



# AYESHA KHAN

## PROJECT MANAGER

AGE: 28

LOCATION: LAHORE, PAKISTAN

TECH SAVVINESS: HIGH

INCOME: 90K

### Goals:

- to manage multiple projects efficiently and meet deadlines.
- to maintain a healthy work-life balance by prioritizing tasks.
- to track progress on both professional and personal goals.

### Motivations:

- ayesha is driven by the need to be organized and efficient in her work.
- she seeks tools that help her streamline her daily activities and ensure nothing falls through the cracks.
- she values apps that provide insights into her productivity and help her improve over time.

### Scenario:

#### Title: Staying On Track

Ayesha Starts Her Day By Opening The TōDō App, Quickly Adding Tasks Like "Prepare Client Presentation" And "Attend Team Meeting." She Checks Her Daily Tasks To Prioritize Her Work.

Throughout The Day, Ayesha Marks Off Completed Tasks, Watching Her Progress Bar Fill Up, Which Motivates Her To Stay On Track. She Also Reviews Her Monthly Goals, Like "Complete Phase 1 Of Project Alpha," And Adjusts Her Tasks To Ensure She's Making Steady Progress.

At The End Of The Day, Ayesha Feels Accomplished As She Reviews Her Completed Tasks And Plans For The Next Day, Confident That She's On Top Of Both Her Daily And Monthly Goals.

### Challenges:

- overwhelmed by the number of tasks and deadlines.
- difficulty in keeping track of progress across multiple projects.
- struggles with maintaining consistency in achieving long-term goals.

### Behaviour:

- ayesha starts her day by reviewing her to-do list to prioritize tasks.
- she frequently checks her progress throughout the day to stay on track.
- at the end of the day, she reviews what she has accomplished and plans for the next day.
- she also sets monthly goals to ensure she is working towards long-term objectives.

# Font

Heading- Poppins

Body- Lato

# Logo



# Colours

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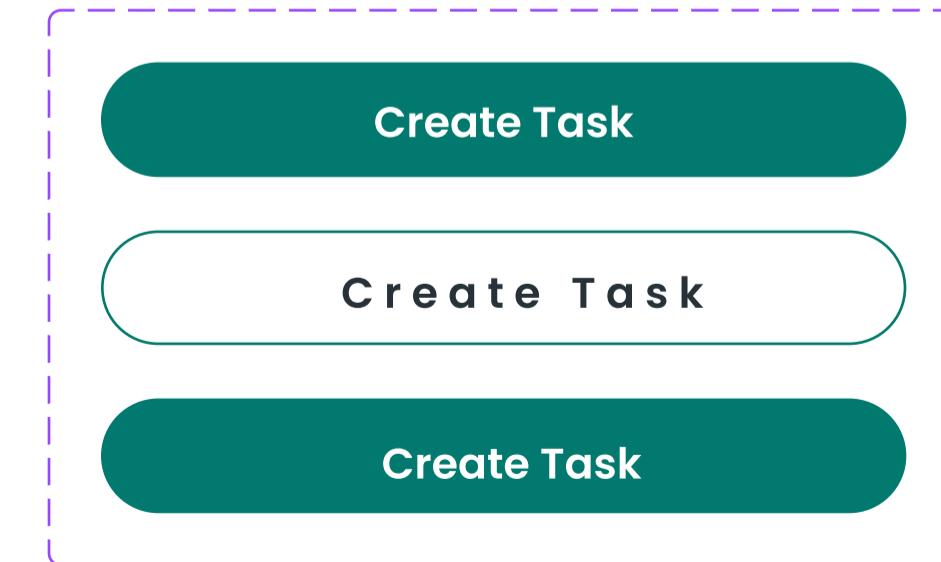
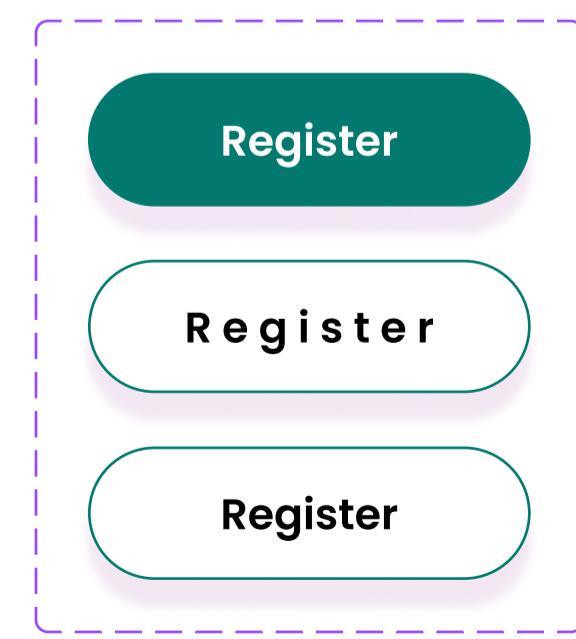
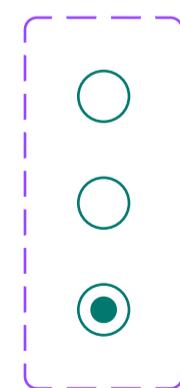
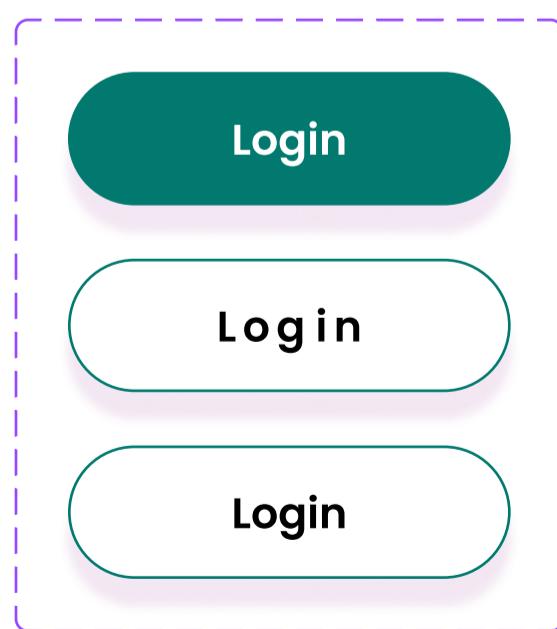
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# Components





# TōDō



# Welcome To TōDō

Your Journey To Organized And Stress-Free Days

Starts Here!

**Let Start**



# Login

Please Signin To Continue

Enter Username



Enter Password

**Login**

Don't Have An Account? [Signup](#)



# Create Account

Enter Username



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Enter Password



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Enter Password

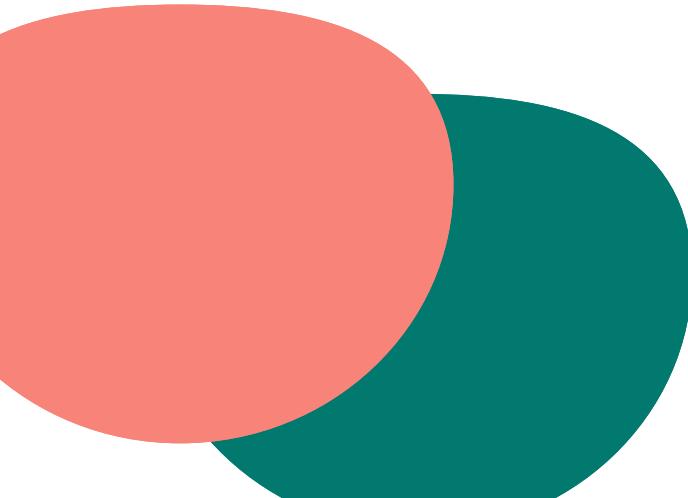


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**Register**

Already A User? [Login](#)

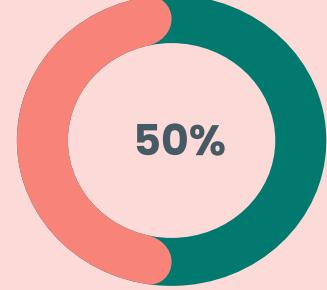


26 C

11 August 2024

# Ready To Conquer The Day!

We're **Half** Way  
There.

[View Tasks](#)  
50%

## Today's Schedule

[View All](#)

### Meeting With The Team

8:00 AM To 9:00 AM



### Buy Groceries

7:00 PM To 7:30 PM

### Reply To Pending Emails

10:00 AM To 10:30 AM

### Lunch Plans With Sara

1:00 PM To 2:00 PM



### Take A 10 Mins Walk

11:00 AM To 11:10 AM

### Take Austin To Vet

8:00 PM To 9:00 PM



### Water Sebastian

10:00 PM To 10:30 PM





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## AUGUST GOAL'S



Meeting With The Team



Reply To Pending Emails

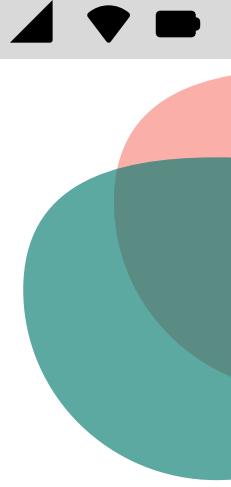


Take A 10 Mins Walk



Buy Groceries





## Create New Task

### Task Name

Pick Up Groceries

### Date

11-Aug-2024



### Start Time

9:00 AM



### End Time

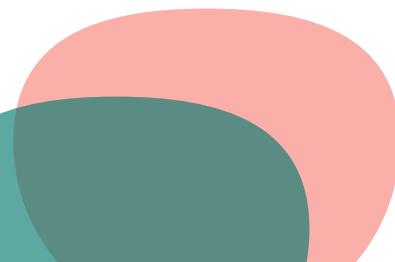
9:00 PM



### Note

Make Sure To Pick Up Cucumbers

Create Task





# Hania Asif

hania\_asif

UX/UI Designer

## Today's Progress

50%

20

Task Completed

5

Task Pending



Reward



Support



Language



Setting



Logout





# Notification

**3 Unread Notification**

[Clear All](#)

New Task Added: Finish Report By 5 PM

17 Meeting Scheduled For Tomorrow At 10 AM.

Action Required: Your Task 'Prepare Presentation' Is Overdue! Please Address It Immediately

Task Completed: Submit Assignment.

17 Reminder: Project Deadline In 2 Days.

Task Completed: You Marked 'Send Email Report' As Done.





# Login

Please Signin To Continue

Enter Username

 abc@email.com

Enter Password

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Login

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## Create New Task

### Task Name

Pick Up Groceries

### Date

11-Aug-2024



### Start Time

9:00 AM



### End Time

9:00 PM



### Note

Make Sure To Pick Up Cucumbers

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