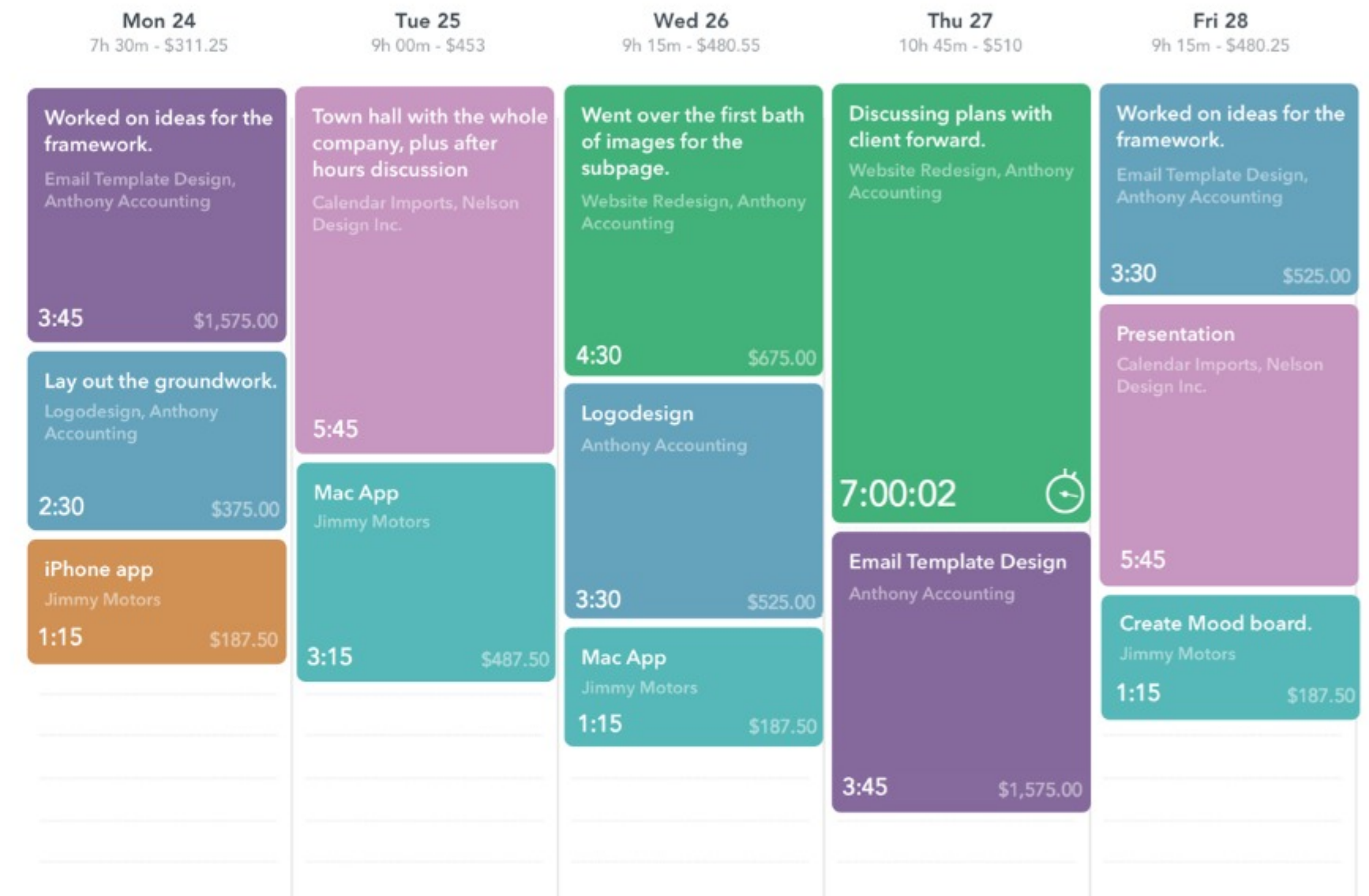
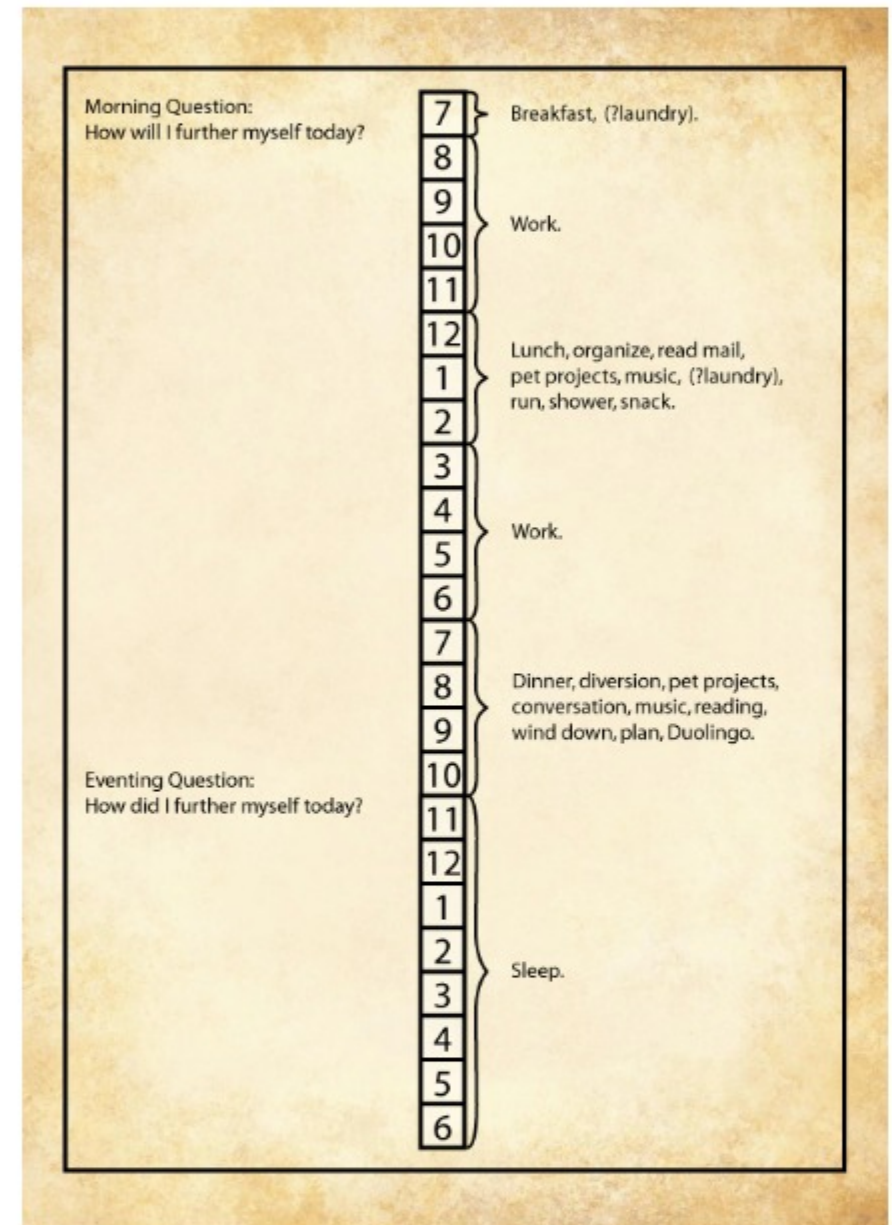


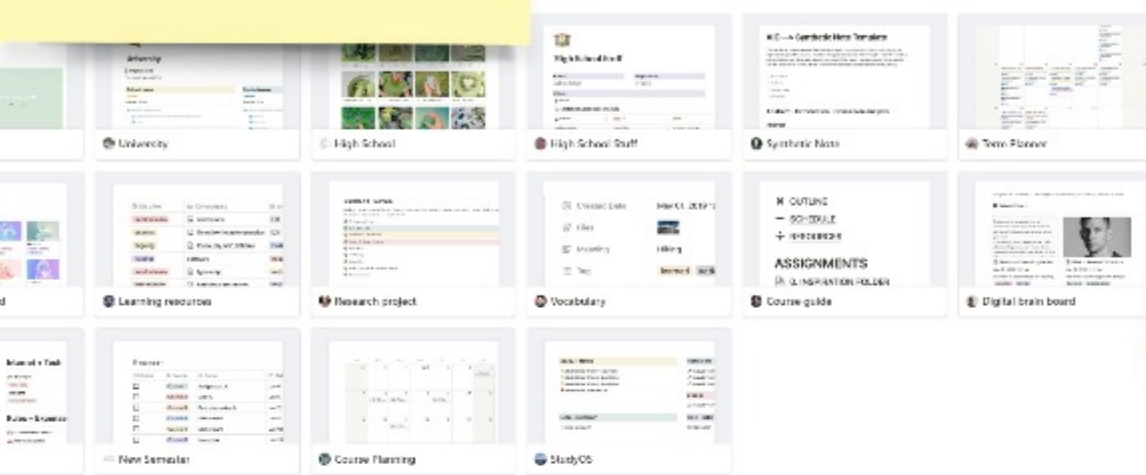
Figure out constraints

Tie in solutions with first principles





Modularity



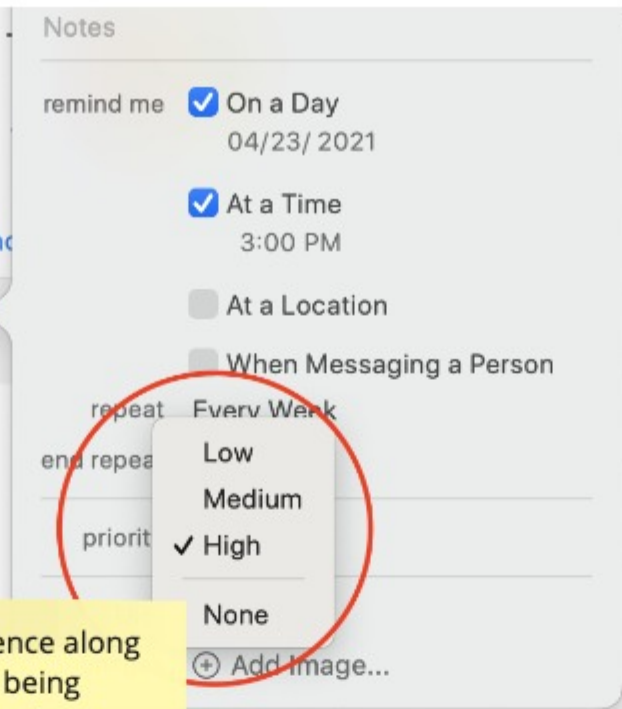
Reminders

6 Completed

!!! FILL OUT MWAY SLIDES FOR STAFF MEETING
4/23/21, 3:00 PM, Weekly

Simple to use

Convenience along with being somewhat engrained in our daily lives by being the default on a mobile device

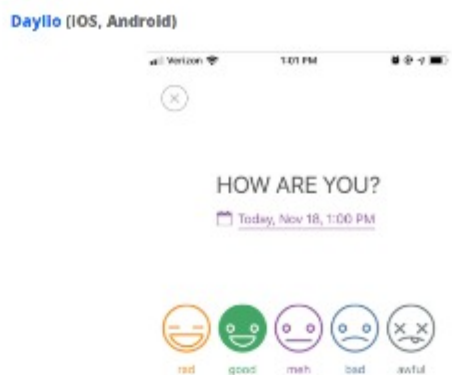


Some key points for making a good app

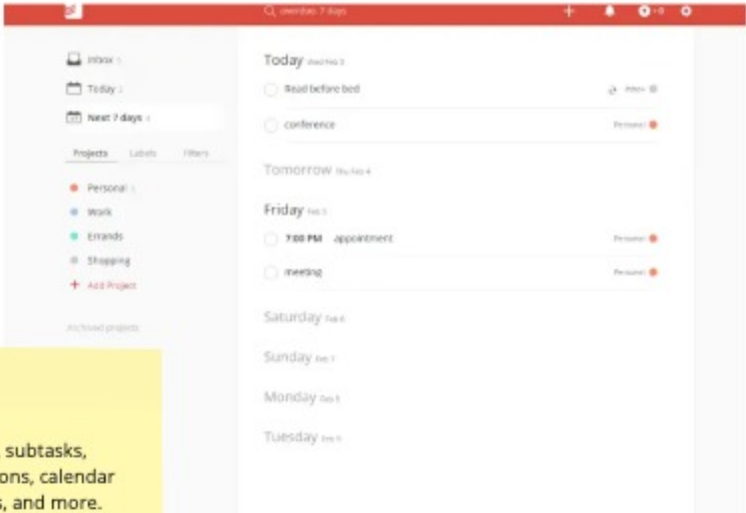
- **Easy entry:** If it takes more than a couple of clicks or taps to add a journal entry, chances are you're not going to do it.
- **Pleasant interface:** A minimalist, uncluttered interface helps you focus on your thoughts and makes journaling a pleasant experience.
- **Reminders:** Perhaps the biggest challenge to journaling is remembering to do it. Automatic reminders help you keep up the habit.
- **Exporting:** Just in case the app stops being developed or you want to move to a different journaling platform, you'll want to be able to export your entries in a format other programs can read, such as PDF or RTF.
- **Syncing:** Syncing will make sure your journal's up to date no matter what device you're using.

• **Price:** We eliminated some apps because of the high price. It shouldn't be expensive.

Quick and easy way to track mood and other things



Todoist:
- Can create tasks, subtasks, projects, notifications, calendar entries, reminders, and more.
- Ability to share notes
- One account can be used by many users (team)
- It is clean and simple



ability to easily reschedule incomplete tasks

ability to build integrations using IFTTT, Integromat, GCal, etc.



puts things in scale

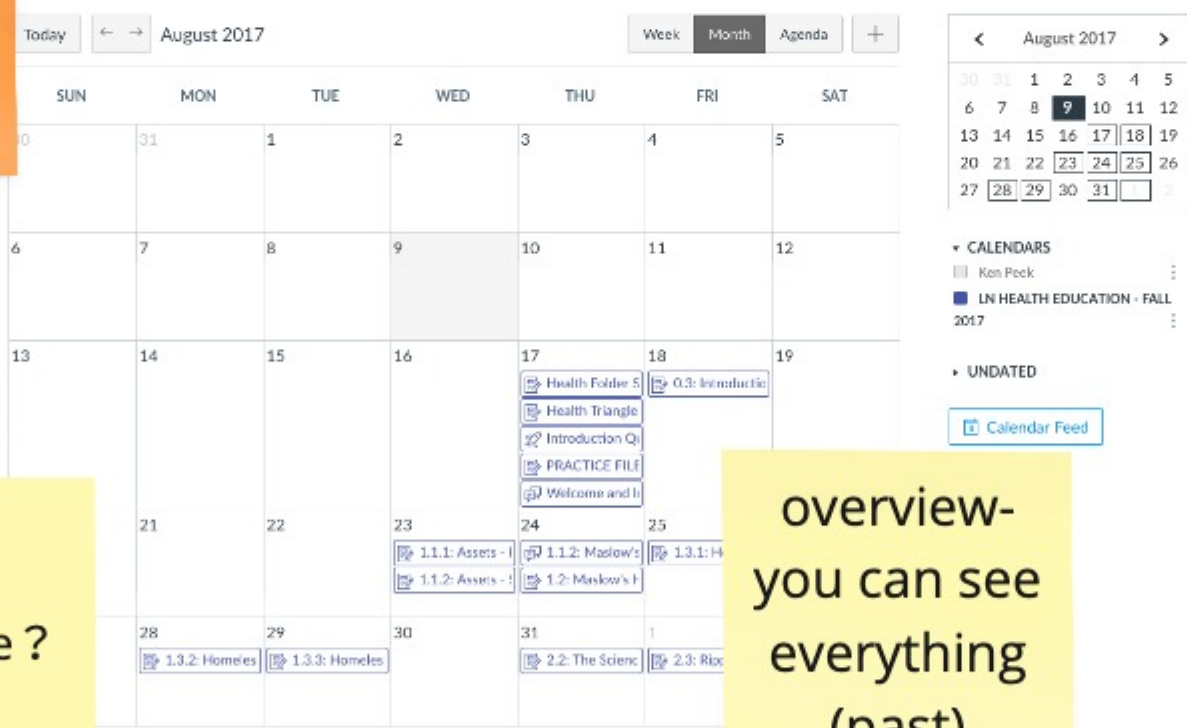
novelty

sectioning parts of the day

all tasks look the same

filtering is nice

Coordinate ?



overview- you can see everything (past)



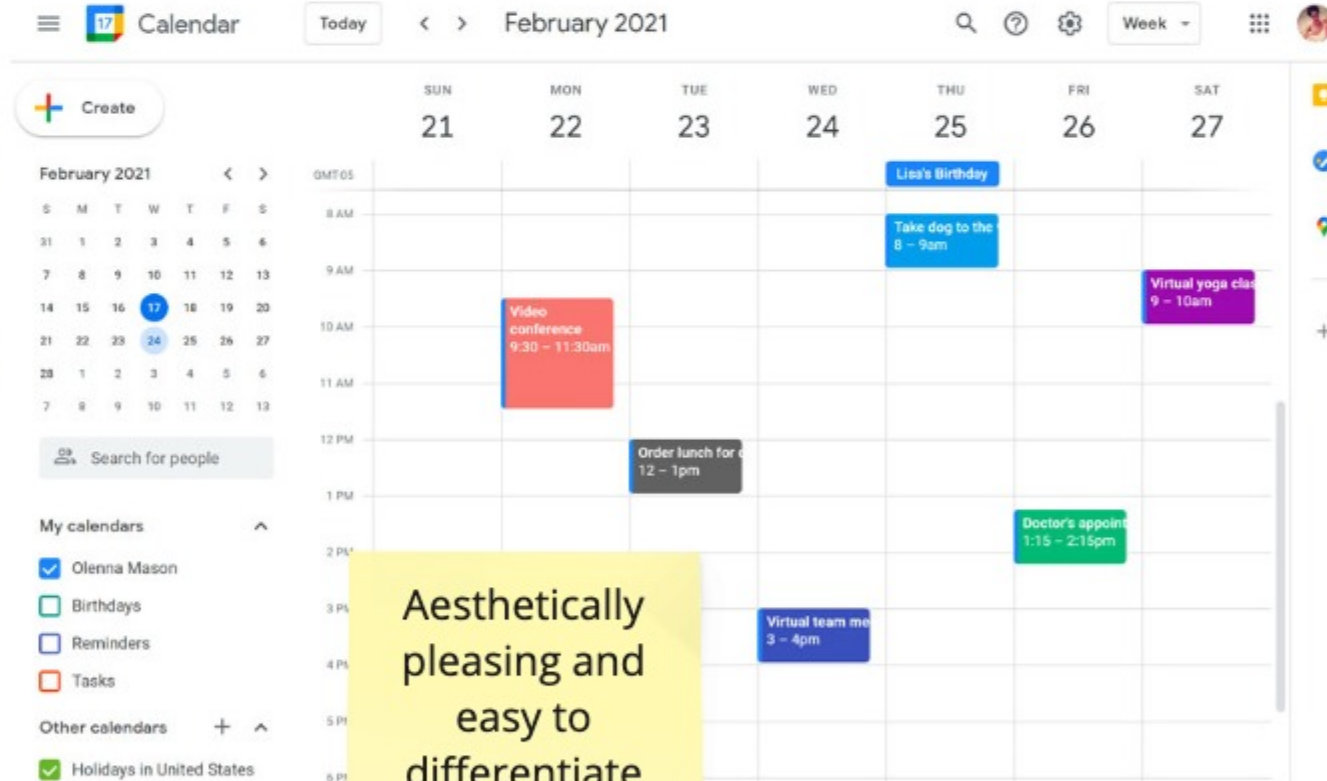
progress bar

self-assigned priorities and difficulties

gamification + group accountability

Incentive to complete tasks

non-immediate punishments

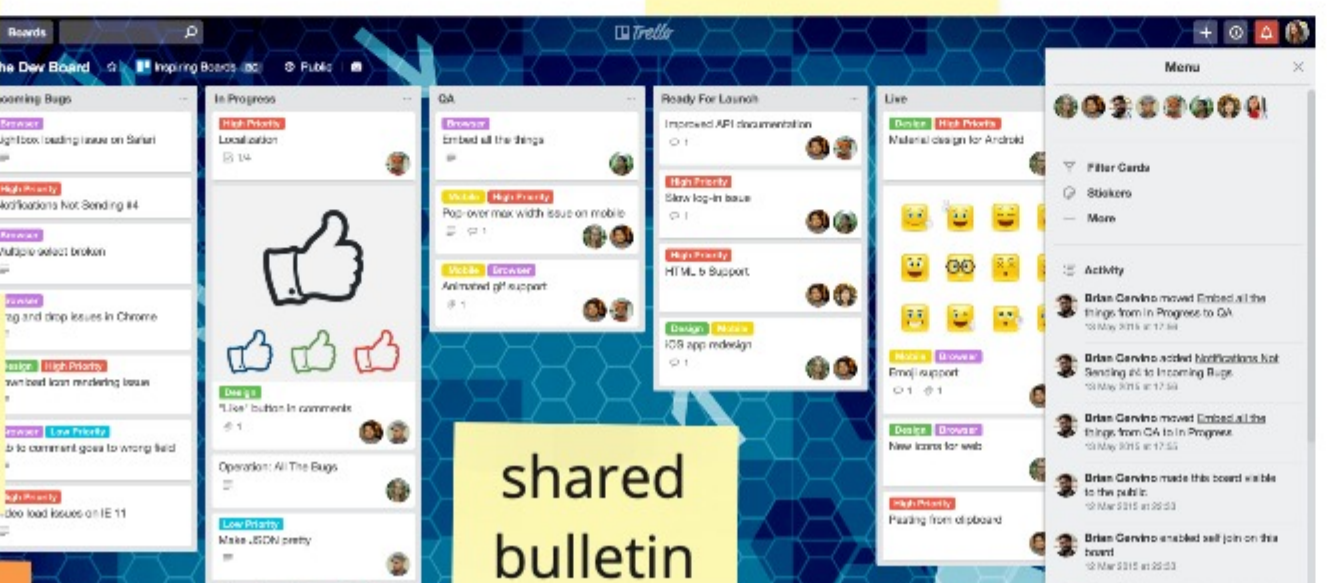


Aesthetically pleasing and easy to differentiate between tasks

task delegation and progress

good for visualization

can get really bloated with a lot of tasks

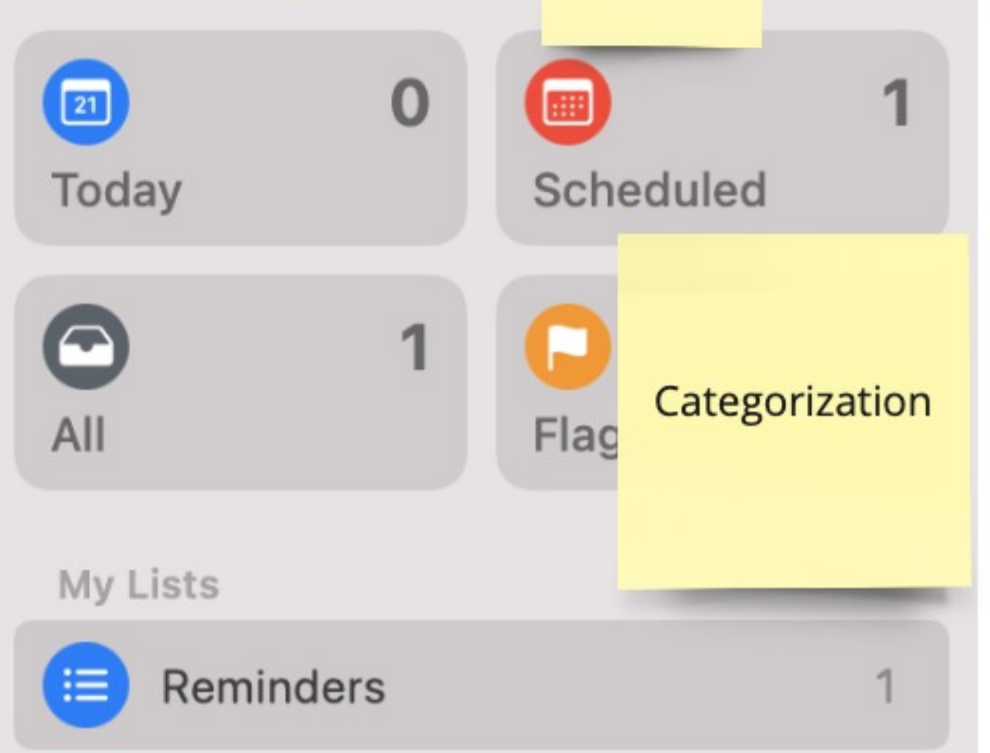


shared bulletin board

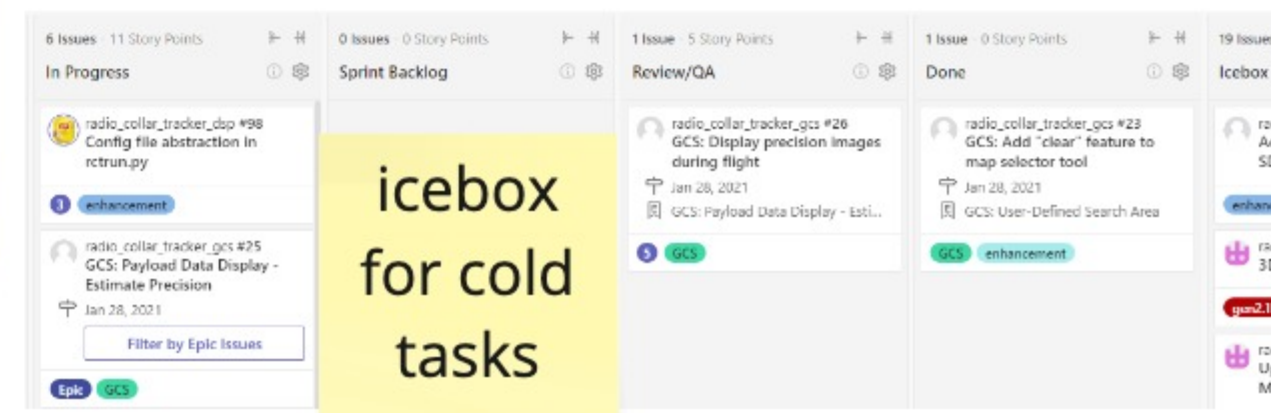
The **Five Minute Journal** app is based off the bestselling physical journal. In the morning you receive specific prompts on your iPhone/iPad or Android such as:

- I am grateful for...
- What will I do to make today great?
- 3 amazing things that happened today
- How could I have made today even better?

Automatically daily goals in the morning and how to improve in the evening



Categorization



icebox for cold tasks

4 Types of Market Segmentation



Geographic



Demographic



Psychographic



Behavioral

access
to
internet

people still
working
age

Psychographic traits
can range from
values, personalities,
interests, attitudes,
conscious and
subconscious
motivators, lifestyles,
opinions, and more.

Attitudes towards
your brand, the
way they use and
interact with it,
and their
knowledge base
are all examples
of behavioral
segmentation.

Target Audience

visually
impaired

accessibility

keep it
simple

high
contrast

icons

speak
to text

simple !=
functional