

# Field Research

## Research method: library research

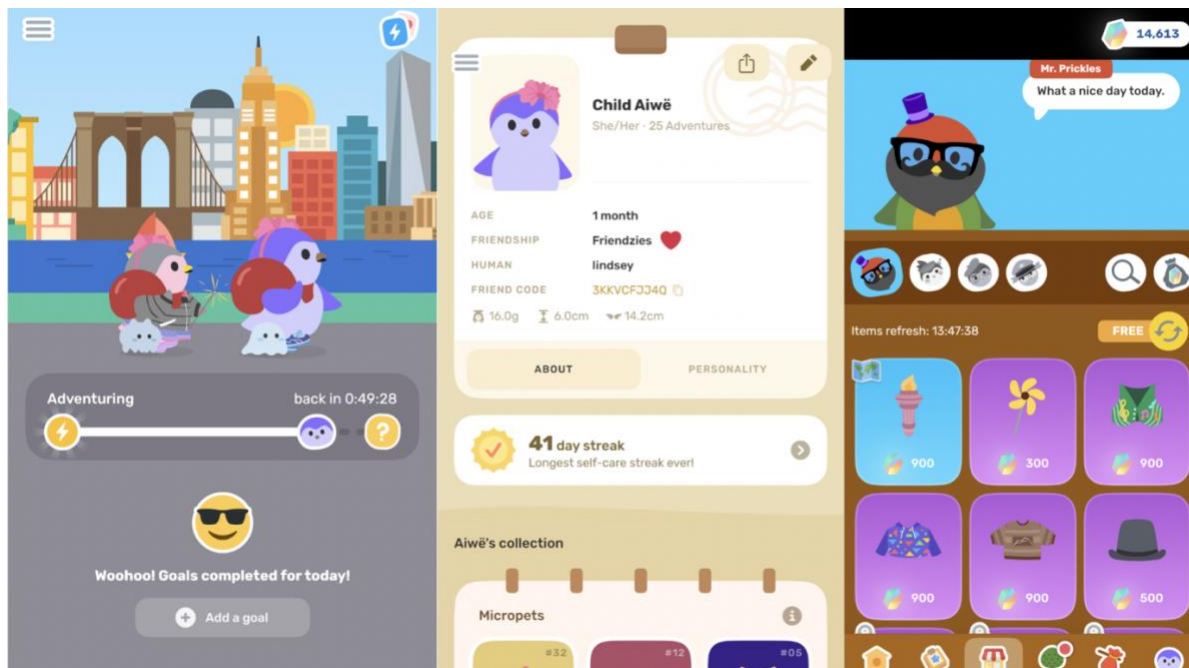
I conducted field research by analyzing existing productivity apps in the market to understand what solutions already exist and where there might be opportunities for improvement.

## Apps I Analyzed

- **Finch** - Virtual pet productivity app
- **Habitica** - RPG-style task gamification
- **Todoist** - Professional task management
- **Apple Reminders** - Basic to-do lists

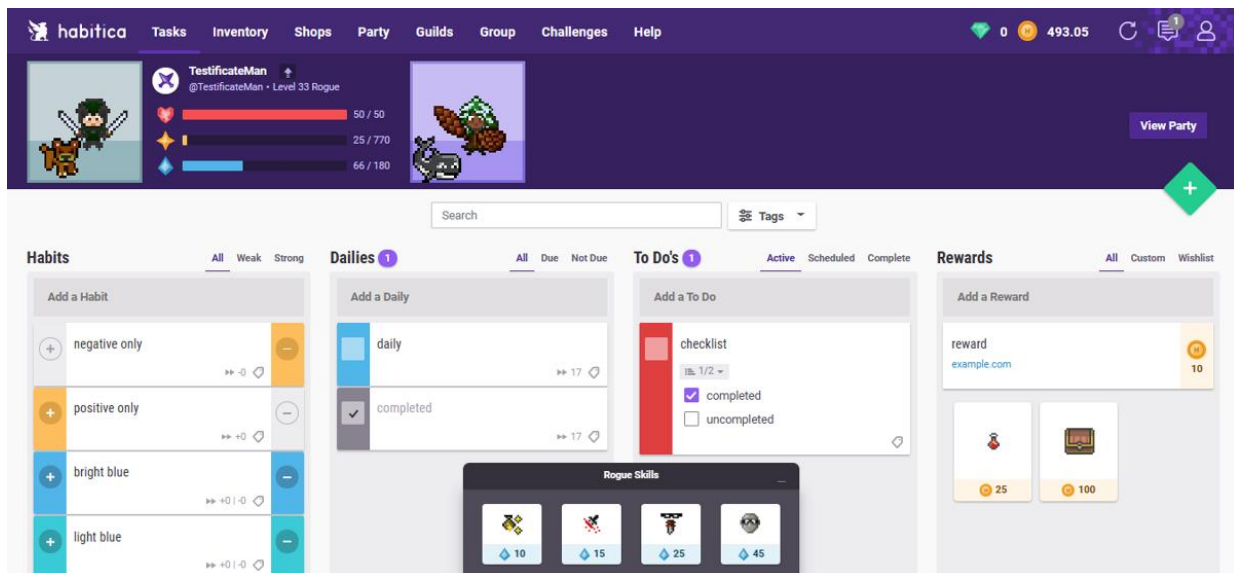
### Finch

Finch is a self-care app that uses a virtual pet to help users stay motivated with their daily goals. You get a small bird character that grows and reacts based on the tasks you complete. The idea is that taking care of your pet also means taking care of yourself. While the design is cute and the pet feels friendly, the connection between your real productivity and the pet's progress isn't always strong. It's fun to check in with the pet, but after a while, it can feel more like a side activity than a tool that truly helps you stay on track with important goals.



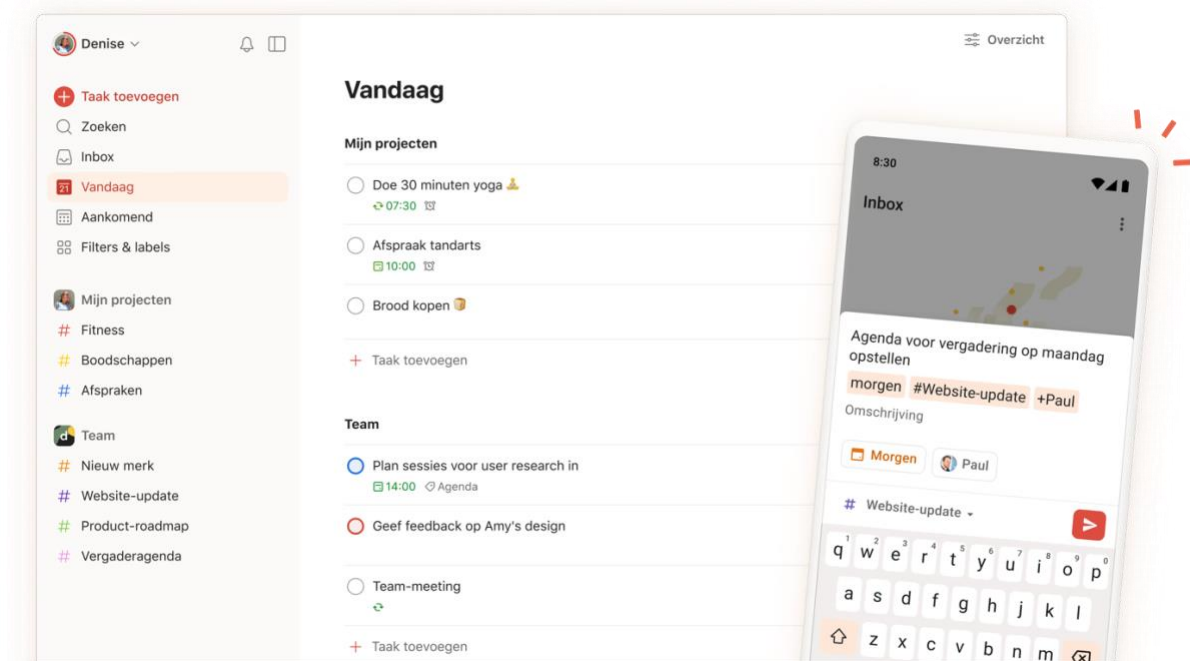
## Habitica

Habitica is a productivity app that turns your tasks into a role-playing game. You create a character, earn points by completing real-life tasks, and lose health when you miss them. The idea is to make everyday habits and goals more fun by turning them into a game. At first, it feels exciting and motivating, especially if you like games. But over time, it can become too complicated to manage. Keeping track of quests, gear, and stats sometimes feels like extra work, and it can take the focus away from actually getting things done in real life.



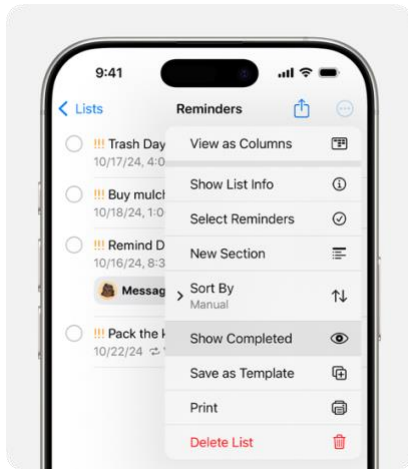
## Todoist

Todoist is a task management app designed to help you organize your to-do lists in a clear and professional way. You can set deadlines, create projects, and add labels or priorities to your tasks. The app is easy to use and works well for both personal and work-related tasks. It helps you stay organized and on schedule, and its simple design makes it quick to add or check off tasks. However, while it's very practical, it doesn't offer much emotional motivation. Completing tasks feels efficient, but not especially rewarding or engaging on a personal level.



## Apple Reminders

Apple Reminders is a basic to-do list app that comes built-in on Apple devices. It lets you quickly create tasks, set due dates, and get notifications. It's simple and easy to use, especially if you're already in the Apple ecosystem. The app does what it promises, it reminds you. However, it doesn't offer many advanced features, and there's nothing in the design or experience that makes it feel motivating. Because it's so plain, it's easy to forget about or ignore, especially if you're not already in the habit of checking it.



# Key Findings

## Positives:

- Most apps have clean interfaces and reliable notifications
- Visual progress tracking is satisfying
- Organization features help keep tasks manageable

## Negatives:

- **Finch:** Pet is cute but feels disconnected from real productivity
- **Habitica:** Too complex, managing the game becomes work itself
- **Todoist:** Professional but no emotional satisfaction
- **Apple Reminders:** Basic and boring, easy to ignore

## Conclusion

There's a gap between apps that are emotionally engaging (like pet games) and apps that actually help with productivity. Most productivity apps feel cold and mechanical, while apps with personality focus more on the game than getting things done.

I realized I could create something that combines the emotional appeal of a virtual pet with simple, effective goal tracking. The pet would react directly to your productivity, happy when you complete goals, sad when you don't, keeping the focus on real tasks while adding the emotional connection that other apps are missing.

## Sources

- Finch – Official website: <https://www.finchapp.com>
- Habitica – Official website: <https://habitica.com>
- Todoist – Official website: <https://todoist.com>
- Apple Reminders – Productpage: <https://support.apple.com/nl-nl/guide/iphone/iph3d1110>