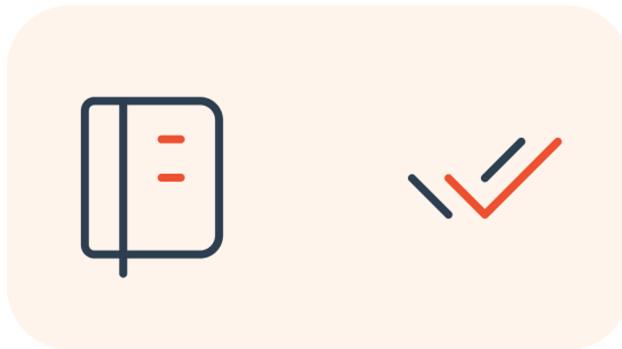


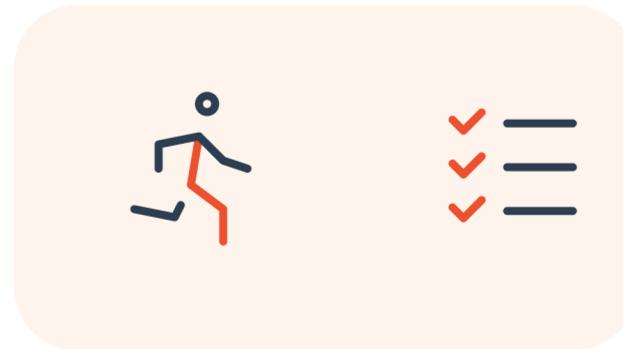
initial problem discovery

Being a college student...



academic goals

=



personal goals

initial problem discovery

Why is there a disconnect in our academic vs personal goals?



academic goals



personal goals

The Problem

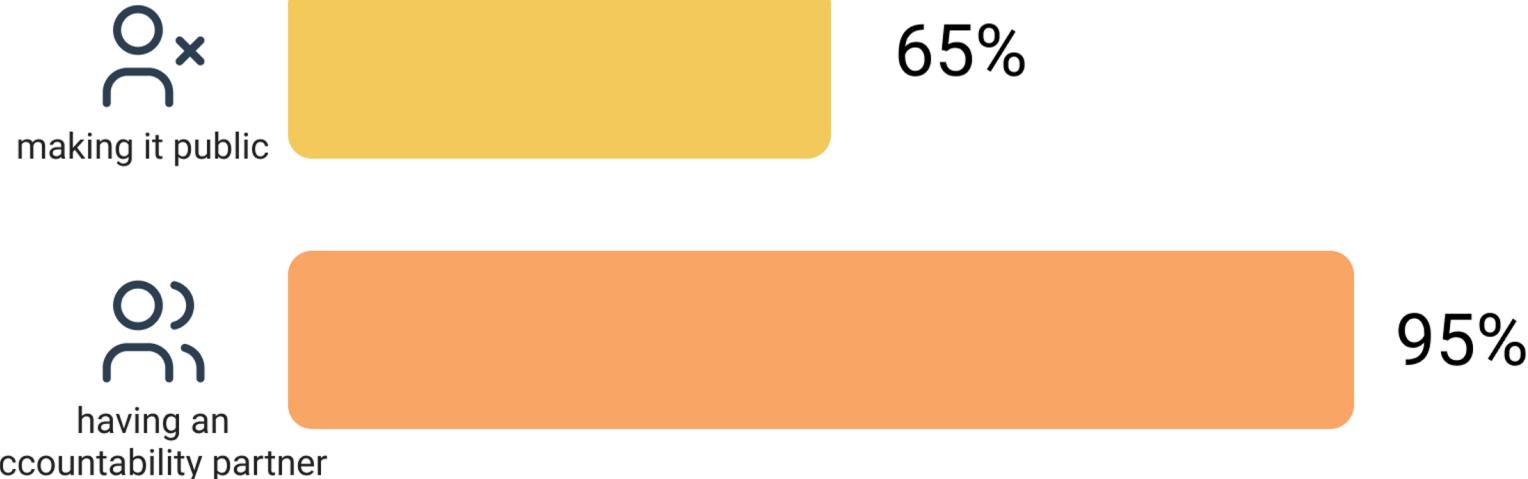
**College Students fail to
accomplish their personal goals
as successfully as their
academic goals.**

White Paper Research

First, before touching anything related to design, I wanted to dive into the psychology and motivations behind goal setting.

white paper research

A way to achieve goals with 95% success



Competative Analysis

Since this space of goal setting and productivity are saturated, I wanted to explore what was currently successful and could be improved.

Competative analysis & the gap

The competition had little to NO accountability aspect



Flora

most popular overall



Stikk

most accountability, bad UI



Fabulous

positive affirmations for habits



Productiv

accountability "lacking"

User Interviews / Primary Research

After seeing the psychology + competition in this space, I wanted to hear first hand my target audience's experiences to cater the final product towards their needs

user interviews

My interviewees were 3x more likely to succeed when there was accountability for their goals.

Tell me about the last goal you set?

What motivated you to start in the first place?

What was your process for trying to achieve that goal?

What was the most difficult part about trying to achieve your goal? Why?

Tell me about a time you had to do something difficult and accomplished it.

Insights & Analysis

8 students and 120+ data points later....

themes + insights

Theme 1: Community

When **surrounded** by other hardworking students, they are more likely to stay motivated

Students are concerned about keeping a **positive image** to other students

Working alone causes more chances for **distraction** and procrastination.

Theme 2: Motivation

Students are not motivated by pleasure, but **running away from pain**.

External circumstances lead to internal motivation

When prompted with a deadline, the **sense of urgency** causes focus and dedication to complete their tasks.

Theme 3: Performance

My interviewees **overestimate** their abilities to complete a task to a perfect level.

Starting said task was much **harder** for my interviewees than staying in the rhythm of the task.

My interviewees will do the **least amount of work** possible to be considered "done"

Theme 1: Community

When surrounded by other hardworking students, they are more likely to stay motivated.

Students are concerned about keeping a positive image to other students.

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Theme 3: Performance

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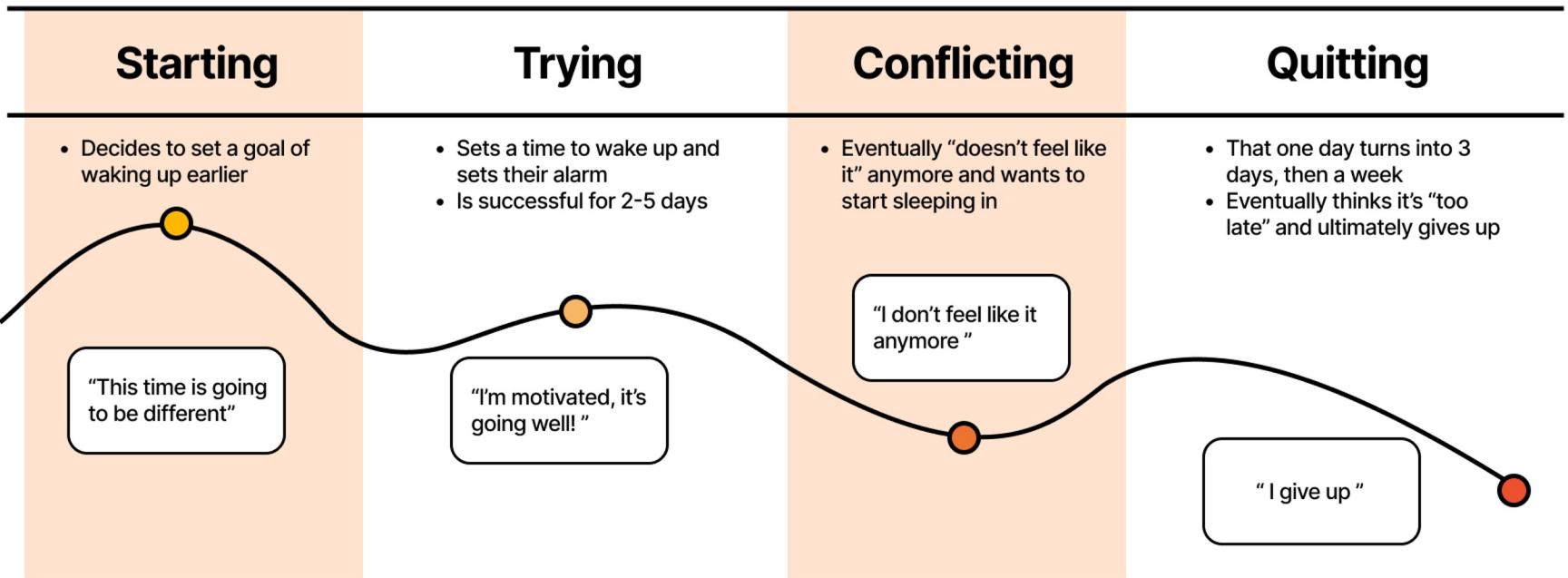
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Joseph

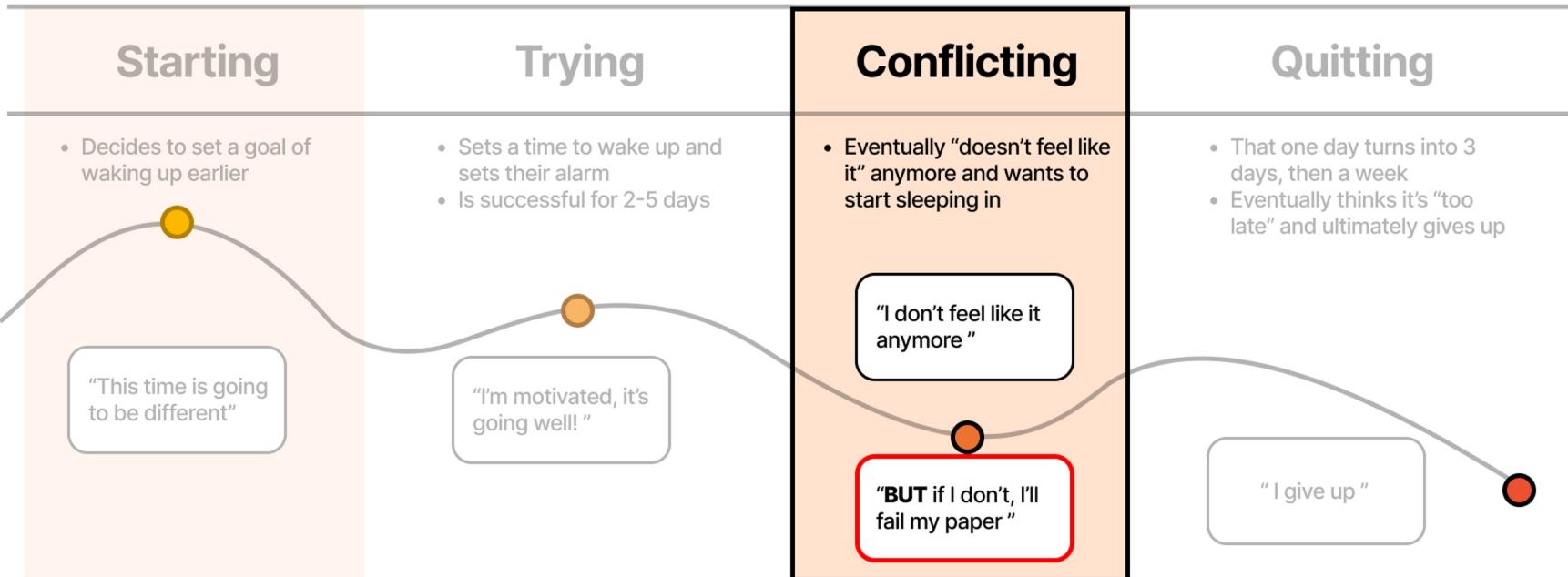
Scenario: wants to wake up earlier and more consistently but constantly fails to do so.





Joseph

Scenario: wants to wake up earlier and more consistently but constantly fails to do so.



use cases + the persona



Joseph / 19 / Psychology

Frustrations

- Unable to stay motivated and consistent in his goals
- May start off strong in setting and planning a goal, but loses steam quickly
- Easily blows off personal habits for academic commitments