# 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.

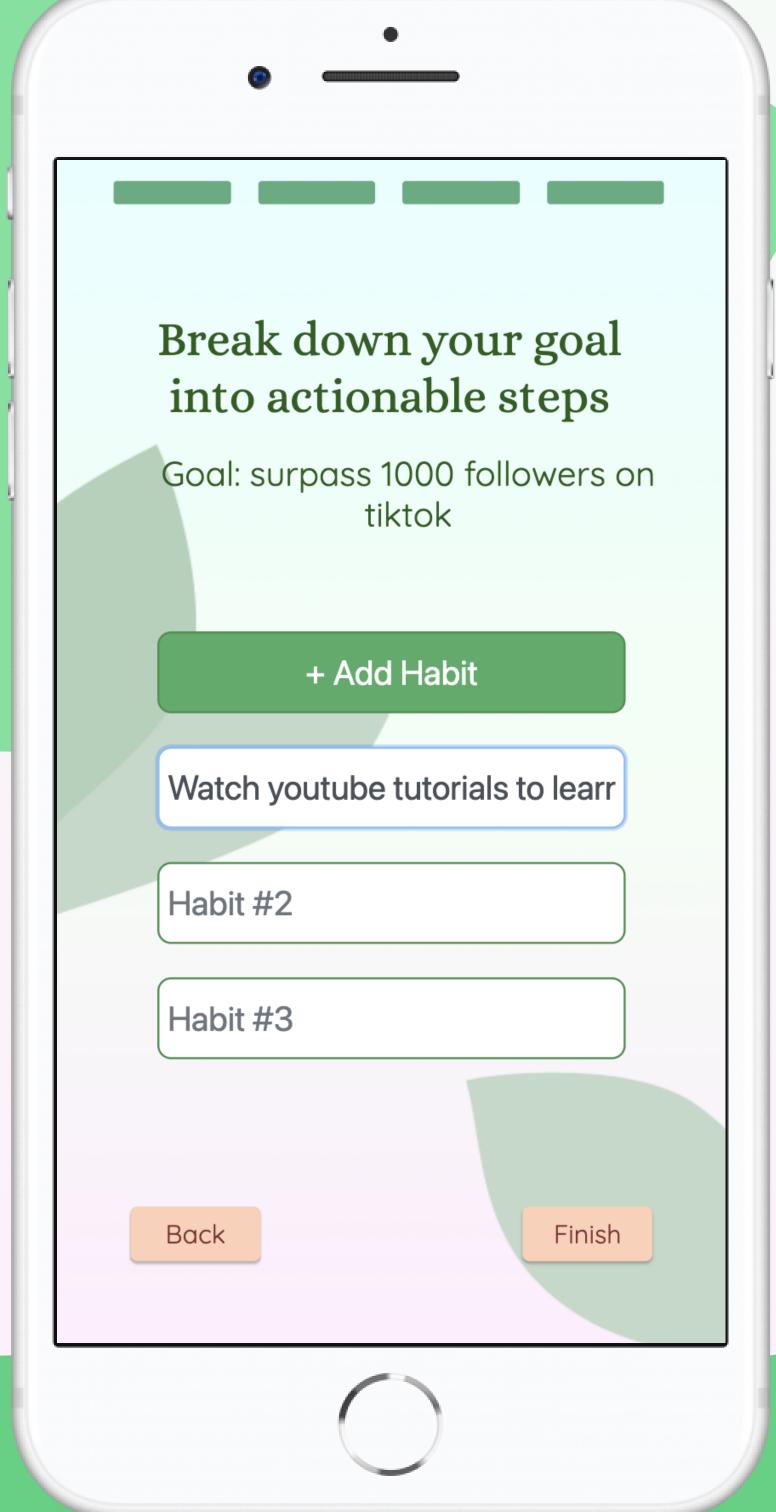
### Goal

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.

# Deconstructing

### Goals

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



### 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.

## 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.

