

The data Behind why TASK TOWN and its Gamification Works

How Big is the Problem of Time Management?

It is estimated that around 88% of college students claim they have issues with time management.



~9/10 students struggle with time management



Why do People Struggle with Time Management?

Lack of Motivation

Lack of Organization

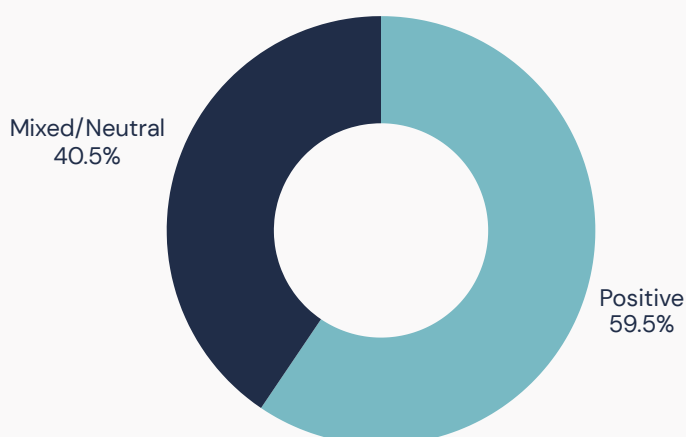
Procrastination

How does Gamification help fix these Problems?

Gamification triggers the brain's dopamine response. By activating the brain's reward system, gamification causes higher engagement and motivation for accomplishment.



Reports of Health and Wellbeing Impact from Gamification apps



[Science Direct Table 3](#)

Is Gamification in apps Reliably Positive?

Yes! Science Direct has an article examining multiple studies that conclude these apps have mostly positive or neutral effects on people's health



Gamification was also seen to have the greatest positive impact among children and young adults who had little experience with the task being gamified.

How does Task Town Utilize all of this?

Task Town helps organize users' tasks and uses gamification to increase user motivation and engagement. Eliminating the causes of poor time management.

Also, young adults/college students who struggle with time management match the group that responds best to gamification programs.

