

# 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

## 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.

## Opportunity

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.