Group F: Natalia Pineda, Damian Izaguirre, Judy Le, Manasa Vallabhaneni, Vidhi Pujara
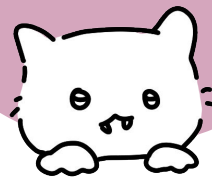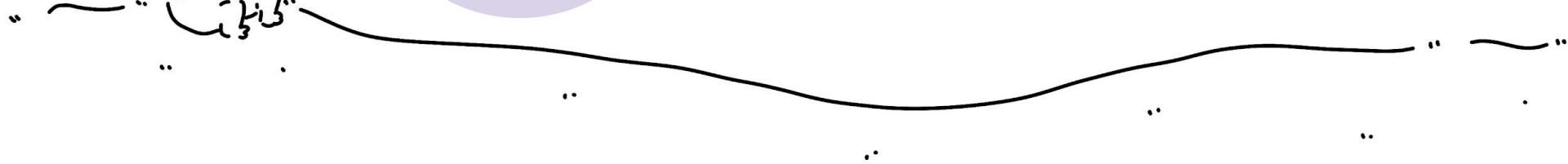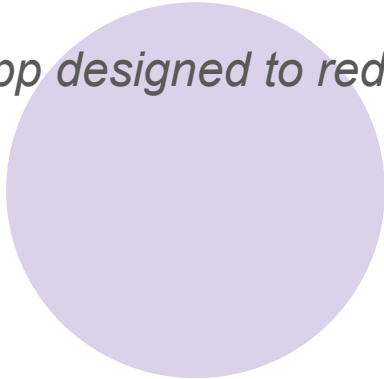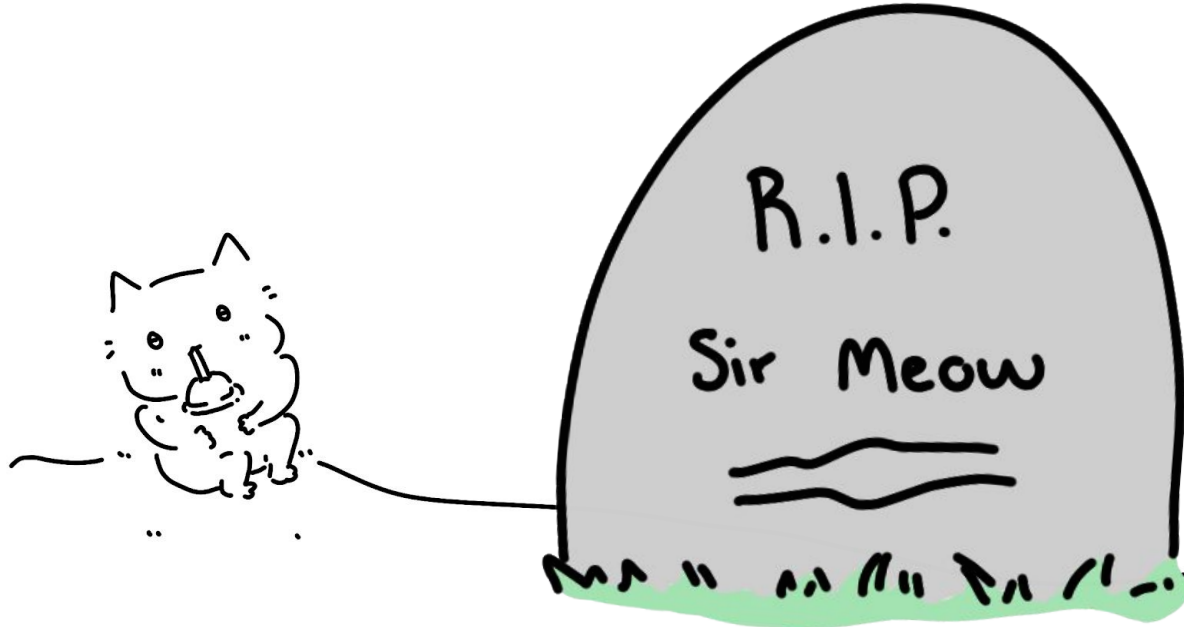ATCM 3336.002
Spring 2024

Procat

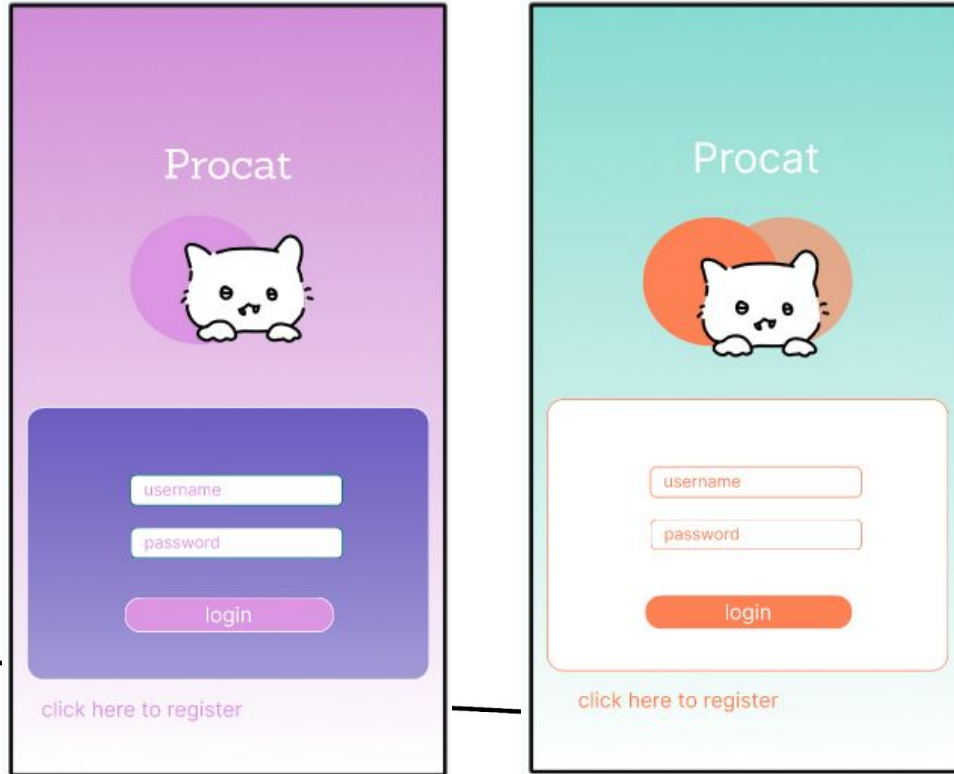*An app designed to reduce procrastination in UTD students*

BREAKING NEWS!

Increasing levels of procrastination have resulted in another **fallen soldier…**
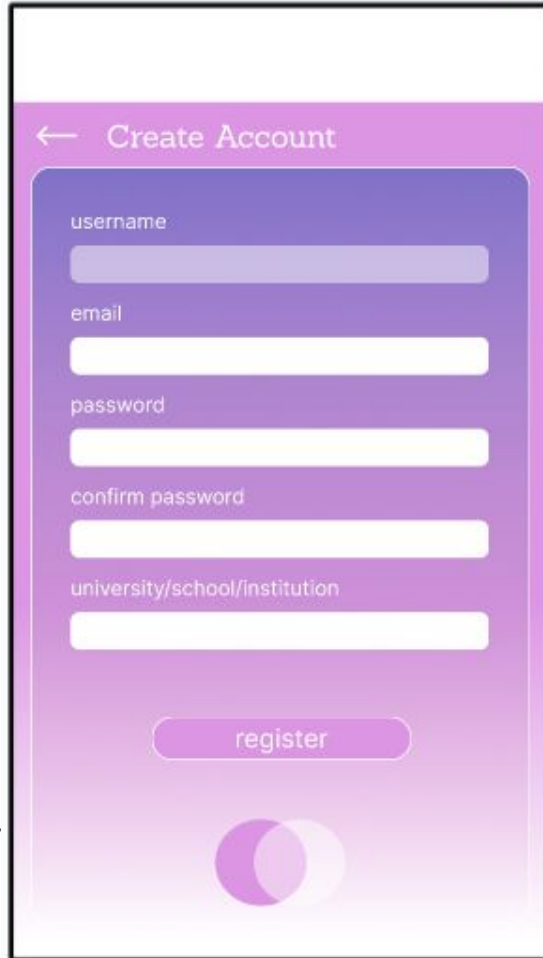
But it doesn't have to be this way!

By doing your assignments, Sir Meow can be **revived!**

Overall Design and Design Choices

The overall design is focused on creating an aesthetic and harmonious interface that will motivate the user to open and use the app. If the app were to be fully developed, there would be two color schemes to choose from for the sake of preference.

Creating an Account

create username

email

password

university/institution

register

- when tab is clicked the field is marked
- easy registering process
- once registered, you are taken back to login screen

smooth edges and curves for a harmonious aesthetic

register

chosen color theme - colors like purple and lilac have a calming and balancing effect

potential color theme as a secondary option

fun yet legible font

Procat
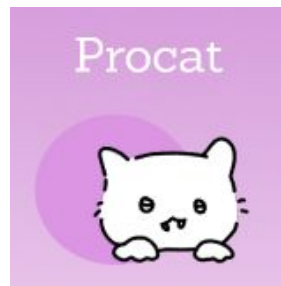
icon/avatar is featured often as incentive to open/use app

Home Screen

settings

Procat

WELCOME BACK!

Upcoming Tasks

1) Design Research Quiz   🪙100
2) CS Quiz #3   🪙 50
3) English Essay   🪙200
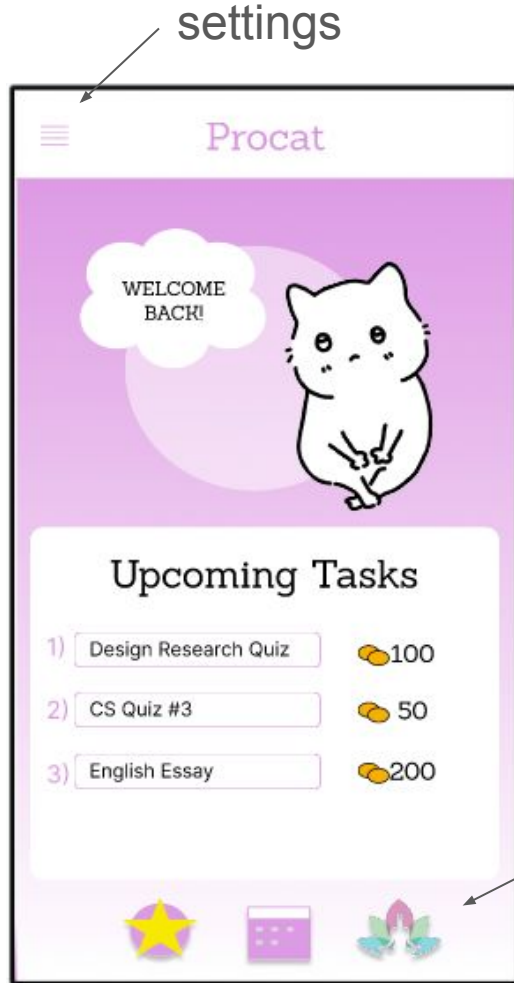
- simple home screen navigation with everything important on one page

pet is visible on home screen

tasks and rewards visible

access to all features

Procat

WHERE HAVE YOU BEEN?

Upcoming Tasks

1) Design Research Quiz   🪙100
2) CS Quiz #3   🪙 50
3) English Essay   🪙200

Feature 1 - Calendar
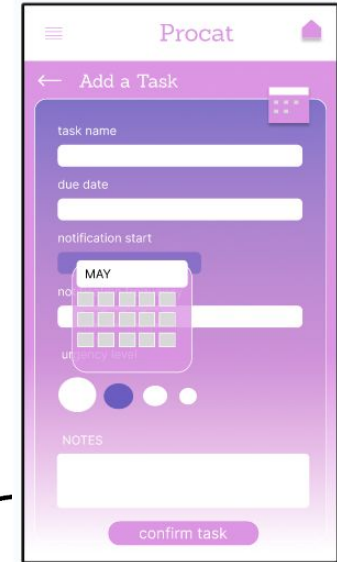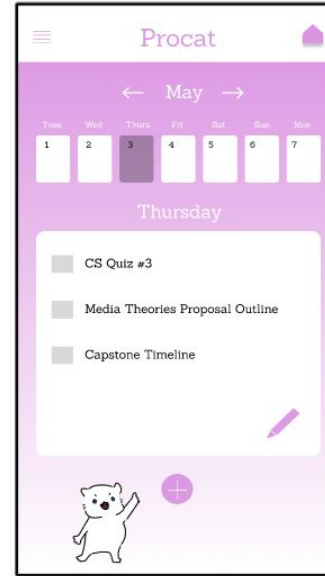
- Allows the user to enter their tasks
- Set the level of importance / urgency and difficulty
- Lets the user decide how early or late they want to receive notification on when to start their task

Procat

← May →

Tues	Wed	Thurs	Fri	Sat.	Sun	Mon
1	2	3	4	5	6	7

Thursday

☐ CS Quiz #3

☐ Media Theories Proposal Outline

☐ Capstone Timeline

Procat

← Add a Task

task name

due date

notification start

MAY

urgency level

NOTES

confirm task

Current month with the ability to scroll to other months

A glance at the current week with the current day highlighted

Current day with tasks due that day

Boxes to check tasks once completed

Option to edit tasks

Button to add new tasks / assignments

Procat

← May →

Tues	Wed	Thurs	Fri	Sat	Sun	Mon
1	2	3	4	5	6	7

Thursday

☐ CS Quiz #3

☐ Media Theories Proposal Outline

☐ Capstone Timeline

Top Navigation Bar
(Settings & Options)

Notification Start
(Allows user when to start
receiving notifications for
Task)

Additional Note
Taking Feature

Information Fill
In
(The name of the
task and the Due
Date for the
Task /
Assignment)

Task urgency
(Allows user to set the
importance/urgency of
task)

Confirmation
Button

Procat

≡   🏠

← Add a Task

task name

due date

notification start

MAY

urgency level

NOTES

confirm task

Feature 1 - Secondary Research

A study done by "Stopping Procrastination" researched effective methods for students experiencing procrastination.

These included:

- Setting Concrete Goals (specific tasks and to-do's)
- Setting Milestones
- Breaking down tasks into smaller ones

Shatz, I. (2023). *Student Procrastination: Why Students Procrastinate and How to Stop It – Solving Procrastination*. Solving Procrastination. https://solvingprocrastination.com/student-procrastination/

Feature 1 - Competitive Analysis

- **Productive** is Habit Tracker application that allows users to add tasks and habits in order to increase productivity
- In order to do use features, **Productive** gives **pre-made routines** or are asked to **pay a subscription to unlock features**
- In addition, Productive provides a short glance at your week, with the inability to showcase larger calendar
- **Procrat gives full access to the application and see their tasks at a larger scale**
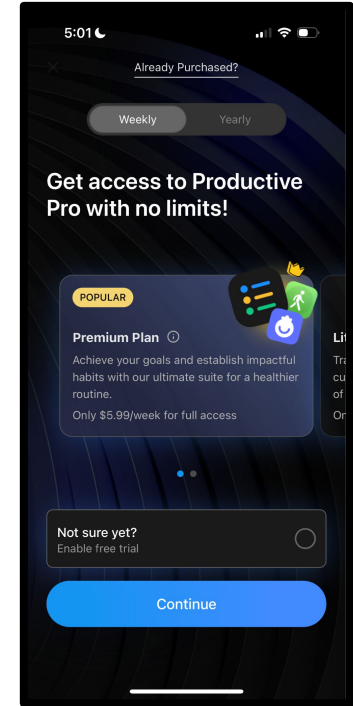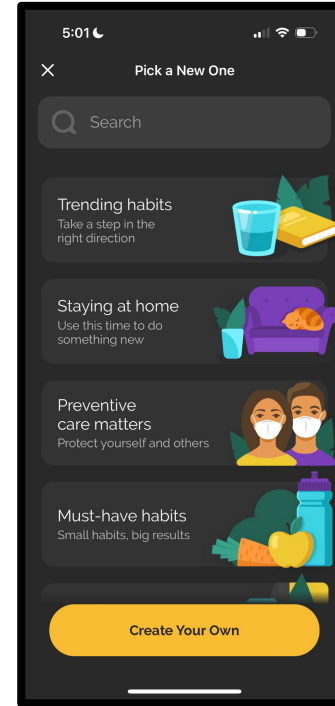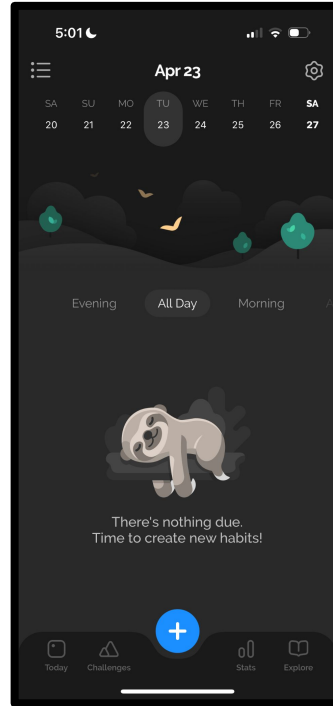
Feature 1 - Primary Research - Interviews

Q: Do you typically need structure when learning something new, or are you the type of person to have a goal and complete it, creating your own learning path?

A: I can have a goal in mind and complete. I would reverse engineer and split up my work.

Q: Have you ever seen an advertisement for a tool or app to deal with procrastination?

A: Yes, calendar apps and planers.

Q: Do you typically need structure when learning something new, or are you the type of person to have a goal and complete it, creating your own learning path?

A: I need a specific structure and external pressure to complete my goals.
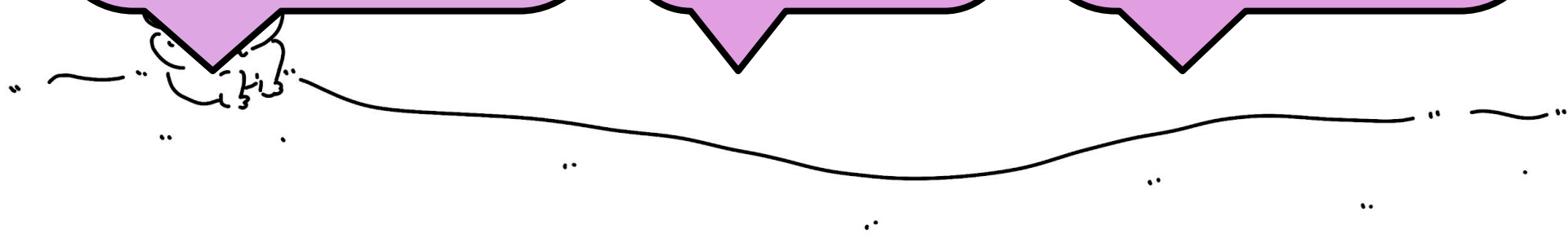
Feature 1 - Primary Research

The **Calendar** feature ranked 1st with an average of 8.81

Average Ratings of Features
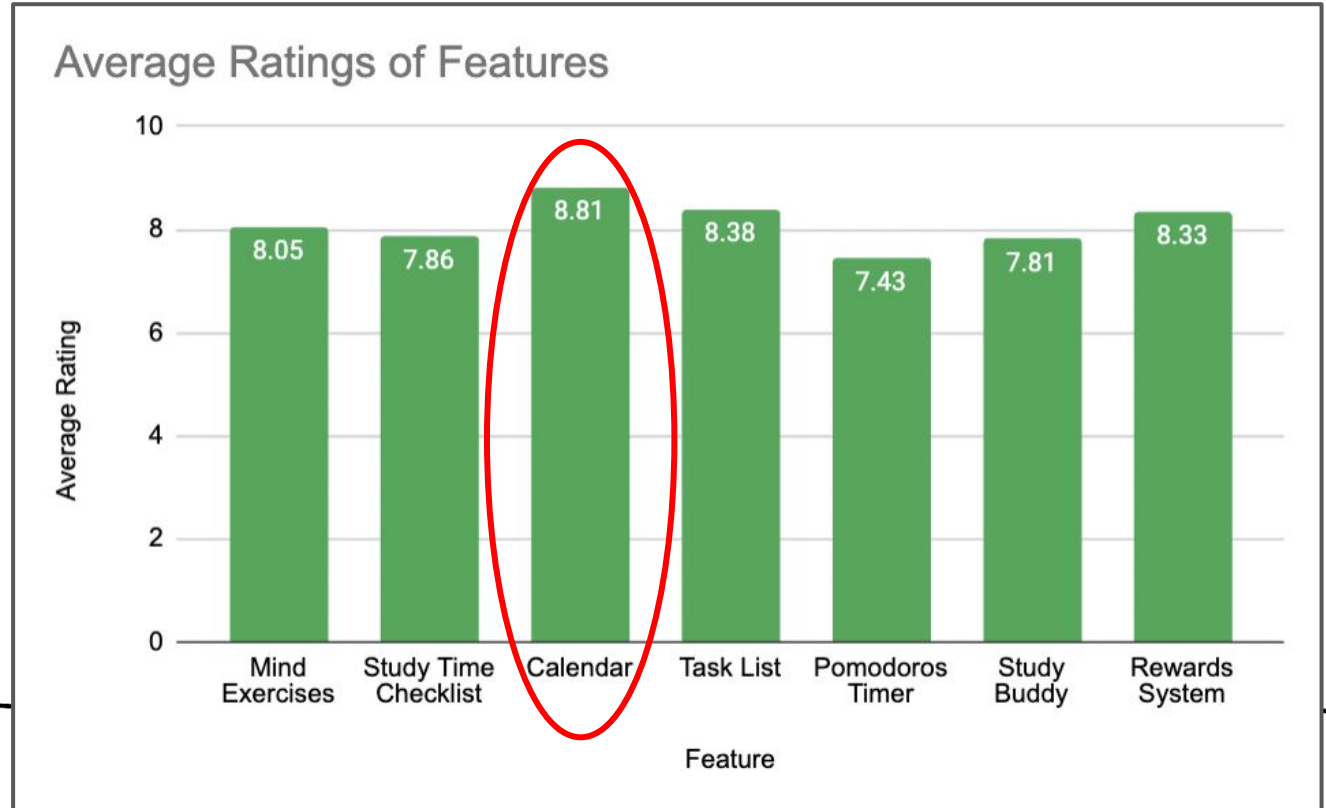
Feature 1 - Iteration

- A weeks glance at Calendar Screen

- Detailed **Pop Up Screen**s when filling information for upcoming tasks

- Added options to edit a task or include notes within one

Feature 2: Rewards System

- keeps student accountable by incorporating a pet who's survival is linked to whether or not the student completes their assignment
- completing tasks will reward the user with coins that they can use to feed and clothe their avatar
- not completing the tasks results in the pet being neglected and may result in their death

R.I.P.

Sir Meow

healthy

healthy

navigation bar →

Procat

homepage

★ 350

current coin balance of the user

default mascot

| Games | Clothes | Furniture |

Users can use their coins to purchase clothes, furniture, or play games with their avatar.

🪙 100   🪙 100   🪙 100

Feature 2 - Secondary Research

- A study by Rabin concluded that many students who procrastinate do so because of the temptation of irresistible momentary pleasure.
- Instead of making students refrain from having fun, let's incorporate that moment of satisfaction into their assignments!

Rabin, L. A., Fogel, J., & Nutter-Upham, K. E. (2011). Academic procrastination in college students: The role of self-reported executive function. Journal of Clinical and Experimental Neuropsychology, 33(3), 344–357. https://doi.org/10.1080/13803395.2010.518597

Feature 2 - Competitive Analysis

- The app **Pomocat** features a cat mascot to assist with the user in their study sessions.
- However, their cat is only used to assist as a visual with the main purpose of their app, which is being a pomodoros timer.
- The cat mascot in **Procat** is <u>directly</u> linked to whether or not the user completes their tasks, making the pet aspect feel more interactive and useful.

2023 / 11

1	2	3	4	5
6	7	8	9	10	11	12
17	18	19
24	25	26

25:00
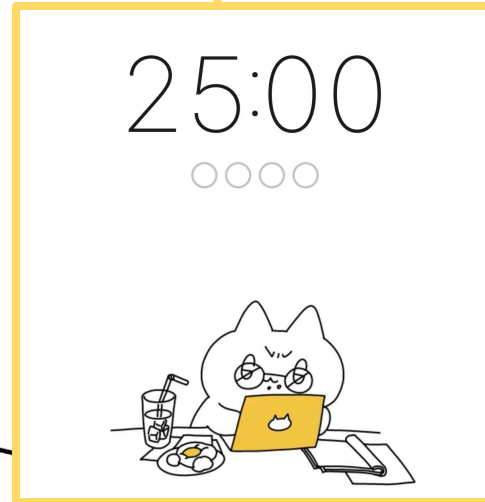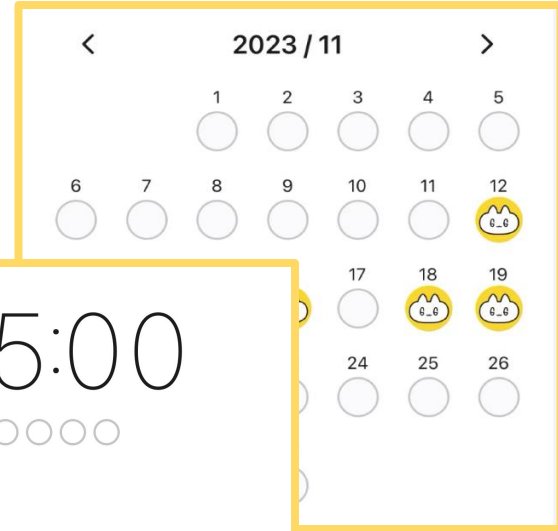
Feature 2 - Primary Research

"People like to have fun."

P01

"People don't like being told what to do, especially if it feels like a chore."

P01

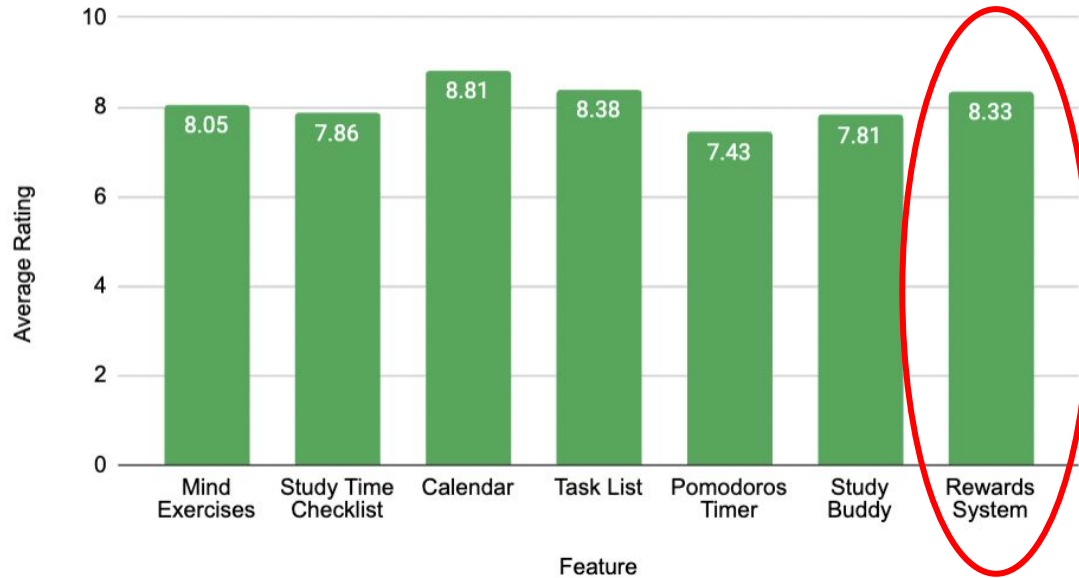"People would prefer doing something else."

P02

Feature 2 - Desirability

The **rewards system** had the 3rd highest rating with **8.33** average.
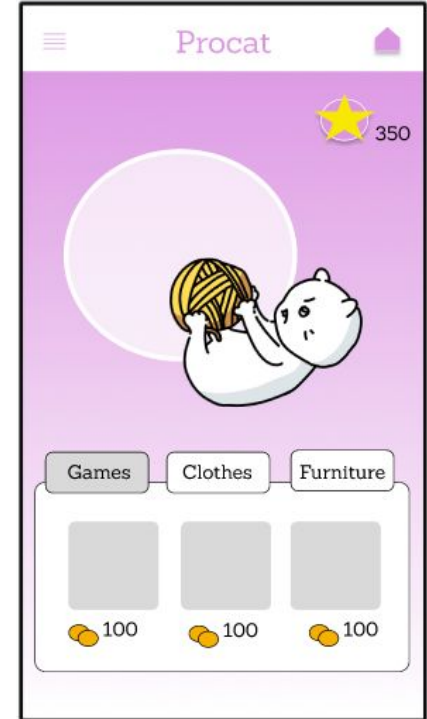

Average Ratings of Features

Feature 2 - Iteration

comments from usability testing

- feature was pretty intuitive
- game aspect to the procrastination app was a nice feature
- game would compel people to use it further

low-fidelity prototype

mockup

Feature 3 - Mindfulness Exercise

This feature allows the user to go more in depth on why they procrastinate and how to reduce stress and anxiety regarding procrastination. It will provide useful tips and exercises that prompts the user to understand themselves and their procrastination better.
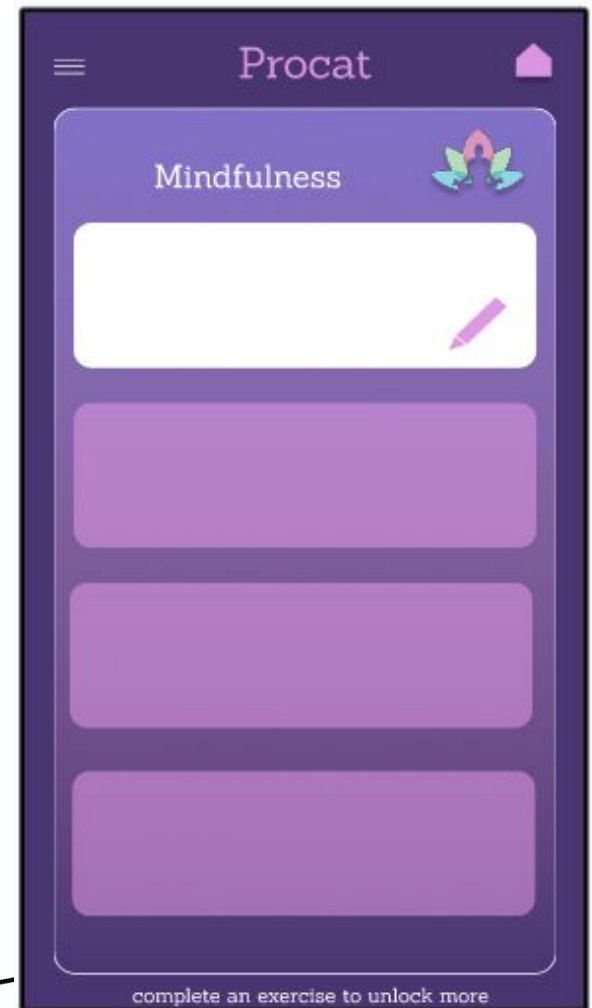
navigation bar

homepage

Procat

Mindfulness

users can click on an exercise and the app will guide them through to complete the exercise and collect rewards

locked exercises; will open as user completes exercises

complete an exercise to unlock more

Feature 3 - Secondary Research

National University's article titled "Helping Students Overcome Procrastination" highlights the importance of self-awareness and understanding personal triggers for procrastination.
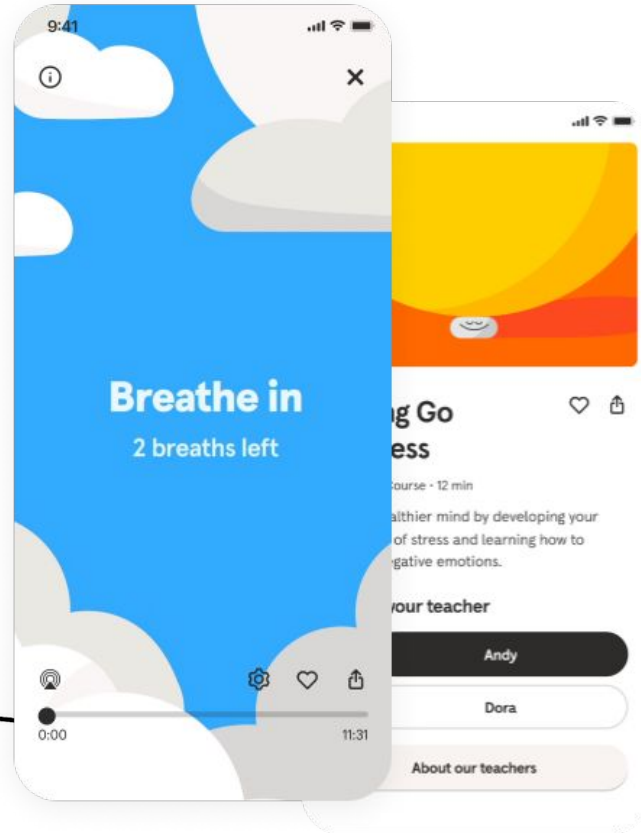
A study done by Brooklyn College concluded that while occasional delays are acceptable and may even be advantageous, what distinguishes problematic or habitual procrastination from merely deciding to perform an activity at some later time is the accompanying internal subjective discomfort. This discomfort may manifest as anxiety, irritation, regret, despair, or self-blame.

The mindfulness exercises feature in our app focuses on identifying factors that cause procrastination so that effective interventions can be implemented.

Helping students overcome procrastination. National University. (2021, July 6). https://www.nu.edu/blog/helping-students-overcome-procrastination

Rabin, L. A., Fogel, J., & Nutter-Upham, K. E. (2011). Academic procrastination in college students: The role of self-reported executive function. *Journal of Clinical and Experimental Neuropsychology*, *33*(3), 344–357. https://doi.org/10.1080/13803395.2010.518597

Feature 3 - Competitive Analysis

Headspace

Feature 3 - Primary Research

Q: If you find yourself procrastinating, what do you do about it?

A: Stop everything, take a walk, drink some water, get a snack and start studying again

Q: If you were designing an app to help students deal with procrastination what help would you include?
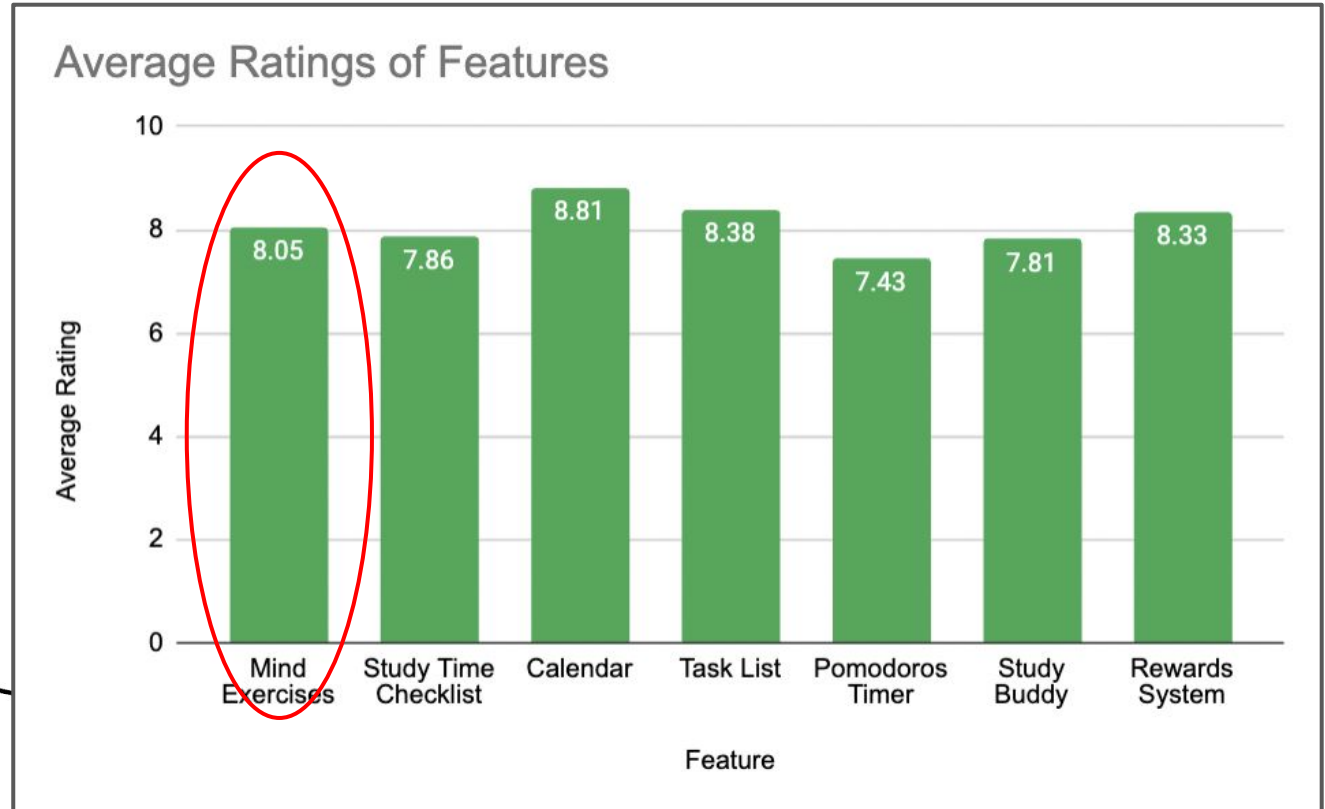
A: A break time feature to get their mind refreshed

Q: What factors influence how quickly you complete a task and what gets in the way?
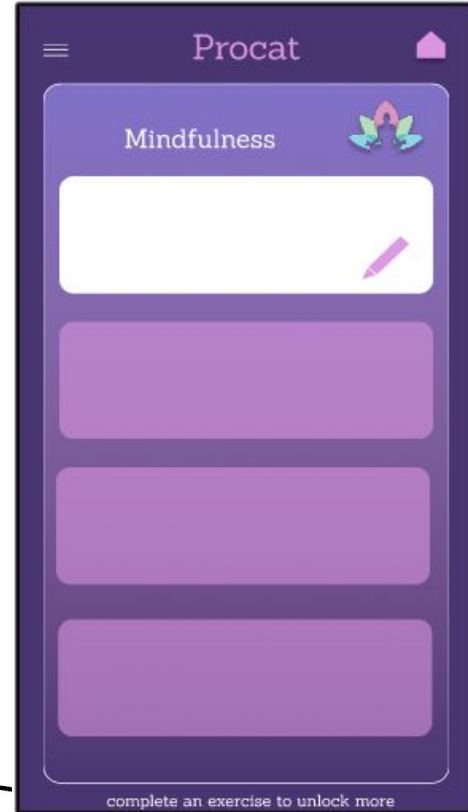
A: Mental health is a big factor. If I'm in a good place I can complete tasks quickly but if not then I find it hard to focus

Feature 3 - Desirability

Average Ratings of Features

Feature	Average Rating
Mind Exercises	8.05
Study Time Checklist	7.86
Calendar	8.81
Task List	8.38
Pomodoros Timer	7.43
Study Buddy	7.81
Rewards System	8.33

Feature 3 - Iteration

Measuring Success: Company and Others

Referral Rate
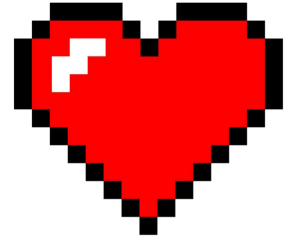
Positive Reviews

Number of Downloads

Measuring Success: Society and Humanity
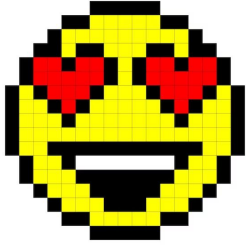
Lower Stress Levels
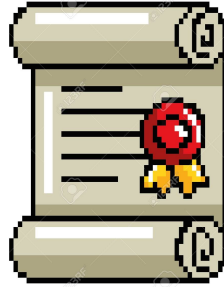
More Component Professionals
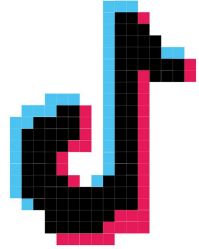
Healthier Individuals
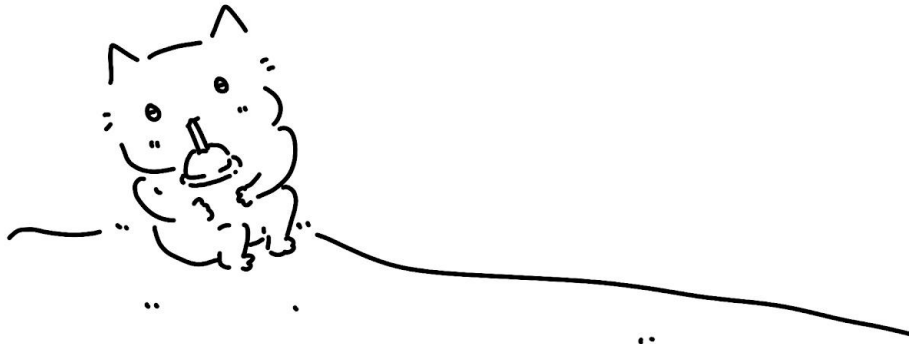
Measuring Success: Users

Better Sleep Rates

Better Academic Performance

Lower Screen Time for Distractions

Advertising and Distribution

Advertising Methods:

- UTD App
- UTD Reddit
- Cork Boards
- First 50 Users Offer/ Lottery System
- Referral Bonus
- UTD CS Clubs

Development/ Production Costs:

- UTD Sponsorship
- Partnerships
- Advertisements
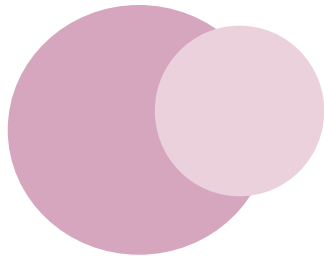- Subscriptions/ IAPs
- Freemium/Trial Period

Summary

- We decided to choose a game-like style to make the app seem fun and appealing to a student audience while still being effective.
- Our app targets the causes of procrastination such as distractions, mental barriers, and disorganization to create more productive outcomes.
- We think this app will appeal to our segment of interest as it is aesthetically pleasing, logically designed, and compatible with other platforms!

Thank You!

Questions?