



Anurag

Project Manager, 30



His

Anurag lives in Mumbai. Works for a company as a Project Manager. He travels frequently due to work.



Habits

- Plans his day when he gets up in the morning.
- Communicates with his team members when away from workplace
- Makes a note of all the important tasks while traveling



Pains

- Team members contact him through different communication mediums (email, calls, WhatsApp)
- Difficulty in following his itinerary while traveling
- Has to carry notepad with him everywhere



Goals

- Be able to schedule his plans with ease.
- Wants to communicate through a single source
- Be able to retain his notes digitally

Planning

Anurag has a project delivery meeting in Delhi with the client next week. He is currently burdened up with multiple tasks such as creating presentations, book his tickets and stay. His team also has to finish all the tasks before the meeting. Anurag is trying out multiple apps so that he can improve his productivity. He feels the apps are not up to the mark. Sometimes it becomes difficult for him to switch through multiple apps to check his meeting dates, notes, to-do's etc.

Anurag checks his calendar and finalizes a date for the meeting. He creates a meeting invites and send it to everyone which is done via email. Anurag is flying to Delhi for the meeting and there is a last moment change which came across. He has boarded the flight and has no access to the internet. He wants the work to be done before he reaches for the meeting.

Organising

Anurag sometimes fails to complete his tasks which are personal and professional because he uses 2 different apps for both of them. It becomes difficult for him to scan through 2 apps at once.

While coming back from Delhi Anurag got a call from his boss regarding a meeting being held in a couple of days. He has been asked to cancel all his plans on that day as this is the pitch meeting with the client. He now has to go and push it to the next day which is a hassle for him because the events are not at one place.

Communicating

Anurag is in a different city and his team has a project delivery in a week, so he is constantly in touch with them. It is strenuous for him to communicate with them through different mediums.

While Anurag was trying to send his Business team some important financial information about what was required for the meeting he accidentally shared it to his Development team. He wants to be able to delete that confidential message.

Needs

- Space where he can create Todo
- Be able to create tasks offline
- He can schedule his work by using a calendar
- Should be able to create an event and invite people to that event
- Look for a common medium where he can segregate his professional and personal work
- A common medium for all his events on which he can make changes
- Task-based communication and follow-ups on a single medium
- Deletion of accidentally shared messages

Suggested Feature

- Create tasks- Online/Offline
- Calendar
- Create event
- System Tags / Create tags
- Event list
- Edit event
- Instant messaging
- Delete message

Behaviour

Planning

Anurag switches apps between productivity and communicating with his team members. He has been trying to use multiple apps but there are no apps, he feels are up to the mark.

Anurag came across OKDone on the app store. He creates Todo's on OKDone for which the app notifies him.

He doesn't have to use any other tool for scheduling work as the app provides him with the calendar view with all his events.

He creates a meeting request on OKDone and shares it with the people who are attending the meetings. Now he doesn't have to go through his email and check for the responses as the app provides him a count of people attending the meeting.

Now with OKDone, he can create an offline task in case of low connectivity. He finds this very cool that as soon as he receives internet connectivity the task is created and has been notified to the assigned person.

Behaviour

Organising

He is now using OKdone for his personal and professional purposes because the app has a feature where he can create tags. Now all his work is segregated which is improving his productivity which makes him feel good.

As the app pulls all his email content, all his events and tasks are organized in one place. He goes through his event list and can also edit it if needed.

Communicating

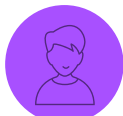
The best thing about the application is that its build on Conversational UI where he can communicate and manage his work together which in turn helps increase productivity.

OKDone provides him an option where he can delete the accidentally shared messages. He clicks delete, the app prompts him "Do you want to delete this message from everyones conversation".



Vishnu

Community Manager, 35



His

Vishnu is a single dad and loves his 12-year-old daughter very much. As a community manager, he is a very hard working man and handles all the strategy and event planning that his Community leader assigns to him.



Habits

- Regularly assigns tasks to his subordinates.
- Keeps track of his planning, registration, budget, guest and speakers lists.
- Keeps in touch with his daughter when he is away from home.



Pains

- Tracking the task and the status of the task.
- Has to use multiple tools (PDA, laptop, notebooks, calendars) to keep track of things.
- Poor in app calling experience.



Goals

- Able to manage his team with ease.
- Hassle-free micromanagement of work and time.
- Make his daughter feel close when he is away from home.

Planning

There is a huge event being held in Pune on "Swachata Abhiyan". Vishnu only has 15 days to organize this event. Vishnu along with 3 other subordinates are handling the event. He creates a group on an instant messaging app and delegates the work to his members.

Vishnu performs daily standups to take an update of the tasks. This is a "check and recheck" period. As everything is done via instant messaging it becomes difficult for him to track the task and the status of the task. He receives all the tasks related updates his instant messaging app, it gets piled up with unread messages.

Organising

Vishnu manages multiple teams at a time. He has created groups for every team and takes all the updates. Every time he wants an update of the task he has to go through all the groups separately. It becomes very difficult for him to check the status of the task and forward it to his leaders. In all this hassle there was an important task given to him by his leaders which slipped of his mind and the task got delayed. Because of the delay, the budget of the event went higher the leaders took some strict actions against Vishnu.

Communicating

Vishnu and his team are always on the run, they need to be in constant communication so that the tasks are done on time. He communicates with them on call which increases the cost. Vishnu has been given a budget, increasing cost is not an option for him.

Vishnu has come across 4 venues, he is not able to decide which ones to shortlist and take for further discussions with his leaders. He thinks of taking the community members opinion.

Vishnu needs to get approval from his Community leaders for the shortlisted venues. The community leaders want to see the places and discuss what they can do in and around the venue, but not every member is at the same place. Vishnu would have to brief his members separately.

Vishnu, 35 - Community Manager

Communicating

Currently he is Pune away from his home. Vishnu is worried about her daughter as he has kept her with a caretaker. He is thinking about her and wants to know did she reached home and what is she doing..



Needs

- An instant messaging group
- Can delegate task to his subordinates via instant messaging
- Should be able to track the work to be done and by whom
- Be able to manage multiple groups with ease
- Alternative for updating his leaders by removing the hierarchy

Can create levels for tasks so it becomes easy him to track

- Can mark a task as important on instant messaging
- Free calling option
- Can do a Conference video call
- Wants to get multiple opinions at once
- An option of knowing her daughter's location

Suggested Feature

- Create group
- @Mentions
- Task list
- Create channel(Private/Public)
- Create milestone(For the task)
- Mark important
- In-app calling/Conference calling
- In-app video calling/Conference video calling
- Create poll
- Live location tracking

Behaviour

Planning

As everything works on instant messaging, Vishnu's team member suggests him an using OKDone where he can communicate, delegate tasks and track the tasks. He creates a group with his team members on OKDone and delegates tasks by using @mentions. It has become simple for him with the OK Done app where he can see all his tasks at one place and it's easy to track too.

Organising

The problem of managing multiple groups and updating his leaders has been resolved with OKDone. He has created 1 group on OKDone which contains multiple channels as per events. He also has created a private channel which includes his leaders. They have an access to all the channels which keep them updated of the in-channel happenings. If Vishnu and his leaders want to have a private chant, they can do so on the private channel which is only accessible to Vishnu and his leaders.

Behaviour

Organising

Vishnu is happy with the milestone feature where he creates small milestones for the tasks which helps him to track the task. All his members update the task once the milestone is achieved for which he receives a notification.

His leaders give changes on chat, with OKdone he has an option of creating a task out of a conversation and mark it as an important one. Vishnu now never misses an important task.

Communicating

Whenever Vishnu is away from his office, he calls his team members without spending any money by using the In-app calling feature of OKDone. He is amazed at the quality of the call which has no disturbance or lagging.

Decision making for him has become easier than before with polling feature. He has finalized 2 options for the venue he connects with all his leaders via the OKDone app using the video conference call.

As he is away from his daughter he is still updated about her safety. With live location tracking feature on OKDone Vishnu knows where is she. He is relieved and doesn't have to worry about her safety.



Aisha

Entrepreneur, 25



His

She owns her own Cafe which she manages with a staff of two. Aisha likes making different sweet and savory pastries.



Habits

- Looks for new dishes for her Cafe and notes down observations and links frequently (browsing on different website, youtube etc.)
- She likes to communicate with customer for a better relationship.
- She keeps bill payment reminders in her mobile calendar



Pains

- Retrieving saved recipe links, write-ups, observations and images written or saved from different sources
- Finds it difficult to follow up if there a change in the orders
- She sometimes misses out on paying her bills..



Goals

- To be able to store and retrieve her links and important information all in one place with ease.
- Need for recurring reminder.

Planning

Aisha wants to introduce some new look and new recipes in her cafe. She starts creating a list of things she wants in the cafe to be there and shares it with the organiser she has hired. Aisha's chef has created a list of groceries for new recipes and shares it with her. All this is done via instant messaging.

She wants to make some changes in the list she has shared with the organiser. Now it's not easy for her to make changes in the old list, she shared with the organiser, as it was done via instant messaging. Aisha has decided on some decor items for the cafe that she has to buy. The shop is on her way back home but she forgets to stop by when she passes.

Aisha, 25 - Entrepreneur

Organising

She browses online and searches for table theme ideas, decor, cakes that she can incorporate into her plan. She saves the pages as a bookmark for reference. She shares those links with her organiser for references. They both had exchanged lot of images as well while chatting, but she fails to retrieve them when needed. It is difficult for her to scan through chats when she needs them.

As she was so busy with all this planning she forgot to pay her electricity bill and cafe rent, for which she has to pay a late payment fine.

Aisha, 25 - Entrepreneur

Communicating

Aisha wants to invite her customers to see the new look and new recipes of her cafe. She wants to share invites to huge no. of customers and wants to know how many are going to attend. She creates a group on an instant messaging app and sends out invites. She starts getting the responses, since she has added more than 200 people, she finds it difficult to scan through and track individual responses.

Needs

- Real-time shareable and editable notes
- Should be able to create tasks based on locations.
- Easy accessible links and bookmarks.
- Be able to share and retrieve media
- Needs to be notified about recurring payments.
- Should be able to track responses with ease.
- Can share content to large number of people

Suggested Feature

- Create note
- Share notes
- Edit notes real-time
- Create location-based tasks
- Links(Save/Saved list)
- Media storage
- Recurring reminders
- Broadcast
- Suggested response
- Response result

Behaviour

Planning

Aisha has started using the OKDone app for creating notes herself. It has become simple where she can share these notes with her chef and they can edit them real-time.

The app has a cool feature called location-based task. Aisha wants to visit the decor shop which is on her way back home. She creates a task for herself with the location and name of the shop. As soon as she reaches near to the shop the app notifies her about it.

Organising

Aisha has a habit of browsing online for new recipes and things required for her cafe. She saves links and downloads images for reference. On OKDone she has an option of saving important links and sharing images with her chef. All her files are organized at one place and easy to access.

Aisha never forgets to pay her bills on time after using the OKDone app. The app scans her SMS and prompts her to keep recurring reminders for all her payments.

Behaviour

Communicating

Aisha sends invites to her customers by using the broadcast feature on OKDone. She wants her customers to visit the cafe and try the new recipes. The app provides auto-suggestive replies to the people whom she has shared the invites. Post that, the app gives her a consolidated response result of a number of people who are going to visit.



Mrs. Iyer

Society Secretary, 38



His

A typical housewife, a wife to a happy husband and a mother her 5-year-old son. She is also the secretary of her colony she takes care of all the events that happen in the society like Ganesh Utsav, Navratri, General meeting etc..



Habits

- Calls for a meeting before organizing any event.
- Gets fresh groceries every day.
- Considers people's opinion before executing them.



Pains

- Very difficult to communicate with different committee members of the society.
- Doesn't remember what is to be bought from the market.
- Finds it difficult when it comes to taking decisions related to an event.



Goals

- Being able to communicate with multiple committees of the society smoothly.
- Remembering what to get from the market for the day.
- Choosing the best opinion for the society.

Planning

Ganesh Chaturthi is coming close, Mrs. Iyer with 5 members are organising the event in their society. Mrs. Iyer has created a group on instant messaging app along with the other 5 members. They have to decide on the decorations, food and all the small events that will take place during those days. They were distributing the tasks on the group and Mrs. Iyer was assigned a task to take care of the decorations.

She wanted to know about one particular conversation and she was finding it difficult to go through lot of conversations. There is a task which is needed to be done before she finalizes the decoration. She fails to prioritize the task as everything is shared through the instant messaging app and it is lost in all the conversations.

Organising

She has started her work on the decorations like buying stuff, contact decorators etc. She is unaware which idol has been finalized as there were multiple images shared on the group. And she also wants an update on the idol creation and how much work is done. It is difficult for her to track the task through instant messaging. She is looking for a place where she can categorize all the tasks and files so that they can be easy to access when needed.

Mrs. Iyer, 38 - Society Secretary

Communicating

There are different functions happening through the 5 days of the Ganesh Chaturthi event in the society. There have been some changes made in the event list by a member. Mrs. Iyer wants to go through the old list and the discussions and check whether everything was covered and what was discussed. Due to multiple groups creation and multiple conversations, it has become very difficult.

Needs

- Be able to create tasks, events and notes while conversing through instant messaging
- Can search through multiple conversations with ease
- Prioritizing of tasks
- Taking status updates of the tasks using instant messaging
- Categorization of the tasks and files.
- To be able to search discussions easily

Suggested Feature

- Tasks, notes, events creation through conversations
- Search conversations
- Pin important messages
- Track tasks
- Create tags
- Threads creation of conversations

Behaviour

Planning

Mrs. Iyer is using the OK Done app for all the instant conversations and as the messages flow in, she is flagging those conversations which she feels need action. She is able to view these flagged conversations together and she creates tasks directly through it. She also pins important messages which gets saved and she is able to view them later. The app also has a search feature through which she is able to search important points.

Organising

While the tasks are created, there is an option of adding tags to it, Mrs. Iyer creates tasks and notes under the tag 'Ganesh Idol'. So when she opens this tag, she is able to view all the notes, tasks or events created under that tag. Also Under the main screen, where she is able to view all her tasks, notes and meetings, she will be able to see the statuses of each of them.

Mrs. Iyer, 38 - Society Secretary

Behaviour

Communicating

Mrs. Iyer has created a group named: Society Function. And under this she has added all the members who are associated with organizing day wise functions. So in this app, she is able to create day wise threads naming them as per the function name and those members can have individual conversations within themselves, while Mrs. Iyer is able to view all the conversations. And if she wants to talk to only few people from that group separately, she can add those people keep the setting as Private.