

Benchmark Analysis

By: Colin Coulson

Ryeboard

1. App Overview

What it is A collaborative work space that allows the user to plan and organize their ideas. Based on the physical whiteboard, it implements digital elements to allow for more visual collection and exploration of a users concept.

Who uses it The websites intended audience is very vast as it says it is for “Brainstorm new ideas, plan out your next academic essays, or organize your next vacation on Ryeboard” The intention is on people in business, students and general users seeking organization of general tasks.

Why they use it Use it to visually collect and brainstorm the information that they have collected. Allowing the information to be organized in a way that allow the user to better understand and come to a conclusion or guide the direction of the information.

2. Analysis

Information Architecture

The content is basic and minimal (still in beta) dragging and placing elements in order to collect users information.

Organization & structure – hierarchy, labeling

All the navigation is located on the outer edges of the screen allowing for easy recognition and use of universal labels and shapes allows the user to easily identify the elements.

Usability – findability, effectiveness

To understand the simplicity of the drag and drop feature of the navigation.

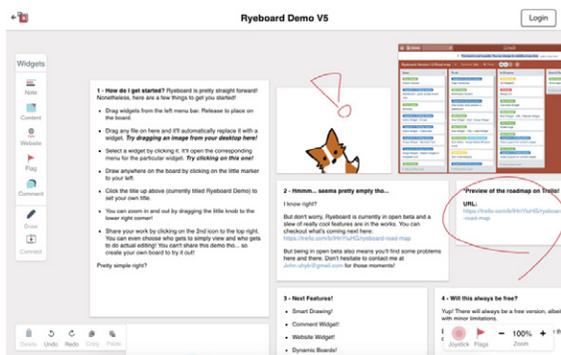
There are not many features so the user is not overloaded and instant visual recognition allows for a simple user flow.

Content – what content is presented; how and why

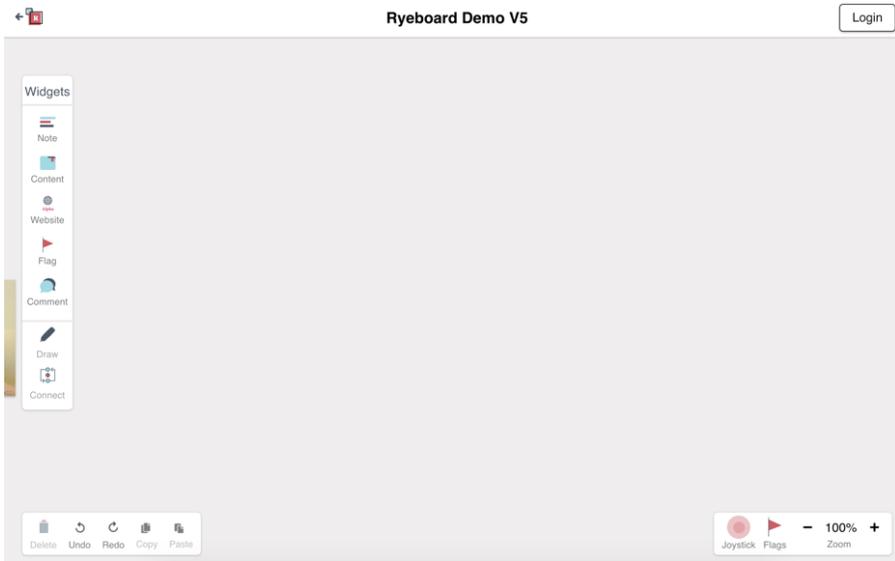
The app presents seven options of notes, content, website, flag, comment, draw and connect. In a navigation on the left hand of the screen that allows the user to drag the elements from the nav onto their board. The content is very basic and

3. Synthesize your findings

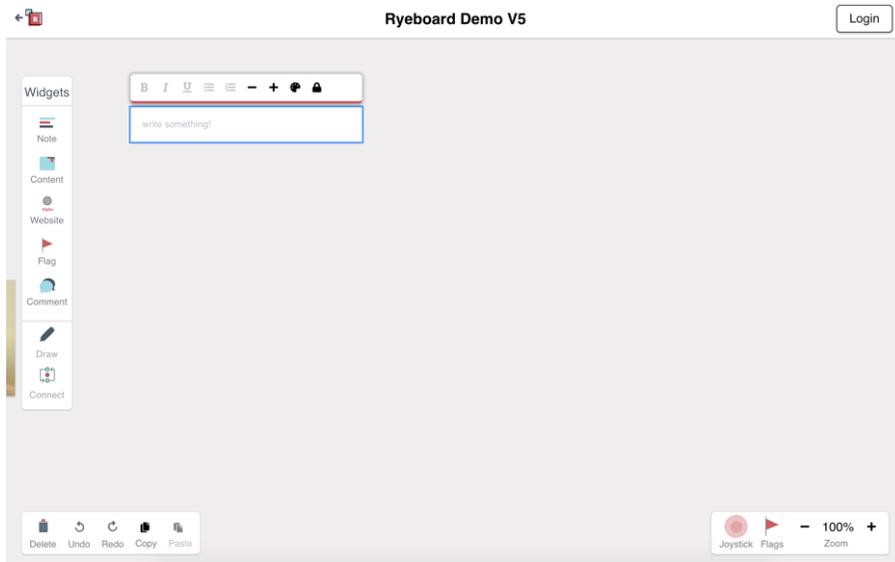
This app is very simple and effective in its initial features, but I feel that there are things that could really make this app more intriguing and dive the user to want to come back to the app. The drag and drop feature in allows for a easy user flow and the elements are labeled so that it is easy to select the correct one and place the elements where yo need them. The app can become cluttered and more organization features would help improve the experience. Moving some of the features of the white board and into windows that may appear to improve the clutter as it could be argued that not all elements need to be present at all times.



An example of a completed/in progress board and all the features present to the user. The menus do seem to disappear and could make it difficult for the user.



This shows a blank board and the main features of the app.



This demonstrates the apps attention to the basic features necessary to make it work. With the basic features it is functional but does not separate itself from competitors.

Source: <https://www.ryeboard.com/>

Benchmark Analysis

By: Colin Coulson

Realtime Board

1. App Overview

What it is A collaborative team workspace that takes a whiteboard style form of organization to collect and organize ideas and information. Emphasises the ability to work in real time with others and communicate through the app in real time through chat/video that are all built into the app.

Who uses it This app seems to market itself towards a more professional audience, as the website leans toward communicating how it works in a working environment that consists of multiple people sharing and manipulating the content on the page. The aesthetic of the website seems to appeal to a younger audience although the app can be used and effective to all ages and for users in different areas.

Why they use it They use it to access a digital space where many users can collect and share a collection of ideas and information in order to visually organize and understand the information presented. It also allows users located in different areas to collect and chat together on the collected information.

2. Analysis

Information Architecture

The app uses a collection of navigation menus located along the outside edge of the screen in order to add elements to the “whiteboard” be it notes, comments or charts. The menus use pictograms to indicate the different things that can be added. These are simple and uniform some had to be hovered over to find out what they represented.

Visual Design – Typography, colour, composition

The use of black white are consistent themes throughout the look of the app along with a mix of blues and greens it create a more professional and modern looking design that appeal to the target audience. The type is minimal and simple set up professionally so that it is easily read and makes navigation simple. In the app it uses multiple colours in different charts, graphs and templates allowing the user many option to colour coordinate and organize their information. Overall the app has a modern professional look that fits well and allows for the aesthetics to not overpower the intended main features of the app rather highlight them.

Usability – findability, effectiveness

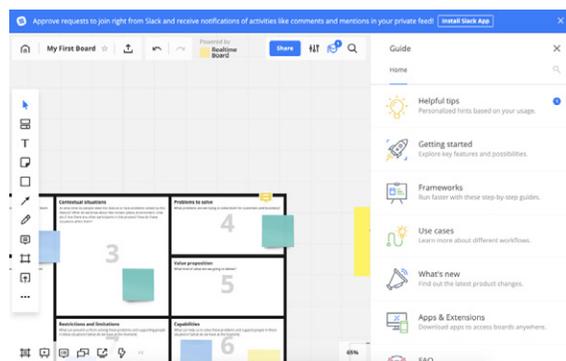
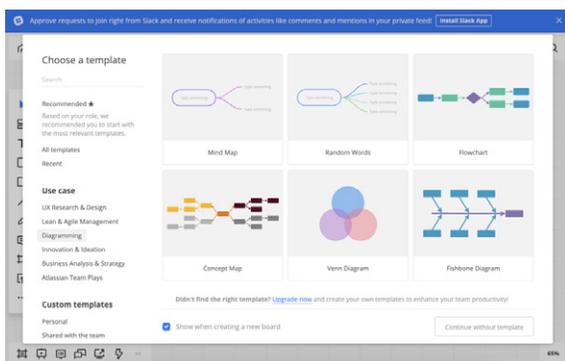
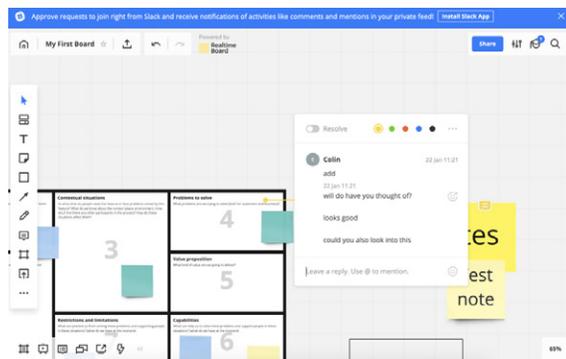
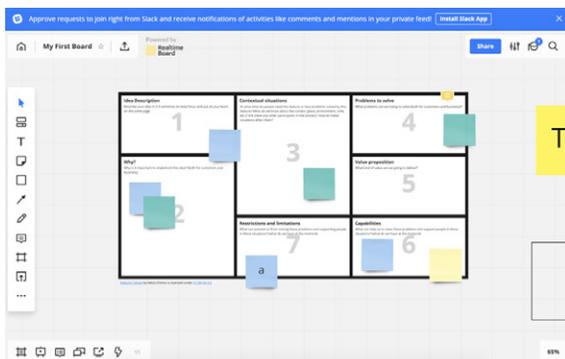
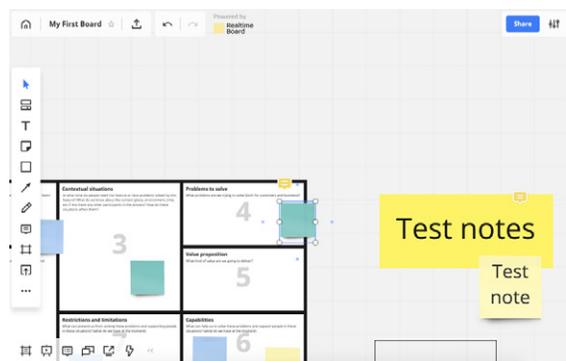
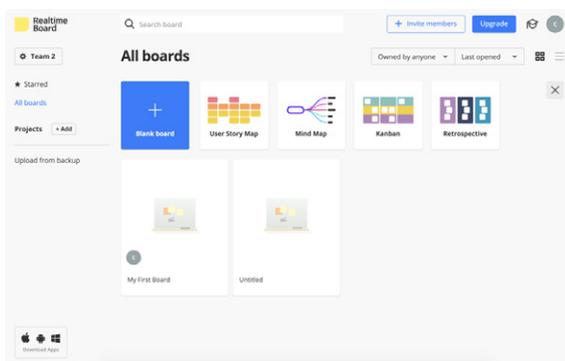
The app similar to the first example is simple to use and understand. The pictograms used convey their intended function allowing the user to navigate through the menus easily. Having the menus displayed all the one screen along the edges of the screen makes it visually easily to locate. It is effective in its main functions and its emphasis on communication is unique giving you multiple methods of communication with your team. The common system is good as allowing users to place their comment on the board and discuss inthe location makes it easy to identify and not be searching and looking through a larger chat window to find a single comment that relates to what you are looking for. This app does a good job of highlighting its main features along with adding extras that improve and add on to the experience.

Content – what content is presented; how and why

The content is presented in a simple manner with menus along the edge of the screen were users can drag or click to place the type of information they wish to organize. Be it notes, comments, templates or sticky notes the content is easy to use and allows the user to place the content were every they want and features allow the user to organize it in whatever way they deem appropriate, while also slightly guiding the user with templates to best visualize the info.

3. Synthesize your findings

This app is effective as it gives the user many features to organize their information and the functions are well thought out so that user should not get confused. It also has added features that add to the experience. The chat function that they highlight in their website and they have done a good job. The different windows and comment system gives multiple options each fitting its own unique role. The template feature also allows the user to begin with some structure guiding them in the right direction if they need it. They also give a visual representation to the user that may convey the information in a more appropriate way.



Benchmark Analysis

By: Alex Blechta

Strategyzer

1. App Overview

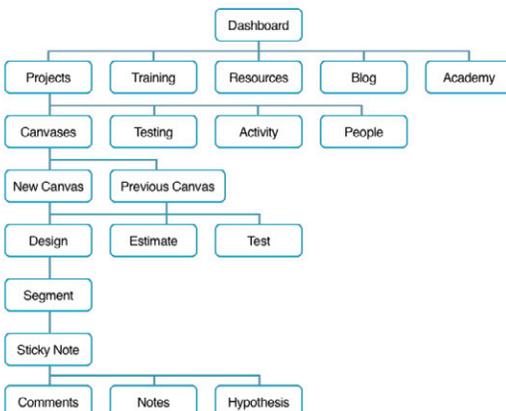
What it is Strategyzer is a collaborative canvas on the web that allows for people to plan and map their business model. In addition to the web app the company offers online training and information about the importance of a business model canvas and how to build one. This training is a big part of the company as this is the company that has created many of the resources that other apps and people use in regards to the business model canvas.

Who uses it Product managers, sales teams, HR, and corporate development teams are found to usually use this product. The app allows for big business as well as small business to use the app on the same platform.

Why they use it Businesses who want to improve their current business model will use it as well as entrepreneurs who are first designing a business model. The collaborative aspect of the app helps keep bigger businesses stay in sync with each other.

2. Analysis

Information Architecture



Visual Design

The overall visual design of the application is very IOS 5. You can see this in the wood background in the dashboard part of the app (figure 1). It's not until you start to actually enter the canvas itself that you reach a more constant and modern design in regards to the layout, colours and typography. However the menu bar on the left still exhibits the awful wood. The sticky note feature is what you would expect, a yellow sticky note with some sort of awful handwritten font to give you the illusion that it was actually handwritten. Inside each sticky note you have access to comments, notes and a hypothesis checker (figure 2). The colours are all over the place here, as they are still trying to replicate real life objects that IOS 5 was so well known for. The typography used for the "handwritten" features are old and outdated and comes across as childish.

Usability – findability, effectiveness

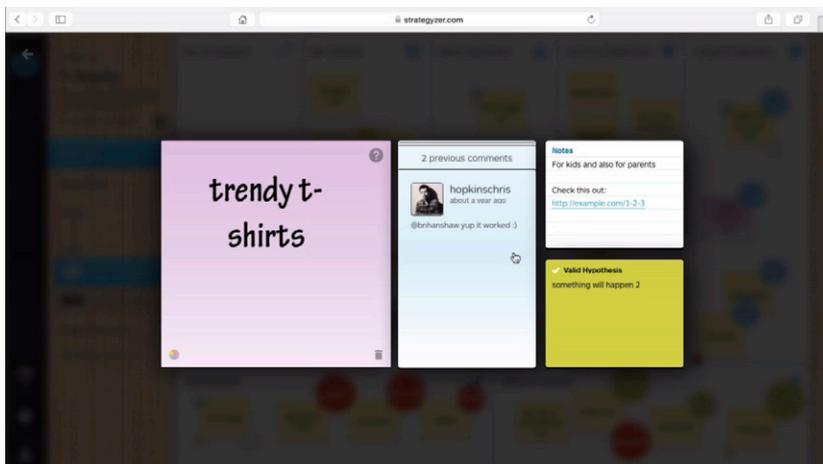
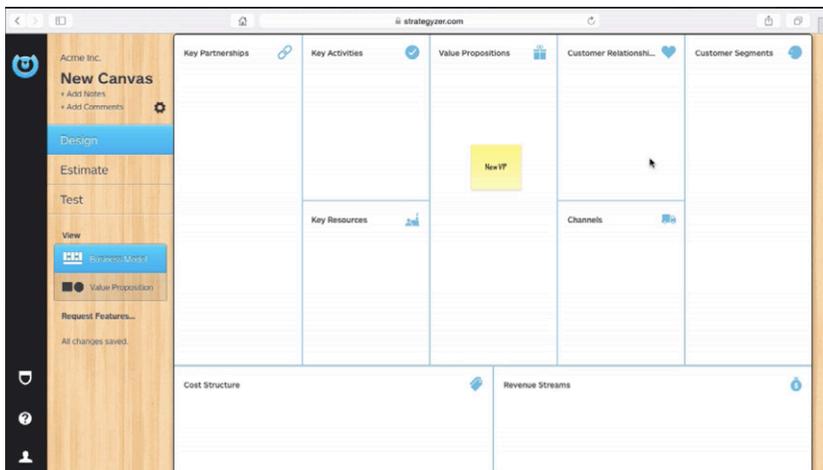
The flow of the app works like so; first you start on the dashboard and you pick the project you want to work on, after you can access your canvas and from there you can start building your business model by adding sticky notes to the canvas.

Content

The content that is presented in the app is the basic business model canvas. It is presented as it would on a whiteboard or on a wall in an analog aspect. This is fine for the final deliverable of the chart. However, the information is in no way designed for mobile even though it has taken a mobile design approach (IOS 5). The iPad application was actually discontinued for this app as they wanted to solely focus on making the web app useful. This restricts the users frequency rate as well as ease of use of the app itself. With it just being a web app, there is a process of opening up a browser and accessing it rather than just being able to access it natively through an app. The user loyalty of the company actually diminishes this way, when you have a native app, that requires space on your device and then restricts you to only using one application similar. Where as when it's just a web app, you can have multiple accounts on different companies with the

3. Conclusion

The app itself is very restricted for modern displays as it only functions as a web app. The app itself is very outdated in regards to visual treatment and the user flow itself. The typography and IOS 5 visual theme does not come off as a professional business application. The app itself acts as a visual online white board, there was not much thought put into how it can be optimized for screens and an online atmosphere. This is apparent in the fact that it still uses sticky notes to replicate an analog display. The app itself has some good ideas, like how it displays important info on each note zoomed out, but it can defiantly be improved and updated. There is limited to no visual consistency, like the wood panel compared to the whiteboard canvas, shows no relation and just looks out of place.



Source: <https://strategyzer.com>

Benchmark Analysis

By: Alex Blechta

Startup Canvas

1. App Overview

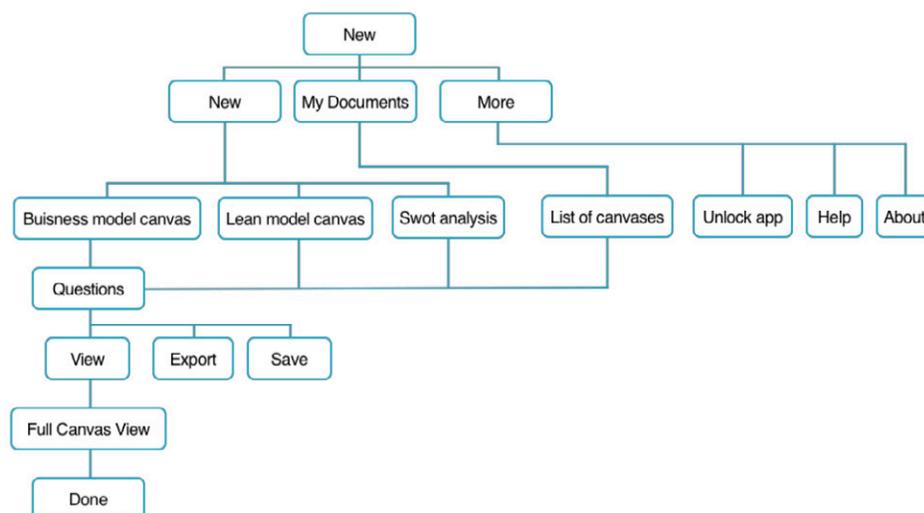
What it is Startup canvas is an app found on the apple app store, the app itself includes canvas templates that users can fill out by answering questions and produce a businessmodel canvas that can be previewed in app and can be exported to a PDF.

Who uses it It is designed and used by startups and for people who are starting a business.

Why they use it People would use this app if they are trying to map out their business model canvas on their own, the app itself has no indication of collaborative support so its likely meant to be done and used by a single individual

2. Analysis

Information Architecture



Visual Design

The use of typography in this app is very simple and uses the standard iOS fonts. I found that the hierarchy of type in the app works pretty well, by the use of bold to indicate a title (figure 1). The colours on the menu, the titles for each question segment, and the buttons use the same red that was used for the app icon.

Usability – findability, effectiveness

The apps structure itself is pretty simple and easy to understand, when first loading up the app the user is directed to the “new” page which from there they can make a new canvas based on the three templates provided. The only other important part of the app is the “previous documents” page which is clearly indicated on the navigation. At the end of the questions the user can simply view the full canvas with the information they provided from the questions, they can also export this canvas.

Content

The apps lack of content actually helps make it a really easy user experience for someone who doesn't have a lot of time to build a business model. The user has three different templates to choose from; business model canvas, lean model canvas, and a swot analysis canvas. Each of these different templates provide different questions that help the user develop different canvases that they can all export at the end (figure 2).

3. Conclusion

Overall the app does what it says it does, the apps name is “Startup Canvas” and it is just that a startup canvas. The apps features are very limited but this lack of features allows the app to do its basic job pretty well. It allows users who are in a hurry to develop one of three business model canvas and from there you can input information that is asked by the questions, after you can simply view and export you canvas. The app allows you to save and revisit your previous canvases, in case you need to update information or add more later. There is no support for collaboration with others, so your canvases can only be made and updated by one person. For startups and people who are designing their first canvas this app would be helpful due to its ease, and quick outputs. Its lack of features actually make it very useful and easy to output a business model canvas.

Figure 1

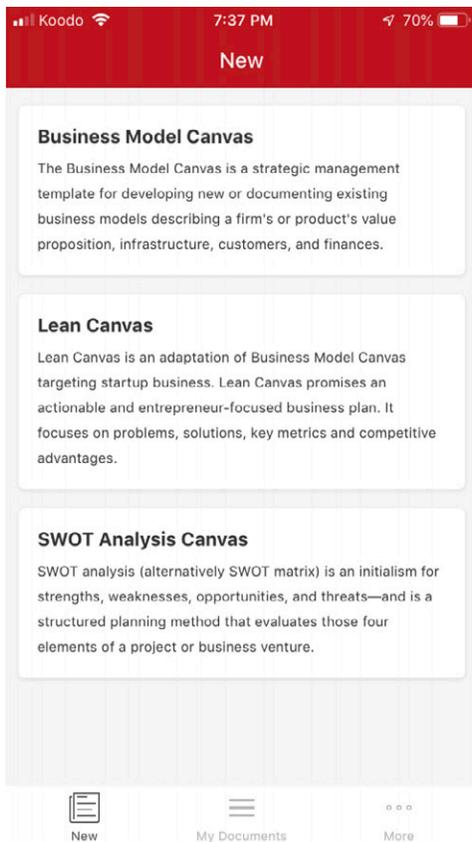


Figure 2



Benchmark Analysis

By: Rangavi Logaratnam

Business plan quick builder app

1. App Overview

What it is The Business Plan Quick Builder helps to create a business plan with greater efficiency and ease. The process of the Business Plan Quick Builder app is through a series of questions to learn as much as possible about your business's inner workings. The app incorporates different aspects of business includes financial forecasts, market research, and strategic guidance. It also allows users to personalize their plans with presentation style options and there's room for summaries or statements. Additionally, The app allows you to export data into text editors and also render the results in PDF format.

Who uses it Startup and small businesses, growing businesses, exploring new business ideas, business advisors and consultants, freelancers, students, entrepreneurs developing new ventures, family businesses

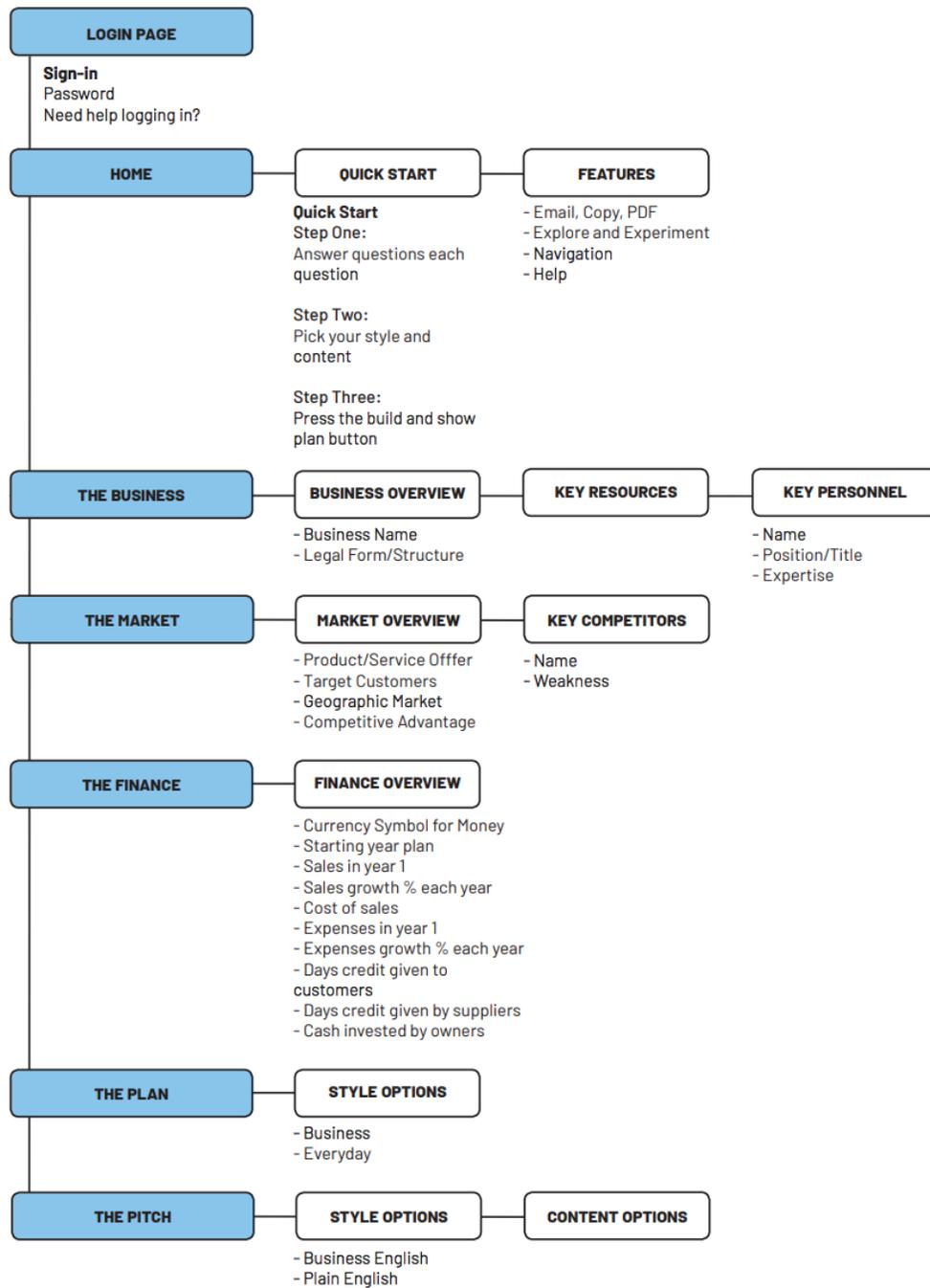
Why they use it The app is for users who have trouble writing their business plan from scratch or do not have knowledge of business planning which is the perfect app for utilizing the intuitive tool and helps you to get started. Looking through the reviews of the app, the majority of the users thought it is a quick way to develop a business plan without outside assistance.

2. Analysis

Visual Design – Typography, colour, composition

The Business Plan Quick Builder app colour palette is limited. The background colour is light grey with an accent colour of blue on the header. The app keeps the hierarchy and navigation clear and clean by using the headings, subheadings and body texts in different weight. The overall visual design is simple, coherent and straightforward with the used of a san serif typeface.

Information Architecture



Usability – findability, effectiveness

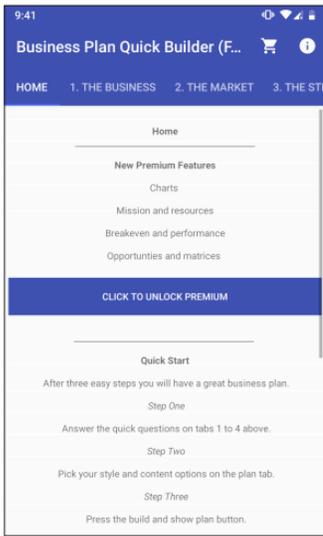
Essentially, the app is easy to navigate by swiping through a set of questions on the header. There is a tool next to most of the questions explaining the objective of the question itself which will slide up on the bottom of the app when you tap on the “question mark” icon. I believe when writing a business plan it is intimidating, but the app gives a friendly vibe and set up the basic elements of a business plan in an organized and effective way.

Content

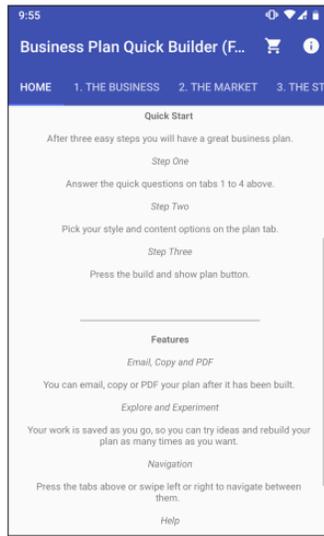
The content that is presented in the app organizes and consists of a series of questions for each section. The app incorporates different aspects of business including the business, the customer market, the strategy, the finance, the plan, and the pitch. (Images presented below) The app does not require a lot of features, but it is straight to the point and generates the business plan into a PDF format with the choice of your style and presentation thus this allows you to save more time for the visual treatment part. For the finance section, the users don't have to calculate manually the expenses, it will automatically calculate for you and shows the overview at the bottom of the finance section. Also, if the users want to make any changes, they can go back to the questions and modify the plan anytime they want.

3. Synthesize your findings

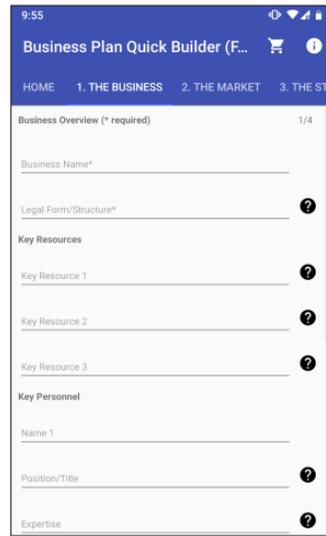
The overall app gets the job done efficiently and expeditiously, which is great for users who are cramping in a short amount of time and does not require a lot of thinking because the questions are self-explanatory and it generates a full business plan with minimal typing. The app features are very limited however the lack of features allows the users to do its basic work. Additionally, it exports the business plan into a PDF file, and it allows you to customize with different styles, language and content options which also saves a lot of time.



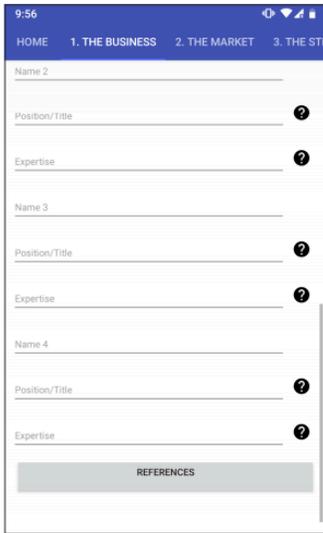
Home Page (1)



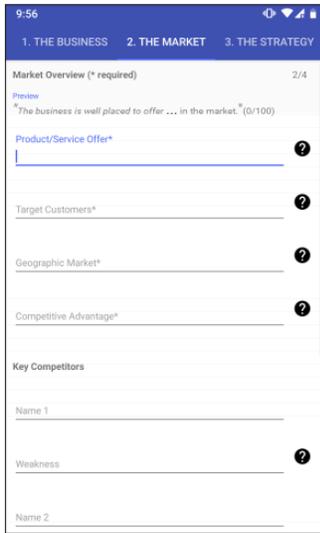
Home Page (2)



The Business Section (1)



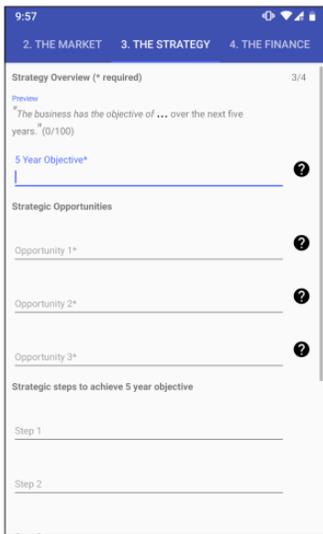
The Business Section (2)



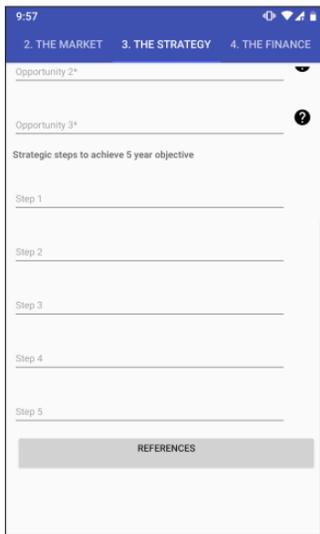
The Market Section (1)



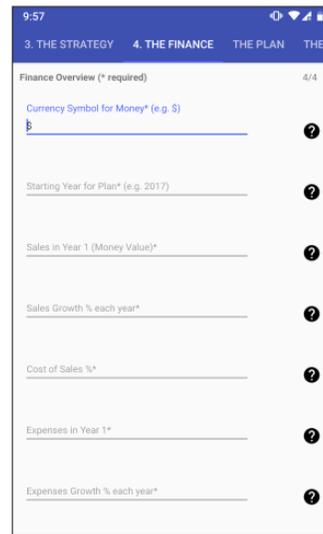
The Market Section (2)



The Strategy Page (1)



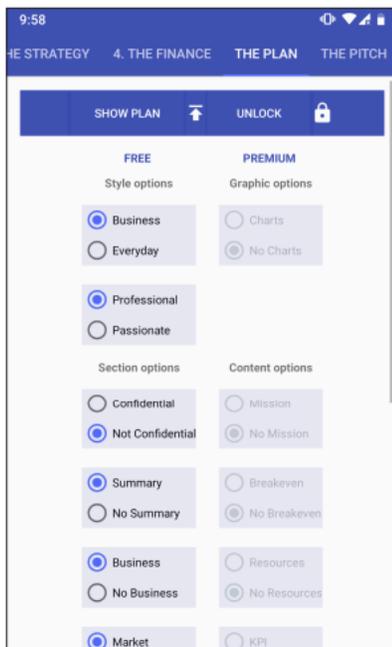
The Strategy Page (2)



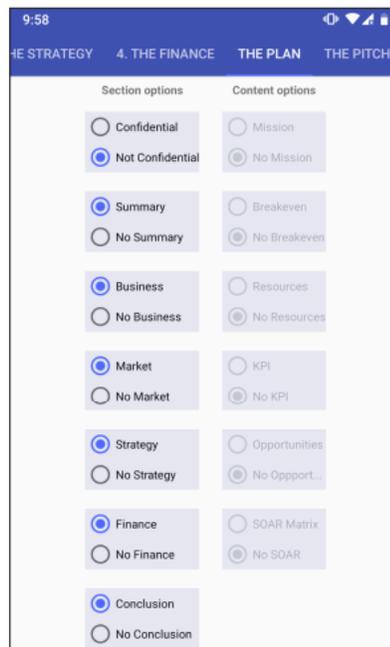
The Finance Page (1)



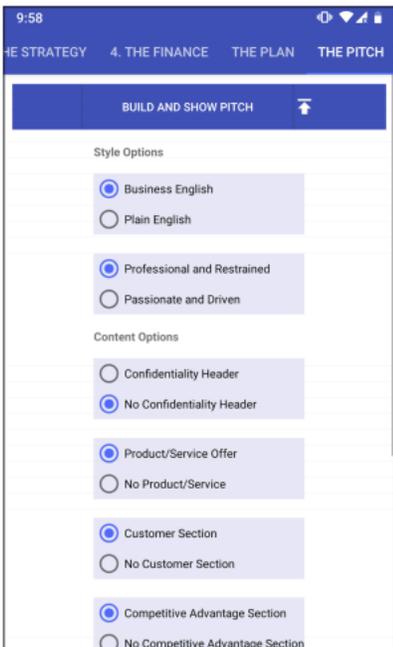
The Finance Section (2)



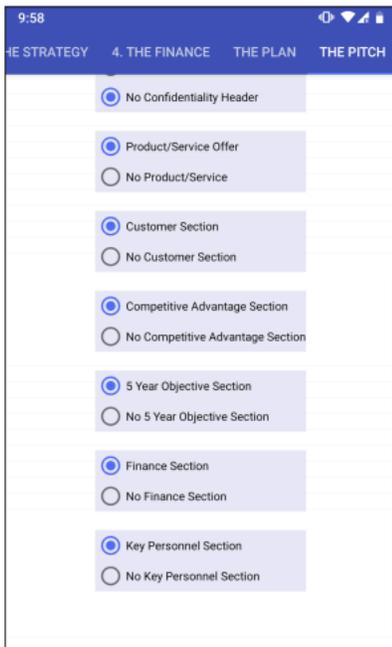
The Plan Section (1)



The Plan Section (1)



The Pitch Section (1)



The Pitch Section (2)

<https://play.google.com/store/apps/details?id=uk.org.blurt.businessplanbuilder>
<https://www.saasworthy.com/product/business-plan-quick-builder#screenshots>
<https://www3.technologyevaluation.com/sd/solutions/business-plan-quick-builder-32167>

Benchmark Analysis

By: Rangavi Logaratnam

Redbooth Web Based Application

1. App Overview

What it is Redbooth is an online project management and team collaboration software. It provides a single workspace where teams can organized, in alignment, communicate in real-time, and keep projects on track. Redbooth allows teams to manage numerous tasks simultaneously that combine tasks, files and feedback into a centralized and collaborative workspace hence projects get completed quicker and efficient in both the app and web-based application. It has tools and features that are simple to use yet powerful to help streamline workflow. It enables teams, departments, companies, and big enterprises to complete their tasks, projects, and business goals in an efficient and successful way, through its platform.

Who uses it Redbooth is ideal for marketing and creative teams, business startups, designers, IT, and management teams. The platform is also being used in hundreds of schools, universities, and non-profit organizations. Redbooth offered templates for a variety of the most common disciplines in helping teams increase productivity and accountability.

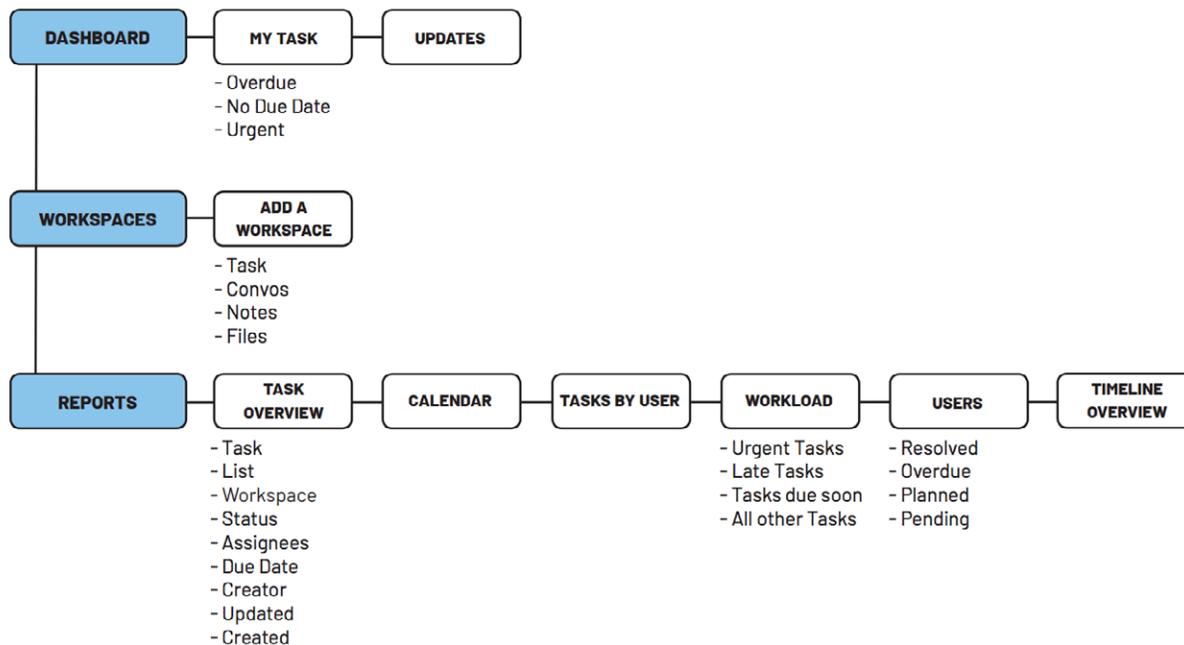
Why they use it Redbooth software helps to manage teams to organize and plan from small tasks to large projects in one convenient place, from start to finish. The tool called Kanban boards used in a workspace, which can be easy to delegate and assign tasks and keeps your work on track for clear communication and better task management.

2. Analysis

Visual Design – Typography, colour, composition

The overall visual design is welcoming, coherent and clean. The red is introduced on just the Redbooth logo on the top left, which I believe it's a good design decision because it's a strong and vivid colour, and if it's applied to anywhere else that is big, it may overwhelm to the users. The navigation bar (the top row) features a white background and grey text that turns to purple when hovering over. The whole background besides the navigation is a light grey colour which is easy on the eyes. There are multiple functions and features, but Redbooth keeps the

Information Architecture



Usability

Redbooth has different features which are simple and concise enough that users can quickly and efficiently navigate through, but with plenty of functionality.

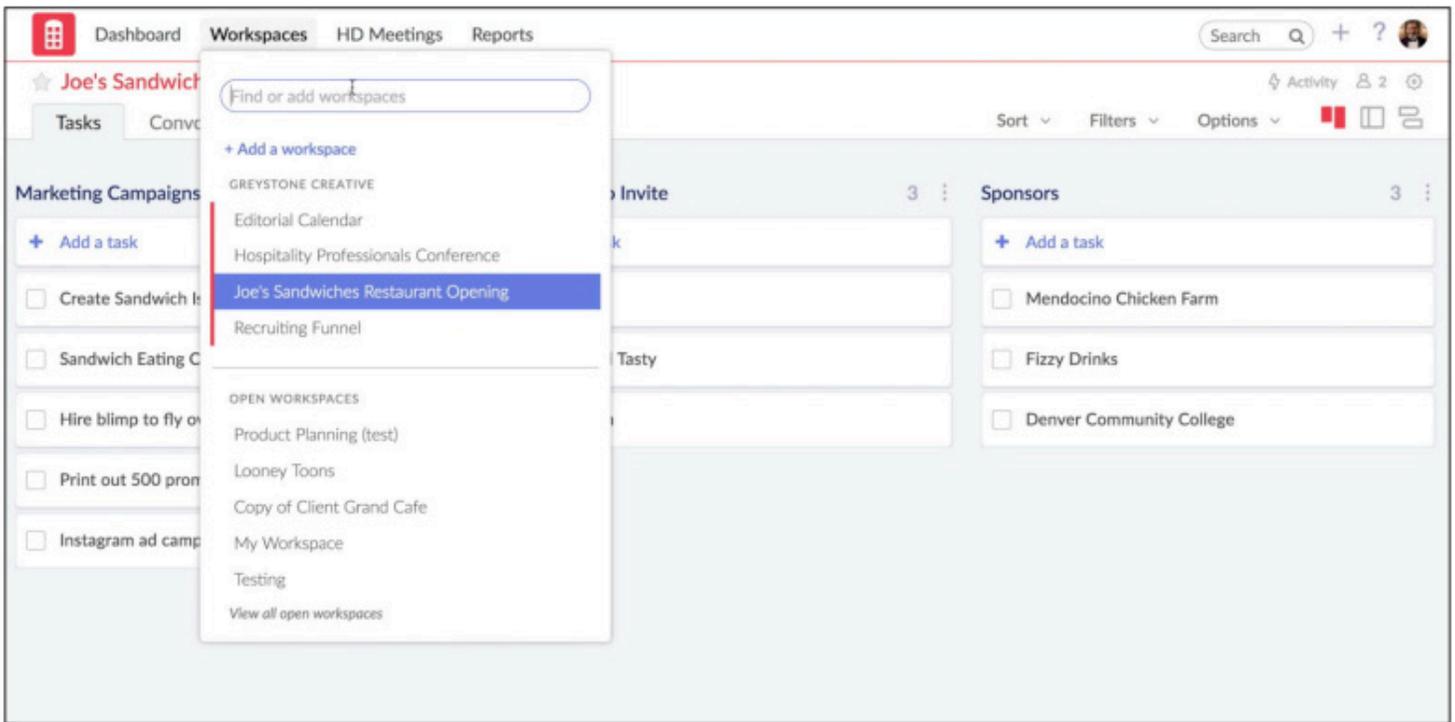
However, the main tool of the Redbooth software is the Kanban board. With its intuitive design, it is the best way to communicate, contain all individual tasks, keeps everyone connected, stay on top of projects, and sharing knowledge and ideas amongst the team. The Kanban board allows you and your team see tasks in progress, tasks completed, and tasks that need to be started which is all happening in one place. Redbooth has a variety of Kanban board such as Agile or Waterfall Workflow where both have everything visually laid out.

Content

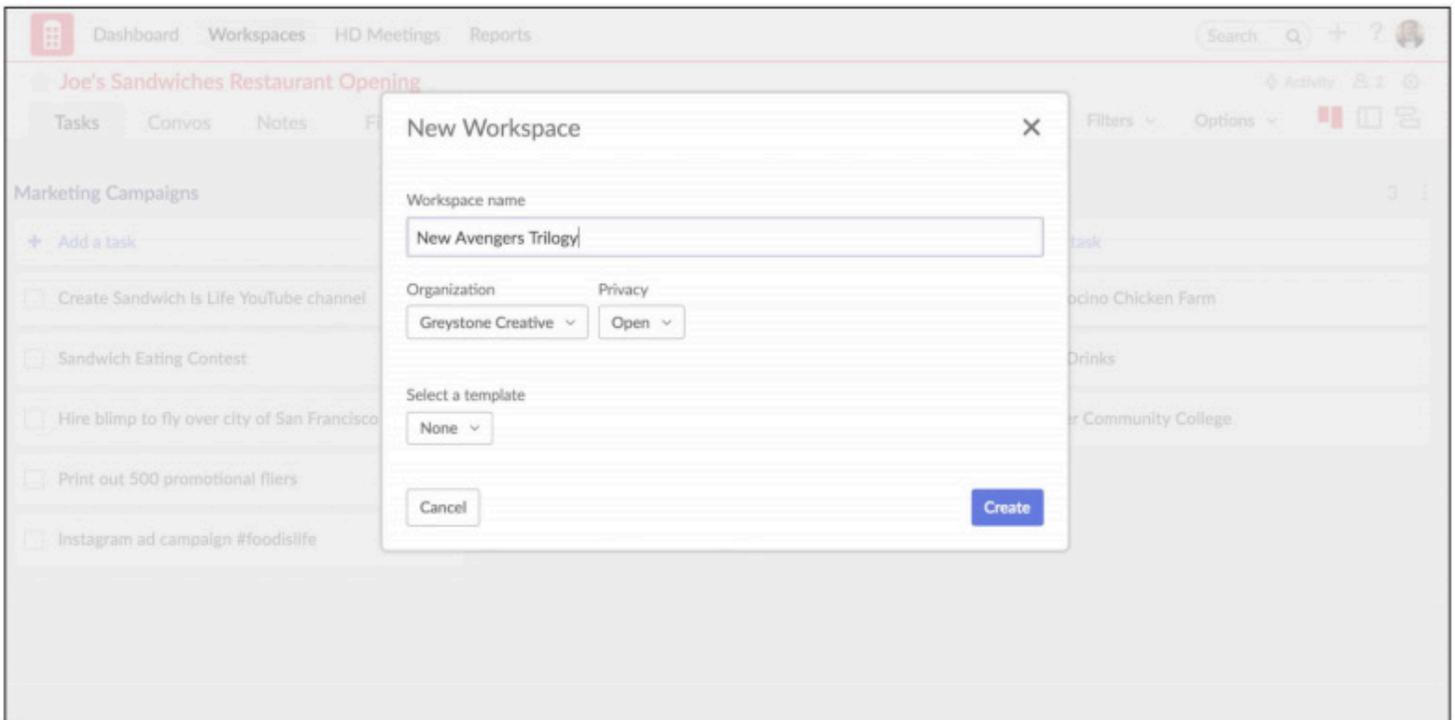
On the left top of the Redbooth web-based application is the navigation which is “Dashboard,” “Workspaces,” and “Report” and right top is the search button and setting. Under Dashboard page, it shows “Overdue” and “No Due Date” sub-categories on the left section, and it goes into details on the right section. The workspace page structured is a collection of lists that contain tasks or to do items, this is where you and team members plan and prioritize all the work that needs to be done. For the report page, it basically shows the overview of the project, time frame, and users contributions.

3. Synthesize your findings

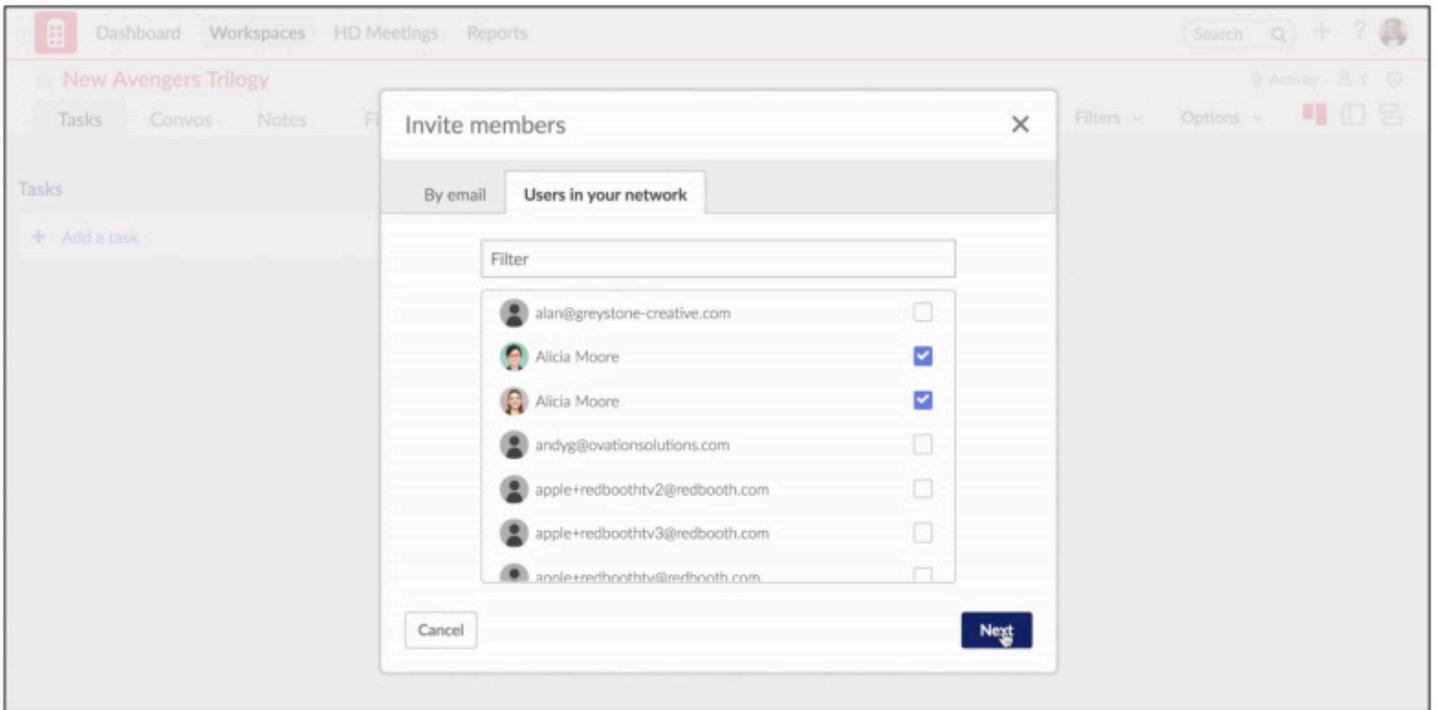
The overall web-based application is efficient and offers the user many features and functions to organize their information and collaboration solution. I believe Redbooth is well thought out and considered all of the users' needs which is great because this software can be used from schools to large companies. I like the idea how the workspace is structured where you can see the overview of the project with a collection of lists that contain individuals' task to plan and prioritize, and each task has features to communicate directly with your team members, see who is contributing, attach files, comments, and create deadlines. I believe this is a serious software, for serious users, who need to get the work done effectively and quickly.



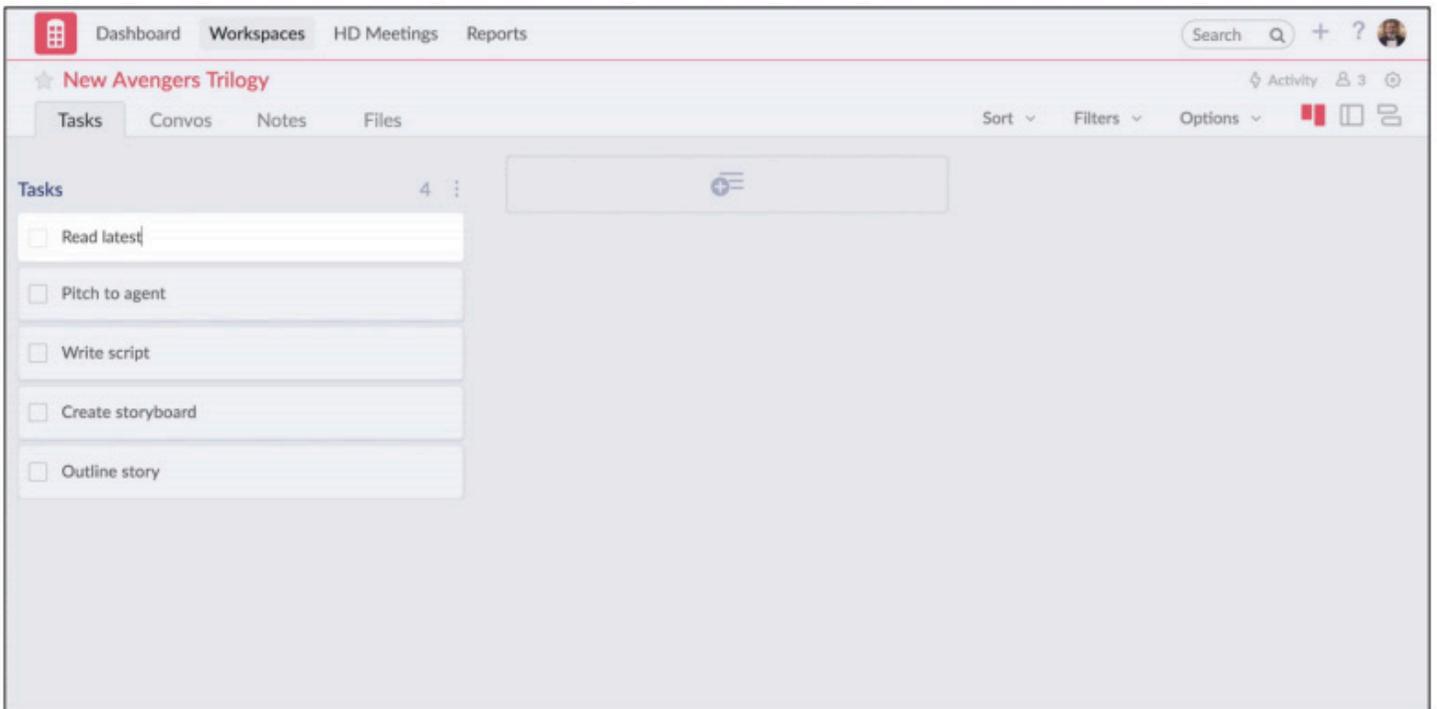
You can create as many workspaces as you want and access them anytime. This is how you create a workspace by clicking on "Workspaces" on the navigation bar and click "Add a workspace."



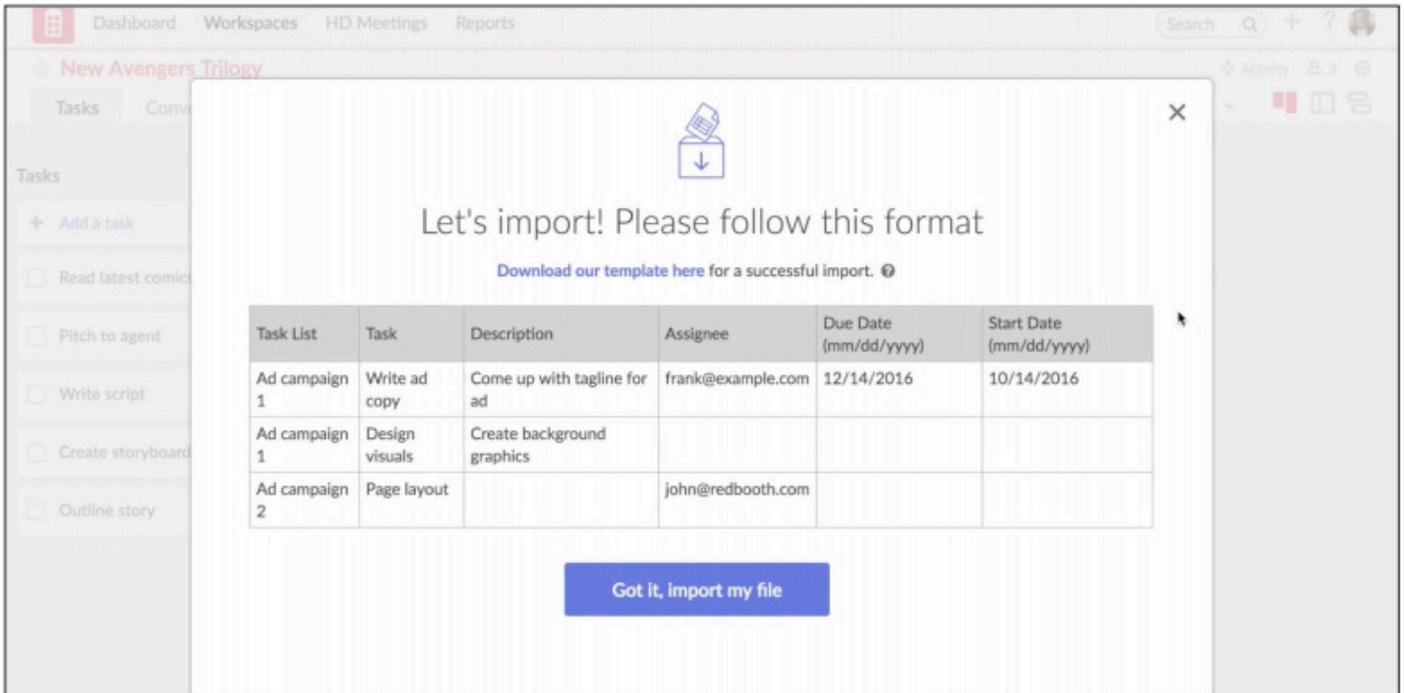
Name the workspace, and you have a choice if you want to make it private for just you, or users you want to invite or public to anyone in your organization. There are also multiple templates that you can select.



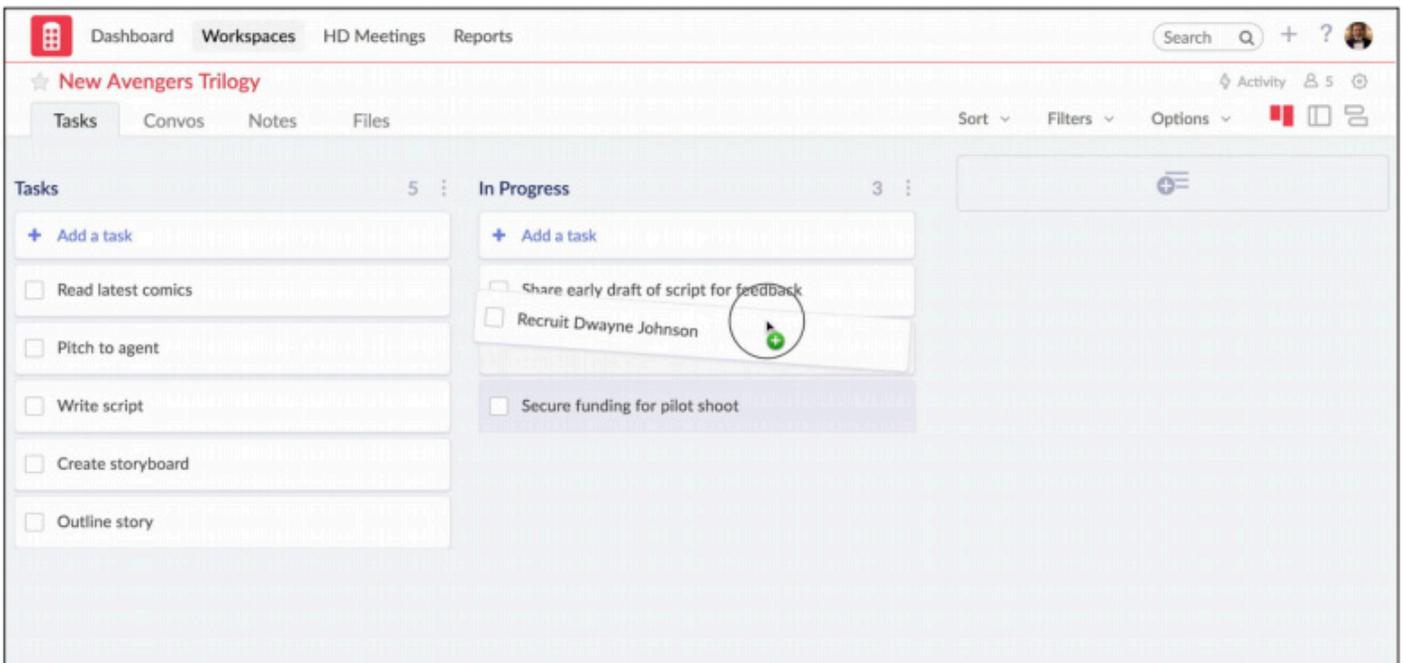
You have the options to invite members via email or add existing users to the workspace.



To start building the project workspace name the section and within that section add a list of tasks.



If you have work from another application, you can import the tasks using the CSV importer or copy and paste task from a spreadsheet or note directly into any sections.



You can rearrange the tasks by clicking on it and dragging it into the position that you like or any of the sections.

The screenshot shows a task management interface for a project titled "New Avengers Trilogy". The interface is divided into two main columns: "Tasks" and "In Progress".

Tasks Column:

- + Add a task
- Read latest comics
- Pitch to agent
- Write script
- Create storyboard
- Outline story

In Progress Column:

- + Add a task
- Recruit Dwayne Johnson
- Share early draft of script for feedback
- Secure funding for pilot shoot

Calendar Overlay (SEPTEMBER 2018):

The calendar shows the dates from 26 to 29. The 28th is highlighted in blue, indicating the current date. Below the calendar, there are fields for "Start" (09/28/2018), "Due Date" (09/28/2018), and "Duration" (1 day). There are also buttons for "Set task to repeat", "No due date", and "Save".

This screenshot shows the same task management interface, but with a user selection dropdown menu open over the "In Progress" column.

Tasks Column:

- + Add a task
- Read latest comics
- Pitch to agent
- Write script
- Create storyboard
- Outline story

In Progress Column:

- + Add a task
- Recruit Dwayne Johnson
- Share early draft of script for feedback
- Secure funding for pilot shoot

User Selection Dropdown:

- David Molina (selected)
- Add more...
- M Gustave (me) (+)
- Alicia Moore (+)
- Mark Johnson (+)
- Susanna Cooper (+)
- Alicia Moore (Add to workspace)
- Daniella Smith (Add to workspace)

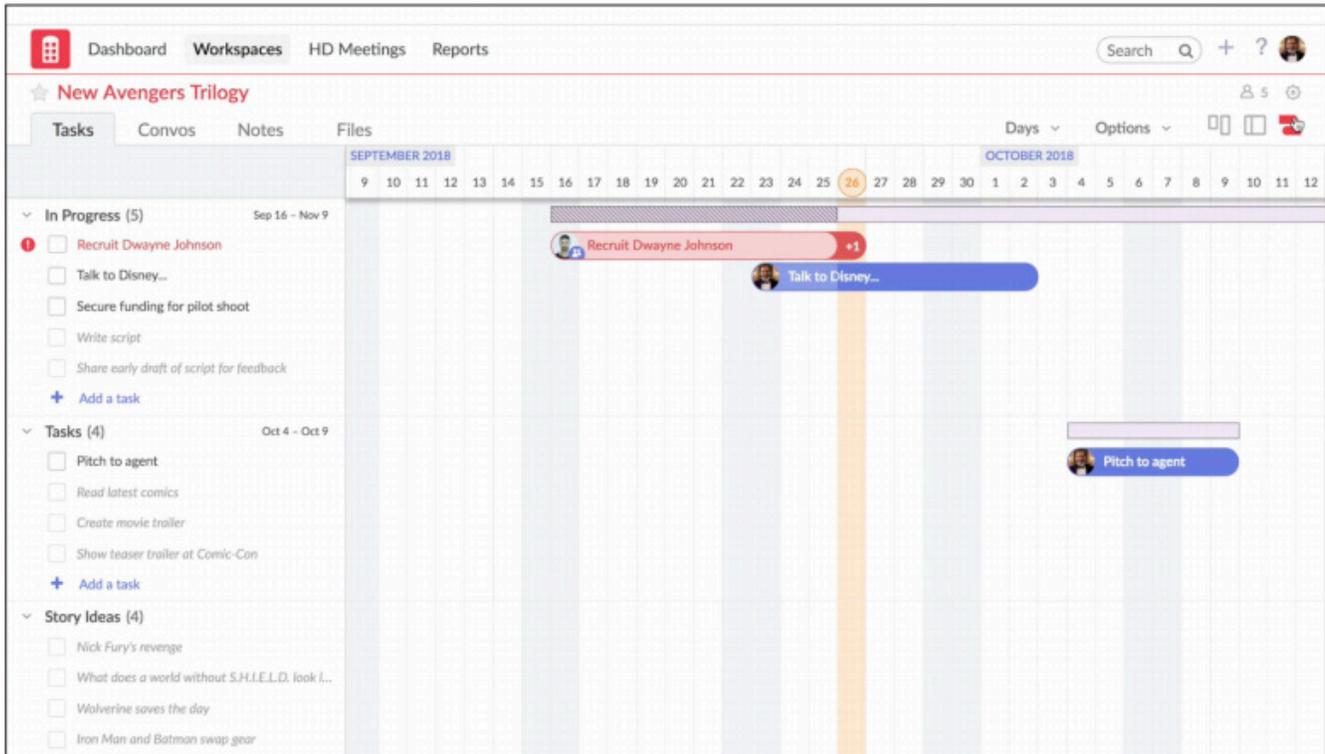
You can assign tasks and add due dates so you can see who's working on it and to keep the project on track.

This screenshot shows a task card titled "Recruit Dwayne Johnson" with a red urgent icon and a progress indicator of 4. The task is part of the "New Avengers Trilogy" project. A "casting" tag is attached to the task. Below the title, the names of David Molina and Susanna Cooper are listed. A calendar icon indicates the task is due on Sep 28. The left sidebar shows a list of tasks, and the right sidebar contains options for the task.

This screenshot shows the details page for the "New Avengers Trilogy" task. It includes an "Edit description" and "Add subtasks" option. The description reads: "Let's make the long awaited Marvel vs. DC crossover finally happen! Added by M Gustave Just now". Under the "Subtasks" section, there are three items: "Create pitch", "Practice with team", and "Add a subtask...". The "COMMENTS" tab is active, showing a comment from M Gustave: "This movie is going to be soooo good!". Below the comment is a text input field with "Attach files" and "Time spent" options, and a "Comment" button.

This close-up screenshot focuses on the comment section. It shows the "COMMENTS" tab selected. A comment from M Gustave is visible, with the text "@susacoop Let's host a kickoff meeting this week!". Below the comment is a text input field with "Attach files" and "Time spent" options, and a "Comment" button. A profile picture of M Gustave is shown next to the comment text. Below the comment is a small image of Dwayne Johnson.

To see more details, click into the task, you can add a description, create subtasks, mark the task as urgent, add tags, post comments, attach files, and communicate directly with your teammates with the "@" mention.



Any workspace can be viewed as a timeline. The timeline allows seeing the progress of what everyone's doing across the project.

<https://redbooth.com/videos>

<https://play.google.com/store/apps/details?id=com.redbooth>

Benchmark Analysis

By: Linda Shen

Glidr

1. App Overview

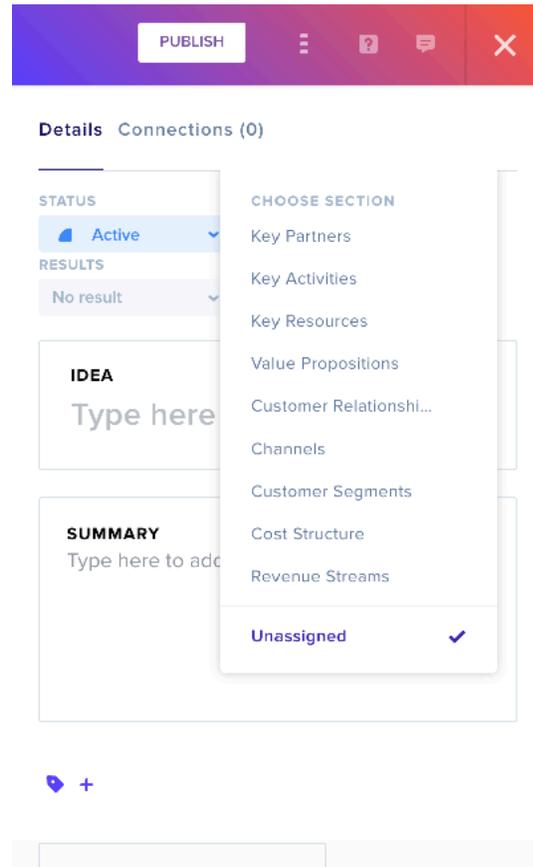
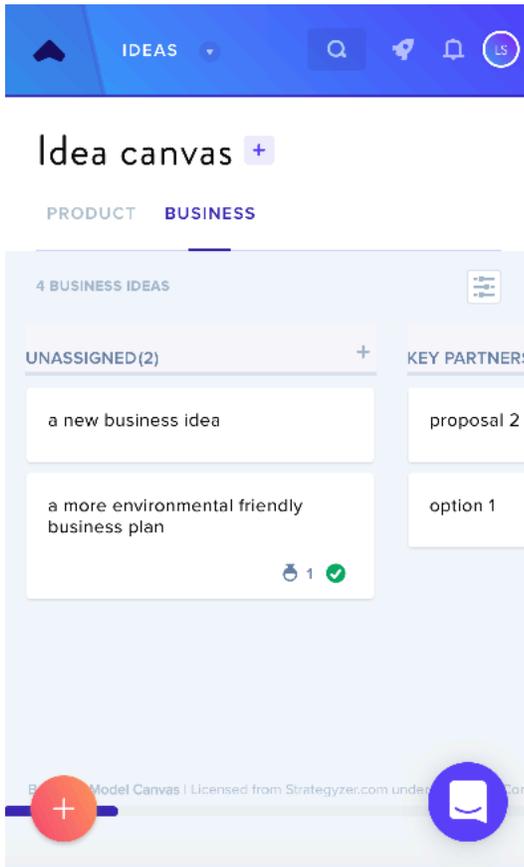
User Glidr is a robust team planner app catered towards businesses. Its focus is on ideation, experimentation and updating sections based on feedback to ensure an active workflow to make sure the business plan is not merely just an idea. It encourages members to actively validate each part of the business plan which makes it a powerful and effective collaboration tool.

2. Analysis

Visual Treatment

The visual appearance is clean and sleek, with a bold blue/purple gradient used as the background for the navigation at the top. The Kanban style board uses a background colour that is a grey with hints of blue, and white cards under each column. The headings are in a darker shade of the background, as an effective way to make the cards stand out the most on the page. There is also great hierarchy used for text with 'idea canvas' and an icon with a plus sign to add a new note. Users have the option to use the two boards which are labeled 'product' and 'business'. There is a count of the number of active business ideas on the board above the Kanban planning board, that uses a horizontal scrolling system.

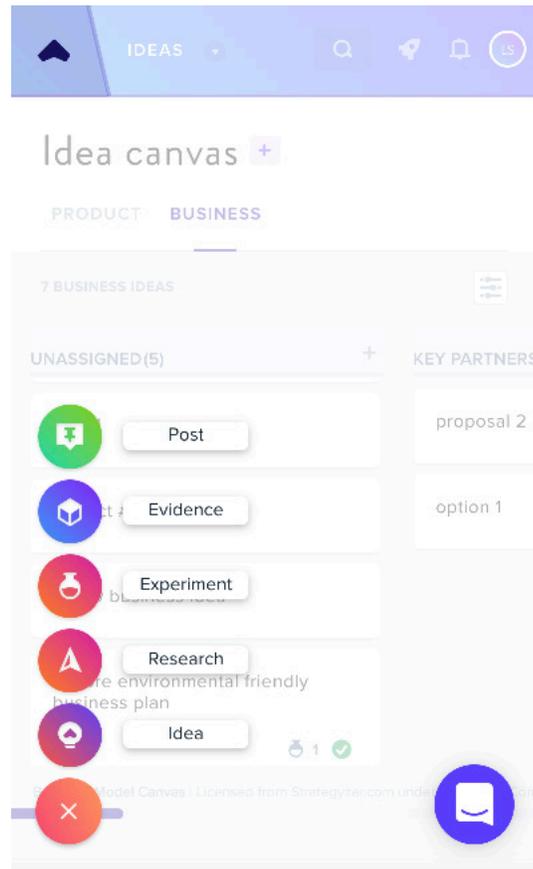
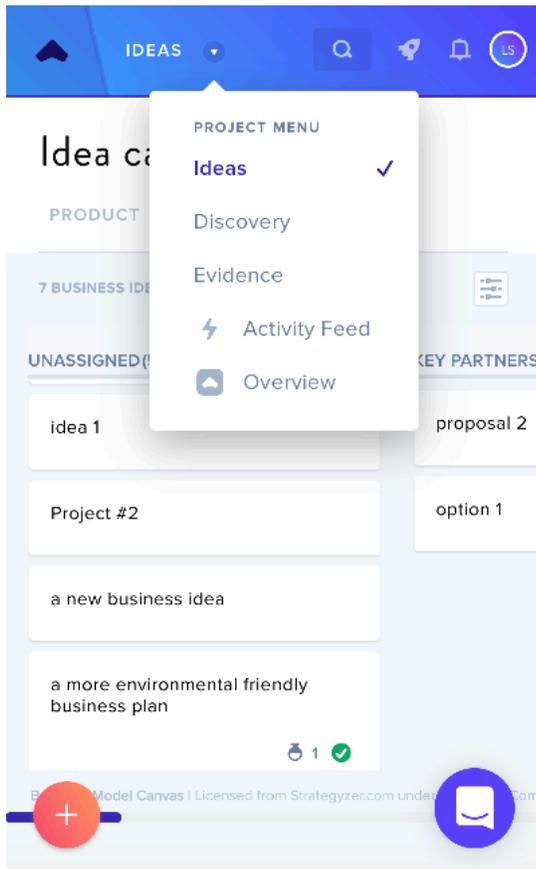
When editing an idea more closely, the background colour for the top navigation bar turns into a purple/orange gradient which gives off a warmer appearance. I really like how the app uses colour in the status section to differentiate it with the two other sections with a similar visual treatment. However, I think it would be really useful if they used the coloured treatment to indicate the canvas section. Additionally, the app uses hierarchy through a bigger typography size for the idea input in comparison to the summary input, which makes those elements appear more dynamic on the screen.



Usability – findability, effectiveness

I find this app has its pros over asana due to the option of adding in an idea with ease, which is done by clicking on the plus sign beside each column label, allowing users to directly type in the field. Then users can click into the note to add a summary, add a document or connections to the idea. This is a useful feature as it allows for quick brainstorming.

Another useful feature is that when creating a new note, users have the option to select the canvas section through a dropdown menu, which is an effective feature, so users don't have to scroll through the columns to find the particular section to add the note to. At the bottom users can add a tag to the note to make it easily searchable in the app. It's a simple yet effective way to make the planner even more useful.

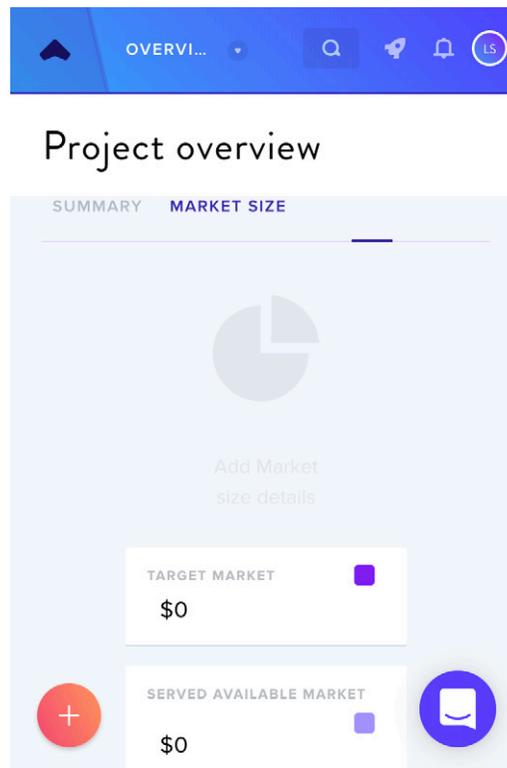
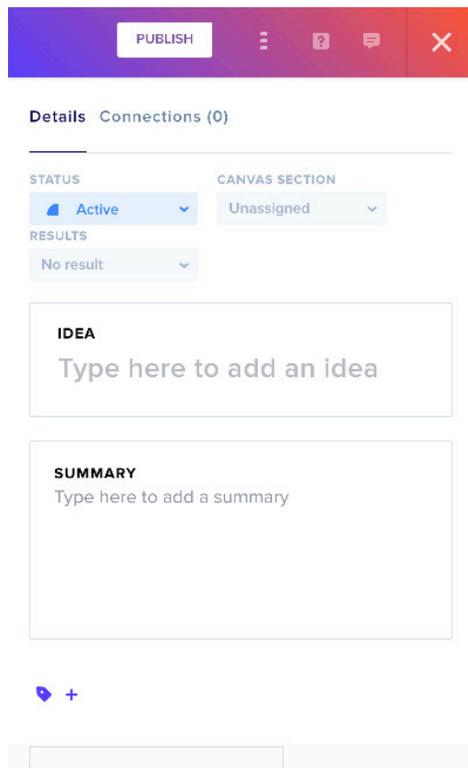


Information Architecture

The only thing I didn't like about the app was that there were too many functions and was hard for a new user to navigate the features. By doing so, it de-emphasizes the important elements in the planner and makes it hard to navigate the sections of the app. However, the information appears to be organized in a thoughtful way which makes it easy for viewers to see their research progress through documentation in the app.

Content

There are a variety of other content in this app, with 'ideas' as the canvas board, 'discovery' as the news section, 'evidence' as a relevant documents page, with activity and overview as two subsections. The 'overview' section, the last in the menu, seems to present some interesting key points as 'summary' about the project through four fields of information in the project overview, listed as description, who is it for, problem statement and solution statement. There is also the option to add a new field to the list. Users can also look at 'market size' which is accessed by clicking on the title.



Overall UX

Though this app appears to be sleek and clean at first, it proved to be rather difficult to navigate the screens. I find that it's because there's many subsections of navigation within the main navigation which is different on each page and makes it very difficult for new users to understand the information structure. Keeping in mind that it is not a developed app version, it is understandable that many aspects of the web version will be refined and even removed for the app version as some things don't seem to work on a smaller screen. However, it was not a terrible user experience once I was able to figure out what each section means. There are many aspects of the app which is really useful an integrated team planning experience.

3. Synthesize your findings

Overall, I really like the purpose that this app serves. It's not only a business planner, but has the testing and documentation feature built-in, which makes this a very robust project workspace. The key takeaway from this app is that it has built a very effective system around the visualized planner, as it offers a in-depth planning of market research associated with each task and making it accessible to actively test out business goals.

Benchmark Analysis

By: Linda Shen

Asana

1. App Overview

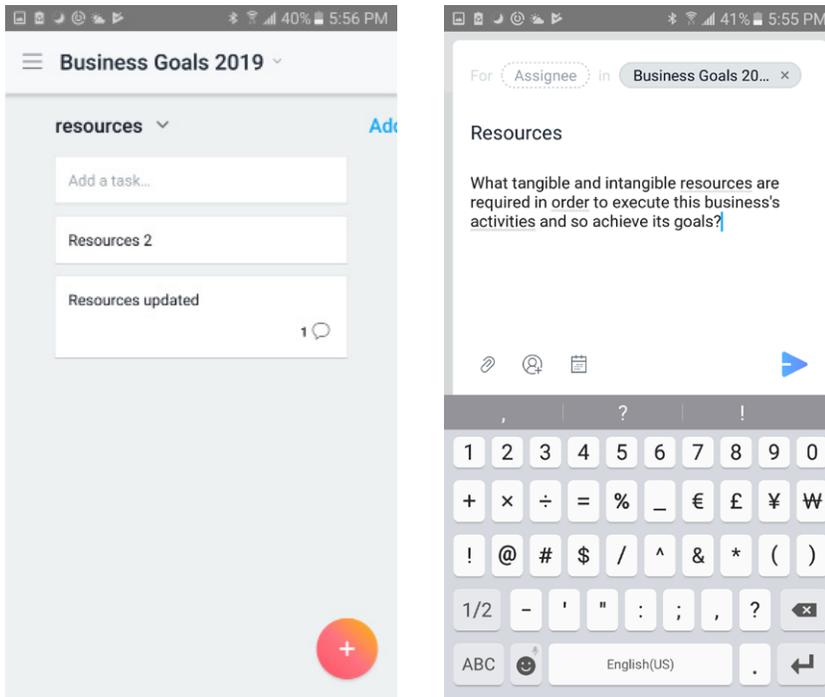
User Asana makes it easy for teams to plan and collaborate on projects. It is an effective tool for managing project, seeing each team member's contribution and measuring progress. This app can be used for any types of projects and has the robust capabilities for team collaboration in a workplace setting. Asana is an outstanding app to for project management because it allows for seamless com-

2. Analysis

Visual Treatment

The overall visual treatment is clean and concise. The typography appears to be a typical systems font, which is easily legible. Even though there are many functions and features of the app, asana keeps the hierarchy and navigation very clear by using titles larger and bold, prompt for inputs grey, and a blue colour to add a new column in the project planner. The background colour is a very light grey, which white sections that indicate each task, which is pleasing to the eye.

Overall, this is an app with great functions for project planning, but the navigation for the side bar is a bit confusing, as there are a lot of options there and not much a visual treatment for differentiating them. The background colour is black, and the text is white, with headers and icons in a grey text. So, I feel that the hierarchy and navigation could definitely be improved on in that section.



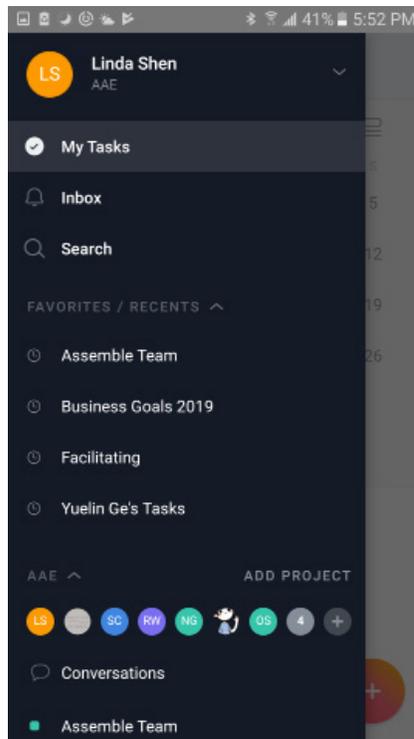
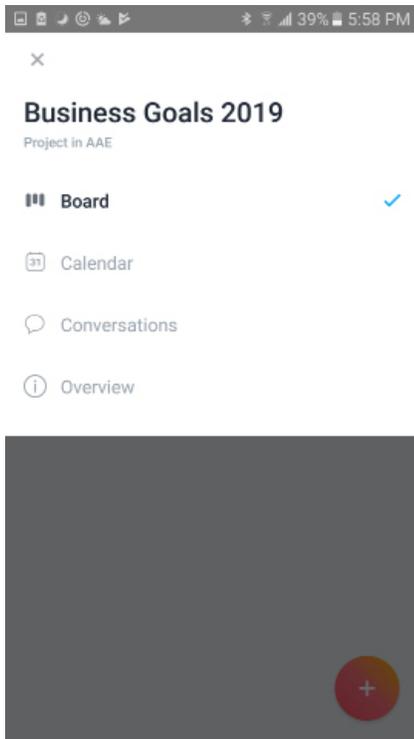
Usability

This app has the many functionalities built in, which makes it perfect for a range of different users, such as a high school/college student to collaborate on their school project, but with the functionalities to also serve as a business management planner for adults. It pretty much has all the functions of a multi-purpose planner that allows for effective collaboration between users.

Information Architecture

In the side navigation bar, my profile is displayed at the top, with my tasks, inbox and search underneath. Then there is a section for 'favorites/recents', which is pretty straightforward as the projects I access the most. I like that it shows the titles of the notes directly in the side bar. However, I am guessing that I will have to use the search bar for categories that are not accessed as often.

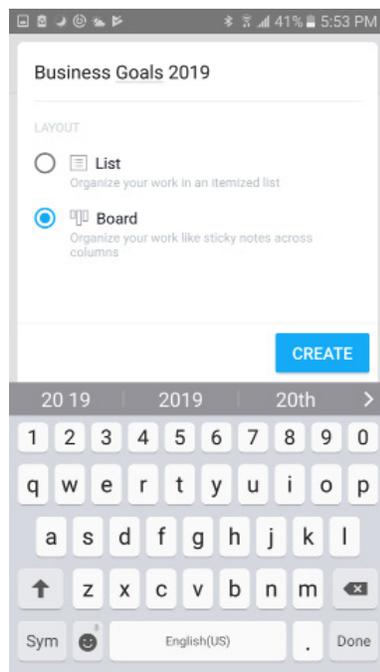
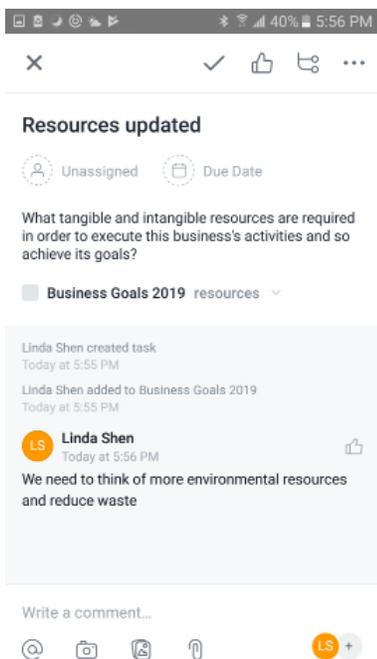
Lastly, there is another category section underneath that shows a group I was a part of about two years ago. The section is a bit confusing to me now, but I like that it shows the group members and the project titles. Also, this section is fully collapsible, so it just shows the group name in the grey colour that is used to label the sections.



Content

The home page is labeled my tasks with my profile image at the top. It resembles a to-do list as it shows new tasks, upcoming tasks, with the option to add new task. When creating a new task, I have the option to add an assignee or follower to the task. Although I am not too sure how much a follower has control over the task. I also get to choose the category this new task goes under. Asana does a great job of organizing this information as it signs for 'assignee' in 'project' with an outline around those input categories.

The other section that I find useful is the project planner, which prompts users to select either list or board planning, which has a layout like sticky notes across columns. This is the part I was most interested in analysing as it would be the most useful towards the strategyzer app that I am creating with my group. The list layout looks like a typical checklist. However, I find that asana does a pretty great job with the board planning layout, as it prompts users to add a column and add tasks to them. Users swipe horizontally to access the other columns, as it resembles the idea of swiping across the board.



Overall UX

Although I found the navigation bar a bit confusing, I would say the user experience for actually creating projects and planning them is very effective. I really like the level of detail asana put into the group collaboration aspect of the app. As each team member shows up as a small coloured circle with their initials or profile picture. When creating new tasks, there is the option to address them to specific members. Also, I really like the overview within the tasks of each category in the project planner, as it allows for crucial information at the top and keeps track of activity and member contributions at the bottom with a time stamp. The number of comments on each task is visible when in the column view which makes project planning involved and supportive for users.

3. Synthesize your findings

Overall, asana has some really great features built in, especially for the project planner with stellar functions for collaboration. Creating a project is really efficient in the planning board layout, with the straightforward columns and intuitive user experience when viewing the different columns of topics within the project. The key takeaway from the asana app is that it is not a closed off project planning app, rather it makes it easy for users to see the involvement of each team member. A supportive and collaborative project planning experience is an important aspect for us to think about and incorporate in our strategyzer mobile app.