Affinity Diagram

Pricing

- 46% of users prefer to use a solution free of charge
- 29% would like to pay once for full access to the solution.

Devices

- 45% users prefer a mobile format to acces the app
- 34% would use their laptop and dekstop to access the app.
- "I'm always in my phone and I would use it once per day".
- Desktops apps and emails notification helps me
- 48% of our users use digital and paper based goal setting systems.

Simplicity

- Top 3 features : Notification/reminders Integration with calendar & simple interface
- Simplicity is something I like about a notepad
- Using power point for him is easy due to not have to learn how to use new features
- The easiness of power point is something I like.
- I use a simple notepad to track my activities
- She uses To-Do list from Microsoft and notes
- "I use Excel to track activities and it is easy"
- Most use apps and tools are To-do-list and Paper agenda or notebook
- A easy way to create a feasable plan

Connecting and Sharing

- Accountability motivates him to complete the tasks
- Digital tools allows sharing the document with others involve in tasks.
- "Solving needs and helping other teams motivate me to complete this goals".
- 26% abandon a task or goal due to lack of motivation
- Trying to organize the activities with others helped me to feel better

Task Management

- She feels motivated by Crossing out tasks.
- "Lists with things to cross-over and reminders would be good features".
- He needs an overview of tasks to complete in a timeframe
- "I really love the feeling of crossing down the things that i did"
- 33% of users is motivated to complete daily tasks by checking off tasks
- She wants a feature to put down all the tasks of a goal and plan it for her
- 19% of users would continue to use the app due to progress in completing tasks
- "Daily or weekly activities that I did in a specific timeframe and map them to different goals"
- 29% feels motivated when seein progress towards goal
- Smalls tasks are easier for me. Per week tasks.
- "I don't like to have open activities and goals and start another activity".
- 34.6% of target audience think that using AI is very helpful
- Overview of the tasks and filtering per tags
- Progress indicators in %
- 27% complete the tasks daily to avoid stress
- Top 3 essential features: visual progress indicators, and daily tasks suggestions.
- more than half of the users feels overwhelmed when trying to achieve a long-term goal
- He wrotes down how activities help him to be close to achieve this goals
- More than half of the users is interested in an app to help them set up daily tasks for long-term goals
- He breaks down his tasks are in smaller activities (each 2-3 months).
- She doesn't have a prioritization system
- Only 37% use a daily task system to achieve the long-term goal
- "I create topics and separate in topics-wise".
- "Not structuring my tasks makes me feel anxious"
- The unpredictibility of AI is something I don't like.
- "I like the AI idea but still a person to see the fulfillment of tasks"
- I want the AI to understand how does I work (Personalization)
- Complexity motivates me to achieve a goal
- "I feel overwhelmed, because I don't identify the small things that I have to do to complete one main task.
- Easy and repetitive activities makes me abandon activities
- He really loves the feeling of crossing down the things that He did
- She wants a plan with all the tasks that she has to complete.
- AI is one of the reasons why users would use the app regularly
- Classification of tasks per topics and status

Reminders

- "The main part for me , the reminder part".
- Top 3 features are: Notification/reminders, Integration with calendar & simple interface
- "Always write down the things I want to do but forget about it"
- Notifications about the completion of tasks
- Too many tasks in a short timeframe doesn't motivates her
- "Sometimes I forget to go to the lists that i create to check my tasks".
- She uses her notes and reminders in her phone or chats.
- 24% abandon a task due to forgetting about it or losting track
- "Sent to myself teams chat things to remember (tasks and questions)"
- "Each week and month I review the activies in my notepad".
- Features of reminders and motivations are important features for her
- Top 3 essential features : Calendar and time blocking, visual progress indicators, and daily tasks suggestions.
- 56% sometimes set long-term goals.
- He moves the activies in Powe point and uses it to add time etc.
- "In a personal goal, I have abandon the achievement of it".
- She forgets to go to the lists created to check her tasks
- "Sent to myself teams chat things to remember (tasks and questions)"
- 36% of the users abandon a goal or task plan due to lack of time.

Findings & Insights

Topic	Pricing	Device	Simplicity	Connect and Sharing	Task Management	Reminders	Final Features
Finding	Users use a free or one time purchase app to manage their tasks	Most of the users use a mobile phone native app to manage tasks	Users use easy,well know apps or systems to manage their tasks and check their completion	1. Users feel desmotivated to complete the tasks. 2. Users feel good by helping others when completing their tasks.	1. Users like to cross out tasks when completing them. 2. Users are overwhelmed by the tasks and can't divided them alone into daily tasks 3. Users divide the activities per topics.	1. Users struggle on following up with their tasks. 2. Users forget about their goals and tasks. 3. Users abandon the completion of goals and tasks 4. Users use different individual apps to remind themselves about their tasks	1. **Login in /Sign up**: Allow the user to create a profile and account. 2. **Onboarding:** Guide the user through the main features of the app. 3. **Menu:**allow users to navigate through the app. 4. **Home/Dashboard:**daily tasks overview, where users can view, check off, and manage tasks through a list with Visual progess indicators of tasks completition. 5. **Goal creation with Daily task breakdown:** AI-powered suggestions: Recommendation and assitance in daily tasks based on goal type, to break down long terms into daily tasks.Users can manually or automatically break long-term goals into daily or weekly tasks, with optional AI suggestions. 6. **Calendarization of tasks with reminders/notifications:** Users can set custom reminders or receive smart notifications for upcoming tasks and manage tasks through a calendar view.
Insight	Because they don't want to pay for an app	Because it is easier to manage, it offers mobility to the user and it is integrated in the mobile system	Because it doesnt demand from the cognitive level a lot form the user to start using the apps or systems	1. They need to connect with others to feel accountable for completing their tasks. 2. They like to share the completion of task and communicate it.	1. Crossing out tasks that are completed makes users feel progress towards their goals. 2. The apps that our users use don't assit them with ideas to break down long goals into small tasks. 3. Classifying/filtering different small activities allow users to connect tasks with their goals	1. Because the apps/Systems they are using don't remind them about the completittion of the tasks. 2. Because they need way to remember the completition of important tasks	
Solutions	Implement a freemium model to get financing for the app	Create an solution from a mobile first approach	Create an easy user interface design with clear easy CTA buttons and easy navigation.	1. Share option for social media channels. 2. Create group challenges for users to be able to help others with task completition.	1. AI assistant integration: to break down long terms into daily tasks. 2. Progress indicator: daily completition of tasks. 3. Completition of goal: indicator of goal completition. 4. Daily Tasks overview o motivate completition of tasks. 5. Filter for users to find tasks related to different goals.	1. Notifications/reminders 2. Design of widgets to use in their mobile phone and/or smartwatch. 3. Calendarization of Tasks	