



I HAVE A
PROBLEM

PROBLEM

Ardyth wants a blast of music to energize her to do her tasks.

SOLUTION

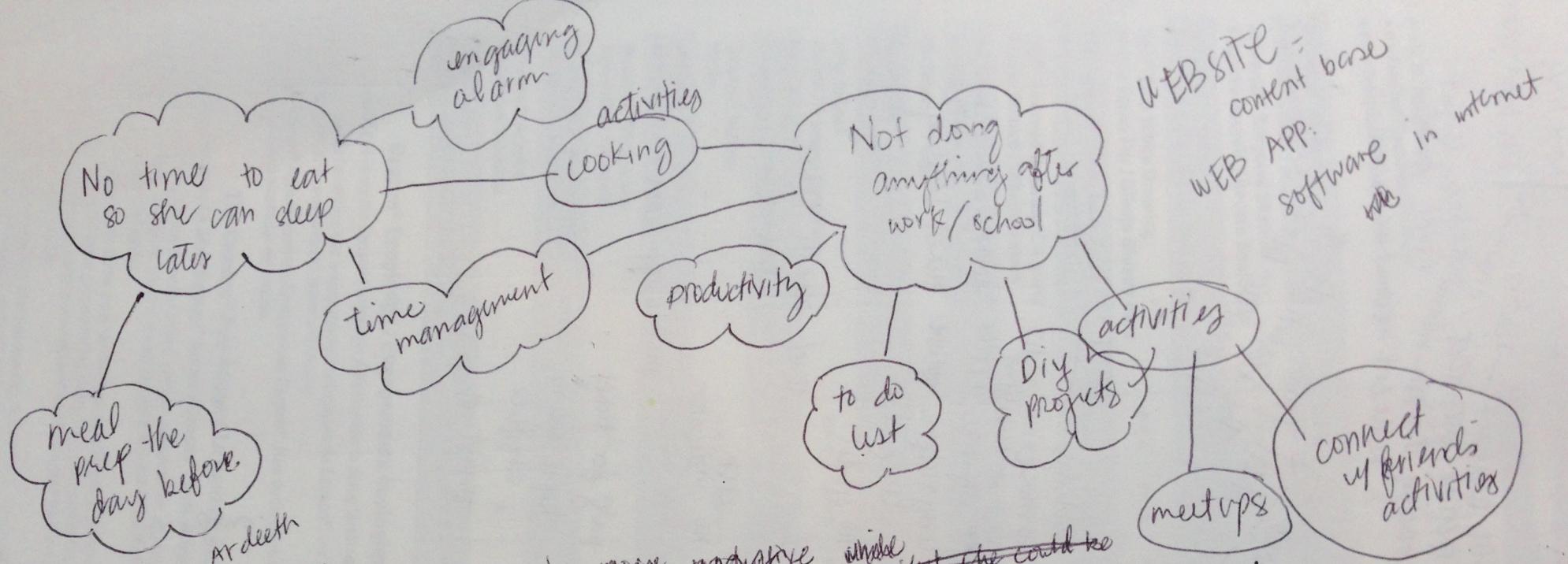
A productivity app that allows her to list her tasks while allowing her to personalize her alarm music to motivate & energize her to do her tasks.



Featuring...

BLASK

[blast + task]



PROBLEM: Ardyth wants to be more productive
reminding her of her daily activities ~~whole~~
~~so that she could be~~
~~to be more productive~~
~~to help her be more~~

SOLUTION: An app to ~~connect her~~ &
remind her of her activities while ~~having an alarm~~
~~connects her alarm to her music~~

① TRANS - rapper - JUICE
VIDD KVDG - JUST WHAT I AM
IN HERE & OTHER

SOLVING THE PROBLEM

Coming up with the solution



EXISTING APPS

- + Reminders
- + Apple calendar
- + SuperNote
- + Wunderlist
- + Things
- + OmniFocus 2



UNCOOL FEATURES

- + uncustomizable alarm songs/music
- + unable to assign tasks
- + too complicated
- + too simple
- + too much going on or overwhelming



IDEAS

- + reminder (productivity)
- + syncs with music/playlist
- + connecting with other users
to assign tasks
- + easy to use
- + visually organized

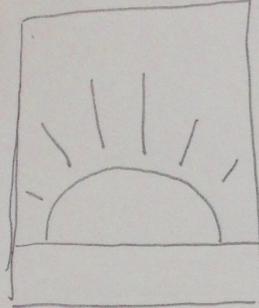


KEY FEATURES

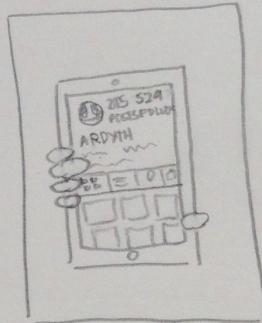
- + alarm syncs with music
- + simple & easy to use
- + connects with friends
through social media
- + customizable profile
- + ability to assign tasks
- + search bar on top for
easy access

STORYBOARD

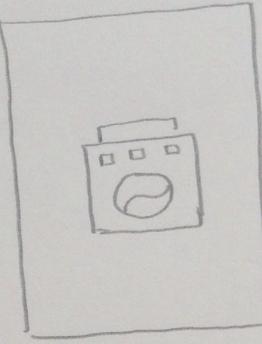
And here's how it goes...



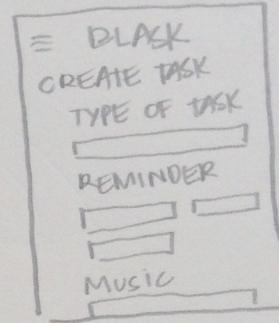
Sunday morning.



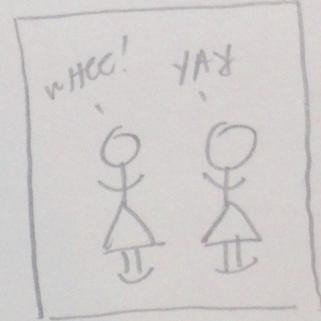
Ardyth was browsing through Instagram when all of a sudden...



she remembered she has to do laundry

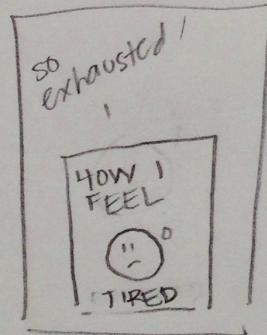


she opens BLASK to set a reminder

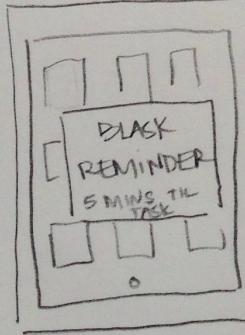


then she got ready to meet up w/ Sarah

Storyboard



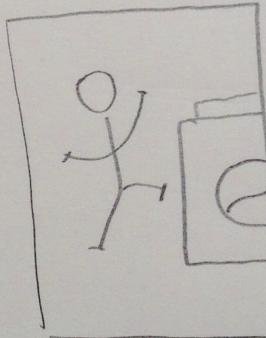
After coming home Ardyth was tired



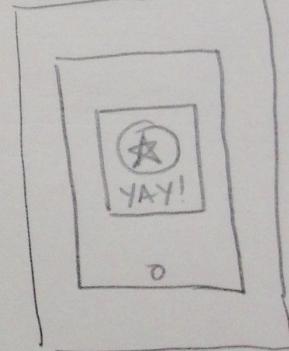
She got a reminder that she has a task in 5 mins



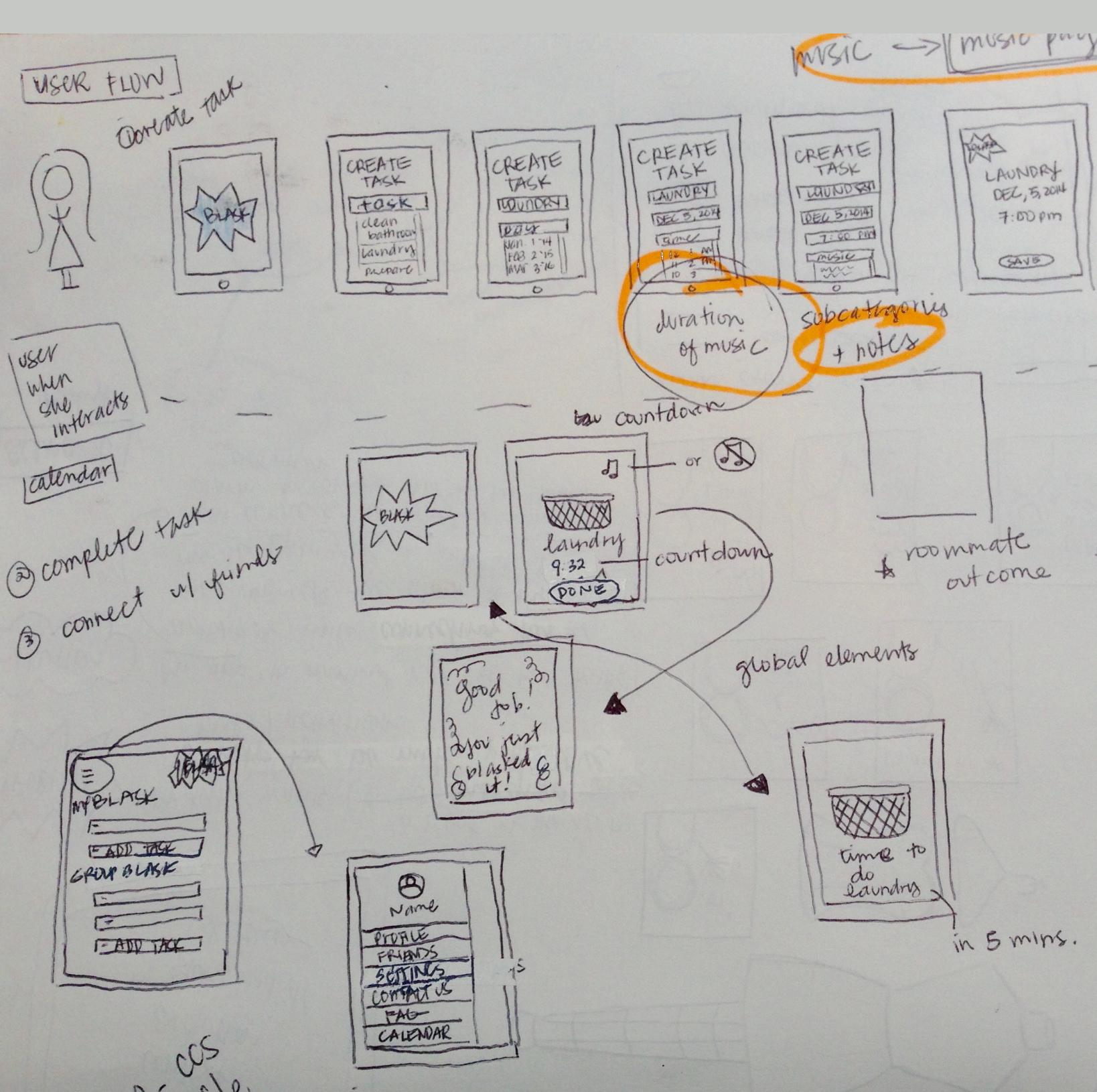
Her alarm goes off to her favorite music



Ardyth became motivated to do the laundry as she danced to



Ardyth completed her task & she felt accomplished!

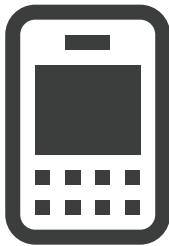


USER FLOW

She does this...
and this...
then voila!

CONCLUSIONS/ NEXT STEPS

- + Perform user experience testing for additional feedback
- + Edit any bugs on the app
- + Add/remove unnecessary features
- + Create BLASK Premium for additional features



PROTOTYPE

<https://popapp.in/projects/5481c782becb576f712c3e28/preview>