

T ^{1st} ☒ **slk**

Brand Promise

*"Taking one
day at a time"*



Personas



Jamie Song
26
Fashion Blogger
Los Angeles, CA

Jamie is an up and coming fashion blogger based in LA. She lives with her boyfriend just outside of Downtown LA along with their 3 dogs. She’s looking for ways to stay more orgain-ized, she’s tried to get into bullet journaling but can never find the time to sit down and make time for it. And she hasn’t found an organization app that she loves to use.

Passions

- Dogs
- Painting and yoga
- Fashion and photogra-phy
- Loves the outdoors

Personality

- hardworking
- passionate
- perfectionist
- creative

Frustrations

- gets easily overwhelmed when multiple tasks need to get done
- hard time balancing work and everyday life
- forgetful
- easily loses track of time



Joe Santagato
26
Teacher Assistant
Toronto, ON

Joe is a teacher assistant at York University in Toronto. He lives with his younger brother Peter in a small apartment near the university. He is a very busy guy, preparing lessons for students and constantly working on prjects and marking students’ work, he would love to have an app that will keep track of his due dates and his tasks given by the professors.

Passions

- Photography
- Reading
- Fashion
- Swimming

Personality

- Smart
- Hardworking
- Intellectual
- Tech savvy

Frustrations

- Too much to do with very little time
- Last minute projects
- Easily loses track of time



Tiffany Del Real
29
Nurse
Houston, T

Tiffany is a nurse at one of the biggest hospitals in Houston. She is a single mom of one son who she lives with along with her boyfriend. She owns two cats, she loves to cook and when she is free she does modeling for her instagram fol-lowers. She needs an app to keep track of her chores with her son as well as keeping track of her patients needs and her modelling appointments.

Passions

- Cooking
- Modelling
- Playing with her son
- Shopping

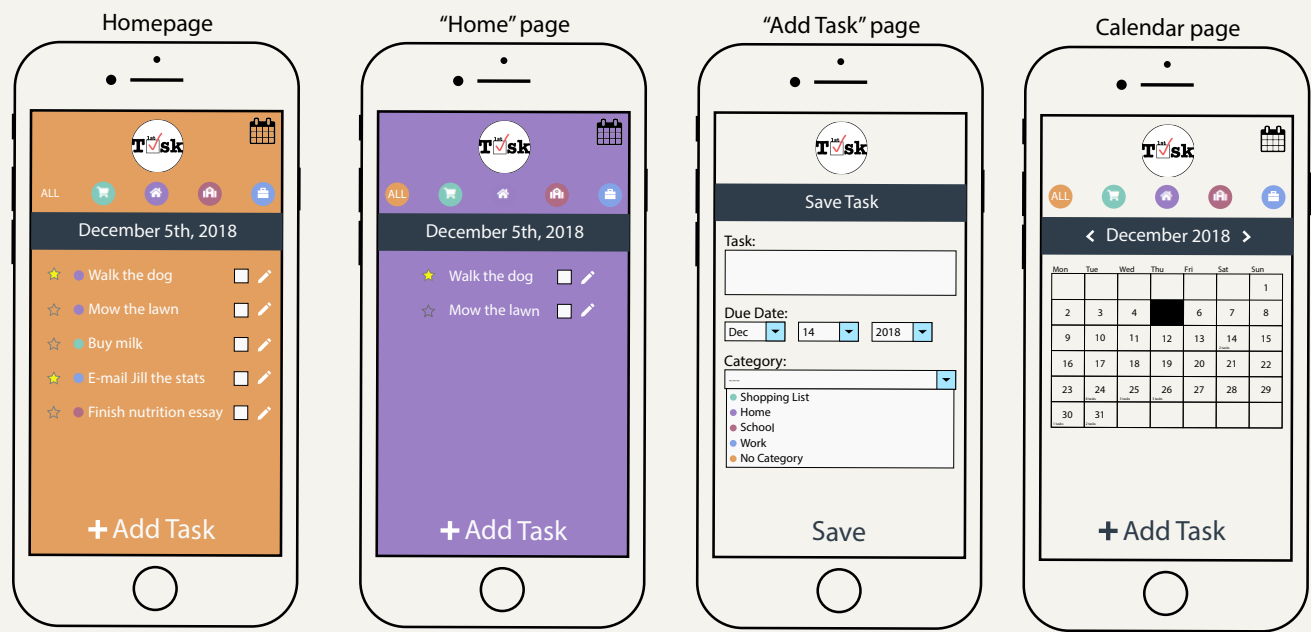
Personality

- Kind
- Responisble
- Fast-learner
- Social

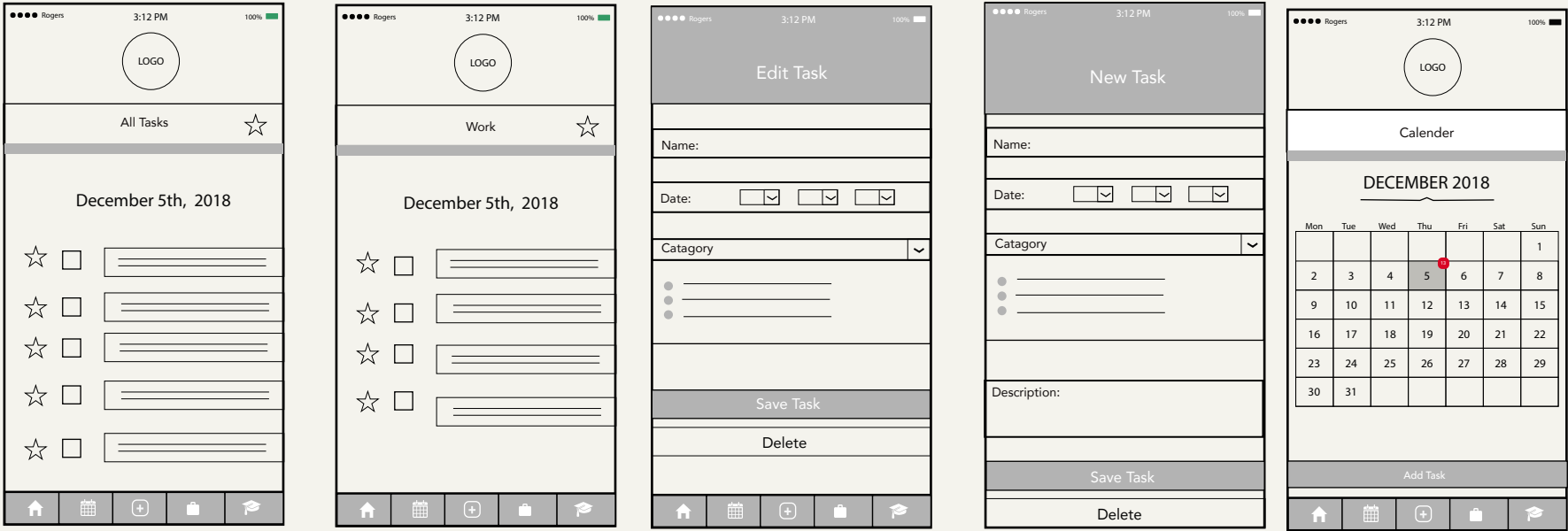
Frustrations

- Having a son to take care of can be hard with nursing re-sponsibilities
- Hard to keep track of chores
- Forgetful

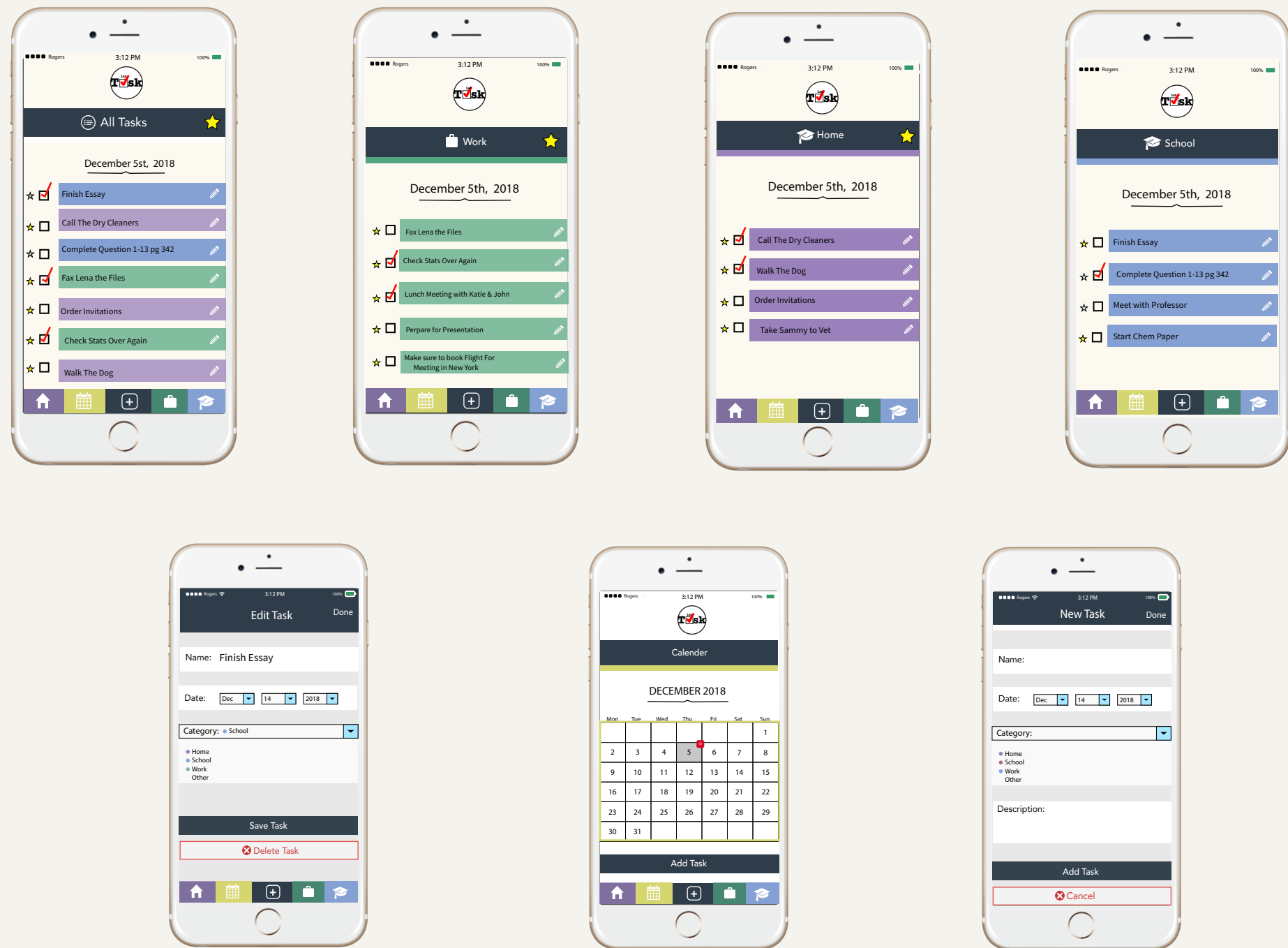
Wirefames



Melanie Valledor



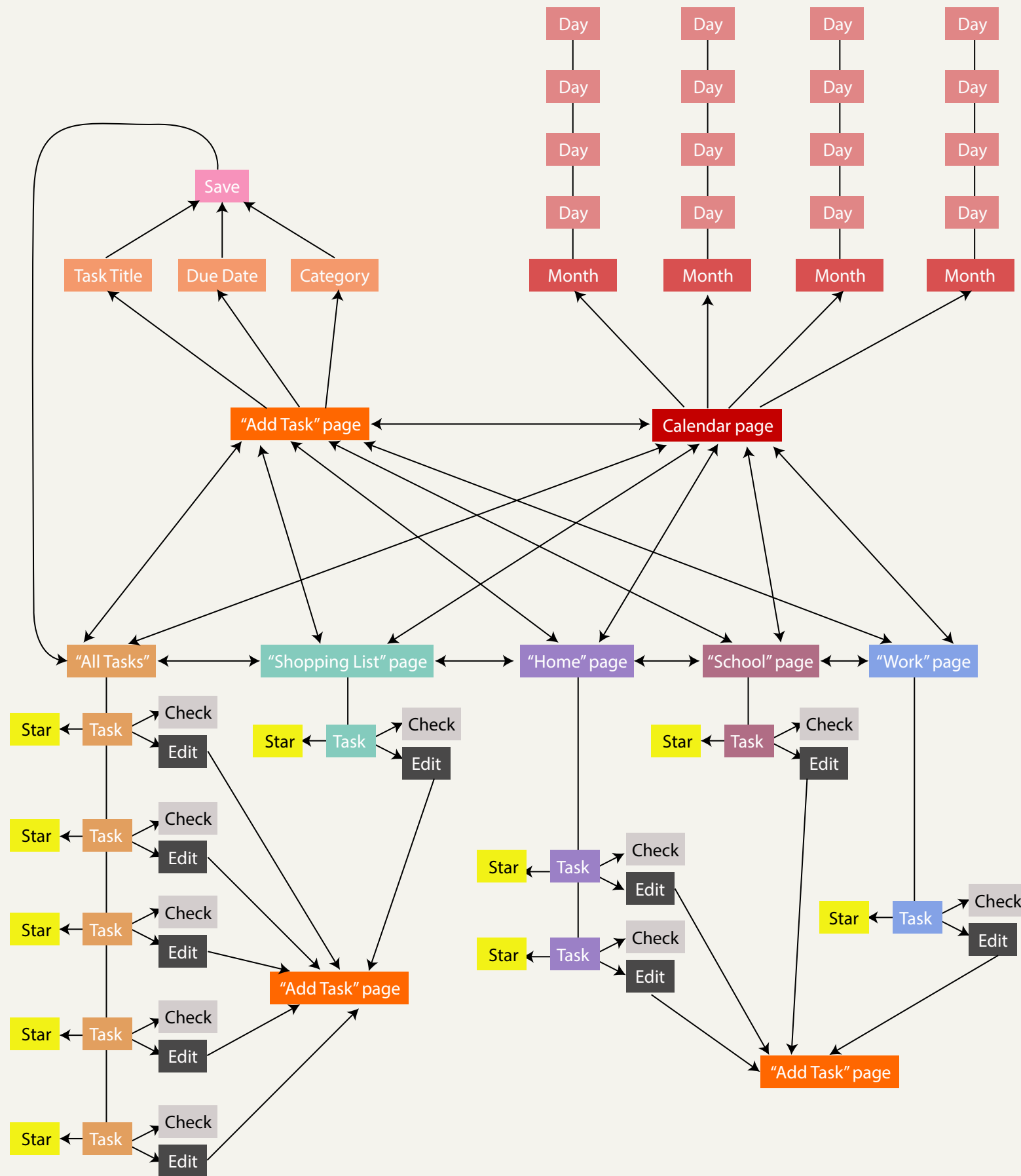
By: Abigail Daniel



By: Abigail Daniel

Interface Design

(All Screens)



Journey Map

LOGO TEXT

American
Typewriter Bold
A B C D E F G H
I J K L M N O P
Q R S T U V W X
Y Z
a b c d e f g h i j
k l m n o p q r s
t u v w x y z

#f15d5e

C: 0
M: 0 R: 255
Y: 0 G: 255
K: 0 B: 255

#f15d5e

C: 0
M: 79 R: 241
Y: 58 G: 93
K: 0 B: 94

#000000

C: 75
M: 68 R: 0
Y: 67 G: 0
K: 90 B: 0

Logo Ideas



On dark/coloured
background



On white background



Use American Typewriter
Bold for logo font



do **NOT** change the color
of the checkmark



do **NOT** change the font



do **NOT** change the color
of the circle



do **NOT** change shape
of check box

Colour Palette

#425769

C: 78 R: 66
M: 59 G: 87
Y: 43 B: 105
K: 22

#d7d670

C: 18 R: 215
M: 6 G: 214
Y: 70 B: 112
K: 0

#87a1d3

C: 47 R: 135
M: 30 G: 161
Y: 0 B: 211
K: 0

#52a681

C: 69 R: 82
M: 14 G: 166
Y: 62 B: 129
K: 1

#9b82bec

C: 41 R: 155
M: 52 G: 130
Y: 0 B: 188
K: 0

Typography

Text

Medium

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z

LOGO TEXT

American Typewriter Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z



Icons

