Goals:

Wants to motivate her husband to help out more in household tasks and wants to enjoy doing the chores together.

Frustrations:

Household tasks are not fun and husband does not take enough initiative to take on some chores by himself.

Stages

Making a list of all the household tasks to be done

Looking for options that will make household tasks fun for both and motivate them.

Finding an app that will help them do that.

Touchpoints

· Makes a list on phone

 Search for ideas on the phone and finds an app. Downloads the app "FunChores" on the phone and browses to see if this will achieve their desired goal

Channels

Mobile |

Mobile 1

Mobile I

Doing

- Typing out the list of tasks on the phone
- Searching online for ideas on my phone
- Downloading the app on the phone.
- Browsing the app after download.

Thinking

- Thinking of all the household tasks to list.
- Thinking if my partner would be willing to share tasks.
- If she would be able to find what she is looking for.

 If this app will be able to help them with their desired goal or not? Will it motivate them to do the tasks? Will it make it fun?

Feeling

Overwhelmed

- Apprehensive
- Hopeful

- Doubtful
- Relieved
- Happy







Opportunity

- Grouping tasks into main categories
- Breaking up tasks into smaller objectives
- An app that gives rewards and coins for doing tasks and motivate both the partners.
- A gamification app that lets the couple have fun and keep them engaged.
- Rewards can be customized as per their partners needs, and sends notification when a reward is added to help motivate.