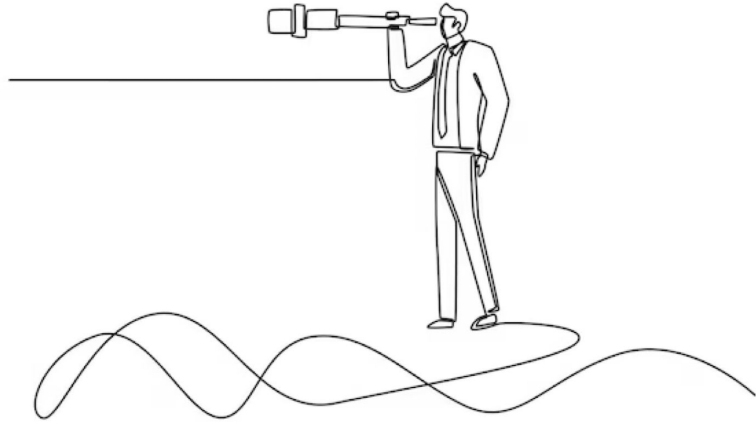# hrink the

Elephant

*Low Fidelity Prototype*

Brief Review

Problem: Task Paralysis

→ We have a "fight, flight, or freeze" response when overwhelmed by complex tasks.

◆ Common in adults struggling with:

- Depression
- Anxiety
- Chronic Stress

Shrink the Elephant

- Inspired by the common tip, "*Shrink the elephant until you feel no resistance for getting started.*"

- Micro-productivity web application that helps users in *moments of crisis* to *shrink their elephantine tasks*

# Existing Solutions: Habitica
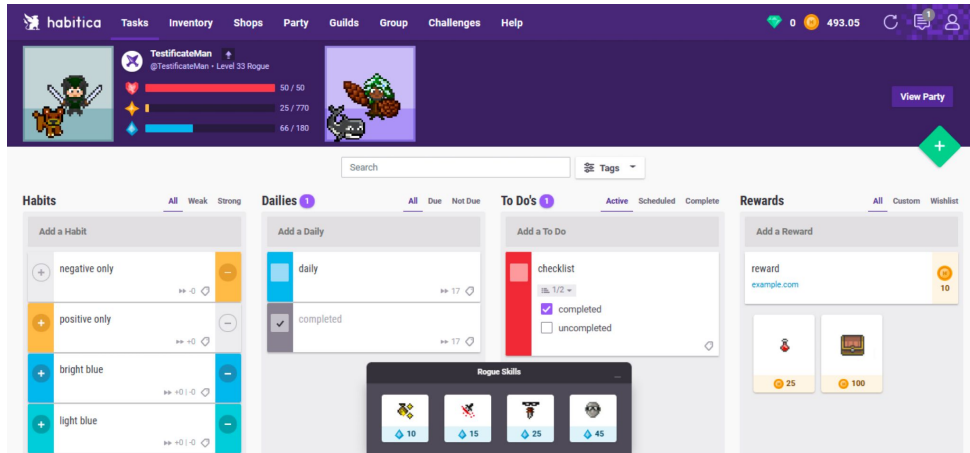
- Similar target audience

- Overwhelming number of options

- Aimed at long-term project and habit management

- Long time investment to set up and update
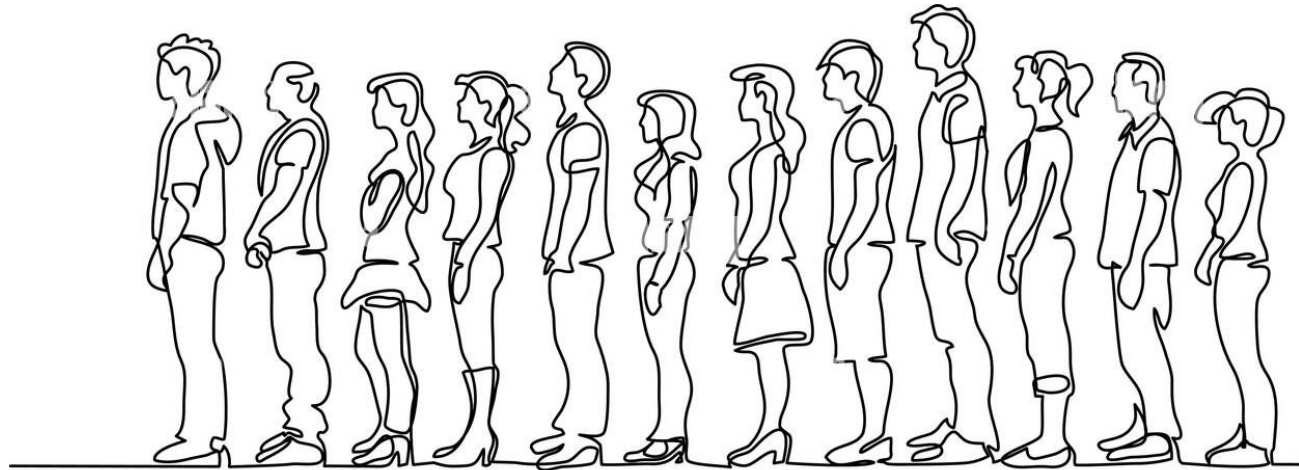
Existing Solutions: Break It Down For Me
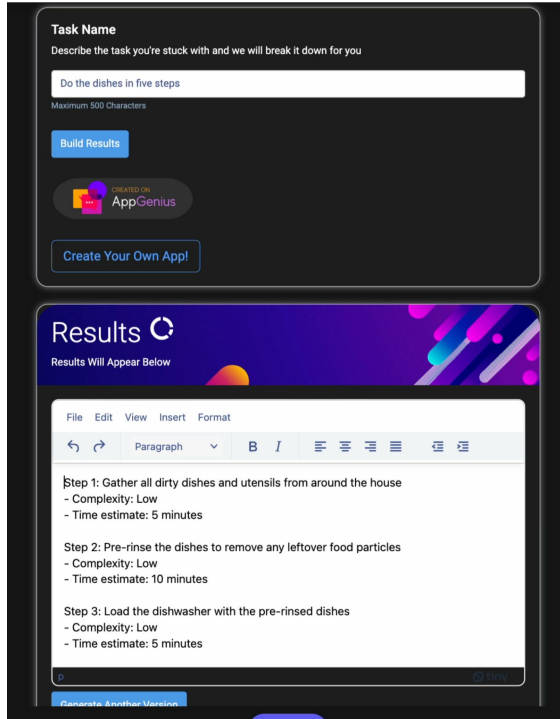
- Most similar technology

- Lack of necessary features

- Meant as an auxiliary tool for other project management systems

- Unintuitive and inconvenient to use

Existing Solutions: Forest
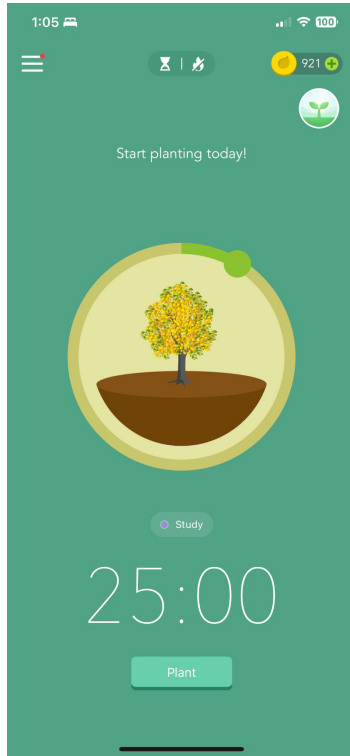
- Most similar UI

- Different use case

- Minimalistic but includes several relevant and necessary features

User Personas

Persona 1: Plan-Ahead Polly

Demographics

- Age: **19**
- Occupation: **Student (Psychology)**
- Gender: **Female**

Polly is a college student who **prefers to plan** her projects ahead of time and **write down and visualize each step**. She currently uses multiple tools to sync her assignments and set reminders, but **wants a more efficient way** to organize her deadlines. She would like an **interactive micro-productivity application** to be able to do this and plan the steps of her projects for her.

Persona 2: Overwhelmed Oscar

Demographics

- Age: **31**
- Occupation: **Lawyer**
- Gender: **Male**

Oscar is a full-time lawyer with **a tendency to procrastinate on projects** and **struggles with anxiety**. When he is stressed, he needs a micro-productivity app that can tell him **step-by-step** what he needs to **accomplish right now** to reduce his anxiety. He prefers **an effective, yet simple, user-friendly interface.**

Persona 3: Reward-Driven Rachel

Demographics

- Age: **32**
- Occupation: **Student (CS)**
- Gender: **Female**

Rachel is a college student who is **motivated by reward systems**. She accomplishes more when she gets the **satisfaction of crossing things off her list** or can **earn points for completing odious tasks**. She has used tools to organize her projects, but she would want a simple micro-productivity application to be able to have a **specific, detailed breakdown of steps** to do for assignments and be rewarded for completing each task. She would also like to **see how well she's done in the past**.

Task Descriptions &
Lo-Fi Prototypes
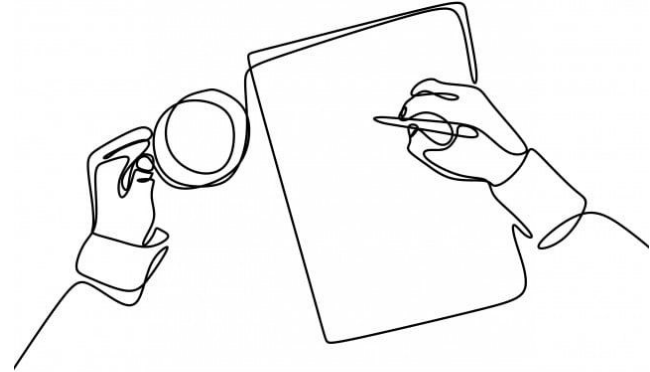
Core Task: Task Breakdown
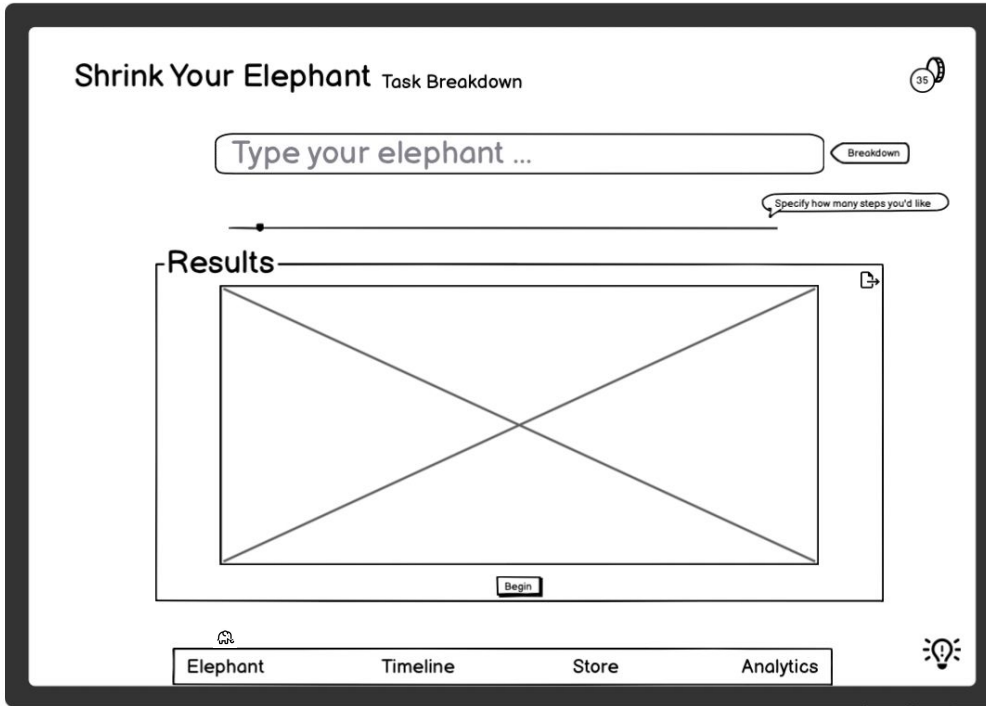
Type of User: All Users
Action: Enter a task and break it down
Benefit/Value: Automatic step-by-step breakdown for a project with specified granularity

UI Solution:
The main page of the web application allows users to enter their "elephant" task and breakdown by selecting the 'Breakdown' button. There is also a slider bar to specify how granular they would like the results to be. Once they've received their results in the free text box, they can edit, add, delete, or reorder as they would like. When they're ready, they can select "Begin" to get started.

Task 1: Export
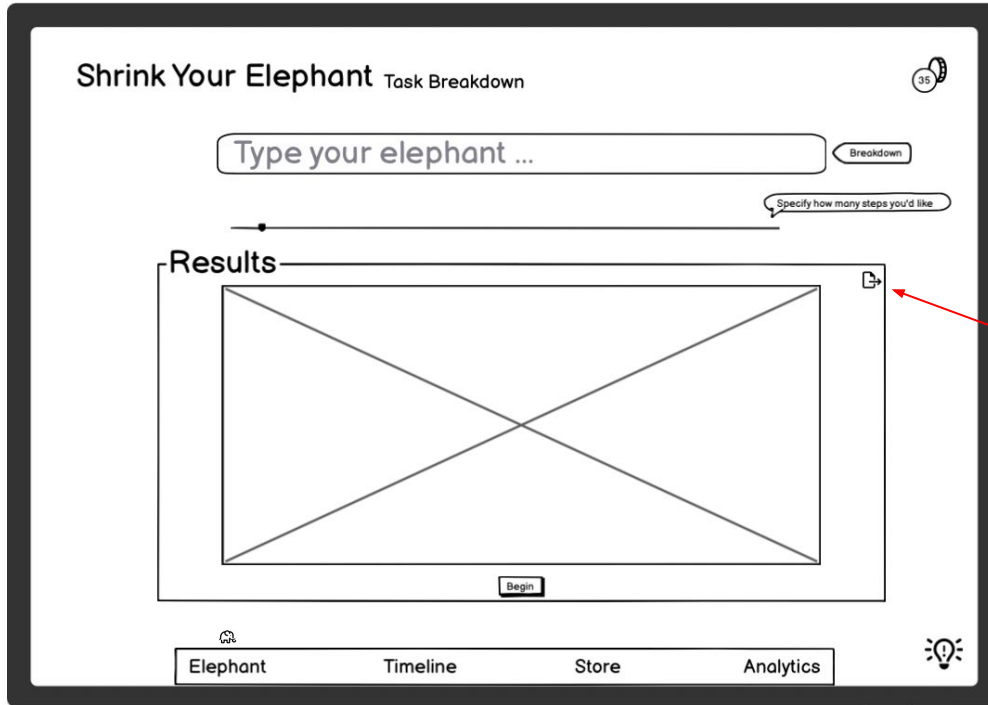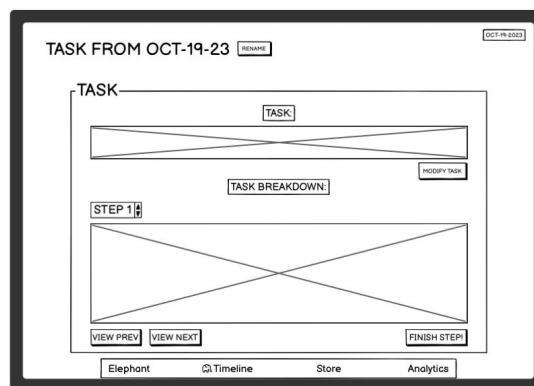
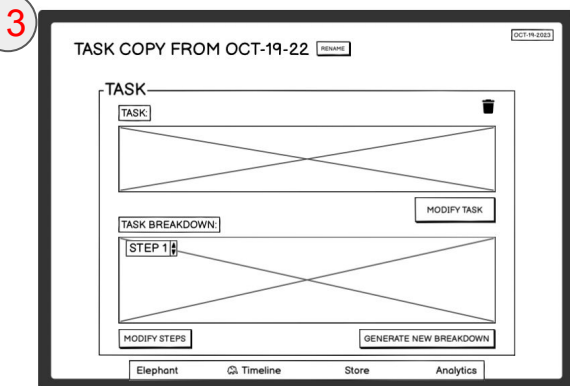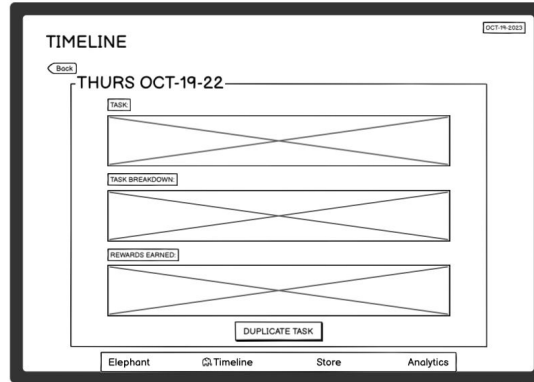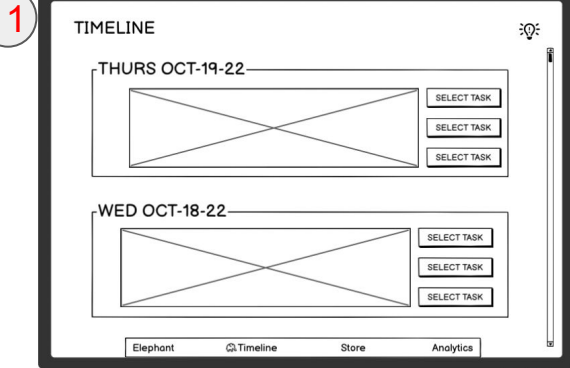**Type of User:** Plan-Ahead Polly
Action: Export Breakdown to Existing System
Benefit/Value: Use the breakdown feature for convenience, but maintain existing project management tools

UI Solution: An 'Export' Button

After a user, like Polly, has retrieved a breakdown of their task of choice, they can export these tasks as a list to by selecting the "Export" button. This will download a .TXT file to their system and they can use this to update existing project management tools they use, such as Notion, Habitica, etc..

Shrink Your Elephant Task Breakdown

Type your elephant ...   Breakdown

Specify how many steps you'd like

Results

Begin

Elephant   Timeline   Store   Analytics

Task 2: Re-Do Recent Projects

Type of User: Overwhelmed Oscar
Action: Re-Do Previously Completed Projects
Benefit/Value: Reduce stress

UI Solution: History Access & Duplication Capabilities

Frequently repeated tasks can easily be accessed by navigating to "Timeline" on the main page. Users can scroll through tasks, click on "Select Task," select "Duplicate Task," further edit the steps based on previous experience, and then begin again.
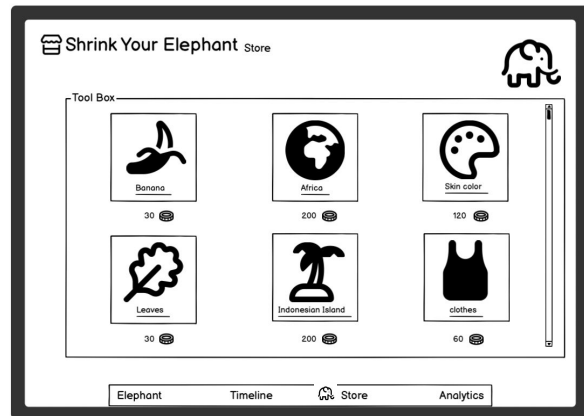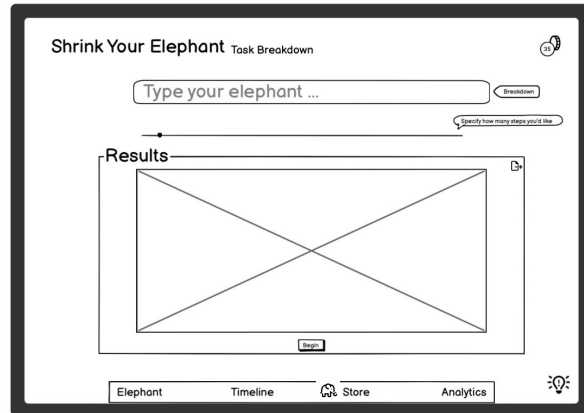
Task 3: Track Progress and Win Rewards
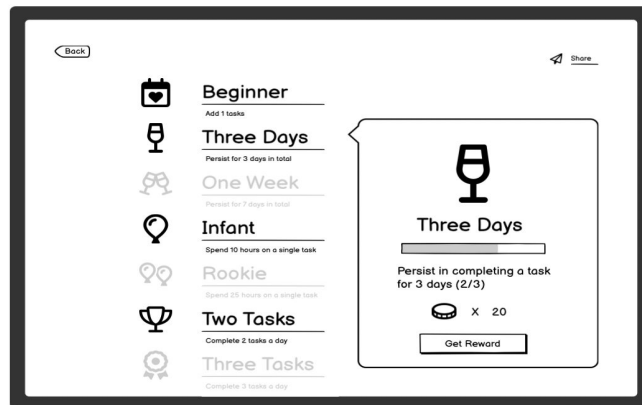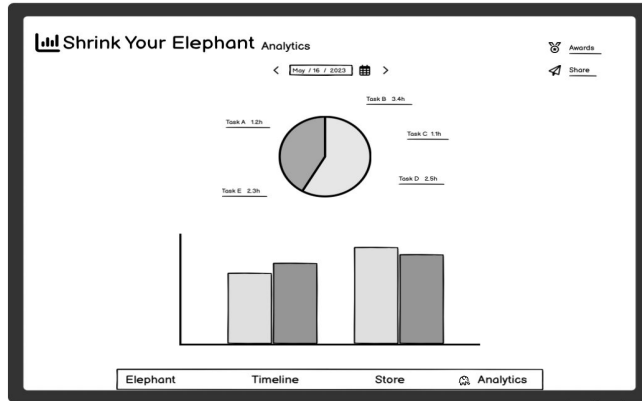
Type of user: Reward-Driven Rachel
An Action: Win Achievements
Benefit/Value: Positive reinforcement for completing tasks and app utilization

UI Solution: Users can navigate to the 'Analytics' page which breaks down their performance by selecting the 'Analytics' button on the main page. They can further click on the 'Awards' icon in the top right corner to see what achievements they won on that day and 'Share' their achievements with friends.

Task 4: Gamify Experience

Type of user: Reward-Driven Rachel
An Action: Gamify Experience
Benefit/Value: Positive reinforcement for completing tasks and app utilization

UI Solution:

Completing tasks will result in winning coins based on task completion time or difficulty. This is reflected by the icon in the top right corner of the main page. They can further gamify their experience by navigating to 'Store' and spending coins they've earned to buy new locations to send their Elephant, buy accessories for their Elephant, and other items. They can scroll through the many items offered in the Store.