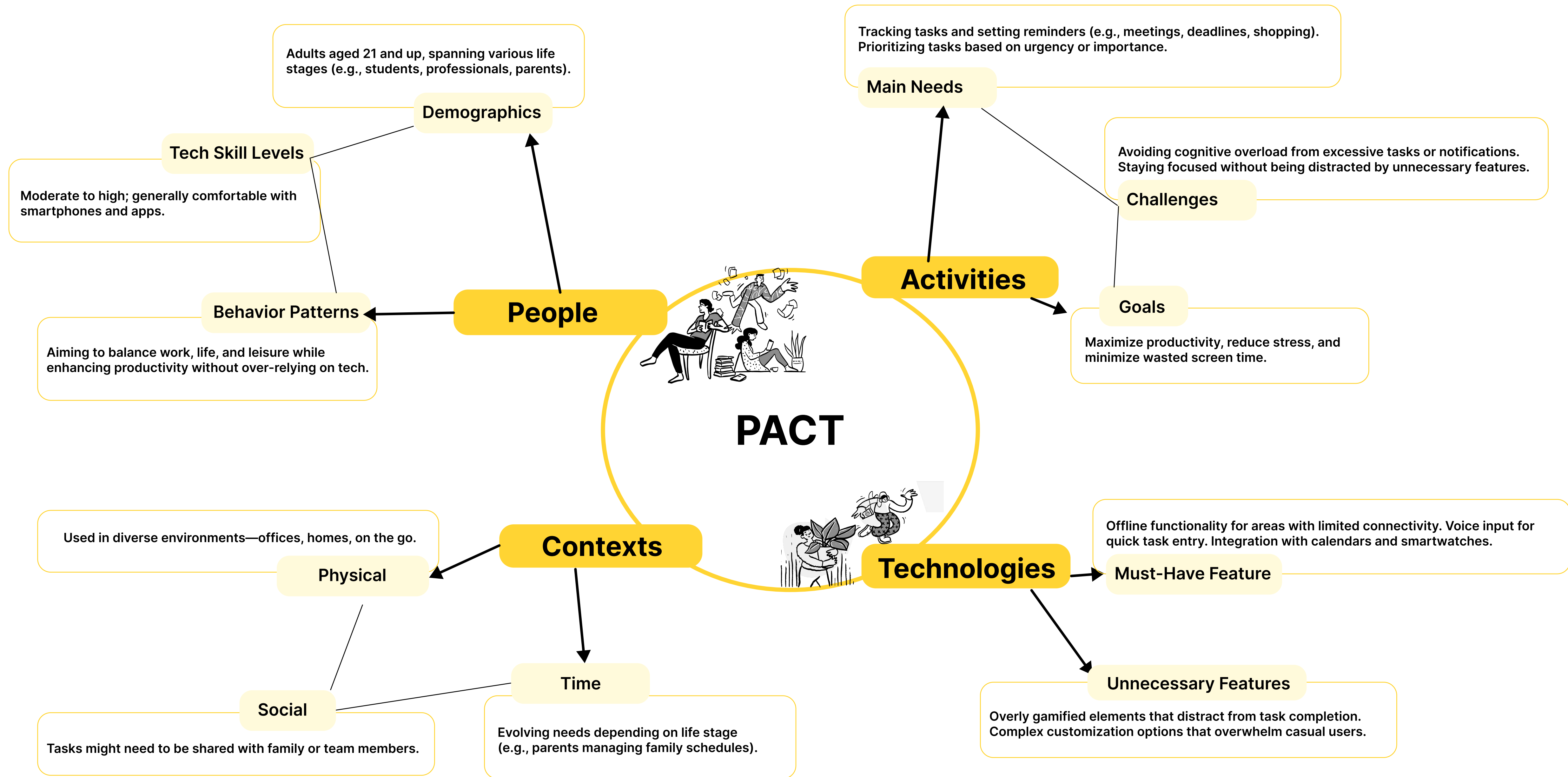
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Persona



zhou nuo
21

A college student balancing classes, a part-time job, and social activities.

- Needs: Deadline tracking, integration with academic tools, a simple and intuitive interface.
- Habits: Heavy smartphone use, reliant on notifications.



Qiu meng
23

A full-time graduate student pursuing a Master's degree.

- Needs: Reminders push notifications to keep her on track for meetings, study sessions, and submission deadlines.
- Habits: Checks her phone periodically for reminders and uses apps during study sessions to break tasks into manageable chunks

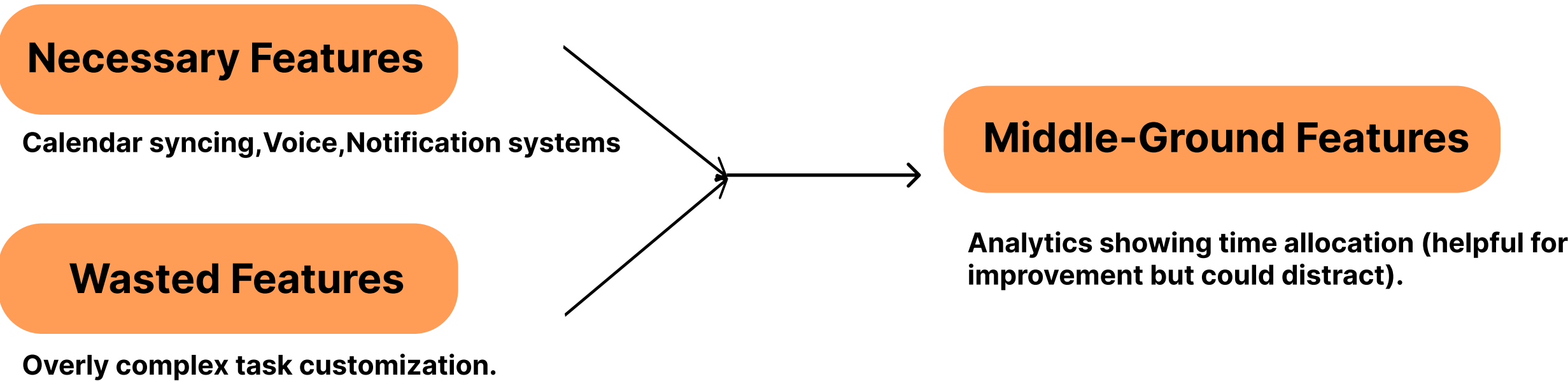


Taylor
40

A parent juggling work responsibilities and family commitments.

- Needs: Family calendar integration, reminders for key events like school activities.
- Habits: Selective app use, prefers simplicity and ease of use.

Mobile Tech Usage Analysis



Competitive Analysis



Todoist

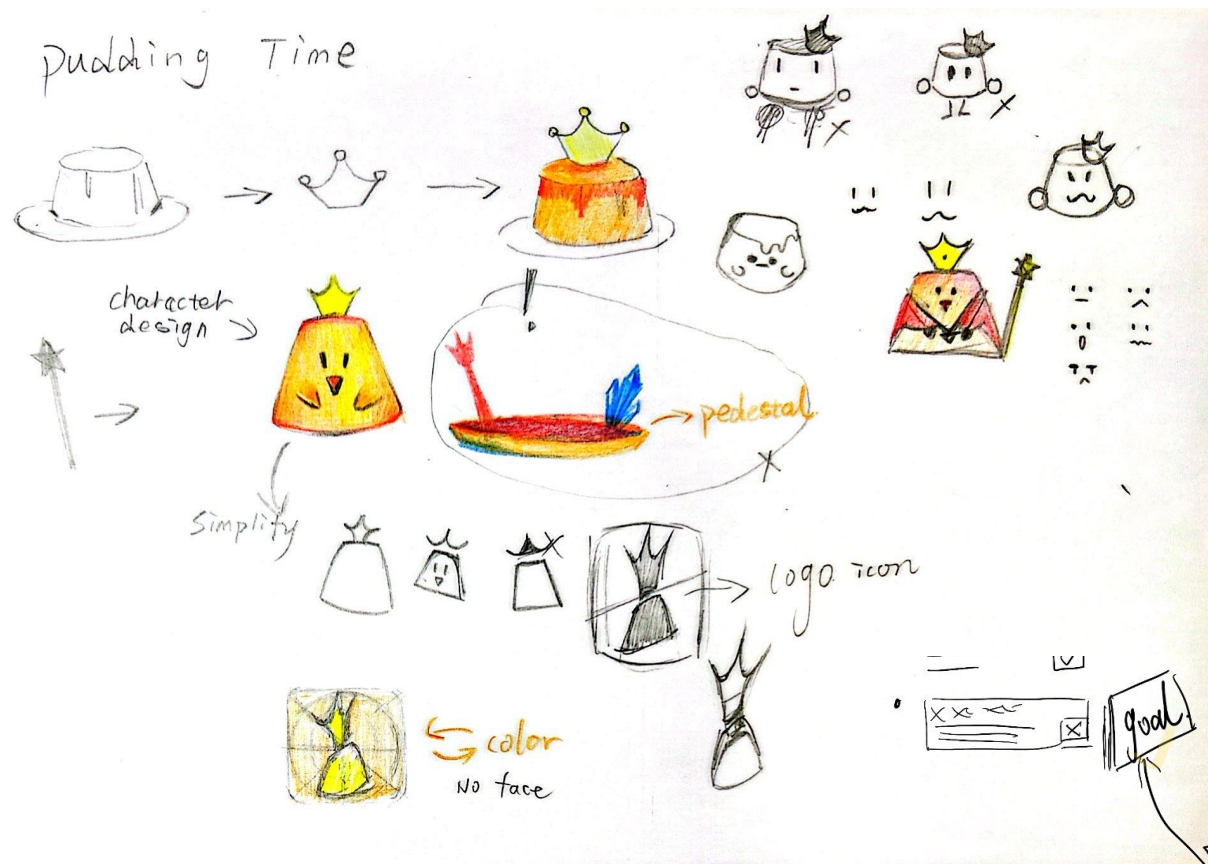
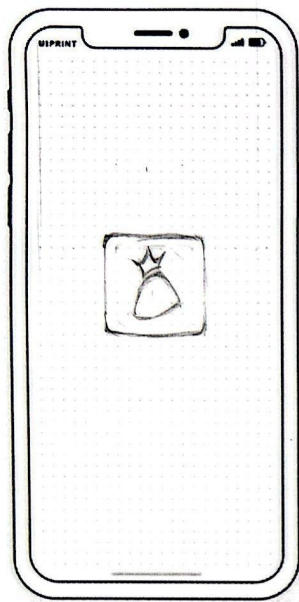
- Pros:
- Clean and user-friendly interface.
 - Prioritization and deadline management.
- Cons:
- Can feel overwhelming for users who prefer simple task tracking.
 - Advanced features require a paid subscription.



Trello

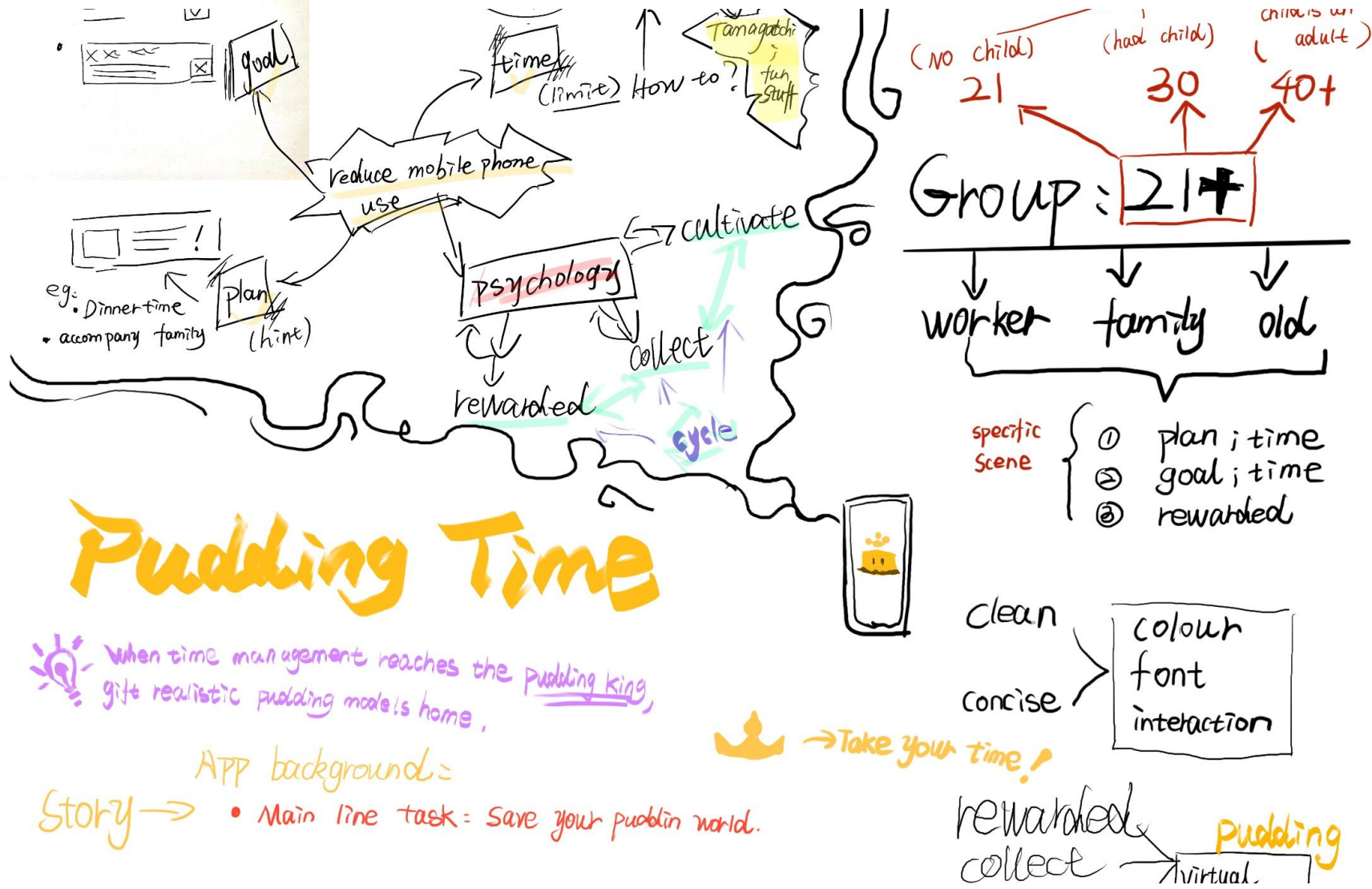
- Pros:
- Visual task management using boards, lists, and cards.
 - Excellent for team collaboration and project tracking.
 - Highly customizable workflows and integrations with other tools.
- Cons:
- Less ideal for users who need a linear prioritization system.

Idea&logo Sketch

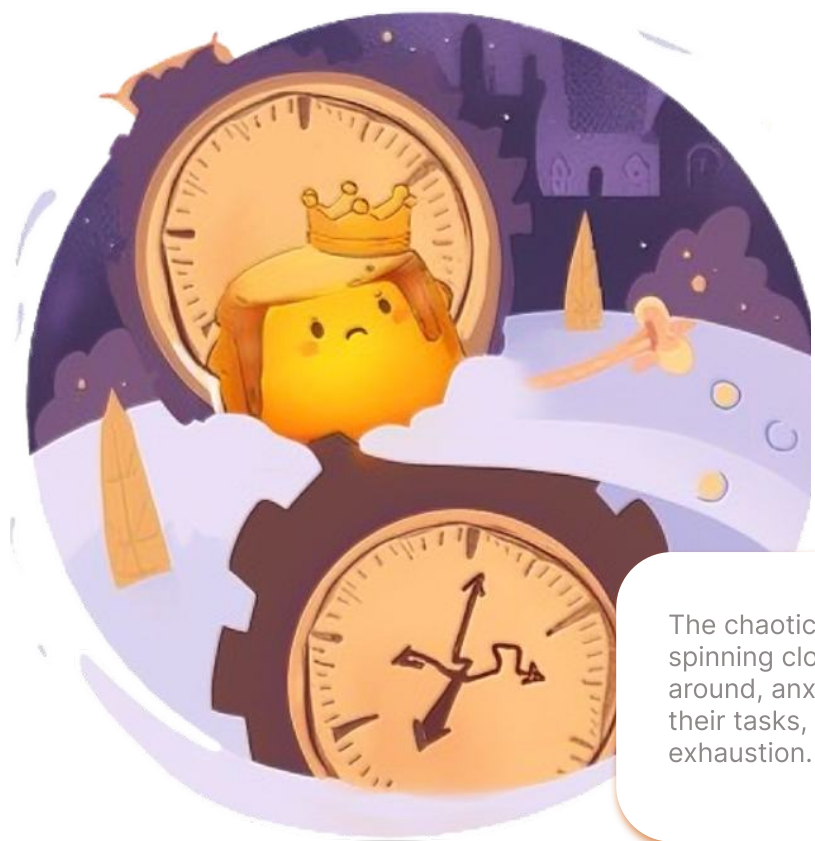


Inspired by the dessert Pudding, 'Pudding Time' is easy to pronounce and remember as a brand name, improving brand recognition.

The name conveys a sense of relaxation and helps users see tasks as achievements rather than burdens. Because I think emotional design focuses on creating an emotional connection with the user.



Story



The chaotic Pudding Kingdom features spinning clock hands, as villagers rush around, anxiously struggling to complete their tasks, their faces showing exhaustion.

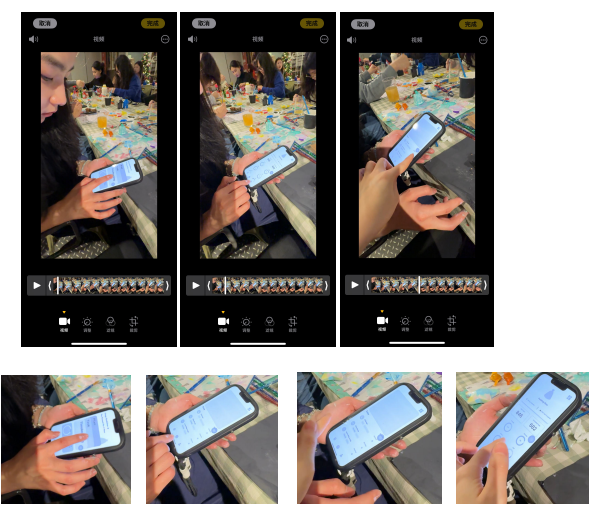
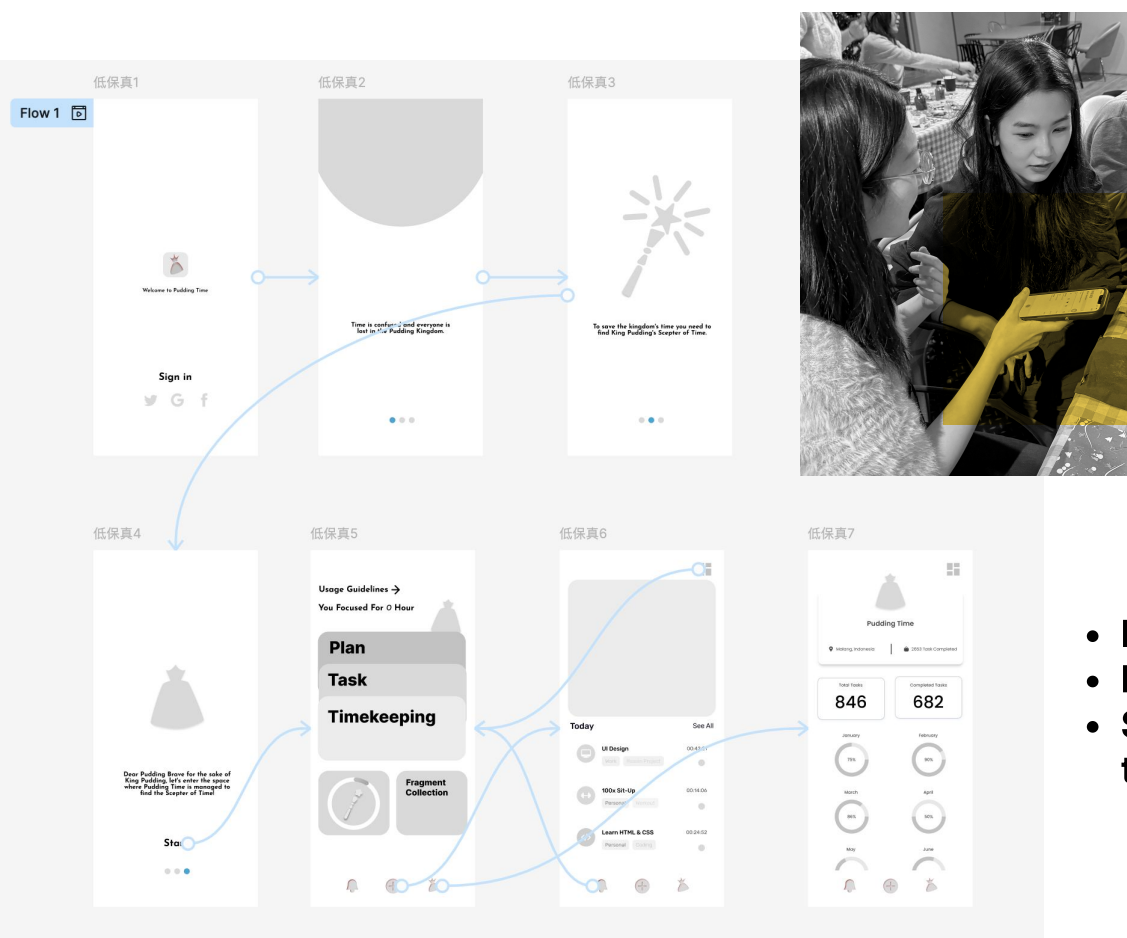


In response to the kingdom's challenges, the wise ones develop a new task management approach with a lively design and user-friendly interface, featuring floating pudding tasks that gently rotate, bringing delight.



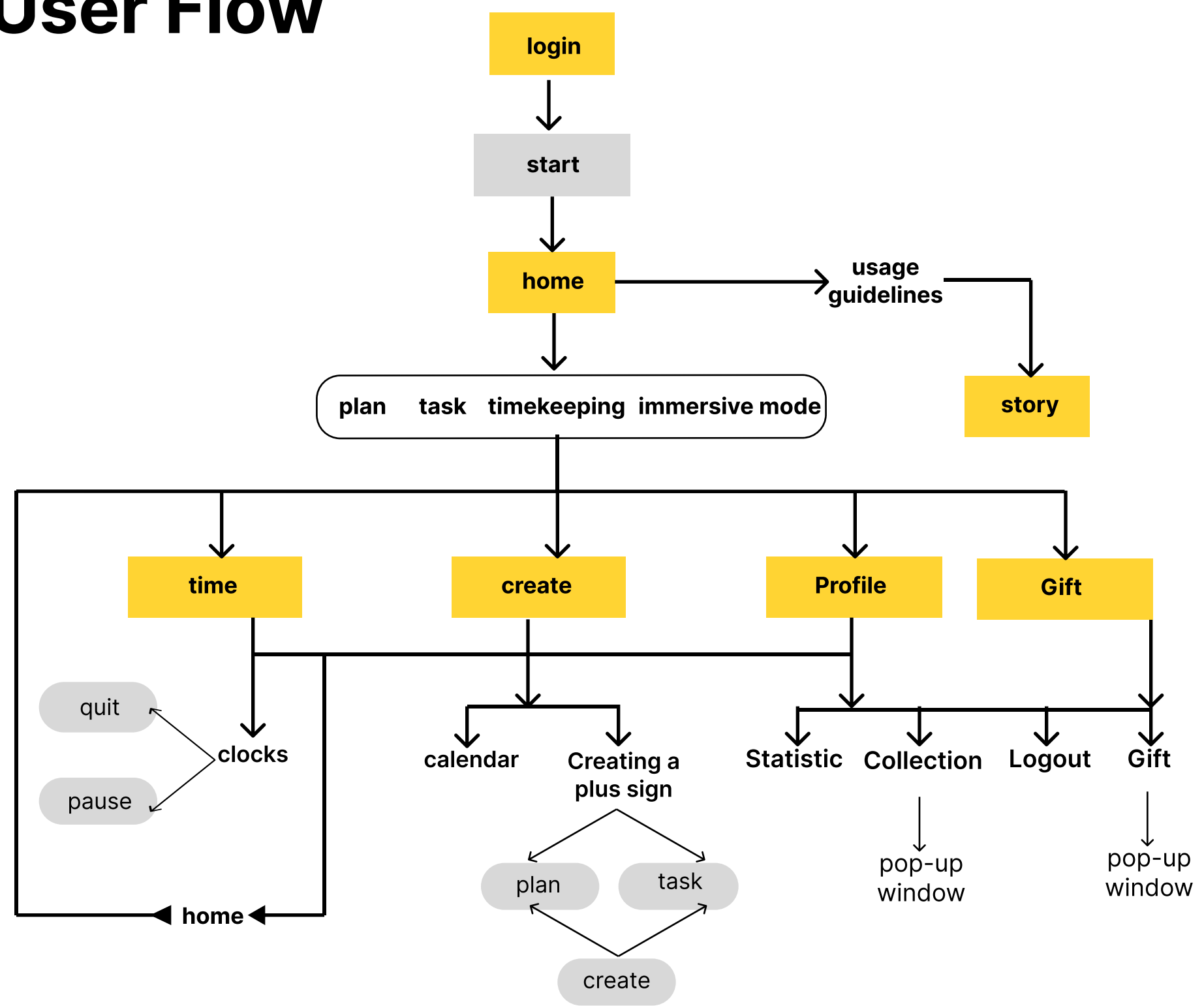
As residents use the tool, tasks become organized, and cheerful puddings dance in the air. The kingdom regains vitality as people share in the joy of success, wearing satisfied smiles.

Wireframes

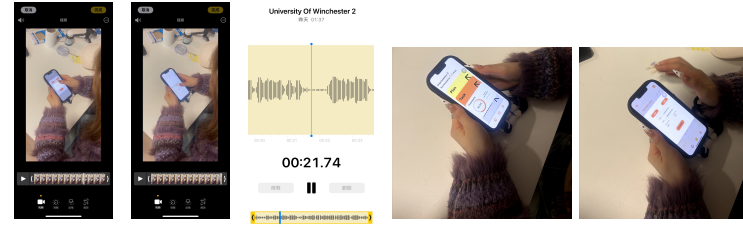
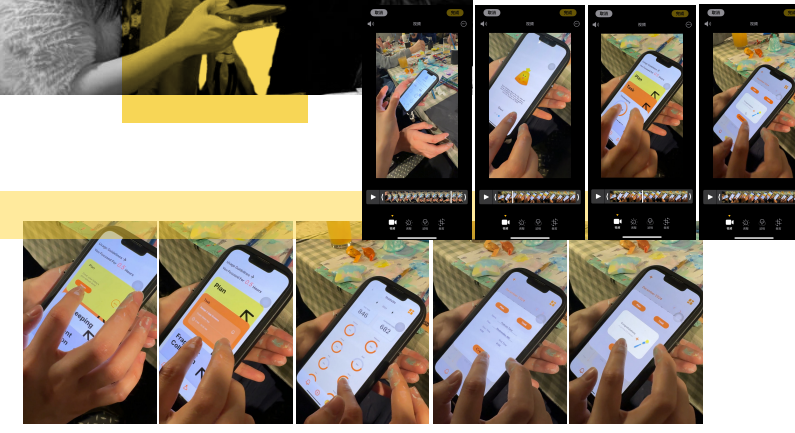
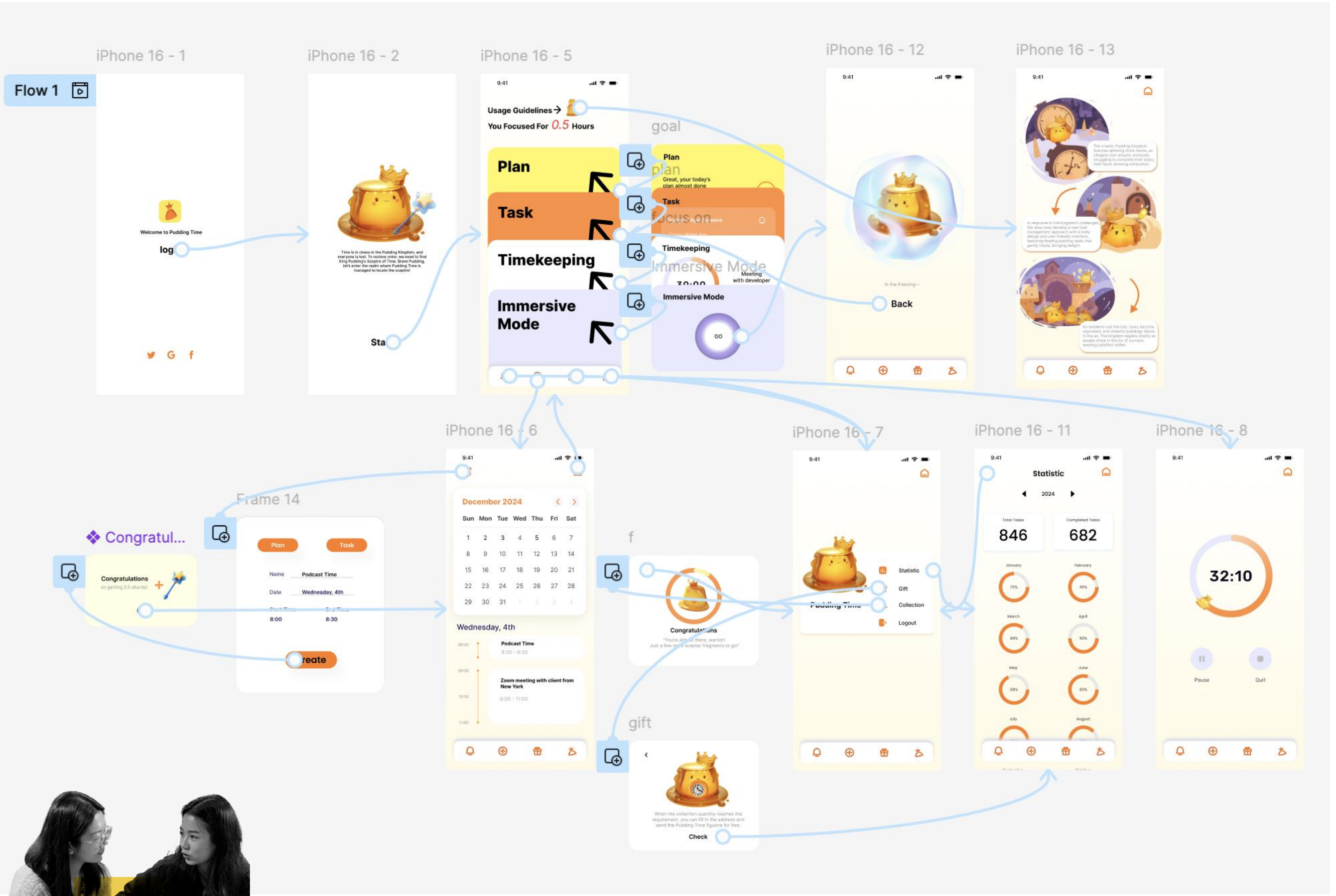


- Likes: Fun theme and easy to get started.
- Dislikes: Not customized for academic tasks.
- Suggestions: Include features like study trackers or class schedules.

User Flow



Interactive prototypes



Feedback:
Loved the clean interface and playful “Pudding Time” theme, which lightens the stress of managing multiple tasks. The setup was easy but unclear on how “timekeeping” aids academic deadlines. Suggests better student-focused features, like an academic timeline or options for class schedules and exam prep.

Suggestions:
Add student-specific templates like “Assignment tracker” and “Study goals.” Introduce rewards or progress visuals to enhance motivation.

Feedback:
Likes the task breakdown into “Plan, Task, Timekeeping” for reminders and structured study. Wants more flexibility in notifications for time blocking and prioritization. Finds the “King Pudding’s Scepter of Time” theme too whimsical for her professional needs.

Suggestions:
Add a “professional mode” for a minimalistic design and enable syncing with Google Calendar for better deadline management.