

# BUSY Bee



Ashley Liang and Selena Han

COSC025.01: UI/UX Design

# Busy Bee Background

**66%** of Americans  
constantly worried about their productivity

**61.3%**  
feel guilty about taking time off work

**37%** of employees say  
regular breaks during the day would improve their health



# User Interviews

"Feeling productive is a big part of my feeling of fulfillment."

"If I know that if I'm behind on work, I won't be able to enjoy hanging out with people. I won't be fully present."

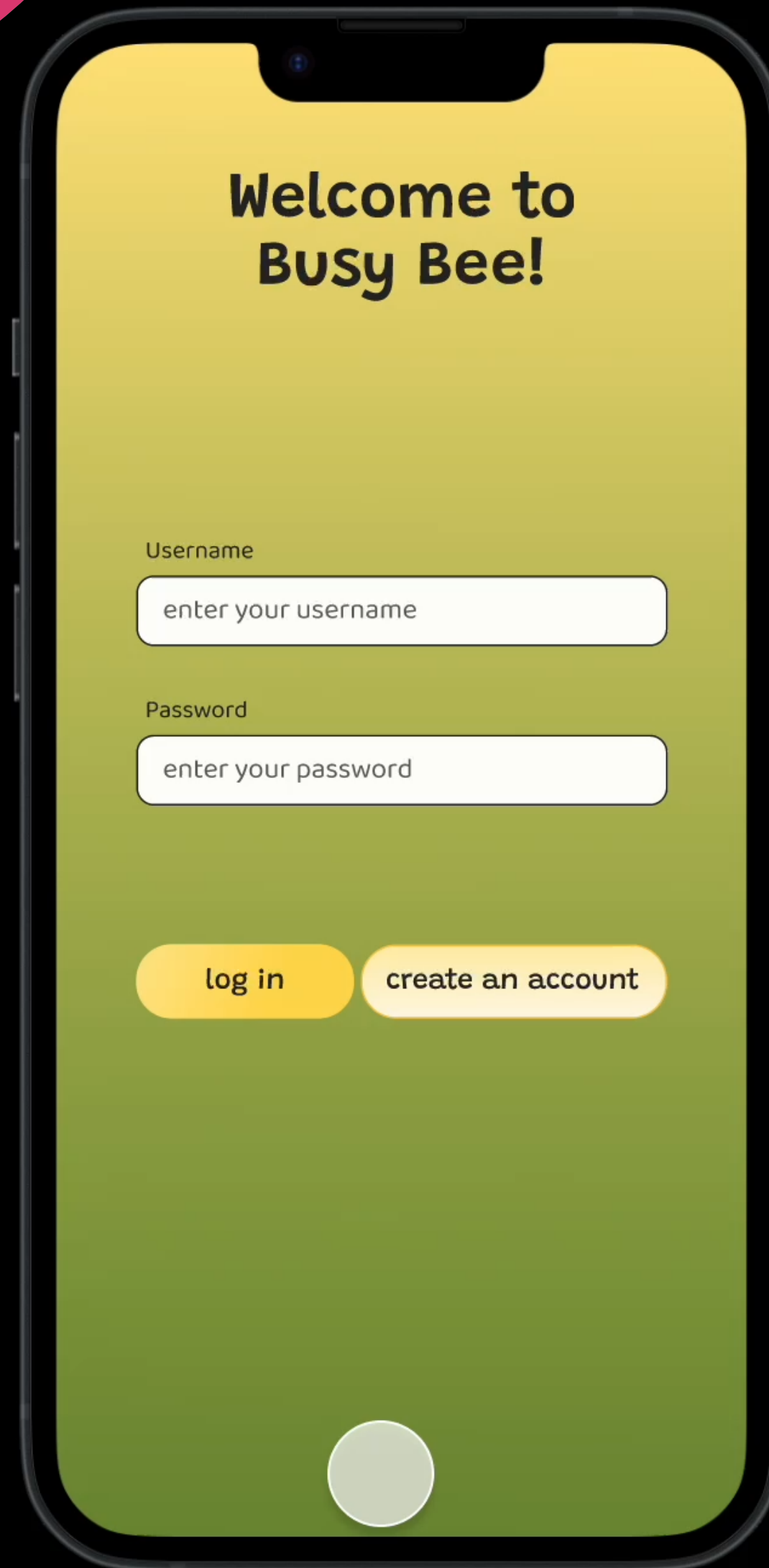
"[I] changed my mindset from 'not doing anything productive' to 'nice breather in between my packed schedule'"



# Problem statement

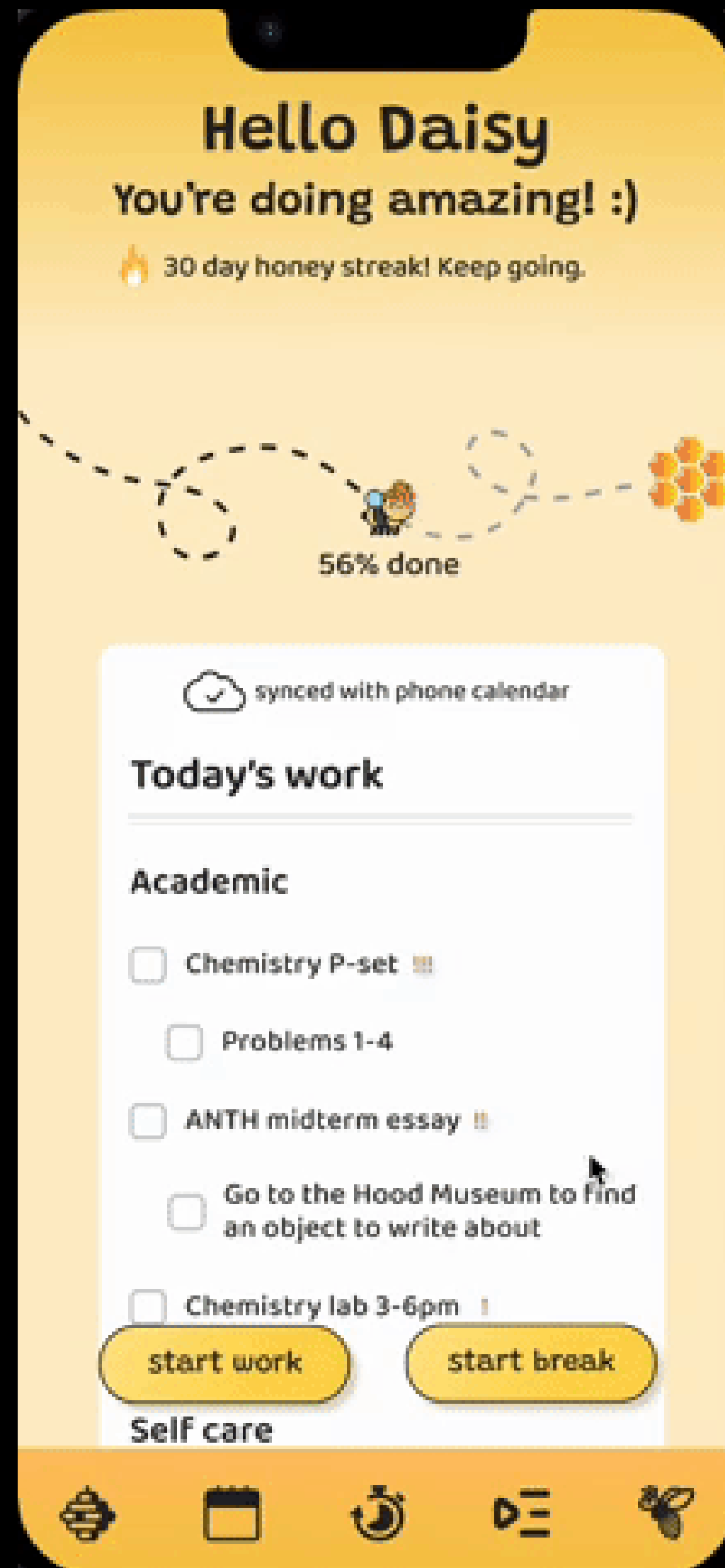
**How might we promote productivity while ensuring guilt-free relaxation and meaningful self-reflection to achieve a balanced and fulfilling lifestyle?**





- install Busy Bee to track productivity and find restfulness
- go through simple registration and tutorial process
- personalize settings to tell the app about my preferences

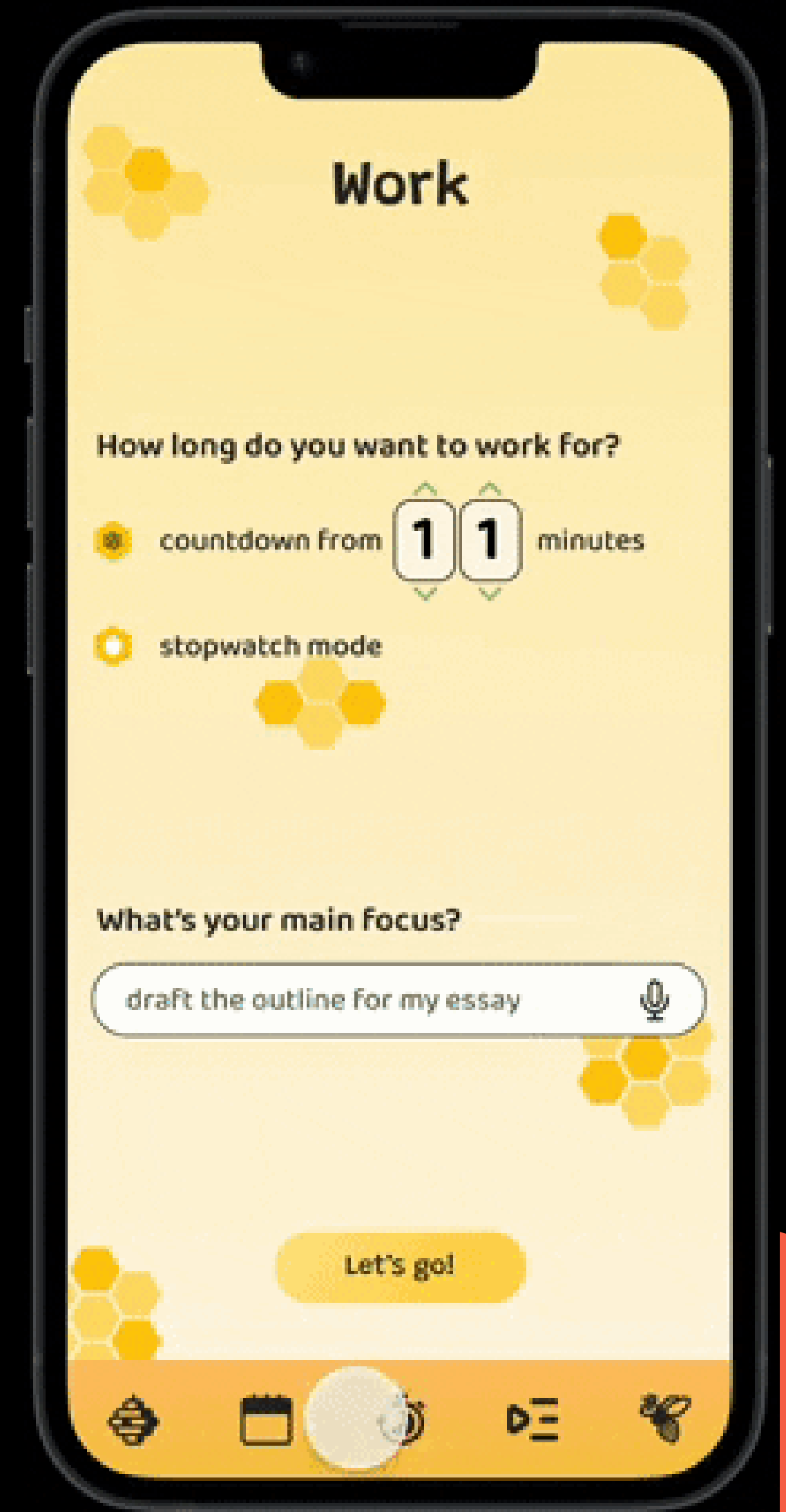
# Onboarding



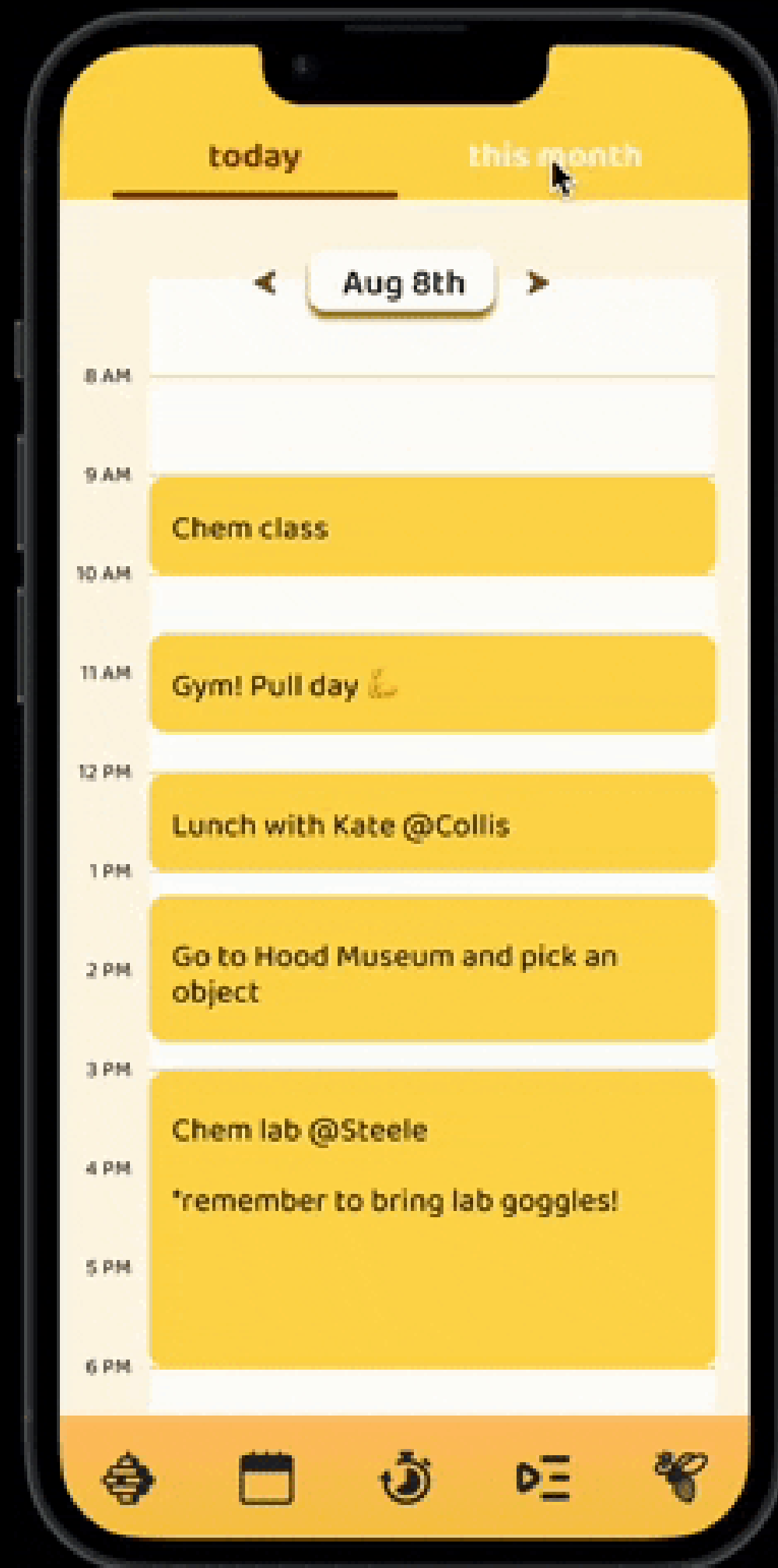
- click on the app sometime during the day to see what I need to do today
- see my progress at the top and my list of things I want to work on today
- easily able to start work with the sticky start work/break buttons
- reminded of progress with larger progress bar at the bottom

home page

- start working and set a countdown timer (or their preference by default)
- type in my main focus
- while working, I can see the timer going down... closer to taking my break...
- have a reminder of my main focus
- take my well-earned break
- log in my activities to help self-reflect



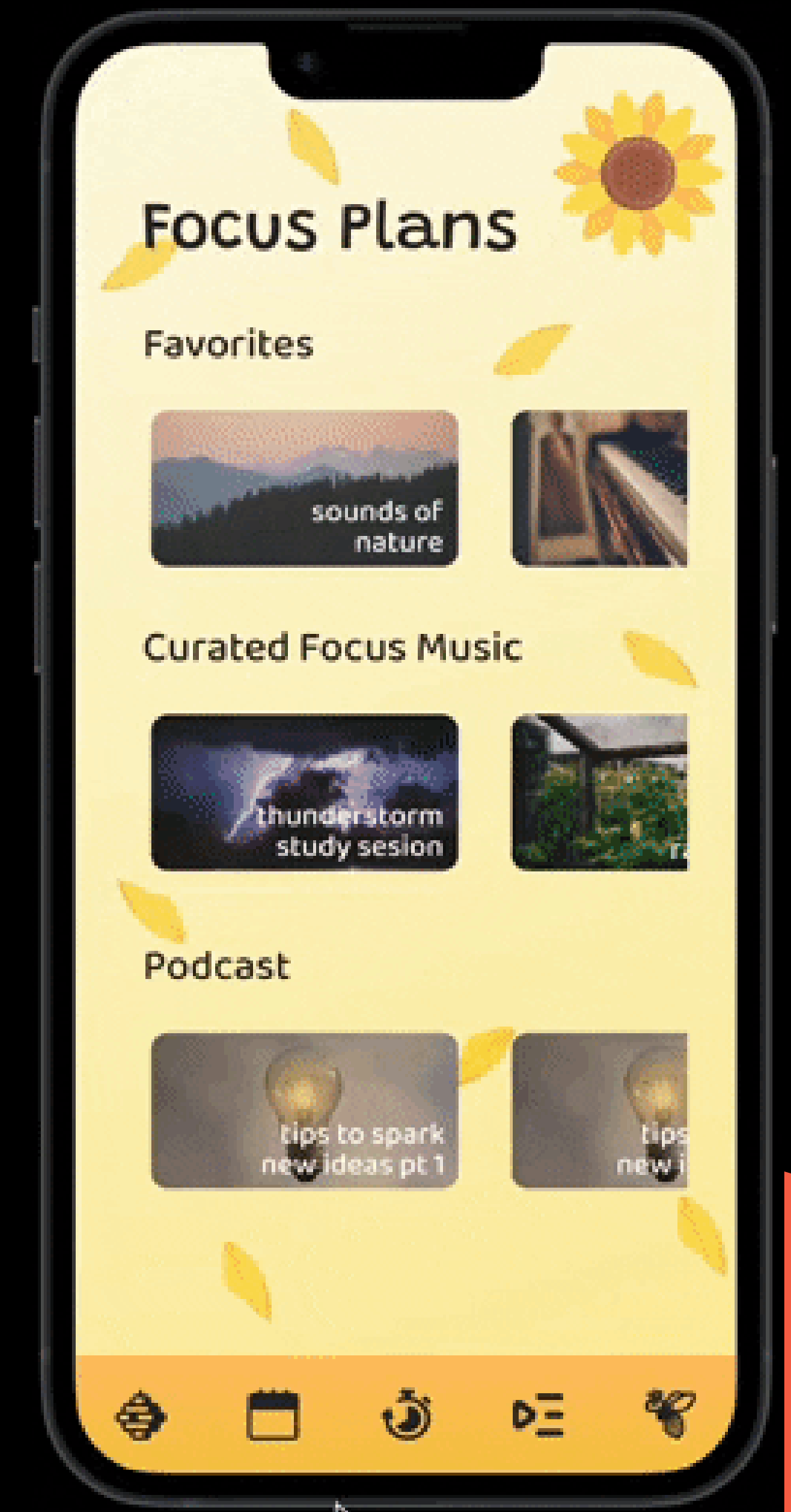
# work-break



- synced all to-dos from external calendar (eg. Google Calendar)
- accept tasks assigned at recommended times
- switch to monthly view to understand my longer-term goals

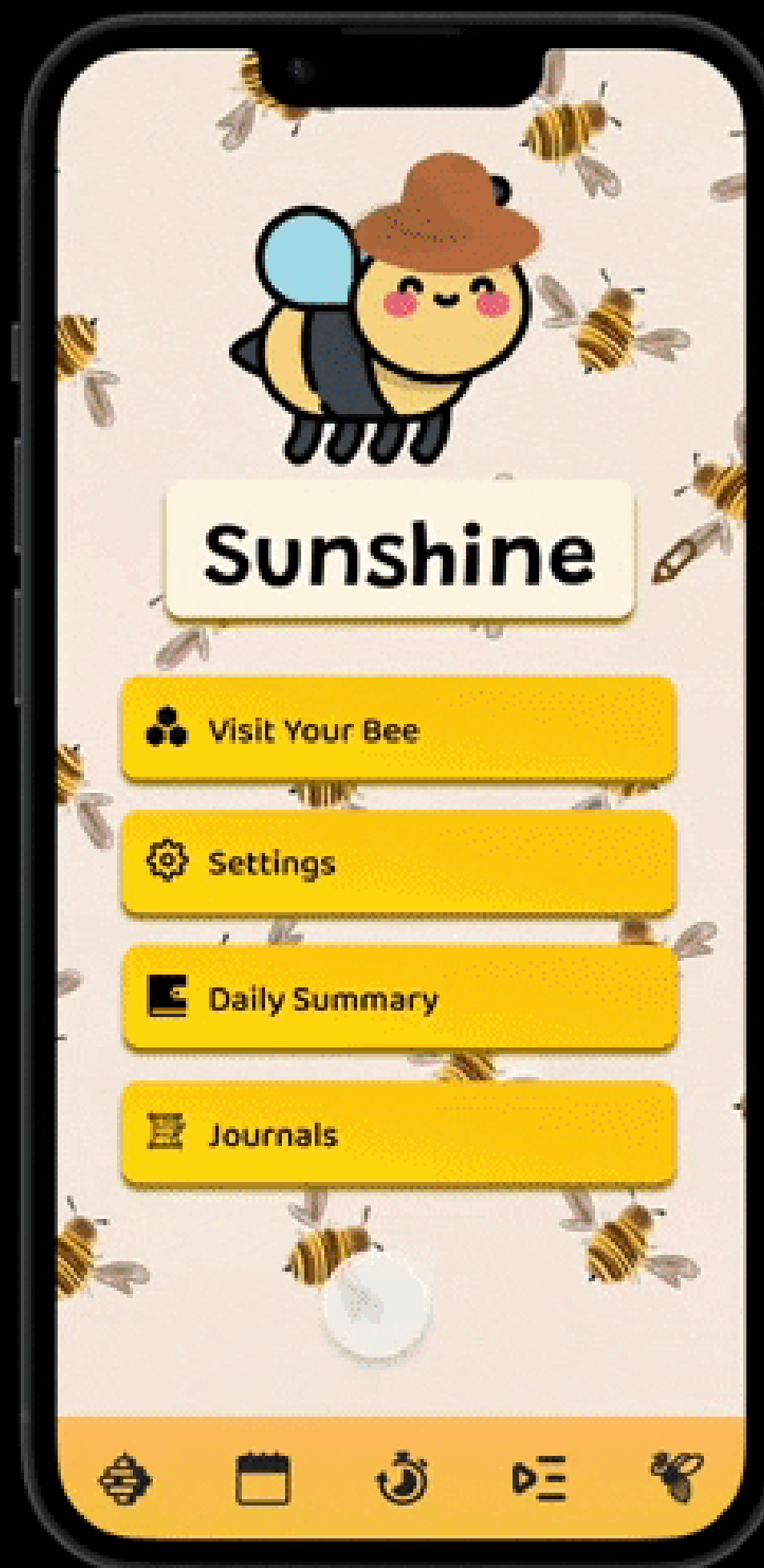
# calendar

- listen to ambience music as I work
- listen to podcasts about productivity, positivity, and mindfulness



focus plans





- check in on their baby bee
- feel accomplished by looking at collected tokens (honey, pollen, nectar) and unlocked titles
- buy wallpapers, ringtones, and clothes for their bee
- go over my past journals and view synthesis

profile

# Next Steps

- adjust the scrollable number design to better represent time/scrollability

0		
1 hour	0 min	0 sec
2	1	1
3	2	2
4	3	3

- use recommended work or break times that are scientifically proven to be effective (eg the pomodoro 25:5 method).
- differentiate our UI from the dating app “Bumble”
- more animation and gamification around the bee theme





# Thank you for listening!

Any Questions?