



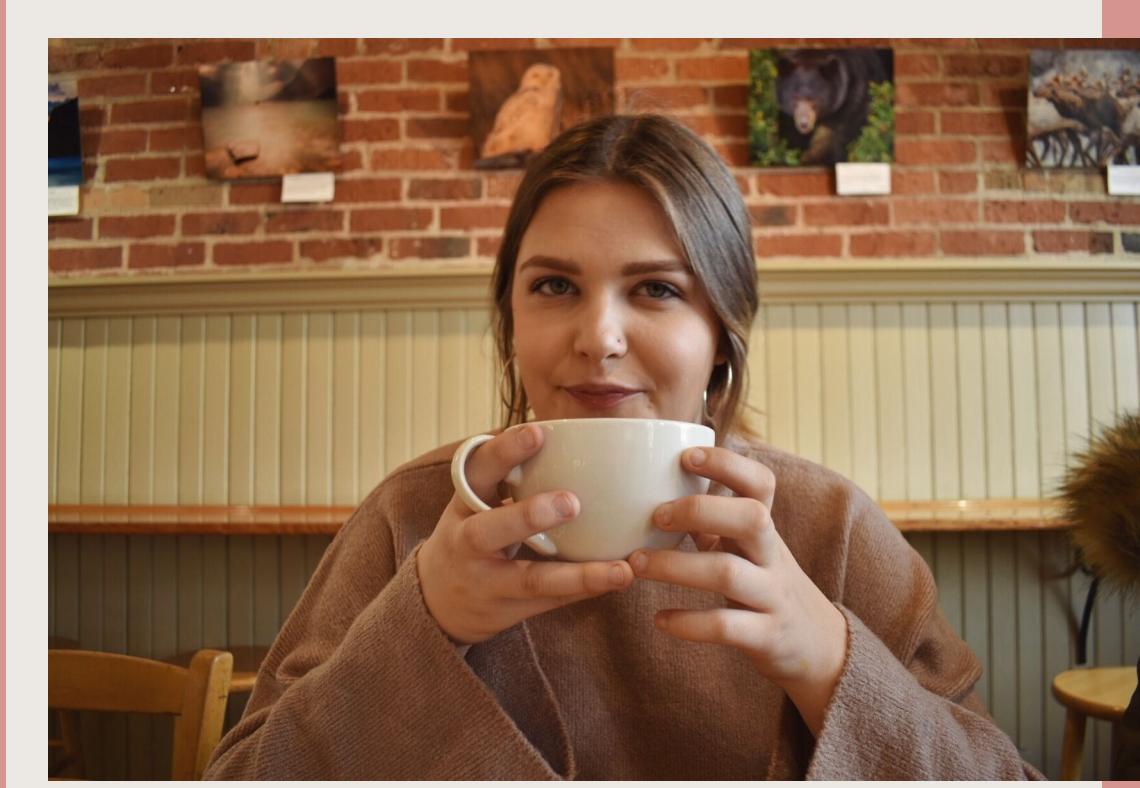
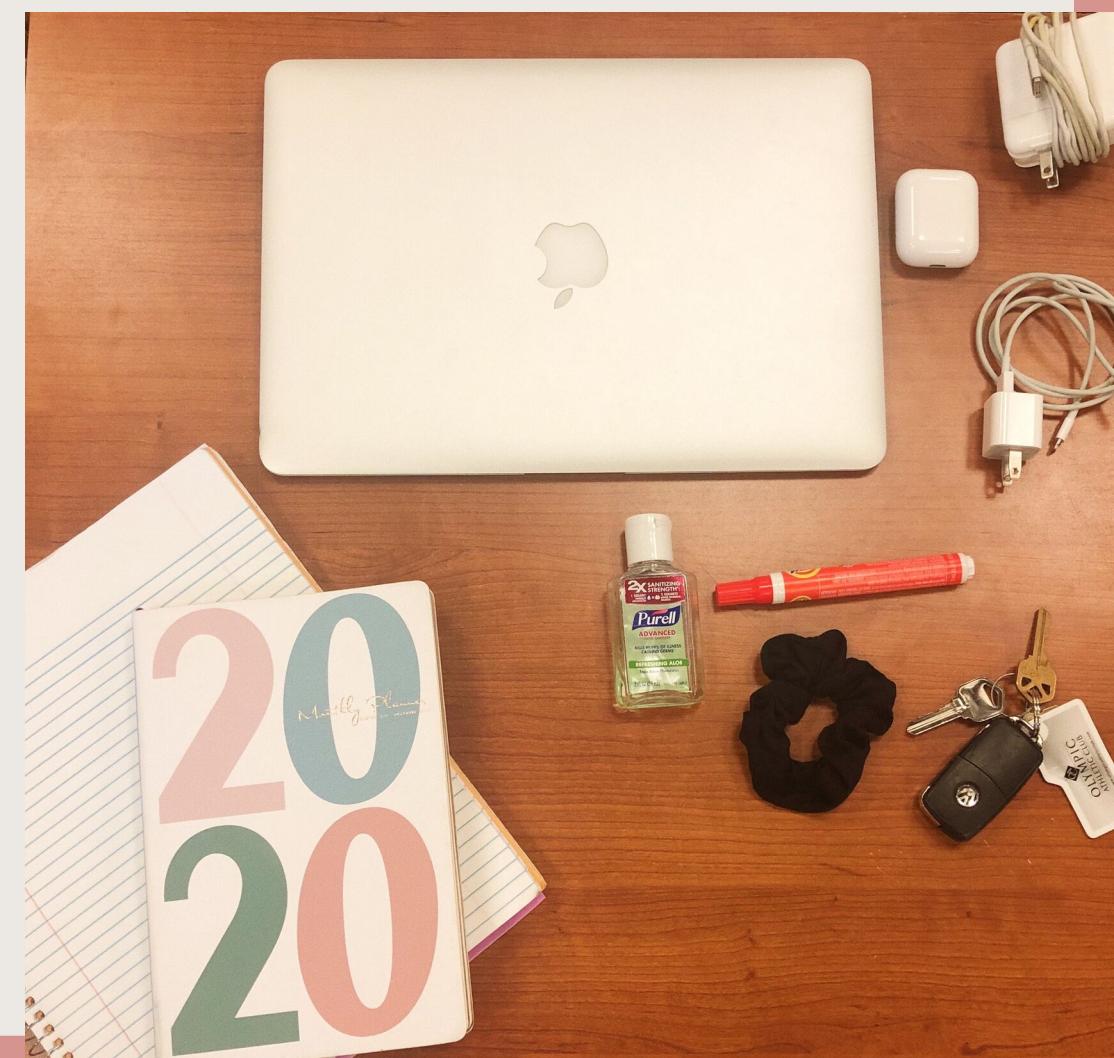
# LOLA

THE LOYAL ORGANIZED  
LEADING ASSISTANT THAT EVERY COLLEGE  
STUDENT NEEDS.

MOBILE LIFE RESEARCH PROPOSAL - EMILY MCCALLUM

# The Problem at Hand

**STUDENTS NEEDING MORE HELP IN  
HANDLING THIER BUSY LIFE.**



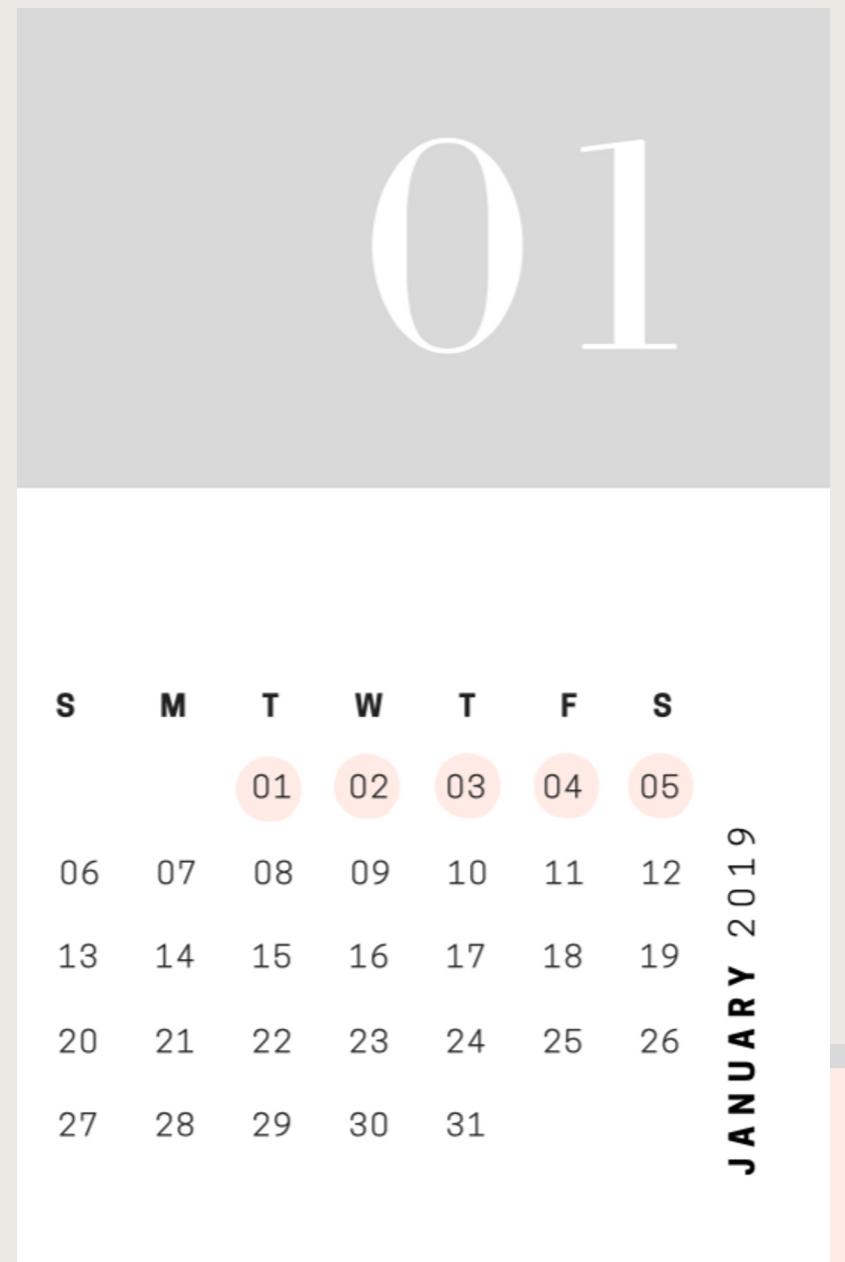
**EXAMPLE:**  
Juniper is an  
Education Major in 17  
credits, while  
managing a job and a  
position in her  
sorority.



# My Proposal

## LOLA

A calendar management app that provides students with time management, reminders, mental health tips. Essentially a students mobile assistant at the touch of their hands.



## RELEVANCE:

### MOBILITY

Mobility is very crucial to not only the development of new apps but also when it comes to the overall performance, you want this to be accessible on a variety of devices and platforms. Temporal mobility directly relates to this because its a student specific app and they will only be using it while in school.

### ACCESSIBILITY

I would like my app to be helpful and accessible to all. I think being able to install features that are automatically brought up in the app will help with this so that users don't have to go into their phone settings.

- Microphone
- Zoom/Magnifier
- App Specific Text vibration

### APP DEVELOPMENT

Coming up with any new product or application takes a lot of research in the field and the most successful in my eyes are things that are needed. Though there are many calendar apps already on the market I feel I can push mine to the top through the things that differentiates them through consumer needs-based research.

The best solutions are the simple ones.

That's true problem solving.