

The Arena App: Daily Planner

Finally, a productivity app that helps you be more productive.

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The Arena App: Daily Planner

Work smarter.

Download the App

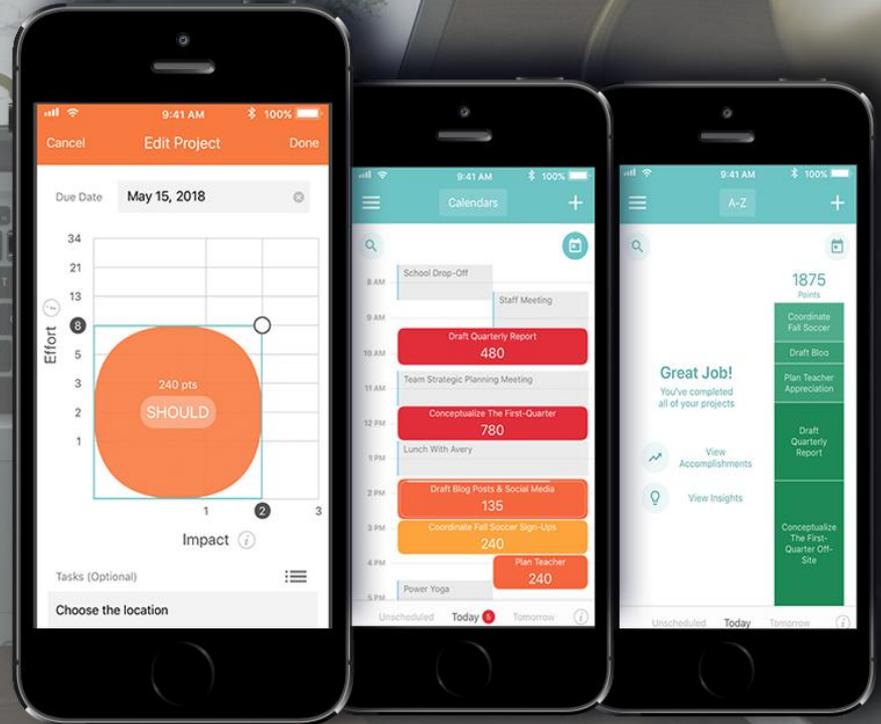




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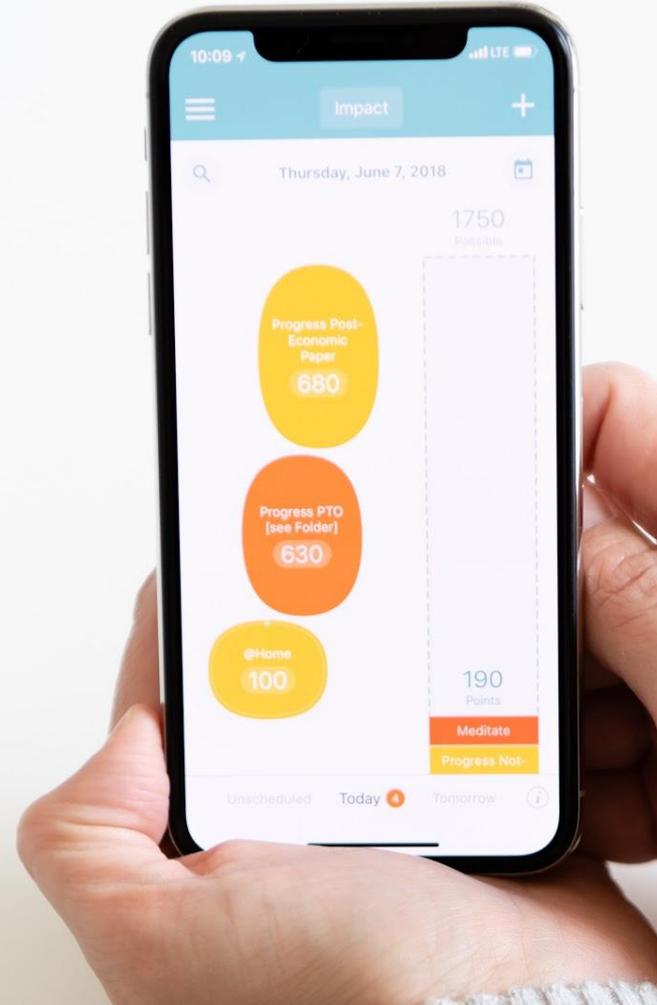
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About Arena

[The Arena App: Daily Planner](#) was developed based on extensive experience, literature reviews, surveys, and focus groups to answer one question: **How do people know what matters each day?** What we found was that no one had a firm grasp on this.

People were using a mix of Post-its®, planners, Excel® sheets, and memory to track projects, meetings, assignments, etc. While everyone has a master task list that works best for them, **Arena offers a visual approach for prioritizing what matters in the moment.**





About Arena

The name 'Arena' comes from the Theodore Roosevelt quote about being "in the arena," which is exactly what Arena is about:

- Working through your commitments, no matter what
- Doing what matters every day
- Knowing that you've done your best and left everything on the field
- And best of all, feeling peace about what did – and didn't – happen that day

Arena is designed to intuitively increase your productivity and your impact.

Arena helps you have a better day, every day.





Creating The Arena App

Emily Wallace and Dori Stiefel, co-creators of The Arena App and Thrivner, Inc., know all about the importance of time management and productivity.

Balancing clients of both government and industry alongside volunteer commitments and family life, the two needed a way to keep track of it all. **However, no apps seemed to be able to do that: There were time management apps, and there were daily planner apps, but there were no apps that helped with both.**

The idea for Arena came about as a way to combine productivity, time management, task tracking, and visualizations to make it easy to see what matters for the day.





Thrivner, Inc.

Thrivner, Inc. is a company dedicated to providing smart ideas, solutions, strategies, and software in order to create a world in which everyone thrives.

We leverage our employees' combined years of science, technology, and research experience serving government, non-profits, academia, and industry to help our customers achieve the outcomes they want to see in the world. We understand the power of relationship and know our customers have both professional and personal interests and aspirations.

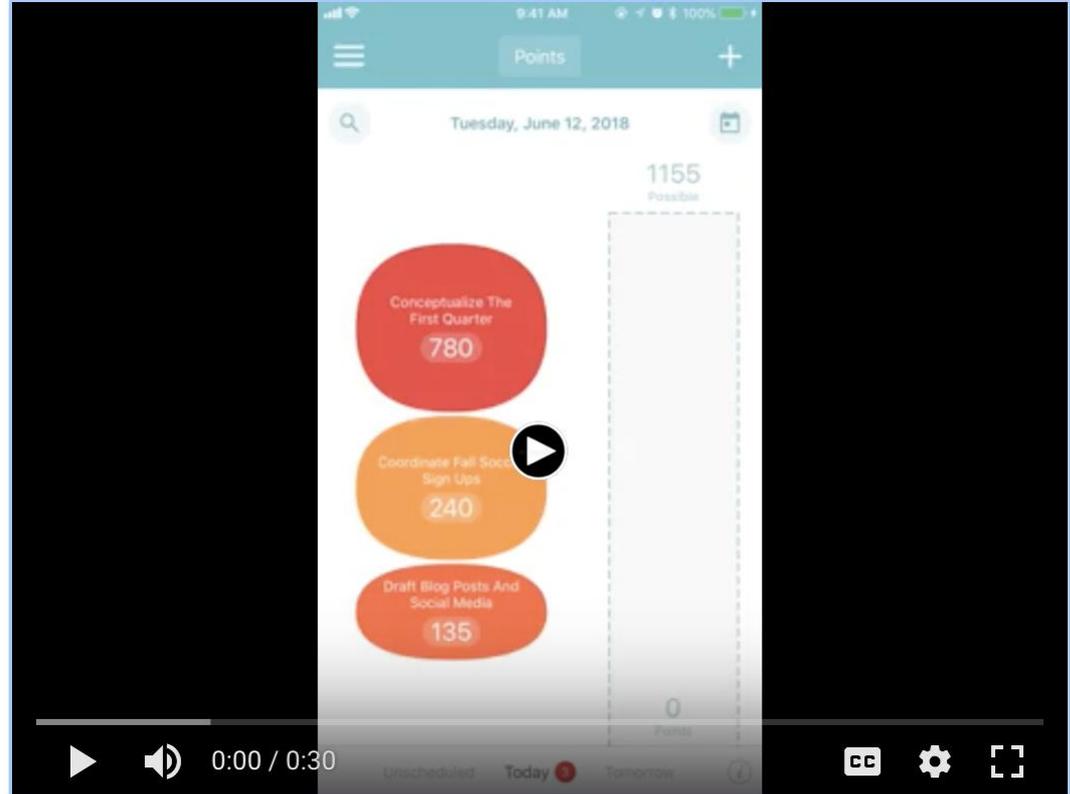
We believe that a holistic understanding enhances our ability to help create a world in which our customers – and everyone around them – thrive.





How does Arena work?

- Enter a project and consider:
 - Urgency
 - Impact and effort
 - If you must, should, or could work on that project today
- Pre-built and custom checklists are available to help you break your projects into smaller, more manageable tasks
- The calendar overlay feature is interactive and allows you to see the time you have to work through your commitments
- Move your completed projects to the accomplishments bar as you work through your day

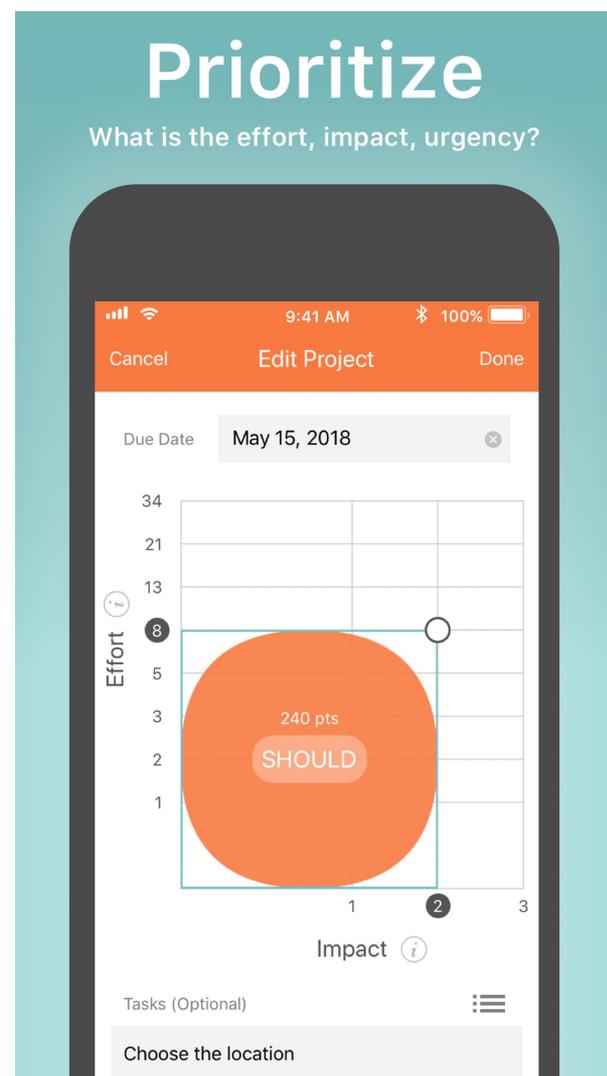




Prioritize your projects

Planning your day the night before will lead to a more productive day.

- Take the time to think through your projects
- Set the impact, the effort, and the urgency to help you prioritize
- Tap the bubble to color-code your project as Must, Should, and Could
- Points are given to each project based on the information you enter
- Each project includes an optional timer to help you eliminate distractions and focus on the project at hand

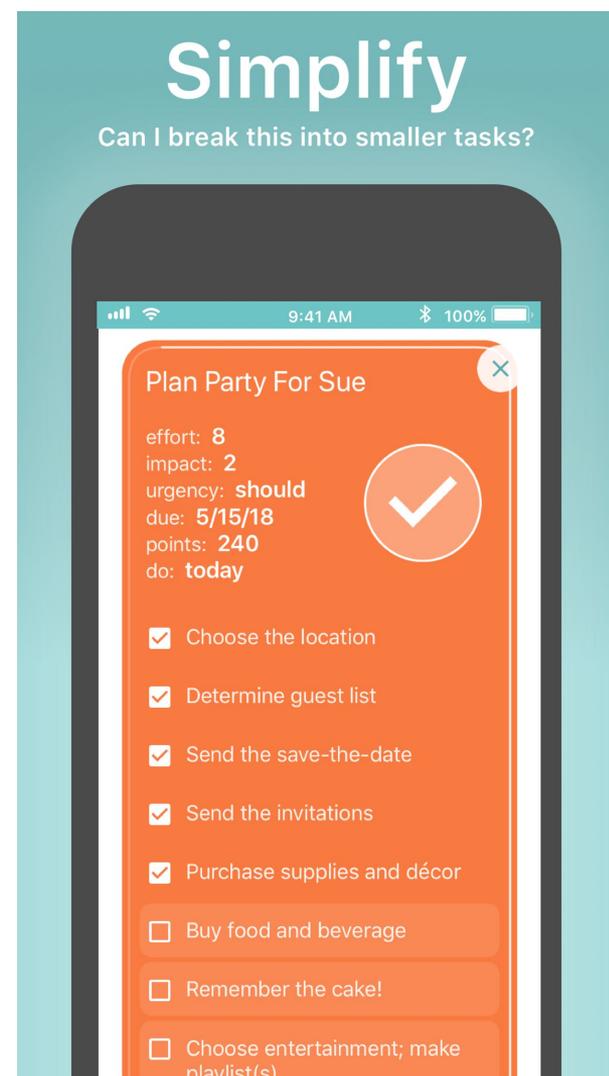




Make your projects manageable

To boost productivity, see if your projects can be broken down into smaller, more manageable tasks.

- Pre-built checklists help you manage your personal and professional responsibilities
- Custom, reusable checklists also are available

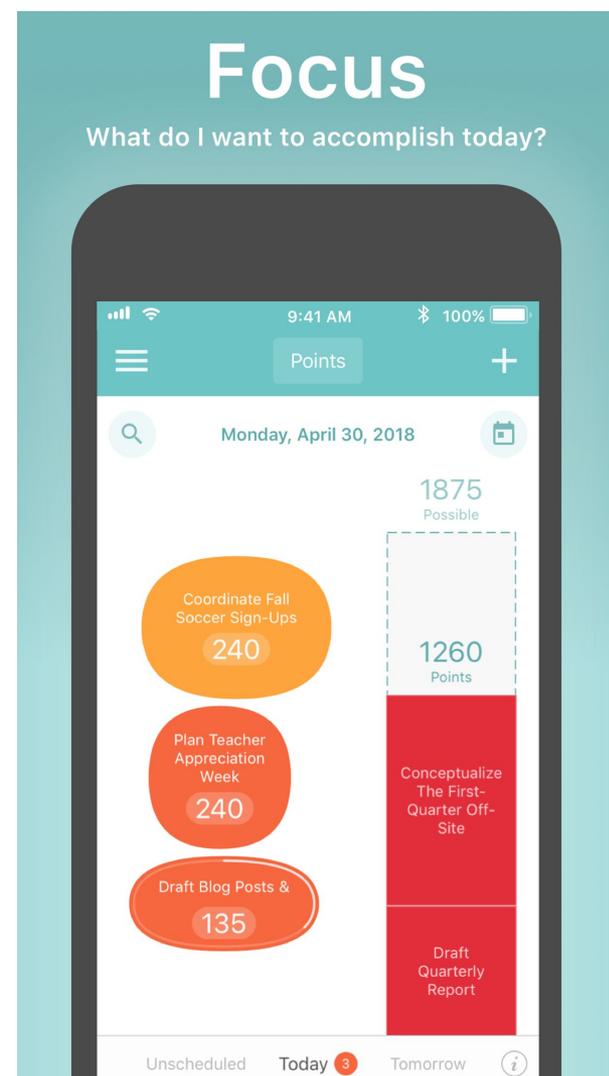




Understand what you want to accomplish

Sort your tasks by impact, effort, urgency, points, and more. With an interactive project view, Arena helps you visualize what you need to get done to make the most impact on your day.

- Color-coded bubbles make it easy to identify the projects that must, should, and could get done today
- The sizes of the bubbles vary based on the information you entered (bigger, darker bubbles are higher on the priority list)
- Click and drag bubbles to the accomplishments bar on the right as you complete them

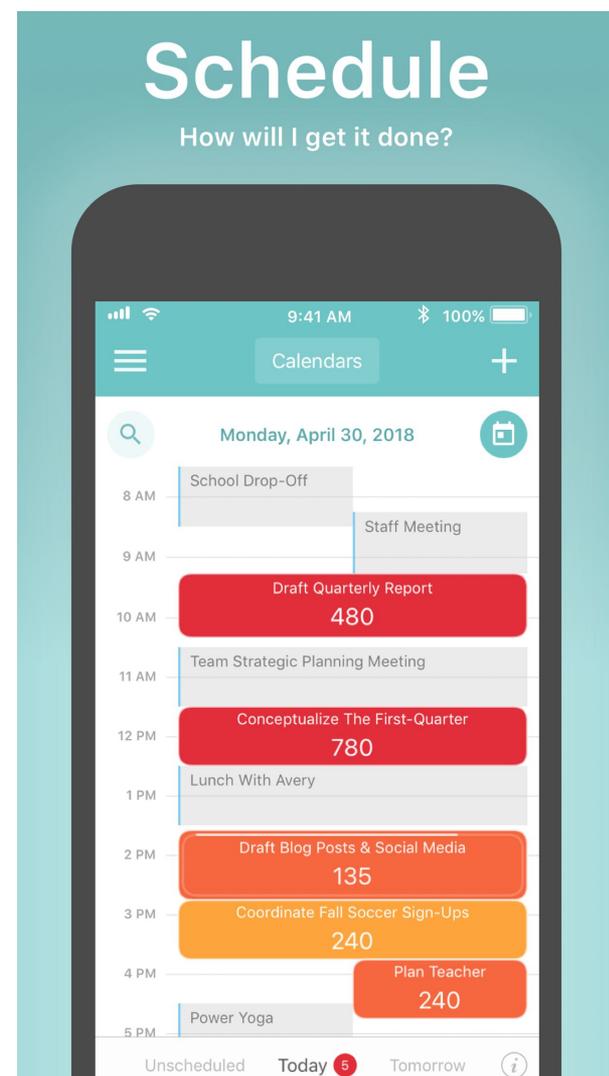




Do your projects fit within your time constraints?

With only so much time in the day, Arena helps you be realistic about what you can accomplish in the time you allow yourself.

- View your projects with your other commitments in the calendar overlay feature
- Adjust your projects to reflect the amount and time of day you wish to work on them

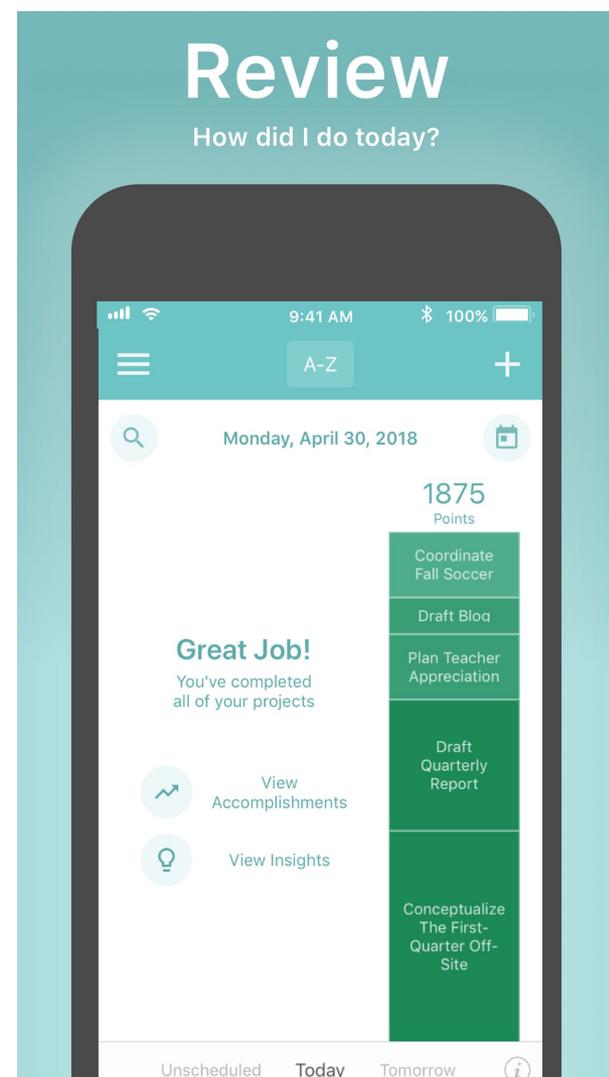




The ultimate peace of mind

The true benefit of Arena is the sense of accomplishment you get once you have completed your tasks.

- Drag completed projects to the Accomplishments bar
- “Go green” when you complete all of your projects for the day
- View insights to understand how you are improving over time
- Additional resources are available within the app if you feel stuck or unproductive





What Users Have to Say About The Arena App: Daily Planner

“When it comes to productivity, this app is a game changer. There is nothing else like it. Traditional to-do lists simply don’t cut it anymore. Arena helps you identify what you need to be working on now to have the biggest impact. That is my favorite part as it allows me to be in control of my day. Using Arena to plan my day the night before has done tremendous things for my productivity. I wake up feeling ready to take on the day, and that is priceless! Well done Thrivner, this is an app every entrepreneur can benefit from!”





This app really helps keep me focused on the day's must-dos and enables me to move projects forward in ways other apps haven't done. Seeing how I can fit the bubbles into my day using the calendar integration is a huge value-add. It has also helped me with household projects, such as getting my house ready to list. And seeing my task bar turn green once I've completed the day's work gives me a happy smile!"





[See more reviews in the App Store](#)



Part of me knows what needs to be done, while the other part actually does stuff... and somehow the two parts are never in the same place at the same time. This app is the Arena that somehow lets those two parts of me collaborate - like it manages to gamify my productivity goals in a way that my split brain's halves can both appreciate and play with. In the time I've been using it I've made sure it's kept open at all times while I work and it never fails to keep me chugging forward on the right tasks of the right project at the right time."





Frequently-Asked Questions

Why did you start this company? We run a consulting company dedicated to a world where everyone thrives. At the same time, we volunteer, parent—basically run full, active lives that balance work and play. We know how to see the big picture and plan, but we needed a system that easily showed us what mattered today.

What is the problem your company is solving? We've each tried every software package, paper planner, notebook, note card, and Post-it approach! And, now, there are team task management environments that are great for seeing the team's big picture, but still don't show what matters today. All have their advantages, but nothing gave us the control over what matters and when. Doing what matters daily has been spectacular, but it's the accompanying peace of mind that makes it worthwhile. Anybody who is starting a major project, including entrepreneurs founding a company, benefits from this visual look at how everything that matters will fit.

Why do people trust your solutions? We're leading a national conversation about doing what matters because that commitment has underpinned everything we've done, always. This is what we interview people about, host focus groups to discuss, observe in our daily interactions, read about, and, of course, practice daily. The breakthrough comes when people give up the stress of surviving each day and choose to set up each day intentionally, trusting the software to visually display what matters and the time available to do it. It feels spectacular to drive to swim team practice with the confidence that you have completed everything that mattered. There is peace of mind about what is and isn't done, that is extraordinary.



Frequently Asked Questions, Cont.

What have you done previously? With decades of experience, we've become experts at program development: Our clients come up with an outcome and we co-create the strategy, approach, and implementation. We are the engine through which ideas are invented and live in the world. Emily's educational background is in marine science, a scientific background she's leveraged to influence science-and-technology-based policy and solutions at the Federal, international, state, and non-profit levels. Dori's educational background is in Political Science, so she also bridges a scientific perspective into real answers.

Future plans for the company? Thrivner plans to produce a suite of software products, of which Arena is the first. Future products will offer effortless focus and long-term planning/foresight, respectively. The company will remain distributed and will continue to hire excellent people as we're growing quickly!



Quotes & Logo information

“My favorite benefit of Arena is peace of mind around what I did and didn’t accomplish. This is new for me, and much-needed.” —Dori

“Productivity solutions are everywhere. I know, because I’ve purchased, and eventually discarded, every one. It’s exciting to finally have a solution to my persistent questions: What should I be doing right now? Given my other commitments, will I get it done in time?” —Emily

Additional high resolution logo files are available. Please contact Carly at Carly@Thrivner.com with your specific needs.



Fact Sheet

Developer: [Thrivner, Inc.](#)

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Emily Wallace



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