**Product Canvas**

Problem

* Handling user navigation to unknown sites
* Encouraging continued use of our product in moments of weakness
* Organization of workflow grows difficult with an increasing amount of tasks
* Creation of the timer
* Grouping and blocking the websites
* Reporting user activity
* Configuration of the timer for different time variations
* Making sure the user has clear directions for how to use the product

Solution

A productivity enhancing browser extension that removes distractions from your daily browsing experience and reinforces a set schedule.

Key Metrics

* Number of regular users
* Quantity and quality of user reviews
* Time spent being productive
* Time spent on leisure
* Inactivity time (periods in which there is no activity in the browser)
* “Did you accomplish what you set out to do today?”
* Number of timer cycles per user
* How often a user sets the timers

Unique Value Proposition

* Our product eases the daily pains of time management and encourages our users to take control of their productivity
* This solution would present customizable time options to cater to one’s workflow
* Our product displays the timer countdown to inform users how long they’ve been productive or how long until their productivity session is finished
* This product uses timers with configurations that allow a user to help their productivity levels when doing school work or work for a job

Unfair Advantage

* The ability to listen to non-lyrical music while you work
* Subtle productivity encouragement throughout your browsing session
* System Controls being altered by the extension
* The ability to control what websites are considered “productive” or distractions

Customer Segments

* Firefox browser users that aim to accomplish set tasks during their browsing time
* Students who aim to stay on task during class / while doing homework
* Individuals trying to juggle tasks in an organized fashion
* Employees who want to stay on task while working at home
* People who want to create numerical metrics of their productivity
* People aiming to organize how they learn topics through a chunking technique
* An employee who is juggling work-life balance at home
* A student who needs to set specific times for different tasks