APERTURE
LABORATORIES

Motivation Initiative

Evan, Grace, John

What is the Motivation Initiation?

- An app designed to keep you working!

- Uses custom alarms to help you keep track of any tasks you need to complete

- Customizable voices, sound levels, and time zones!

- Includes additional features like a reminder calendar and dream journal

User Profiles:

Ideal user/Persona
Steven Segel

Description
Age 19
Status: Asleep/Sophomore

Steven tends to sleep in if not woken up very abruptly. Steven Iowa Western Community College and has 7 AM classes 3 days a week. He doesn't care about Portal, but he sleeps very deeply and needs a very very loud alarm to wake up properly.

Motivation to use — Waking up after long night studying and in general, especially for his 7 ams.

Goals — Waking up on time, consistently while annoying his roommate.

Frustration — Every alarm ap he has tried couldn't get loud enough to wake him up fast.

User Profile

Name	Jessica
Description	Jessica is a 78 year old retiree, who struggles with hearing loss at her old age. Despite her old age, she loves to be active and be doing something. She keeps her boredom at bay with crocheting, knitting, and spending time with her grandkids.

Motivations To Use
Scheduling multiple alarms for her many events

Being able to wake up at a time she wants

Loves the voice of the apps alarm

Goals
Wants a loud alarm that can be adjusted to fit her needs

Wants her alarm noise to be something she likes, not an irritating beeping noise

Frustrations
Loss of hearing causes regular alarms not to help her

Her active nature makes it so she needs constant alarms to remind her what she has scheduled

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user profile
Jeremy
32 years old

Description: Jeremy works as a play tester for a small game development company. He lives with his two dogs in a small apartment. He loves puzzle games, and portal is one of his all time favorites.

Motivation
- Wants to wake up early enough to take his dogs out
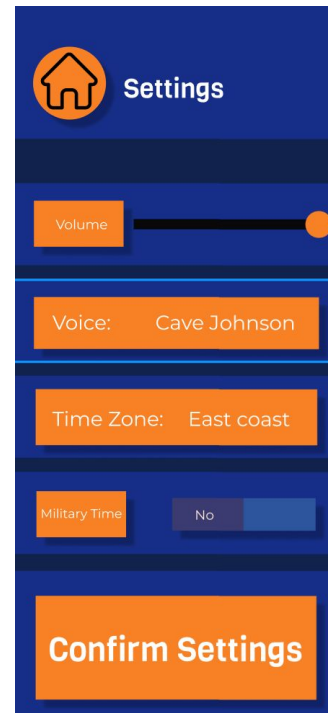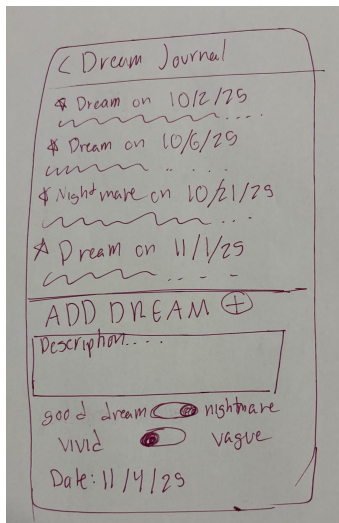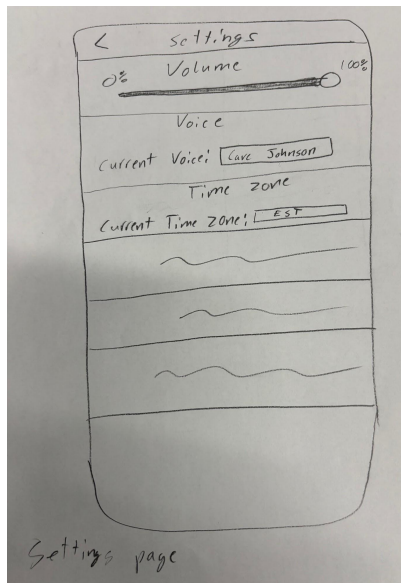- Wants to get more joy out of his life

Goals
- Connect more with one of his favorite hobbies
- Set more customized alarms

Frustration
- Feels as though his mornings are rushed
- Finds most common alarm noises boring

Designing and User Testing

Live Demo