

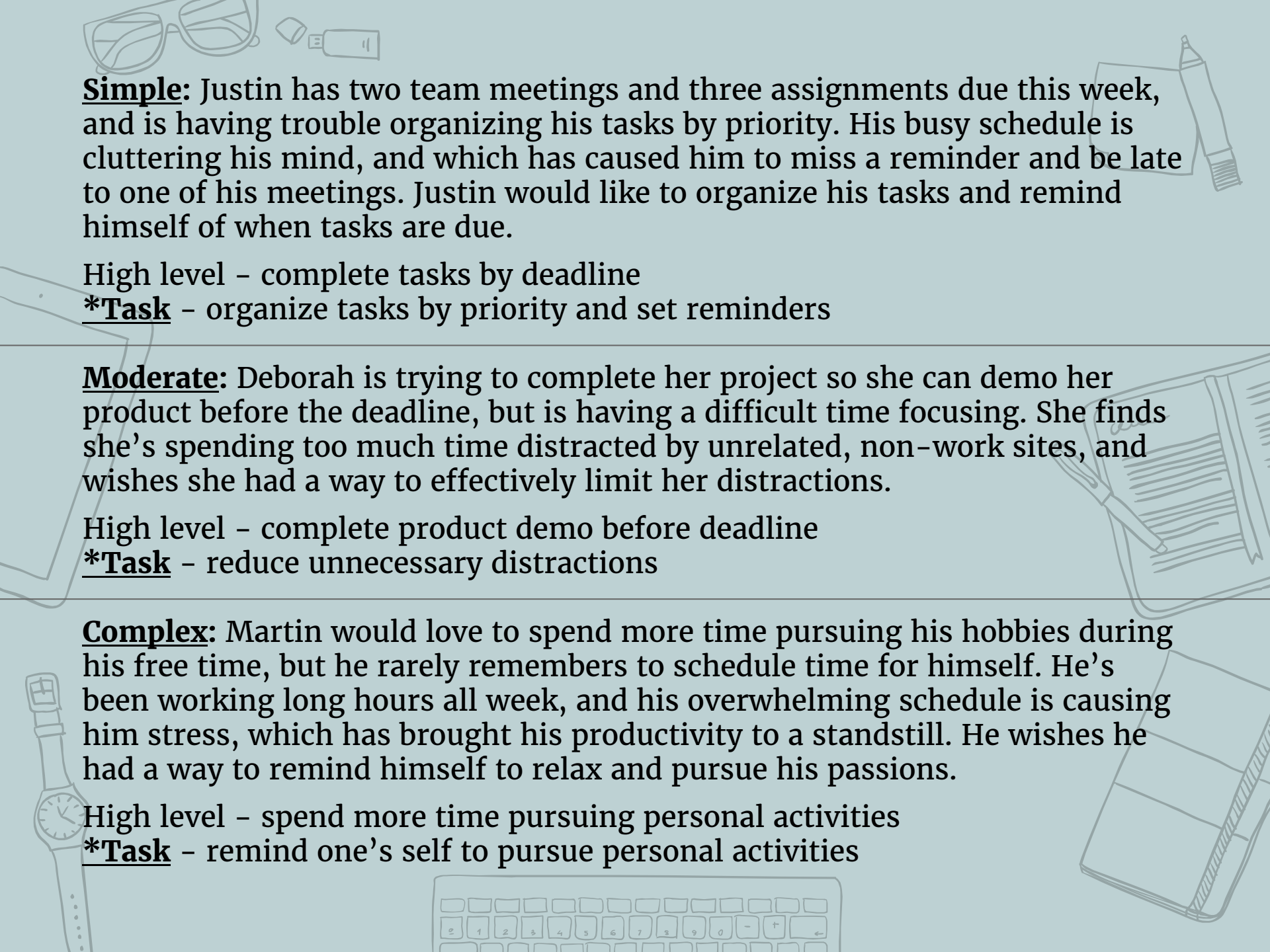


Value Proposition:

Productivity's best friend

Problem/Solution Overview:

Some people have a difficult time completing tasks because of distractions, poor time management, and/or unhealthy work-life balance. We aim to increase productivity by effectively eliminating distractions and keeping people on track in a fun and engaging way.



Simple: Justin has two team meetings and three assignments due this week, and is having trouble organizing his tasks by priority. His busy schedule is cluttering his mind, and which has caused him to miss a reminder and be late to one of his meetings. Justin would like to organize his tasks and remind himself of when tasks are due.

High level - complete tasks by deadline

***Task** - organize tasks by priority and set reminders

Moderate: Deborah is trying to complete her project so she can demo her product before the deadline, but is having a difficult time focusing. She finds she's spending too much time distracted by unrelated, non-work sites, and wishes she had a way to effectively limit her distractions.

High level - complete product demo before deadline

***Task** - reduce unnecessary distractions

Complex: Martin would love to spend more time pursuing his hobbies during his free time, but he rarely remembers to schedule time for himself. He's been working long hours all week, and his overwhelming schedule is causing him stress, which has brought his productivity to a standstill. He wishes he had a way to remind himself to relax and pursue his passions.

High level - spend more time pursuing personal activities

***Task** - remind one's self to pursue personal activities

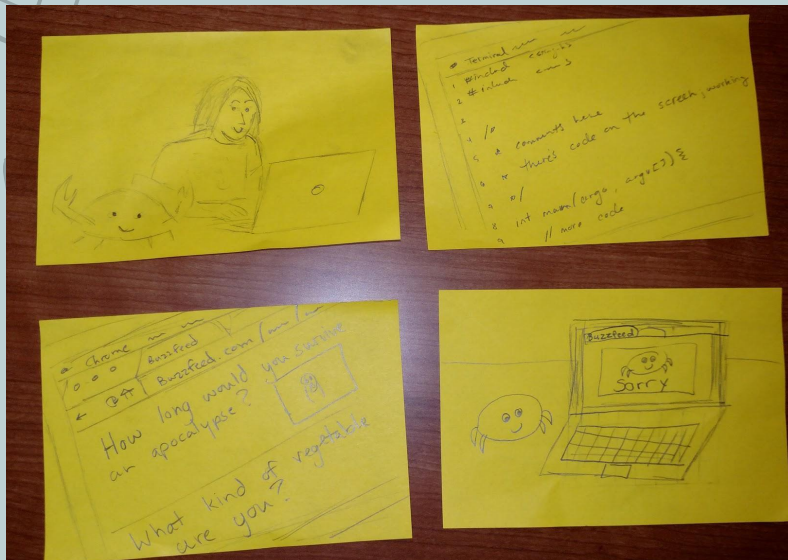
Introduction/Problem Setting



Task 1: Organize tasks by priority and set reminders



Task 2: Reduce Distractions



Task 3: Remind one's self to pursue personal activities

