

# Spring BOARD

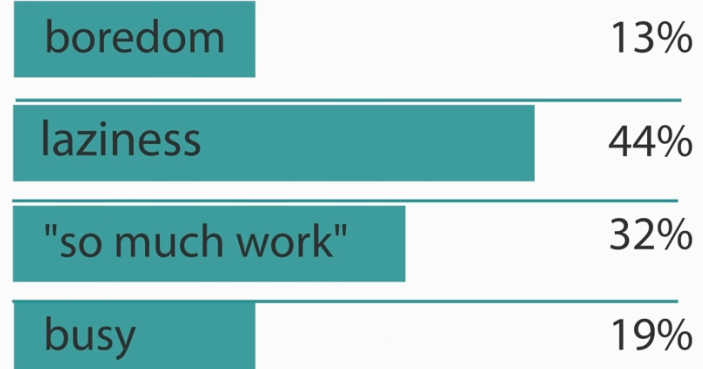
Helping users meet daily goals by magnifying *Personal Success* into positive *Social Impact*

## FIRST WORLD PROBLEMS

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

## MUNDANE DEMOTIVATORS

The stakes are low, and the consequences for our inaction are trivial, so small things prevent behavior change.



## ISOLATED FROM BIG PROBLEMS

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

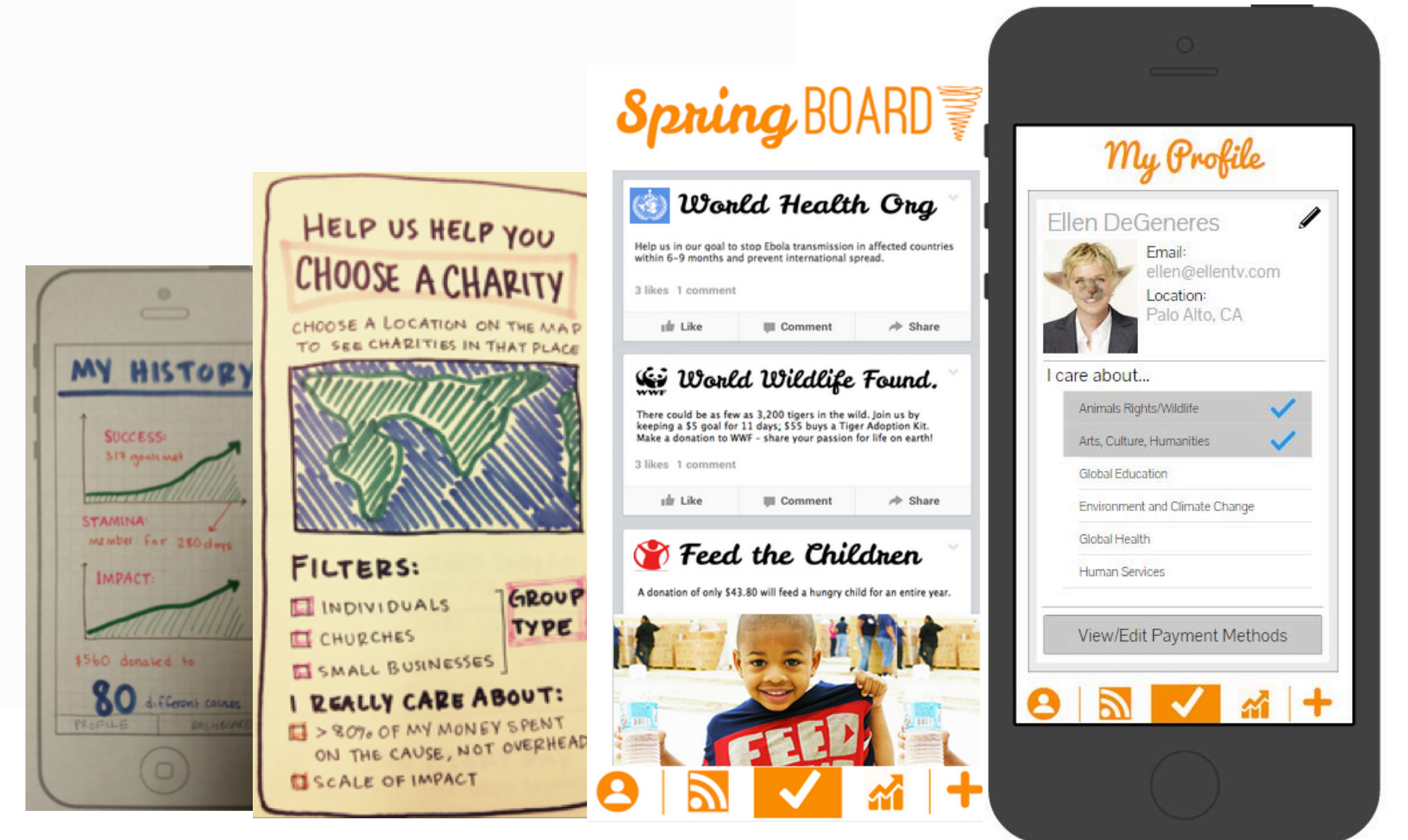


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## TWO WORLD SOLUTION

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

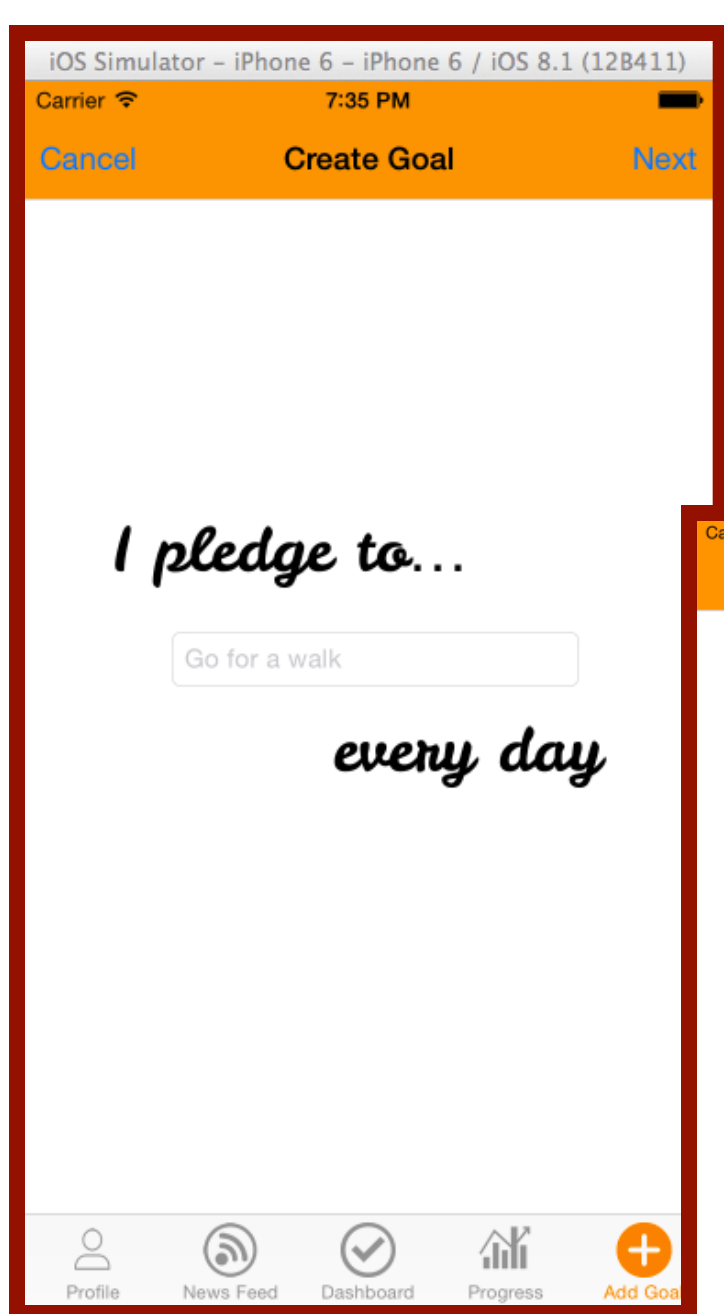
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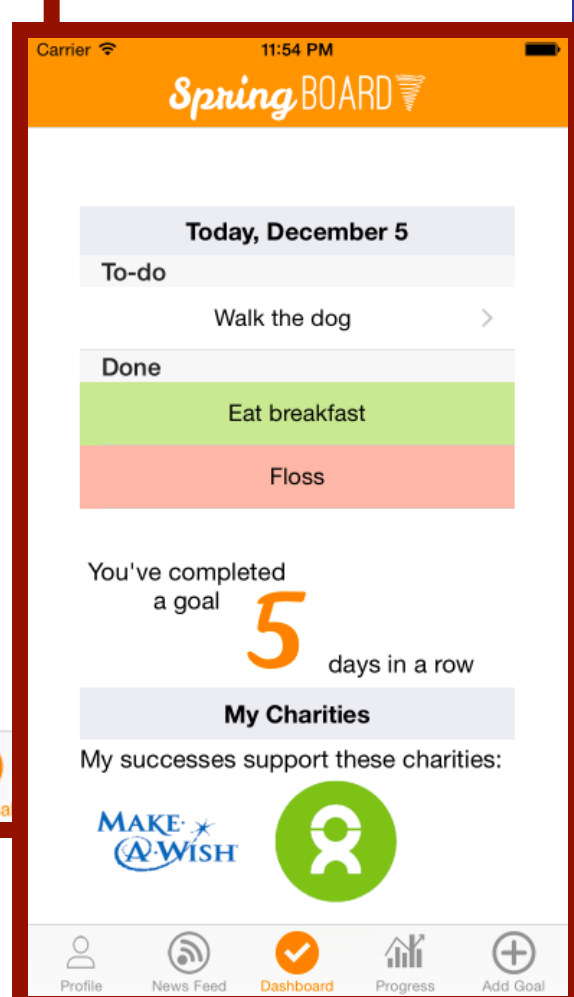
Low- and Medium-Fi Prototype Examples

## DESIGN ITERATION

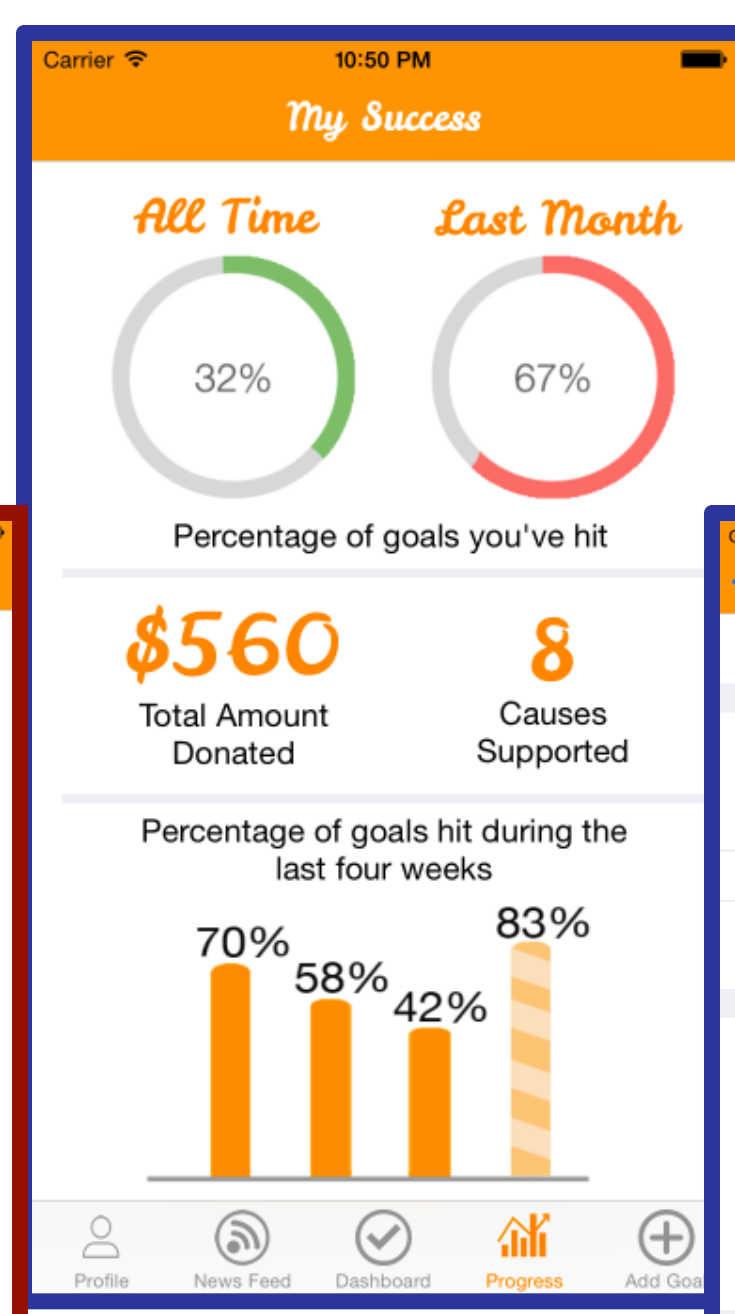
## KEY FEATURES



SET GOALS



TRACK PROGRESS



SHARE SUCCESS

