

ASSIGNMENT #1 YENIFER SUAREZ (*TIMEME*)

What is the real problem that this person is experiencing?

After observing this person, I noticed many inconveniences, and all of these were linked to one specific problem. **Time management.** I understand how for some people this might be seen as just laziness. However, when you are not getting enough time to sleep, not going to work on time, not being able to meet deadlines at work or school, or not having enough time to cook at home it becomes a problem that affects your life and not everybody has the capacity to just focus on their responsibilities when there are many distractions at home. This issue is something many people could relate to.

It is very often that when you have too many things to do you get overwhelmed by them and you do not even know how to start but it is so much so now you are stressed and then you just not do anything since you are stressed and decide to do it another day. However, that means you must stay up all night, maybe trying to finish up whatever your task is which makes you mess up your sleep schedule and if you go to bed at 4 a.m. but you must be at school/work at 8 a.m. You are not really getting any rest and that will affect your health. And that is if you wake up on time. You might be too tired to get up and start your day. Many people have had this routine for years and it is hard to just break the habit.

Procrastination and laziness are two different concepts: procrastination involves delaying unnecessarily, whereas laziness involves being reluctant to exert necessary effort. Procrastination is a behavior caused by the stress in our lives or unfounded negative beliefs we have about ourselves. If you tend to procrastinate, don't be hard on yourself. Instead, ask yourself if your behavior may be linked to fear, anxiety, ADHD, or another underlying issue. However, what to do when there is no underlying issue? Sometimes we just need a way of pushing us to do more. Sometimes we have people around us helping us to overcome these feelings but what if you do not? If you do not have someone to check on you. How can you get control of yourself?

My targeted user has great difficulty when time management is involved. I could see how many times he was struggling to finish up his assignments on time since he lacked motivation. However, after analyzing his actions. I noticed that he had enough time to get it done without the pressure, but he just could not do it since he felt he needed that rush to finish it all at once last minute. He

hates it but I don't think he can help it. Many times (before this assignment) I tried to put him into a calendar, planners, phone alarms, and such. He would do it at first but then he would not be able to continue. I know how much he wants to focus on it, but he just does not have any interest in it unless he's rushing.

He started eating unhealthily since he did not have enough time to cook for himself, so he relied on fast food. I wasn't always able to do it for him. This was not only affecting his productivity but his health. I checked online and the options were the same: monthly planners, calendars, yearly planners, boards, paid apps on the phone, 10-hour playlist of music to focus and study, and many more. Nothing really worked. I think that being surrounded by so many distractions at home and having the freedom of just stop your work and watching Tv is enormous.

What new product can be useful for this real problem?

Discipline is something that many people lack. Some take medication to become more efficient and to focus on their tasks better. However, that is not something everybody wants to do. There must be an alternative for those who want to regain control of their life and be productive. People that are prone to procrastination will delay or postpone an urgent task and can greatly hurt productivity. This is the goal to fight procrastination and promote productivity!

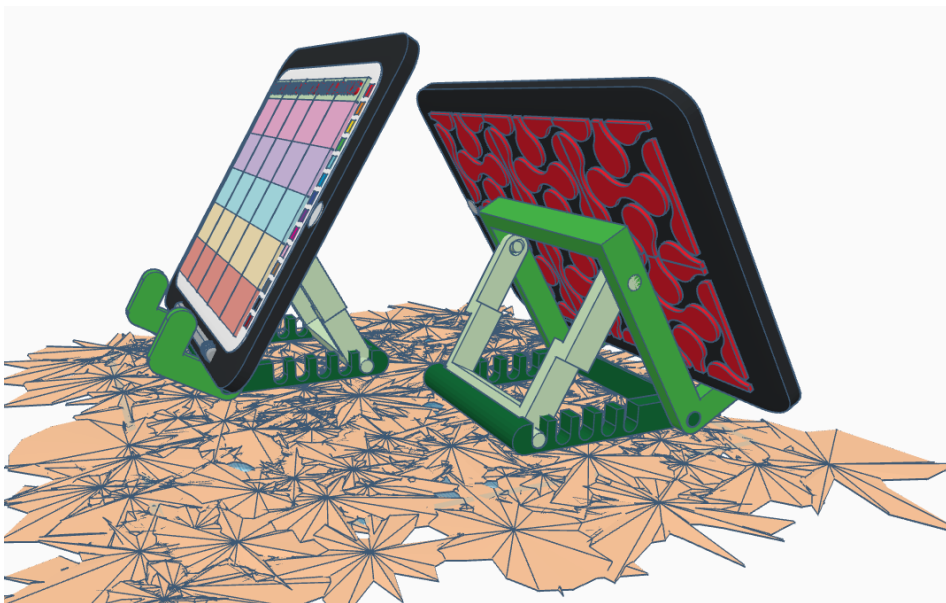
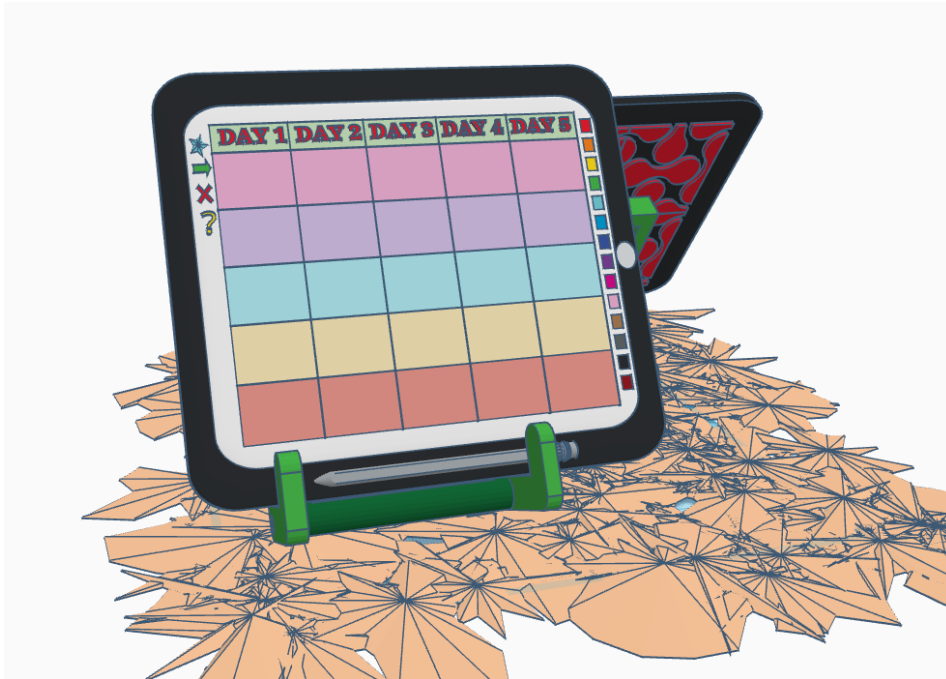
TimeMe is a revolutionary product that will come in handy for procrastinators. I am sure you wonder how a product could help procrastinators to stay productive and you might be skeptical as well. I would not blame you. Medication seems to be the most effective method. However, nobody wants to depend on medication for ever.

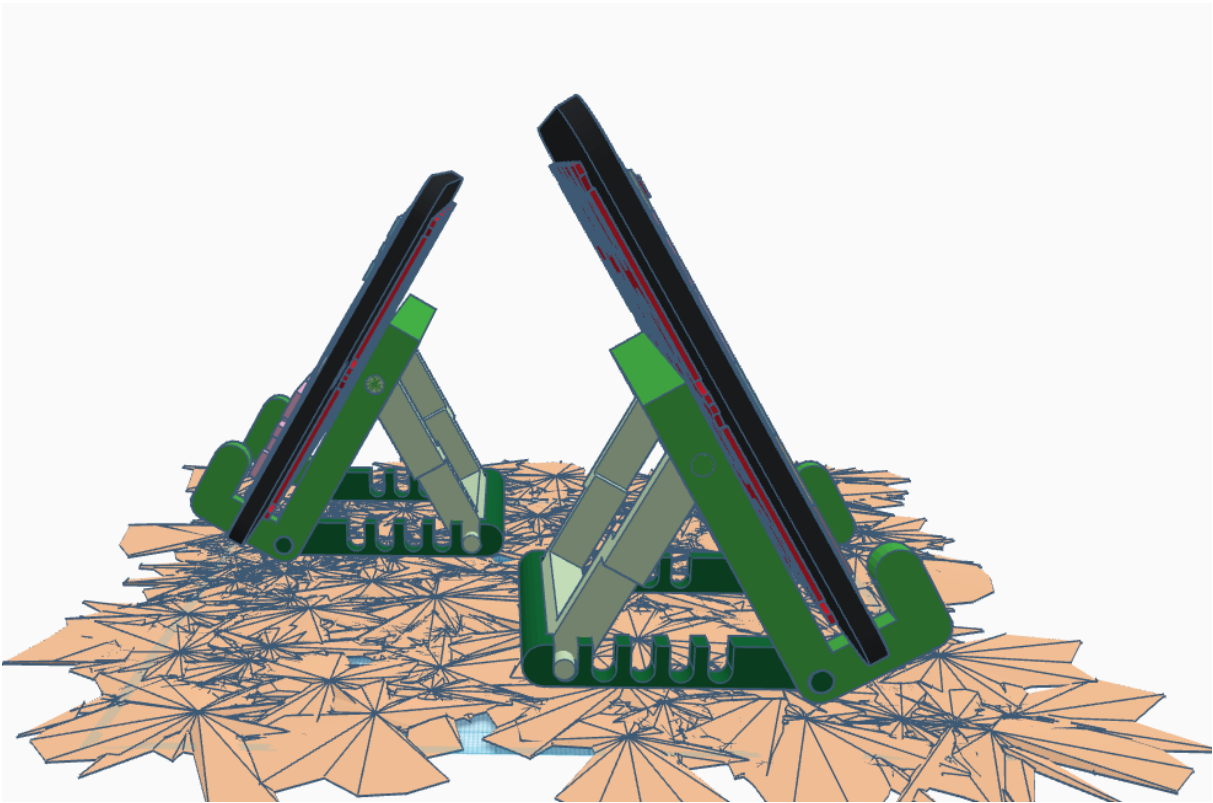
What are TimeMe features?

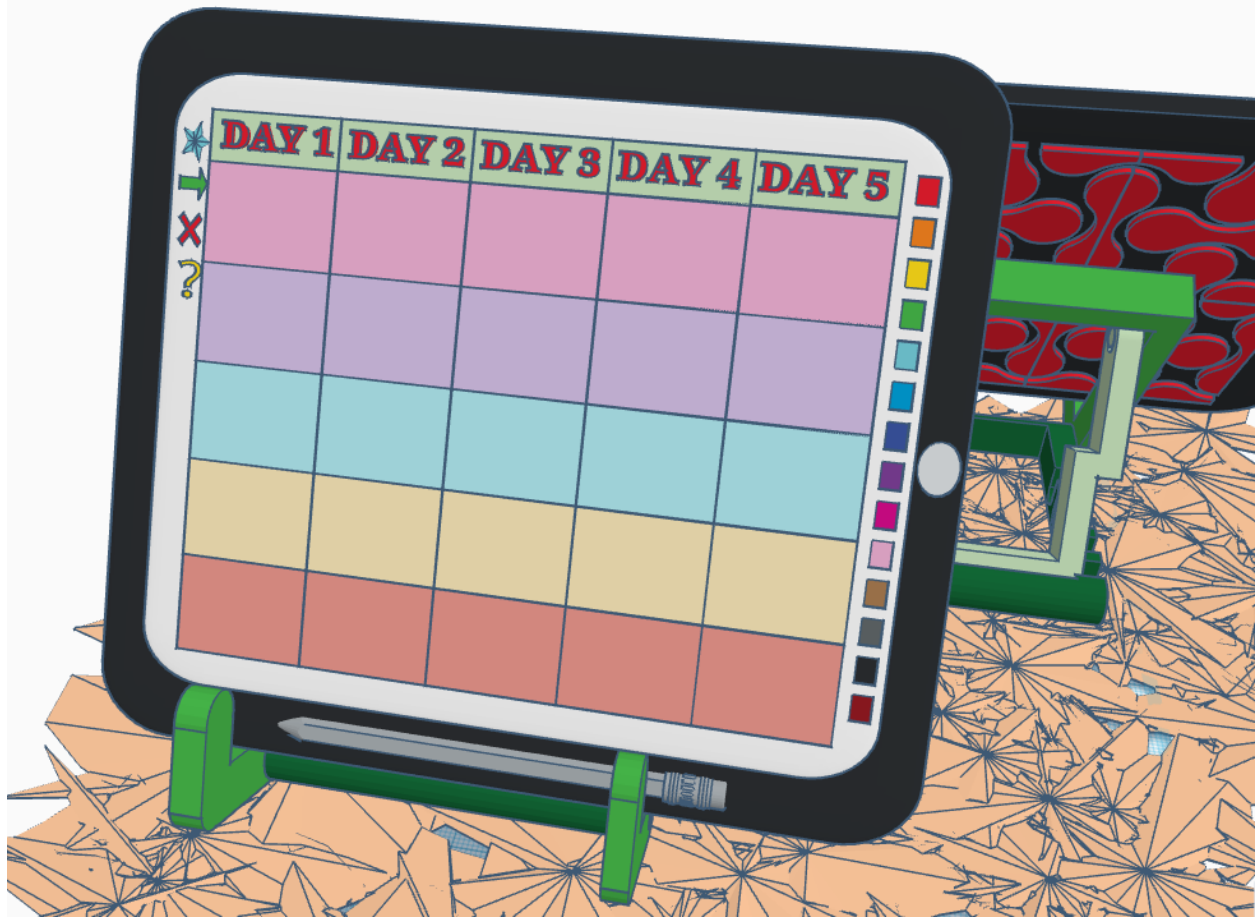
1. **Not internet required:** our goal is to provide a safe and private device that will collect and keep your information without sharing it to any platform giving our users a sense of confidentiality that is very hard to achieve now. Our product comes with a great program/calendar that will register your routine and will help you to follow it to the T.
2. **Wireless:** In place of a physical connection, information travels through electromagnetic signals broadcast from our device to your outlets. Device needs to be connected to charge for 5 hours uninterrupted. 48 hours of battery life. We recommend placing the device in an

area of easy reach. Charged not included. However, compatible with any phone charger you already have.

3. **Easy and quick calendar set up:** our goal is to provide an easy set up for our clients to make this task stress free and fun! You can plan your days in a weekly, biweekly, or monthly way depending on your need.









How does the device work?

1. After opening your box, you will find 1 tablet, 20 wireless buttons (that will be placed on the outlets), a speaker, and a manual.
2. The device will be fully charged so it is ready to use. Turn it on and it will take you to the set up automatically.
3. You can customize your name, name, and picture (optional).
4. This calendar will give you the option to input how many days weekly will be used. At this point, you will be required to attach the 20 wireless buttons all over the outlets you have at home. After placing each button, you will have to specify which electronics are connected to these outlets.
5. After you are done with the placing, you can start typing your activities for the week and which outlets will be required for each activity and for how long you will be using them.

Our wireless buttons will release a magnetic field that will not let you use what is connected to them. This is meant to stop you from using the wrong home appliances.

6. The speaker will be already set up once you turn it on. You can select how you would like your reminders to be. Using the default voice or anyone else's voice. Also, how early you would like to be reminded. The speaker will help you to remember and prepare for your task.
7. Home appliances will not be available to use unless you set it up in your calendar, mark your day as off, or you are done with the tasks of the day. The kitchen will not be affected by the wireless buttons.
8. If any more questions with the set up or any concern, please contact our support team through email: customerservice@metime.com *(fictional email)*