

Not Just Another GTD App – Tic Toc Timers

Boosts Your Memory Too

Combining the best of GTD (Get Things Done) theory and the latest insights into how our short term memory works, Tic Toc Timers provides a fresh approach to time management, ideal for anyone with a busy lifestyle and plenty to remember.

- Set multiple timers and remember all the vital tasks in your day
- Pause, reset or cancel timers as your schedule changes
- Over 20 timers with unique icons and audio alarms
- Amaze yourself with your powers of recall

A Fresh Approach

The first thing users will notice about Tic Toc Timers is that it is not a traditional ‘diary style’ organization tool. Instead, users set timers during the course of a day. Got a meeting in 3 hours? Set a timer for 2 hours and 50 minutes and forget about it until then. It’s classic GTD theory in action.

Multiple timers can be set at any one time to accommodate a large number of different tasks, with time periods ranging from a minute to an entire day. Timers can also be paused or adjusted to match changes in the user’s schedule.

Enhancing Memory

What really sets Tic Toc Timers apart is the way it combines the benefits of a GTD time management app with what neurologists and memory experts know about human recall.

“We wanted to create something that worked in synch with the mind’s natural short term memory abilities” explains Ivan Boyko, the senior designer at VisualPharm. “Research shows that the mind responds far better to images than words and long ‘to do lists’. That’s why we assigned each timer a picture. A coffee date is a coffee cup, a sports match a basketball and so on. When a user inputs information into a timer they associate it with that picture. So when the alarm goes off and the picture flashes on the screen they remember the information – often surprisingly large amounts – without having to refer to the written text. It saves people time, and as an added bonus, it makes them feel smart.”

The written reminder is just a swipe away should a user need to refer to it, and each timer also has its own unique audio alarm, further assisting the memory process.

“The senses are such a powerful aid to recall” Boyko adds. “We’d love to incorporate more if we could. Maybe the iPhone 7 will have a smell synthesizer!”

Credits

Tic Toc Timers app is the result of a collaboration between web design firms Sliday (sliday.com) and VisualPharm (visualpharm.com) and is free from the App store.

VisualPharm are a web design firm based in Barcelona, Spain. They have been creating attractive, user-friendly interfaces for intranets, mobile and desktop applications, touch screen kiosks and complex interactive websites since 2002. Previous clients include HP, Proctor and BitTorrent.

Sliday are a creative team who love to dream, create and explore new ways of thinking within the world of IT. Specializing in website and mobile application development their client list includes such firms as The Discovery Channel, Mars and Kaspersky.

App Store link: itunes.apple.com/us/app/tic-toc-timers/id549350396

Website: tictotimers.com

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