



# Three.do

Three.do is a minimalist to-do and reminders app. It lets you add meaningful reminders in only a few taps without typing.

To compose a task, tap the tiles that answer three questions: *who*, *what*, and *when*, e.g., “friend / help with sth / in 30 min.” This is much faster than typing or speaking, and is usually enough to remember the specifics. The pre-defined *who* and *what* options cover many common scenarios, and the Pro version will let you add your own. You can also type in the task the usual way.

The central idea behind Three.do is:

**It's not that you forget the details.  
Often you forget to do the task altogether.**

People often don't add to-dos for small tasks or when they are busy – yet those are the easiest to forget! Three.do makes remembering those tasks quick and non-distracting. You can set up a simple “me / do sth / in 5 min” reminder in *less than a second* and add missing details at a better time.

**Mission:** help people remember small everyday things, which are usually not worth putting on a todo, yet forgetting them is just as embarrassing.

**Vision:** a reminder with only three parameters: “who”, “what”, “when” is plenty enough to remember the task in short term.

## The story

As a software developer I know very well how easy it is to lose your precious focus and how hard it is to regain it back. It happened very often that a family member would approach me with a trivial request like, “Can you please look up the weather for the weekend?” Typing a to-do or scribbling a sticky note for that would be just as distracting as doing the task right away, so I never wrote it down. As a result, I usually forgot it, and soon everyone thought of me as a person whom they could not depend upon.

I tried a few popular to-do apps myself, and none worked. It's ironic that I ended up using those to record the things I'd remember anyway, but never for those small everyday personal requests. All those apps wanted me to invest time into making pretty lists (with categories, priorities, hashtags etc.) and keeping them organized, while all I needed was a quick way to schedule a reminder in some five minutes. None of the apps satisfied that pain point, and that's how I started thinking of Three.do.

I made a prototype and showed it around. The feedback was phenomenal! Turned out many of my friends had the same pain. Many had given up on Todoist and alike, and switched to basic alarm and timer apps to set themselves quick short-term reminders with no details. A lot of people encouraged me to finish the app because they needed it too.

## Key features

- Set a reminder in a few taps, in just a few seconds.
- **Faster than typing. Faster than 'OK Google'.**
- Doesn't break your focus – tapping tiles is far less distracting than phrasing a sentence.
- Ideal for small short-term tasks, like your mom asking you to print her tickets.
- All options at a glance – you'll quickly learn to add reminders instinctively.
- You can still add a reminder as usual, with all the details when you need them.
- Anxiety-free – set a reminder and forget about it until it's time. Don't get overwhelmed by looking at the list of upcoming tasks – it's hidden a click away.
- Minimal, clear design.
- **Pro features (TBD end of 2018):**
  - Possibility to completely customize the tiles, add your own, assign colors and photos.
  - Recurring reminders, and more.
- **Cloud (subscription) features (TBD early 2019):**
  - Cloud sync between devices.
  - Adding reminders for other people.
  - An active subscription also includes all Pro features.

## Target audience

- Millennials and zoomers who have short attention span and easily forget trivial things.
- Office workers, especially open space office workers and home office workers.
- Everyone who often gets distracted by other people's requests.

## Pricing and availability

Available for Android from [Google Play](#). Other platforms TBA.

Standard pricing: a one-time fee of \$19.99 USD for Pro unlock (no cloud features);  
effective Dec 2018 \$2.99/mo or \$29.99/yr for cloud subscription.

Early support options: \$0.99 – grants 33% discount for the first year of subscription;  
\$7.49 – unlocks Pro for 1 year;  
\$12.99 – unlocks Pro and grants 33% off subscription for lifetime;  
\$74.99 – unlocks everything (Pro and cloud) for lifetime;  
\$299 – for Superbackers who want to support the app more.

## Contact

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