gale ✓

A conversational interface for habit formation

Problem

The process of building new habits can be difficult; people often give up on developing habits due to a lack of motivation.
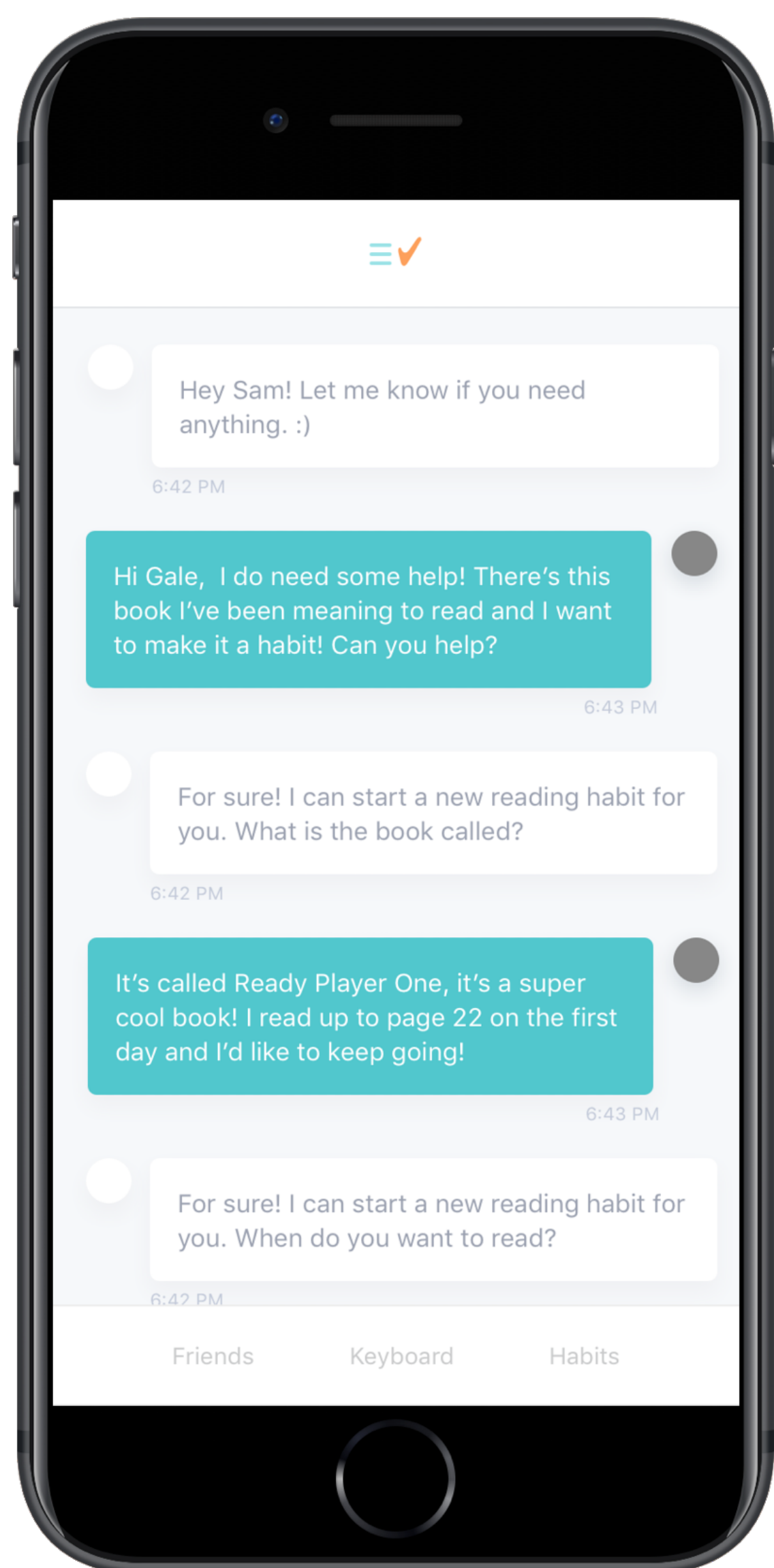
In fact, *only 8%* of New Year's resolutions last through the year. (University of Scranton)
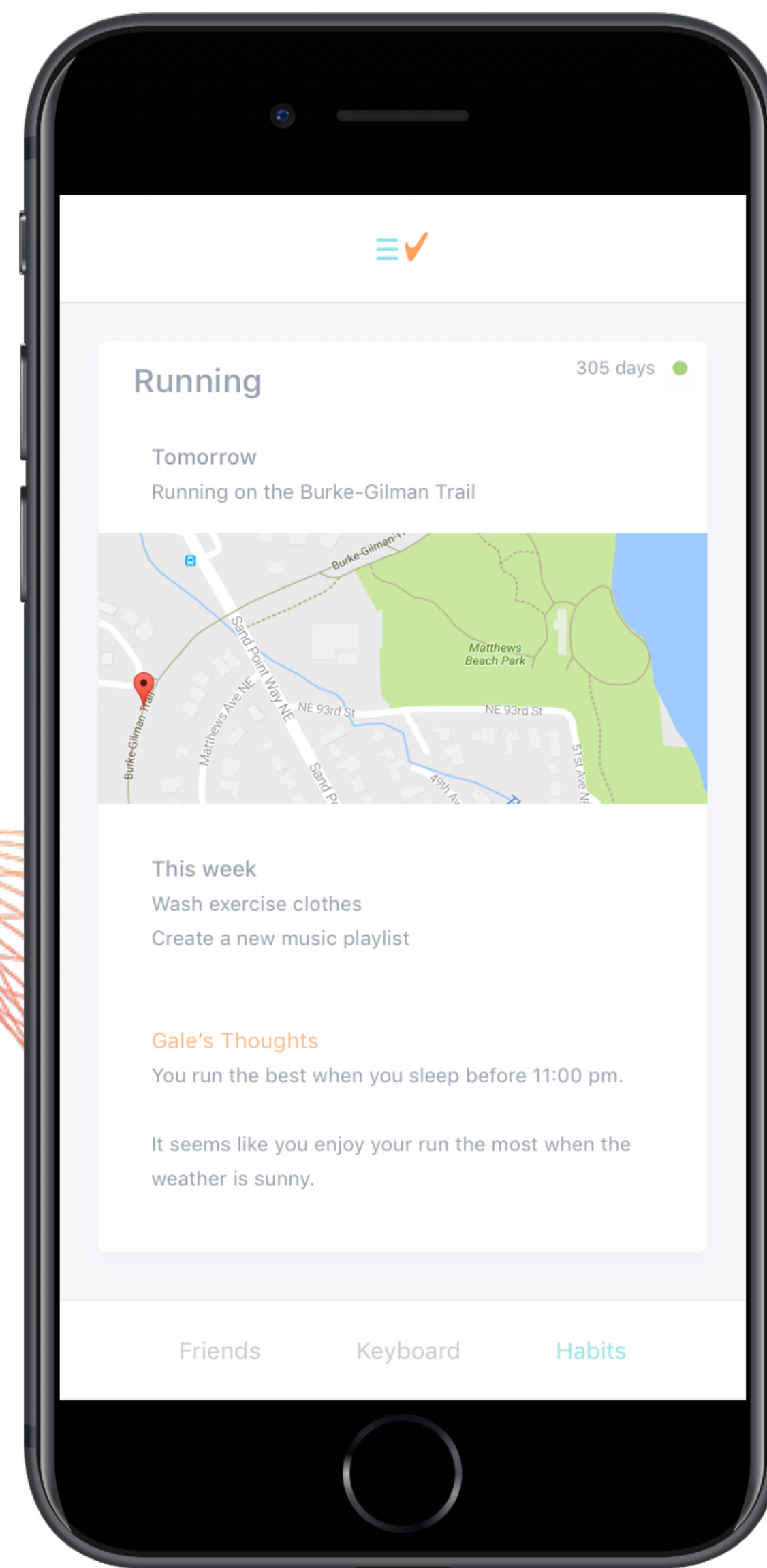
Value Proposition

Gale promotes the success of habit formation through a conversational interface, with a focus on two main goals:

1. Habit tracking and self-reflection
2. Shared tracking for social accountability

Key Functionality

Asking Gale to create a new habit.

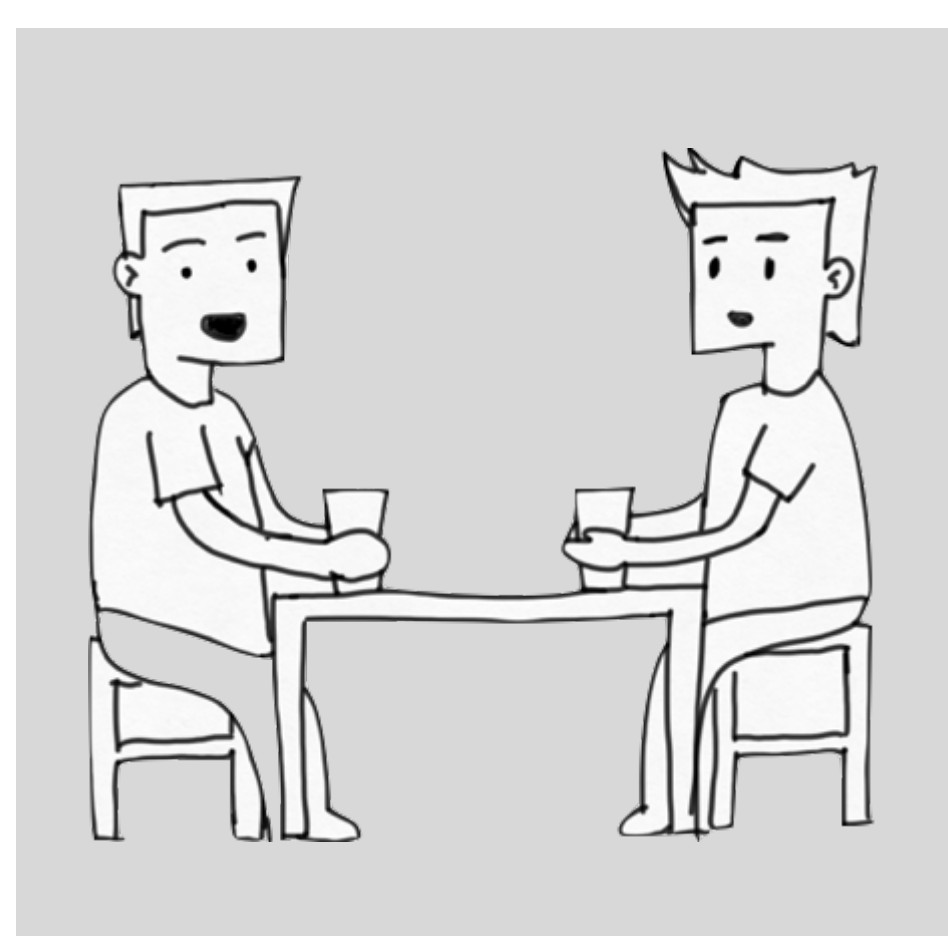Tracking a currently active habit.
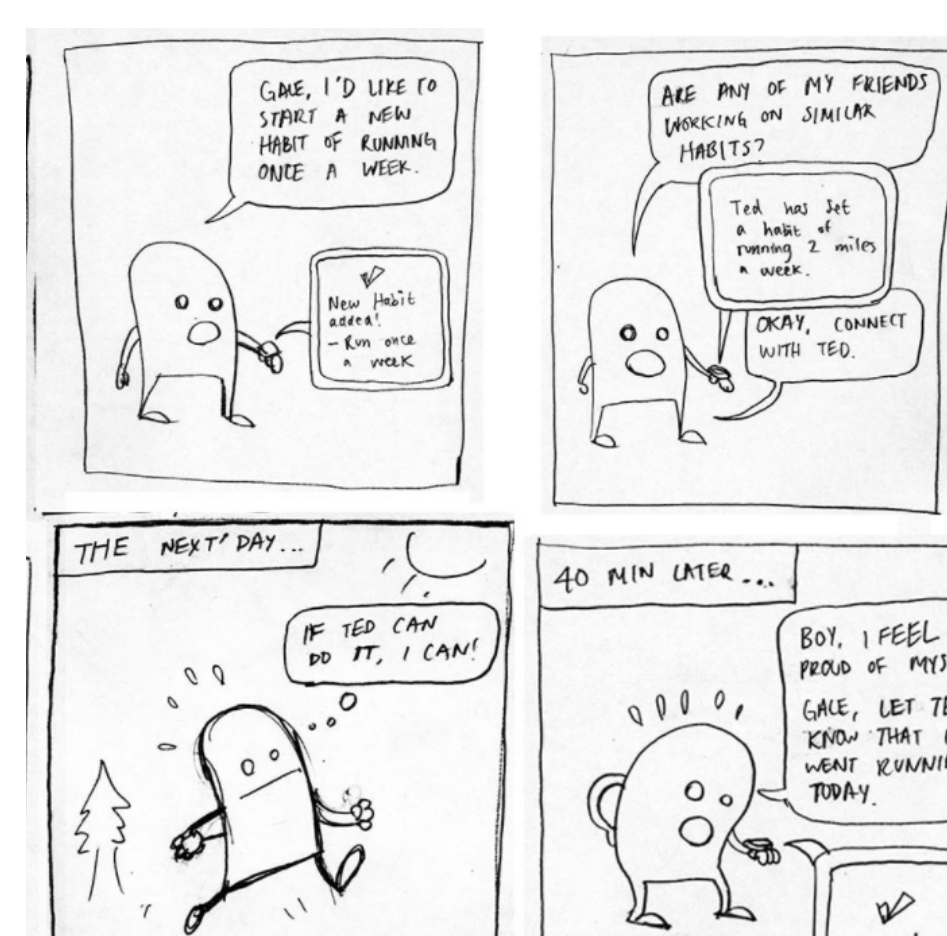
Reflecting on habits on the go.

Keeping up with friends' habits.

Design Process

User research gave us insight on how people formed habits.

Storyboarding helped us envision real life use cases.

Our first paper prototype helped us translate this vision.

Our second refocused our team on a conversational interface.

Our third polished interactions for the digital prototype.