

Kickoff Meeting Worksheet

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Problem Statement

The current state of the *productivity apps* has focused primarily on *static lists*. What existing products/services fail to address is *psychological factors to improve productivity*. Our product/service will address this gap by *consulting psychological experts to employ proven methods to optimize productivity*.

Assumption Statements

- **Who is the user?**
 - 18-35
 - Mostly male
 - Students
 - Marietta campus
- **Where does our product fit in their work or life?**
 - Assistant to accomplishing daily task
- **How should our product look and behave?**
 - We will be using the aesthetic and usability standards from Google's Material Design. It must be minimalistic in accordance with number 8 of Nielsen's 10 Heuristics of Usability. Our color palette and interface layout are both unknown, though we want to include a dark mode and light mode. Behavior must be predictable, consistent, familiar, and learnable. Idioms will be created and tested to iterate upon.

- ***What features are important?***
 - Save/delete/typing/undo/search
 - voice input
 - creating categories
 - styles/colors/customization
 - see changes
 - reminders/alerts
 - collaboration
 - dark/light mode
 - offline access
 - on boarding
 - exportable
- ***When and how is our product used?***
 - library
 - in bed
 - room/home
 - work
 - coffee shop
 - at night
 - in the morning
 - on abus
 - driving
 - class
 - during free time
- ***What problems does our product solve?***
 - Helps people feel useful
 - stress relief
 - time management
 - avoid failure
 - organization
 - easy collaboration

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- **The #1 value a user wants to get out of our service:**
 - Get stuff done!
- **They can also get these additional benefits:**
 - Engagement
- **We will acquire the majority of our customers through:**
 - Word of mouth
 - advertise
- **We will make money from:**
 - No idea honestly. Ads on the program will be detrimental to the interface and are absolutely unacceptable. Especially given so many ad free options available. A subscription fee is theoretically feasible, but building something so good that it beats every free program on the market seems unachievable within the scope of this product. So I don't know how it will make money.
 - Premium features behind paywall
- **Our primary competition in the market will be:**
 - Trello
 - ToDoist
 - Toggl
 - Boosted
 - Pomodoro Timer
 - Google Tasks
 - Hours
 - Memorigi
 - Tick tick
- **We will beat them due to:**
 - Integral use of Pomodoro technique
 - Consultation with SMEs
 - Detailed user testing
- **We will solve this through:**
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- ***We will know we are successful when we see the following changes in customer behavior:***
 - Happy
 - Accomplishing goals
- ***What other assumptions do we have that, if proven false, will cause our business/project to fail:***
 - People want to be productive