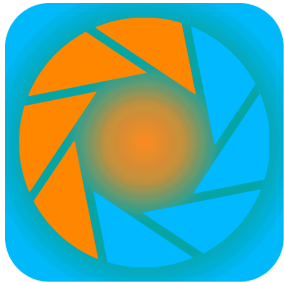


Proposal for:

Aperture Laboratories Motivation Initiative



Project Team Members

1. Summary / Conclusion Writer & Overall Editor: Evan
2. Market Researcher: AJ
3. Product Designer: Jimmy
4. Devil's Advocate/Critic: Colin

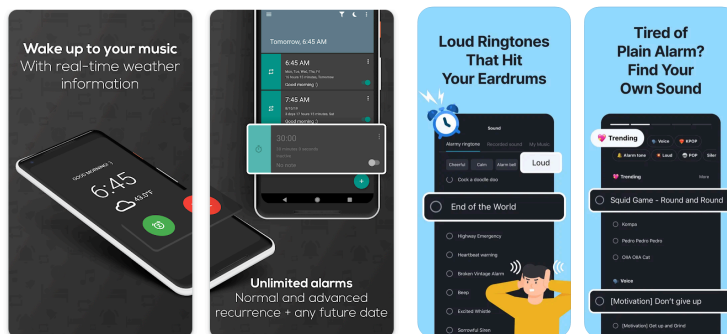
If your group has six members, the sixth is responsible for the appendix.

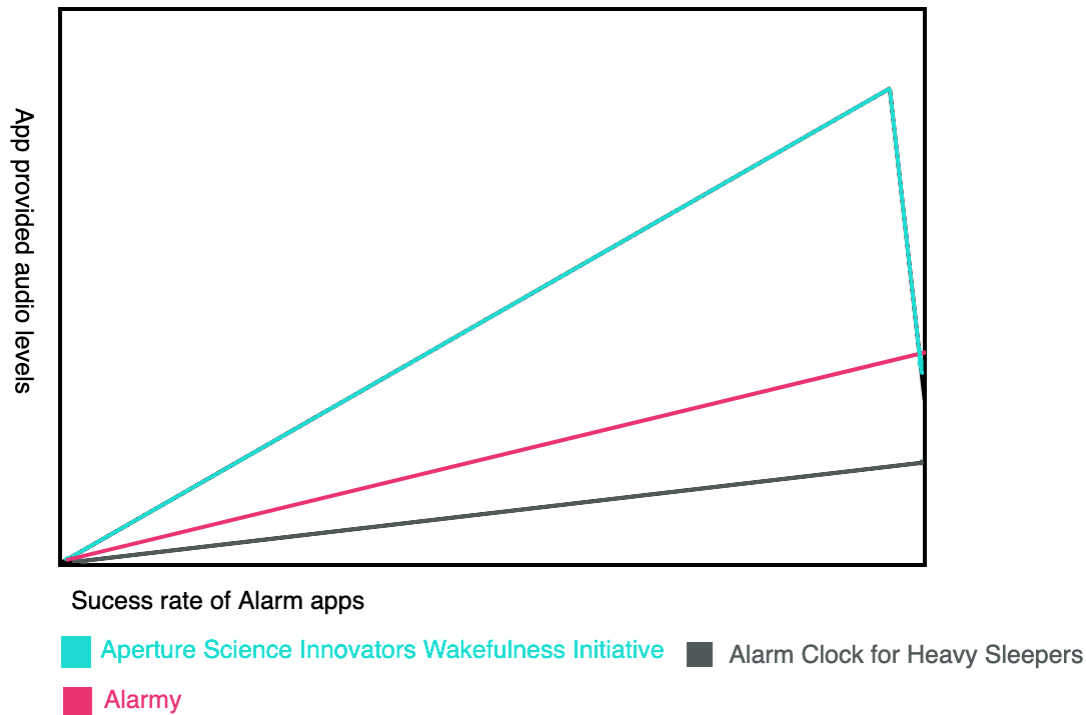
1. Executive Summary (Overview)

Welcome, friend, I'm Cave Johnson, CEO of Aperture Science. Are you a student struggling to wake up for those boring early-morning classes? A measly pencil-pushing office worker who has to go to work right at the crack of dawn? Maybe even a good-for-nothing fast food employee who's terrified of sleeping in? Well then, you seem like the perfect ~~test subject~~ person to try out our brand new 'Aperture Motivation Initiative'. The Aperture Motivation Initiative is an app designed to help wake up and 'motivate' any slackers struggling to get out of bed. I will be using my own morale-boosting voice, along with new, cutting edge, experimental methods, to give you a kick start so forceful that you won't even register sleep inertia.

2. Market Research and Need Justification

Sleep inertia is a problem everyone experiences [source](#) [source](#). Other alarm apps don't have the features ours does.





Devil's Advocate Note: This graph is kind of confusing. What is this supposed to prove?

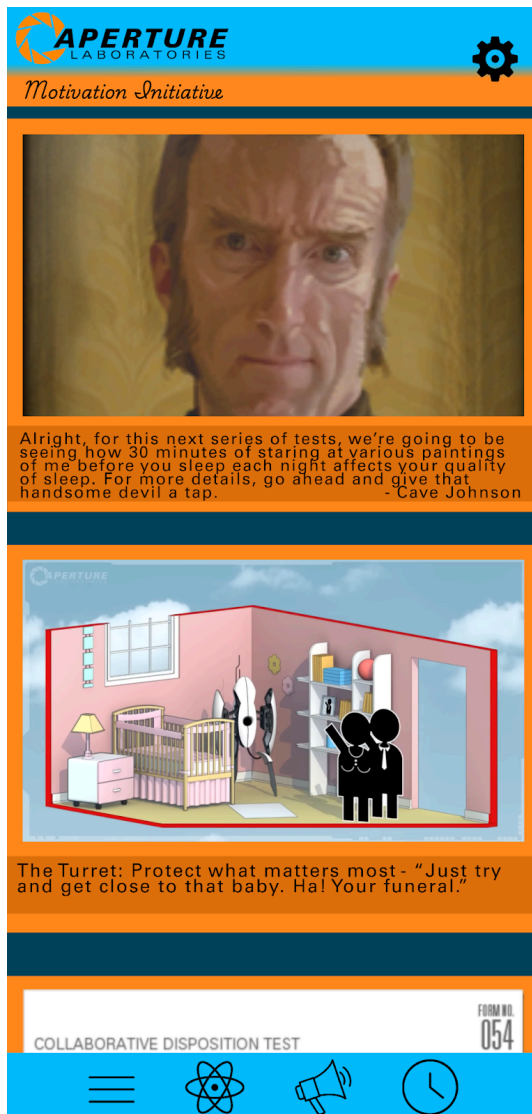
That our app is more successful at using its audio effectively than other apps!

3. Features and Functionality

The main feature of this app is an alarm. Now, this isn't any ordinary alarm that just plays a noise whenever you set it to, no, this alarm will wake you up to the sound of my incredible voice giving you a motivational message. And this message will wake you up, I made sure of it. Lab boys said it was too loud and could be dangerous if we didn't turn it down. To supplement this users (test subjects) will be the first to experience new, cutting edge (experimental) methods of kick-starting your morning! Aperture Laboratories not liable for any unintended side effects.

- Alarm feature where Cave Johnson yells at you until you wake up
 - https://theportalwiki.com/wiki/Cave_Johnson_voice_lines#1952
 - App determines if you have actually gotten up through the camera
- Advertisements for Aperture Science's products
- UI purposefully designed to obscure what the user is signing up for and make it seem less dangerous

- UX will be overly easy to trick users into agreeing to things that are more dangerous than they think



4. Anticipating Challenges and Counterarguments

5. Conclusion and Recommendations

So, what have we learned? Well, joining the Aperture Motivation Initiative gives you a wake up with a massive boost, alertness that our competitors simply can NOT match, and my incredible

voice. So what are you waiting for, the sky to turn green? Join the Aperture Motivation Initiative now so you can finally wake up and get to work. Aperture Science is not responsible for psychosis, paranoia, and/or organ failure.

Appendix (for groups with six members)

- Additional data, charts, or research materials can be included here to support the proposal.