

FIBI

Simplify with FiBi

FiBi is a digital assistance app to help with the everyday task . It simplifies the life of a busy schedule and acts like the personal assistant.

FiBi alerts the user about the weather, reminders, tasks, time and news.

The assistance of artificial intelligence makes this chat-based interfaced app, not only interesting, but is also familiar so certain users don't get overwhelmed of learning something new.

Audience?

We live very busy lifestyles these days, so to remember when rent is due, the phone bill, perhaps a term paper or final exam deadline, or an important meeting, can be stressful at times. These are all simple, normal tasks that may slip our minds at times.

The main target audience for Fibi will be students, parents, entrepreneurs, professionals, and those with hectic schedules that need a little reminder throughout the day.

Features



Calendar



Clock



Checklist



Weather

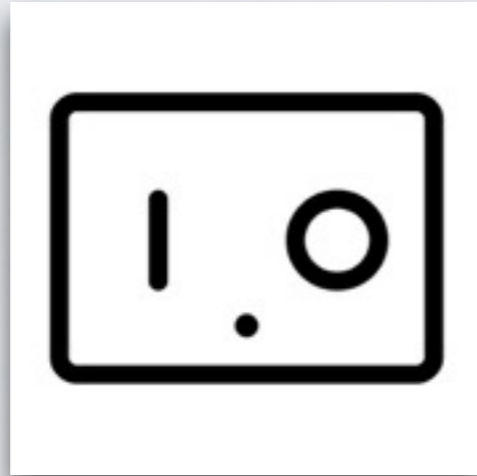


News

Competitors



Quartz



Luka



Glip



Pana

The main goal of FiBi is to simplify the users life.

The problem with the competitors is that they offer one type of assistance for a certain task.

FiBi tries to combine all the wasteful time spent from hopping from one app to the next trying to get things done efficiently.

With the help of AI, it will eventually learn the user's routine and preferences to offer faster options.

REBECCA WILSON



"Simplifying my hectic lifestyle and having a stress free mind is my main priority."

Age: 26
Work: Nurse and PT Student
Family: Single / Dog Owner
Location: New York, NY
Character: Ambitious

Bio

Rebecca is a nurse and part-time student, working on advancing her degree. She's always on the go and finds it difficult to keep track of her work, school and personal appointments. She never has time to catch up on current news events due to her demanding schedule. Having a reminder throughout her day or "personal assistant" could really be useful.

Organized

Optimistic

Practical

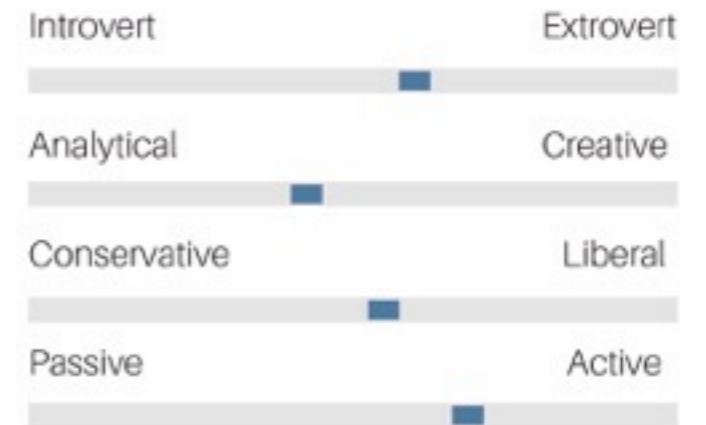
Goals

- Manage time proficiently between work and classes.
- Keeping track of schedules and deadlines.
- Gain a relaxed state of mind and lifestyle.

Frustrations

- Easily forgetful.
- Not getting to-do list completed.
- Not enough social plans.

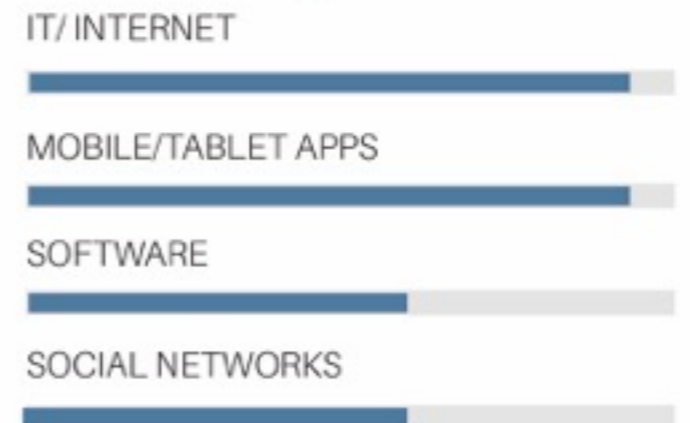
Personality



Brands



Technology



REBECCA WILSON

Rebecca wakes up to her mobile alarm at 6am. She snoozes. FiBi alerts her of the weather at 6:05am. It's a rainy forecast. She gets ready and has a few minutes to spare before heading for the train. Fibi alerts her of news updates, while having her morning coffee.

She starts her shift at 8am as a nurse. She's on the go and only takes a quick break for lunch. She glances at her phone where she's reminded to pay her credit card bill.

At 5pm, she's alerted of a reminder to get ready for class. She completes her rounds and heads out. On the way home, she receives a reminder to pick up dog food.

Relaxing in bed, she's alerted of the updated news once again. She double checks her schedule for the next day.

She can rest easily, as FiBi will remind her of her daily tasks.

ADAM GARDNER



" Sometimes we need a friendly reminder to get through the day ."

Age: 28
Work: Investment Banker
Family: Relationship
Location: New York, NY
Character: Risk Taker

Bio

Adam is a successful investment banker. His job can sometimes be very hectic and requires him to travel to other states or outside the country. He is always on the go and finds it difficult to remember every task on his own.

Determined

Confident

Passionate

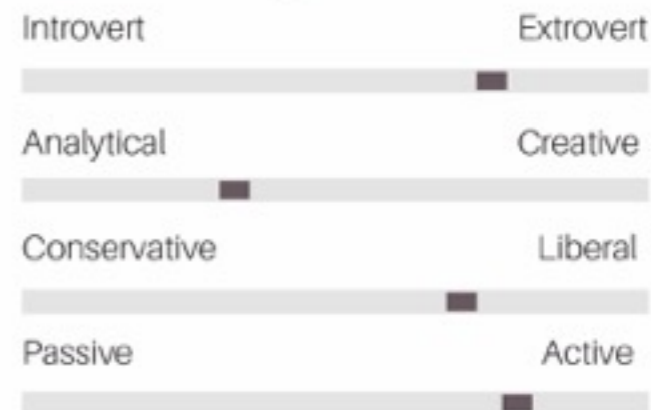
Goals

- Oversee clients accounts.
- Keeping track of weekly reports deadlines.
- Manage and develop Junior talent.

Frustrations

- Never enough time in the day.
- Sometimes forgets weekly meetings.
- Not to miss another family event

Personality



Brands



The New York Times



Technology

IT/ INTERNET



MOBILE/TABLET APPS



SOFTWARE



SOCIAL NETWORKS



ADAM GARDNER

Adam starts his day around 5:30am. FiBi app wakes him with the set alarm. He takes a glance at his work emails and starts getting ready.

While having a quick bite and his coffee he's alerted of the weather. FiBi also reminds him of the main topics in the news.

He gets picked up most mornings by his colleague, John, around 7am. In the car, FiBi keeps him up-to-date with his meetings for the day. He discusses and plans with John so they'll be prepared.

Adam has taken care of all tasks at hand for the day, and is on track with all his meetings and paper work.

FiBi really organized and clarified his day.

Survey Questions

1. Do you sometimes need help keeping track of your busy schedule/tasks?
2. How interested are you in being notified of reminders throughout your day?
3. Do you currently use any of the following?
4. How often do you check the weather each day?
5. How interested are you in setting a specific time to receive the weather?
6. How often do you use an alarm to wake up on time?
7. Which of the following do you normally use the alarm function from?
8. How often do you access the news?
9. How do you access the news on a regular basis?
10. Would it be helpful to have a calendar app that included a to-do list and upcoming weather to plan accordingly?

According to the research:

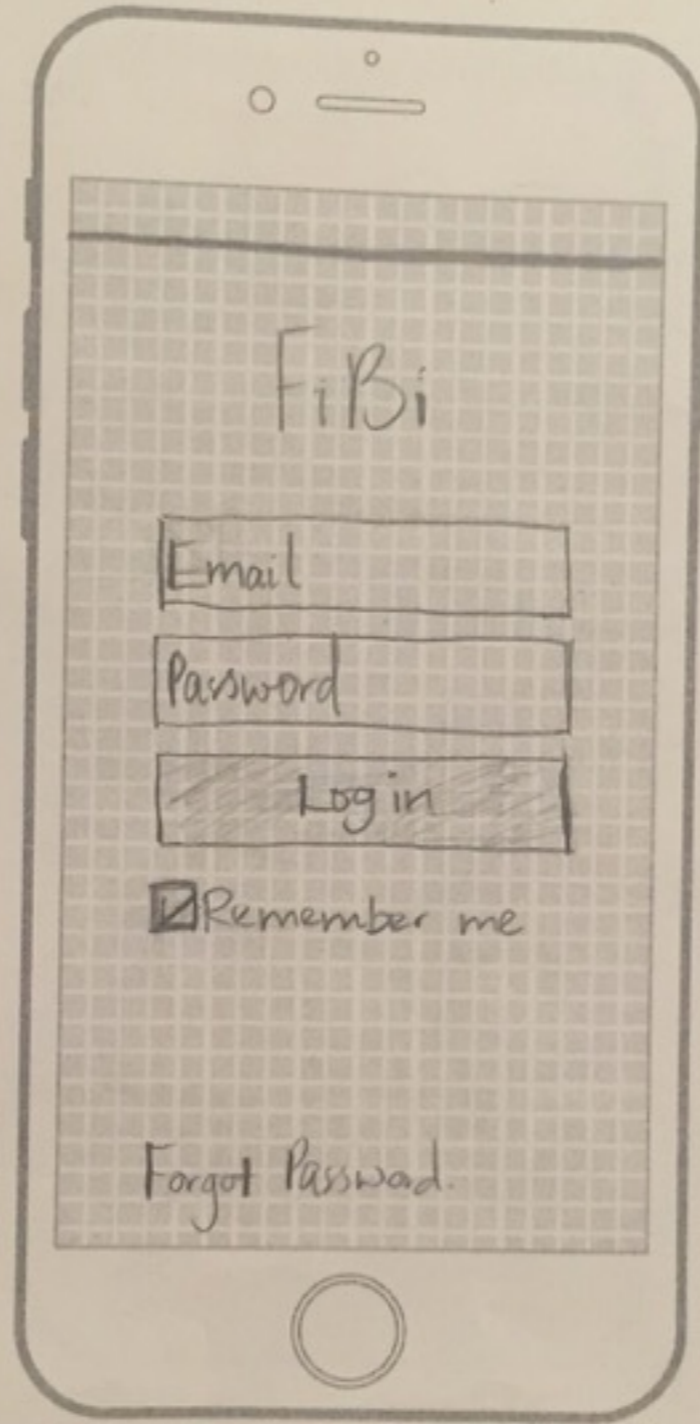
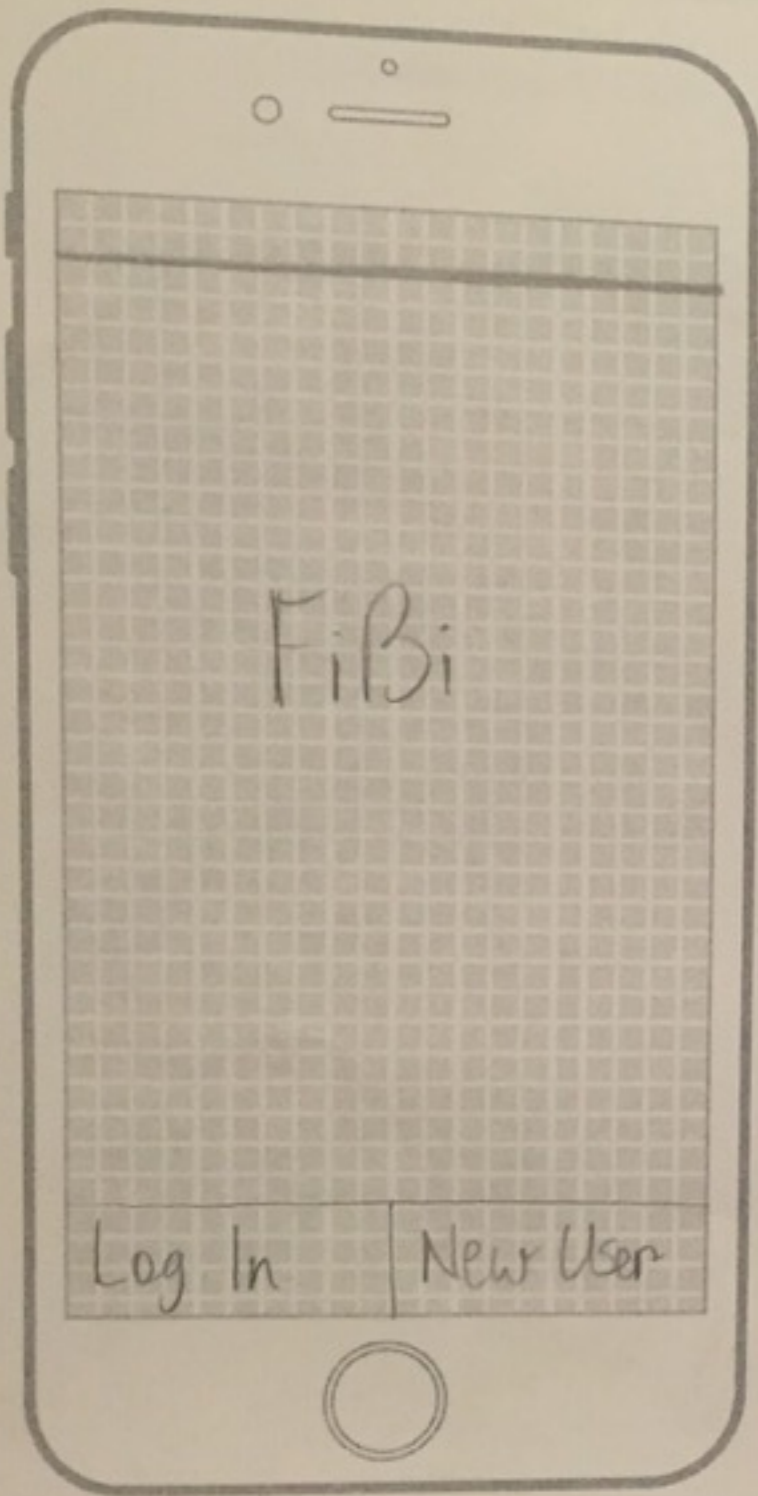
Would it be helpful to have a calendar app that included a to-do list and upcoming weather to plan accordingly?

More than 50% of the users “Strongly Agreed”

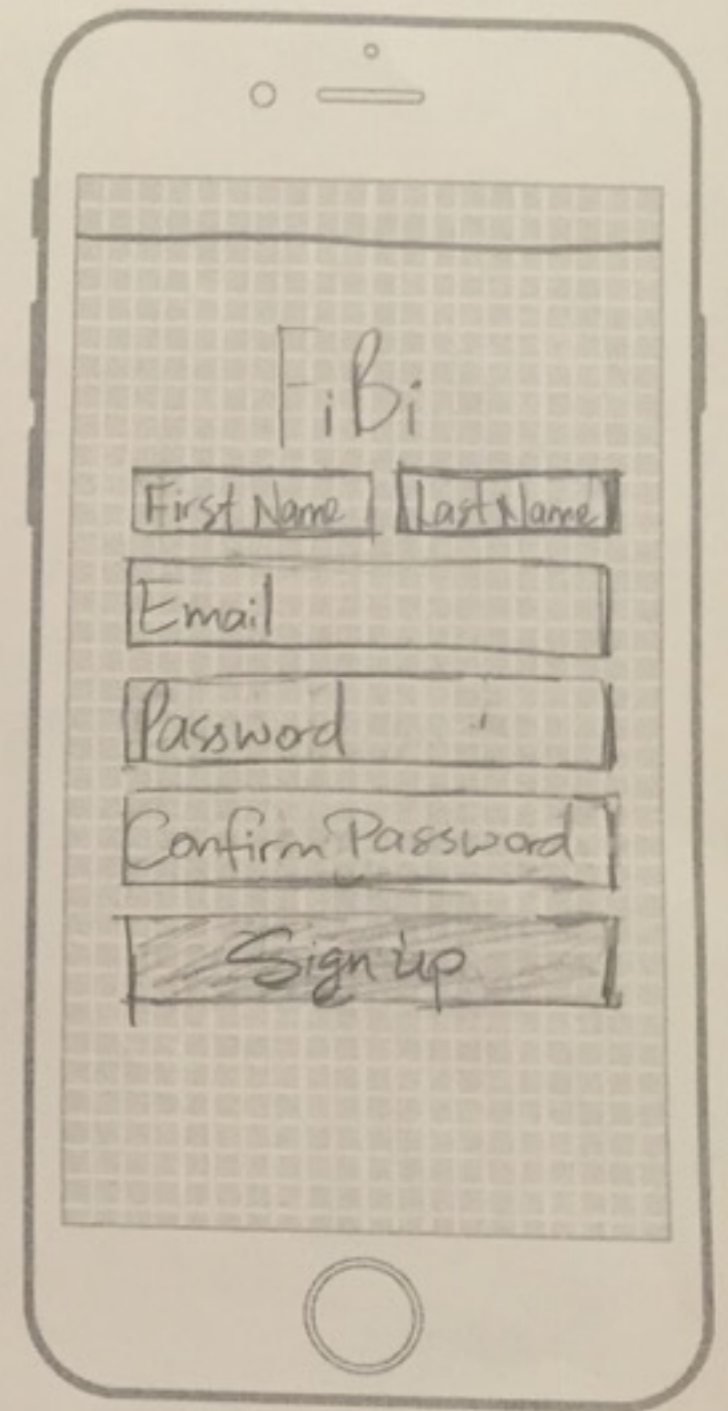
Individual Interview

According to the one-on-one interview with Jen Roberts, who is a wife, full-time employee and mother of three, claims that “it can be quite overwhelming keeping track of the kids activities, meetings for work and everyday routine tasks.”

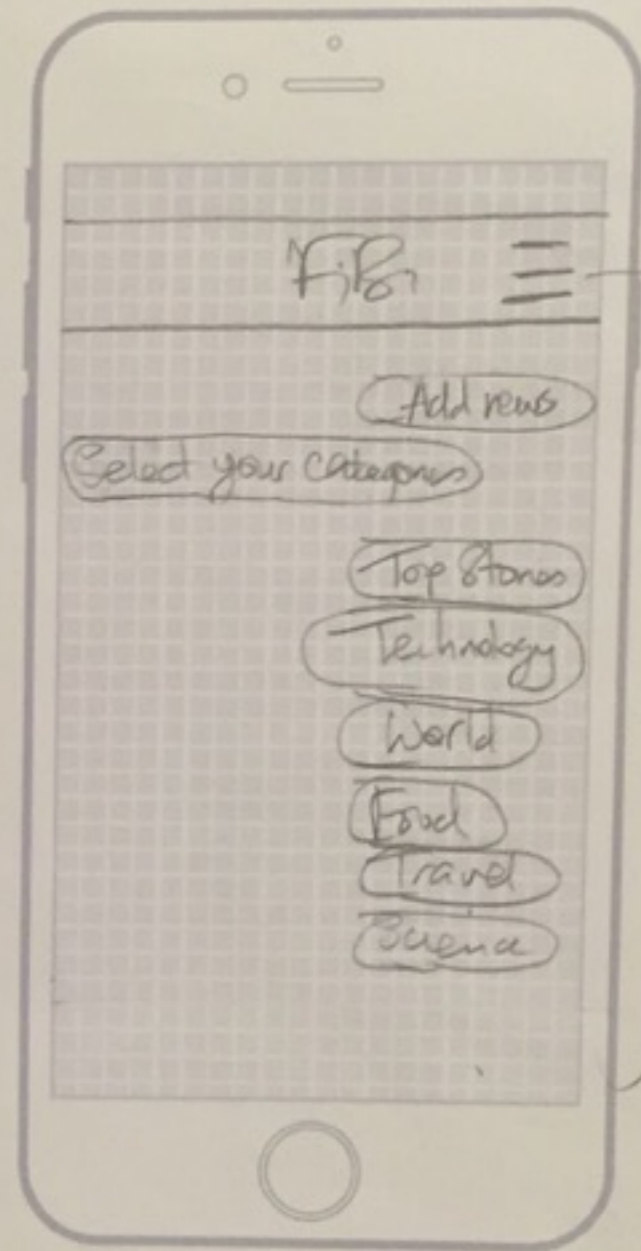
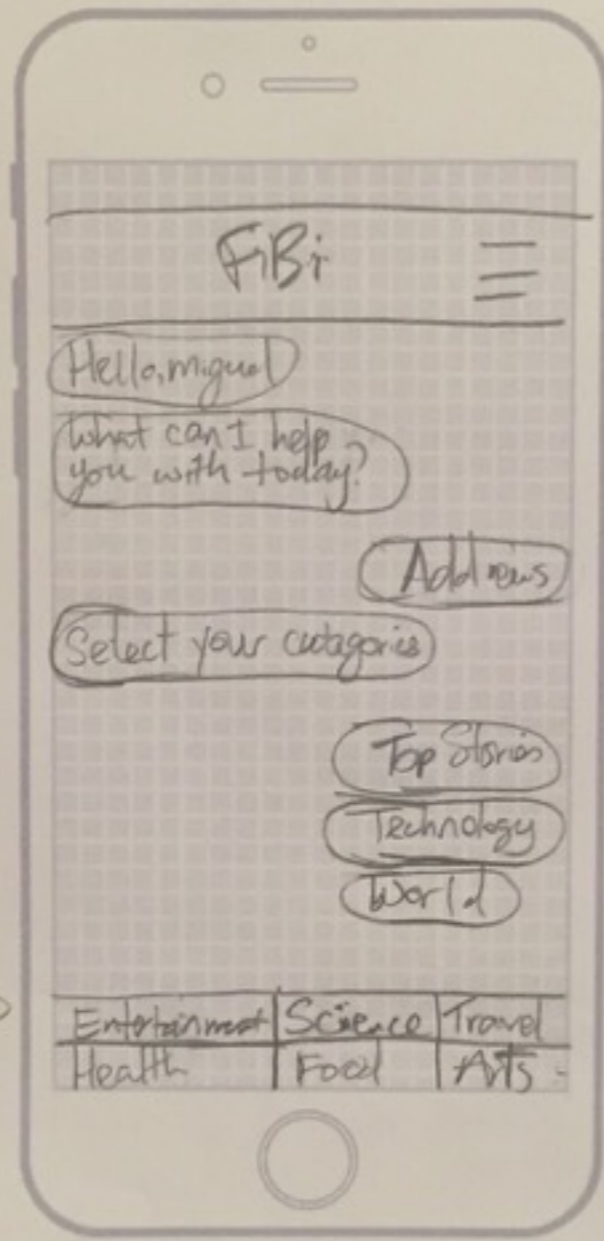
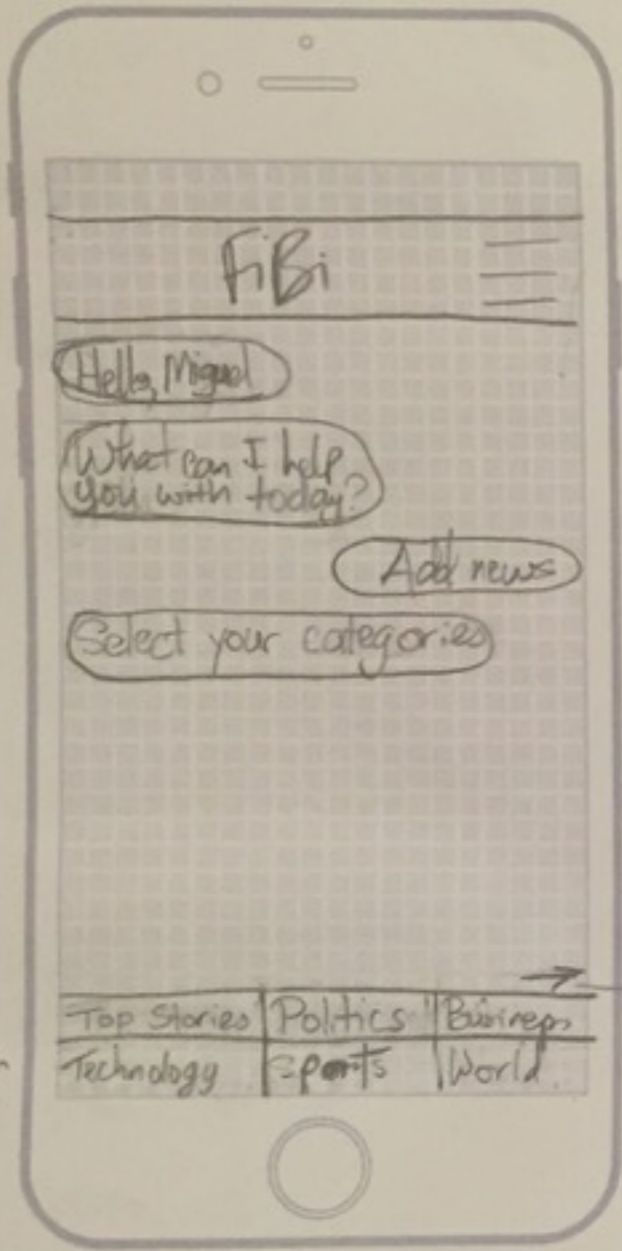
Jen uses Google calendar, checks the weather on a separate app, catches up on the news using websites and other apps, along with setting morning alarms on her phone app. She says she will be thrilled to use an app like FiBi.



Log In option



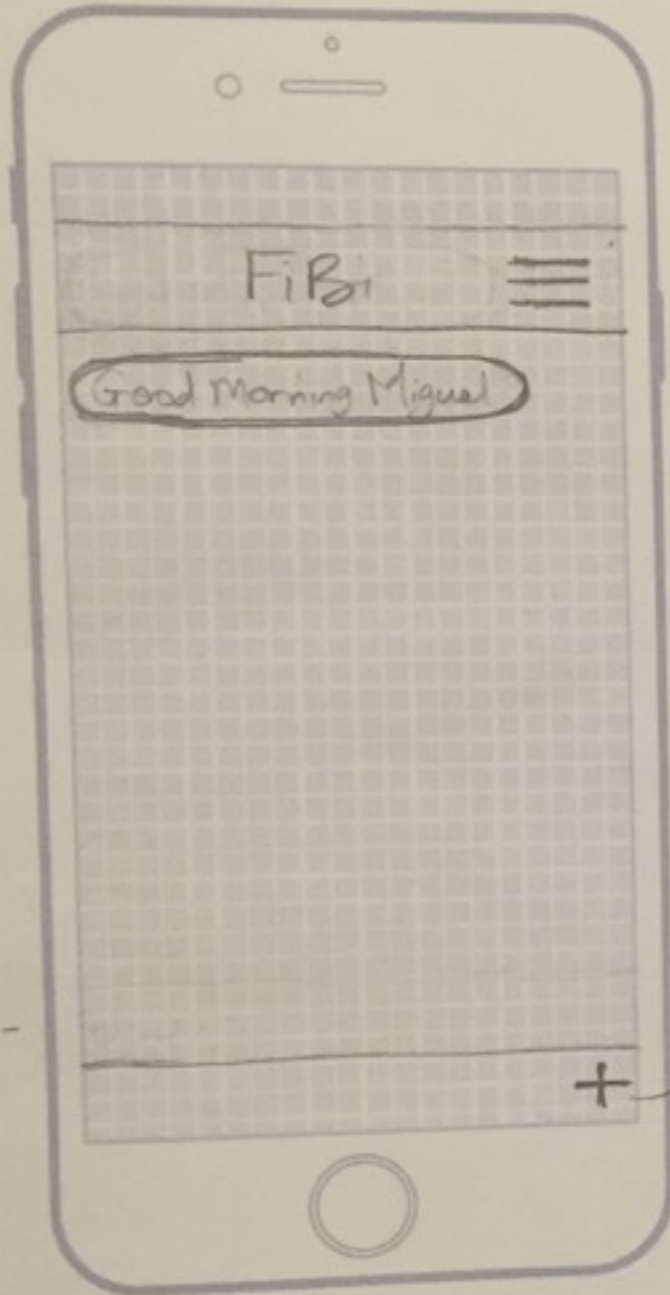
New User Option.



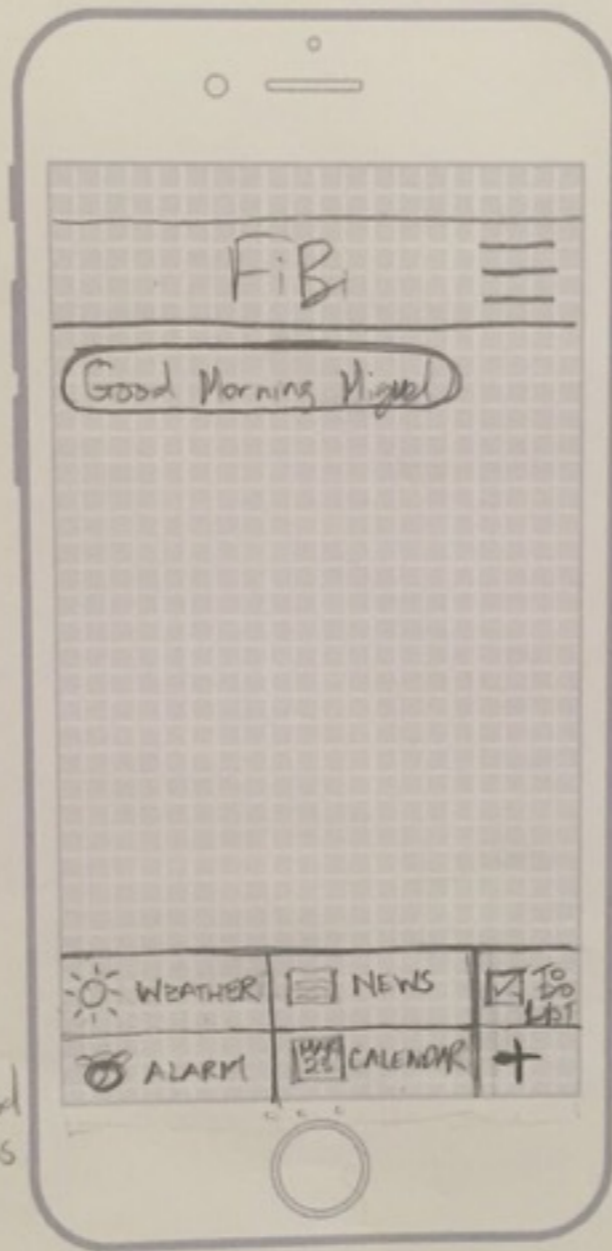
Whole news categories

Like other

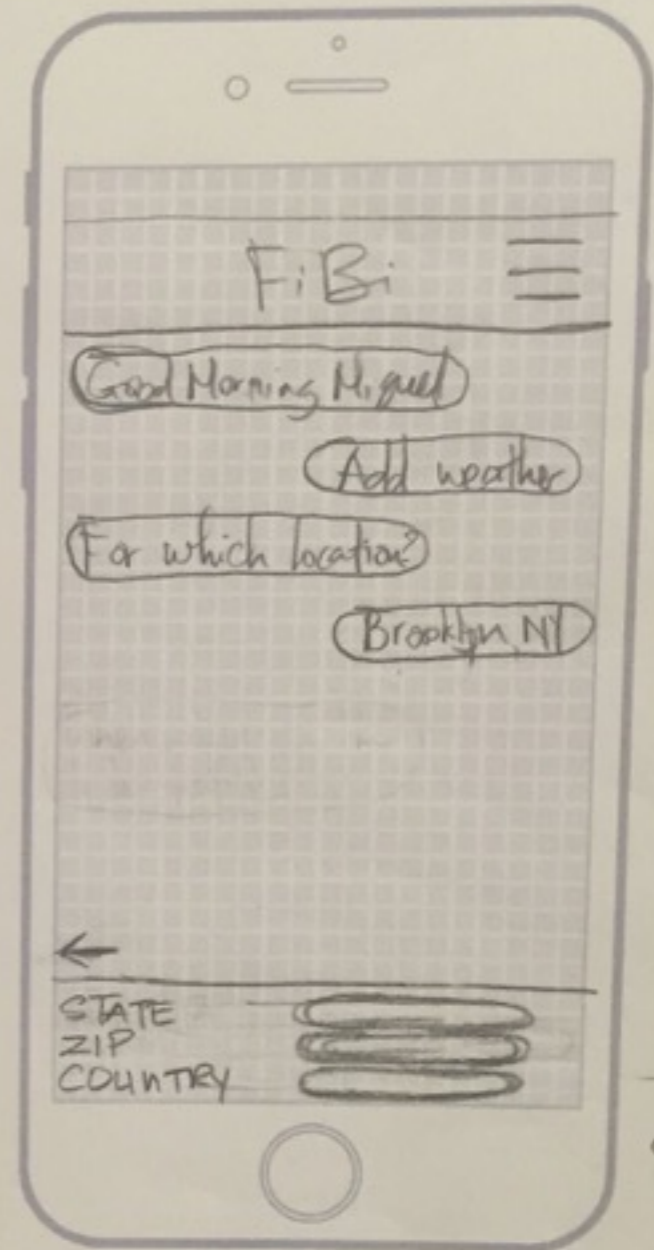
Options are highlighted when clicked.



Expand Options

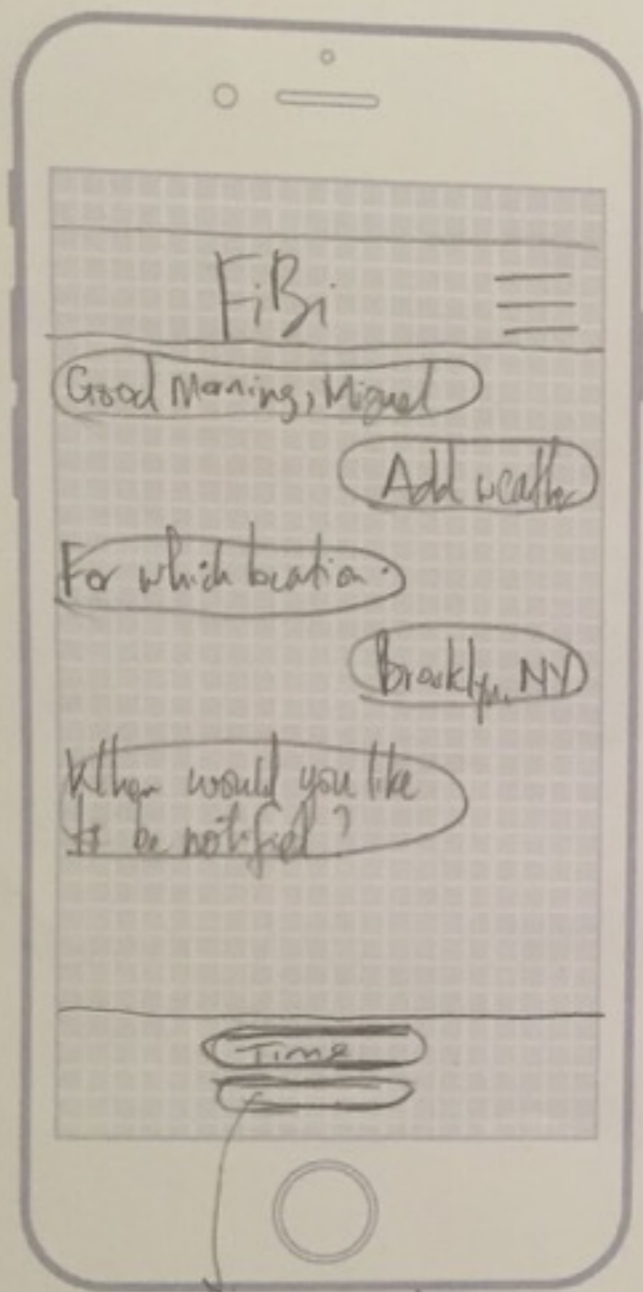


Weather is clicked.

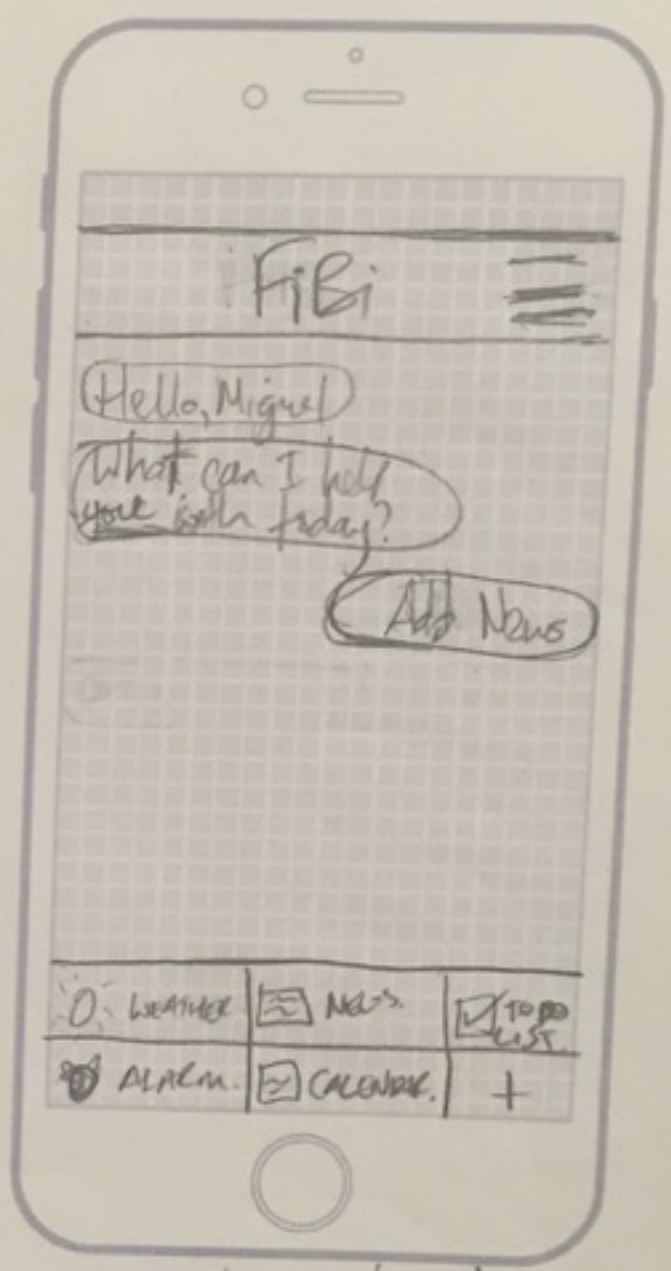
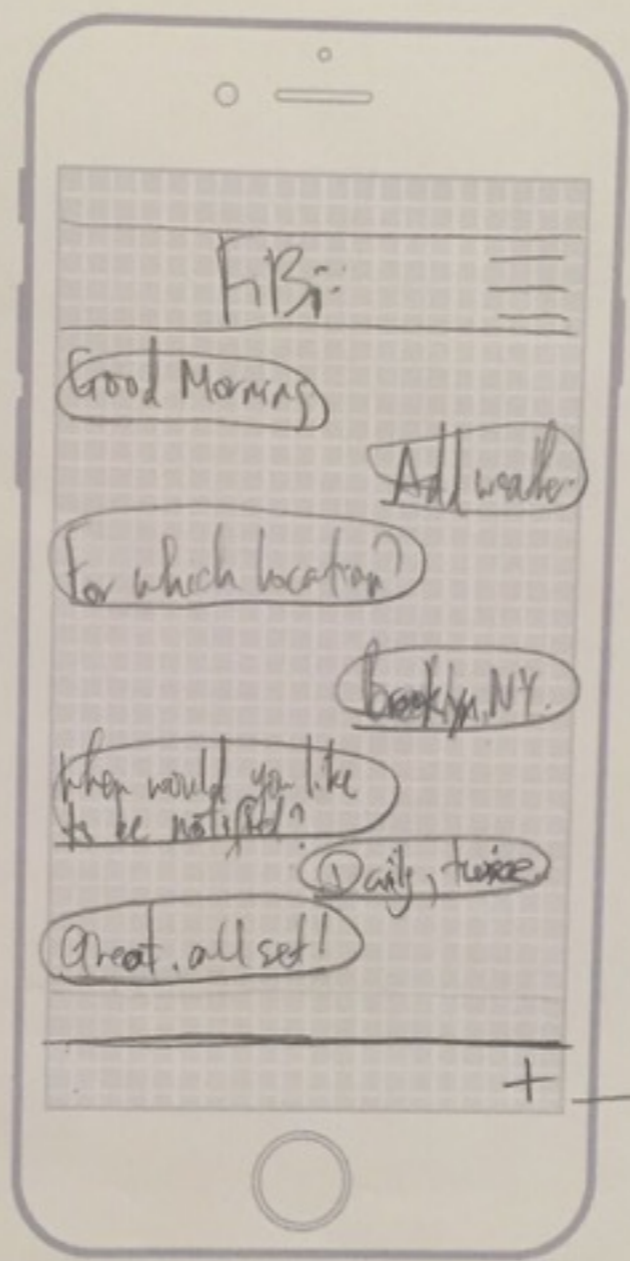


Country

Brooklyn, N.Y.



automatic weather update?



(Time/Date Picker menu)

- Daily, once
- Daily, twice
- Days of the week

News clicked.
- for first time.

- After setting up News, it goes straight to telling the news

FiBi Wireframe MockUp

FiBi

Email Address

Password

Remember Me

[Forgot Password?](#)

Log in

New User

FiBi

First Name

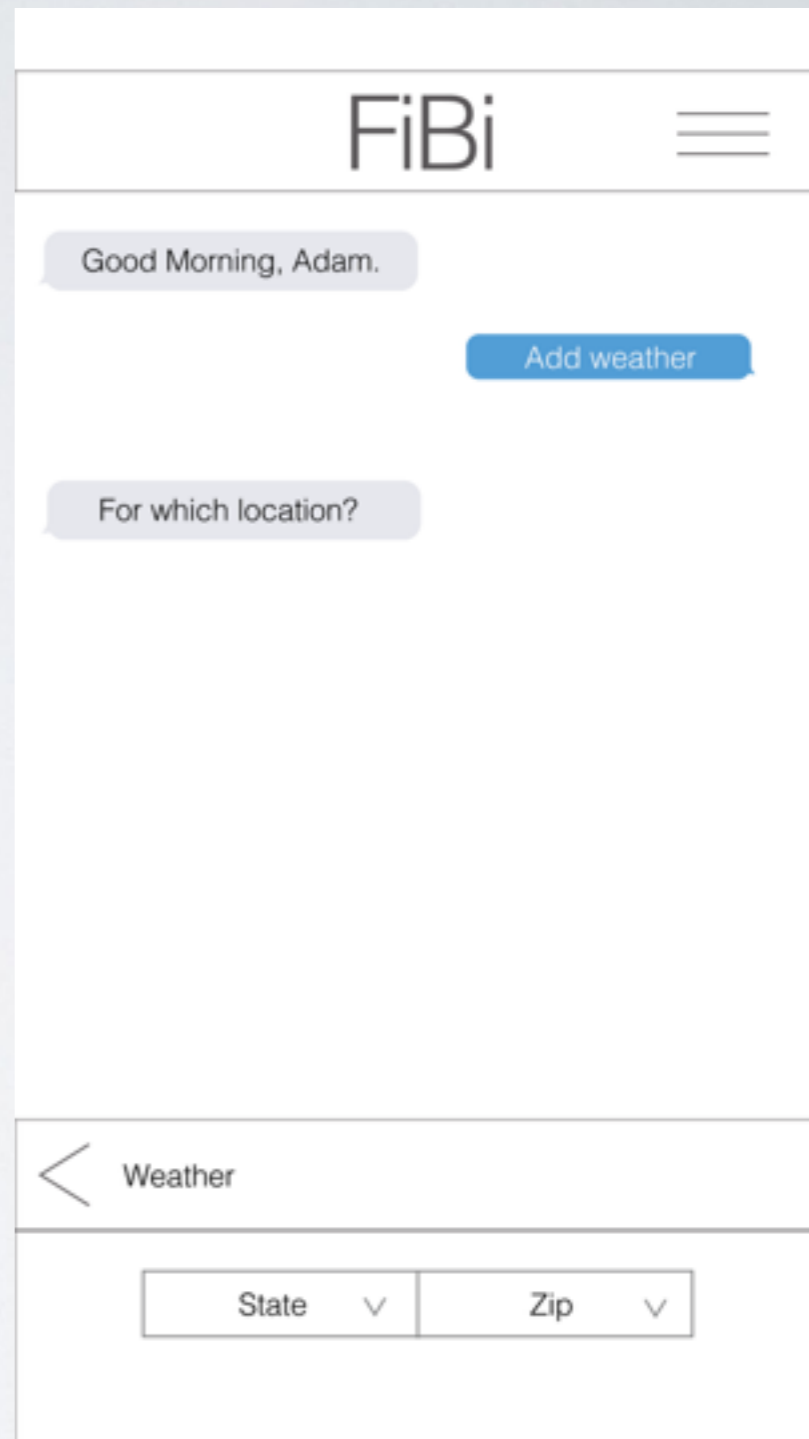
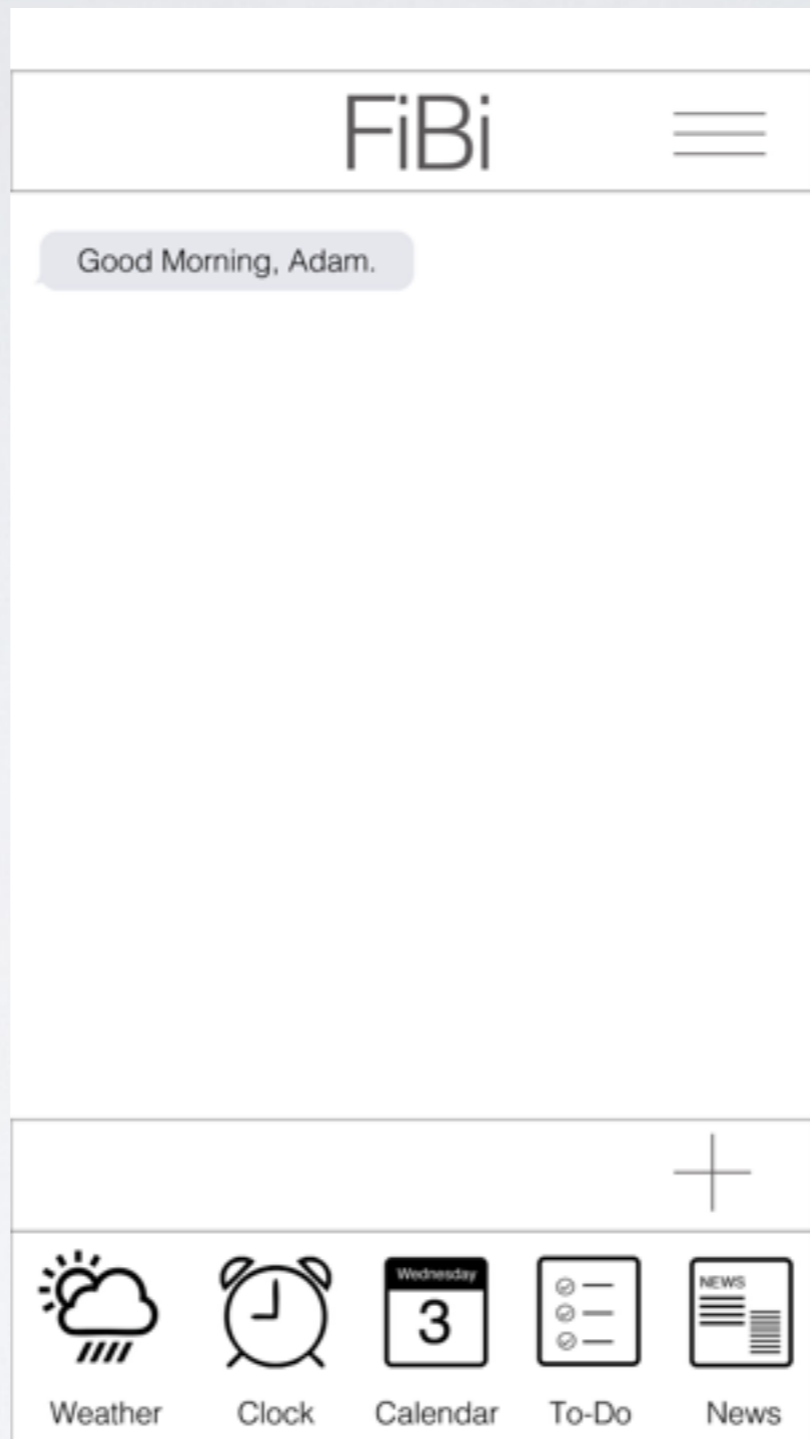
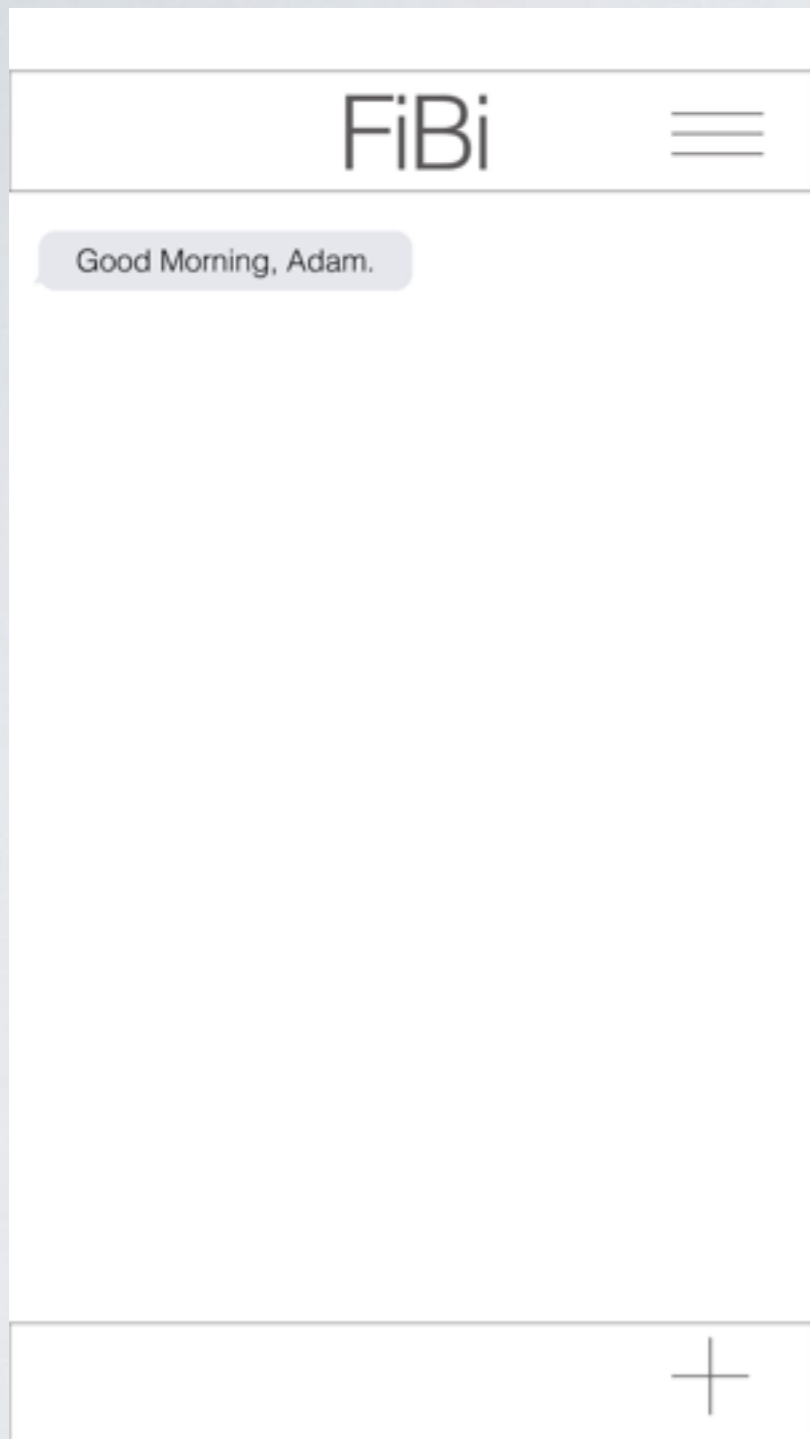
Last Name

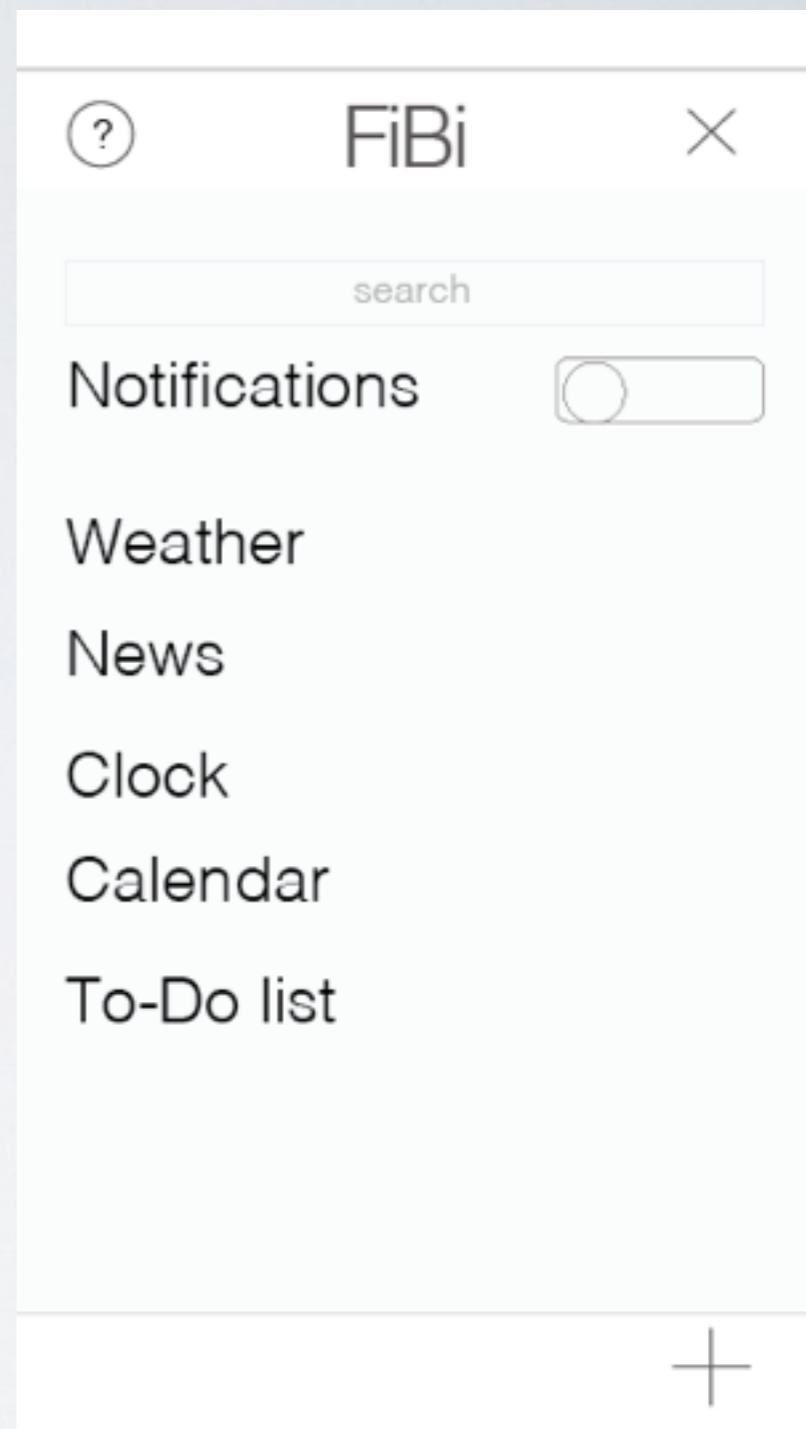
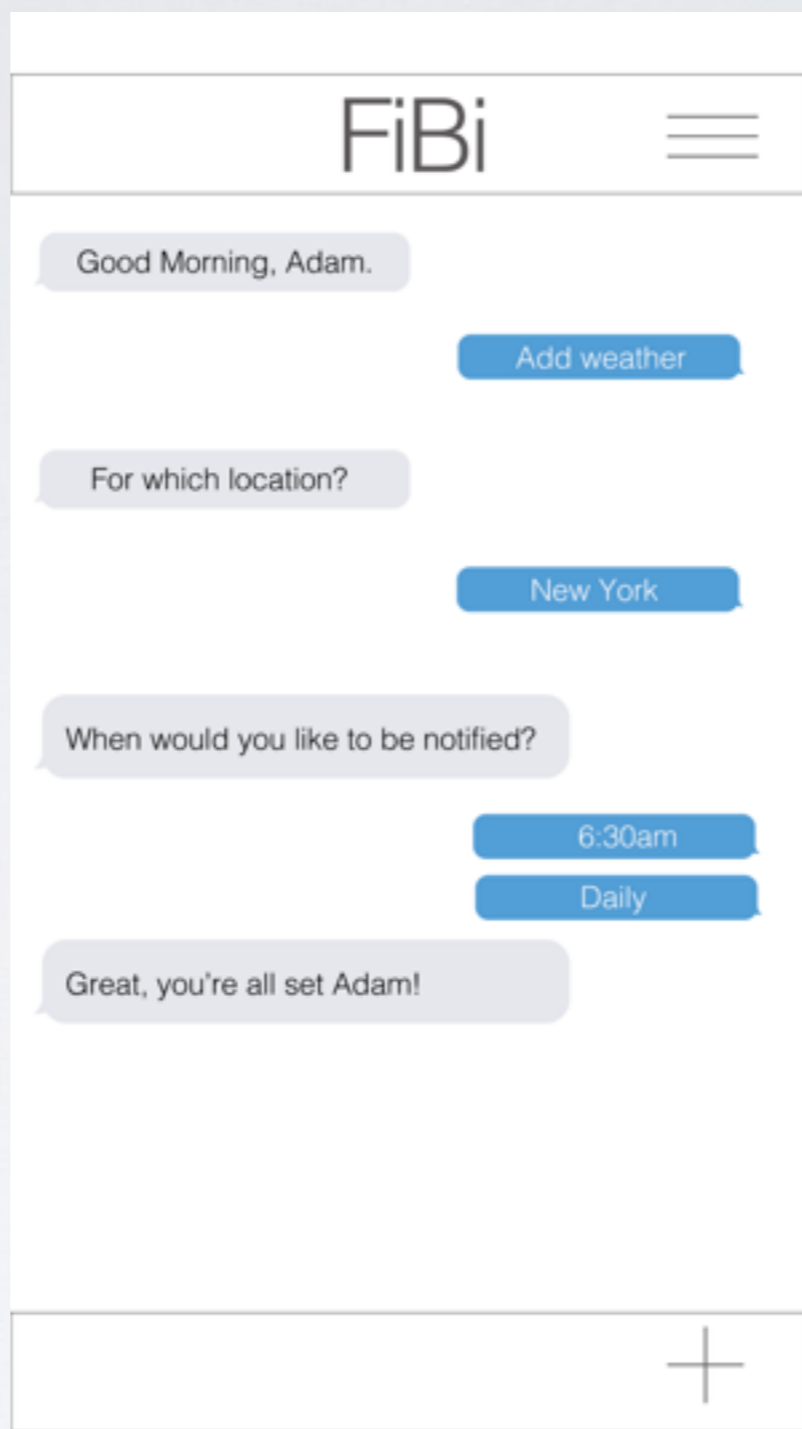
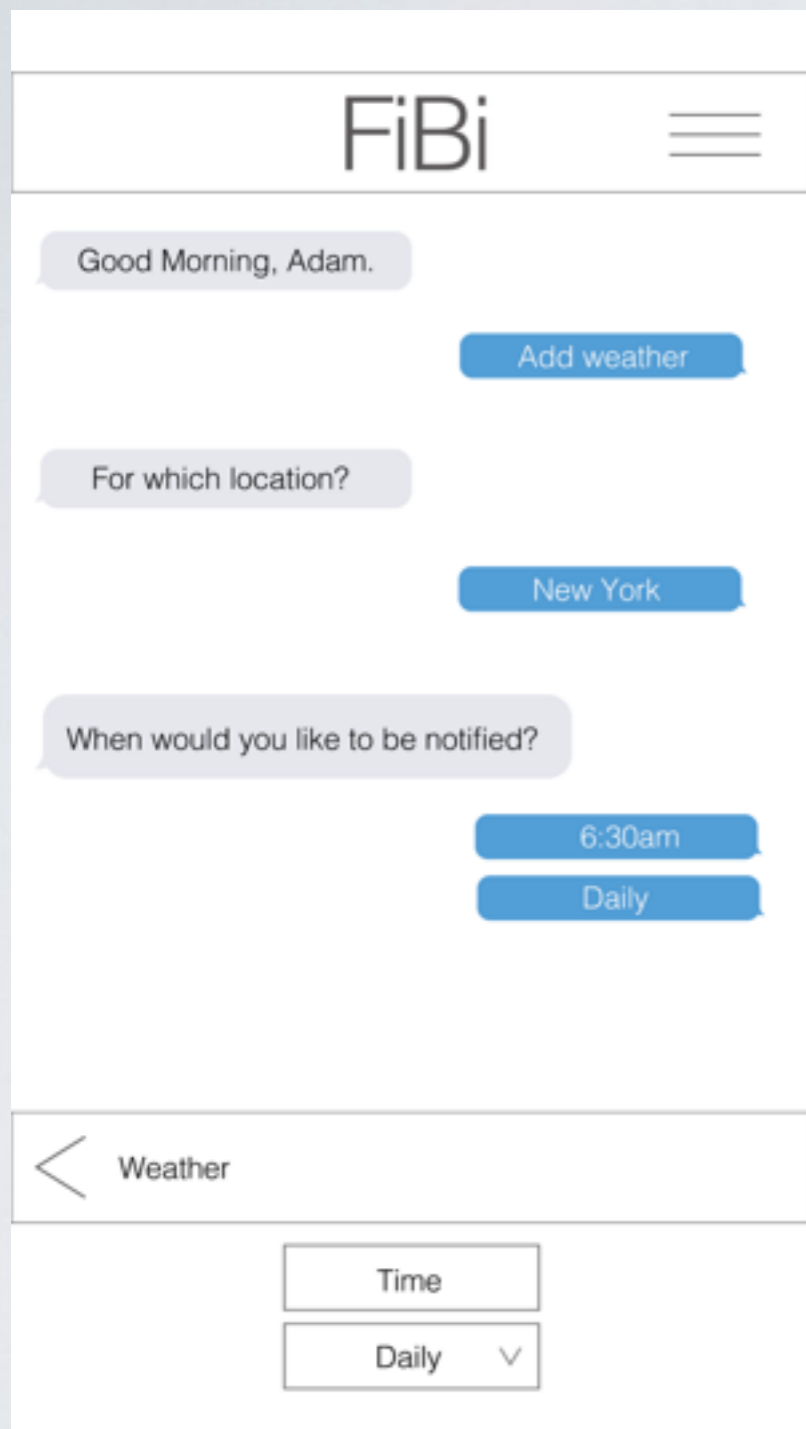
Email Address

Password

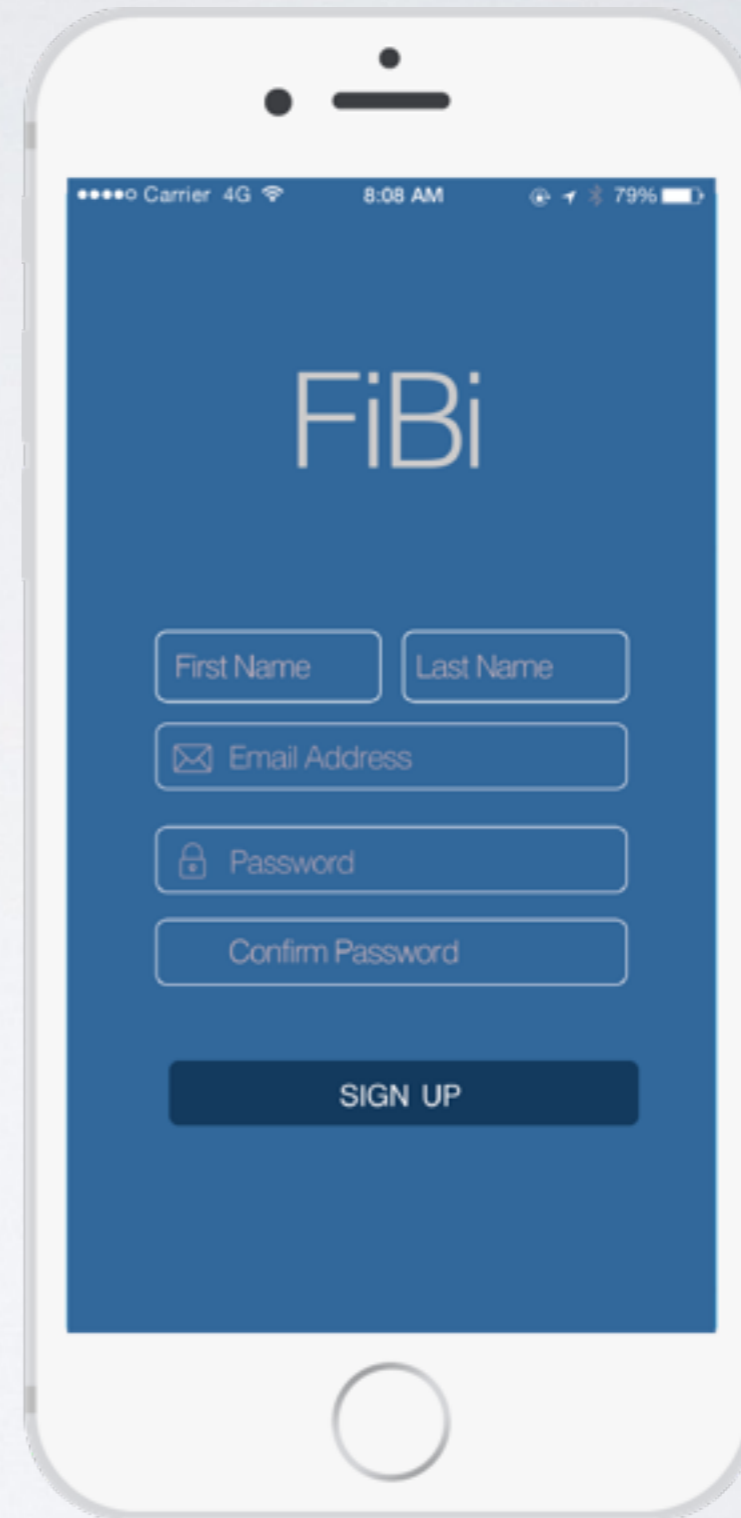
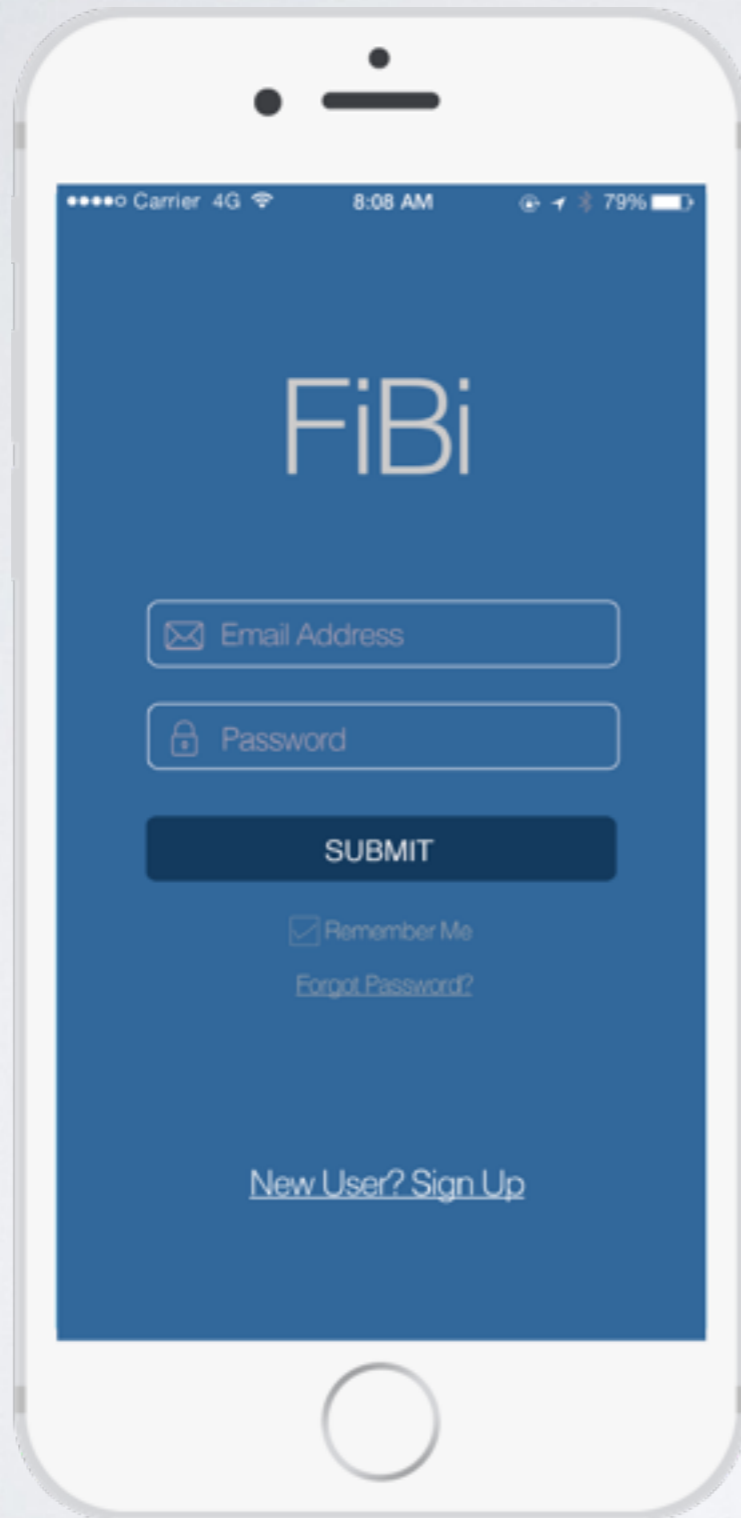
Confirm Password

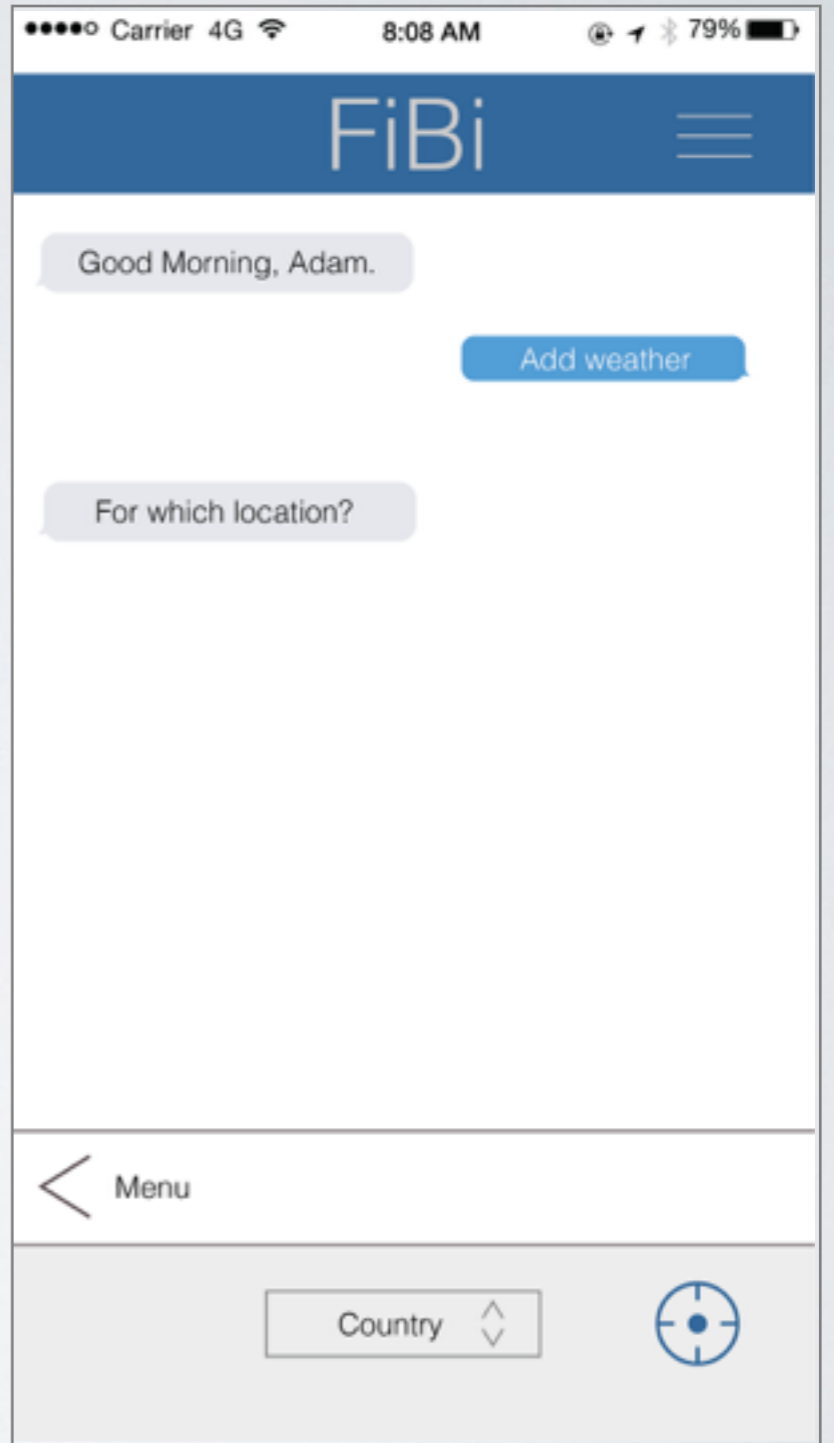
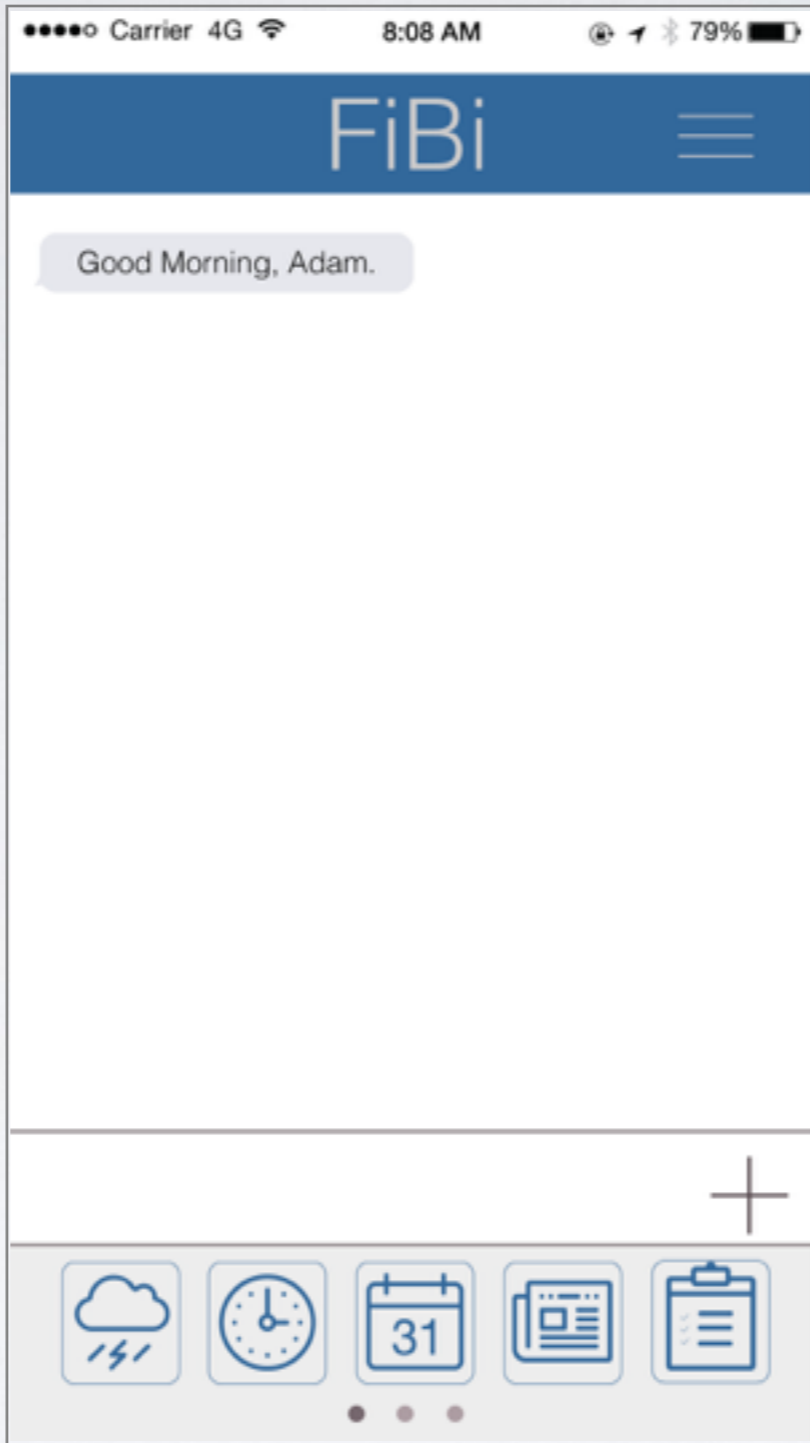
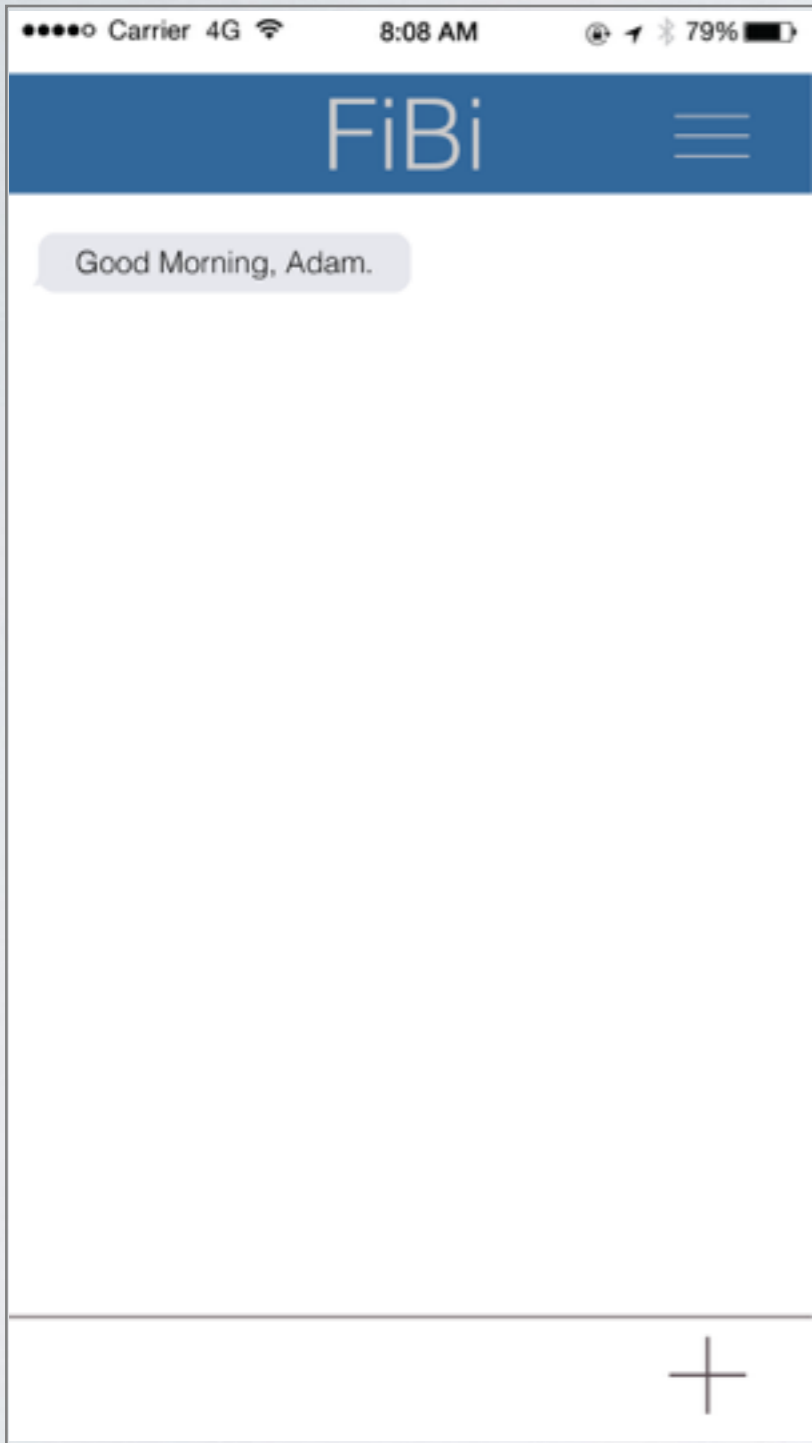
SIGN UP

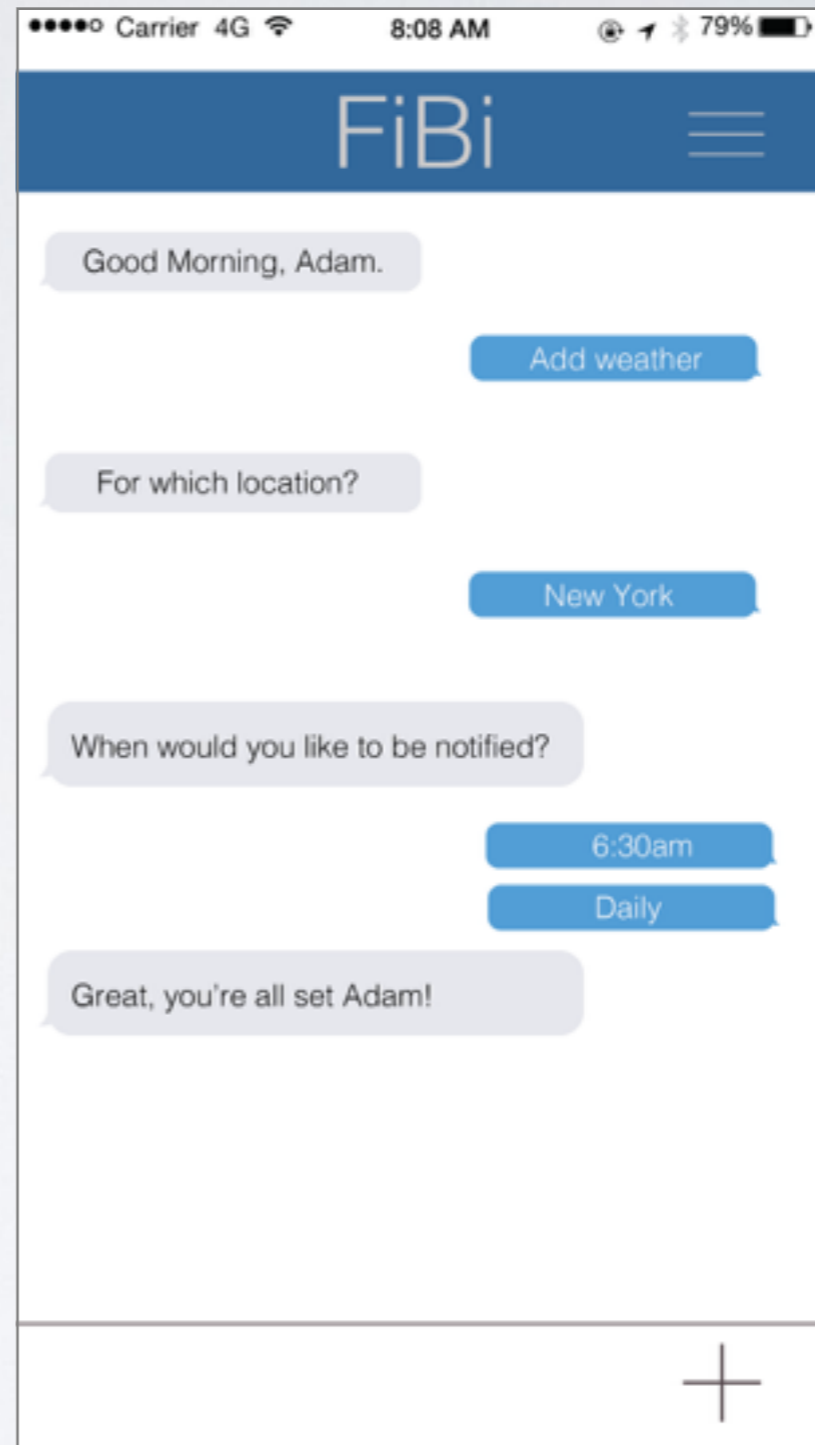
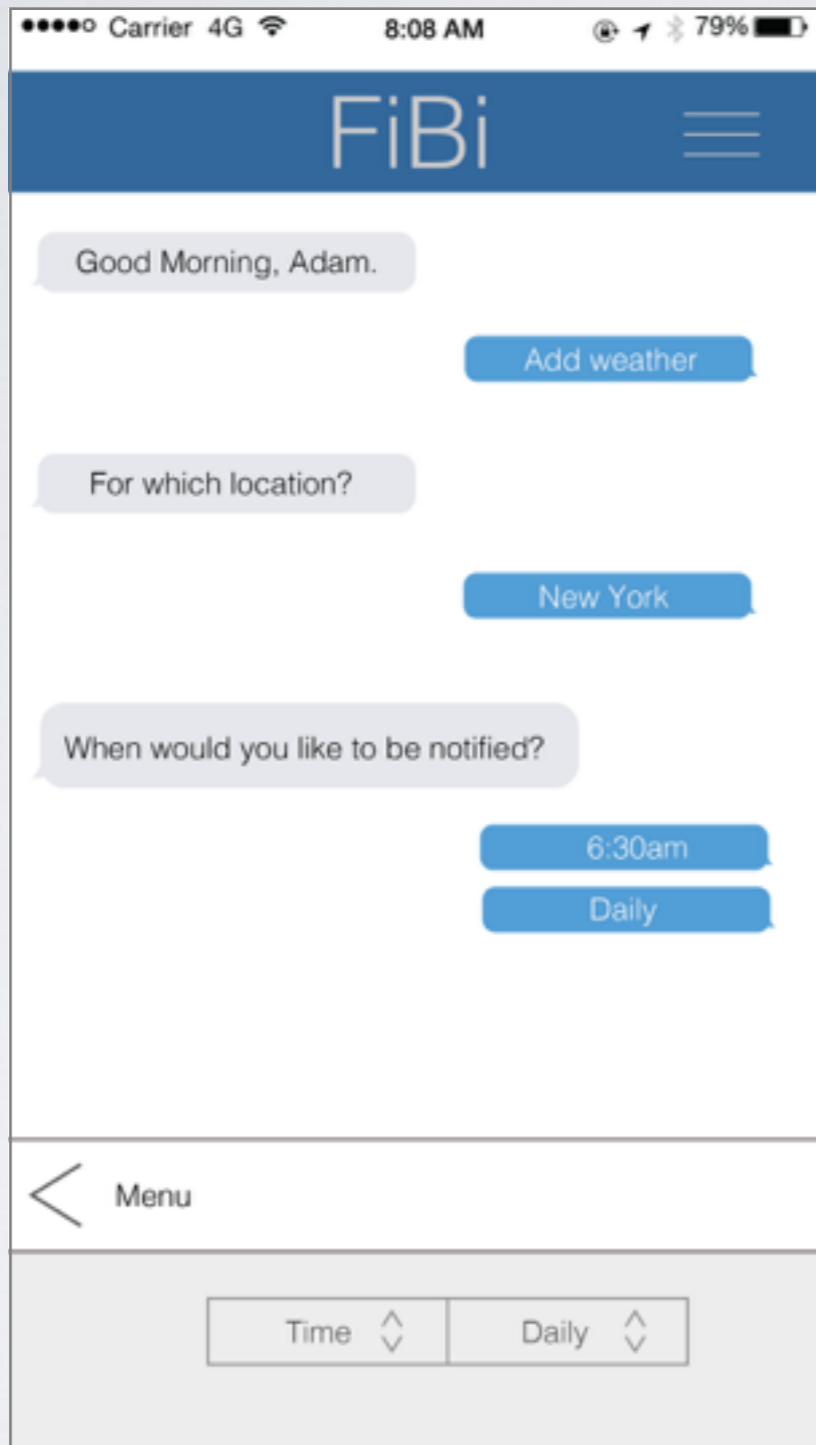




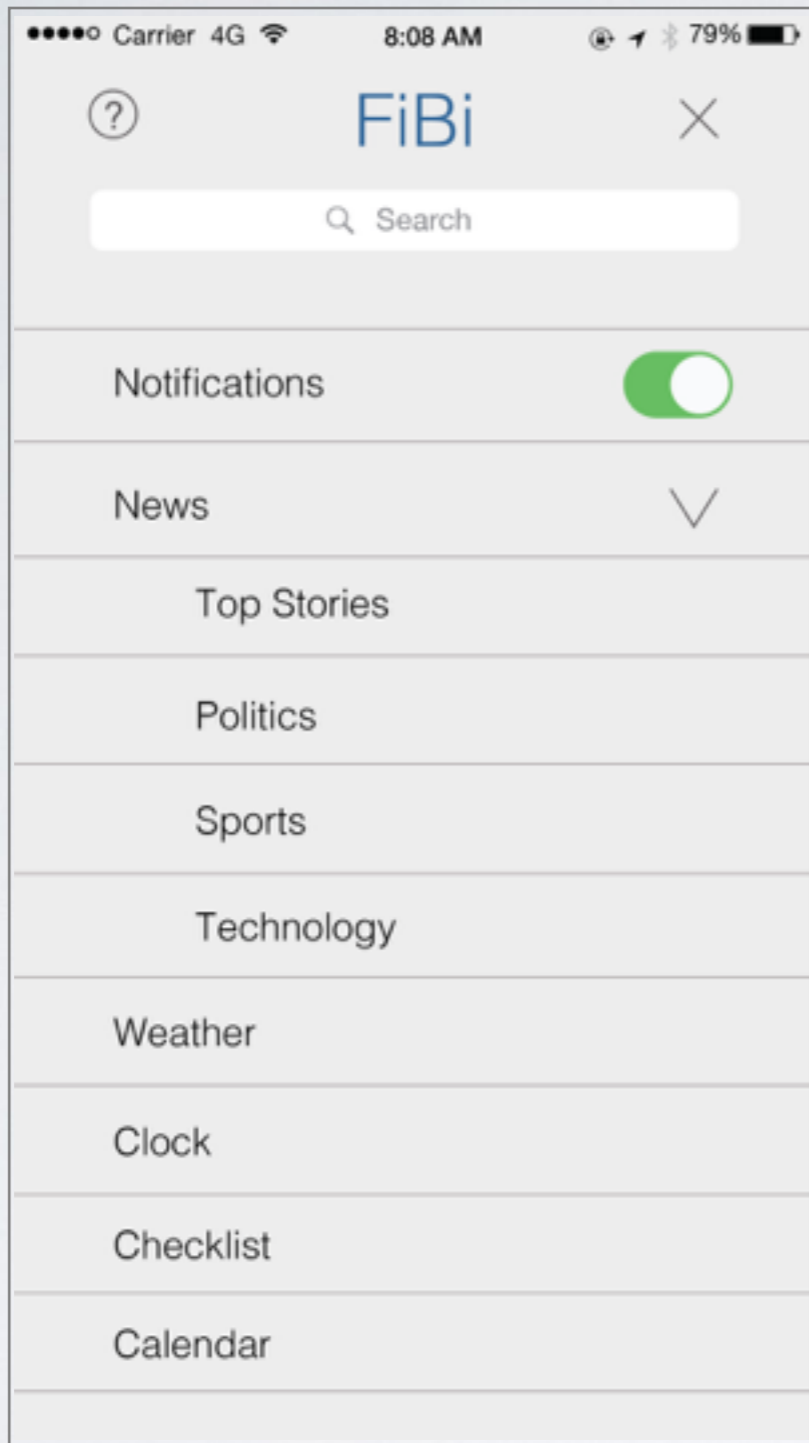
FiBi UI Designs

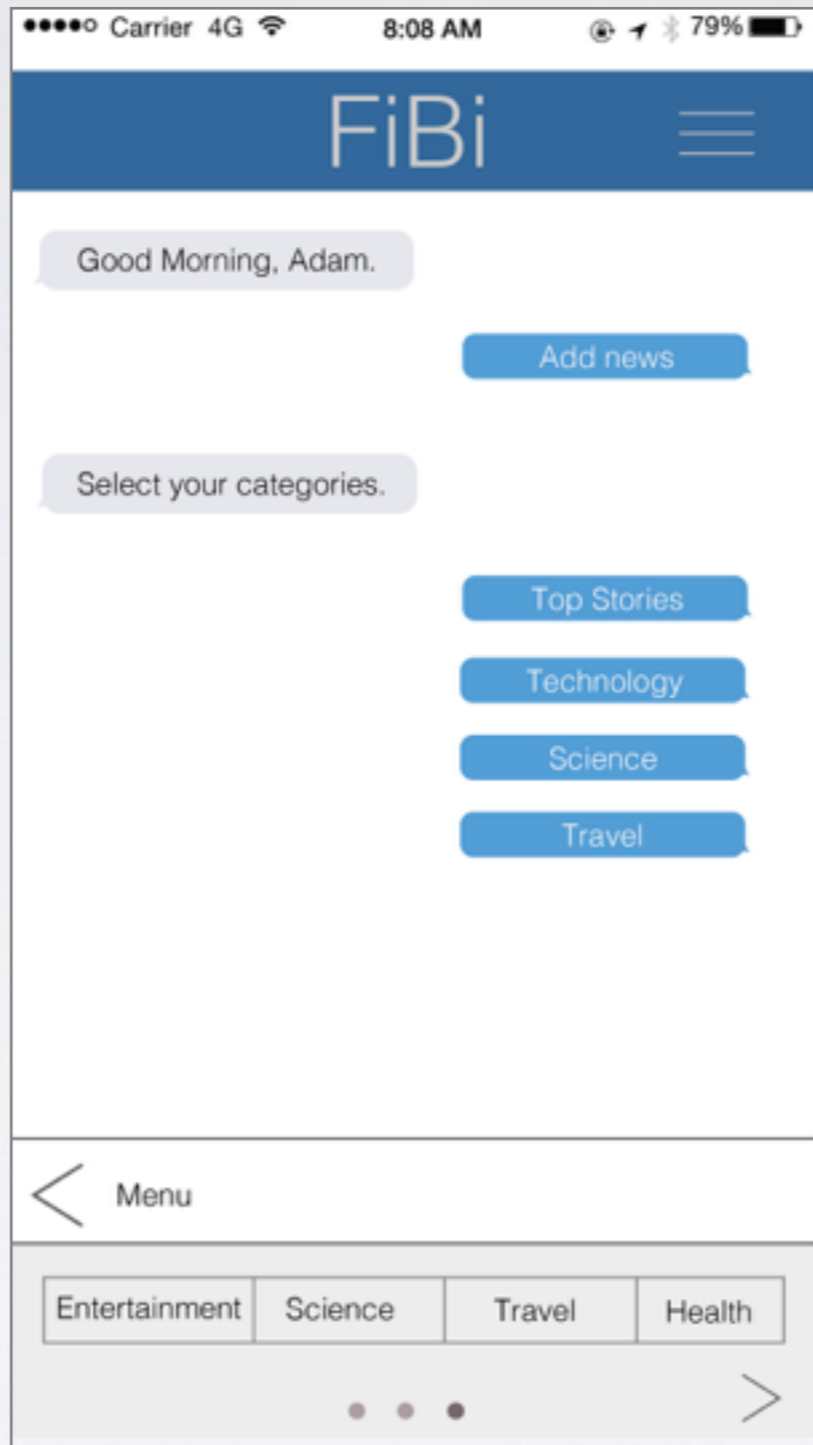
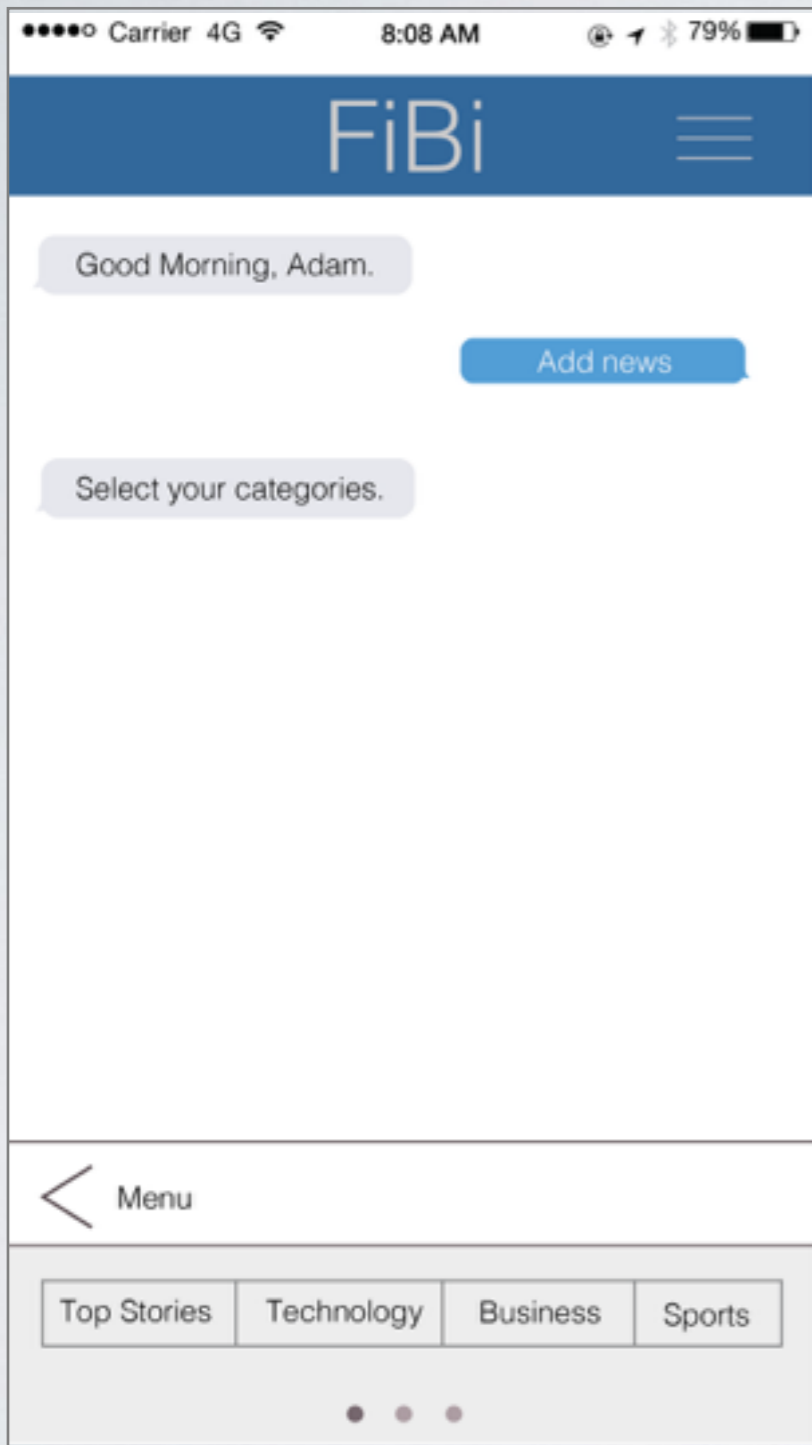






12	01	
1	02	AM
2	03	PM
3	04	
4	05	
..	...	





FIBI

Let technology organize your busy lifestyle