

Task Town Game Proposal - Group 1

Project Team Members

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1. Executive Summary (Overview)

Have you ever lost track of time and struggled to do your tasks? I have a solution for you. It is called Task Town. Task Town is a village-building game that grows the more you, the user, complete tasks. You will have complete freedom to build your town however you want when you do your tasks. But be careful because you have to keep doing tasks; otherwise, your village will decay to dust.

2. Market Research and Need Justification

Need Justification

When looking at the target demographic for this game, specifically college students, there is a clear need for a product that helps manage student stress and mental health while providing an interactive experience that is enjoyable and keeps students, or anyone who wishes to achieve daily tasks, motivated. We see this through a nationwide study by [Greenfield Online Inc.](#), a media and survey company, where they found that 88 percent of college students want to improve their ability to manage their time. Additionally, according to a [2022 survey by the American College Health Association \(ACHA\)](#), 60% of all college students experience academic burnout, 80% feel

overwhelmed, and 40% had difficulty functioning. With this clear problem of managing time and workload, this application could be seen as a solution and a tool that students can use both for motivation and to improve their time management skills. As we are currently in the midst of the digital age, and many students and young adults have turned to technology for both entertainment and comfort, this application may be more appealing as a solution to student burnout and work management.

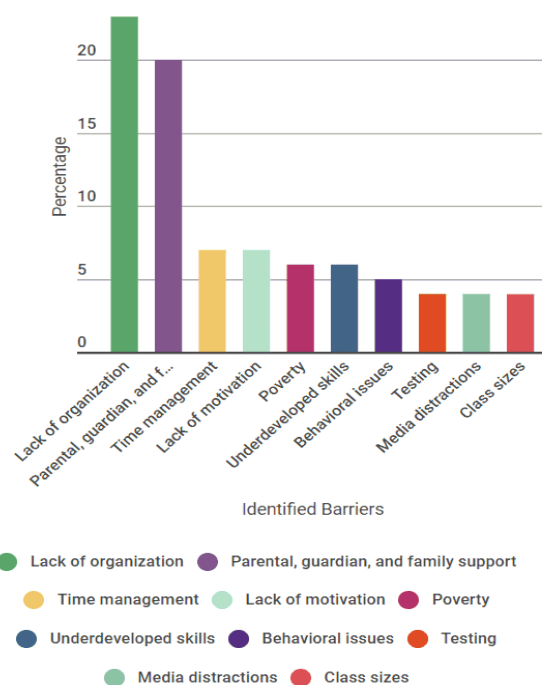
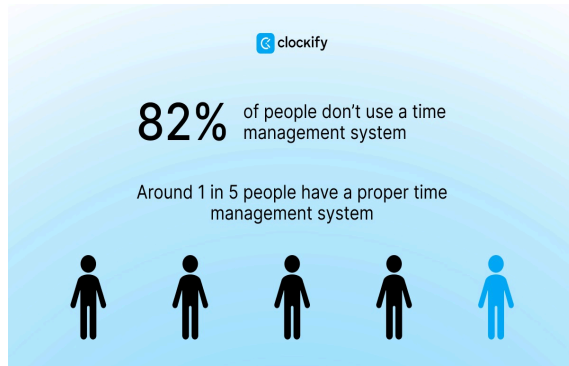
Existing Alternatives

- Habitica
- Forest
- Notion
- Obsidian

While there are existing apps that attempt to address productivity and motivation, Task Town fills in the key gaps they leave behind.

- Habitica uses gamification to reward task completion, but it lacks integration with school platforms and offers limited personalization beyond its RPG-style system.
- Forest motivates users to stay focused by growing virtual trees, but it doesn't provide tools for task organization or academic planning, making it more of a focus aid than a full productivity system.
- Tools like Notion and Obsidian offer powerful customization and organization for tasks and notes, but their steep learning curve and lack of built-in gamification make them overwhelming and difficult to use for many students.

Task Town combines the best aspects of these apps. The organization, motivation, and entertainment are combined into one accessible platform, specifically designed for students.



Lack of organization is noted as the [top barrier to student success](#), with lack of motivation also high at about 6%

3. Product Description

Tasks

- A task has a field for a name, how long it takes (average) and how often/if it should ever repeat

- Tasks reward users currency based on the amount of time the task takes to complete
- Task packs will exist for users to easily grab tasks related to owning a pet, or cleaning their house/etc. This helps reduce overhead for each individual user

Village

- Villages allow for users to build, expand, and rearrange a village using the currency earned through completing tasks
- Each building has its own minigame built into it that users can play to keep the building “alive” and the “durability” up
- Some examples of buildings could be a garden, apartment building, or home
- The garden can have a minigame to keep plants alive, and the homes and apartment buildings can generate passive income, while also needing a bit of input of currency for upkeep.
- The minigames would be awfully basic and short, maybe like clicking a button or two. This would keep users engaged in the app, while also not taking up so much time that it takes away from the main productivity goal of the app

Integrations

- A way to set our game apart is that it would theoretically integrate with school websites such as Starfish, SIS, and Blackboard. This would auto-create and auto-fulfill tasks based on homework assignments in these classroom apps.
- It would also theoretically have an option to track the user’s location and reward them for showing up to classes or important events. The user can choose to not do this and manually track it, or not track classes at all
- Ideally integration would be through the school’s SSO, which would of course require us to integrate with each school individually - but hey - we have infinite scope, this product isn’t necessarily real
- Tasks created through the integration things would also hypothetically be able to accurately track to the minute how long completing the task actually took.

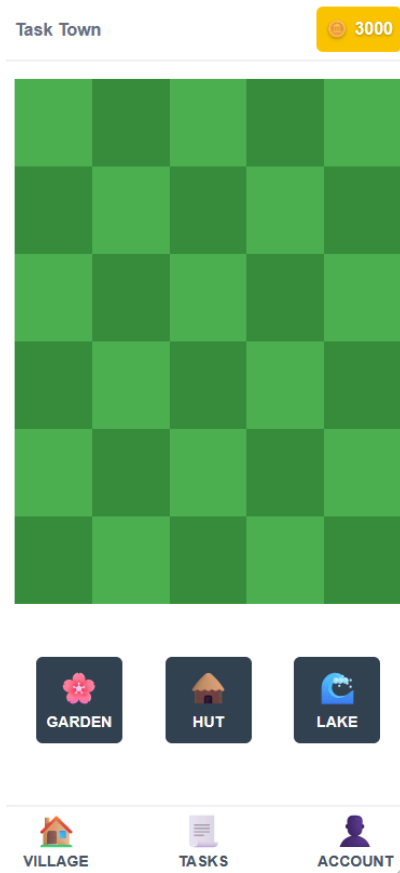
UI

- The app would be navigable through a bottom navbar, with tabs for village/tasks/account
- In the village page you can build/modify your village as well as manage the minigames
- The UI for each minigame would be a unique popup
- Tasks would handle marking tasks as complete as well as creating new tasks
- Account would let users change their name, profile picture, settings, and any other user-specific options/information.

Offline

- The “game” would be an offline game, as making it online would encourage players to falsely check things as complete just to rank up in social rankings, rather than motivating them to actually do the tasks
- This makes monetization a rough patch, as buying currency would defeat the purpose of completing tasks for currency, and there is not many places to monetize

- Monetization could be fixed by running ads, but I think I'd prefer an upfront purchase for the app itself, or needing to purchase specific building types in the game itself



(There will be more images here soon!)

(These images were manually made in JS/HTML/CSS by me (and maybe they'll be live too))

4. Possible Issues and Counterarguments

- Possible Objections
 - Is this product helpful? Why not just use a normal task manager?
 - A normal task manager helps with organizing and planning tasks that need to be done.
 - Task Town helps with both organizing and *motivating* people to do their tasks.

- Gamification helps motivate people to get tasks done by triggering dopamine and the brain's reward system.
 - This leads to higher engagement, desire for accomplishment, and enhanced productivity, according to scholar [Sofia Feldman from the University of Pennsylvania](#)
 - Will people get too distracted from their task by spending too much time playing games
 - The minigames in Task Town are extremely short and simplistic, taking under a minute to complete.
 - Users won't be able to play minigames or add to their town if they don't complete tasks first.
 - How will we keep the retention of users?
 - The game mechanic of the town shrinking with the neglect of tasks is similar in function to the popular *Tamagotchi* toy. It keeps users' attention and gives them a motivator to complete tasks regularly and consistently.
 - Technical and financial problems and our solutions
 - How will the app make money?
 - There are many convoluted ways that we could earn revenue. There exist options like ad revenue and subscriptions, but those avenues are complex and have varying results, as shown in this [article](#).
 - But we think the simplest and most consistent solution is to charge a flat fee for downloading the app. Around \$3.99 - \$5.99.
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5. Conclusion and Recommendations

Task Town will help solve the problem of people procrastinating tasks. It will do this by turning the tasks they need to do into a game. This will motivate people to do their tasks because they will be rewarded for doing them. The game will impact the people socially by giving them a more structured time plan and this will cause them to be able to plan events based on the time plan. The user benefits of this game will be a lower level of stress and higher grades. The higher grades are because the person will complete their assignments on time and get a higher grade. The lower level of stress will be caused by the people completing their tasks in a timely and orderly

manner. We recommend moving forward with the development of this app because it will greatly improve the lives of college students and the teachers that use this app.

6. Appendix

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