

Creative Brief

This project is about providing an experience for a student at UC Davis that will better allow them to manage their time and workload in regards to not only classes, but their work and personal lives in a manner that gives an all-rounding schedule for them to follow. I think this is interesting because I have often personally wished there was such a tool to help me more efficiently plan out when to do my tasks and assignments for deadlines specified by my professors that are always subject to change.

The target audience is in the 18-25 demographic, but this tool will also be made available for use by professors and faculty. They will use this project to prioritize their goals and tasks. Ideally, it would either sync to or mimic Smartsite in order to allow communication between students and professors. The message I want to convey is that it is possible to organize your work and manage your time with the use of this tool, and I want to use techniques such as drag/drop and swipe features. My limitations include the know-how of creating an app that can store thousands of users and their information, so the back-end of this project eludes me.

I want to use a colorful yet minimalistic style for the design, and make it customizable for the user to provide a more personal experience, as that is one of the most important messages: that this is their tool to do whatever they want in order to achieve their goals.