toggl

Calendar Integration

Android Feature Design

toggl

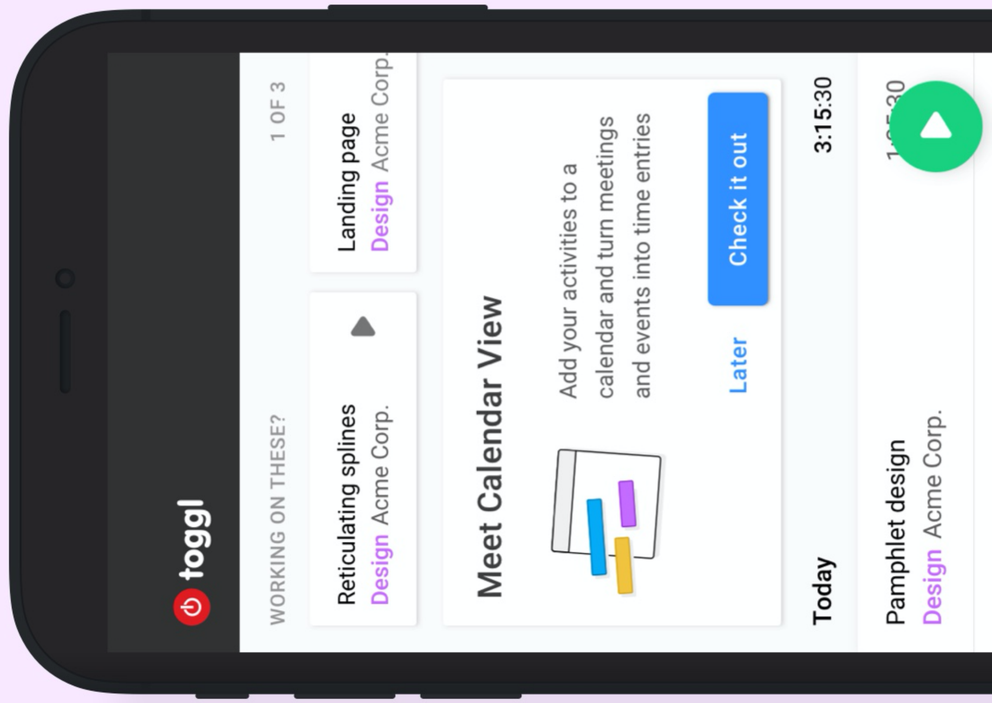
Toggl is a **time-tracking app** that lets businesses large and small see where their time goes by offering a tool so simple and delightful that their teams actually use it.

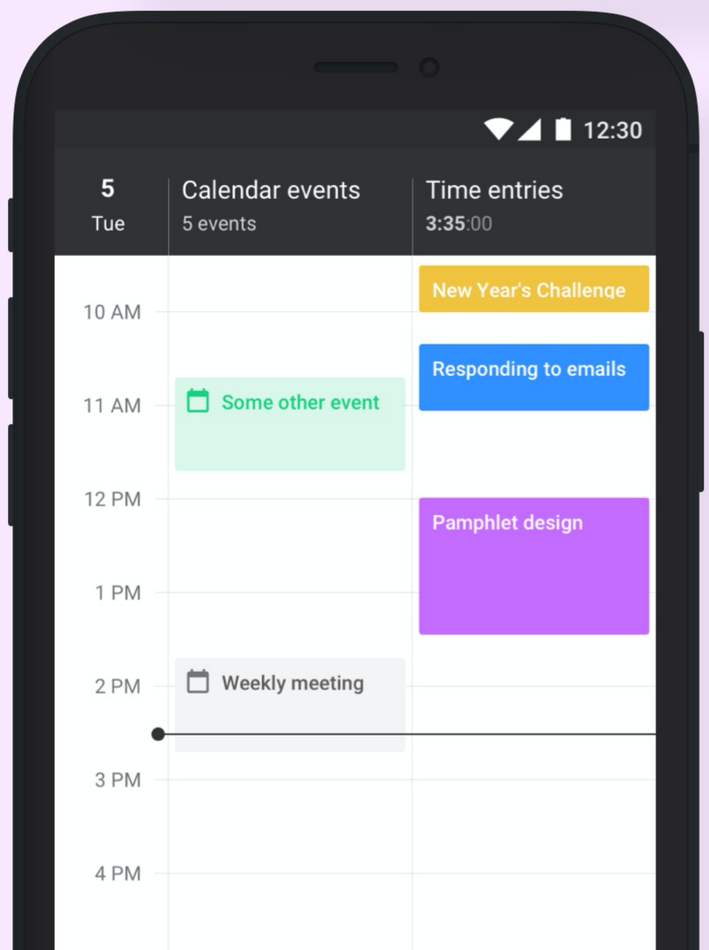
One of the biggest challenges of time-tracking is pausing your workflow to do it. In our fast-paced world we switch tasks frequently—answering an email one moment and running off to a meeting the next—stopping what you're doing to record the next activity, while a very mindful practice, is a difficult one to master.

Toggl's objective is to **increase the speed and ease of tracking time** spent on tasks. And I was brought on to the **Toggl Android team** as the **UX/UI Designer** to help with the mission by porting designs from iOS to Android.

The Mission

My mission was to add the local calendar integration feature to Android **to make it dead-easy for users to track time spent in meetings**.





Define

In early **discussions with the PM**, we came across a daunting problem. Our **analytics** showed that the iOS feature **wasn't gaining any traction**. And, there was **no time to do research** to understand *why*, or test our solutions, because devs were ready for the next task. So I took this approach:

#1 Start design work. Understand the current functionality, collect initial **requirements** and gather **details** from the devs, **develop the deliverables timeline**, and generally "kick off" the project.

#2 Concurrently, **collect data** about the existing solution by conducting **internal user interviews**, pouring over **user feedback**, and performing a **heuristic evaluation**.

#3 **Create initial designs** solving for any uncovered problems and **usability test prototypes vs the current state**, while learning about the user needs in **pretest interviews**.

Toggl iOS App Users with Calendar Integration

11%

Toggl Android App Play Store Rating

4.3

Jun 22, 2018
At project start

Define

The idea with the feature was that a user would be able to **view their events and convert them into Toggl time-entries** by allowing Toggl access to their calendar.

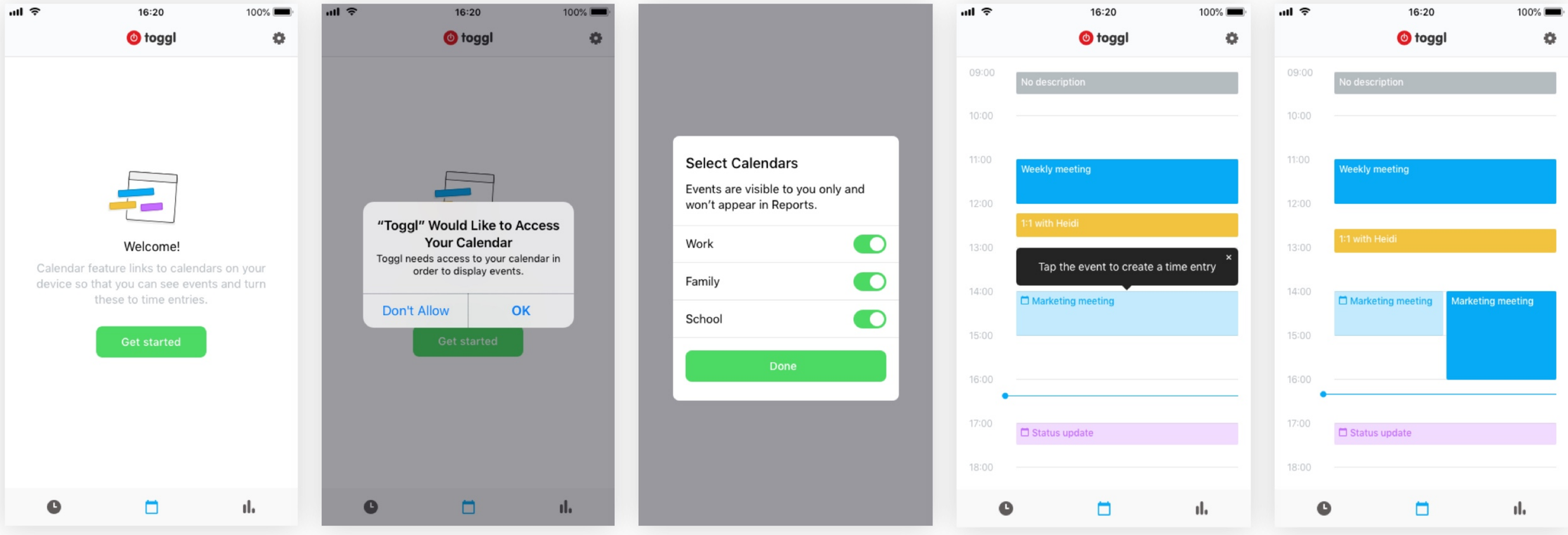
As a secondary benefit, they could **use the Toggl calendar to add and edit time-entries** in a way similar to adding an event in calendar apps, taking advantage of the familiar visualization of their day.

Findings from four internal user interviews

participants *hadn't used the feature* prior to the interview

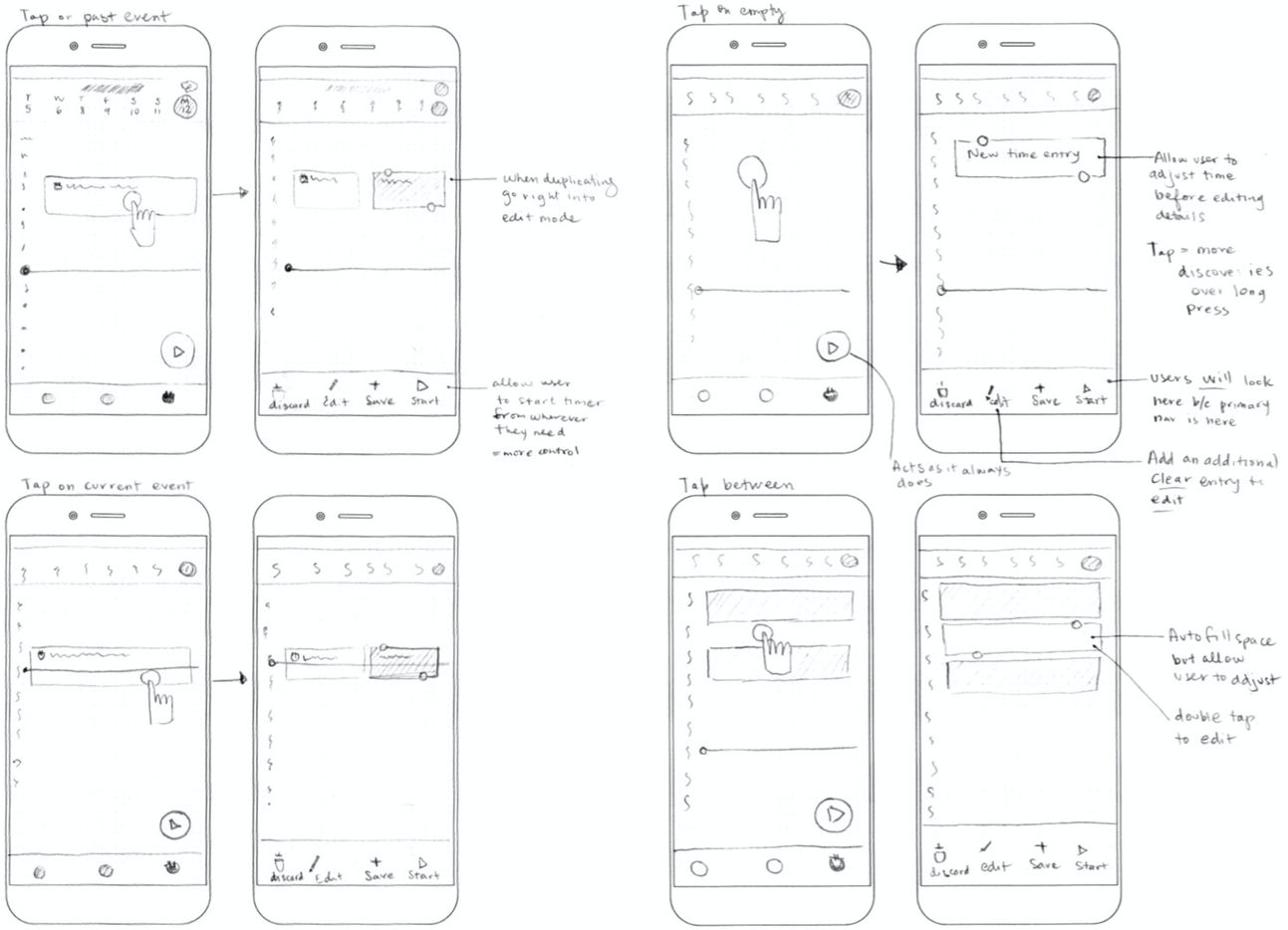
after syncing a calendar, tapping an event causes it to duplicate – *but why*?

participants *failed* adding or editing time entries (requires long press)



Design by Heidi Taperson

Sketch + Ideate



Proposed Solutions

initiate *all actions* with a single tap

after any tap display a menu of actions, to give users more control

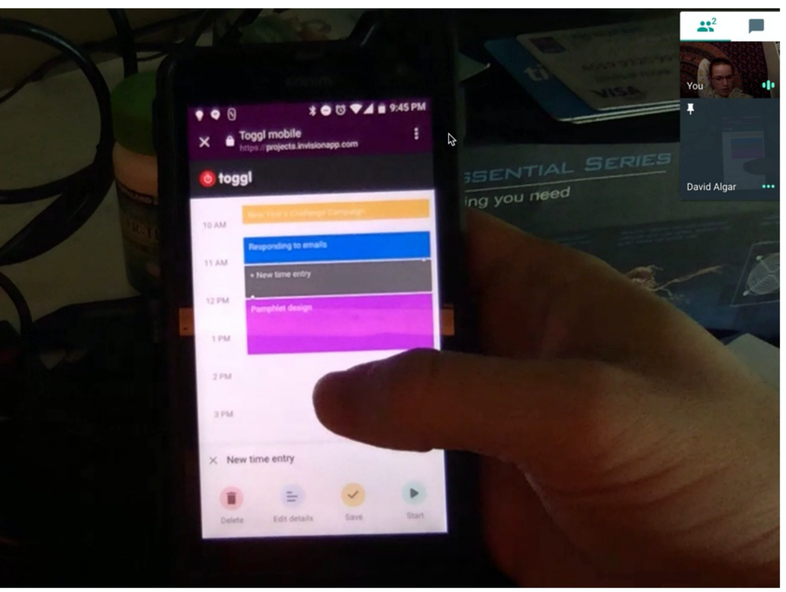
include power-user interactions, like double-tapping and dragging to edit for more confident users

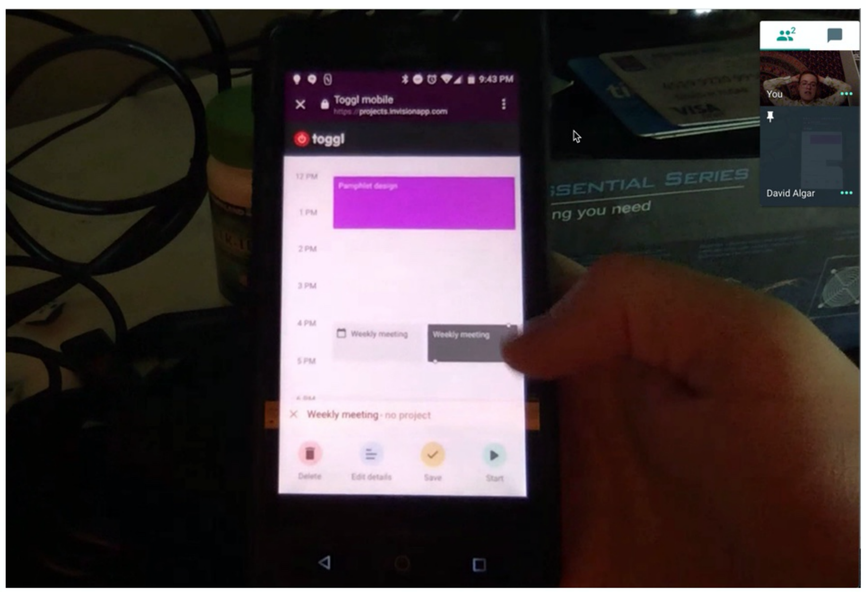
Test & Iterate

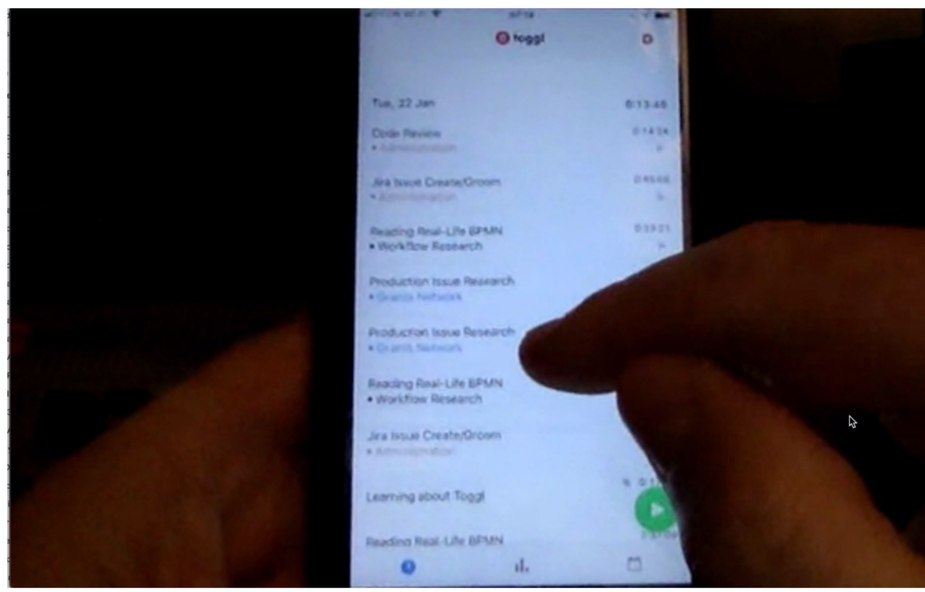
Toggl is entirely distributed, which means that I relied on **remote user-testing**. But, the company's leadership didn't buy into the idea of usability-testing. There was no budget for software of participant compensation, so we recruited participants via social media, and used the "**Laptop Hugging Method**" to conduct and record the sessions.

I usability tested the feature **prototype for Android** & the **existing feature on iOS** with **5 participants each**. Of course, there were some problems with both, but the prototype performed better.

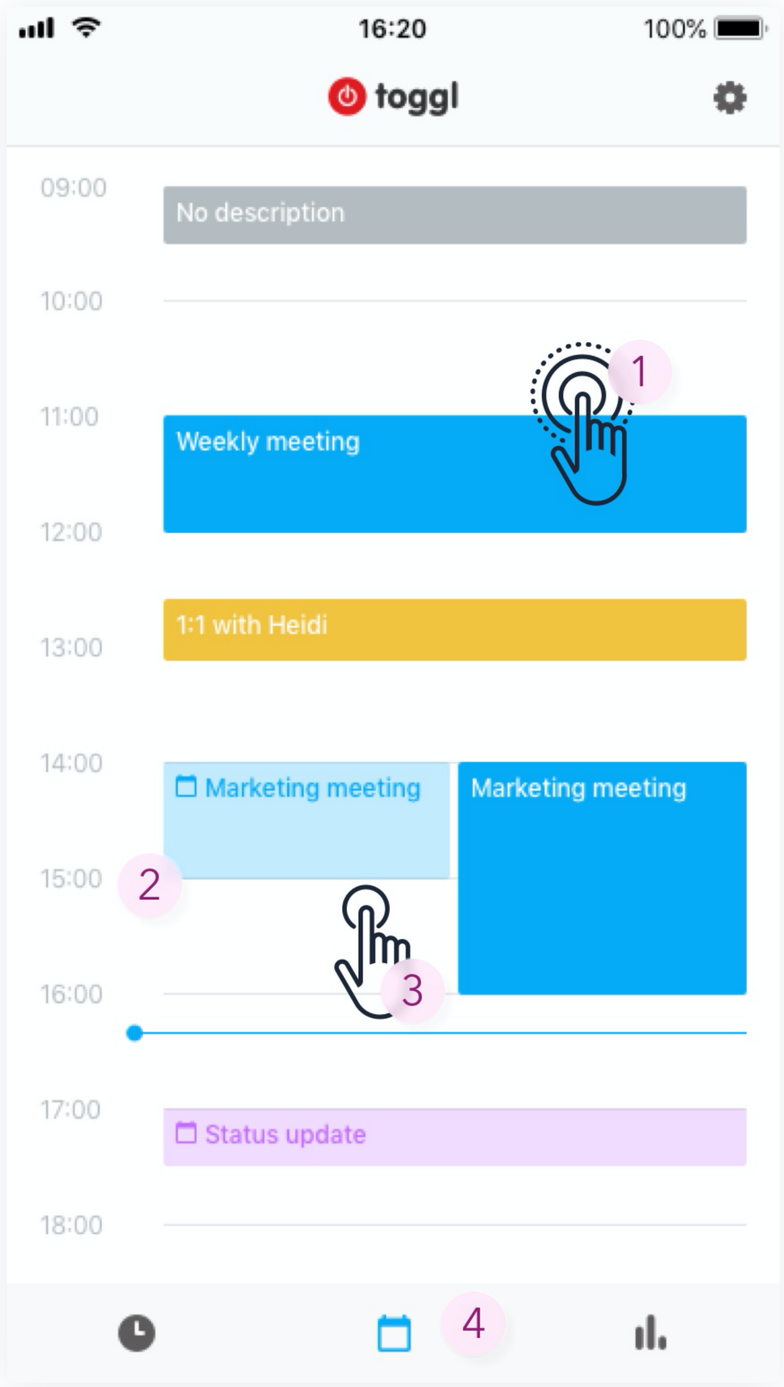
Laptop Hugging Demonstrated
CREDIT ADAM KIRYK







Test & Iterate



1 **5/5 Could not add or edit a time-entry** (requires long-press)
iOS only Validated

Prototyped **single-tap + menu** solution had a 5/5 passing rate

2 **8/10** Didn't understand that there were **two types of objects** displayed on the calendar "time entries" and "calendar events."
iOS and Prototype Uncovered

Proposed: **Add context** by displaying events in one column with a header and time entries in the other

3 **8/10** Didn't understand that when they tapped events the new object that was created was a "time entry"
iOS and Prototype Uncovered

Proposed: Add an **onboarding hint** to the first event to call attention to the interaction

4 **7/10** Didn't notice the calendar feature in the tabs
iOS and Prototype Uncovered

Proposed: A **feature announcement** on the main "Today" tab to call attention to the new feature

Empathize

Besides finding issues with the existing solution, I observed and analyzed some reasons ***why* our analytics showed that the iOS feature wasn't gaining any traction.** Participants reported two surprising behaviors.

The concept of integrating calendars most relevant for our “professional” market segment – design/ development/marketing agencies. But, **their use of Toggl's mobile apps was limited to just a few specific use-cases**, they did the majority of their work on the computer.

And, the participants who didn’t fit into this segment, students or people using Toggl for personal use, did not track to the level of detail where the titles of events were relevant.

These discoveries helped me **frame what “success” might look like for this feature** – That we should not expect high usage, and an increase of 5-8% should surpass expectations.

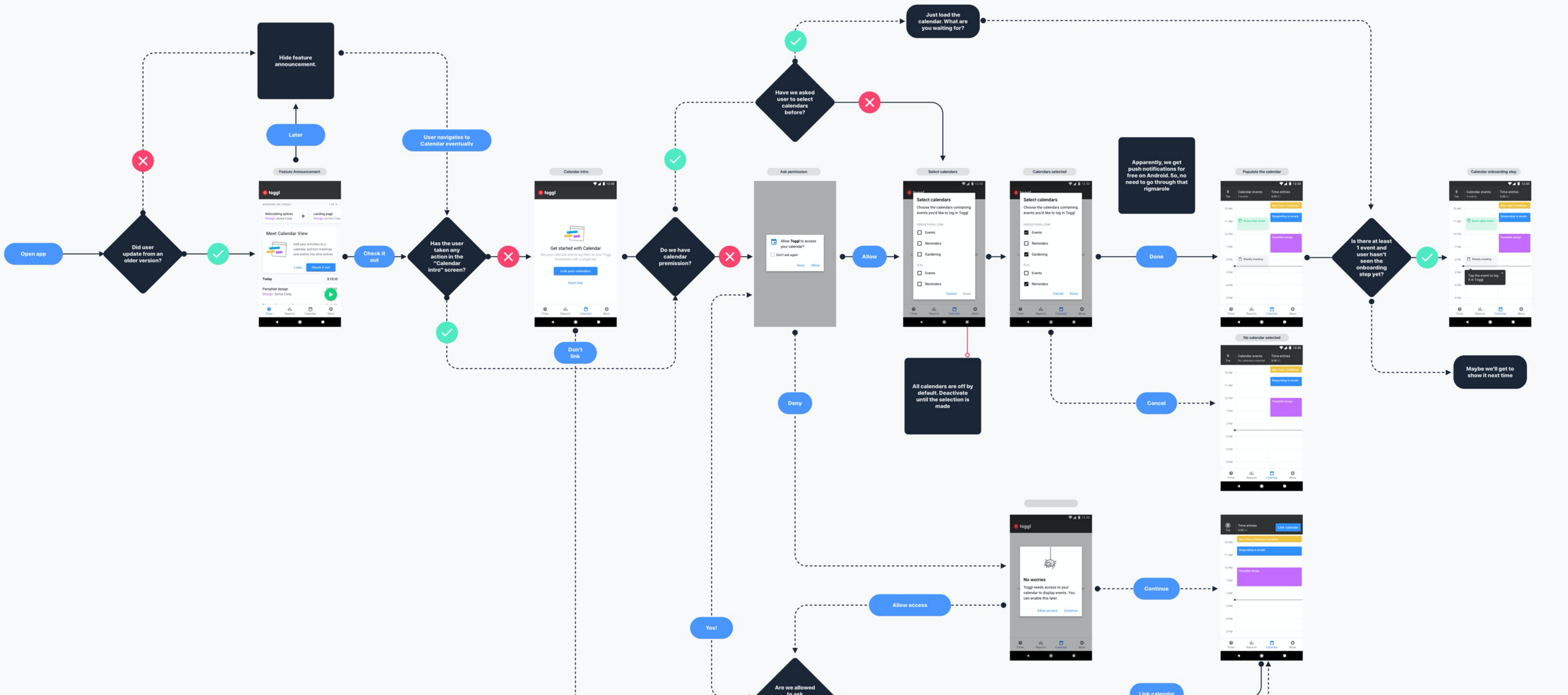
#1 **7/7 “Professionals” mostly used the web or desktop app to record their tasks, and used the mobile app occasionally as *back-up***

#2 **3/3 Other paticipants *tracked activities instead of tasks*. The title of the meeting did not matter to them for this level of tracking.**

Implement

Instead of writing a UI spec with references to high-fidelity mockups, I decided to insert them into a **user flow diagram** for easier reading.

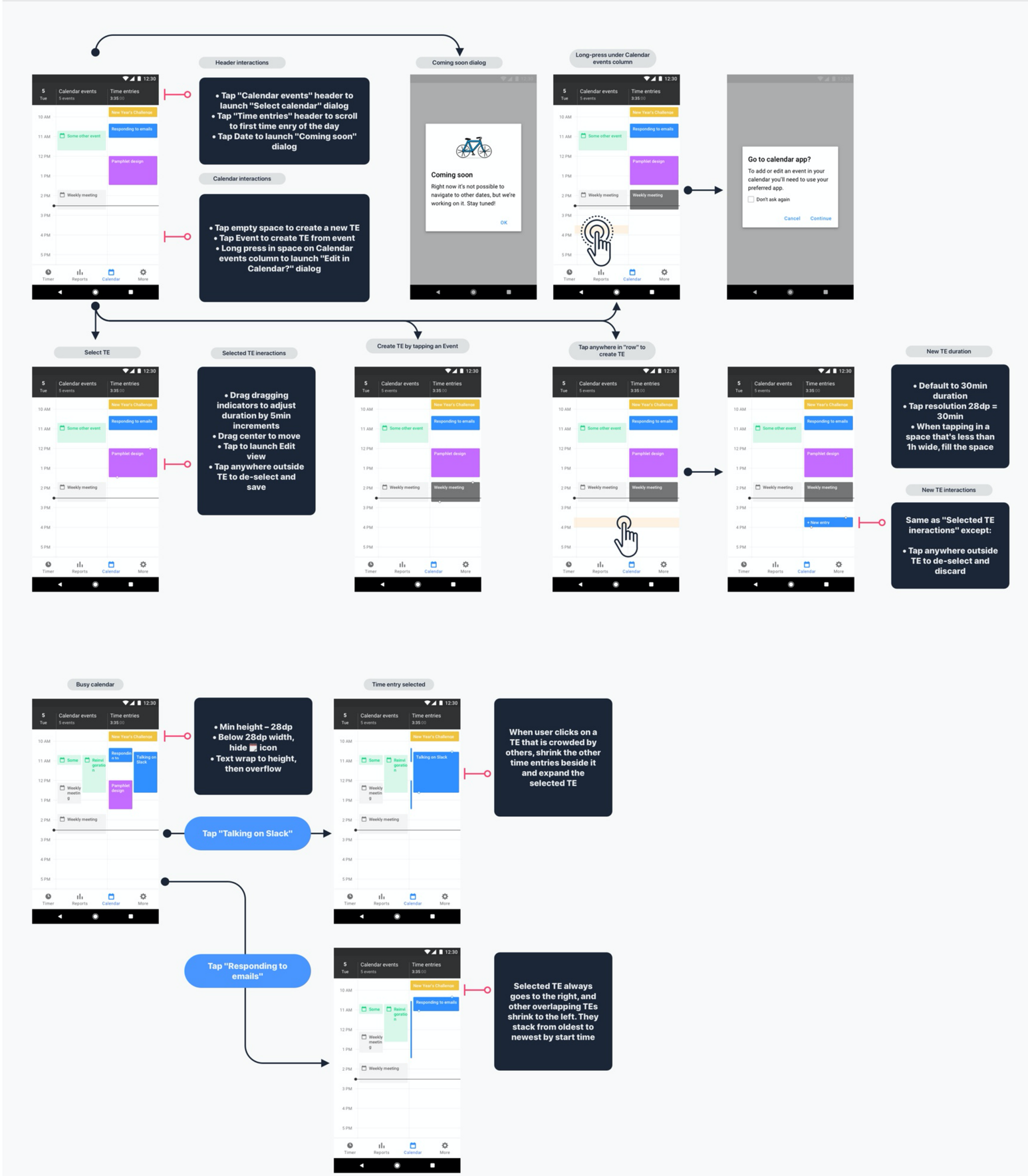
"…the documentation was great! It was better than what we had before, of course. It made **easy to understand** what [Liza] wanted to achieve and easy to tell what could be done/not done." — *Daivid Silverio, Mobile Developer*



Implement

In planning for relase myself, the PM and the developers negotiated an MVP set of features, and unfortunately the “action menu” that clarified a lot of what could be done on the screen, did not make it into the first release.

I created visuals and supporting text explaining and showing every interaction that could be performed on the screen. Some actions were less discoverable than others.



🎓 Learn

I left the company shortly after creating these designs, and since then, the app has been completely re-built and parts of it completely redesigned.

However, the bottom-sheet menu, that performed so well in prototyping but was not included in the feature's **MVP**, is now being used in the Calendar feature.

The in-app feature announcement seems to have had a resounding success, as many more users are now linking their calendar to Toggl.

Toggl Android App Users with Calendar Integration

15% ▲ 4%

Toggl Android App Play Store Rating

4.5 ▲ .2

Jul 9, 2019
1 month post release