TimeKeepr

Product Design

Discover the ultimate timekeeping app for Android and iOS. Multilingual and intuitive, TimeKeepr effortlessly bridges language gaps while ensuring easy time tracking. Plus, it syncs seamlessly with QuickBooks, simplifying your finances.

TimeKeepr
- THE EASY WAY TO TRACK TIME -

Company profile. TimeKeepr is a startup productivity software (IT) company based in Denver, CO. With a growing customer base, TimeKeepr offers mobile time tracking solutions, including timecards, payroll, and workforce management services.

`Productivity Software` `IT` `Startup`

Team Dynamics. I worked remotely with an agile team that included the following roles; Business Owners, Product Owner, subject matter experts, remote team of Engineers, a UX Researcher, and a user panel.

`Agile team` `Emdedded` `Remote`

Tools. I utilized Figma to create the interface designs and manage the design system, the Adobe Creative Suite for custom graphics, and UXPressia to assemble personas and journey maps.
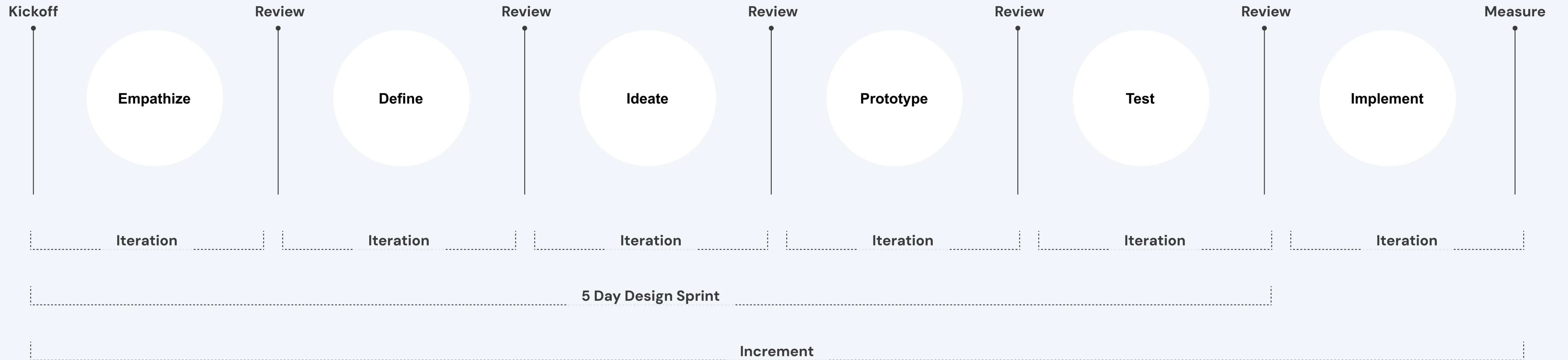
Figma Adobe UXPRESSIA

Role and responsibilities. I was hired as the Principal Product Designer for a 12 month contract through Antfarm Collaborative. My primary responsibilities included; collaborating with stakeholders, engineers, and end users, conducting user research, creating high fidelity clickable prototypes, and managing visual and functional specifications.

`12 month contract` `UX Research` `UI Design` `Protoyping` `DSM`

dano | Approach

👋 **It's Simple.** I worked incrementally in a series of short cycles to receive feedback from stakeholders and customers faster.

Kickoff	Review	Review	Review	Review	Review	Measure

Empathize   **Define**   **Ideate**   **Prototype**   **Test**   **Implement**

Iteration · Iteration · Iteration · Iteration · Iteration · Iteration

5 Day Design Sprint

Increment

Collaborative Events. My approach includes seven collaborative events across the six phases of the design thinking process (Empathize, Define, Ideate, Prototype, Test, and Implement). During the events, I meet with key stakeholders to brainstorm product features, discuss technical feasibility, review work in progress, and share valuable insights.

Kickoff   Review   Evaluate

Design Iterations. Two-week design iteration cycles balance the need for rapid progress with the need for thoroughness, adaptability, and stakeholder involvement, making it my favored approach. For larger solutions, I recommend extending the increments of time. For faster results, I suggest utilizing five-day Design Sprints.

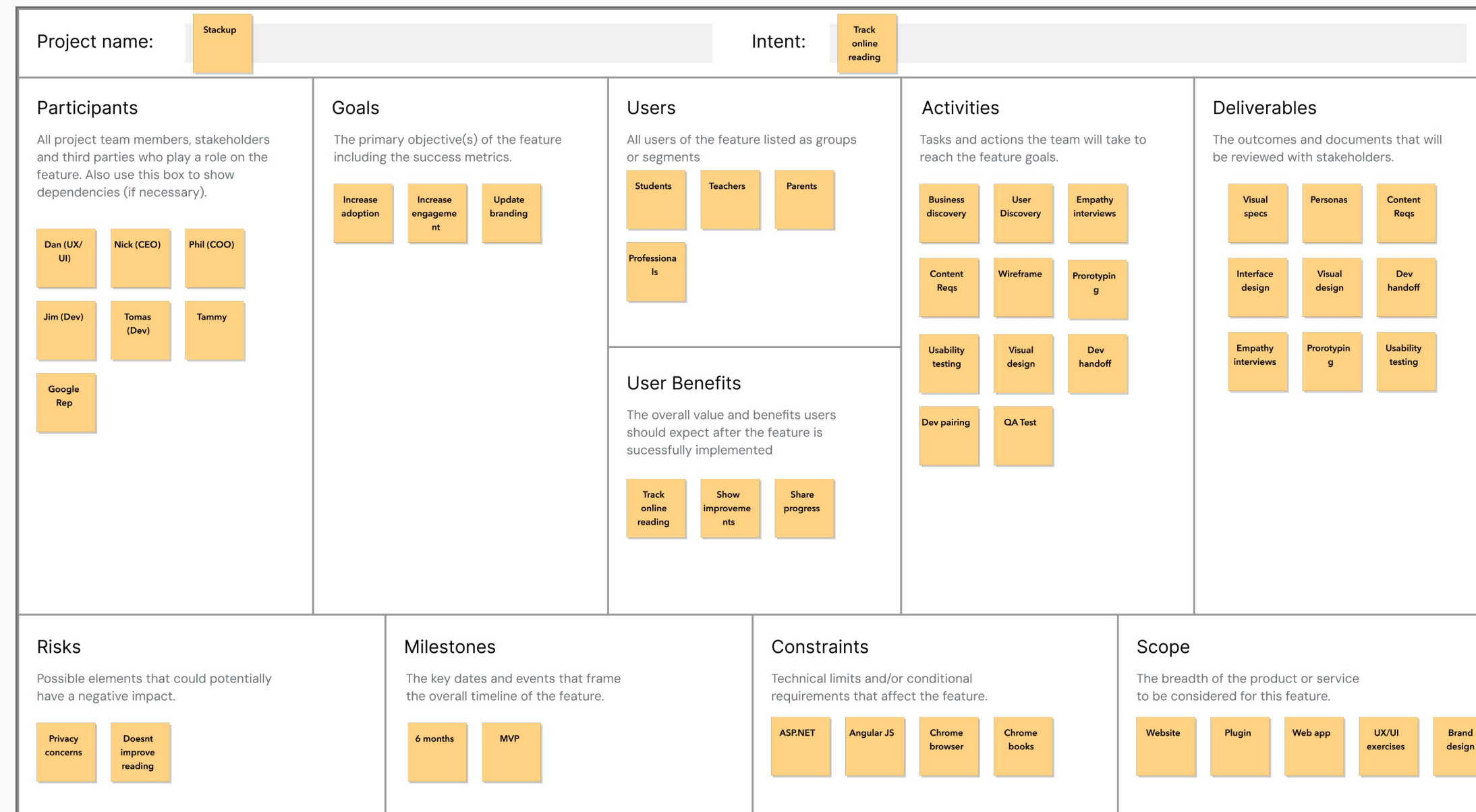Iteration   Increment   Design Sprint

Review

Empathize

Increment
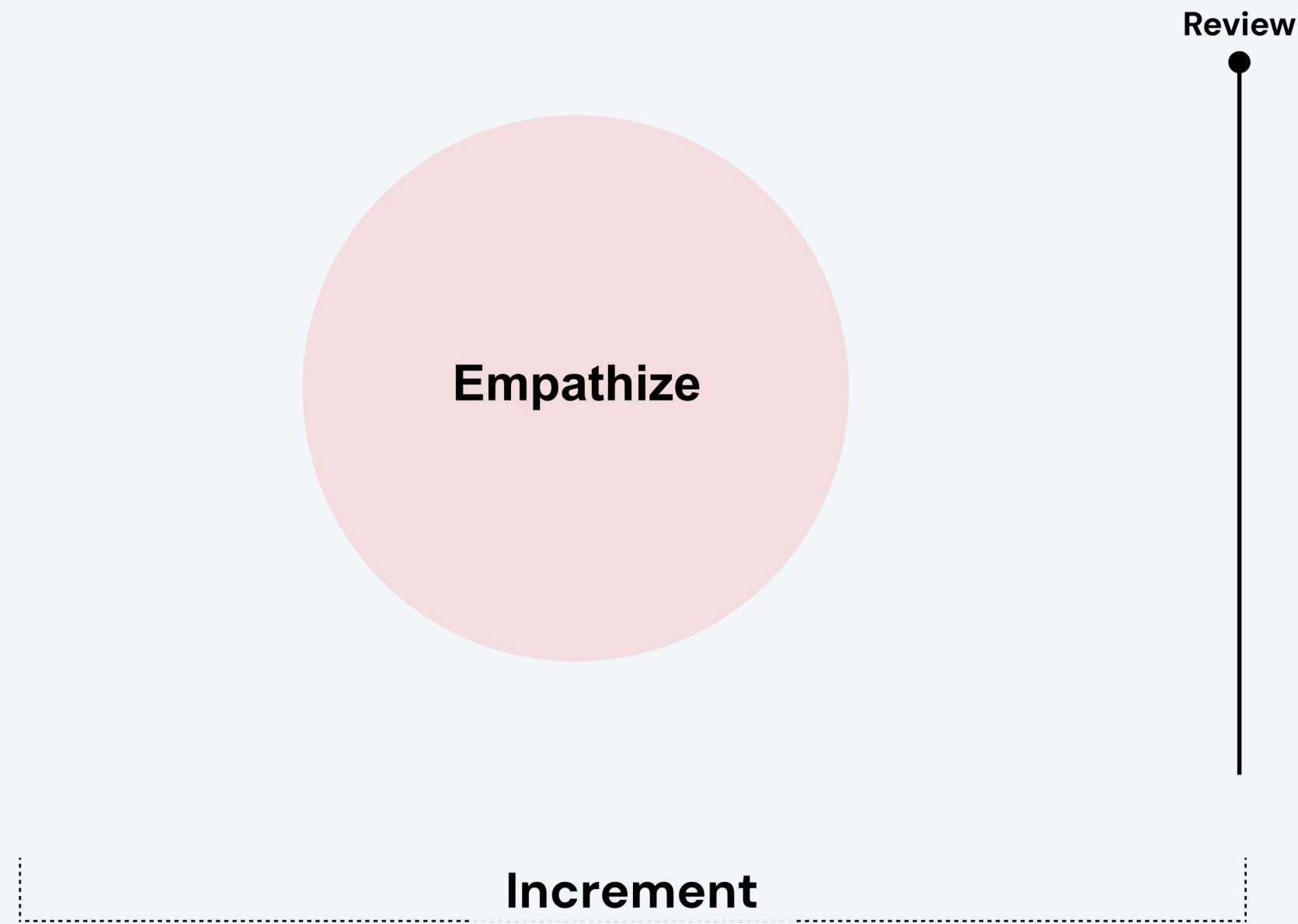
Empathize. I conducted interviews with business stakeholders and end users to gain comprehensive insights into the needs of both. By engaging with stakeholders, I understand the overarching goals, objectives, and constraints of the business. Interviewing users helps me empathize with their pain points, preferences, and aspirations. This dual perspective enables me to bridge the gap between business objectives and user needs, fostering the creation of user-centered solutions that align with strategic goals.

Contractors   Sub-contractors   Office Admins

dano | Empathize

Informed Design Decisions. I used a project kickoff and empathy map canvas to gather essential data. These insights empowered me to create designs that resonated with both project objectives and user expectations.
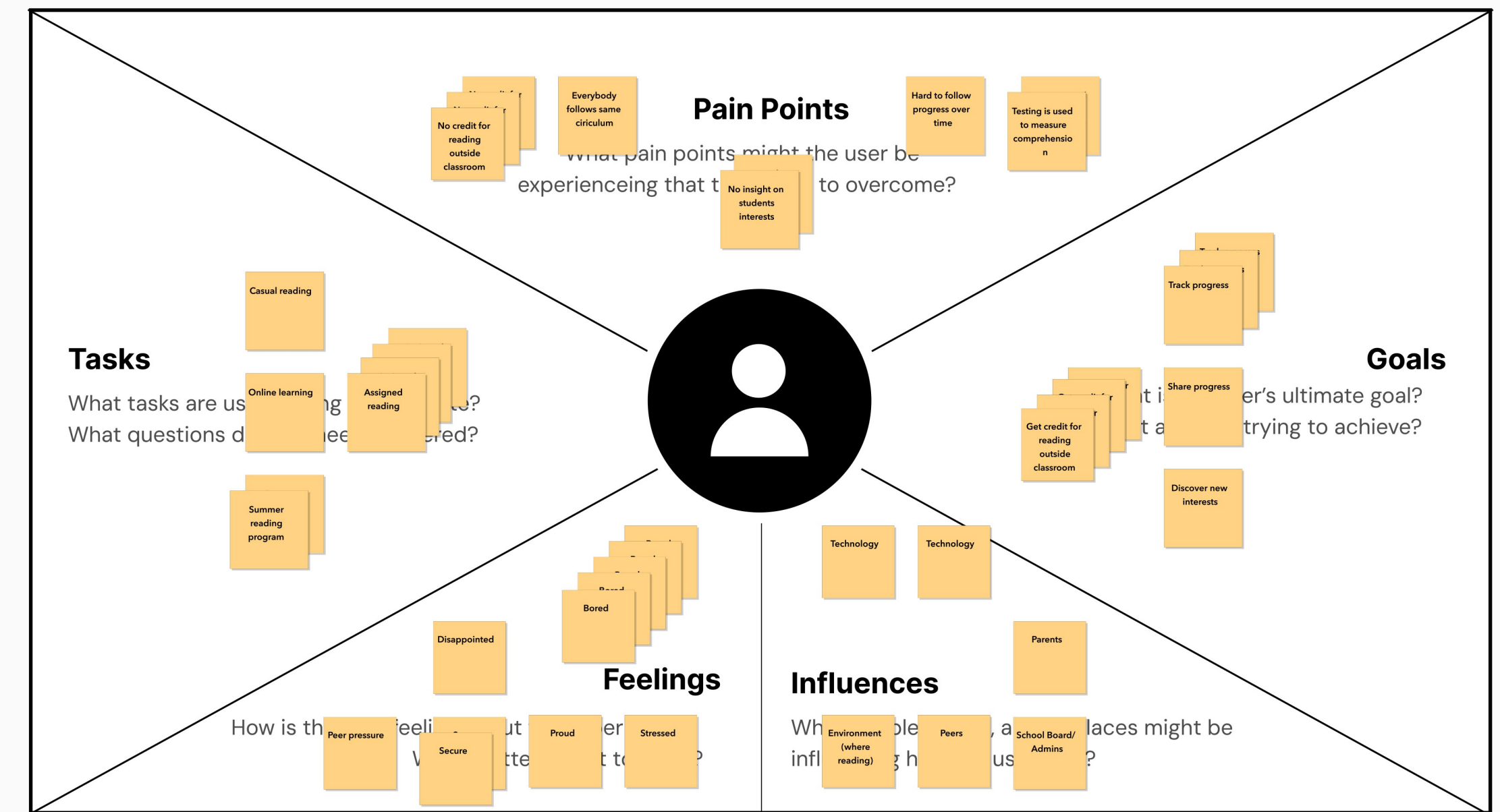

Project Kickoff Canvas

2.0

Visualize the key elements that define a project in a single grid. This canvas intends to define the project's direction, establish the project's objectives and how the project is to be approached.
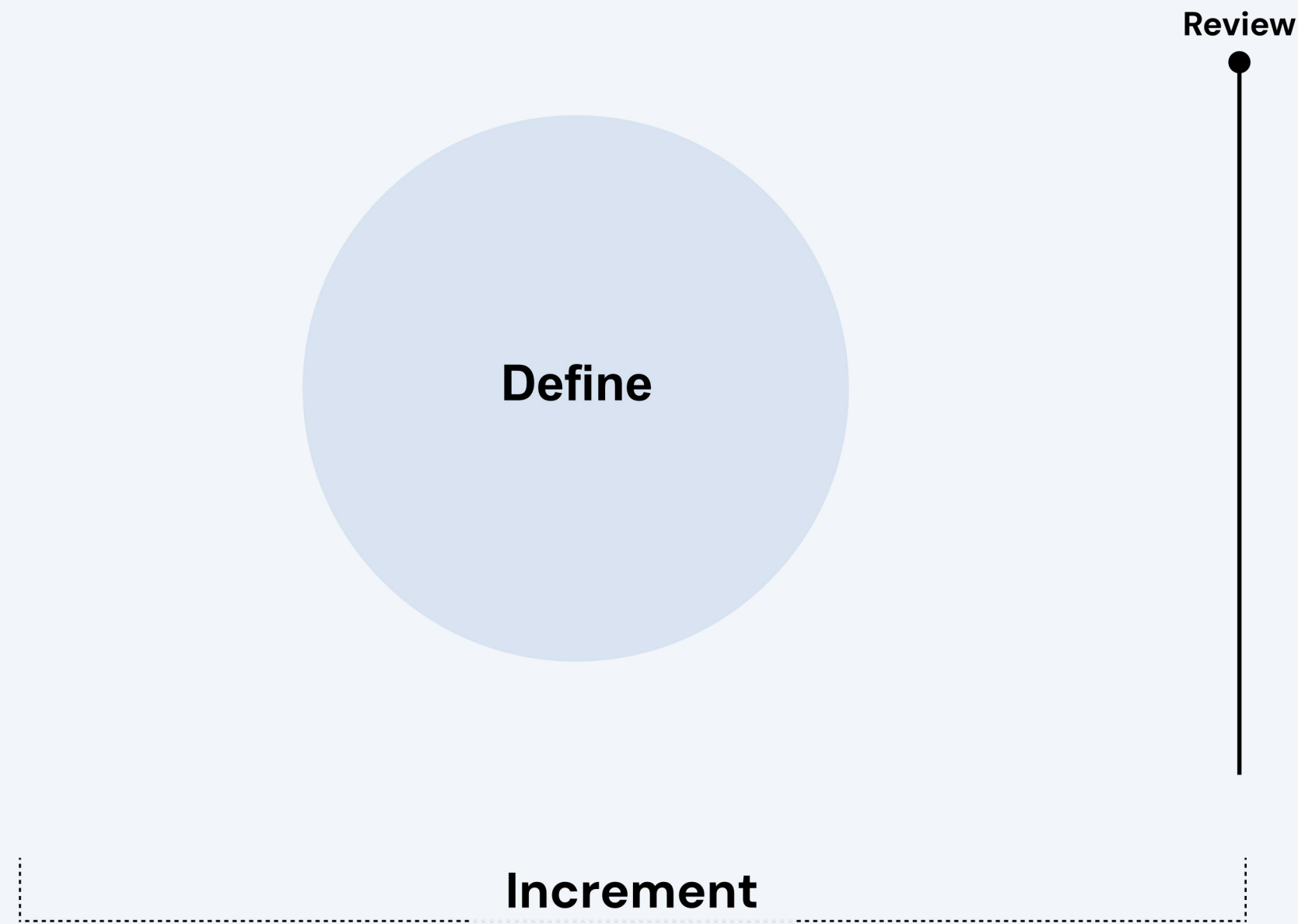
Project name: Stackup

Intent: Track online reading

Participants
All project team members, stakeholders and third parties who play a role on the feature. Also use this box to show dependencies (if necessary).

Dan (UX/UI) · Nick (CEO) · Phil (COO) · Jim (Dev) · Tomas (Dev) · Tammy · Google Rep

Goals
The primary objective(s) of the feature including the success metrics.

Increase adoption · Increase engagement · Update branding

Users
All users of the feature listed as groups or segments

Students · Teachers · Parents · Professionals

User Benefits
The overall value and benefits users should expect after the feature is sucessfully implemented

Track online reading · Show improvements · Share progress

Activities
Tasks and actions the team will take to reach the feature goals.

Business discovery · User Discovery · Empathy interviews · Content Reqs · Wireframe · Prototyping · Usability testing · Visual design · Dev handoff · Dev pairing · QA Test

Deliverables
The outcomes and documents that will be reviewed with stakeholders.

Visual specs · Personas · Content Reqs · Interface design · Visual design · Dev handoff · Empathy interviews · Prototyping · Usability testing

Risks
Possible elements that could potentially have a negative impact.

Privacy concerns · Doesnt improve reading

Milestones
The key dates and events that frame the overall timeline of the feature.

6 months · MVP

Constraints
Technical limits and/or conditional requirements that affect the feature.

ASP.NET · Angular JS · Chrome browser · Chrome books

Scope
The breadth of the product or service to be considered for this feature.

Website · Plugin · Web app · UX/UI exercises · Brand design

Empathy Mapping Canvas

2.0

Gain deeper insights into user motivations, pain points, and aspirations, helping guide the design and development of products or solutions that truly resonate with users' needs.

Pain Points
What pain points might the user be experienceing that they need to overcome?

No credit for reading outside classroom · Everybody follows same ciriculum · Hard to follow progress over time · Testing is used to measure comprehension · No insight on students interests

Tasks
What tasks are users doing? What questions do they need answered?

Casual reading · Online learning · Assigned reading · Summer reading program

Goals
What is the user's ultimate goal? What are they trying to achieve?

Track progress · Share progress · Discover new interests · Get credit for reading outside classroom

Feelings
How is the user feeling about what we want to let them do?

Disappointed · Bored · Peer pressure · Secure · Proud · Stressed

Influences
What people, environments, and places might be influencing the user?

Technology · Technology · Parents · Environment (where reading) · Peers · School Board/ Admins

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dano

Review

Define

Increment

Define. The primary goal at this stage is to clearly and precisely define the problem or challenge we are trying to address. This involves synthesizing the gathered information, and framing well-defined problem statements that guide the design process. Once the problem is defined, we discuss what key success metrics to track.
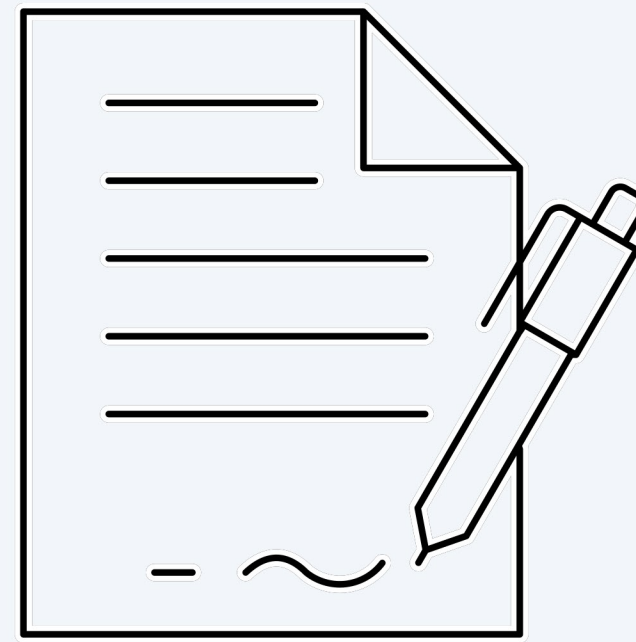
Problem statements   **Success metrics**

dano | Define
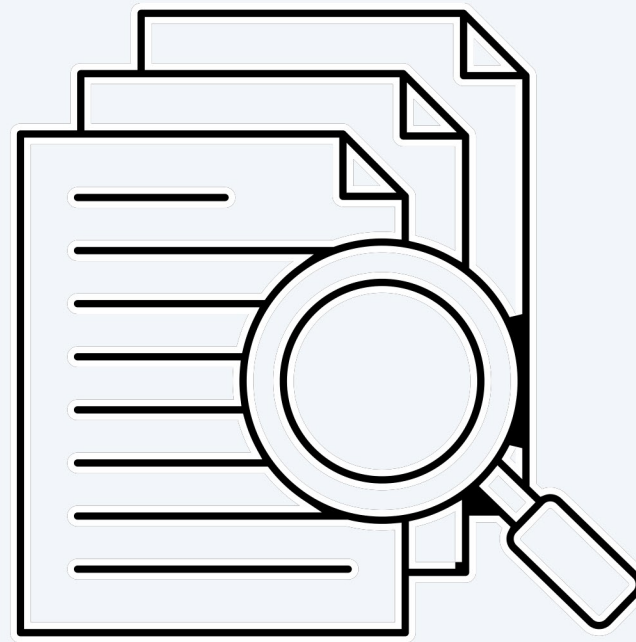
Manual timekeeping is inefficient. By adopting automated timecards, businesses can streamline operations, minimizing errors and administrative tasks. Real-time visibility enhances accuracy and efficiency, while ensuring labor regulation compliance.

Errors   Innacuracies

Approvals cause delays. Delays in manual timecard approvals directly impact payroll timelines. Unapproved timecards hinder the accurate calculation of work hours, potentially leading to errors in wage calculations. This domino effect delays the entire payroll process, affecting employees' timely receipt of their earnings.

Payroll delays   Approvals   Logistics
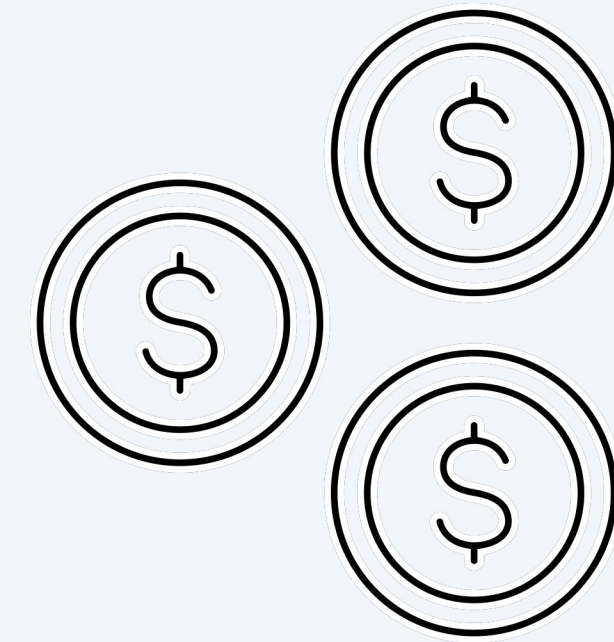
Error-prone payroll process. Inconsistent and inaccurate financial data causes delays in payroll processing. Transferring the data manually is an error-prone process that does not provide the data security required to meet industry standards. We must ensure consistent and accurate financial data across platforms.

Innacuracies   Data security

dano | Define
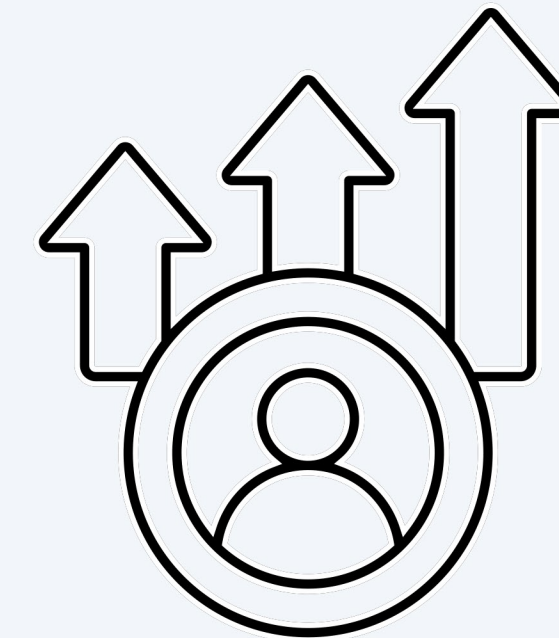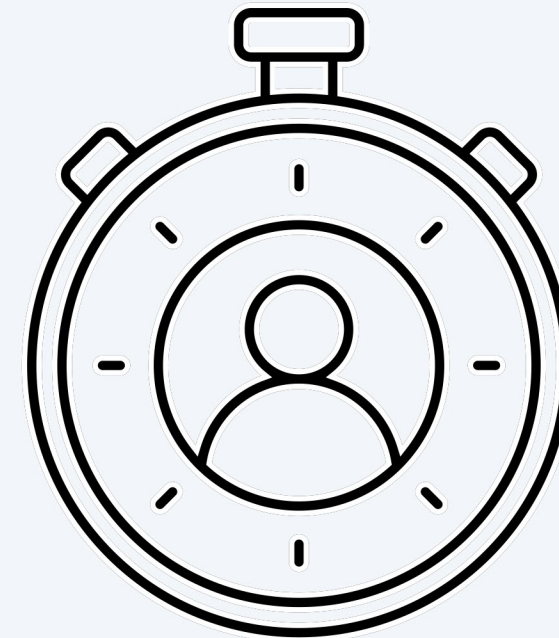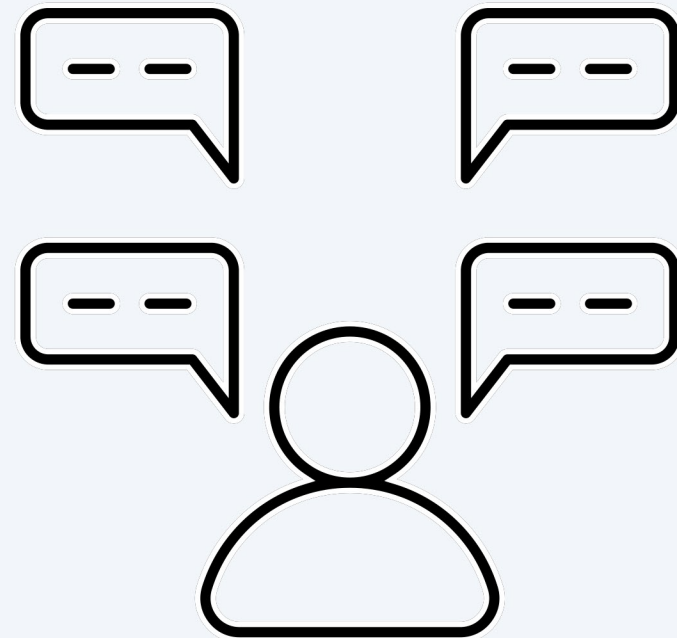
Happiness. Prioritizing happiness is crucial for all audiences. Users expect a seamless experience, allowing quick understanding, efficient tasks, and reduced frustration. Complexity can deter users, impacting their effectiveness and satisfaction.

Surveys **Interviews** **Support cases** **Usability testing**

Task Success. Finding and accessing information adds considerable time when users seek the data they need. Workflows that make users take multiple steps to complete tasks leads to lost time and less productivity.

Click tracking funnels **Observation**

Adoption. Adoption refers to the number of new users within a specific timeframe, reflecting success in attracting new business. A poor user experience could deter users from accepting a new product/feature.

**Total users** **MAU** **DAU**

Review

Ideate

Increment
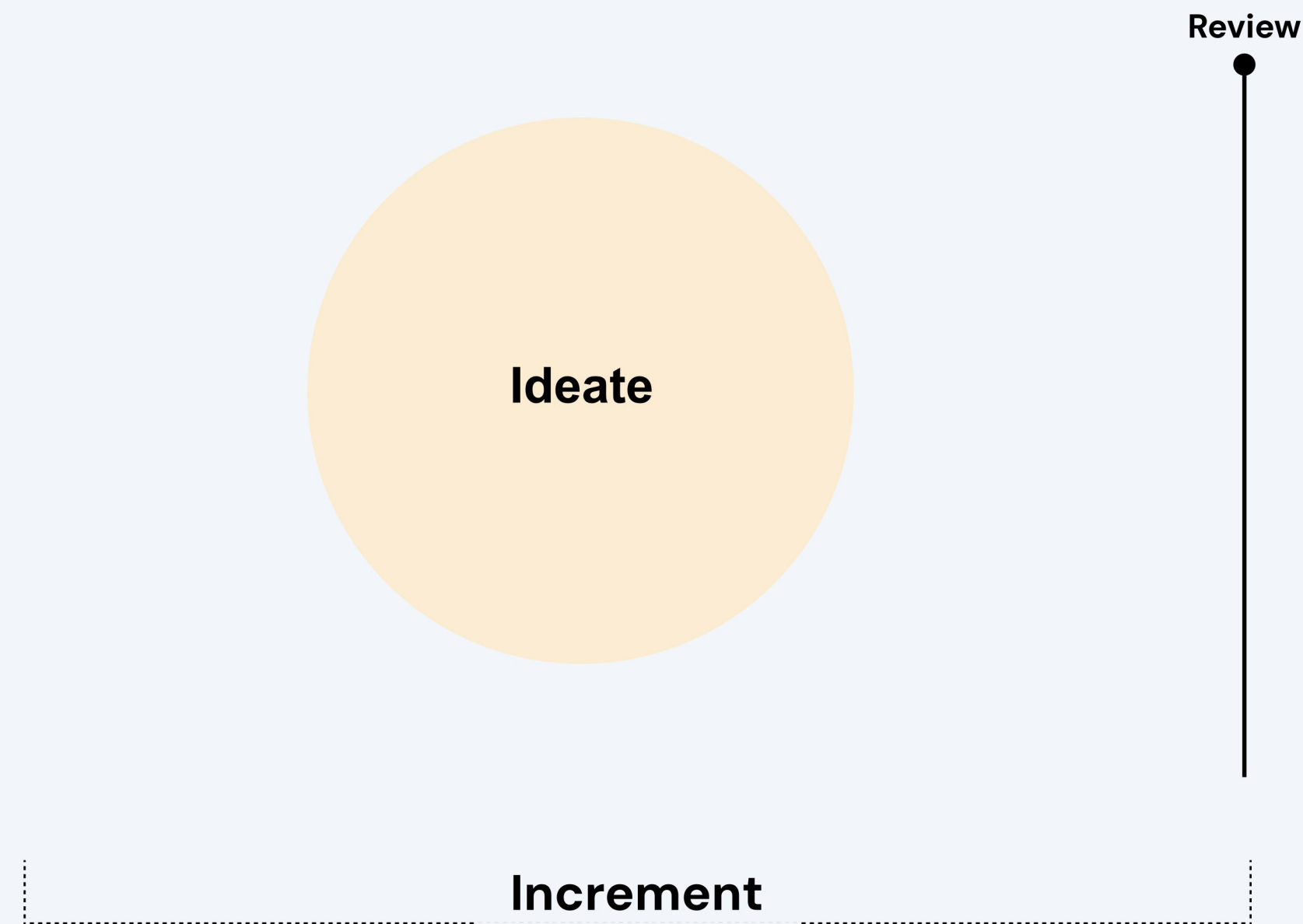
Ideate. This phase of the design thinking process involves generating a wide range of creative ideas and concepts. Brainstorming exercises encourage diverse perspectives and enable the exploration of innovative solutions to the defined problem, fostering a rich pool of possibilities for further development.
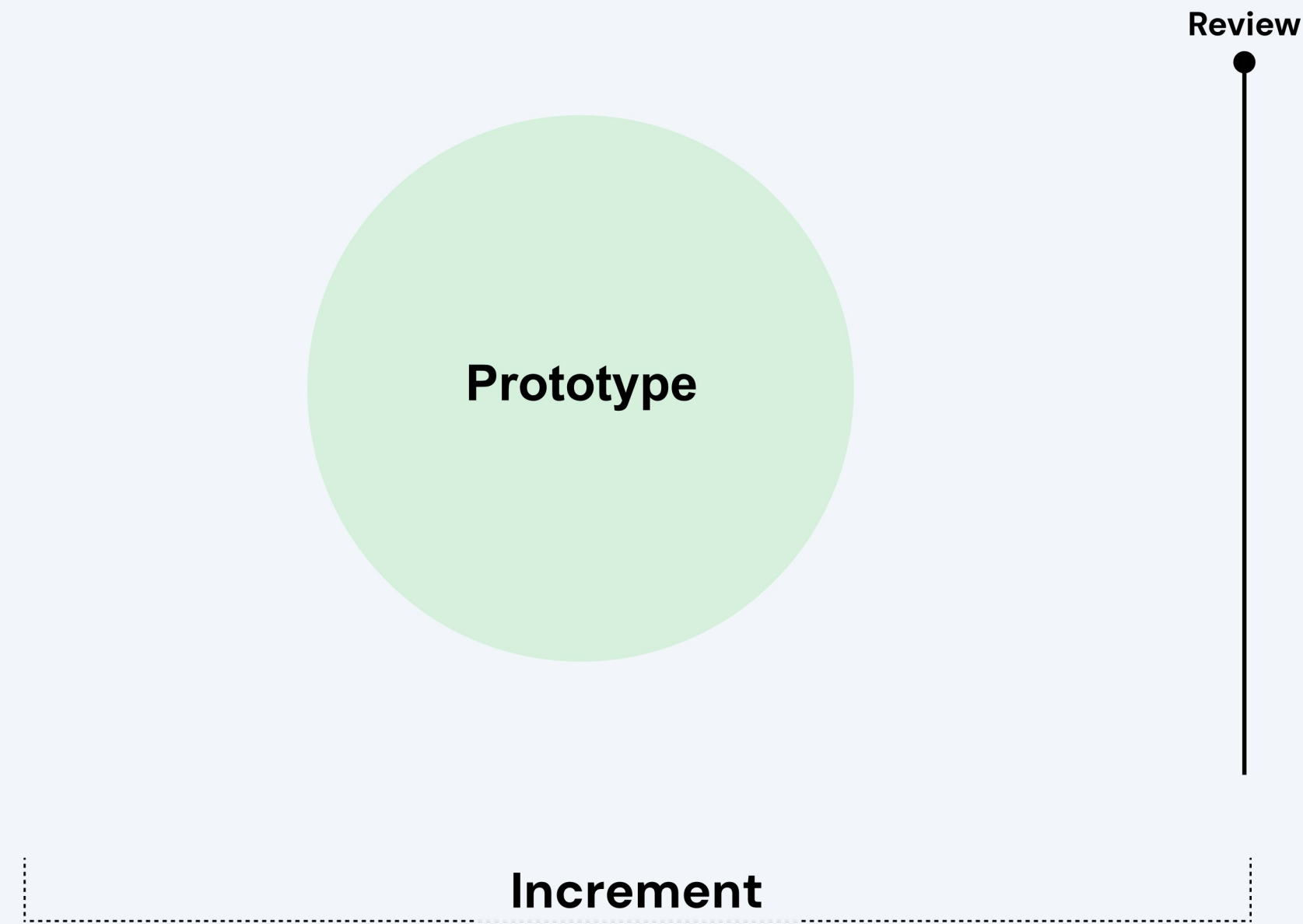
Brainstorm   **Collaborate**

dano | Ideate

dano | Prototype

Review

Prototype

Increment
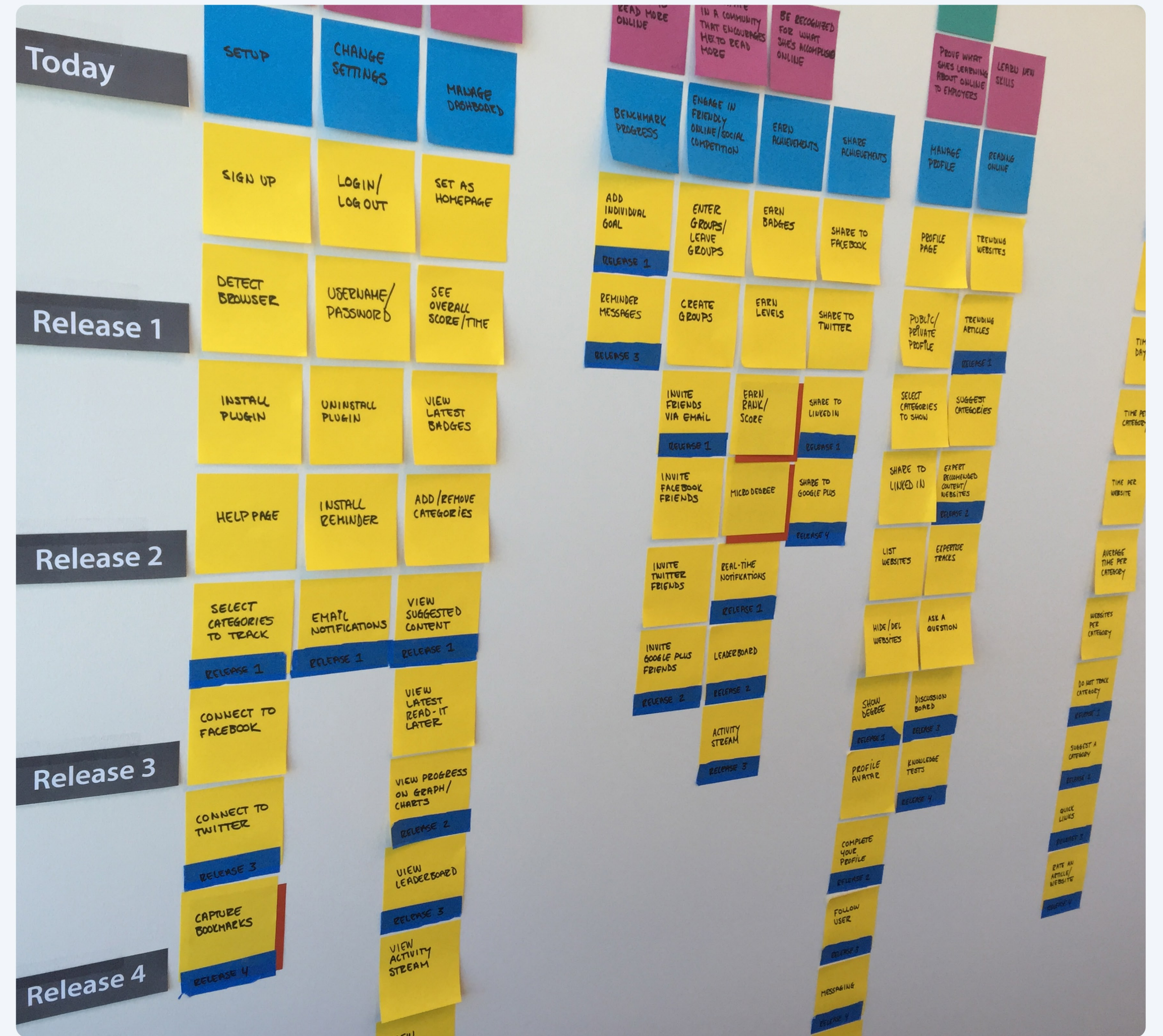
Prototype. Prototyping allows me to visualize and validate design concepts, test usability, and gather valuable user feedback before committing to development, ensuring the final product meets user needs and expectations effectively. It's an essential step in refining and perfecting the user experience.

User testing **Feedback**

Flow Diagrams. I use flow diagrams to visually map out the sequential progression and interactions within a prototype. They help me understand complex workflows and aid in clear requirements.

Note. I like to keep flow diagrams clean, easy to understand, and focused on conveying the essential steps and interactions, allowing stakeholders to grasp the user journey efficiently.

dano | Prototype

Screen 1: Setup

< **Setup** ✕

Step 3 of 4: Add a Worker

Nice! Now we'll add your first worker.

Name

Email

Phone

Hourly rate

Attachments 📷

Skip

Add worker

Home | Add Time | Timecards | Paystubs | More

Screen 2

9:41

Stacey
Weekly Hours   **32 Hours**

Friday August 4th, 2023

M	T	W	T	F	S	S
31	1	2	3	4	5	6

Add Time

My Paystubs

Administration

My Timecards

Home | Add Time | Timecards | Paystubs | More

Screen 3: Add Time

< **Add Time** ✕

Friday August 4th, 2023

M	T	W	T	F	S	S
31	1	2	3	4	5	6

Project

McDonalds Store #382

Framing

Time In   9:00 AM

Time Out   5:00 PM

Break ℹ️

Time Out   12:00 PM

Time In   12:30 PM

Next

Home | Add Time | Timecards | Paystubs | More

Screen 4: Paystubs

< **Paystubs**

Friday August 4th, 2023 ▼

-$900.00 Taxes $3,200.00 Gross

$2,700.00
NET PAY

-$0.00 Benefits   -$0.00 Other

Item	Total
Regular Hours	80
Hourly Rate	$45.00
Overtime Hours	0
Overtime Hourly Rate	$67.50
Gross Pay	$3,200.00
State Tax	-$150.00
Federal Tax	-$825.00
SS&M	-$25.00
Reimbursements	$0.00
Net Pay	$2,700.00

Projects	Total Hours
McDonalds Store #382	60

Home | Add Time | Timecards | Paystubs | More

dano | Test

Review

Test

Increment

Test. I reached out to my user panels to gather their feedback on the prototype. They assessed the usability, identified pain points, and validated design decisions. After a couple iterations of refining functionality and flow, I feel confident that the product aligns with user needs and expectations.

Contractors   **SAFe Subcontractors**   **Office Admins**

dano | Test

Javier Gonzalez 35 min. ago
The navigation flows smoothly, making it easy to find different features and sections.

Trace Blackwell 1 day ago
The interactive animations add a nice touch, enhancing engagement and making the experience enjoyable.

Lacey Blackwell 1 day ago
The font size in the instruction pop-ups seems a bit small, making it a bit challenging to read on my phone.

Friday August 4th, 2023

M	T	W	T	F	S	S
31	1	2	3	4	5	6

Review

Implement

Increment
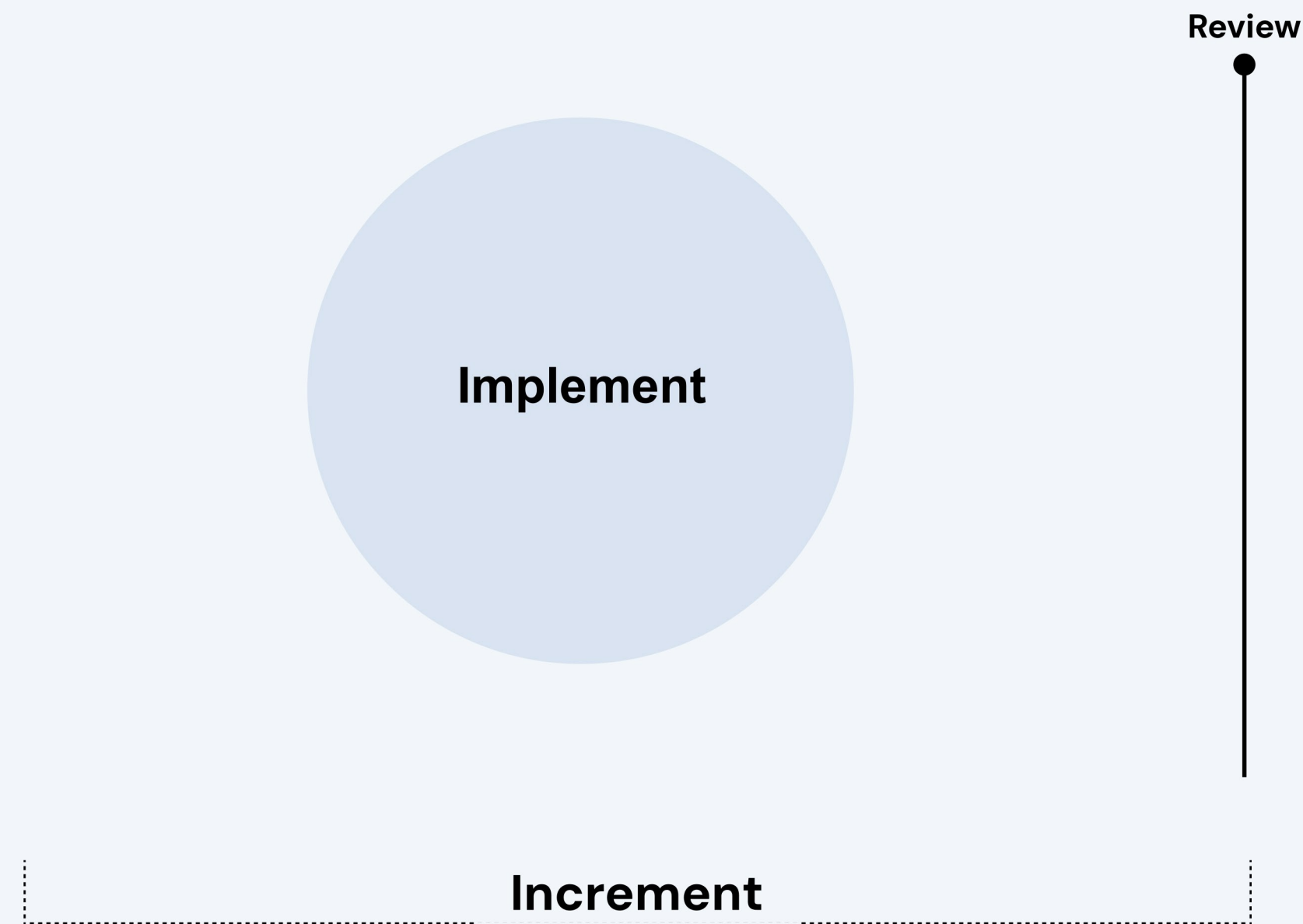
Implement. The finals phase in the design thinking process involves turning refined design solutions into tangible products or features. It's the stage where prototypes are developed into functional, user-ready solutions through engineering, bringing the design vision to life and preparing for real-world use.
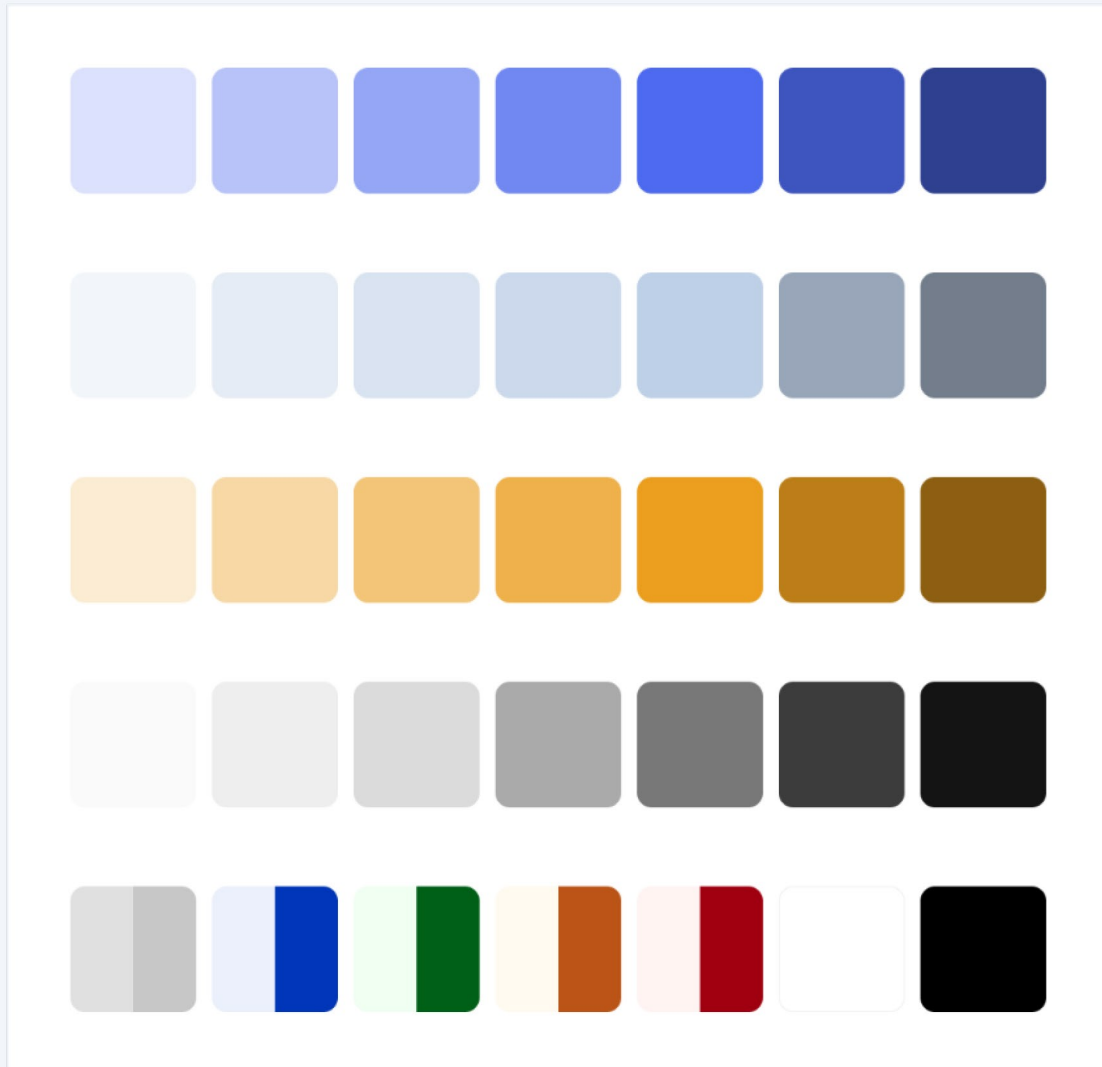
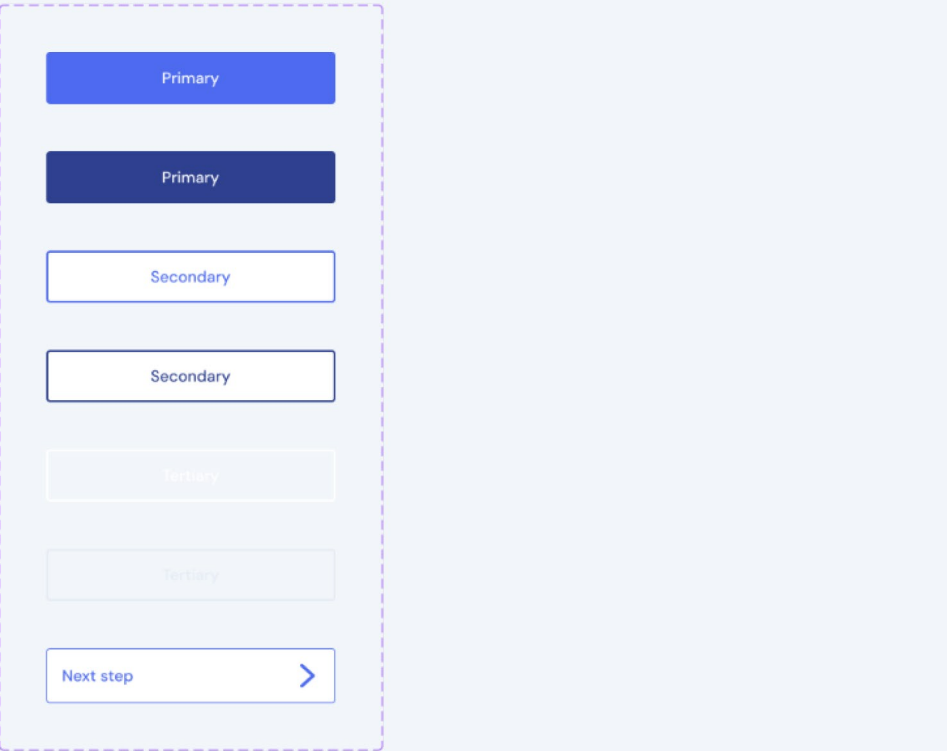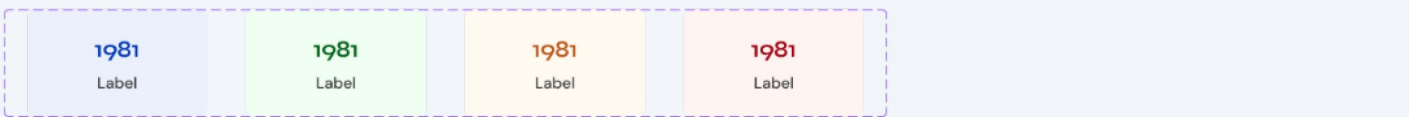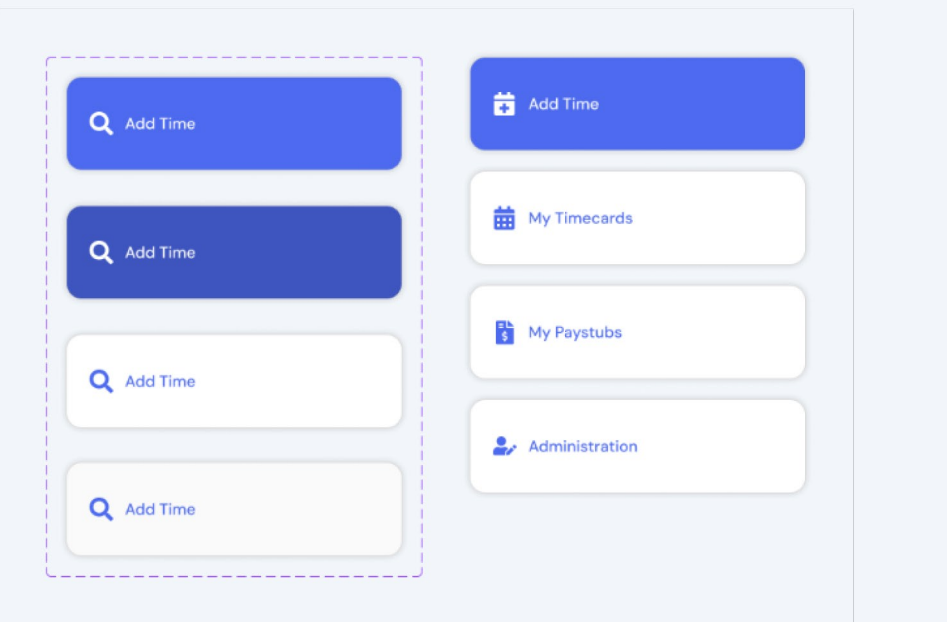Design System   Specifications   Dev pairing

dano | Implement

Colors

Fonts

Primary/Largest

Primary/Larger

Primary/Large

Primary/Medium

Primary/Small

PRIMARY/SMALLER

Buttons

Primary

Primary

Secondary

Secondary

Next step

Button Menu

Add Time

Add Time

Add Time

Add Time

Add Time

My Timecards

My Paystubs

Administration

Inputs

Popover

Are You Sure

Are you sure?

Yes   No

Page Headers

9:41

Page Title

Tracy
Weekly Hours   32 Hours

Bottom Nav

Home   Add Time   Timecards   Paystubs   More

Stats

1981   1981   1981   1981
Label   Label   Label   Label

Cards

For Startups
Launch Your MVP Faster
Research   Design
Prototype   Validate

For Enterprises
Small Team Huge Impact
End to End Design   Design Systems
Product Vision   Consulting

For Students
Cover More Ground
Work Smarter   Work Faster
Stand Out   Get Ahead

For Startups
Launch Your MVP Faster
Research   Design
Prototype   Validate

For Startups
Launch Your MVP Faster
Research   Design
Prototype   Validate

For Enterprises
Small Team Huge Impact

Spacing & Grid

dano | Implement

🤩 **Interface Designs.** High-fidelity designs offer a realistic representation of the final product's look and feel, allowing for a smoother development process and enabling high-fidelity prototyping.

Setup

Step 3 of 4: Add a Worker

Nice! Now we'll add your first worker.

Name

Email

Phone

Hourly rate

Attachments 📷

Skip

Add worker

Home | Add Time | Timecards | Paystubs | More

9:41

Stacey
Weekly Hours   **32 Hours**

Friday August 4th, 2023

M	T	W	T	F	S	S
31	1	2	3	4	5	6

📅 **Add Time**

📅 **My Timecards**

📄 **My Paystubs**

👤 **Administration** 14

Home | Add Time | Timecards | Paystubs | More

Add Time ✕

Friday August 4th, 2023

M	T	W	T	F	S	S
31	1	2	3	4	5	6

Project

McDonalds Store #382

Framing

Time In   9:00 AM

Time Out   5:00 PM

Break ℹ️

Time Out   12:00 PM

Time In   12:30 PM

Next

Home | Add Time | Timecards | Paystubs | More

Paystubs

Jul 24 - Aug 6th, 2023 ▼

-$900.00 Taxes $3,200.00 Gross

$2,700.00
NET PAY

-$0.00 Benefits   -$0.00 Other

Item	Total
Regular Hours	80
Hourly Rate	$45.00
Overtime Hours	0
Overtime Hourly Rate	$67.50
Gross Pay	$3,200.00
State Tax	-$150.00
Federal Tax	-$825.00
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Net Pay	$2,700.00

Projects	Total Hours
McDonalds Store #382	60

Home | Add Time | Timecards | Paystubs | More

73%
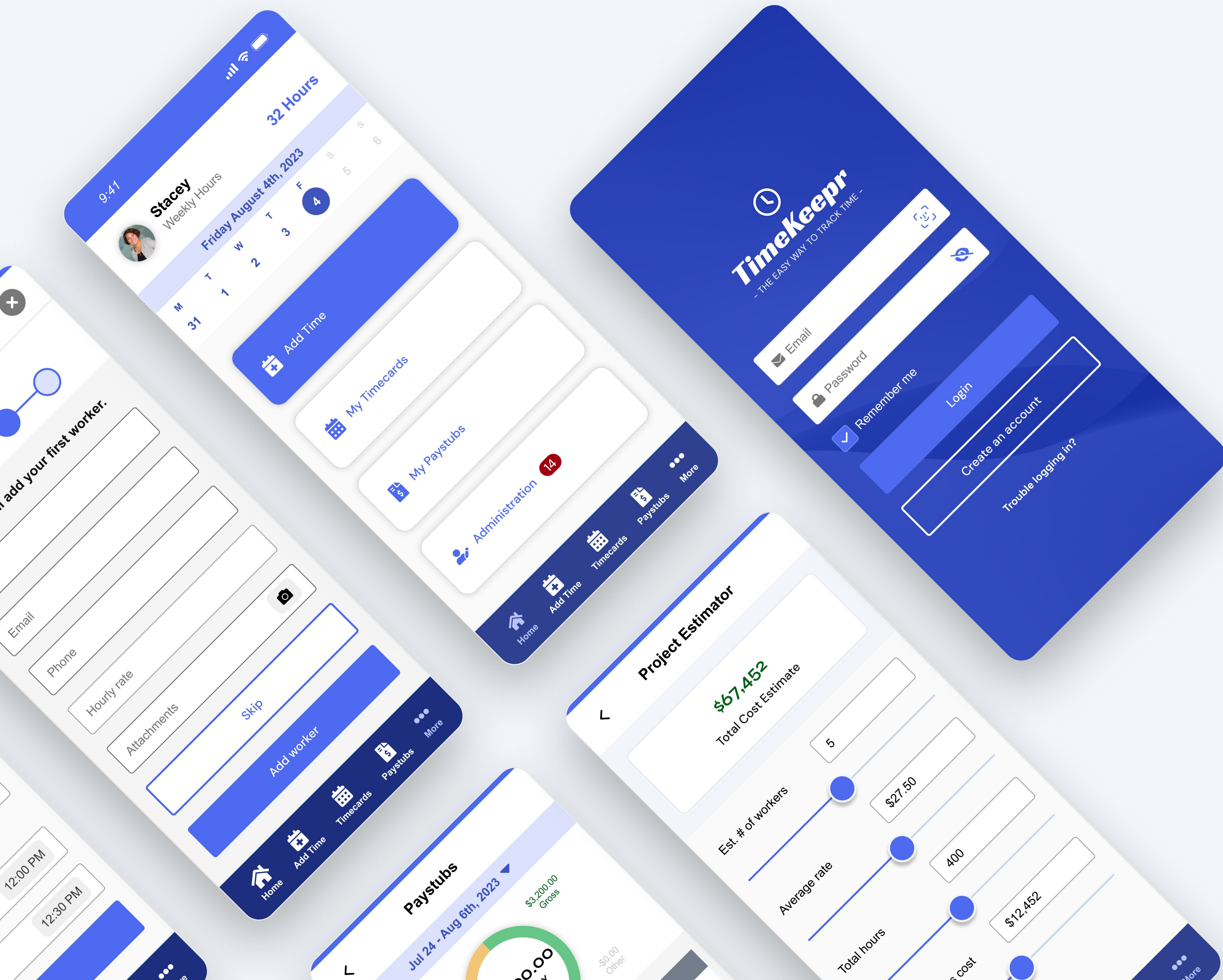of existing users adopted the new system with the first six months

93%
task completion success (-7% support cases)

"I really like the [TimeKeepr] app ... I use to track my work hours and dont need to drive to job site to have signed. It's easy to use and best part, I can do it en español!"

Javier Gonzales Carpenter

End.

Thank you