



WALL OF SHAME

We are no strangers to the wonders of procrastination; That feeling of bliss when we think to ourselves, “I’ll just do it tomorrow”, is alluring and addictive. The deadline seems so far away, so what’s the rush? We can afford to take today off, to click that “Next Episode” button on Netflix, or to play that one last game of Dota. After all, we deserve it. Right?

No, we know better. We have all been stung by the horrors of procrastination that come with its charm. As our deadlines and responsibilities start piling higher and higher, we eventually come to the realisation that time is no longer our ally.

With a colossal stack of to-dos staring right at us in the face, we start to get stressed. This is the point where it actually starts hurting us both physically and mentally. We all cope with stress differently; From going on runs, to binge eating, to shutting the world out completely. Some methods are more harmful than others and can potentially lead to dreadful consequences. We blame ourselves with a single thought that keeps us awake at night: “Why didn’t I start earlier?”

But like a siren drawing in a pirate, we just can’t help ourselves but sink into the restful arms of procrastination. Is all hope lost? Are we destined to fall prey to procrastination time and time again? Well, that’s where Wall of Shame comes in. Your salvation.

No longer will you be helpless and alone in the face of procrastination. Instead, drag a couple of friends to join in your quest of completing challenges together. With your group of friends all striving towards a common goal, there will be a new sense of accountability. Now everyone knows what you have to do along with its deadline, and there’s no running away from it.

As we all have different appetites in terms of goals, what the challenge is will be left completely up to you. These tasks can range from the most minute of duties to a bigger

goal. Want to finally finish watching that lecture? Set it as a challenge! Want to reach a target weight for your gym sessions? Set it as a challenge! You get the idea.

However, that's not all. Relying solely on the intrinsic value of being a responsible friend to complete challenges would be naive. No. We need something stronger. Something that will push even the most stubborn of procrastinators forward. Something that we have purposefully built into the core functionality of our app. This magical something is in fact the greatest motivator of all: Public humiliation.

What if you aren't able to complete the challenge? What if you decided to watch Squid Game on Netflix instead of watching your lectures? Well, you will be thrown onto the Wall of Shame, where your name and exact failure will be proudly displayed for the world to see. Everyone will know you are a failure and you deserve to be humiliated. Enough motivation yet?

But let's say you do fail a challenge, don't be disheartened. On our glorious Wall of Shame, there's also a leaderboard displaying the top 100 users with the most number of failed challenges. You can comfort yourself by knowing that there's always somebody else who has failed more times than you have.

If cheating has even crossed your mind, firstly, you should be ashamed of yourself. But to address this case of strong-willed procrastinators, we have implemented countermeasures. You will be able to upload proof in the form of a picture once you have successfully completed the challenge. Check out each other's proof and see who is faking it. Call him out. Booo, what a liar.

After the deadline has passed and the challenge is completed, your group will then be able to place votes to banish suspected cheaters. If you have received enough votes, you will be violently thrown onto the Wall of Shame, where there will be weeping and gnashing of teeth. We do not tolerate cheaters and they will be deemed as failures as well. In fact, there will be a permanent record on your profile showing the number of times you have cheated, proclaiming the fact that not only are you a failure, but also a dishonest one.

Of course, Wall of Shame isn't for the sensitive and faint-hearted. You may find our app a turnoff due to the lack of positive reinforcement or it being too focused on the negative aspect of humiliation. However, if you're serious about being productive, we encourage you to give it a chance! Go ahead, gather a few friends, come up with some challenges and participate in a friendly race to completion. We're certain that our app can be your gateway to improved productivity, empowering you to banish the monster that is procrastination once and for all.