

OVERVIEW

PROBLEM



RESEARCH

PROTOTYPE



# WAToDo

A mobile task tracking system to bring the AI community together.



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Project Duration: 8 months

Responsibilities: Exploratory, Generative, and  
Evaluative Research; Interaction Design; Android  
Development

View My Project Team: [Microsoft Azure AI](#)

View My Paper: [User Experience \( UX \) Methodologies  
Analysis for Improving Customer Retention](#)

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### PROBLEM

This project aims to boost community engagement, particularly observed during my role as a program manager for Microsoft's internal AI Ambassador program.



### SOLUTION

With a task tracking application for the ambassador community, users will not only be able to track work progress, but also to organize work based on priority, to capture visual reminders in real time, and to send email updates on click.



### IMPACT

The AI Ambassador program consists of 800+ ambassadors, serving 90 countries and driving over 10 billion dollars in quarterly revenue. The app allows Ambassadors to keep track of business meetings and provide real-time sharing of success stories in order to drive AI evangelization.

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## USER STORIES



As an ambassador, I want to be able to know what other ambassadors are working on, so that I can communicate with them when it is needed.



As an ambassador, I want to jot down work progress anywhere and anytime.



As an ambassador, I want to save time reporting to program managers.



As an ambassador who works with multiple clients, I want to be able to prioritize my work quickly.





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SOLUTION IDEATION



User Need: Learn what others are doing  
Suggested Feature: Community news feed page



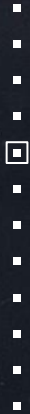
User Need: Update anywhere and anytime  
Suggested Feature: arbitrary file attachment



User Need: Save time composing emails  
Suggested Feature: Task to email auto-conversion



User Need: Easy file management  
Suggested Feature: audio/image files to text



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COMPETITOR ANALYSIS

|                                    | Trello                              | Asana                        | Wunderlist                              | Todoist                                 | Finding  |
|------------------------------------|-------------------------------------|------------------------------|---|---|--|
| Product Positioning User Need      | Project management                  | Project management           | Productivity App                        | Productivity App                        | The market targets 2 major problem areas:<br>1) 1) Project Management<br>2) 2) Personal Productivity |
| Target Customers                   | Projects with long development time | Time-sensitive collaboration | Jobs that require limited collaboration | Jobs that require limited collaboration |  |
| Costs                              | \$\$                                | \$\$                         | free                                    | free                                    |  |
| Task Management                    | ✓                                   | ✓                            | ✓                                       | ✓                                       |  |
| File Attachment from mobile phones | ✓                                   | ✓                            | ✓                                       | ✓                                       |  |
| Image/Audio to text                |                                     |                              |   |   | Lack of AI integrations  |
| Easy File Sharing                  | ✓                                   | ✓                            | ✓                                       | ✓                                       |  |
| Community Sharing                  | ✓                                   | ✓                            |   |   | High costs for sharing features  |

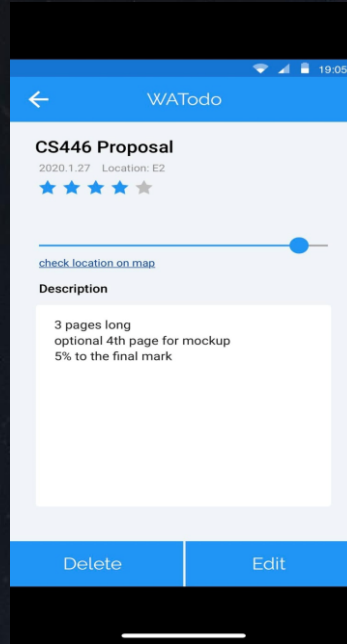
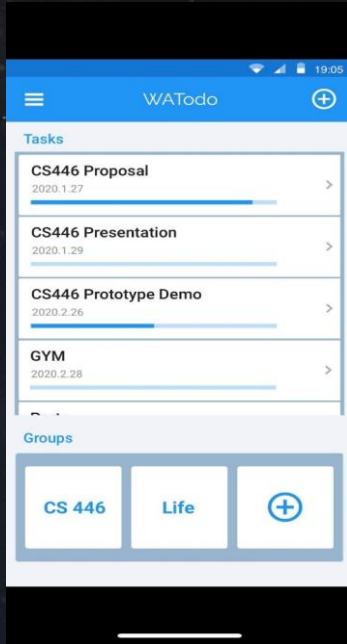
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LOW FIDELITY

OVERVIEW

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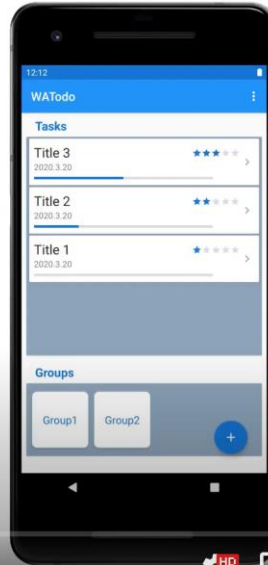
PROTOTYPE

WATodo, App.

## ABOUT THE APP

*All in one smart mobile assistant that learns your schedule and takes your productivity to the next level*

- Flesh out the items on your list
- Prioritize with groups and filtering
- Accomplish way more than before



VIEW  
DEVELOPED  
PRODUCT

@

[https://youtu.be/  
U2l9dsO9EuE](https://youtu.be/U2l9dsO9EuE)

▶ ⏩ 🔊 0:05 / 1:00





## INTERESTED TO LEARN MORE?

- UX Methodologies Analysis[Report]:  
<https://www.dropbox.com/s/z21urw5tt7i9o60/UX%20Methodologies%20Analysis.pdf?dl=0>
- Product Feature Walkthrough[Video]:  
<https://youtu.be/55qoAHbgdhs>
- Detailed Architecture Design[Report]:  
[https://www.dropbox.com/s/jva336p5j2goq3y/WATodo\\_d5.pdf?dl=0](https://www.dropbox.com/s/jva336p5j2goq3y/WATodo_d5.pdf?dl=0)
- Code Repository[Github]:  
<https://github.com/lilydia/group18project>

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# CONTACT

Do you have any questions?

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