

## Problems

Missed  
Appointments:

**Missed  
Deadlines:**

**Health  
Neglect:**

Overwhelm:

**Late  
Payments:**

Unfinished  
Tasks:

Lost  
Opportunities

Lack of  
Productivity:

## Goals

**Usable  
Calender**

**Daily/Weekly  
Checklist**

**Efficient  
Scheduling:**

**Increased  
Productivity:**

**Task  
Prioritization:**

## Extra Features??

**Financial  
Planning:**

**Expense  
Tracking**

**Time  
based  
reminder  
system**

File  
Attachments:

Location  
Based  
Reminders:

Voice  
Commands:

Integration  
with Email:

## App growth

**Student  
Insentives  
(free trial)**

Needs  
downloads  
(advertising)

Advertising  
students  
improvements  
from  
downloading  
our app

**Social  
Media  
Presence:**

Paid  
Advertising:

**In-App  
Tutorials:**

**App Store  
Optimization  
(ASO):**

Partnerships and  
Collaborations:

## Future Updates?

**USC Doordash  
System (future  
update)**

Integration with Self  
Service  
Carolina/google  
teams for calendar  
and work schedule