

## Who's Up?

The app starts as an alarm you can set each night before you go to sleep. After setting the alarm, you see four different categories including health/fitness, career/work, social and personal. For each category you type in what it is you want to accomplish the following day. According to a survey of 56 participants, 70 percent said they “think it's important to balance all four of these aspects to maintain a healthy lifestyle.” You will have from the time your alarm goes off until noon to complete your tasks. Once you slide off the alarm stating “I'm Up!” the alarm turns into a countdown timer. If you complete all four tasks, then you have the option to post to your social media accounts that you've completed all four tasks. According to our survey, about 40 percent of respondents said they'd like to share their completed accomplishments with friends/family.



The app will keep a running tab of the goals you set for yourself so you can use auto-fill when deciding which tasks under each category to fulfill.

Additionally, the app will track both how regularly you achieve particular tasks as well as how often you achieve the goals of each of your categories. The categories are divided in a way that is aimed to give you a well balanced life. Career. Health. Personal. Social.

Often times people are overwhelmed with a large to-do list. *Who's Up?* will reward those who can accomplish just four of those goals in the morning before noon. We will be able to create a reward system, much like Klout, that, depending on the activities and categories most used, various businesses can donate items to give to people who are active accomplishers and the best target to try their specific product.

*Who's Up?* will also contain a social board where you can view what friends are up and what goals they are achieving. You will be able to use push-notifications to motivate friends to complete their checklist, send motivational quotes, and request a meetup if you have the same activity listed on your goal list.

**Morning person?** This app is exactly for you. Accomplishing four prime goals by noon will make you feel accomplished and confident for the rest of the day. You'll be able to experience the satisfaction of checking boxes off early. And to help you reach your goals, *Who's Up?* will offer push-notifications to hold you accountable. Based on our survey results, 71 percent of respondents "like getting reminders about what they need to do throughout the day."

***Who's Up?* is simple** in all aspects: simple to use, simple to motivate you, simple to connect with others who are up early and simple for rewarding you based on your accomplishments. Our app fulfills the need of those who not only want to create positive habits in their life, but also create productive balance. For example, *Who's Up?* won't allow you to establish four goals related to work in the morning. It forces you to expand your experience across four separate categories.

**Revenue potential** would come from our morning all-stars paying \$4.99 for the app. Since all rewards are donated by businesses, we will attract only those who truly want to up their game in the morning. However, those who receive a free product or limited service from a business as a reward for their active accomplishments, will also get a follow up notification with a *Who's Up?* exclusive discount code to purchase more items from that business. We will then get a specific cut of profit for any products or services that a business sells from someone using the *Who's Up?* discount code.

***Who's Up?* wants to do something different** by not using money as the accountability factor of achieving goals like other competitors do. For instance, with 21habit you pledge \$21 to maintain a daily action for 21 days. Each day you successfully do it, you get \$1 back and all forfeited money goes to a charity. Accomplishing goals should be a rewarding process, not one that you do to regain income you've already worked hard once to acquire.

**Other competitors also make** goal-setting an extremely long, drawn out process. They require you to think further in advance to a point where you have no guarantee where you will be in life and whether you will still want to achieve that particular goal. GoalsOnTrack for example encourages you to create a long list of goals, which will certainly overwhelm you. Additionally, many other goal setting services charge a monthly basis, while *Who's Up?* will be a one-time fee for the app.

**Potential for expansion** is in *Who's Up?*'s future as we can distinguish between the time-of-day-markets and possibly create a *Who's Still Up?* app.

**When it comes down to it**, we don't want to build habits, we want to build a balanced lifestyle.

**Research supporting the effectiveness of *Who's Up?*...**

- In a September 2012 *Wall Street Journal* article, Dr. Steve Kay explained that most adults perform their most successful cognitive work in the late morning. Distractions soon take over

in the afternoon: “The ability to focus and concentrate typically starts to slide soon thereafter. Most people are more easily distracted from noon to 4 p.m.,” according to research conducted by Robert Matchock.

- Taing et al. cited a study organized by Locke et al. in 1981. They found in both field studies and lab experiments focused on goal setting and task performance, 90 percent found that “the positive relationship between goal difficulty and performance is due to the fact that goals give people something to strive for.” Goal setting mediates the relationship between performance and goal orientation.

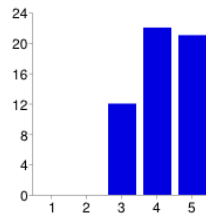
- An August 2013 Forbes article lists completing challenging tasks in the morning as one of the “9 Habits of Productive People.” Additionally, the article claims that “truly productive people aren’t focused on doing more things; this is actually the opposite of productivity.” Instead, people should focus on completing fewer things more thoroughly.

- A study of 367 university students conducted by Christoph Randler, a biology professor at the University of Education at Heidelberg, concluded morning people are more likely to agree with statements such as “I feel in charge of making things happen.” Furthermore, Jocelyn K. Gleib of *99u* writes, “If you’re getting up early, you probably already have a good idea of what you want to accomplish that day - otherwise it would be hard to motivate to get up in the first place. *Who’s Up?* keeps this in mind and it is a primary reason we have users set goals the night before.

*Who’s Up?* provides users with categories that will encourage and challenge their cognition. This is more than checking off getting your morning coffee. Research has proven the effectiveness of goal setting, and we look to take that a step further by pairing goal setting with the waking hours of the day, when people are most productive.

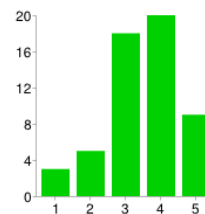
Based on a survey of 56 anonymous participants, 88 percent like checking items off their “to do” lists. When asked about which categories of goal setting they deem the most important, career goals rose to the top of their lists. Participants rated career goals on a scale from 1-5 of importance, with 77 percent giving this category a 4 or 5. Other categories included health/fitness, social life and spirituality. Because of such a low importance rating towards spirituality, we chose to include a category titled “personal.” For some, this may still remain spiritual, but for others they can adapt that category for their own personal goal that may not fit the mold of the other categories given.

How important do you rate career goals in your lifestyle?



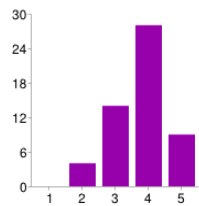
1	0	0%
2	0	0%
3	12	21%
4	22	39%
5	21	38%

How important do you rate health/fitness in your lifestyle?



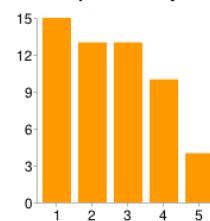
1	3	5%
2	5	9%
3	18	32%
4	20	36%
5	9	16%

How important do you rate social life in your lifestyle?



1	0	0%
2	4	7%
3	14	25%
4	28	50%
5	9	16%

How important do you rate spirituality in your lifestyle?



1	15	27%
2	13	23%
3	13	23%
4	10	18%
5	4	7%

## Sources

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