MY LIFE GOALS CHECKLIST

Concept
I thrive to execute my goals.
Therefore I list the baby steps to reach my life goals.

I believe confidence is important.
Therefore I celebrate the baby steps.

I expect my work to be understood.
Therefore I interviewed different people.

I pursue vibrant colors in watercolor drawings.
Therefore I digitally optimized them.

I desire collaboration,
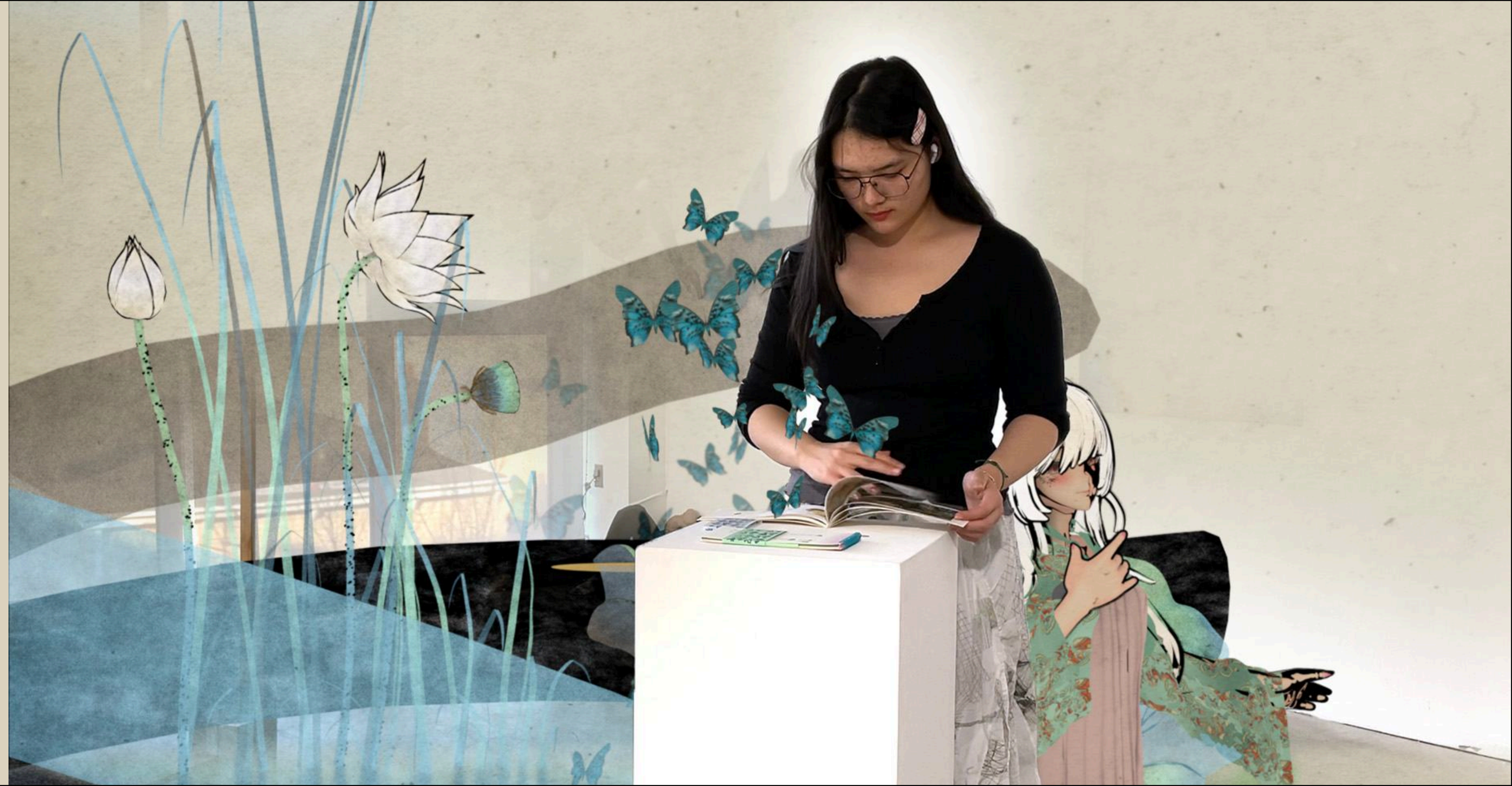Therefore I am happy to know you.

Background
The cycle to motivate oneself is to set goals, work on them, reflect and celebrate.
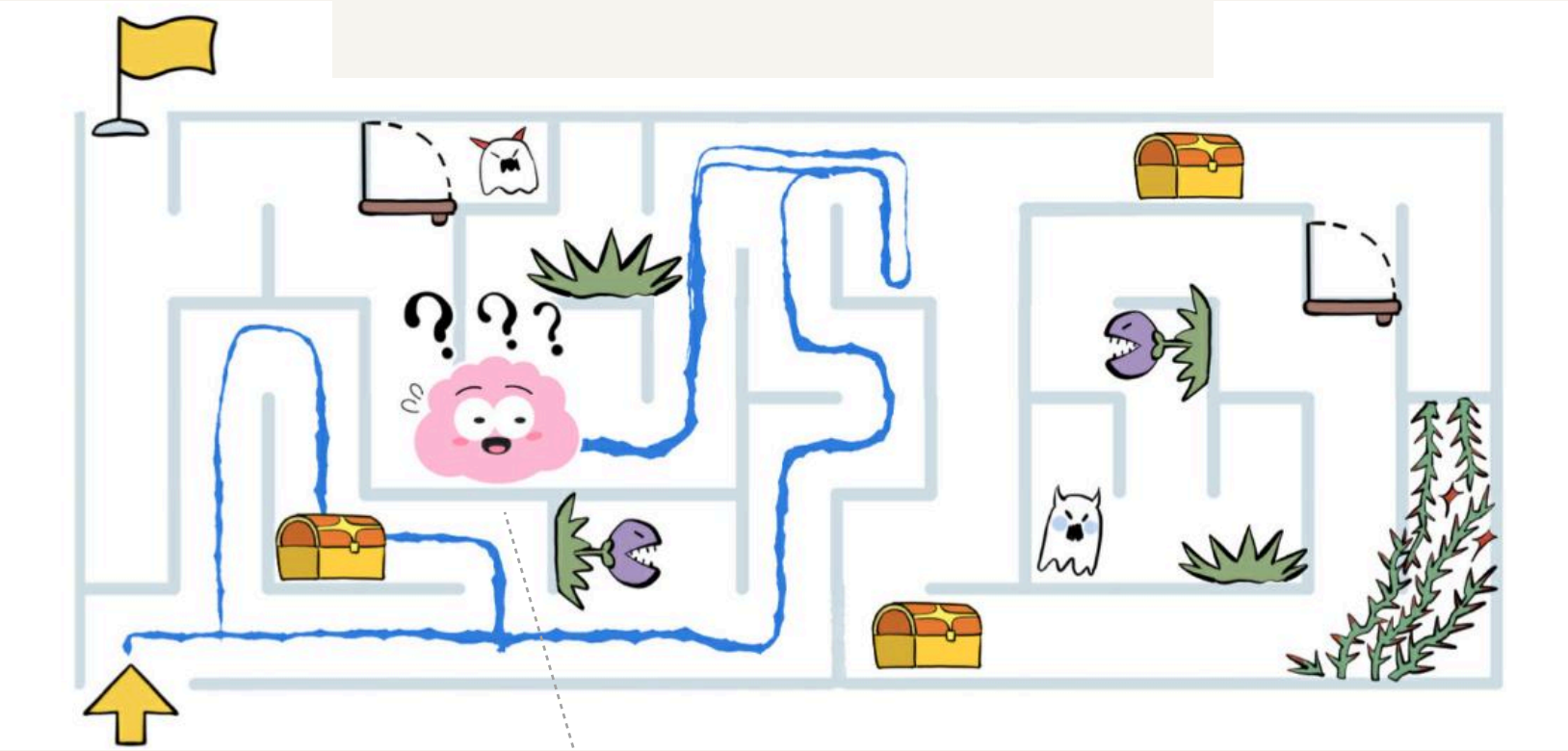
Experience
Write goals on a notebook, and share an online social media account.
Come for an exhibition experiences to communicate and celebrate baby steps.
Scan the illustration book, and we cheer for you with 3D/AR animations.

Book flip through video: https://youtu.be/EnteAYmlCnU

Journal flip through video: https://youtu.be/ZWcNjb4SC_Q

PROBLEM

Comic created by Pause Lab

Consequence

very common phenomenon, and bring out mood.

Opportunity

A little ceremonial confirmation could lead people to more motivation.

Current situation

Goals are hard to achieve.
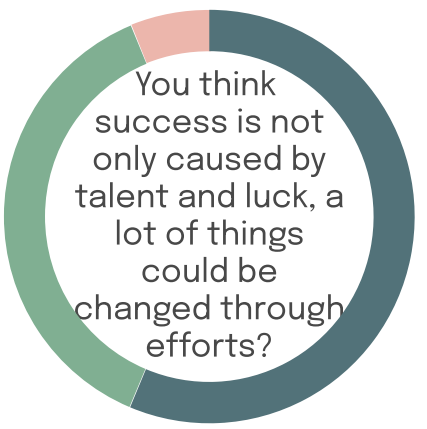
接下来想要学会定目标和做计划，搞定手头的任务！

RESEARCH
Data from surveys among 15330+ people who want to learn how to success by Pause Lab shows:

Problem: believing effort could leads to success, most people can't perform well under pressure.

I think luck and talent is more important than effort.
6.3%

I am not sure, feels that a lot of things in life is hard to control.
37.4%

You think success is not only caused by talent and luck, a lot of things could be changed through efforts?

Agreed. My past experiences have proved that.
56.3%

Yes. The more I want to not feel pressured, the more I think about it.
9.6%

Yes. I run away from the problems.
15.8%

Rarely. I could still take effective actions under pressure.
17.1%

Under high pressure, do you have these reflex reaction to stress?

Both. I sometimes panic, and sometimes run away.
57.5%

Achieving goals are hard for multiple reasons:

Setting goals makes me feel pressured an painful, so I stop setting goals.
10%

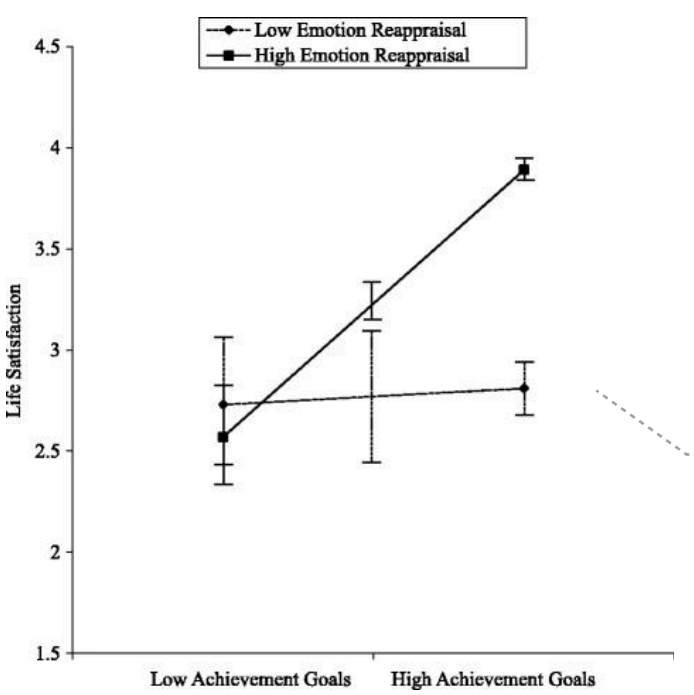I always quit my goals half ways, because I can't keep myself motivated
30%

Which situation suits you best?

Setting goals ans making plans is very helpful! I want to learn if there's ways to improve.
20%

Multiple reasons here describes me.
40%

INSIGHTS

Life goals holds greater importance in individual's well being:

Simple slope analyses. Moderating effect of emotion reappraisal on the relationship between achievement goals and life satisfaction. Error bars represent standard errors

Source:
Wang, W., Li, J., Sun, G. et al. Achievement goals and life satisfaction: the mediating role of perception of successful agency and the moderating role of emotion reappraisal. Psicol. Refl. Crit. 30, 25 (2017)

Feedback and Feed-forward

AMERICAN PSYCHOLOGIST

People needs feedback to compare to their progress and adjust.

Motivation requires feed-forward. Goal setting is first and foremost a discrepancy-creating process. After people achieve the goal they set, they will peruse a higher goal.

Source:
LockAe, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. American psychologist, 57(9), 705.

INTERVIEWS

SOLUTION

2h conversation per person

I want to write a story that encourages people to achieve their goals. Therefore, I interviewed 11 people, asking them:

How do you plan to do it?

What are your life goals?

What do you consider as the first baby step to celebrate?

Visual translation of some typical representative moments:

Interviews developed into book pages

From the interviews, there are some goals people have in common and resonate with me, which are further developed and became pages in book.

6. KNOW PEOPLE

KNOWING OTHER PEOPLE IS PART OF KNOWING THE WORLD

Essential Elements of Goal-Setting Theory and the High-Performance Cycle
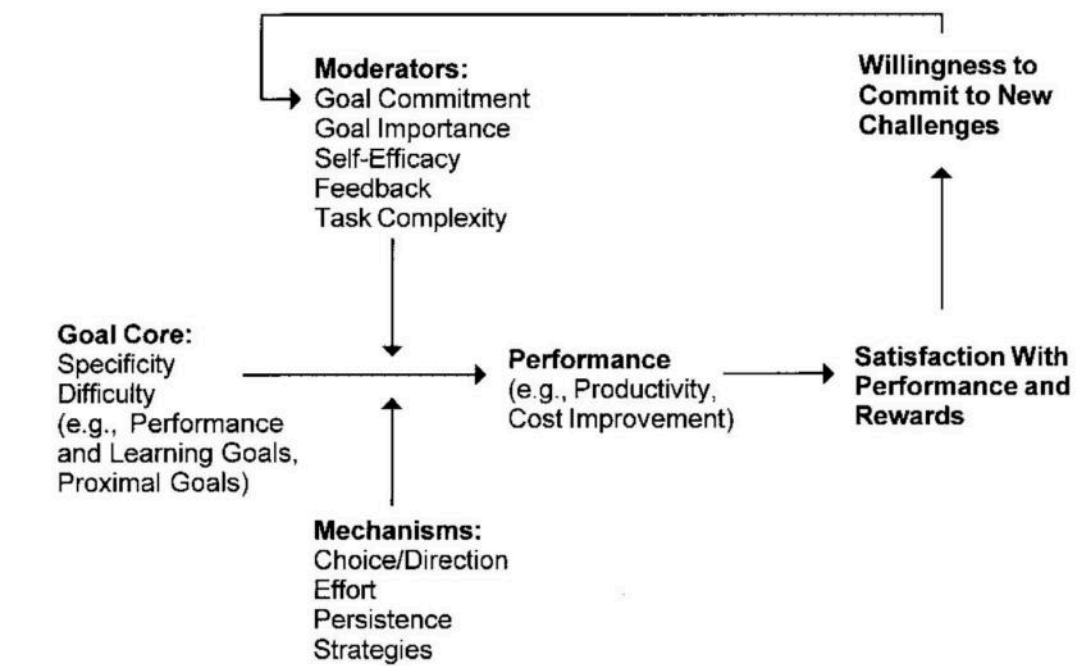
Goal Setting Theory:

Following this model, individuals, groups and organizations could expect to perform high efficiency. Facing failures to replicate them, one could examine each sections for inaccuracy of estimation. - Locke, E. A., & Latham, G. P. (2002)

CONCEPT

BOOK part:
Their life goals checklist notes
"My Life Goals Checklist" book
Our Life goals checklist notebook design
Tianchen's current checklist ins account

AR part:
Celebration animation

Experience:
Exhibition presenting AR effects, and viewers can share.
A social media account that updates my baby steps as a example, and posts new note book page designs .

Goal Core & Performance

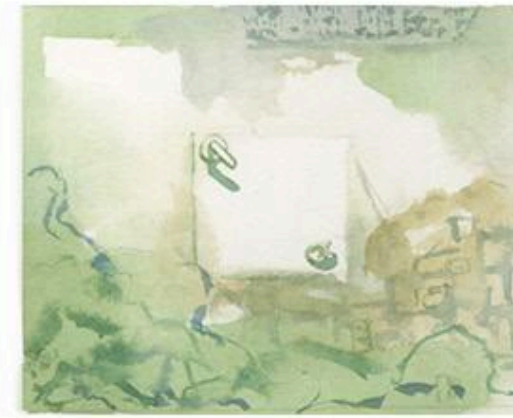**Satisfaction and rewards**

Moderators

PURSUING GOALS

"My Life Goals Checklist" Illustration Book

You see the huge life goals on the first page. It feels broad and pressuring.

Then I show you the first baby step to work on this goal.
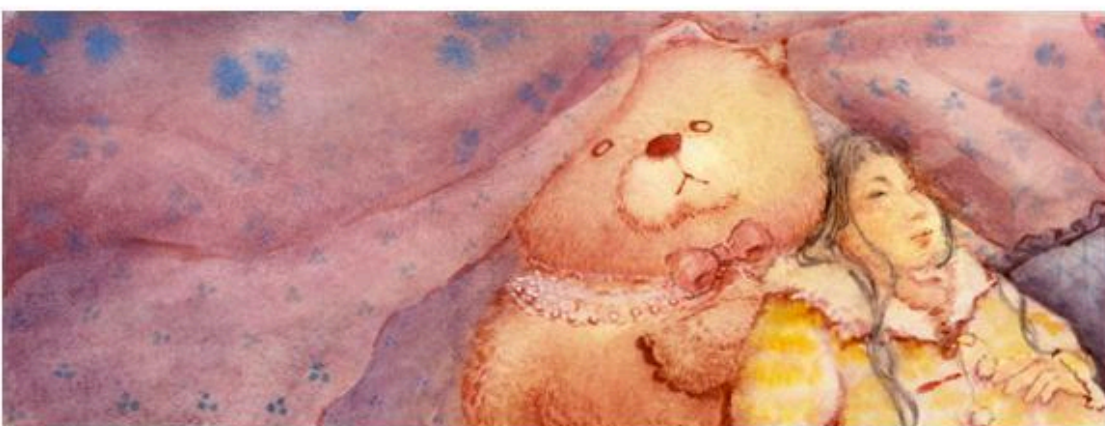
It feels simple and relieving.

Then, on the next page, I stamp and celebrate that tiny achievement.

And hopefully you feel encouraged.

The binding is one fold but it is a right angle on the side. I asked lot of people about how to make that.

Notebook/stamps design

Together with the book, a note book and stamps representing every goals in the book are designed accordingly for viewers to set their own goals.
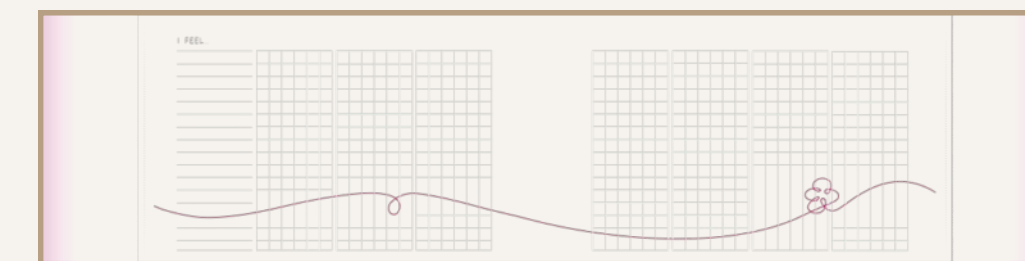

All page are perforated on the sides and have one sheet of goals symbols attached, which are perforated as well.
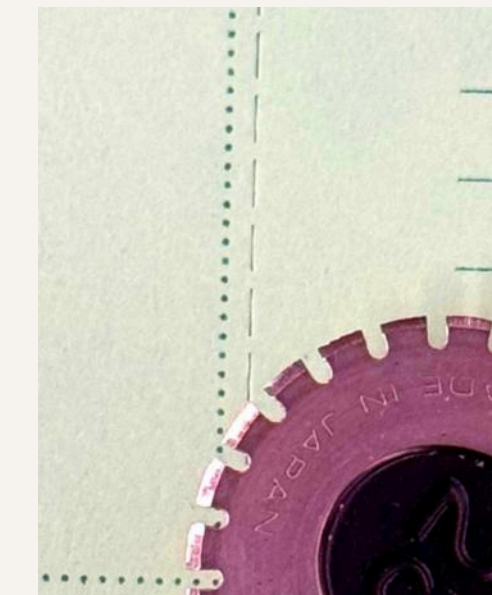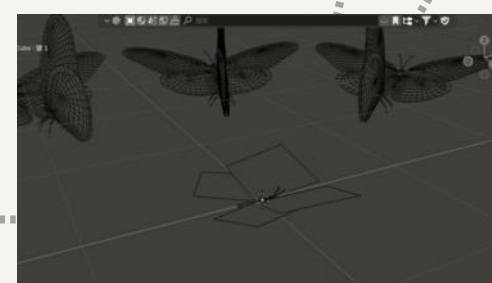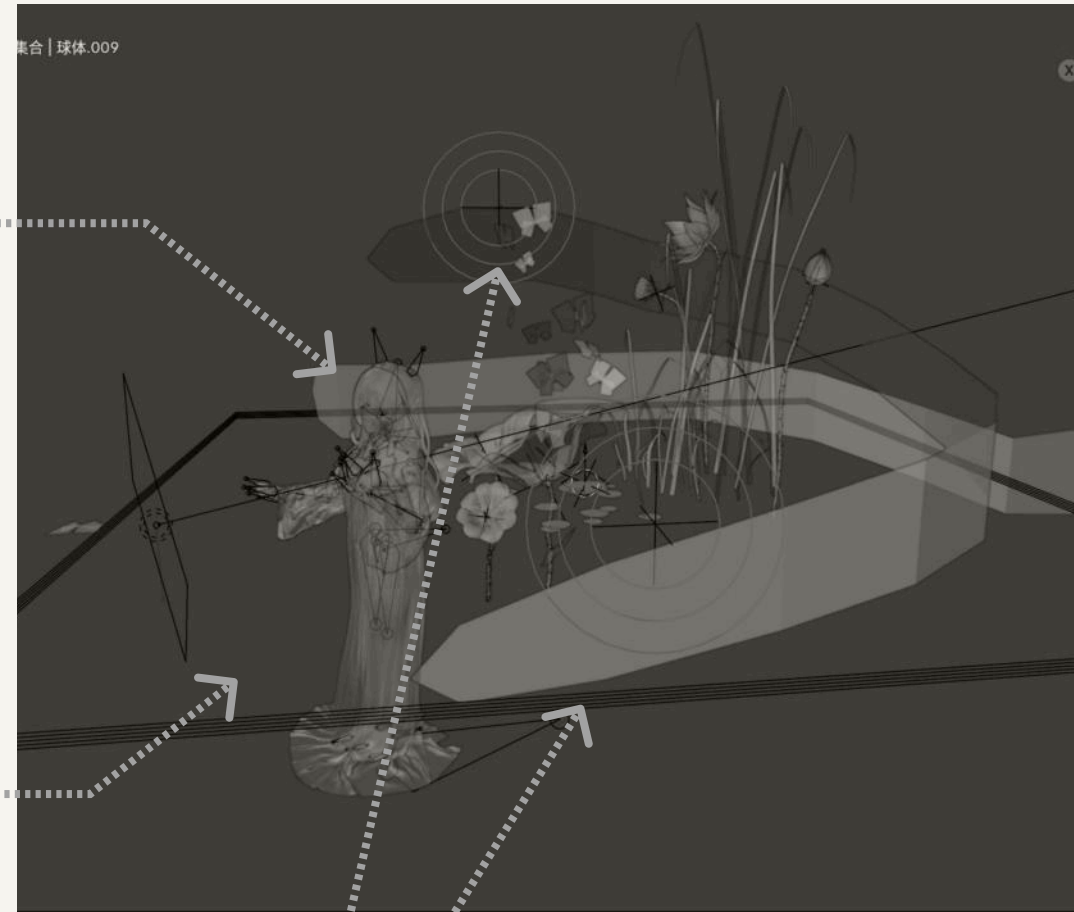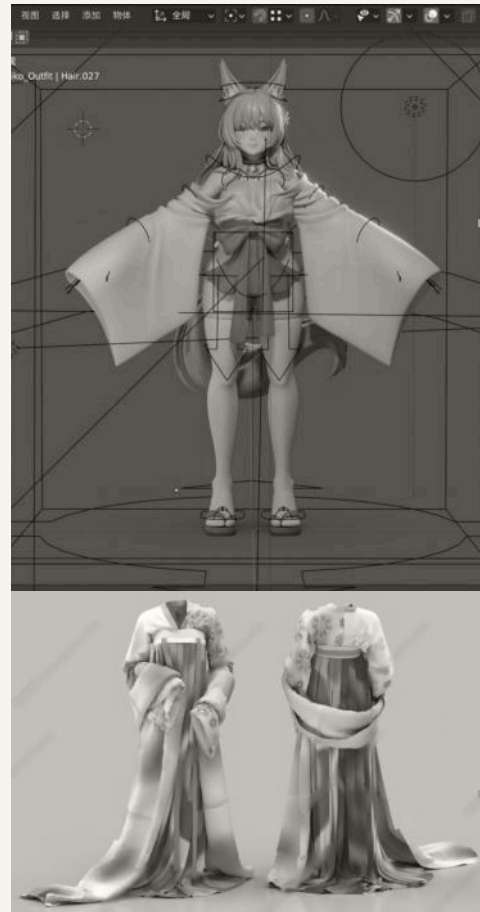
Ri-So printed for gradient texture, and oil based ink. So it repels water based ink while writing.

More page designs are created seasonally.

CELEBRATION

VR scene setup

Scan the book page to access this celebration animation.

Model elements partially downloaded from internet.

Butterfly animation done by shoot out particles.
Linked a flipping butterfly to the particles.
Attracted by two gravity balls with certain Brownian Motion.
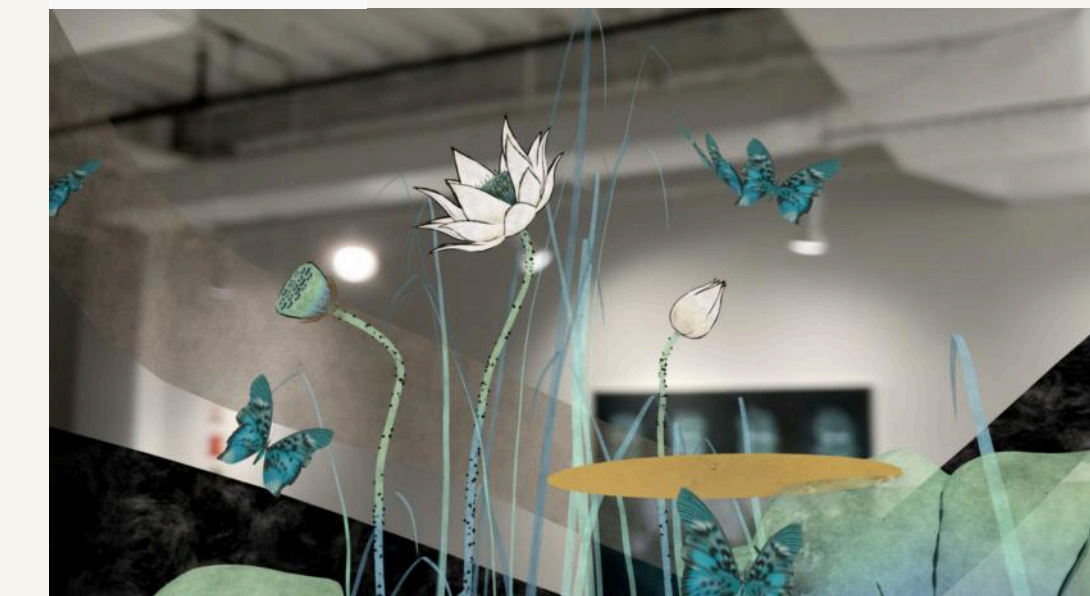
VR animation

Traveler's journal

Another goal's celebration animation

AR scene effects

AR Experience created for exhibition.

Users could view this AR in gallery and celebrate their baby steps.

EXHIBITION

Exhibition Experience :

A exhibition held to present the books and AR experience.
Invite people to interact, scan the pages that have goals painted, and activate a AR celebration animation..

Read the book for inspirations

Record your own goals and achievements with the journal on different pages

Join the exhibition

Scan pages to view celebration animation, and AR experience at the exhibition.
Share the experience under our official ins that demonstrate how I celbrate my ownbaby steps.