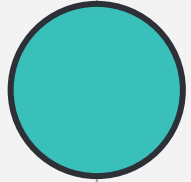




Malka Abramova

MultiTime



What is MultiTime?

● MultiTime

● This app is a clock/timing app for women to help time manage cooking into their daily activities. It helps users to multitask and prepare food that is not over or underprepared and does not disrupt other tasks. It solves the time management problem and relieves stress from managing the food.

It also utilizes a synchronization to a smartwatch for mobility ease.

● Problem

- Client wants an App needs to :
 - Time multiple items
 - Integrate with a smartwatch (initially wanted a wall clock.)
 - Show custom times
 - Be user friendly
 - Have a female target

● Target

● Female demographic:

- Age 16 - 40
- Working / Independent students
- Lower class - upper middle class
- Cook at home rather than eat fast-food.

Competitors

Look And Cook

Gives you time of preparation
Time for cooking
Ingredients
Pictures
No timer
No voice control
Useful when you concentrate on one "to do"
No multiple usage

Apple Clock

A clock based app available only on iPhone.

No multiple timers
No voice control
World clock
Alarm
Not complicated
Easy to use
User friendly

Egg Timer

Timer
Different types of cooking eggs
Images
But ONLY eggs

The closest one to a timing app similar to mine is Egg timer but it is limited to only eggs.



Persona

Anna Maria

35 | Programmer | Maryland



Anna Maria is a busy single mother of two children aged 4 and 2. Her daily routine consists of waking up early and making breakfast for her children and herself as well as packing lunches. Since she is preoccupied with taking care for her kids she needs to time her food without it spoiling. Anna Maria will use MultiTime to help her manage cooking time and she is able to use her smart watch while handling her kids.

● Scenario

● Anna Maria wakes up in the morning to make breakfast. She uses the app MultiTime to time her boiled eggs and starts preparing oven made bacon which she times as well. She leaves the kitchen to wake her kids up and helps them get dressed. She puts on her smart watch and syncs it to the app. Anna tends to her kids and the watch beeps. She takes out the eggs and bacon for her and her children without being spoiled or late to work.

Persona

Mei Lin

23 | Student Full-time | California



Mei is a student who is set to graduate soon from college. She is working on her thesis and finishing up her portfolio. Tired from eating out Mei wants to learn to cook for herself and lead a healthier lifestyle. She has trouble preparing food at the right time and finds her overcooked food unpleasant.

Mei will use MultiTime to help her time her food without stressing her out so she can focus on her work and lead the healthy lifestyle she chose.

● Scenario

- Mei Lin comes home from school and wants to prepare lasagna in the oven. She uses a recipe online and MultiTime to time her food. Mei also decides she wants to bake a cake and times it as well. She then works on her portfolio and when her phone's alarm goes off she removes her lasagna and cake from the oven. She enjoys her meal without worry and it is not overcooked.

● Survey results

○ 3/4 percent of participants said they manage their time with cooking while multitasking very poorly.

○ 1/2 percent of participants said using a timing app like MultiTime would improve their ability.

○ 1/3 percent of participants have never tried to use a timer for cooking when multitasking

● Survey results

○ I asked if they would prefer a wall clock connected to the app
No one said yes.

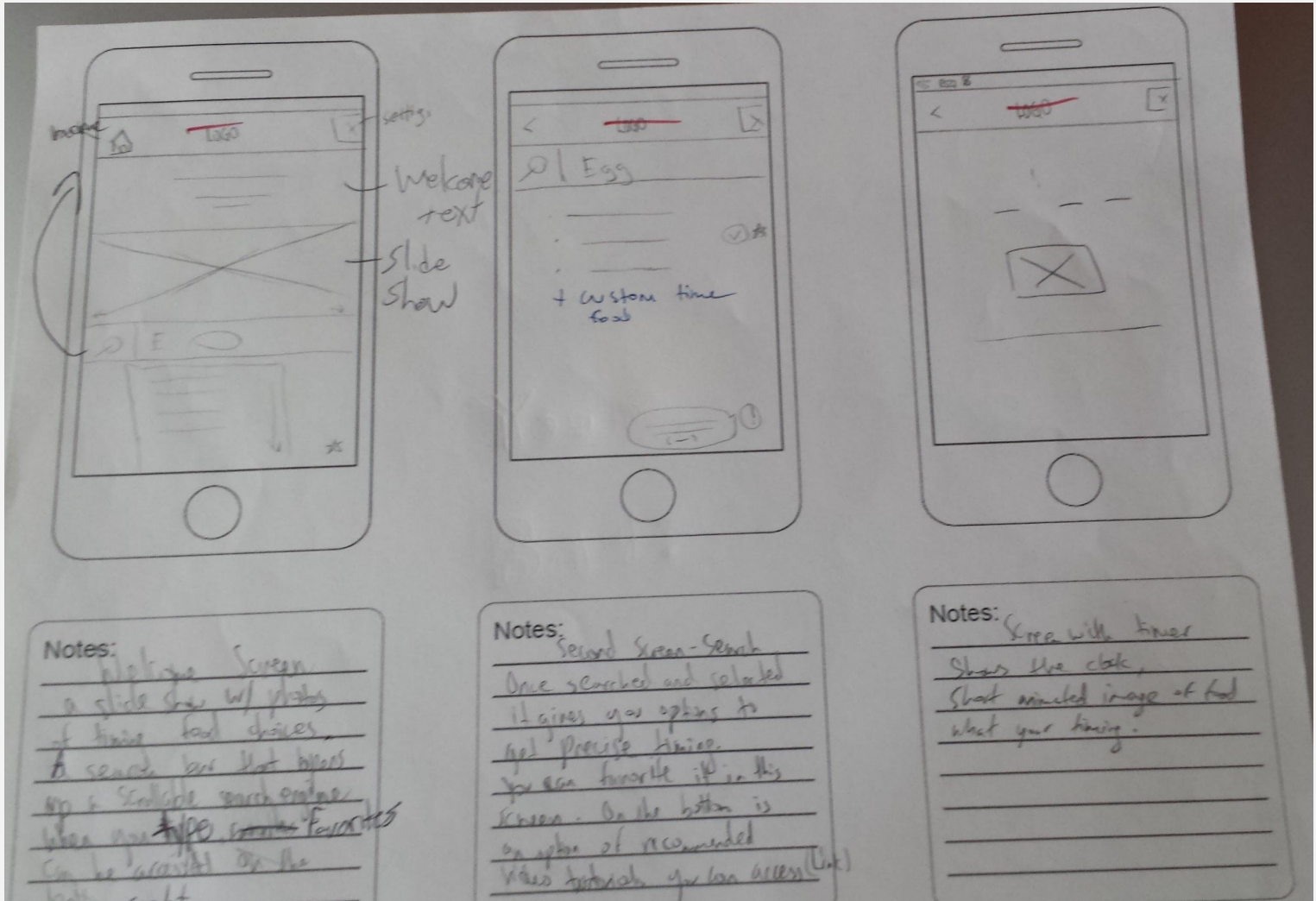
○ 1/3 percent of participants said they have children.

○ Less than $\frac{1}{5}$ of the participants wanted social media interaction.

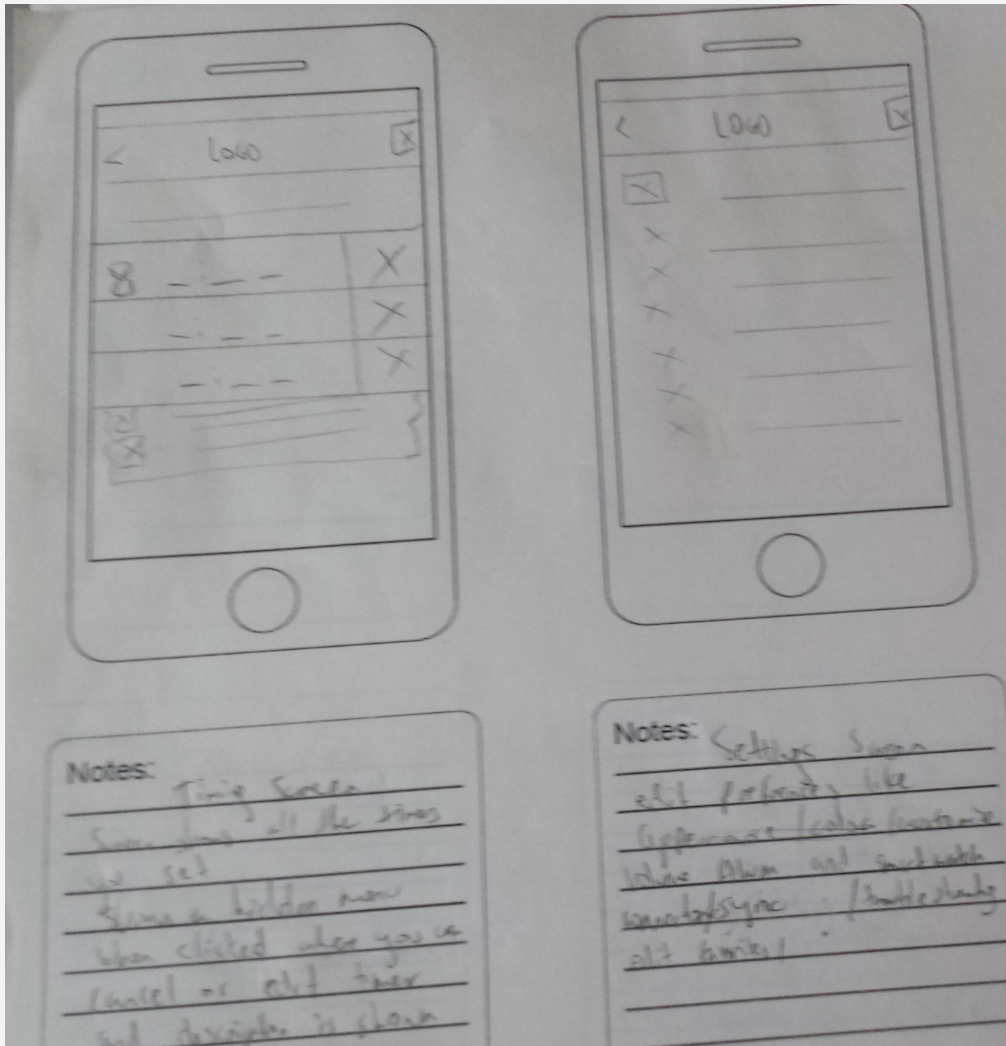
● Social Media

● I opted out from login screens and social media interactions because my app is designed to make efficient use of time and it should be fast. Having them sign in everytime would hinder fast access and discourage them from wasting their time with the app when they could be cooking. From various forum searches most women do not want others to know that they used a helping tool to make something as simple as boil an egg and they won't share that on social media therefore I took privacy into account and opted out from social media interaction with the app.

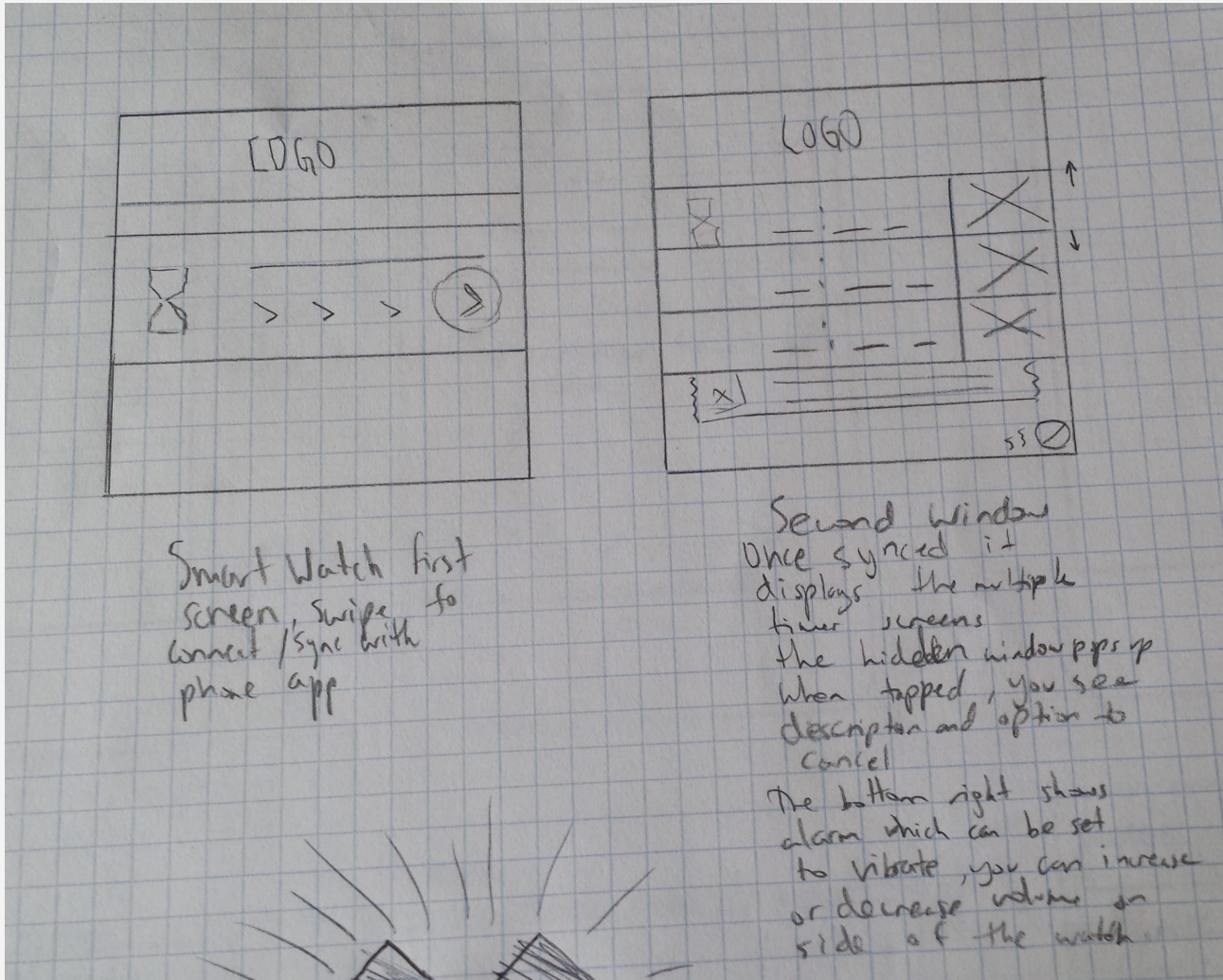
Lo-fi wireframes



Lo-fi wireframes



Lo-fi wireframes



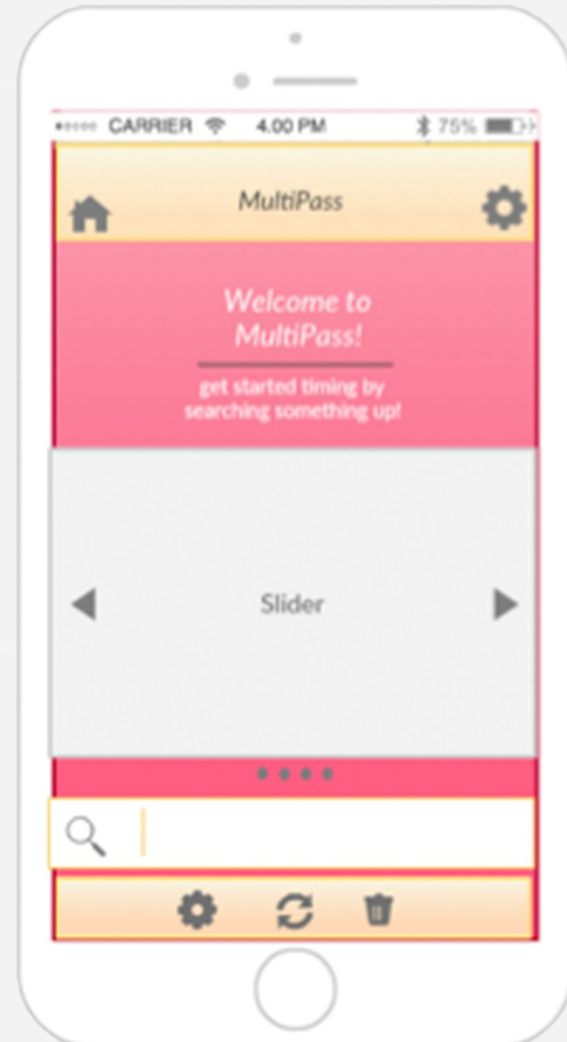
Feedback

The colors were too over the top, there were double navs and the logo should not be on every page on the app. Name wasn't consistent to app.

Early Stages UI mockup

Here is how the app logo will look on the phone.

The search bar on the bottom created a problem and hindered user mobility.

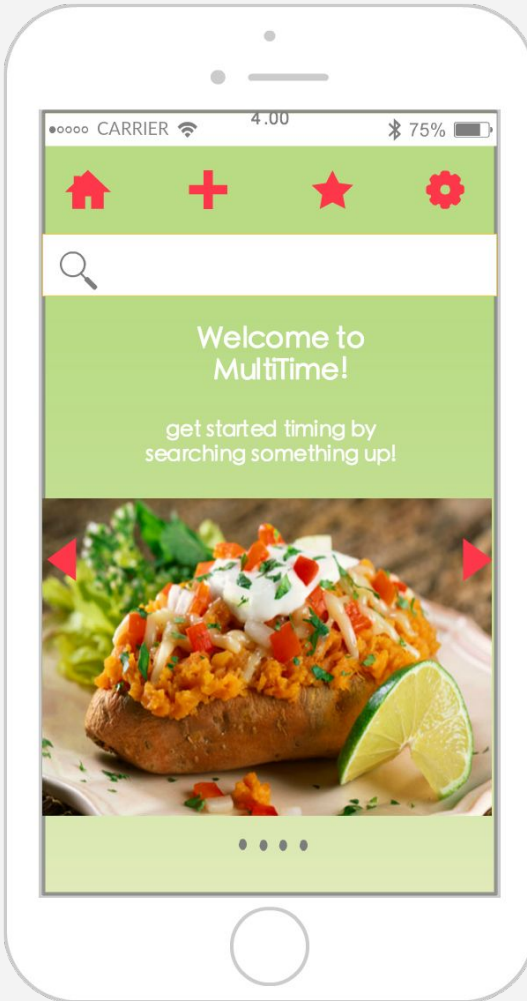


MultiTime

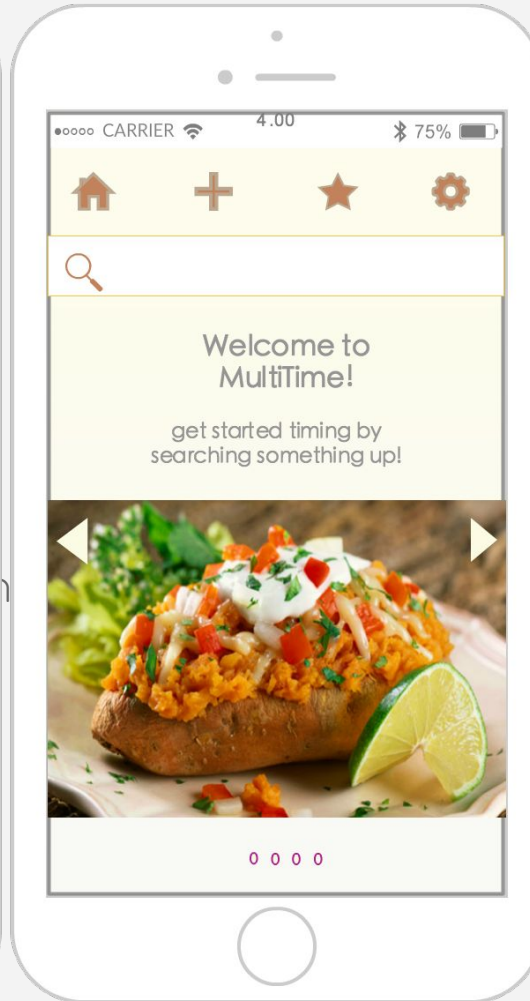
Here is how the app logo will look on the phone.



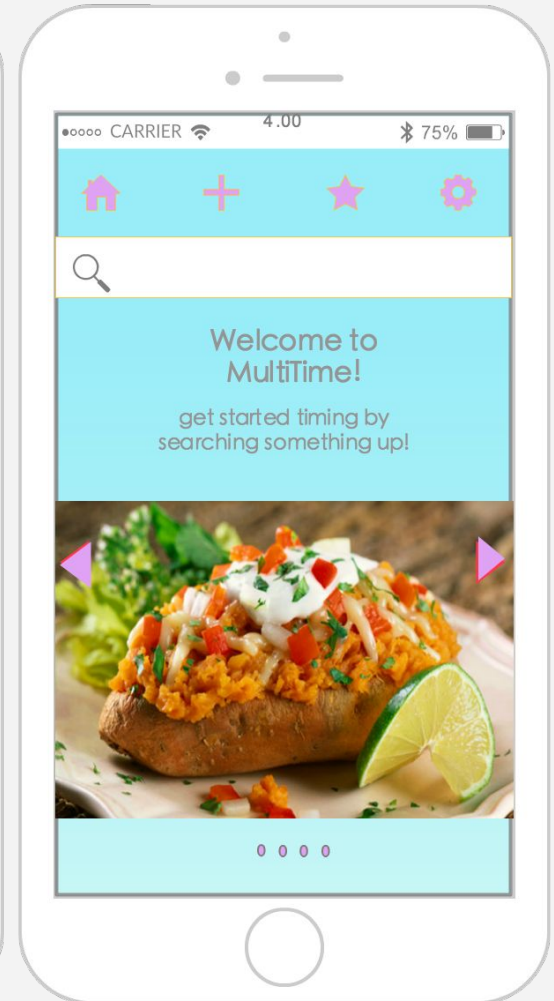
This is the Welcome screen. Various theme colors found in the settings. The colors were chosen based on food palettes.



Watermelon



Coffee



Ice cream

● Color Research

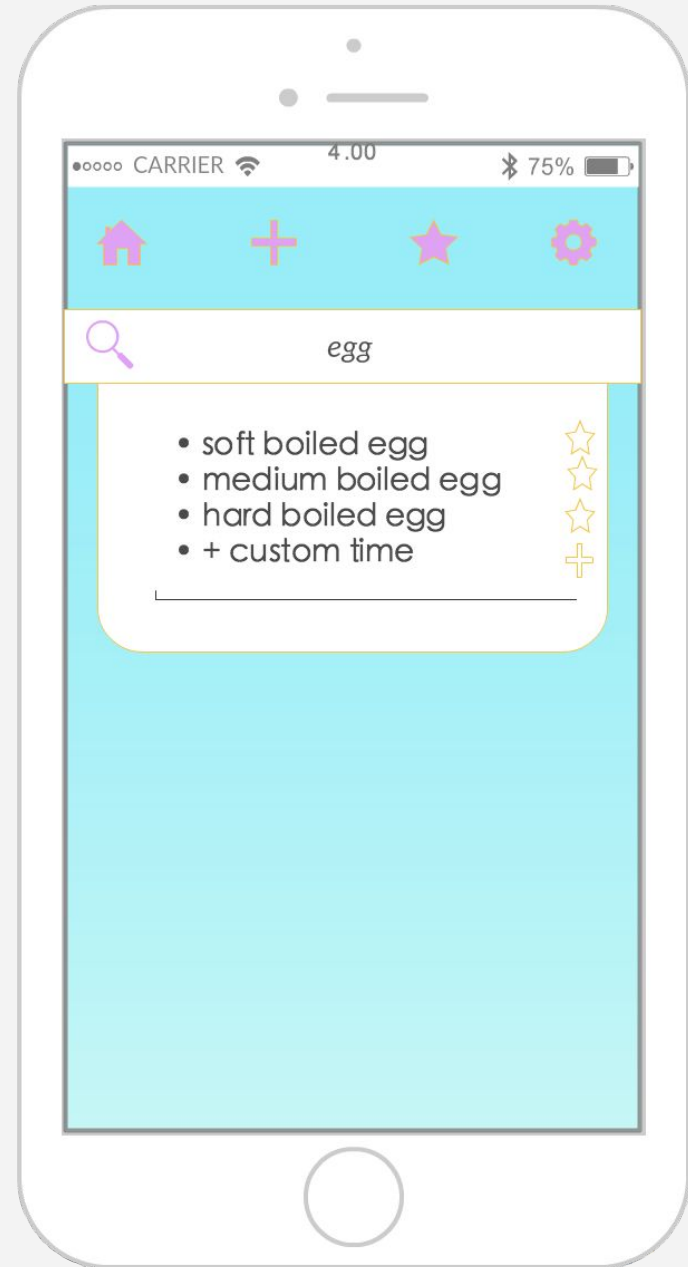
● Research showed how red influences your appetite and major successful food companies tend to use it in their palette like mcd's and coca cola. However my app is about encouraging action for a common meal and not about striking the user's appetite. A neutral palette would do that but it had to gear toward the female audience. I wanted to use colors that are appropriate for a common type of food and relatable by many women. Fruits, desserts and coffee are some of the most commonly similar worldwide so I chose the color themes based off that thought, the default theme being icecream with a skyblue and purple color palette.

● Font Research

● I used a sans serif font with a high x-height and wide letter that were similar to the ones designed specifically for the web. The wide letters are common in web fonts so you can see them better in small type and a small screen. The font I chose is Heiti SD. It comes in variations of italic, regular, and bold.

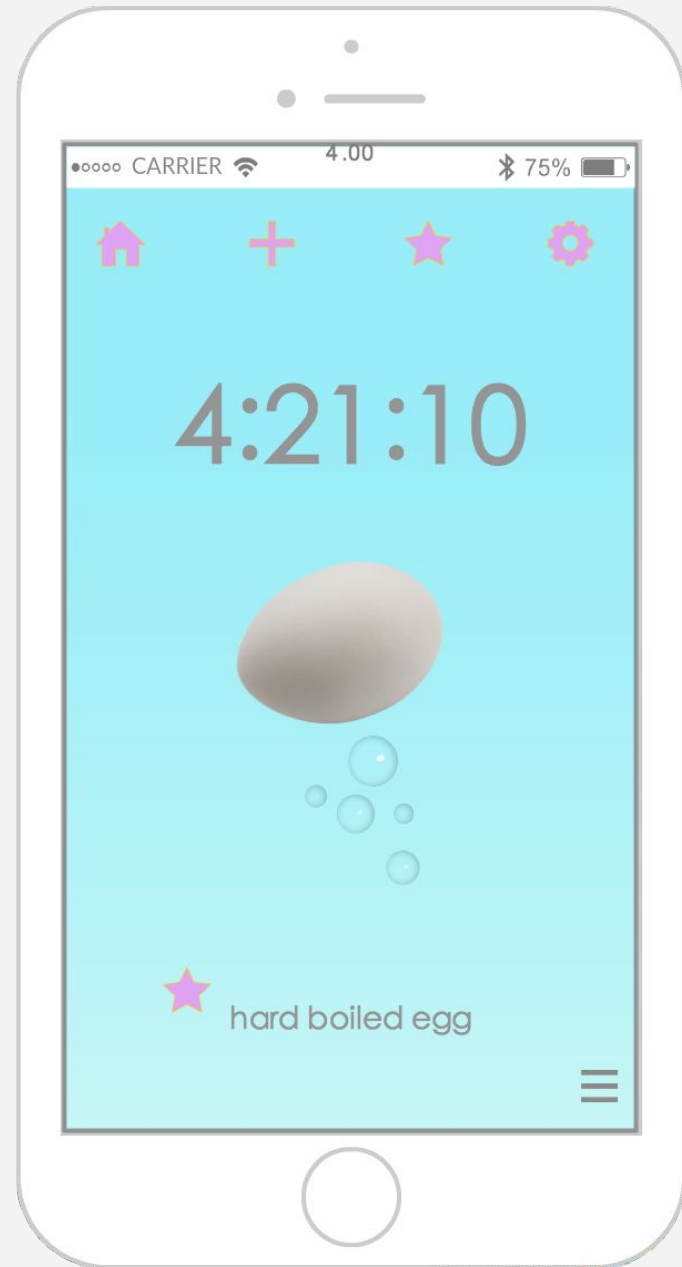
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This is the search screen. When you search a hidden menu pops up where you can further specify and add to favorites for faster access.



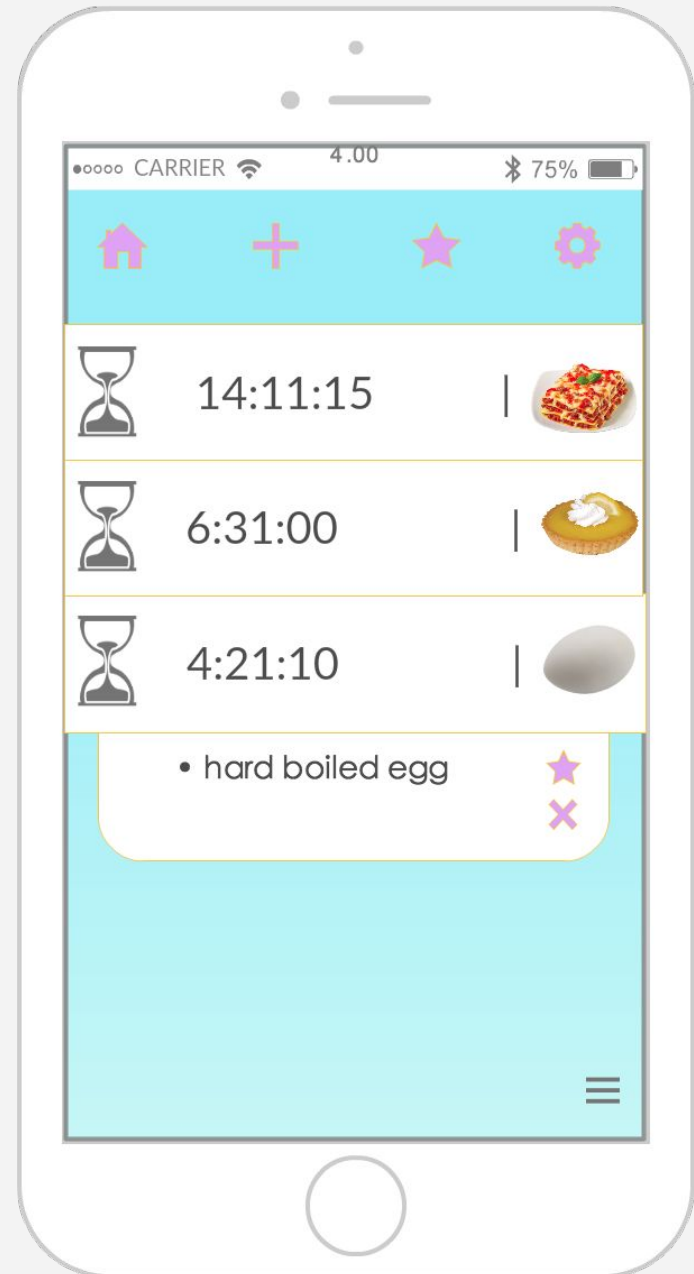
MultiTime

This screen shows the item being timed. This item can be found in Favorites. The bottom right corner is an icon that will show all items being timed.



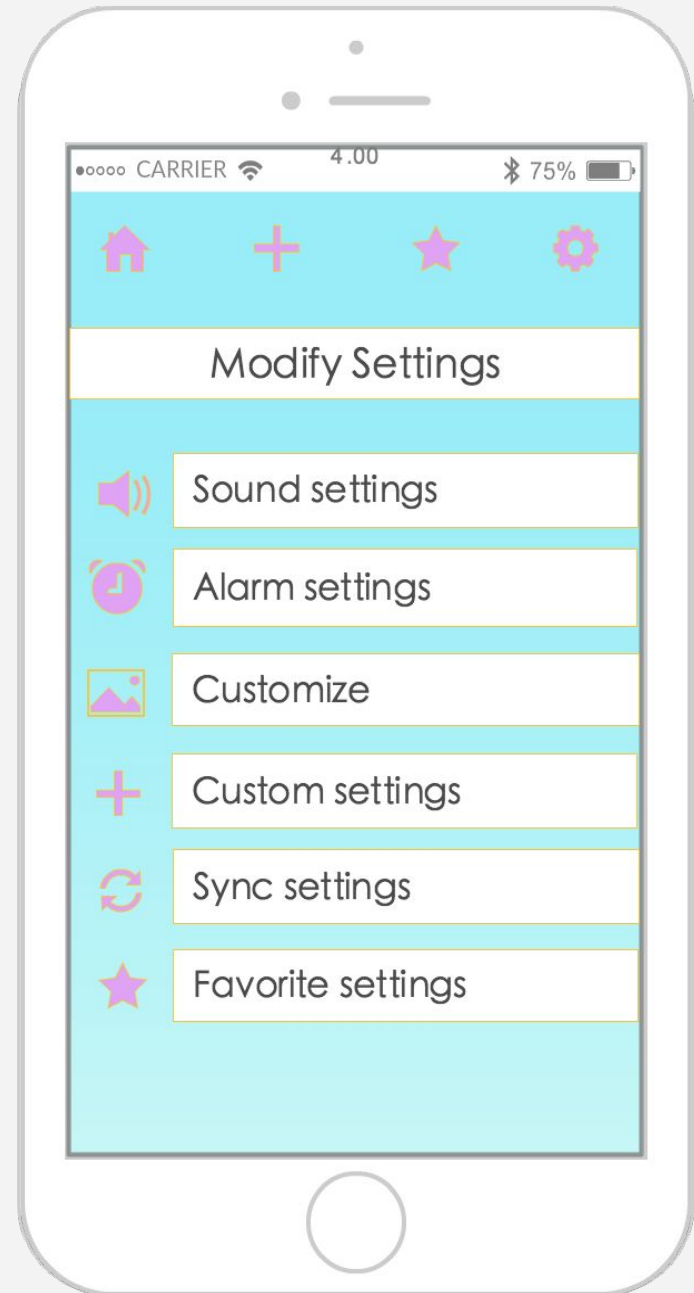
MultiTime

This is the screen that shows everything your timing. You can cancel when you tap on a bar and the hidden menu shows up.



MultiTime

This is the settings screen when you can customize the themes and sync to smart watch etc..



MultiTime

These are the smartwatch screens. You can put the alarm on vibrate and sync to the app. I kept it simple because of the limited space on screen.

