ensurigo

A task tracker app to manage all your task

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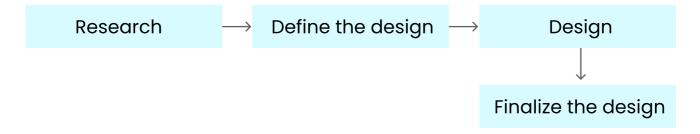
Problem Statement

Ensurigo is a company, looking to design a partner task tracker app used to track the task on which it collaborates with other contractors

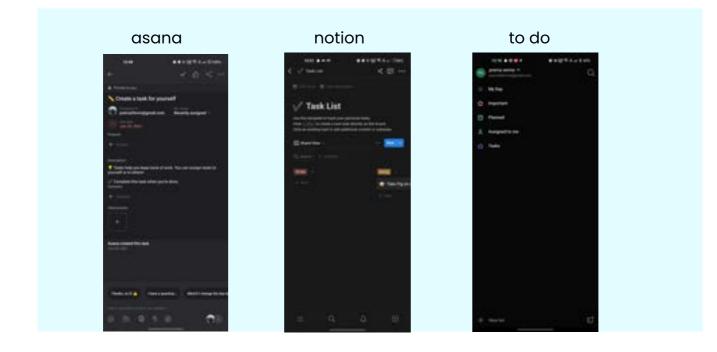
Solution Requirements

- 1. Track status of the tasks accross contractors.
- 2. ability to add and delete tasks.
- 3. Filter by company, industry.

UX Process



Competitive analysis



After searching about what our competitors (notion, asana, to do, monday.com, ticktick, anydo, tasks etc. and reading about them i concluded-

- 1. Not all the apps had chatting facility.
- 2. Not all the apps had reminding feature.
- 3. Home page for the app is not defined properly.

User Research

Our target audience is people around age of 30-50 who are not tech savvy. Most of them do not ant complicated UI which will be difficult for them to use and understand. User wants a app which can be multi functional to them.

The main things user adds in task manager is their professional targets, personal targets, store important information etc.

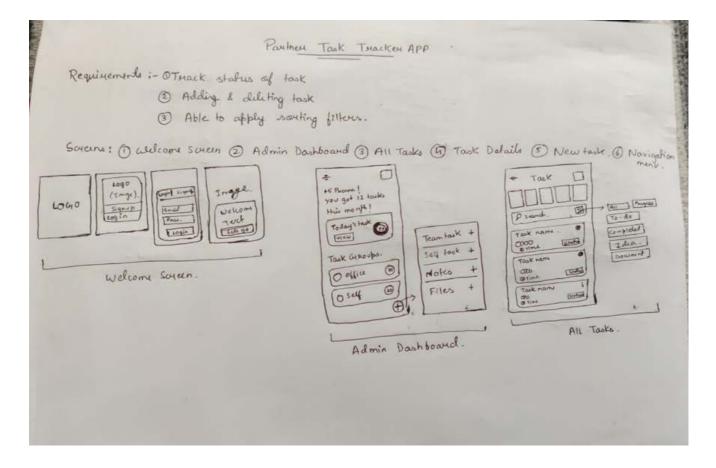
Business need vs User need

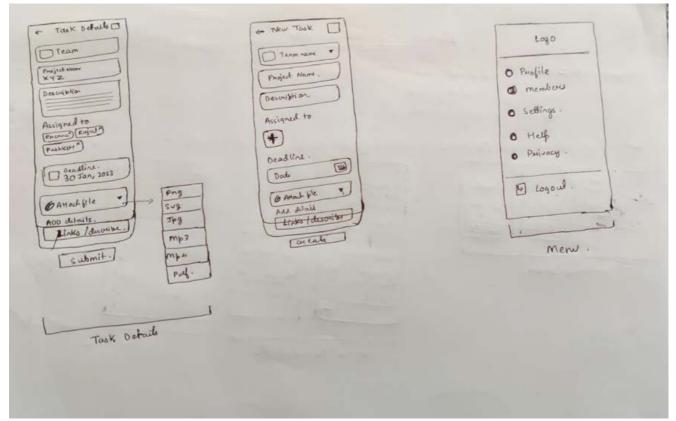


Features of the app

- 1. The app should have interactive/non boring home page.
- 2. It should allow user to have his/her own task manager space which is not visible to others
- 3. Allow the team members to chat among themselves.
- 4. Send notifications or reminders.
- 5. Most importantly, it should be easily understandable by the user

UI Planning (site map)





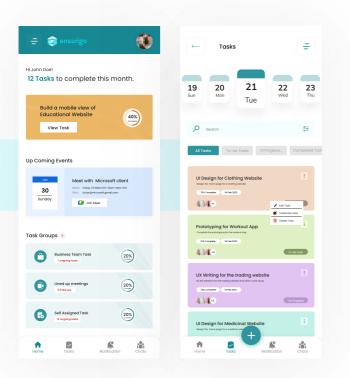
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Wireframing

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Iterations



These were the first design iterations that I concieved but it didn't seem to be appealing.. So after a little brainstorming I came up with the final design.

Design Idea

After doing the research, the color I decided to go with was #2E949Eas it is the shade of blue which shows trust and was best suited with the provided logo.

The icons used are of day-to-day life use to make it less complicated for the user to understand.

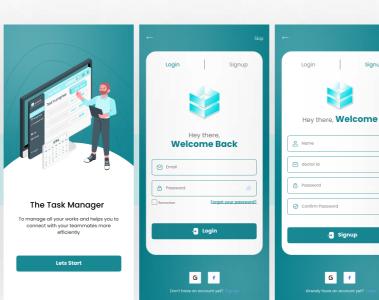
The placement of CTAs are in the bottom of page in order to mke it convenient for the user to interact with the app.

All the instructions are given in the laymen term in order to make user understand it quickly

The placement of menu, profile, notification is kept in place, the user are most familiar with.

UI Design





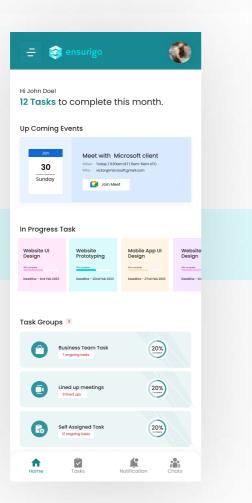


Signup

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Welcome Screen



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Task section

← Task Details Ξ	← New Task Ξ	
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Task Team Business Team Task	Task Team	
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Home Tasks Notification Chats	Home Tasks Notification Chats	
Task Details	New Task	Menu

For viewing the prototyped file visit the **FIGMA** link.

Learnings

During the span of working on this project I learned how to work in a limited time constraint. This experience will be great reminder for me while working on future endeavors.

References

The main references were the competitor apps. Beside those for the UI references I took help from the designs in ENVATO, Instagram, Google searches etc. Some of them are-

