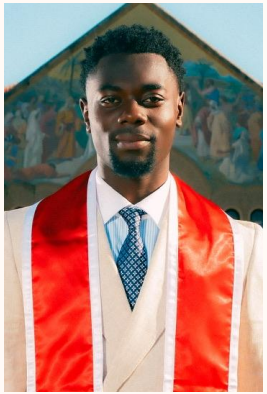
by Fadumo J, Josh T, Ben K, Roland ML

Group 6: Trunkate

# Concept Video

# Our team



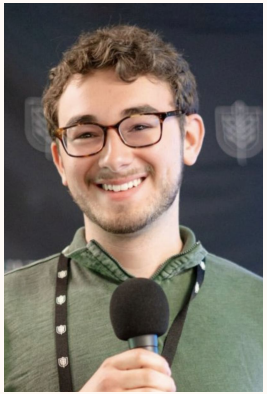
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# 01 Project Name & Value Proposition

- “trunk” comes from our welcoming elephant mascot
- “truncate” emphasizes that our app will shorten your goals into smaller steps
- the elephant mascot has good memory and adds a personality



**Trunkate**

Big goals. Small steps. Timely reminders.

One-Liner Value Proposition:
AI-generated goal breakdowns and notification reminders

Our value proposition is to particular to our app

# 02 Problem/Solution Overview

**Problem:** Busy professionals and college students don’t track their goals and need measurable steps to achieve them

**Primary User:** Busy college students and professionals because they have the most ambitious goals; and therefore, biggest need

**Proposed Solution:** AI-generated goal breakdowns and notification reminders

"it's kind of nice being told what to do when I get to the pool..." - Bob

“...a big goal of mine is…to travel…So…trying to budget and save money that way, but I haven't really been thinking about that either.” - Lily

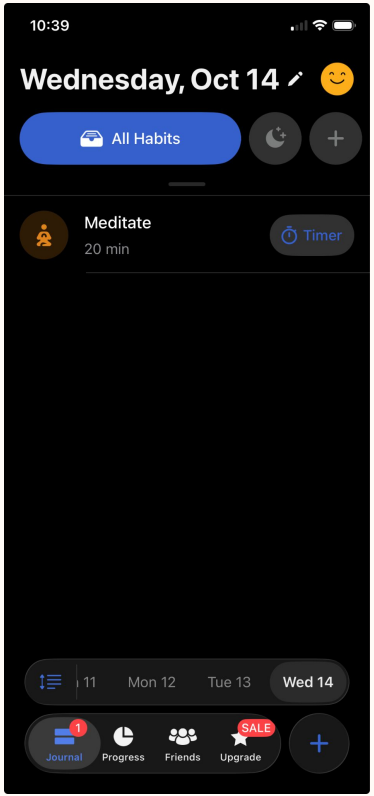
“I guess goals,…I don't track them at all, which is why I never achieve them.” - Anne

# 03 Market Research - Habitify

**What works:**
- informative progress charts
- easy to set up habit or breaking a bad habit with notification reminders
- timer to track how long you do a habit for
- compete with friends or strangers
- AppStore: AVG 4.6 rating from 152,093+ users

**What doesn't work:**
- pay past 3 habits
- can create checklist for habit, but not AI-generated

**Implications:** Habitify does progress tracking and notifications well, our differentiator is AI-generated breakdowns

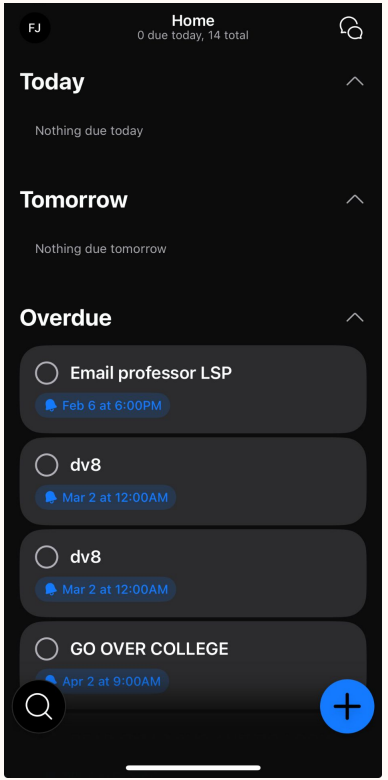


# 03 Market Research - Please

**What works:**
– Shared plans for groups, like trips, groceries, or dinners
It can actually do the task (book, buy, research), and hands harder ones to a human Please Pro.
–Syncs with Apple Reminders and your calendar, so you don’t have to switch apps completely.

**What doesn’t work:**
– Expensive. Please Plus is $9.99/month.
– iPhone only
– Barely any users yet. Eight total reviews, AVG 5 rating
– Group features focus on logistics, not personal goals or progress.

**Implications:** People want AI to help plan, not just remind. But a busy app with a monthly fee is hard to justify. Our app should keep planning help simple and affordable, and use the group angle for working toward goals together, not just coordinating errands.

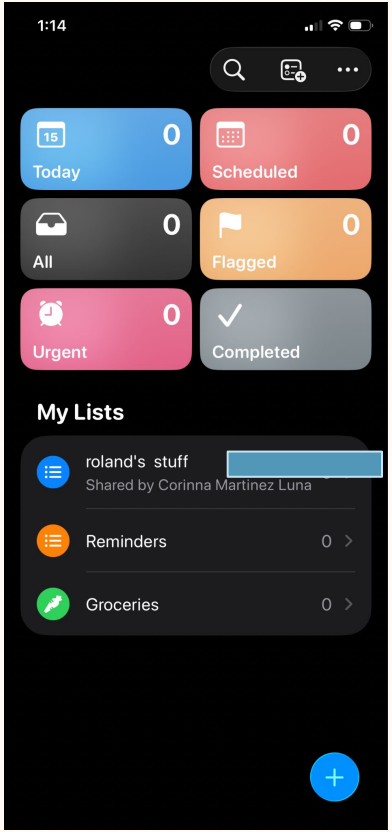


# 03 Market Research - Reminders

**What works:**
- free
- one function: reminders
- clear UI
- App Store: AVG 4.8 rating, 1 million+ reviews

**What doesn't work:**
- no assistance in planning reminders; all reminders come from user
- hard to track progress because reminders are ordered chronologically instead of grouped goal-wise
- easy to ignore due to minimal reward from app

**Implications:** A reward for our app will make it engaging and grouping breakdowns by goals will help track progress

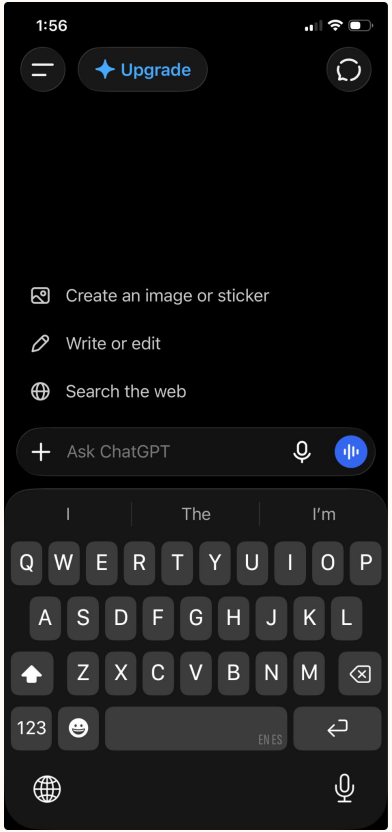


# 03 Market Research - ChatGPT

**What works:**
- ability to ask follow up questions
- personalized feedback; in depth results
- App Store: AVG 4.8 rating, 11+ million reviews

**What doesn't work:**
- free plan can only send one notification per day, requires paying to send more notifications
- overload of information; too easy to ask about irrelevant things
- get too much in one response

**Implications:** Users will appreciate our app's simplicity, as opposed to churning over too much complexity



# 03 Market Research - Comparison

| | Habitify | Please | Reminders | ChatGPT | **Trunkate** |
|---|---|---|---|---|---|
| AI-generated goal breakdowns | ✗ | ✓ | ✗ | ✓ | ✓ |
| Notifications | ✓ | ✓ | ✓ | ✓ | ✓ |
| Progress charts | ✓ | ✗ | ✗ | ✓? ✗ | ✗ |
| Timer | ✓ | ✗ | ✗ | ✓? ✗ | ✗ |
| Compete with friends | ✓ | ✗ | ✗ | ✗ | ✗ |
| Clear UI | ✓ | ✗ | ✓ | ✓ | ✓ |
| Free to use | Freemium | Freemium | ✓ | Freemium | ✓ |

# 04 Values in Design

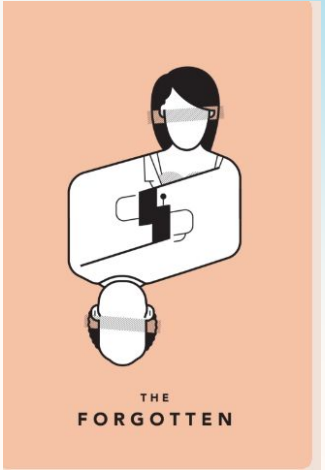
**Direct Stakeholders:**

1. Busy college students who use our app
2. Busy professionals who use our app

**Indirect Stakeholders:**

1. People mentioned in our AI breakdown like accountability partners
2. Families of our users
3. Resources or apps suggested by our AI breakdown
4. Businesses suggested by our AI breakdown
5. People operating locations mentioned by our AI breakdown

# 04 Tarot Card #1: The Radio Star




***Who or what disappears if this succeeds?***

**Ethical Implications:** If the app does the planning and the check-ins, it could replace jobs which sole purpose was that. This includes coaches and trainers, but could also wear down the users own ability to plan.

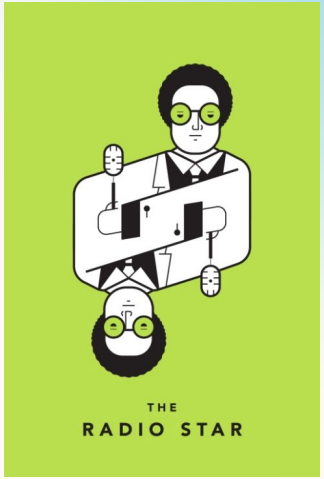
**Value Tensions:** Convenience v.s human connection. Our domain is collaborative self improvement. If we integrate AI, we might replace the human aspect involved in accountability.

**Risk to Subgroup:** Professionals (secretaries, trainers, coaches, etc.) could lose clients. On the other hand, people who couldn't previously afford these services might gain access to this support.

**Overlooked stakeholders:** Coaches and trainers

**Our Design:** Down the line a feature might be social interactivity to bring back human connection.

# 04 Tarot Card #2: The Forgotten




***Who is excluded from our user base?***

**Ethical Implications:** Our app assumes everyone responds to goals and checklists the same way. For many neurodivergent people, that assumption can backfire.

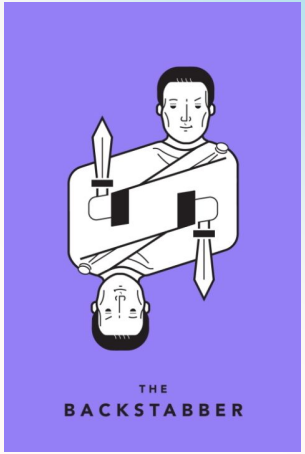
**Value Tensions:** Productivity v.s wellbeing. There's also a tension being having a general one-size-fits-all design, or a plan that adapts to each user.

**Risk to Subgroup:** The features are meant to help, but they could also increase anxieties or reinforce compulsions for these users. Features that are meant to encourage progress, such as streaks or penalties, can instead cultivate shame.

**Overlooked Stakeholders:** Neurodivergent users

**Our Design:** We could do needfinding with neurodivergent people to see how our app can best accommodate their needs.

# 04 Tarot Card #3: The Backstabber




***What could cause people to lose trust in your product?***

**Ethical Implications & Value Tension:** If we mishandle user data, especial personal goals, we could make people lose trust in our product. One tension is making money selling data vs. protecting privacy. Another would be security of any data stored vs. the expense of securing it.

**Risk to Subgroup:** Users that input sensitive personal information have higher risk of harm from data breaches or selling data

**Overlooked Stakeholders:** Data brokers and users with sensitive data

**Our Design:** We will not sell any data stored from users and secure any data stored to the best of our ability,

# 05 3 Tasks

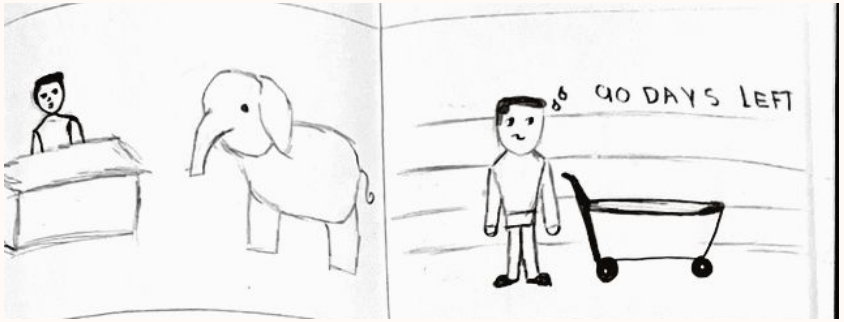
**SIMPLE** – I need to plan steps to accomplish my goal
Requires breaking down goal into steps
0:28

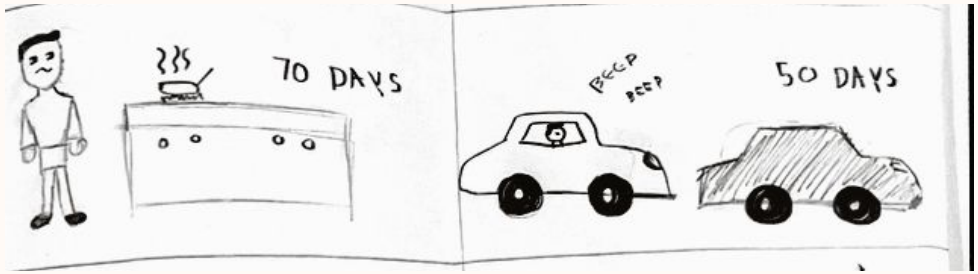
**MODERATE** – I need to remember to complete my steps
Requires reminders to stay on course; recall is harder than breaking down a goal into simple steps
0:48

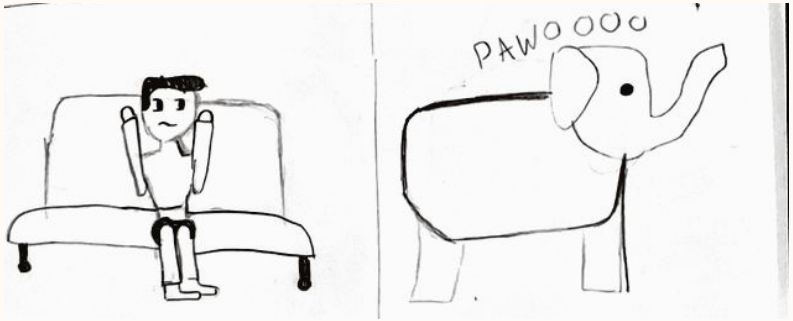
**COMPLEX** – I need to reflect on what works well and what needs improvement
Requires reflection and guided journaling
0:56

# 06 Video Storyboards

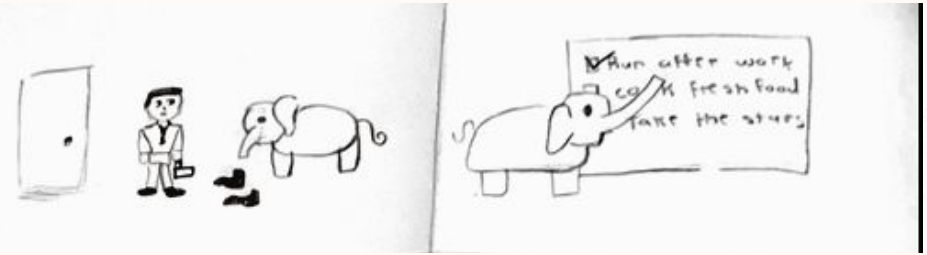


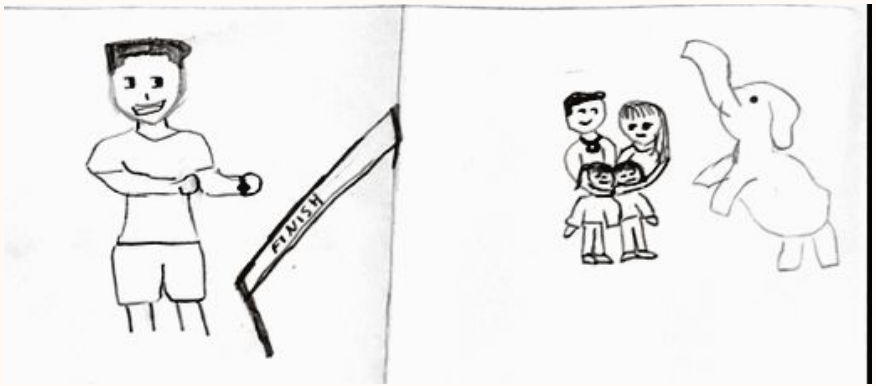



# 06 Video Storyboards pt. 2









# 07 Concept Video

Click Here for our Concept Video

Do you have any questions?

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# Thanks!