

Empower Your Time



APPLE TREE

WOMEN'S EMPOWERMENT

Prepared by:
Biljana Atanasovska



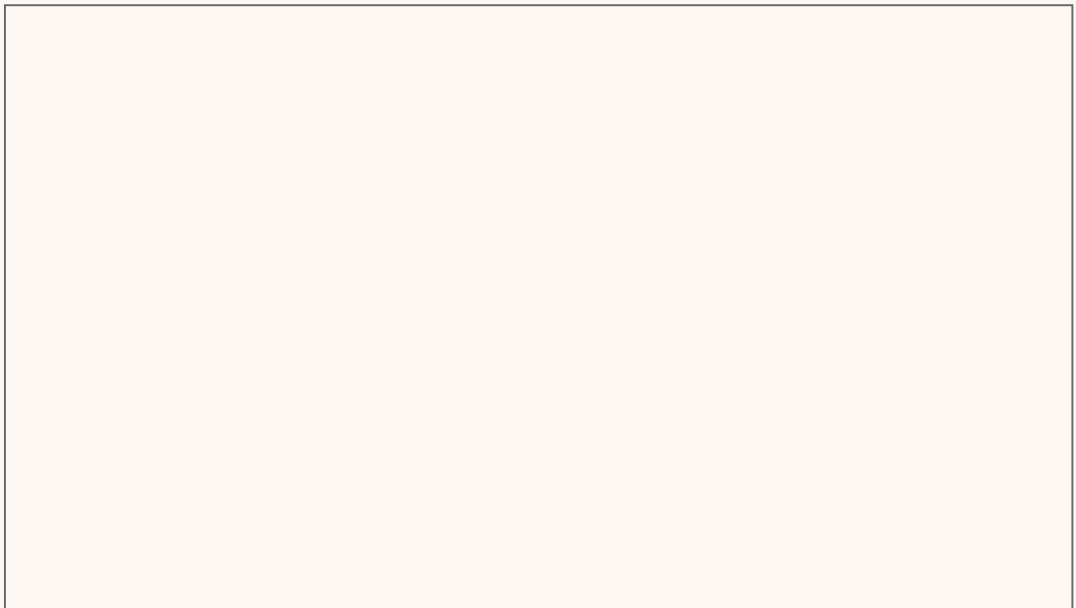
TAP INTO YOUR PASSIONS AND LIFE EXPERIENCE

I. REFLECT ON YOUR PASSIONS AND INTERESTS

What are your hobbies, interests, or areas of expertise that you could incorporate into a daily life?

A large, empty rectangular box with a thin black border, intended for the user to write their hobbies, interests, or areas of expertise.

How can your passion for [specific interest] inspire the content or design of your day better?

A large, empty rectangular box with a thin black border, intended for the user to write how their passion for a specific interest can inspire their daily content or design.

II. CONSIDER YOUR TARGETS/GOALS

How look your ideal day? Describe it.

What challenges to achieve your goals?

How can you your journal/planner to resonate with your goals?



What type of journal/planner are we building?

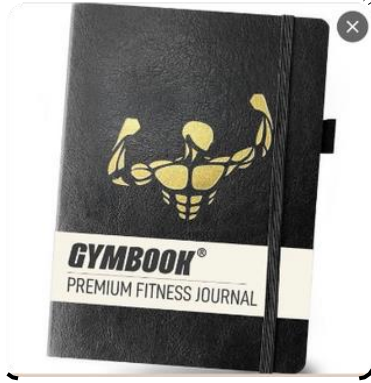
TIME-BASED PLANNERS

Daily Planners, Weekly Planners, Monthly Planners, Yearly Planners



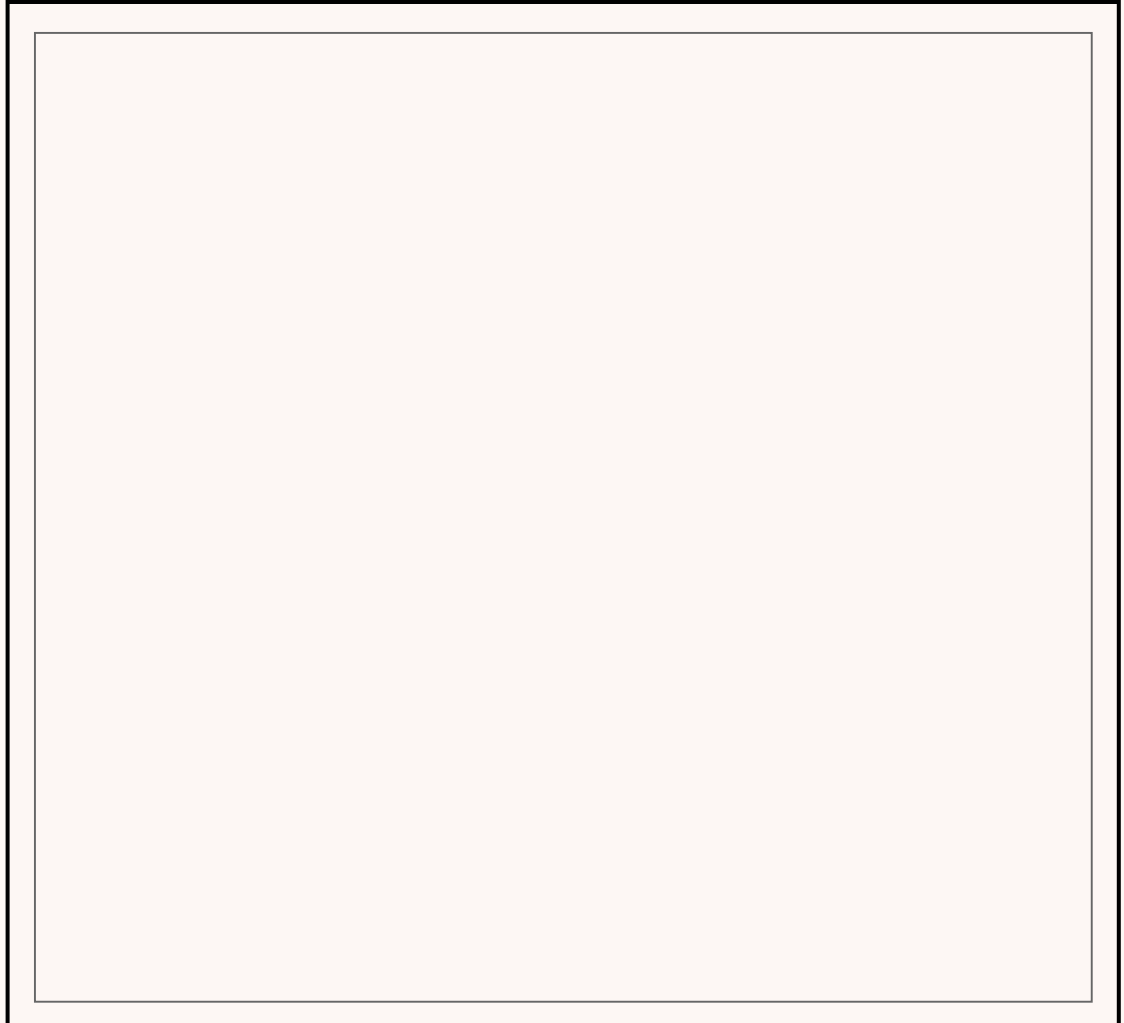
GOAL-ORIENTED PLANNERS

Goal Planners, Fitness Journals, Financial Planners, Wedding Planners, Academic Planners



A. Reflect on Your Project Purpose

Your planner is important for successful time management and project! What impact do you hope to make on your audience's lives?

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B. Identify Your Audience for the Projects

IDEAL AUDIENCE

Describe it. What are their interests, demographics, and needs?

Demographic (age, gender, location, etc.)

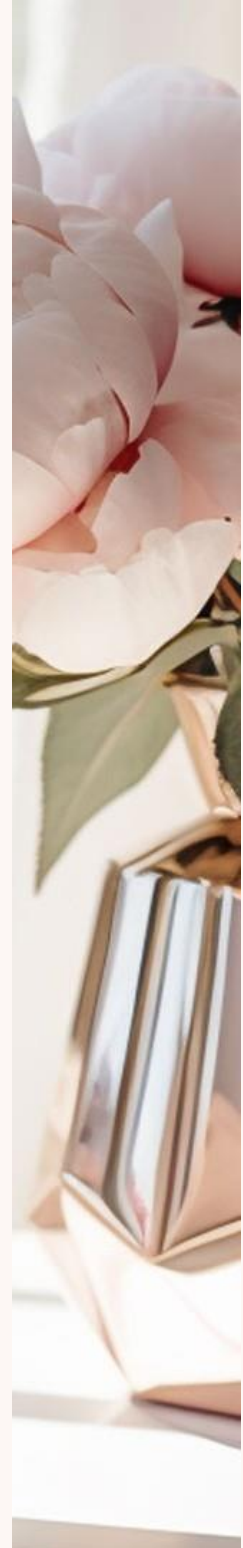
Interests

Pain Point

Desire and Goal (wanted outcome)

Needs

Current Obstacles



Tip: Use ChatGPT to brainstorm content and concept ideas.

Examples

EXAMPLE 1: HEALTH AND WELLNESS JOURNAL FOR BUSY PROFESSIONALS

Age: 25-45
Gender: Both
Location: Urban areas
Occupation: Busy professionals, office workers
Interests: Fitness, healthy eating, stress management, work-life balance
Pain Point: Struggling to maintain a healthy lifestyle amid a demanding work schedule
Desire and Goal: Achieve better work-life balance, improve physical and mental well-being
Needs: Time-efficient workout routines, meal planning tips, stress-relief strategies
Current Obstacles: Lack of time for exercise, difficulty managing stress, unhealthy eating habits.

EXAMPLE 2: GOAL SETTING PLANNER FOR COLLEGE STUDENTS

Age: 18-22
Gender: Both
Location: College campuses
Student Status: Undergraduate college students
Interests: Academic success, personal development, social activities
Pain Point: Struggling to balance academic commitments, extracurriculars, and personal goals
Desire and Goal: Improve time management, achieve academic and personal goals
Needs: Goal-setting strategies, study techniques, effective time management
Current Obstacles: Procrastination, lack of organization, difficulty prioritizing tasks

EXAMPLE 3: MINDFULNESS JOURNAL FOR STAY-AT-HOME PARENTS

Age: 30-45
Gender: Predominantly female
Location: Suburban or urban areas
Parenting Status: Stay-at-home parents
Interests: Parenting, self-care, relaxation techniques
Pain Point: Feeling overwhelmed and stressed by parenting responsibilities
Desire and Goal: Cultivate mindfulness, reduce stress, find moments of self-care
Needs: Mindfulness exercises, self-reflection prompts, time management tips
Current Obstacles: Limited personal time, balancing household tasks and childcare



EXAMPLE 4: FINANCIAL PLANNER FOR YOUNG ADULTS

Age: 18-30
Gender: Both
Location: Urban and suburban areas
Employment: Entry-level professionals, students
Interests: Personal finance, budgeting, saving for the future
Pain Point: Feeling financially unprepared and uncertain about money management
Desire and Goal: Gain financial literacy, achieve financial independence and stability
Needs: Budgeting tools, investment guidance, debt management strategies
Current Obstacles: Limited income, lack of financial education, credit card debt

EXAMPLE 5: CREATIVE WRITING JOURNAL FOR RETIREES

Age: 60+
Gender: Both, leaning towards female
Location: Retiree communities, suburban or rural areas
Interests: Creative writing, memoirs, artistic expression
Pain Point: Seeking meaningful and engaging activities in retirement
Desire and Goal: Explore creative writing, capture life stories, maintain mental stimulation
Needs: Writing prompts, storytelling techniques, inspiration for self-expression
Current Obstacles: Finding stimulating activities post-retirement, fear of creative blocks



C. Problem-Solution Mapping

Identify challenges or needs your target audience faces. How can you provide solutions?

NEEDS AND WANTS	SOLUTION

Example

GOAL SETTING PLANNER SPECIFICALLY TAILORED TO COLLEGE STUDENTS:

- ① Academic Goal Tracker: Create a dedicated section for tracking course-related goals, assignment deadlines, and exam schedules. Include study techniques and tips for efficient learning.
- ① Weekly Time Blocking: Design weekly planner pages with time-blocking sections, helping students allocate time for classes, study sessions, extracurriculars, and personal activities.
- ① Priority Matrix: Incorporate a priority matrix that assists students in categorizing tasks as urgent, important, or neither, aiding them in effective task prioritization.
- ① Extracurricular Planner: Devote pages to extracurricular activities, allowing students to plan meetings, events, and club activities while ensuring they balance their commitments.
- ① Goal-Setting Roadmap: Develop a roadmap for setting long-term academic and personal goals, breaking them down into smaller, manageable steps. Include motivational quotes and success stories.
- ① Progress Reflection Pages: Include regular reflection pages for students to evaluate their progress, celebrate achievements, and adjust their strategies as needed.
- ① Study Group Planner: Provide sections for coordinating study groups, scheduling group study sessions, and collaborating on assignments.
- ① Wellness and Self-Care: Integrate self-care and wellness trackers to encourage students to prioritize their mental and physical well-being alongside their academic pursuits.
- ① Procrastination Buster Techniques: Offer pages with strategies to overcome procrastination, such as the Pomodoro Technique, mindfulness exercises, and focused study techniques.
- ① Semester Goal Check-Ins: Design specific pages to assess progress at the midpoint and end of each semester, allowing students to recalibrate their goals and strategies.
- ① Budgeting and Financial Goals: Include sections for budget planning, tracking expenses, and setting financial goals to help students manage their finances effectively.



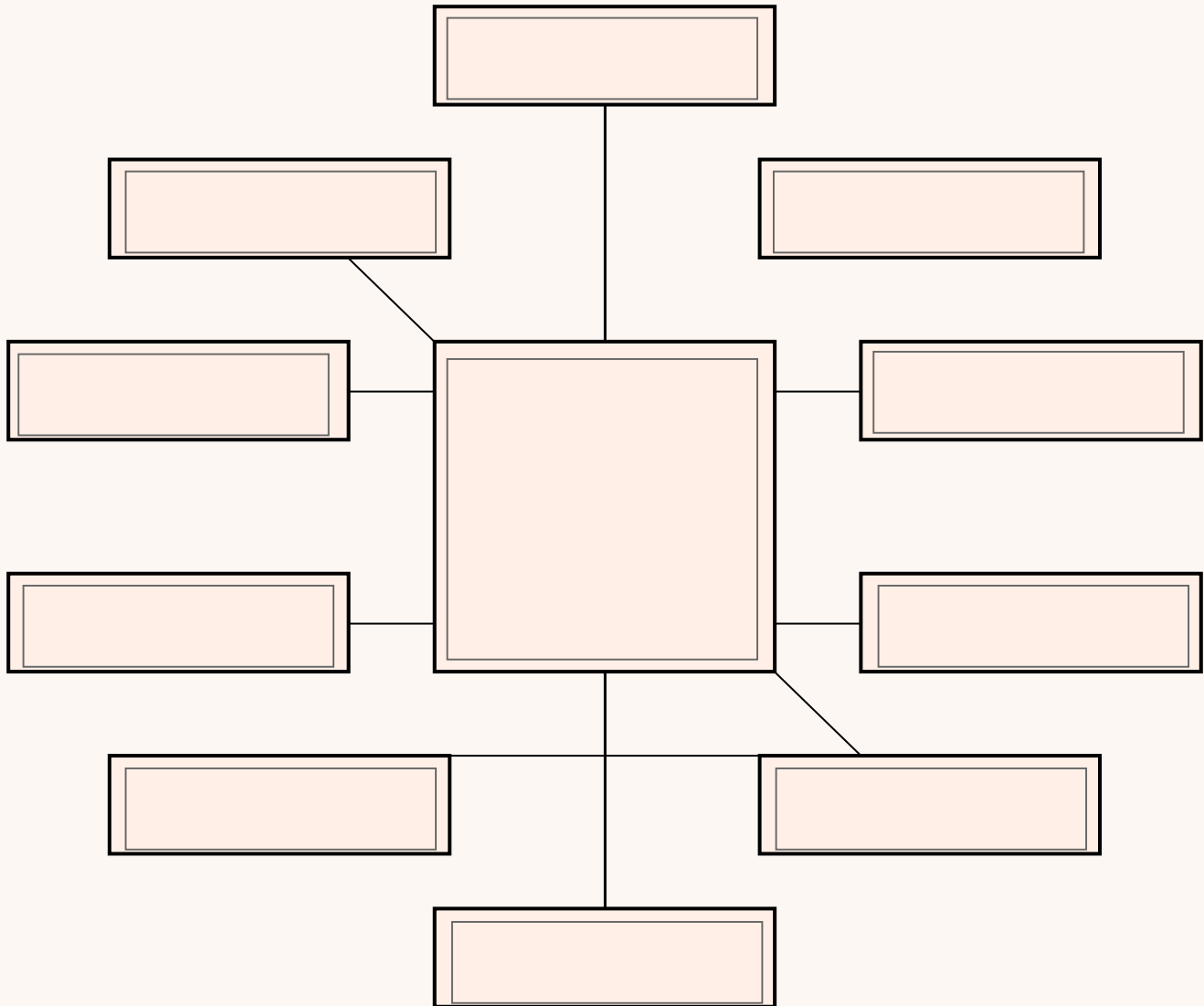
- ③ Career Development Section: Devote pages to career-related goals, internships, and job search activities, assisting students in planning for their future beyond college.
- ③ Networking Log: Provide space to record networking events, contacts, and follow-ups, encouraging students to build valuable connections.
- ③ Mind Mapping for Ideas: Integrate mind mapping exercises to help students brainstorm ideas, plan projects, and connect concepts.
- ③ Weekly Reflection and Gratitude: Include sections for weekly reflections on achievements, challenges, and moments of gratitude to foster a positive mindset.
- ③ Health and Fitness Goals: Devote pages to setting health and fitness goals, tracking exercise routines, and meal planning.
- ③ Monthly Calendar and Goal Overview: Design monthly calendar pages with an overview of academic and personal goals for the month, ensuring students have a clear focus.
- ③ Motivational Quotes and Affirmations: Embed motivational quotes and affirmations throughout the planner to uplift and inspire students.
- ③ Skill Development Planner: Create a section for students to set goals related to developing new skills, such as learning a language, coding, or artistic pursuits.
- ③ Personal Passion Projects: Dedicate pages to planning and tracking progress on personal passion projects or hobbies outside of academics.



D. Brainstorm Journal/Planner Content Ideas

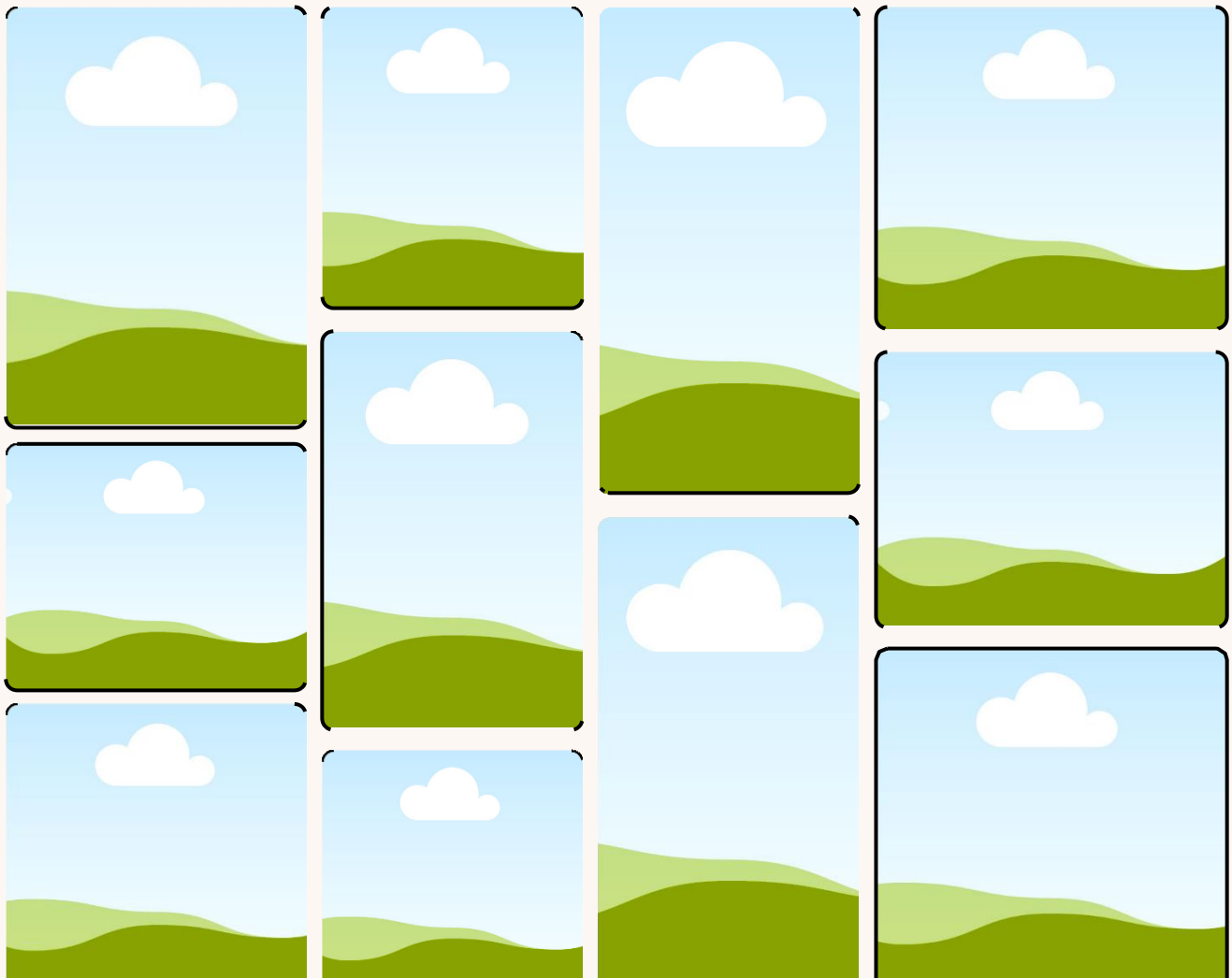
MIND MAPPING

Create a mind map of potential journal/planner themes, concepts, and topics based on your passions and audience insights.



INSPIRATION GATHERING

Collect visuals, articles, and references related to your ideas. How do these sources inspire your life?



A large, empty rectangular box with a thin black border, intended for users to write notes or reflections related to the inspiration gathered from the images above.

E. Refine Your Ideas

IDEA EVALUATION

Rank your brainstormed ideas based on alignment with your passion, purpose, and audience. Eliminate ideas that don't resonate strongly.

KEEP	ELIMINATE

UNIQUENESS ASSESSMENT

Assess each remaining idea's uniqueness in the market. What sets your concept apart from existing journals/planners?

CONTENT PIECE	VALUE ADDED TO THE USER



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<p style="text-align: center;">CONCEPT</p> <div style="border: 1px solid black; height: 300px; width: 100%;"></div>	<p style="text-align: center;">PURPOSE</p> <div style="border: 1px solid black; height: 300px; width: 100%;"></div>
<p style="text-align: center;">TARGET AUDIENCE</p> <div style="border: 1px solid black; height: 300px; width: 100%;"></div>	<p style="text-align: center;">UNIQUE FEATURES</p> <div style="border: 1px solid black; height: 300px; width: 100%;"></div>

Examples

CONCEPT: FITNESS AND WELLNESS PLANNER

Purpose: Empower individuals on their fitness journey by providing a comprehensive planner to track workouts, nutrition, and mental well-being.

Target Audience: Health-conscious individuals, fitness enthusiasts, and those seeking a balanced lifestyle.

Unique Features: Customizable workout routines, meal planning sections, mental health prompts, progress trackers, and motivational quotes.

CONCEPT: CREATIVE WRITING JOURNAL

Purpose: Ignite creativity and self-expression through a dedicated journal for capturing thoughts, ideas, and stories.

Target Audience: Writers, aspiring authors, artists, and anyone passionate about creative writing.

Unique Features: Writing prompts, character development pages, plot brainstorming sections, inspirational quotes, and blank pages for freeform writing.

CONCEPT: ACADEMIC SUCCESS PLANNER

Purpose: Support students in achieving academic excellence by offering a planner designed for effective time management, study strategies, and goal attainment.

Target Audience: College and high school students, scholars, and learners striving for academic success.

Unique Features: Study schedule templates, exam countdowns, GPA tracker, subject-specific study guides, and reflection pages for academic growth.

CONCEPT: MINDFULNESS AND SELF-CARE JOURNAL

Purpose: Cultivate mindfulness and well-being through a journal that encourages self-care practices, gratitude, and self-reflection.

Target Audience: Individuals seeking stress relief, personal growth, and a more balanced lifestyle.

Unique Features: Daily mindfulness exercises, self-care challenges, gratitude journaling prompts, mood tracking, and relaxation techniques.



CONCEPT: BUSINESS AND ENTREPRENEURIAL PLANNER

Purpose: Guide aspiring and established entrepreneurs in planning and growing their businesses with strategic insights and actionable steps.

Target Audience: Business owners, startups, and individuals pursuing entrepreneurial endeavors.

Unique Features: Business goal setting, market research sections, financial projections, marketing strategies, networking trackers, and space for innovative ideas.

CONCEPT: TRAVEL ADVENTURE JOURNAL

Purpose: Capture and relive travel experiences by offering a planner that combines travel planning, journaling, and memory keeping.

Target Audience: Adventurous travelers, explorers, and those who value documenting their journeys.

Unique Features: Itineraries and trip planning pages, travel log templates, space for photos and mementos, cultural insights, and destination bucket lists.

CONCEPT: PARENTING AND FAMILY ORGANIZER

Purpose: Assist parents in managing family life by providing a planner that covers parenting tasks, family schedules, and cherished memories.

Target Audience: Parents, caregivers, and those juggling family responsibilities.

Unique Features: Family calendar layouts, meal planning for kids, parenting tips, milestone tracking, and family bonding activity ideas.

CONTENT ELEMENTS

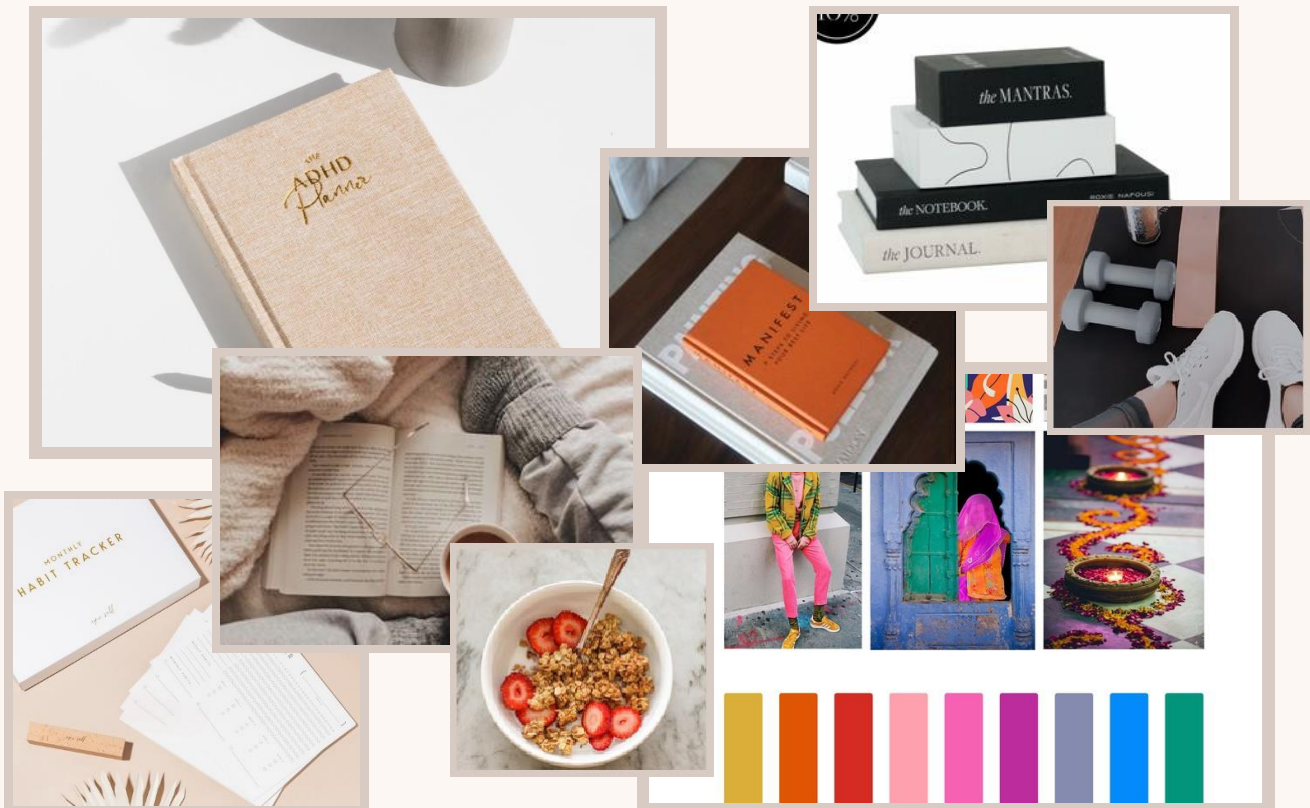
Outline the core content elements of your journal/planner (e.g., prompts, trackers, layouts) that will serve your audience's needs.

What is your CORE content element?

G. Visualize Your Creation

DESIGN MOODBOARD

Create a mood board with colors, images, and typography that reflect the visual identity of your journal/planner.



THE KEYPAGE

A "Keypage" in a journal or planner is like a super important page that shows up many times. It's the kind of page you use a lot because it helps you do something important or keeps track of something special. For example, in a daily planner, a Keypage might be the layout where you write your to-do list for each day. It's like the main character of your journal—showing up again and again, helping you stay organized, focused, or inspired.

Sketch out rough layouts for key pages in your journal/planner. Consider usability, organization, and aesthetics.

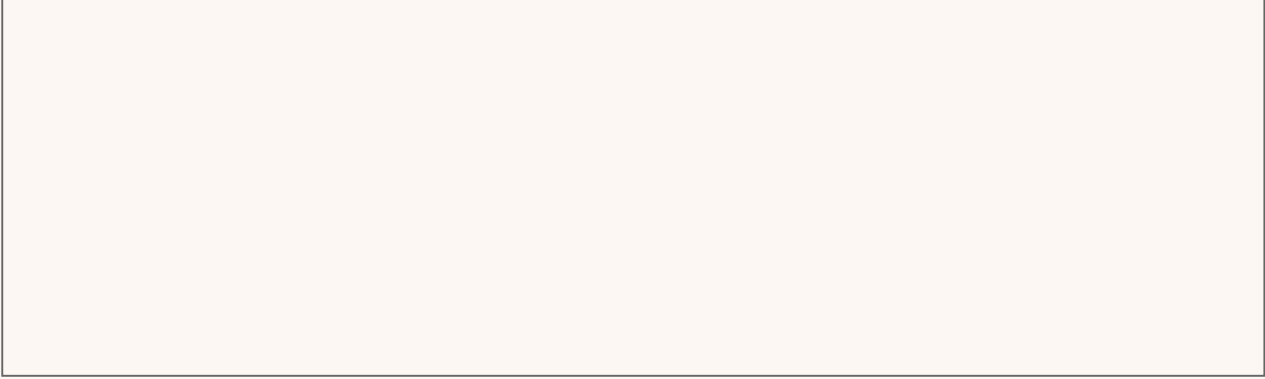
This Month in A Few Words	
Events	Milestones
Accomplishments	Difficulties
Personal Struggles	How Am I Different?
Things I Want to Change	Goals for Next Month

H. Test Your Concept

FEEDBACK GATHERING

Share your journal/planner concept with trusted friends, peers, or potential users. Gather feedback and insights for refinement.

Feedback and Insights



PROTOTYPE CREATION

Develop a prototype of your journal/planner concept, including sample pages and content. (You can simply print or write it on paper.)

I. Make Your Decision

FINAL IDEA SELECTION

Review your refined journal/planner concept, feedback, and prototype. Does it align with your passion, purpose, and audience?



COMMITMENT

Choose the journal/planner concept that excites you the most and feels authentic to your vision. Make a commitment to bring it to life!

I am committed to choosing the journal/planner concept that resonates deeply with my passion and aligns with my vision. I understand the importance of authenticity and excitement in the creative process. With dedication and perseverance, I will bring this concept to life, channeling my energy and creativity into crafting a journal/planner that not only fulfills my own goals but also serves and empowers my intended audience. I embrace the challenges and opportunities ahead and pledge to stay focused on this journey, turning my commitment into a tangible and impactful reality

When will you bring your project to audience?

