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Vivela365

Agenda Project

A DEEPER RELATIONSHIP WITH YOURSELF.
ONE DAY, ONE PAGE, ONE INTENTION AT A TIME.





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Understanding Vivela365

01

The Beginning of
Vivela365

The Beginning of Vivela365

Vivela365 was born from a desire to guide people through a holistic goal-setting, productivity, and self-improvement system. Bringing that vision to life required two things working together: a physical planner and a digital companion app; together forming an ecosystem that helps people align their daily lives with their deepest purpose. In doing so, Vivela365 creates space for a deeper relationship with oneself, one day, one page, and one intention at a time.





Project Foundations

02

Purpose

Mission

Vision

Values



Purpose

Vivela365 exists to give people a structured, sustainable way to live intentionally. It combines a physical planner with a digital companion app into one integrated system, guiding users through daily goal-setting, reflection, and habit-building. Rather than managing time for its own sake, Vivela365 is designed to help people act in alignment with what matters most to them. It is the practical foundation upon which our mission and vision are built.

GUIDE USERS THROUGH:

1. GOAL-SETTING

2. REFLECTION

3. HABIT-BUILDING

4. ALIGNING ACTIONS
WITH WHAT MATTERS
MOST TO THEM



At Vivela365, we believe that every person deserves to feel deeply satisfied with the life they are living. We believe that time is one of our most precious resources, and that when we use it with intention, we experience genuine joy and fulfillment. We are committed to helping every individual connect with their inner self, honor their emotions, build healthy habits, and set goals that create real, lasting transformation. Because when we are aligned with our true purpose, we do not just exist; we truly live.

Mission



Vision

We envision a world where every person has the tools, the guidance, and the encouragement to reach their fullest potential. Through Vivela365, we strive to create a system that supports the whole person and empowers them to live each day with clarity, flexibility, and confidence. We want every user to end each year feeling genuinely successful, fulfilled, and deeply connected to the life they are intentionally creating.



Values

AUTHENTICITY

We are here to help you rediscover what’s true to who you are. By grounding ourselves in our values and passions, we ensure that every page we fill serves your most honest, authentic self.

INTENTION

We believe that every action begins with a clear intention. By aligning our daily choices with our North Star, we create a foundation for a life that feels deeply intentional and meaningful.

GROWTH

True transformation happens through consistent, small steps. We believe in honoring progress over perfection, and in the power of small daily choices to create meaningful change over time.

WHOLENESS

Every part of you matters: mind, emotions, habits, and purpose. Vivela365 is designed to support the full picture of who you are, not just your to-do list, so that each day brings you closer to living as one integrated, complete self.



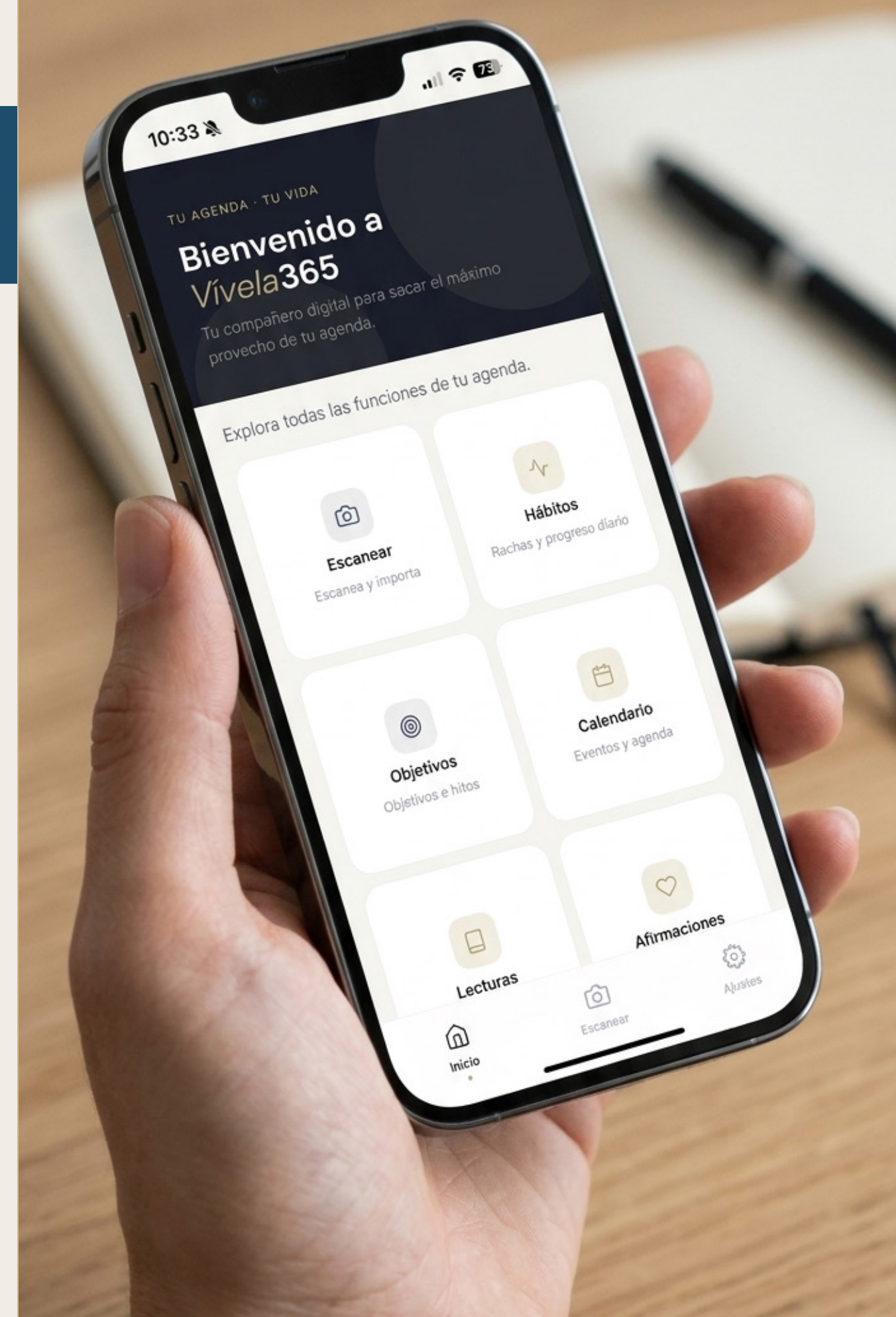


The Project

03



*The homepage of the app shows the user
all of its functionalities*



**Where digital and physical
connect**

*The cover of the agenda was design to be
inviting yet professional*

Goal-setting

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MIS OBJETIVOS 2027

Define un objetivo por área. Hazlo concreto y con fecha.

SALUD Y BIENESTAR FÍSICO

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

SALUD EMOCIONAL Y MENTAL

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

RELACIONES Y COMUNIDAD

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

CARRERA Y PROPÓSITO

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

FINANZAS Y ABUNDANCIA

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

CRECIMIENTO PERSONAL Y ESPIRITUAL

¿Qué quiero lograr?

¿Cómo lo mediré?

Fecha de finalización

¿Por qué es importante para mí?

Mi objetivo en una oración

Primer paso

Fecha de inicio

¿Cómo lo recordaré?

LIBROS DEL AÑO



Cada libro que lees te regala una perspectiva que no tenías. Este año, proponemos un reto simple pero poderoso: un libro por mes. Doce meses, doce libros, doce versiones más completas de ti.

ENE.	Titulo	Temática/Género	Finalizado
FEB.	Titulo	Temática/Género	Finalizado
MAR.	Titulo	Temática/Género	Finalizado
ABR.	Titulo	Temática/Género	Finalizado
MAY.	Titulo	Temática/Género	Finalizado
JUN.	Titulo	Temática/Género	Finalizado
JUL.	Titulo	Temática/Género	Finalizado
AGO.	Titulo	Temática/Género	Finalizado
SEPT.			
OCT.			
NOV.			
DIC.			

MIS FINANZAS



Este año proponte a ahorrar una cantidad objetivo y mejora tu estabilidad financiera. Ponte una meta mensual y haz lo posible por ahorrar esa cantidad por los siguientes 12 meses.



Este año, quiero ahorrar esta cantidad: _____



Para ello, cada mes debo ahorrar: _____



Razón por la que quiero ahorrar: _____

ANOTA LA CANTIDAD QUE AHORRARAS CADA MES:

ENERO	FEBRERO	MARZO	ABRIL	MAYO	JUNIO

Mis finanzas crecen y se multiplican gracias a las decisiones sabias y enfocadas que tomo cada día.

JULIO	AGOSTO	SEPTIEMBRE	OCTUBRE	NOVIEMBRE	DICIEMBRE

Tengo una mentalidad próspera; el dinero fluye hacia mí de manera fácil y constante en abundancia.

Goal-setting

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MI OBJETIVO DE ENERO

Vuelve a la páginas 07 y 08 de los objetivos anuales y selecciona tu objetivo para este mes:

Objetivo:

DIVÍDELO EN METAS / ACCIONES ASEQUIBLES

Meta 1:

.....

.....

.....

Fecha límite / /

Meta 2:

.....

.....

.....

Fecha límite / /

Meta 3:

.....

.....

.....

Fecha límite / /

Meta 4:

.....

.....

.....

Fecha límite / /

El enfoque traza el rumbo, la planificación construye el camino y los nuevos comienzos activan tu potencial.

10:34

Mis Objetivos

Define y sigue tus objetivos

Leer 12 libros este año

Aprendizaje

17% · 2/4 hitos

Correr mi primer 5K

Salud

33% · 1/3 hitos

Lanzar Vivela365

Profesional

33% · 1/3 hitos

✓ Logrados

0 >

🕒 En espera

0 >

+

Inicio

Escanear

Ajustes

10:34

Mis Objetivos

Define y sigue tus objetivos

EDITAR OBJETIVO

Leer 12 libros este año

Aprendizaje

Un libro por mes para crecer personal y profesionalmente.

Guardar cambios

ESTADO DEL OBJETIVO

Activo

Logrado ✓

En espera

Progreso general

17%

HITOS (2/4)

✓ Libro 1: Hábitos atómicos

✓ Libro 2: El poder del ahora

○ Libro 3: Ikigai

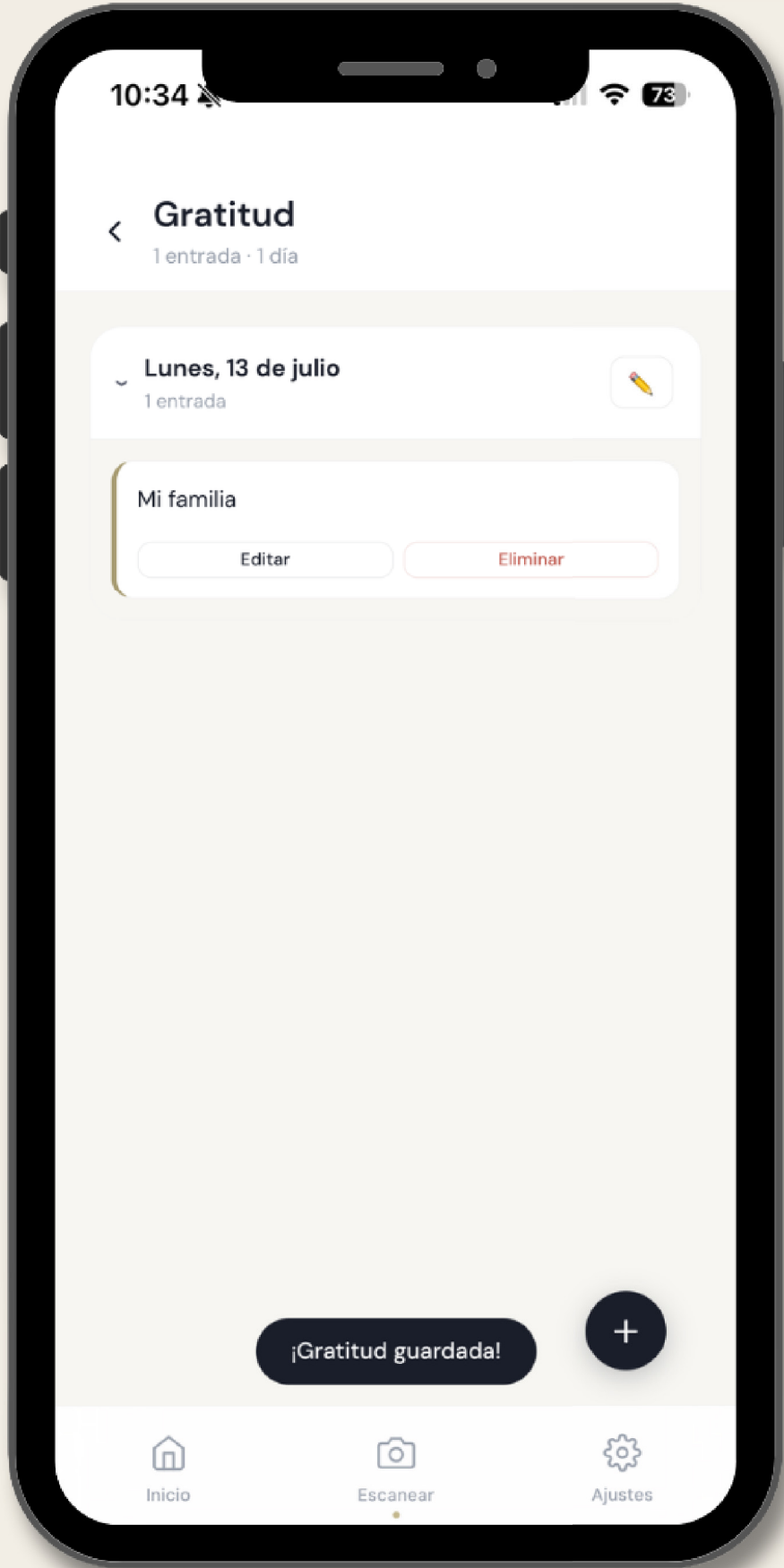
○ Libro 4: La magia del orden

Agregar nuevo hito...

+ Agregar



Reflection



MI MAYOR LOGRO: YO



Al inicio de este año, en la página 01, describiste quién eras. Ahora describe quién eres.

¿En quién te convertiste este año? Describe tu carácter, tus valores, tu energía.

.....

.....

.....

.....

¿Qué creencia sobre ti mismo/a cambió este año?

LO QUE ME LLEVO AL PRÓXIMO AÑO



No se trata de empezar de cero. Se trata de continuar con más sabiduría.

¿Qué aprendizaje de este año quieres llevar contigo al siguiente ?

.....

.....

¿Qué quieres hacer diferente el próximo año?

.....

.....

¿Qué quieres soltar antes de comenzar un nuevo capítulo?

.....

.....

¿Qué áreas de tu vida requieren más atención el próximo año?

.....

.....

Escribe una frase que definirá tu próximo año:

.....

.....

¿A que te atreviste este año y que impacto tuvieron esas experiencias en tu ser? ¿A que te atreverás el próximo año que no te atreviste este año?

.....

.....

.....

No comienzas de cero. Comienzas con todo lo que aprendiste.

GRACIAS



La gratitud no es solo un sentimiento, es una práctica. Cierra este año nombrando lo que aprecias.

¿Por qué estás agradecido/a este año?

.....

.....

¿A quién quieres agradecer y por qué?

.....

.....

¿Qué experiencia difícil terminó siendo un regalo?

.....

.....

¿Qué parte de ti mismo/a aprecias más después de este año?

.....

.....

El siguiente espacio es tuyo. ¿Por qué otras cosas estas agradecido/a? Atrae la abundancia, felicidad, y plenitud a a tu vida traves del agradecimiento

.....

.....

.....

.....

Un corazón agradecido siempre encuentra razones para seguir.

Habit-building

MI SISTEMA Y HÁBITOS



Tienes tu visión. Ahora reflexiona y diseña el día de esa persona.

1. ¿Qué haría concretamente esa persona cada mañana para comenzar con intención?

2. ¿Qué haría durante el día para mantenerse alineada con quien quiere ser?

3. ¿Cómo cerraría su noche con calma y gratitud?

4. ¿Cómo serían sus fines de semana?

5. Cuando llegue el estrés, ¿cuál sería su primer movimiento?

6. ¿Qué hábito necesitas soltar para hacerle espacio a esa persona?

No construyes hábitos. Construyes a la persona en quien te quieres convertir.

MI SISTEMA Y HÁBITOS



Ahora toma el tiempo de proyectar el día de la persona que quieres llegar a ser. Escoge máximo 3 hábitos por bloque. Marca el más importante de cada bloque con una estrella.



MAÑANA

Comenzar con intención

FRECUENCIA



TARDE

Mantenerse alineado

FRECUENCIA



NOCHE

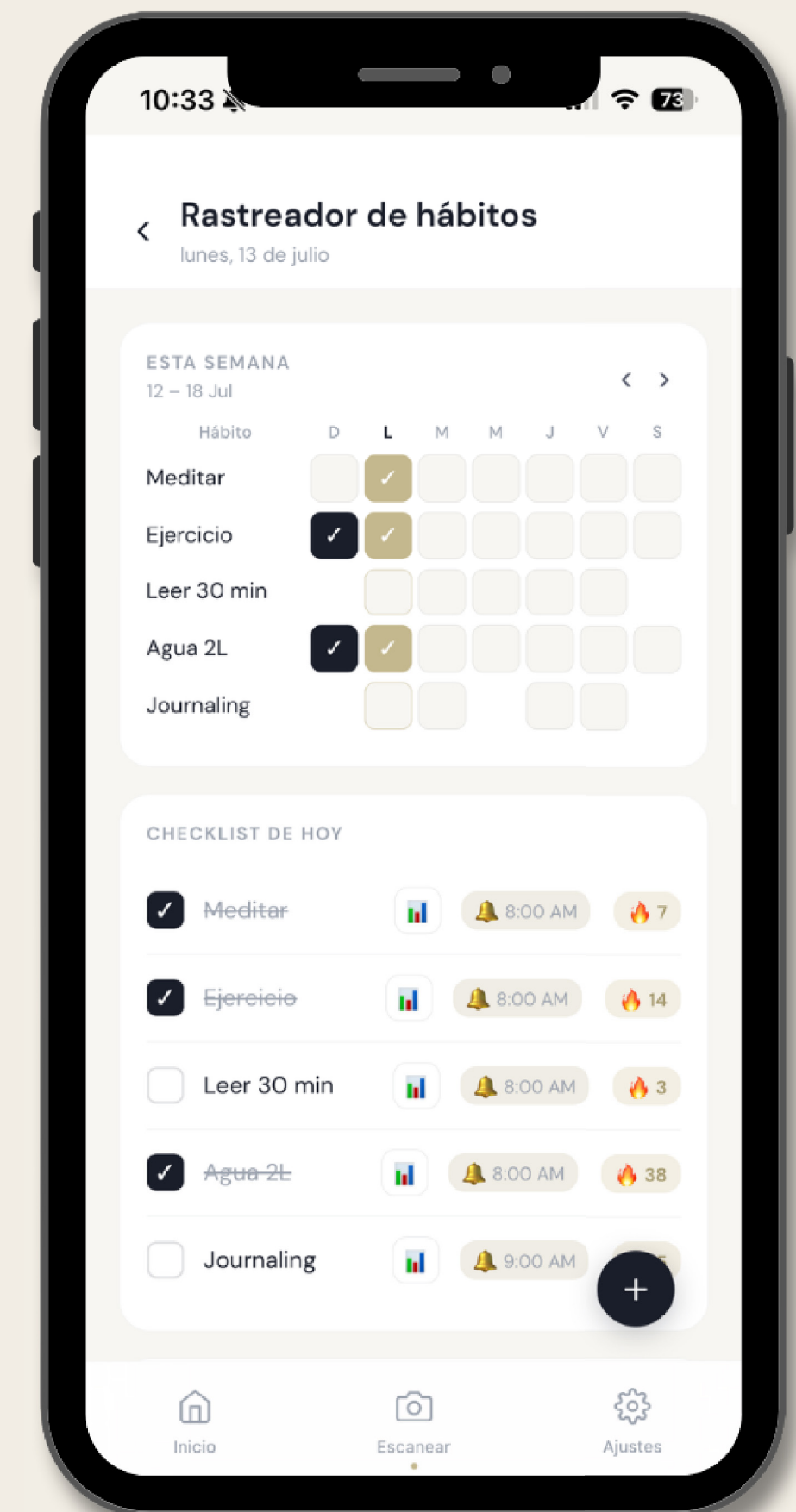
Cerrar con calma y gratitud

FRECUENCIA

El hábito clave de cada bloque es el de mayor impacto en tu transformación

05

06



Habit-building

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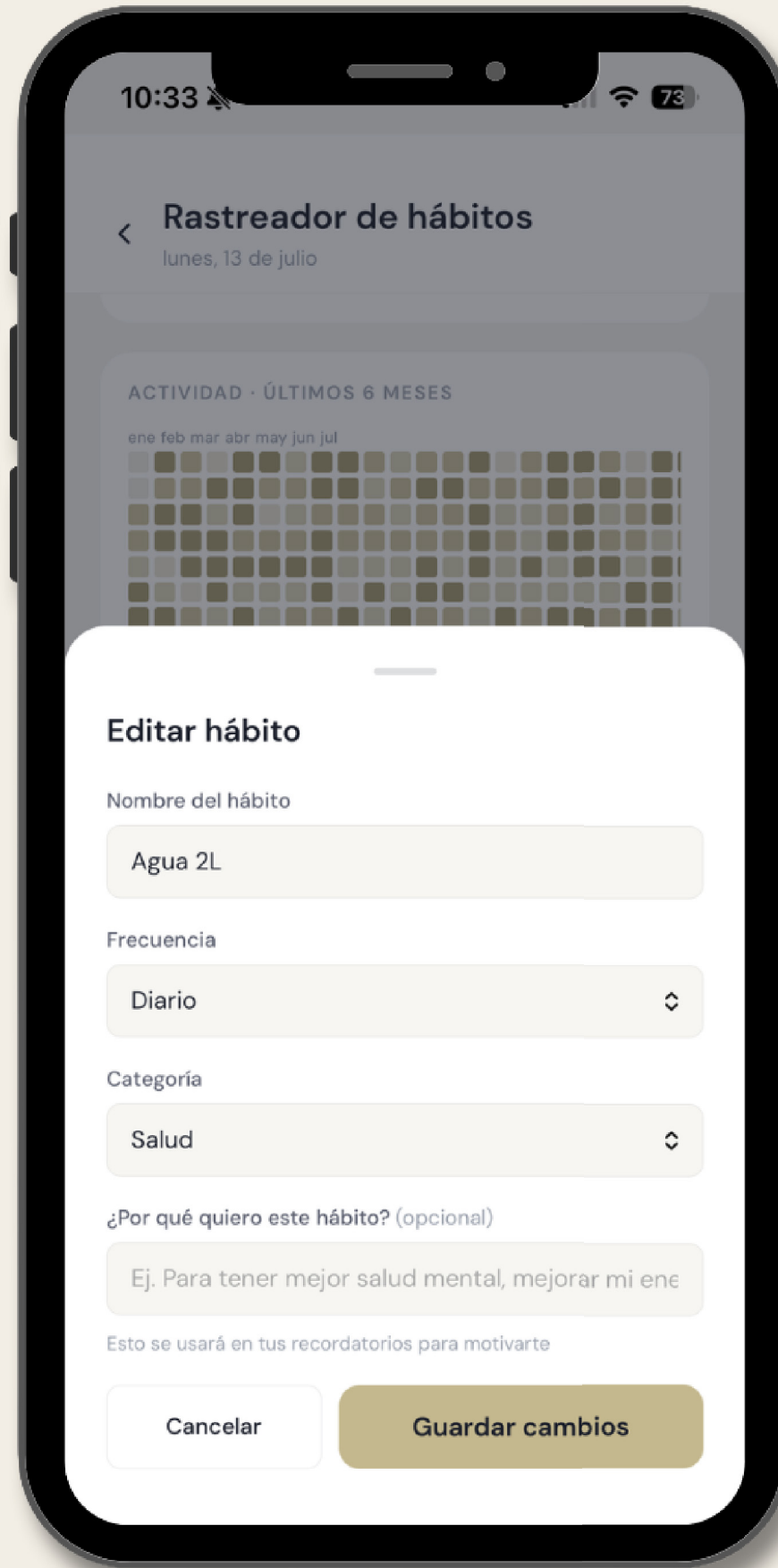
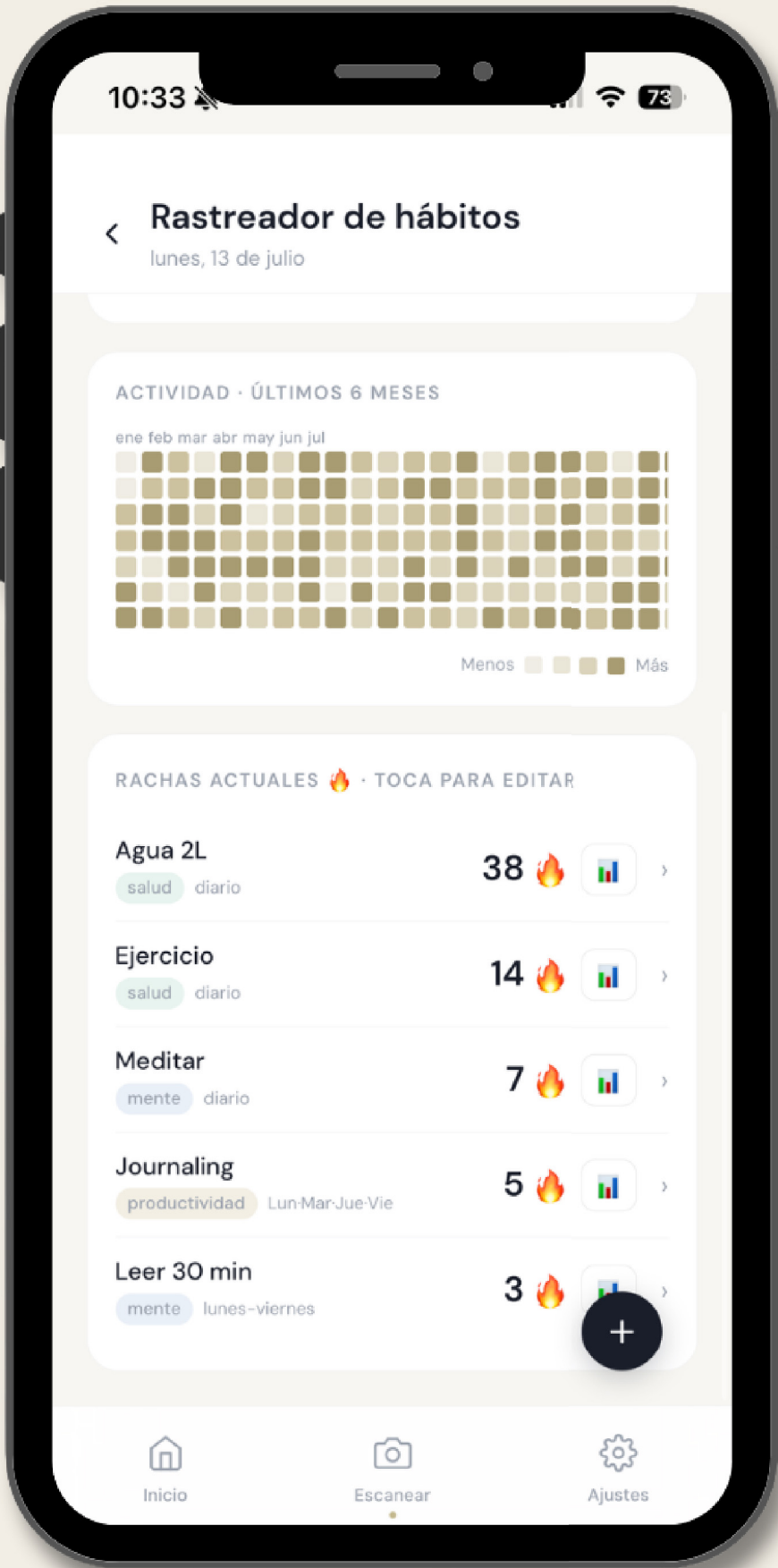
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Aligning actions with what matters most

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MI VISIÓN



Antes de pegar imágenes, date el regalo de la claridad. Tu Vivela365 te acompañará a lo largo del año de manera integral. Un tablero de visión efectivo no es solo un collage bonito, es una representación visual de quién quieres ser y hacia dónde vas. Tómame unos minutos para reflexionar sobre cada dimensión de tu vida, salud, relaciones, carrera, finanzas, espiritualidad, desarrollo personal, y responde estas preguntas con honestidad. Tus respuestas serán la brújula que guíe cada imagen que elijas para tu tablero de visión 2027.

1. ¿En cuáles dimensiones de mi vida siento el mayor llamado a crecer este año?

2. ¿Quién quiero ser? No qué quiero tener, sino en qué tipo de persona me quiero convertir este año. Describe su carácter, sus valores, su energía.
3. ¿Cómo se sentiría y qué habría logrado esa persona al final del año?

4. ¿Cómo quiero sentirme día a día? Elige tres palabras que describan cómo deseas vivir cada día del año.

Ahora sí, en la página siguiente, construye tu visión. Que cada imagen que pegues tenga un porqué.

MI VISIÓN 2027

En esta página y en la siguiente, pega imágenes, fotos, citas, y afirmaciones que te ayuden a visualizar los objetivos que sueñas para este 2027

 Salud y bienestar físico

 Salud emocional y mental

 Relaciones y comunidad

 Carrera y propósito

 Finanzas y abundancia

 Crecimiento personal y espiritual

Tienes palabras. Ahora dale imágenes a tu visión.

Lo que imaginas con claridad, lo creas con intención.

Aligning actions with what matters most

1718

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DICIEMBRE/ENERO

Define tu dirección antes de iniciar el viaje.

DESOCUPA TU CABEZA

PRIORIDADES

☐

☐

☐

☐

☐

OBJETIVO SEMANAL

LIBRO EN CURSO

Pág. _____ de _____

ACTIVIDAD PARA DISFRUTAR

HÁBITOS

L M M J V S D

MAÑANA

☐

☐

☐

TARDE

☐

☐

☐

NOCHE

☐

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GRATITUD

2027

28 Lunes

06

14

07

15

08

16

09

17

10

18

11

19

12

20

13

21

29 Martes

06

14

07

15

08

16

09

17

10

18

11

19

12

20

13

21

30 Miércoles

06

14

07

15

08

16

09

17

10

18

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19

12

20

13

21

31 Jueves

06

14

07

15

08





Processes

04

Logo Creation

Typography

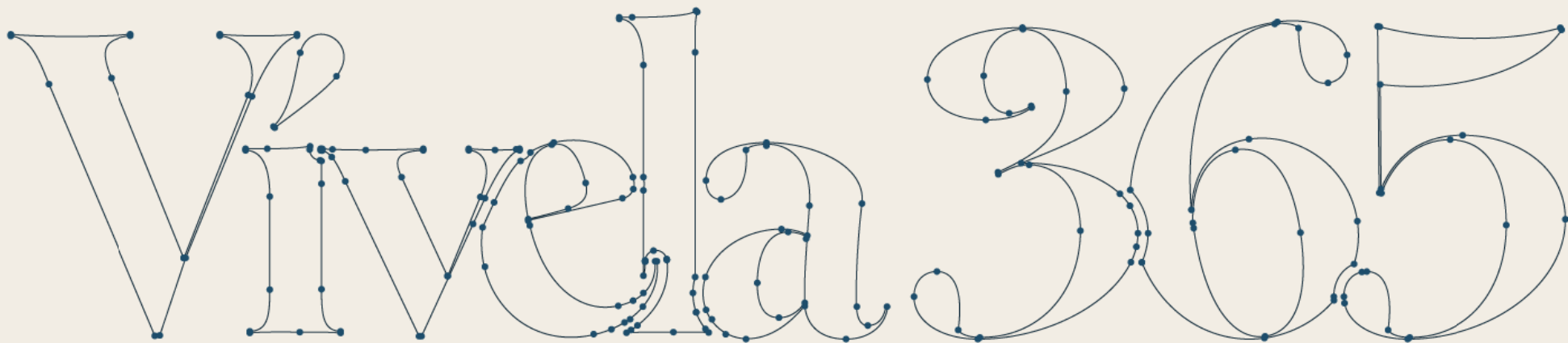
Color Palette

Layout

Mpbile App
Features



Logo Creation

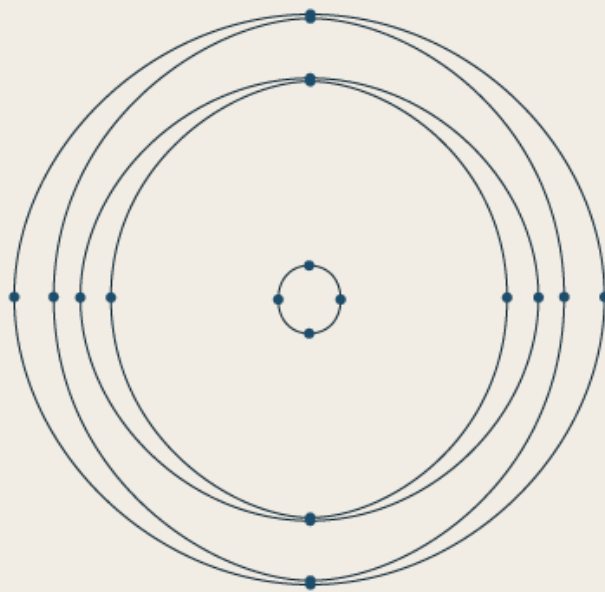
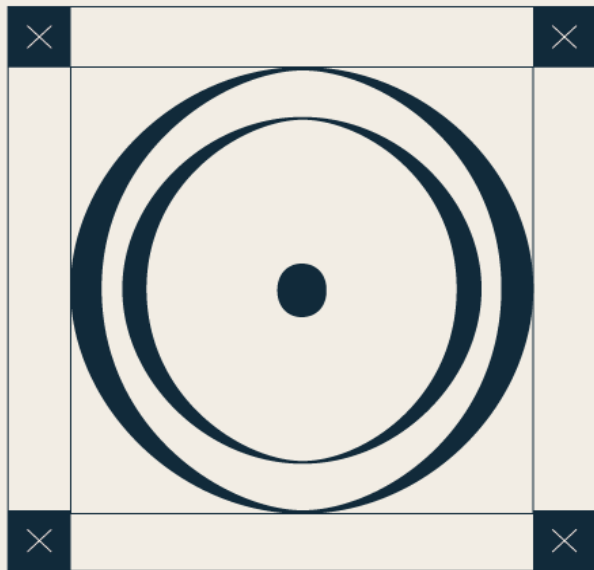


Let me introduce you to the logo of the brand. The idea behind the logo is to be simple yet clear and inviting to the audience. Vivela365 focuses on the whole being. It is organic and sophisticated at the same time. How is it organic? The characters are connected, and there is a natural flow that suggests confidence while being readable and directed. The logo was designed to inspire people to live their lives to the fullest. I used the font Warbler Banner – Bold, then made adjustments to connect the letters to one another, reinforcing the organic shape of the logo.

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- TAKEAWAYS



Logo Creation



Symbol

This symbol is simple, yet it grabs the audience’s attention and increases their interest. The asymmetrical shape is a circle that suggests the being as a whole, in a holistic way. This is the central symbol of the agenda: a symbol of wholeness and completeness.



Vivela365

Vivela365

Logo Suite

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Typography

I chose DM Sans for the agenda’s layout. Its type family offered enough variety on its own that I didn’t need to source additional fonts. The thicker weights (bold and medium) anchor titles and section headers, the lighter weights carry body text, and the extra light italic is reserved for reflective prompts and secondary notes, giving those moments a softer, more personal tone.

DM Sans also intentionally contrasts with Warbler Banner – Bold, the logo’s font: where the logo’s connected letterforms bring warmth and organic identity, DM Sans brings clean structure — echoing the balance at the heart of the project, intuitive self-discovery supported by clear structure.

Finally, DM Sans stays highly legible even at small sizes, which matters given the agenda’s compact A5 format (5.83 x 8.27 in / 148 x 210 mm), keeping dense daily content easy to read and return to.

FONT 1

LISCENSED – ADOBE FONTS

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans 18pt

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ

0 1 2 3 4 5 6 7 8 9 # \$! " % & + , . @ ?



Color Palette

Overall, this palette exudes calm confidence, featuring colors that contrast nicely with one another while remaining cohesive: Deep Ocean and Steel Blue provide grounded, contemplative depth; Ivory offers space to breathe; and Sand Gold adds a moment of warmth and quiet luxury. Together, they create a visual language that mirrors the agenda’s purpose: clarity, intention, and stillness, page after page.

All four colors come together in the monthly divider pages, where they combine in zen-inspired patterns, a moment in the agenda where the full palette is expressed at once, marking the transition from one month to the next.

DEEP OCEAN (#0E2A3A)

Used as the main text color throughout the agenda, Deep Ocean grounds every page with a sense of depth and quiet authority. Its darkness evokes introspection and stability, mirroring the reflective work the agenda asks of its user.

IVORY (#F2EDE4)

Serving as the background color throughout, Ivory creates a soft, uncluttered canvas that lets content breathe. It brings a sense of calm and openness, offering the user a gentle space to slow down and reflect without visual noise.

SAND GOLD (#D6B989)

Featured on the logo on the front cover, Sand Gold introduces warmth and a touch of quiet luxury. It signals value and intention from the very first impression, setting the tone for the meaningful work inside.

STEEL BLUE (#1E4D6B)

Used as a secondary color throughout the agenda, Steel Blue adds depth and dimension without competing with the primary text color. It carries a sense of clarity and calm focus, supporting Deep Ocean without overpowering it.



Layout

Front & Back Cover

The cover design combined three Adobe tools: Illustrator for the logo, Photoshop for the cover's texture, and InDesign to bring both together into the final layout.

The front cover is finished in Deep Ocean blue with a soft, bristle-like texture, creating a look that's minimalist yet professional, clean and confident, while still feeling warm and inviting. The back cover shares the same color and texture for consistency, with the full logo placed at the bottom as a quiet closing touch.





Layout

Monthly Dividers

Each month opens with a divider page featuring an original zen pattern, a small visual break before stepping into a new month with renewed motivation. All twelve patterns are completely unique, each created individually in Procreate, then brought into InDesign, where I added the month name and an accompanying affirmation to complete the page.

More than a transition point, these dividers were designed as a brief ritual in themselves: a quiet pause that invites the user to breathe, reflect, and reset their intentions before moving forward.



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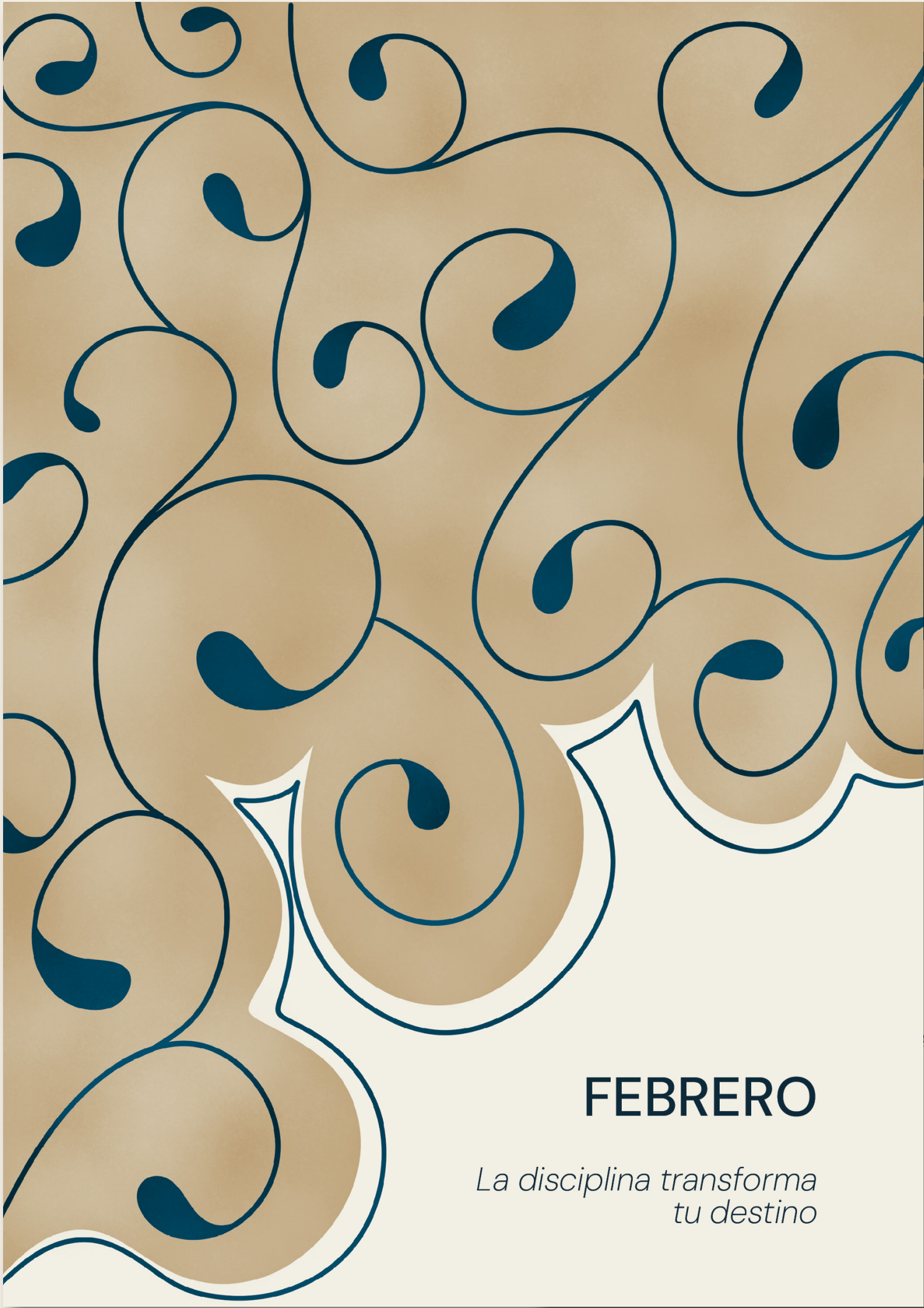
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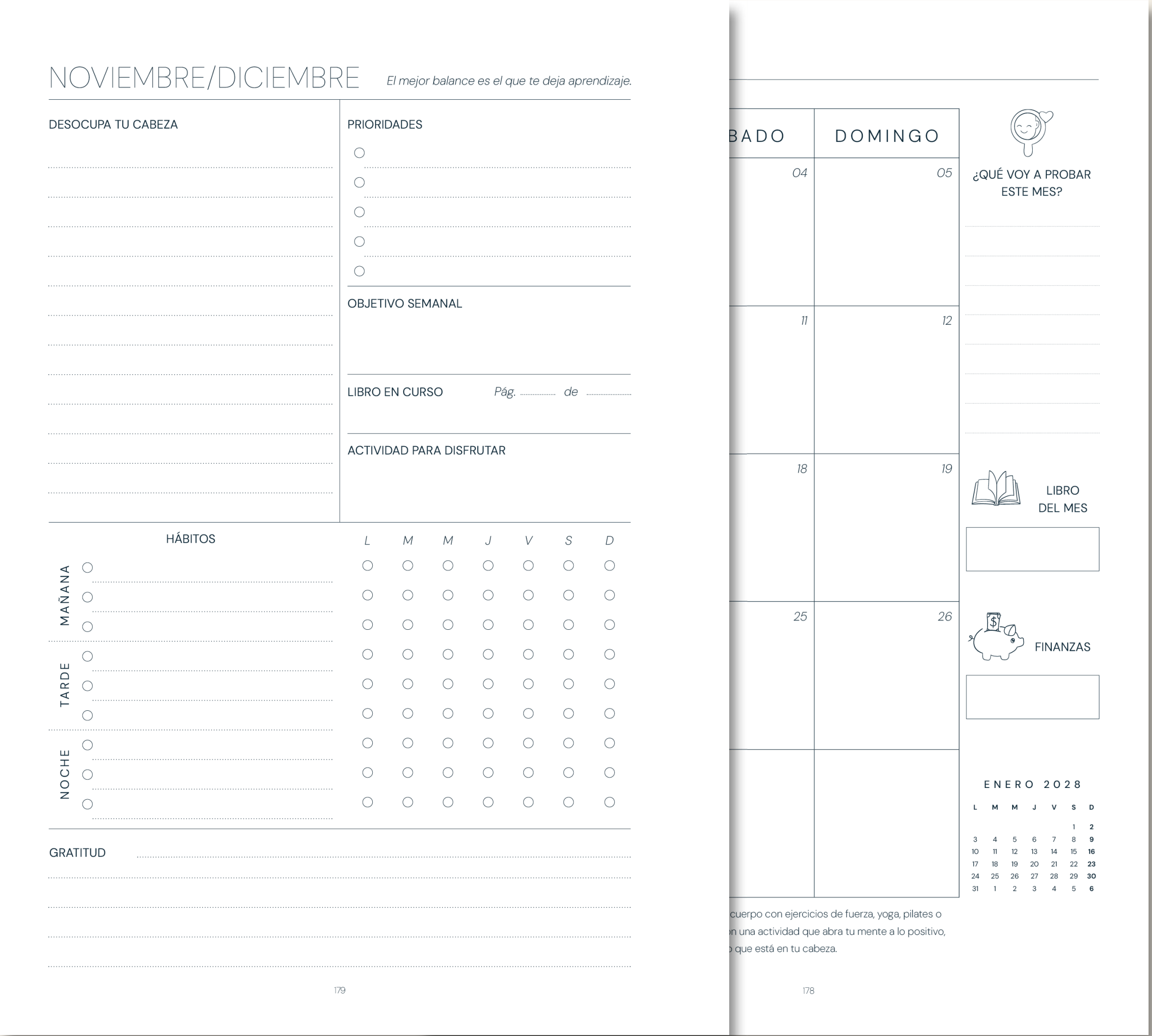


Layout

Interior Pages

For the interior pages, I designed custom icons in Adobe Illustrator and used InDesign to bring together the overall layout of each page. The goal was a clean, minimalistic style that gives users enough open space to write down their thoughts and truly make the agenda their own. The agenda functions less like a fixed template and more like a guided canvas, offering structure without limiting personal expression. The structure moves the user through a full arc, creating a consistent thread between big-picture vision and daily action.





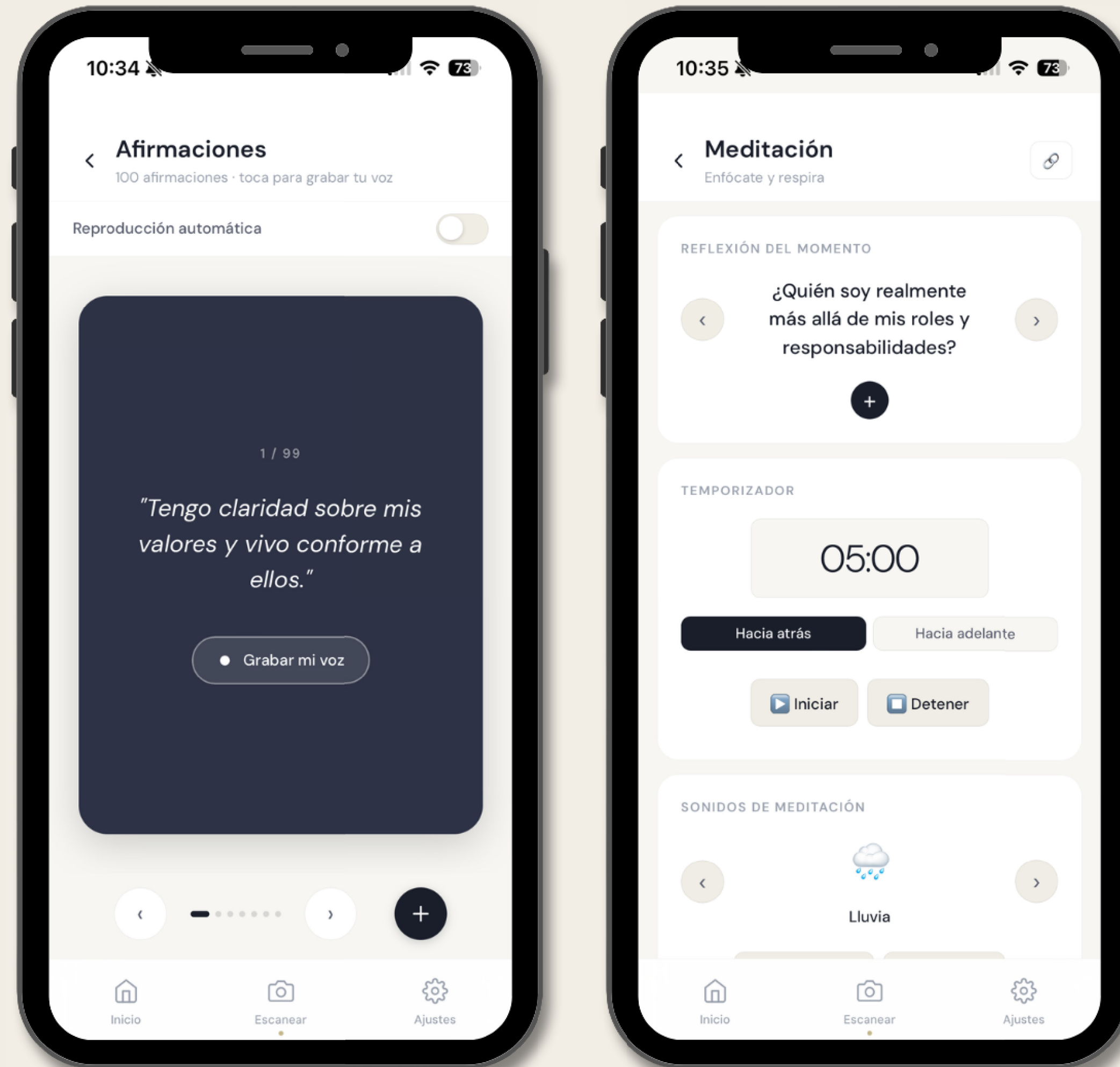
Layout

Interior Pages

The agenda includes the following core pages and sections:

- My Starting Point
- My Vision
- Vision Board
- Finances
- Exploration
- My Habits — Reflection
- My Habits — Projection
- My Annual Goals
- Books of the Year
- Vívela With These 10 Principles
- Monthly Calendar
- Weekly Overview — including priorities, habits, a gratitude section, current book being read, a space to clear one’s mind before setting priorities, and a weekly objective tied back to the annual goals





Mobile App

Features

The app was designed as an extension of the physical agenda, allowing users to integrate their planning into their broader digital ecosystem. Users can write their events and plans directly in the physical agenda, then scan the page to sync reminders into their phone's calendar system — bridging the analog and digital experience rather than replacing one with the other.

The app includes:

- Calendar sync through scanning physical agenda pages
- Goal tracking with habit reminders
- A reading tracker for current and upcoming books, with space to record insights, key takeaways, and quotes: extending beyond what the physical agenda has room for
- A meditation timer with preloaded prompts and ambient sounds
- A notes feature, supporting both typed and voice-recorded entries
- A personal affirmations recorder, allowing users to record themselves reading affirmations and play them back in their own voice



Challenges

05

What Goes In and

What Stays Out

Making A5 Work

Getting the

Alignment Right

Finding the Right

Patterns



What Goes In and What Stays Out

Honestly, one of the biggest challenges wasn’t purely visual, it was deciding which information was truly essential, and how to organize it in a way that felt intuitive and easy to follow. I wanted every person who opened this agenda to feel guided, not overwhelmed. That balance was harder to achieve than it looked, and it pushed me to be intentional about every single element on every single page.

Making A5 Work

Designing for A5 brought its own set of challenges. It wasn’t a tiny format, but it was small enough that organization and spacing became critical. Fitting meaningful content into each page without making it feel crowded required a lot of iteration. One decision that came out of this process was adjusting the font color to create higher contrast between the text and background. Readability mattered deeply to me, especially in a smaller format where the eyes were already working harder. Every adjustment was made with the user’s experience in mind.

Getting the Alignment Right

Text alignment across the layout was another challenge I worked through. I had a hard time seeing what wasn't working until I met with my mentor, who helped me identify issues I hadn't noticed on my own. With that outside perspective, I was able to go back and fix the alignment throughout the agenda.

Finding the Right Patterns

Designing the zen patterns for the monthly dividers was one of the harder creative challenges. I got stuck deciding which patterns would fit best within the layout of the interior pages, and tried several drafts that didn't quite land. It took stepping back and loosening my grip on a "perfect" outcome to finally find the right inspiration. I didn't want the patterns to feel disconnected from the rest of the agenda; I wanted them to carry meaning and follow the same flow and sequence as everything else.

Every one of these challenges pushed me to slow down and be more intentional, not just as a designer, but as someone building a tool meant to guide others toward the same kind of clarity.





Overview



Overview of the Experience

I had always been drawn to notebooks and journals, but it wasn’t until college, and later marriage and motherhood, that I truly understood how much I needed a planning system built around real life, not just to-do lists. No planner I tried could hold everything I was carrying, so I decided to use my design skills to build the tool I couldn’t find. That decision became Vivela365.

Vivela365 became more than a planner: it grew into a complete personal development system. The physical agenda guided users through short, medium, and long-term goals aligned with their deepest purpose, with every page intentionally designed to track not just tasks, but emotions, habits, growth, and connection to what truly mattered. The digital companion app extended that experience further, allowing users to scan handwritten pages directly into their phones, because the feeling of pen on paper was something I never wanted them to lose.



Overview of the Experience

Having a clear, structured plan from the start was crucial to this project’s success. It gave me something to follow so I never felt lost or overwhelmed by the scope of what I was building. That structure ultimately became one of the biggest reasons I was able to see the project through to completion.

That said, imposter syndrome was real throughout the process. There were moments, especially when I hadn’t taken enough breaks, where all I could see was what was wrong — that the work wasn’t clean enough, professional enough, or true to what I had imagined. What I learned was that stepping away was part of the process. After a real break, I came back with fresh eyes and a clearer perspective. The work hadn’t changed, but my ability to see it had. If there’s one thing I’d tell another creative facing that same feeling, it’s this: taking the break isn’t a sign of weakness. It’s part of doing the work well.



Takeaways



Design Systems Thinking

Beyond learning the technical mechanics of Illustrator, Photoshop, InDesign, and Procreate, the biggest skill I walked away with was systems thinking: understanding how hierarchy, spacing, and consistency needed to work together across dozens of pages, not just within a single design. Every font weight, color, and icon had to make sense both on its own and as part of a larger, cohesive whole.

Learning to Collaborate and Trust

Working with my app development partner taught me how to communicate a vision clearly to someone else and translate what lived in my head into something another person could build. It also taught me to trust someone else with a part of my project I couldn't fully control myself. Learning to let go of a piece of it was its own kind of growth.



Asking for Feedback Sooner

If I could change one thing about my process, it would be asking for feedback earlier and more often, rather than waiting until I felt ready to share. My meeting with my mentor about alignment was a turning point. It reminded me that outside perspective doesn’t slow the process down, it sharpens it.

Giving Myself Grace

This project also taught me to give myself more grace along the way. Between imposter syndrome and the demands of building something this personal while also being a mom, I learned that stepping back, resting, and returning with fresh eyes wasn’t a delay in the process, it was part of it.

Overall, Vivela365 didn't just teach me how to design a planner, it taught me how to trust my own process, lean on others, and build something meaningful one intentional decision at a time.

