EMBARK ON LARGE SCALE QUESTS WITH YOUR FRIENDS!
STAY MOTIVATED AND ACCOMPLISH YOUR GOALS THROUGH GROUP ACCOUNTABILITY.

concept.

1 squad up.
You and a group of friends come together to form a squad. Together you will accomplish massive quests such as running around the perimeter of New Zealand or spending less than $100 collectively in a week. Each quest is categorized into a different life category.

2 quest up.
One squad member selects a quest and becomes the leader for that quest. The leader then sets the time allotment for the quest. A squad can undertake as many quests as they want, but individuals only receive experience points if the entire quest is complete in the original allotted time frame.

3 step up.
Once a quest is selected, and thus a leader is chosen, the other members sign up for a certain amount of the total quest they feel they can accomplish within the given time frame. Whatever is left falls to the leader, so it is in the leader’s best interest to ensure other squad members do as much as they can.

4 level up.
Upon completion of a quest, each member receives a certain amount of experience points for that quest’s life category. The leader receives bonus experience. Attempt to better yourself in all areas of life by leveling up in different life categories.

process.

research.
BJ Fogg’s Behavior = Motivation + Ability + Trigger

sme interview.
Maintain accountability by participating in a group of friends. Have everyone contribute to a large scale goal.

competitive analysis.
Have an upbeat and playful tone, but be non intrusive. Language should be supportive and tasks should be customizable.