

GoGoal



01 Introduction

02 Research

11 Problem Statement

12 Target Audience

13 Personas

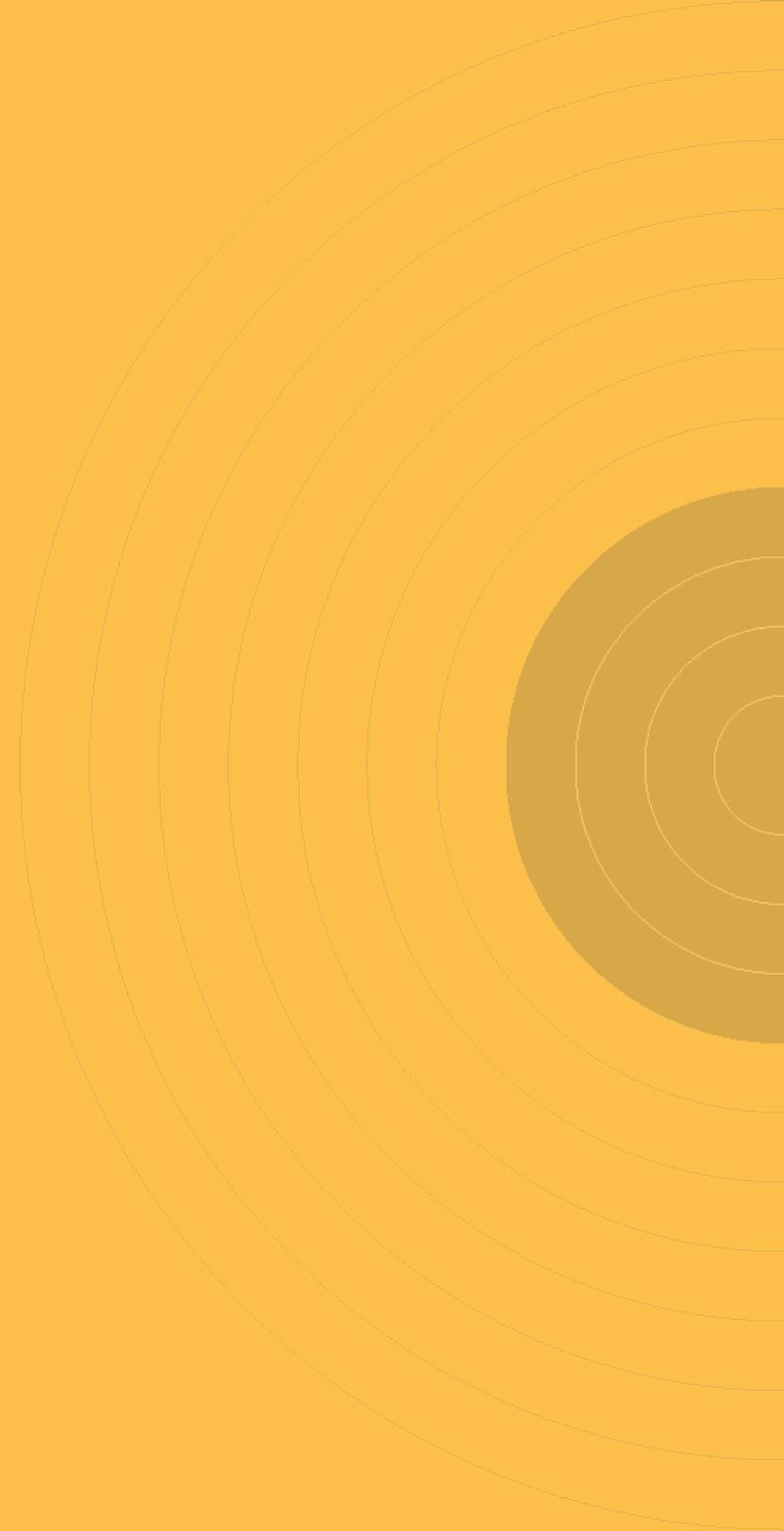
20 User Testing & Iteration

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41 Merchandising Items

44 Conclusion



Complete Your Goals

GOGOAL CONCEPT

It's easy to set a lot of goals, but oftentimes it's hard to achieve them. "In 2019, I am planning to finish the plan that I made in 2018 which I didn't complete in 2017 that I promised to finish in 2016..."

I want to make an app that **helps people to complete challenges**, one step at a time. In this app, the user will start with a small challenge by joining the challenge group. There will be a minimum of 2 people and a maximum of 10 people in a group. **When all the group members complete the challenge, everyone will get bonus coins.** Coins can be redeemed into badges and each user will unlock achievements by completing challenges.





Project Timeline

The process of develop the app from scratch to the final presentation

Duration: 6 Weeks

Research



Week 1

Problem framing
Competitor analysis
Target audience
Brand keywords

Week 2

Logo exploration sketches

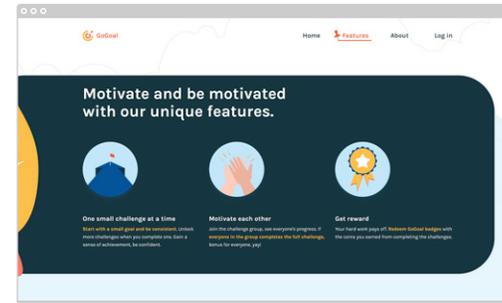
Typography, color palette

Persona, user flow

Website wireframe



Brand Identity & IA



Brand Identity & User Testing

Final logo

Graphical elements development

App wireframes usability testing

Website key screens

Week 4

Iteration on wireframes, key screens development

Script and style frame for the concept video

Iteration

Prototype & Merchandising Collaterals

Week 5

App flow prototype animation

Merchandising items mockup

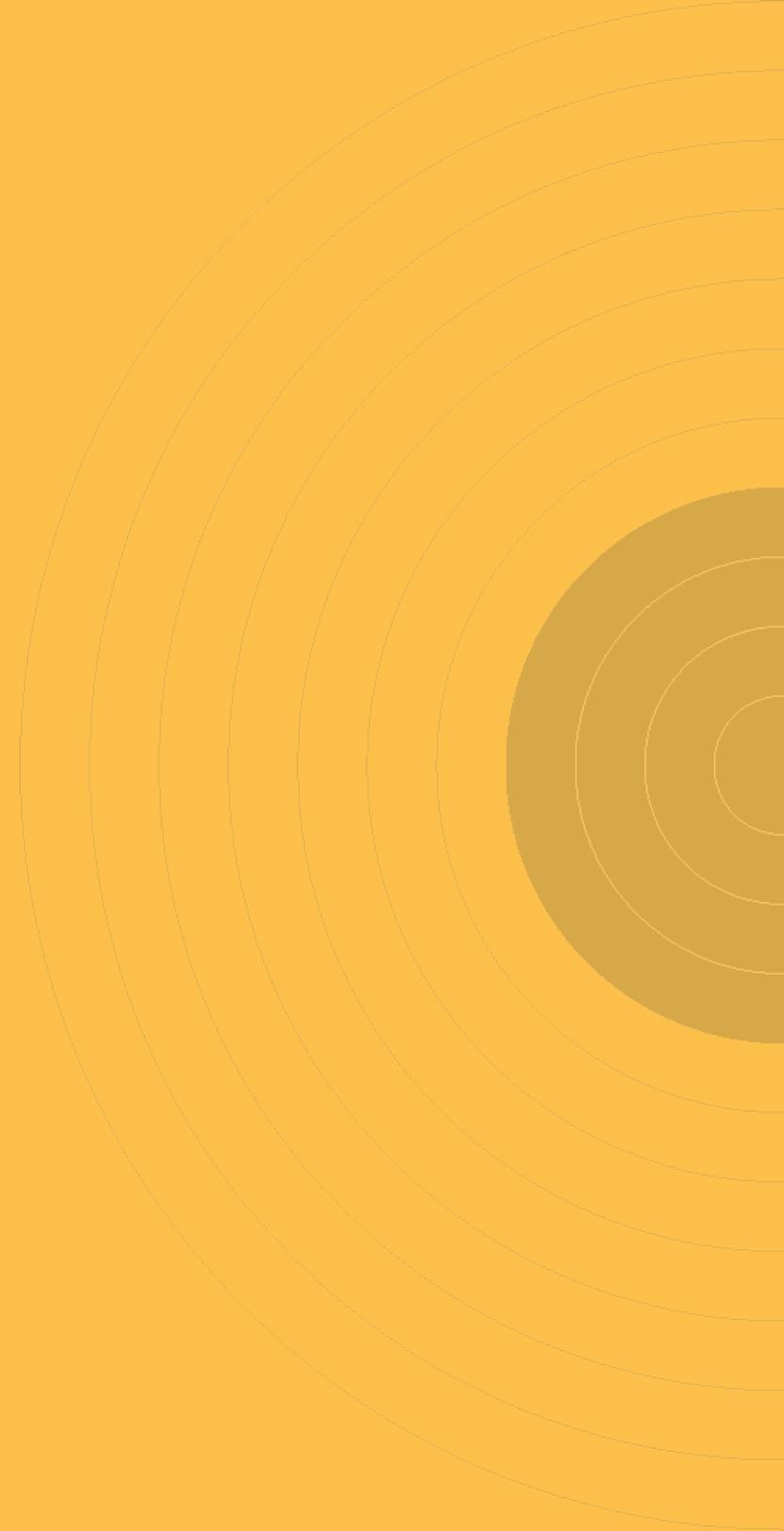


Concept Video

Final Product

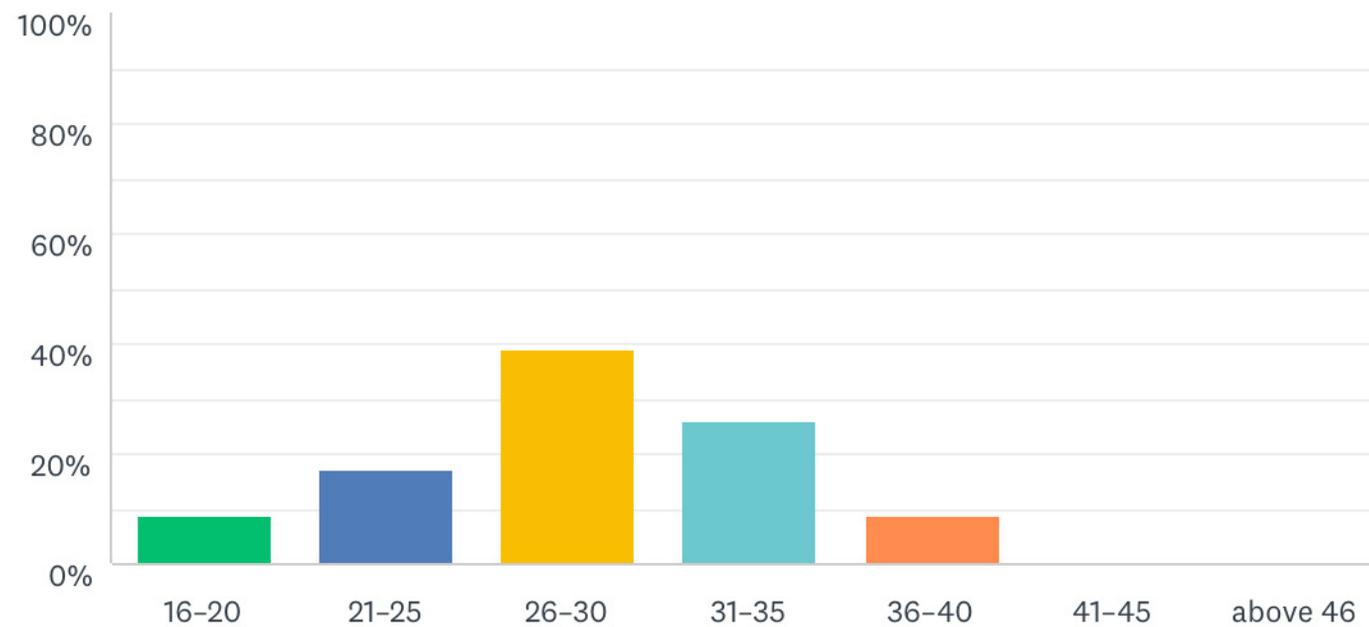
The final deliverable includes brand guidelines, merchandising items mockup, design assets, website key screens, and concept video.

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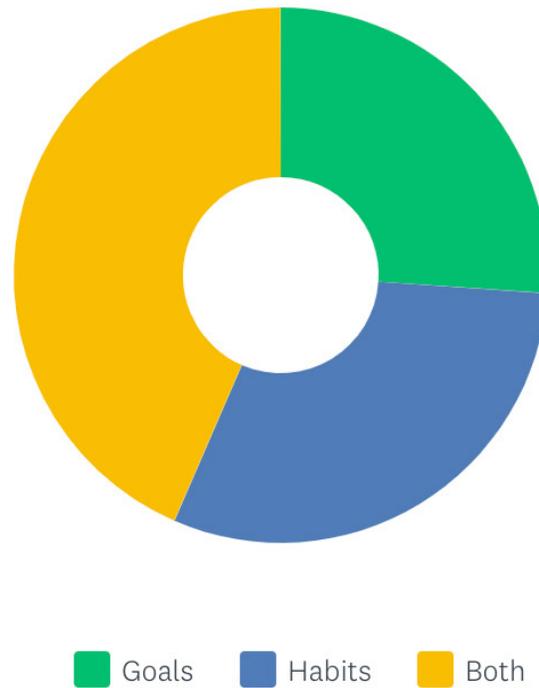


Age Range

Survey on questions about people's intention of setting goals/form habits and how they feel about it.

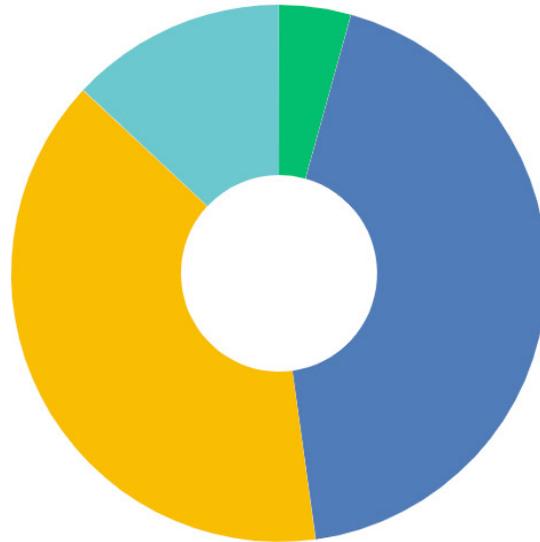


Intension for Achieve Goals/Form Habits



Key points: **All the participants** had the **intention** of either setting goals, form habits or both of them.

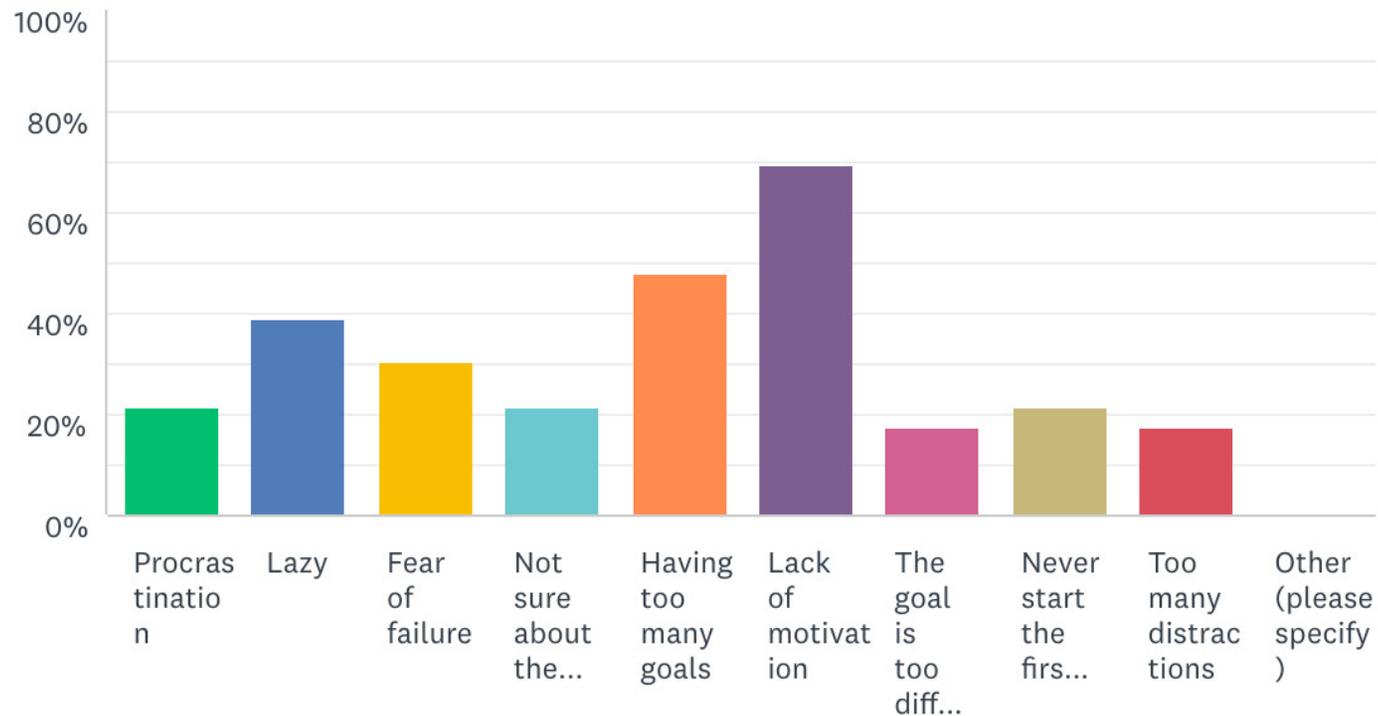
✂ Their Goal's Completion Rate



■ Yes ■ Sometimes ■ Rarely ■ Never

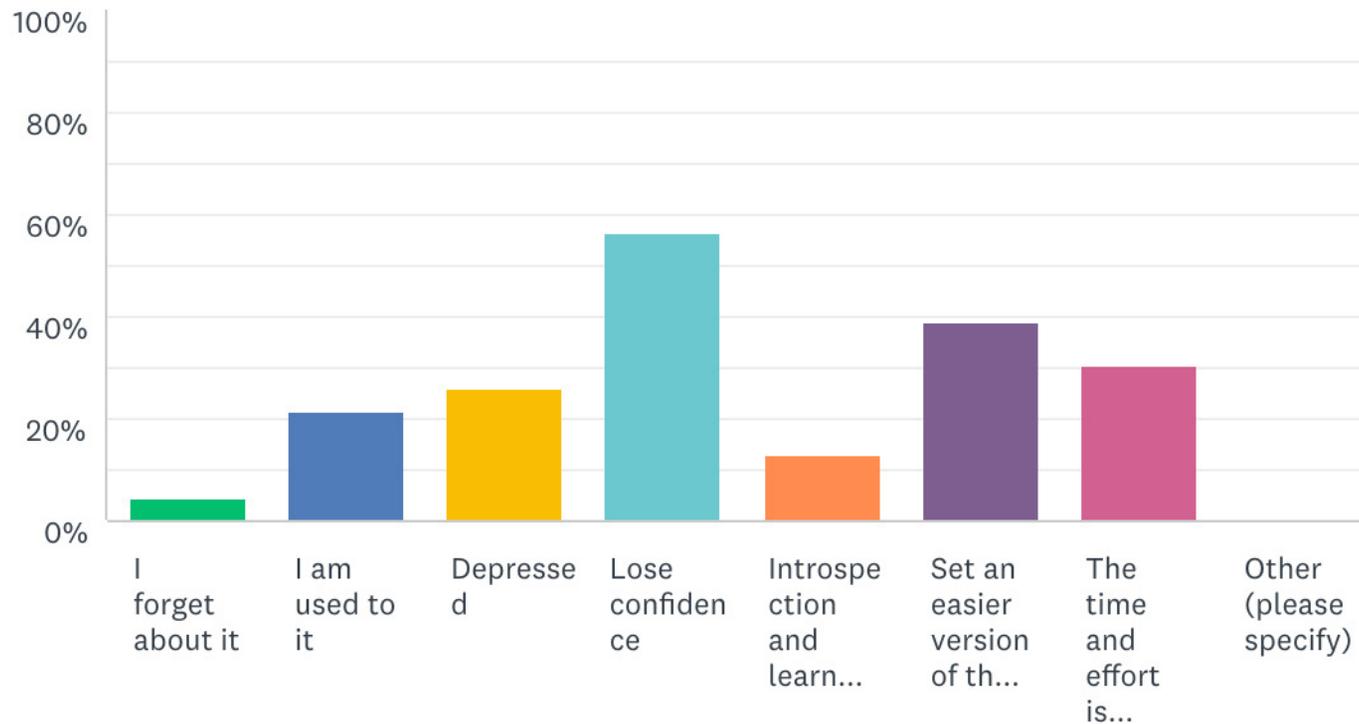
Key points: 44% of participants are able to **sometimes** reach their goal. 39% of participants **rarely** reach their goal and 13% of them **never** reach their goal.

Reasons that Make Them to Fail to Achieve the Goal



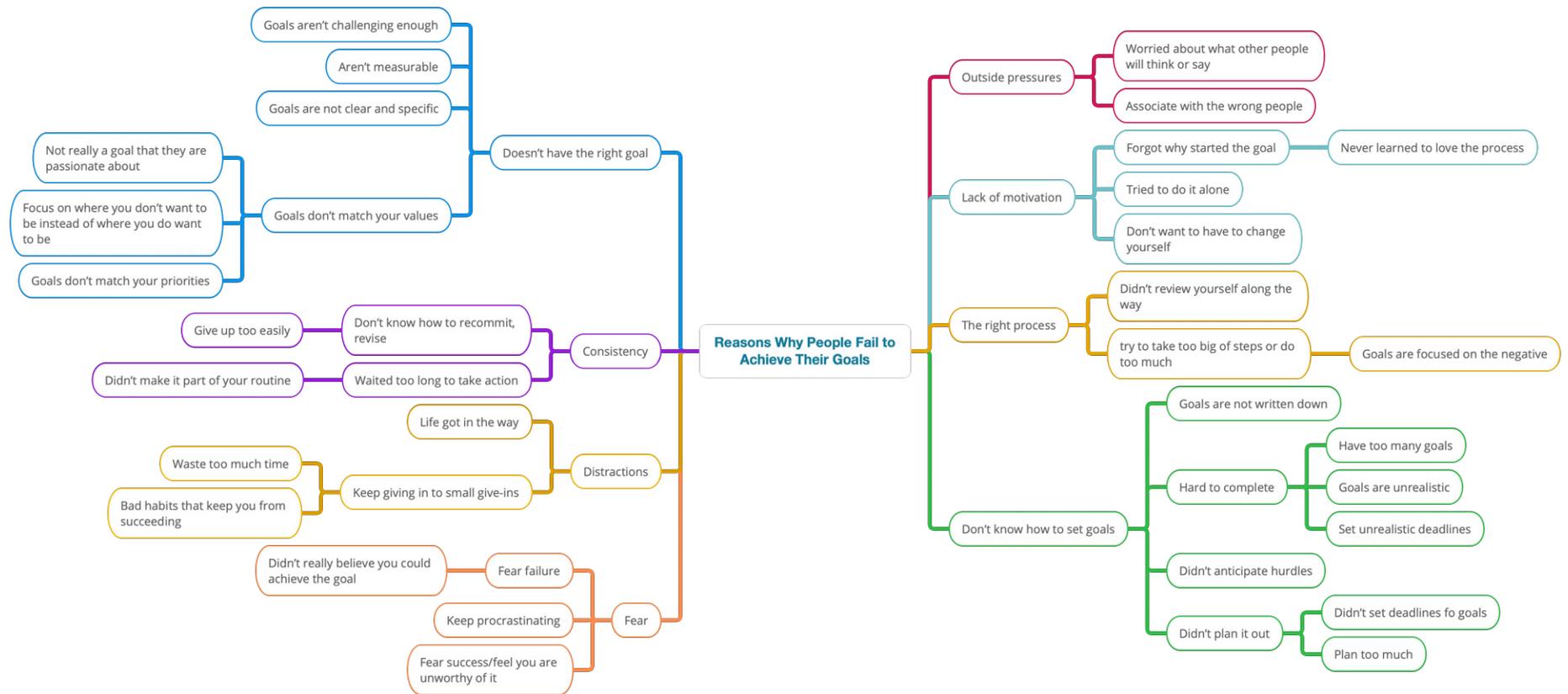
Key points: The top 3 reasons are: **lack of motivation**, Having **too many goals** and **lazy**.

How They Feel When They Fail to Achieve the Goal



Key points: The most common feelings are: **lose confidence**, set an **easier goal** for next time and feel like the **time** and **effort** that they have **already put in** are **wasted**.

Mind Map for Reasons



Competitor Analysis: Coach.me

OVERVIEW



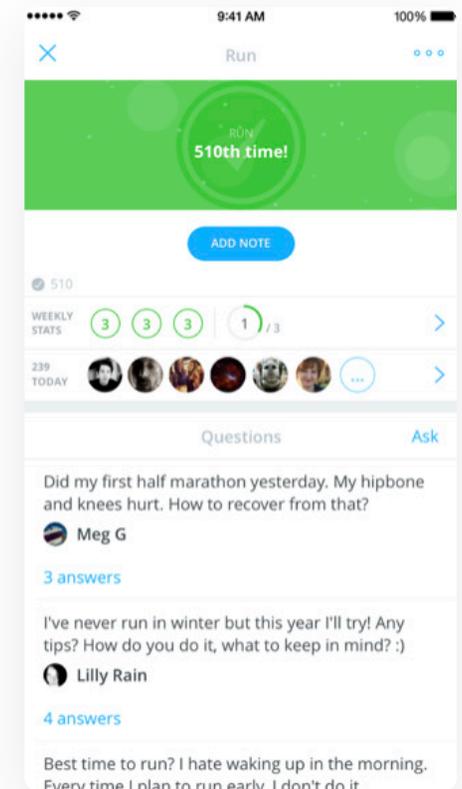
The coach.me app takes a don't-break-the-chain approach to building habits and consistency. Each goal in the community has coaches who are trained in habit building, the user could pay in order to get the coach service.

PROS

- User is able to make friends and follow each other
- User is able to set up goals with reminders in the app
- User is able to connect with professional coaches

CONS

- Some users complain that it doesn't work in landscape mode
- Hard to browse for goals if you don't know the exact word
- The app responds very slow
- Some users find the app's UI is confusing and hard to use



Competitor Analysis: Strides

OVERVIEW



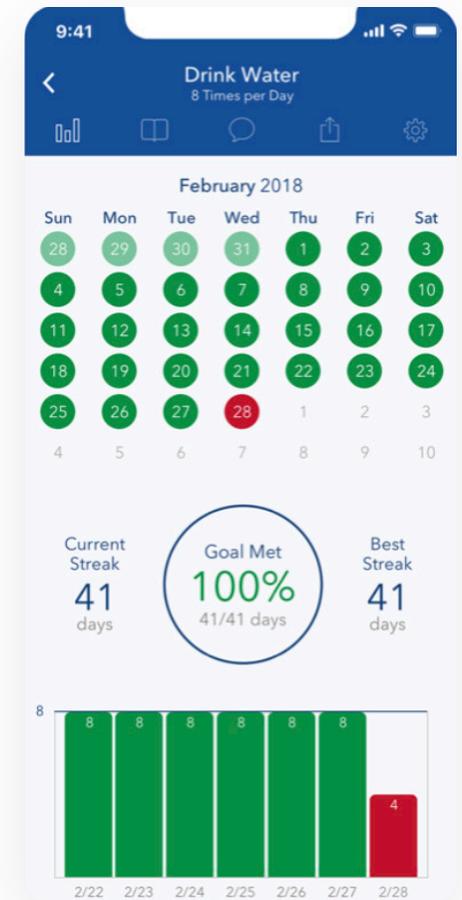
Strides is a free app that tracks the user's goals and habits, it can be either good habits or bad habits. This app was recommended in The New York Times, Strides has been called "the most comprehensive, user-friendly, beautifully designed goal tracking app available."

PROS

- Easy to use
- The user is able to track anything with reminders
- User is able to set target goal value by a specific date

CONS

- The subscription fee is expensive
- No progress report/trend report for the user to check their history status
- Some users experience issues with the reminder of not working



Competitor Analysis: Streaks

OVERVIEW



Streaks is a to-do list that helps people to form good habits. User is able to create custom habits and set the frequency for each one. They can also see the completion status of their habits.

PROS

- Customizable themes, color, icons
- Visual chart of user's task completion report
- Support the wearable device and auto-sync health data from them

CONS

- It only tracks the habit without motivating the user to complete it
- Create and edit the task process is confusing and tedious
- Not user-friendly
- No option for archiving completed habits, some users hate to delete their completed habits record in order to make room for new ones



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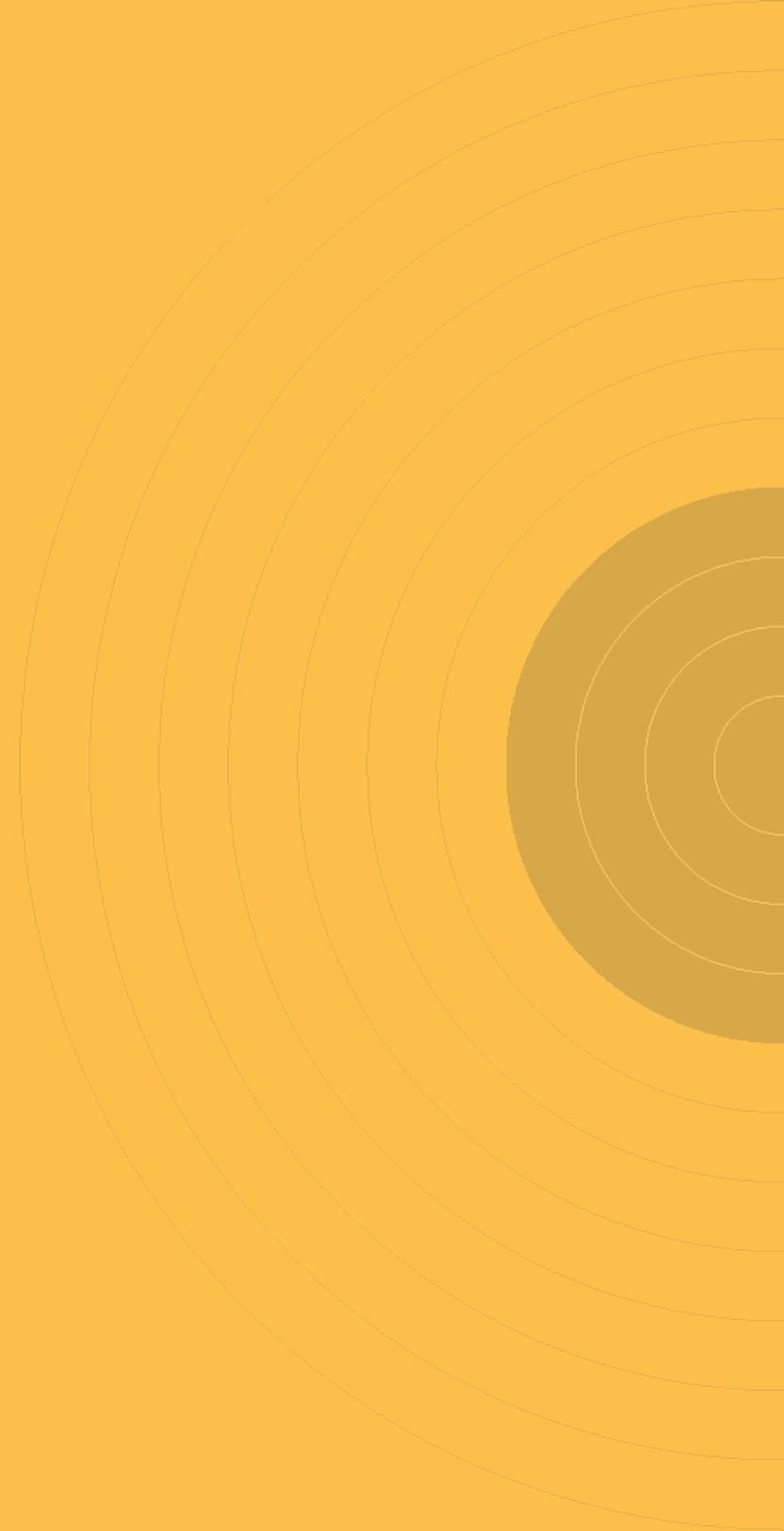


 **HMW Statement**

Problem Statement

How might we help people to achieve their goals
by increasing their motivation?

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Target Audience

PRIMARY TARGET AUDIENCE



Age range: 18–35

Gender: Male & Female

Occupation: Any

The primary target audience group is people who want to achieve goals or form habits but **often failed** and they **don't have much confidence** in themselves anymore.

They **lack motivation** and often **don't know how to set goals** and complete them to build more confidence.

SECONDARY TARGET AUDIENCE



Age range: 16–45

Gender: Male & Female

Occupation: Any

The secondary target audience group is people who know they can complete their goals and already understand how to successfully form a habit. However, they want to have a tracker to help them **track their goals easily**.

It will be even better if this process can be a **fun, delightful experience**.

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Persona 1

Samuel Ramirez

👤 Age: 20

📍 Location: Irvine, CA

🎓 Occupation: Student

♀️ Status: Single

Self-discipline: ● ● ● ● ●

Motivated: ● ● ● ● ●

Extroverted: ● ● ● ● ●

Tech-savvy: ● ● ● ● ●

Bio:

Samuel is a college student major in biology who lives in Irvine with his parents.

Samuel wants to form some good habits but finds it really hard to do. He always sets goals with confidence but failed all of them in just a couple days.

Samuel has a feeling of failure every time this happens; now he is getting afraid of setting goals to achieve.

"I wish I could truly complete a goal, even if it's a small one."



Persona 1 User Flow

The user signs up for an account and chooses a challenge group to join.

Sign in or sign up for a new account

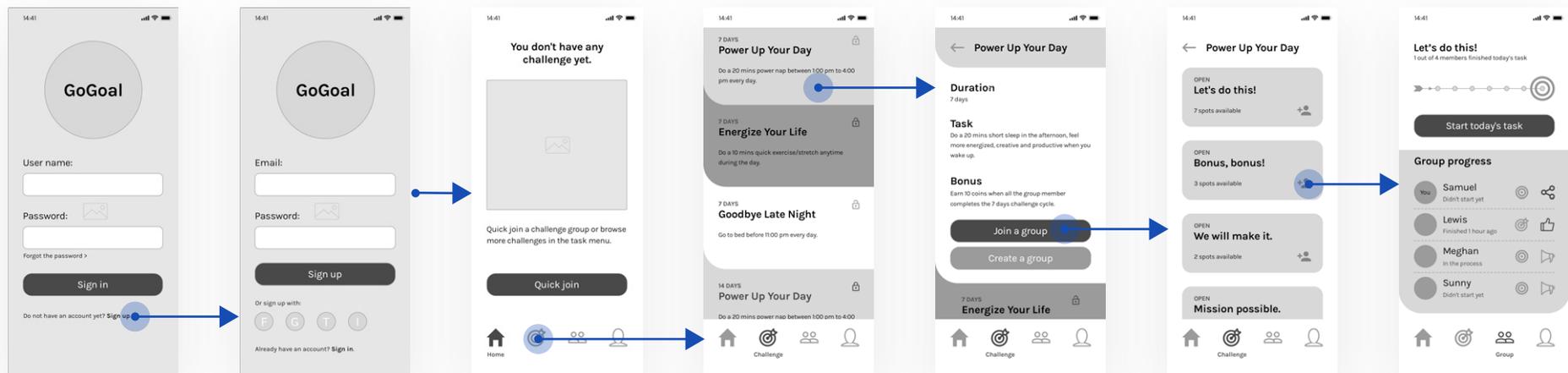
Empty state

Browse challenges

Choose a challenge and join a group

Choose a group to join

Joined a group



Persona 2

Meghan Hall

👤 Age: 32

📍 Location: Arlington, VA

👩 Occupation: Housewife

👫 Status: Married

Self-discipline: ● ● ● ● ●

Motivated: ● ● ● ● ●

Extroverted: ● ● ● ● ●

Tech-savvy: ● ● ● ● ●

Bio:

Meghan is currently a full-time housewife who lives in Arlington with her husband. She wants to be a real estate agent so she does self-studies after her husband goes to work. Meghan finds that she has lower energy in the afternoon, she learned that a power nap would help with it. However, she is easy to be distracted by other things. Often times she sets the timer to do a power nap but ended up just spending time on the social media.

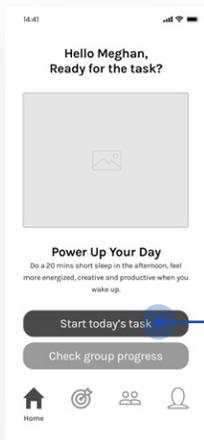
"The distraction is everywhere, I wish to use my time on things that are good for me."



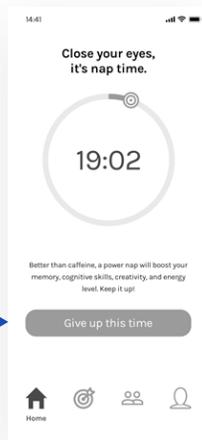
Persona 2 User Flow

The user completes today's task and sends a reminder message to all other members who haven't complete it yet.

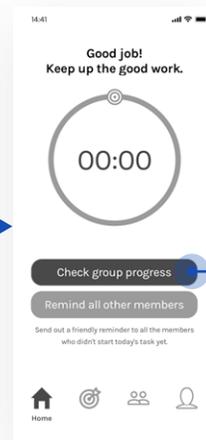
Choose start
today's task



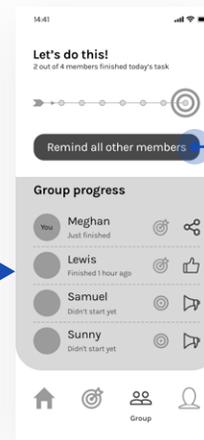
The task starts



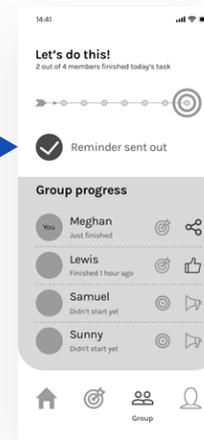
Finishes task, go
to the group
page



Click to send a
reminder
message



Reminder sent
out



Persona 3

Lewis Fernandez

👤 Age: 28

📍 Location: New York, NY

👔 Occupation: Web Designer

👫 Status: In a Relationship

Self-discipline: ● ● ● ● ●

Motivated: ● ● ● ● ●

Extroverted: ● ● ● ● ●

Tech-savvy: ● ● ● ● ●

Bio:

Lewis is a web designer who works in a tech company located in New York City. He lives in an apartment with his girlfriend and their dog Pasta. Lewis enjoys life and has some good habits such as always do jogging in the morning, do 10 minutes reading before going to bed. Now he feels that he lacks the motivation to form some new good habits. Lewis wants to do some changes, but he doesn't know where to start.

"I want to fight my self-satisfaction, I believe that's the only way to be even better."



Persona 3 User Flow

The user uses the bonus coins that he collected through completing the challenge to redeem a badge.

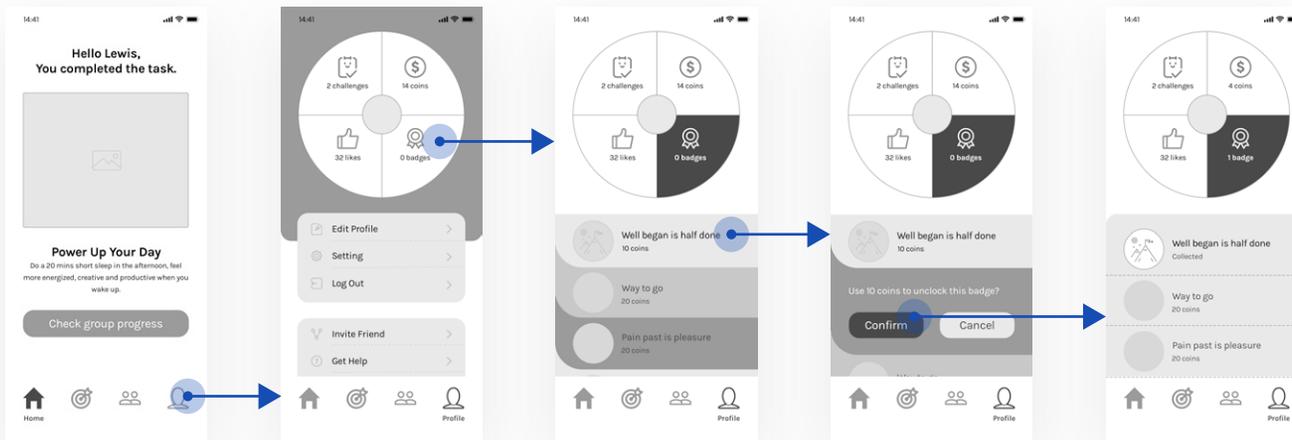
Go to the profile page

Choose the badges section

Choose the 1st badge

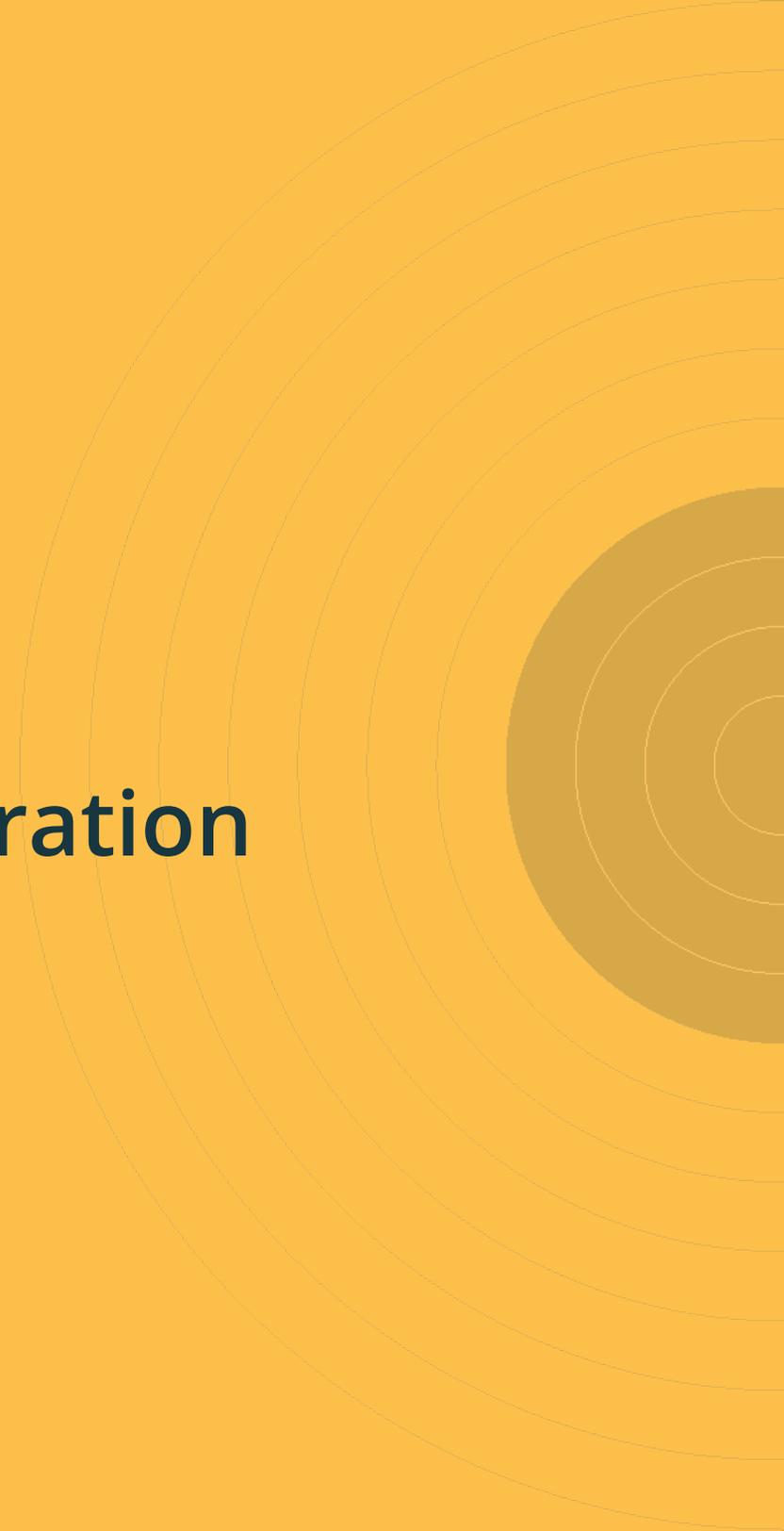
Confirm to unlock

Badge is collected



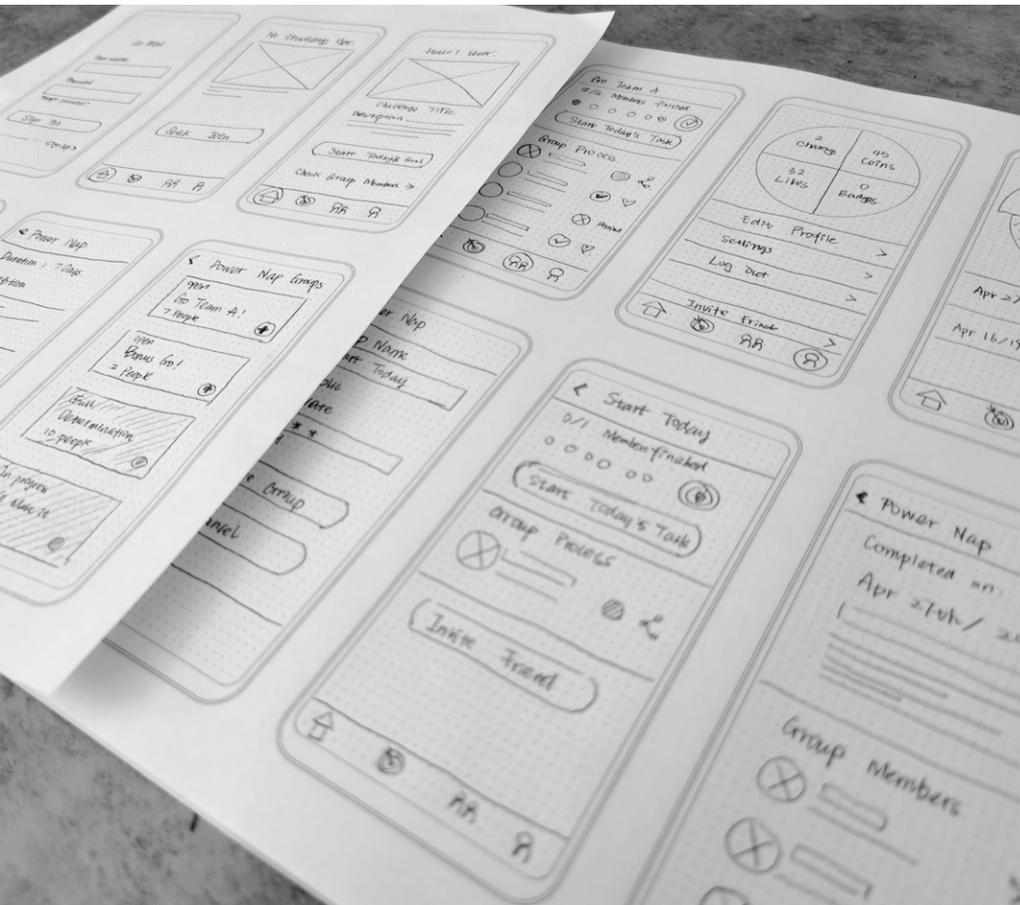
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User Testing & Iteration



✦ User Testing with Low-fidelity Wireframe

Pencil sketches to plan out the basic structure to test the usability of the app.



FEEDBACK

- I really hope there is a button at home page to let me **start my today's challenge right away.**
- Instead of sending a reminder to each members, can I **send reminders to everyone at one click?**
- The challenges page and group page has the same layout, which can be **confusing.**
- The navigation bar can stay at almost all pages in order to easily switch panels
- In the profile page, When a section is selected, it doesn't need to get bigger. The color contrast is enough to make it pop out.
- 3 Participants mentioned that at this stage, **not having the option to add a custom challenge will be better.**

Iteration Based on the Feedback

Make iteration based on the feedback and apply them to the medium-fidelity wireframe.



ITERATION

- Keep navigation bars for all essential pages.
- Add a “Start today’s challenge” button at the home page which will start the challenge right away.
- Add a button at the group page to send a reminder to all group members who haven’t complete today’s challenge task.
- Use a different layout for the challenge page in order to differentiate it from the group page.
- When the user completes today’s challenge, have options on the same page to check group progress and remind all other members.

User Testing with Medium-fidelity Wireframe

Usability testing on the medium-fidelity wireframe that had iteration done from the last user testing.



FEEDBACK

- This was very easy to use. I am able to complete the task without any confusion.
- I wish when the navigation is selected on a certain page, it could be more obvious.
- I am wondering if there is a way to make those challenges cards more different rather than just having different text or shade. Something to make it easier to understand the purpose of that challenge.
- I wish there is a way to preview those badges even though if I don't have enough coins for it yet. If there are some badges I like, I might have more motivation to complete more challenges.

Iteration base on the feedback

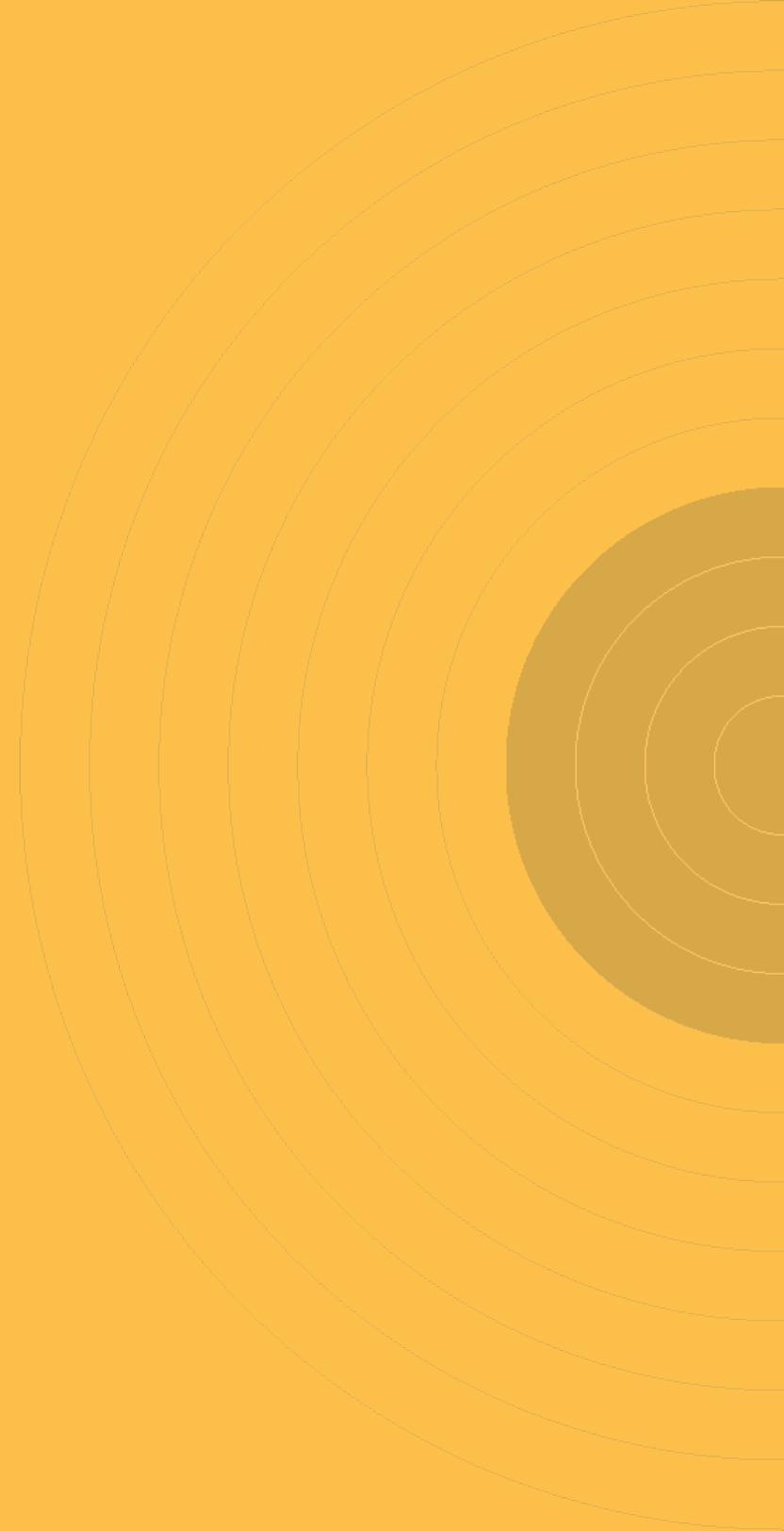
Usability testing on the medium-fidelity wireframe that had iteration done from the last user testing.



ITERATION

- Make the navigation bar and selected stage even more obvious.
- Consider adding some elements on the challenges card to make them more different for each one, to help the user to recognize different challenges easier.
- Instead of having all badges that are not available for redeeming grey out, make them previewable so the user can see what is it even if they don't have enough bonus coins for it yet.

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User Interface



Keywords

These three keywords are what GoGoal is strived to provide to the user.



MOTIVATED

In GoGoal, the user is not just completing the challenge task for themselves. It helps the user to have the motivation to push themselves.



TEAMWORK

Whether the user is in a public group with others or a private group with someone they knew. Knowing that you're never alone. Encourage each other, motivate each other.



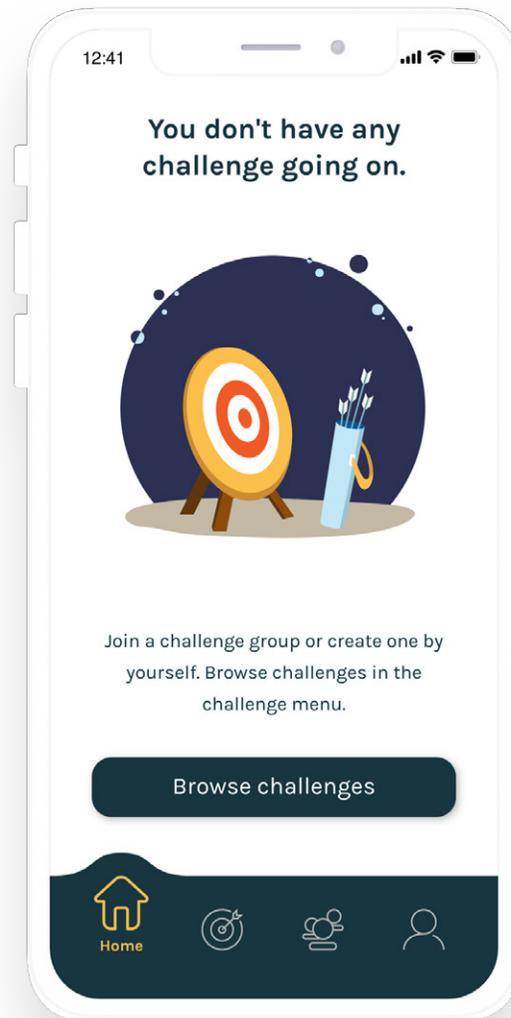
ACCOMPLISHED

With only one, simple challenge at a time. GoGoal helps the user to complete the challenge and feel accomplished. It also helps to build up the confidence.

✦ Empty State

The home page when there is no ongoing challenge.

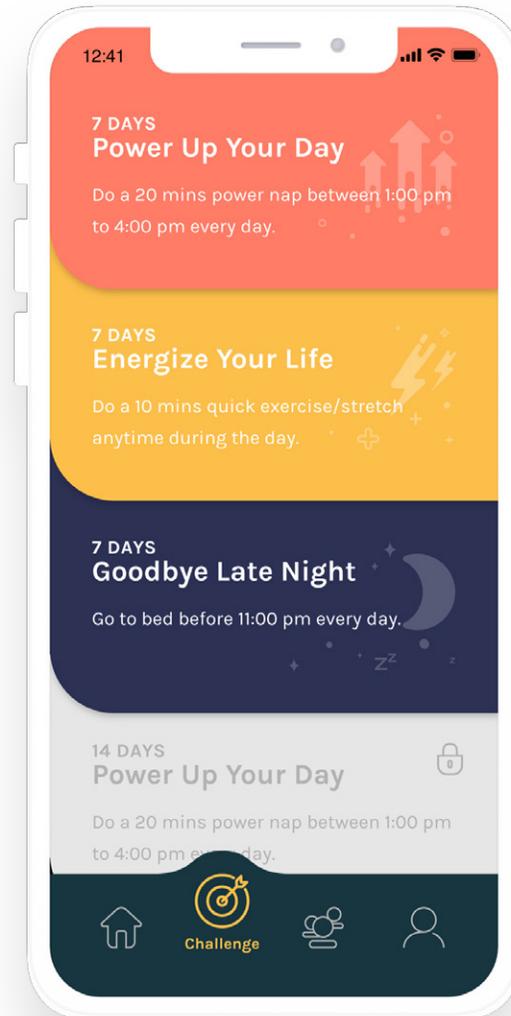
- The home page when there is currently no ongoing challenge.
- Simple, clean graphic style illustration with bright pop color
- A clear selected stage for the navigation bar
- Empty state to lead and encourage the user browses a challenge to start
- Descriptive text to help the user easily to understand how to use the app



Challenges Page

The challenges page where users can browse challenges that are available for them.

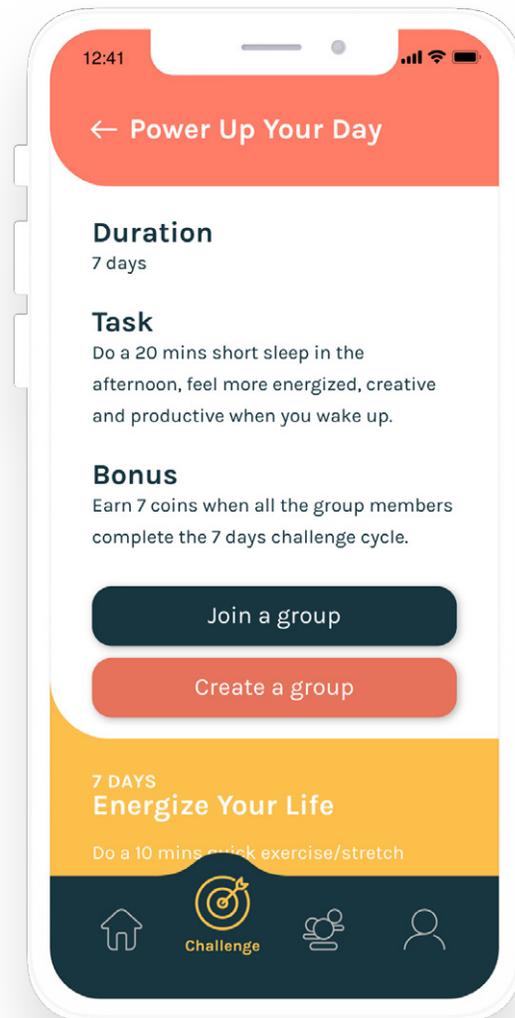
- The challenges page where users can browse challenges that are available for them.
- The user can only do one challenge at a time
- Challenges have to be completed by progress. For example, the 14 days duration challenge will be unlocked when the user completed the same challenge for the 7 days first
- Different graphical elements for different challenges card



Challenge Detail

When a challenge is selected, it will expand to show the detail of this challenge and let the user join a group for it

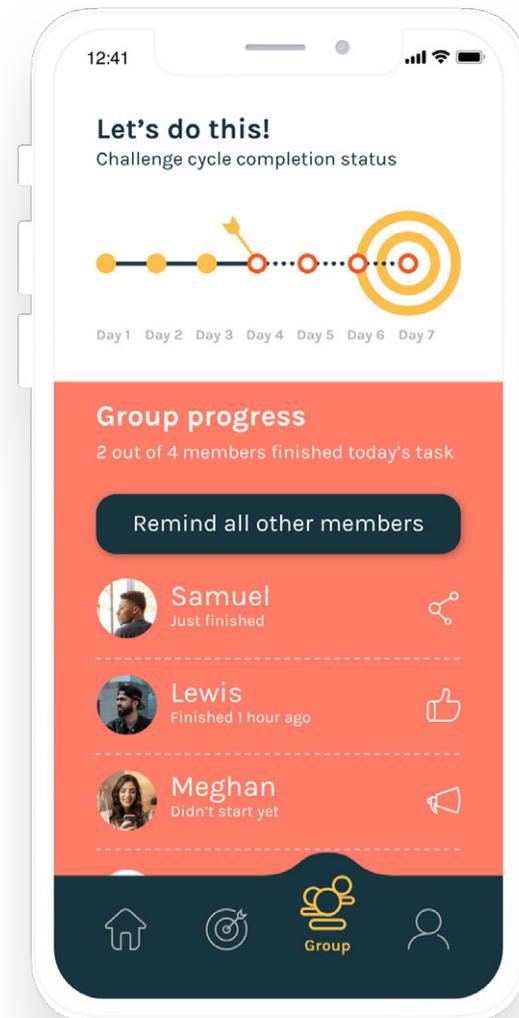
- A detailed description of the challenge
- Easily to join a group on this page
- Option to create a group for this challenge, it can be either a public group that everyone can join or a private group where the user is required for a password to join.
- Easily collapse the challenge detail by a tap on the back button or swipe right



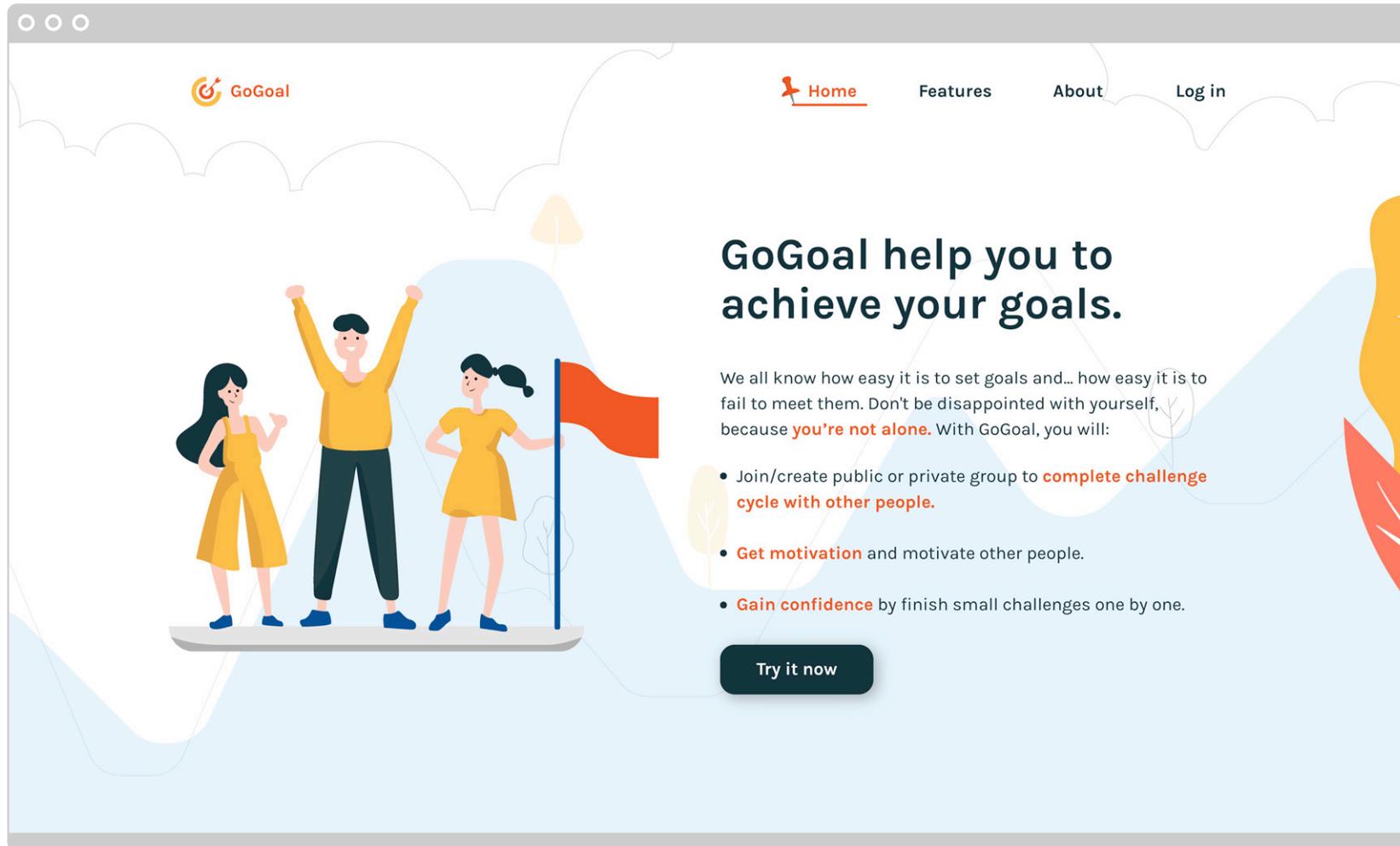
Group Page

A page where the user can check on the group challenge progress and other member's progress

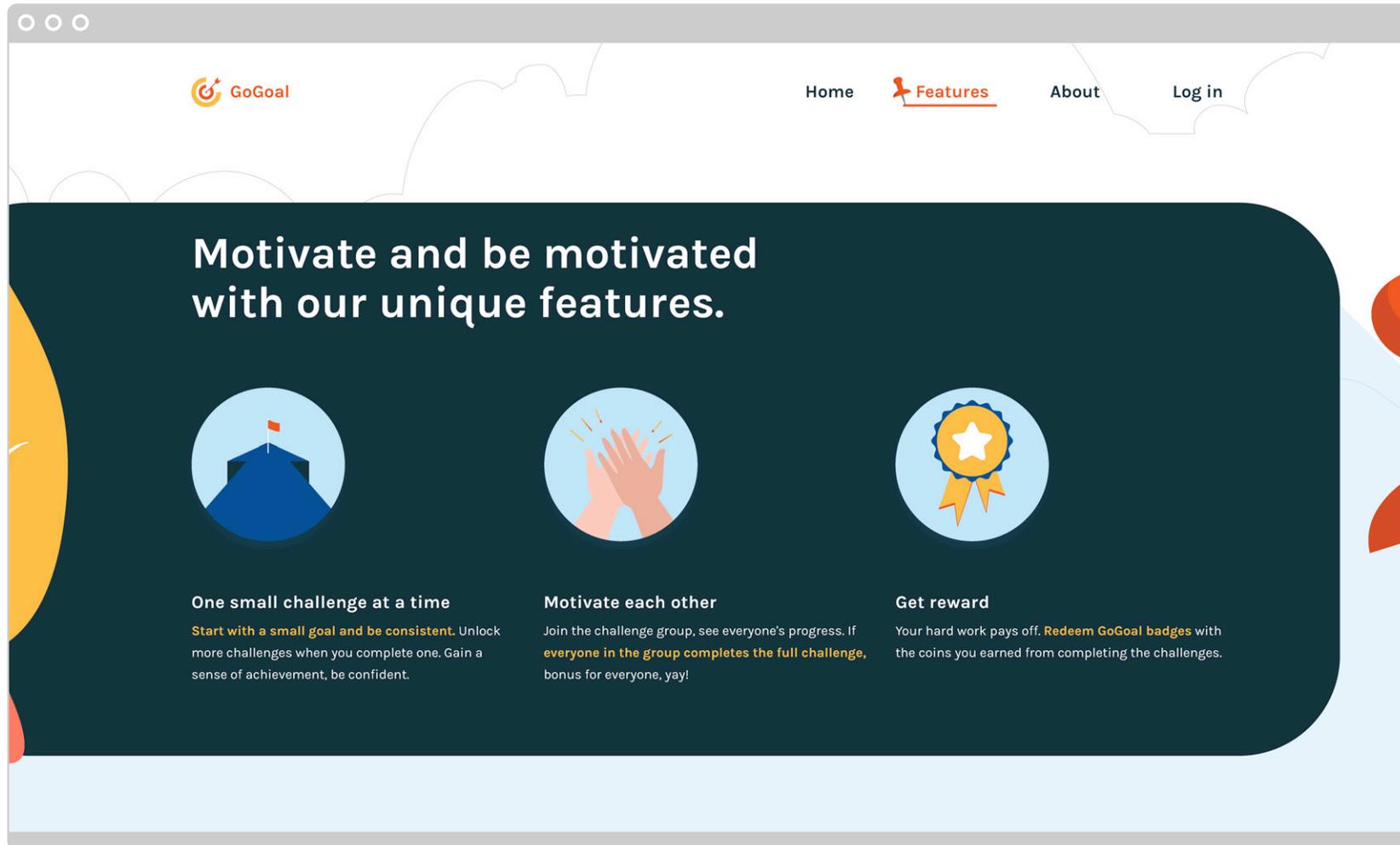
- A page where the user can check on the group challenge progress and other member's progress
- Easily to see the group's progress of completing the challenge cycle
- One-click to send a reminder message to all other members who haven't complete today's challenge yet or send individual ones by tap the remind button next to their name
- Option to like other member's status who have already completed the challenge for the day



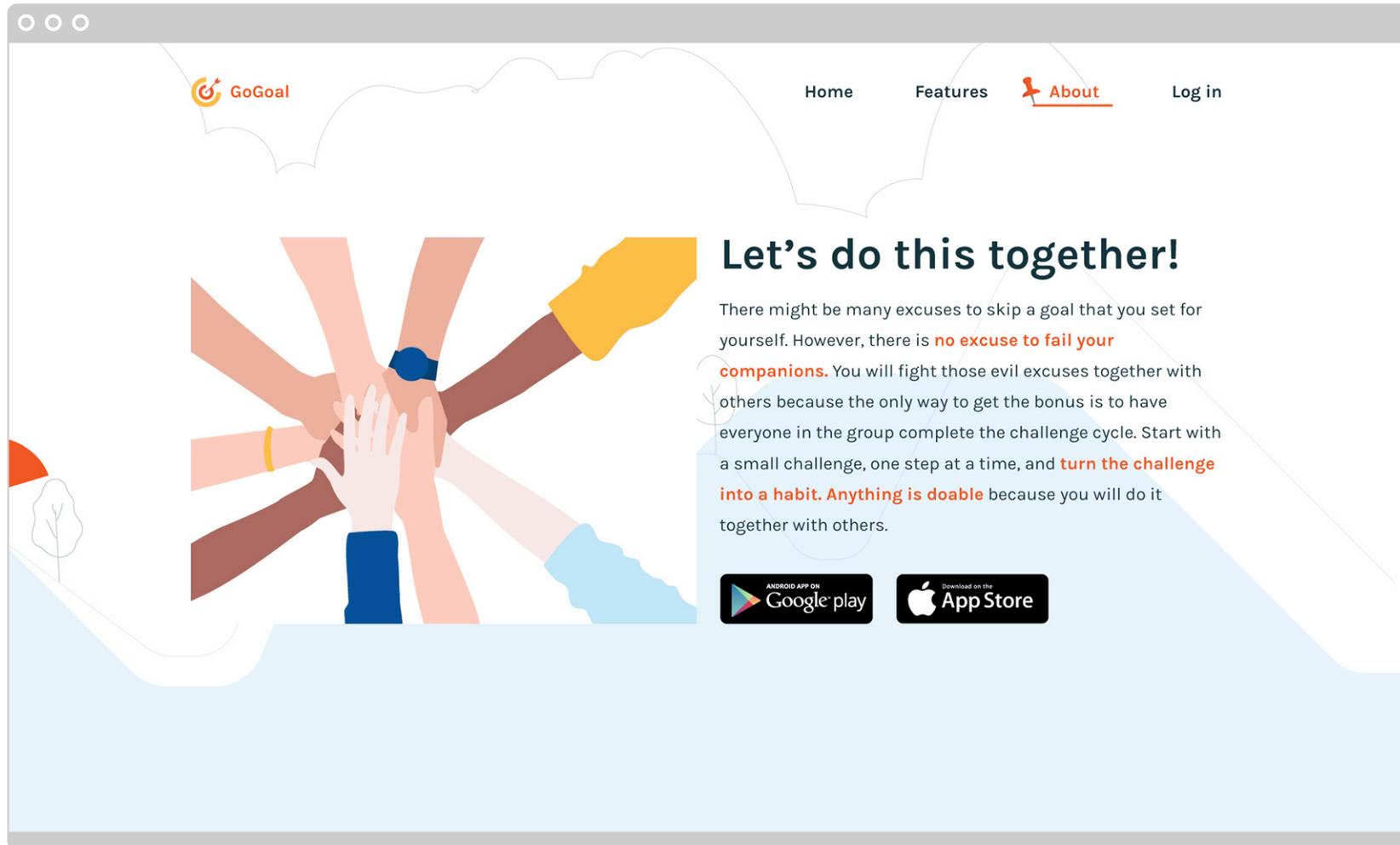
Website Home Page



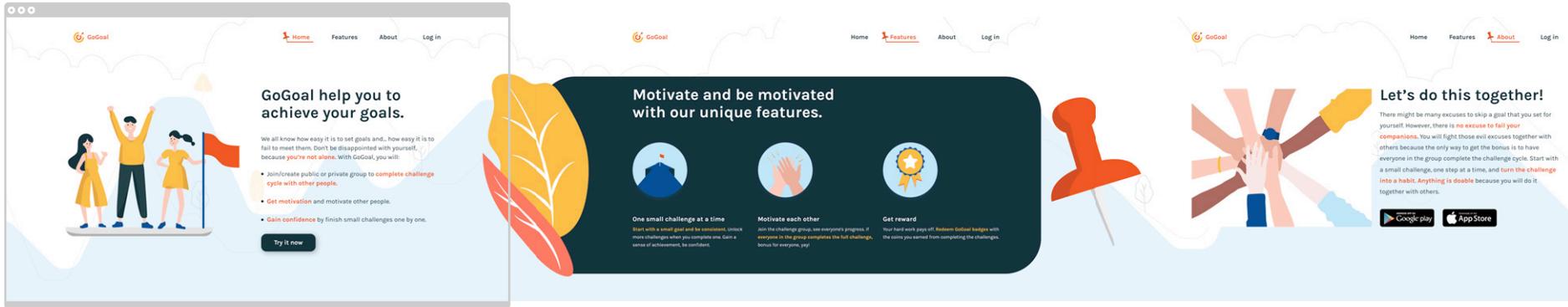
Website Features Page



Website About Page

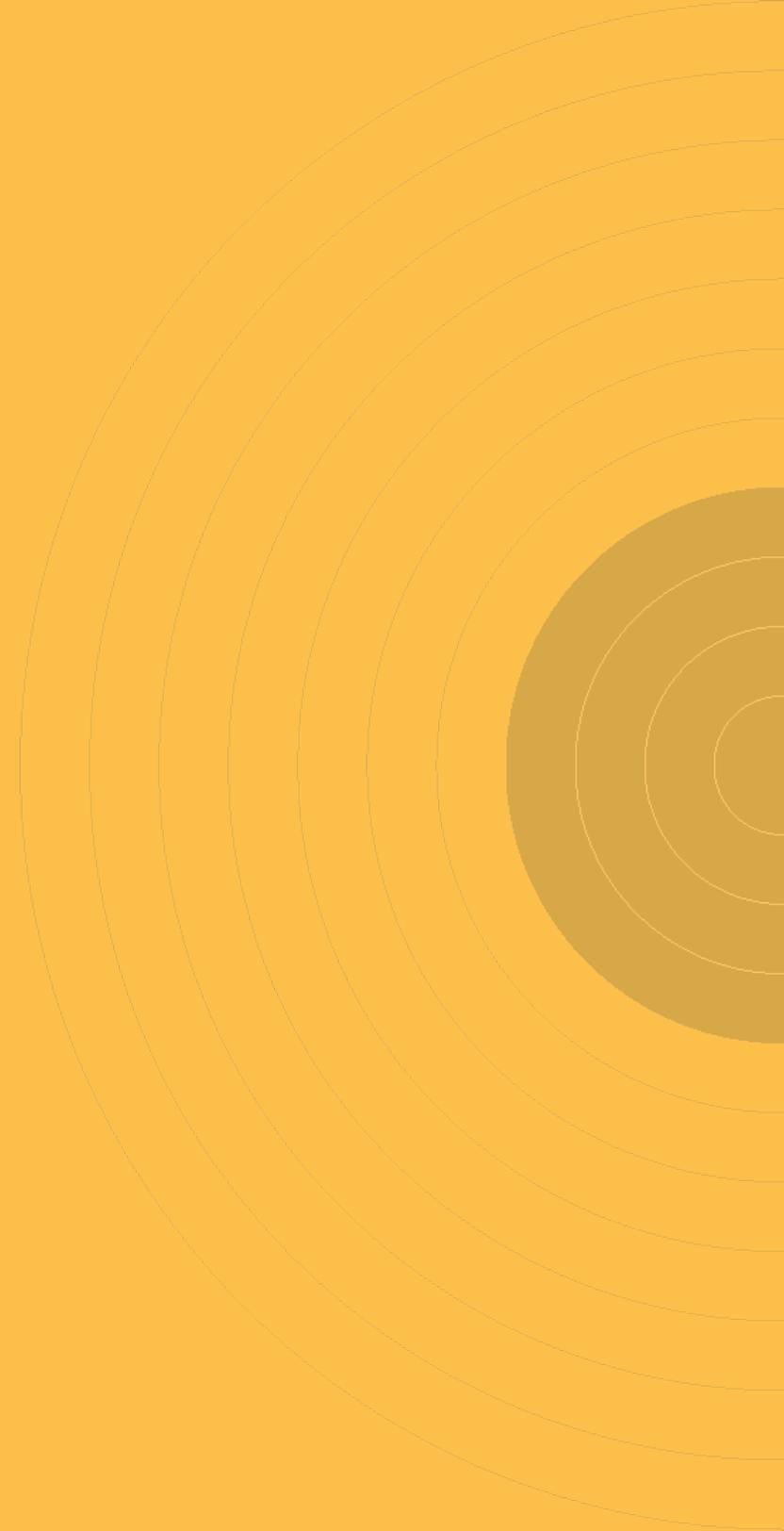


Website Key Screens Layout



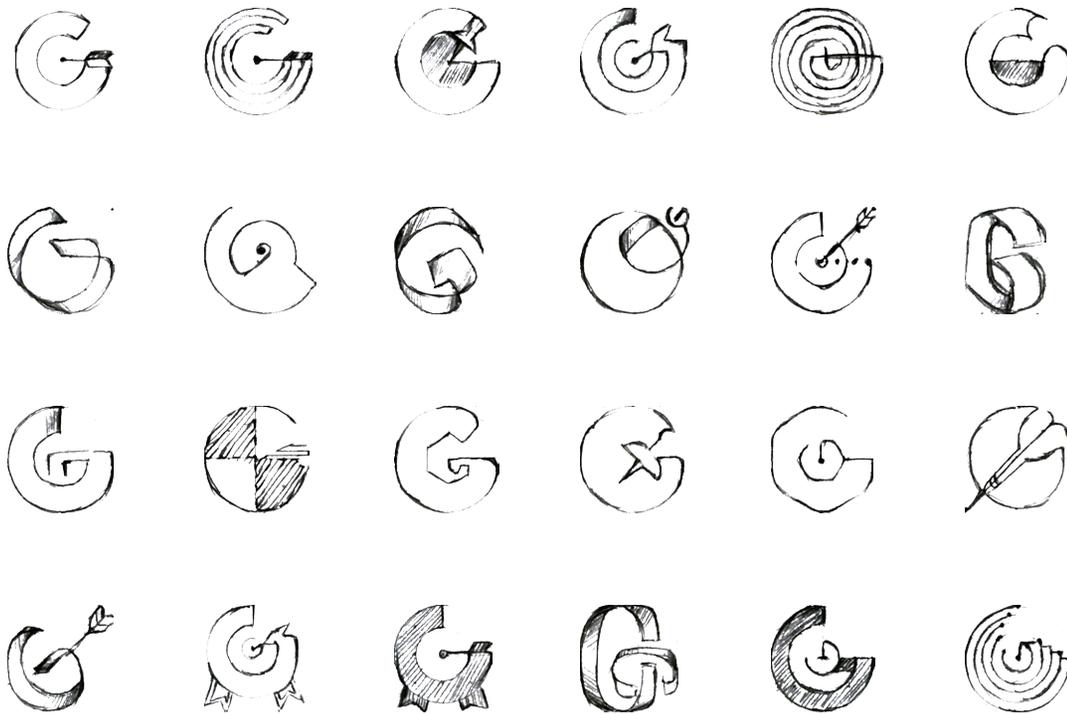
View the Concept Video

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Logo Sketches

Using hand sketches for brainstorming logo ideas.



✦ Digital Exploration

Explore more ideas of the logo digitally.



1.0



1.1



1.2



1.3



1.4



2.0



2.1



2.2



2.3



3.0



3.1



3.2



3.3



4.0



4.1



4.2



4.3



4.4



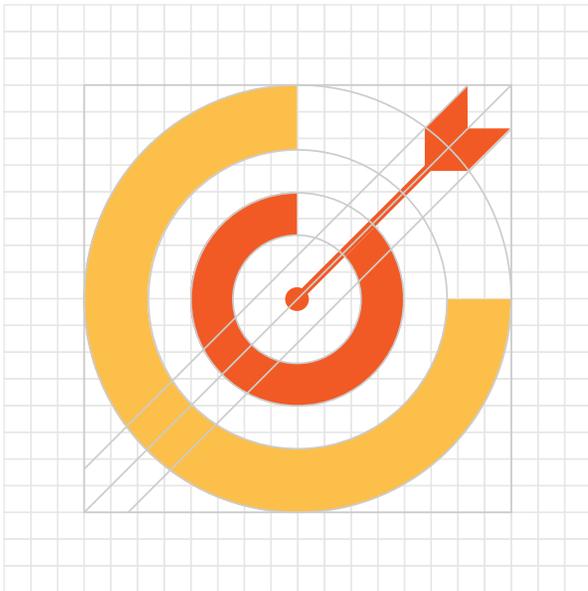
4.5



4.6

Final Logo

CONSTRUCTION



MONO & COLOR LOGO OPTIONS



USE WITH BRAND NAME

Vertical



Horizontal

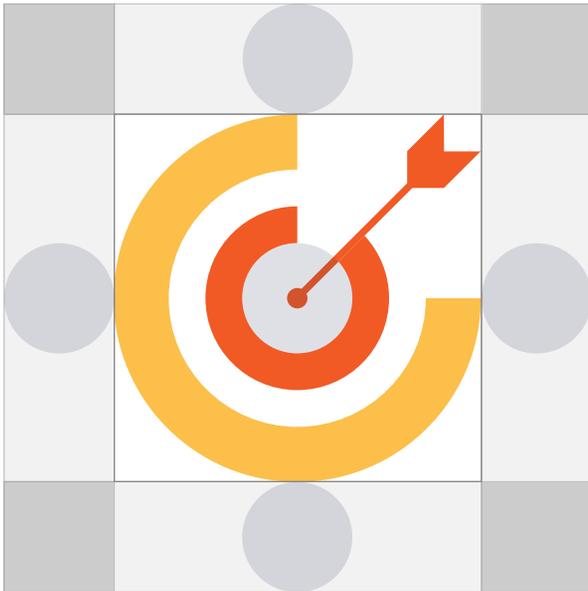


ANATOMY



Logo Usage Guide

CLEARSPACE



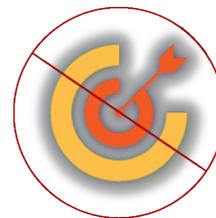
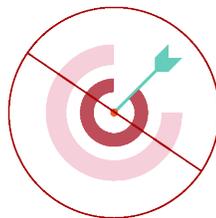
MINIMUM SIZE: DIGITAL



MINIMUM SIZE: PRINT



FORBIDDEN USAGES



Graphical Elements

GRAPHIC STYLE



ICONOGRAPHY

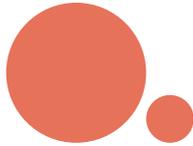


Color System

PRIMARY



#FCBF4A
R252 G191 B74



#E6725A
R230 G114 B90

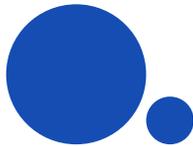


#173640
R23 G54 B64

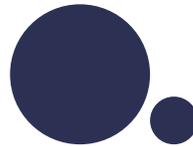
ACCENT



#F15A25
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#055499
R5 G84 B153



#2C3154
R44 G49 B84

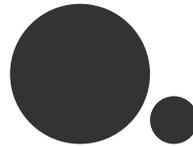
NEUTRAL



#FFFFFF
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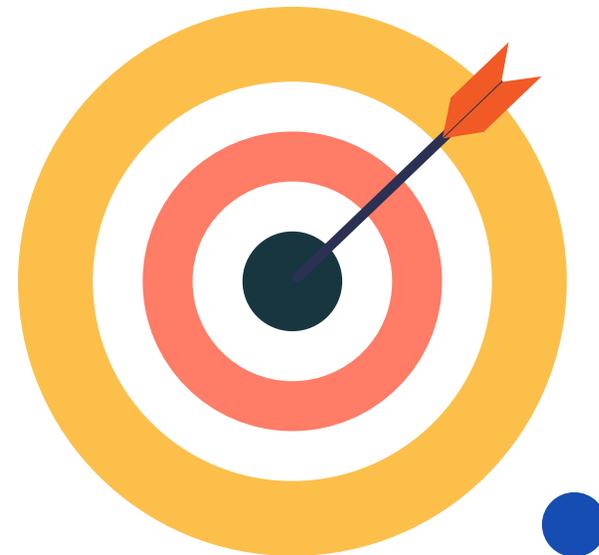


#B3B3B3
R179 G179 B179



#333333
R51 G51 B51

COLOR USAGE PORPORTION



Typography

KARLA

Kk

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

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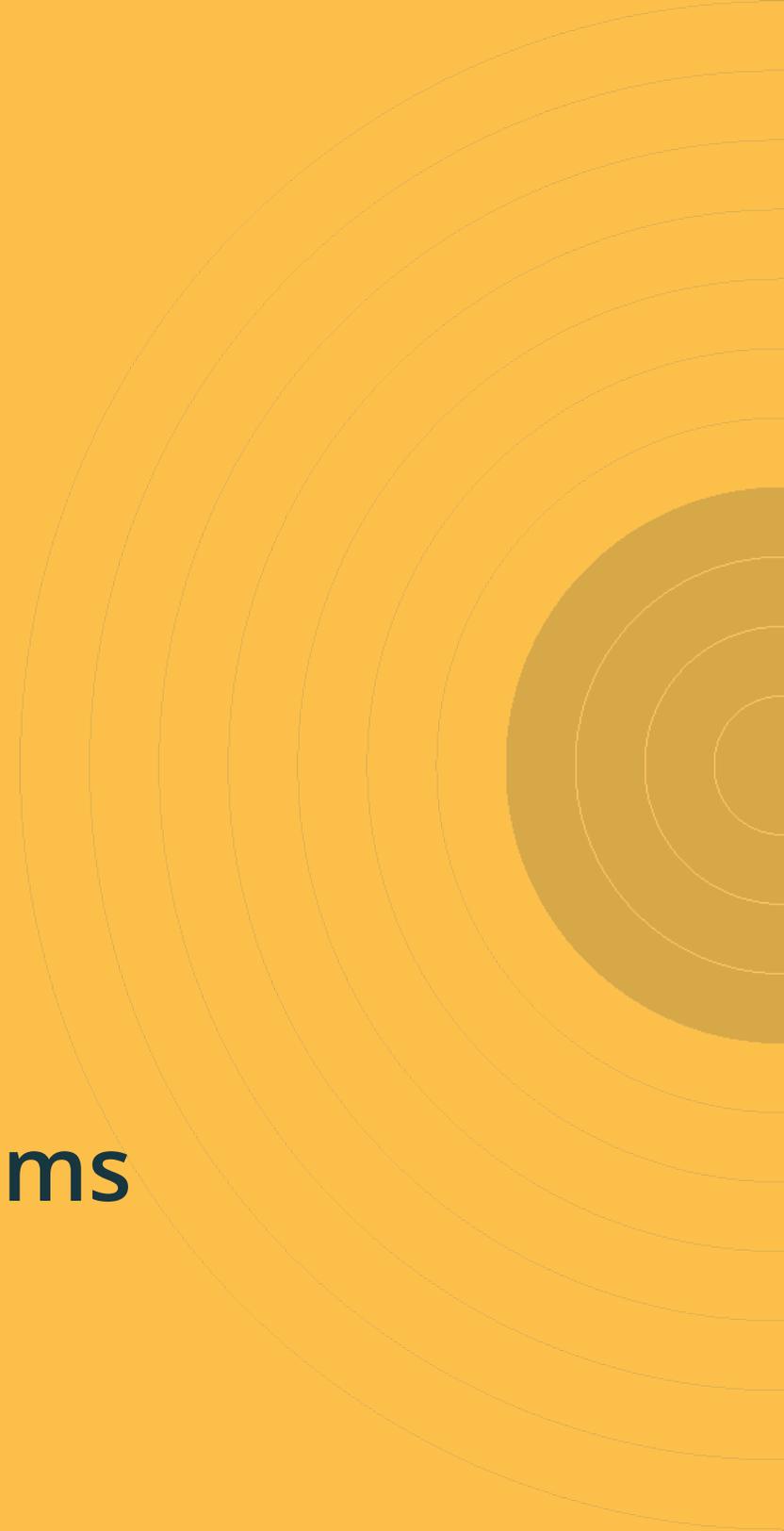
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Join the challenge group, see everyone's progress, complete the challenge and everyone gets the bonus. We will fight those evil excuses together because there is no excuse to fail your companion. One step at a time, turn the challenge into the habit. Anything is doable because we will do it together.

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Calendar

The calendar is very common to use at office or home, with GoGoal's calendar, it helps to motivate people to complete their daily goal and track their goals completion status.



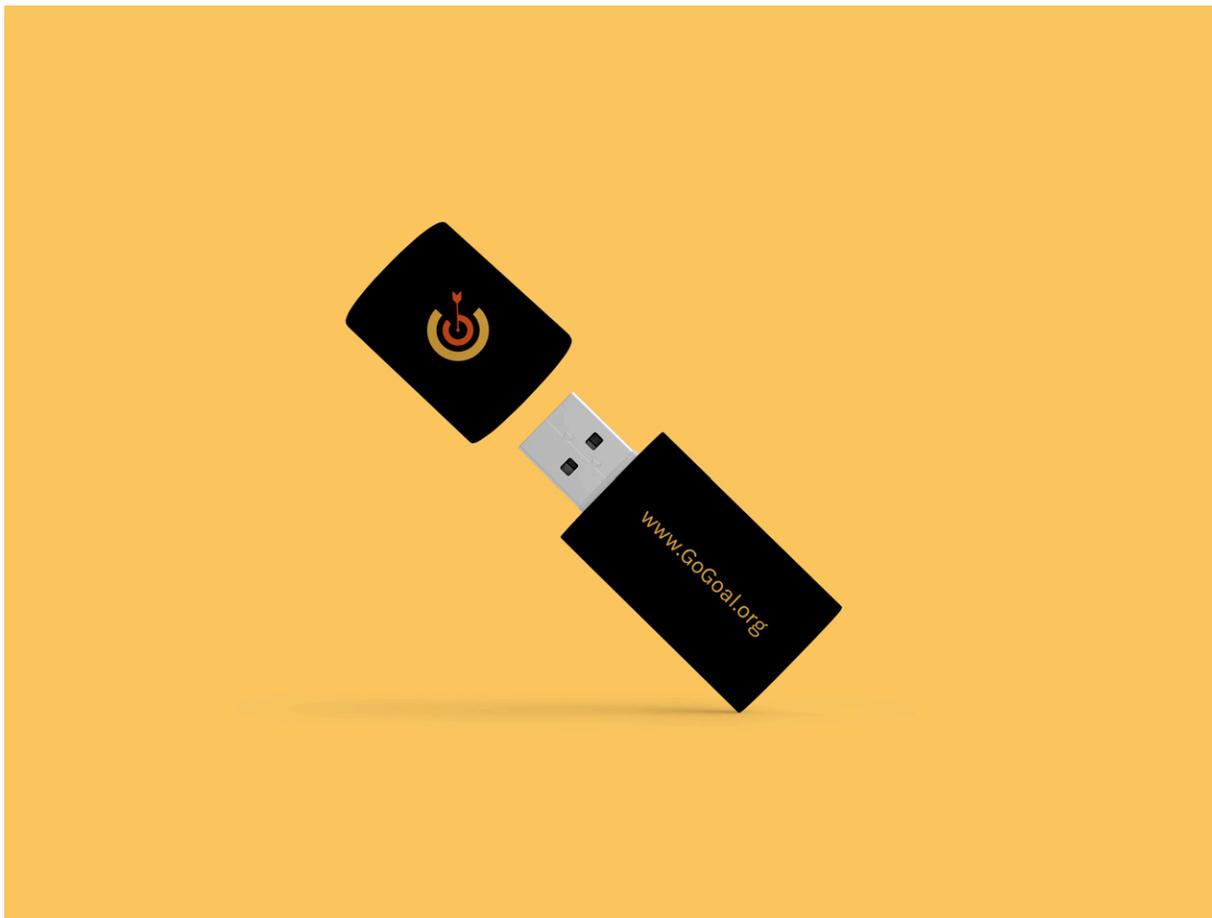
✦ Sticky Post

The sticky post is widely used at the office, with the brand logo on it, it helps to remind people to complete their goal of the day.

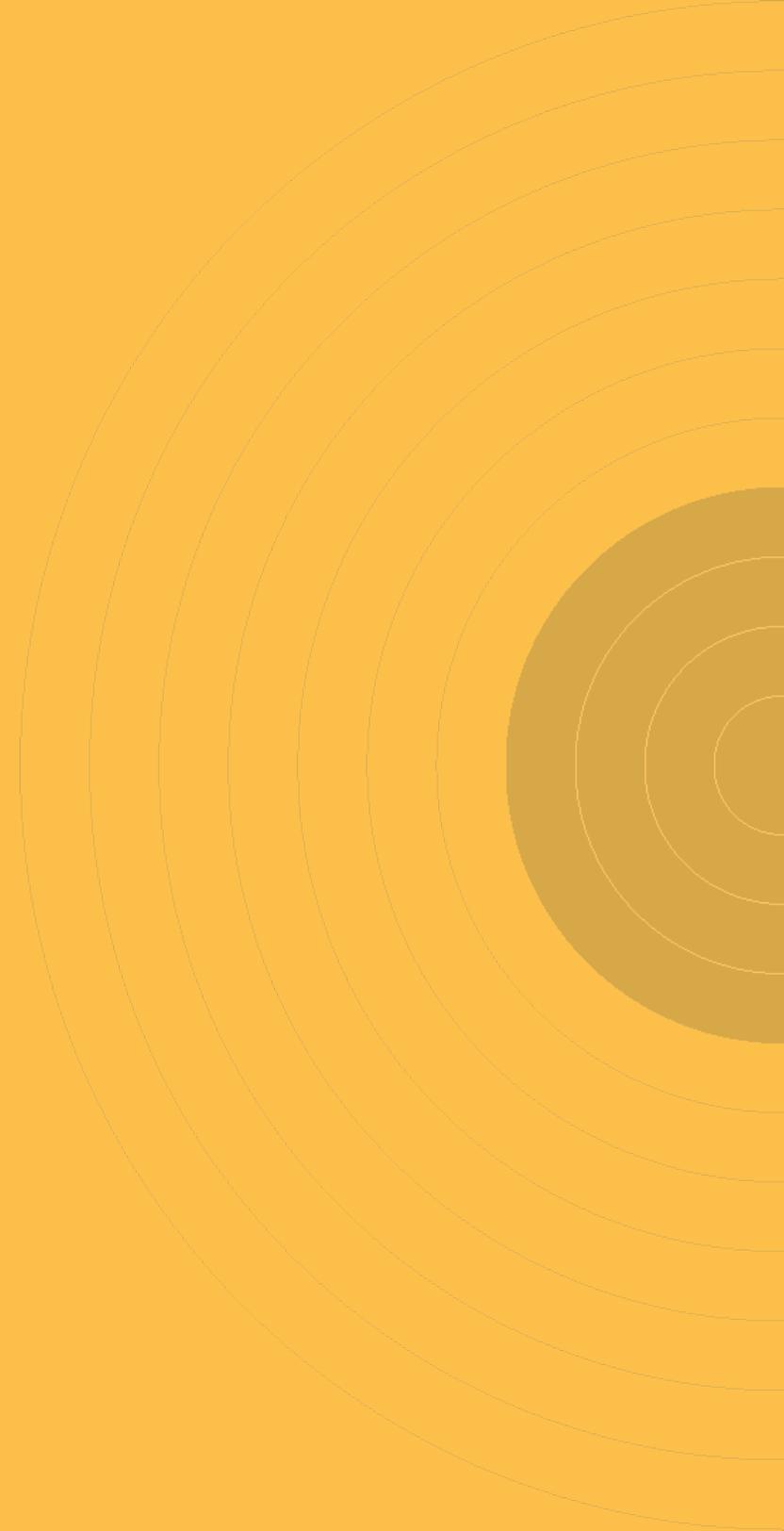


USB Flash Drive

With the GoGoal logo and website on the usb drive, it can be used as a promotional item. It can also be a great gift for a friend who needs the motivation to achieve his/her goals!



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Conclusion

SUMMARY

From the research we can see that there are a lot of reasons why people fail to archive their goals. When people consistently fail, they lose confidence. It's important to start with a small goal and be consistent in order to gain conditions and learn the correct way of setting goals. GoGoal also has groups where people can encourage each other and work together. The user will have more motivation to complete the task because it's teamwork and people often don't want to fail their teammates.

WHAT I LEARNED

Sometimes more functions or choices doesn't mean it's good. For example, I had an option for the user to create their goals. However during the usability testing, participants don't really like that idea because they think this app is for completing simple challenges. It seems like I forgot the original intention of the app during the design process. It's important to keep the problem statement in mind at all times.

NEXT STEPS

Considering create a prototype for the full app and run usability testing with it. After determining design details, create a proposal and show it to the potential clients.

Motivate and be Motivated, GoGoal.

www.GoGoal.org

