
Motivation Application Proposal to Solve the Instability of Future Generations' Lives

Department Name: Mosyroom



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1-1. Process of Problem Selection

1-1-1. Problem Analysis

Instability of Future Generations' Lives

*Analysis Result

Known	Unknown
-App developing and distributing a news or item through SNS -How social trend greatly impacts the young generation	-Attracting attention and forming a user infrastructure -Dealing with sensitive private user data

Importance (5):	The instability of the future generations is important because of the low birthrate and aging problem continues in this nation.
Feasibility (4):	We may solve the problem by simply providing some source of trend to the users to solve the case.
ROI (5):	Even though the task of implementing the system is simple, the prospect is limitless. By cooperating with companies and making them fund the users, we can make a network that can fit in the current society.
Risk (3):	Attracting attention and forming a user infrastructure will be troublesome at first, but exponentially grow as time passes and users gather

Cause
Problem

of Stress due to uncertainty of economy state, real-estate, marriage, future jobs
→ Anxiety formed to the pressure in reducing such burden

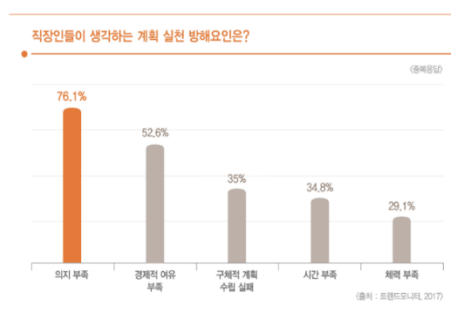
Cause of these stress : External factors + Internal factors

-External factors: Formed by Interpersonal conflict, work burden, health problems

-Internal factors: Formed by one's thoughts, emotions, and actions expressed in symptoms such as negative self-management, self-criticism, excessive analysis, perfectionism, workaholic.

How Internal
Factors are Delt

Main cause of internal factor → Lack of Motivation



a. Factors hindering the implementation of the plan

Robert Maurer(UCLA) : Rather than setting big goals, it is said that the probability of success can be increased only by setting specific and small goals and starting with changes that are not burdensome. In addition, it is

important to reduce excessive expectations and find rewards in the process rather than results.

Market Research on Current Motivation Applications

- *Main features and user needs
 - Goal setting and tracking, Search engine, Social network service, Feedback functions
 - + Special reward, Support & encourage others' goal

*Grow



-Functions: Goal management, Challenge with other users, SNS for sharing goals achieved, Daily diary
 -Problems: Decrease in motivation due to the goal feed of unknown people

*Challengers



-Functions: Actual betting system (Reward)
 -Problems: Complicated reward receipt system

*Myroutine



-Functions: Checklist for small habits, simple but cute interface
 -Problems: Not many functions

1-3. Process of Project Selection

Mind Map of Project Selection	<pre> graph TD A[Instability of future generations' lives] -- Cause --> B[Lack of Motivation] A -- Cause --> C[Little information of support systems] C -- Solution --> D[Online Information Hub] D --> E[Web service that provides employment information] B -- Solution --> F[Motivation Application] B -- Solution --> G[Forming groups will same goals] F --> H[Metaverse form of SNS that rewards] G --> I[App that forms groups for people with similar goals] </pre>																						
Capability of Each Candidate	<p>1. Motivation Application</p> <table border="1"> <thead> <tr> <th>Name</th><th>Capability</th></tr> </thead> <tbody> <tr> <td>김동현</td><td>Gathering user data using bigdata analysis</td></tr> <tr> <td>김민준</td><td>User data maintenance using data analysis and AI</td></tr> <tr> <td>박서영</td><td>User interface design</td></tr> <tr> <td>정보경</td><td>Back-end design of the user interface</td></tr> <tr> <td>정하은</td><td>Game design (Construct 3D metaverse)</td></tr> </tbody> </table> <p>2. Group Forming Application</p> <table border="1"> <thead> <tr> <th>Name</th><th>Capability</th></tr> </thead> <tbody> <tr> <td>김동현</td><td>Searching financial support for groups from companies</td></tr> <tr> <td>김민준</td><td>Unsupervised learning to cluster users</td></tr> <tr> <td>박서영</td><td>Javascript code for user interaction</td></tr> <tr> <td>정보경</td><td>Back-end system for user submission</td></tr> </tbody> </table>	Name	Capability	김동현	Gathering user data using bigdata analysis	김민준	User data maintenance using data analysis and AI	박서영	User interface design	정보경	Back-end design of the user interface	정하은	Game design (Construct 3D metaverse)	Name	Capability	김동현	Searching financial support for groups from companies	김민준	Unsupervised learning to cluster users	박서영	Javascript code for user interaction	정보경	Back-end system for user submission
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	정하은	Application development using Java	
	3. Online Information Hub		
	Name	Capability	
	김동현	Storing and analyzing data through cloud computing	
	김민준	Javascript Data crawling using Java	
	박서영	Organizing information on the web using	
	정보경	Information management in the back-end side	
	정하은	Web design for the information hub	

Conclusion

Overall, considering our team's interest and capability, our goal is to make a motivation application to solve instability of future generations' lives problem. Also, due to the current market, an application with not only goal setting but also social network functions are in the best demand. It is hoped that goals can be shared with only acquaintances, or people with similar interests. Reward system will be easy and simple by introducing "metaverse," a concept popular in modern society these days, to decorate their virtual space with items or points collected by achieving one's aim. In addition, people who follow each other can see the virtual space or record book.

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OUTLINE OF THE PROJECT

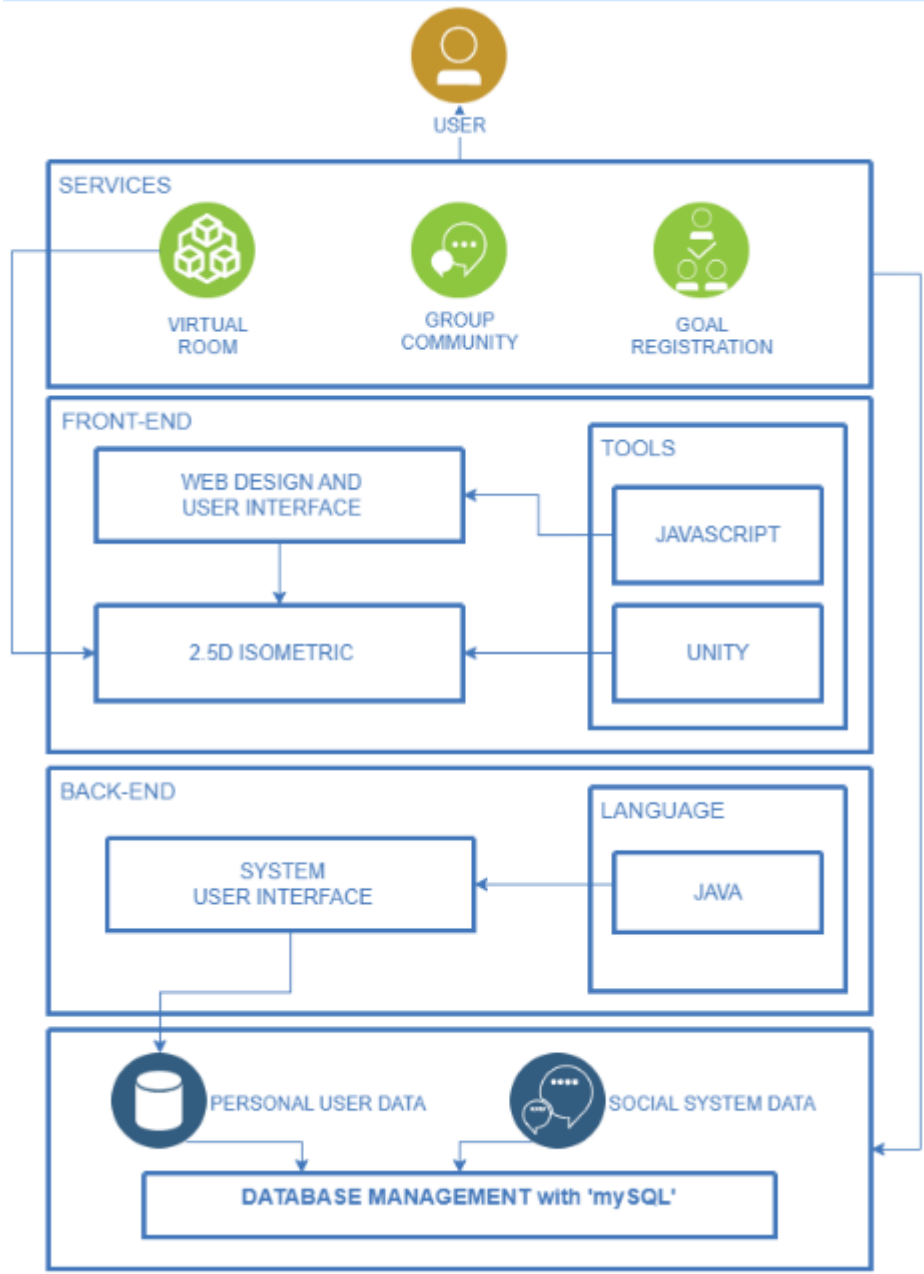
2-1. Final Development Target

Final Goal of Project	Solving the instability of future generations' lives by devising a motivation application. Encouraging users to constantly connect to the app and allowing young generations to make accomplishments step by step. Building a community for exchanging hope and providing a hub for cooperative activities Making a social trend the nation can use to put thoughts into actions.
Composition of Project	1. Metaverse (Virtual Room) -Acts as a community between users -By decorating the user's space with the given rewards, it can keep track of the accomplishments -Develops attachment to the application, making it hard to quit 2. Goal Registration -Manage Goals (Displays deadline, reward, etc.) -Interface to register a new mission or choose to mirror an accomplishment of others 3. Reward System -Monitor fraud and abuse (Located information, Real-time submission) -Point exchange shop (Graphic design)

2-2. Schedule of Project

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Manager
Team Building																-
Problem Analysis																정하은, 정보경
Goal setting																정보경, 김민준
Proposal																김동현, 박서영
Design Metaverse																정하은, 박서영
Design Reward System																김동현, 정하은
Design SNS Service																박서영, 정보경
Design Application Interface																김민준, 정보경
Application Programing																김민준, 정하은
Apply Business Model																김동현, 정보경
Interim Review																-
Final Presentation																-

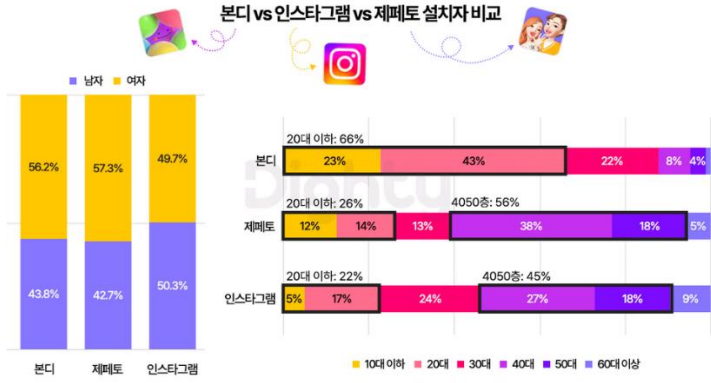
2-3. Block Diagram of Project



3

FUTURE PLANS & EXPECTATIONS


3-1. Business Model of the Project

<p>Target User</p>	<p>The figure below shows people under their 30s are the majority of the users of Instagram, Geppetto, and Bondi, which are the most famous SNS relating to</p>  <p>our project.</p> <p style="text-align: center;"><i>b. Comparison of popular social media installers</i></p> <p>*Main Target Users</p> <ul style="list-style-type: none"> -People who are preparing for employment, who are interested in self-development -Teenagers who are interested in virtual environment and social network system
<p>Business Model</p>	<p>Considering the financial situation expected users, the business model should be easy to access.</p> <p>(1) Micropayment Model</p> <ul style="list-style-type: none"> -Provides the service for free -Generates profit by selling additional contents <ul style="list-style-type: none"> → Collectable items, Extra goal submission, Deadline extension, Public announcement -Pros: Massive user pool due to free and easy access service -Cons: Low profit from users satisfied with limited access <p>(2) Subscription Model</p> <ul style="list-style-type: none"> -Provides the service for regular fee -Pros: Ensures stable income, Restricts users from switching to other applications -Cons: Burden to provide more diverse services to induce subscriptions. <p>The project is a self-improvement web application through communication between users. Therefore, various users' attraction and active activities are required. In the case of a regular subscription model, if regular paid payments are required for the use of the service, it can lead to phenomena such as user withdrawal and poor communication. Considering the characteristics, the regular subscription model is not suitable. Our representative purpose is to help users develop themselves. Being a pay-to-grow model does not fit the business purpose. Therefore, a virtual goods system was considered with a partial micropayment model.</p>

3-2. Potential & Usage of the Project

Formation of Healthy community	People with the same interests can form a healthy community by gathering together. We can expect a positive virtuous cycle in which people with common goals cheer and encourage each other. This can help people escape lethargy and depression and give them the will to achieve their goals.
Enjoyment of the Process	Joy is an important value in life. We provide useful functions and designs to users, such as virtual rooms and message systems, so that users can have enough fun in the process of achieving their goals. This can induce user interest and increase the value of compensation by achieving goals, giving the power to continue self-improvement activities. In addition, we can expect the effect that the virtual currency we provide becomes a valuable resource.

3-3. Expectations

Profit	<p>Similar applications such as Geppetto and Bondi made a great success internationally, which is the evidence for high ROI of the project. The graph below shows the stock price of Saltware, a company that deals with</p>  <p>metaverse,</p>
Solution for Selected Problem	<p>The social trend is to introduce and boast oneself about their accomplishment through social media. By providing authentication reflecting how a wonder life one is living, the project can help young generations build high confidence and self-esteem.</p> <p>Also, by sharing small and daily achievements, it allows users to look back at the wonderful path of their life they are going through.</p> <p>The rewards that users keep in their virtual world will act as evidence that today's effort will eventually stack up to conquer bigger challenges.</p>

4

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