

Timy

Artificial Intelligence that will help you managing your time

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Abstract

Timy project emerged after a reflection on what we could bring new and useful to society. After analysing our society we acknowledge that we are living in an era when everything is immediate and everyone is racing against time. We started thinking about what we could do to help people face this race against time using technology. So we created Timy to motivate people to become more productive, help them managing better their time.

Introduction

Timy is an AI that communicates with the user through an app creating an adapted personality to each user. Having access to the user's devices and through a bracelet, it monitors the user's habits and routines. With this information and taking into account the goals of each user, TIMY creates a personalized plan that will help them achieve their goals.

By adapting the app's personality to the user, the product becomes more effective, because the AI can be a friend and consultant to each user. The app provides a friend that promises to increase the user's productivity in a comfortable and fun way, improving the user's life quality. The interaction between the interface and the user is through voice commands.

Benchmarking

Before we started developing our Timy project we did a market study.

We found some projects that were really helpful to our product design, such as the "Bond Touch, Pair of Bracelets", a bracelet that is capable of transmitting touches to another bracelet that can be across the world; "Timely", a app that tracks the time spent in others apps; and "Mi Fit Band" a device that tracks physical activity and analyses sleep.

With this study we were able to figure out how we could make a difference.

Target

With TIMY we address all those who feel like they lack time to get their projects underway, those who are looking to be more productive or those who simply want to know how they are spending their time.

Timy app

This application is available for smarthphone. After signing up, the user can start exploring the app's features. The app is divided in three tabs: home, profile and data.

The home page is where we have the representation of Timy, that is voice activated. If the user, because of hearing problems or other reasons, wants Timy to talk to him through writing that option is also available.

The profile tab integrates name, username, phone number, mail, address, gender, birthday, language and special needs options. These categories can be changed at any time.

Through the profile tab the user can set and change the goals they want Timy to help them with. They can synchronize other devices with Timy, such as the Timy Bracelet, laptop, tablet, television, and others. They can also turn on and off Timy's notifications, change the app's password, access the terms and privacy area and sign out of the app.



Figure 1: App's home tab

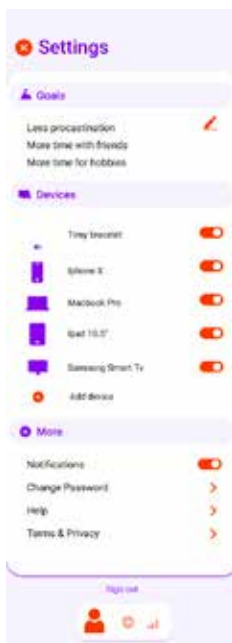
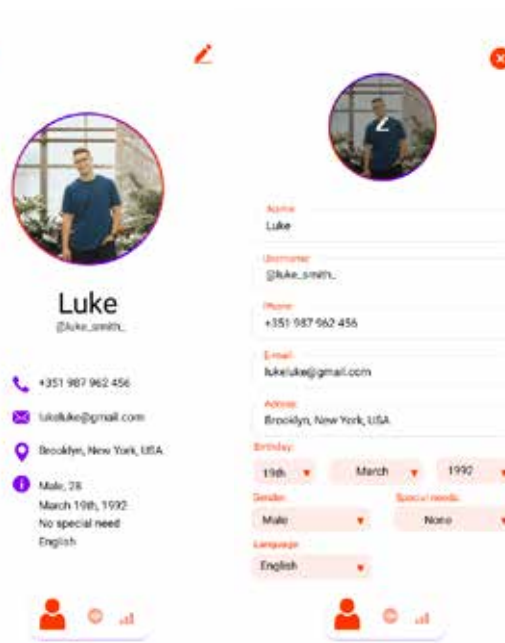


Figure 2: App's profile tab



The data tab integrates a calendar and an achievements section.

Through the calendar the user can see the data collected by the app and bracelet in a specific day. It can tell how much time the user has spent in activities like sleeping, working, watching tv, on social media, talking to people, listening to music, and much more.

Process

After defining the problem statement we started building a possible user flow (figure 4), and then in order to figure out who could be the main target for our project we created personas. After that we created user journeys for each of them, which was very important to understand the personas's main problems and needs.

With the information that we gathered in the previously mentioned phases we started designing the wireframes and than a possible interface and prototype, that we used to make user tests.

The user testing was really helpful to identify problems in the app and to help us create something funcional that fits the target's needs.

After all of this phases we felt ready to design the final interface.

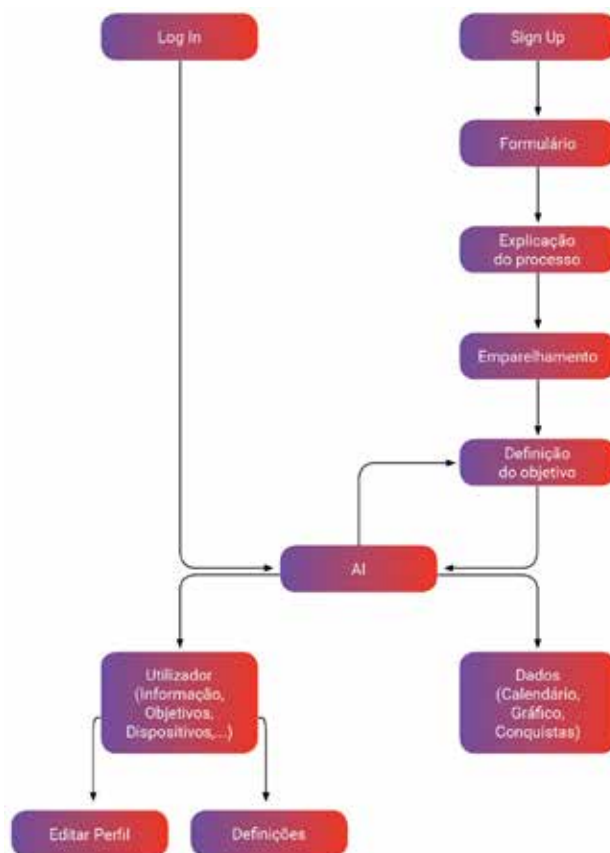


Figure 4: User Flow

Design

We created an interface that conveyed clarity, to allow the user to have a quick and easy interaction with the app. We chose simplicity over complexity and created intuitive interfaces.

We wanted the project to reach a broad audience so we offer an universal language through the used icons.

For a better user experience we tried to bring a nice and attractive aesthetic. In conclusion, we sought to combine efficiency with aesthetics.

Visual identity

For the logotype (figure 5), no different from the app, we created a simple design. It combines the project's name and the idea of a digital watch. We integrated two dots in the "i" (from Timy) position resembling the separation between the hours and minutes used in digital watches.

We used the roboto typographic font. A simple sans-serif typeface developed to balance content density with reading comfort and perfect for digital suport.



Figure 5: Timy's Logotype

For the app's chromatic palette we chose purple that suggests purification, cleanliness, peace and balance; orange, a color associated with energy and vitality, that positively affects mood being even considered an antidepressant colour; we also used a gradient to bring some dynamism and movement to the app. To complete the chromatic palette we use black for the typography.

Timy bracelet

Timy bracelet is one of the two main parts of the project. The Bracelet must be connected to the App for more accurated results.



Figure 6: Timy Bracelet

The product requires inductive charging, using an electromagnetic induction cable, included with the bracelet. The bracelet has a multiple functionalities, such as:

1. A pedometer that counts steps made throughout the day.
2. An heart rate monitor that measures physical activity intensity and stress levels, including calories burned.
3. A sleep monitoring motion sensor that measures REM sleep, as well as light sleep or deep sleep.
4. Built-in GPS, that accurately monitors outdoor activities and even a wide variety of indoor activities.

In addition to the wireless charging system the bracelet has other important and efficient features, such as:

1. The Timy bracelet is synchronized with the Timy application, which allows the user to analyse the collected data.
2. The color is costumizable.
3. The size can be adjusted.
4. The bracelet is waterproof, perfect for swimming.
5. It has a system battery management that allows it to have an autonomy of about 2 months.
6. It is compatible with all operational systems.

Promotion video

To promote Timy we made an animation, that tells the story of a young man, Luke, that is getting Timy's help to succeed in his school studies.

Timy appears with a physical form to defeat Luke's procrastinator side, which has also a physical form.

We wanted Timy's funcions to be presented in a catchy and funny way. We created the characters with adobe illustrator then animated them in adobe after effects.

References

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