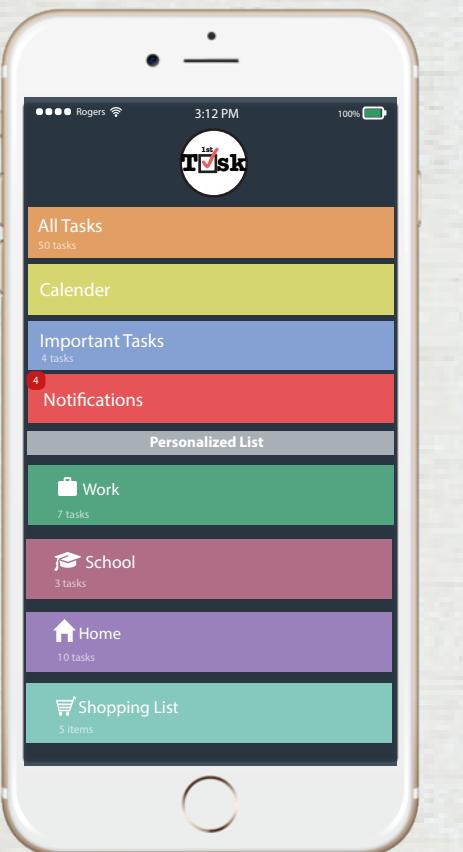




Logo



Colour Palette



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

Typography

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

#425769

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

#e29f64

C: 10 R: 226
M: 41 G: 159
Y: 68 B: 100
K: 0

#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

#e65458

C: 4 R: 230
M: 82 G: 84
Y: 62 B: 88
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

#86c9bc

C: 47 R: 134
M: 2 G: 201
Y: 30 B: 188
K: 0

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



do NOT change the color
of the checkmark

do NOT change the font
of the checkmark

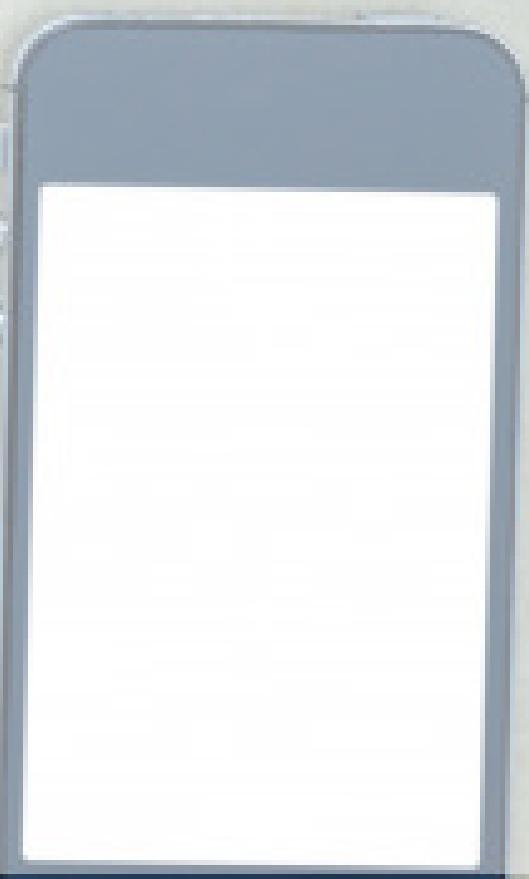
do NOT change the color
of the circle

do NOT change shape
of check box

Mood Board



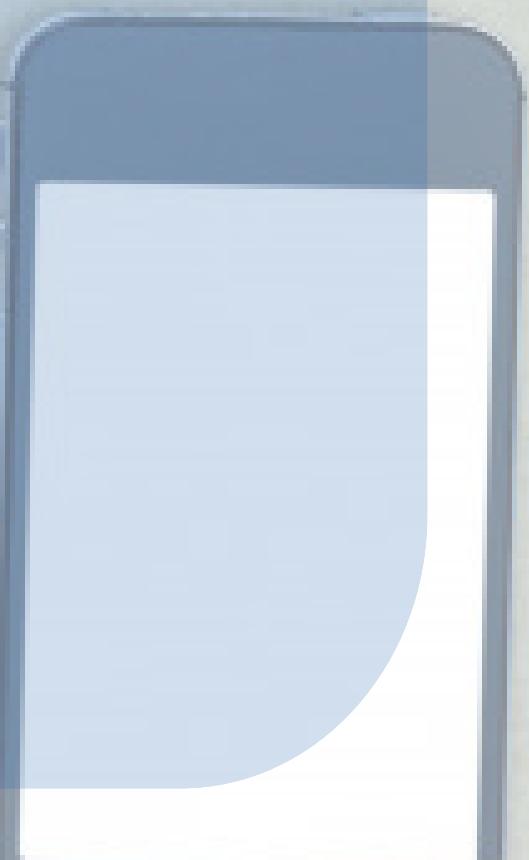
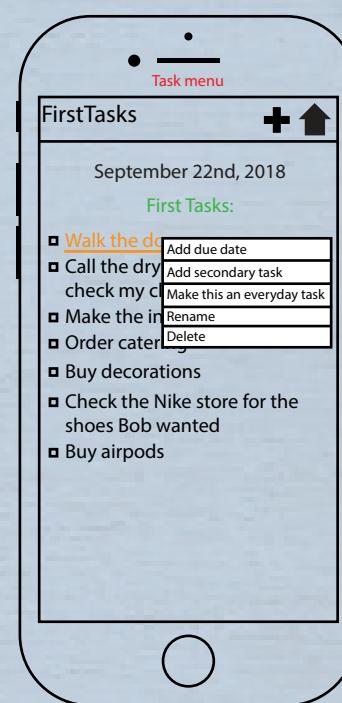
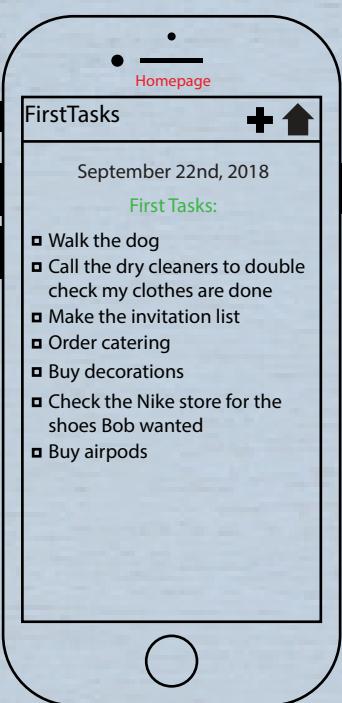
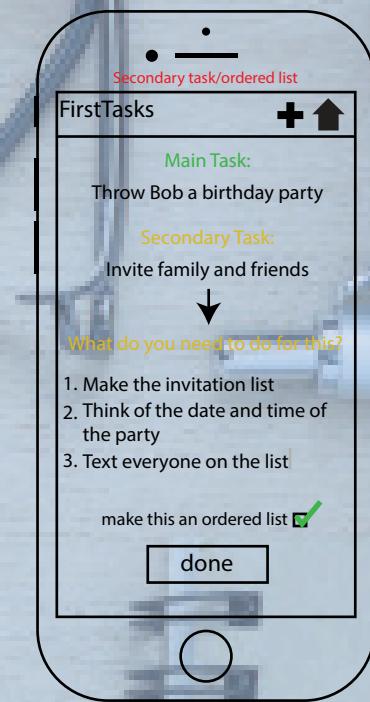
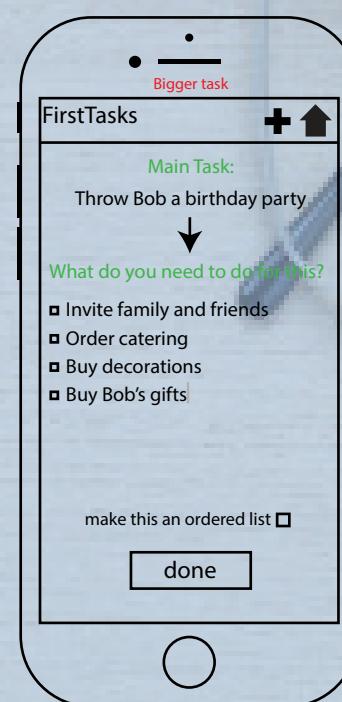
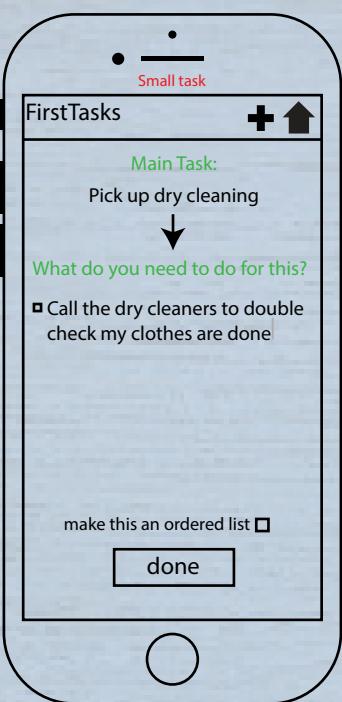
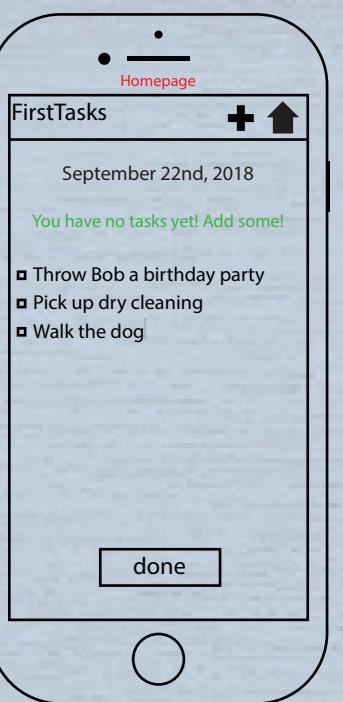
Icons



Wireframe Work

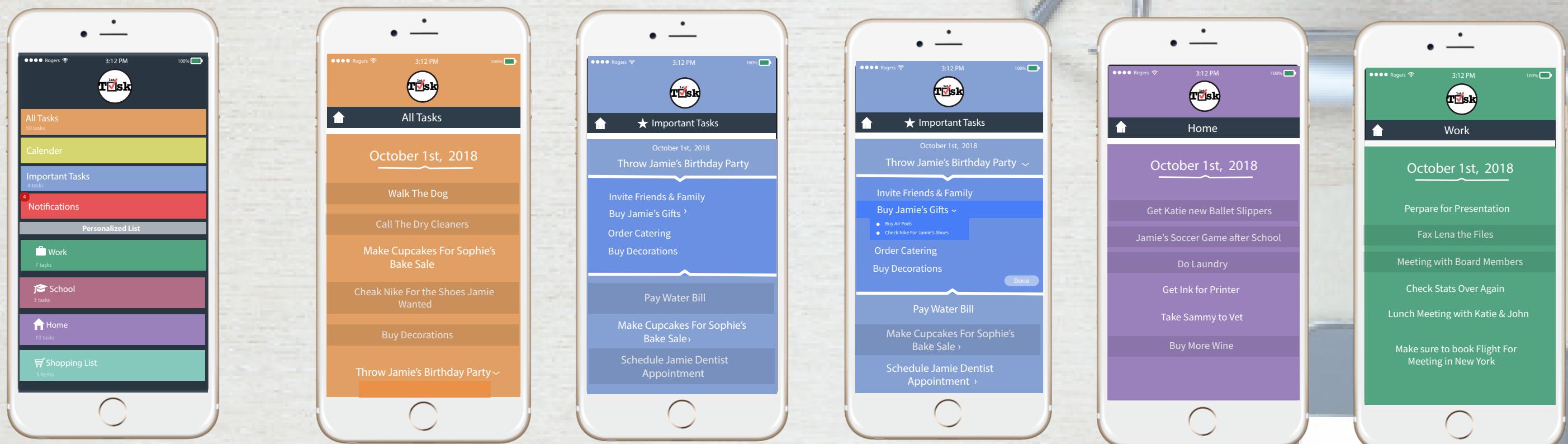
FirstTasks

App to help tackle big or small tasks/goals/projects

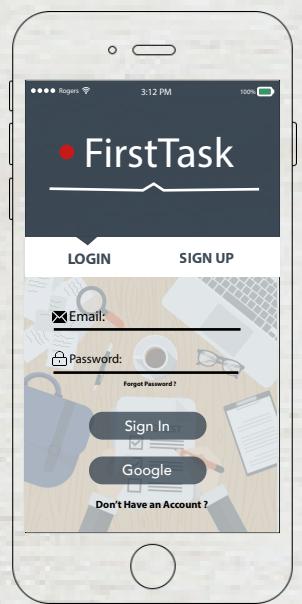


Interface Design

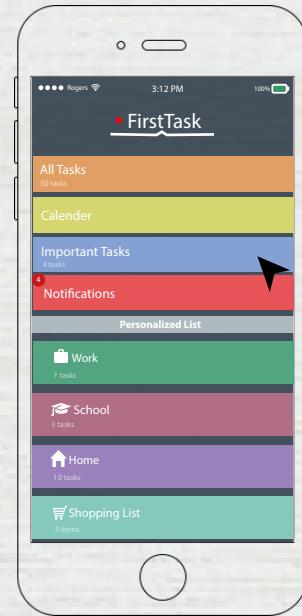
(All Screens)



Journey Map

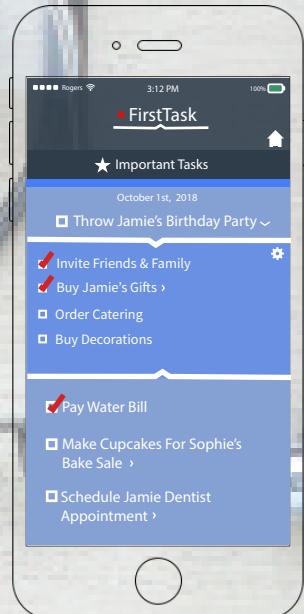


This is the login screen, its the first thing presented once user opens the app.



Once the user logs in a page with all list that contain there task will be shown.

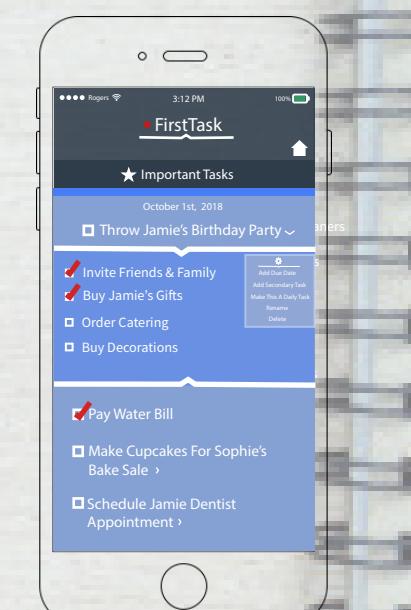
On this screen the All Task list is selected



After the user has selected the list they want, they are taken to a page where all there tasks are located.



On this screen its shown that Task can have secondary task that will drop down. here you can add whatever task you need to do in order to complete the first task.



Displayed on this screen is a settings option in the task to give the user the ability the to edit, delete or add to any task they have.



Brand Promise



Taking one day at a time



Persona



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 organized, 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 photography
- Loves the outdoors

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

Personality
- hardworking
- passionate
- perfectionist
- creative



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 projects 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

Frustrations

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

Personality

- Smart
- Hardworking
- Intellectual
- Tech savvy



Tiffany Del Real
29
Nurse
Houston, TX

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 followers. 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

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

Personality
- Kind
- Responsible
- Fast-learner
- Social

