The Arena App: Project Planner

Download the app

Find the simple view of your complex life.

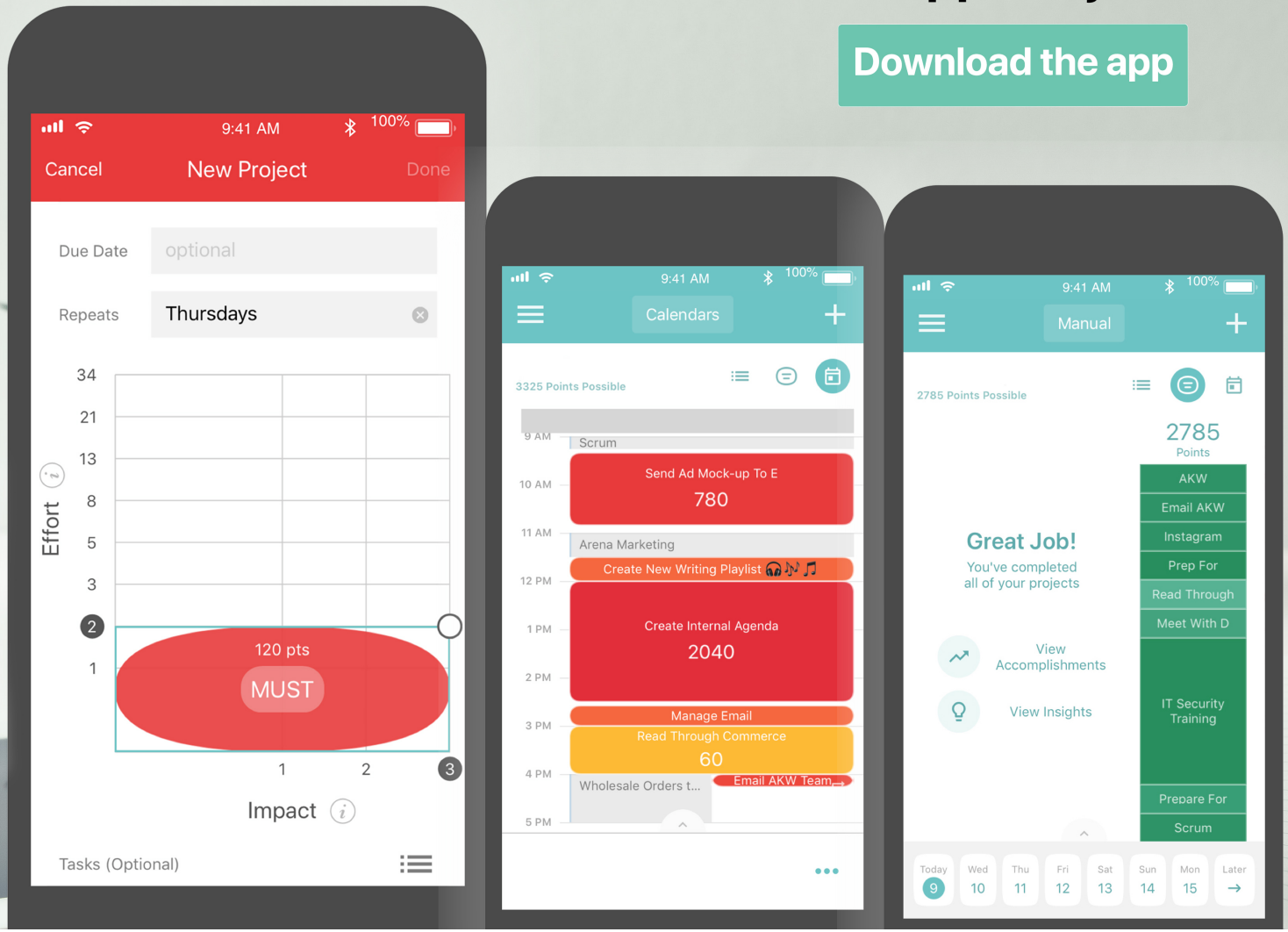


Table of Contents

About The Arena App: Project Planner 3

Creating Arena 5

Using Arena 6

Screenshots 7

Reviews 12

FAQs 15

Pull Quotes 16

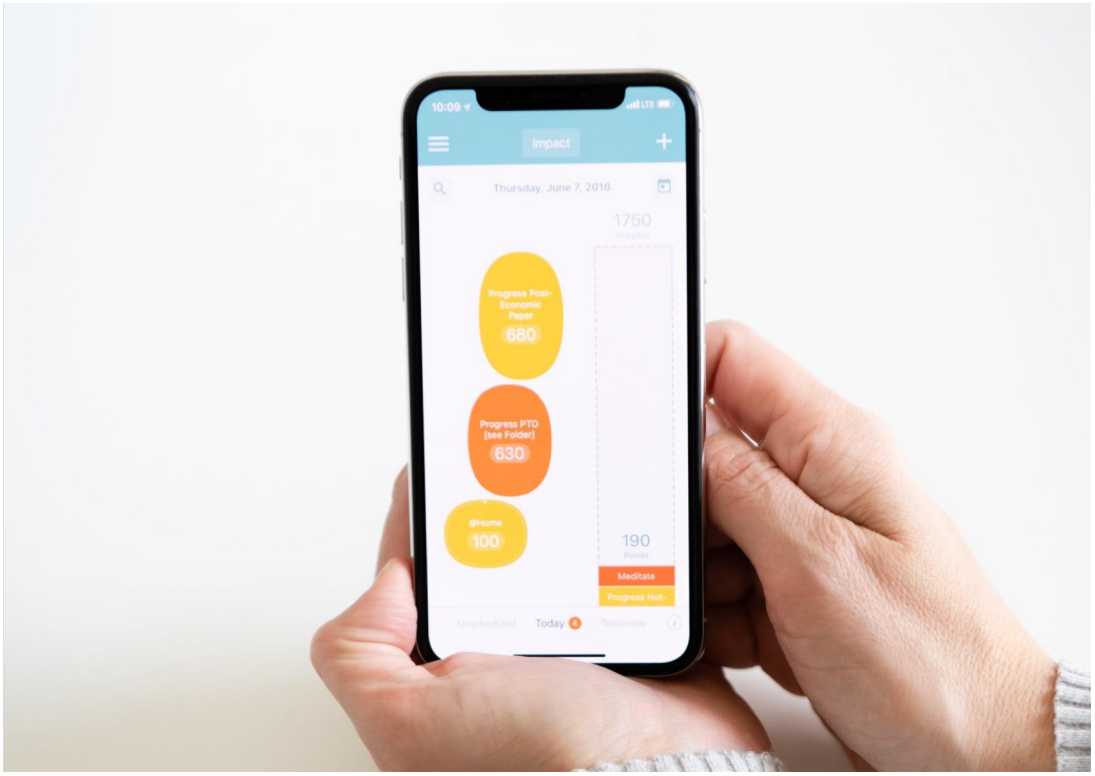
Fact Sheet 17

Arena

The Arena App: Project Planner was created as a way to combine project planning, task management, prioritization, time blocking, productivity, and visualization in order to be in control each day.

Designed to intuitively increase your productivity and your impact, The Arena App allows you to choose how important a project is, how it breaks down into smaller steps, and how much time it will take to complete.

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
- Running your day instead of letting your day run you
- And best of all, feeling peace about what did—and didn’t—happen that day

Find the simple view of your complex life with The Arena App: Project Planner.

Creating Arena

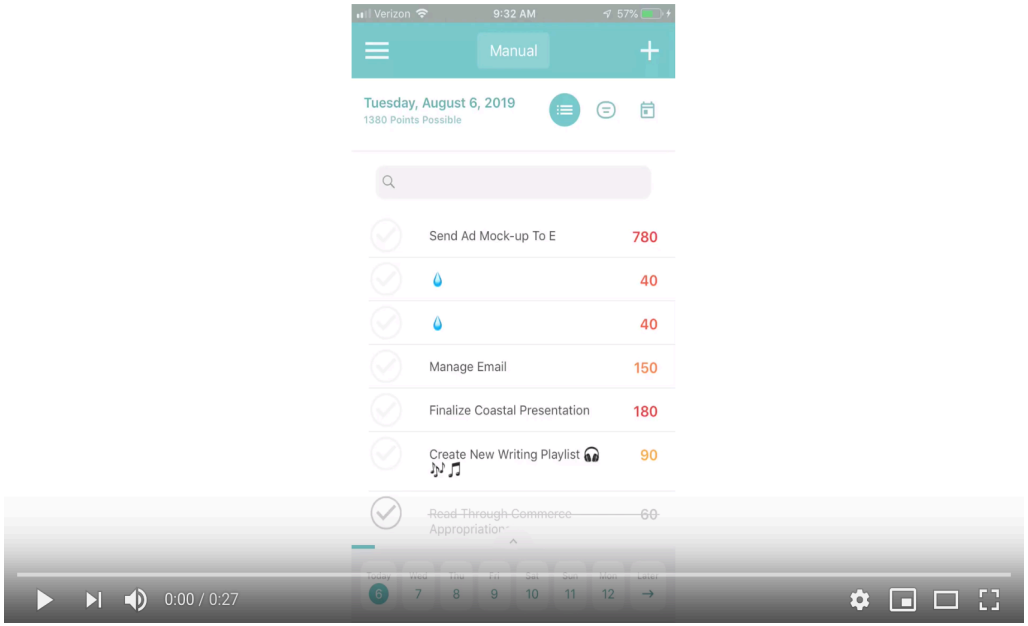
Emily Wallace and Dori Stiefel, co-creators of The Arena App, know all about the importance of time management and productivity.

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.

Using Arena

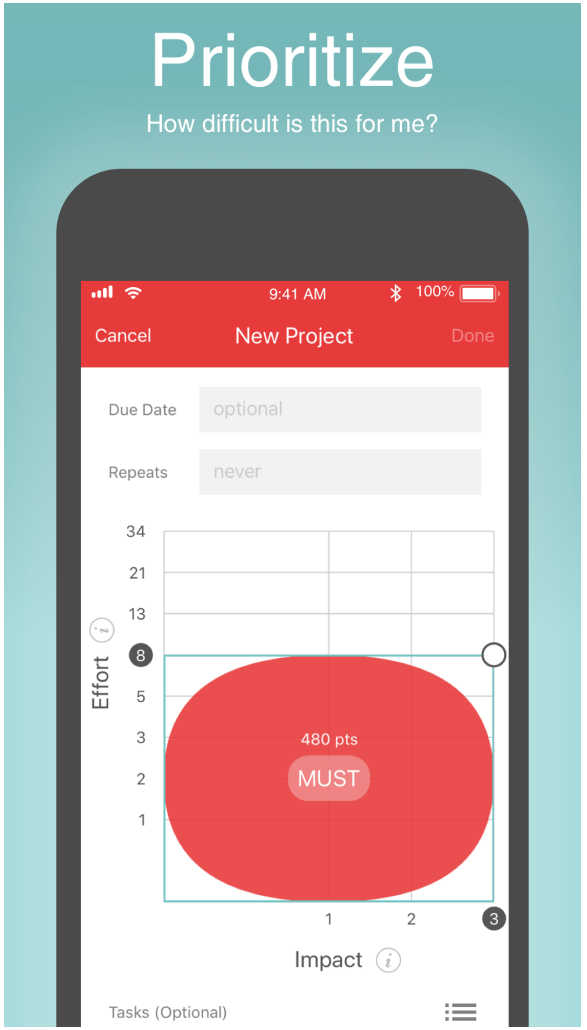
- Project planning: Enter your project and choose the urgency, effort, and the impact it will take to complete. Also, projects can easily repeat!
- Prioritization: Personalize your projects by choosing whether it Must, Should, or Could be done today.
- Task management: Add a checklist—either pre-built or custom—to help break down your tasks into smaller steps and to track the amount of effort required.
- Time management: The Calendar view lets you see your projects overlaid with your appointments and meetings to show you know when you have time to work on project.
- Productivity: With features such as a built-in project timer, daily insights, and inspirations, you can see when you're most productive, set aside the time you need to focus, and even find ideas for getting "unstuck."
- Ease: If you have to move a project to another day, just drag-and-drop it into the new day at the bottom of the screen.



Prioritizing Your Projects

Think through your projects.

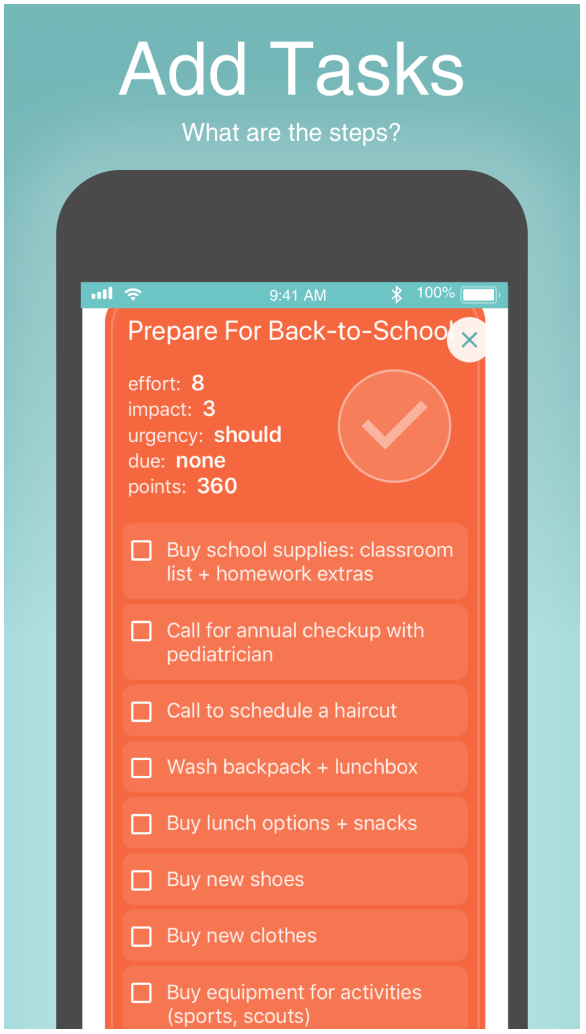
- Set the impact, the effort, and the urgency to help you prioritize (big things are big and small things are small)
- Tap the bubble to color-code your project as Must, Should, and Could
- Points are given to each project based on the information you enter



Making Time for Your Projects

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

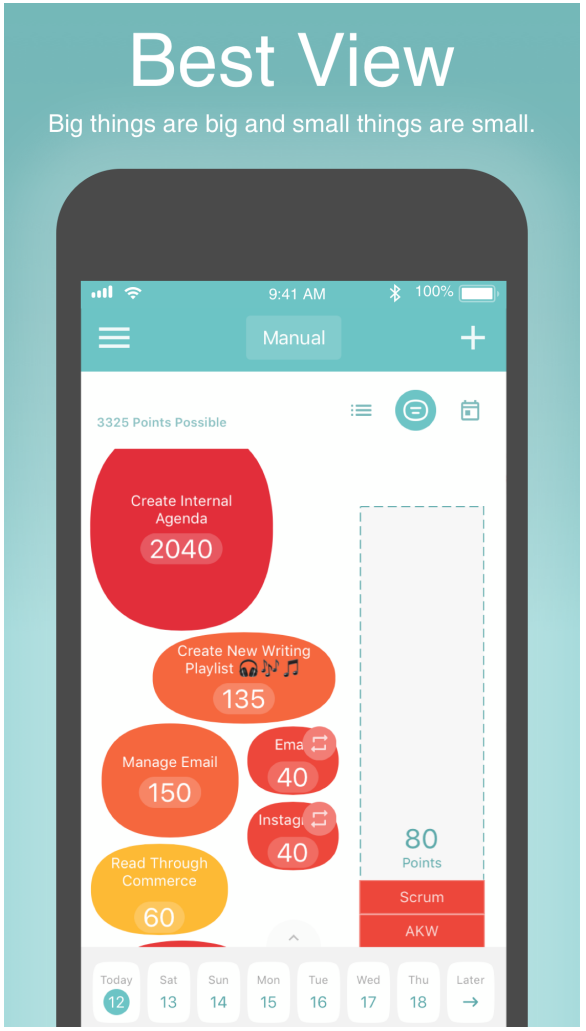
- Pre-built checklists help you manage your personal and professional responsibilities
- Custom, reusable checklists also are available
- Each project includes an optional timer to help you eliminate distractions and focus on the project at hand



Understanding Your Accomplishments

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.

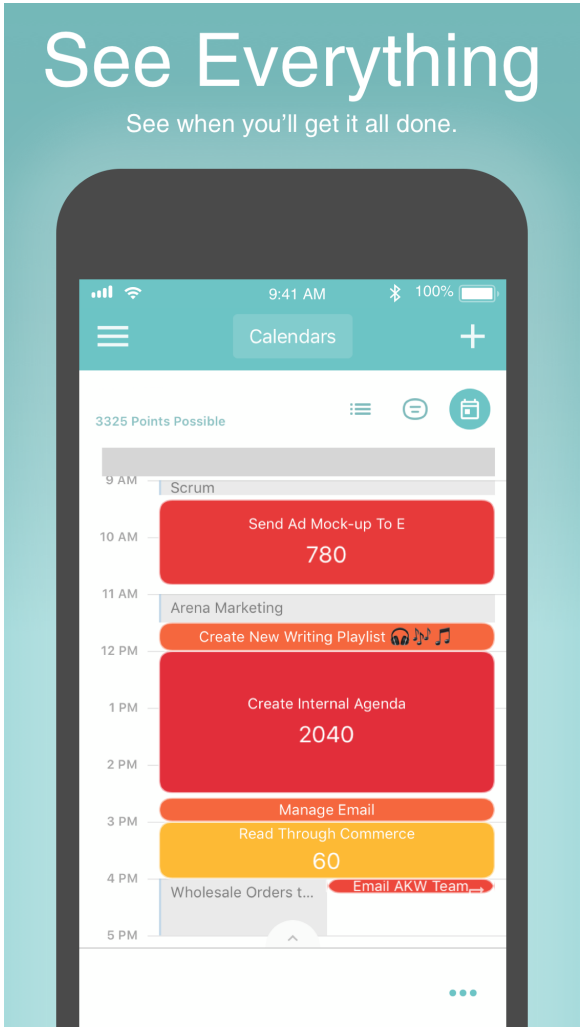
- Color-coded bubbles make it easy to identify the projects that must, should, and could get done today
- The sizes of the bubbles vary based on the information you entered (bigger, darker bubbles are higher on the priority list)
- Click and drag bubbles to the accomplishments bar on the right as you complete them, or drag them to another day on the 7-day outlook bar if you cannot complete the task today.



Fitting Your Projects into Time

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

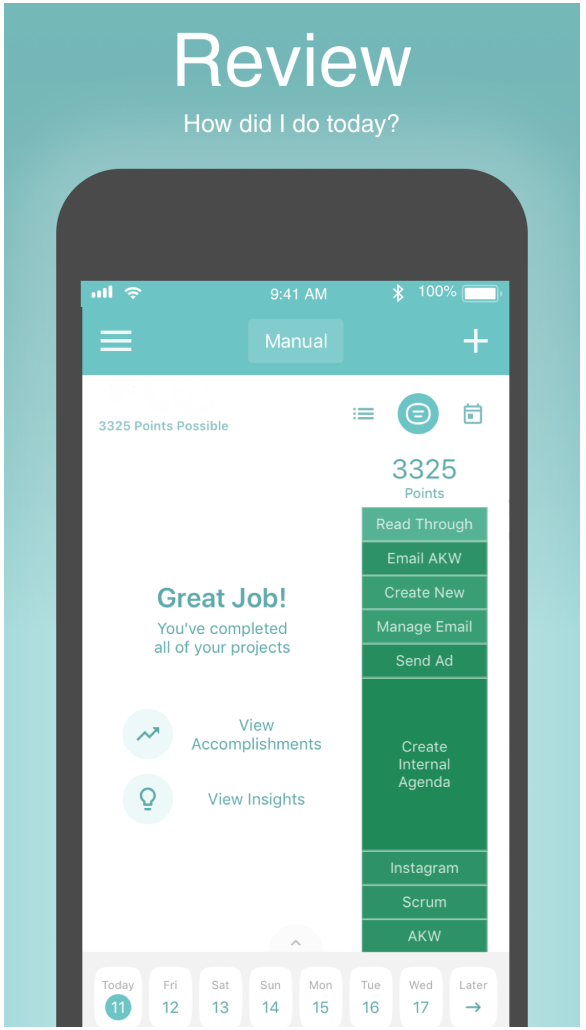
- Choose the Calendar view to see your projects overlaid with your other commitments
- Adjust your projects to reflect the amount and time of day you wish to work on them
- Easily move a task to a different day on the 7-day outlook bar with the drag-and-drop feature



Running Your Day

The true benefit of Arena is the sense of accomplishment you get when you complete your projects.

- 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



ARENA

“Overall, this app packs a ton of productivity and prioritization into a simple and beautifully designed interface. I love the use of size and color to help me understand what I should be doing and when. The fact that it adds projects to your calendar around your meetings is extremely helpful!”

ARENA

“A good friend of mine encouraged me to try this App, and once I did I was hooked. This App takes organizing and project management to a whole new level. I especially like how they add a gaming component to it so it actually entices me to get things done and not procrastinate. If you haven’t gotten this app, I would strongly recommend you buy it.”

ARENA

“I have trouble organizing my tasks at work, and the Arena app has made this so much easier! Being able to see how things compare to one another in time and effort helps me better plan out my day.”

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 and students going back to college, benefits from this visual look.

Why do people trust your solutions? We're leading a national conversation about doing what matters: 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. The peace of mind is extraordinary — whether a project is or isn't done.

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 social-scientific perspective into real answers.

What are your 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.

Pull Quotes and Logo

“My favorite benefit of Arena is the 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 Jenni at jenni@thrivner.com.

Fact Sheet

Developer: Thrivner, Inc.

Co-founders: Emily Wallace and Dori Stiefel

Location: United States

Launch date: May 2018 (Version 1.0),
August 2019 (Version 2.0)

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