

La La Light

Light your way to your long term goals

Strategy

Problem / Audience Needs:

According to Dictionary.com, procrastination is “the act or habit of procrastinating, or putting off or delaying, especially something requiring immediate attention” a problem that affects many people in many different ways. At school, many students wait until the last moments before the deadline to finish their assignments. In life, people postpone their plan to go to the gym, learn a new skill or even spend some quality time with friends and families. Procrastination is on many people’s way to a healthier lifestyle, better career and happier relationships. In order to determine the different types of procrastination and find out a way to help procrastinators, we conducted interviews with several graduate students in different age groups. The insights that came from these interviews helped us divide procrastinators into two categories: short-term and long-term procrastinators. The first group, short-term procrastinators, lack the self-regulation skill to finish short-term tasks that are seen as aversive. They usually find themselves working close to the deadline and only in important or unimportant things that are urgent. The second group, long-term procrastinators, lacks the self-regulation abilities to finish long-term goals that doesn't have a defined deadline. The target users of our project are long-term procrastinators.

The long-term procrastinators:

- They are often aware of their procrastinating behavior.
- They have the ability to finish short-term task that have a deadline without much stress.
- They have the ability to break down a tasks in into concrete small steps and make plans accordingly that help them achieve the short term goal on time.
- What these people procrastinate the most are tasks that are important but not urgent, in other words, personal long-term goals.
- Long-term goals are often related to personal resolutions (e.g. lose weight, learn a skill, read more, spend more time with families)
- Most of the time, they feel their life is in control and their tasks can be finished on time. However, when facing long-term goals that may not relate to their current work and short-term daily life, they seem to lack the motivation or drive to start.

- Frequently they are not able to start working in their long-term goals because they do not realize that they need to make concrete plans and set deadlines to make a big and a long-term goals into small, performable steps.

Implications of this problem:

- The implication of our audience not being able to make concrete plans for their long-term goals is that they never start working on them, or work on them in an unstructured, aimless fashion, and thus never achieve them.
- The person's self-esteem may be affected, as they start to believe that they don't have what it takes to complete their long-term goals.
- Opportunities for personal fulfillment (as well as possibly career advancement or other benefits) are missed.

Important insights of empathy work:

- The ability to make plans for long-term goals -- *breaking down a larger goal into smaller goals and steps, as well as by setting specific deadlines* -- is key to achieving long-term goals. Since the long-term procrastinators already have the skills for making plans for short-term goals, the way to solve the problem is to provide a platform for them to think about how to break down their long-term goals and set deadlines for the smaller goals. Setting smaller deadlines creates a sense of urgency. Many times, people only realize that they haven't worked in their long-term goals when it is too late (e.g., in the next new year, when their kids are too old to play with them, when the application for the scholarship already passed). This mechanism of setting deadlines for specific steps mimics the short-term goal that are achievable for the long-term procrastinator.
- Due to the large number of steps required to master a long term goal, the visualization of progress and consistency in working on them helps to stay motivated.
- Social pressure, especially among peers, friends or relatives, can motivate achieving long term goals. This social pressure can take the form of competitiveness or mutual support.
- The feeling of being in control of their long-term goal is important to maintain motivation to achieve them.

Insights of the assumption test

- To test our assumption that social interaction and visualization of others' progress motivates users to work on their own personal goals, we designed and carried out a week-long test with 12 people. The goal of all 12 people was to finish reading the graphic novel, *Fun Home, A Family Tragicomic* by Alison Bechdel, in a week. The participants reported their progress to us everyday and we visualized their progress in a progress bar and sent it back. The participators were divided into three groups:
 - Tes Group 1 (4 people): a chat group on Wechat. They can interact with each other and see each others' progress report

- Test Group 2 (4 people): a chat group on WhatsApp. They cannot interact with each other, but they can see each others' progress report
- Test Group 3 (4 people): no group; they contact with us individually. They only receive their own progress report.
- The insights we gained from the group are
 - Visualize the progress of other people reinforces their performance
 - Interaction with others also reinforces their performance

Project Objectives:

Main goal:

- The main objective of our website is to help people gain control over their personal long-term goals. This will be achieved if users register a new goal and continue to track it until its realization using our platform.

Sub-goals:

- Help the user start working in their long-term goals.
- Help the user define concrete plans, composed by steps and deadlines, for achieving long-term goals.
- Help the user visualize their own personal work/progress toward long term-goals through time.
- Help the user be consistent in working in their steps towards the long-term goal.
- Support communities of people supporting each other in the process of reaching their long term goals. This will be achieved if users allow other users to see their work processes and support each other using our tools for social interaction.
- We can expect that people because of achieving their long-term goals will be proud of themselves and willing to share with others about our project. This will be achieved if more users are willing to use our platform to keep track of their long term goals.

Point of View POV:

Users	Needs	Insights
Long-term procrastinators	Need to gain control over their personal long term goals	Increase chance of success by defining concrete plans and visualizing their progress through time

Scope

Design concept

- The proposed website will be a productivity and visualization tool with social aspects. The website concept will revolve around sky lanterns from eastern culture. These paper lanterns contain a candle at the bottom that, when lit, will make the lantern fly away into the sky. Traditionally, wish lanterns are released in groups, with everyone writing their goals and hopes on the lantern, lighting their own candle, and casting the lantern off with a wish.
- Long-term goals are somewhat like wishes -- we make them and deeply desire them, but often times we do nothing in order to pursue them. The wish lantern metaphor therefore fits nicely with our desire to help people and communities achieve their long-term resolutions. We would like to change the wish-and-let-go mentality into a wish-and-take-action mentality.
- **Note: This may be in the surface part of the document, but have it here will help us built a concept vocabulary (e.g. lanterns = long-term goals) for the following parts of the document.*

Content

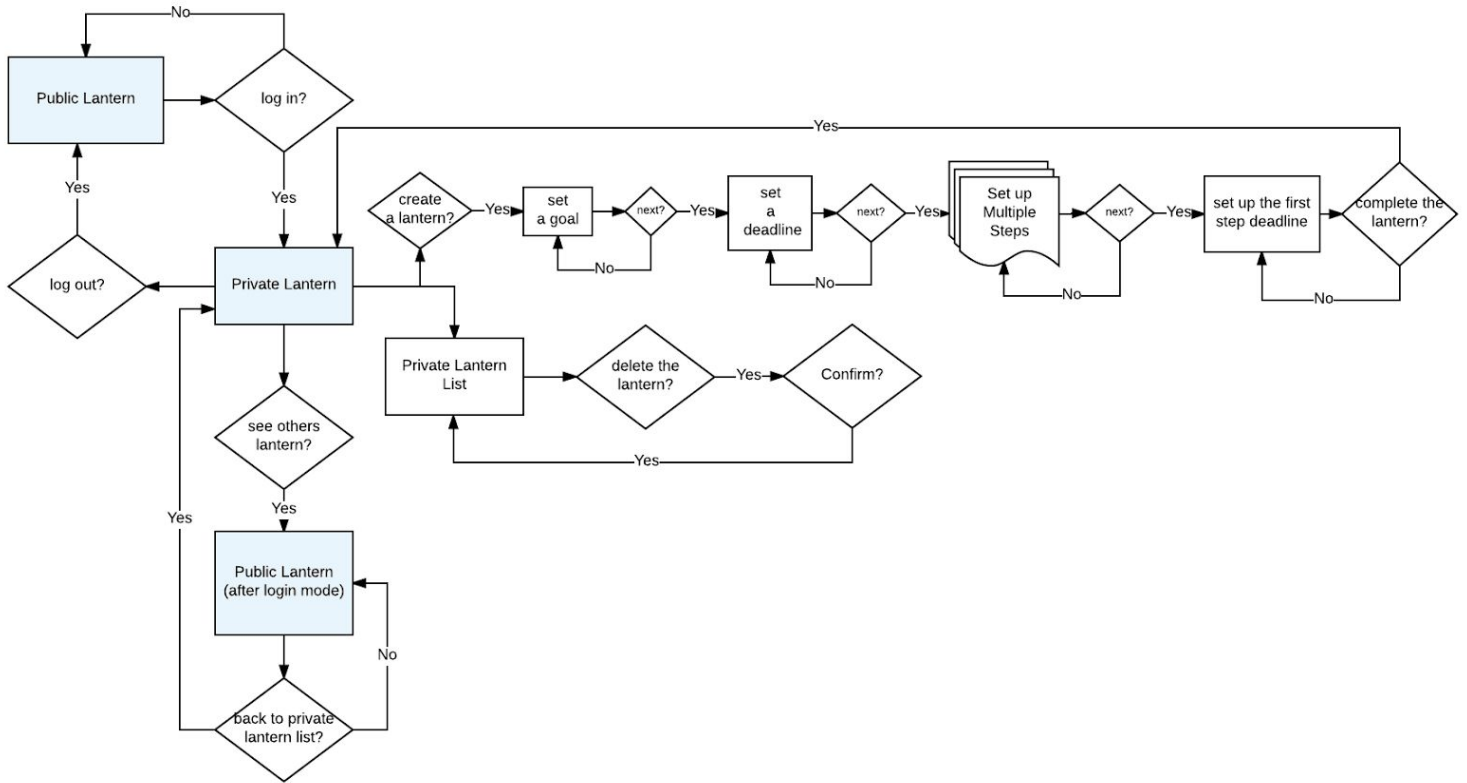
Piece of Information	Objective	Form
Lantern story	Contextualize the concept and purpose of the platform	Story of the Thai wish lanterns tradition and introduction to the platform.
Sign up	Allow the user to have his own account to keep track of their progress towards their long-term goals	Login using gmail + form to create a user profile:
User profile display	Because achieving long term goals is a personal process, the user will have a personal profile to feel more identified and connected with the platform.	User profile display: -Picture -Name -List of lanterns and state of each lantern (in progress or achieved / public or shared) -Social connections (under development)
Lantern creation	Allow the user to <u>start planning</u> for a new long-term goal by <u>breaking it down</u> into small concrete steps.	Form to create a new lantern: -Write a long-term goal -Set an overall deadline -Write down the concrete steps needed to achieve the long-term goal Insights in good techniques on how to define a long-term goal and on how to define small concrete steps to achieve it
Lantern display	Allow the user to see their goal and the list of steps that it involves as well as their progress through the steps. It also allows the user to set sub-deadlines	Lantern display: -Name of the long-term goal -Time remaining for final deadline -Progress -List of steps -Next sub-deadline
Progress visualization	Allow the user to visualize their progress in relation to their small steps work.	Display changes in the lantern in relation to progress
Social visualization (public)	Allow the user to visualize the progress of strangers to help them find motivation and create an encouraging and collaborating atmosphere	Display lanterns of strangers before logging into your personal account and see the name of each long term goal
Social visualization (private)	Allow the user to visualize the progress of their friends to help them find motivation and create an encouraging and collaborating atmosphere	Display lanterns of friends after logging in, and see what they are working and how much progress they make (the visualization of progress is in development)
Social finding (under development)	Allow the user to find other users to support each other in their work in their long-term goal	Form to find other users
Social connection (under development)	Allow the user to support other users in their progress	(in development)

Functionality

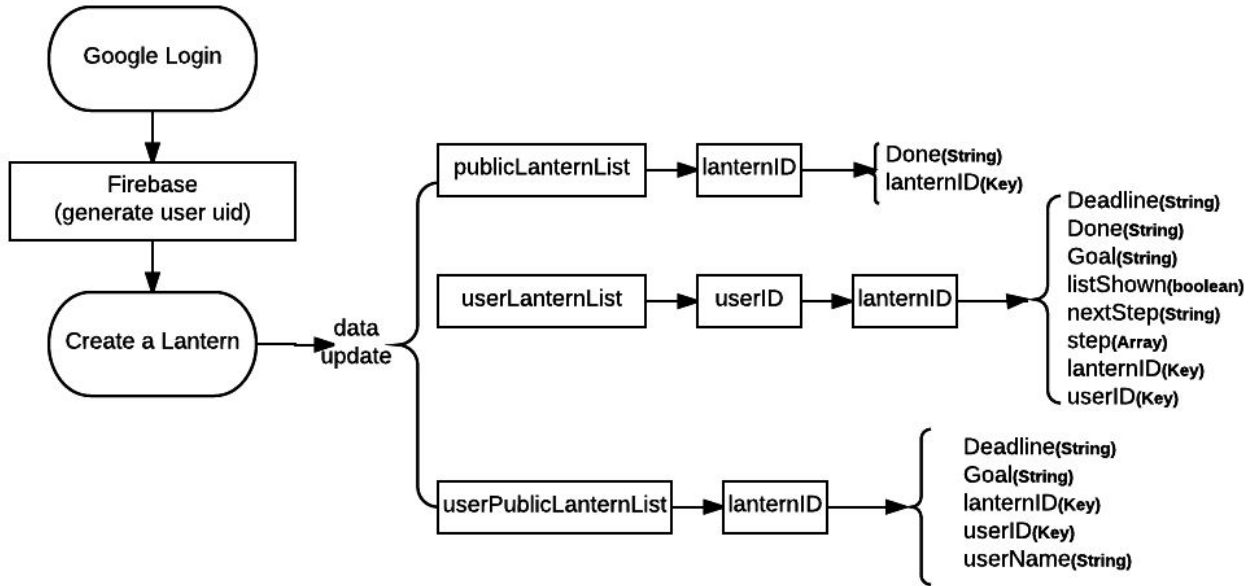
User	System
Users will see lanterns of strangers that are working on their long term goals before logging into their account.	The system will present a visualization of strangers lanterns and names of long term goals.
The user will create an account using gmail information with a name and a personal picture.	The system will retrieve that information from google using the gmail login and display it in the user profile section.
Users will log into their personal accounts using gmail authentication	The system will recognize the user credentials
The user will create new lanterns for each long-term goal with the following information: Name of the goal, deadline, steps necessary to achieve the goal.	The system will store that information in the database and display it in the lantern section.
The user will track their progress through the steps by checking each step on the list.	The system will store in the database that a step has been done and display in the step list the step as crossed-out and checked.
Users will visualize their progress through the steps.	The system will visualize their progress in relation to the steps they completed by showing the position of the lantern. The system will adjust the position of the lantern (making the lantern fly) as one or more steps are completed.
The user will visualize how the time passes and how many days have left to complete the goal.	The system will show a countdown of the time revealing how many days the user has left to reach the long term goal.
After completing a step the user will be able to set a new deadline for the next step.	Each time the user completes a step the system will ask the user to set the deadline for the next step. The system will store the information of the new deadline in the database.
The user will find friends that are using the platform to reach their long-term goals using their emails (under development)	The system will search in the database the email provided by the user and return if there is a match
The user will visualize the progress of friends by switching to a social mode	The system will respond by showing a social mode that displays the lanterns of friends. Each lantern will displays information about the name of the goal and the time left. The system will hide private lanterns within the social mode.
The user will interact with friends by sending messages (under development)	The system will store the messages in the database and print them in the friend's visualization.

Structure

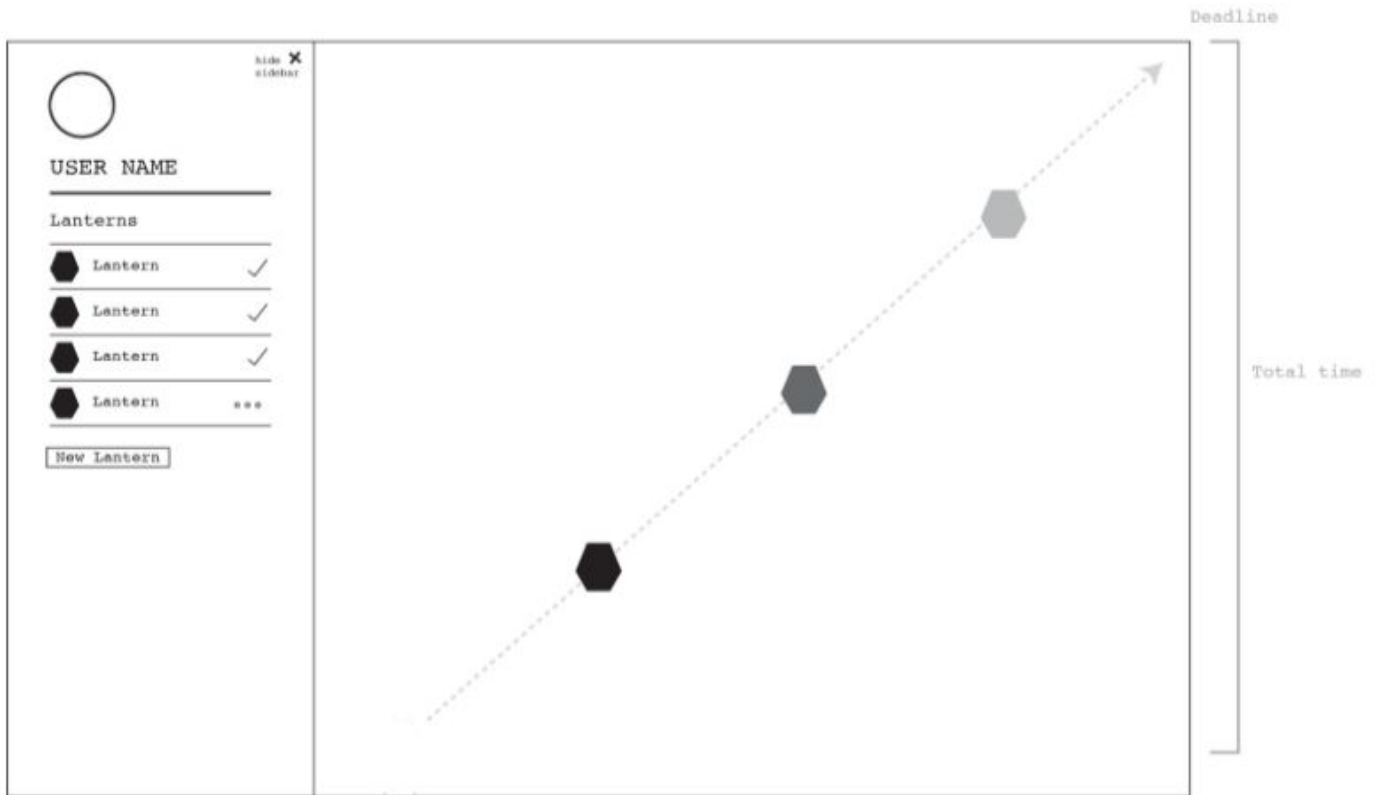
Interaction Design



Information Architecture



Skeleton

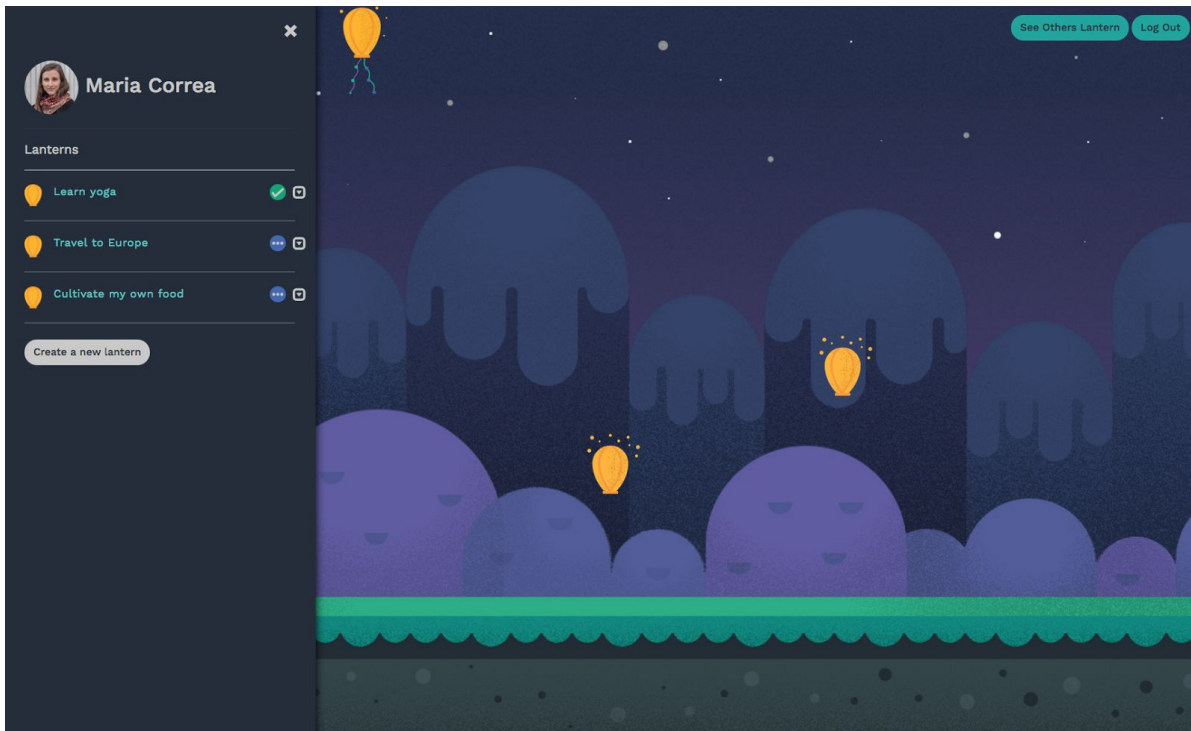


Surface

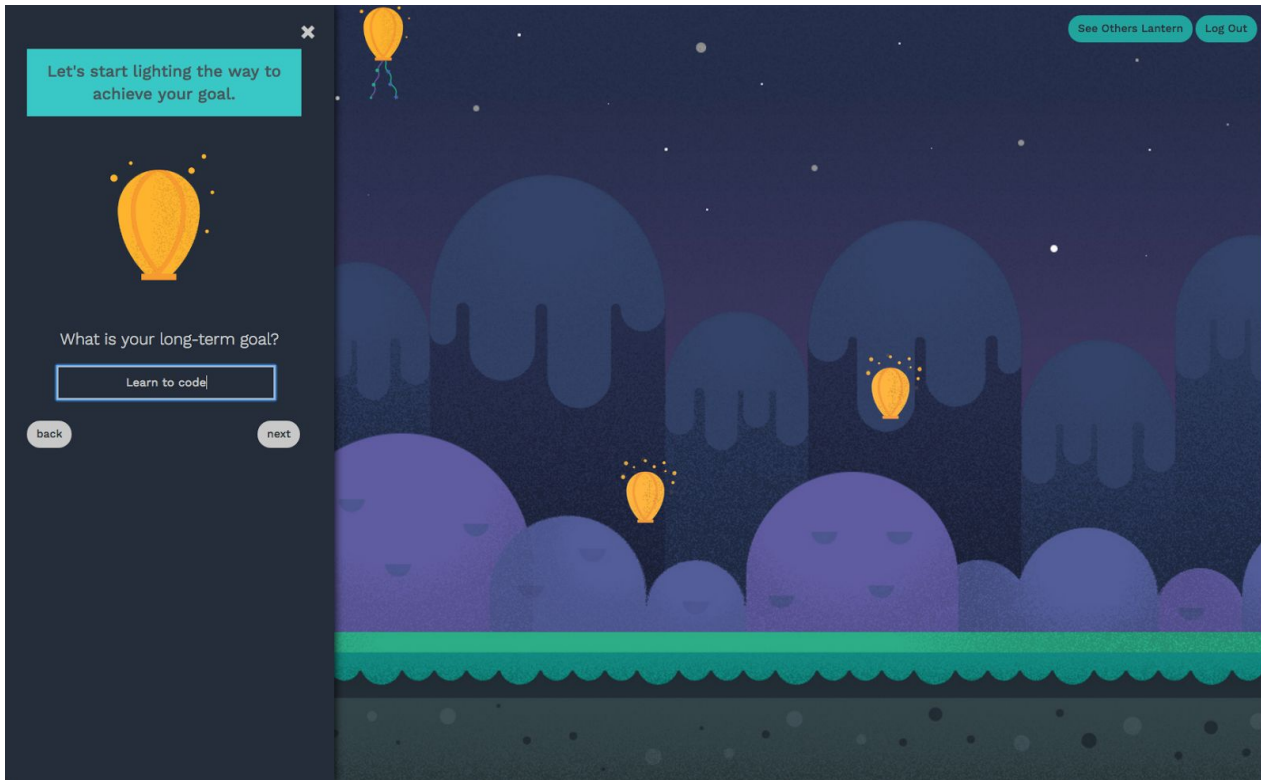
Intro >



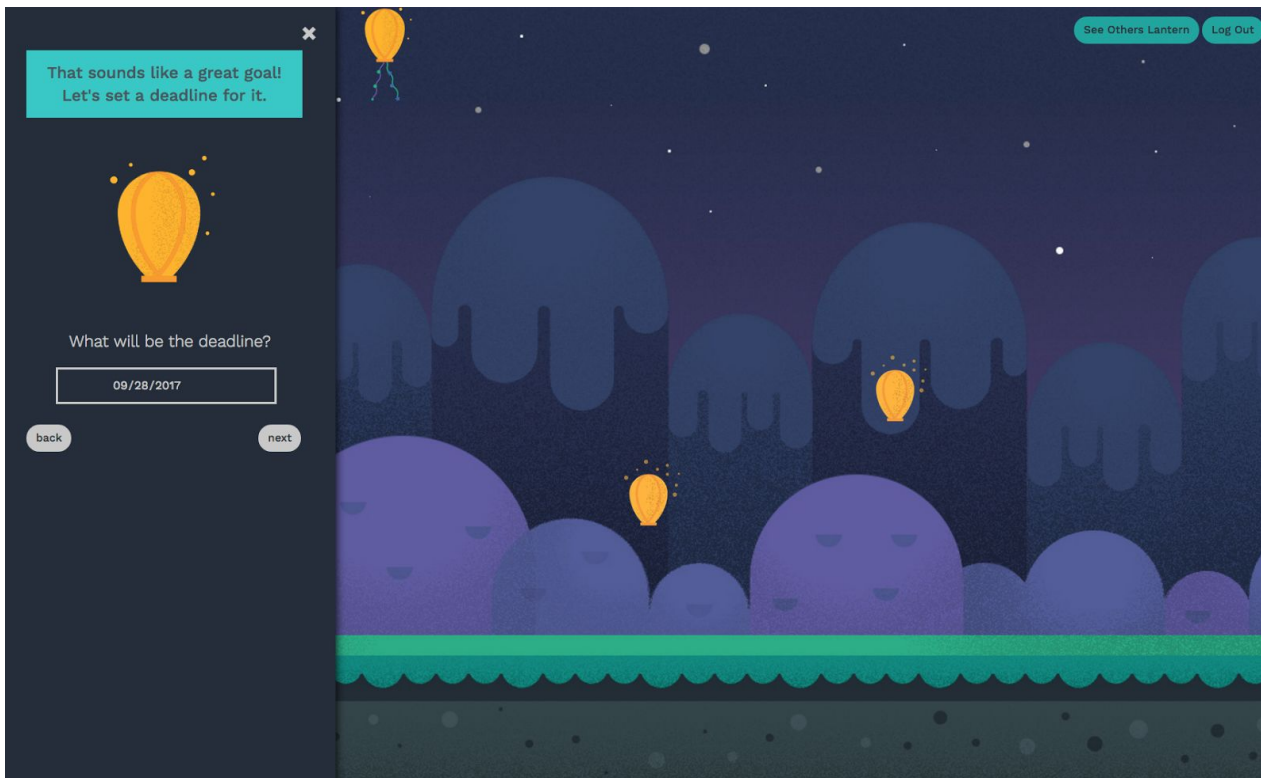
Side bar with user profile and lamp list >



Click in New Lantern > form for creating a new lantern > step 1 (set goal)



Form for creating a new lantern > step 2 (set deadline)



Form for creating a new lantern > step 3 (set steps)

One small step at a time. Let's break it out!

What small concrete steps do you want to make this goal come true?

Steps:

- Sign in Code Academy
- Read FirstHead to html
- Write my first webpage!

back next

See Others Lantern Log Out

The form is set against a dark blue night background with stylized purple trees and glowing lanterns. A teal header bar contains the title and a close button. The main content area is dark grey with white text and buttons. The background illustration features a dark blue sky with white stars, a teal ground line, and several purple, rounded trees with glowing lanterns hanging from them.

Form for creating a new lantern > step 4 (set deadline for last step)

When do you want to complete your first step by?

Your first step:

Sign In Code Academy

05/16/2017

May 2017

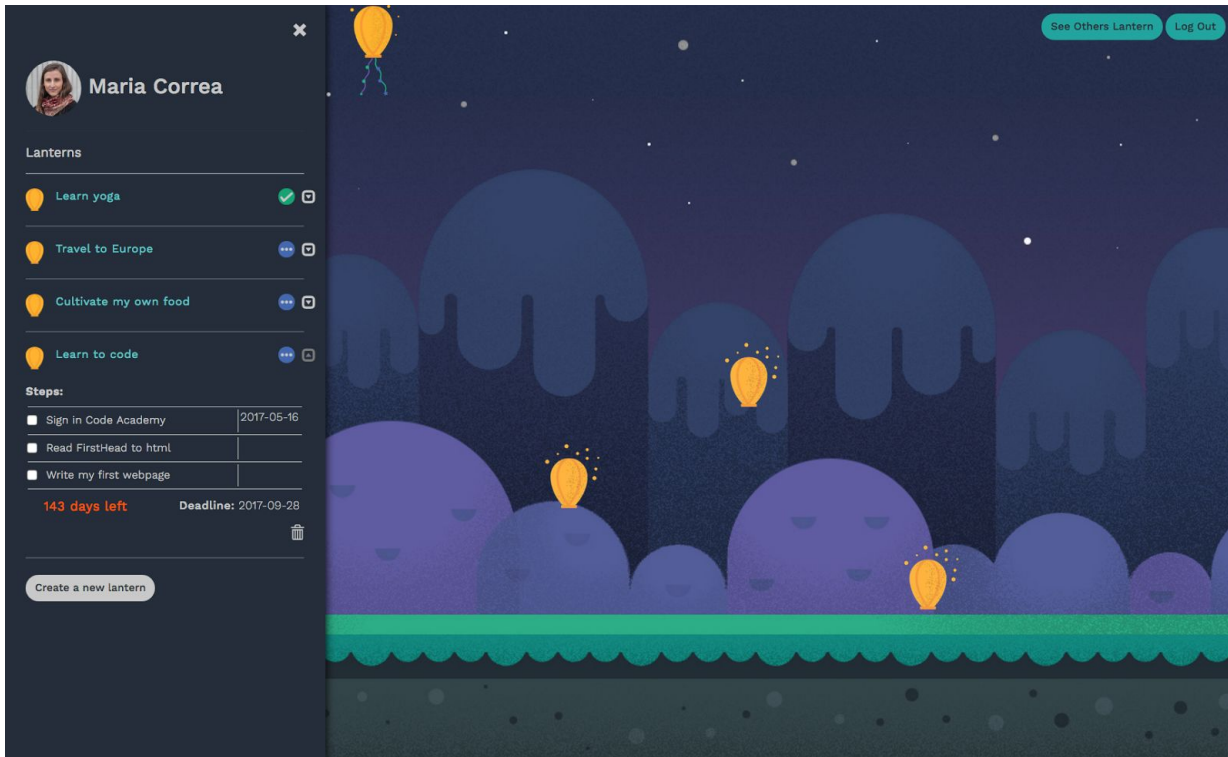
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

back lantern!

See Others Lantern Log Out

The form is set against the same dark blue night background as step 3. A teal header bar contains the title and a close button. The main content area is dark grey with white text and buttons. A calendar widget is displayed, showing the month of May 2017. The date 05/16/2017 is selected. The background illustration features a dark blue sky with white stars, a teal ground line, and several purple, rounded trees with glowing lanterns hanging from them.

Click in item of lantern list or in a lantern in the visualization > lantern detail sidebar



Check step done > lantern go up > input set next step deadline

