



BUDDIES

LIVE

TOPIC

WHAT DID WE CHOOSE TO STUDY ?

organisation
motivation
procrastination

WHAT DID WE ASK OUR USERS ?

Their habits, their methods and tools to be organized,
what motivates and stimulates them, what makes them
procrastinate and the feeling that it brings to them...

INTERVIEWS

WHAT DID WE GET OUT OF IT ?

- Being motivated as a team stimulates them
- They need support to be more confident and more motivated
- Some goals can be difficult to reach alone
- It's difficult to be organized without a proper method, tool



OUR USERS



MARGOT, 22 YEARS OLD
BUSINESS STUDENT

- Positive, ambitious and dreamy
- Has difficulty to reach her goals
- Tries to be organized but postpone her tasks
- More invested in a team
- Sometimes lacks of self-confidence

EMPATHY MAP

Actually :

- She only has an agenda and put some alarms on her phone but she sometimes forget to check it.

Frustrations :

- It's difficult to be organized use the tools currently available to her
- It difficult to getting down to work
- thinks too much before acting
- When it comes to difficult tasks to do, she can be easily distracted by her phone and environment

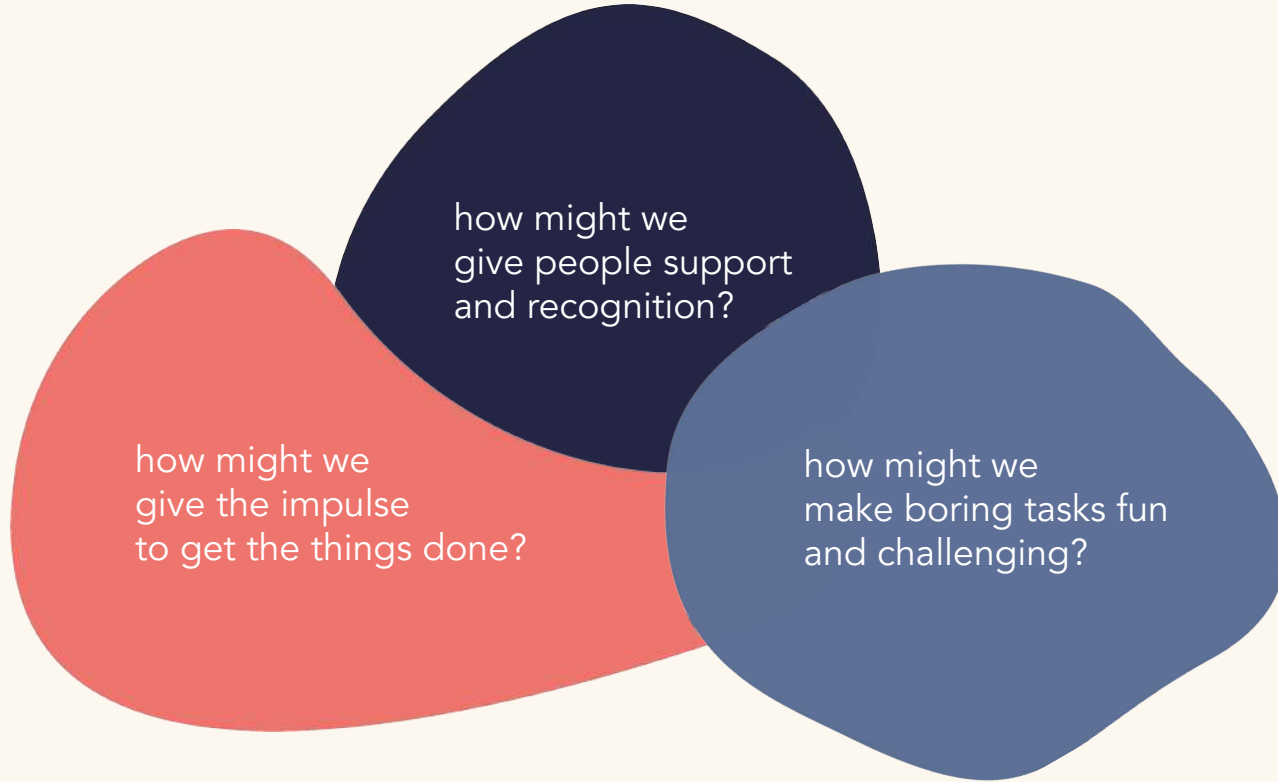
Expectations :

- Be more organized with her work to be able to enjoy even more with her friends and family.
- Be more efficient in a short period of time.
- get more motivation and support from her friends to be more self-confident.

USER JOURNEY

MARGOT		23 YEARS OLD	STUDENT	LIVES AT HER PARENTS		
STAGES	ORGANISATION	DISTRACTION AND PROCRASTINATION	TASKS DELAY	INNEFICIENT WORK	WORK	
TIMELINE	9.30AM	11AM	12.25PM	2.10PM	4.15PM	
CONTEXT OF USE	She organises her day by thinking of all the things she has to do today. She has a work deadline in the evening. She plans to do it in the morning so she has time in the afternoon to complete personal objectives.	She is distracted by internet and social media. She procrastinates. She puts an alarm for later.	Her alarm rings, but she has to have lunch with her family and she doesn't have time to get started anymore, so she postpones it to the afternoon.	After lunch she decides to go for it but she is not very productive. She lacks of motivation and efficiency. She is still distracted by her phone.	She has no choice anymore to do it, so she gets it done in the rush and deliver it.	
FEELINGS	Motivated.	Try to give herself a good conscience, still confident about her planning.	Little bit worried but happy to take a break and stop thinking about it.	Doesn't feel motivated.	Happy and proud but not 100% satisfied. Frustrated that she had no time for her personal objectives.	
THINKING	"I have the time to do everything well".	"I will do it after this video, I still have the whole day".	"I can do it just after my lunch".	" I don't like this task, it's boring".	"I should have done my task earlier".	
BENEFITS	Keep her motivation.	To be less distracted and to be stimulated to accomplish her tasks.	Have time with her family.	Find more motivation to do it.	Have more time to do her personal objective.	
EMOTIONAL JOURNEY						

HOW MIGHT WE ?



DESIGN CHALLENGE



HOW TO GIVE SUPPORT TO STUDENTS/YOUNG WORKERS
TO STIMULATE THEM
AND MAKE THEIR TASKS FUNNIER ?

MAJOR CHALLENGES



create a tool
making boring tasks
appealing



give a way to get
support
and recognition



give users
the motivation
to be regular

BENCHMARK



FABULOUS

- Application against procrastination.
- A system of personal development.



FOREST

- Application to stay focused on your work by seeing a growing tree.
- If you leave the app, the tree will die.



GET THE SHIT DONE

- Application against procrastination.
- Punishment if you don't reach your goal and reward if you succeed

STRENGTHS

- New healthy habits allow you to be more efficient
- Appealing design can give the impulse to get the things done

WEAKNESSES

- Punishment and time pressure are frustrating
- Awards are not healthy

MUST HAVE OF THE APP



CONCEPT

BUDDIES IS A FUN MOTIVATING AND FRIENDLY APPLICATION

PERSONALIZED COACH

Personalize the appearance and the personality of your coach.
Your coach is always here to motivate you.
He keeps you up to date with your objectives
He can also advise you on helpful rooms and buddies.

SUPPORTING COMMUNITY

Join and create rooms to complete your tasks along with your friends.
Meet a friendly and supportive community.
Find buddies to support you in difficult tasks.

HAVE FUN !

Add objectives and complete them having fun.
Earn badges through your efforts by completing tasks.



playful

community
spirited

motivating

friendly
designed

personalized

supporting

BUDDIES VALUES

FLAGSHIP CONCEPT

THE ROOMS

In the application Buddies, you can join and create Rooms, which are audio lives where you can talk with other buddies and be motivated together to complete specific tasks all as the same time. It's a new, playfull and original way to reach your objectives !



TERMS



BUDDIES

All the users are called Buddies.

COACH

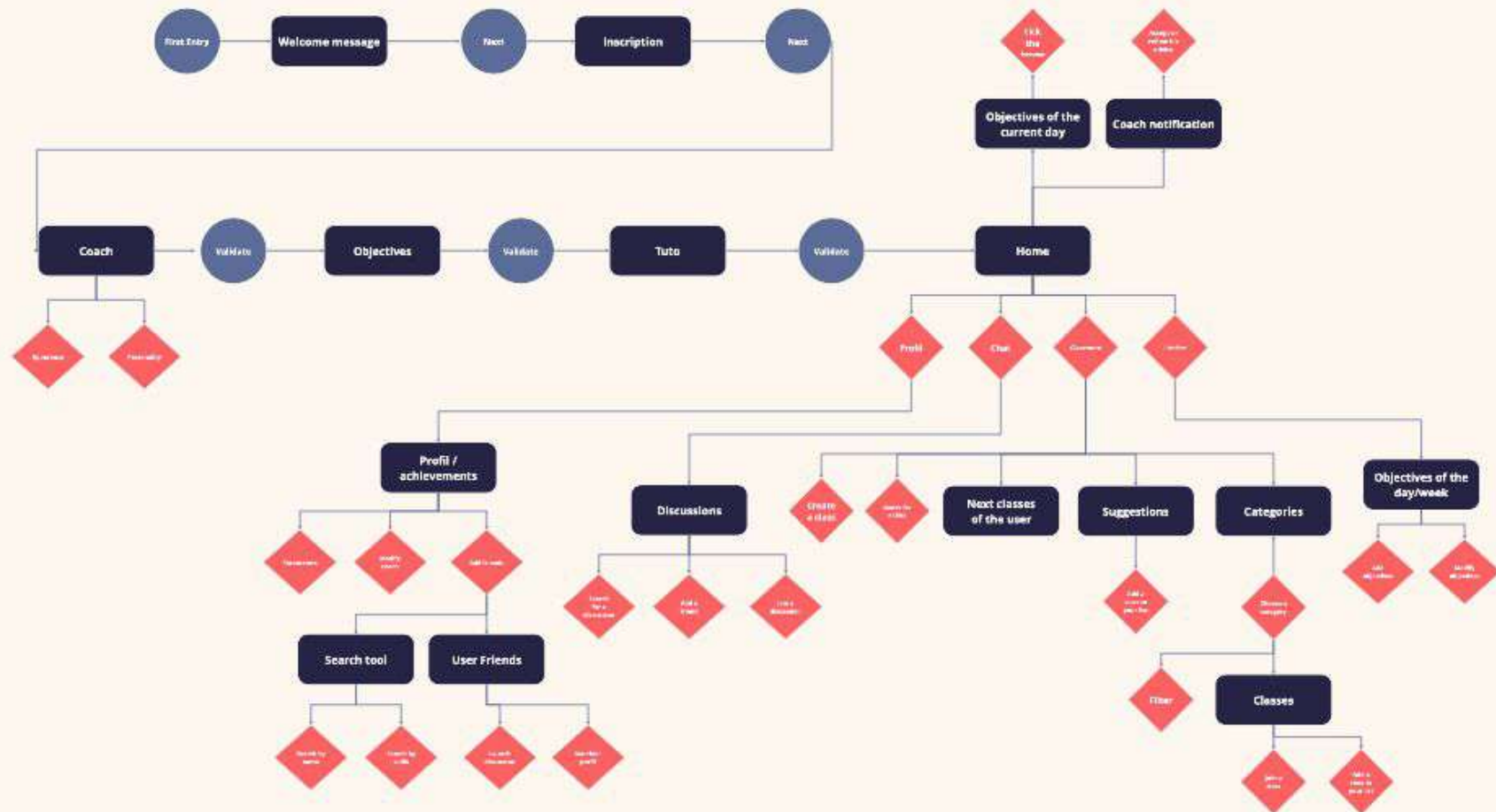
Your Coach is a virtual intelligence that gives you notifications and advice to reach your objectives.

Your coach put you in contact with Buddies that can help, motivate you to reach your goals.

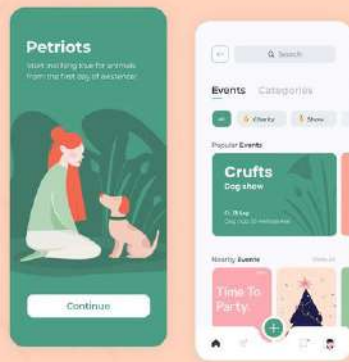
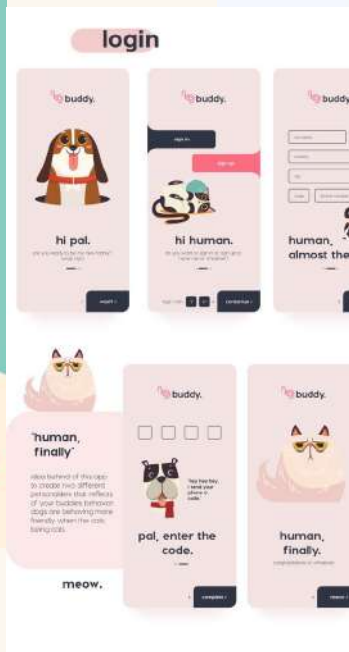
ROOM

A Room is the space where you can launch or join a Live to be in a group to reach your objective.

USER FLOWS

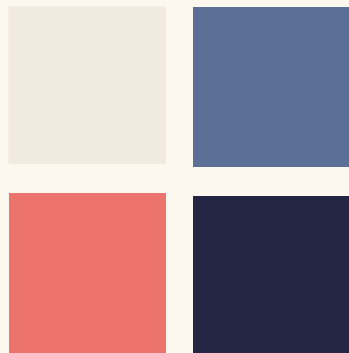


MOODBOARD



VISUAL IDENTITY

COLOURS



TYPEFACE

AMATIC SC - TITLES
Inconsolata - current text

LOGO



BASELINE
YOUR OBJECTIVES IN LIVE

APPLICATION



GRAPHIC ELEMENTS



PROTOTYPE



COMING UPDATES



improve the tutorial part
when you launch the app for the first time
explaining the different terms and options
of the app