



Australian Founder behind salon CRM 'Shortcuts' launches new app in family organising space

Tech duo join forces to simplify family life with a user friendly, simple app

Brisbane, Australia, 29th January 2019, Jo Burgess and Vincent Buttigieg have created, Life Sorted, the highest rated family organiser app on the App Store. The founders are helping thousands of families to live a happier life together, by giving them a way to keep their family's events, birthdays, to-dos, shopping lists and reminders in one place. The app is designed specifically to reduce stress and overwhelm around family scheduling, through increasing productivity and improving family communication.

Jo is an experienced entrepreneur and business owner who has grown many successful companies. She co-founded and is a senior executive of a world-leading salon management platform, Shortcuts. A Brisbane-based startup success, *Shortcuts* launched in 1995 with the world's first touchscreen booking and POS system for salons, that now boasts over 15,000 customers globally.

Her 20 years' experience of developing calendaring and booking systems for the complex international salon environment, combined with having a family and managing a household has led her to this next innovation.

Vincent is a Senior Analyst programmer with over 15 years commercial experience developing software.

Vincent created several Australia-first features for the *Shortcuts* platform. He has also invented solutions for a number of organisations – both as an employee and through his own software consultancy business – whereby a variety of these solutions have been implemented worldwide. He has detailed experience in full-stack development, as well as constructing and managing large scale systems.

The Senior Analyst programmer ensured the user interface was seamless and easy to use.

Vincent states: "Jo and I have a saying – "Don't make the user think". We designed Life Sorted to be easy and simple to use so anyone in the family could use the app. Having a young daughter family, myself, I saw user interface usability to be of highest priority so that even my pre-teen daughter could use the app."

Life Sorted user and Mum, Chelsea Koetsveld, exclaims, *"Life Sorted has literally changed my life. For the first time in my adult life, I am reliable and organised - people can't believe it."*

About the Life Sorted App:

30-day free trial with no credit card details required.

<https://my.lifesorted.com/home/signup>

RRP \$5.99 per month

RRP \$59.99 per year

<https://www.lifesorted.com/>

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Jo and Vince are available for interviews about the app, how to streamline your family schedules and stress-free family life hacks. For a free trial (more than 30 days), photos or queries, please get in touch with Candice Meisels.

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