PROBLEM

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

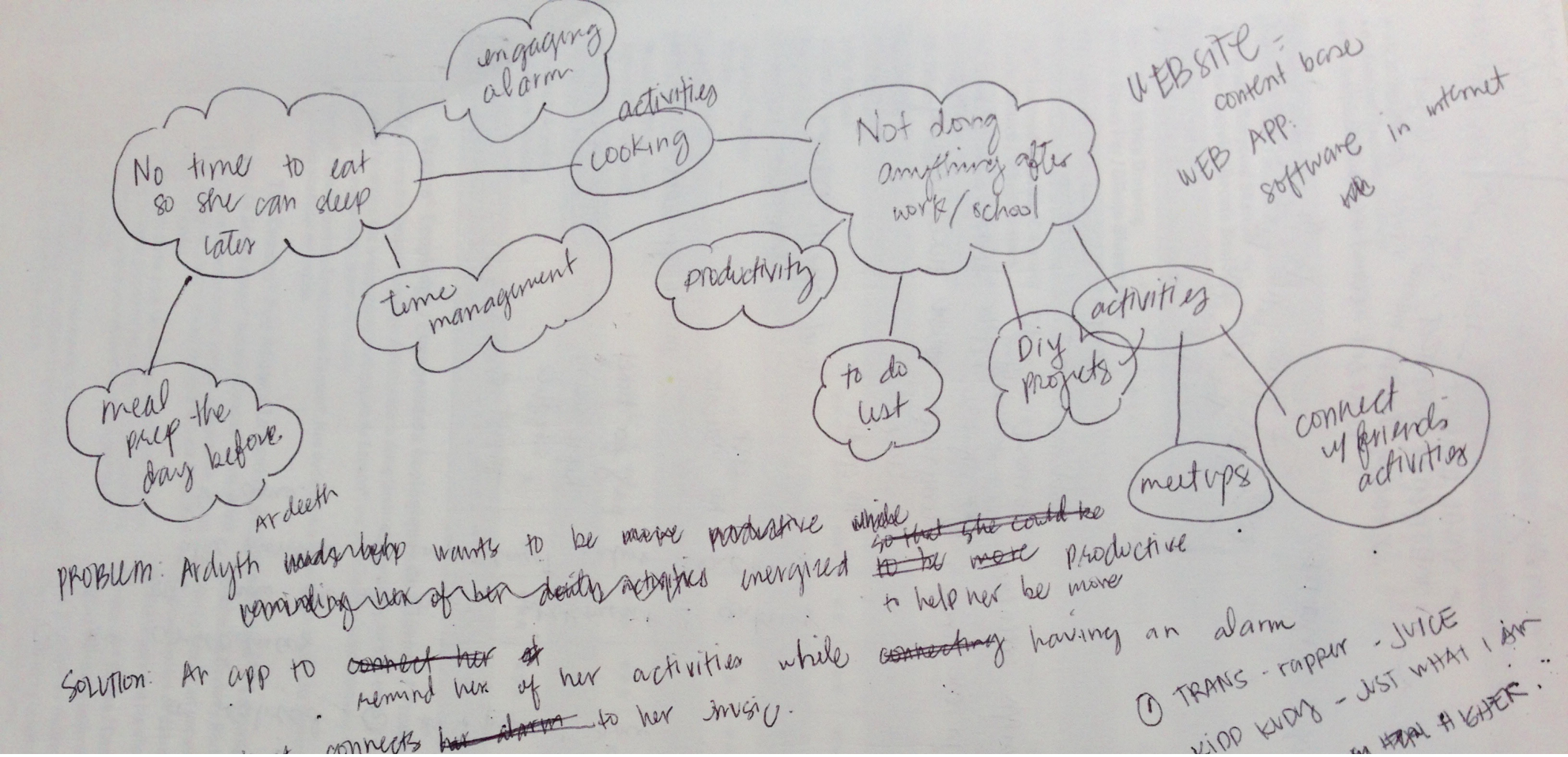
SOLUTION

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

Featuring...

BLASK

[blast + task]



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
+ not a lot of features
+ 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

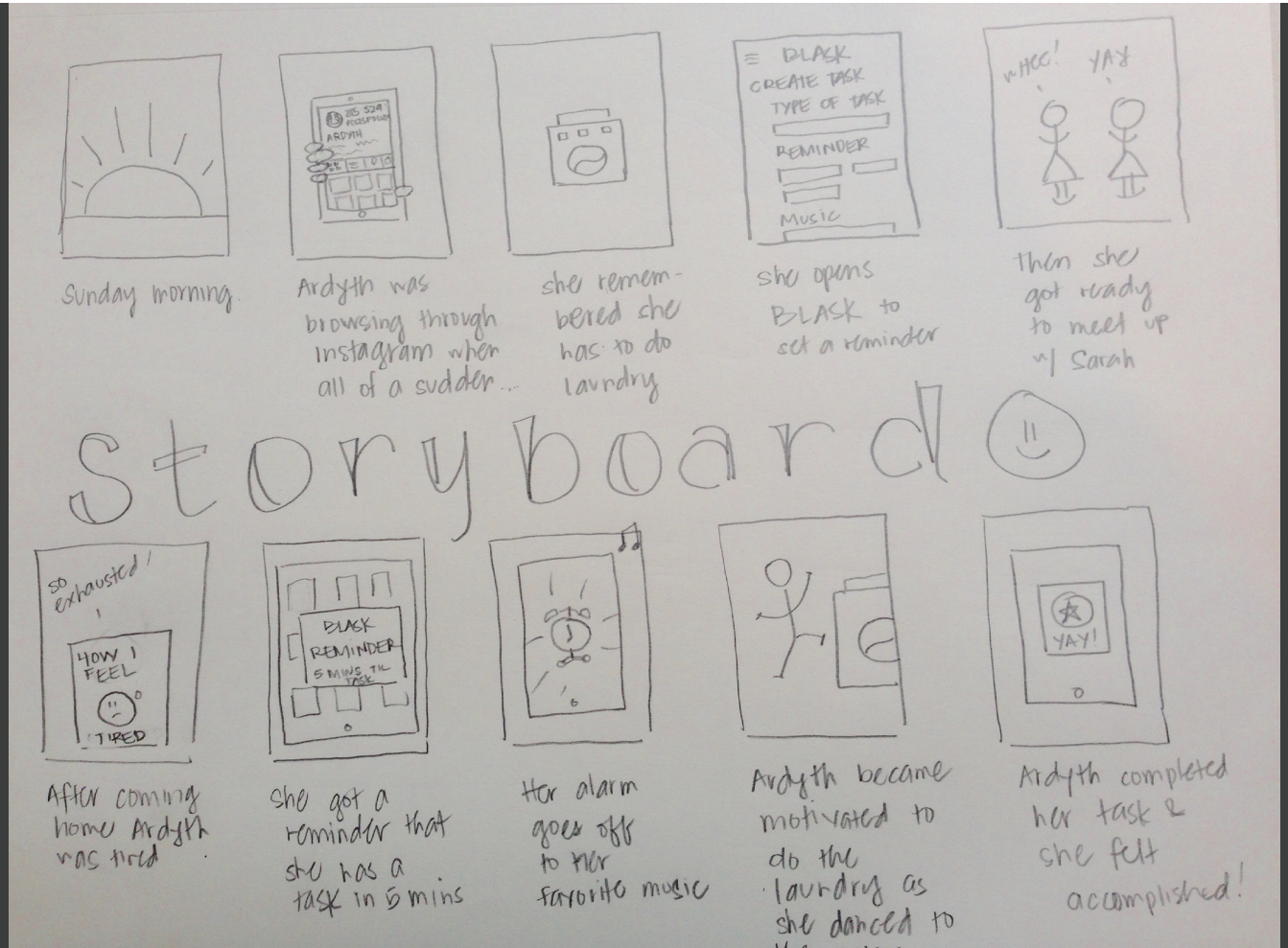
KEY FEATURES

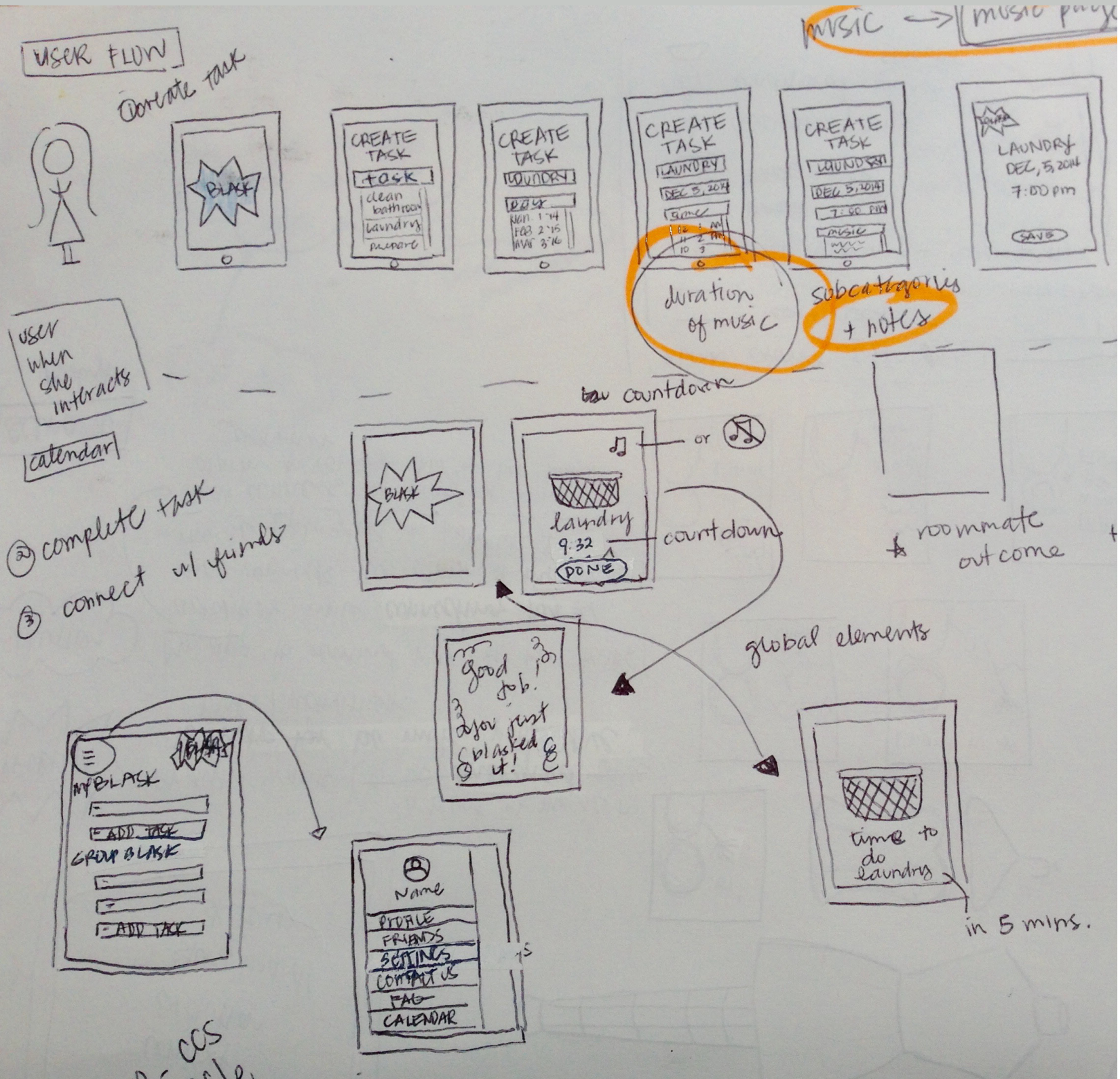
+ alarm syncs with music
+ simple & easy to use
+ connects with friends through social media
+ customizable profile
+ ability to assign tasks
+ search bar on top for easy access

SCENARIO + STORYBOARD

And here's how it goes...

Sunday afternoon, Ardythe was scrolling photos on Instagram. Suddenly, she remembered she has laundry to do tonight! She opens Blask and creates a new task and assigns a playlist to play as her alarm music. She felt good setting her reminder. Then she gets ready to meet up with Sarah. They did a lot of activities together like shopping, watching a movie, and walking around a park. After a long day, she comes home tired. Then Blask notifies her that she has a task to do in 5 minutes. In 5 minutes, Blask plays Adythe's favorite music as her alarm to energize her to do laundry. After completing her task, Ardythe pressed the check button to mark it complete. Ardythe felt accomplished after completing her task!



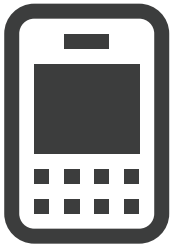


USER FLOW

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