

App Name: Arete: The Personal Development Project

Idea behind the name: Arete is a term in Greek that, in its basic form, means “Excellence of any kind”. This notion of excellence was ultimately bound up with the notion of the fulfillment of purpose or function: the act of living up to one’s full potential. This app is designed to do just that; Help people remain mentally healthy and self-conscious while consistently setting & reaching for their goals by completing a number of small tasks day in and day out.

Purpose of the app: As many of us have experienced or seen others struggle with, we all have huge goals in life. Many people eventually get discouraged by the size of these goals and either get incredibly stressed or quit due to the helplessness they feel. In using this app, it not only helps to break these goals down into bite sized pieces, but also helps to create positive habits for productivity and mental health. Thus, maximizing our days and reaching our full potential.

Summary of Core Features: We were inspired by Robert Pasick’s book Journal for Self-Aware: A Guide for Success in Work and Life and Gustav’s MO324 class to create an app that aims to help users improve their mental health and productivity. In our app, the user will be able to establish goals in the morning, review/accomplish them throughout the day, and reflect upon them in the evening. This reflection process will include giving the user a space to write down how they felt about these goals and to list goals that they want to achieve in the future. In doing so, the users can keep track of these goals and feel proud of themselves for their accomplishments as time goes on. The point behind using the app is to develop positive habits and become self-aware of their own mental state throughout the day.

App Details:

In the morning, the user will open the Arete app and be asked to complete 3 tasks:

- 1) Answer the question: “I’d feel great about today if...”
- 2) Set 3-5 goals to achieve today. (Work out, complete HW, make 5 calls to clients, etc)
- 3) Complete today’s self awareness task. (Auto assigned from a list of exercises loaded into the app.)

We want to implement the self-awareness exercise to allow the user to think more about self-positivity and have a healthy mental attitude towards their day. An example of a self-awareness exercise could be asking the user to think about something that they used to do when they were younger that they no longer do and to remember what made them happy when doing this. This aims to get the user thinking about life in a unique, creative, and stimulating way.

Next, if the day was in the beginning of the week, we will prompt the user to write down some attainable goals (maybe three to five) for the week. These goals will show up for the rest of that week with a check box the user can interact with to mark off whenever they have completed the respective goal. Everytime the user checks off a goal, the app will provide a reflection box that is optional for the user to jot down some notes about how they felt about achieving the goal, and whether they want to add another goal for that week. After the reflection box is completed (regardless of whether it is filled), there will be a message

congratulating the user to make them feel validated. (Note these “weekly goals” are on top of the daily goals we mention previously) To guide the user in their initial goal forming process, the app will provide them with some preset categories and sample goals to get him/her started.

Throughout the day, we want the app to send the user notifications/reminders for 2 things:

- 1) Check in on current goal progress. (both daily and weekly/monthly goals)
- 2) Take a minute to be present in the moment (Enjoy the process) and take a minute to clear their mind if they are stressed. (Meditate, etc)

These reminders will be in the form of a notification, so even if the user is busy and can't check their phone, there would still be a high chance they see it. The user will also be able to customize when and how many reminders they receive throughout the day to help lead to successful/effective reminders. Motivational messages can also be attached through these notifications to help the user feel more positive about themselves.

In the evening, there will be an opportunity for the user to see the goals they set (e.g. the weekly goals and the daily mini-goals) and reflect upon them. There will also be a space where they can set goals for the next day or just write down any important notes in particular. Then, the app will end the day with a positive mentality statement and encourage the user to keep up the great work and take a minute to decompress after a day of crushing it.

An important thing to note here is that the goal of the app is to keep the user goal-oriented, but at the same time make sure they stay positive and encouraged. Therefore, although we will implement features that will keep the user honest in what they have accomplished and missed, we are also going to focus on presenting information to the user in a positive light and to continue to encourage the user to make further improvements. One of the Canvas suggestions we received talked about including a functionality for what to do if a daily goal wasn't completed, we are going to try to develop a mechanism that both keeps the user honest about their goals, but at the same time encourages them to keep improving. Some examples of that could be to have the missed goals being imported onto the next day's list of goals, give the user the option to delete the goal completely, or to just have the app keep track of a list of uncompleted goals.

The app will also be able to hold onto longer term goals and will periodically check in on how you are doing on these / suggest you set daily goals relating to achieving this goal.

Finally, every other week, or every month, the app will remind you of all you have done recently to show you how well you are doing. It is easy to forget how much we really get done in a week. (or each month!)

Additional Features:

We are currently considering adding a friend aspect to this where it shows friends your progress on the day to get further recognition through the app. However, this has positive and negative side effects, such as added pressure and potentially unhealthy competition.

In a similar vein, we are also considering to compile the things that you accomplished into some form of a statistic to help the user better identify and quantify his improvement through using the app. However, this is a secondary feature that is nice to have, but not exactly necessary, and therefore will be temporarily tabled for further discussion in the future.