



# Productify

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## **Problem**

Procrastination, which affects 95% of students, leads to poor performance and negative psychophysiological problems from stress (Steel, 2018). This issue could be reduced by breaking up long term assignments (University of Georgia, 2014). Interim due dates would allow the student to finish the task in a timely manner. Students do not often plan their study time effectively, so having a mobile application that would take care of the planning and organization process could benefit users.

## Goal

The goal of Productify is to help reduce procrastination among students. Productify will allow a user to input a long term assignment with a due date, then create interim due dates for the user to complete portions of that task up until the final due date. To prevent the user from experiencing more stress, the app will not schedule time for the user to complete an interim deadline when the user is occupied with other obligations. With Productify, users will be able to easily insert assignments into their schedules and receive organized schedules which will reduce procrastination.

#### **Minimum Viable Product**

The user shall be able to input the estimated amount of time needed to complete a particular long-term task and the due date of that task. Based on the days the user has available, on his or her schedule (ideally all days of the week), the app will schedule blocks of time to work throughout the week. The app will not be able to schedule blocks of time around events that already exist on the calendar. Then, the application will be able to allocate time to complete portions of the task over the length of time until the due date. The app will break up the task into specified blocks of time and notify the user when he/she should be completing the task.

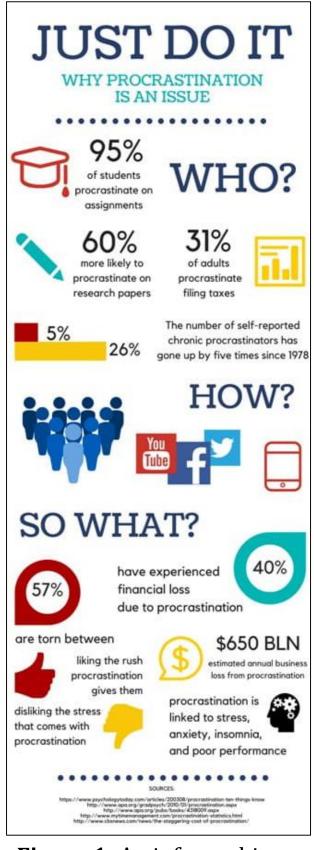
## **MVP Extension 1**

The app shall be able to examine assignments the user has already specified. Daily events that are pre-scheduled will be found from the user's Google Calendar account. The app will schedule each block of work time around the assignments and events that the user has already specified from data from Google Calendar. In order to schedule these blocks of time, the app will utilize the API of Google Calendar and convert objects in the existing calendar into objects in the app's calendar.

#### **MVP Extension 2**

The user shall be able to choose which days of the week he/she would like to work on the task. The application will schedule assignments and blocks of time only on the days specified. If the user inputs a value for the estimated time for an assignment which is more than the amount of time until the due date, the application will display an error message.

## **Target Audience**



**Figure 1:** An infographic detailing the detrimental effects of procrastination (Milgram, 2017).

Procrastination, the act of postponing a task until right before it is due, has become a prevalent problem in society. Studies have show that about 80%–95% of college students engage in procrastination, approximately 75% consider themselves procrastinators, and close to 50% procrastinate consistently (Steel, 2018).

According to Figure 1, several harmful consequences arise from procrastination. Students are not the only ones to procrastinate and this behavior can be injurious to businesses who lose billions of dollars as a result of procrastination (Milgram, 2017). Additionally, serious health problems, such as migraines, digestive problems, insomnia, weakened immune systems, and cardiovascular disease, arise from stress caused by procrastination (Better, 2015).

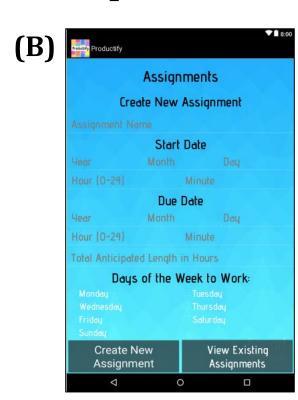
## Competition

**Table 1:** Competitor procrastination apps.

Company name	Instin, llc	My Study Life Ltd.	Evernote Corporation
Product name	myHomework	MyStudyLife	Evernote
Product launch date	2011	2011	6/24/2008
Target customers	Students	Students	Students, businesses
No. of downloads (if mobile/tablet app)	378,306	188,217	200,000,000
No. of unique monthly visitors (if web app)	755,000 (Similar Web LTD, 2017)	1,792,000 (Similar Web LTD, 2017)	75,100,000 (Similar Web LTD, 2017)
No. of Twitter followers	4,382	2,393	445,000
No. of Facebook likes	22,748	15,915	592,000
What are people saying about the app online?	-Reliable for high school -Clean, simple, stable -Bugs -Confusing to look at -Cannot change homework deadlines	-Intuitive -Easy to access -Cannot set exact deadlines -Some bugs	-No customer service -Can lose images -Slow -Many options -Not user friendly

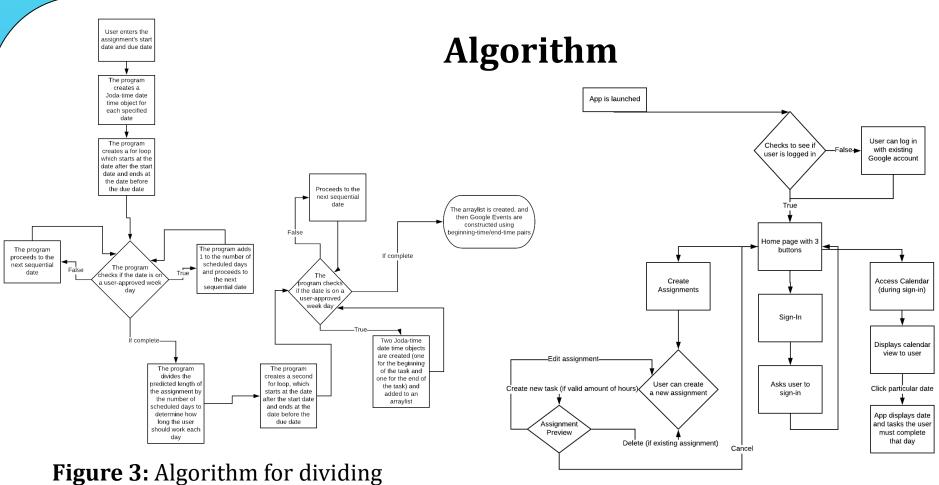
## Sample Screens







**Figure 2:** (A) Home screen, (B) creating a new assignment screen, (C) specific day from calendar.



**Figure 3:** Algorithm for dividin assignment across days.

**Figure 4:** Flowchart of application's functionality.

## **Future Extensions**

#### Additional Feature 1

Another feature that could be included shall be a point system to motivate users to complete each task. If the user completes a certain task, they will be awarded points for completion. On the other hand, if the user does not complete the task within the given deadline, points will be deducted from their total. This incentive will encourage users to complete tasks on time, and therefore reduce procrastination.

### Additional Feature 2

A second feature shall allow users to create folders on the app. These folders would be used to organize and store documents for the user. The organization achieved by the folders will allow the user to easily access documents that they may need to complete certain tasks. By providing a central location for documents, worksheets, etc., this feature will streamline the task completion process for the user.