

Goalship

Software Engineering Report

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Introduction

Goalship is a mobile application designed to help users achieve their goals. The app offers a variety of features that allow users to track their progress and set milestones, providing a roadmap to success. With the help of an AI bot, users can receive personalized advice to help them stay motivated and on track. The app also allows users to share their goals with others, creating a supportive community of like-minded individuals. Furthermore, the app offers a reward system to celebrate users' achievements and help them stay engaged.

Features of the App

1. **Milestone Tracking:** The app allows users to set milestones for their goals, breaking them down into smaller, achievable pieces. Users can track their progress towards each milestone, helping them stay focused on their objectives. This feature can be particularly helpful for long-term goals, such as learning a new language or training for a marathon.
2. **AI Bot Assistance:** The app's AI bot uses ChatGPT's API to provide users with personalized advice and guidance. The bot can help users set realistic timelines for their goals, determine the appropriate size for each milestone, and suggest strategies for staying motivated. This feature can be particularly helpful for users who are struggling to make progress towards their goals.
3. **Buddy System:** The app allows users to connect with others who have similar goals, creating a supportive community of like-minded individuals. Users can share their progress, offer encouragement, and celebrate each other's achievements. This feature can be particularly helpful for users who lack support from friends or family members.
4. **Reward System:** The app's reward system allows users to earn points for completing milestones and achieving their goals. These points can be redeemed for virtual items or donated to charity. This feature can be particularly helpful for users who are motivated by rewards or who want to give back to the community.
5. **Customizable Interface:** The app's interface is highly customizable, allowing users to personalize their experience. Users can choose from a variety of themes, set reminders for their goals, and adjust the app's settings to meet their needs. This feature can be particularly helpful for users who prefer a tailored experience.

Target Audience

The target audience for Goalship is broad, as the app can be useful for anyone who wants to achieve their goals. However, the app may be particularly appealing to students, professionals, and athletes. These individuals often have specific goals and may benefit from the app's milestone tracking, AI bot assistance, and reward system. Additionally, the app may be helpful for individuals who lack support from friends or family members, as the buddy system can provide a sense of community and support.

Literature Research :

Introduction:

Goal sharing and collaboration are critical elements for achieving successful outcomes in any organization or personal setting. There is a significant amount of research on goal-setting theory and the positive impact of goal sharing and collaboration on motivation and performance. In recent years, the development of technology has enabled the creation of goal-sharing platforms that leverage the power of collaboration to improve productivity, accountability, and motivation.

Goal-Setting Theory:

Locke and Latham's (2002) goal-setting theory suggests that goals serve as a motivator by providing direction, increasing persistence, and fostering cognitive processes. According to the theory, setting specific, measurable, achievable, relevant, and time-bound (SMART) goals increases motivation, leading to higher performance levels. When individuals or teams share goals, they are more likely to hold themselves accountable and work collaboratively to achieve them.

Collaborative Goal Setting:

Collaborative goal setting has been found to be an effective approach in enhancing goal attainment in both personal and organisational settings. Tuckman and Jensen (1977) identified that goal sharing promotes communication and coordination, resulting in more effective teamwork. Moreover, Harkins and Jackson (1985) suggest that goal sharing and collaboration can lead to higher levels of satisfaction and commitment to the goals.

Technology-Enabled Goal Sharing:

The use of technology-enabled goal-sharing platforms has gained popularity in recent years. Various platforms, such as Asana, Trello, and Basecamp, have been developed to facilitate goal sharing and collaboration. These platforms allow users to create, assign, and track goals, as well as provide feedback and support. The advantages of technology-enabled goal sharing include increased transparency, accountability, and productivity.

GoalShip:

'GoalShip' is a goal-sharing app that allows users to create, share, and track SMART goals collaboratively. The app provides a user-friendly interface that supports various goal types, including personal, team, and organizational goals. 'GoalShip' facilitates regular check-ins, progress tracking, and feedback sharing, enhancing accountability and productivity. The app also provides performance analytics and insights, enabling users to track their progress towards achieving their goals and identify areas for improvement.

Conclusion:

Goal-sharing and collaboration are essential elements in achieving successful outcomes in personal and organizational settings. The use of technology-enabled goal-sharing platforms, such as 'GoalShip', can enhance transparency, accountability, and productivity. The app provides a user-friendly interface that supports various goal types and facilitates regular check-ins, progress tracking, and feedback sharing. 'GoalShip' provides a useful tool for individuals and organizations seeking to enhance goal attainment and achieve successful outcomes.

Research:

In a study conducted by the University of Texas, it was proven that entrepreneurs remained persistent with their business efforts when they continued to challenge themselves to achieve goals. It also showed that breaking down more complicated goals into easier to manage goals, made it much more likely that the business owner will complete the goals set.

Those who set actionable tasks for their goals & initiate weekly progress reporting to their supportive peers tend to achieve 40% more than those who did not.

In the same study by Matthews, it was revealed that accountability works wonders for increasing the achievability of your goals.



Here's a summary of the odds of you achieving a particular goal:

10% if all you have is an idea.

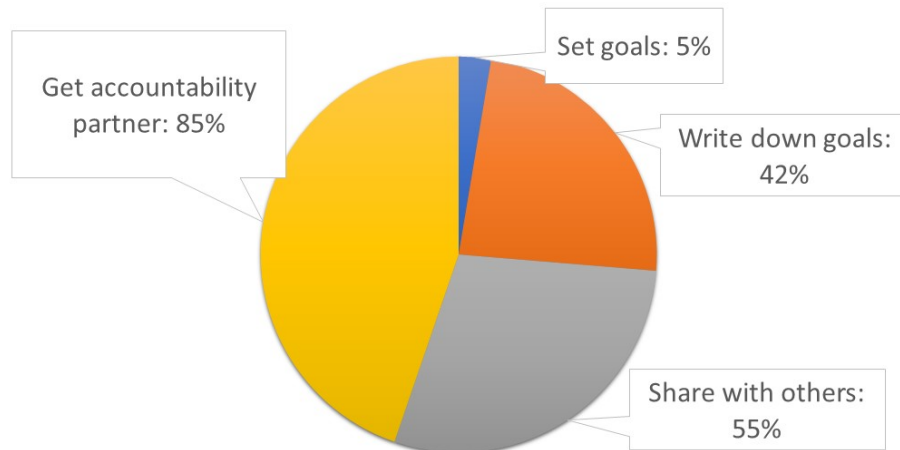
25% if you decide to take action on this goal.

40% if you have a deadline.

50% if you have a step-by-step plan for how to meet your goals.

65% if you commit to someone that you'll meet your goals.

95% (in other words, almost a done thing!) if you have a specific accountability appointment with an accountability partner.

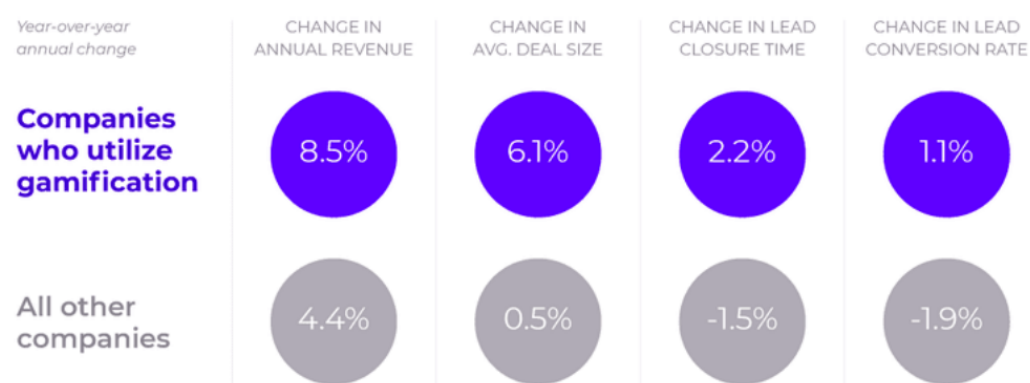


Employees with goals are **3.6 times** more likely to be committed to their organization.

Accountability is a crucial component in achieving goals. By being accountable to someone or something, individuals are more likely to follow through on their commitments and achieve their desired outcomes. In the context of goal achievement apps like Goalship, accountability can be fostered through the app's buddy system and progress tracking features. By allowing users to share their goals and progress with a buddy, Goalship provides a sense of community and support that can help users stay motivated and accountable. Additionally, progress tracking features can provide users with a sense of accomplishment and a visual representation of their progress, further increasing their sense of accountability. By researching and implementing effective accountability strategies, Goalship can help users stay on track and achieve their goals more successfully.

Gamification

Today, product growth teams are finding a valuable strategy in-app gamification. In 2019, the global gamification market hit above \$10 billion in revenues for the first time. Incredibly, this is forecasted to skyrocket to an impressive \$30 billion by 2025!



Milestones really are goals nestled within larger goals, and research shows writing down goals makes you 42% more likely to reach them.

Gamification has become a popular trend in recent years, with many industries adopting the concept to improve engagement and motivation. In the context of goal achievement, gamification has been shown to be an effective tool in increasing user engagement and retention. By incorporating game-like features such as rewards, badges, and levels, Goalship can make goal achievement more enjoyable and engaging for users. Gamification can also help users develop habits and improve their motivation by providing constant feedback and a sense of progress. By researching and implementing effective gamification strategies, Goalship can improve user engagement and success rates, ultimately leading to a more successful and sustainable app.

Future Scope

The app already offers several features such as milestone tracking, AI bot assistance, buddy system, reward system, and customisable interface. In the future, we plan to add the following features to enhance the user experience:

1. Article Suggestion: The app will suggest articles to users based on their goals. The articles will be curated by experts and will provide valuable insights and tips related to achieving the specific goal. This feature will help users stay motivated and learn new strategies to reach their objectives.

2. Progress Prediction: With the help of an AI/ML model, the app will be able to predict a user's progress towards their goals. It will take into account the current progress of the goal and provide feedback on whether the user is on track to achieve the goal within the designated time. If not, the app will provide suggestions on ways to modify the goal and compensate for the lag in progress. This feature will help users stay realistic about their goals and make necessary adjustments to ensure success.

3. Automating Progress Tracking: The app will integrate with various data sources, such as fitness trackers and productivity apps, to give users a detailed insight into their performance. The app will use AI to analyse the data and provide suggestions on how to improve the user's progress towards their goals. This feature will help users stay accountable and make informed decisions about their goals.

4. Content Creation: Experts in various fields will post content related to specific types of goals, providing users with valuable advice and insights. This feature will help users learn from experts in their fields and provide them with new strategies to achieve their goals. Users will also be able to interact with the experts and ask questions related to their goals.

Business Model

Goalship app has been designed to help users achieve their goals. It provides various features to users to track their goals and progress. To make the app sustainable, we have come up with three ways to generate revenue:

1. **Advertisements:** The first way to make money from Goalship is by displaying advertisements in articles and other parts of the app. The advertisements will be related to the user's goal or the article's topic, and we can charge advertisers for displaying their ads. This revenue stream will help us to generate steady income, especially in the early stages of the app's growth
2. **Premium Subscription:** Goalship will offer a premium subscription to users who want to access additional features like progress prediction and detailed reports of their goals. The premium subscription will be a recurring revenue stream, and users will be charged a monthly or yearly fee to access these features. We believe that many users will be willing to pay for these extra features, especially those who are serious about achieving their goals.
3. **Content Purchase:** Goalship will offer a platform for experts to post their content related to specific types of goals. The experts can charge for their content, and we will get a commission from their earnings. This revenue stream will help us to attract more experts to the app and provide valuable content to our users.

Conclusion:

Goalship has a clear and sustainable business model with three different revenue streams. We believe that these revenue streams will help us to generate enough revenue to sustain the app's growth and provide a valuable service to our users. Goalship is a powerful app that can help users achieve their goals by providing them with the tools and support they need. The app's milestone tracking, AI bot assistance, buddy system, reward system, and customizable interface make it a highly appealing option for anyone who wants to make progress towards their objectives. With its user-friendly interface and comprehensive features, Goalship is a must-have app for individuals who want to achieve their goals and improve their lives.

Thank You