TIME TO
OPTIMIZE

PURPOSE

People have a habit of multitasking, and some times that hiners our ability to get things done well. Optimize is a time keeping application that lets enables more efficient use of time when completing daily tasks.

TARGET AUDIENCE

Optimize can be used by users of all ages, but is geared towards 18+ users, or just anyone who's got shiz to get done.

GOALS

To help users more efficiently manage and take care of daily tasks.

INTERPRETATION OF TIME

Optimize has a task oriented interpretation of time as your time changes with the number of tasks you have to do.

VIEWS AND FEATURES

Optimize has the capability to be integrated within your phone's home screen as a widget to show what tasks are going on currently when you're in a rush. There's also a view to see the daily and weekly To Do lists. Optimize will use colors to make it easy to visualize how to efficiently use time.

HOW IT WORKS

Optimize will have normal capabilities as the native iOS clock app: global clock, alarm clock, and timer. It will also have the ability to link with a user's existing calender to sync with their daily tasks, along with the ability to have To Do lists. To Do/Task lists have the ability to have tasks checked off, and also incorporates time frames for each task. Optimize then shows how many tasks you have going on at once, and shows how your attention is divided between so many tasks.

For example, say you have five things to do, Optimize will show that your attention is divided 20% among them. And that's incredibly over whelming. That means that not only are you paying less attention to the project, but it will take longer to finish when you spread your efforts thinly. Based off priority levels that you assign, Optimize reminds users to take time away from lower priority tasks and to focus on finishing higher priority ones. This reduces stress, increases quality of work, and ultimately gets things done. And nothing feels better than crossing off tasks from your To Do list.

DESIGNED FOR iOS
BY CYNTHIA CHEN