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MEJO 581 FINAL PROJECT

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PROJECT OVERVIEW

PURPOSE & GOALS

The abrupt transition to remote learning due to the spread of the COVID-19 pandemic has forced many university students to quickly adapt to a new studying format. Regardless of school officials' efforts to help students adapt to remote learning, many students have found this transition rough, ineffective, and discouraging. According to the Student Experience in the Research University (SERU) Consortium survey conducted in July 2020, 96% of the 22,519 undergraduate students and 88% of the 7,690 graduate and professional students surveyed at five public research universities said they had faced at least one obstacle during their transition to online learning format. As found in the survey, the top obstacles are the lack of motivation, lack of interpersonal interaction or communication; the inability to learn effectively in remote format, and the lack of proper study environments. The lack of motivation is the largest obstacle of all, faced by 76% of undergraduate students and 56% of graduate students who took the survey (SERU COVID-19 Survey). These obstacles made it difficult for students to focus on their academic work, affect their personal lives, and disrupt daily routines.

Despite the growing obstacles, students need to resume their normal academic and personal routines as soon as possible. In this case, motivation tools such as habit trackers and products that help individuals stay focus are effective tools that students can utilize to stay motivated. The purpose and the goal of **Motivation** are to serve as an incentive and supervising tool to help students cultivate habits, foster interactions between peers and friends; help individuals stay focus, and motivate students. Motivation strives to provide a friendly platform for students to keep track of their studies and daily habits. Besides building a student-friendly community, we hope this product will help students achieve academic and mental success.

FUNCTIONALITY

Motivation is organized into four main sections: tracker, calendar, chat, and user center.

The tracker is a dashboard that allows the user to access a list of current habits. Habits that are due on a certain day are colored, while habits that are not active on that day are temporarily shown in a grey color. Besides a dashboard that displays current habits, the tracker also allows the user to check-in to an active habit and create new habits. To tell the system that a habit has been completed, the user would need to check-in every time after he or she finished a habit. The system will accumulate the number of days a user has completed a habit, and once a habit is completed, the habit is removed from the tracker dashboard. If the user failed to check-in on a day, the habit streak would be broken, and the user will have to start over again. The tracker also allows the user to create new habits. The user will need to complete a short form indicating the habit goal, the habit's duration, and when the habit will be completed every day. Once the user completes the creation process, the new habit will be added to the dashboard.

The calendar provides a monthly overview of user activity in the app. On the calendar, the user can check his or her overall habit completeness for a certain day. If all habits are completed on a certain day, there will be a checked mark underneath that date. Vice versa, if the user did not complete all habits that were due on a day, there will be no indication of completeness. The user can select a day on the calendar to see what habits are missing on a day. If the user wishes to make up for a missing habit, they can use the free buffer to fill in the missing day. The buffer is a free pass that the user can only use the first time they missed a habit task. Once the buffer has been used, the user will have to maintain the habit streak themselves.

The **chat** function is where the user can communicate with other users and their habit mates. The user can create or join group chats with other users who are completing similar habits, have similar interests, or are completing some tasks together either academically or personally (e.g., classes and student organization). Users can also start a group **focus session** designed to help individuals stay focused on certain tasks. The goal of the focus session is to mimic study rooms at universities where students usually study with friends and peers. Students can study virtually for a set time with friends, peers, or other users with focus sessions. Any group chat members can start focus sessions, and other members can join the session freely. In a focus session, members can freely communicate with each other via voice or video call. However, users can also mute or disable voice and video to avoid unnecessary distractions.

The user can access the friends' list, achievements page, the in-app store, and settings in the **user center**. The friends' list contains all other users who the user has befriended in Motivation. The achievement page and the in-app store constitutes the **reward system** in the app. The purpose is to gamify the application, so users will have the incentive to complete more tasks and utilize the app more effectively. The user can collect badges by completing achievements and collect points to exchange for prizes such as avatar frames and store coupons. Lastly, the user can change his or her personal information and app preferences in the settings.

NICHE OFFERING

There are many habit trackers, focus boosters, and communication tools out there that students can utilize to boost their study efficiency and maintain their daily routines. Forest is a popular app that allows users to stay focus by eliminating phone distractions. GroupMe and Slack are just some of the common communication tools that students use to communicate with their friends and peers. Momentum and Habitica are two popular habit trackers that help users keep track of their daily habits and routines. However, there is no single tool that would allow users to track their habits, communicate with others, and stay focused all in one app.

Moreover, those apps are not designed specifically for students and may not provide the necessary tools that students would need to study effectively or to match a student's lifestyle. In contrast, Motivation tries to mimic a healthy studying environment as much as possible while also focusing on the importance of peer motivation and effective studying techniques such as Pomodoro study sessions. Motivation allows users to cultivate good habits, create interpersonal communications, and stay focused while also encouraging users to stay motivated, making the product unique out of the number of motivational, communication, and studying apps available for students.

MEASUREMENT OF SUCCESS

There are three ways to measure the product's success: (1) number of downloads and ratings in app stores; (2) the number and quality of businesses willing to invest in partnership to provide coupons and other merchandise for users; and (3) user retention rates.

The number of downloads from app stores and the app ratings is good product popularity measurements and success. The more application downloads there are mean that the app has greater popularity. On the other hand, the higher the product rating is in app stores, the more users are satisfied with the product.

The number and quality of businesses that willing to offer promotions are another way to measure success. Businesses, especially small and local merchants around college campuses and those whose main consumers are students, are more likely to collaborate with applications and platforms that focus on students. It is a cost-efficient way for those businesses to advertise their products and services. The more businesses that are willing to offer partnership shows that the product is a beneficial investment and has a higher potential to be successful.

Measuring user retention rates is also another important standard for success. The user retention rate is the percentage of users who still use an app a certain number of days after installment. A higher retention rate means that users are more likely to keep using the application for long periods of time. Other than the user retention rate, statistics such as how many users are creating new habits, checking-in on habits, and starting focus sessions are also effective methods of measuring product success.

AUDIENCE ANALYSIS

OVERVIEW

The target audience is determined from a comprehensive analysis of observations made on social media, responses to a <u>short survey</u> that was handed out to approximately 150 students, and statistics from credible sources. Motivation aims to help college students who are studying remotely during the COVID-19 pandemic and even further. According to the National Center for Education Statistics (NCES), there were 16.6 million undergraduate students and 3 million graduate students enrolled at a higher education institution. This number is expected to grow which the total undergraduate enrollment is projected to increase by 2% (0.4 million students) between 2018 and 2029. The survey results and statistics from NCES show that most students erolled at a higher education institution are between the age of 18-25 (NCES). The education and age statistics indicate that Motivation has a large and young potential audience group.

Other than general statistics regarding the college population, information about how college students are performing during the COVID-19 pandemic is also analyzed. According to the Student Experience in the Research University (SERU) survey completed by approximately 30,000 students at multiple universities in July 2020, a significant number of college students said they faced some kind of obstacles when transiting to remote learning in which lack of motivation is the largest obstacles faced by the majority of survey resondents (SERU COVID-19 Survey).

Motivation has the potential to expand its target audience to a wider age group and more geographic locations. Young individuals in the workforce or students in non-American universities are also potential audiences. More detailed information about the target audience is recorded in the audience analysis chart.

AUDIENCE ANALYSIS CHART

COLLEGE POPULATION	In 2018, there are 16.6 million undergraduate students and 3 million graduate students enrolled in a degree-granting postsecondary institution. Out of the 16.6 million undergraduate students, 10.9 million (65%) are enrolled at an 4-year institution (NCES).
AGE	The typical age range of undergraduate and graduate students is between 18 to 25 years-old (NCES).
GENDER	In 2018, female students made up 54.9 percent of the undergraduate population and 59.8 percent of the graduate population (NCES).
TECHNOLOGY FAMILIARITY	From a survey taken by 151 students, 95% of respondents said they are moderate to extremely familiar with the technology (Survey Results).
INTERNET ACCESS & SOCIAL MEDIA USAGE	Over 85% of American population has the access to Internet (Statista). The access of younger generation is higher than that and most of them use social media actively.
OBSTACLES FACED DURING REMOTE LEARNING	About 96% of undergraduate students (out of 22,519 students) and 88% of graduate students (out of 7,690 students) at five large public universities said they faced one or more obstacles when transiting to online learning. The top four obstacles are the lack of motivation, lack of interpersonal communication, the inability to learn effectively in remote format, and the lack of proper study environments (SERU COVID-19 Survey).
LIVING ARRANGEMENT	In 2018, 34% of undergraduate students (out of 1,907 respondents) said they live in on-campus living arrangements; 31% lived with parents without paying rent, 25% lived off-campus with roommates, 6% lived with parents with paying rents, and 4% lived off-campus without roommates (Statista). In July 2020, 52% of young adults aging from 18 to 29 years-old are living with a parent. This is a increase of 10% from the 42% back in February 2020 and 5% from the 47% in
	July 2019 (Pew Research Center).
LOCATION	Focusing on college students studying at American universities with the potentials of expanding globally.
LANGUAGE	Students enrolled at an institution in the United States are expected to have a sufficient level of English proficiency.



TYSON JONES

AGE 20 GENDER Male

COLLEGE YEAR Undergrad Junior

MAJOR(S) Computer Science

BIOGRAPHY

Ever since the start of the pandemic, I've been living at home with my parent in Asheville, North Carolina. I moved back on the campus for the fall semester but moved back home when UNC closed again. I lost all motivation to do work for my classes ever since I failed a midterm. I normally get As and Bs in my classes, and I feel discouraged and angry at the situation. My parents are also going through a divorce now, which makes my living situation at home unbearable. Although I am passing/failing two classes this semester, I still want to find my motivation again, so I do better on my finals.

Studying is only effective if I am not feeling depressed.

BEHAVIORS

- Enjoys studying with peers. Usually study with friends at the library while on campus.
- Likes to stay organized. Uses a checklist to organize daily tasks.
- Prefers to send voice recordings in group chat while working in on group projects.

PERSONALITY



GOALS

- To become motivated again to studying for the upcoming finals.
- To find effective ways to communicate and study with peers.
- To stay organized on personal routines and academic assignments.

DAILY ROUTINE

- Working diligently on an large CS final project that is due next week.
- Workout at home for 1 hour each day.
- Studying GRE for 30 minutes every night to prepare for the exam.

FRUSTRATIONS

- Unable to study with friends.
- Cannot stay focus on schoolwork for long periods of time.
- There is always a group member who does not come to a project meeting because of "lack of time".

STUDY HABITS

- Enjoys peer group studying.
- Uses a checklist to keep track of assignments.
- Listens to music when working on assignments.

SOCIAL MEDIA







DEVICE USAGE









ELENA STONE

AGE 19 GENDER Female

COLLEGE YEAR Undergrad Freshman

MAJOR(S) Business Administration

BIOGRAPHY

I was so excited when I received my acceptance letter from Boston University, and I've been longing to start my college life all summer. However, all my hopes about my college life ended when the quarantine began. It was so frustrating that I started my first year of college at home. I had a hard time making new friends and building connections with my peers. I'm upset about the lack of true college experience and barely have any motivation to complete my class assignments. I want to make some changes to my current situation, but I have no idea how to do it.

I cannot imagine that the last time I visited the university was on my hig school tour.

BEHAVIORS

- Actively socializing and building connections with peers and people in the same field.
- Usually study with friends at coffee shops.
- Looking forward to joining Greek Life in college.

PESSIMISTIC OPTIMISTIC LAID BACK HARDWORKING

GOALS

- To find easier ways to build connections with others.
- To improve the unexisting college experience and find motivation for schoolwork.
- To join some sort of student communities in college.

DAILY ROUTINES

PERSONALITY

Checking and reading the new posts on LinkedIn first thing in the morning.

ORGANIZED

- Lists daily tasks every morning and finish the work in order according to the list
- Workout every afternoon with Pamela's video on Youtube

FRUSTRATIONS

- Asynchronous communication is inefficient, and it is hard to work in groups for projects.
- Try to stick to the daily task list but lack the motivation to finish all tasks every day.
- The difficulties in building connections with others impede finding an internship.

STUDY HABITS

- Studys with friends together at coffee shops.
- Likes to discuss homework problems with classmates.
- Actively participate in class discussions and group projects.

SOCIAL MEDIA







DEVICE USAGE







FLOW CHART Create an Account **SIGN IN** Third Party Sign in **TRACKER CALENDAR CHAT USER CENTER** Achievement Invite Habit Check in Habit log **Group Chats** Achievements Detail Page Mates Shop Create a Focus Invite Group **New Habit** Session Members Redeem Purchased Friends List Account Security Notifications Settings Help & Feedbacks Terms & Policies



SIGN IN & CREATE AN ACCOUNT

- Allow users to sign in / create an account using emails, phone numbers, or third parties such as Google, Apple, and WeChat accounts.
- Users can retrieve forgotten passwords by sending a verification code via email or text.
- The sign-up process should be very simple by asking users to only fill out their sign-in credentials and school name (optional).
- School name should autocomplete.

TRACKER

- A dashboard that provides an overview of current tasks the user is completing.
- Allows users to create new habits.
- Allows users to check-in to existing habits to indicate that the habit has been completed for that day.
- Allows users to invite habit mates who will also be completing the habits and share progress with the user.

CALENDAR

- A calendar showing a monthly overview of tasks completed every day.
- The calendar should indicate if the user did not complete all the tasks that are mean to be completed on a certain day.
- Users can use buffers on uncompleted tasks. It is a free pass that allows the users to fill in the missing streak.

CHAT

- A list form of active group chats.
- Users should be able to send text messages, share images, video, or voice recordings in group chats.
- User should be able to join a chat.
- Users should be able to create chats and invite friends.
- Users should be able to change app settings such as notifications or leave chats.
- Chat members can start focus sessions with group members.
- Group members can choose to turn on their camera, microphone, or mute other members during the focus session.

USER CENTER

- Achievement wall where the user can view all achievements that can be earned.
- A detailed achievement page describing the achievement.
- The user can receive points that can be used to redeem for rewards such as in-app gadgets and coupons.
- The user can use the prizes he or she has redeemed under the purchased page.
- Friends' list with all added friends.
- Preference setting.
- Option to sign out of the account.

STYLE GUIDE

FONT

Page Titles

Montserrat Bold

SUBTITLES / Subtitles

Montserrat Medium

Section Heading

Montserrat SemiBold

Body Text

Montserrat Regular

Special Text

Montserrat Italic

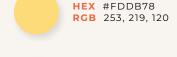
Special Text 2

Montserrat Medium

COLOR IDENTITY









HEX #DIDIDI

RGB 209, 209, 209



Designer Note

We want to implement a modern, energetic, and clean design for this mobile experience. We chose an orange hue and a yellow hue to represent energy and happiness for our main colors. Like the app's name, we want our users to feel motivated when using the application. The orange and yellow are also eye-catchy that draws users' attention to important contents. We also chose light greys, light beige, and a purplish-black to balance the bright colors, establish hierarchy, and make texts more legible.

Like our choice of color, we want to use a clean and modern font for our design. Therefore, we think Montserrat, a san-serif font is perfect for our design. Instead of using multiple font choices, we decided to apply Montserrat in various weights and styles to maintain a clean design while establishing visual hierarchy.

There are two meanings behind our logo. We designed the logo to look like an infinity sign, which symbolizes infinite possibilities our users can achieve by using Motivation. When the logo stands vertically, it looks like an hourglass — which symbolizes the importance of time. By using Motivation, we want our users to manage their time more efficiently. We hope to help our users learn the value of time and push themselves towards infinite horizons!

LOGO & UI ELEMENTS

NAVIGATION

Allows the user to toggle between different functions in the app.



BUTTONS

Guide users through their journey. Buttons with an orange backgrounds convey meanings like "no" or "back" and buttons with yellow backgrounds convey meanings like "yes" and continue."



HABIT BOXES

Overview of an active habit task accessible on the "tracker" page. A modal window pops up when users click on the boxes.



TOOLTIP

Appears when users press and hold a message. Various actions are available such as reply with an emoji or quote the message.

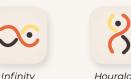


TEXT BOX

Accessible in group chat. Users can send text messages as well as audio, media and video/audio calls when pressing the "+" icon.



LOGO

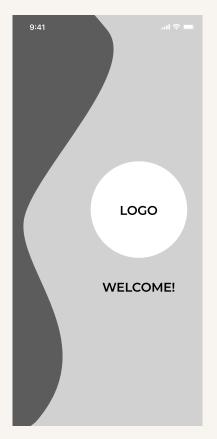


Hourglass

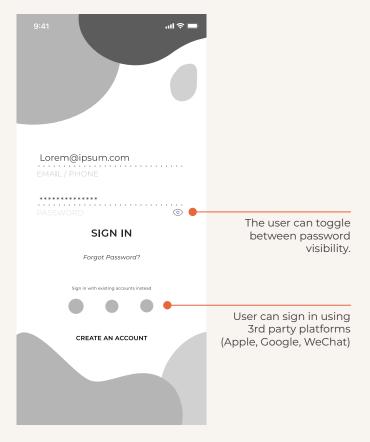


https://xd.adobe.com/view/cd684808-cacd-4ea2-9743-db389aaafc7c-983b/screen/30fe2108-b946-4313-a523-46d534b065aa

Title Page



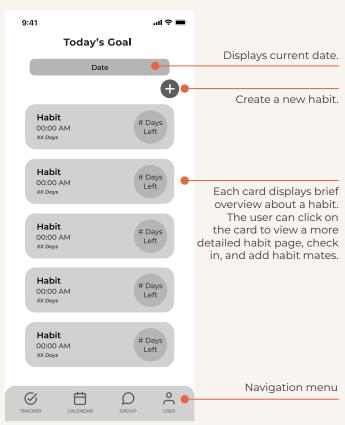
Sign in



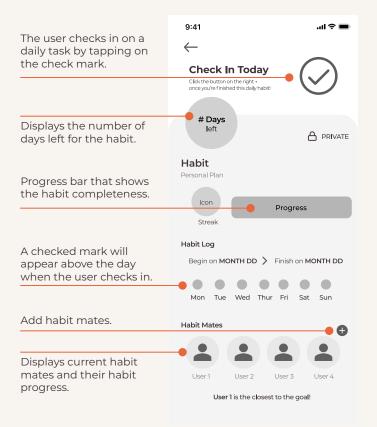
Create an account



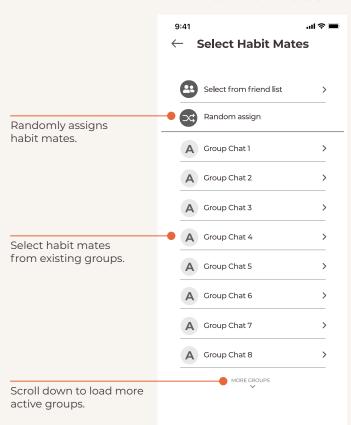
Tracker Dashboard



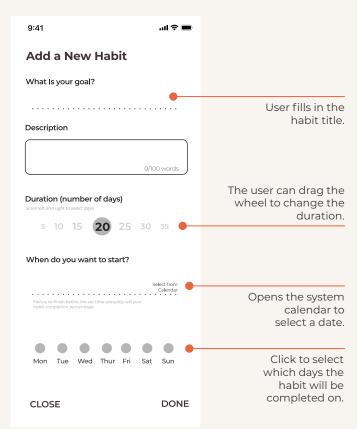
Habit Detail Page



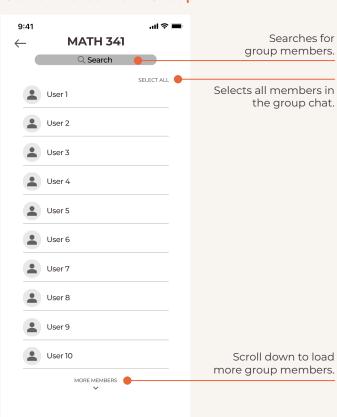
Invite Habit Mates

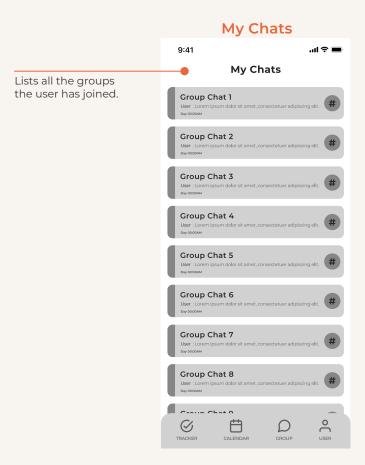


Add a New Habit

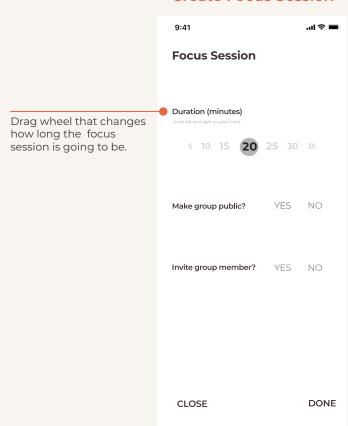


Select Mates from Group





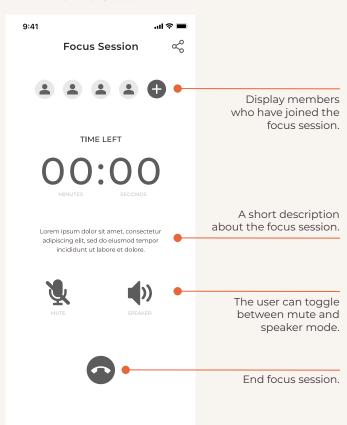
Create Focus Session



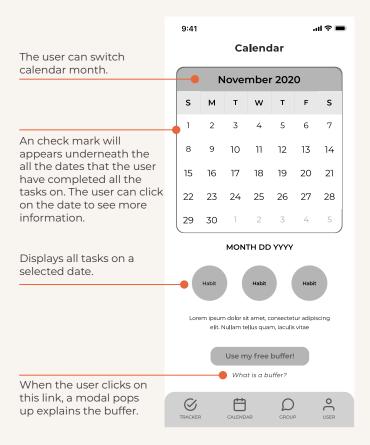




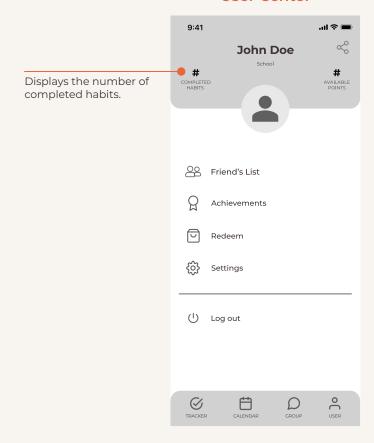
Focus Session



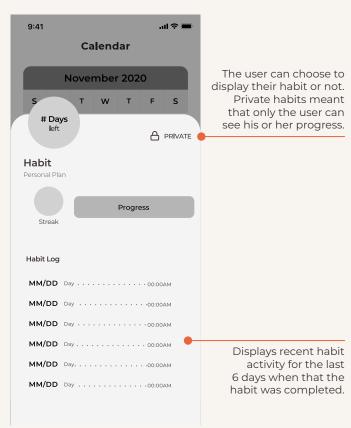
Calendar



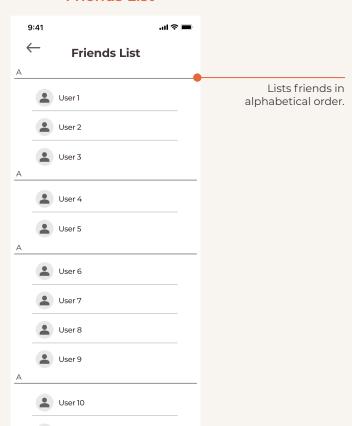
User Center



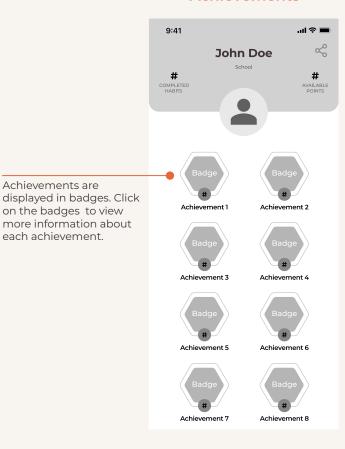
Habit Detail Page



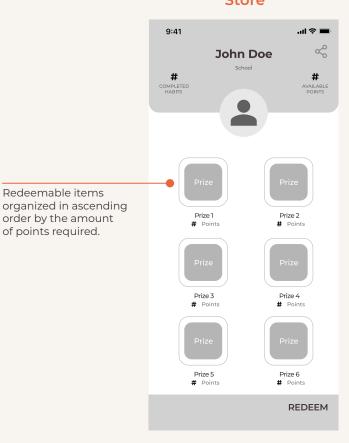
Friends List



Achievements



Store

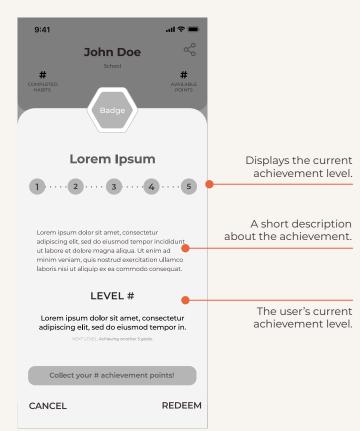


Redeemable items

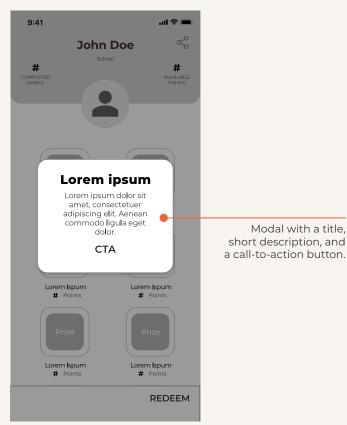
of points required.

order by the amount

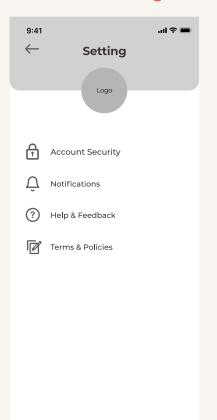
Achievements Details



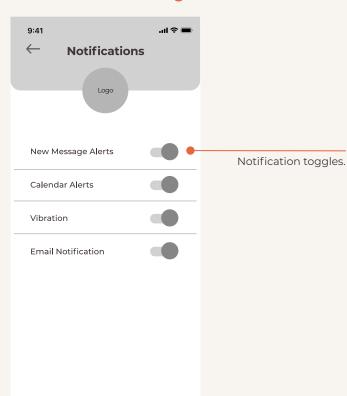
Modal Popup



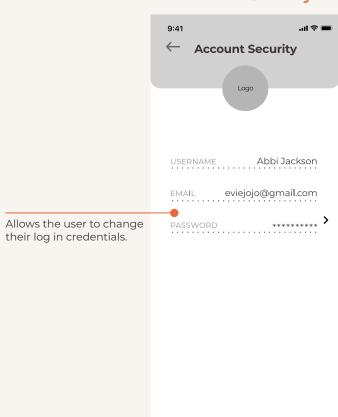
Account Settings



Notifications Setting



Account Security



Help & Feedback



USABILITY TESTING

PROTOTYPE

https://xd.adobe.com/view/57811b64-ceff-4b48-851a-44b96691c9d6-02d2/

To better understand how prospective users would use Motivation, we conducted five usability tests online on usertesting.com and one in-person usability test. We also conducted six brief usability tests during UX Tuesday workshops. In total, we collected feedback from 12 participants. The usability tests are insightful, and we took the participant's advice and implemented them in the revised version of the prototype.

TESTING SETUP

You are a college student studying remotely at home. You downloaded this app to help you keep track of your homework and personal habits as well as keep in touch with your friends and peers. Imagine these following scenarios and complete the tasks.

- 7. You have completed your running task for today. Please check in to tell the app that you are finished with the task.
- 2. Navigate to the Calendar and use the buffer on your "Running" task that you missed on November 2nd. Explain what is the buffer function.
- 3. You realized you just finished another habit and you can earn a new level of "Five for it" badge. Go to your user page and collect your points from the "Achievements" and redeem your points at the shop.
- 4. Your final exams are coming up and you want to make sure you are preparing for the upcoming math exam by doing problems everyday. Add this task to your habit tracker.
- 5. When you finished your math practice exam, you find some problems confusing. You want to discuss them with your peers from your MATH341 group chat, but it was difficult to communicate in the chat. Start a focus session in the group chat.
- **6.** You want to invite all of your peers from your MATH341 group chat to be your running buddies. On the "Running" detail page, add all of them as your new habit mates.

USER TESTS RECORDINGS

- 1. https://drive.google.com/file/d/1IEoVzdIMiOqDpuTs_AR0VPzkj7mcpinx/view?usp=sharing
- 2. https://drive.google.com/file/d/1RKLzXFFNb1WLxinIZbghZp61M0wUH6HP/view?usp=sharing
- 3. https://drive.google.com/file/d/1D1LBsnoxe6iTTwEDIaMTpkPipORQRZ7b/view?usp=sharing (in-person)
- 4. https://drive.google.com/file/d/1EHLCTU8LjqKPmCK3QtBA9N-mf1fUnZ3a/view?usp=sharing
- 5. https://drive.google.com/file/d/1hOFt9CaUjqrU6Re4IJui9yxdhVmSGbco/view?usp=sharing
- 6. https://drive.google.com/file/d/1KWE-IEckeV4xnUooGeZ4XOZSIIMMFFv5/view?usp=sharing

POSITIVE FINDINGS

- Most participants were able to complete all of the task scenarios without any problems. Most participants answered that they did not doubt that they've completed the task on the post-task question.
- Many participants said they liked the product design. One participant mentioned that she had never seen a product that has similar designs.
- A participant said she thinks the product is a fantastic idea and that it can also be useful for the user groups beyond the student body.
- A participant said she would recommend the product to others, and she thought the app is better than other similar apps that she had seen in the market.
- A task scenario involved the participants explaining what the buffer function is. All of the participants were able to explain clearly what the buffer function is.
- Participants said the app is easy to navigate.
- Participants thought the tutorial was helpful.
- A participant said she liked the reward system and thought it is a good incentive.

NEGATIVE FINDINGS

- Participants had trouble using the wheel to change the duration of the habit on the "Create a New Habit" page. Although the functionality was set to drag, many participants attempted to tap on the interaction.
- During the first two usability tests, there were bugs in the prototype interaction. The participants were unable to use some of the functionalities and thus, did not complete some tasks.
- Participants mentioned that some of the texts were hard to read because of the lack of color contrasts.
- One of the participants thought the buffer function was unnecessary and that it should be replaced by a cheat day system (users can get an entire day off).
- A participant said he wouldn't recommend the product to others because the product looks like it is designed for secondary education students (high school and middle school).
- A participant said that he didn't understand the purpose of the app or the reward system.

REVISED PROTOTYPE

REVISIONS BASED ON USABILITY TESTING RESULTS

- Some participants mentioned there were bugs in the prototype. The problem was minimized by checking over the interactions several times in the revised version.
- Participants mentioned some of the pages were confusing due to the lack of context cues. More context cues and tutorial pages were added in the revised version.
- A participant was confused about the levels (1-2-3-4-5) on the achievement detail page. In the revised prototype, the layout was changed to reflect the hierarchy of the context better.
- A participant was confused about the voice message icon in the chat interface. The icon was changed.
- A task scenario involved participants adding new habit mates to an existing task. Participants were uncertain if they completed the task because there was no confirmation page. A participant also mentioned that there was no option to withdraw from the invitation if she accidentally invited the wrong habit mate. A confirmation page was added in the revised version.
- A participant said the information hierarchy on the habit detail page was confusing. When she was completing the check-in task, she ignored the check-in section on the top. To fix this problem, we changed the section title's font color so the section would stand out more.

REVISED PROTOTYPE

https://xd.adobe.com/view/9413fdf6-6c81-4b17-a0b8-401df85412e4-c140/

REFERENCES & LINKS

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- SURVEY RESULTS: https://drive.google.com/file/d/1z9CUAa7i3nOxfc0GQBAWXprQol-dw9wE/view?usp=sharing
- WIREFRAME: https://xd.ado-be.com/view/cd684808-cacd-4ea2-9743-db389aaafc7c-983b/screen/30fe2108-b946-4313-a523-46d534b065aa
- PROTOTYPE: https://xd.adobe.com/view/57811b64-ceff-4b48-851a-44b96691c9d6-02d2/
- REVISED PROTOTYPE: https://xd.adobe.com/view/9413fdf6-6c81-4b17-a0b8-401df85412e4-c140/
- USER TESTING RECORDINGS:

https://drive.google.com/file/d/1IEoVzdIMiOqDpuTs_AR0VPzkj7mcpinx/view?usp=sharing
https://drive.google.com/file/d/1RKLzXFFNb1WLxinIZbghZp61M0wUH6HP/view?usp=sharing
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JoJo Yang | Yichen Yu





Does anyone else feel super unmotivated for classes?

Question

1 90 **4**

I can't be the only one. I usually love the hectic energy of the beginning week of classes as I readjust myself to being in a Charlotte. Yet, I've just simply felt unmotivated with these online courses. It's a drastic change from in-person instruction. Just sitting at a computer everyday and barely doing anything is getting sickening. I've heen trying to adant vet something isn' clicking. I c School work motivation Spring 202

Has anyone seen my motivation? Its been missing for a few days. Maybe I should file a missing person's report.... 🥴

Discussion

I'm so behind its not even funny... online school is so ryone else?

1 Share



Award

Discussion

I don't know about you guys but I have barely any motivation to do any work for my classes because Of the transition. I'm sorry to be venting but I have so much work to do because I took a day off to move off campus to my house. Hope someone feels the same







1 Share





Problems

Lack proper environment Lack friends & peers Lack stable mind and, definitely

LACK MOTIVATION



Needs

Need formation of good habits Need interaction with others Need to be organized thus,

NEED EXTERNAL HELP





Communicate with friends and peers



Keep track of your activities



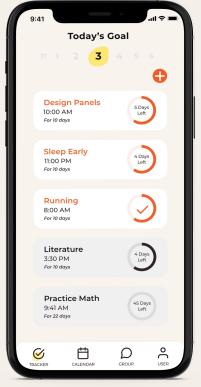
1Cultivate Habits

Create Interactions

3/Stay Focus

4 MOTIVATES!







THANK YOU!