

**Problem Statement:**

Many people are tired of the same cliché and trite motivational speeches and messages. Our solution should offer users relief in the form of unique satirical demotivators.

**Who is experiencing the problem?**

Cynical people who have a hard time agreeing with something that sounds cheesy and uninteresting are experiencing this problem. These people need sarcastic, demotivational quotes to break the repetitiveness of motivational messages.

**What is the problem?**

Inspirational and motivational quotes can sound superficial and are often not effective. Instead, they can bore a person with their monotony, and there is no motivation behind that.

**Where does the problem present itself?**

The problem presents itself wherever people or manufacturers can put motivational messages. Common examples are calendars, posters, letters, posts on social media, speeches, etc.

**Why does it matter?**

Many people have heard motivational quotes so often that they cease to actually inspire or motivate. These quotes can even make people feel that optimism is simply a series of superficial and shallow ideas. Demotivators can serve to balance out the motivators by being funny, creative, and remind people that one can have hope separate from meaningless clichés. Additionally, some people may find as much or even more motivation from being told they can't do something than from being told they can.