**Low- and Medium-Fi Prototype Examples**

**Key Features**

1. **Set Goals**
   - I pledge to... every day

2. **Track Progress**
   - Total Charity Donated
   - Percentage of Goals Hit
   - Percentage of Goals Completed

3. **Share Success**
   - My Charity
   - My Success
   - My Impact

**Springboard**

Helping users meet daily goals by magnifying **Personal Success** into positive **Social Impact**

**First World Problems**

I want to lose five pounds... I need to study for the GRE... I should drink more water...

**Mundane Demotivators**

- Boredom: 13%
- Laziness: 44%
- "Too much work": 32%
- Busy: 19%

**Two World Solutions**

Connect great intentions with great causes. Users set daily goals and donate to worthy causes when they succeed.

**Isolated from Big Problems**

Busy people want to help, but don’t have an easy way to connect.

**Design Iteration**