**Team: Alderbaran**

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**Project: Carpe Diem**

**Project Vision**

Our project’s vision is to create an application that will help organize every aspect of one’s busy life. The goal is to essentially compact all the necessary tools to develop a productive and balanced lifestyle. Some functionalities of our system will include calendars, to-do lists, notes, habit trackers such as sleep, workout, and eating. One main affordance of the system will be being able to switch from different modes such as work, school, sports, and personal. In addition, the app would be able to be shared between friends, family, co-workers, and more to help coordinate schedules. A constraint we would implement is that users' information will not be shared with other users until the request is accepted.

When the user first opens the app, there will be an option to make an account or login. Once the user makes an account with a username and password, they will be able to access the app. The main screen will include upcoming events in their calendar, high importance to-do lists and notes, in addition to any important functionality wanted by the user. The user can choose which functionality to pin the main screen. The amount of screens may vary because the app is customizable to the user’s needs. One of the main functionalities is being able to switch between different ‘modes’ in order to keep different parts of the user’s life organized separately. In each mode, there would be the basic functionalities needed in every part of life such as calendar, to-do lists, and notes. However, other functionalities can be added and customized as needed from page templates. Additionally, there will be shared sections of the application where users can share functionalities with friends, family, co-workers, etc. Users will then be able to see what other users share with them.

**Usability Problem**

In most societies, humans begin receiving responsibilities the second they can start helping with household chores. We typically start school by age 5, and our first job (at least in the United States) is around 16 years old. If we’re pursuing college, we have extracurricular activities throughout middle school and high school. Juggling responsibilities is no easy task especially once we’re managing work, education, personal obligations, and extracurriculars. Eventually we’ll experience an added complexity: relationships and managing dependent schedules. Waking up and knowing what is a priority is difficult to work through without having a complete view into everything going in our lives. We often miss deadlines because we forgot about a commitment, double-book ourselves because our work calendar is separate from our personal one, and rely on several apps to manage all these different to-do lists. People are desperately in need of a complete view into all of our responsibilities so we can stay on top of our day-to-day lives and go to sleep feeling successful.

**Target Audience**

The target audience that we intend to reach are young adults with busy lives, specifically college students. Our app is made to help users stay organized and on top of their tasks. College students have a handful of things they need to keep track of, like homework, exams, deadlines, work, or sports. Our app will be perfect for people with busy schedules that need one place where they can keep track of everything and refer to.

85% of college students own a smartphone. Typing a task into the app on the go or getting reminders on your phone of an upcoming deadline fits the busy lifestyle of a student and provides them the convenience they need. Some people do prefer paper planners, but technology is quickly advancing and more universities are adopting online educational methods. Our app is accessible on any smartphone or laptop that most college students have. Ever since the coronavirus outbreak, our education system has undergone drastic transformation. The pandemic pushed universities online, and quickly all students had to adjust to remote learning and online classes. Our app provides college students comfort during this very confusing time; they can easily access an organized, concise version of their life through our app on a phone, tablet, or computer.

**Facts & assumptions**

What we know about the problem space is that a lot of people procrastinate. According to a [study](https://medium.com/darius-foroux/how-common-is-procrastination-a-study-80869467c3f3#:~:text=With%2088%25%20of%20the%20workforce,more%20common%20than%20we%20assume.) by Darius Foroux, 88% of survey respondents admitted to procrastinating at least one hour per day. We also know as iPhone users that the Reminders app has some eye-catching features like location-based alerts, but really falls short as a planning and time management system. There are many to do list apps on the market. An exact number isn’t known, but searching “task manager” in the Apple App Store produces a near infinite scroll of possibilities. Since it is a crowded market, our application needs to provide people with an extra factor that exceeds competitors. Since we are a product of our habits, we believe that providing people with a to-do list manager and a habit tracker will ultimately be the one-stop-shop everyone wants from a product. We also fall within our own target audience, so we believe that we know what someone in our target audience wants in a productivity application.

We have to assume that the target audience that we are trying to reach uses an iPhone or laptop of their own, although most likely since they are college students they have one or the other. Another thing that we are assuming is that people will use our app over another. As there are a lot of productivity applications out on the market, we are assuming there is a void that we will fill. There are a few things that we will need to engage with our target audience in order to figure out. We need to inquire with our target audience to find exactly what other applications are lacking. By doing quick research we can infer, but until we actually engage with those who we are marketing our application towards we will not know for sure. There are so many different products out there, that it will take some serious research to find out exactly what will separate our product from someone else’s. We also need to find out what is the single most important aspect of a successful productivity application. That will allow us to make sure that we include that as a part of our application. We want users to be able to do everything from our application without the need for a competitor’s application, as a means to fill a void for something our product does not have. Another important thing to figure out is if our target audience prefers lots of features, or if they prefer simplicity with just a few key features.

**Merit & contribution**

Our project was created and designed with students just like us in mind. The idea behind the app comes from our personal experience of being a busy student, employee, athlete, and much more. Every feature was thoughtfully added because we believe it will be beneficial in helping balancing one’s busy life. We would like to pursue this project because we feel this application is able to compact all the necessary tools to be successful in an easy-to-use, all-inclusive app.

**Team Success**

Our team will be successful because we are all potential users of this app. We live busy lives and therefore deeply understand the problem space which means we will all bring creative solutions to the table.

Some unique experiences we all bring to the table that will contribute to our success as a team:

* Kayla Hunter is a Product Manager in her full time job and has experience doing user research and design.
* As a former editor-in-chief of her school’s newspaper and yearbook, Abby has experience conducting and analyzing interviews.