

*Topic: Motivating people to achieve their goals*

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*Problem Background*

- A very large amount of people all around the world attempt to set goals for themselves but fail to achieve said goal. This is especially true for New Year’s Resolutions.
- A study made by the University of Scranton found that 92% of the people who made New Year’s resolutions never achieved their goal.
- Even when a person is highly motivated and starts to do tasks to achieve a goal, more often than not they end up losing motivation and not completing the goal.

*Countermeasures*

- Create an app with a reward system in place.
- Make the app schedule the day for the user (optional).
- Set reminders for users to complete a certain amount of time towards their goal every single day.
- Let users pick their desired way of being motivated from a variety of different options.
- Make the app as exciting as possible so that users do not feel that it’s a mundane and unimportant thing.

*Target*

By November 30, 2022, we want to develop a mobile/web app that will allow users to set their short-term and long-term goals and gain “experience” for completing these. This experience can then be used to earn different rewards to motivate them even more to continue their goal-achieving path.

*Causes*

- Lack of motivation.
- Trouble planning how to divide time properly for the goal.
- No rewards for completing small steps towards the desired goal.

*Check/Evaluate*

- The project’s success will be measured by the number of users currently using the app, how full their calendar is, and how much “experience” they have.
- A survey will be conducted on the users asking whether they have been more successful in completing their goals or if they still feel unmotivated to continue with these.
- Since the main goal of this app is to motivate people, the root cause of the problem may not be completely removed, but it would be greatly diminished.

*Act/Standardize*

- Based on the surveys given and feedback received by the users, the app will be updated and further developed to fully realize it’s capabilities and eventually reach more and more people.
- Research the way people get motivated and keep that motivation.
- The app can be promoted by giving users the option to send links to friend so that they can also start using the app.