

artistree

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Problem

The problem is that goal setting and habit tracking can be meticulous and mundane for artistically driven people who want to improve themselves.

User

Our app targets those who are interested in art and invested in their goal setting and habit forming journey to become better artists and people.

Goal

Our goal is to guide users through a goal setting and achieving process, allowing them to develop habits and skills in an entertaining and artistic way.

Product

We designed an app for artists to achieve goals by developing skills and habits through a creative coloring approach that tracks progress over a span of 28 days, coupled with motivational notifications.

Deconstructing Goals

A user breaks down their goal into actionable steps that they can repeat and track.

