SURVEYS

AND USER INTERVIEWS

Goalin

⬎ Research Goals

1. **Understand current goal-setting behaviours.** Understand how young professionals **approach long-term goal setting** and how they break these goals into manageable **daily tasks**.

2. **Identify motivational and emotional barriers:** Identify the emotional and **motivational challenges** users face when trying to stay consistent with daily tasks towards achieving long-term goals.

3. **Analyse current tool usage:** Discover the **digital tool**s and apps or **traditional methods** users currently use for task management and goal tracking — and what they like or dislike about them.

4. **Evaluate interest in a smart, integrated system:** Determine user interest in a system that combines daily planning and visual progress tracking, supported by **AI assistance**. Identify the key features they would expect.

5. **Uncover task execution behaviours:** Understand the steps users follow to define, complete, and mark daily tasks related to their long-term goals, and how they prioritise or schedule them within timeframes.

⬎ Target Audience

Young professionals aged 25-38 who are either already using a **digital system** (mobile or web-based apps) for task management or **goal tracking** (e.g., Notion, Todoist, Google Tasks, Trello, etc.), or who are doing these steps in a **traditional analogue way** (paper planners, notebooks, or physical agendas).

⬎ Survey Script

Introduction

Thank you for taking part in this brief survey!

We are exploring how young professionals manage long-term goals and daily tasks online and offline. Your feedback will help create a digital tool that promotes goal-setting, habit formation, and task management.

Section 1: About You. Just a few questions to get started

Questions:

1. What is your age group? *(Multiple Choice)*
   - ☐ 25–28
   - ☐ 29–32
   - ☐ 33–35
   - ☐ 36–38

2. What is your current occupation status? *(Multiple Choice)*
   - ☐ Full-time professional
   - ☐ Part-time professional
   - ☐ Freelancer/self-employed
   - ☐ Student and working
   - ☐ Other (please specify)

3. Which best describes your current approach to goal/task management? *(Multiple Choice)*
   - ☐ I use a digital tool or app regularly
   - ☐ I mostly use paper-based or analogue systems
   - ☐ I use both digital and paper-based systems
   - ☐ I don't actively manage my goals or task

Section 2: Goal Setting & Task Management Habits. Now, let's learn about how you set goals and manage tasks 🎯🤓

4. How often do you set long-term goals (e.g., yearly or monthly goals)? *(Multiple Choice)*
☐ Very often
☐ Sometimes
☐ Rarely
☐ Never
☐ Not sure

5. When working toward a long-term goal, how often do you break it into smaller daily or weekly tasks? (Multiple Choice)
☐ Always
☐ Often
☐ Sometimes
☐ Rarely
☐ Never

6. Which of the following tools or apps do you currently use to track goals or tasks? *(Limit to 3 selections)*
☐ Notion
☐ Todoist
☐ Google Tasks / Keep
☐ Trello
☐ Apple Reminders
☐ Paper agenda or notebook
☐ I don't use any tool
☐ Other (please specify)

7. Which features do you like or value most in the task/goal management tool(s) you use? (*Limit to 3 selections*)
☐ Simple and clean interface
☐ Habit tracking
☐ Daily task planning
☐ Long-term goal tracking
☐ Visual progress tracking
☐ AI-powered or smart suggestions
☐ Notifications/reminders
☐ Collaboration or sharing features
☐ Integration with calendars/tools
☐ None of the above

Section 3: Pain Points & Emotions. Let's explore what's working — and what's not 🔍🤓

8. What motivates you to complete daily tasks? (*Limit to 2 selections*)
☐ Seeing progress toward my goal
☐ Checking off tasks
☐ External accountability (e.g., friends or colleagues)
☐ Building consistency or habits
☐ Avoiding stress or feeling overwhelmed
☐ Other (please specify)

9. How often do you feel overwhelmed when trying to achieve a long-term goal? *(Multiple Choice)*
☐ Very often
☐ Often
☐ Sometimes
☐ Rarely
☐ Never

10. What is your biggest challenge when it comes to staying consistent with daily tasks? (*Open text field – 1–2 sentences*)

11. When you abandon a goal or task plan, what's the most common reason? *(Limit to 2 selections)*
☐ Lack of time
☐ Lost motivation
☐ Forgot or lost track
☐ No clear plan
☐ It didn't feel achievable

Section 4: Feature Preferences and Concept Feedback. Last few questions — your opinion matters! 🙏😉

12. How interested would you be in using an app that breaks down long-term goals into daily tasks and shows your progress visually? *(Multiple Choice)*
☐ Extremely interested
☐ Somewhat interested
☐ Neutral

- ☐ Somewhat not interested
- ☐ Extremely not interested

13. **How helpful would it be if the app used AI to recommend or organize your daily tasks based on your long-term goals?** *(Likert scale: Multiple Choice)*
- ☐ Extremely helpful
- ☐ Very helpful
- ☐ Somewhat helpful
- ☐ Not so helpful
- ☐ Not at all helpful
- ☐ I don't know

14. **Which features would you consider essential in a goal-setting and task-planning app?** *(Limit to 3 selections)*
- ☐ Visual progress tracker
- ☐ Habit tracker
- ☐ Daily task suggestions based on goals
- ☐ AI recommendations
- ☐ Calendar & time blocking
- ☐ Accountability reminders
- ☐ Gamification elements (badges, streaks, etc.)
- ☐ Social interaction (groups, share with friends,etc.)

15. **On a scale from 0 to 10, how likely are you to use an app that helps you manage long-term goals through daily planning?** *(Net Promoter Score – Rating scale from 0 to 10)*

16. **Which devices would you prefer to use to access and interact with a task and goal-setting app?**
- ☐ Laptop/Desktop
- ☐ Tablet
- ☐ Smartphone
- ☐ Smartwatch
- ☐ Otras

17. **What type of pricing model would you prefer for an app like this?**
- ☐ One-time purchase
- ☐ Monthly subscription
- ☐ Yearly subscription
- ☐ Freemium (basic free version with paid upgrades)
- ☐ Free only
- ☐ I don't know

18. **What would make you want to keep using this kind of app regularly?**

⬊ User Interviews Script

Introduction.

Hi, _____. My name is Fernanda Ranfla, and I'm going to be walking you through this session today. I'm conducting interviews to better understand how people approach long-term goal setting and how they break these goals into manageable daily tasks.

The session should take 15 - 20 minutes. The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong here. This is probably the one place today where you don't have to worry about making mistakes.

If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know. OK, let's get started. I'd like to ask you just a few quick questions about a project we're working on about goal tracking and daily actions.

Questions:

1. What kind of responsibilities do you manage or take care of during the week? (work, studies, personal goals, etc.)

2. When talking about your professional and personal goals, what kind of things come to mind? Are these goals long-term or short-term goals or a mix of both?

3. Can you walk me through the last time you tried to achieve a long-term goal? The plan. Did you use a specific method, and how was it?

4. When trying to achieve a long-term goal, do you break it into daily tasks? Why or why not? When talking about the process, what works and what doesn't?

5. Do you complete the daily tasks? How often?

6. When trying to complete the daily tasks, what motivates you to complete them and what doesn't?

7. Have you ever felt overwhelmed by a big goal or project? What made it feel that way?→ Follow-up: Did you try anything to overcome that feeling?

8. What usually makes you abandon a plan or stop using a productivity tool or system?

9. What motivates you to keep working on your goals, even when it's hard?

→ Follow-up: Is it the satisfaction of progress, external accountability, avoiding stress, etc.?

10. How do you track your daily tasks or goals? Are you using an app or method to track the progress?

11. What are the features that you like or dislike of the tracking tools and why?

12. What would be the top 2–3 features that you would like to have in a solution that helps you to achieve long-term goals?

13. What do you think about using AI to help breaking long-term goals intro daily tasks? Wha do you think that?

14. How often do you think you'd use an app like that, and on what device (phone, tablet, etc.)