**1. Introduction**

In this day and age, juggling all the daily tasks can be daunting for the hurried student balancing workload, freelancers running with many projects, and startups pushing hard to grow. For deadlines, tasks to finish swiftly, and keeping things well organized, a great tool might make the difference between a smooth ride and a bumpy day.

**Task-Todo** serves the purpose of that very tool. This is a robust online platform that streamlines daily planning and boosts productivity. Specifically designed for students, professional individuals, and small teams, **Task-Todo** presents a user friendly and intuitive platform, allowing people easy tasks: to create tasks, organize, and track.

At its heart lies the goal of not just managing to do lists; it is about helping people and teams to stay focused, to meet goals, and to relieve the stress of handling multiple commitments at a time. With features such as low task creation, setting deadlines, tracking progress and calendar integration and notifications, users secure important tasks from being overlooked. The platform is easy and accessible, designed so everyone— with or without technical capabilities — could use it efficiently.

At Target, the ultimate goal is just to ease every day life. Be it coursework for an undergraduate; efficient handling of client work for a freelancer; or better coordination for a startup team— **Task-Todo** offers that streamlined and practical solution. Striving for simplicity, accessibility, and usability, **Task-Todo** helps users stay productive at hand and in control of their time.

**2. Project Background**

**2.1 Project Selection and Prioritization Matrix**

To evaluate feasibility of **Task-Todo** we decided on three projects to compare them based on cost feasibility, demand in market and potential revenue:

| **Criteria** | **Task-Todo (Task Mgmt)** | **EduAssist (Study Aid)** | **QuickCart (E-commerce)** | **Weight (%)** |
| --- | --- | --- | --- | --- |
| Market Demand | 8 | 7 | 6 | 30 |
| Development Cost | 7 | 6 | 8 | 25 |
| Feasibility | 9 | 7 | 5 | 20 |
| Revenue Potential | 8 | 6 | 7 | 25 |
| **Total Score** | **8.0** | **6.7** | **6.5** | **100** |

**Task-Todo** stands out because the cost of developing it is very modest and practical and it meets growing need for productivity aids by those like students and young professionals.

**2.2 Business Case and Justification**

**Task-Todo** seeks to bridge this gap and offers an easy and affordable task management platform that anyone who has internet or mobile connection will use. An important objective of the app is to help users to check tasks, add and delete tasks, manage schedules and receive notifications and calendar reminders: everything on a single smooth platform.

**Task-Todo Useful For:**

For students, tracking of assignments, deadlines and spreading out schedule profiles are useful. For freelancers managing many projects and daily chores is handy; juggling multiple threads. Supporting the busy working employees as you manage work tasks along with your essential tasks every day is a real plus. For families, domestic chores and grocery lists as well as celebrations imperative, creating a structure. Fitness people enjoying task management keeping track of their workout routine and their health goals is wonderful. Any of you who just simply need efficient and easy to use tools for taking care of daily life gets something.

Simplicity and filtering restrictions put in mind and central integration of categorizing tasks and tracking daily activities partakes users in closed hands and easy to use experience. Notifications and calendar integration functions smartly making the remembrance easy and straightforward to follow, you will find your life easier and more well organized if you go with **Task-Todo**.

Focusing on youth and regular workers, **Task-Todo** brings in cost effective solutions that melt harmoniously with everyday duties, ease daily worries and make everyday easier too.

**2.3 Cost-Benefit Analysis**

When we look closely at approach we wanted to take for **Task-Todo**, there were two primary options: we could develop it by ourselves or we could hire an outsourcing development agency. Each of these has different costs, but also has different responsibilities for maintenance.

We did not pursue in house development—we went it alone as a solo startup student. Building the application we estimated we needed around ZAR 7000 upfront costs. Those finances included hardware, software and hosting to support those core web and mobile apps. Maintenance after would be probably ZAR 2500 a year to cover hosting, plus upgrades to software and other ongoing technical upgrades. We expected to earn revenue under a subscription plan which would cost subscribers a monthly premium of ZAR 50 for premium features.

Alternatively, we looked at outsourcing to some professional software sub. More overall costs there, around ZAR 40000. Since we pay expert developers along with project management and infrastructure setup. This maintenance would cost ZAR 8000 every year to accommodate updates, fixing bugs and maintenance done by outside teams. That model gives a product solving and appearance, however this is much costlier financially, it makes owning it just starting and sustaining financially too much harder for a startup.

In the end, since upfront costs and less run way of maintenance were lower, we decided to develop by ourselves. **Task-Todo**, can launch with very little start up expenses and still maintain quality and scalability—giving effective and affordable solution for users.

| **Factor** | **In-House Development** | **SaaS Outsourcing** |
| --- | --- | --- |
| Initial Cost | ZAR 7000 | ZAR 40000 |
| Annual Maintenance | ZAR 2500 | ZAR 8000 |
| Monthly Revenue/User | ZAR 50 | ZAR 80 |
| Break-even Users | 200 users | 600 users |

Given the lower initial investment, **In-House Development is chosen**.

**2.4 NPV and Payback Period Calculations**

Using a **10% discount rate**, the financial analysis for in-house development (projecting revenue from **20 users in year 1** to **600 users by year 5**) is:

| **Year** | **Users** | **Revenue (ZAR)** | **Expenses (ZAR)** | **Net Cash Flow (ZAR)** | **Discount Factor (10%)** | **Present Value (ZAR)** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 20 | 9500 | 9500 | 2000 | 0.909 | 2,273 |
| 2 | 100 | 60000 | 2000 | 57000 | 0.826 | 47,495 |
| 3 | 250 | 150000 | 2000 | 147500 | 0.751 | 110,772 |
| 4 | 450 | 270000 | 2000 | 267500 | 0.683 | 182,785 |
| 5 | 600 | 360000 | 2000 | 357500 | 0.621 | 222,414 |
| **Total NPV**: **ZAR 565,739** |  |  |  |  |  |  |
| **Payback Period**: **1.2 years** |  |  |  |  |  |  |

**3. Project Scope**

**3.1 Vision Statement**

**Task-Todo** dreams of a world where productivity belongs not just to the elite but is accessible to all, especially students and young start-ups. Our cloud based productivity app provides handy features with AI to manage tasks, collaborate and track deadlines—it is all very affordable.

**3.2 Product Description**

**Task-Todo** is an app and web platform that aims to boost tasks management right for its users. One of its best features is giving proactive task suggestions. Using advanced algorithms, **Task-Todo** picks up user behavior and preferences and suggests tasks according to deadlines and critical nature as well as personal preferences. This personal attention helps you to manage time very effectively. It also reduces the mental load in selecting what to do next.

**Task-Todo** also allows to monitor your active tasks more effectively. Through easy to use dashboards and progress bars, users can see how far tasks have gone and feel a sense of accomplishment of crossing them off. This also shares insights into one’s rhythm of productivity and enables better decisions on workflow as time passes. Knowing how you distribute your time and effort allows you to improve efficiency.

Furthermore, real time notifications are also a constant feature. These alerts help you get timely reminders for future deadlines, status changes and collaborative efforts. By keeping track, **Task-Todo** prevents missing deadlines and improves accountability. Integration of smart suggestion, effective monitoring of progress and timely alerts positions **Task-Todo** as important tool that optimizes productivity and simplifies task management.

**3.3 Target Market**

**Task-Todo** contains users with diverse profiles, each one facing incomparably unique tasks and challenges. The heavier part of customer base consists of university students who juggle several different classes, projects and extra students activities. Effective task management is what **Task-Todo** is designed to address for such students. They can use the application to organize workload and set deadlines; to focus their tasks and also notes their progress. Using **Task-Todo** students can also improve time management skills and reduce stress too finally achieving better academic results.

At the same time freelancers also score high as our customers. This is because freelancers live in an ultra competitive gig market and have to organize and manage tasks efficiently to meet clients. **Task-Todo** offers a streamlined solution for task management, time tracking and interaction with clients, shaped for an intuitive user interface and intelligent tasks suggestions. By putting into practice the app they spare time from administrative jobs. Efficiency of this kind helps deliver great work on time and greatly amplifies income potential.

Adding in the small start entrepreneur to the list of Target demos **Task-Todo** offers dependable task management to those handling all sorts of projects, stages: development, marketing and business relating to customers. By using the app they can assign tasks to employees, tracking formation and ensuring focus on key deadlines. Task organization is very important as operations will likely be very scarce. **Task-Todo** empowers them to manage startup fluid and with confidence. **Task-Todo** represents all three user groups and gives them the right tools to enhance productivity and achieve goals in a fast paced environment.

**3.4 Benefits and Differentiation**

**Task-Todo** distinguishes itself in the highly competitive task management marketplace thanks to some key standout features which are tailored precisely to user needs. Affordability is one of the main functions. Unlike many other task management systems which come with high subscription charges, **Task-Todo** offers a very affordable solution and therefore this is available to diverse users such as students, freelancers and small business owners as well. Offering this lower cost allows users to benefit from very advanced management features without encountering budget constraints.

One remarkable function of **Task-Todo** features intelligent recommendation powered by AI. The app uses intelligent algorithms to assess user behavior and preferences and then provides smart suggestions that really help users in prioritizing tasks effectively. This capability enhances productivity as well as simplifies decisions making which reduces feeling overwhelmed about what you have to get done.

**Task-Todo’s** user friendly interface also stands out distinctly. If designed especially for students this program makes a special emphasis on simplicity and ease of use. A design that is intuitive ensures that users can navigate the platform easily and quickly accessing necessary features and avoiding unnecessary complications. By focusing on user experience Task Sphere also enhances engagingness and efficiency of task management.

**Task-Todo** also offers distinctive advantage of offline task tracking. Users can also deal with tasks in situations with no internet connection. That is especially beneficial for those who find themselves in places where connection limits are high. This feature ensures continuous task dealing smoothly regardless of the location, thereby enhancing flexibility and convenience too.

In essence, the combination of affordability, intelligent recommendation, user simplicity and offline tracking positions **Task-Todo** elegantly as an attractive choice for anyone seeking a powerful solution for handling tasks effectively. These attributes together empower users to boost productivity and manage tasks seamlessly and efficiently in the easiest manner.

**4. Project Objectives**

The main goal of **Task-Todo** Task Project is to develop a Minimum Viable Product for both web and mobile apps within six months. This critical timeline puts emphasis on launching quickly so that we can meet market demand and start collecting early user feedback. We want to sign up 20 people by the first year. Once we grow this first base of users we will not only validate our product but also get important inputs to improve going forward. Another key goal is to guarantee a very high uptime of 99. 5 percent at last. Users need to depend and trust **Task-Todo** to manage their tasks.

**5. Project Deliverables**

Very important deliverables will be generated out of this project. Initially and foremost, we will create two fully functional apps, complemented by the core features that demonstrate the essence of **Task-Todo**. Core features include task management, progress tracking and user-friendly suggestions about tasks. Along with that, we will build a professional marketing site to popularize **Task-Todo**. The site will furnish details about our features and benefits. It is critical tool to develop acquiring and engaging users. We will also produce comprehensive supporting materials and documentation to make things easy for users to use the app and maximize its features. This will be key in allowing them to have a smooth ride and build loyalty.

**6. Key Stakeholders**

|  |  |
| --- | --- |
| **Stakeholders** | **Interest in Project** |
| Primary: **Student Developer Myself** (*Founder & CEO*) | Student developer is commited to building and growing the platform. |
| Others: **Early Adopters** (*Students, Freelancers*)  **Hosting Provider** (*AWS/Firebase*) | Early adopters can depend on using the task application for better task management.  Hosting providers can see to it being reliable. |

**7. Assumptions and Constraints**

Several assumptions and boundaries already recognized affect development and launch of **Task-Todo**. Key assumption is that users would be willing to pay for premium features—this is absolutely essential to both revenue and project viability. To maximize adoption, we will adopt a freemium approach: basic features free, premium features available for ZAR 50/month. The project operates under a strict budget of 7,000 ZAR and this demonstrates financial limitations as a full time student who works part time only. Given this tight budget, careful planning and allocation of resources is important. How we plan for development strategies and will impact what we choose for infrastructure and marketing efforts matters.

To stay under budget it will focus on cost effective solutions like:

Open source tools and frameworks like React plus Firebase free tier and others enhance the capabilities of software development work freely and offer state of the art tools. Using very little marketing upfront and relying on organic growth and social media for traction and popularity. Step by step feature expansion, emphasizing core functionalities before adding advanced AI automation. Despite financial limits, **Task-Todo** aspires to deliver scalable, efficient solutions as well as affordable ones, aimed directly to students and budding young professionals alike.

**8. Project Risks and Mitigation Strategies**

|  |  |  |
| --- | --- | --- |
| **Project Risks** | **Risk Owner** | **Contingency Plans** |
| 1. Budget Overruns | Myself (Solo Developer) | Lean development & prioritization |
| 1. Low User Adoption | Myself (Solo Developer) | Free trial & student discounts |
| 1. Technical challenges | Myself (Solo Developer) | |  | | --- | | Use proven frameworks & iterative testing |  |  | | --- | |  | |
| 1. Time constraints | Myself (Solo Developer) | Efficient time management & phased rollout |

**9. Project Timeline and Milestones**

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone** | **Completion Date** | **Stakeholder Judge** | **Acceptance Criteria** |
| Product setup and panning | Week 1 | Myself (Solo Developer) | - Core features, tech stack, and project scope defined  - Task management system outlined |
| Basic task management. | Week 6 | Myself (Solo Developer) | - Basic task creation, editing, and deletion implemented - Simple UI/UX design responsive on mobile or web. |
| Testing of product and feedback. | Week 10 | Test Users(Peers, Friends) | - Core functionalities work without major bugs - Collected feedback for UI/UX and feature improvements |
| Student Launch | Week 12 | Early Adopters(Peers) | - Task management functions fully operational |
| Final release and feedback. | Week 16 | Myself (Solo Developer) | - Full feature set for MVP (premium features  - Ongoing user feedback integrated |

**10. Signatures and Commitment**

| **Role** | **Name** | **Signature** | **Date** |
| --- | --- | --- | --- |
| **Project Manager** | Myself, Justin Karoles |  | 29 March 2025 |
| **Developer** | Myself, Justin Karoles |  | 29 March 2025 |
| **Sponsor** |  |  |  |