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DEVELOPMENT OF TRACKR

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A Thesis Submitted in Partial Fulfillment of the Requirements for the degree of Web Application Development

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1 Introduction

In our current era of non-stop technological innovation, fuzzy wishful thinking has yielded to the very core of our mind. It is no longer enough to imagine our way to a better state of mind and body. We must now chart our progress, count our steps log our sleep rhythms, tweak our diets, record our negative thoughts — then analyze the data, calibrate and repeat.

2 Project Planning

At first we had everything planned, thinking it was simple by doing something everyday and it kind of was, until it wasn't. Not everything went as we initially planned. As you can see, the red squares means we used extra time for doing something that we expected to finish earlier. Also, some of them were started earlier because we needed to start some task before we could continue.

Planning is easier said than done.

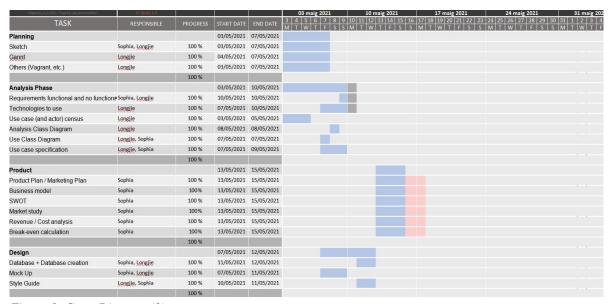


Figure 1: Gantt Diagram (1)

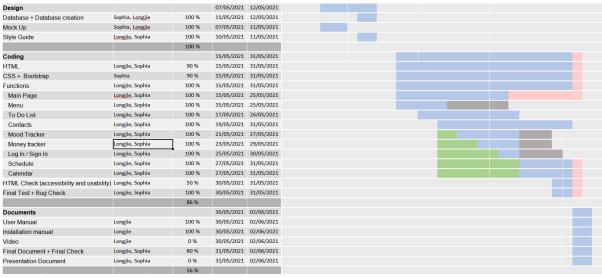


Figure 2: Gantt Diagram (2)

3 Marketing

3.1 Executive Summary

We live in a world of technology that is both a curse and blessing. Sadly enough, people are connected than ever, but feel less connected at the same time.

Trackr is a unique freemium tracker that provides an effective way on how to manage your time wisely.

Trackr is not your typical tracker where you can only use it as a self-tracking device. It is an extension of one's life to effectively manage our time to our own rhythm.

3.2 Products and services

- Mood tracker with integrated diary
- Financial tracker
- To-do list
- Scheduler

3.3 Mission

Trackr's mission is to provide a rather friendly and useful application that people can use to manage their lives more efficiently and effectively, to not lose time and rather spend it wisely.

3.4 Vision

We want the world to be more social. We live in a busy world that loses the personal touch of human connection, so we thrive to create a tool to help people manage their time and spend it wisely with the things and people they love. Life is too short to be too busy.

3.5 Competition

- Our biggest competitors are the paper based mood trackers and agendas.
- Single functional applications

3.6 Competitive advantage

We live in a technological world where a mobile phone is an essential and an extension of our lives. Comparing to our biggest competitors which are mostly paper based, our application has a lot of potential to integrate in our daily lives. Nonetheless, it is easily portable and you can always use it knowing it is on your phone.

3.7 SWOT Analysis

3.7.1 Strengths

Trackr is an application which offers a lot of utilities and functionalities that are needed for our daily necessities.

3.7.2 Weaknesses

There are lots of well-known applications that only focus on one thing.

3.7.3 Opportunities

Having the application means that no more managing too many applications.

3.7.4 Threats

A lot of different competitors in different fields of the application are prevalent. While having a lot of functionalities, the application is a jack of all trades, master of none.

3.8 Buyer persona

Trackr's customers can be broken down into two groups, busy professionals and students and your everyday consumers. The former are smaller than the latter by the fact that the former can and will utilize the application to its maximum potential while the latter can use the application based on their own needs.

The larger group of everyday consumers consists of:

- Age: 16-60. People tend to be the busiest.
- Marital Status: Single to Widowed
- Area of living: Anywhere in the world
- Women tend to use the application more than men due to their motherly nature.

3.9 Marketing objectives

- Develop strong brand awareness: Invite a friend promotion. Local news feature.
- Create brand loyalty: Be a go to application in which people use on their daily lives.
- Increase in sales and decrease in marketing expenses: Holiday promotions, Student / enterprise promotion

3.10 Marketing budget

I calculated that the business will need to make at least 50.000€ a month in revenue to reach the break-even point. The first two months will be used to set up the physical location, hire personnel, rent servers and obtain a patented license. Business during the second month will be understandably slow as a steady customer base takes time to build. This is the stage where the majority of our marketing budget will go.

3.10.1 Development Schedule

What: Marketing campaign and Social Media campaign

Who: Longjie

Objectives: Marketing, Socials

Budget: 20.000€

What: Sales research

Who: Sophia

Objectives: Sales Budget: 10.000€

3.10.2 Marketing Mix

Product: Mood tracker with integrated diary, Financial tracker, To-do list, Scheduler

Price: Free, single purchase: 9.99€, promotional prices: 4.99€

Distribution: App Store, Play Store and Official Website

Promotion: Social media

3.10.3 Social media

Instagram: Purchase of sponsored ads targeting our specified list of interests. Influencer posts. Heavy use of hashtag promotion.

Facebook ads: Purchase of sponsored ads targeting our specified list of interests. Influencer posts. Heavy use of hashtag promotion.

Google ads: Purchase of sponsored ads targeting our specified list of interests.

When it comes to collaborations with schools and enterprises, there can be cross-promotional discounts! When looking for influencers we wanted to work with we would hyper-focus on ones with at least 20K followings, and topics that are of interest to us.

4 Analysis Phase

4.1 Nonfunctional requirements

- Compatibility: As a software it needs to be compatible with different Operating System and platforms.
- Conformance: It needs to at least meet the minimum requirements of the product
- Dependability: As a software that saves personal data, it needs to be safe and secured.
- Installation: A software needs to be easy to install.
- Maintainability: A software that is not maintainable is no better than garbage.
- Performance: Every software must always put performance at the top of the list if not the utmost top.
- Portability: As a modern software, it needs to be at least compatible with mobile phones.
- Reliability: The software must work at all times
- Usability: A software must be easy to use.
- Security: A software must always have some sort of secure and data encryption at all times.

4.1.1 Technologies

- Web Server Software
 - Apache2: One of the most popular web server software. It allows us to save the files and be able to connect to the server.
- Database Engine
 - MariaDB: Used to create the entire database and used to save all the data of the users and their tasks.
- Languages
 - PHP: One of the most popular back-end languages for web. It allow us to keep users session, connect to the database, create interaction, encrypt data, etc.
 - HTML: the basic language to create a website.
 - JavaScript: front-end programming language used to make the website more interactive and for example, to make the user create more rows.
 - Bootstrap/CSS: all the visuals of the web site are made with Bootstrap and CSS.

4.2 Functional requirements

4.2.1 Use Case Actor Census

Table 1: Use Case Actor Census

Actor	Responsibility	Requirement	Guide
User	A person who wants to use the application and wants to have a better life.	email.	The users can see their calendar The users can modify their schedules, to do list, mood tracker, financial tracker

4.2.2 Use Case Census

- 1. Sign up / Sign In
- 2. Manage Contact list
 - Add, Modify and Delete Contacts
- 3. Manage To Do List
 - Add and Modify To Do List
 - Set / Change Tag name
 - Manage Tasks
 - Check / Uncheck Important tasks
 - Set Contact
 - Set / Change Description
 - Set type of the To do list
 - Normal
 - Challenge
 - Delete To Do List
- 4. Manage Mood Tracker
 - Select daily mood
 - Show Mood Calendar

- Set daily mood
- 5. Manage Financial Tracker
 - Enable and Disable function
 - Set Total and Income
 - Set Daily Expenses
 - Set Expenses name and quantity
 - Show Money Stats and Graphic
- 6. Manage Scheduler
 - Add / Change daily entries
 - Delete entries
- 7. Show current schedule
 - Show current Schedule
 - Show current To do list
- 8. Show Calendar
 - Show Schedule
 - Show To Do List
 - Show Exposes and Income
 - Show mood

4.2.3 Analysis Class Diagram

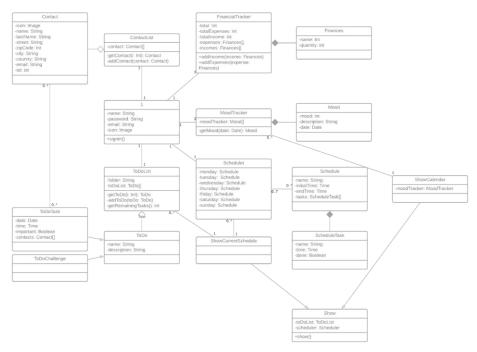


Figure 3: Analysis Class Diagram

4.2.4 Use Case Diagram

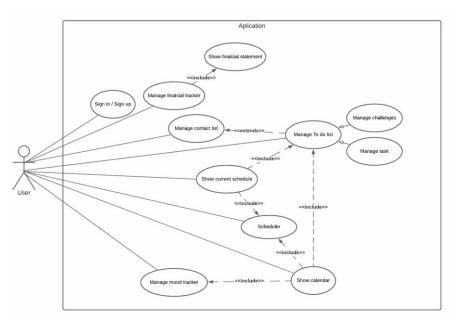


Figure 4: Use Case Diagram

4.2.5 Use Case Specification

Table 2: Use Case (Sign Up)

Use Case	Sign up
Pre-condition	 The user doesn't have an account to access the application. The user must have an email to register to the application The website must be online
Post-condition	Account created for the user to access the application
Basic Path	The user puts its email, password and password confirmation to create an account.
	2. The system checks if both password coincide.
	3. The system saves the data to its database
Alternative paths	2a The passwords don't coincide. 2b Email already in use 2c Invalid email format
Exception paths	 Cannot create the account Cannot create new account The application cannot connect to the database

Table 3: Use Case (Sign In)

Use Case	Sign in
Pre-condition	 The user must have an account to access the application The website must be online
Post-condition	The user accessed the application and its functionalities.
Basic Path	1. The user enters his email and password.
	2. The system verifies his email and password, comparing to the

	database's. 3. The email and password are both correct
Alternative paths	3a. The email or account doesn't exist.3b. The password is incorrect
Exception paths	 Cannot access to the application The application cannot connect to the database

Table 4: Use Case (Contact List)

Use Case	Manage contact list
Pre-condition	The user already signed inThe website must be online
Post-condition	 The user added a new contact The user updated a contact The user deleted a contact The database was updated The user sees the information
Basic Path	 The user go to the Contact List page The system gets the information of the users contact The user manages the contact list: The user wants to add a new contact The user clicks the button to add a new contact The system shows the user a screen to add a new contact. The user enters the new contact information (Name, Last name, Phone, Email, etc) and confirms The system adds the new contact with the information given by the user to the database The user wants to update a contact

	1. The user clicks the edit button of the specified contact
	2. The system shows the user a screen to edit the specified contact.
	3. The user changes the information of the contact and confirms
	4. The system updates the information changed by the user to the database
	3. The user wants to delete a contact
	1. The user clicks the delete button of the interested contact
	2. The system asks if the user wants to delete the contact or not
	3. The user chooses "yes"
	4. The system deletes the contact from the database
	The system updates and now shows the contact page without the specified contact
Alternative paths	2a. The application shows no information of the users contact, because there is none
	3.1.3a The user denies on adding a new contact
	3.2.3a The user denies on updating the contact
	3.3.3a The user chooses "no"
	3.3.4b The system doesn't delete the contact
Exception paths	The application cannot connect to the database

Table 5: Use Case (To do Folders)

Use Case	Manage To Do list (folders)
Pre-condition	The website must be onlineThe user already signed in
Post-condition	 The user added a new folder The user updated a folder The user deleted a folder

	The user enters to a folder
	The database was updated
	 The database was updated The user sees the information
	• The user sees the information
Basic Path	1. The user go to the To do list page
	2. The system loads the "folders" and shows the user
	3. The user manages the folders:
	1. The user enters to a folder
	1. The user clicks to the interested folder and enters
	2. The application shows the tasks within the folder
	2. The user adds a new folder
	1. The user clicks on "add new folder" button
	2. The system gives to the user a form to set a name
	3. The user puts a names for the new folder and confirms
	4. The system creates a new folder and inserts into the database
	3. The user renames a folder
	1. The user clicks edit on the specified folder
	2. The system leads the user to another page
	3. The system loads the old name of the folder
	4. The user changes the old name of the folder and confirms
	5. The system updates the folder's name and updates into the database
	4. The user deletes a folder
	1. The user clicks delete on the interested folder
	2. The system asks the user to delete the folder
	3. The user accepts
	4. The system deletes the folder from the database and reloads the page
Alternative paths	2a There's no folders
	3.2.3a The user denies on adding a new folder

	3.2.4a The system doesn't add a new folder
	3.3.4a The user denies on updating the folder
	3.3.5a The system doesn't update the folder
	3.4.3a The user denies on deleting the folder
	3.4.4a The system doesn't delete the folder
Exception paths	The application cannot connect to the database

Table 6: Use Case (Tasks and Challenges)

Use Case	Manage To Do list (tasks and challenges)
Pre-condition	 The website must be online The user already signed in
	 There must be at least a folder created first The user must select a folder first
Post-condition	 The user added a new task/challenge The user modified a task/challenge The user deleted a task/challenge The database was updated The user sees the information
Basic Path	 The user chooses the folder The system shows the user tasks or challenges created The user manages the tasks: The user adds a new task The user clicks on add new task The system gives the user a form about the task The user enters all the information (name, important check, date, time and contact). The system gets the information and inserts it to the database The user modifies a task

	1. The user clicks on the specific task to update
	2. The system loads the task information to update
	3. The user changes the information about the task and confirms
	4. The System updates the information to the database
	3. The user deletes a task
	1. The user clicks on the specific task to delete
	2. The system asks the user to delete
	3. The user confirms it.
	4. The system deletes the task from the database
Alternative paths	2a There's no task or challenge
	3.1.3 a The user changes the type of the task to "challenge" and enters the information (only name)
	3.1.4 a The system didn't add a new task
	3.2.3 a The user changes task to normal or to challenge type, and the system changes the form
	3.2.4 a The system didn't update the tasks
	3.3.3a The user denies the confirmation
	3.3.4a The system didn't delete the task
Exception paths	The application cannot connect to the database

Table 7: Use Case (Mood Tracker)

Use Case	Manage mood tracker
Pre-condition	 The website must be online The user already signed in
Post-condition	 The user set their mood of the day The user set a description of their day The database updated the data
Basic Path	1. The user goes to the mood tracker page

	2. The system shows the page to the user
	3. The user selects his mood and writes a description of the day
	4. The user clicks on the confirm button
	5. The system adds a new entry to the database
Alternative paths	2a The system loads the mood and the description wrote previously 5a The system updates the entry if it already exists
Exception paths	The application cannot connect to the database

Table 8: Use Case (Financial Tracker)

Use Case	Manage Financial tracker
Pre-condition	 The website must be online The user already signed in The Financial tracker is enabled
Post-condition	 The user sees his information about the expenses, income and total The user sees his information about all the different expenses and incomes
Basic Path	 The user goes to the financial page The system shows all of his financial transactions The user adds their expenses or income The system inserts the entry from the database
Alternative paths	5. The user click on the old transaction button6. The system shows the user's monthly transactions
Exception paths	The application cannot connect to the database

Table 9: Use Case (Scheduler)

Use Case	Manage Scheduler
Pre-condition	The website must be online
	The user already signed in
Post-condition	The user set his schedule
	The database was updated
Basic Path	1. The user goes to the scheduler page
	2. The system shows the scheduler
	3. The user chooses which day of the week will they update
	4. The system shows the information about that day
	5. The user adds, modifies or deletes entries and confirms
	6. The system makes changes on the database
Alternative paths	5a The user doesn't want to make the changes
Exception paths	The application cannot connect to the database

Table 10: Use Case (Daily Schedule)

Use Case	Show Current schedule (Main page)
Pre-condition	The website must be onlineThe user already signed in
Post-condition	 The user sees his data The user sees their daily and its information (Scheduler and To do)
Basic Path	 The user goes to the main page The system loads up the database all information about the scheduler and to do list The system uses those information to make a list and shows to the user

Alternative paths		
Exception paths	 The application cannot connect to the database 	

Table 11: Use Case (Calendar)

Use Case	Show Calendar
Pre-condition	The website must be online
	The user already signed in
Post-condition	The user sees his data
	• The user sees his monthly calendar and its information (To do, mood, financial, etc).
Basic Path	1. The user goes to the calendar page
	2. The system loads from the database the information about the scheduler, to do list, financial tracker and mood tracker
	3. The system put those information in a calendar and shows the user
	4. The user click on a certain date
	5. The system shows to the user a summary of that day
Alternative paths	
Exception paths	The application cannot connect to the database

5 Design

5.1 Database design

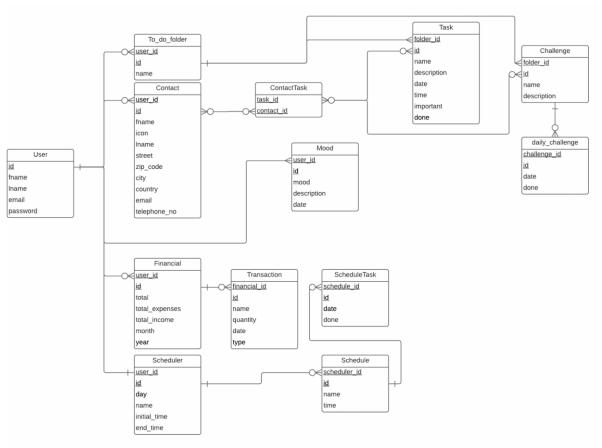


Figure 5: Database design

5.2 Sketch

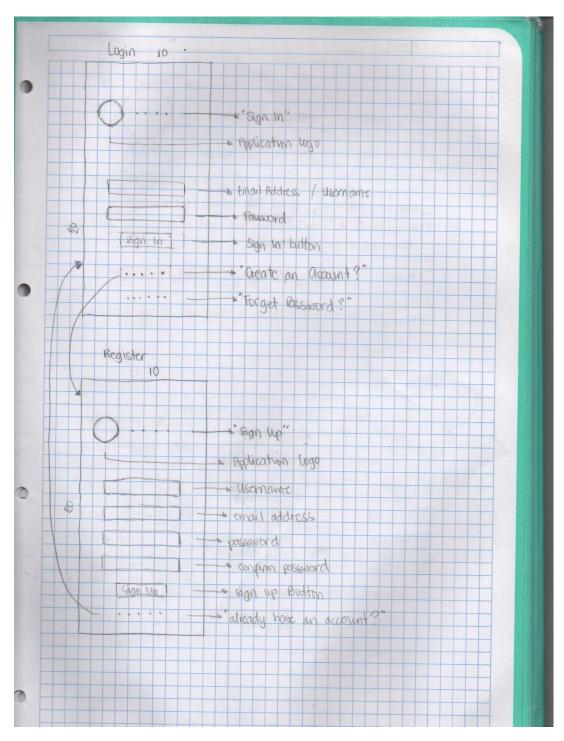


Figure 6: Sketch (Login and Registry)

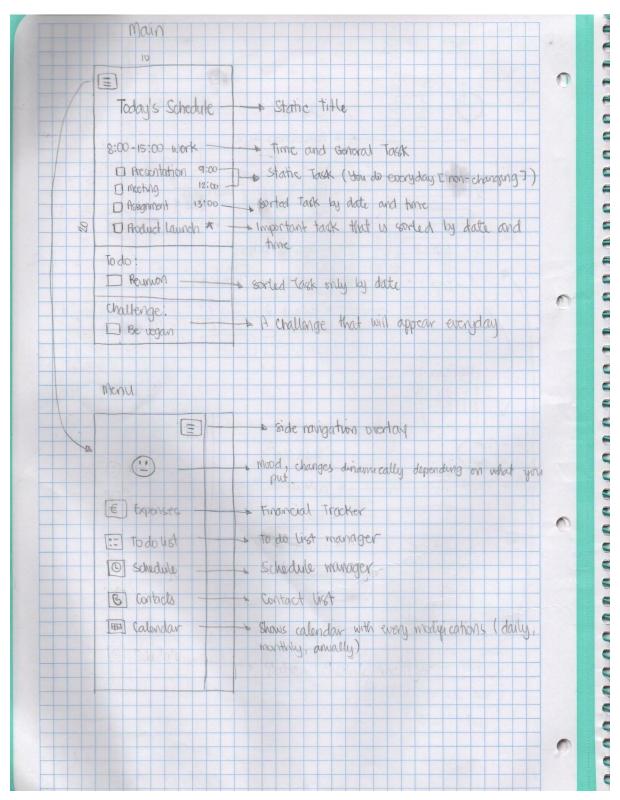


Figure 7: Sketch (Main and Menu)

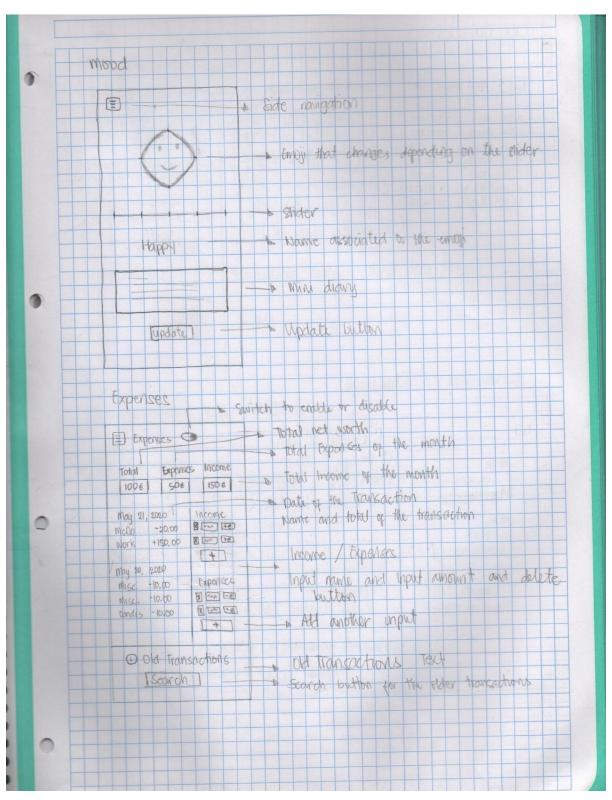


Figure 8: Sketch (Mood and Financial Transactions)

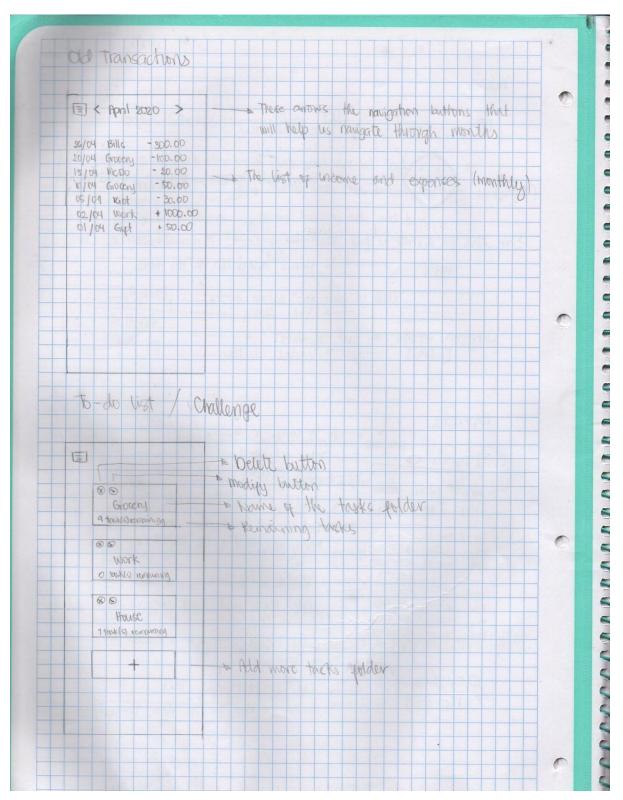


Figure 9: Sketch (Old Transactions and To do folder)

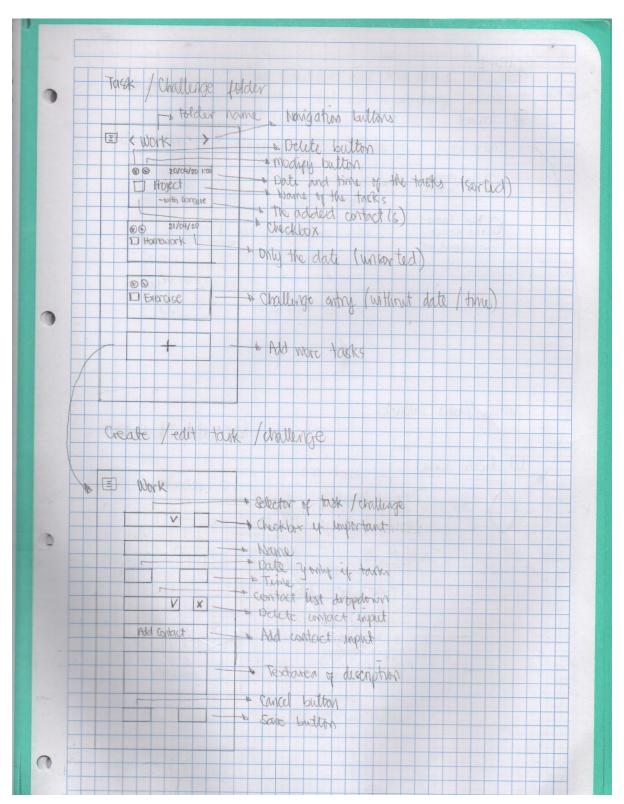


Figure 10: Sketch (Task and Challenge, and its CRUD)

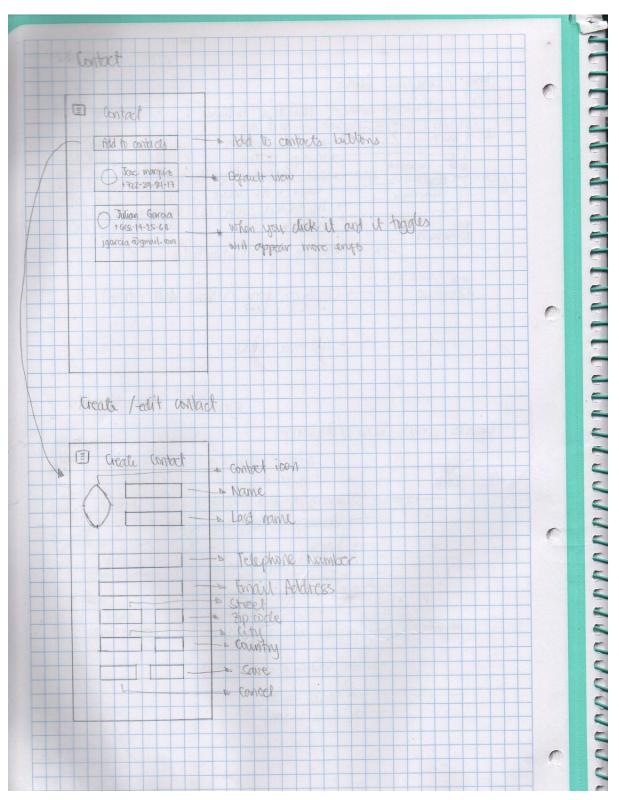


Figure 11: Sketch (Contact and its CRUD)

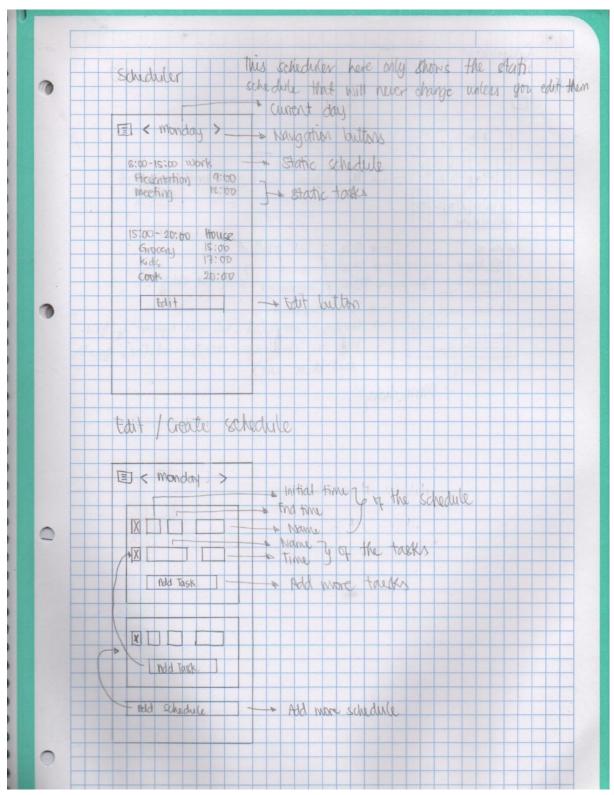


Figure 12: Sketch (Scheduler and its CRUD)

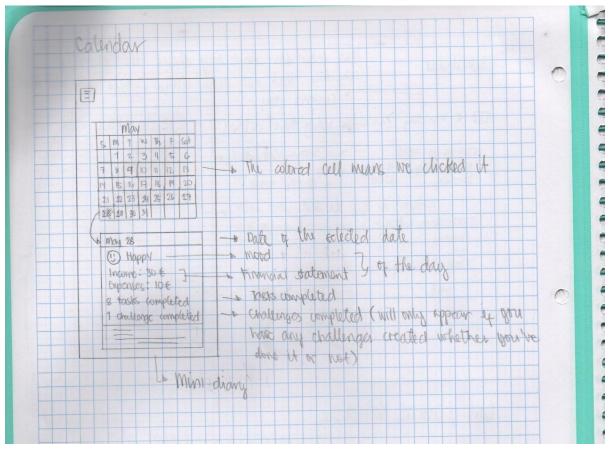


Figure 13: Sketch (Calendar)

5.3 Mockup

5.3.1 Login

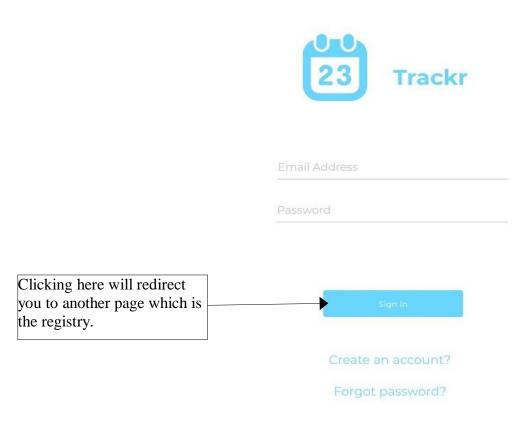


Figure 14: Mockup (Login)

5.3.2 Registry

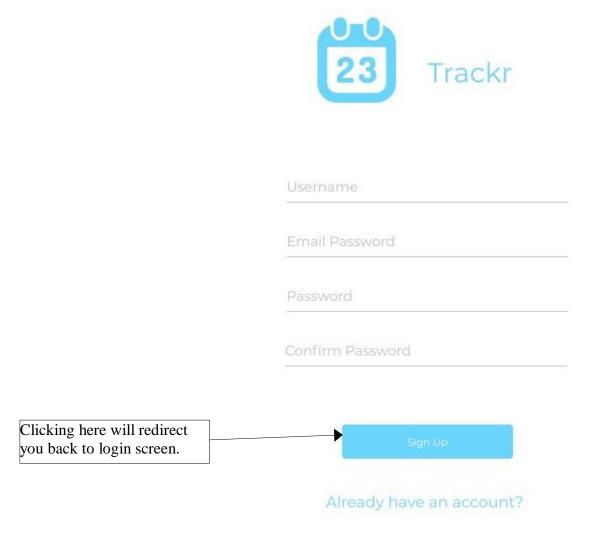


Figure 15: Mockup (Registry)

5.3.3 Main page

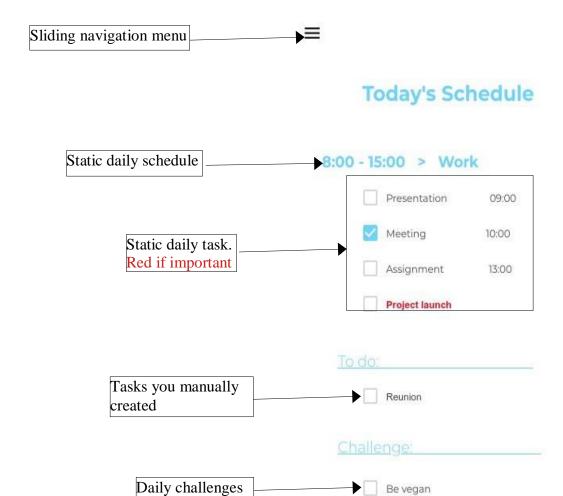
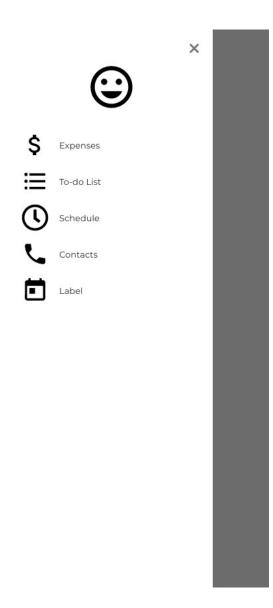


Figure 16: Mockup (Main)

5.3.4 Menu



5.3.5 Mood Tracker

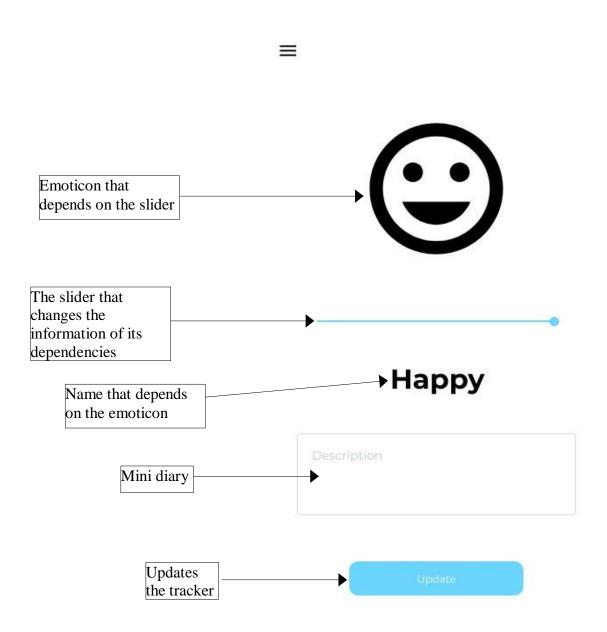


Figure 17: Mockup (Mood Tracker)

5.3.6 Financial Tracker

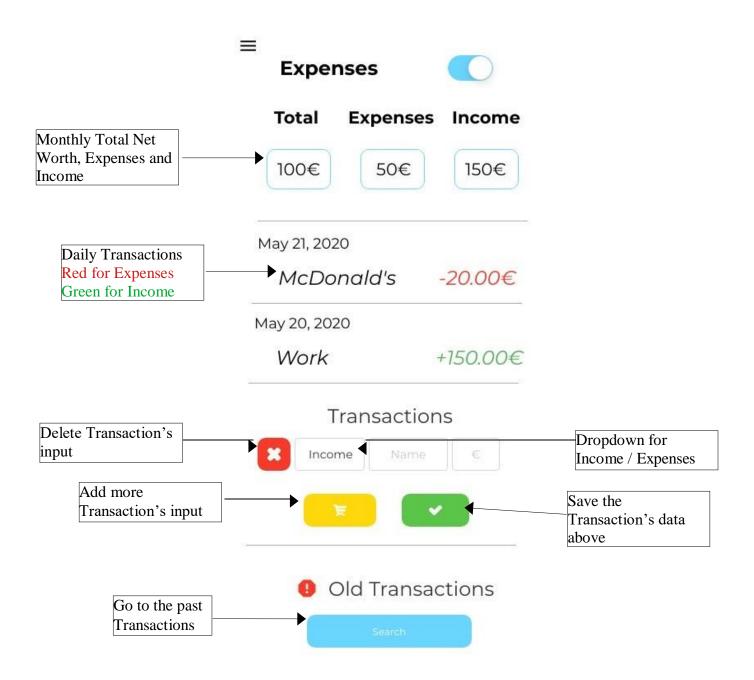


Figure 18: Mockup (Financial Tracker)

5.3.7 Old Transactions

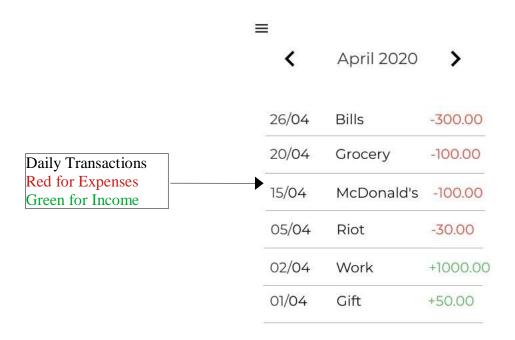


Figure 19: Mockup (Old Transactions)

5.3.8 To do folder

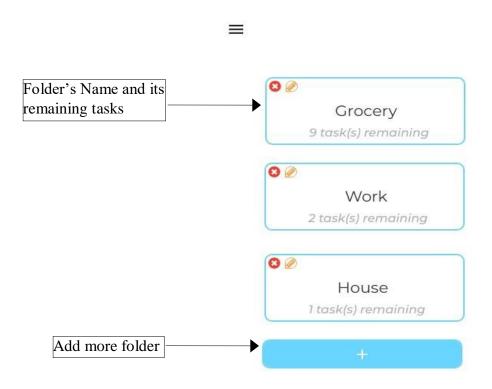


Figure 20: Mockup (To do folder)

5.3.9 Task and Challenges

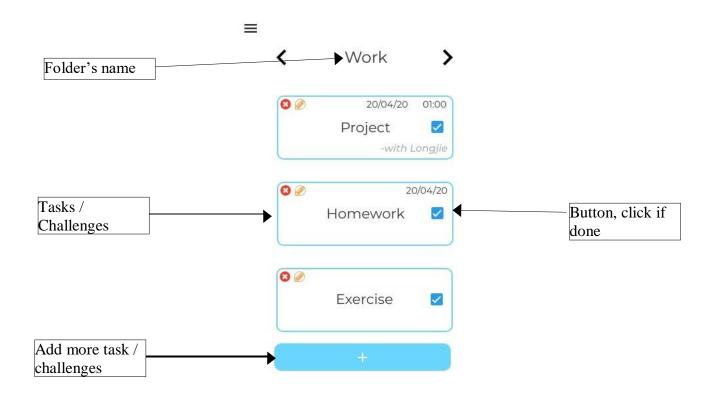


Figure 21: Mockup (Task and Challenge)

5.3.10 Task and Challenges' CRUD

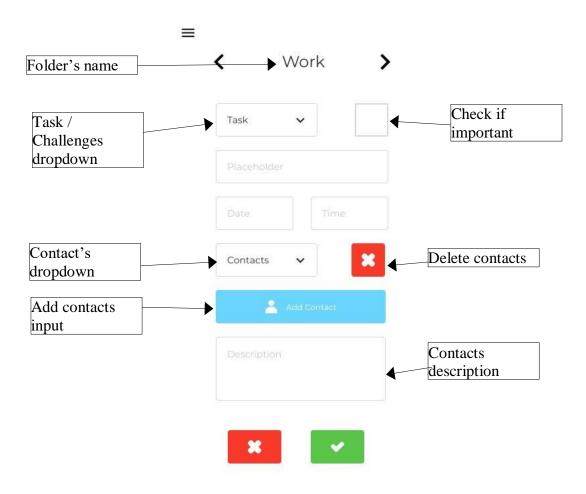


Figure 22: Mockup (Tasks and Challenges' CRUD)

5.3.11 Contacts



Figure 23: Mockup (Contacts)

5.3.12 Contacts' CRUD

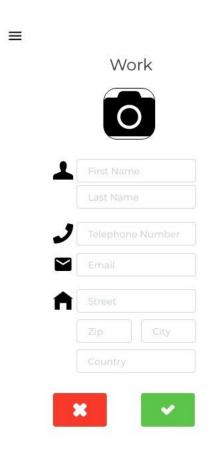


Figure 24: Mockup (Contacts' CRUD)

5.3.13 Calendar



Figure 25: Mockup (Calendar)

5.3.14 Scheduler

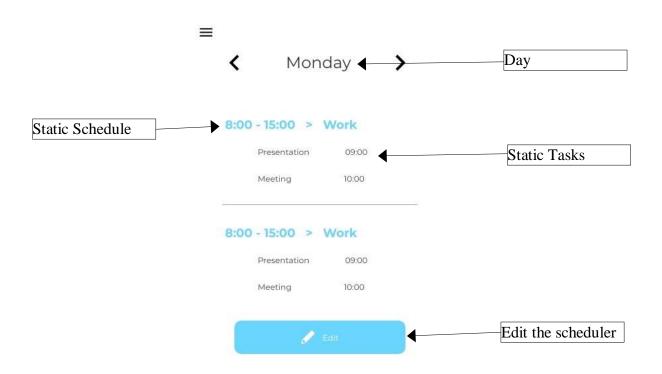


Figure 26: Mockup (Scheduler)

5.3.15 Scheduler's CRUD

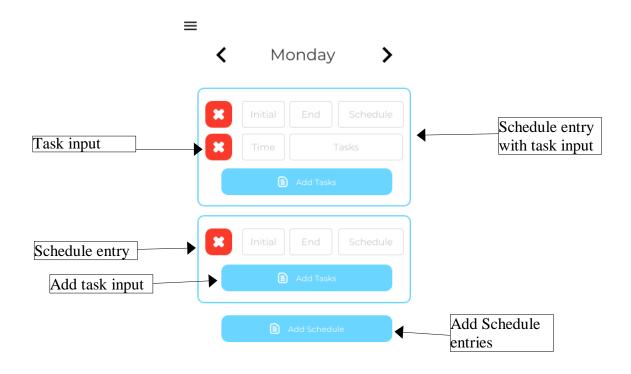


Figure 27: Mockup (Scheduler's CRUD)

5.4 Style Guide

Trackr Style Guide

Buttons, inputs, links...

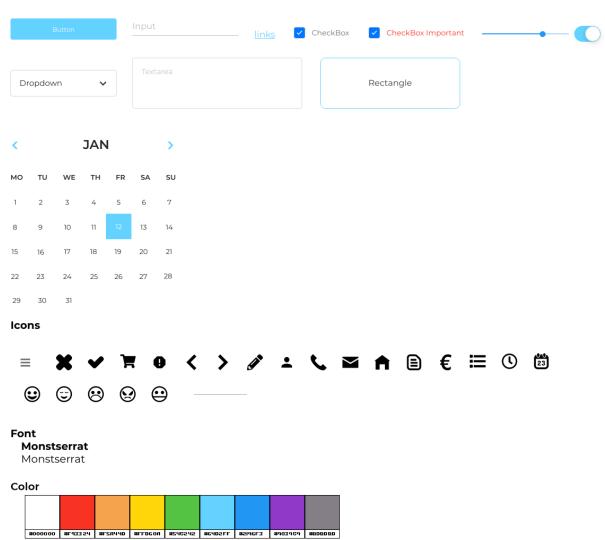


Figure 28: Style Guide

6 User's Manual

6.1 Login

This page is where the user logs in. Apart from logging in, we are given the option to register as a new user.



Figure 29: User's Manual (Login)

6.2 Register

In this page, the user can register as a new user by assigning them their first name, last name, email and password.

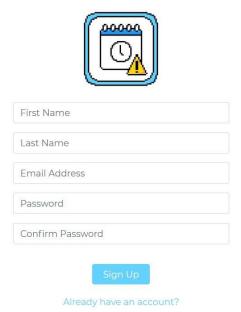


Figure 30: User's Manual (Registry)

6.3 Menu

Every page has a button, which opens a menu where the users can browse the pages.



Figure 31: User's Manual (Menu Button)

On the menu, it shows the user's first and last name, an emotion which shows their emotion, the pages button and a button to log out.

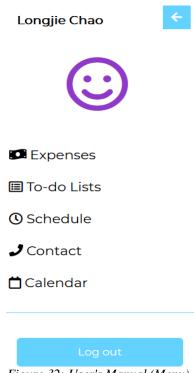


Figure 32: User's Manual (Menu)

6.4 Mood Tracker

When the user clicks on the emoticon, it will lead them to the mood page. This page has a slider to set their mood and a box where they can express how they feel or write how the user's day is.

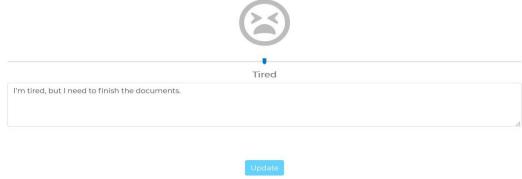


Figure 33: User's Manual (Mood Tracker)

6.5 Financial Tracker

In this page, the user can set their income and expenses by assigning a name and quantity.

To add a new transaction, the user needs to click the add button first and when they finish setting the data, they need to click on the submit button.



Figure 34: User's Manual (Financial Tracker's CRUD)

After submitting, the page will refresh and update the data, and show what the user added. Only the data of the current month will be shown. After the month ends the data of the previous month won't show.



Figure 35: User's Manual (Financial Tracker)

If the user wants to see the previous month's transaction, they can click the "Old Transaction" button.



6.6 Old Transactions

In this page, the user can see their previous transactions. They can change the month with the arrows.



Figure 37: User's Manual (Old Transaction)

If there's no data, it will only show a text saying "No data to show".



Figure 38: User's Manual (Old Transaction's Data)

6.7 To-do folder

To-do list, it's a folder to organize the tasks that the user will add.

In this page, the user can see the to-do lists folder where they can delete, edit or add a new entry. The button "x" is to delete, "pencil" to edit and "+" to add a new to do list.

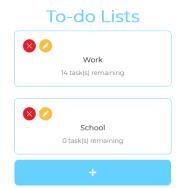


Figure 39: User's Manual (To do folder)

6.7.1 To do folder's CRUD

When the user clicks either the add button or edit button, a modal will appear where the user can add or update the name of the to-do list. And click the check button to confirm.

If the user is updating the to-do list, the folder's name will appear.

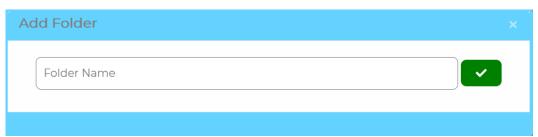


Figure 40: User's Manual (To do folder's CRUD)

6.8 Tasks and Challenges

In this page, the user can see the to-do list's task or challenge where they can delete, edit or add a new to do list. The button "x" is to delete, "pencil" to edit and "+" to add a new to do list.

Each task will show the name and a button to check as done or not, and if the user will do a task with someone, that someone's information will appear.

Each challenge will just show its name.

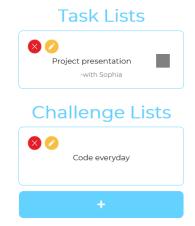


Figure 41: User's Manual (Tasks and Challenges)

6.8.1 Task and Challenges CRUD

When updating or adding, the user can choose if they want a task or a challenge.

Task: The user needs to put a name, a date, a time and a description. Also they can add contacts, by clicking "Add Contact" if they're going to do the task with someone. And if the user checks on the check mark, it will be considered as an important task.

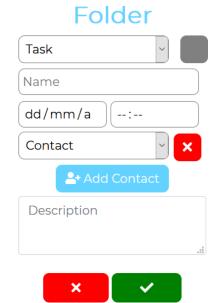


Figure 42: User's Manual (Task's CRUD)

Challenge: The user just needs to add a name and description. Unlike the task, the challenge doesn't need to set a date, because everyday the users will do the challenge. It's a daily challenge.

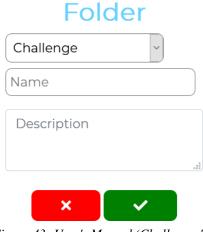


Figure 43: User's Manual (Challenges' CRUD)

6.9 Scheduler

In this page the user will see what they will be going to do everyday.

The user can change which day of the week they want to see. To edit they just need to click on edit.

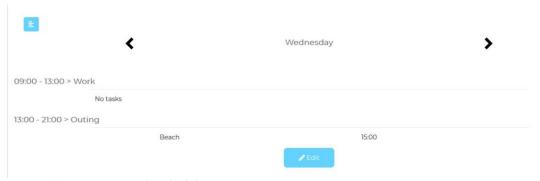


Figure 44: User's Manual (Scheduler)

6.9.1 Scheduler's CRUD

To edit the schedule, the users will see the tags. The first thing they need to do is go on what day of the week they want to make a schedule and by clicking the button "+", they can add a new schedule by setting a name, initial time and end time.

After that they can edit, by clicking on the pencil button or delete, by clicking on the "X" button.



Figure 45: User's Manual (Scheduler's CRUD (1))



Figure 46: User's Manual (Scheduler's CRUD (2))

6.9.2 Schedule task and its CRUD

Now that the user has added a schedule, they can now add a specific task to do between both times.

To do that they first need to click on schedule's name and then the application will lead them to this page.

Here they can do the same: delete by clicking on "x", edit and add new task by clicking on

pencil by clicking the button "+". Everything they need to set is the name and the time. The application will show them the name and the time.

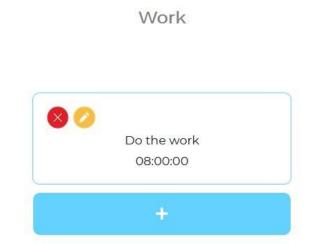


Figure 47: User's Manual (Scheduler's Task)



Figure 48: User's Manual (Scheduler's Task's CRUD)

6.10 Contacts and its CRUD

In this page users can delete, edit and add a contact. The contact is used to add into the to-do tasks, to see who they are going to do the tasks with or they can just add a contact to remember them.

To add a contact the user needs to click on the add contact button and it will lead them to the page.

Contacts Add Contact Sophia Mendoza 123456789

Figure 49: User's Manual (Contacts)

Now they need to set the first name, last name, telephone, mail, street, zip, city and country in order to add a new contact. And to update the contact, by clicking on the pencil button, they just need to change that data.



Figure 50: User's Manual (Contacts' CRUD)

6.11 Calendar

In this page, the user can see what they did everyday for a month. They can choose a specific day and see it, the application will show them their mood and the description of the day, also will show the number of tasks they did.

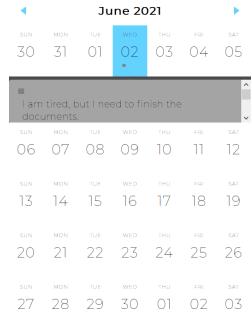


Figure 51: User's Manual (Calendar)

6.12 Main

This is the main page, where the application shows what tasks they have on the current day. They can check as done by clicking on the button or uncheck.

The first row shows the schedule that the user set on every day of the week.

The to-do row shows the to-do task and shows the time.

The pending is the same as to-do row, but it shows when the to-do task doesn't have a specific date on it. It means that it will appear everyday until the user marks them as done.

And the last one is the challenge row. The application will give the challenge everyday, until the user deletes them.

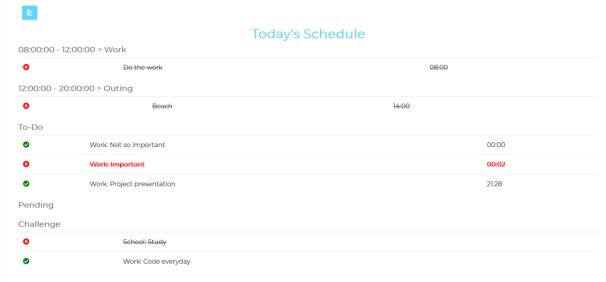


Figure 52: User's Manual (Main)

7 Installation Manual

To install the application, first you will need a server with Apache, PHP and MariaDB. Set up the entire server, transfer all the files, set up the database and make the php able to connect to the database.

Or we can register a domain, find a web hosting company, transfer all the files to the web hosting, create and set up the database and connect the files to the database.

After we installed the web application in the hosting or a private server, the users can use a browser and connect to the server and use the application.

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HashiCorp: Vagrant, https://www.vagrantup.com/

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MIT: Bootstrap, https://getbootstrap.com/

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The Apache Software Foundation: Apache, https://httpd.apache.org/

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CodePen: CodePen, https://codepen.io/

Lucid Software Inc.: Lucid, https://lucid.app/

Navasard Paul: "Event Calendar Widget", https://codepen.io/peanav/pen/CfFjl