

**Overview.** The primary aim of this project is to offer an easy to use mobile application to facilitate important academic and time management skills found to be necessary for college level students. This project also utilizes a rewards system to incentivize the user to follow the suggestions of the application. This tool aims to assist users with their academic responsibilities and develop beneficial skills for carrying out their academic assignments. The main functions of this application is to track and log all academic responsibilities for a user and to also prompt the user begin work on these task at certain critical times that maximize the user's productivity. The user is rewarded depending on how closely they followed the instructions and gain diminishing rewards the longer they postpone these tasks. Lastly this application will also use a map interface to not only provide directions to designated building s for the users class, but also track the user's attendance and reward the user for proper attendance.

**Keywords:** Time management, Student, Mobile Application, Study Tool  
**Subtopic:** Information Technologies

**Intellectual Merit.** This Small Business Innovation Research Phase I project is designed with an adjustable algorithm so that all students, no matter their existing study or time management skills, will be able to utilize this project fully. It aims to accomplished an effective assisting tool that encompasses many aspects of college level student's lives by tailoring to the needs of the student in their academic career. Since many students arrive at college with limited experience managing themselves completely on their own, the rigorous nature of college academics can often be very stressful and strenuous for a student to manage. However, now the only tools that exist to solve these issues tackle only single aspects of the many factors that affect students, such as smart calendars or applications that track deadlines that need manual control by the user. This project intends to remove that manual control to refrain from creating additional responsibilities for the student to manage.

**Broader Impacts.** The intent for this project is a high level of functionality for all users and practical flexibility so that any level of student can use this tool if they wishes to improve their academic effectiveness. This project will help students make time for extracurricular activities, research opportunities, or even internships. This project seeks to eliminate that obstacle for students and facilitate health study habits that will aid in their academic careers and beyond. This project aims to address the challenges college students face by providing a smart time management to help balance their academic responsibilities and social obligations to create a productive work-life balance.

## **Elevator Pitch**

For most students, college is the first time they are put in charge of every aspect of their own lives. Students are responsible for balancing social life with academics and extracurricular activities. Failing to balance their time can negatively impact their academics and cause them to hastily complete assignments and lower the quality of their works. It's been found that students who rush to complete their assignments are less likely to retain any of the valuable knowledge gained from studying and homework. All types of students can benefit and learn from better time management over their academic duties. This project aims to address the challenges college students face by providing a smart time management to help balance their academic responsibilities and social obligations to create a productive work-life balance.

College students often find themselves not having enough time to complete their assignments and end up exhausting themselves in order to finish all of their work on time. The goal of this project is to eliminate or reduce the struggle students face by offering a time management tool. This tool handles scheduling multiple times for a student to work on each assignment over a set time to avoid overworking and reduce stress. The tool will use proven algorithms to properly space out the work and accommodate each student's preferred study habits. The tool can respond accordingly to the type of assignment such as reading assignments, math sets, or preparing for presentations. Users are only required to input the type of assignment and their deadlines and this tool's algorithms schedules times for every assignment around the user's schedule. Where most available products require the user to manually input their work times, this tool does everything automatically.

This program is designed with an adjustable algorithm so that all students, no matter their existing time management skills, can excel academically and learn to balance their academics and social lives. Using many recent research studies about proper study habits and the effects they have on the students, this tool's scheduling algorithm can make sure the student uses their time appropriately. The scheduling algorithm will be able to adjust its scheduling based on the difficulty setting the user set for each assignment to ensure that the user only spends the minimum time necessary to complete the assignment. Upon completion of each assignment, the tool will award points in order to incentivize the user to continue to use the tool. The harder the student works, the more points they receive and can

use the points to take extra student breaks and other similar rewards. This project pushes the boundaries of all current student help tools by utilizing an adjustable algorithm that automatically plans out a student's academic responsibilities and teaches the student how to balance their academic career with the rest of their lives.

### **The Commercial Opportunity**

The market for time management applications is a quickly growing and nearly every large name technology company has tried its hand at developing one, such as Google and their new project 'Goals'. Many of these programs and applications try to tackle the issue of time management and teaching people how to better manage their time. The struggle of organizing and executing the countless task that most average young adults face in their day-to-day lives take a heavy toll the human body and mind. These tools attempt to reduce this overwhelming responsibility of a person by establishing simple and easy methods for people to update and keep track of their schedules.

It has only been in the past three years that companies have strived to produce automated scheduling applications to further assist their users by updating and scheduling a task for the user. This push for the use of automation has been the primary driving force in the market of these time management tools. The economic potential for such applications is rich because automated time management tools can remove the necessity for an individual to constantly be micromanaging every aspect of own lives. Therefore, automated time management tools can directly influence the amount of work that someone is able to achieve without risk of exhaustion or high stress. However, the market has tended to focus on general purpose time management tools that do not cater to any selective group of people, and any specialized time management applications could be an exceptionally sound investment as long as there is a large enough demand within the subgroup.

The desired customers for this project are college level students that are in need of assistance with managing their academic assignments. Far too many students arrive at college without any experience in properly managing their time and would greatly benefit from and automated time management tools designed for students. The target customer can fall under two categories. The first category being students who procrastinate their work and attempts to complete all of their work immediately prior to the deadline and end up stressed and overwhelmed. The second category being students who spend a majority of their time with their academic work and neglect their social lives and personal health. The chosen method for distributing this project to our targeted customers is through the Google Play store that only requires a one-time payment of \$25 and the application will be available for purchase. It is understood that college level student have access to and regularly use smartphones, that being the only requirement necessary to use

this application. This application is expected to be sold for \$5.99 in which Google Play charges a 30% transaction fee and leaving \$4.20 in profit for every individual who purchases the app. Each sale is true profit as there are software licenses or hardware purchases that need to be made in the production of this project.

Utilizing automated processes to aid with time management is a new concept for time management applications that only a few companies have been able to develop and publish to the public. As this project intends to solely focus on time management for students, it contrasts with the currently available products that only offer general-purpose time management assistance. This contrast gives this project a lot more visibility as well as stand out for the target customer. This also means that this project can outperform the general purpose time management applications within certain criteria that appeal to students to ensure that they prefer this specialized application. By the time this product would be able to reach the market more time management applications outfitted for specific subgroups are very likely to appear. Although these products are not likely to focus on students, there are major concerns if these products would surpass our own product in assisting students and this product becomes obsolete. The technology itself could very well progress further than expected during this time that complicates how practical this product will be at that time.

As with any new innovation, necessary risk are taken for such an innovation to succeed and progress the current thinking in the field. This project targets college level student in need of assistance with balancing their academic responsibilities and is a very small market to rely on completely. There is little to fall back on if students decide that they don't want to use this tool or any tool as they are the only customers that benefit from this student-focused design. This tool's design is to assist a student properly manage their time, but with this, we risk student becoming dependent on this application when it only intends to help and teach the student how to better manage their time.

This application will market itself as a partially automated time management tool for college level students. The unique scheduling algorithm that takes into account what type of assignment and how best to spread out the work for that assignment will be the key feature being advertised. A specialized application designed around a specific type of user, in this case, a student, can do exceptionally well in the current market as few other time management applications that focus on a specific type of person are available. Reaching the target customer will occur by creating testing groups made up of volunteer students. After initial testing, this project will advertise on a singular college campus and reach out to students. Students will initially be given trial periods so that they can test the application for themselves. After the trial period, users can choose to buy the full application. The trial period aims to illustrate the effectiveness of the application and encourage the

student to purchase the full version. This product will be easily distributed using Google Play to host the application and make it available for all to purchase.

## **Societal Impact**

The goal of this project is to reduce the struggle students face by offering a time management tool. College students often find themselves not having enough time to complete their assignments and end up exhausting themselves just to finish all of their work on time. Using many recent research studies about proper study habits and the effects they have on the students, this tool's scheduling algorithm can make sure the student uses their time appropriately. This project aims to address the challenges college students face by providing a smart time management to help balance their academic responsibilities and social obligations to create a productive work-life balance.

College can be extremely strenuous and overwhelming for many students as it is their first opportunity to live on their own and without constant supervision. However, this comes along with many consequences for those who are unable to properly manage their newfound freedom. These students easily find themselves demoralized and lose focus on their classwork. College tuition is by no means cheap, and for students to cripple themselves academically because they lack organizational skills is a waste of their tuition. This project can help students that struggle with time management get the most out of their education and engage in the college experience. However, this time management application is not intended to be just automated secretary and is designed to teach the user effective study habits and avoid the student becoming dependent on the application entirely.

If this project becomes successful and widely used it would impact society in developing young adults with stronger educations and improved organizational skills. The students who benefit from this time managements application will become more efficient students that retain more information from each assignment and learn how to prevent themselves from becoming overwhelmed by their school work. While the focus of this application is to assist individuals who lack experience in time management, such as new students who just graduated from high school, this application can help every student be that much more prepared and organized in their academic careers.

Preparing students to lead successful and constructive careers is the key purpose for most every college. Colleges are thus responsible for the mental and physical health of the student and ensuring they can be effective members of society. For students who sacrifice sleeping and eating in order to cram for a big exam or become overly stressed about performing well on an exam, there is a real risk for the student's health that can often be overlooked by colleges. This application breaks down a student's assignment and allows them to work on the

assignments gradually rather than all at once. This method of approach for completing assignments greatly reduces this risk of any harm coming to the student from over exertion.