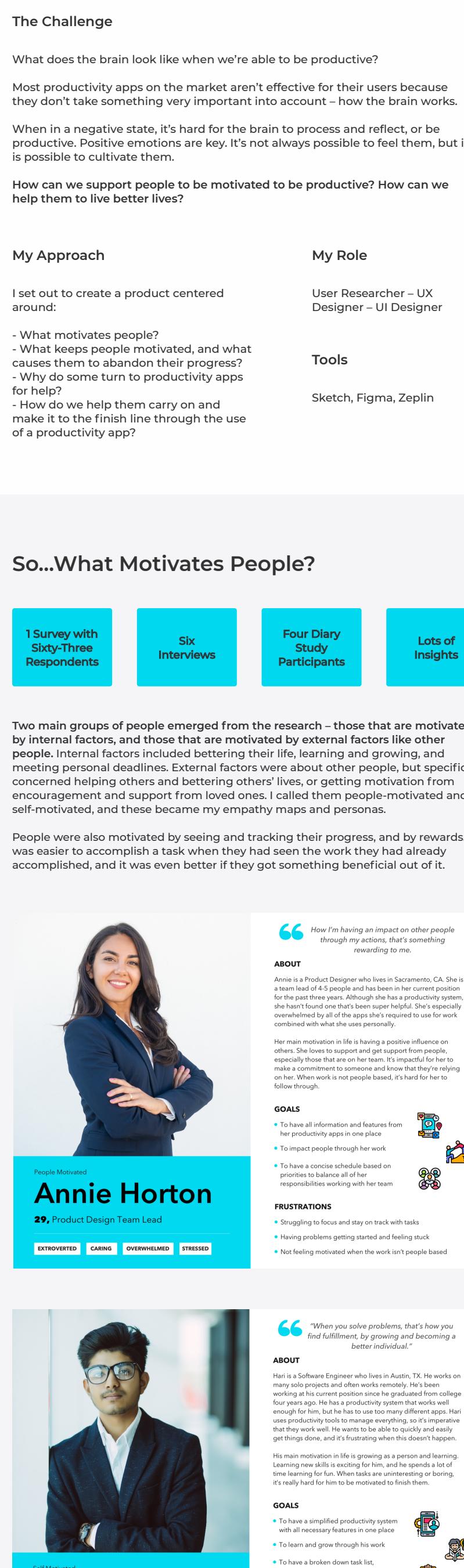


Motivatask

[View Prototype](#)


The Challenge

What does the brain look like when we're able to be productive?

Most productivity apps on the market aren't effective for their users because they don't take something very important into account – how the brain works.

When in a negative state, it's hard for the brain to process and reflect, or be productive. Positives emotions are key; it's not always possible to bring them, but it's possible to cultivate them.

How can we support people to be motivated to be productive? How can we help them to live better lives?

My Approach

I set out to create a product centered around:

- What motivates people?
- What keeps them apologetic, and what causes them to abandon their progress?
- Why do some turn to productivity apps for help?
- How do we help them carry on and make it to the finish line through the use of a productivity app?

My Role

User Researcher – UX Designer – UI Designer

Tools

Sketch, Figma, Zeplin

So...What Motivates People?

1 Survey with Sixty-Three Respondents

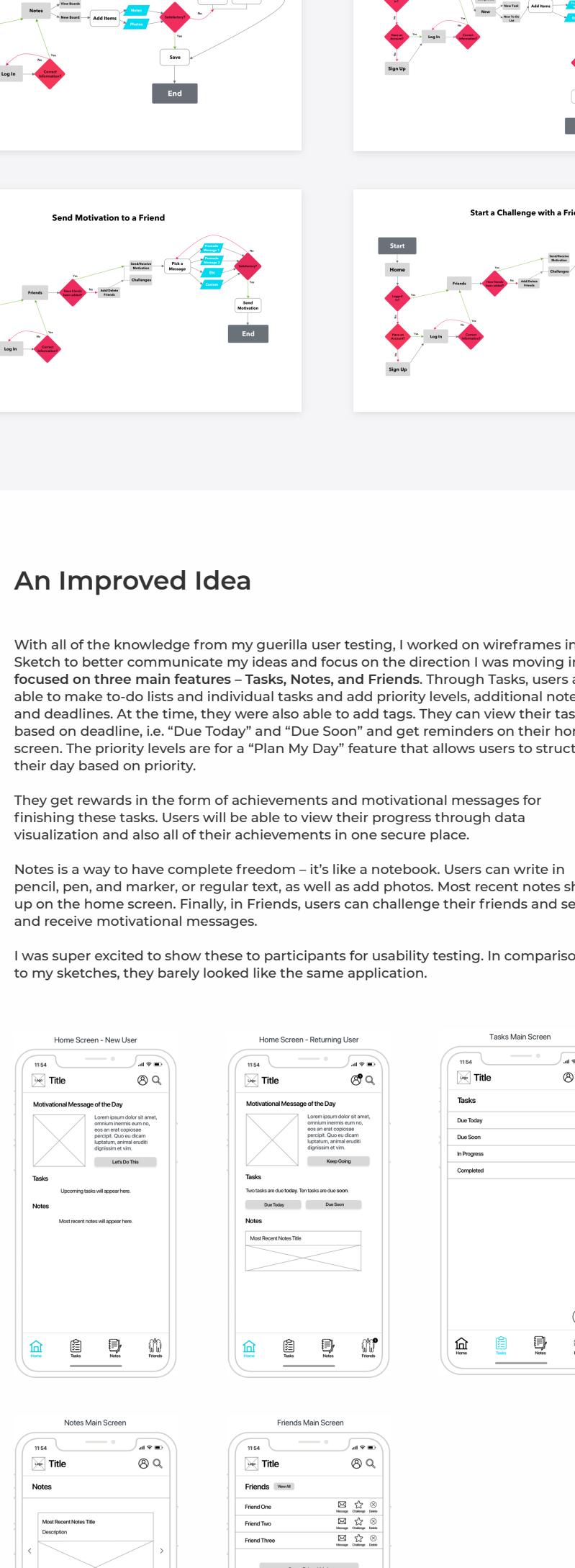
Six Interviews

Four Diary Study Participants

Lots of Insights

Two main groups of people emerged from the research – those that are motivated by internal factors, and those that are motivated by external factors like other people, internal factors that bettering their life, learning and growing, and meeting personal deadlines. External factors were about other people, but specifically concerned helping others and bettering others' lives, or getting motivation from encouragement and support from loved ones. I called them people-motivated and self-motivated, and these became my empathy maps and personas.

People were also motivated by seeing and tracking their progress, and rewards. It was easier to accomplish a task when they had seen the work they had already accomplished, and it was even better if they got something beneficial out of it.

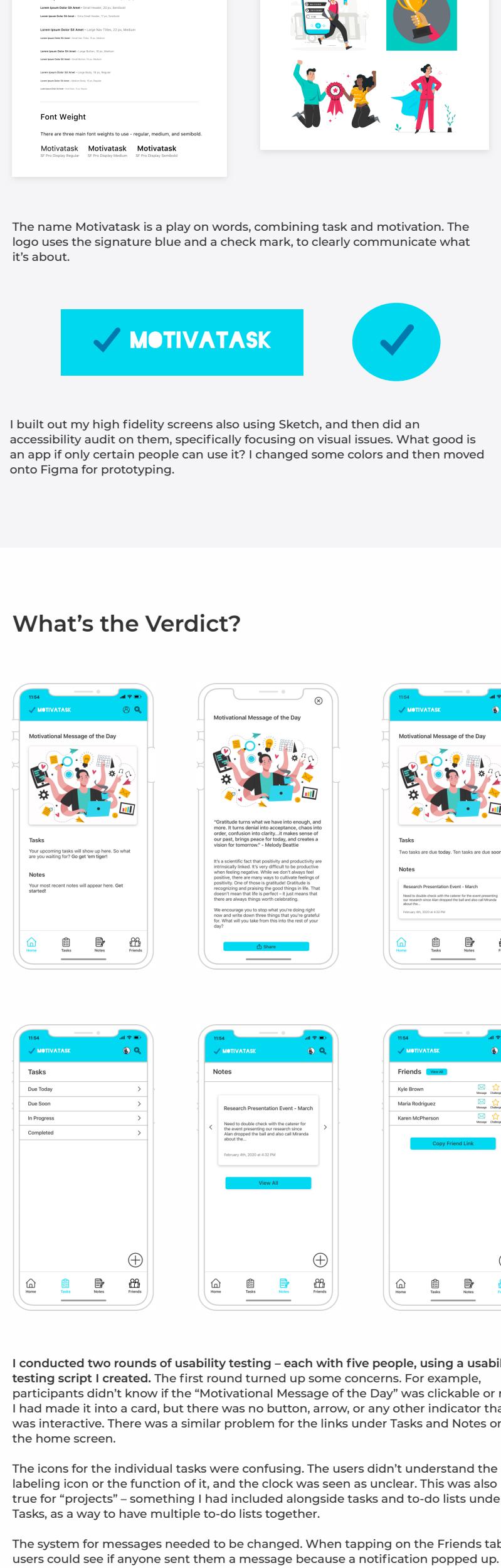


I was focusing on what motivates people to be productive, not just motivation to be productive. One was being able to order their tasks based on difficulty level, as well as being able to break their tasks down into manageable chunks, and most obviously, making a lot of lists.

What frustrates them? Time management issues. Not being able to focus. Getting overwhelmed. Forgetting things.

And what about productivity apps themselves? There's not enough freedom or room to express themselves. They have to use a lot of different productivity apps, because each one only does one thing right for them. They're too complicated.

I analyzed all of this information via affinity mapping.



Give the People What They Want Need

To begin the design process, I did a competitive analysis. I concentrated on what had presented itself in the research. Several apps had been mentioned by participants. What other apps were out there, how were these apps fulfilling the needs of users, what were they doing right, and how could I use that information to best design Motivatask?

I focused on the issues that had come up combined with Nielsen Norman Group principles, such as user control and freedom. Just like in my research, I found that many apps were lacking in that department, such as the popular Evernote. Other apps like Habitica had good examples of giving users rewards – it was something I used for inspiration as I started thinking of ideas and putting together my early sketches, below.

PEOPLE - MOTIVATED

- Social network features but for productivity

- Special reactions along with typical social ones
- Give a brief the achievement of "Sportlight" / recognition feature (or use the "Sportlight" / recognition feature)
- Give a brief the achievement of "Accountability Buddy"

SELF - MOTIVATED

- Achievement like medals, trophies, and milestones

- Gain access to new features as a reward (unlock them)
- More to do templates; different ways to organize, more ways to customize, like new colors etc.

ENCOUNTERING OBSTACLES

- Tracking progress features, like with data visualization

SIMPLIFYING PROCESSES

- "Plan My Day" feature to schedule tasks by priority

- Break tasks down into manageable chunks through sub-tasks and template

CONSOLIDATE ALL FEATURES INTO ONE

- Include timer, note tracker, to-do lists, reminders with a calendar, and brainstroming, and pose-its

I started with ideas that would help both people-motivated and self-motivated users. I thought about rewards like medals, trophies, and milestones. The people-motivated users could share them with friends, and the self-motivated users could have them as a reminder. I also thought about encouraging each other or encourage each other as it talked about in my early notes, and that could be something like an "accountability buddy".

For tracking progress, users could view data visualization. Other early ideas for supporting people when encountering obstacles were support forums and inspirational quotes and videos.

To simplify work processes, I came up with "Plan My Day" – this allows users to organize tasks based on priority. I also wanted to be able to break tasks down into manageable chunks, such as through pre-made templates and sub-tasks.

To make it so that users wouldn't have to use multiple productivity apps, I tried to combine many features like a timer, note tracker, a to-do list section, reminders with a calendar, and more. The goal would be that users could use one app from my early sketches. This would have to be done in a way that all of the features are done well and not neglected, and the app doesn't have a cluttered interface. The app would also have to be customizable to fulfill many different kinds of users' needs. The notes area was a homage to the need for freedom and for users to express themselves.

I made sketches based on these ideas to show to users and get feedback for the direction I should move forward in.

