

### *Executive Summary*

Organizing a family is complicated and has many moving parts. Until now, relatively little focus has been dedicated to improving pro-social family behaviors that help the family function seamlessly as a unit. After three rounds of paper prototypes and three rounds of user testing, an early version of *Mobilize* is now available high-fidelity prototype. *Mobilize* is not a task management app; nor is it a group management app. *Mobilize* borrows techniques from social media to shift the focus from the self and promote harmonious task completion for the betterment of the family as a whole.

### ***Helping Groups Complete Tasks:***

#### *Aligning Individual Incentives for Macro Benefits*

While social media apps dominate app stores and have developed into a lucrative industry, relatively little work has done to benefit the operations of families. The goal of *Mobilize* is to revolutionize the way families communicate, allowing the family to work as a unit as opposed to a sum of disparate parts. *Mobilize* is not a task app or a group management app. *Mobilize* is designed specifically for small groups of people where everyone has intimate social ties with one another. At present, the design of *Mobilize* focused on the idea of a family, though conceivably it could work in situations like a group of unrelated housemates, sorority sisters, or camping groups.

*Mobilize* tries to align everyone's individual incentives to that of the group to promote macro benefit for all; it has the mechanics of a task management app with

techniques borrowed from social media and online gaming paradigms to nudge users towards pro-social behaviors. *Mobilize* uses a reward system based on stars as one method of encouraging task completion. People can assign tasks to other group members with a certain amount of stars depending on how important the task is to the person who needs the task completed. Alternatively, it's possible to put a task up-for-grabs without assigning it to anyone in particular, allowing anyone to claim the task and complete it in exchange for stars. *Mobilize* also utilizes the human tendency of loss aversion, as inactivity causes the amount of stars in your possession to drop, motivating users to just complete anything to avoid losing stars. The group leaderboards are available at all times, revealing the star counts and progress of fellow group members and ideally motivating action through a mild form of peer pressure and scarcity of resources (stars).

*Mobilize* is designed to be competitive, delightful at times, and ultimately highly rewarding. Using the app feels like a combination of the social-connectedness of Facebook and the organizational clarity of Todoist. Simple, elegant, and unifying — *Mobilize* helps groups work together seamlessly.