

Day2Day Vision Statement

Day2Day is a daily planner for users to customize schedules, manage tasks, and help self-growth.

Day2Day is a time-organizational tool designed to satisfy modern life's demands by integrating a suite of powerful features to help users optimize their day. It will allow users to add, edit, and organize tasks, customizing their schedules to fit their unique lifestyles. It also offers a comprehensive overview of daily, weekly, or monthly schedules, facilitating a complete understanding and summary of established tasks to ensure no critical milestones are missed. This feature empowers users to plan ahead with clarity and confidence.

Catering to the diverse needs of the wide user base. Day2Day also features a Habit Tracking function, which not only fosters the formation of positive routines but also actively encourages users by tracking their set goals with reminders and providing positive feedback. This mechanism is designed to help users transform their aspirations into actionable daily tasks. Day2Day will be able to automatically place created events into the user's schedule based on their habits.

Task Prioritization enables users to classify tasks by urgency or importance, focusing attention on where it is most needed. Beyond custom scheduling, Day2Day will include a report generation capability, offering users regular insightful analytics on their productivity patterns, thus providing a feedback loop for continuous self-improvement. Day2Day will also keep track of how it's utilized by users to allow the developers to assess the success criteria and what features are popular or unused. In sum, the goal of Day2Day is to offer users a more convenient channel to manage their time, enhancing the value of every moment spent.

While Day2Day will provide value to users by being fully functional and useful as a standard day planner allowing the user to store events and when they happen as they normally would, however, the main value will be in its special tools that will help users schedule their time easier and in ways they may not have in the past.

Day2Day will be considered a success based on 4 criteria. The first is if Day2Day has more than 10,000 users in the first 6 months after launch. The second is if at least 65% of users use at least 5 of the features more than 3 times each. Third, at least 40% of users continue to use Day2Day for longer than a month. Fourth, Day2Day should average at least 1000 users a day. If all of these criteria are met, then Day2Day will be considered a success.

Intended Users

1. Busy Professionals:

- Professionals with demanding schedules, such as executives, managers, entrepreneurs, and freelancers, who need to manage multiple tasks, appointments, meetings, and deadlines throughout the day.
- They rely on the app to organize their workday, prioritize tasks, and allocate time efficiently to accomplish their goals.

2. Students:

- College students, high school students, and even younger learners who need to juggle classes, assignments, projects, extracurricular activities, and social engagements.
- They use the app to create study schedules, track assignment deadlines, plan revision sessions, and manage their academic and personal commitments effectively.

3. Entrepreneurs and Small Business Owners

- Entrepreneurs, startup founders, and small business owners who wear multiple hats and need to balance various aspects of their business, including client meetings, project deadlines, marketing activities, and administrative tasks.
- They rely on the app to plan business meetings, track project milestones, schedule social media posts, and manage their business operations efficiently.

4. Freelancers and Remote Workers

- Freelancers, consultants, and remote workers who work independently or for multiple clients and need to manage their time, projects, and client meetings effectively.
- They use the app to create work schedules, set project deadlines, track billable hours, and ensure timely delivery of services to clients.

5. Event Planners

- Event planners, organizers, and coordinators responsible for planning and executing various events, including weddings, conferences, parties, and corporate gatherings.
- They rely on the app to manage event timelines, coordinate with vendors and stakeholders, schedule meetings, and ensure seamless execution of events.

Overview of Major Functionalities

1. Task Activity

- Task Activity is a feature that allows the user to make a unique task with a time interval of a set day, and allowing them to check them off if it has been completed. The users are also equipped with the ability to label the activities and give them context in case they forget why they have set that time aside. Priorities can be given to each task as well.

2. Habit:

- Habit is a feature that allows the user to make a repeating activity that is set within a certain interval, where they only have to enter the days of week, freeing them of the hassle of having to remake the same activity multiple times.

3. Welcome Page Summary

- The welcome page will give the summary about today's activities that are incomplete, and also their respective time, allowing the user to give a quick look at the app without having to enter all the way into the calendar view.

4. Habit Chart

- Habit chart provides the user with statistics that inform them of how much of their habit was completed, and the percentage it takes up when compared to other habits 7 days in the past.

5. Priority View

- Priority view will allow the user to view today's tasks that are sorted based on their level or priority, which can go from high, medium, to low. This will allow the user to determine what task requires more attention and needs to be completed more urgently compared to other activities.