EXECUTIVE SUMMARY

The majority of people are continuously looking for ways to better themselves. In the modern age, the public is hungry for gratification. People are getting more impatient with the evolution of technology. As technology progresses, the speed and efficiency of that technology increases. This decreases the time between requests by people and the response by their technology. People are starting to be coaxed away from future gratification and are turning to instant gratification.

The world is filled with services that provide instant gratification. If one feels that they would like entertainment, they can be watching TV with one motion of a finger. To talk to someone across the country, people would write a letter and have the postal system deliver it. The trip for the letter would take weeks. Now you can communicate face-to-face from anywhere in the world with your smartphone. The internet providers are even improving their speed because no one wants to wait for their email or repetitive cat videos to appear. Now that peoples’ patience are dwindling, a solution needs to make something as creating good or destroying bad habits simulate the feeling of instant gratification.

INDUSTRY-WIDE PROBLEM

In a world assisted by technology, the lifestyle of the average person has changed considerably. Technology has made a huge impact in this world. People can now communicate with each other almost instantaneously, products can be bought in the convenience of a private home, and there are numerous other examples of how technology has helped improve the life of the average person. There are countless services available to people that can help improve
their lives. However, people lack a convenient and effective service that allows them to change themselves.

Habits are hard to break. That is why it is important to develop good habits. In a world where technology has improved the lifestyle of countless people, it is now the people's habits that need to be improved. Specifically in the United States, people need to eat healthier, students need to improve their studying, and everyone needs to exercise more. A service is needed that allows people to work towards improving their habits.

OVERSEER provides the much needed service of a habit enforcer. Users provide habits that they would like to develop, and OVERSEER helps the user develop those habits. Through competitive gamification, OVERSEER looks to effectively help users improve their habits. This is what sets OVERSEER apart from other services, and it is why OVERSEER is so much more effective.

EXISTING SOLUTIONS AND DRAWBACKS

Habit enforcers or habit reminder apps have been around for a while. Apps such as Beeminder, stickK, Pact, and Habitica are examples of habit development via an external force (graphical display and numbers). The overview and drawbacks of each app listed above are analyzed to show how OVERSEER will be different.

The Beeminder app focuses on charging the user for not staying on track with the user’s goals. The user begins by setting up his or her goal which generates a “yellow brick road” to follow. When the user goes out of bounds of the yellow brick road, he or she will have until midnight to get the data point back within the range or he or she will be charged a certain amount of real life money. The first crash is free, but from then on, the fee is $5.00, $10.00, and
tripling each time thereafter. The major concern for a user might be accidentally losing too much money if the goal set was not achievable for given circumstance. Another concern might be how charges are processed if the user unexpectedly dies. The biggest concern might be how the goals accomplished are verified; the app indicates no form of verification and seems to be using a data entry method, and it would be extremely easy to fake data points to avoid fee charges.

The stickK app also has a focus on charging the user, but the charging is optional. The users are given a template to fill out, choosing goals, whether money is at stake, and whether there is a referee to monitor truthfulness. The difference to Beeminder, in terms of charging, is that the money at stake can be given to anti-charity, charity, or someone you know, rather than just the company raking in everything. Unlike Beeminder, stickK attempts to have a verification process by means of a referee that will receive an email to confirm actions. Like Beeminder, the verification process is a bit shaky; a referee is optional and data points are manual entry, allowing for easily faked data points. Sometimes it may not even be necessary to fake the data because the contract was chosen to be a non-charging one. This in change may discourage users from engaging with the app since it could be just a reminder listed on a cellphone.

The Pact app attempts to charge the user as well as provide monetary rewards for the user. The reward comes from the charges made thus incentivizing the user to follow through with their goals. The main method of habit enforcing is by forming either a veggie pact, gym pact, or food logging pact. These pacts are checked weekly and depending on the goal set, the user is either rewarded or charged for their actions. The gym pacts and food logging pacts are monitored with other apps such as MyFitnessPal, while the veggie pact is verified by other users voting on a picture taken of the vegetable. The current issue with the app is that it has
poor customer service, rated a 2.4/5.0 star in the app store. The app has also been accused of charging without permission. Though the pact system sounds promising, one would need to consider the outcome of everyone following through with their pact and thus providing no money to the reward bank. The system relies heavily on having a large userbase, but it fails to be supportive of their customers. Many users complained about heavy charges and tiny rewards ($5.00 to $1.00, respectively), and that the company is greedy; though, comparing it to Beeminder, it seems quite giving. Like both apps previously mentioned, the verification process can be spoofed; for example, the app MyFitnessPal uses manual entry of meals thus fake data is as easy as touching the cellphone screen a few times.

In conclusion, some of the current habit-forming apps, such as Beeminder, stickK, and Pact, offer solutions to a user’s habit problems, but certainly comes with drawbacks that can hold the user in place rather than advancing. The overall concern with habit-forming apps is that there is no true verification process to provide legitimacy to actions performed; such feature would require a user to completely give up privacy (such as 24/7 video monitor or a brain implant). We come back to the argument of whether privacy should be favored over convenience, and these apps seem to be against strict monitoring and thus allows for spoofing data and a user-driven experience.

NEW, IMPROVED SOLUTION

A simple solution such as gamifying something or having an interactive user interface can lead to a positive outcome. Through gamification and interaction, OVERSEER helps people have a fun, engaging, and rewarding way to improve their habits.
By making the application have the characteristics of a game, it allows users to be focused while also staying entertained. If the brain isn’t stimulated enough then it could easily lose interest and no longer want to participate in the activity anymore. One of the qualities about gaming that will help with stimulation is competition. Competing against others enables higher performance and increased effort. Competition is just one of the many incentives that drive one to enjoy the gamification. There is also a sense of reward, whether is be by defeating the opponent(s) or by completion of a successfully performed habit. Another part of the solution to bringing an engaging way to improve habits is through interaction.

Interacting with an avatar has many benefits. In order to unlock features and accessories one must correctly complete a habit. When interacting with an avatar it can help people feel in control. Knowing one has the power to make something happen gives them positive reinforcement. They can control what their avatar looks like and when they unlock features by completing their habit successfully. Customizing an avatar can lead to a personal attachment leaving a sense of accomplishment.

Through gamification and interaction OVERSEER provides a stimulating, competitive, interactive way for people to improve habits for themselves leading to a positive outcome.

**CASE STUDY**

While designing and creating OVERSEER, the most important consideration was if the gamification aspect of the app actually helps the users with their goals for self-improvement. With this in mind we reached out to a local community to and experts to develop a test which pitted OVERSEER against a more traditional method of simple taking notes to remember one goals.
In our test we had the user use OVERSEER over the course of a 3 weeks to focus on a habit, and use note reminders for a different habit or goal. To ensure that the habit were not cherry picked for favorable result, we had an independent third-party choose which goals would be focused on with OVERSEER and which ones would use the more traditional note taking method. At the end of the period, we interviewed all the user to get their feedback on what they thought of their experience and whether they felt they benefited from using the app.

Many of the users found that the fact that the app itself was entertaining to use motivated them to check their notifications more than the simple note system did. While many of the individual over forty did not find the app appealing, most people that grew up playing video game felt that the avatar progression motivated them to fulfill goals from the satisfaction which they received from character progression. These users also said they had a noticeable improvement in sticking with their self-improvement goals when they used OVERSEER as opposed to simple note notifications.

Overall, for individuals that get enjoy playing games and get satisfaction from character progression, OVERSEER is a great tool which provides noticeable advantage over more traditional methods of self-improvement.

**CONCLUSION**

With the products that financially punish their users, added stress could drive them away from the application. With OVERSEER everything is dealt with in the application. If people are looking for a way to better themselves, OVERSEER is improvement with gratification. The in game character development brings a sense of accomplishment while one pushes to achieve their goal. This sense of achievement will fuel the fires of self motivation. This motivation
through progression gives the user a destination to strive toward. If you are looking to better yourself while not feeling like you're running in place, then start taking steps forward with OVERSEER.

ABOUT US

OVERSEER is a company founded with a simple goal: to give everyone the ability to improve themselves by adjusting their habits. It provides gamified positive reinforcement to assist people in creating good habits or breaking bad ones. OVERSEER is a software-as-a-service (SaaS) platform offering both business-to-business (B2B) and business-to-consumer (B2C) solutions. Since its founding in 2017, OVERSEER has attracted venture funding from Andreessen Horowitz, Y Combinator, and the United States Defense Advanced Research Projects Agency (DARPA). OVERSEER is the next generation of self-improvement technology. OVERSEER is the future of positive reinforcement.