



## Organized Timer

## Business Case

**In** a world where time defines all our actions, it's those who manage it efficiently that can gain the edge in productivity. From vital tasks to cooking and cleaning to our leisure activities like sports or games to our jobs and career it is essential that we keep track of the time we spend on each and maintain an optimum balance.

It is important that we don't lose any of our already limited time in the managing of time within each of the different categories mentioned above. It is easy to waste time in managing timers and looking up the times for various activities on the internet and inserting them into a conventional timer application.

Very often I would find myself needing the same few timers for my everyday tasks and each time I had to input them into the timer application manually. Ever since I have been independent, I felt the need to save my timers with name descriptions and dividing them into categories, yet no Android application has fulfilled my needs exactly.

Organized Timer will allow users to create an unlimited number of custom categories in which users will be able to add an unlimited number of custom timers, all of which will be neatly labelled with a custom label/name that the user will choose for each category and timer. Users will have the option to edit, delete or add timers according to their necessity. The application will feature a settings page that will allow the user to enable/disable certain features. These features include but are not limited to: starting

a timer automatically after a user selects it, and a scrolling number picker to set and edit the timer minutes and seconds rather than inputting the numerical values manually.

It is no surprise that there exists a vast number of Android applications that deal with timers, yet none fully capture the experience/idea behind Organized Timer, the idea of being able to store commonly used timers with name labels and order them into user made categories.

Some apps in the competitor category allow for a simple user interface and the ability to have some timers saved, but they lack the functionality of being to label these timers with a name, meaning that the saved timers can only be referenced by their time. Another breed of these timer apps does allow the user to label their timers by name, but often put a limit on the number of timers that can be added. Most importantly no existing timer application allows a user to organize these timers into categories.

Thanks to the lack of similar timer applications Organized Timer has a chance to become one of the most popular timer applications if marketed and developed correctly. Sorting timers into categories is a feature many users need or would take advantage to improve their daily tasks.