



LOLA

THE LOYAL ORGANIZED LEADING ASSISTANT THAT  
EVERY STUDENT NEEDS.

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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.



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# LOLA

HELP GUIDE YOUR BUSY SCHEDULE

SCHEDULE

THIS WEEK

THIS MONTH

TO DO

REMINDERS

APPOINTMENTS

MEETINGS

SELF  
MINDFULNESS

EXTRA  
CIRRICULARS

# 01

S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 2019

## WEEK OF JANUARY 1

DUE:

- Ad Portfolio
- Amazon Campaign
- Marketing Essay

EVENTS:

- Career Fair
- Call with Adviser
- Pan Meeting

REMINDERS:

- Spend 4 hours this week technology free
- Take 1 hour 2 times this week for self care.

Don't forget to add anything else to the week as it comes up. This is a busy week don't forget to take time for yourself!

## 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.