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4328 DMI Capstone

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<center>Time Management Research Project</center>

Problem Statement

One of the issues that young adults struggle with most of his or her freshman year of college is managing time. They are used to sitting in the same class room for eight hours a day five days a week; then all of a sudden, they only have class only three hours out of the day, every other day? We think we speak for most when we say that the shift from public school to university can be a little odd. If students can't figure out how to manage all that free time in university, how can they be expected to when they are in the real world? Time management is important for almost all things in life such getting to class on time or work, studying for a exam, getting to a dentist appointment, or simply by setting goals for yourself. We understand how difficult prioritization can be when there is a long list of things to get done, and we know many of our peers feel the same way. This problem affects more than just students however. Many adults can get caught up in the chaos of life and push important tasks to the side in favor of accomplishing a different task. Everyone's life requires some sort of routine or schedule that they follow, so by reducing the amount of time they would take when planning out their task will reduce their stress, increase motivation and ultimately create a more simpler life.

Market Analysis

We decided that our target audience would be busy college students who are struggling with time management and big universities to provide this program for their students. Some Universities tend to buy programs like Microsoft office, and Adobe creative cloud to provide for their students at a reduced cost. We decided that we could do the same with our time management program. With each project, and program some of them have different advantages and disadvantages. One of the first things we came up with is some Strengths, Weakness', Opportunities, and Threats to our program. The strengths of this program would be that it is accessible to everyone at the university who bought the program. The weakness that we found is that if you are a busy student but your university did not buy this program then you would either have to pay out of pocket for it or you would not be able to use it at all. The opportunity that we believe this program will have is that we will be helping students and professors who struggle with not being able to prioritize their schedule to being more productive, and task oriented people. This will bring more success to the university as their students and professor improve with their time management skills. The threats that we have found is that other companies will adapt their own version of our program and sell it a lower cost therefore some universities, and busy individuals would buy their program over ours.

Financial Projections

Since our targeted audience are college students with a busy schedule we decided that this application and website will be based on a subscription or membership based with

universities. We will charge universities $500 a month which will estimate to $6000 a year. By partnering up with universities professors and college students will be able to gain free access to this application and site. For starters we are looking to target universities in Texas to see how well the app does among staff and students at these universities. There's a total of 38 separate and distinct public universities that exist in Texas, so if we are able to partner up with all 38 of those colleges and each one agrees to pay $6000 a year for access to this app, then this business will make a total of $228,000 in one year. So, within 5 years this business will make $1,140,000 in the state of Texas alone.

Global Implications

While this app would definitely be useful for our target demographic, this app may have issues performing globally due to the fact that it is, in a way, a first world problem. It does not solve any major global issues, but it would definitely be convenient for its users. This app would do well in places such as America, the United Kingdom and Canada, because these are considered to be very individualistic societies. People living in individualist societies are much more self reliant and independent than people in other countries, and an app like this which is designed to cater to an individual, would be well received. In comparison, this app may underperform in countries such as China, India and Russia because these countries have a collectivist culture.

However, one thing in this app's favor is that the lack of time management skills in individuals is a universal problem. In the last 20 years, working time for people's increased by 15%, while

leisure time has decreased by 33%. In addition to this, only 5% of business and professional people use a "to do" list on a regular basis to administer not only their "have to's", but also their "want to's." This app would be a great way to increase the number of people keeping track of their own schedules while still making time for themselves. It would also be helpful for students across the globe to manage their schedules and improve themselves.

Diversity Implications

When it comes to diversity, this app has no limitations. Our overall goal is to make this app easily accessible to anyone who wants to use it, no matter the demographics of our audience. Absolutely anyone can use it and find it beneficial. Just like the students and young adults that we are catering to, this is designed to be diverse, as the app provides a different experience for everyone that uses it. However, we would definitely find it useful to collect the demographics of our users to get a good idea of the diversity of our users and look for trends in order to better understand our users,market to them, and cater to their needs. Despite this, our app is universally user friendly and would be a great resource for anyone who decided to utilize it. To make this app easier for people everywhere to utilize, this app will operate in multiple languages as well.

Competition

There are a few existing apps that help with managing a task list, or act as a second calendar; however, none of these apps tackle both features. The standout factor that this application will offer is the user's ability to dump all of their tasks so that the app can create a detailed schedule for you, while still integrating time for relaxation. Applications like *Rescue*

Time or *Remember the Milk* are essentially just another *Reminders* app, which most phones

come standard with. *Todoist* adds a calendar feature, but that just creates one more thing the user

needs to update frequently.
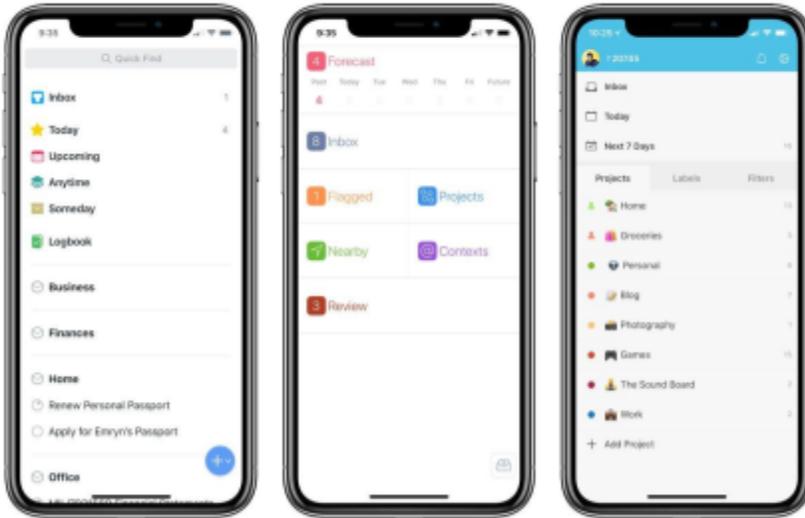
Screenshots from the *Todoist* app

Todoist has a nice clean layout, making it easy for the user to create and track reminders

within the app—other existing apps (i.e. *Rescue time* or *Remember the Milk*) have similar layout,

interface and functions as well.
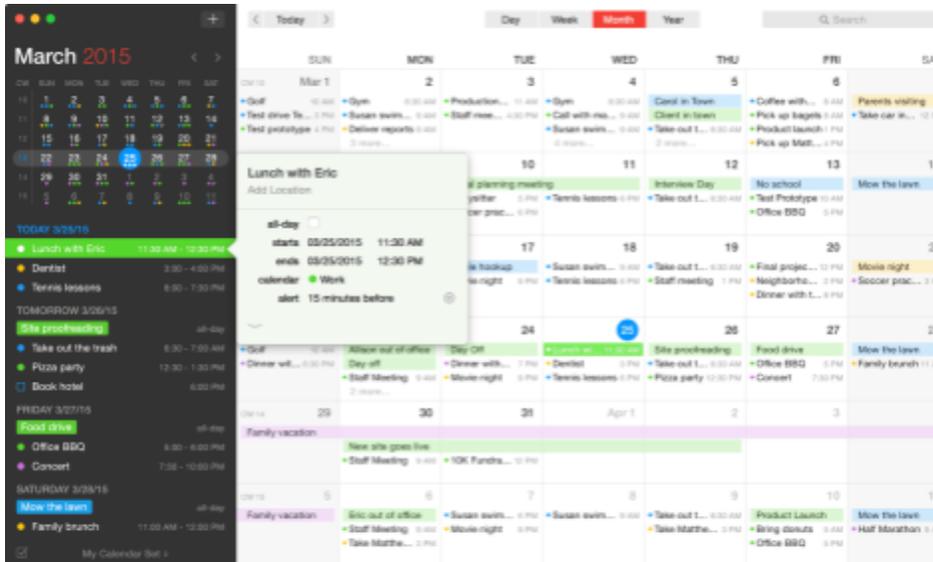
Screenshots of calendar layout from *Fantastical 2* app

Fantastical 2 is one of the many calendar apps for iOS that has a clean layout that allows a daily, monthly and yearly view of your calendar. This app also includes a quick audio note feature that makes a nice touch on each event. However, much like the Todoist app, most of these existing calendar and reminder applications have yet to combine both features into one.

Potential Solutions

Our application allows the user to continue using their native calendar. Whereas the majority of existing applications act as only a task list or only a separate calendar; our solution is to combine both without having another app to check constantly. The idea here is to be able to tell the application all the things you have to do (i.e. homework, class, work, events), how much time you have to do it, when you would like to do it/have it done, and the application will generate a schedule for the user to use in their phone's existing calendar.
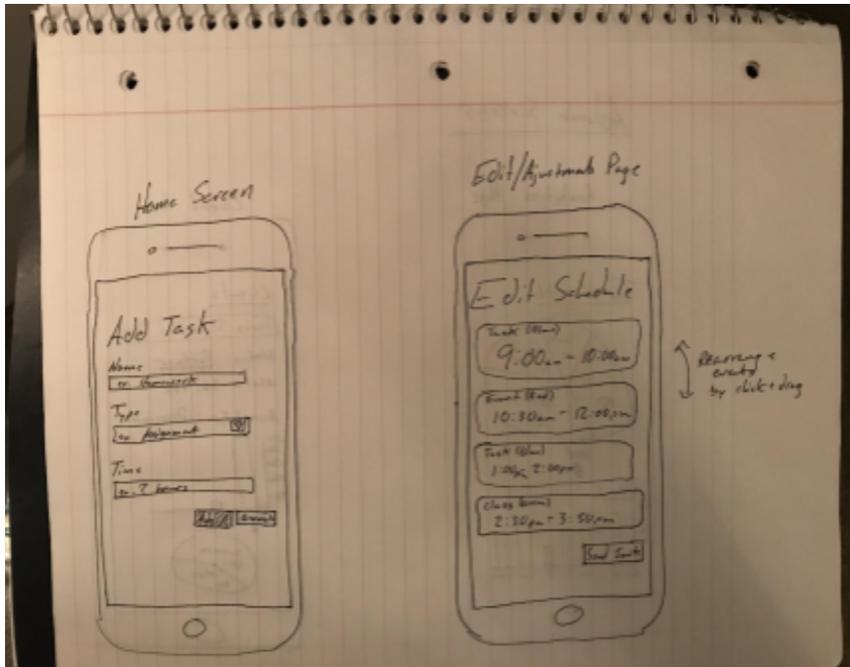
Paper prototype of application's layout

Above is a rough prototype of, theoretically, how the application would function for users. Home screen is where users can add task information like type, time frame, priority, due dates and many other specifics. After adding however many tasks or events, the application with generate a preview of your daily/weekly schedule and give users the opportunity to adjust accordingly. Once everything has been finalized, upon selection, the application will send users calendar invites so that they can use their phone's native calendar.

When it comes to taking on multiple tasks, one of the biggest problems people face, especially students, is the simple act of starting. It could be overwhelming to have a mind full of things that need to get done. Clearing your mind by physically seeing a list of what needs to be done is the first step to getting tasks done; however, some then run into the issue of not managing time well. Our application is intended to solve both of those problems so that the only

thing the user needs to worry about is following that schedule. By scheduling assignments in small daily increments, an individual will be more likely to finish that task. We aren't inventing anything new here with our application; we are providing a tool to busy people that will help them be more productive.

Marketing Strategies

Since our targeted audience is directed towards college students and professors, we decided to sell the app to the universities themselves. So, students and professors will be our users and universities will be our customers. This brings up the question, how will we markert this application? We will use social media platforms to create advertisements, use events to promote the application and use word of mouth.

Firstly, we will create a video for a Facebook post that will present the features our app will have and how easily task can be created, wherever and whenever. The teaser will be a minute long of a student doing activities throughout her day. As her day progresses she will be scheduling task and at the end of the day a full schedule will generate for the rest of her week. At the end of the teaser the name of the app, along with the logo will show up. This video will be promoted and directed towards universities in Texas, as well as college students and professors.

Secondly, we will create a post that will go on Twitter and Facebook that will state how we will be attending SXSW to showcase the application for the first time. At this event users will be able to interact with the app to see how it works. However, before we can do that, we would send a proposal to the PanelPicker at SXSW. We will state how this panel will be beneficial to the Austin community and for the cities nearby since most college students reside in this area. We will also state how this app will use more advanced technologies that will change the way

students manage their time. In addition to marketing the app, this business will use word of mouth to get exposure to our targeted audiences by talking to professors and students that are in organizations to help spread the word about the app.

Limitations

There will be some challenges and limitations that come with creating this application and website such as their not being enough demand for this app from the universities themselves. A thing we might come across are people might say is that a planner will suffice. Since this app is designed to do a lot for the user there's a change it could be complicated for users. In addition, if the user is frequently using this app and inputting all the task they have to do it could potentially use up too much storage and crash. So, we will need to come up with a system that will back up their task. We will also have to find resources such as a web developer, someone who creates apps and an Angel Investor(s).

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