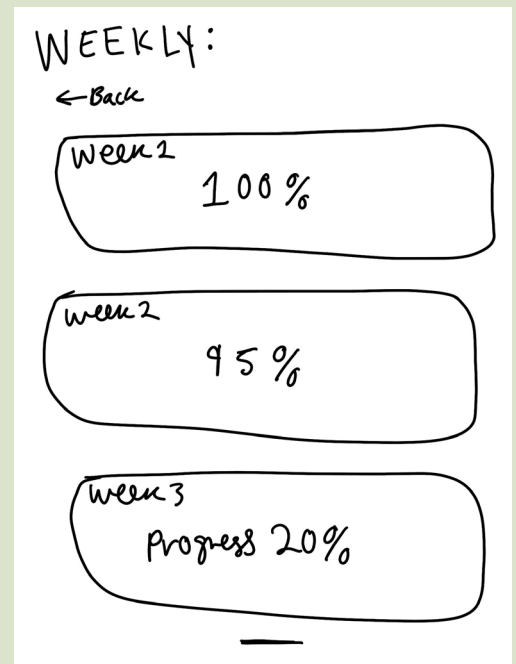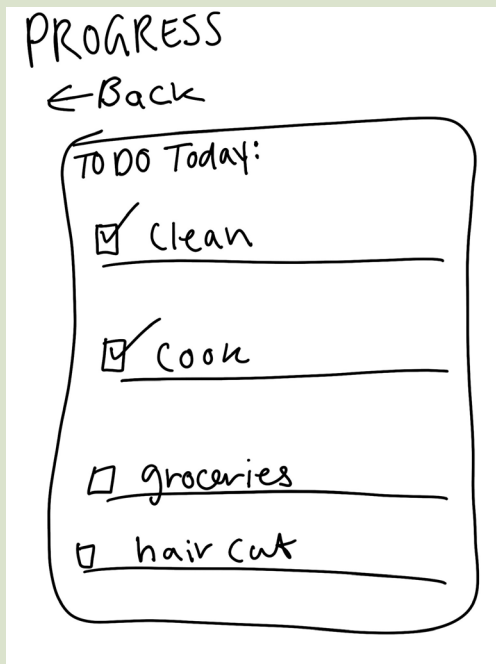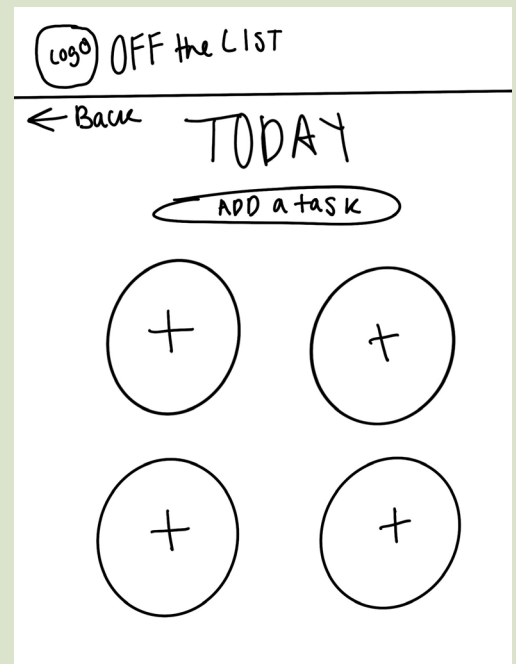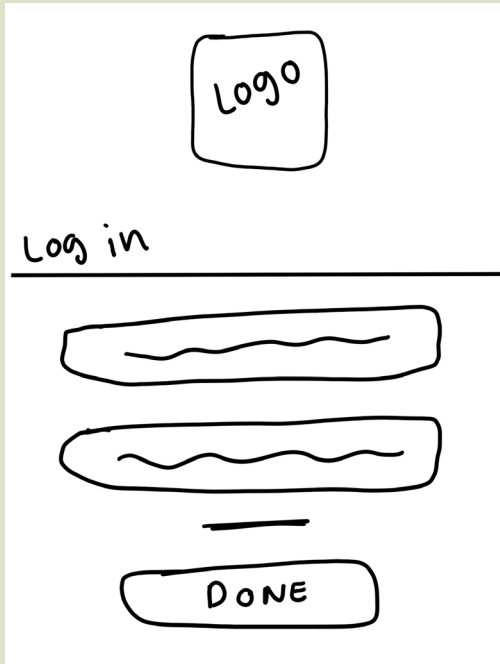# App Name & Icon

Off the List

"Off the List"

A Task Management App

App Target Demographic

The target demographic for this app is preferably women. The average target age for this app is between the ages of 16 to 30. The aesthetics and visuals, typically appeal to women within this age group. Women within this age group are the typical users of task-managing apps such as this one as well. Of course, anyone and any age is welcome to use the app, this is just the target audience for advertising and marketing purposes.

Wireframes

Logo

Log in
_____

[~~~~~~~~~~~]

[~~~~~~~~~~~]

___

[DONE]

OFF the LIST
_____

WELCOME
_____

Logo

* Tap below to start

Today   Weekly   Progress   achievments

( )   ( )   ( )   ( )

Logo OFF the LIST
_____

← Back   TODAY

(ADD a task)

(+)   (+)

(+)   (+)

Logo OFF the LIST
_____

← Back

ACHIEVMENTS!

[~~~~~~~~~]

[~~~~~~~~~]

[~~~~~~~~~]

[~~~~~~~~~]

Goals Met : _____ %

PROGRESS
← Back

TODO Today:

☑ Clean
_____

☑ Cook
_____

☐ groceries
_____

☐ hair cut
_____

WEEKLY:
← Back

Week 1
100 %

week 2
95 %
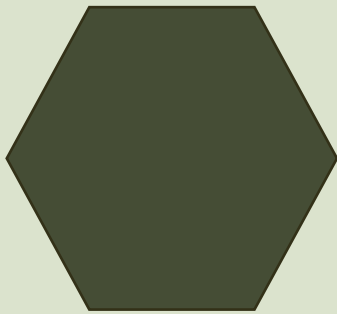
week 3
Progress 20%

___

Fonts

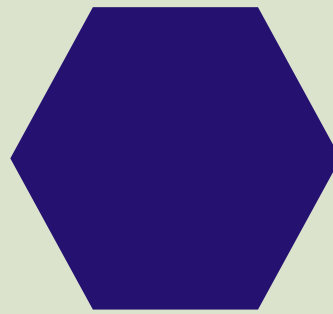- Rafaella Sample Text

- *Venice Blvd Sample Text*

- **Margot Sample Text**

-*Raleway SemiBold Italic*

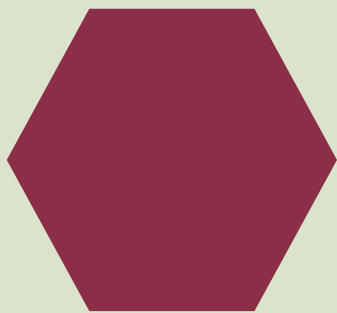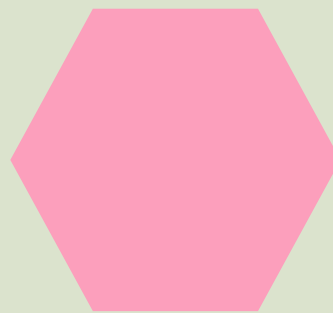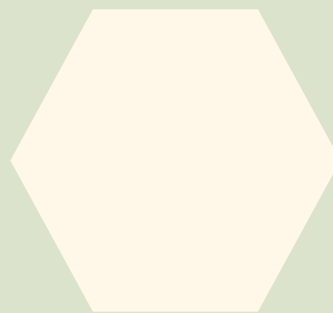# *Color Scheme*

#454D35

#0B1956

#8A2F47

#FC9FBC

#FADEDF

#FFF7E8

CREATIVE CONCEPT

The creative concept for this app is an aesthetic and simplified task tracker app. Its aesthetic and simple feel will bring joy and interest back into the user experience. There are options for daily, and weekly goal/task setting, as well as a progress tracking feature and a section for achievements. Giving the user personal goals to set and to meet creates more interaction with the app. The color scheme consists of fun yet modern colors, pleasing to the eye, but not overwhelming.

CONSISTENT NAVIGATION

For the navigation system across all screens, the app will open up with the sign-in page, after you sign in and select "done," it will take you to the welcome/home page. From here you can choose one of the categories/icons at the bottom of the screen. When you choose any of the icons, they will take you to that page, with the option to click the back button, which will take you back to the home/welcome page, or to chose another category, click on an icon at the bottom of the screen and it will take you directly to that page.

Essential Screens

9:41

Off the List

SIGN IN

Username

Password

DONE

9:41

WELCOME

Off the List

Tap Below to Get Started!

Today   Weekly   Progress   Achievements

T   W   P   A

9:41

WEEKLY:

← *Back*

WEEK 1
100%

WEEK 2
95%

WEEK 3
20%
(In Progress)

T   W   P   A

9:41

Off the List OFF THE LIST

← *Back*

ADD A TASK

+   +

+   +

9:41

Off the List OFF THE LIST

← *Back*

ACHIEVEMENTS

Goals Met: _____ %

9:41

PROGRESS:

← *Back*

TO DO:

☑ **Clean**

☑ **Cook**

☑ **Groceries**
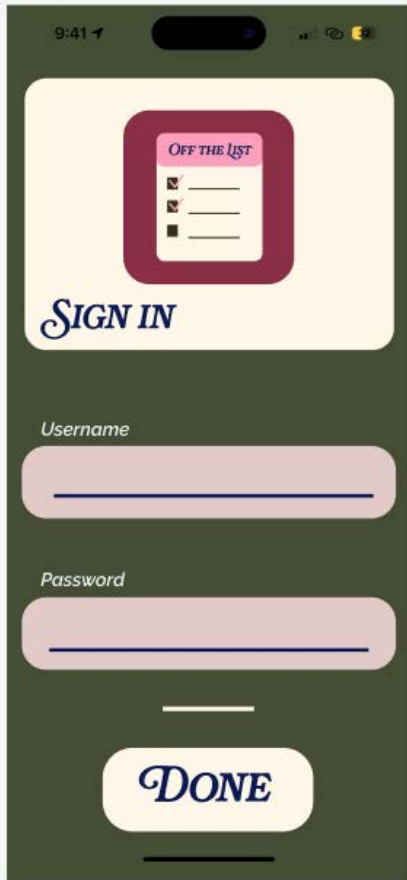
☐ **Hair App.**

T   W   P   A
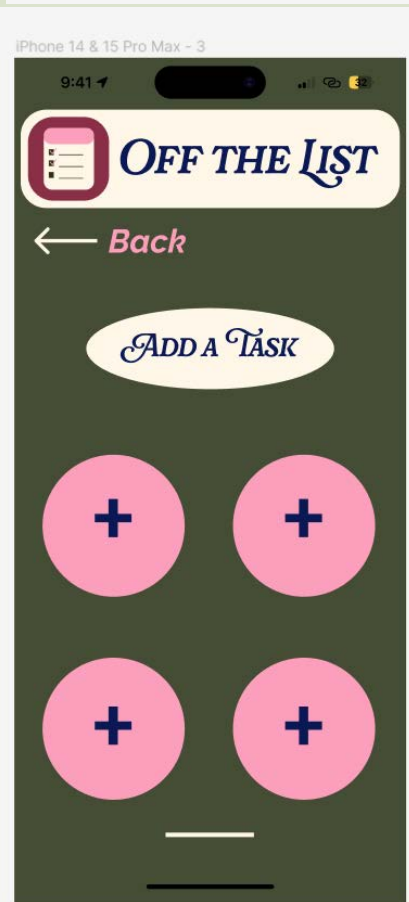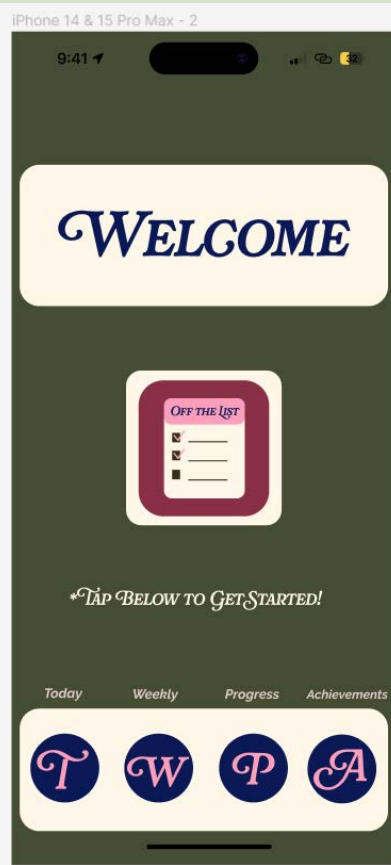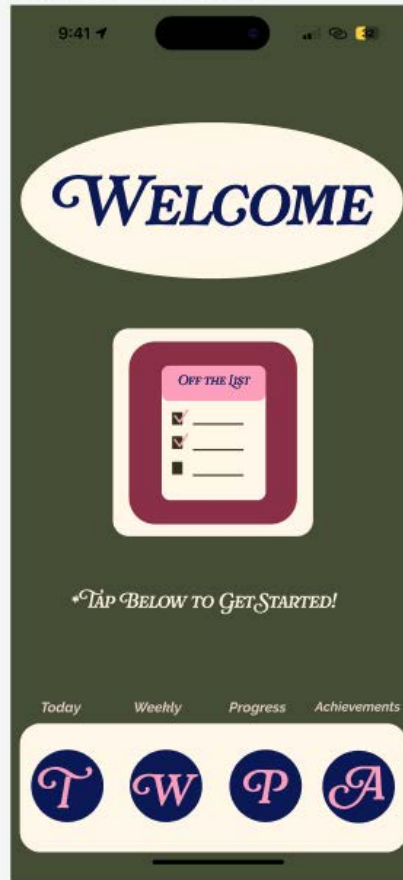
DOCUMENTATION/PROGRESS

Some of the design elements that I have included are rectangles for buttons, titles, and blank spaces. I included a few ovals for the background of titles as well—arrows for back buttons, and circles for buttons. I created multiple hex code pairs and used them in different combinations throughout the screens. The navigation flow is consistent throughout each screen. Each screen leads back to the main/welcome screen when you click the back arrow. You also have the option to click the icons at the bottom of any screen and it will take you to the page related to that icon. Initially, you were only able to go back to a screen by hitting the back button, but I fixed this issue. I also added two more pages and completely changed the color scheme after receiving feedback. I fixed any alignment issues and also took out the logo at the top of the first few pages that I had orginally designed. I took them out because they were crowding the space and were unnecessary. Later on I added scrolling pages and multiple transitional pages, making the app more functional and user friendly.
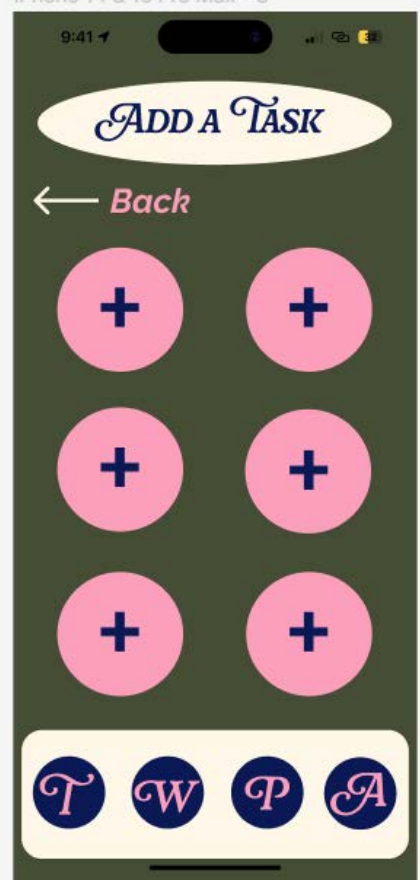
REFINED PROTOTYPES

9:41

SIGN IN

OFF THE LIST

Username

Password

DONE

9:41

WELCOME

OFF THE LIST

Tap Below to Get Started!

Today Weekly Progress Achievements

T W P A

9:41

ADD A TASK

← *Back*

+ +

+ +

+ +

T W P A

9:41

ACHIEVEMENTS

← *Back*

Goals Met: _____%

T W P A

9:41

WEEKLY:

← *Back*

WEEK 1
100%

WEEK 2
95%

WEEK 3
20%
(In Progress)

T W P A

9:41

PROGRESS:

← *Back*

To Do:

☑ **Clean**

☑ **Cook**

☑ **Groceries**

☐ **Hair App.**

T W P A

Refined Prototypes

Frame 5

9:41

Off the List

Sign In

Username
•••••••••••

[keyboard]
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123 Space Go

---

iPhone 14 & 15 Pro Max - 5

9:41

Weekly:

← *Back*

Week 4
20%
(In Progress)

Week 3
95%

Week 2
100%

Week 1
100%

Keep Going! You are 20% complete with your tasks for the week!

T W P A

---

iPhone 14 & 15 Pro Max - 7

9:41

Achievements

← *Back*

Congratulations! You have completed all of your tasks for the week! We are so proud of you! Keep up the great work!

Goals Met: ___100___ %

T W P A

---

iPhone 14 & 15 Pro Max - 2

9:41

Good Morning!

Off the List

Get started on tracking your tasks for the day!

Today Weekly Progress Achievements
T W P A

---

iPhone 14 & 15 Pro Max - 8

9:41

Progress:

← *Back*

To Do:

✓ **Clean**
✓ **Cook**
✓ **Groceries**
✓ **Hair App.**

T W P A

Refined Prototypes

PROJECT OVERVIEW

The objective of this app is to track tasks. To keep track of daily and weekly tasks, to track progress, and to reach goals and achievements. You begin by signing in with a password and username. After creating a password and username you will be taken to the welcome page, from there you can choose what you would like to explore first from the four icons at the bottom of the screen. You can choose to go to the today, weekly, progress, or achievements pages. The today page allows you to add a list of tasks to be completed for that day. The weekly page allows you to see what percentage of tasks you have completed for that week and previous weeks. The progress page is your "to-do" list where you can check off tasks from your daily or short-term goals, this aspect helps you to get the visual satisfaction of checking something off your to-do list. Lastly, is the achievements page. This page shows all your long-term goals and achievements completed. When you click on a completed achievement, a message of encouragement pops up.

Final Prototype
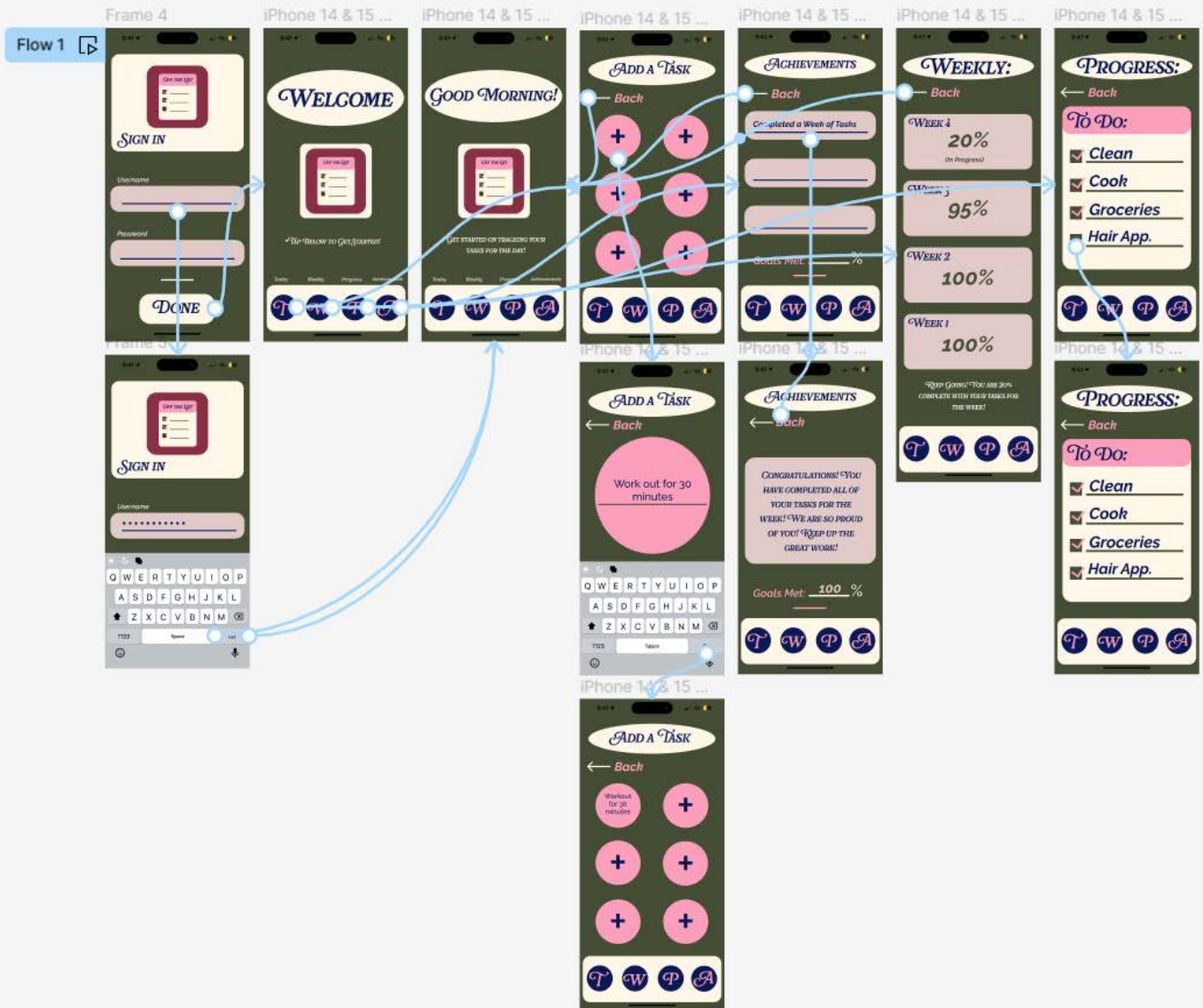
Mockups
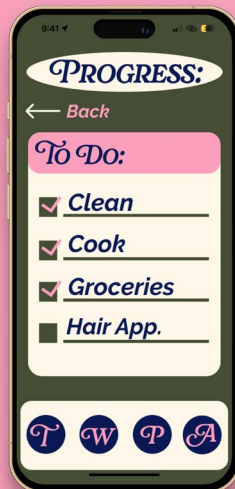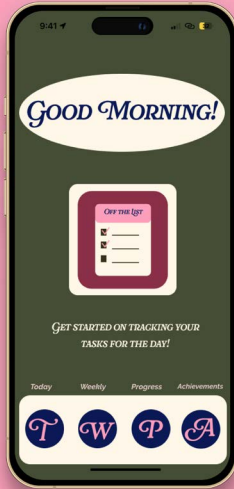
Prototype Link

https://www.figma.com/proto/tXArFiC-dOVeA2S6cDFIVc1/Off-the-List-App-Prototype?page-id=0%3A1&type=design&node-id=93-166&viewport=-832%2C418%2C0.76&t=83s4n1hnJZs-5fGVr-1&scaling=scale-down&starting-point-node-id=93%3A166&mode=design