

HuddleUp (Scheduling App)

Bayleigh Martin

Project overview



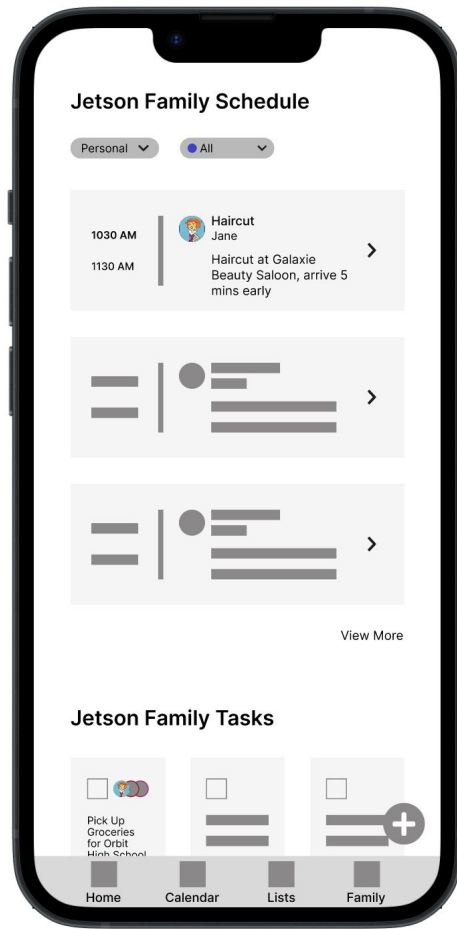
The product:

I designed a family coordination app focused on helping households manage schedules, tasks, and shared information with less friction. The product is intended for families juggling multiple responsibilities who want a clear, centralized planning tool.



Project duration:

August 2025 - Present



Project overview



The problem:

Families with busy, overlapping schedules struggle to stay organized and aligned across work, school, and personal commitments, often relying on multiple tools to manage daily responsibilities.



The goal:

Design a simple, intuitive app that helps families manage schedules and tasks in one shared place, making it easier to stay coordinated and feel in control of their time.

Project overview



My role:

Lead UX Designer and Researcher



Responsibilities:

- Conducted usability testing and synthesized findings
- Designed and iterated on wireframes and prototypes in Figma
- Defined core user flows and information architecture
- Translated research insights into design decisions
- Currently refining high-fidelity designs based on usability findings and planning a follow-up usability study to validate improvements

Understanding the user

- User research
- Pain points
- Personas
- User journey maps

User research: summary



I conducted a moderated usability study using a mid-fidelity prototype to evaluate how users navigate core features such as creating accounts, adding events and tasks, and managing family members.

Going into the study, I assumed users would easily understand the app's primary actions and feel confident completing tasks without additional guidance. While most participants were able to complete tasks successfully, the research revealed gaps in action feedback, onboarding, and trust-related clarity which affected users' confidence. These findings shifted my focus toward improving the system feedback, first-time user guidance, and transparency. I also had to continue validating that the overall structure and core flows were intuitive and easy to use.

User research: pain points

1

Unclear Action Feedback

Users often completed tasks successfully but were unsure whether actions like signing up, creating tasks, or adding family members had been completed due to a lack of confirmation feedback.

2

Low Visibility of Primary Actions

Some users initially struggled to locate the primary + action, indicating that key actions were not always immediately noticeable across screens.

3

Lack of Onboarding for First-Time Users

First-time users expected introductory guidance to help them understand navigation and available features, but the app provided no onboarding experience.

4

Friction in Multi-Step Flows

Users expressed frustration with multi-step forms and small interactive elements, preferring fewer steps and clearer interaction cues during account and family management tasks.

Persona: Maria Lopez

Problem statement:

Maria is a healthcare worker who lives with two young children and her spouse. She is a busy mom who struggles with changing work and family schedules, wishing there was a way to stay organized with on-the-go updates. She needs a simple app that allows her to see everyone's schedules and tasks. It should sync up to their routines, so she can feel more in control of her time and be aligned with her family.



— Age	38
— Education	BSN, University of CO
— Hometown	Lakewood, CO
— Family	Married, two young children
— Occupation	Healthcare worker

"I am constantly switching between work and family - if I don't stay organized, something falls through."

Maria Lopez

Maria is a 38-year-old healthcare worker and mother of two who constantly balances long shifts, household duties, and her children's activities. With unpredictable work hours and family responsibilities that often overlap, she frequently feels overwhelmed and struggles to coordinate schedules with her spouse. Maria values tools that simplify her day, let her share updates quickly, and help her feel more in control of her time.

Goals

- Keep work, home, and kids' schedules in one place
- Share updates easily with partner/co-parent
- Automate reminders for meals, practices, and errands
- Free up time for family time and self-care

Frustrations

- Unpredictable or rotating work schedule
- Struggles with communication gaps (who's picking up the kids?)
- Feels overwhelmed when work and family overlap
- Some apps/tools are not accessible (cognitive overload)

Persona: Jordan Kim

Problem statement:

Jordan is a university student working a part-time job while also caring for his family. He needs an app that can manage his schedule, view his families schedules, and that offers intuitive design for tasking and updates. This will allow him to organize his studying, work, and family tasks while planning for personal time with friends.



— Age	22
— Education	University student, UCLA
— Hometown	San Jose, CA
— Family	Lives with family and younger siblings
— Occupation	Part-time cook

"I'm trying to build my future while keeping time for the people and hobbies I care about."

Jordan Kim

Jordan is a 29-year-old college student balancing online classes, a part-time job, and family responsibilities. He often helps care for his younger sibling when his parents are working, while also trying to keep up with his studies and make time for friends. Jordan values exploring the city, staying active, and building his future career, but he struggles to fit everything into his schedule. He wants a tool that helps him manage school deadlines, work shifts, and family commitments all in one place so he can stay organized.

Goals

- Balance school, work, and caregiving without burnout
- Stay on top of deadlines and assignments
- Track family responsibilities like babysitting, errands, etc
- Protect time for hobbies and social life

Frustrations

- Difficulty keep school deadlines, shifts, and family duties aligned
- Overlaps between work schedule and caregiving tasks
- Feels stressed trying to manage priorities while connecting with friends
- Relies on multiple apps and reminders, leaving him disorganized

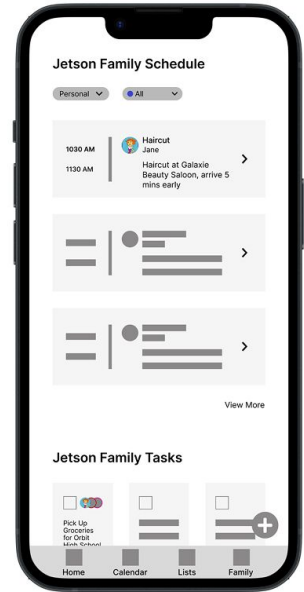
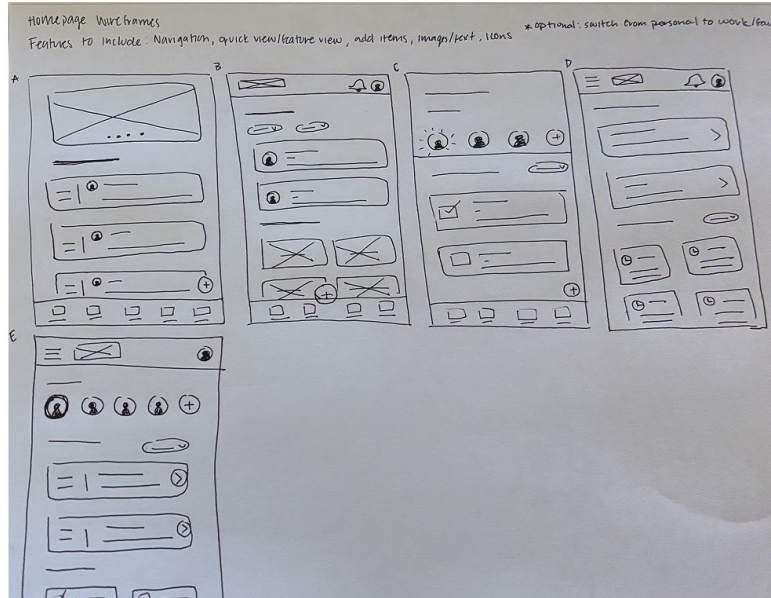
User journey map

Mapping out the flow of Maria's user journey revealed the benefits of creating an app for users to manage their families schedules in one place.

ACTION	Determine day's responsibilities	Identify any changes	Provide update to family	Select who handles tasks	Schedule family/personal time
TASK LIST	A. Check her work schedule B. Check her children's activities/school C. Meet with spouse to coordinate schedule	A. Identify that work schedule did not change with email/calls B. Check school emails C. Text/call spouse about pickups	A. Text with spouse B. Remind kids of activities C. Leave notes if leaving early	A. Decide who picks up kids B. Reassign errands	A. Let spouse/kids know your busy B. Try to fit in grocery, hobbies, etc C. Planning dinner or homework
FEELING ADJECTIVE	"Tired having to figure it all out and hoping there aren't overlaps"	"Stressed knowing plans the day of"	"Overwhelmed having to coordinate all plans - hoping all remember"	"Upset due to constant negotiating and changing plans"	"Exhausted with planning it all everyday"
IMPROVEMENT OPPORTUNITIES	Provide a shared, synced calendar with everyone's activities for family, work, and school	Real time updates from synced calendars with alerts for changes	One touch point to reminder family of plans	Allow role-based assignments or reassignment within app	Auto suggest time blocks for personal, family, or self-care time

Paper wireframes

I started with paper wireframes to explore different layout and hierarchy options, then moved into low-fidelity prototypes to refine structure, navigation, and core interactions. The goal was to create a scannable Home page that gives users a quick snapshot of their family's schedule and tasks while making it easy to take action.

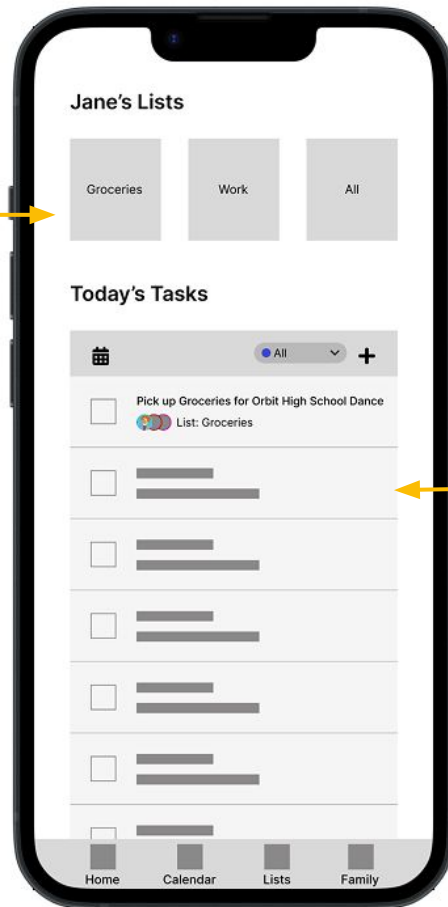


Digital wireframes

The Tasks page was designed to support quick, repeatable actions with minimal friction. Filters and clear completion states help users stay organized while sharing responsibilities across family members.

Filtering by List and Family Member

Gives users control over task visibility, making it easier to focus on personal responsibilities or shared family tasks without clutter.



Task List with Checkboxes

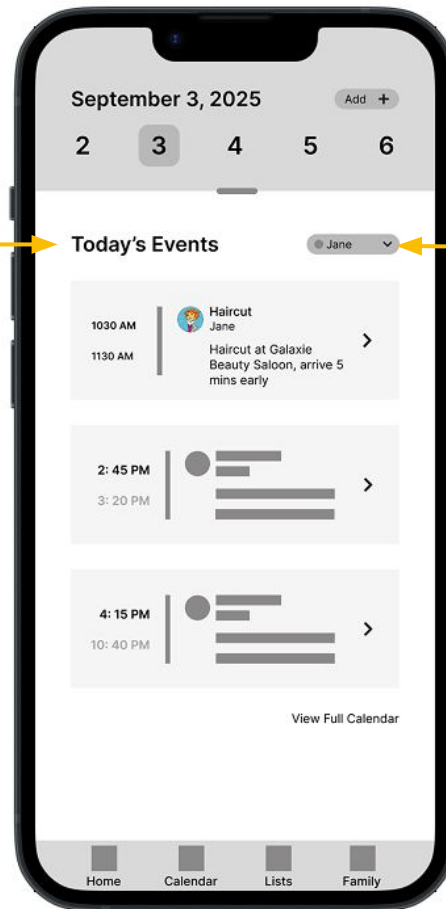
Allows users to quickly scan, complete, and track tasks, reinforcing progress and reducing uncertainty around what's been done.

Digital wireframes

The Calendar view focuses on clarity and shared visibility, allowing users to quickly understand who has events and when. This layout supports family coordination without overwhelming users with a full monthly view.

Daily Timeline with Time-Based Events

Presents events in a clear, chronological order, helping users understand their day at a glance and plan around upcoming commitments.

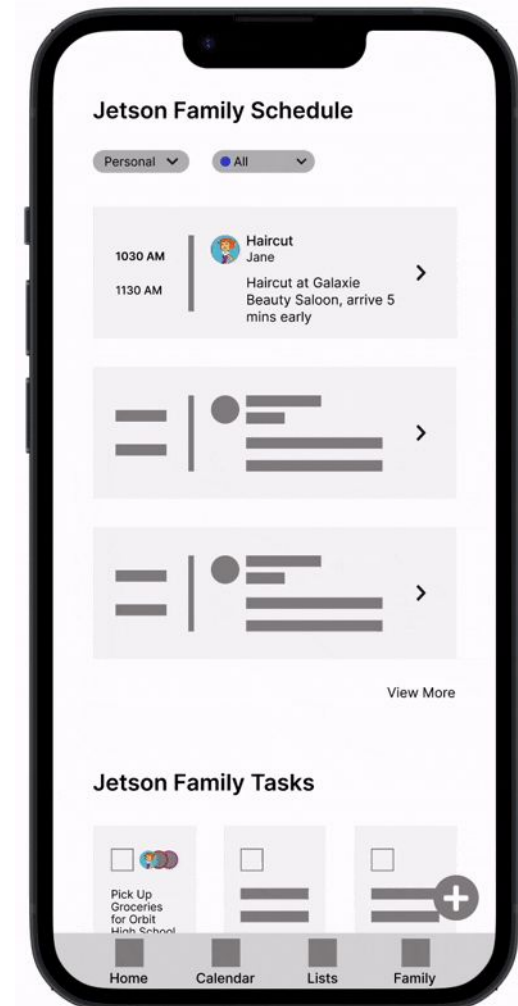


Family Member Filter

Allows users to view schedules by individual or across the entire family, reducing confusion and improving coordination in shared households.

Low-fidelity prototype

This flow demonstrates how users review upcoming tasks and events, quickly add new items, and coordinate schedules across family members. The Family section is briefly included to show how shared information supports planning and collaboration.



Usability study: findings

Usability testing revealed clear patterns in how users interacted with the prototype. By organizing direct user feedback into themes with an affinity diagram, key opportunities emerged to improve clarity, efficiency, and trust, all while validating the app's core experience.

Findings

- 1 Lack of Action Confirmation
- 2 Primary Actions Need Stronger Visibility
- 3 Missing First-Time User Guidance
- 4 Preference for Efficient Task Flows
- 5 Data Transparency Impacts Trust
- 6 Intuitive Core Experience Validated