

# Kickoff Brief

**Project Title:** “Adulted” the cheat codes for new adults

## The Problem Space

Adults everywhere have always dealt with the “I wish I had known that sooner” part of life.” Whether it be for the lack of resources or adults in their life each person has dealt with their own gaps. A consistent theme is when teens become new young adults living independently for the first time; they run into problems of budgeting, grocery shopping, apartment locating, and completing basic household tasks and fixes. These challenges often result in feelings of frustration, stress, mistakes, and abandonment of responsibilities.

## The Target Audience

New adults, ages 18-25, those that are freshly out of highschool and on their own for the first time. They have newly gained responsibilities of their finances, meals, chores, and finding their own spaces.

**Feasibility check:** I will interview commuter/off campus living students by approaching them in the library and UC next week and ask about some of the challenges they have faced in their new responsibilities and any ways they have overcome them.

## The Hypothesis

If a ‘new’ adult had an accessible way to explore practical life knowledge when they encounter new responsibilities, they would feel more confident and better prepared to handle every day tasks. A catch all of information in 1 place would ease them into their new life and responsibilities and they would not have to go find an “adultier adult” they can be the adult that they need. This product would focus on the first time independent living adult starting with how to get their first apartment and continuing with how to maintain their day to day of chores, groceries, must haves, and minimal budgeting advice.

## The “Anti-Scope”

1. I am not creating the videos or methods on how to complete different tasks
2. I am not designing an apartment locator application/website
3. I am not building an integrated budgeting app but rather a place with inspirations and resources