



restie

Team 5 – AI For Self Improvement (Restie)



restie

**Restie helps you make time for what matters,
with a little companion that grows alongside
you, one hobby at a time.**

What is Restie?



Who: College students and young adults with many interests

Problem: They try to do every hobby at once, make little real progress, and lose their free time to doom scrolling instead of rest.

Solution: Restie's cat companion, Rusty, helps them choose what to focus on now, return to neglected hobbies, and rest without guilt, so they make steady progress without burning out.

Why the Name?

Restie = Rest + Bestie

Feat. Rusty – your personalized companion!

Retained the old team name
"RESTED"

Catchy and evokes friendship
concept

Market Research: Muse

What it is: Meta's standalone AI agent app that plans goals, remembers details & does tasks (Free / \$20 or \$100/mo).

Similarities: Tracks your goals and remembers where you left off.

Differences:

- General errands & bookings (Muse) vs. hobby time (Restie)
- Helps you do more (Muse) vs. helps you choose & skip (Restie)
- No character (Muse) vs. cat companion that grows with you (Restie)



 Meta

Market Research: Muse

What Has Worked

- Standalone app hit #1 free on iOS at launch, backed by a top tech company
- Remembers details you mention and gives you suggestions unprompted

What Hasn't

- Unreliable: failed bookings, wrong calendar times
- Privacy worries about giving Meta more data
- Not carrying the emotional warmth of a cute AI pet



 Meta

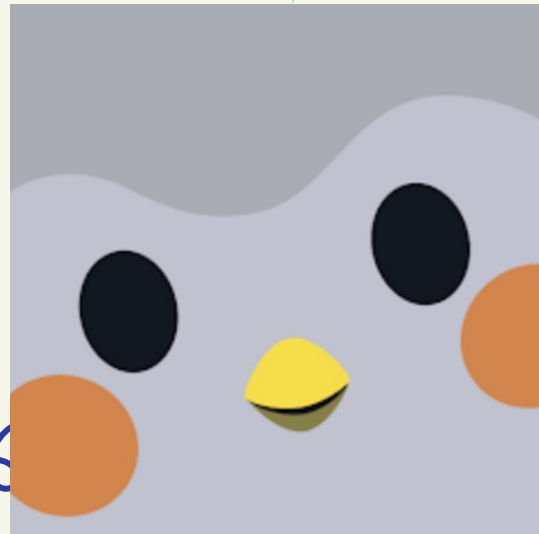
Market Research: Finch

What it is: Virtual bird companion for self-care & reflections (Free / Plus ~\$70/yr).

Similarities: Gentle, low-pressure, wellbeing-first motivator.

Differences:

- Generic self-care chores (Finch) vs. personal hobby goals (Restie)
- Daily task check-offs (Finch) vs. long-term practice & pacing (Restie)
- Unrelated bird adventures (Finch) vs. companion reflecting real progress (Restie)



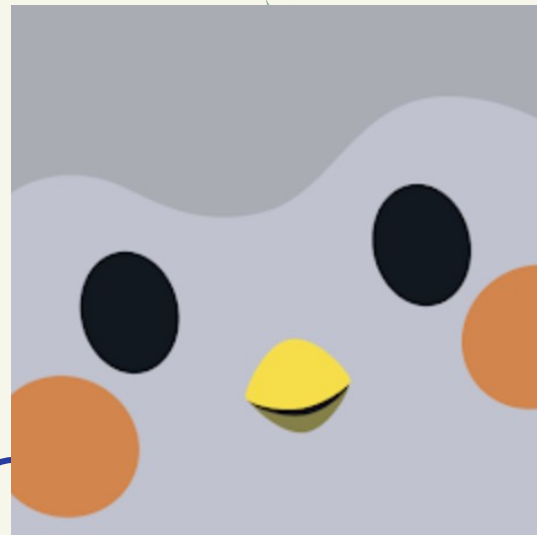
Market Research: Finch

What Has Worked

- No penalty for missed days; gentle & forgiving tone
- Generous free tier with 4.9★ rating (>1M reviews)

What Hasn't

- "Gamification fatigue" sets in over time
- Shallow habit tracking & dense initial features
- Complaints regarding surprise charges post-trial



Competitor Comparison

	Muse	Finch	Restie
Focus	General errands, bookings & tasks	Daily self-care habits	Personal hobbies & rest
Approach	Helps you do more	Check off small daily tasks	Helps you choose what to focus on & what to skip
Companion	None (chat agent)	Bird on adventures unrelated to your goals	Cat that takes up your hobbies & grows with you
Time horizon	Task by task	Day by day	Long-term practice & pacing
Rest & missed days	Not a focus	No penalty for missed days	Guilt-free rest; no streak penalties

Key Values



Balance

Progress on hobbies never costs rest, keeping users energized.



Self-Compassion

Be kind to yourself; taking rest is never treated as failure.



User Autonomy

Users have final say on what to focus on and when to rest.



Intentionality

Focus limited time on hobbies that matter most.



Growth Over Perfection

Celebrate small, steady progress rather than perfection.

Direct Stakeholders



Students

Busy students and young adults who don't have time for their hobbies



Overachievers

People who struggle to rest: overachievers, people close to burnout, people who feel guilty taking a break

Indirect Stakeholders



Personal Circle

Friends,
partners,
roommates
and family



Work & Academic

Employers,
professors
and
classmates or
teammates



Local Communities

Hobby
communities
and local
businesses,
such as gyms,
clubs, studios
and classes



Health & Wellness

Mental health
professionals
and campus
wellness
services



Underserved Groups

caregivers,
people working
several jobs,
disabled users,
and people with
little money or
space for
hobbies or fixed
work routine/
schedules

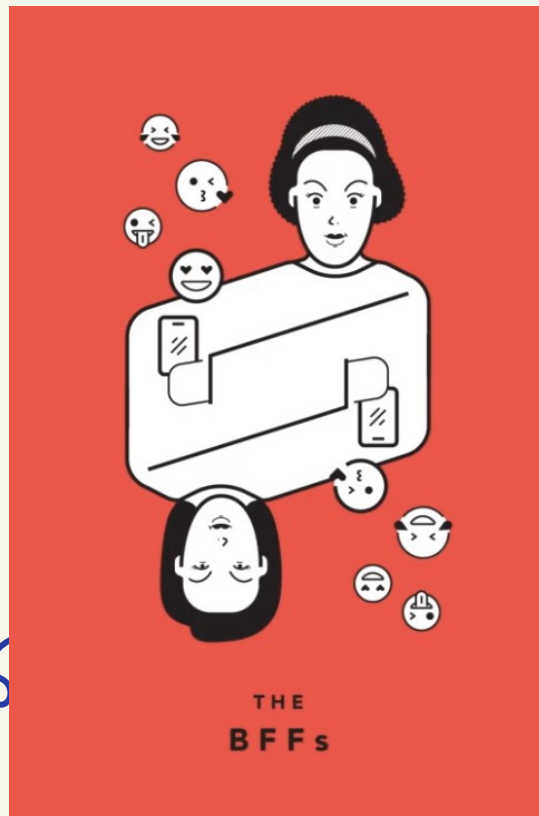
Ethical Considerations (The BFFs)

1. Replacing Human Connection

- **Risk:** Users might rely on Rusty instead of friends, worsening social withdrawal.
- **Mitigation:** Point users to real-world social activities and professional help.

2. Straining Personal Relationships

- **Risk:** Blaming Rusty to drop commitments can strain friendships.
- **Mitigation:** Frame advice to help users weigh options and suggest "reschedule" over "cancel".



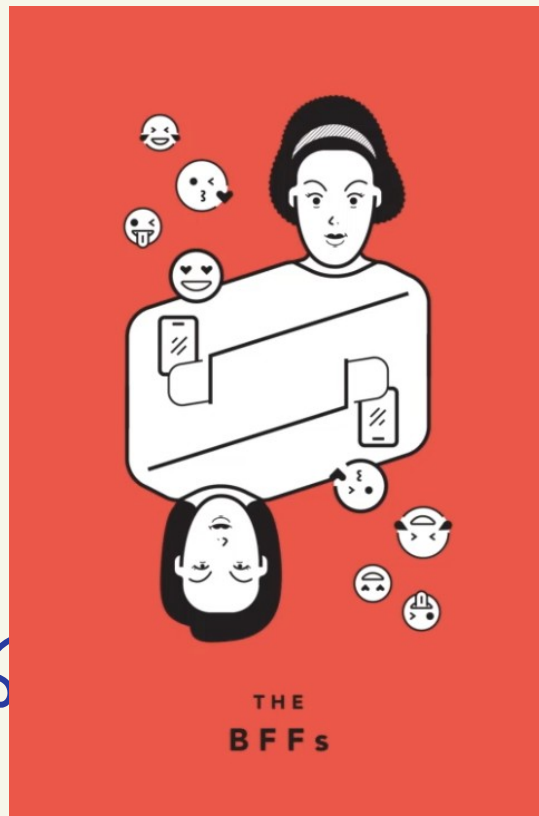
Ethical Reflections (The BFFs)

1. Value Tension: Autonomy vs. Guidance

- **Reflection:** Removing tasks from list helps users focus, but blocking their choices can feel controlling.
- **Response:** Rusty only suggests; users can dismiss any nudge in one tap.

2. Subgroup at Risk: Isolated Students

- **Reflection:** Lonely students may lean on Rusty most. Their friends and clubs are stakeholders we had overlooked.
- **Response:** Rusty celebrates group hobbies and points users to campus clubs.



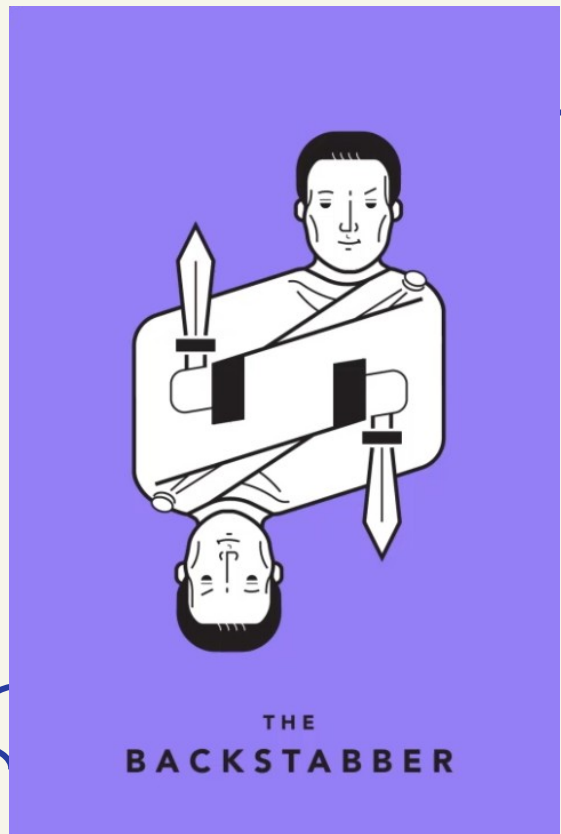
Ethical Considerations (The Backstabber)

1. Personal Data & Privacy

- **Risk:** Leaking personal chat data (stress, burnout) or using it for ads
- **Mitigation:** Minimize stored data, allow full deletion, and never monetize user disclosures.

2. Unnoticed Persuasion

- **Risk:** Trust in Rusty could be exploited to push app upgrades or retain users.
- **Mitigation:** Rusty never promotes paid features; upgrades stay in Settings, not in Rusty's dialogue.



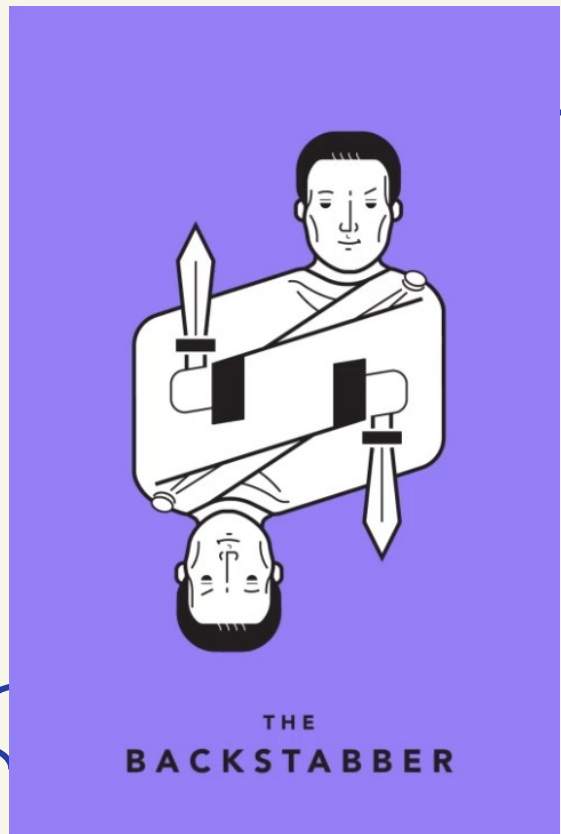
Ethical Reflections (The Backstabber)

1. Value Tension: Revenue vs. Trust

- **Reflection:** Streaks and upsells raise retention but clash with "rest without guilt."
- **Response:** Judge success by user wellbeing, not time spent in the app.

2. Subgroup at Risk: Underserved Groups

- **Reflection:** Caregivers, people working several jobs and disabled users can't keep streaks and may feel behind.
- **Response:** No streak penalties; progress counts sessions, not days in a row.



Task 1 . SIMPLE

Get back to a hobby you've been putting off.

User Goal: A student wants to overcome the hesitation of starting and spend a little time on a hobby they haven't touched in a while.

Why Simple?

- It's one session, one hobby, and one decision ("go now").
- No tradeoffs between priorities & no long-term commitment.
- Done in minutes

In the Video

- **~0:49–0:57:** Notification says he hasn't practiced in 3 days.
- Theo hesitates beside the unicycle, Rusty pats the seat, Theo then goes to practice.

Task 2 . MODERATE

Focus on one hobby now and set others aside without giving them up.

User Goal: Select one interest to commit to now and resist competing distractions.

Why Moderate?

Requires active self-reflection:

- Weighing interests vs. limited time
- Making a tough tradeoff
- Staying committed over time

In the Video

- **~0:39–0:46 (The Choice):** Theo keeps the unicycle and builds a Now/Later list.
- **~0:56 –1:03 (Sticking to it):** Rusty stops Theo from switching to photography: "NOT TODAY!"

Task 3 . MODERATE

Rest without guilt when you're worn out.

User Goal: A tired student wants to recognize when they've done enough and actually recover, instead of pushing through exhausted or doom scrolling

Why Moderate?

- Overriding default habits: pushing too hard & doom scrolling
- Judging your own limits in the moment
- Real internal debate within a single evening

In the Video

- **~0:14–0:17 (The Problem):** Hours of doom scrolling on the sidewalk.
- **~1:03–1:10 (The Outcome):** Exhausted at the court, Theo reaches for the unicycle, Rusty lies on it and reminding him to rest

Task 4 • COMPLEX

Reach a meaningful milestone in a hobby without burning out.

User Goal: A student wants to make steady progress on a hobby over weeks and work up to a real goal (performing in front of an audience) while making room for rest.

Why Complex?

- Spans weeks and needs consistent effort
- Requires balancing progress with rest
- Pushing through self-doubt to take a public, irreversible step
- Shifts identity and self-perception

In the Video

- **~1:03–1:28:** Practice montage (park wobble, calendar streak, confident riding), rest day, show notification & Theo's doubt ("A *real show*...?"), Rusty's encouragement, sign-up, backstage, and performance.

Storyboard

01

Actors

Theo
Overwhelmed
Student

Rusty
Therapy Cat

02

Context

Theo wants to get
good at
unicycling has
not yet identified
with the goal

03

Conflict

Theo collapses
from too many
hobbies and is
helped by Rusty

04

Resolution

Rusty helps Theo
find his passion
and guide him to
be rested while
working on it

Storyboard

Restle story board

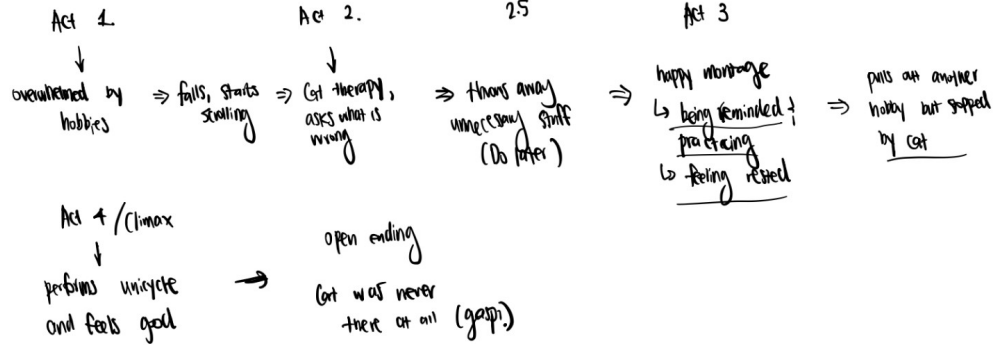
Story points



Theo

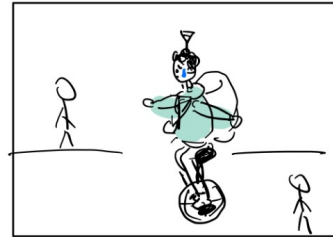
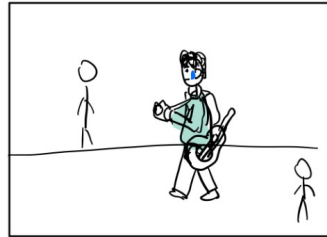
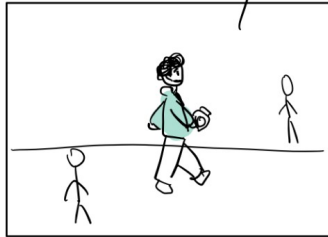


Ruby



Act 1

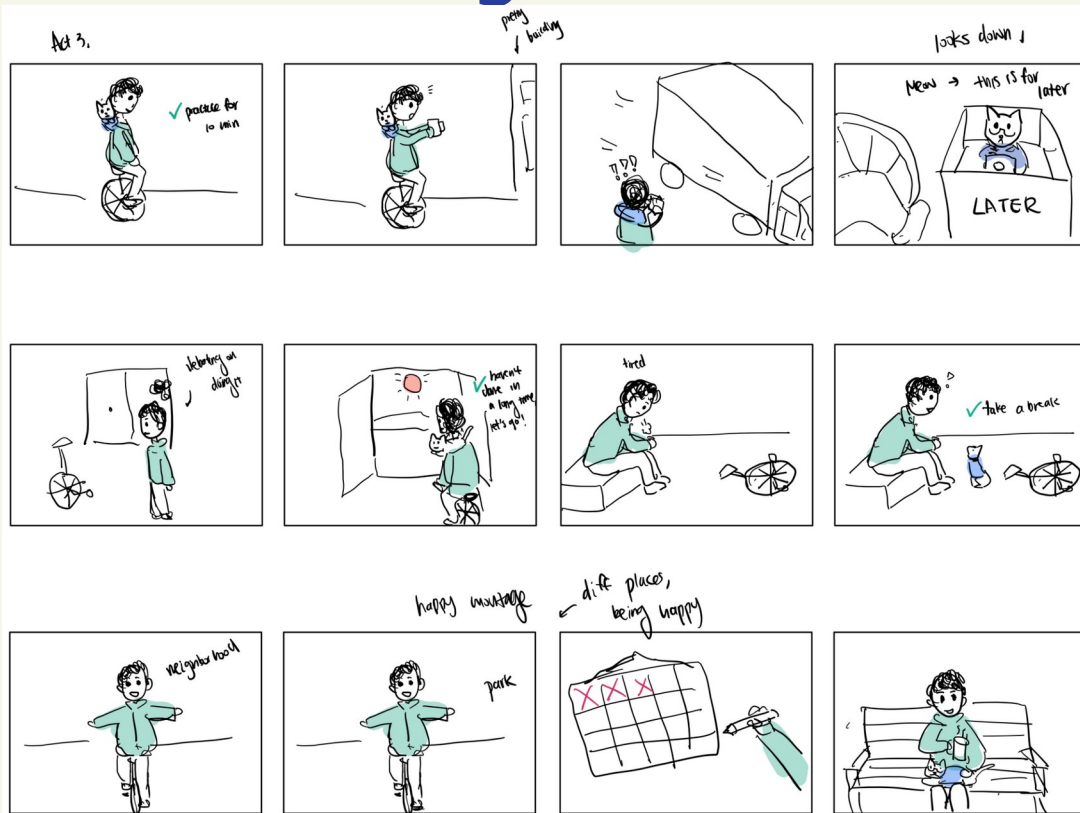
busy street



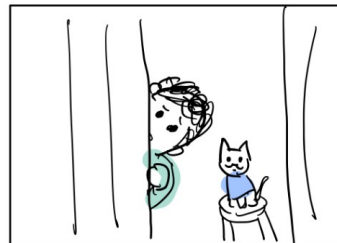
Storyboard



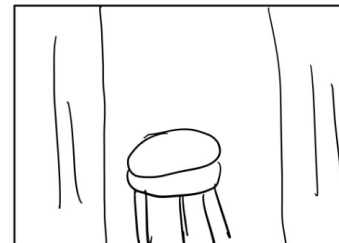
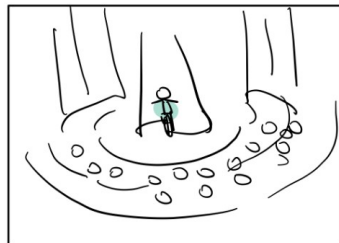
Storyboard



Storyboard



zoom



END

Intermediates/ Props



Images generated as reference for AI video generation



Intermediates/ Props



Final Video



[Link](#)