

# CREATIVE BRIEF

Project 1 - MAD

Susana Gomez

## Task Management App

### Inspiration:

I use Google Calendars for everything on my desktop but when I downloaded the app I was disappointed at how crowded with information it was.

I want to create an app that is easy and that projects information in a simple way.

There are some of the apps that inspired me:

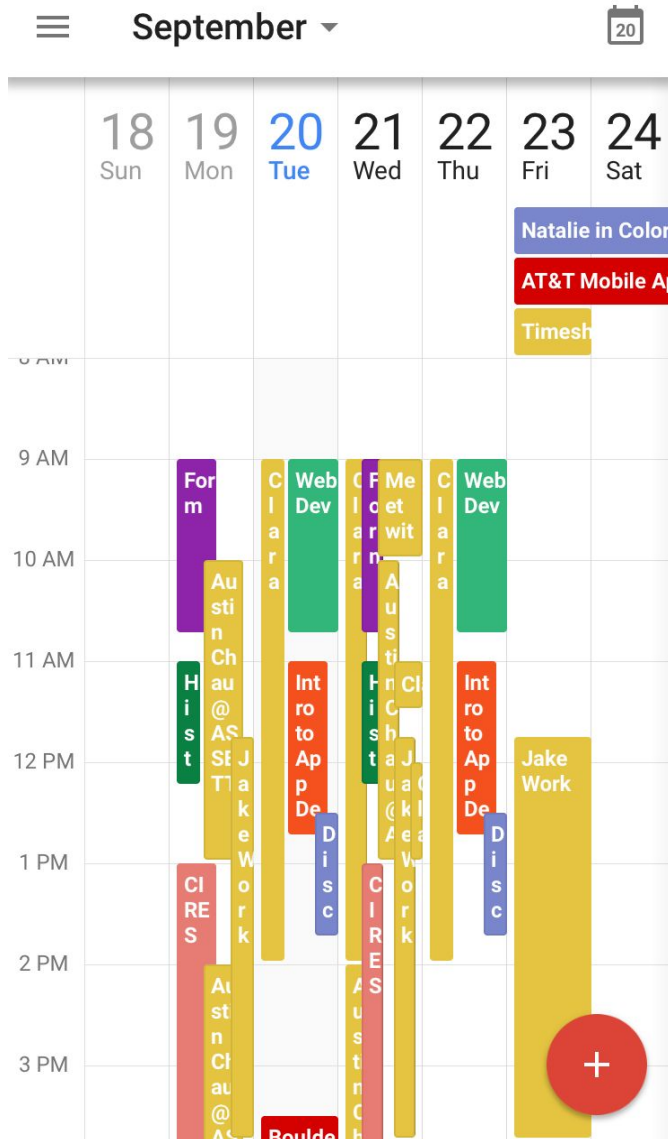


Enjoy your day.



### Todoist:

- Clean
- Colorful
- Simple
- Calm
- I like the button bottom right corner
- The message when there are no events



Google Calendar:

- Like the color-coordination
- Don't like how it's too crowded
- Sinks with Gmail account
- Red button - bottom right

Rise:

- Informs users of rise and dawn
- Enjoy the colors and how there's not that many things on the screen
- Enjoy the colors - having a colorful background and the rest is all about the white font

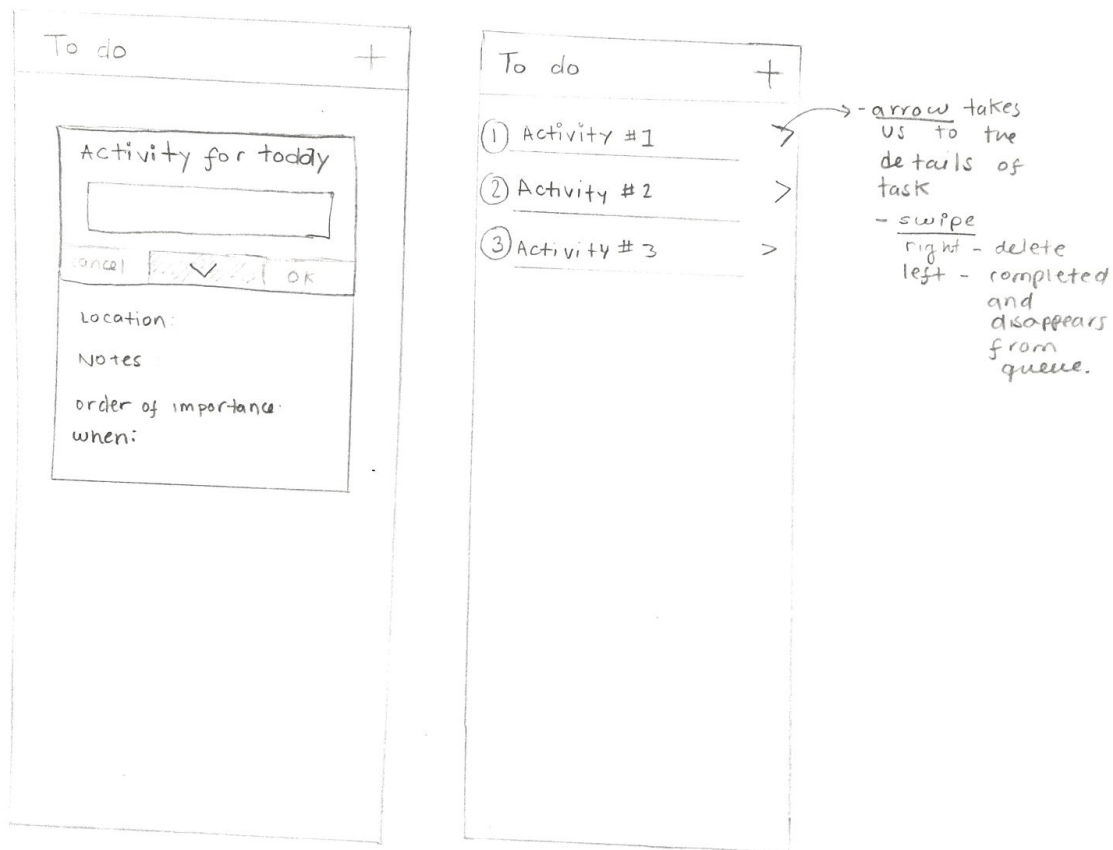
Goal: To create an app that is easy to input your goals for the day/week and display it in a simple yet engaging way.

Intended Audience: Busy people who don't have much time to look through their calendar. Be able to present information in a quick glance at their phones

Sketches:

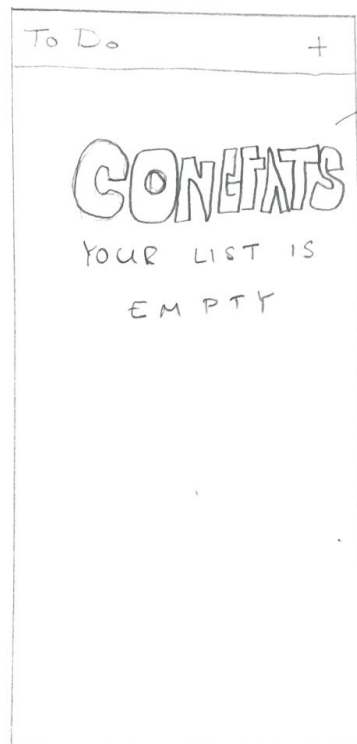


## Simple To-Do List



This sketch would be the main page...It'd only take a couple seconds for anyone who is super busy to glance at the screen and remember the todo lists they inputted previously.

- User would select the plus sign on the top right and add an event. They could just add the title or press the middle button (arrow) and input more information about the event
- The second screen is an example of the list with some events in it.
  - User can click on the arrow to read the details for the event
  - Swipe right to delete event
  - Swipe left to mark event as finished



Once all events have been accomplished the user would see a cute little picture in the background as a positive feedback that they finished all of the “to do” list.

Things I'll need:

I need to work on creating a user interface that is clean and simple to use. I need to get icons and background pictures.

Icons:

- [iconfinder .com](http://iconfinder.com)

Background:

- Need to create a color scheme in Illustrator or Indesign that will work as the main background for various screens
- Need to create a pop-up (alert message) or a background that will show the congratulations message once tasks have been completed