

UX Methods Used

- Hierarchical Task Analysis
- Competitive Analysis
- User Interviews
- Usability Testing

Tools Used

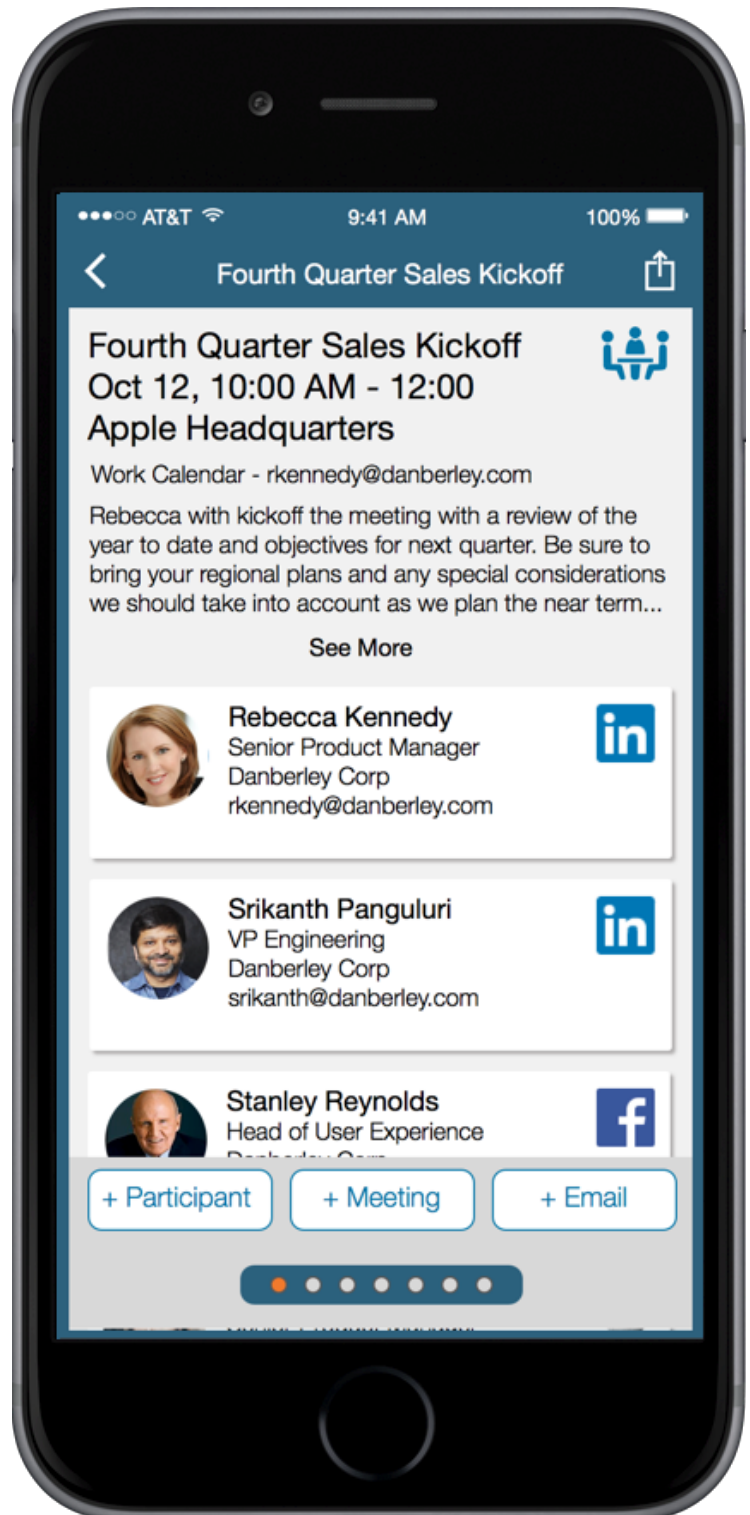
- Sketch 3

Research

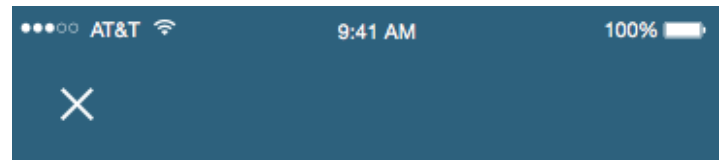
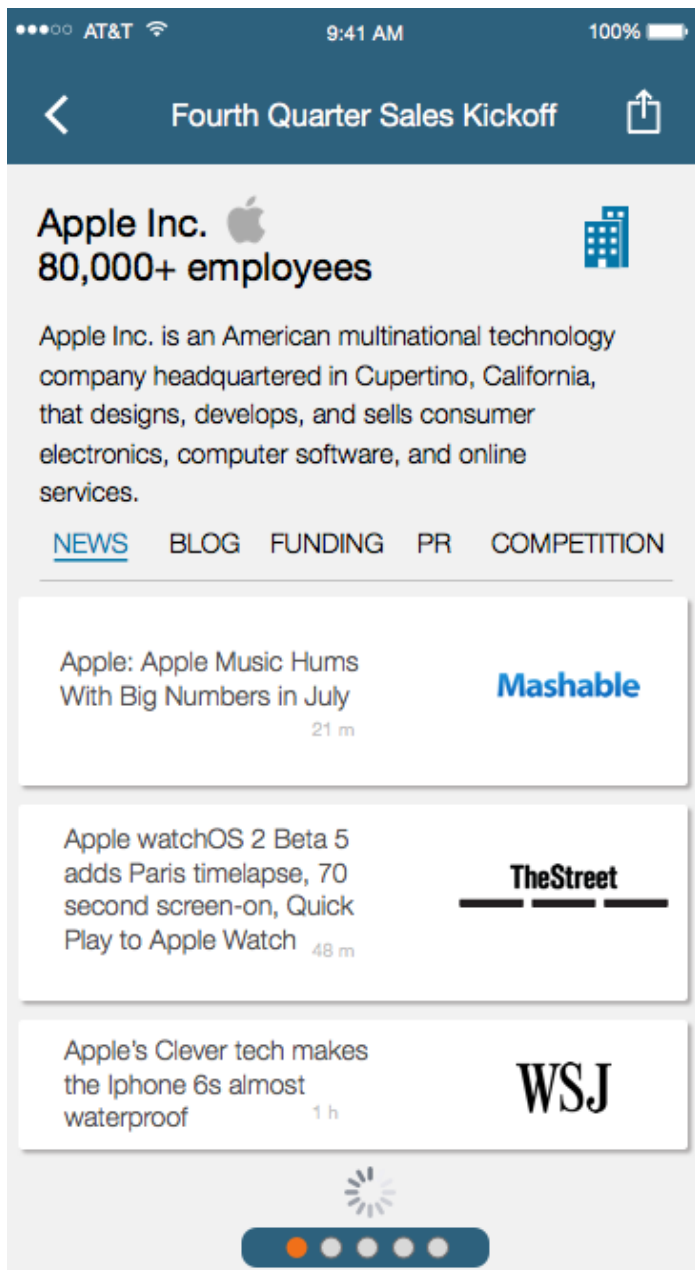
Synqq is a productivity app that allows you to sketch out ideas, take detailed notes, schedule meetings, stay up to date on the latest company news, stay in touch with your team, and so much more. Synqq does all the hard work of keeping all your information organized so you don't have to. Simply fill in your email id and boom. All your events, contacts, news, and emails are there. It's like magic. In this mobile-centered generation, keeping up with meetings, emails, homework, people, and other tasks can be daunting. That is why we wanted to create a mobile app to help users feel organized and always ready for their day.

With Synqq's card method, you can simply swipe through cards to find information or complete actions. It is so simple to call an Uber to your next event, join a WebX conference call, save pictures and notes, record important meetings, and read news articles about companies you are interested in. Synqq does it all.

Synqq was not born overnight. App designs went through several iterations and before that many potential users were contacted and asked about required functionality and their needs. After gathering this data, we designers discussed the hierarchical task analysis and understood what needed to be created. Using Sketch 3, designs were made and iterated upon several times. Weekly meetings were kept to discuss the progress of the Synqq cards.



Here are a few of my designs for Synqq using Sketch 3. I wanted the screens to be interactive and simple to use. Since there is so much information such as Notes, History, Locations, Events, and Contacts, placing content in a “easy to find way” was a challenge. I solved this by creating tabs within each screen. In this way, users found it easy to navigate through the app.



Mashable

Apple: Apple Music Hums With Big Numbers in July October 13, 2015



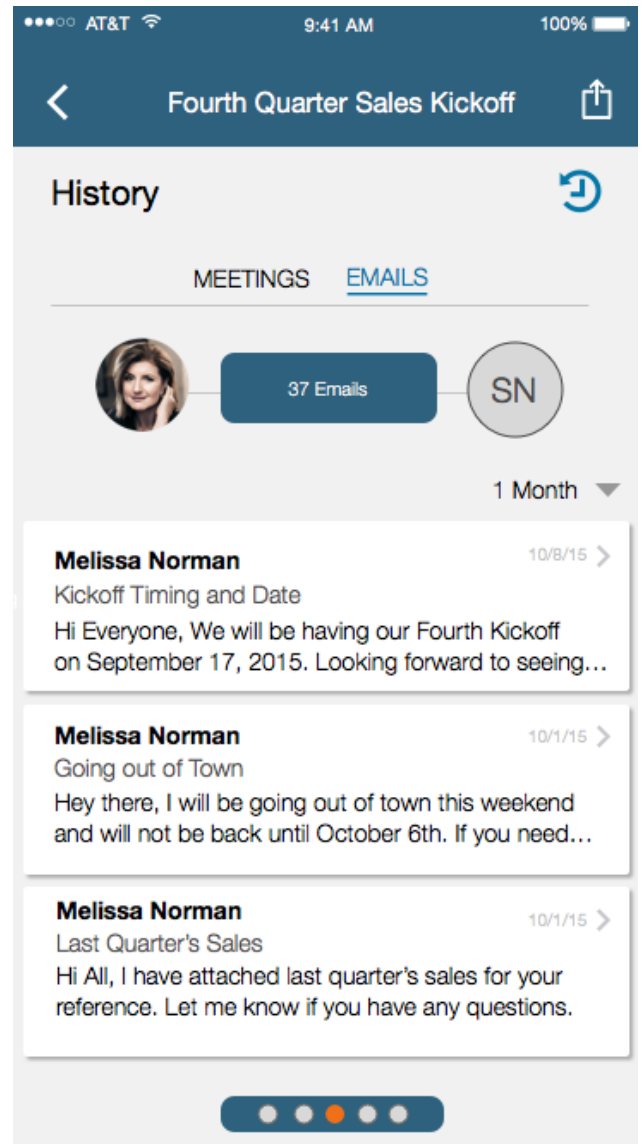
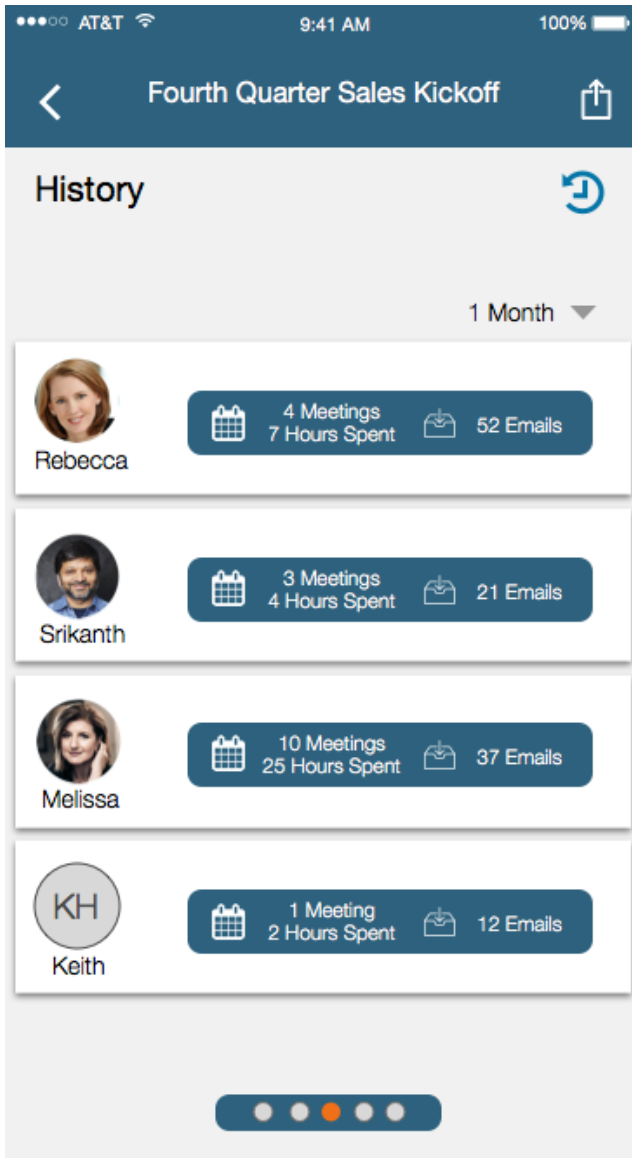
NEW YORK (TheStreet) -- **Apple (AAPL - Get Report)** Music has drummed up \$11 million.

The streaming service costs \$9.99 per month with the first three months free. Two million of those subscribers opted for the more lucrative family plan costing \$14.99 per month. Despite some bugs and glitches in the service, which the tech giant is scrambling to address, Apple Music has been a popular hit so far.

If all the trial users convert to paying monthly customers, Apple would square up

Company card. Users can read about the latest news, blog posts, funding, press release, and competition by switching through the tabs. Easy access to news articles by clicking on articles. You can read an article and simply close it and return back to the app.

These are the History cards. You can easily see interactions between yourself and your colleagues. By clicking on the visualization, the user can access meeting history and emails by week, month, or year by picking a filter. This makes it easy for the user to find a particular email or meeting and pull it up quickly.



Synqq is still in the process of incorporating these designs into the mobile application. Working with the design team is a great learning experience and I have learned a lot about UX principles and collaborating with a team.