

Grove

A calm, capture-first daily planner

Elevator Pitch

Most productivity apps make you choose: plan intentionally, or let AI take over entirely. Grove does neither. You bring it the mess — ideas, lists, reminders, appointments, half-formed thoughts — in whatever shape they arrive in. You give each one a quick importance and effort score. Grove does the rest: it builds you a simple, structured list of what actually matters today, and it keeps adjusting — carrying forward what you didn't finish, reprioritizing tomorrow around it, and reshuffling in plain language when life gets in the way. Nothing gets lost, and nothing requires a planning ritual.

| *Grove brings calm to chaos. Not by hiding the chaos, but by quietly making sense of it, one day at a time.*

Core Values

Calm over control. Grove should feel like exhaling, not managing a system. Every screen, interaction, and tone of voice supports this — no urgency colors, no red badges, no guilt.

You bring the mess, Grove brings the order. The user shouldn't have to arrive organized. Capture should be as fast and unstructured as a scribble on paper; the structure is Grove's job, not the user's.

The user stays the judge, Grove stays the assistant. Importance and effort are set by the user, not inferred silently. This keeps the user in control of what matters, while Grove handles the arithmetic of turning those judgments into a plan.

Nothing gets missed, nothing gets shamed. Incomplete tasks roll forward and get re-evaluated — they never just vanish, and they're never used to make the user feel behind.

Celebrate quietly, never guilt loudly. Encouragement is additive only. No streaks to break, no visible negative state, no loss aversion. Wins are noticed; absences are not.

Solo-buildable, deliberately. Every feature decision is filtered through: can this be built, shipped, and maintained by one person, without ballooning cost or complexity?

Where Grove Differs From the Competition

App	What they do	Where Grove differs
Sunsama	Calm, intentional daily planning, but requires a manual 10–15 min ritual every morning and doesn't reprioritize automatically	Grove needs no ritual — capture happens whenever, and the day builds itself

Motion	Fully automated AI scheduling, but no calm framing, and removes the user's own judgment from prioritization entirely	Grove keeps the user's importance/effort input central; automation supports judgment rather than replacing it
Amie / Structured	Clean, minimal calendar-first planners	Grove is capture-first, not calendar-first — built for scattered thoughts, not scheduled time
Saner.AI	Closest existing competitor — auto-organizes brain dumps and gives a proactive daily plan	Grove's day evolves: incomplete tasks are re-scored and rolled forward, unexpected events trigger a plain-language reshuffle
All of the above	None combine calm design with any form of gamification	Grove pairs calm with positive-only, guilt-free celebration of milestones

The hero mechanic: the evolving daily list. Something gets bumped, Grove explains what it did and why in plain language, and offers a short list of quick wins to keep momentum. This is the single most demoable, distinctive thing about Grove.

V1 Feature List

Capture

- Quick-add, accessible from anywhere
- Two item types: Task and Reminder (one-off and recurring) — kept intentionally simple
- Due dates, attachments, and a free-text note per entry
- Categories, user-created and colorable, up to 3 levels deep — persist through any reshuffle or day-move
- Entries can be created standalone and assigned to a Category later

Organization

- Similarity detection to catch possible duplicate notes (*not yet built*)
- User confirms: unique, merge, or move both into a Category

Intelligence — Daily Prioritization (the core feature)

- User sets importance and effort scores per item
- Grove combines these with due dates to build a prioritized, card-based daily list
- Manual reordering supported; overcommitment is flagged
- End-of-day check-in: mark items complete/incomplete
- Incomplete items roll into the following day, re-evaluated rather than left static
- Unexpected events trigger a reshuffle with a plain-language summary and quick-win suggestions

Achievements

- Milestone-based, positive-only — no streaks, no broken-chain mechanics, no visible negative state
- Quiet surfacing, never gates features or creates a sense of “behind”

UI / Design

- Card-based daily summary, one card per category
- Calm, paper-like aesthetic: olive/dark green accents, warm beige tones
- Apple / Granola-quality visual polish

Account & Data (launch blocker)

A placeholder login/account screen currently exists, but there's no real authentication provider or cloud backup behind it yet — all data lives locally on-device. Before any real launch, this needs to become a real system, so a user's data survives a lost or reset device.

Deferred to a Later Version

Genuinely good ideas that would meaningfully increase build complexity or risk if pursued now. Revisited once Grove has launched and found real traction.

- **Multi-user features:** tagging other users, shared task groups, collaborative editing
- **Calendar integration:** detecting meetings and prompting for notes afterward
- **Meeting-recording integration:** auto-building to-do lists from recorded meetings
- **Affirmation copy on achievements:** held back deliberately — needs careful writing and real testing to avoid feeling hollow

Grove is a capture-first, AI-assisted daily planner that turns scattered notes, lists, reminders, and appointments into a calm, evolving daily focus list — without demanding a planning ritual, and without ever making you feel behind.