Widget

Incentivizing busy people to actually check things off their lists

About the Project

The app and corresponding widget that we are in the process of developing is a productivity and task management app that will enable users to track their daily productivity and motivate them to complete their goals. As busy college students, we know how difficult it can be for people to actually check off their entire to-do list. We were determined to create a solution that not only increased productivity, but that people actually wanted to use.

Inspiration & Approach

We were inspired by Apple's use of activity rings, a design that they implemented into their Apple Watch that tracks and displays users' movement, exercise, and standing throughout the day. Apple's three rings gradually fill throughout the day as the user moves, exercises, and stands and each ring will only fully close when its activity is complete. We liked Apple's philosophy on the benefits of activity rings: "Close them every day. It's such a simple and fun way to live a healthier day that you'll want to do it all the time". We agreed that the visual representation of progress and achievement is incredibly motivating for users, in addition to simply being more fun and engaging than a traditional to-do list.

As such, our app and widget will integrate a similar design, but rather than visually tracking and displaying physical activities, we will instead track the user's customized set of tasks or goals. Users will be able to input their to-do list, homework assignments, healthy habits, or any other list of tasks and goals they are aiming to achieve that day. What sets our app apart from the competition is the element of a completely customizable, user generated experience in which the user is only tracking tasks that they actually value and find important. As opposed to tracking fixed tasks set by our team that are the same for every user, we are personalizing the experience to each individual user and their specific goals. This improvement from other task and activity trackers, like the Apple Watch, gives users the freedom and personalization of a traditional to-do list, combined with the fun, motivating, and rewarding visual display of their progress and achievements. The widget element also provides users with choices of how they want their list and progress displayed on their home screen.

We are also interested in including additional customizations for users to choose from and tailor their experience to exactly what they need. The implementation of widget pets, app-lock technology, and other incentives will drive users to download our app and consistently use it to earn those rewards. As the user completes lists, they can earn incentives like new widget pets to play with and color customizations for their progress display.