



# MIND'S MOTIVE

Our Team Member

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# Overview

- In today's fast-paced academic environment, students often grapple with various challenges that hide their productivity. This presentation explores innovative solutions designed to empower students, enhance their learning experience, and foster academic success.



# The Core Problem

Students frequently encounter difficulties with effective time management, maintaining attention span, and sustaining consistent motivation. These challenges lead to missed deadlines and increased stress and worse Mental Health.

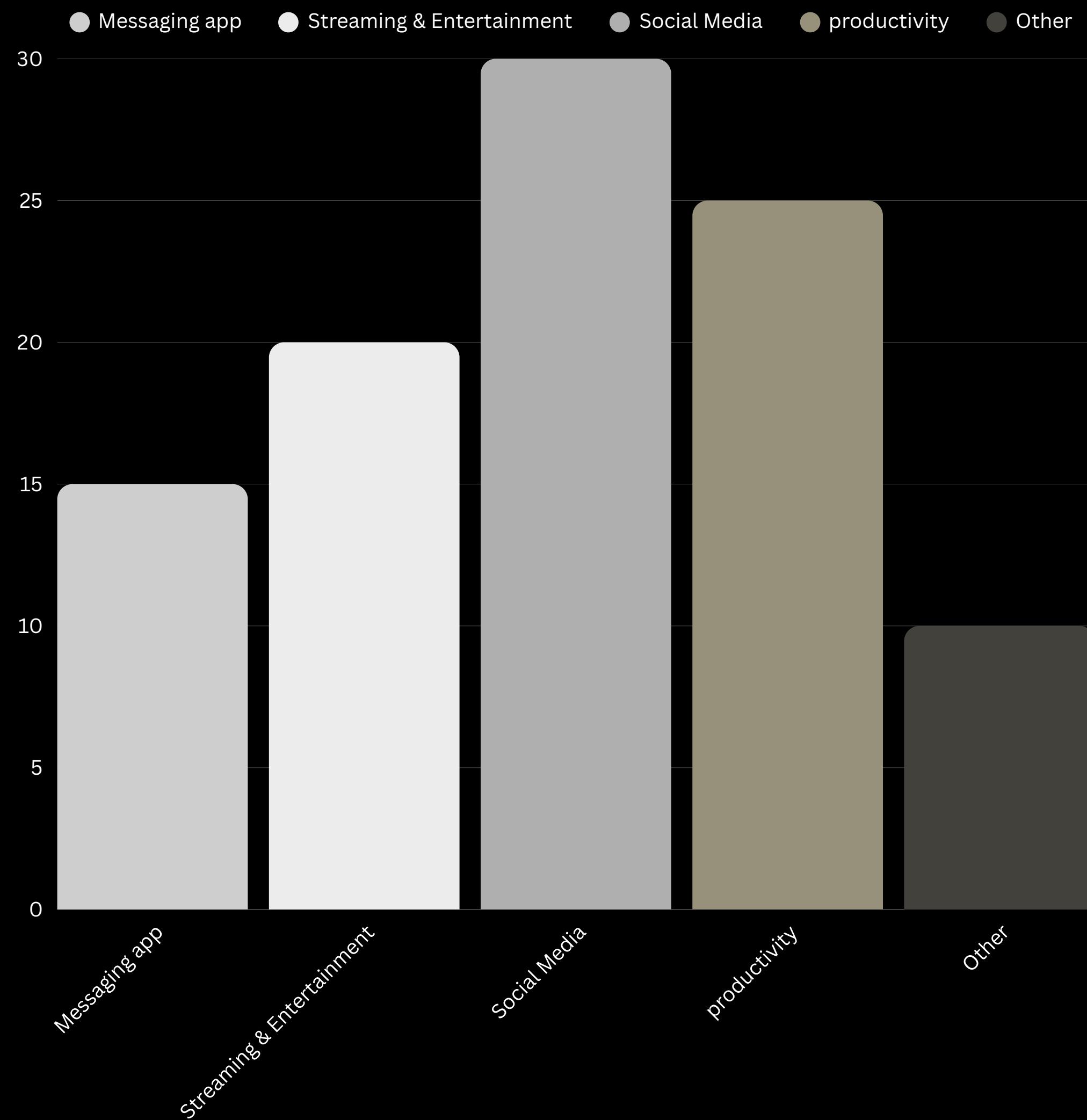
ADHD (Attention deficit hyperactivity disorder)Report:

- Roughly 8.1 billion are affected with ADHD (World population)
- 30% of world population = 2.4 Billion are children who are affected with ADHD
- 70% of world population = 5.7 billion are adult who are affected with ADHD (as per 2025)
- 4% of Global population is affected by anxiety in 2019 (2025 report is not out yet)



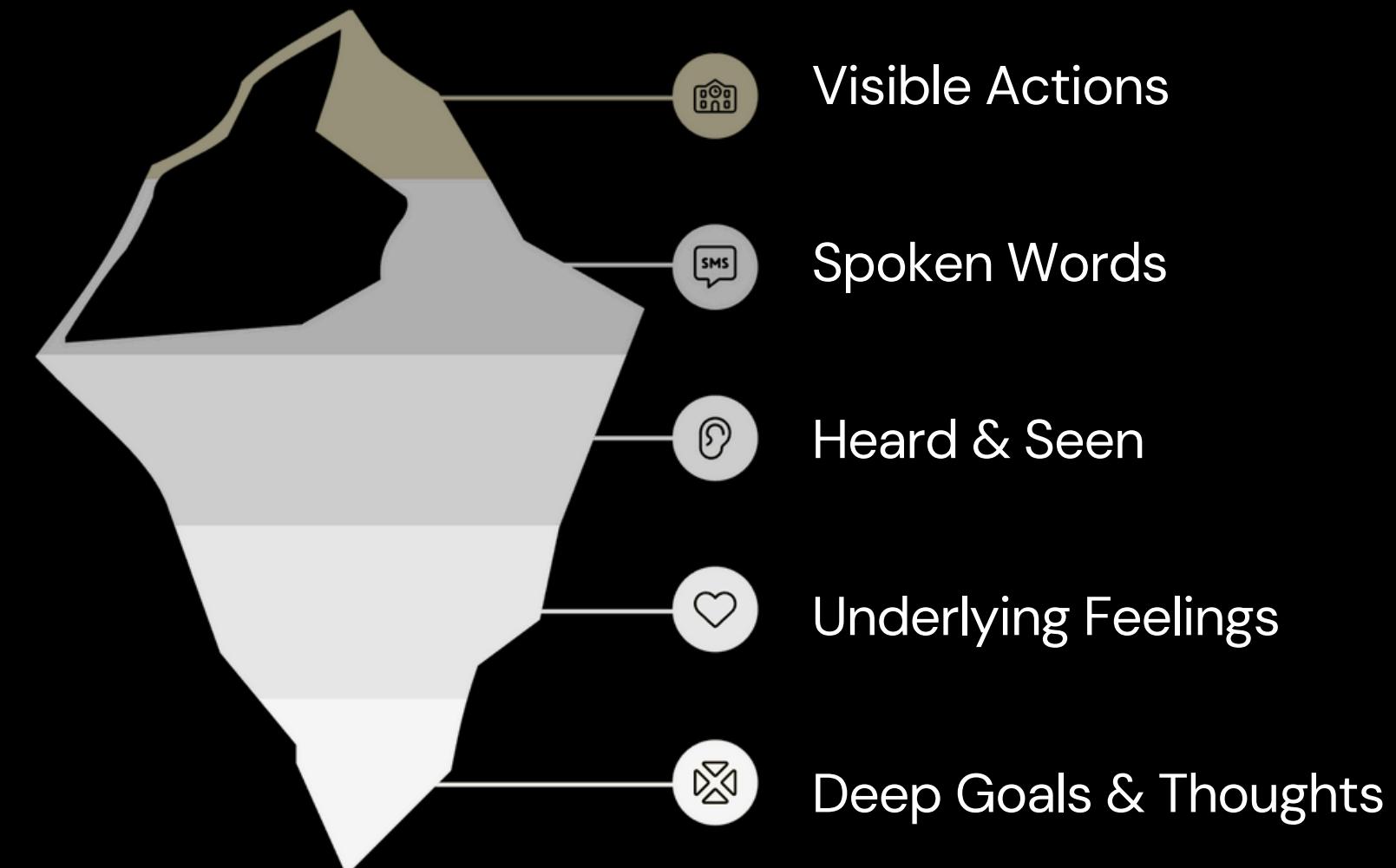
## Average Time Spent

- Indians spend about 5 hours per day on smartphones



# UNDERSTANDING OUR USERS

- Understanding the visible and hidden aspects of student struggles is crucial for designing effective solutions. Many students express a desire for productivity but feel overwhelmed by distractions and guilt.

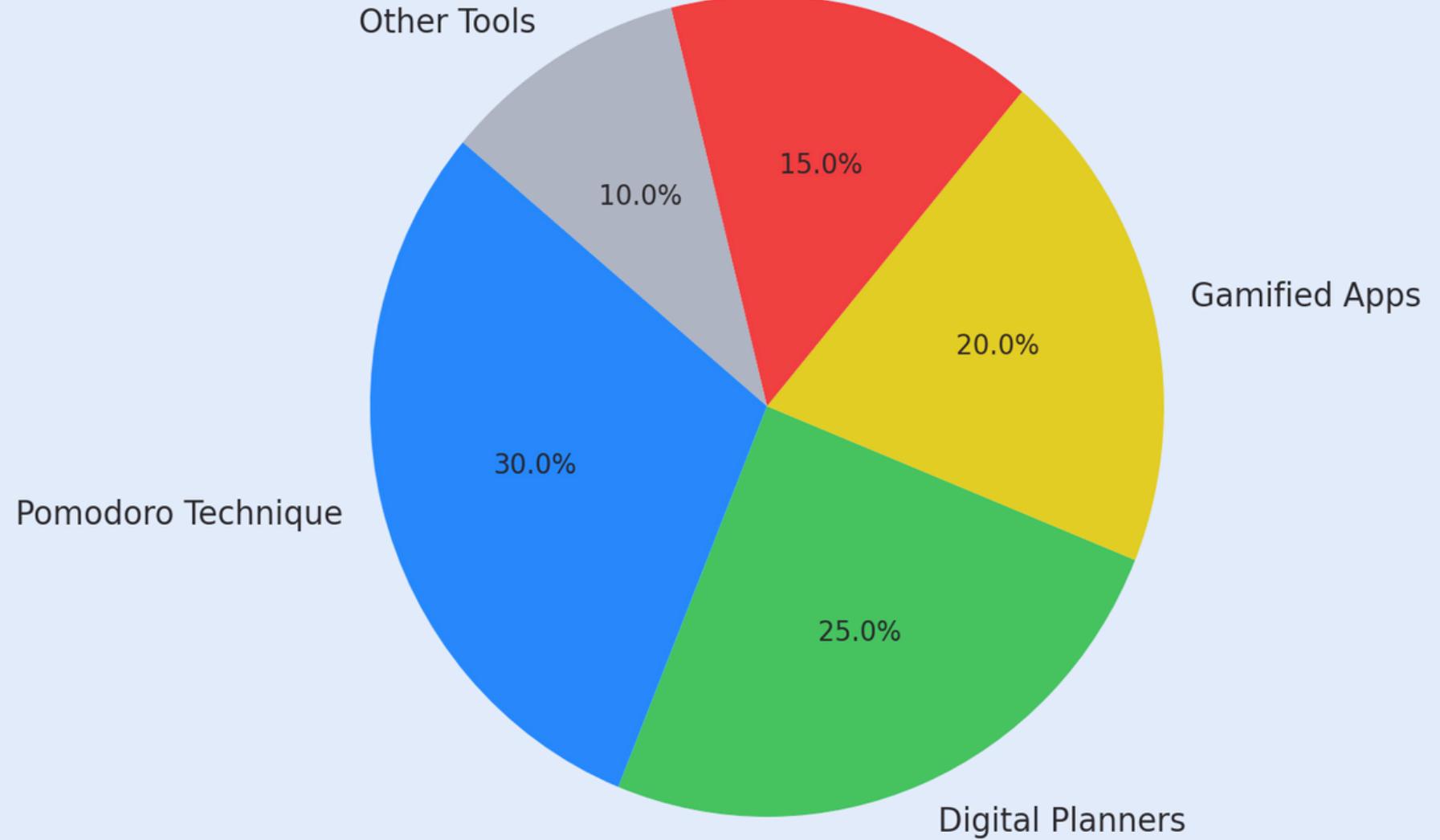


# Students Productivity Trends:

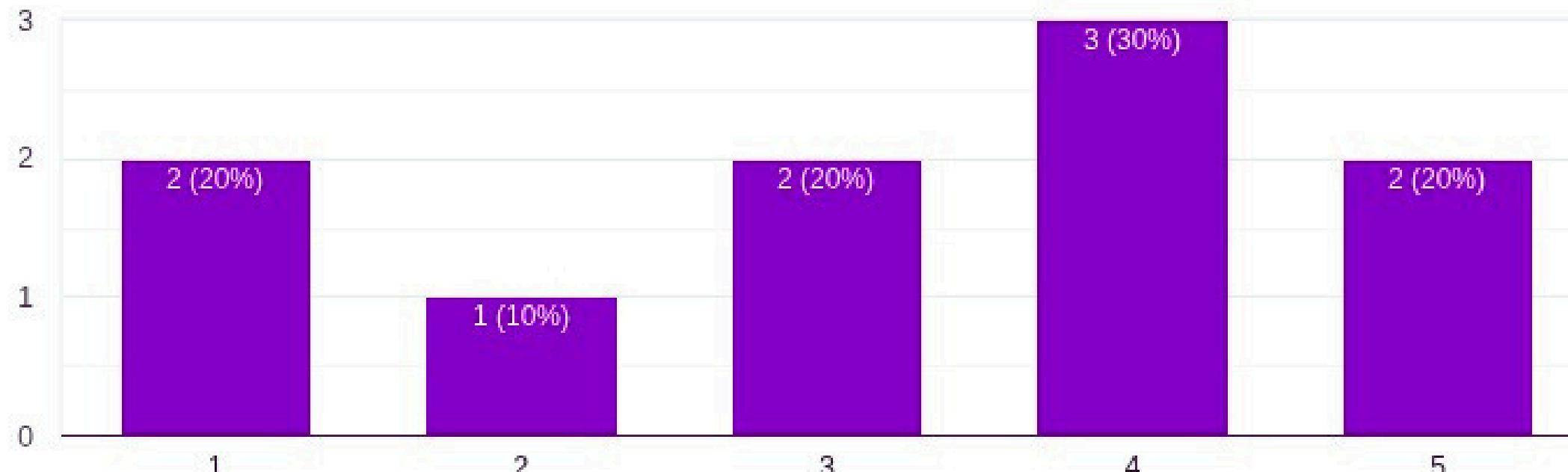
## Productivity & Technology Trends

- Since the pandemic, there's been a 19% average increase in usage of learning technologies in higher education. Notably, tools for peer interaction—like virtual study groups, quizzes, and discussion platforms—grew by 49%, helping reconnect students socially in remote settings

Tool Effectiveness: Reported Productivity Improvement (%)



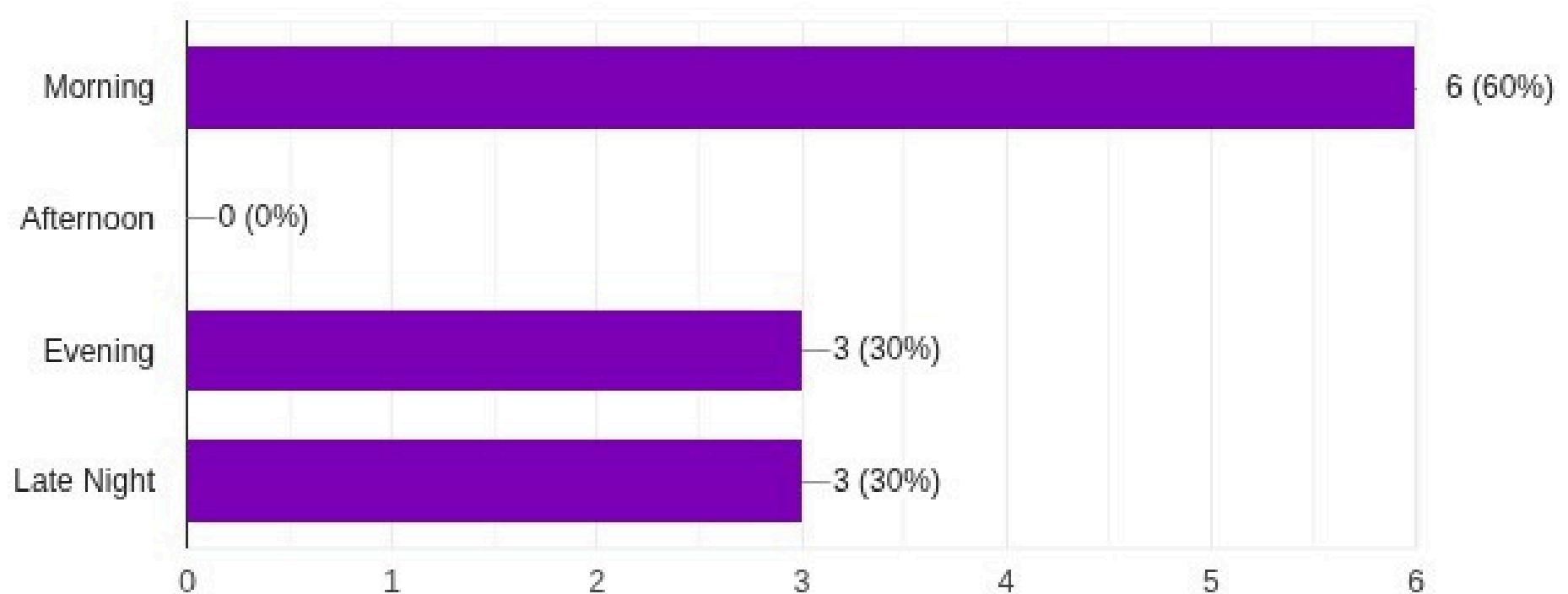
10 responses



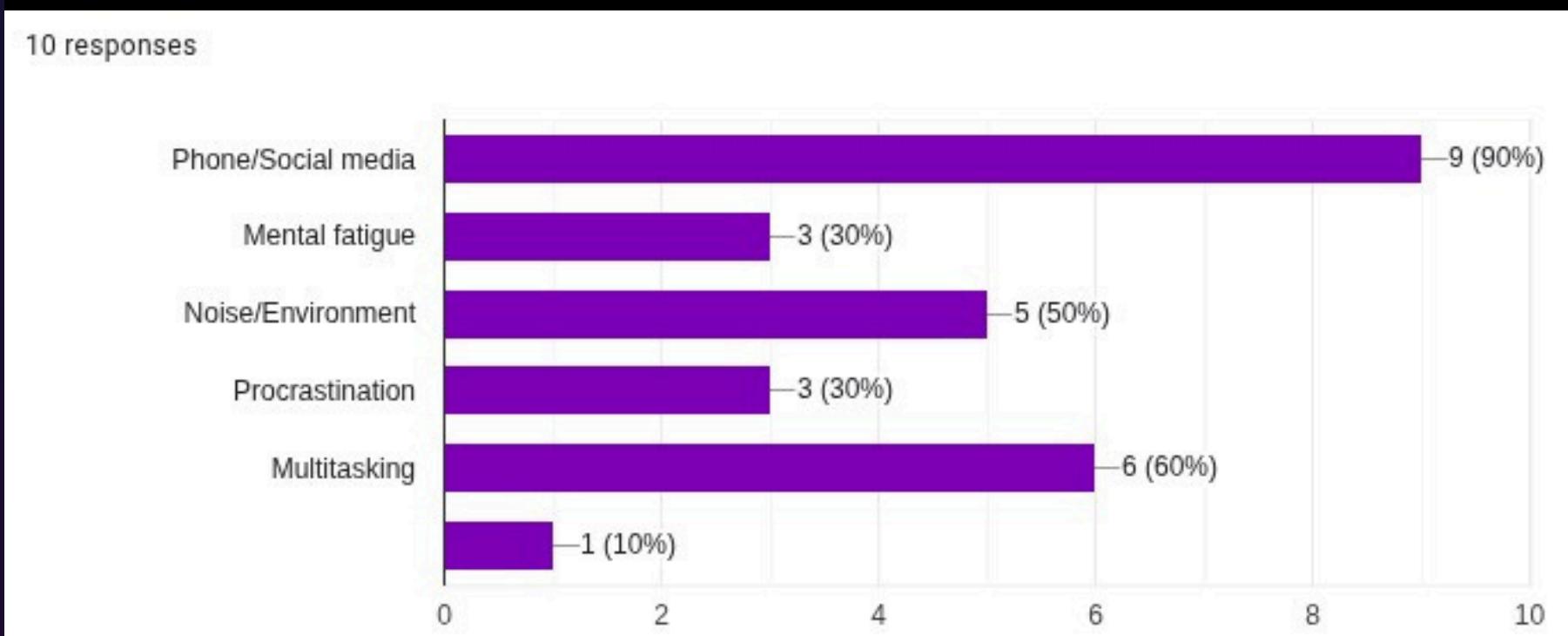
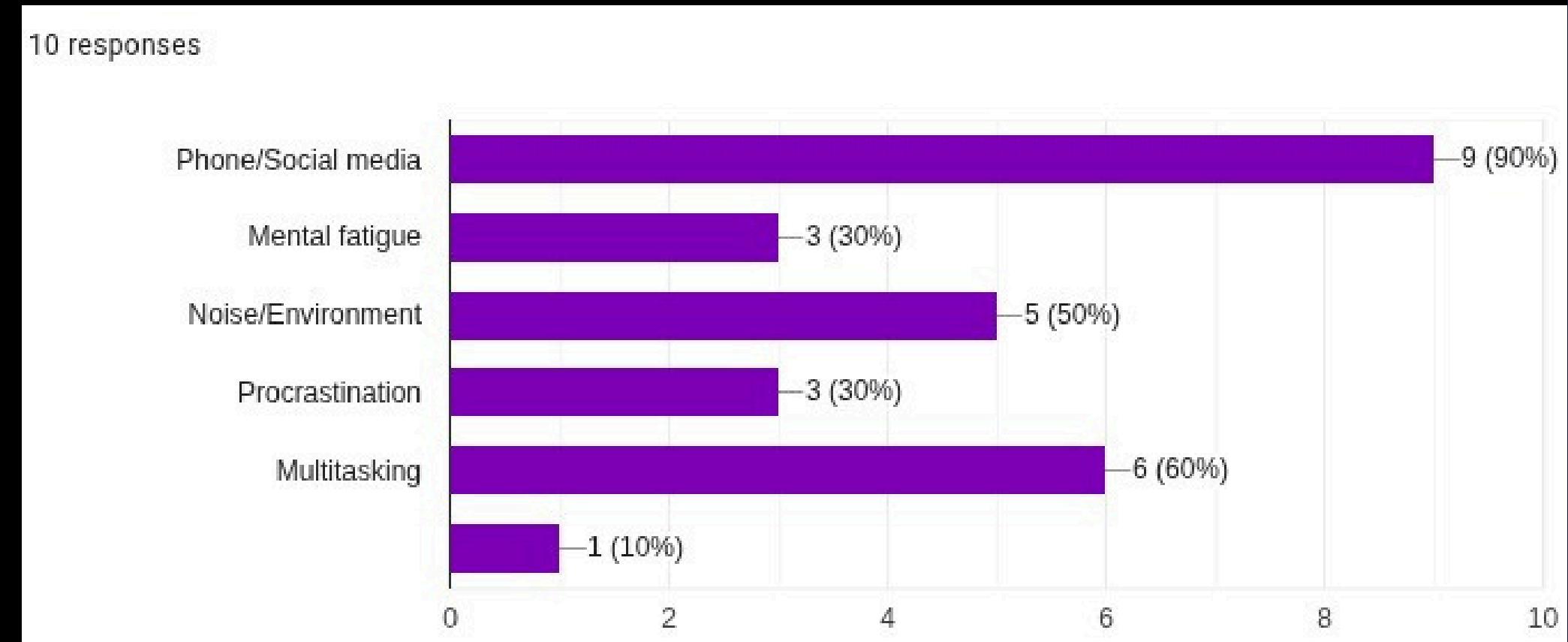
- How often do you stay focused while studying?

- What time of day do you feel most productive?

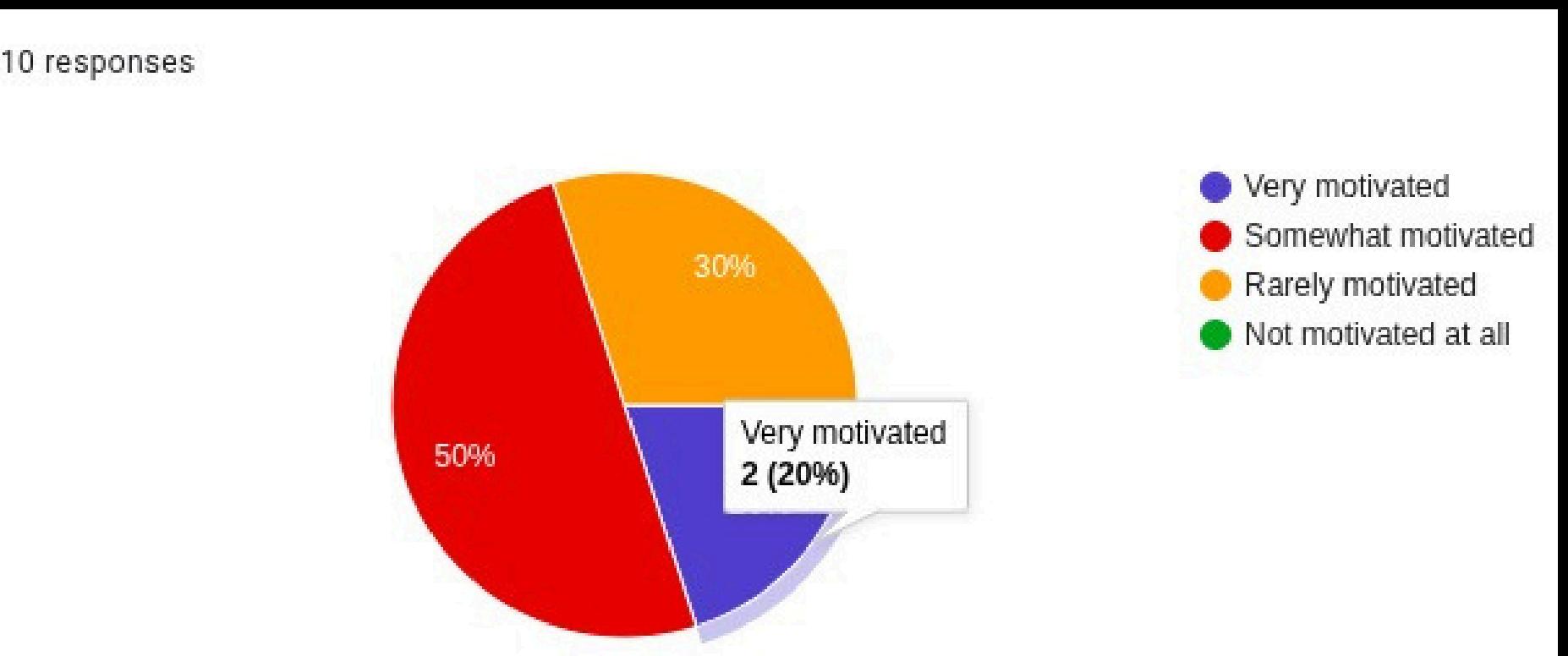
10 responses



- Which of these distract you the most while studying?

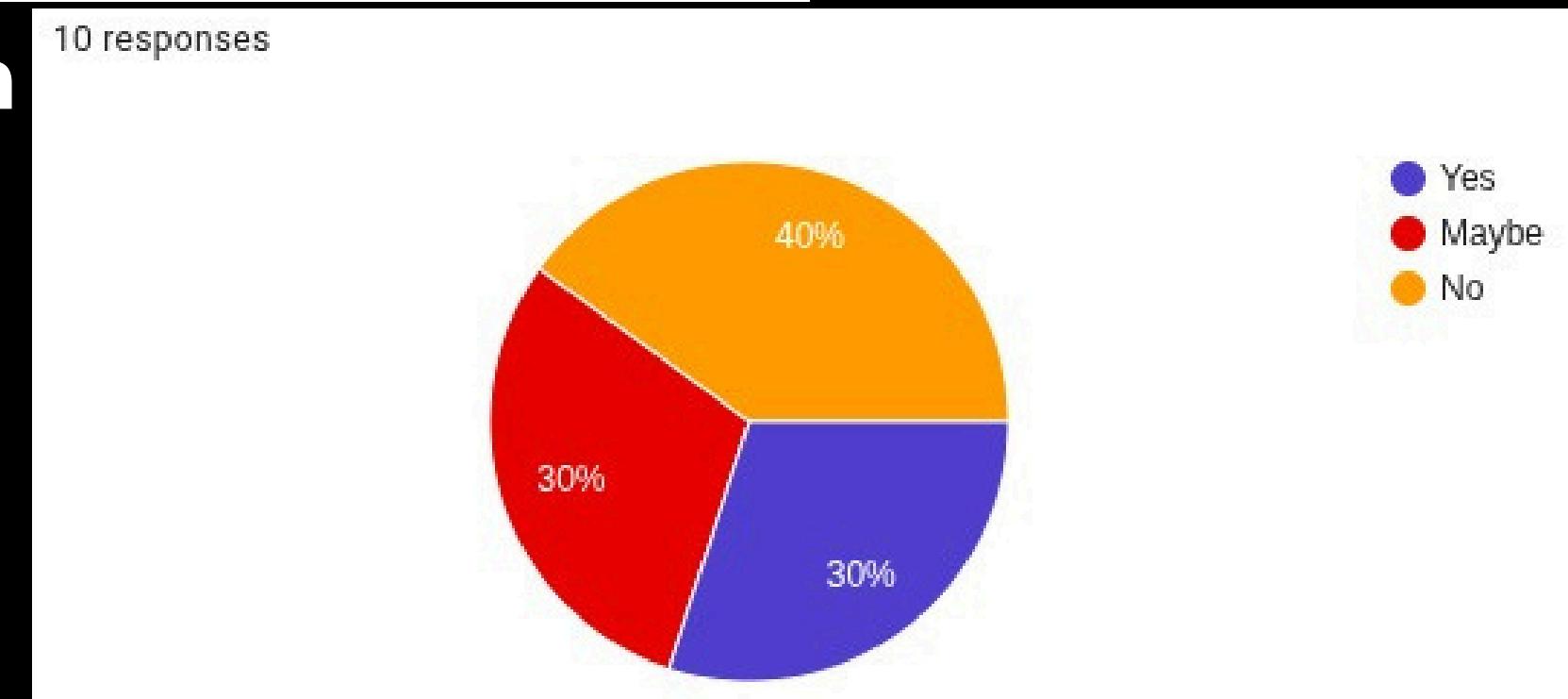


- Which of these distract you the most while studying?



- How motivated do you feel to study days?

- Would you use an app that combines mod tracking + Pomodoro + Visual analytics?



# USER PERSONA

- Name: Rohit Verma
- Age: 19 years old
- Education: 1st-year Engineering student
- Location: Mumbai



## GOALS

- Improve focus & time management.
- Reduce anxiety around exams.
- Stay motivated with progress tracking

## CHALLENGES

- Social media distraction.
- Poor planning & missed deadlines.
- Overwhelming academic pressure.

## NEEDS

- Focus timer app
- Peer accountability features
- Gamified study rewards

# EMPATHY MAP

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## ❖ WHO ARE WE EMPATHIZING WITH?

- College/university students (18-24 years old)
- Struggling with time management,distractions, and stress

## ❖ WHAT DO THEY NEED TO DO?

- Stay focused during study sessions
- Reduce time wasted on distractions(social media, gaming)
- Manage mental health while handling academic workload

## ❖ WHAT DO THEY SEE?

- Friends using productivity apps
- Overwhelming deadiines,multiple assignments
- Social media notifications constantly pulling attention

## ❖ WHAT DO THEY SAY?

- "I'll start studying after one more video"
- "I don't have enough time!"
- "I wish I could focus better"
- "Group study makes me more productive"

## ❖ WHAT DO THEY HEAR?

- Parents/teachers saying "stop procrastinating"
- Friends discussing how stressed they are
- Social media influencers promoting productivity hacks

## ❖ WHAT DO THEY THINK AND FEEL?

- Gains: Want to achieve better grades, be more organized, and reduce stress
- Pains: Feel anxious, guilty about wastel time, overwhelmed by distractions, and pressured by academic expectation

# SWOT ANALYSIS



## STRENGTHS

- Student-Centric Design
- Proven methods (Pomodoro, gamification)
- Engaging features (Rewards, Avatars)
- Personalized support & mood tracking
- High market relevance

## WEAKNESSES

- Dependence on user discipline
- Over-gamification risk
- Complex algorithms may increase costs
- Limited awareness & trust
- Accessibility issues for all age groups

# SWOT ANALYSIS



## OPPORTUNITIES

- Rising global ADHD/anxiety cases
- Post-pandemic digital learning growth
- Partnerships with schools/edtech
- Expansion to mental health platform
- AI integration possibilities

## THREATS

- High competition (Forest, Notion, etc.)
- Data privacy & security concerns
- User retention challenges
- Cultural appeal differences
- Technical issues (battery, storage)

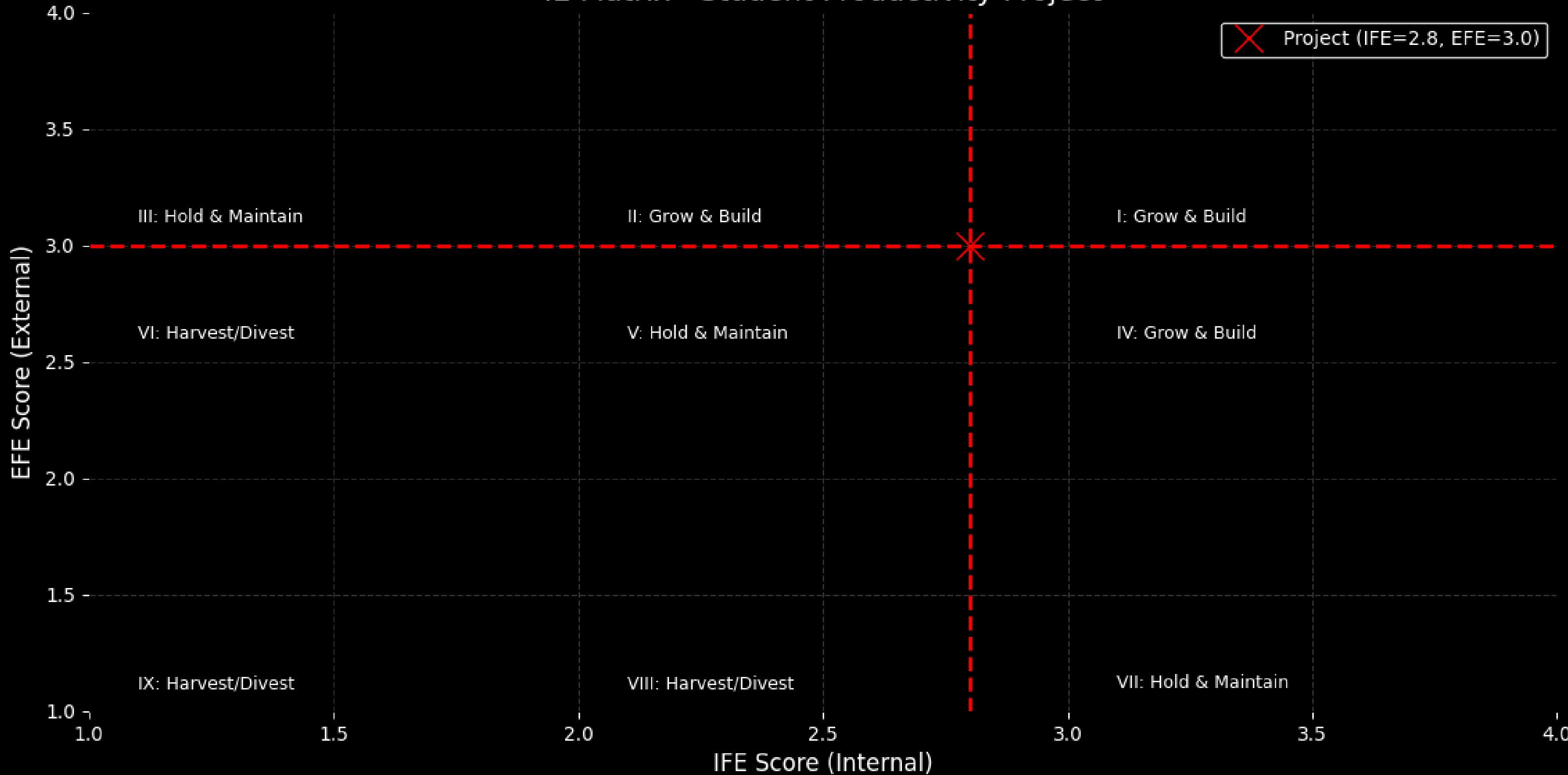
## ❖ IFE MATRIX

Internal Factors	Weight	Rating	Score
<b>Strengths</b>			
Unique gamified focus system (Pomodoro + rewards)	0.20	4	0.80
Personalized mood-based study assistance	0.15	3	0.45
Visually engaging UI for student motivation	0.10	3	0.30
<b>Weaknesses</b>			
Limited brand awareness	0.15	2	0.30
Risk of user drop-off after novelty wears off	0.20	2	0.40
Requires consistent user self- discipline	0.20	2	0.40
Total	1.00		2.65

## ❖ EFE MATRIX

External Factors	Weight	Rating	Score
<b>Opportunity</b>			
Growing awareness of ADHD and student mental wellness	0.25	4	1.00
Rise in digital learning platforms (edtech synergy)	0.20	3	0.60
AI potential for deeper personalization	0.15	3	0.45
<b>Threat</b>			
Intense competition from productivity & focus apps	0.15	2	0.30
App fatigue among students (too many tools)	0.15	2	0.30
Increasing concerns over digital data privacy	0.10	2	0.20
Total	1.00		2.85

## IE Matrix - Student Productivity Project



# Questionnaire Variables

Question	Variable Name	Type	Scale	Purpose / What It Measures
How often do you stay focused while studying?	Focus Level	Dependent	Likert (1-5)	Measures student concentration ability
What time of day do you feel most productive?	Productive Time	Independent	Nominal	Identifies preferred study timing
Which of these distract you the most while studying?	Distraction Type	Independent	Nominal	Detects top distraction sources (social media, entertainment)
How motivated do you feel to study on most days?	Motivation Level	Dependent	Likert (1-5)	Evaluate student motivation level
Would you use an app that combines mood tracking and productivity?	App Adoption Intention	Dependent	Binary	Tests willingness to use your solution
What is your age group?	Age Group	Nominal	Ratio	Examines impact of phone usage on focus

## Problem Area

- Distractions (social media, streaming)
- Poor time management
- Low motivation
- Mental fatigue / anxiety

## Target Users

- College students (18–24)
- Facing academic pressure
- Want better focus & routine

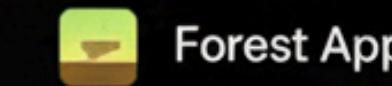
## User Benefits

- Improved concentration
- Reduced stress
- Long-term habit formation
- Motivation through data & rewards

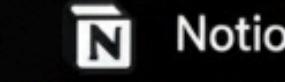
# Student Productivity App

(Focus + Motivation Tool)

## Existing Competitors



Forest App



Notion



Fabulous App



Pomofocus / Focus Keeper

## Our Unique Features

### (What Makes Us Different)

- Combines Focus + Mood Tracking + Analytics in one app
- Visual Progress Dashboard (Graphs, Mood vs. Productivity)
- Gamified Rewards (avatars, levels, streaks)
- Peer Accountability (study with friends)
- Personalized AI Study Recommendations

## Future Opportunities

- AI integration for deeper personalization
- Expansion to mental health support
- Collaboration with colleges / edtech platforms

# Data Reference for our Project

- **CHILDREN ADHD REPORT**

PUBMED-GLOBAL PREVALENCE OF ADHD  
IN CHILDREN/ADOLESCENTS

- **ADULT ADHD REPORT**

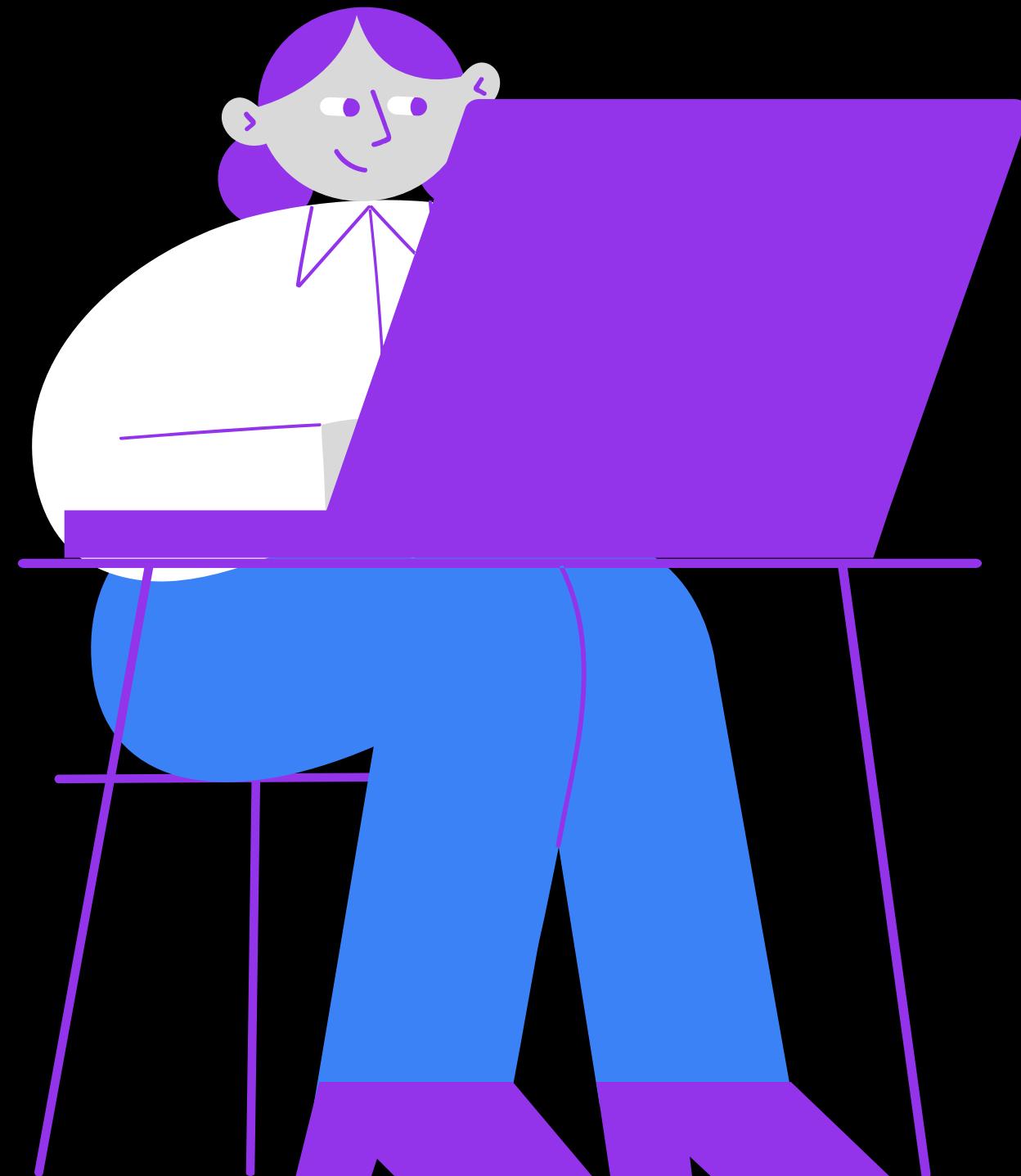
PUBMED - ADULT ADHD PREVALENCE

- **ANXIETY REPORT**

WHO-ANXIETY DISORDERS FACT SHEET

- **EFFECT OF POMODORO TECHNIQUES**

WIKIPEDIA



# THANK YOU!

We appreciate your time and attention. We are committed to empowering students with innovative tools for enhanced productivity and academic success. Your support in this vision is invaluable.

TEAM  
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