

The Art of Order

this proposal belongs to

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Capstone 2025

Do you feel like you are...

SWIMMING UPSTREAM?

TREADING WATER?

*DROWNING IN
RESPONSIBILITIES?*

HERE'S A SOLUTION

I'm tackling the challenge of balancing organization with creativity. For many creative minds, traditional planners feel rigid and overwhelming, making it easy to fall into a cycle of scattered thoughts, unfinished tasks, and a sense of helplessness. When organization feels like a struggle, it can be paralyzing.

My solution is an interactive planner designed to work with creative thinkers, not against them. With features like perforated pages, scratch-off sections, peek-throughs, and fold out views, this planner transforms structure into something flexible, engaging, and intuitive. It's a space where ideas can flow freely while staying collected to help users regain clarity, confidence, and control without stifling

c r e a t i v i t y .

Brain Dump

Flowstate provides a refreshing alternative to conventional planners by offering a new creative-friendly system. It doesn't force users into a framework they can't sustainably use. Instead it moves with them. The value is the ability to reduce overwhelm + burnout, increase productivity, and encourage the creative process. Users will feel more in control of their tasks, ambitions, and emotions.

I'm communicating that structure doesn't have to feel limiting - it can be fluid, intuitive, and even inspiring! Flowstate is a planner designed for the way creative minds actually think - a balance between guidance + flexibility. The goal is to help users feel empowered and heard so they can live a little more stress free.

Deliverables

#	TASK	DONE
1	Brand system	
	logos	
	colors	
	typography	
	tagline(s)	
2	User guide	
3	Stationary items:	
	pens	
	highlighters	
	stamps or stickers	
	sticky notes	
4	Tactile interactive elements	
5	Printed planner	
Notes:	Nice to have some packaging designs,	
	digital conversion options, and	
	a social media campaign.	

Competitor Analysis

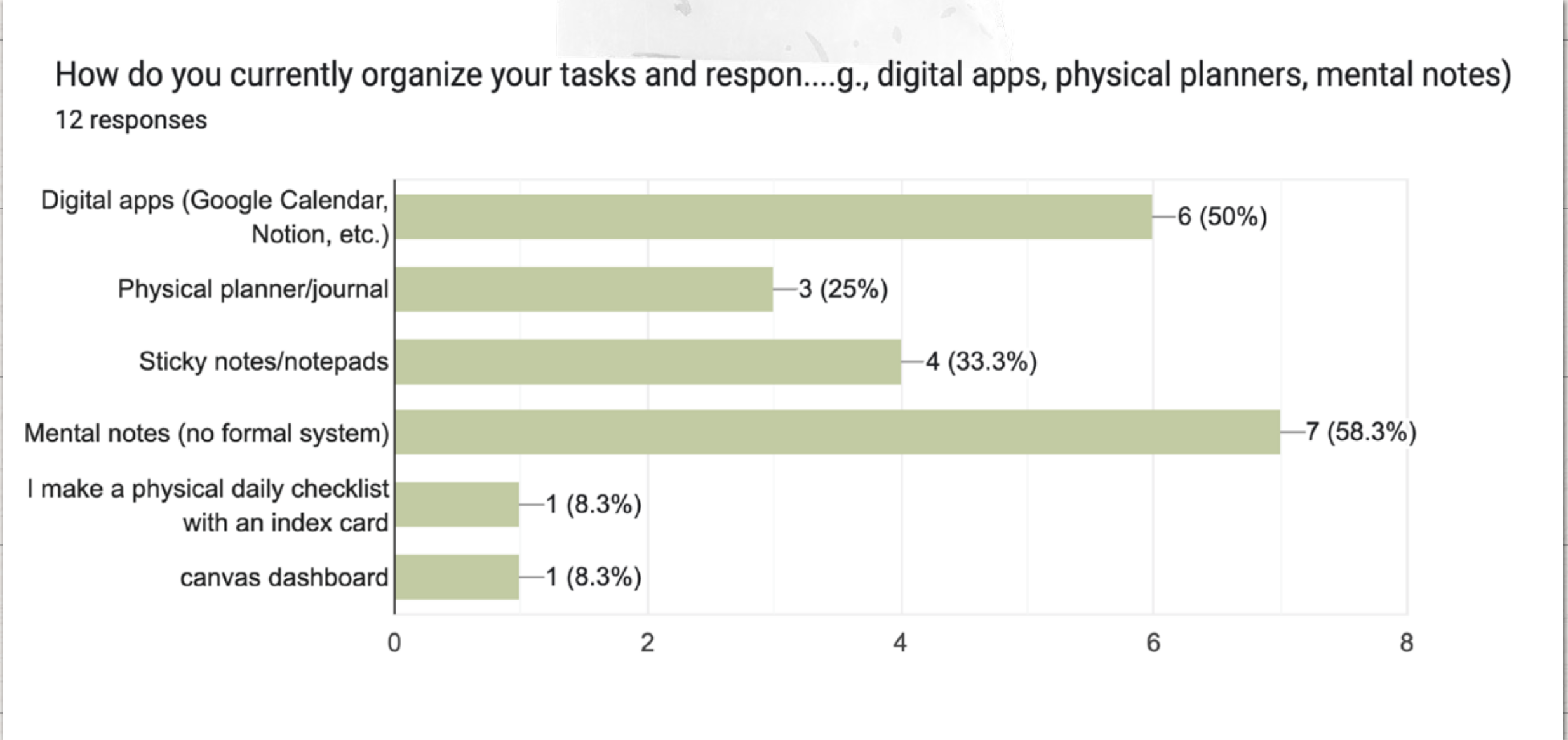
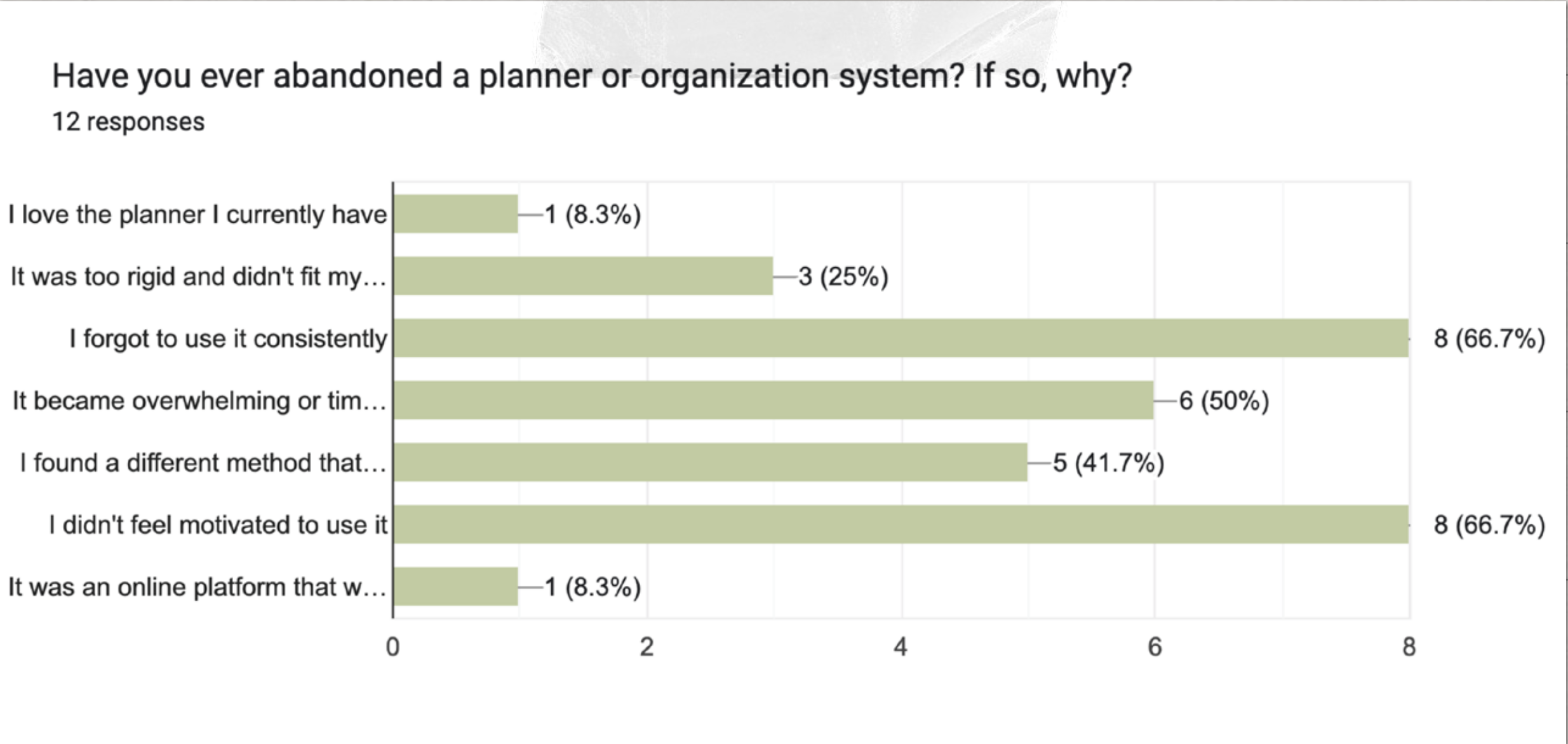
Panda Planner		○		○
LEUCHTTURM 1917	○			○
Papier	○	○		○
Artful Agenda				○
Flowstate	●	●	●	●
	Target audience & purpose	Emotional connection	Interactivity	Layout flexibility & variety

Questionnaire Insights

41.7% of responders said they try to engage in self-care activities, but they often get pushed aside when they’re busy

58.3% of responders said self reflection is extremely important in their growth and learning process

83.3% of responders said they prefer a planner that is a mix of structure but with some room for flexibilty



Moodboard



& Interactive Elements

Timeline

	SUN.	MON.	TUES.	WED.	THU.	FRI.	SAT.
MARCH	16	17	18	19	20	21	22
MARCH	23	24	25	26	27	28	29
APRIL	30	31	1	2	3	4	5
APRIL	6	7	8	9	10	11	12
APRIL	13	14	15	16	17	18	19
APRIL	20	21	22	23	24	25	26
APRIL / MAY	27	28	29	30	1	2	3



KAM Set Up

- ☐ *Poster size user guide*
- ☐ *Home office desk setup*
- ☐ *& chair(s)*
- ☐ *The printed planner!*
- ☐ *Takeaway cards*

