

Content Strategy

Section 1

List of Goals

The Enabler App will give users the ability to break down a project or task into various sections to make it simpler and easier to complete. This scheduler will help the users to organize their work better and ensure that the project or task is completed on time if the breakdown is followed. All in all, the Enabler App will break it down so that you can make it happen and these are the three goals that our app will fulfill.

Make tasks simpler

Organize better

Manage time better

Section 2

Target Audience

The main audience that we want to target with this app are students that are plagued with procrastination. This type of person would typically be a student that is easily distracted, unmotivated, or idle when it comes to completing work. We want the app to help them map out their project to making it simpler to complete and finish it on time.

The second audience that we want to target are students that need help organizing their projects. These types of people might be students that struggle with time management, organizational skills or have problems with large projects. We want the app to help these student segment the project which includes designating a starting point, setting intermediate points and finally an overall product that they will be satisfied with.

Section 3

Strategy

| Content Idea | Location of Content | Purpose of Content | Length | End Goal of Content |
|--------------------------|--|---------------------------------|---------------------|----------------------|
| Logo | Top left corner of page | Introduce and establish brand | Picture | Market |
| Tagline and Descriptions | Center of page (Homepage) | Describe purpose of app | 1 - 4 Sentences | Market and educate |
| Examples | Bottom of page (Homepage) | Show various project breakdowns | Labels and pictures | Educate and convince |
| Progress meter and graph | Left side of page (Project Dashboard) | Show progress of work | Labels and pictures | Notify and organize |
| Notifications | Right side of page (Project Dashboard) | Reminds for up coming work | 1 - 4 Sentences | Notify |