Pitch Deck

GIT PUSHERS

CSE 110

8th May, 2024

Nikhil, Charlotte, Kevin, Newton, Liam, Ishan, Zillin, Zhamilya, and Brian.

STATEMENT OF PURPOSE

The primary goal of our application is to transform how individuals manage their time and organize their tasks, making productivity seamless and intuitive. By leveraging cutting-edge technology, our app integrates essential features tailored to enhance user efficiency. This app connects seamlessly with professional networks and coding platforms, enriching the user experience with practical, everyday utility. It is crafted to encourage optimal organization and time management, enabling users to focus more on achieving their professional goals while minimizing stress. Our commitment is to empower users to maximize their productivity in a digitally evolving world, making every minute count with a tool that understands and adapts to their unique workflow needs.

CORE PROBLEM

Not Productive Time Management

- Many users struggle with effectively managing their time, leading to decreased productivity and increased stress. This problem often stems from inadequate tools that do not suit the modern workflow or user needs.
- Poor time management can result in missed deadlines, reduced quality of work, and overall dissatisfaction in both personal and professional areas.

Lacking in Features

- Competitor products often fail because they do not offer a comprehensive set of features that address all aspects of time management, such as task prioritization, integration with other tools, or adaptable workflows.
- Some applications might offer basic task tracking but lack features like calendar integration, real-time collaboration, or analytics for time spent on tasks.

Not Visually Appealing

- Aesthetics play a significant role in the user experience. Applications that lack a visually appealing interface may fail to engage users or may make the management process feel more tedious.
- Consequences: Unattractive interfaces can deter users from regularly interacting with the app, thereby reducing the effectiveness of any productivity tools it offers.

PRODUCT FEATURES

1. Search Capabilities: Users can quickly locate specific items within the app through advanced search capabilities.

2. Automatic Formatting: Streamline note-taking and content creation by providing automatic formatting tools.

3. Quick Note-Taking: A simple, intuitive interface enables users to take notes swiftly.
 For users involved in software development or coding, the app provides an easy way to store common code snippets.

4. Drag & Drop Organization: Users can easily manage and organize their tasks and notes by dragging and dropping text blocks.

5. Progress Tracking: The app includes progress bars for tasks and projects, allowing users to visually track their progress.
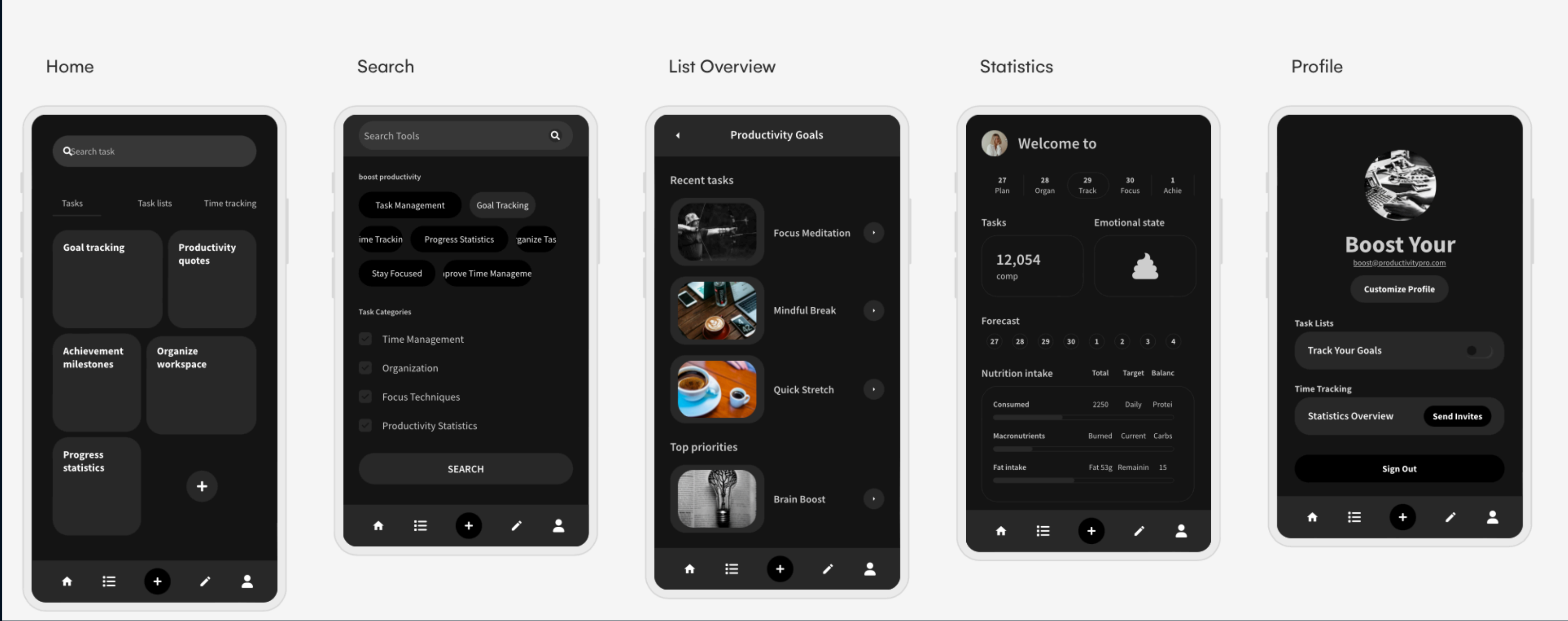
6. Professional Networks Integration: By connecting with platforms like LinkedIn and GitHub, the app facilitates networking.

8. Theme Customization:
 - The app offers multiple themes, allowing users to customize the look and feel according to their preferences. While focusing on functionality, the app also considers the aesthetic needs of users, making the user experience more enjoyable.

VISUALS

RISKS

Market Saturation

- The productivity software market is highly saturated with numerous tools offering similar features.
- Mitigation Strategy: Differentiate the app by focusing on unique features like seamless professional network integration, code snippet management, and advanced search functionalities. Conduct thorough market research to identify and fill gaps left by competitors.

User Adoption

- New users may be reluctant to transition from familiar tools to a new app, especially in organizations with established workflows.
- Mitigation Strategy: Offer a free trial period and create educational content to demonstrate the benefits and ease of transition. Implement a responsive customer service team to support new users.

Technical Challenges

- Integrating multiple features, especially external platforms like LinkedIn and GitHub, could lead to technical complexities.
- Mitigation Strategy: Prioritize robust backend architecture and perform comprehensive testing phases. Consider phased feature releases to manage load and ensure stability.

RABBIT HOLES

1. Over-Featureization:
   - Avoid the temptation to continuously add features, which can lead to a cluttered interface and dilute the core value proposition.

2. Design Overhaul:
   - Constantly changing the app's design based on feedback might lead to inconsistencies and confusion among users. Establish a clear design guideline and adhere to it.
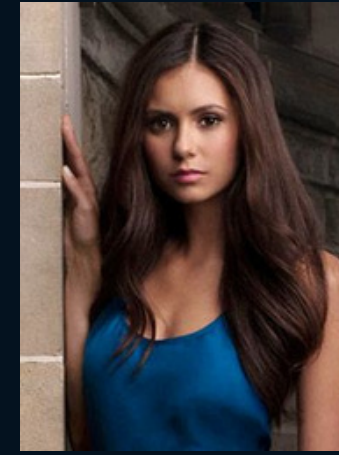
USER STORIES

Sarah

- Age/Location: 30, Seattle, Washington
- Profession: Freelance Graphic Designer
- Interests: Design, photography, indie music
- Goals: Sarah needs an application that helps her manage multiple client projects efficiently. She values features that enhance her ability to track time spent on each project, set reminders, and organize tasks visually.

Liam

- Age/Location: 35, Atlanta, Georgia
- Profession: Marketing Manager
- Interests: Tech gadgets, reading business journals, jogging
- Goals: Liam is looking for a tool that can streamline his daily scheduling and improve his team's productivity. He needs a robust system that integrates well with other business tools and provides analytical insights into team performance.

Elena

- Age/Location: 28, Denver, Colorado
- Profession: Elementary School Teacher
- Interests: Hiking, pottery, community volunteering
- Goals: Elena wants an app that helps her balance her professional responsibilities with her personal interests. She seeks features that allow her to compartmentalize tasks, set educational goals, and monitor progress in a user-friendly manner.

Carlos

- Age/Location: 42, New York City, New York
- Profession: Startup Founder
- Interests: Startups, venture capital, cooking
- Goals: As a busy entrepreneur, Carlos requires an application that can keep up with his fast-paced lifestyle. He needs a system that offers quick access to his extensive contact list, manages his hectic schedule, and allows him to delegate tasks efficiently within his team.

BRAINSTORMING LINKS

Miro: https://miro.com/app/board/uXjVKLmaWJQ=/

Thank you!