

LadyPlans 1.0 introduced for iOS - New Women Organizer App

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LadyPlans Limited introduces LadyPlans 1.0 for iOS, a new time and a task management app for women by women. LadyPlans empowers women to anticipate and plan their priorities, from daily tasks to life-changing events. Based on lists and links between events and checklists, as well as women-centric content and design, it allows them to anticipate more and to save time typing less for a large range of occasions, such as holidays, birthday, public celebrations and more.

London, United Kingdom - LadyPlans Limited is proud to announce the release of LadyPlans 1.0 for iOS, a new time and a task management app for women by women. LadyPlans empowers women to anticipate and plan their priorities, from daily tasks to life-changing events. Based on ready-made lists of events and tasks, as well as a content specifically designed for women, LadyPlans allows women to manage a large range of events and checklists (e.g.: holidays, birthday, celebrations). The app is particularly useful for busy women who plan a lot on their mobile phones during down times (e.g.: morning commute, breaks at work, watching a movie in the evening), for themselves and their loved ones (e.g.: working moms).

As women hold many roles (partner, mother, employee/boss, daughter, friend, etc.) and responsibilities, they manage and coordinate numerous events and tasks. The problem is, most of the time, they reinvent the wheel when planning things as they usually plan the same kind of events over time (birthdays, parties, Christmas, medical appointments, etc.) and they waste a lot of time retyping checklists into events in their calendar to turn their to-dos into actions.

LadyPlans offers customizable lists of events and tasks that can be quickly saved in their calendar and checklists. This way, women can save time typing less, anticipate more the events they want to plan and actually focus more on the events they have planned.

LadyPlans 4 key features are:

- Event-Makers to quickly add 'one shot' events into their calendar through ready-made lists events for themselves, their children, their household and their partner (e.g.: doctor booking, shop groceries, etc.)
- Planners to easily anticipate and plan events requiring preparation with an intuitive backward approach; Based on the date of the event they want to plan, they select preparatory events, adjust dates and add all entries in the calendar at once (e.g.: birthday, Christmas, Father's day, Valentine's day, Baby shower, etc.)
- Checklists to track items through ready-made and customized checklists. Checklists can be attached to the events in the calendar.
- Calendar with 4 views (list, week, month and year) and that can be synced with iCloud, Outlook exchange and Google calendar

The app is based on the founder's own experience as a busy working mom of 2. "As a working mom, I spend a lot of time on my cell phone planning things for myself and for my children," explained Julie Dando, founder and director LadyPlans Limited. "Realizing that most of the time I was planning the same type of events (e.g.: birthdays, holidays, doctor appointments...), I thought I should find a quicker way to add events into my calendar and I should store this organization-related knowledge somewhere instead of reinventing the wheel all the time. Plus, I frequently retype my checklists as events in my calendar to turn my to-do lists into actions. I got frustrated because all of this isn't really efficient and, obviously, I really don't like wasting time on planning/organization as I have better things to do. Currently, most of the productivity apps are empty so we spend a lot of time customizing them. The idea is to offer some relevant women-centric content in

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a productivity app that will serve as a basis to be customized by each user."

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 8.0 or later
- * 15.6 MB

Pricing and Availability:

For a limited time, LadyPlans 1.0 is Free and available worldwide, in English and French, exclusively through the App Store in the Productivity category. Free the first couple of months following the app launch, LadyPlans will be available in the Premium version for less than \$2.00 (USD).

LadyPlans: women organizer 1.0:

<http://www.ladyplans.com>

Download from iTunes:

<https://itunes.apple.com/app/ladyplans-women-organizer/id1072326381>

Media Assets:

<http://www.ladyplans.com/press-release/>

With offices in London, United Kingdom and Hong Kong, LadyPlans Limited was founded by Julie Berard Dando. LadyPlans' mission is to enable women to optimize and take control of their time, empowering them through technology and women-specific content. We develop simple solutions, leveraging technology, to help them manage their daily life and free up time. The company (#9492346) is registered at Kemp House, 152 City Road, London EC1V 2NX,

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