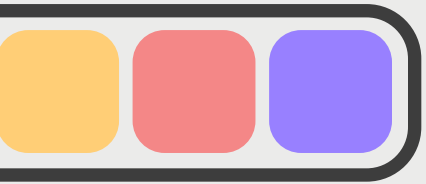


Statera

Bring balance to your work-life



Brief

Statera is an app which helps in managing your daily tasks in a balanced way. It offers a centralized space to manage and track all your projects, chores and, assignments. At its core it is an advanced auto-scheduler which ensures that your workload throughout the week is balanced. Statera offers a way to stay on top of all things and avoid stressful crunch days.



Narrative Statement



Statera is the calm within your daily storm. It knows where every task belongs, stitching them into a rhythm that moves with you, not against you. It's that moment of calm before the day unfolds, the assurance that you're in control. No scramble, no crunch, just a steady pulse that lets you live fully, balanced, and unburdened.

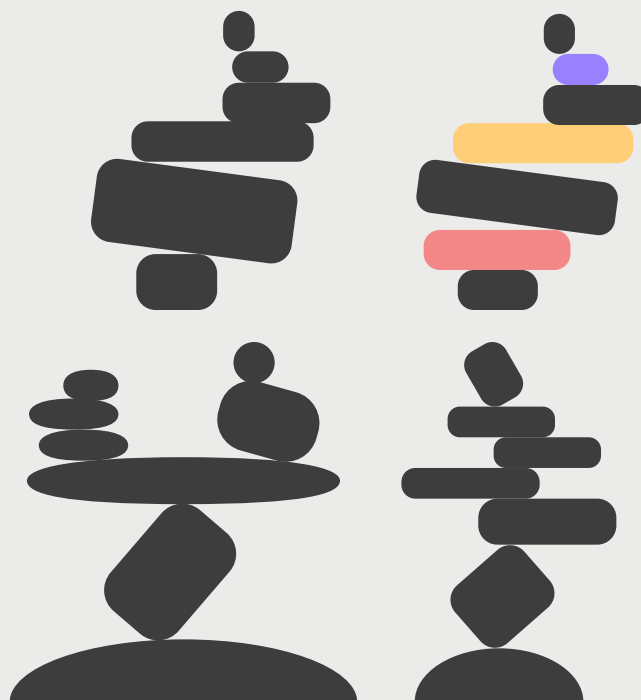
Logo Exploration



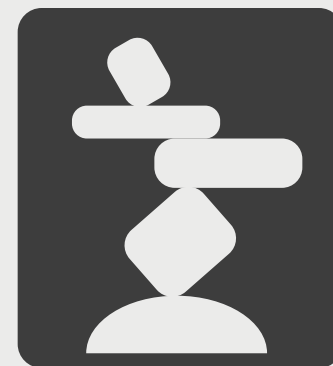
First approach



Second approach



Final Design



Color Palette

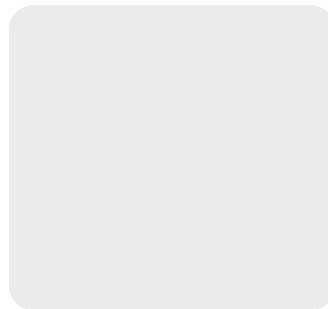
● Main Elements



#3D3D3D



#CFCECC



#EAEAE8

● Other Segments



#FFCE76



#F48787



#C1E266



#78D2FF



#9880FF



#F797E4

Font Selection

- **Display font**

Scale VF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890
!@#\$%^&* (

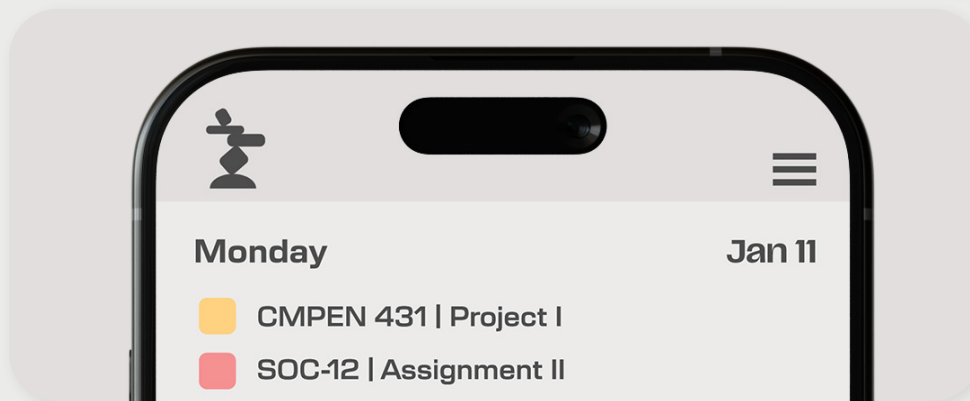


Statera

- **Body font**

New Science

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&* (



Statera App

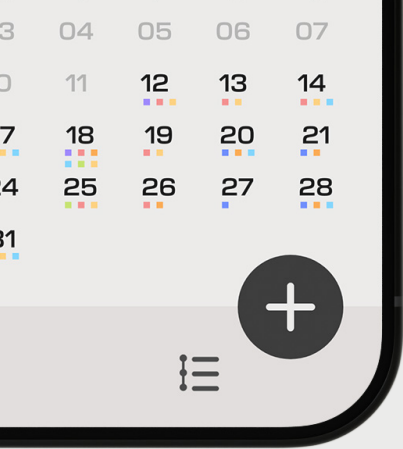


Try it out!






Statera is a tracking and scheduling app which lets you know what tasks you have to complete for the day.

It provides the numebrs of hours as a reference so that you can stay on track to the deadline, meanwhile also making sure that your workload throughout the week is roughly equal.



Add your tasks

Once you add your tasks, the app analyzes them based on the duration and deadline. The tasks are then accordingly scheduled in your calendar.

- +  SOC-12 | Assignment II
- +  CMPEN 431 | Project I
- +  Gym Session

New Task

Task Name

Task Description

(Optional)

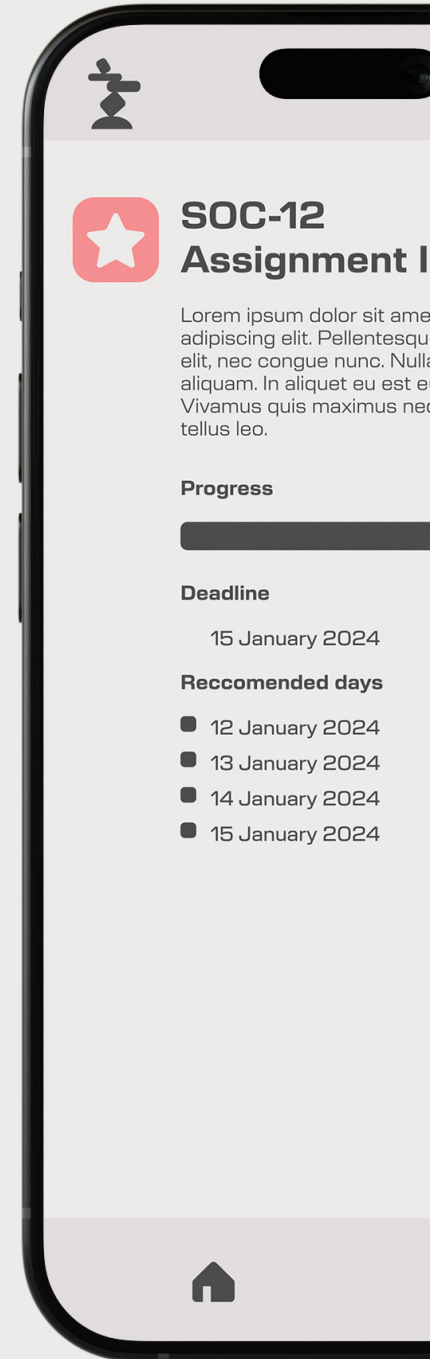
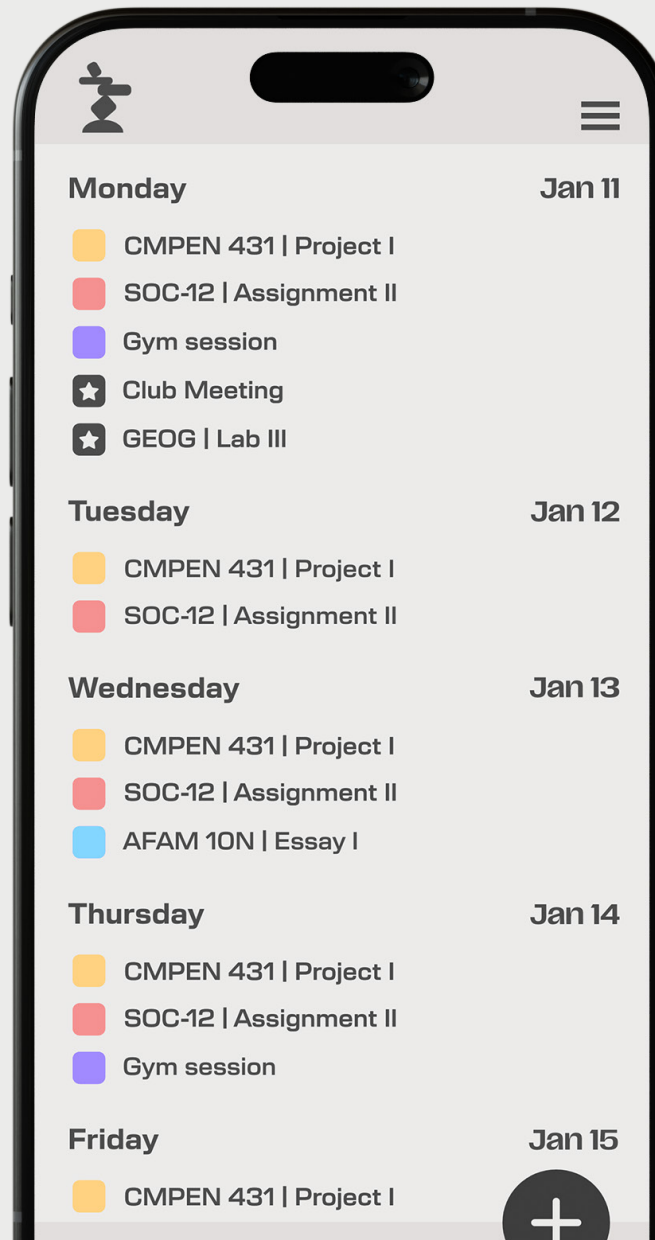
Deadline

MM DD YYYY

Task Duration ⓘ

In hours

Add Task



Promotional Poster



Promotional Poster



The poster features a background with a blurred rainbow. In the center is a smartphone displaying the Statera app interface. The app shows a circular progress indicator with a rainbow gradient, labeled '5hrs'. Below this, a list of tasks is shown with colored squares and star icons: CMPEN 431 | Project I (orange, 2 hrs), SOC-12 | Assignment II (red, 2 hrs), Gym session (purple, 1 hr), Club Meeting (star icon), and GEOG | Lab III (star icon). At the bottom of the phone screen, the letters 'M T W T F S S' are visible. To the right of the phone is the Statera logo, which consists of a black square containing a white hourglass icon. Below the logo is the word 'Statera' in a large, bold, sans-serif font. Underneath the name is the tagline 'Your personal auto-scheduler'. Further down is the text 'Take control over the chaos at your work and live a balanced life.' At the bottom right, the text 'Get it now on:' is followed by the Apple App Store and Google Play Store logos.

Statera
Your personal auto-scheduler

Take control over the chaos
at your work and live a
balanced life.

Get it now on:  

Task	Duration
CMPEN 431 Project I	2 hrs
SOC-12 Assignment II	2 hrs
Gym session	1 hr
Club Meeting	
GEOG Lab III	