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Kickoff Brief

Project Title: "Adulted" the life-tips encyclopedia filled with cheat codes for living life

The Problem Space

Young and old adults everywhere have always dealt with the "I wish I had known that sooner part of life" or the "I wish my mom or dad had taught me that." Whether it be for the lack of resources or adults in their life each person has dealt with their own gaps. People often feel that they are behind or not living up to their full potential in life and have to settle.

The Target Audience

Adults in different phases of life, with a more narrowed focus on college level students and young adults navigating the 'real world.'

Feasibility check: I will communicate with some of my classmates and ask them what they wish they knew. I will also question my coworkers(ages 24-45) and ask them what they know know that they wished they had known sooner.

The Hypothesis

A searchable 'library' like app/website that has real world written knowledge sourced from all kinds of creators and links to different medias, like youtube and tiktok videos, with how to's and life hacks. When looking for information there are different sections that tie into eachother with a "things you may also want to know." The website is divided out into sections with budgeting/finace, cooking, and handy tips with how to fix things in a house or a car.

The "Anti-Scope"

1. I am not creating the videos on how to complete different tasks
2. I am not designing a life coach database with "must-dos" but a pick and choose, what works for you system
3. I am not building an integrated budgeting app but rather a place with inspirations and resources