

**h**rink the

**Elephant**

*A brief summary*

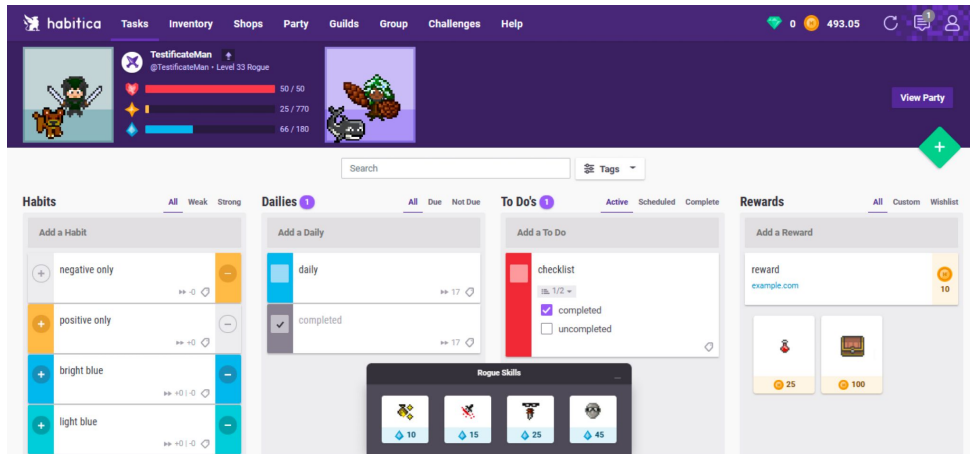
# Problem: Task Paralysis

- We have a “fight, flight, or freeze” response when overwhelmed by complex tasks.
- ◆ Common in adults struggling with:
  - Depression
  - Anxiety
  - Chronic Stress

# Shrink the Elephant

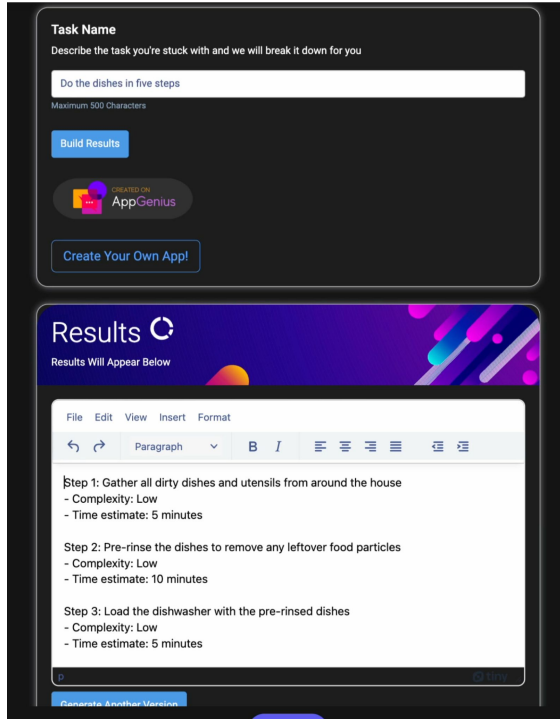
- Inspired by the common tip, “*Shrink the elephant until you feel no resistance for getting started.*”
- Micro-productivity web application that helps users in *moments of crisis* to *shrink their elephantine tasks*

# Existing Solutions: Habitica



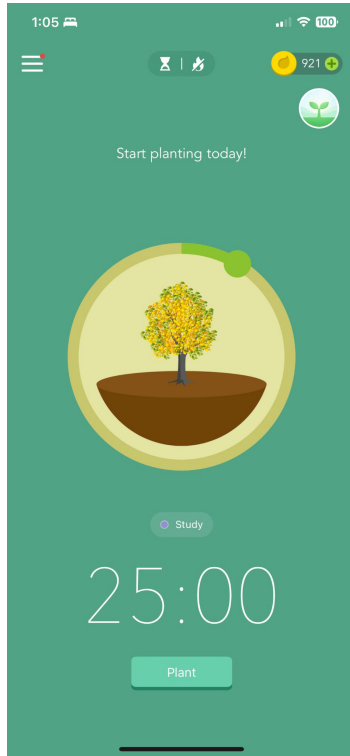
- Similar target audience
- Overwhelming number of options
- Aimed at long-term project and habit management
- Long time investment to set up and update

# Existing Solutions: Break It Down For Me



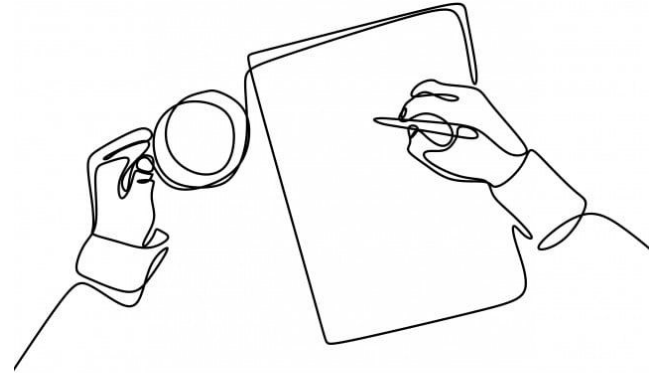
- Most similar technology
- Lack of necessary features
- Meant as an auxiliary tool for other project management systems
- Unintuitive and inconvenient to use

# Existing Solutions: Forest



- Most similar UI
- Different use case
- Minimalistic

# Task Descriptions



# Core Task: Task Breakdown

- **Type of User:** All Users
- **Action:** Enter a task and break it down into steps
- **Benefit/Value:** Automatic step-by-step breakdown for a project with specified granularity



# Task 1: Export

- **Type of User:** A person with an existing planning/productivity system
- **Action:** Export step-by-step breakdown of a task to an existing productivity system
- **Benefit/Value:** Use the breakdown feature for convenience, but maintain existing project management tools

## Task 2: Re-Do Recent Projects

- **Type of User:** A person in a moment of crisis
- **Action:** Re-do a previously completed task in a moment of stress without having to set up
- **Benefit/Value:** Reduce the stress of having to set up a productivity tool before beginning work.

## Task 3: Track Progress and Win Rewards

- **Type of user:** A person who is motivated by awards and achievement
- **An Action:** Win awards for regularly using the application and completing steps/tasks.
- **Benefit/Value:** Positive reinforcement and gratification for completing tasks

## Task 4: Gamify Experience

- **Type of user:** A person who is motivated by games!
- **An Action:** Gamify experience by shrinking an elephant and letting it escape to a locations you can purchase access to, like the African Savannah or Indian Jungles. (Imagine Alice in Wonderland and the potion to shrink!)
- **Benefit/Value:** Make the experience of completing tasks by breaking them down into their components enjoyable.