Task Pal
Leave the planning to us

Target User Group

Symptoms of task management anxiety:

+ Urge to avoid events that trigger anxiety
+ Consistently overwhelmed by obligations
+ Overestimation of time available

Symptoms of chronic procrastination:

+ Habitual delay in decision-making
+ Irrationally putting things off to the point of detriment

Prevalence of Anxiety Disorders among U.S. Adult Population

Has chronic procrastination **20.0%**

Has gen. anxiety disorder **18.1%**

Will have gen. anxiety disorder **14.9%**

No anxiety disorder **47.0%**
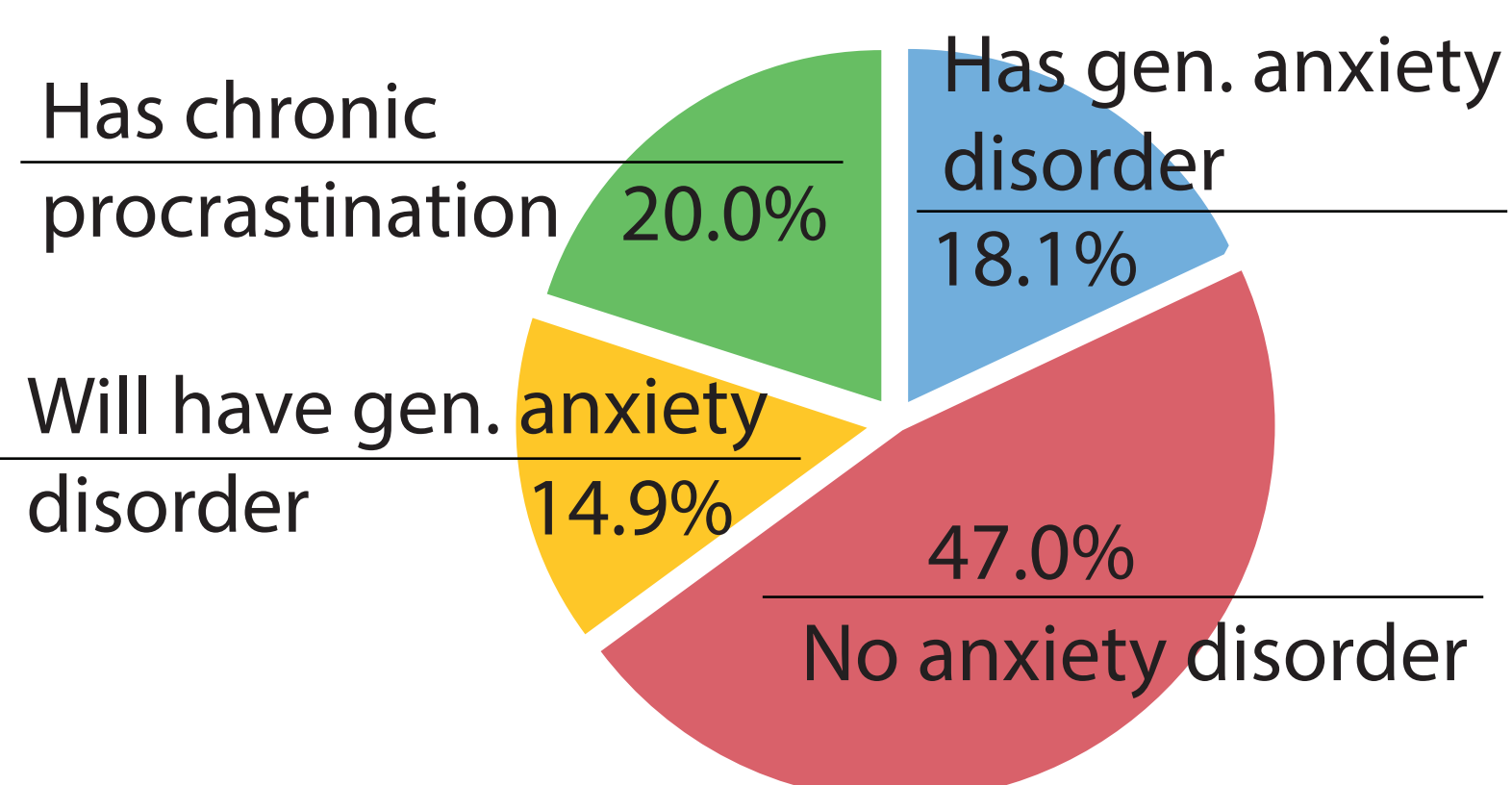
The Problem

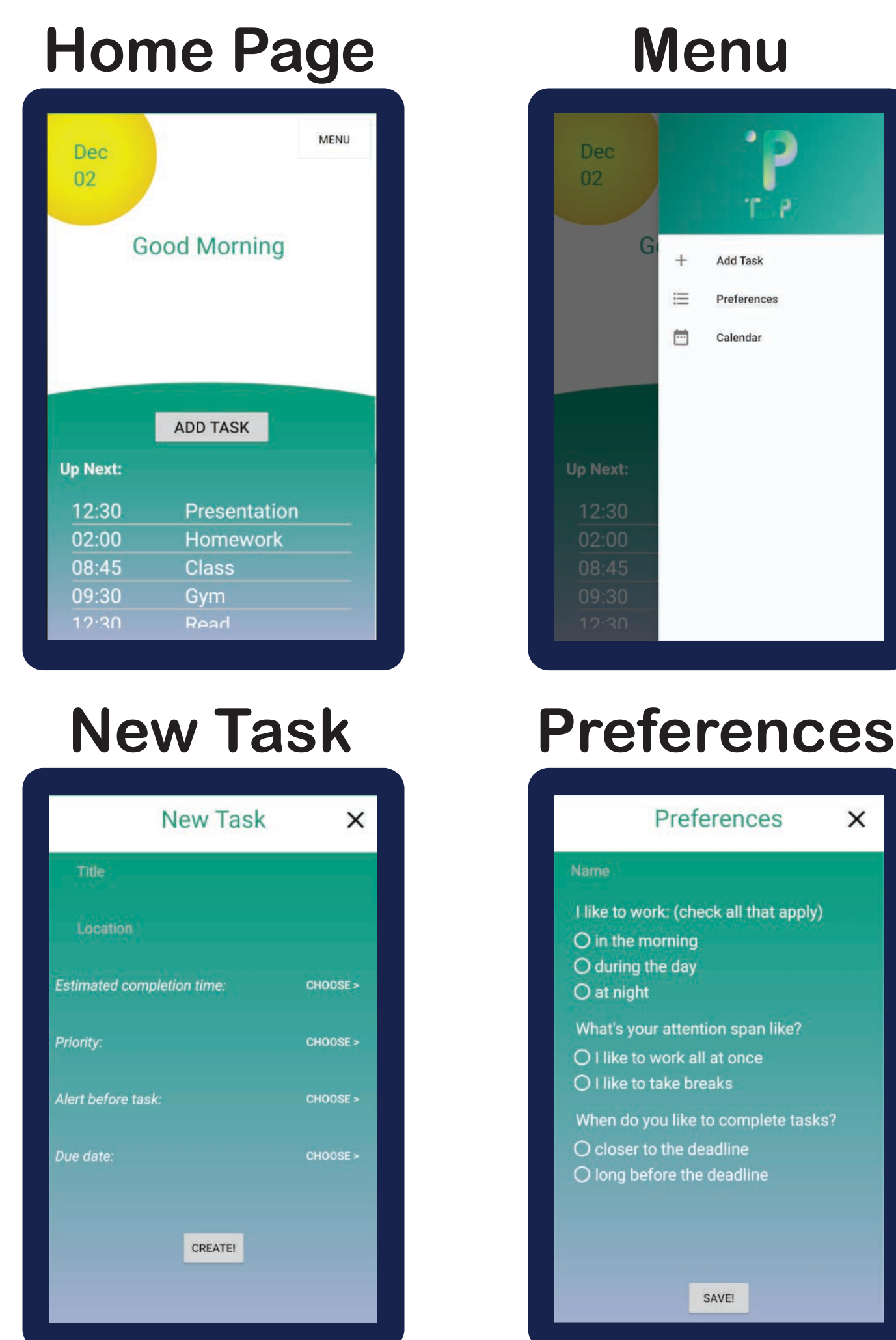Anxiety and chronic procrastination can make planning extremely difficult.

Our target users may experience:
+ Uncertainty about where to get started
+ A sense of being overwhelmed by a busy schedule
+ A negative feedback loop when worrying about future consequences

Design Evolution

Brainstorm

Lo-Fi Prototypes

Final Product Screens

Home Page

Menu
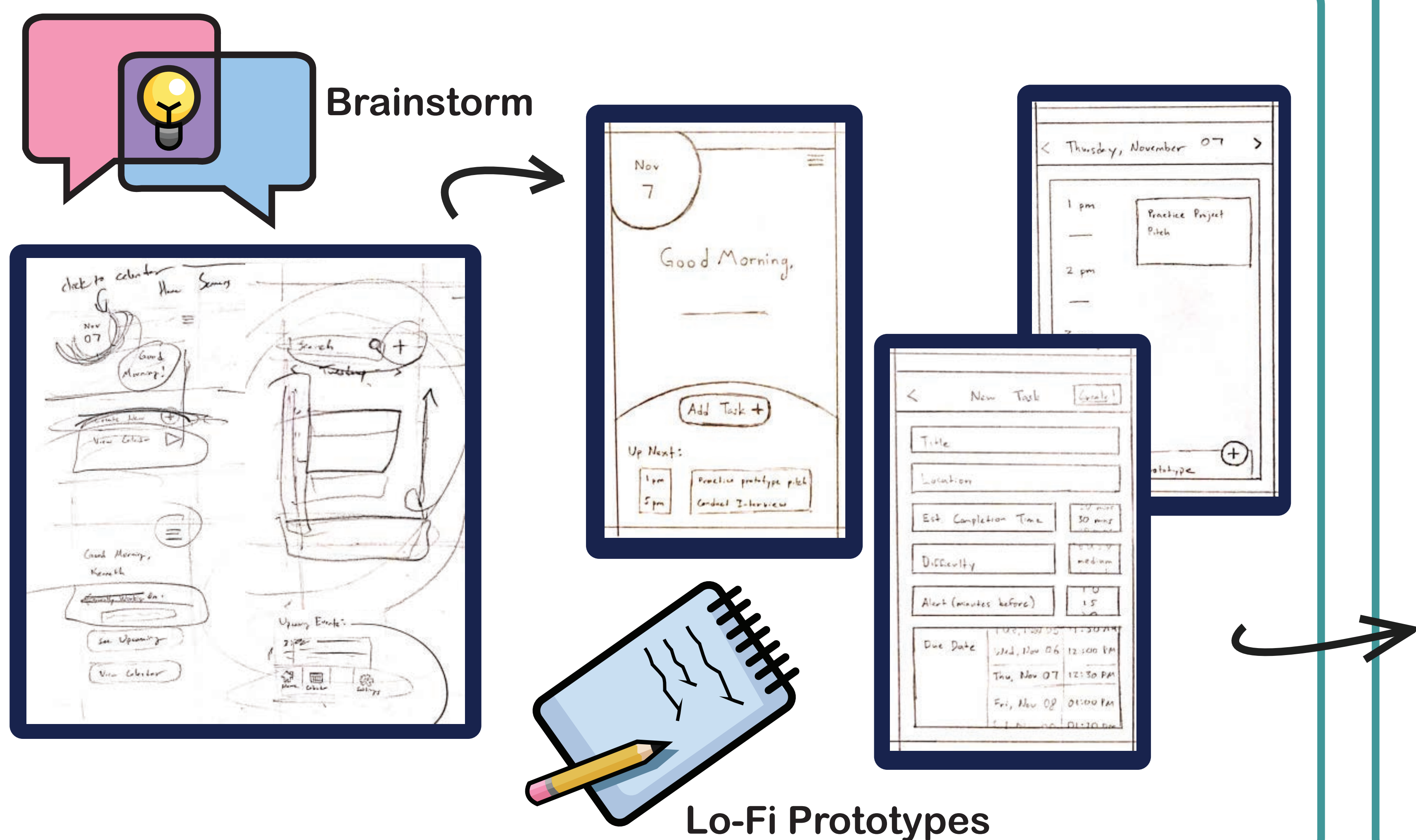
New Task

Preferences

Solution

1 **Creating New Tasks**
+ Task Pal generates a realistic schedule based on the user's events and tasks
+ It takes into account each task's estimated completion time, difficulty, and priority.

2 **Setting Preferences**
+ The user can set work preferences, which Task Pal will factor into the generated schedule.
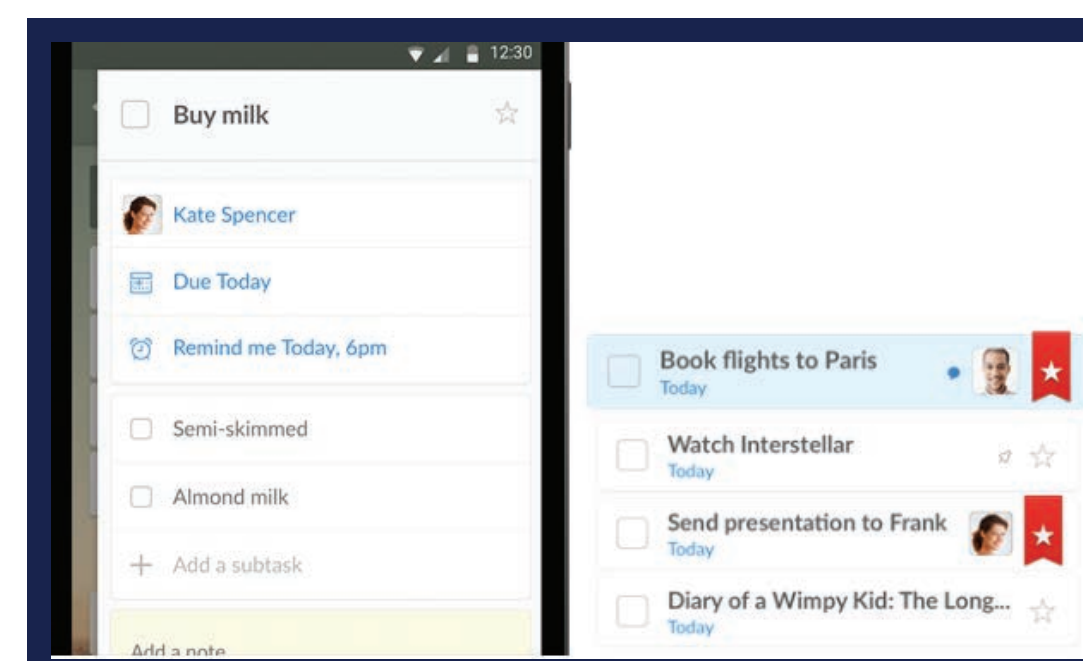
3 **Rescheduling Incomplete Tasks**
+ Task Pal checks in with the user after each task.
+ If the user has not completed the task, that's okay! Task Pal will reschedule it for them.
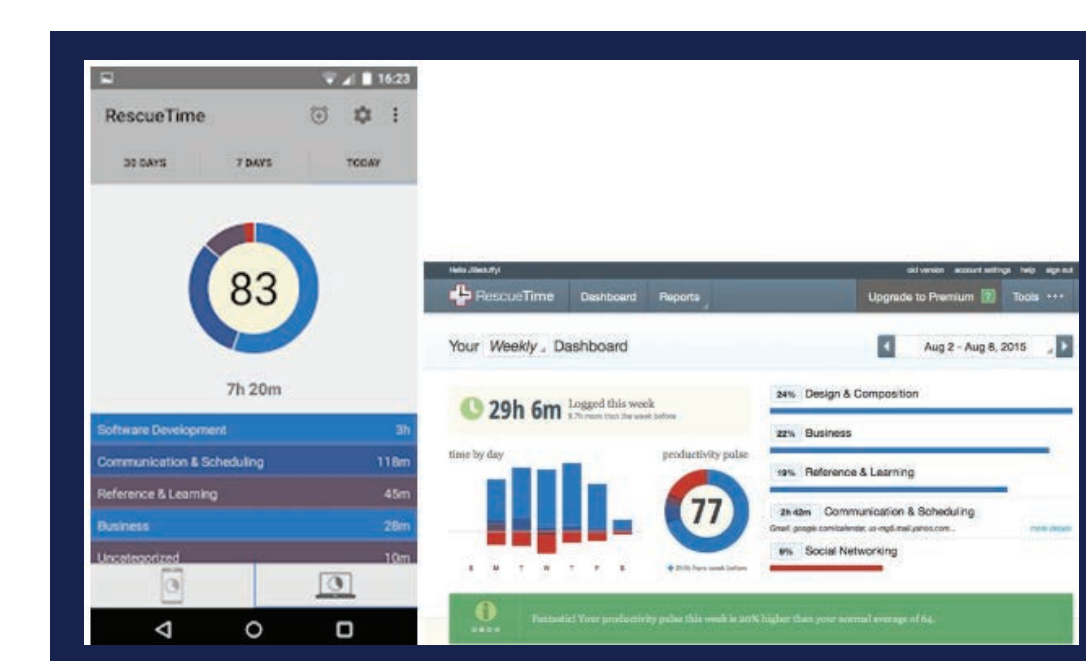
Competitive Analysis
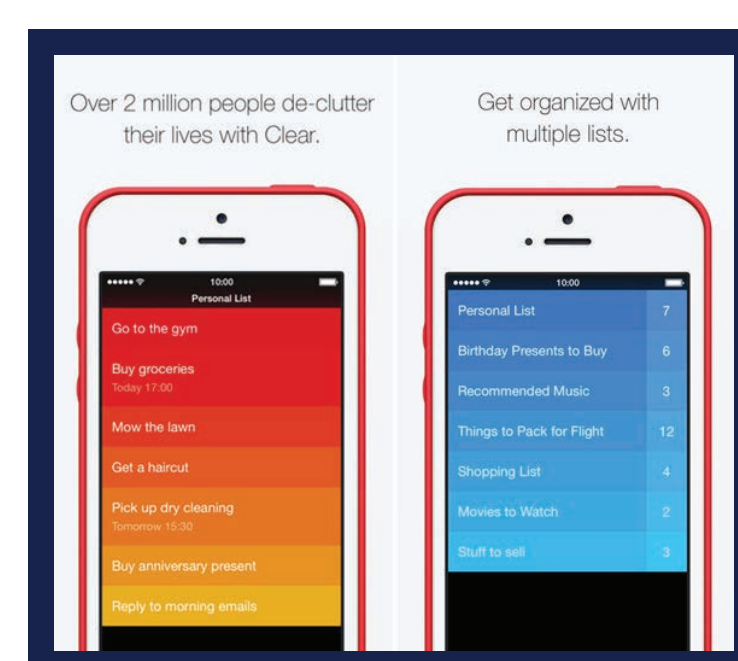
Clear Todos

✔ Supports deadlines
✔ Allows users to manage multiple lists
✘ Does not sync with user's existing calendar
✘ No automated planning

Wunderlist

✔ Shared deadlines and tasks among co-workers, friends and family
✔ Chat functionality
✘ No automated planning

RescueTime

✔ Analyzes user's calendar and division of time
✔ Outputs a report detailing how user spends their time
✔ Provides useful visualizations
✘ No automated planning
✘ No calendar adjustments

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