

★ Structure

Final Presentation Script

Slides: https://docs.google.com/presentation/d/10baxxugthI9mBq8dX4gdk-aCaxd_phnxDSLUANXQc1E/edit?usp=sharing

Phone Template Thing In Slides: <https://canva.link/lyfhedsuw9aiw93>

Introduction

What Time Timer is and who it serves

Core problem: default timers are fast and familiar, so Time Timer must show clear, immediate value to justify a switch.

Research methods: interviews + multiple rounds of usability testing (onboarding, navigation, widgets, Live Activities, Apple Watch).

Onboarding - Delaney and Amy

Goal of onboarding

Educate on visual vs standard timers and show why visual timers matter.

What we tested

Side-by-side timer comparison; basic info collection; personalization presets; free vs premium.

Key findings

The visual timer concept made sense and felt more glanceable.

Some hesitation around giving personal info early; personalization felt helpful but a bit generic.

Free vs premium copy and pricing value were somewhat confusing.

Design decisions

Tightened questions to feel necessary and helpful.

Clarified value of presets and premium features, adjusted trial messaging.

Navigation (Groups, Pre-sets, Customizing) - Deja and Delaney

Goal

Make it easy to add timers, use presets, and manage groups without feeling overwhelmed.

What we tested

Two home screen styles, plus flows for add/edit/delete timer, presets, and groups.

Key findings

Users liked quick presets but struggled with where to find and edit things; some icons (like plus) and drawers were misinterpreted.

Group creation felt heavier and less approachable than single timers.

Design decisions

Clearer labels, surfacing key actions (edit, save) where users already look, simplifying group creation.

Widget - Clay and Noah

Goal

Provide glanceable progress and light control on the home screen so users check time without opening the app.

What we tested

Small/medium/large widgets with different information density and controls.

Key findings

Users recognized the dial and time-left concept, and liked having pause/restart on the widget.

Some elements (like a “home” icon) felt redundant; some wanted a bit more visual richness or indicators so it didn’t feel plain.

Design decisions

Prioritize time remaining, one main action, and remove or repurpose redundant icons (e.g., turn home into edit).

Live Activity - Clay and Noah

Goal

Let users see and feel timer progress instantly on the lock screen, especially for study and routines.

What we tested

To explore this, we created a series of Live Activity mockups in Figma and tested different lock screen treatments.

These included how an active session is displayed, how study and break periods are communicated, and how the visual timer dial represents progress.

We focused on making sure everything worked at a glance, since users are typically just quickly checking their lock screen.”

Key findings

Users loved the convenience and said this would make them more likely to use a dedicated timer, especially for studying.

Pain points: time remaining was sometimes unclear, and it was not obvious what (if anything) could be interacted with.

Design decisions

Make time-left and current step (Study vs Break) more explicit, add a clear primary action (pause/play), and keep everything glance-first.

Nielsen Norman Group principle:

- reducing interaction cost improves usability and satisfaction
- users should be able to get important information quickly without extra effort

What we did

- Tested ways to make timer progress instantly understandable
- Prioritized visibility of:
 - remaining time
 - current session state
 - pause/play controls
 - Ones that would be most useful
- Goal was to let users quickly check progress without unlocking their phone

Apple Watch - Jason

Goal

Extend the “glanceable, low-effort” experience to the wrist.

What we tested

Watch views for at-a-glance time and basic interactions.

Key findings

(Use your specific notes here: clarity of dial, controls, any confusion.)

Design decisions

(Summarize how you simplified or clarified based on those findings.)

Closing

Big cross-cutting insights

Users want clear value beyond default timers, minimal distraction, and instant progress checks without diving into the app.

Key actions must match user expectations and be visible where they naturally look (top nav, main cards, widgets, lock screen).

Impact

Show before/after examples where testing directly changed the design.

Future opportunities

Deeper focus modes, more preset support, richer Apple Watch interactions, etc.

Introduction

Introduction Slides Script

AI-Refined Script

Slide 2 – Introduction to Presentation

“In our last presentation, we took findings from our usability tests and in-depth user interviews and translated them into clear insight statements, ‘How Might We’ questions, and initial design ideas.

From there, we moved into sketching, using those ideas to quickly explore solutions as a team. We then translated those sketches into low-fidelity prototypes, and eventually into interactive high-fidelity designs in Figma.

Next, we conducted another round of usability testing using our high-fidelity prototypes, building off our previous testing structure but adapting it to reflect our updated interface.

Based on that feedback, we iterated on our designs, asked follow-up questions through informal interviews, and refined our decisions to finalize key details.

Slide 3 – Focus Areas

Overall, our design and testing process focused on five main areas: onboarding, navigation, widget, live activity, and Apple Watch, which we’ll walk you through today.

Original Script

Slide 2 – Introduction to Presentation

In our last presentation, we took our findings from our usability tests and in-depth user interviews and transformed them into insight statements, how might we questions, and idea examples.

From there, we began by taking our ideas and transforming them into sketches, which we discussed within our group, and translated into low-fidelity prototypes and interactive high-fidelity prototypes.

We continued by conducting new usability tests, guided by our previous one, with our hi-fidelity prototypes. Following, we iterated our prototypes based on user feedback, conducted informal interviews with follow-up questions, and finalized our design details.

Slide 3 – Focus Areas

Our designs and testing covered five areas—onboarding, navigation, widget, live activity, and Apple Watch, which we will discuss with you today.



Onboarding

Slide 6 — Onboarding Intro

Our goal of onboarding was to introduce users to the app, how we personalize the experience based on their needs, and how we approached the premium model. Each decision along the way was grounded in user testing and UX best practices, so we will speak to that research as we go.

Slide 7 — Communicating visual timer value, personalization, and testing the timer

This section covers the beginning of the onboarding flow. Early on, we wanted to take a moment to communicate the value of a visual timer and walk users through what sets it apart from a standard digital timer. Getting users to understand that distinction upfront helps frame the rest of the experience.

From there, we collect a couple of pieces of information. First, the user's name, which allows us to personalize the experience as they move through the app. We also collect their email, both as a resource for TimeTimer if needed and to support any future conversion to premium.

The section closes with a short interactive demo where users practice setting the timer by dragging on the screen. This screen came directly out of testing. Users who went through it had a significantly easier time setting the timer and were much more likely to understand that dragging was a core feature of the app.

Slide 8 — Tailoring the Experience/Presets

In this section, we wanted to make the onboarding feel personal rather than generic. We ask users two quick questions: who they're timing for and what they mainly use a timer for. Based on their answers, we surface three recommended presets to get them started.

This decision was backed by both our user research and established UX best practices, which consistently show that personalization increases engagement and helps users feel like the product was built for them. And honestly, the feedback reflected that. This was one of the most positively received parts of our onboarding flow.

Slide 9 — Premium Model

The premium model went through a few iterations before landing where it is now. We started with A/B testing based on our initial assumptions, but usability testing made one thing very clear. When users encountered a premium paywall early in the experience, it created friction. Nearly everyone we talked to said it either changed how they felt about the app or made them question whether they'd keep using it at all.

So we went back to the drawing board. Drawing from best practices around freemium conversion, our recommendation is to explore a seven-day free trial with no credit card required. Users would get the full experience upfront, and at the end of the trial they could choose to purchase premium or simply continue with the free version. We recognize this may depend on what is feasible on TimeTimer's end, but we believe it's worth considering.

The thinking here is that if users can genuinely fall in love with TimeTimer first, the value of premium sells itself.

Slide 10 — Onboarding Figma Prototype



Navigation

Navigation Script

Presentor(s): Deja and Delaney

AI-Refined Script

Slide 11 – Navigation (Section Intro)

Now shifting into navigation, this section focuses on how users move through the app, specifically looking at grouping, pre-set timers, and customization.

Slide 12 – Guiding Principles

During our last sprint, we identified a major issue: users struggled to find key actions because navigation felt unclear and icons were misleading. This led to confusion, trial and error, and ultimately a less efficient experience.

So we asked ourselves, how might we better align navigation and visual cues with user expectations so that key actions are immediately discoverable and users can move through the app confidently without second-guessing their actions?”

Slide 13 – Two Home Screen Styles

To explore solutions, we started by iterating on the home screen.

Across both styles, we removed the ‘Timer List’ and the plus/minus buttons from the main screen to reduce clutter. In their place, we introduced clearer ‘Edit Timer’ and ‘Delete Timer’ actions outside of the drawer. We also simplified the navigation by renaming ‘Timer’ to ‘Home’ and merging ‘Account’ and ‘Settings.’

The key difference between these two versions is interaction complexity. The left version keeps quick edit icons and a persistent drawer, while the right removes them and instead reveals options only when the user taps to edit.

Through testing, users consistently preferred the version on the right because it felt cleaner, more intuitive, and less overwhelming.

Slide 14 – Add / Edit / Delete

Next, we focused on core actions: adding, editing, and deleting timers.

In earlier testing, users naturally tried to tap the timer itself to edit it, so we leaned into that behavior by making the clock interactive. This made editing feel more intuitive without needing to search for controls.

We also moved edit and delete actions outside of the drawer and clearly labeled them, which eliminated confusion entirely around these tasks.

To improve navigation within the drawer, we added a quick ‘return to top’ button so users can easily save changes without scrolling back manually.

Additionally, we relocated the premium slider from the main screen into the edit drawer and replaced it with visual timer face options, making customization more understandable and easier to use.

Slide 15 – Quick-set to Pre-set Timer

Another major pain point was the confusion between ‘quick set’ and ‘custom’ timers. Users didn’t understand the difference between the two.

To address this, we rebranded ‘quick set’ to ‘pre-set timers’ and supported it with clearer visuals and small informational icons to guide users.

We also introduced commonly used preset options like one minute, five minutes, ten minutes, and so on, based on typical user behavior.

In our second round of testing, users responded really positively to these presets, but they wanted them to be more prominent. So we adjusted the hierarchy by surfacing preset timers first, followed by custom and grouping options, making the experience feel more intuitive right from the start.

Slide 16 – Grouping

Finally, we addressed grouping, which was one of the most confusing areas for users.

Previously, when no groups existed, the screen displayed testimonials, which felt unrelated and confusing. We replaced this with a clear empty state message that explains what grouping is and prompts users to get started.

Users also struggled with adding timers to groups, often trying multiple different approaches. To simplify this, we introduced an ‘add timer’ step directly at the beginning of the group creation flow, which tested much more successfully.

Even after our first iteration, users still felt overwhelmed by the number of options. So to reduce cognitive load, we introduced collapsible dropdown sections within the drawer, allowing users to focus only on what they need while still keeping advanced options accessible.

Slide 17 – Navigation Prototype Link

Original Script

Introduction

Last sprint, we determined that users struggle to find key actions due to unclear navigation and misleading icons, resulting in confusion, trial and error, and reduced efficiency.

To combat this, we asked ourselves: How might we align navigation and visual cues with user expectations so that key actions are immediately discoverable and users can navigate confidently without confusion or misinterpretation?

We began our redesign with our original ideas, which included moving the delete timer button outside of the drawer, relabeling icons, and consolidating the navigation section.

Screen Styles

We first presented users with two different home screen styles. For both screen styles, we removed the “Timer List” and the “Plus/Minus” button from the main timer screen. In its place, we added a new “Edit Timer” button and a “Delete Timer” button outside the drawer. We also

reabeled “Timer” in the menu to be called “Home” and merged “Account” and “Settings” together.

On the style on the left, the quick edit icons and drawer are still included, while on the style on the right, they are removed to have the drawer pop up when the user presses the edit icon. Through testing, we discovered that the majority of users preferred the style of the homepage on the right, rather than the left, as it felt more simplified.

Add/Edit/Delete

During original usability testing, users often pressed the circle button to edit their time, so we presented users with that option as a new way to change their clocks, which proved beneficial.

Users no longer had any issue with adding or deleting timers, with the edit buttons now being relabeled and moved outside of the drawer. At the bottom of the drawer, we added a button at the bottom that sends users back to the top, so that they can easily go back to save their timers.

We also removed the premium slider at the top of the home screen that removes the clock numbers and placed it within the edit drawer, with timer faces that visually show what the options are for ease of use.

Quick Set Timer to Pre-set Timer

During usability testing, users did not understand the difference between a custom and a quick set timer. To combat this, we originally just relabeled the quick-set timer name to pre-set and changed the logo. We added mini i icons with pop-ups describing what the button area does.

We also came up with the idea to have pre-made timers to select from in the most likely times users would utilize: one minute, five minutes, ten minutes, fifteen minutes, 30 minutes, and 60 minutes. Through second round testing, we discovered that users did enjoy our new preset timers section; however, they wished the experience was presented first, then other options, such as custom and grouping second, which we ended up implementing into our navigation system.

Grouping

Currently, on the grouping screen, when users do not have any timer groups, there are testimonials displayed on the screen. This was confusing to users as they didn’t understand why

that was being displayed on the screen or its relevance to grouping. To combat this, when there are no groups, there should be a message displayed explaining to users that they currently have no groups set up, and guiding them to hit the plus button to begin the process.

During original user testing, many users struggled with the process of adding timers to a group, trying to complete the task in various ways. To unify this experience, we have added an add timer button at the beginning of the creation of a group, which users seemed to understand better when asked to add a timer to a group again.

Post presenting our first iteration, users noted that they were still overwhelmed by grouping, and there were a lot of editing options. To combat this, we presented the idea of having certain areas of the drawer have drop-down areas that users can open up if they so wish.



Widgets

Widget Script

Presenter(s): Clay + Noah

Widgets

Our goal with the widgets was to provide glanceable progress and light control on the home screen, so users can quickly see how much time is left without needing to open the app.

We knew people often rely on built-in phone tools because they're fast and familiar, so the widget needed to feel just as quick and low effort, while still showing the value of a visual timer."

Slide 18 – Key Finding 1: Concept & Value

- People immediately recognized the dial and understood that it represented an active timer.
- They also correctly interpreted the time-left concept at a glance, especially when the numeric time was present alongside the visual disk.
- Several participants said this would help them stay aware of the timer during things like studying, cooking, or trying to get off their phone, without having to go into the app.
- So, the big takeaway here is that the widget successfully communicates: "You have a timer running, and here's how much is left".

Slide 19 – Key Finding 2: Controls That Feel Helpful

- Participants liked having pause/play and restart controls available directly on the widget.
- They felt these controls made the widget more than just a passive display and gave them a sense of quick control if they needed to adjust what was happening without digging into the full app.
- This confirmed our assumption that the widget should not be overloaded, but it should offer just enough interactivity to feel useful in everyday use."

Slide 20 – Key Finding 3: Redundancy & Visual Plainness

- Some elements felt redundant. For example, a 'home' icon on the widget confused people, because they already assumed that tapping anywhere on the widget would open the app. That icon was taking up space without adding clear value.
- A few participants also commented that the widget sometimes looked a bit plain, especially in the simpler versions. They understood it, but they wanted a bit more visual richness or indicators to make it more engaging and easier to scan.
- So overall: the structure was right, but we had extra elements in some places and not enough visual interest or affordances in others."

Slide 21 – Design Decision 1: Prioritize Time Remaining

"Based on this feedback, our first design decision was to double down on time remaining.

- We treated the remaining time as the primary piece of information: pairing the visual dial with clearer, more prominent numeric time.
- In layout terms, that means the user's eye hits the dial first, then the time, and only after that any secondary labels.
- This makes the widget feel truly glance-first: one look tells you both 'a timer is running' and 'how much time is left'."

Slide 22 – Design Decision 2: One Main Action

"The second decision was to simplify controls down to one main action.

- Testing showed that people liked pause and restart, but they didn't want a control panel's worth of options on a small surface.
- So we focused on having one clearly emphasized action (usually pause/play) as the primary control, with the option to include a secondary action in larger widget sizes if there's room.
- This keeps the widget feeling lightweight and reduces decision making. The user doesn't have to think about which of five icons to tap; there's one obvious thing they can do from here."

Slide 23– Where We Landed

- A glanceable visual dial plus clear time remaining,
- One primary action that supports quick control,
- And lean, intentional iconography that avoids redundancy and adds just enough richness to keep the widget engaging.
- Together, these decisions move the widget closer to our original goal: helping users check and control their time from the home screen without the friction of opening the full app."



Live Activity

Live Activity Script

Presenter(s): Clay + Noah

Slide 24– Live Activity: Goal & What We Tested

Title: Live Activity on Lock Screen

Body bullets:

Goal: Let users see and control their timer from the lock screen so they can stay focused without opening their phone.

What we tested:

- A lock-screen Live Activity showing the visual dial and time remaining
- Study–break sequences for focus sessions
- Variations with more vs. less text and potential controls (pause, restart)

Speaker notes (what you say):

“Now we’ll look at the Live Activity on the lock screen. The goal here was to let users see and control their timer without unlocking their phone, especially during focus sessions, studying, or routines. We tested a Live Activity that shows the visual dial, the current step in a study–break sequence, and different levels of text and controls to see how much information users could process at a glance.”

Slide 25 – What Users Liked

Title: What Worked for Users

Body bullets:

- Instant understanding of “timer in progress”
- Users immediately recognized the dial and knew a timer was running.
- Great fit for studying and routines
- Participants said it would help them stick to study/break cycles and felt better than their current timer habits.
- Lock screen > home screen for focus
- Several users said they would rely more on the lock screen view than the home screen widget when trying not to be on their phone.

Speaker notes:

“Overall, the Live Activity concept tested really well. People immediately understood that a timer was running when they saw the dial. They told us this would be especially helpful for studying or work blocks with built-in breaks, because they can see where they are in the session without diving into the app. A few even said that, when they’re trying not to be on their phone, the lock

screen view is more valuable than the home widget, because they can check progress quickly and then put the phone back down.”

Slide 26 – Pain Points & Design Decisions

Title: What We Changed Based on Testing

Left side: “Key Pain Points”

- Time left not explicit enough
- Users wanted clearer numeric time remaining alongside the dial.
- Sequence labels needed clarity
- “Study / break / study” labeling took a moment to interpret.
- Unclear if it’s interactive
- Users asked, “Can I interact with this or is it just a display?” and wanted quick actions like pause, restart, or adjust a minute.

Right side: “Design Decisions”

- Make time remaining the hero
- Pair the visual dial with large, high-contrast numeric time on the Live Activity.
- Clarify “Now” vs “Next”
- Use simple labels (e.g., “Now: Study” / “Next: Break”) and subtle indicators for where they are in the sequence.
- Add one clear primary action
- Introduce a visible pause/play button, keeping other edits inside the app to avoid clutter.

Speaker notes:

“Testing also revealed three main issues. First, time remaining wasn’t always explicit enough—people trusted the dial but still wanted a clear numeric countdown. Second, the study/break sequence labels took a moment to decode, so at a glance it wasn’t obvious what step they were on. Third, users weren’t sure whether they could interact with the Live Activity and asked for quick actions like pause or restart.

In response, we made three design decisions:

- Treat time remaining as the hero, pairing the dial with large, high-contrast numbers.
- Clarify the sequence with simple ‘Now’ vs ‘Next’ labels and a lightweight step indicator.
- Add one clear primary action, usually pause/play, and push more complex editing back into the full app so the lock screen stays glanceable rather than crowded.”



Apple Watch

Apple Watch Script

Presenter: Jason

👋 Closing

Closing Slides Script

Slide? – Thank You Slide

To conclude our presentation, we just wanted to say thank you, Alessandra and James, for allowing us to engage in hands-on user experience research. Throughout this process, we've gained valuable experience working with a real client, conducting usability testing, and designing high-fidelity prototypes.

We hope the insights and research we've shared provide meaningful guidance as you move forward with your next steps and decisions.

It's been a great experience collaborating with you, and we're excited to see how Time Timer continues to grow and what you choose to implement.

Thank you again, and we'd love to stay connected.

Slide? – Connected Slide

Thank you again, and we'd love to stay connected going forward.

Thank you, Alessandra and James, for this opportunity to do hands-on user experience research. We have gained a lot of hands-on knowledge from this journey, from how to interact with a client, conduct usability and user testing, and design finalized prototypes. It has been great working with you and we cannot wait to see what Time Timer does and implements next. Thank you, and let's connect in the future!