



In a world where instant gratification is the norm, it can be hard for people to stay focused on achieving long term (and even some short term) goals. We are trying to find what motivates people and how we can make it easier for them to stay focused on a goal.

About MOJO

MOJO is a motivation app to encourage busy overloaded individuals battle the frustration of losing motivation. We're better because we're more than a glorified checklist; we help you take daily active steps towards your goals and remind you why you wanted to achieve them in the first place. We're believable because we measure our success on our user's accomplishments.

MOJO's Story

Mojo was a group project. with the help of 2 other designers, we tried to make interview questions to find out the WHY behind people's motivations and what causes them to keep moving towards a goal when motivation disappears because as I'm sure you all know motivation does not stick around for long! Each of us interviewed 5 people and then we posted the survey on our social media. we did the Research Phase and then definition and ideation phase.

My main duty on this project was designing the storyboard and then wireframing. after wireframing, we did some user test to find the pain points that the user had during using the app. So, we iterated the problems and then I designed the style guide for the MOJO. We designed a logo and tried to make it more consistent.



My Role
UX/UI designer

Tools
Adobe XD - Illustrator - Miro

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USER RESEARCH

Interview Result

- During our interviews we found that main goals of people we talked to were career related, they were driven by wanting to grow personally and professionally and their families
- The majority said they are externally motivated
- Participants said time and money were major obstacles toward reaching their goals
- They said they view technology was a distraction and the majority did not use any apps for motivation. We did hear using notes and instagram for finding motivation
- They find motivation by thinking about the consequences of not reaching their goals, positive self talk, and reminding themselves why the end goal is important to reach

Empathy Map

Think

- I like alert and reminders
- It's hard to plan because everyday is different
- need something to help me stay motivated

Does

- Reward myself after achieving goal
- Do hobbies to help them with frustration

Pains

- Time management is hard
- Planning is difficult because you don't know what is going to happen
- Hard to remember the reason why I am driven towards a goal when motivation is gone

Feel

- External motivation
- Time management is a big obstacle

Says

- I want to achieve goals
- I want to feel accomplished when I look back on my life

Gain

- Achieving goal
- not getting overwhelmed
- Feel energetic
- Get inspiration to keep going

User Persona

AMY

"It's hard to find motivation when you feel like you have no time but it's even harder to stay motivated."

AGE 27
OCCUPATION Nurse
STATUS Single
LOCATION San Francisco, CA
GENDER Female

PERSONA BIO

Amy is a full time nurse living in San Francisco. While she is proud of herself for graduating and landing a job, she sometimes struggles with managing her time as someone who lives by a busy schedule. She often feels like she isn't using her time wisely when she has free time on hand. She is a spiritual person who is close to her friends and family and often finds herself relying on them for mental and moral support. She wants to be able to be more self-reliant and self-motivated especially as the new year is rolling around.

GOALS / NEEDS

- To have proper work/life balance
- To stay motivated after finding motivation
- To have a more simple and easy to navigate product

FRUSTRATIONS / FEARS

- Gets too caught up in apps designed to help
- Has issues with personal time management
- Losing focus

MOTIVATIONS

- Growth
- Achievement
- Power
- Incentive
- Fun

PERSONALITY

Extrovert Introvers

Sensing Intuition

Thinking Feeling

Judging Perceiving

TECH KNOWLEDGE

IT and Internet

Software

Mobile Apps

Social Networks

BRAND AFFILIATIONS

Instagram Spotify Pinterest

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DEFINITION & IDEATION

User Insight

"We believe that designing a motivation app can help people to focus on their goals and make a plan to achieve it. It doesn't matter if it's a big or small goal, it makes you feel good. When you notice you are close to your target it gives you some energy and inspiration to keep going. Our app is designed to help users organize and encourage them day to day to be closer to their goals."

Problem Statement

A hard-working, busy millennial wants to achieve set goals, like finding a better work- life balance within a certain time period, but she easily loses motivation and often gives up causing her additional stress and frustration. How might we cultivate positive daily thoughts in order to assist our users in becoming more active towards their goals based on their stress levels and goals accomplished?.

The Solution

Mojo is a motivation app designed to help users accomplish their goals by pushing key reminders to help them take daily active steps.

Value Proposition

Mojo makes it easier to reach your big and small goals by allowing you to revisit the why behind your motivation and keeping yourself accountable for your progress.

Story Boarding

- Wants to find better work- life balance

- Remembers times in the past she has failed

- Looks online for a simple an easy to use app for finding and keeping motivation

- Wants to find a new way to keep motivation since her methods in the past didn't work

- Invisions what her life will be like once goal has been achieved

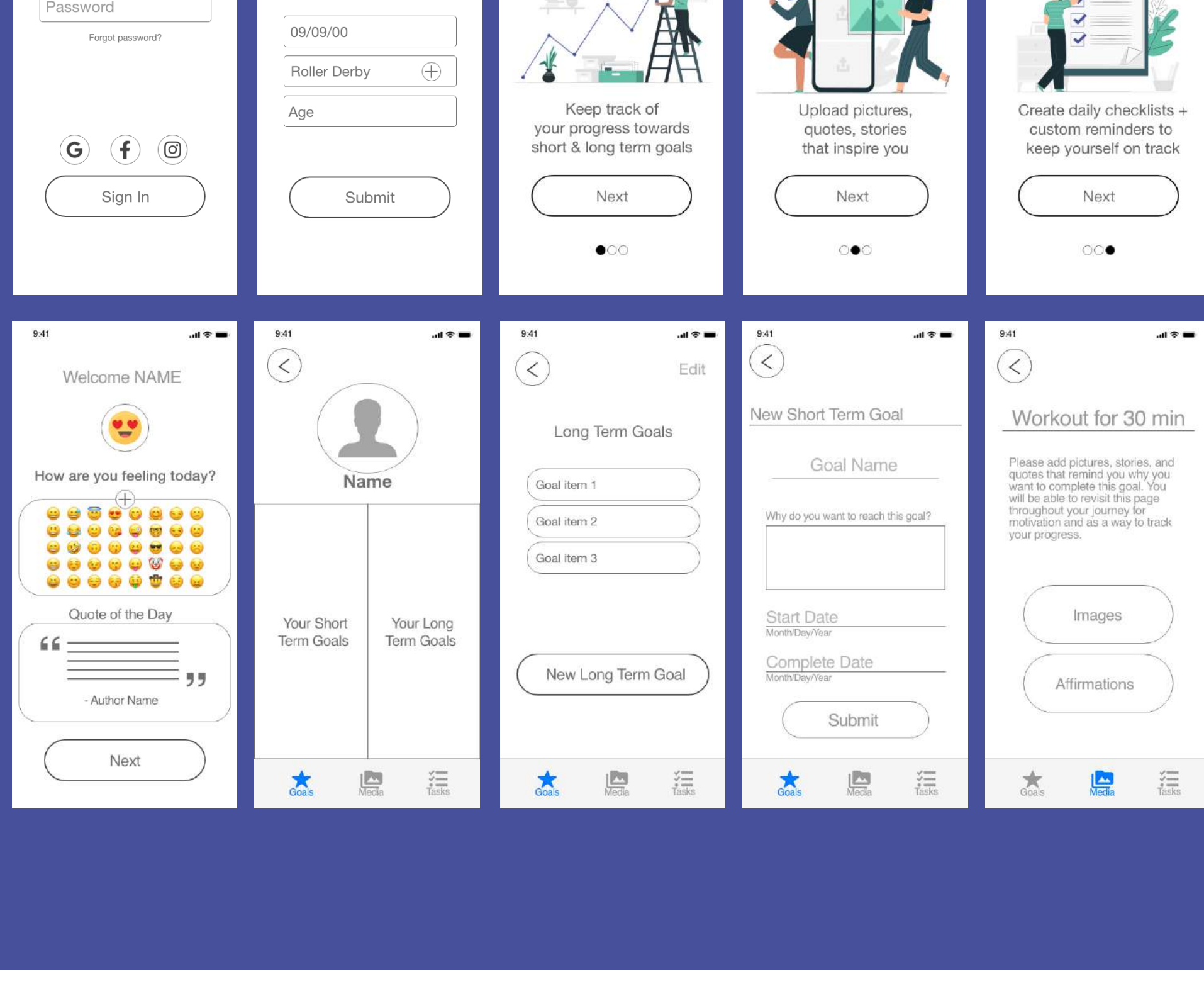
- Makes a plan to achieve her goal and keep motivation

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WIREFRAMING & PROTOTYPING

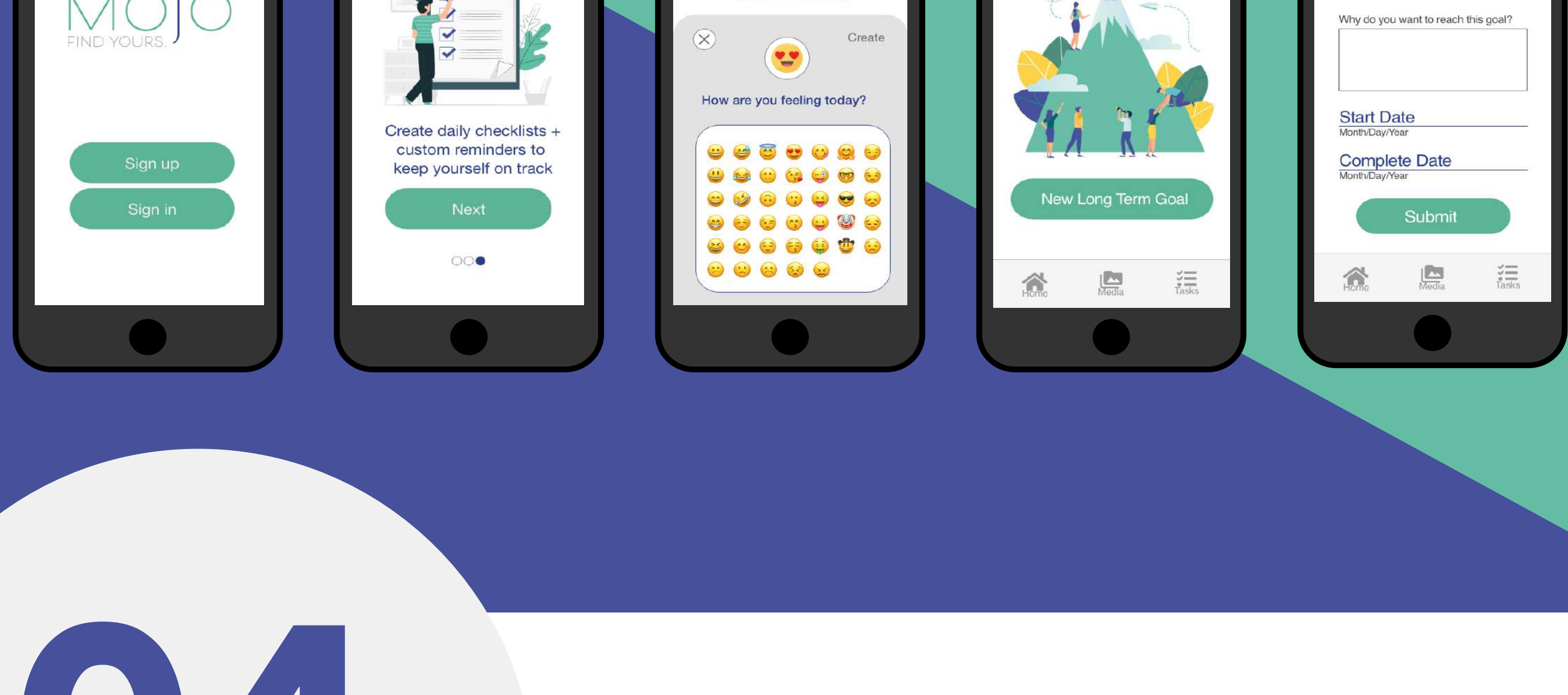
Wireframing

This is the first wireframe for mojo, we tried to guide our users with the tutorial and also a notes in some pages that we thought it needs to be reminded. we didn't use sketch wireframe for testing because we believed that it was not clear. So we tried to make it more proper.



Testing Results

- Sorted suggestions by task/section
- labeled them by frequency and also the severity of the issue
- Biggest problems we encountered were the need for a dedicated homepage, change the word "affirmation" to something more easily understood, and then just small changes to the flows of each step



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REFLECTION

Biggest Challenges:

- Motivation is extremely personal
- Figuring out what truly motivates people
- Finding a gap in the market
- Deciding what features to include
- Making a homepage

Opportunities for Growth:

- Weekly summary reports
- Visual charts and graphs
- journal feature
- More types of media like videos, podcast, voice memos, and music

A link to the prototype:

<https://xd.adobe.com/view/7fc430c2-5e0b-4985-4c09-30054a7a1175-09f5/>