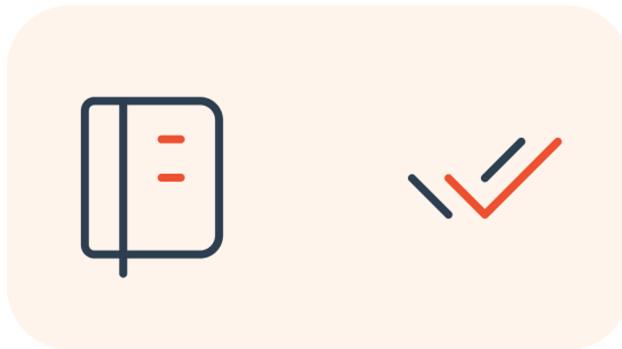


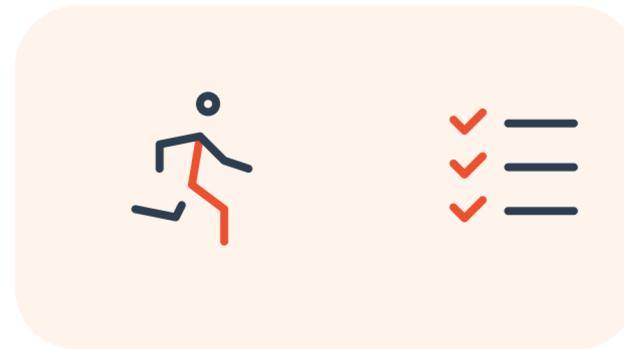
initial problem discovery

# 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

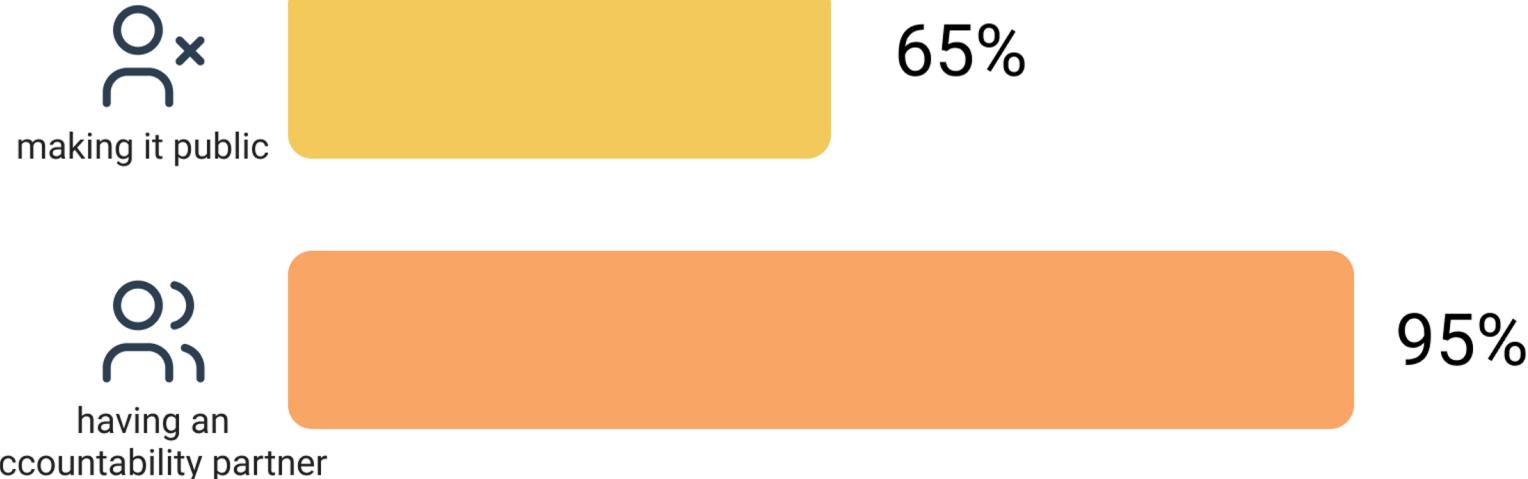
**College Students fail to  
accomplish their personal goals  
as successfully as their  
academic goals.**

# **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.

Working alone causes more chances for distraction and procrastination.

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

### Theme 3: Performance

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

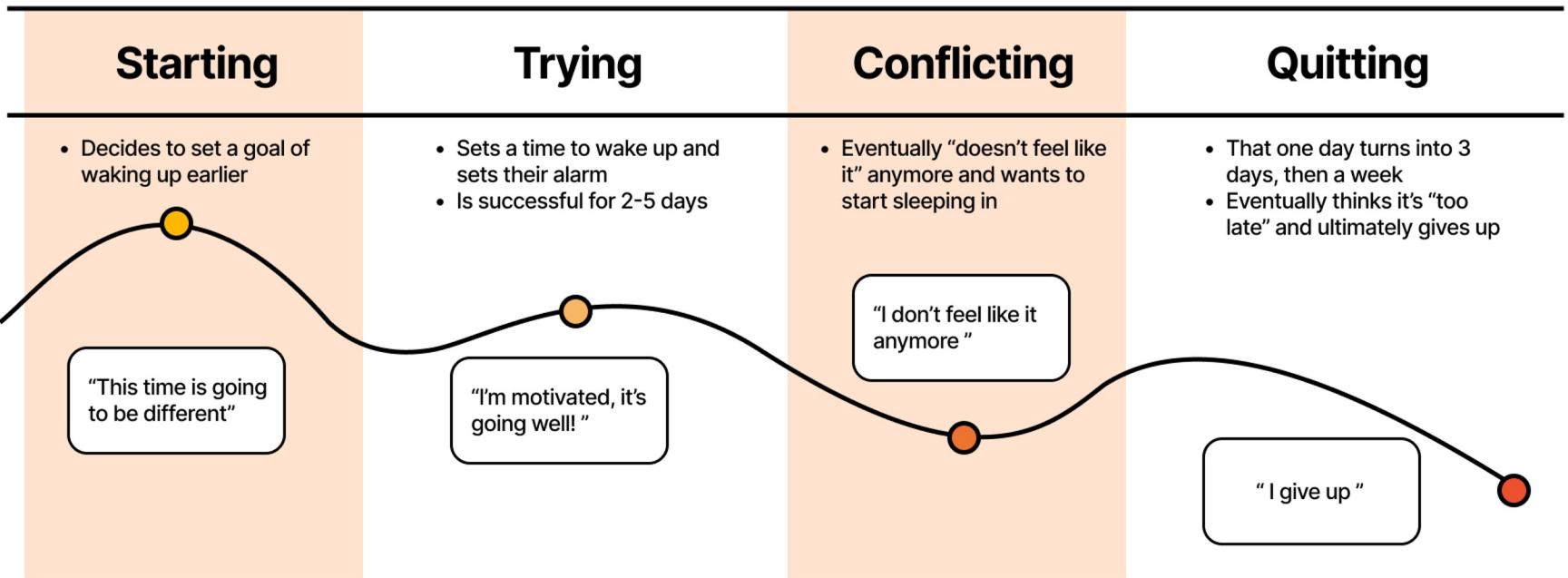
Starting said task was much harder for my interviewees than staying in the rhythm of the task.

My interviewees will do the least amount of work possible to be considered “done”



# Joseph

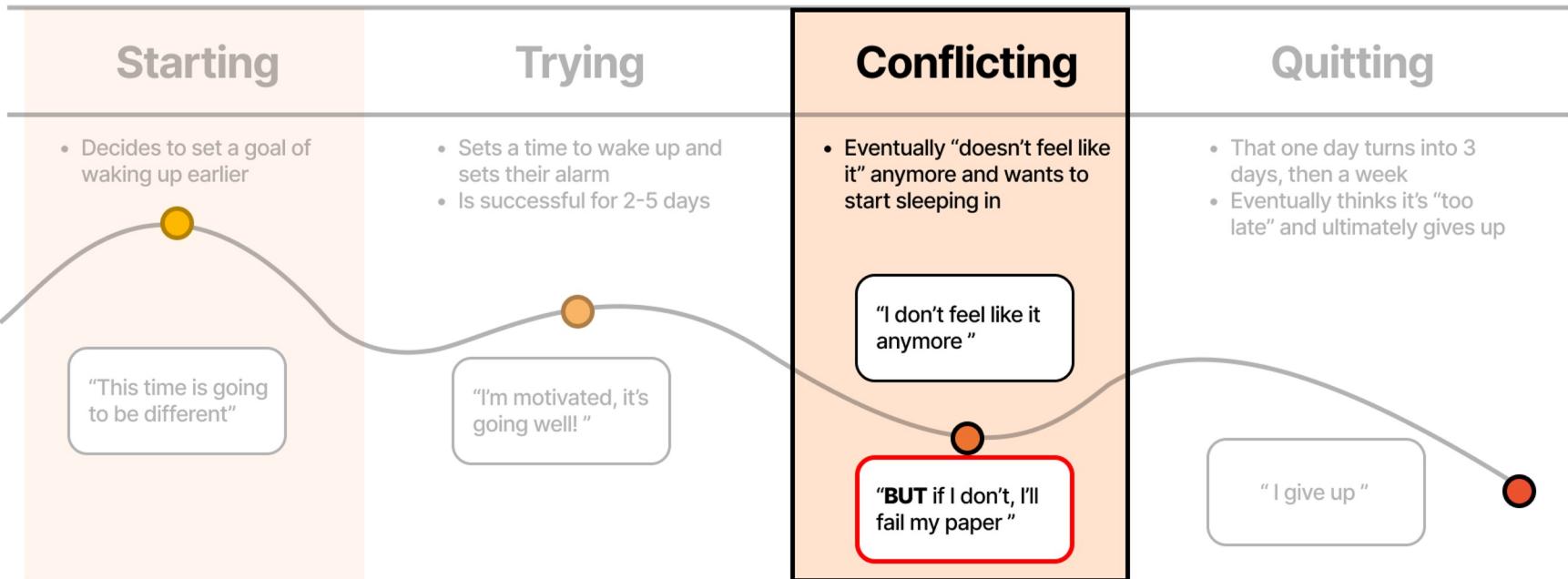
Scenario: wants to wake up earlier and more consistently but constantly fails to do so.





# 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

How Might We...

**Make College Students feel  
more responsible for their  
personal goals?**

Testing design concepts

# **Setbacks ↘ and a New Direction for Accountability**

At first, I spent **2 weeks** trying to play with three different directions to promote accountability:



Accountability Glasses



Augmented Reality Mirror



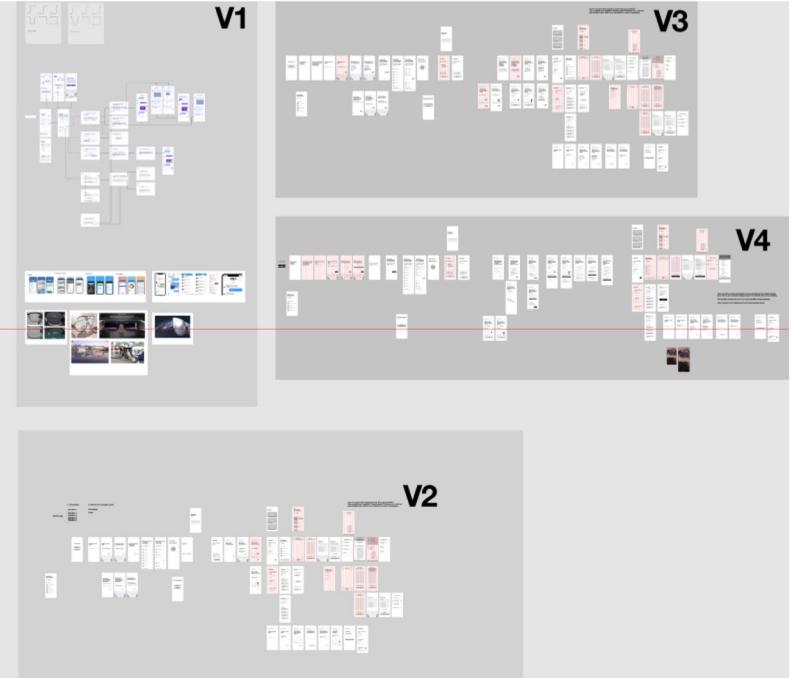
App solution

Testing design concepts

# Setbacks ⚡ and a New Direction for Accountability

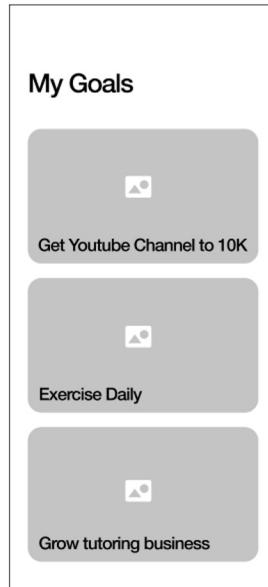
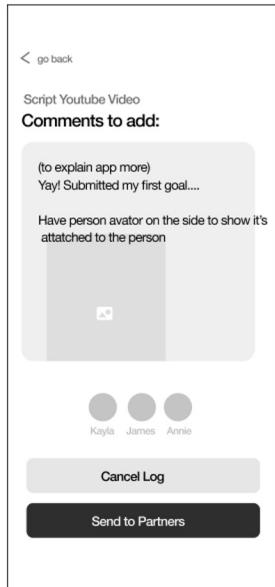
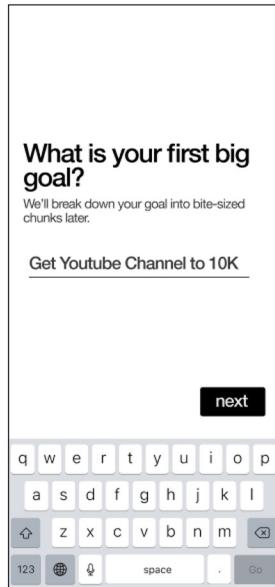


Accountability Glasses



Brainstorming the app design

# Catering towards 3 main flows:

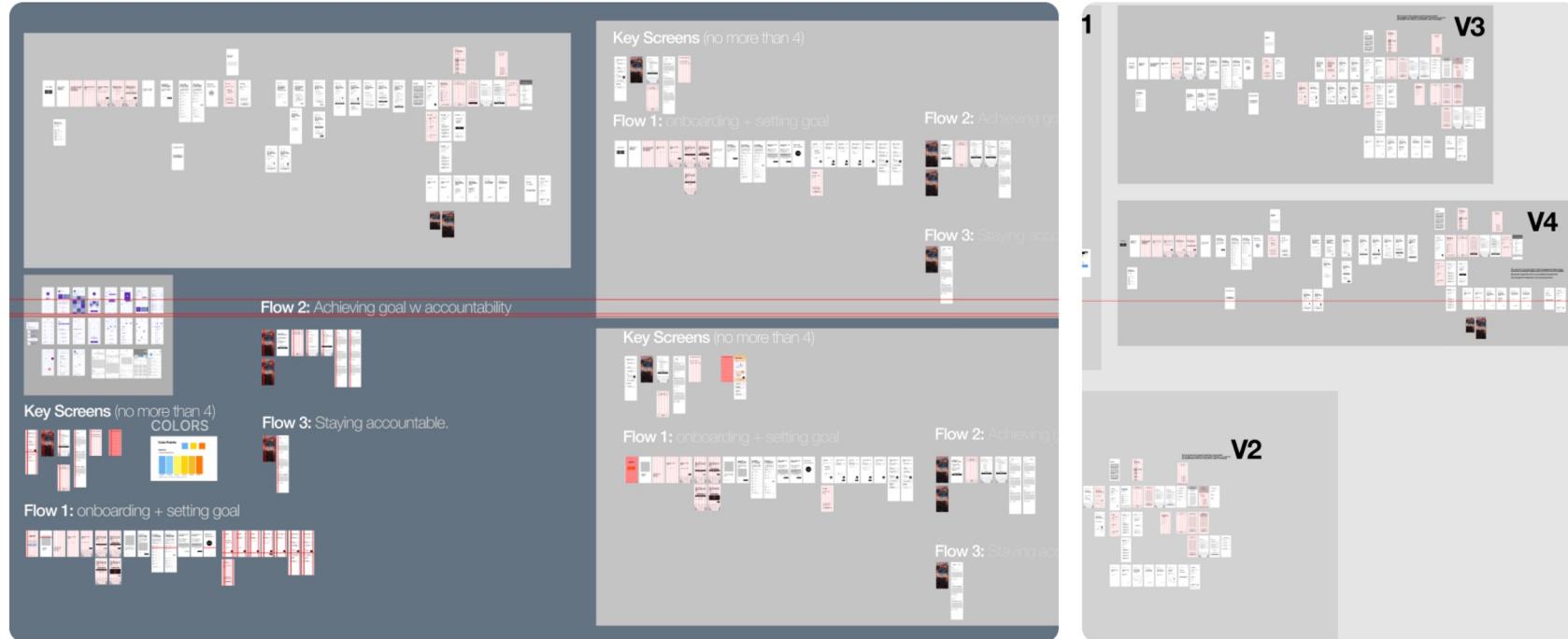


- Setting the goal
- Proof of accountability
- Following up on the goal

\*caveat of college student schedules

Brainstorming the app design

# Catering towards 3 main flows:

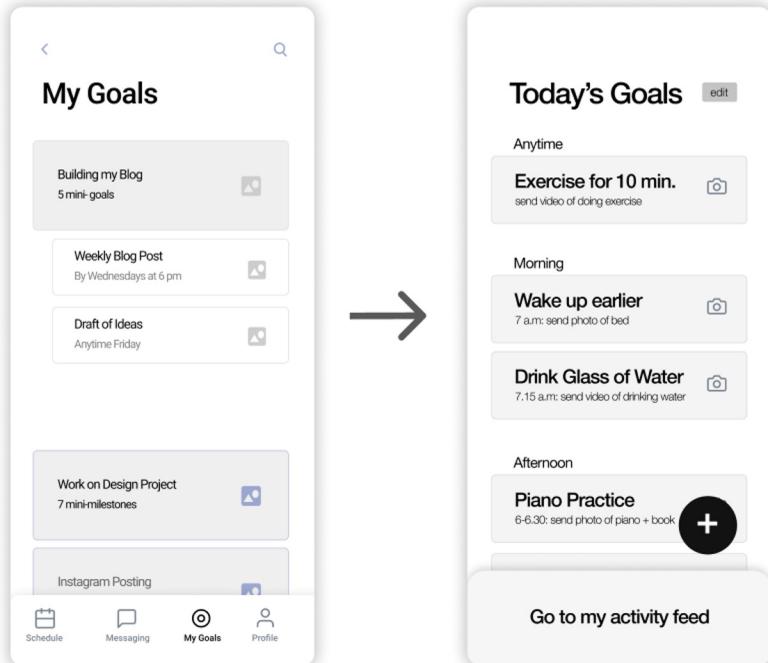


# **4 Major Improvements to the Design**

After concept testing which lead to the app platform, I would iterate and test 3 more times, each building upon the suggestions of the previous.

testing + improvements

# First major improvement



## Removal of Bottom Navigation

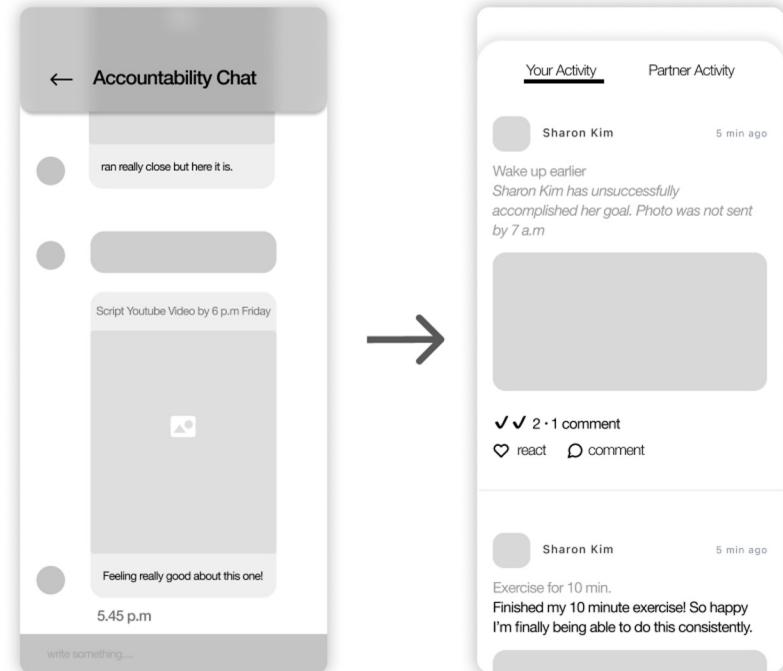
- Based on mentor feedback, letting the user *naturally* flow to other parts of the app seemed to be a better fit.
- First desired bottom navigation tab to allow ease of adaptation for the user

testing + improvements

## Second major improvement

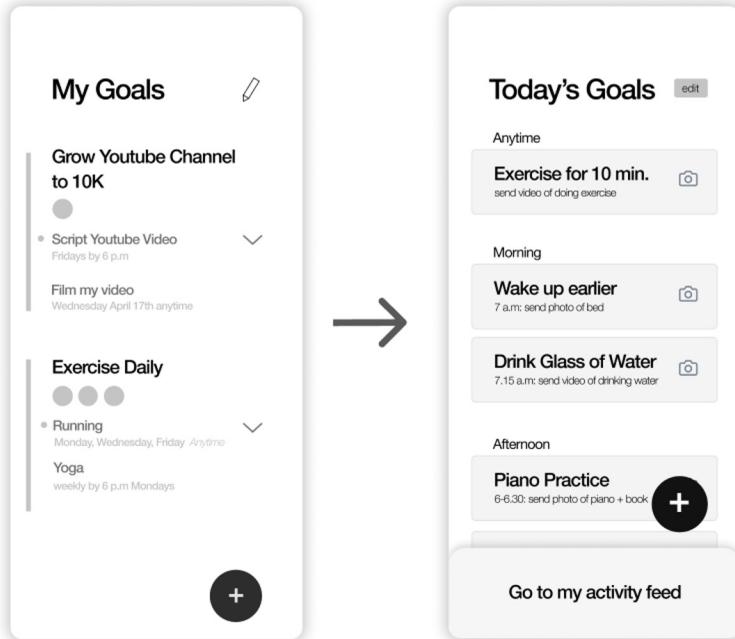
### Switching to a broadcast feed

- Originally designed accountability “chatrooms”
- Based on feedback, social media feeds encourage better behavior as appears more “public” than a private chat.
- Allows instant gratification of “likes” and comments to encourage use



testing + improvements

## Third major improvement



### Students desire “habit” like goals

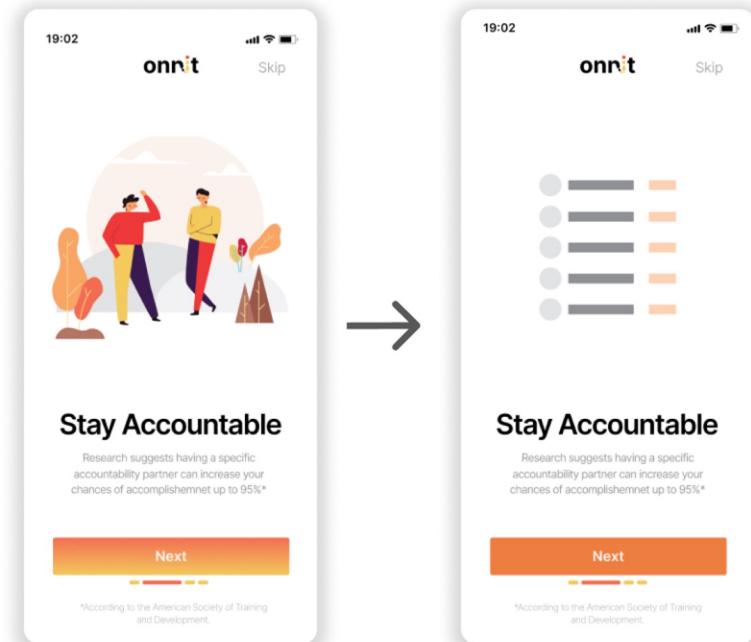
- Originally designed “milestone” goals for a larger goal- yet it did not fit my user
- Upon feedback, most of my student users wanted repetitive goals such as waking up on time

testing + improvements

## Fourth major improvement

### Guided Onboarding Experience

- Previously added more aesthetically pleasing illustrations during onboarding
- Thought to be more useful to have lo-fidelity UI that is indicative of how the app will work

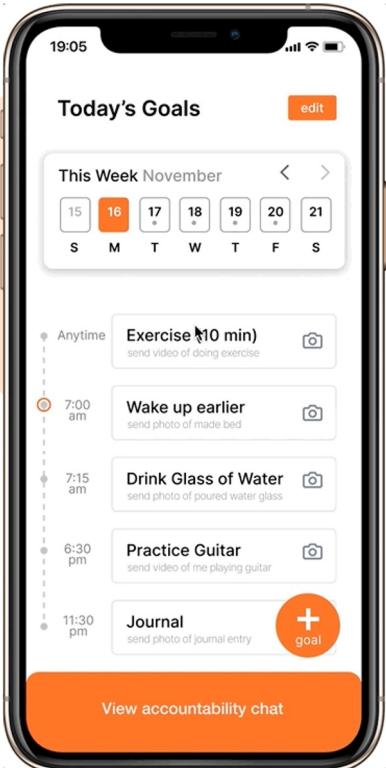


# **Final Solution + Designs**

## **Have Accountability Partners**

- Increase your chances of accomplishment up to 95\*
- Provides a source of extrinsic motivation
- Avoid social consequences of not completing your goal

\*according to the American Society of Training and Development

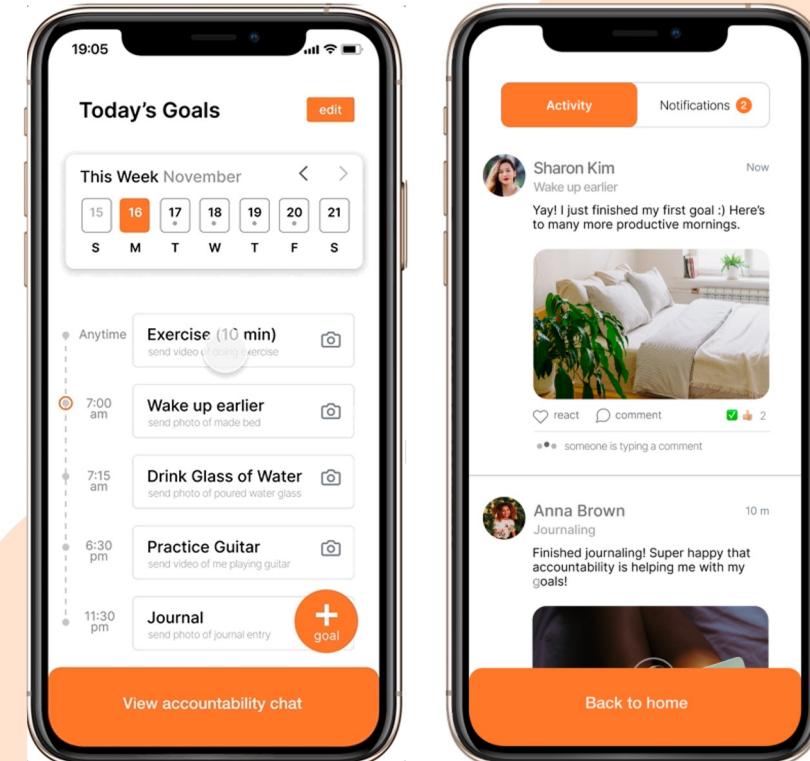


## Manage your Goals

- Track, manage, and execute all your goals at a glance
- Instant schedule depending on the day
- Customize + set different partners for each goal

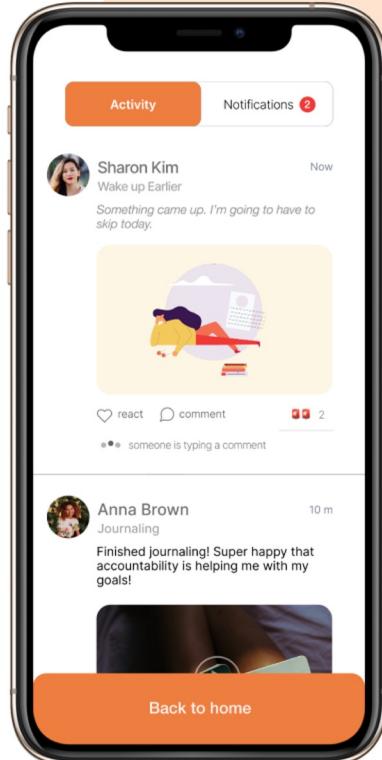
# Send Evidence + Engage

- Send proof of completion of your goal
- Proof of evidence makes sure to lock in your commitments
- Stay accountable to partners in the accountability feed



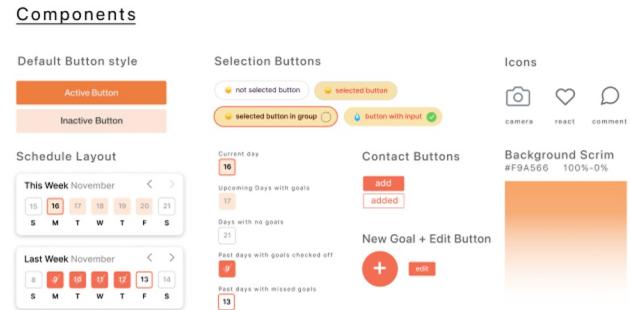
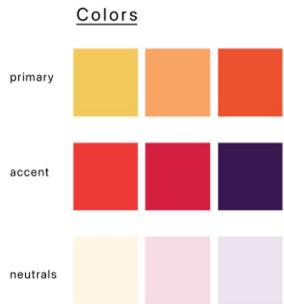
# Edge Cases: Pushing Back

- In the case the goal cannot be accomplished
- Upon user testing this was a must feature!
- Broadcast feed adjusts accordingly





# **Design System & Style Guide**



Typography

**Header 36 pt. Bold**

Text 18 pt medium

Subtitle 14 pt medium

Buttons 14 pt medium (inactive)

Buttons 14 pt medium (active)

Captions 12 pt regular

Extra small captions 12 pt light

Onboarding Illustrations



Grid + Spacing

8 px layout grid

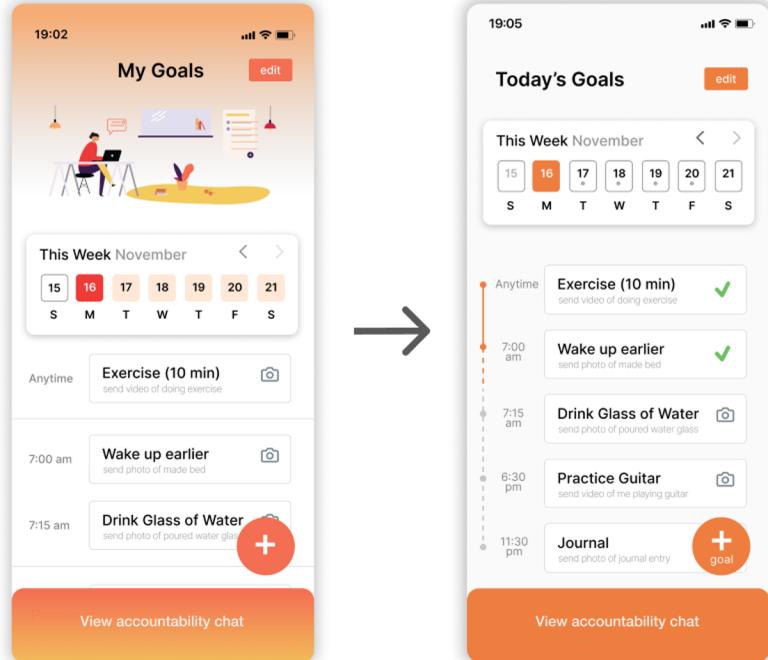
60 px high rows

4 column grid / 16 px margins

# Gradient → Flat UI design

During revisions of Hi-fidelity stages:

- Removed unnecessary illustrations
- Built from white to maintain a clean aesthetic
- Removed orange gradient + changed main color to better fit WCAG standards



# If I had more time....

- Further explore the boundaries or **scheduling** opportunities for college students
- See different ways to increase accountability; i.e monetary consequences perhaps.
- Even add in more flexibility towards different types of students whose goals may not be more “habit” like, is more detail oriented, etc.