

**T** <sup>1st</sup> ☒ **slk**

## Brand Promise

*"Taking it 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.

**Passlons**

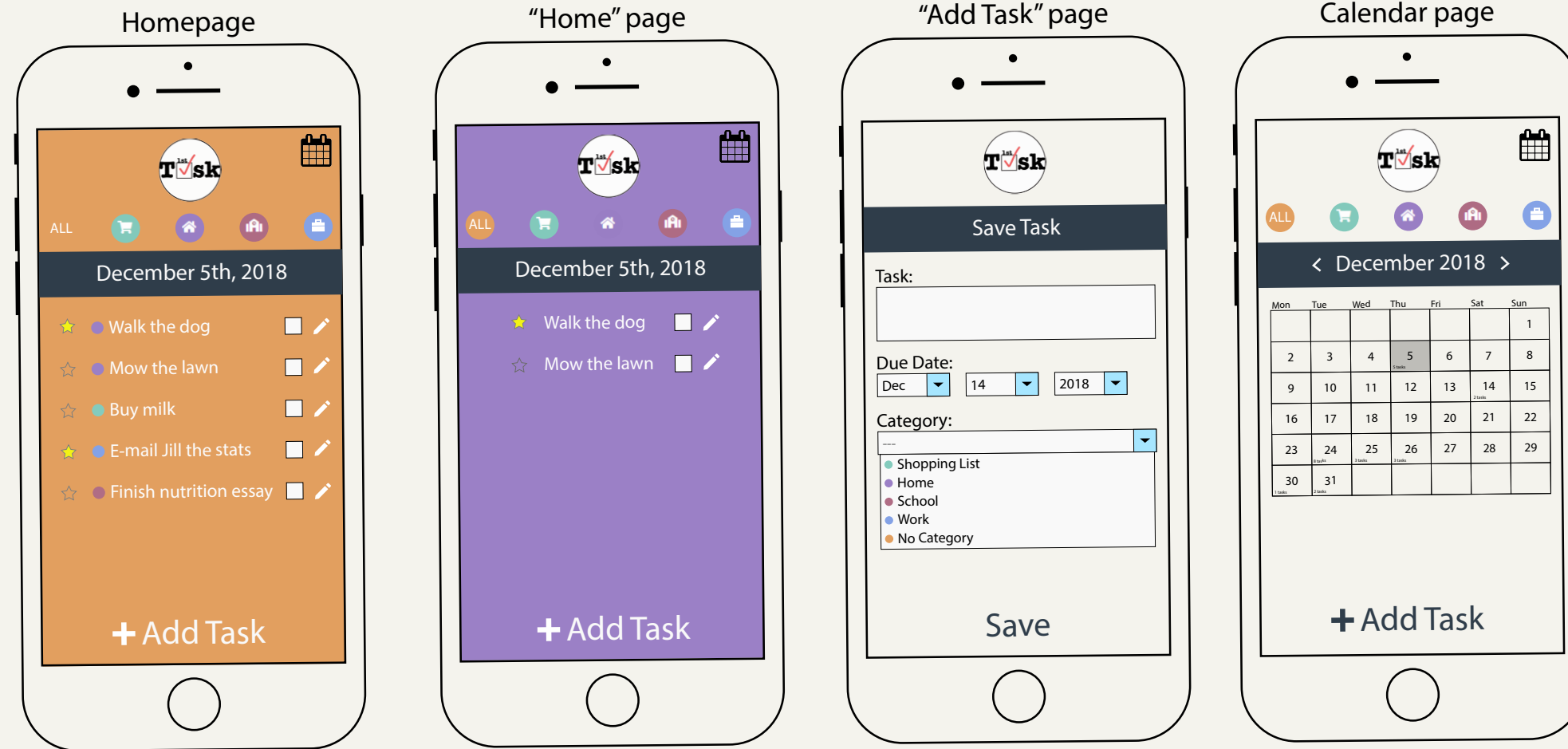
- Cooking
- Modelling
- Playing with her son
- Shopping

**Personality**

- Kind
- Responisble
- Fast-learner
- Social

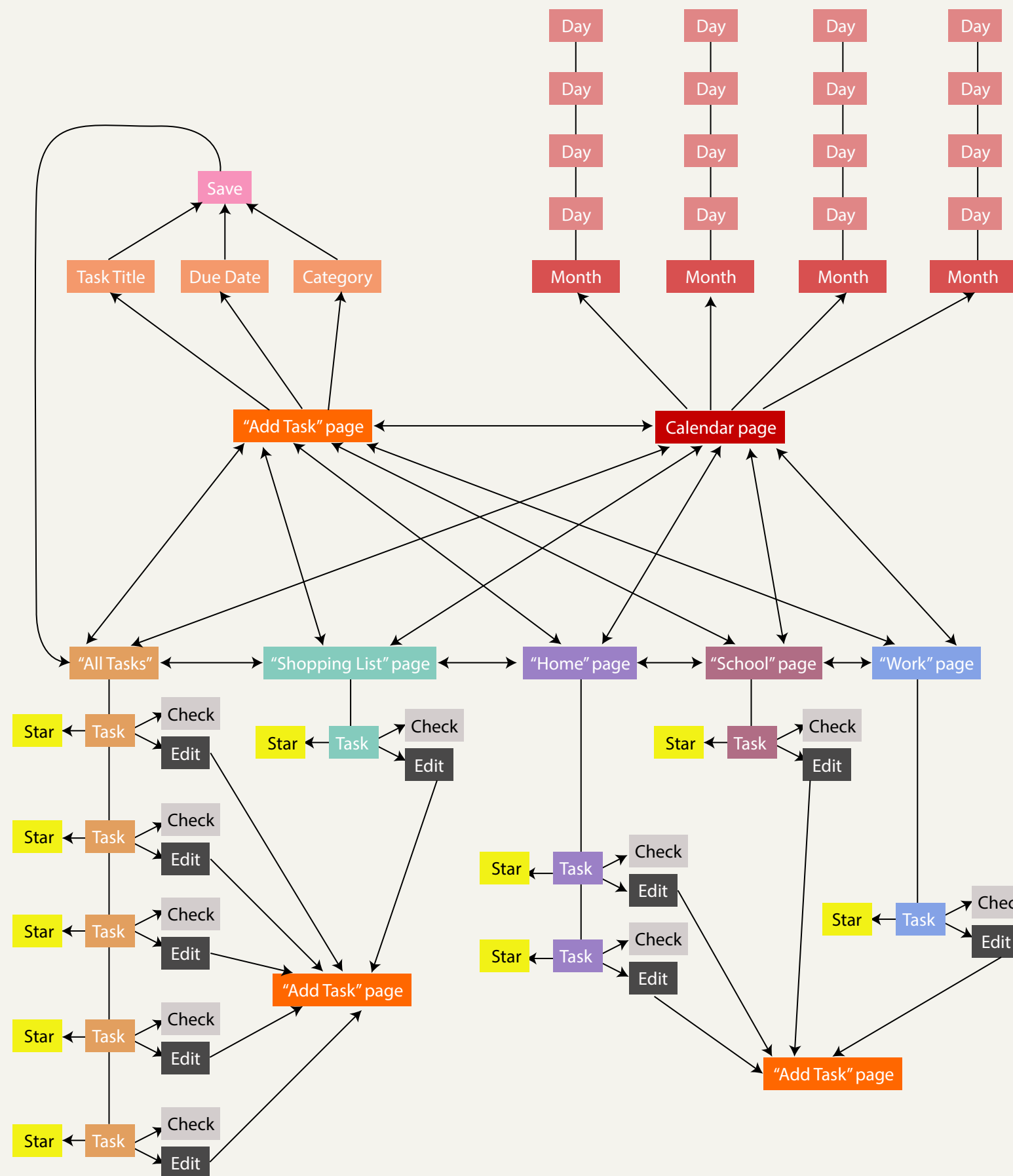
**Frustrations**

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

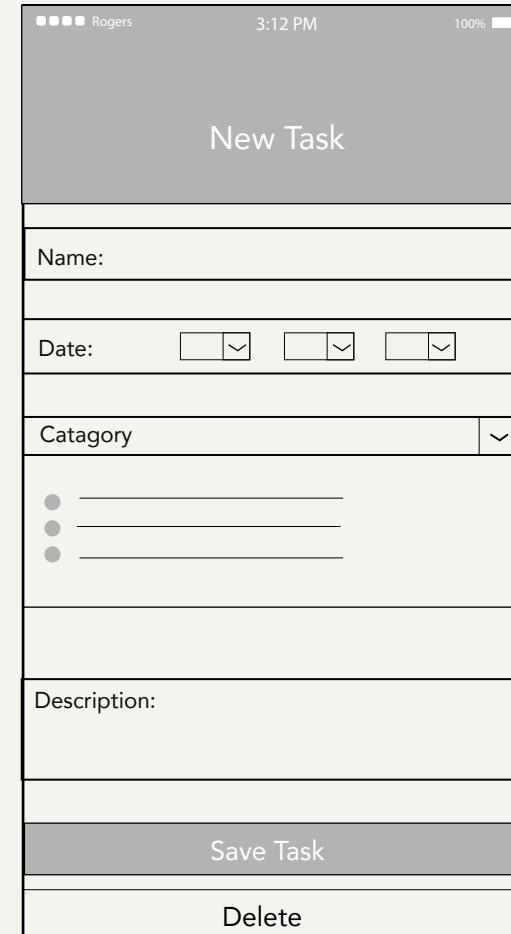
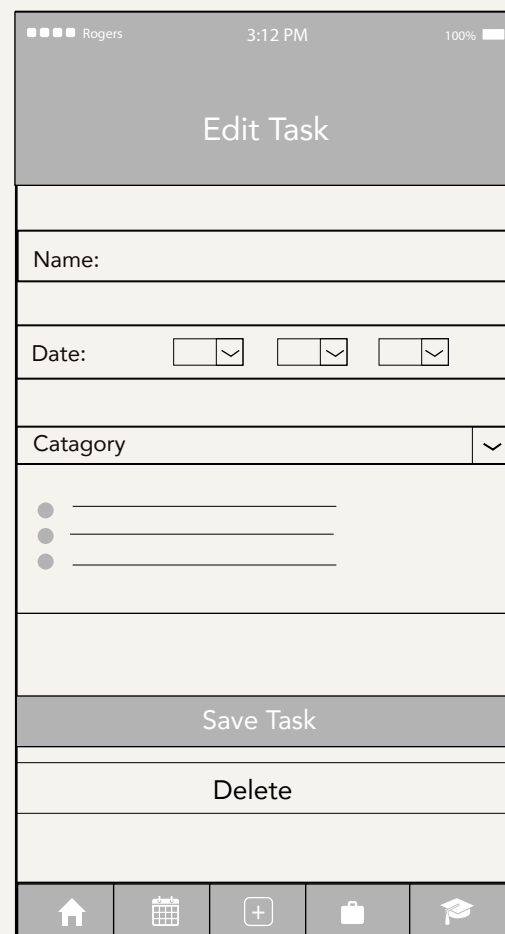
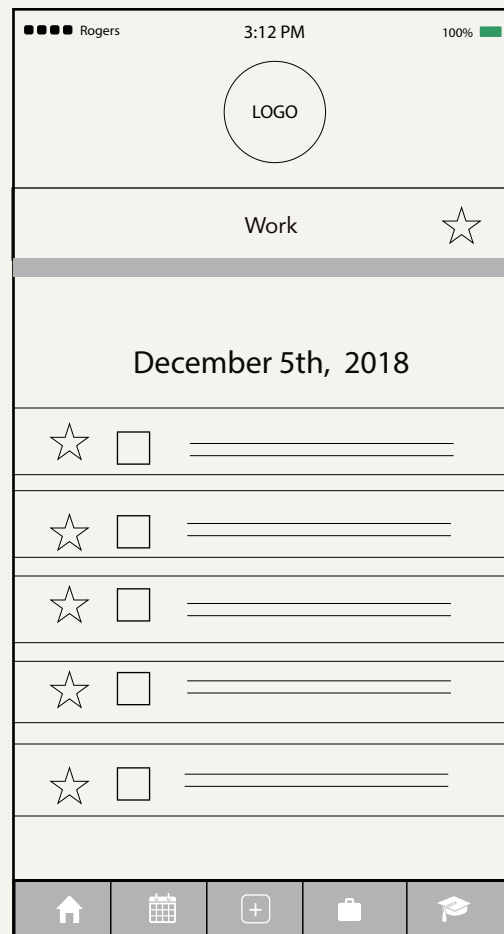
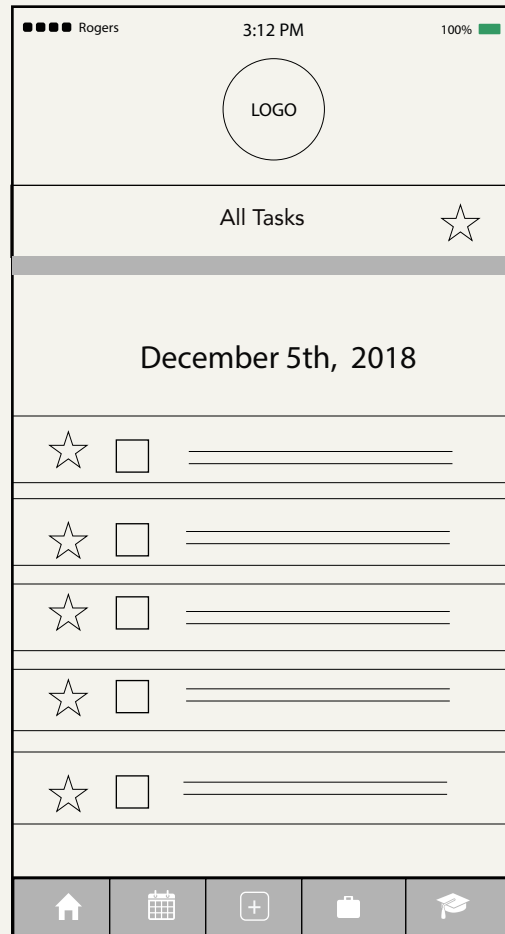


By: Melanie Valledor

# Wireframes

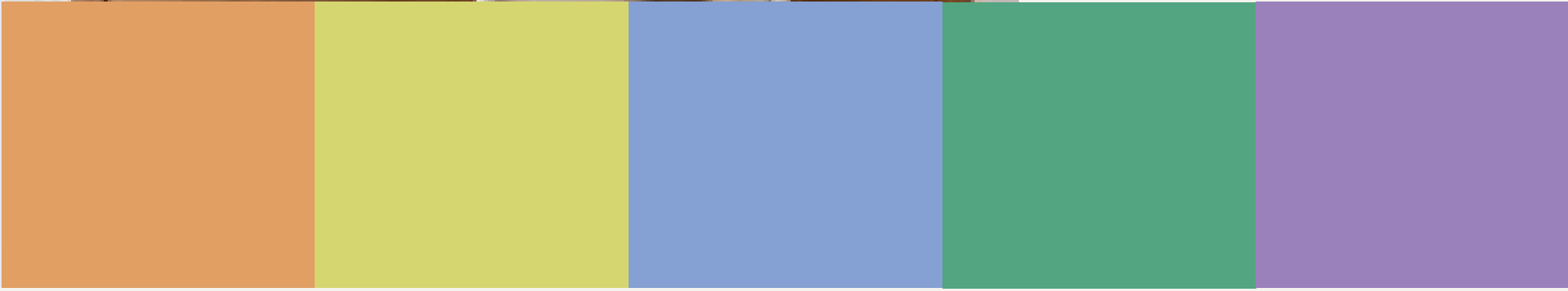
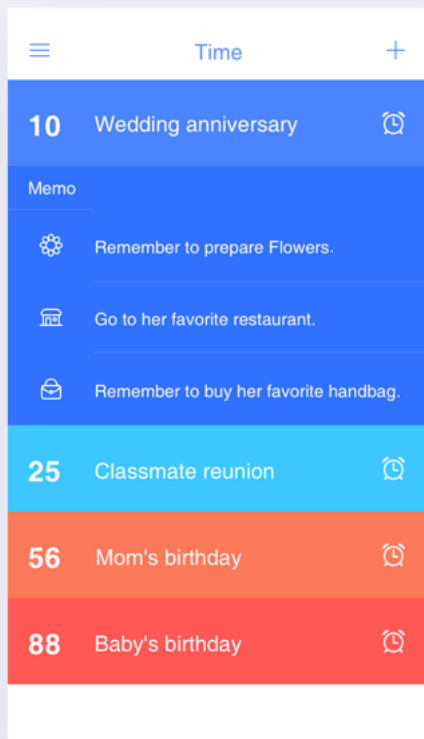
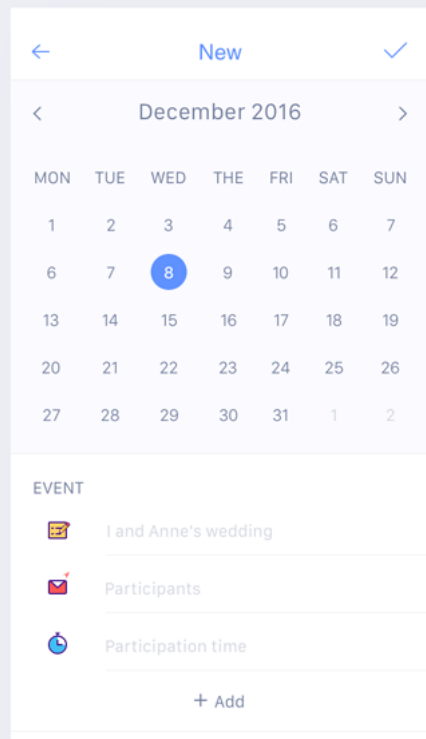


# Journey Map



By: Abigail Daniel

# Wireframes



# 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

#b06e86

C: 31 R: 176  
M: 65 G: 110  
Y: 31 B: 134  
K: 2

#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



# 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



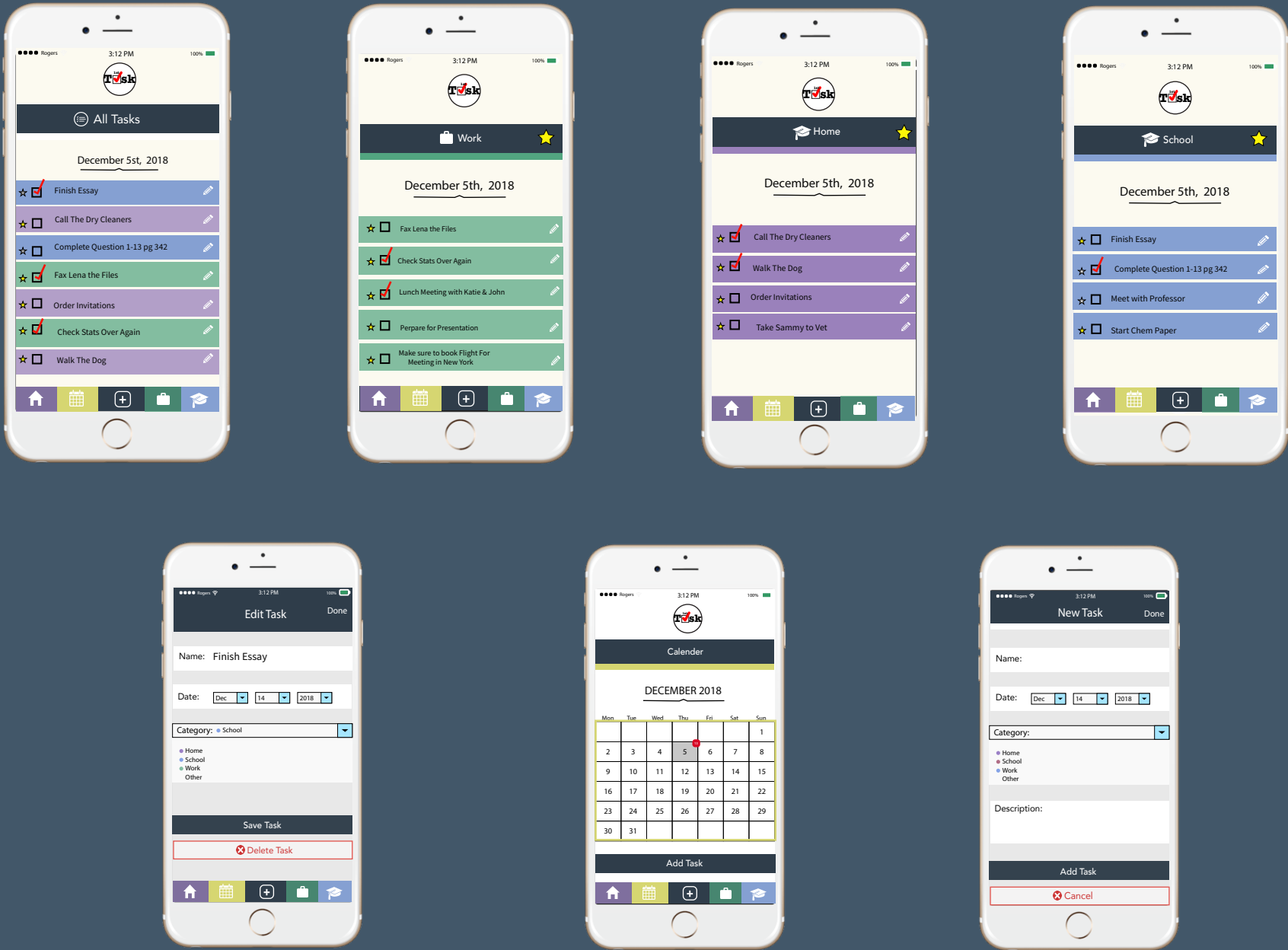
do **NOT** change shape  
of check box



# Icons

# Interface Design

(All Screens)



By: Abigail Daniel