

# Do Your Work! Team 5

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## Project Team Members

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<https://github.com/tonethar/IGME-110-Fall-2025/blob/main/documents/p1-rubric-final.md>

<https://github.com/tonethar/IGME-110-Fall-2025/blob/main/documents/p1-rubric-draft.md>

FeedBack

[https://docs.google.com/document/d/13dKboyVM\\_Q9DxFU1oNzgyRjfZySpjn0OFcvKt6zkBs/edit?tab=t.0](https://docs.google.com/document/d/13dKboyVM_Q9DxFU1oNzgyRjfZySpjn0OFcvKt6zkBs/edit?tab=t.0)

<https://docs.google.com/document/d/14hThkx4TTgM-4qPG9MsMsXk8F-a1hnL6iS1PQVrNpsQ/edit?tab=t.0#heading=h.bc07jkbc6ti9>

## 1. Executive Summary (Overview)

“Do Your Work!” emerges as a disruptive educational support application designed to avoid last-minute submission behavior through an innovative system of behavioral accountability. What is the Purpose? By having access to learning platforms such as Google Classroom or MyCourse we actively monitor assignment progress through checking the real-time analysis of the main keyword of an assignment, as textual output, essay works, word, pages. Even if they are doing video assignments, we will check the time of the work. We are actively tracking their progress and if they aren't we will give them a huge punishment which will be the great motivation.

If the app catches you are not doing work then our app will have some action that can embarrass you, such as sending love letters to strangers, embarrassing stories based on ai, or even

posting random images on the storage. Even there are options of stitching images of you, also sending what you are doing into your parents and teacher. As your playing hours of the game, screenshot of the activities. Even there are additional opportunities, such as an endless alarm, to make you notice every minute you are working or not. Even when you are public , no one can stop your punishment. The app will play weird music in public for you.

This app will be working as a subscription service. The first 7 day trial is free, but after it, every month it will be 3.49\$, for people who think it is so expensive there are extra plans, 17.49 \$ per 6 months! Even if you still think it is expensive there is a one year subscription plan for you! 31.49 \$ per year! Just using 2 meals per year! We are providing you with a lot of saving money opportunities, if you keep subscribing too!

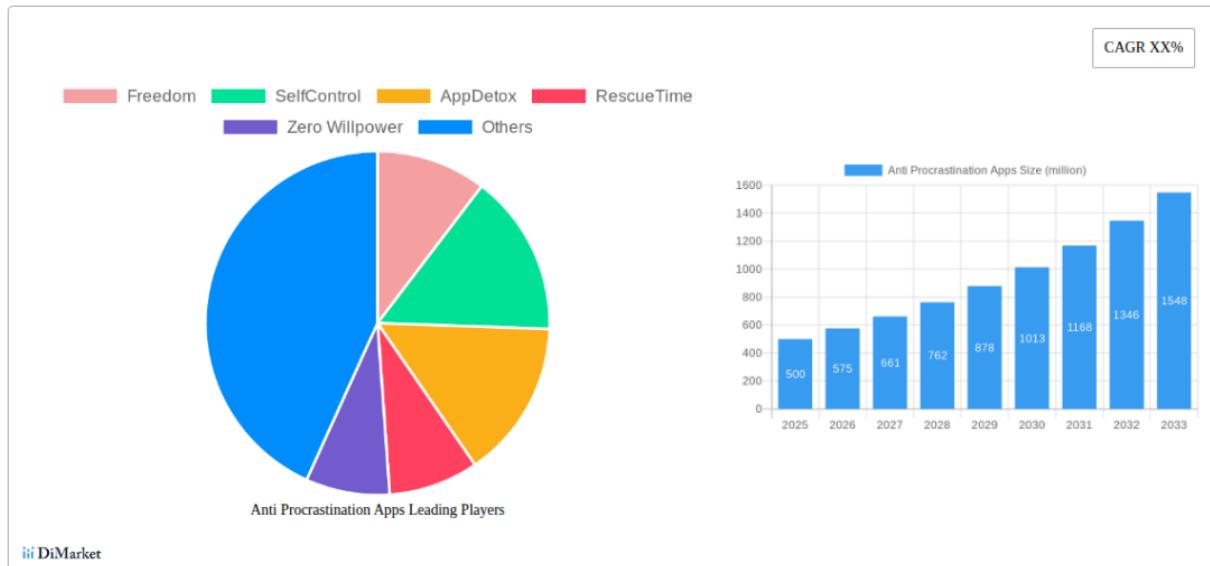
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## 2. Market Research and Need Justification

Add market Research of the google calendar, the apps checking due dates

Our research identifies a significant gap in the current productivity market.

- While a vast majority of college students (80-95%) struggle with procrastination, our app will target those students who are not doing their work ("Helping Students"). Also as most of the students are struggling with procrastination, we are in a great market.
- In this market, there are some apps but they are not as powerful as ours! It offers weak, self-driven solutions that are ineffective for our demographic ("Helping Students").
- While competitors like Beeminder use financial penalties, our unique model of social consequence is more accessible and, for many, a more powerful psychological deterrent!
- There is growing demand in this market for procrastination solutions; "the Anti Procrastination Apps Market is growing at a CAGR of 11.9% from 2025 to 2032, reflecting an increasing recognition of productivity tools in enhancing daily life." (Marketixir)
- In conclusion, our research confirms a clear and pressing market need for an application like "Submit Your Work!"



Shame, when applied in a healthy way, can also be a great motivator to achieve change in someone for the better. In this way, the app can work to achieve a role more similar to a warning system, notifying others in the user's life of their shortcomings and encouraging change. According to Bret Lyon, a psychologist with a PhD, "Healthy shame reminds us to pay attention to how we affect others, and that awareness allows us to appraise our speech and actions and make desired or necessary changes. In this way, healthy shame guides us to live within societal parameters and helps us fulfill our enduring need for connection." (Lyon)

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### 3. Product Description

#### Core Features:

- Connectivity to assignment portals like Starfish, Brightspace, Blackboard, etc.
- AI-powered analysis of assignment length and requirements
- Activity monitoring to determine procrastination
- Motivating deterrents for procrastinating that are chosen based on a user's Productivity Score Index (PSI)
  - By connecting to the user's phone the AI can:
    - Post embarrassing thing on user's socials

- Snitch on your procrastination
- Make endless 1 minute alarms (would use air siren noise)
- Play weird/disliked music in public featuring such classics as:
  - Thick of It by KSI
  - Baby by Justin Bieber
  - It's Everyday Bro by Jake Paul
  - Let It Go (Frozen) by Kristen Anderson-Lopez and Robert Lopez
  - AND MORE!
- Post super funny and totally not outdated memes from 2010 on your socials
- Start a conspiracy theory on Reddit (if you don't have an account it will make one for you)
- Take "extreme" measures if you procrastinate for long enough
- How the user interface (UI) and user experience (UX) are designed to meet the needs of the target audience

The app will have very simple and appealing app that will allow you to:

- Change your settings including:
  - Account linking
  - Payment method
  - Deterrent methods (some can't be turned off)
- See your procrastination data (when you last procrastinated, how long you procrastinated for, current PSI)
- Look at your amazing contract that absolves our company of any liability over what happens to you
- Any technological innovations or creative ideas that set the application apart from others

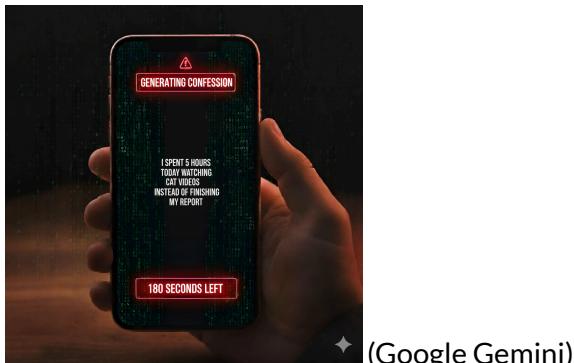
Innovations: AI tracking, PSI (Procrastination Score Index) System, ever evolving app

#### **Other requirements:**

- Provide at least 3 images (created by you) that are app wireframes or mockups



◆ (Google Gemini)



◆ (Google Gemini)



◆ (Google Gemini)

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## 4. Possible Issues and Counterarguments

- Possible objections to the need for the product (e.g., "Is this already solved by existing apps?")
  - Anti-procrastination apps is quite a large market, being estimated to reach market value of \$1.5 billion by 2033 (DiMarket)

-As a result of such a big market, it is expectedly an incredibly competitive market (DiMarket)

-Many other apps could potentially do the job that this app is setting out to do better and without as much intrusion.

-For example, “Real Stake.” Real Stake is an app that adds a monetary reason to do your work, where you have to put money on the line. Or, if you miss a deadline, it will send a message to a loved one of your failure to meet said deadline.

- COUNTER-POINT: Our app is proactive in ensuring the user meets the deadline, whereas “Real Stake” one only acts when deadlines are missed.

This is due to the punishments that happen along the way if the user doesn’t chip away at the item that is due, then less severe punishments will be in play to motivate the user to start working on it.

- Technical or financial challenges that could arise during development

-Tracking progress on work could be difficult for this app.

-May require implementation of AI to calculate work length

-App would have to be somewhat intrusive to prevent procrastination

COUNTERPOINT: Apps such as calendar could be connected in order to get an estimate for the deadline. A description of the assignment could also be provided by the user.

If the user would allow it, the app could also be able to look at apps such as google classroom, slack, etc. for due dates and respective assignments.

Using already existing AI models would allow for somewhat easy implementation, as we would not need to create our own AI.

The app would only go as far as the user allows. The app can have individual permissions for various things that the user can enable or disable, depending on to what extent they need help staying on track.

Additionally, because the user could be willing to give the app full permissions, app would have high level encryption over data that it would have, making it next to impossible for hackers to steal

- How your group plans to overcome these challenges or justify the product's relevance despite objections

-Product brings a unique way to prevent procrastination

-Linking with work portals allows app to view unfinished work

-App could better track what work has to be done along with due date

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## 5. Conclusion and Recommendations

Do Your Work! Is an app that directly tackles the widespread issue of academic procrastination, which can affect up to 95% of college students. While other productivity motivation apps often fail to do their work, because they are providing motivation, which is such a weak, and self-driven solution, our application is providing much more powerful and effective motivation to do their work.

Do Your Work! Is checking a procrastination based on linking to academic portals and using AI to monitor real time progress of their assignment. When the app detects a lack of activity, it triggers a system into their pre-selected punishment. To avoid the punishment it motivates users to stay on their assignment. This unique model of behavioral accountability acts as a powerful deterrent, which encourages users to complete their assignments on time and avoid last-minute submission. With only \$3.49 it is having this performance, it does not pressure users' wallets.

The impact of this app is really significant. Users will gain a benefit from reduced stress of late submission and improved academic performance by finishing their assignments earlier and consistently. By guiding students to meet deadlines and constantly working, our app can positively affect the mental well-being and academic success in their entire subscription period. We are

recommending moving forward with the development of Do Your Work! because our app fills up a critical market gap by offering an innovative and provides a powerful motivation into an academic procrastination, which makes an essential tool for student success.

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## **6. Appendix**

## Work Cited

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