Affinity Diagram

Advertisement

Social media ads on platforms like Instagram and TikTok targeting college students

Campus flyer campaigns with QR codes linking to the app

Collaborate with student organizations for app promotion

Email marketing to university students via school email lists

Design

Customizable color schemes for personalization

Dark mode for late-night studying

Progress trackers to visualize completion

Clear visual timelines and calendars

Product Ideas

Note-taking feature linked to assignments

Calendar with class schedules and deadlines

Collaboration feature for group projects

Offline mode for studying without internet

Hurdles

Students may prefer existing tools like Google Calendar

Data privacy concerns for student information

Can be hard getting students to adopt a new app.

Competition from similar productivity apps

Privacy Settings

Clear privacy policy that explains data usage

Ability to manage app permissions at any time

Two-factor authentication for account security.

Anonymous mode for using the app without sign-in

Clear privacy policy outlining data usage