



Turno

Break Cycles, Build Habits

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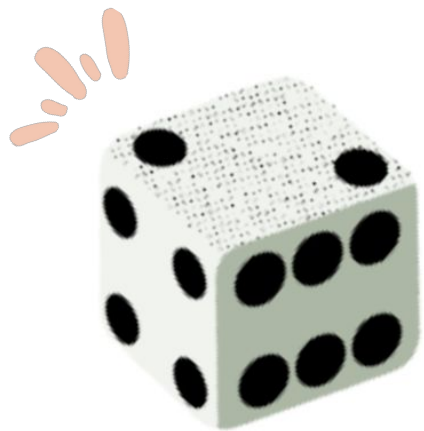
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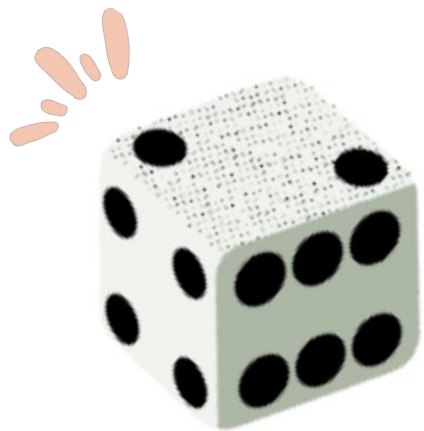


About Turno

A Randomized Task Prompter.

From the Portuguese word for *shift*, or *round*, and the idea of it being your *turn*.

Turno. Your turn to roll the die and take agency of your life.



Break Cycles, Build Habits

Turno's tagline embodies the problem we seek to solve & the solution we provide for our users



The Problem

There are daily obstacles preventing busy individuals from living an active lifestyle and accomplishing their goals — big or small.



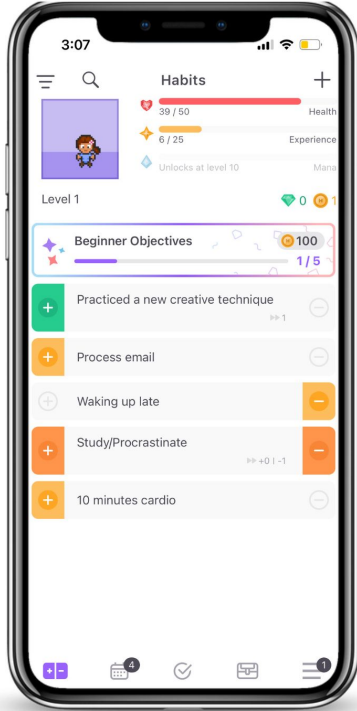
The Solution

Turno allows users to input their activity goals, tasks to accomplish, & habits to build. Users roll a dice every morning to determine which of those tasks they should tackle that day, allowing them to **overcome decision paralysis** and **establish long term habits**.



Market Research

Understanding similar products to our own



Habitica



Key Features

- Avatar & collectibles
- Health grows & shrinks as you complete or fail tasks
- 3 task types: Habits (to do or quit), Dailies (time sensitive tasks), To-Do's
- You can join/make a party to do "quests" & create challenges with friends

What Works

- Customizable avatar makes app feel personal
- Extrinsic motivation from watching avatar health rise & fall
- Collectibles (pets for your avatar) & parties encourage consistent app use

What Doesn't Work

- UI is confusing, unintuitive
- Time consuming to add tasks (name the task, assign difficulty, add tags, add time frame, etc)
- 3 types of tasks (habits, dailies, to-dos) are useful for organization, but it's hard to know where to categorize certain things



Streaks



Key Features

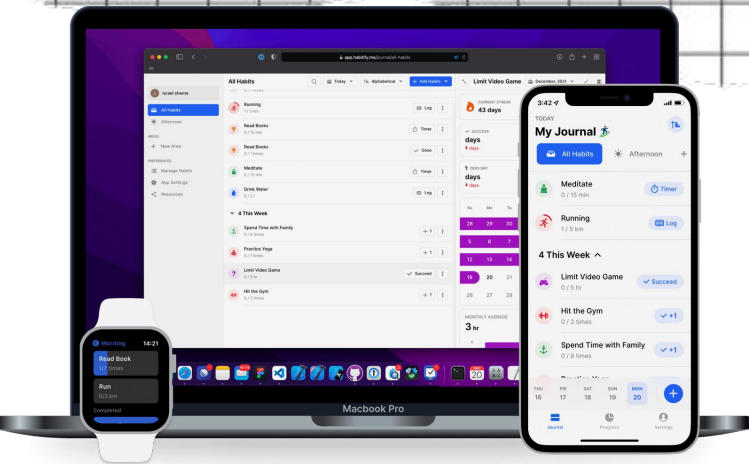
- Habit-tracking capabilities; Pre-defined or custom habits.
- Ability to link habits with health-related data from other apps.
- Visual animations and progress reports.

What Works

- Minimalist and intuitive interface
- Motivating; chains of success.
- Customizability
- Integrates with the Health apps

What Doesn't Work

- Breaking streaks can be demotivating.
- Customizability
- Works on limited devices



Habitify

Key Features

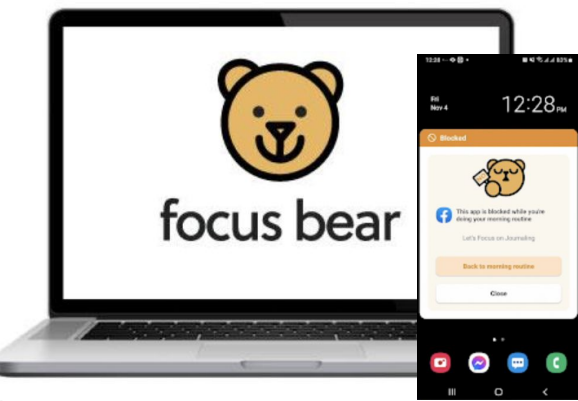
- Schedules goals exercises
- Built-in timer to keep track
- Built-in notes to capture thoughts and mood
- Syncs with Apple Health and calendars
- Integrates with Google Fit
- Offers friendly and monthly challenges

What Works

- Tracking progress with metrics such as success and skip days, and milestone celebrations
- "Clubs" and challenges with friends
- Monthly competitions with reward systems

What Doesn't Work

- Accommodations with highly volatile schedules
- UI is complex with lots of information
- Timer and accountability (social and metrics) is intimidating



Focus Bear

Key Features

- Distraction Removal
- Decision Fatigue Reduction
- Routine Assistance
- Timed Habit Routines
- Productive Brain Breaks
- Progress tracking
- Motivation Enhancement

What Works

- Curated for ND users.
- Easy to use
- Team is supportive/Effective troubleshooting.
- Simple Applications/Extensions
- Off-boarding is difficult (keeps user accountable)

What Doesn't Work

- No free version
- Notifications can be confused for system errors
- UI not great/too much text on the screen.
- Onboarding takes quite a bit of time.
- Not connected to calendars

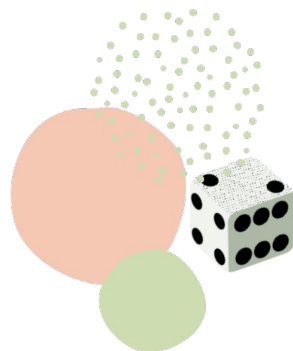


Market Research Conclusion

In some ways, Turno operates similarly to Habitica, Streaks, Habitify, and Focus Bear. We will **take some inspiration from the captivating features of these apps**, such as integrations, social elements, and gamification, while working to **avoid the things that don't work well**, such as excessive tracking and competition.

What Makes Us Unique?

- Helps overcome decision paralysis: when overwhelmed by choices, a dice can **make the decision simpler**.
- Novelty and fun: an **element of surprise** and game to make mundane tasks enjoyable.
- Break monotony of routine and create **variance** and **randomness**.
- Building **intrinsic** motivation, **extrinsically**.





Discussion

Stakeholders

Direct

Users of Turno

Competitor solutions

Potential **partners**

(e.g. Google Calendar, Apple Health, FitBit, etc.)

Indirect

Mentors, coaches, etc.

people who used to hold users accountable...

User's communities

friends, peers, employers, and those who will be exposed to the solution



Discussion

Values

User Autonomy and
Consent

Stakeholder
engagement

Equity and
Accessibility

Pricing &
Monetization

Well-being and Mental
Health

Environmental/Community impact

Ethical Implications

Impacts of task **randomization** on the **psychology** of habit formation.

Motivation crowding: mixing extrinsic motivation (e.g. rewards, streaks) with intrinsic motivation of habits.

Competition and social accountability for daily tasks and activities.

Balanced Engagement; understand use to avoid over-reliance.

User autonomy; flexibility and adaptability of tasks

Tasks



Doing an activity you've been putting off.

This task is simple as it requires minimal initiative to complete a single activity that the user has been hoping to accomplish. The straightforward nature makes this a highly motivating and simple task. It is also the task most people will perform.

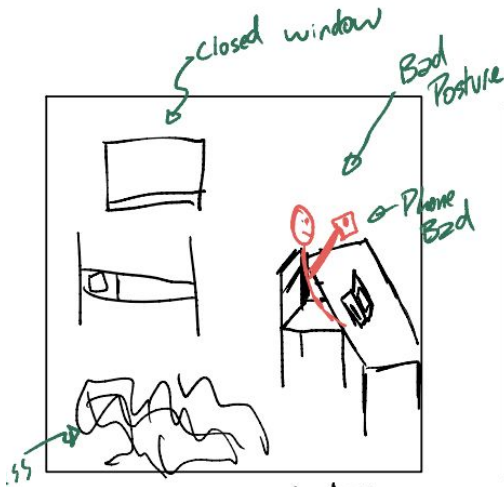
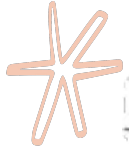
Receiving social positive affirmation.

This task is moderate as it requires engagement with the broader community, whether internally to the solution (through in-app social competitions and games) or externally (through acknowledgement of habits by community members), such as recognition of newfound habit efforts.

Establish a long term habit.

This task is difficult as requires continuous effort over time. It is iterative and requires consistent engagement with the solution in order to be accomplished.

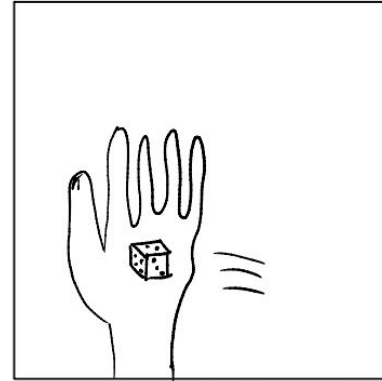
Storyboard



1. Establishing shot:
MC is on his phone in
a really messy room

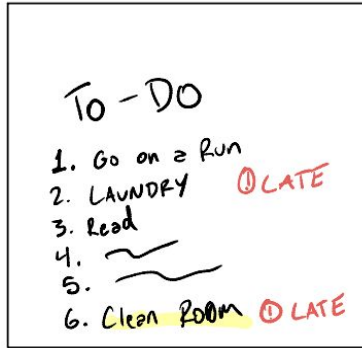


2. Close up shots of trash
We could have several

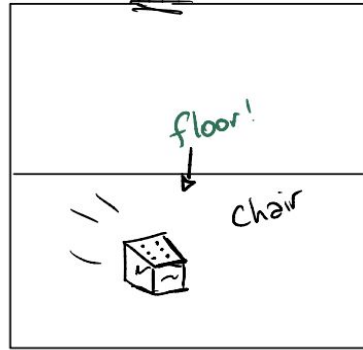


3. MC Fidgeting with
Dice

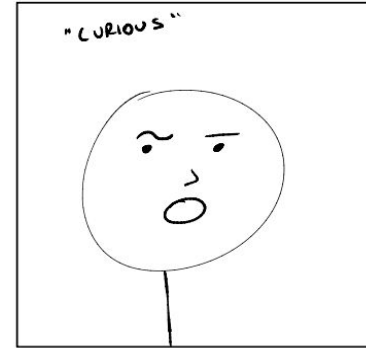
*The lighting is dark
and the MC seems
stressed.



4. Major conflict... MC isn't doing his to-do list!!!

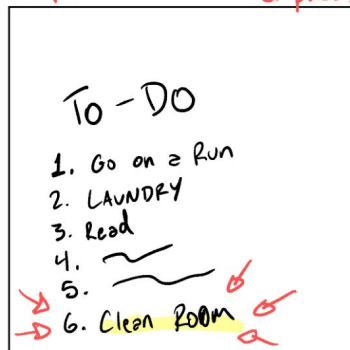


5. Dice falls on '6' and MC gets curious



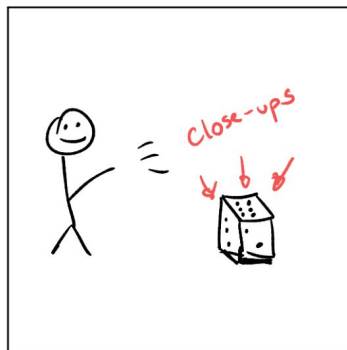
6. Reaction shot, close up to get his emotions

Repeat shot for conflict emphasis



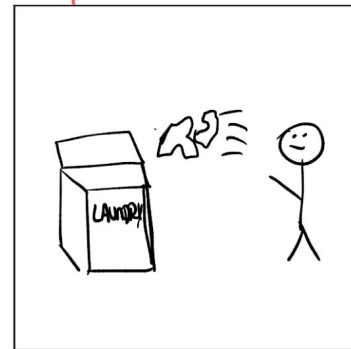
7. MC associates the roll of '6' to his 6th item in the to-do list.

★NOTE: Music should get more playful and incorporate slight humor.



8. No matter how hard he tries, every roll is a six. The universe is telling him to clean!!!

If doing many shots, they should be fast!



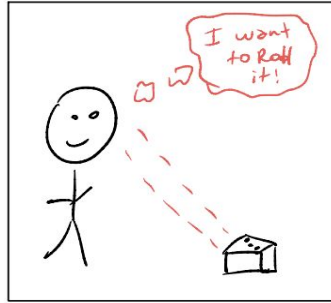
9. MC, energized by this phenomenon, cleans his room.

Task 1: Do an Activity You've Been Putting off.



10. With a clean room, MC is ready to sleep and have a great day tomorrow.

The room is way lighter in the morning



11. Waking up, MC quickly finds the dice and rolls it again!

To Do	
1	_____
2	_____
3	Go Running!

12. After Rolling, MC decides to do another corresponding task.

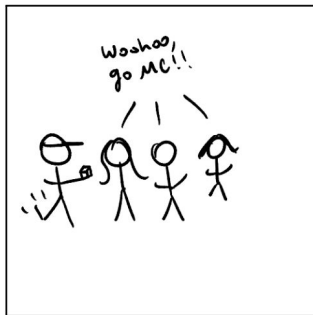
MC is excited to receive a task from his roll

We have moved
outdoors, the MC
has a lot of uplifting energy



13. During his run, he
sees a group of people,
they aren't doing anything

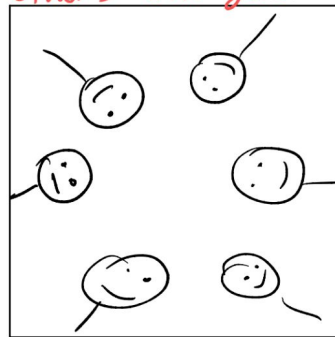
* These interactions
should all evoke a
whimsical feeling



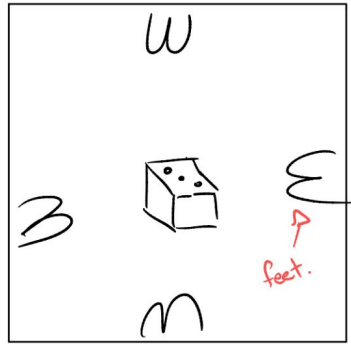
14. MC approaches
them, excited to show
all the things he's
doing!

Task 2: Receiving
positive social affirmation

Cool shot, showing
other's intrigue.



15. After rolling
everyone is curious
to see what the roll
means

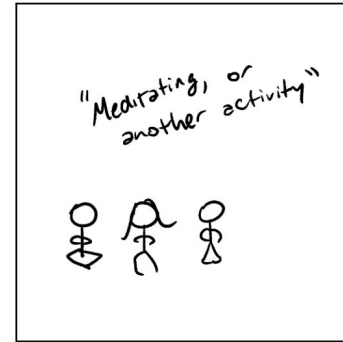


16. Die Roll



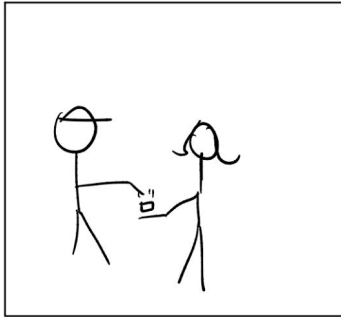
17. MC shows that he will follow the Dice and their friends join in.

Very Happy together.

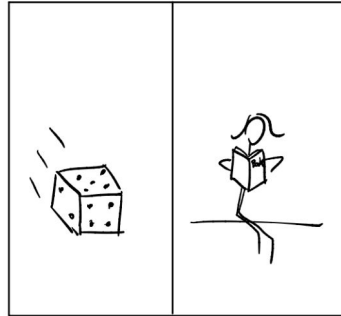


18. They all perform the activity

Task 3: Performing activities with others!



19. MC gives friends 2 Dice, they are happy to start rolling it themselves



20. Split screen shot of other people doing activities.



Our Video

Video Link [HERE](#)

