

To - do today

About the Company

To-do Today is a company that focuses taking everyday one step at a time. Allowing you to focus on all the things that you need to-do today! We know how stressful it can be looking at a monthly or weekly overview. Seeing all the tasks you need to complete across multiple days can really freak some people out. We wanted to create an app that mainly focused on each individual day. Having all your tasks for the day in one spot and also being able to categorize them as well.

About the App

(purpose)

Our main goal with this app is that we wanted to 'Take one day at a time'. We designed this app for those who love working hard but have just too many tasks to complete. We wanted our users to be able to focus on just one of their busy days at a time. Making sure they prioritize all their first tasks for the day. By creating this app we allow users to focus on all their 'firsts' for the day. Completing their first tasks in order to move on to the next (their next day).





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 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 | Personality |
| - Dogs | - hardworking |
| - Painting and yoga | - passionate |
| - Fashion and photography | - perfectionist |
| - Loves the outdoors | - 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 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.

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|-----------------|--------------------|
| Passions | Personality |
| - Photography | - Smart |
| - Reading | - Hardworking |
| - Fashion | - Intellectual |
| - Swimming | - Tech savvy |

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

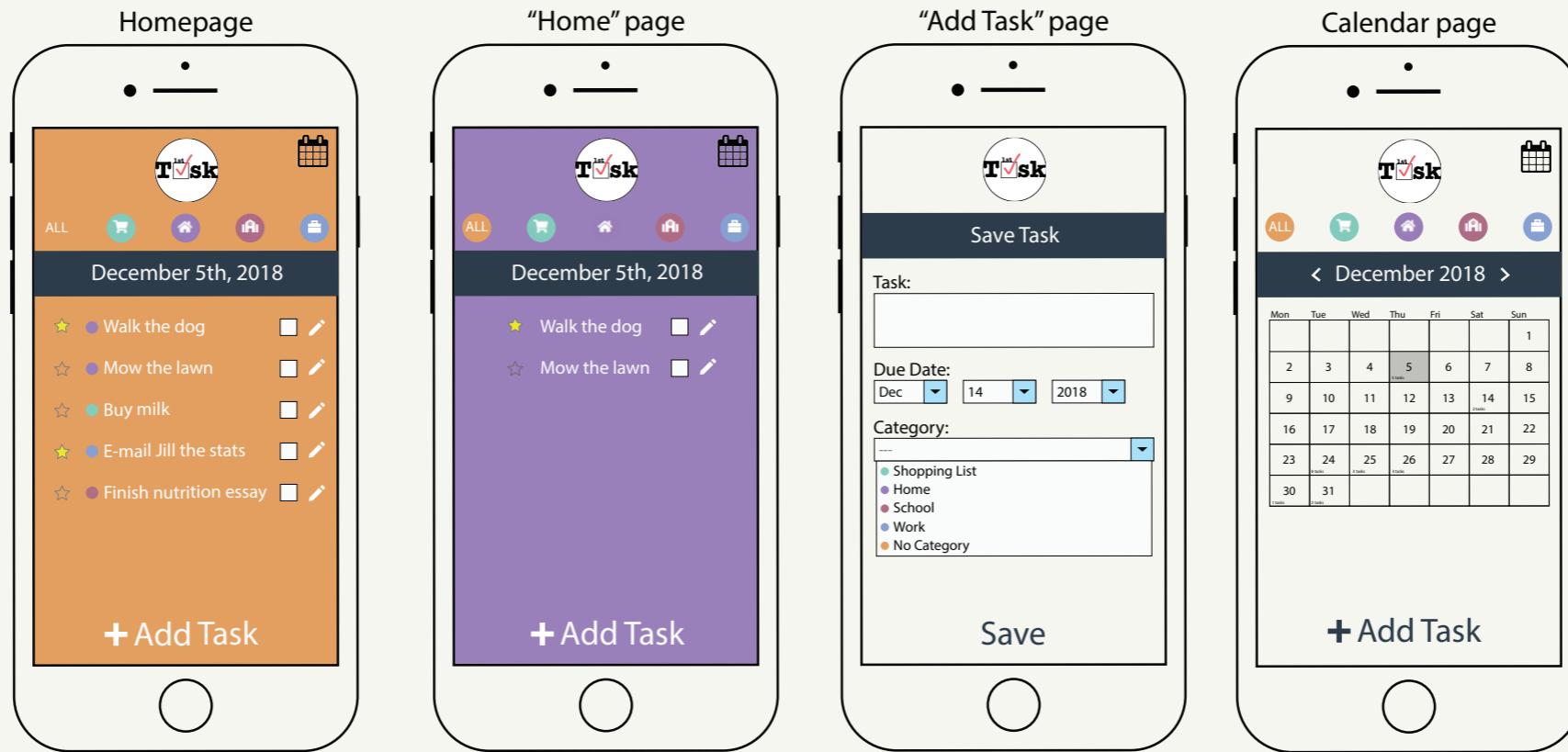


Tiffany Del Real
29
Nurse
Houston, T

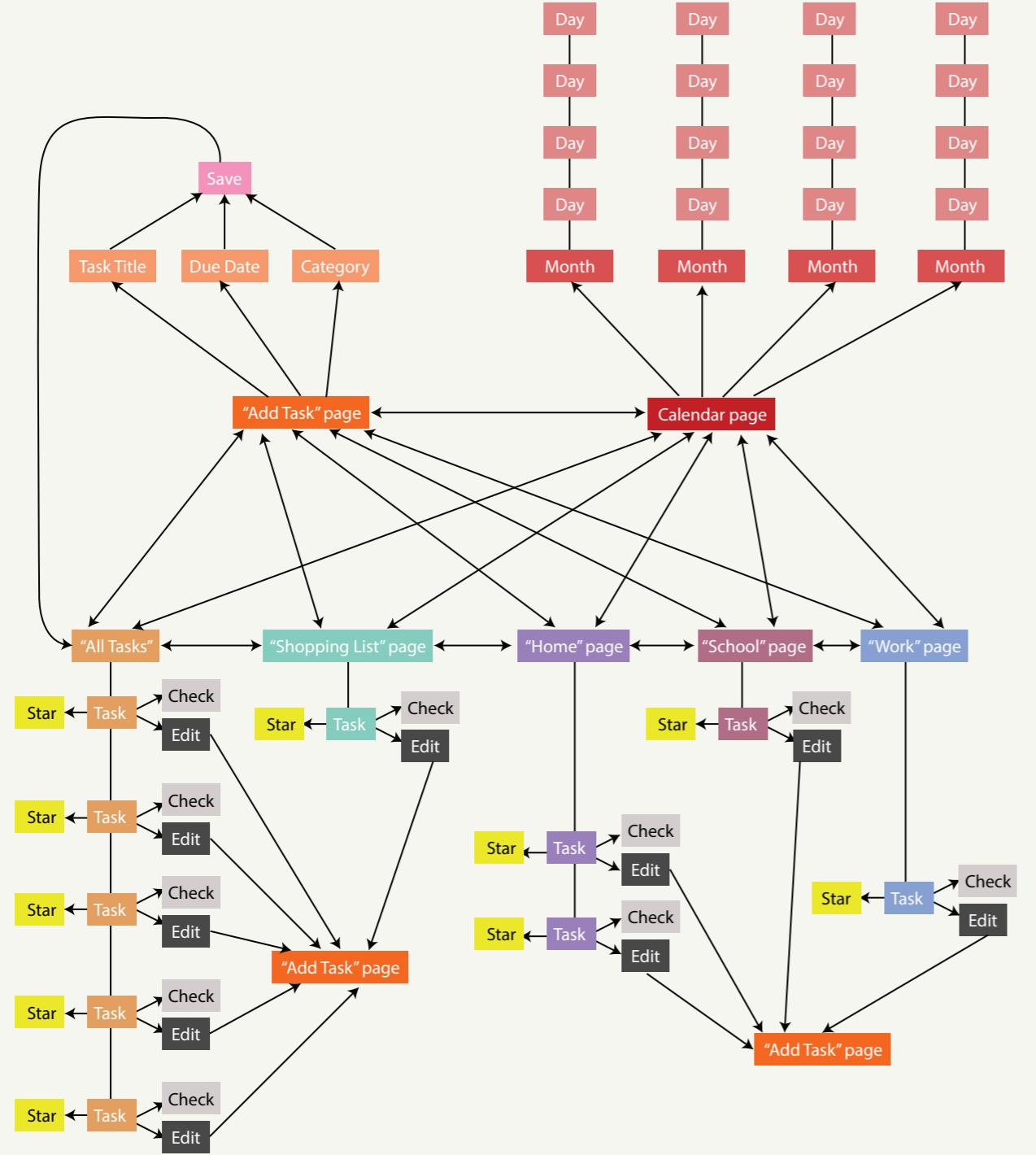
Tiffany is a nurse at one of the biggest hospitals in Houston. She is a single mom of one son who she lives with along with her boyfriend. She owns two cats, she loves to cook and when she is free she does modeling for her Instagram followers. She needs an app to keep track of her chores with her son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

- | | |
|------------------------|--------------------|
| Passions | Personality |
| - Cooking | - Kind |
| - Modelling | - Responsible |
| - Playing with her son | - Fast-learner |
| - Shopping | - Social |

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



Wirefames



Journey Map

The image displays five wireframes of a mobile application interface, likely for task management:

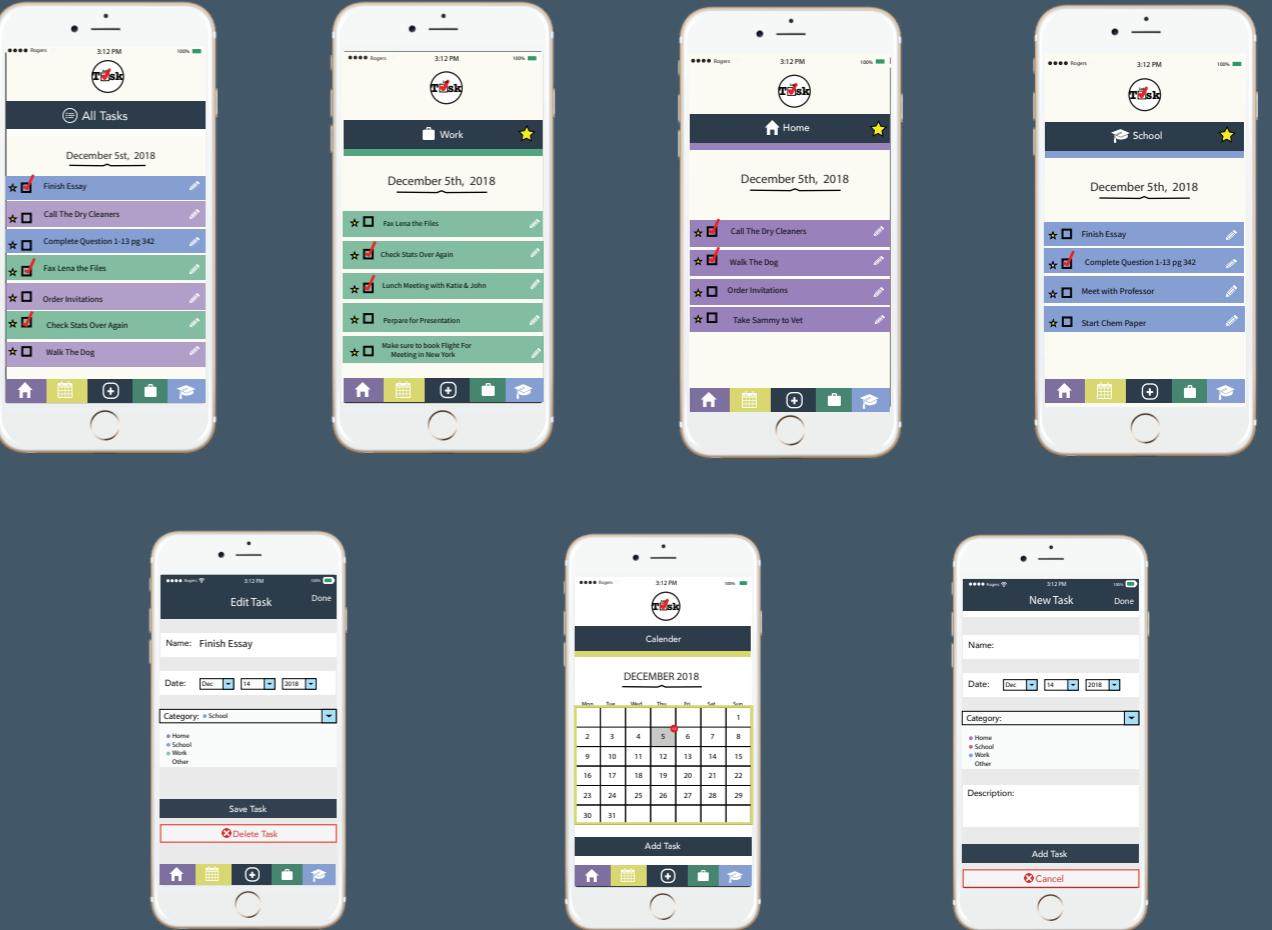
- Home Screen:** Shows a header with "Rogers" and battery level at 3:12 PM. Below is a circular "LOGO". A "All Tasks" section with a star icon is followed by a date "December 5th, 2018". A list of six tasks, each with a star, a checkbox, and a pencil icon, is shown. At the bottom are icons for Home, Calendar, Add Task, Bag, and Graduation.
- Work Screen:** Similar to the Home screen but with a "Work" section instead of "All Tasks". The date is December 5th, 2018. The task list and bottom icons are identical.
- Edit Task Screen:** A form titled "Edit Task" with fields for "Name:" and "Date:" (with three dropdown menus). Below is a "Catagory" dropdown and a list of three categories. Buttons for "Save Task" and "Delete" are at the bottom, along with the familiar bottom icons.
- New Task Screen:** A form titled "New Task" with fields for "Name:", "Date:" (with three dropdown menus), "Catagory" (dropdown), and "Description:". Buttons for "Save Task" and "Delete" are at the bottom, along with the familiar bottom icons.
- Calendar Screen:** Shows a header with "Rogers" and battery level at 3:12 PM. Below is a circular "LOGO". A "Calender" section with a star icon is followed by a title "DECEMBER 2018". A calendar grid for December 2018 is displayed, with December 5th highlighted in gray. The grid includes columns for Mon, Tue, Wed, Thu, Fri, Sat, and Sun, and rows for dates 1 through 31. At the bottom are icons for Home, Calendar, Add Task, Bag, and Graduation.

By: Abigail Daniel

Updated Wirefames

Interface Design

(All Screens)



By: Abigail Daniel



New ✓

< December 2016 >

MON	TUE	WED	THE	FRI	SAT	SUN
1	2	3	4	5	6	7
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

EVENT

I and Anne's wedding

Participants

Participation time

+ Add

A calendar interface showing the month of December 2016. The 8th is highlighted. Below the calendar, there is a section for events, listing "I and Anne's wedding", "Participants", and "Participation time". At the bottom, there is a "+ Add" button.

Time +

10 Wedding anniversary

Memo

Remember to prepare Flowers.

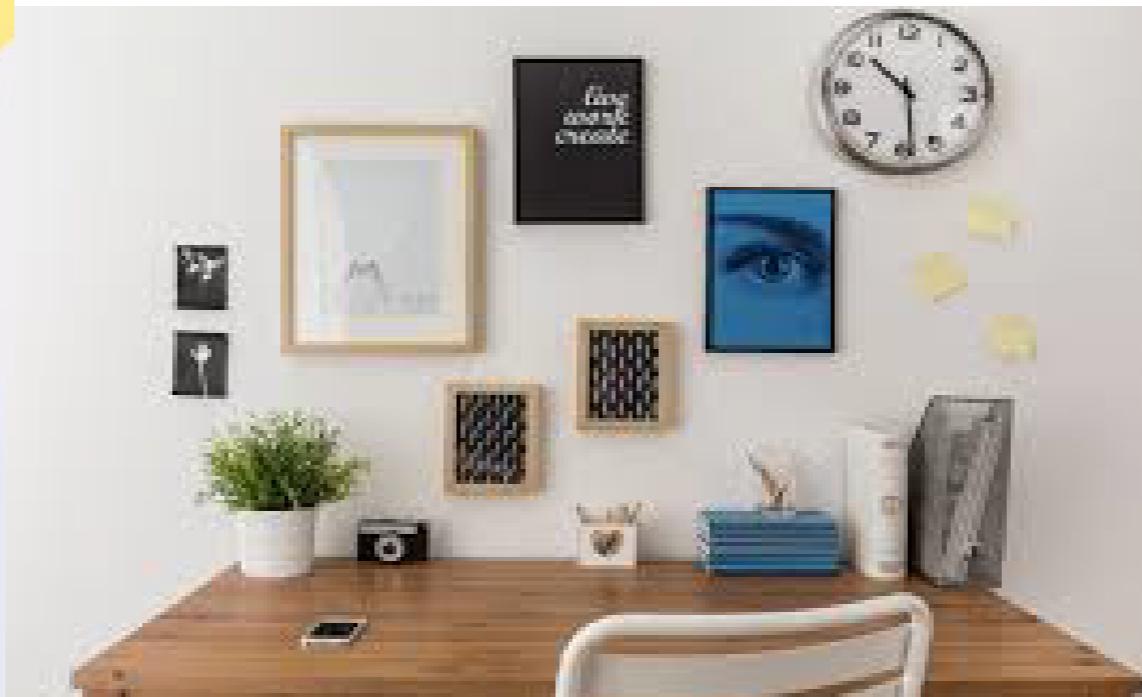
Go to her favorite restaurant.

Remember to buy her favorite handbag.

25 Classmate reunion

56 Mom's birthday

88 Baby's birthday

A mobile application interface for managing events. It shows a list of events with their dates and names. The first event is "Wedding anniversary" on December 10th, with three memo items: "Remember to prepare Flowers.", "Go to her favorite restaurant.", and "Remember to buy her favorite handbag.". The second event is "Classmate reunion" on December 25th. The third event is "Mom's birthday" on December 56th. The fourth event is "Baby's birthday" on December 88th.

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

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

#ffffff

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