

PRD for Clarity

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Clarity: An Overview

Clarity is an AI-powered productivity companion created for the USC Marshall MS Business Analytics community, designed to make life simpler and more organized. Our initial focus is to support MSBA students, who are constantly juggling academics, recruiting, events, and social activities across multiple platforms. This dedicated approach ensures we build a truly effective tool for this community, with the future vision of expanding to a broader audience.

The app brings everything into one place by seamlessly integrating with the tools students and professionals already rely on such as Gmail, Outlook, LinkedIn, WhatsApp, Brightspace, EngageSC, and more. With user-controlled permissions, it gathers relevant information from these platforms, including emails, calendar invites, assignment deadlines, event notifications, and group updates.

Once the information is collected, Clarity uses advanced AI and NLP to summarize and prioritize what matters most to each user. Instead of scrolling endlessly or worrying about missing key updates, students can quickly see the highlights tailored to their personal needs.

The app also features a two-part to-do list system. The default list is automatically generated by pulling in academic schedules, important deadlines, and registered events. In addition to this, there is an advanced section that users can fully customize. Through the built-in chatbot, students can change or update their priorities, and the app will adapt accordingly. For example, a student can reprioritize upcoming recruiting deadlines over academic tasks, or create a personalized to-do list simply by giving the chatbot a prompt.

What makes the to-do list even more powerful is its time assistance feature. Instead of simply telling students what needs to be done, the app also provides guidance on how much time to allocate to each task. Whether it's estimating the hours required for an assignment or recommending study intervals for a course, this feature helps students manage not just their schedules, but their energy and focus too.

By combining intelligent summarization, proactive task management, smart time allocation, hyper-personalization, and adaptive interaction styles, Clarity helps reduce information overload, sharpen focus, and ensure that no important academic or social opportunity slips through the cracks. Its true strength lies in two unique advantages: hyper-personalization through its chatbot and minimal user intervention. Together, these make Clarity more than just another productivity app, it's a personal assistant designed to adapt to your needs and keep you one step ahead.

Project Objectives: Trojan Organizer

- **Your Daily "Too Long; Didn't Read" Summary:**
We fight notification spam so you don't have to. We'll read all your group chats, emails, course updates, and event alerts, then give you one simple summary like a friend who tells you only the important parts of a movie.
- **Your Psychic Personal Assistant:**
The app not only finds your assignments but will also politely (and accurately) tell you how much of your life they will consume. "This stats homework will take about 2 hours and 3 cups of coffee." Now you can panic productively!
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- **Your Lazy-but-Brilliant Best Friend:**
Just tell our chatbot what you want to do, and it does the work. Example Command: "Hey, find all the parties and career fairs this week, but for the love of god, ignore anything before 10 AM." Your perfectly filtered, custom to-do list will appear instantly. You're the idea person; the app is the intern.

GTM Approach

- **Targeted Early Adoption ("Contagious Relief" Campaign):** Launch with a pilot group of 20 MSBA students. Their improved productivity and reduced stress will naturally attract peers, driving viral, word-of-mouth adoption.

- **Institutional Endorsement ("Official Stamp" Strategy):** Partner with professors and program staff by showcasing reduced administrative burden (e.g., fewer lost-assignment emails, higher student preparedness). Their endorsement will legitimize and accelerate adoption.
- **Sustainable Growth Model ("Free-for-Students"):** Keep the app free for students to encourage maximum usage. Revenue comes from strategic partnerships with USC career services and corporate recruiters who gain access to curated insights on highly engaged, organized student talent.

Success Metrics

Success for this project will be measured by how well students adopt, use, and benefit from the app. Our goal is for at least 70% of the cohort to sign up during the pilot, with 60% actively using it each week. We'll track engagement through the number of connected platforms and chatbot interactions, while productivity will be measured by fewer missed deadlines, more tasks completed, and students feeling less stressed. Personalization will be judged by how accurately the app summarizes and prioritizes tasks, aiming for at least 80% positive feedback. To measure long-term value, we'll look at retention rates, low churn, and a Net Promoter Score of +30 or higher. Altogether, these metrics will show whether the app is truly reducing overload, creating real value, and ready to scale for future cohorts.

Scenarios

Scenario 1: Aditi's Overwhelmed Wednesday

Aditi, a first-year MSBA student, walks out of her afternoon class on Wednesday, clutching her iced coffee like it's the only thing holding her together. This week feels heavier than most: two assignments due, a stats quiz creeping up, recruiters she messaged on LinkedIn who might have responded, and a half-dozen notifications buzzing nonstop.

Last week she already missed a career session because the invite was buried in her Outlook inbox. She still isn't sure if a recruiter ever got back to her about a coffee chat. On top of that, her friends Richa and Aamna keep lighting up the GroupMe with talk of dinner

plans and weekend outings. The idea of checking Gmail, then Brightspace, then WhatsApp, then GroupMe, then LinkedIn just to get her bearings feels exhausting. She sighs and scrolls anyway, hoping nothing slips through the cracks

Enter Clarity...

Instead of bouncing across nine different apps, Aditi opens *one*. Clarity greets her with a crisp summary of her world:

- “Stats Quiz on Friday, Case Report due Sunday.”
- “PwC recruiter responded: coffee chat available Friday morning.”
- “Career Workshop Friday, RSVP deadline tonight.”
- “GroupMe: Richa and Aamna planning dinner Friday at 8 PM.”

No clutter, no endless scrolling, just the essentials.

Her **to-do list** is already neatly organized: prep case notes for tomorrow, RSVP for the workshop before midnight, carve out two hours to study for the quiz, and save space for Friday night dinner with Richa and Aamna. Even the time estimates are included, so she knows what’s realistic.

Feeling curious, Aditi taps the chatbot and asks, *“What’s the one thing I should not forget today?”* The app replies instantly:

“RSVP for the Career Workshop: deadline 11:59 PM. It could open doors.”

The Change ...

For the first time all week, Aditi feels in control. No frantic app-hopping, no missed deadlines, no guilt for forgetting things. She smiles, tucks her phone back into her bag, and walks out to meet Richa and Aamna finally free to enjoy her time with them, knowing Clarity has her back.

Scenario 2: Sameen’s Networking Juggle

Sameen, a first-year MSBA student, is determined not to miss a single chance to network this semester. It’s the middle of the week, and his inbox is already stacked: event invites from EngageSC, recruiter sessions in Outlook, and a flood of LinkedIn messages.

Somewhere in there is a reply from a consulting firm he's been dying to connect with but it's buried between promotional emails and dozens of unread updates.

At lunch, his classmates Emma and Hafsa start talking about a Data Analytics Panel hosted by PwC that evening. Sameen freezes, he hadn't even seen the invite. Missing it would mean losing out on the chance to meet professionals who could shape his career.

Enter Clarity...

Instead of stressing, Sameen pulls up Clarity. The app has already sorted the noise for him:

- "EngageSC: PwC Analytics Panel today, RSVP deadline 4 PM."
- "LinkedIn: Consultant from Deloitte replied: available for coffee chat next Monday."
- "Outlook: USC Career Center event Friday at 2 PM."

On his **to-do list**, Clarity highlights:

1. RSVP to the PwC Panel before 4 PM.
2. Prepare two talking points for networking tonight (suggested time: 30 mins).
3. Draft a quick thank-you note template for recruiter follow-ups.

When Sameen asks the chatbot, *"What's my most important action before class ends?"*, Clarity replies:

"RSVP for the PwC Panel: deadline in 2 hours. This is a career-making opportunity."

The Change...

Instead of stumbling on opportunities by accident or hearing about them secondhand from Emma and Hafsa, Sameen walks into the PwC Panel confident and prepared. He shakes hands with consultants, references the talking points he prepped, and even lines up a coffee chat for next week.

For the first time, networking feels less like chaos and more like strategy. Clarity didn't just remind Sameen of the event, it made sure he showed up as the best version of himself.

Features In

AI Summarization

- Clarity aggregates information from academic apps (Brightspace, EngageSC) and emails (Gmail, Outlook)
- AI-powered keyword summarization to extract deadlines, events, and key updates
- Hyper-personalization based on user feedback (highlight and prioritize certain messages and groups)
- Daily/weekly digest view of prioritized tasks and events of To-Do List
- Support multi-language

Smart To-Do List

- Auto-generated default to-do list from assignments, quizzes, deadlines, and registered events
- Chatbot-assisted task creation for personalized focus (e.g., “Add 2 hours of gym session tomorrow”)
- Time allocation assistant that suggests how much time to spend per task
- Rearrange to-do list based on what you have not yet done
- Calendar-style visualization of tasks and events

Chatbot Assistant

- Conversational interface for retrieving summaries (“Tell me what are the career related events?”)
- Update preferences and priorities directly via chatbot
- Proactive nudges (“You only need 2 hours to apply for this company, do you want me to add another job application?”)

User Experience & Integration

- One-time permission setup; continuous sync with connected apps

- Cross-platform access (iOS + Web prototype)
- Push notifications and reminders for upcoming deadlines
- Sync with Google/Outlook calendar

Collaboration & Community

- Import and manage USC EngageSC or any upcoming events within the app
- Share personalized to-do lists or schedules with team members to improve teamwork
- Export weekly summaries to PDF/email for personal archiving

Features Out

- Focus Mode with Adaptive Nudges
- AI Reflection & Progress Reports
- Gamified Productivity
- Post-Graduation Transition Mode

Open Issues

- **Primary Platform:** Should the MVP be web-first or mobile-native?
- **Core Integration Scope:** Which one third-party platform (Canvas, Gmail, or LinkedIn) is the absolute priority for the initial release?
- **Data Handling Philosophy:** What is the specific policy for using user data (e.g., recruiter emails) to train the AI models?
- **Monetization Path:** Will the product be permanently free for the MSBA community, or will it include a freemium model from the start?