



## Meet KAL!

Your new friend, here to help you have a happy and stress-free family.



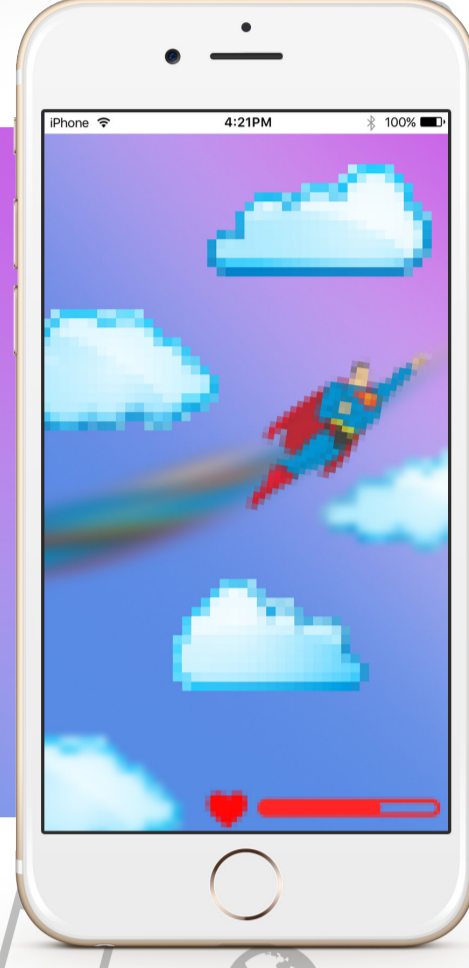
## What are you doing today?

KAL is a calendar app that helps you organise your family.



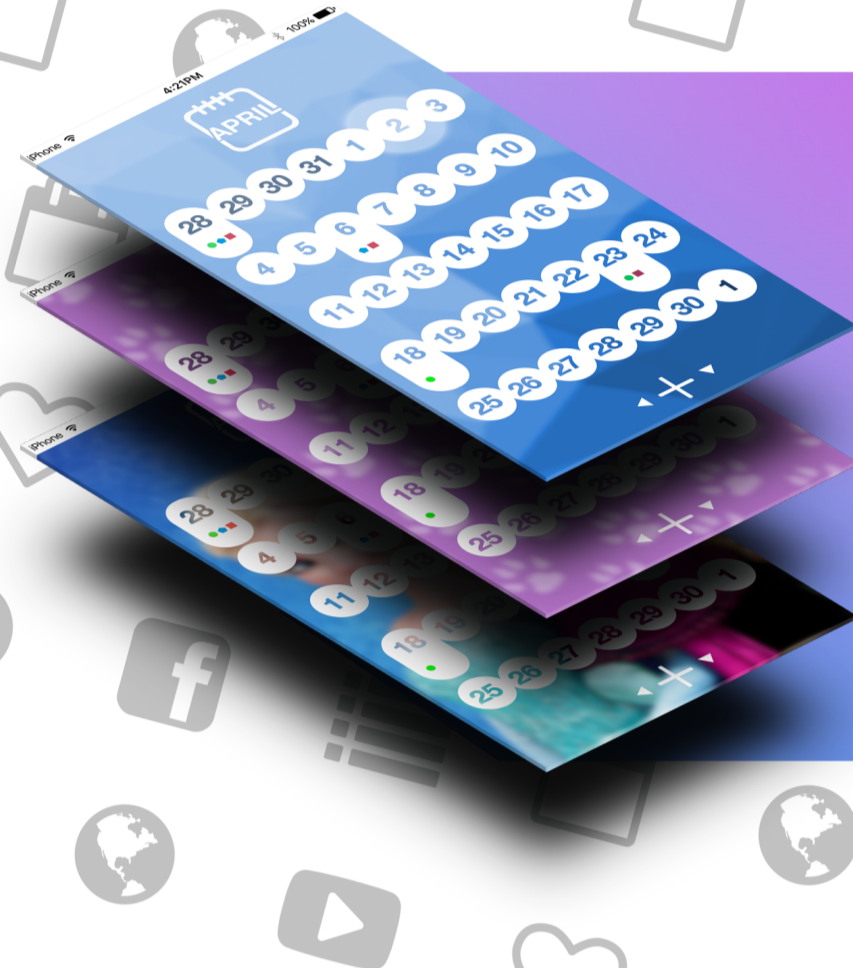
## Time for some friendly competition!

Compete with your family in some fun mini-games designed to improve communication in your family whilst also reminding you what you have coming up.



## Time for a new look?

Are you a Disney Princess or a an animal lover? A fan of geometry or a pirate enthusiast? KAL's different theme's means there is always a wallpaper to suit you.



## A bunch of Bonus Features!

Whether you are planning your meals or have a list of things to do KAL is there every step of the way offering you meal planners, to-do lists, shopping lists, notifications and more.



## It's Commercial time!

Once KAL is up and running, KAL can strut his stuff during the TV breaks however if you can't wait till then check out the animation on YouTube!

<https://www.youtube.com/watch?v=7xVDJ1YXwko>



## We are online!

For even more information check out our website by following the link below.

<http://kalapp.businesscatalyst.com/>



## See the creation of KAL

KAL wasn't made with just a flick of a wrist, for a full look into everything that went into KAL check out our blog.

<http://researchanddevelopment.blogs.lincoln.ac.uk/>



## Will you be KAL's friend?

KAL is on Facebook so give us a like and follow what KAL has to say.

[https://www.facebook.com/KAL-1573506552978770/?view\\_public\\_for=1573506552978770](https://www.facebook.com/KAL-1573506552978770/?view_public_for=1573506552978770)



# Personal Reflection

KAL has been a really interesting project to develop. It is the first time I have ever created a design for an app that has a real purpose and can make an impact on others lives if it were to go live. When looking at my input into the project it has wavered at times, being new to me I found it very difficult to conceive of an idea that I would devote my next 13 weeks too however something I have always looked for is a decent calendar app that is easy to use.

As I developed the purpose of the app, it morphed from a loose idea into a solid one which could potentially be very useful within a family household. It interested me to discover that lot's of children suffer from stress related issues however it is not commonly known or dealt with because it seems like a child has nothing to worry about however as we grow older more challenges arise so no matter your age there will always be something that can cause you a form of anxiety however for a child it can affect your whole future. This was the foundation for KAL and the reason it mutated into what it is now, a Calendar app that helps not just an individual but a whole family instead.

I was unaware of how deep the construction of an app goes, it wasn't until I created a flow chart for all the different pages of KAL that I realised how much there was to design. The budget also struck me as the initial costs for app production is a lot higher than I thought and goes to show the high level of risk when it comes to devoting yourself to an app idea. When the R&D project was due to be handed-in the InDesign file corrupted an hour before the deadline which set me in a great deal of panic, whilst the images remained, all the words and descriptions vanished and so I had to reconstruct the whole thing from a quarter finished from Google Drive and briefly construct something worthy

enough to hand in and covers all the relevant points set out in the module guide. I knew this wasn't enough and I learnt a great deal as to always keep things backed up, to work off a desktop not an external drive and also to keep my blog up-to date. I was sure I was going to fail however I was pleasantly surprised with my grade and this led to me regaining hope and passion into my project.

The past few weeks I have been using Adobe Muse which turned out to be a really good website creating software as well as to develop my overall design knowledge using Photoshop, Illustrator and Indesign. Although it took a while to establish a working design of the app the one I have submitted I am very happy with, it clearly shows it is a calendar and navigates well to other pages.