Essentials	Advertising Marketing	Hurdles	Feedback	Future Growth	Social Media
AI suggests which task to complete based on user inputted energy level and urgency Boyd Jackson, Isabelle	Advertise to struggling students, parents of struggling students, and employees struggling with time management Boyd Jackson, Isabelle	Too focused towards one group of people (students vs employees) Boyd Jackson, Isabelle	Some apps use Eisenhower Matrix, but urgency rating is subjective to user input. Boyd Jackson, Isabelle	Personalize for work, school, or home Boyd Jackson, Isabelle	Duolingo of studying Boyd Jackson, Isabelle
Extra features subscription Boyd Jackson, Isabelle	Yearly subscription for all features Boyd Jackson, Isabelle	Too many features cause cluttering in app Boyd Jackson, Isabelle	Apps create to-do lists with priority labels, but do not fully utilize AI to tell the user what to do next Boyd Jackson, Isabelle	Separate main task feature from extra features like timers and focus modes. Add extra features to menu Boyd Jackson, Isabelle	Create recognizable mascot to associate all task lists to this app Boyd Jackson, Isabelle
AI task organizer based on priority and task difficulty Boyd Jackson, Isabelle	One-time payment to access all features Boyd Jackson, Isabelle	User input causes incorrect organization Boyd Jackson, Isabelle		Offer 3 urgency options ranging from least to most. Also have AI base organization on deadline and selected urgency Boyd Jackson, Isabelle	
Pomodoro timers Boyd Jackson, Isabelle	In-app advertisements to temporarily access features Boyd Jackson, Isabelle	Adding tasks becomes complicated Boyd Jackson, Isabelle		Short, optional form to input task name, urgency and deadline Boyd Jackson, Isabelle	