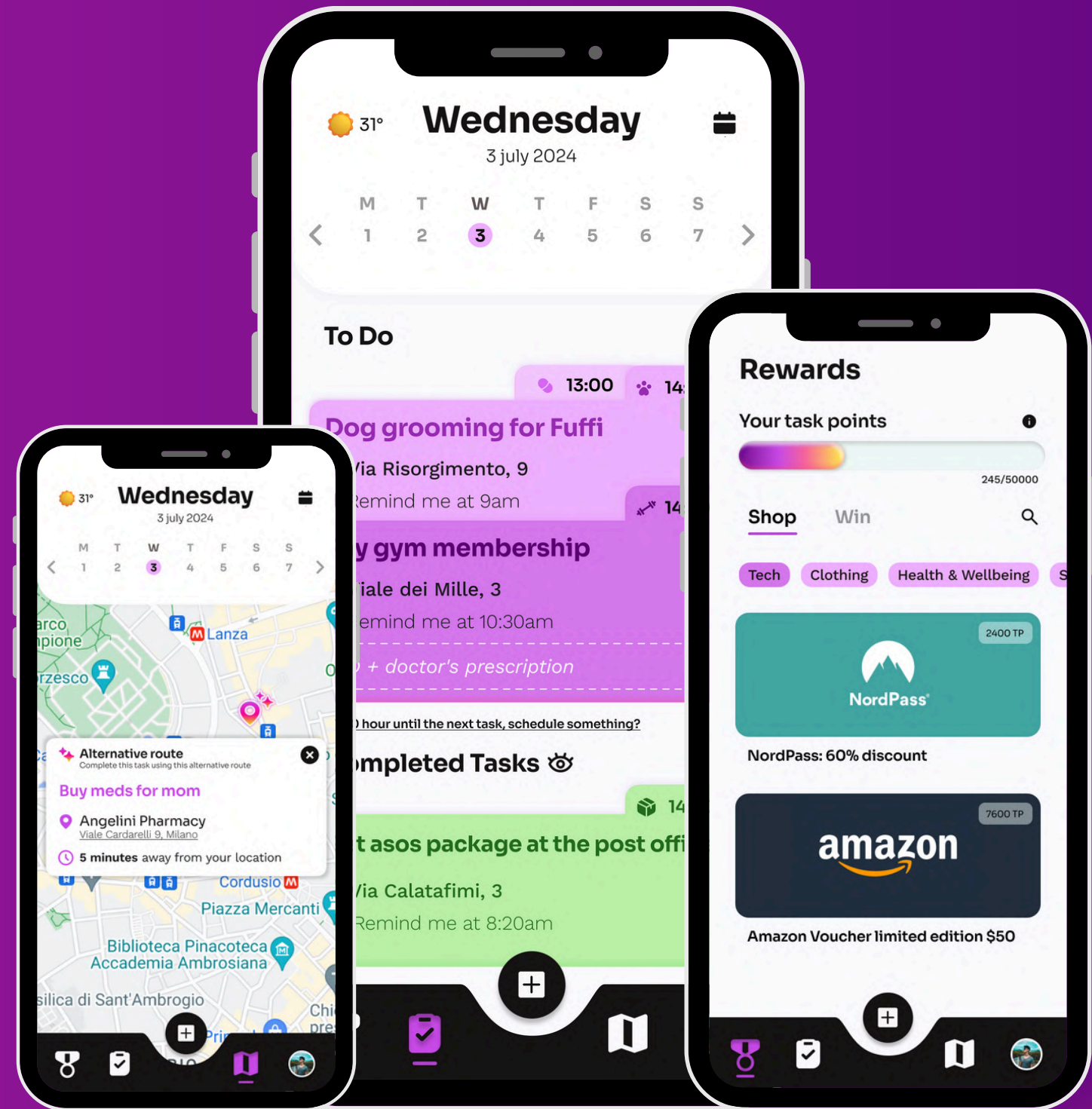




# Tasky





**Marco G.**  
42 years old  
Banker - Married + childrens

*I'm so swamped with work that I barely have time to breathe, let alone write down errands. I just scribble appointments on my kitchen calendar.*



**Alina S.**  
24 years old  
Student - Engaged - OCD

*Usually I plan everything 'cause I want to have full control on the things I have to do daily. I get so annoyed when unexpected things come up and ruin my plans.*



**Francesco B.**  
34 years old  
Fronted Developer - Single - ADHD

*I'm trying to get my life together, but my ADHD and I just don't see eye to eye when it comes to to-do lists. I need something that can actually keep me on track and maybe even give me a little reward for my efforts.*

# The Research / Interviews & Personas

Following the formulation of appropriate interview questions, I've conducted qualitative interviews with numerous individuals residing in Milan.



# The Research / Market Competitor

## ● Apps used by the people interviewed



Google Calendar



Notes Apps

## ● Other competitors



Clickup



Structured



Trello





Unexpected events like traffic jams

The necessity to reduce idle time

Juggling work and personal commitments

To be appreciated for your efforts, no matter how small

To have a backup plan

Complete tasks according to your energy levels

## What's the deal with tasks?

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**Some people improvise, while others plan every move!**

Houston, we have a problem: task execution is the most critical moment, where unexpected events and external factors can discourage and compromise a busy day!



**Francesco Bianchi**

34 years old

*Frontend Developer*

## Target Analysis

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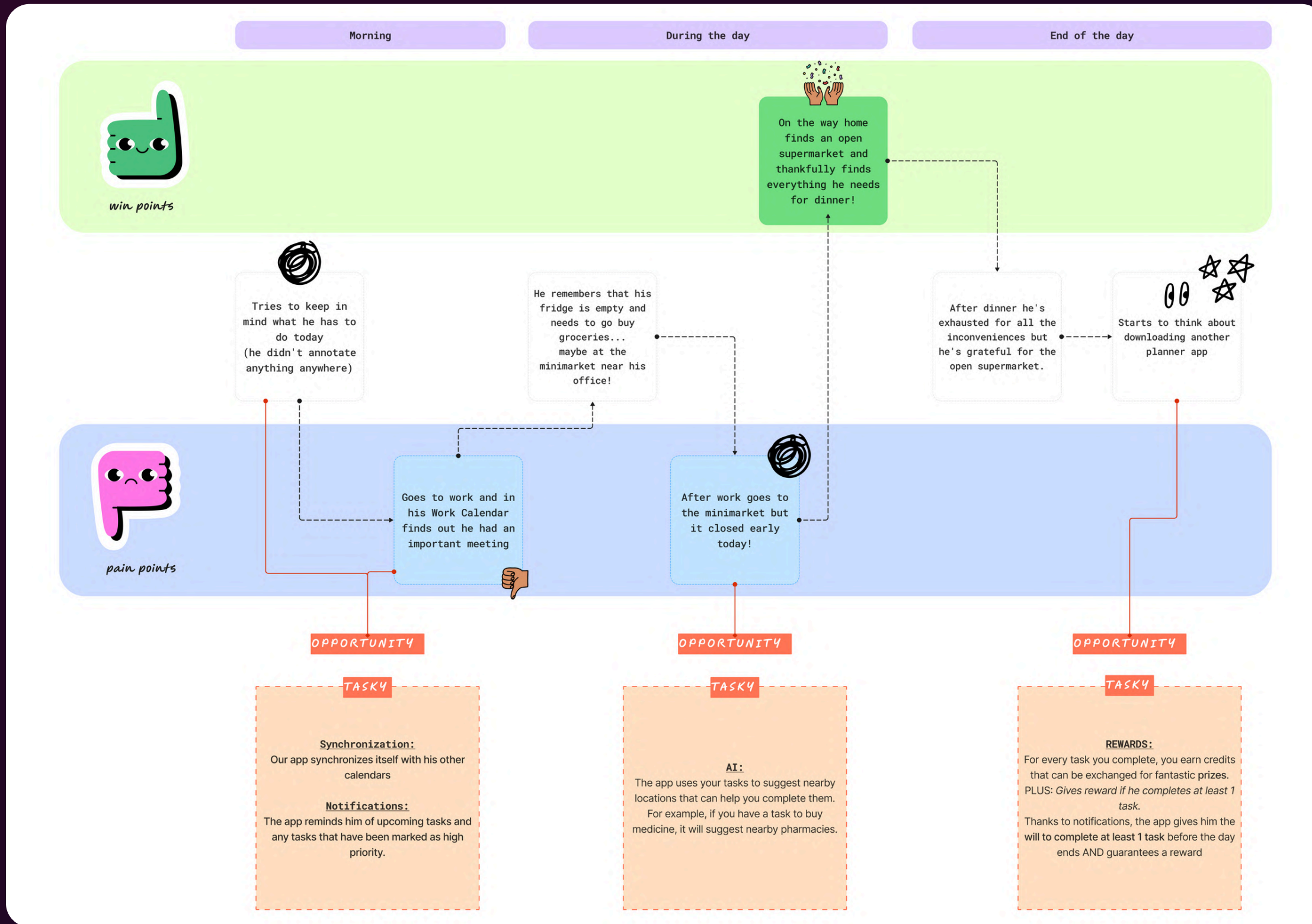
For those who value their time and want to be more motivated

Francesco is a Frontend Developer who has ADHD and wants to have more **control** over his commitments instead of facing the day without a **plan**.

He also wants to feel more **rewarded** when he completes his daily tasks.

He needs something to help him be more **organized** and **motivated**.

# The Research / User Journey



## How Might We

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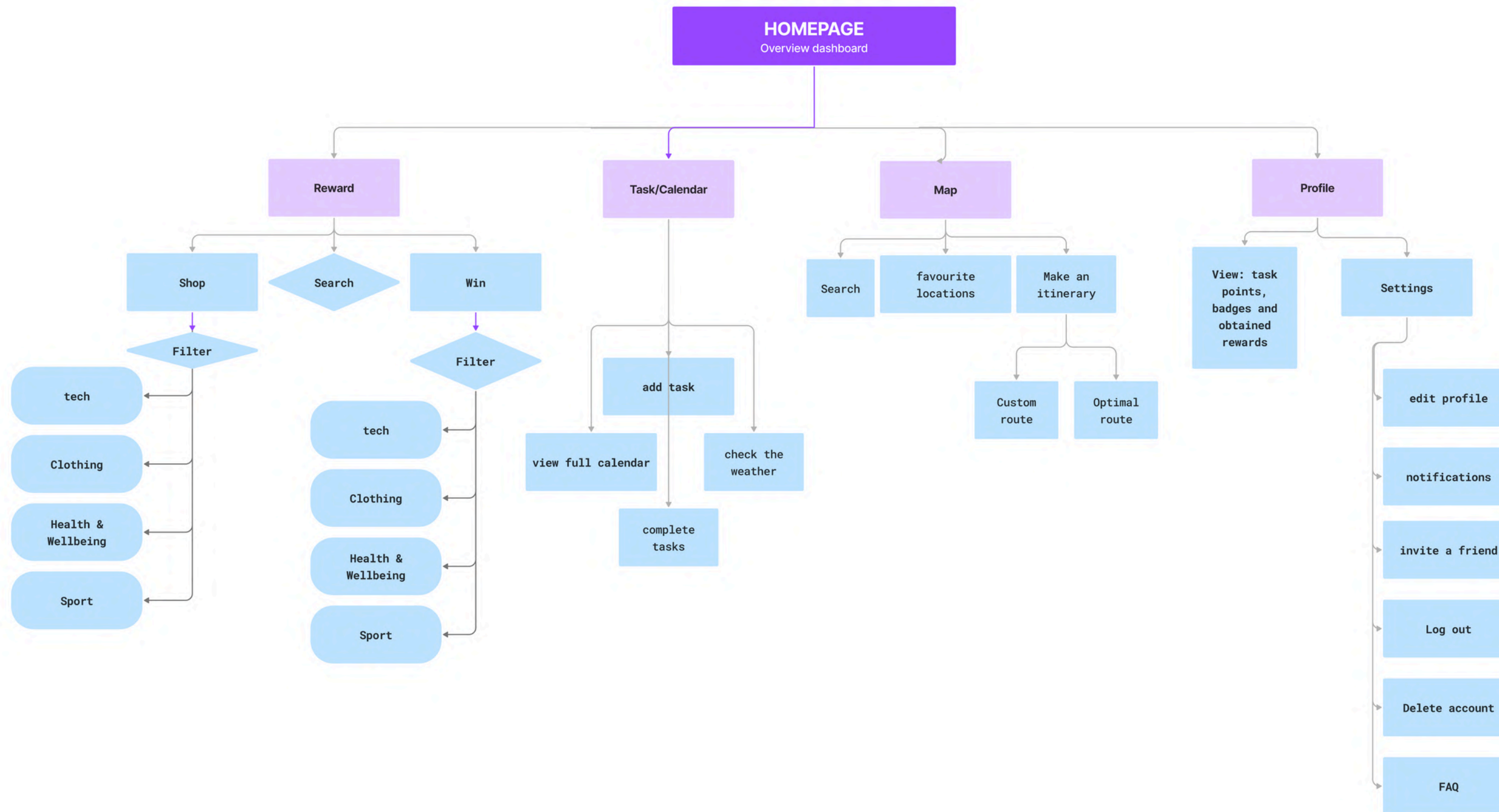
*How to maximize time management by using downtime to boost productivity and personal satisfaction?*

# AI Smart Multitasking

The goal is to optimize users' time by offering a range of features based on factors such as *location*, *time* constraints, and *priority* of different tasks.



# The Research / Information Architecture (MVP)





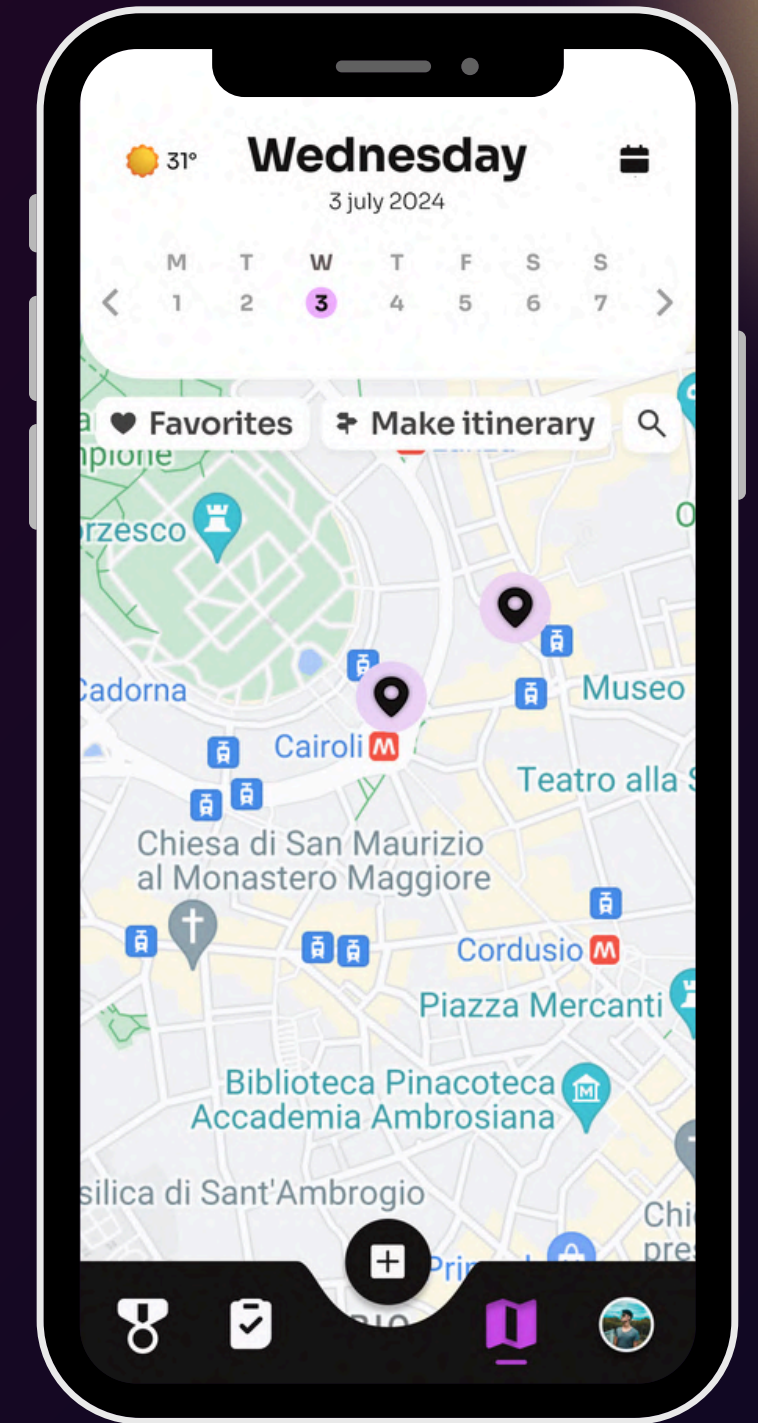
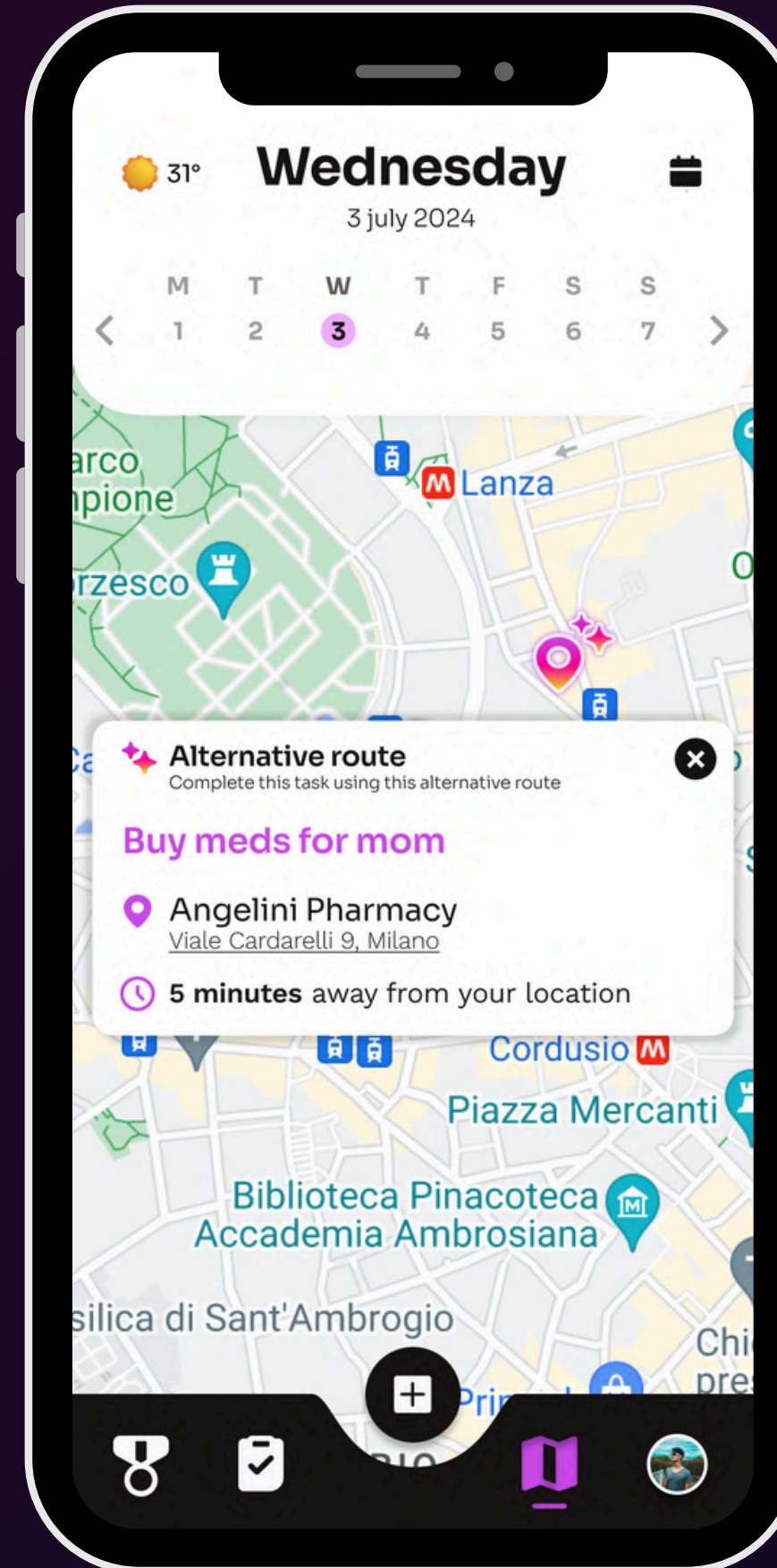
# Let's pick up the tempo!

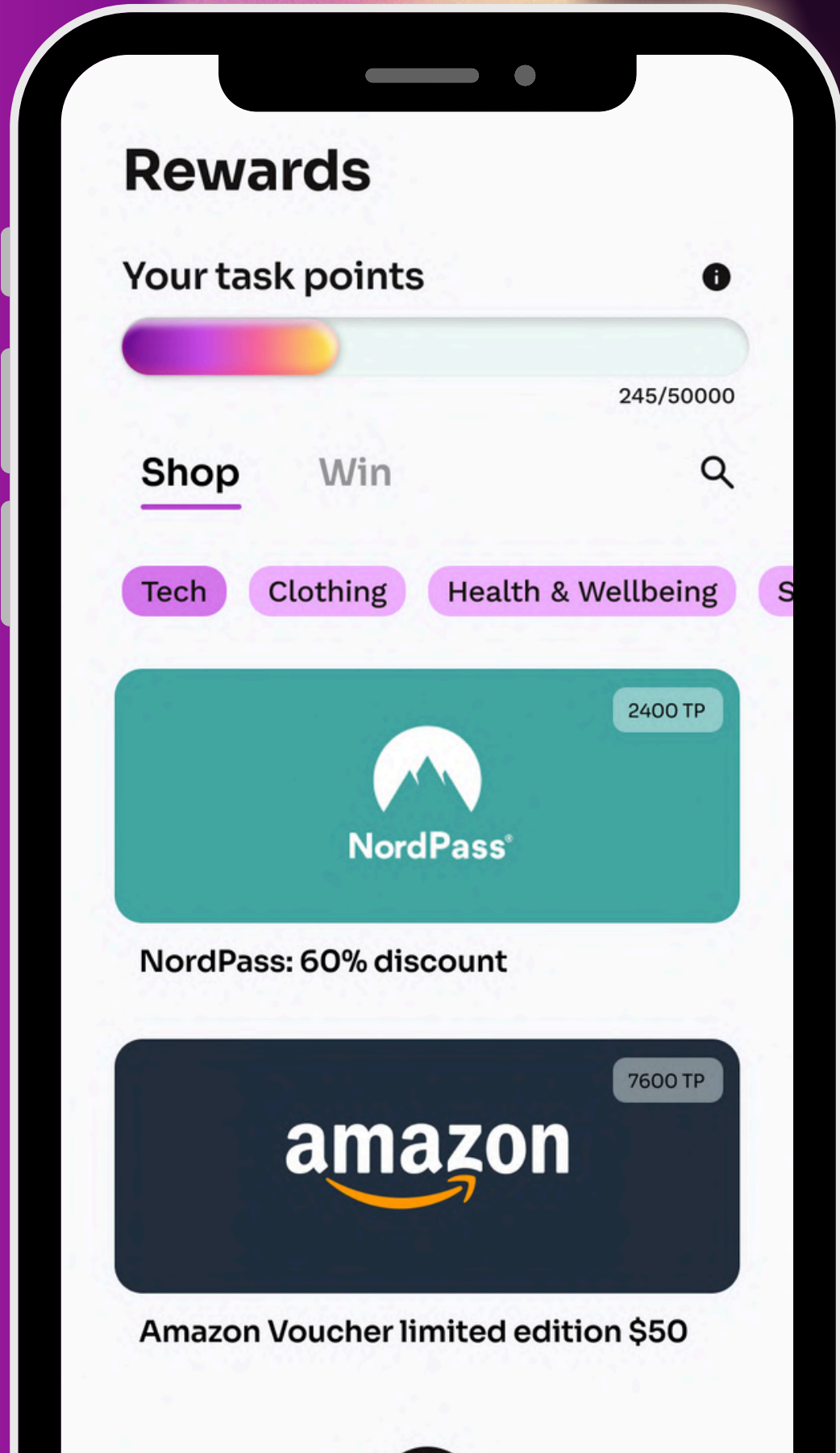
Break free from the stress of the unexpected and reclaim your time!

Tasky is flexible and can adapt to your changing needs. It effortlessly handles unexpected events and reorganizes your tasks on the fly.

Our AI will even suggest alternative routes to complete your tasks.

Maximize your time and achieve your goals without stress.





# The more you do, the more you'll earn

Every task completed with Tasky is a reward.  
Earn credits and shop for what you desire!

For every task you complete, you earn credits that can be exchanged for fantastic prizes.

*It's as if you were being paid to do what you should be doing already!*

Moreover, setting goals and achieving them will give you great **satisfaction** and help you feel more **organized** and **motivated**.

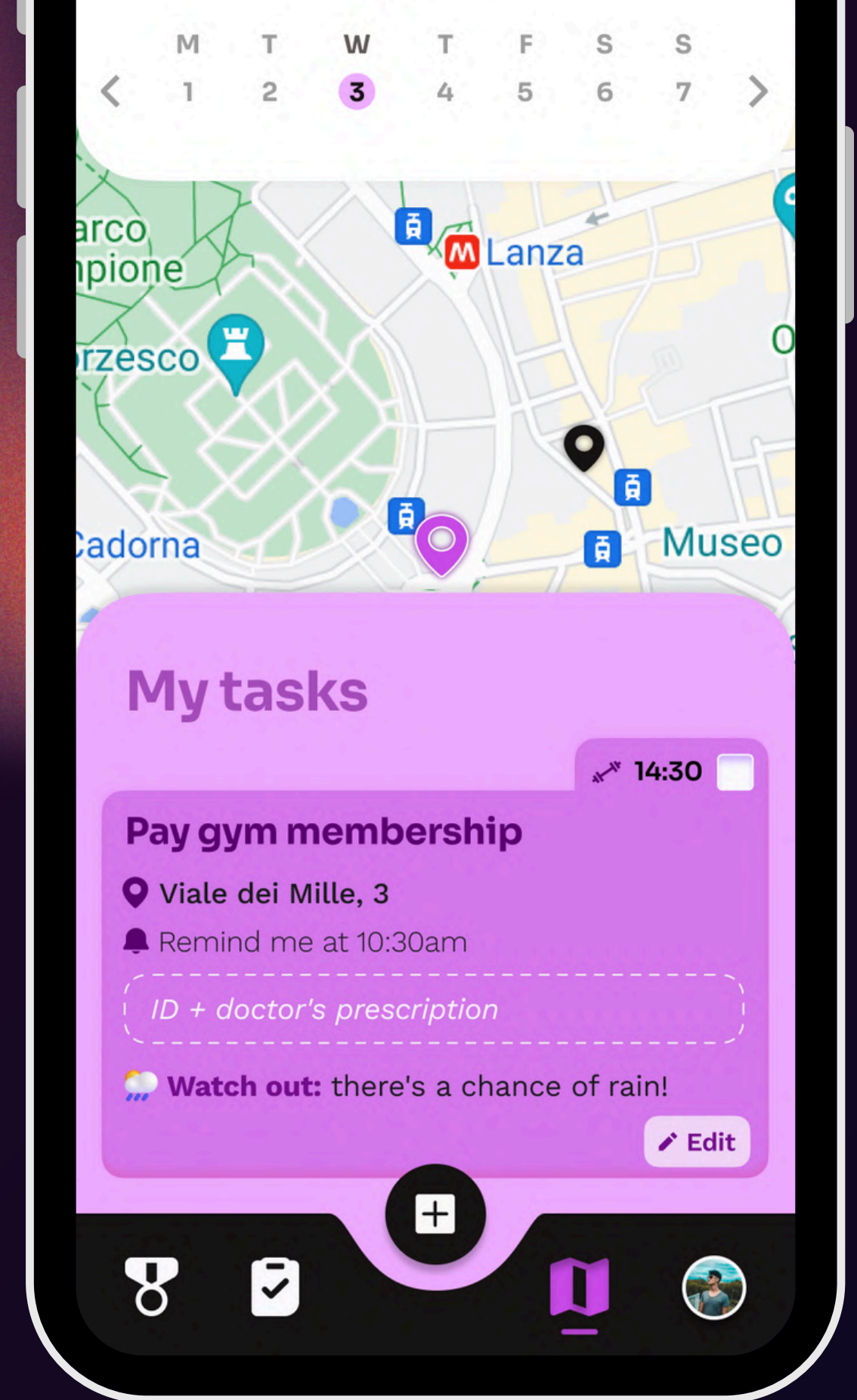
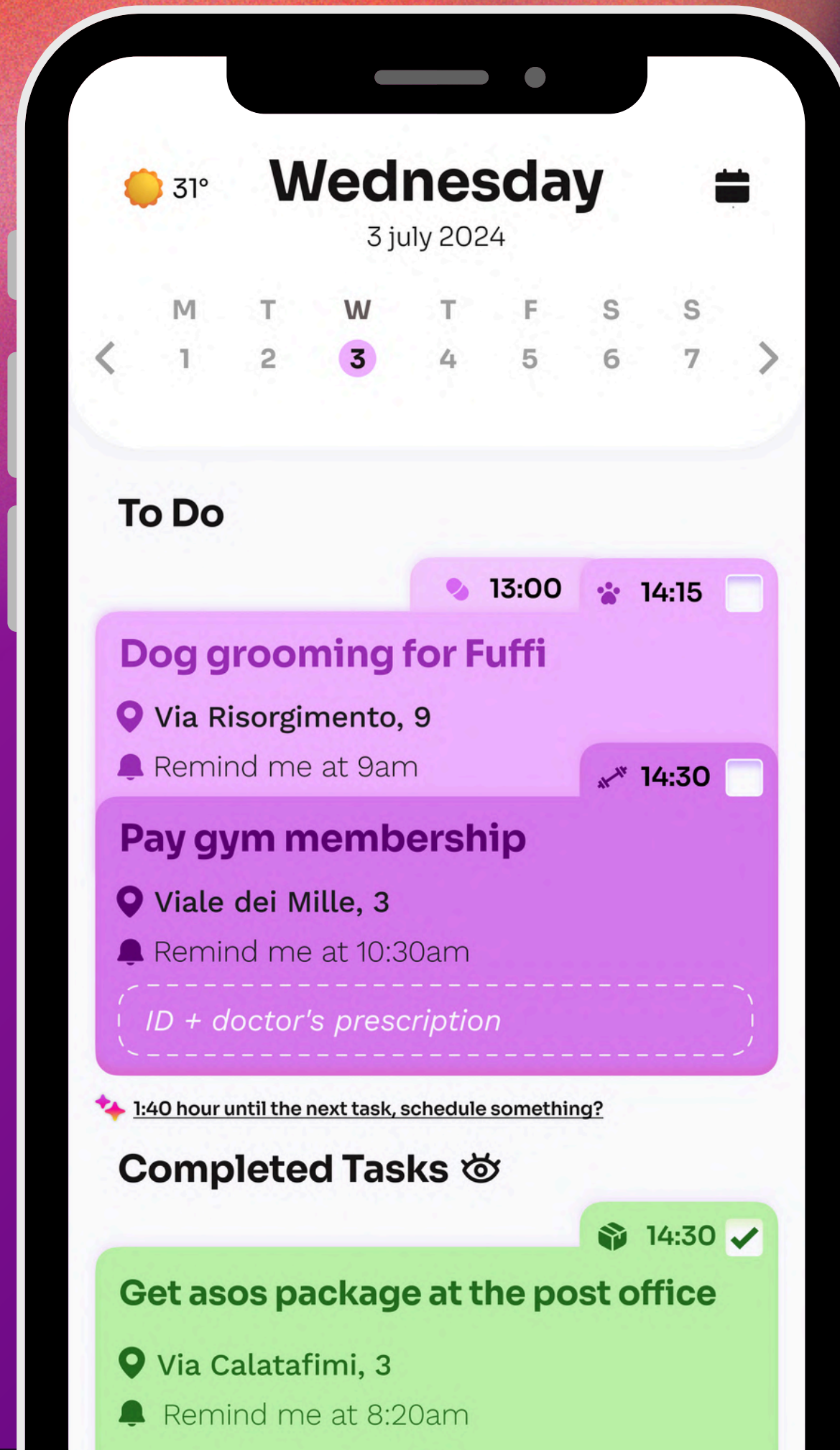
*(Thanks to geolocation checks, steps tracking and daily limits we can avoid or highly reduce frauds)*



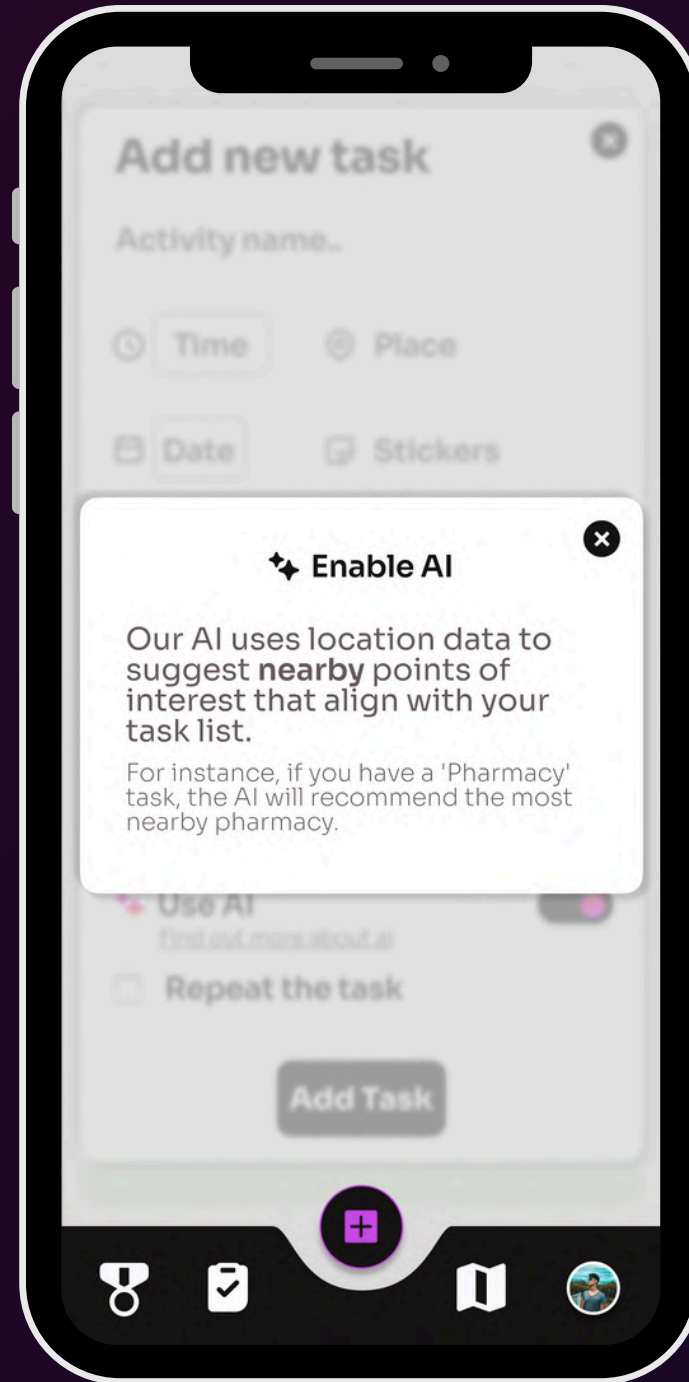
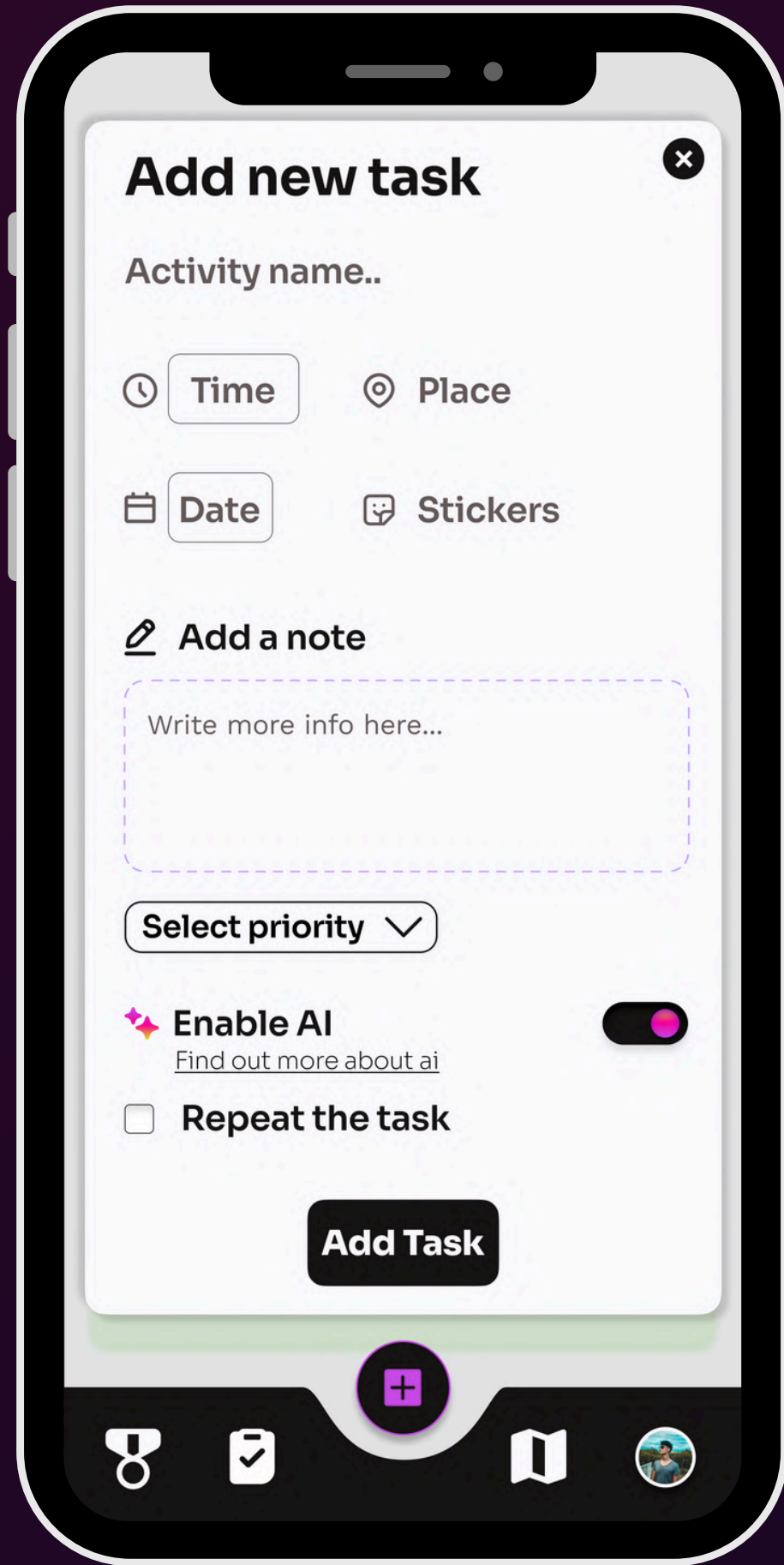
# Tasky easy!

Instant and automatic synchronization of your calendars

Easily import and sync your events from Google Calendar, Outlook, and more into our app for a unified schedule.



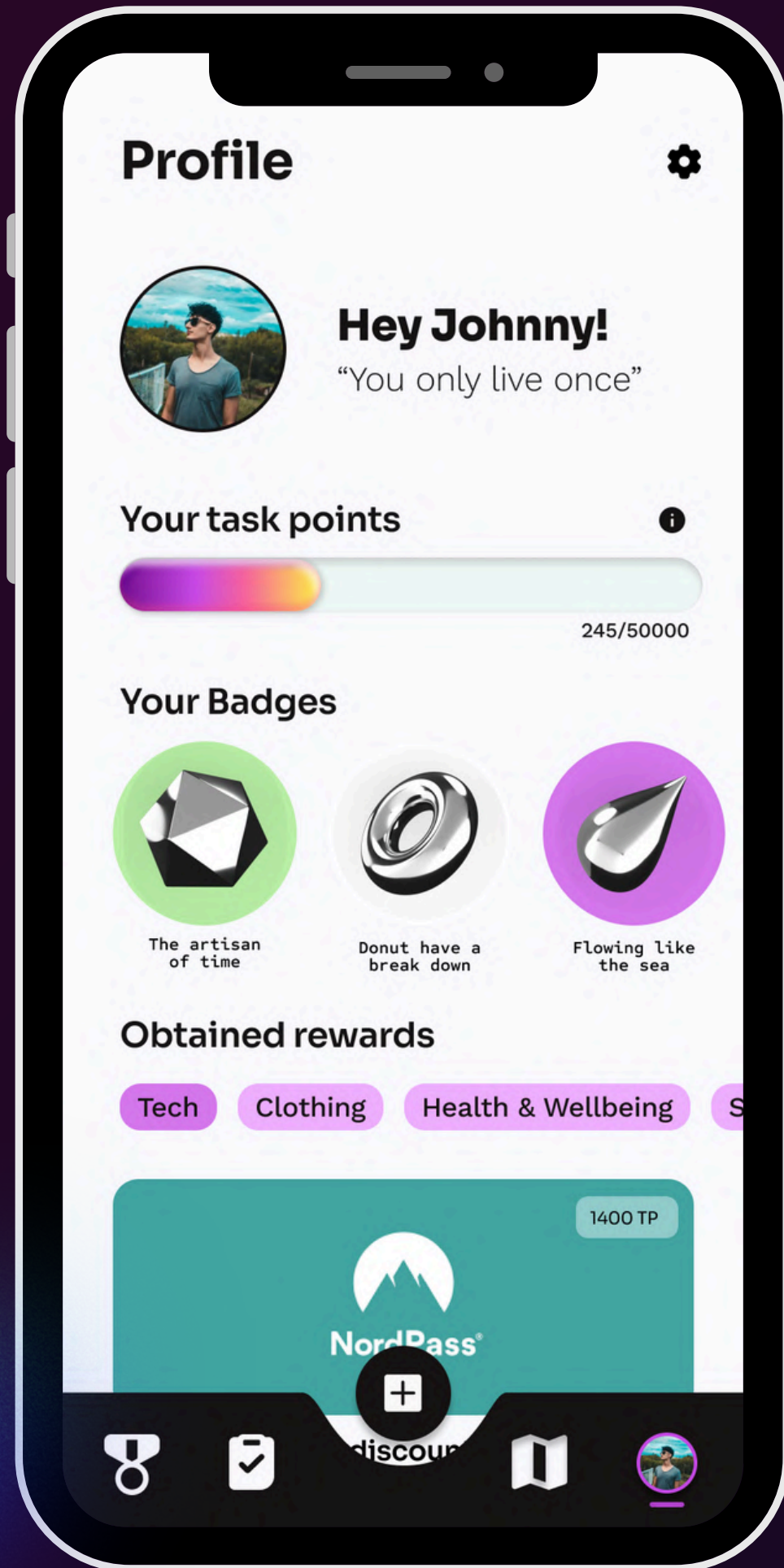




# Add tasks within the app

Schedule everything effortlessly and let the AI help you in any circumstance!

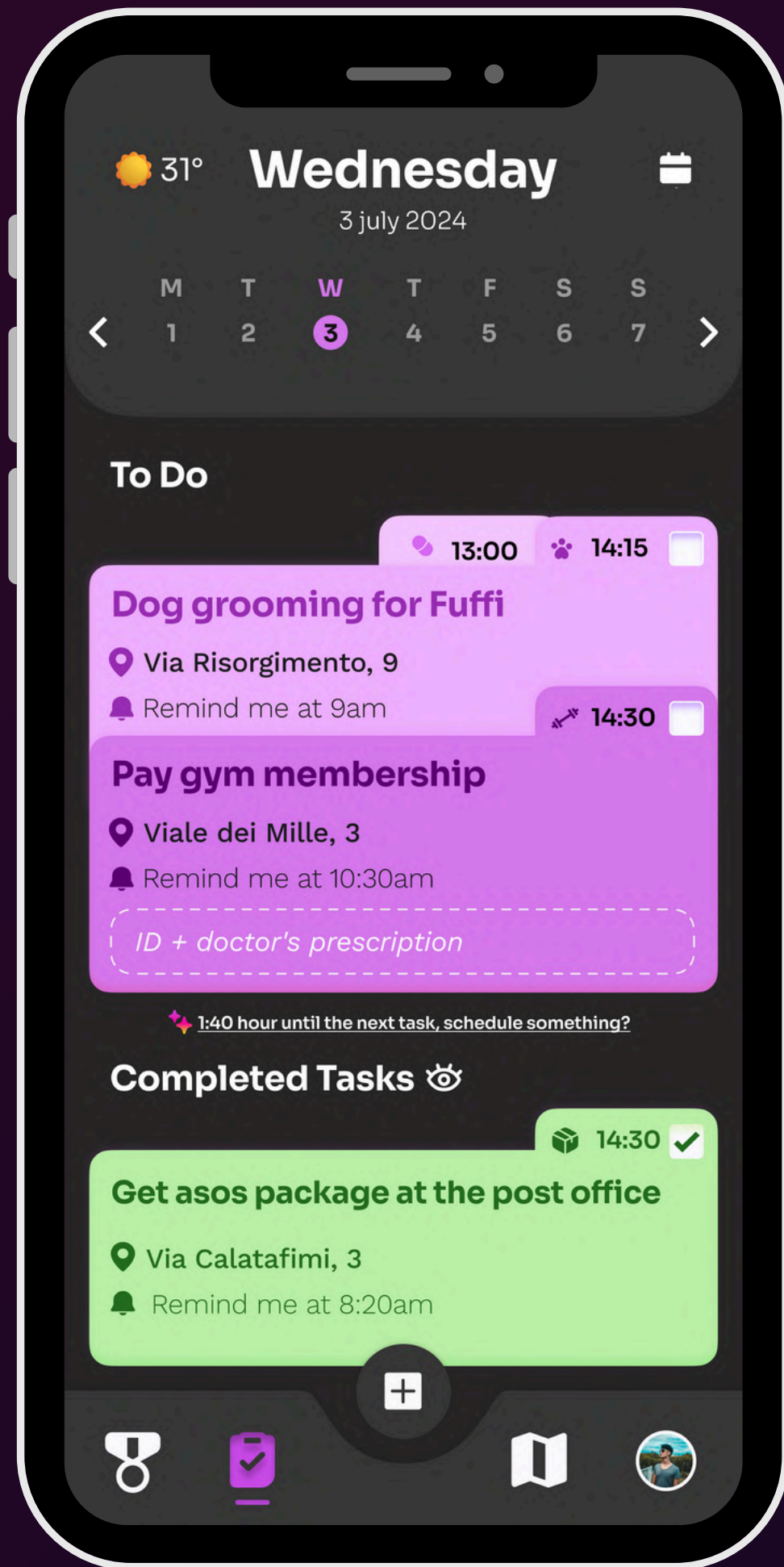




# Love your Profile

- 01 Check your task points that you earn by completing the tasks according to certain criteria
- 02 Earn new badges based on which tasks you accomplish
- 03 Explore your earned rewards and filter by category to customize your view





# Ohh Dark mode!

Dark Mode is a game-changer!

It reduces eye strain, improves readability, and makes the app a pleasure to use, especially in low-light conditions.





# Get Tasky!

