Life Achiever
A New Way, to Achievement Get

A White Paper

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Executive Summary

While there are many professional social media platforms available, few actually show a person’s personal achievements. Exceptions to this include LinkedIn, which provides tools for professionals to show off their work in their career, but does not provide space for nonprofessional achievements. Life Achiever, provides tools for professionals and nonprofessionals, to publicly display their personal achievements.

Industry-Wide Problem

Have you ever been at a disadvantage getting hired at a job? Have you had extreme difficulty trying to impress your friends? Have you just wanted to share what you’ve accomplished, what you have pride in achieving? No matter who you are or what you do, undoubtedly you have something you want to prove or show off, and we believe you should have an easier way to do so. Now there is an app that can help you and your friends do just that. No more having to remember what you have accomplished or having trouble proving your worth. Our app provides the utilities to contain and display all of the achievements you have earned through your life, and perhaps even create new ones. If you as a user want to show off your achievements over the internet, you will have no problems because Life Achiever is already integrated with popular social media sites such as Facebook, Twitter, and Instagram.

Problems with today’s platforms:

- Facebook does not provide these tools,
- LinkedIn provides tools for professionals; not for non-professionals, and
- no other platform exists to fulfill this specific need.
Existing Solutions and Drawbacks

Traditional social media platforms do not provide the necessary tools for users to show off every single accomplishment they have earned in a compact and easily comparable format. Of course, one could post all of these achievements on Facebook, Instagram, or Twitter, but the inefficiency of going back through the numerous posts to find noteworthy events can be cumbersome. Another issue is the fact that these platforms are not designed to show off self-achieving goals, but to share experiences. While it can be argued that users already prove or show off their accomplishments on these platforms, they are not displayed in an organized manner and are strictly ad-hoc. Friends may look through Facebook to catch up on what you are doing, but an employer might do so looking for a reason to not hire you. Your family might see your activities and disapprove. Many people will post things to sites such as Facebook that are, on examination, not in a person’s best interests.

New, Improved Solution

Our solution, Life Achiever, promotes the most positive aspects of your life, your accomplishments, by presenting them in a concise and organized fashion. It builds the drive to earn recognition for one’s accomplishments, that next trophy, by awarding achievements for activities in real life. These achievements can start very simple: such as walking one kilometer. In time, however, they reach epic levels; “Walked the Earth.”

It is important to individuals who use Life Achiever to see their accomplishments recognized. Whether the recognition they seek is by their peers, family, community, employer, or even just for their own review. Where Life Achiever departs from previous systems is that it is a merging of promoting about one’s accomplishments in a disorganized way on sites such as Facebook, and the verified tracking of achievements as done on various gaming sites. Sites
such as XBox Live, Steam, and Playstation already give achievements within games. We are using a similar theory for life achievements.

As such, Life Achiever already has hundreds of “Achievement Trees”, each starting with simple achievements that progress to significantly harder, and therefore more significant, achievements. Trees include areas such as exercise, weight loss, sports, crafting, and volunteering. If an individual is ever at a loss for an achievement to seek, the system will suggest new achievement trees to try out, to broaden a person’s experiences all while using calculations similar to Amazon and Netflix’s suggestion systems to determine achievements that will most likely interest that particular user.

Plans are already in place to increase the automation involved in earning achievements to increase ease of use and authenticity of achievements. Devices such as the Fitbit will help track exercise. Smartphone tracking will help determine distances traveled and locations visited. Integration into other websites such as Facebook and Ebay will help the application track accomplishments automatically, keeping user fatigue to a minimum.

Case Study

To accurately judge how Life Achiever sat with the public, we asked the UAF community to test our product before release. Our product is similar to most social platforms. It is free, but requires the user to sign up before use. Our test group did not have a problem with this easy sign-up, and later agreed to sit down for interviews. They also had the choice to fill out an online comment form whenever they wanted, giving them the ability to provide immediate feedback as they tested the product.

Case Study Findings
Students enjoyed Life Achiever and found themselves competing with their friends for achievements. The constant updates of others outdoing them only pushed students to achieve more. Many participants admitted Life Achiever gave them incentive to learn and try more activities than they would otherwise have attempted.

As we expected, we found that those already established in the working world, such as professors, did not use Life Achiever for obtaining a job, but rather, once again, for outdoing their peers. Our case scientists were pleasantly surprised to hear a professor cry “Eat that, Chappel!”, when referring to his newly populated achievement tree.

Who Was Most Likely to Use Life Achiever

<table>
<thead>
<tr>
<th></th>
<th>Number of People Who Found it Useful</th>
<th>Total Number of People Surveyed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>45</td>
<td>50</td>
</tr>
<tr>
<td>Established Professionals</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>Employers</td>
<td>15</td>
<td>20</td>
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</tbody>
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When it came to job seeking, about thirty-one employers took a look at Life Achiever. They stated it showed their interviewees’ passions and hobbies as well as their self-motivation.
One employer stated, “I like how it is so easy to see and use. I am able to view my interviewee’s hobbies and judge whether this job would be a good fit for them.” About half of employers interviewed thought Life Achiever would be useful for helping them determine whether or not to hire a prospective employee.

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**Most Common Use of Life Achiever**

- 74%: Other
- 17%: For Help with Job Hunting
- 8%: One-Uping Friends

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**Conclusion**

Overall, Life Achiever is a great way for people to get positive feedback and organized tracking of their day-to-day activities. Presented in a more user friendly view than other social media sites such as Facebook, Instagram, or LinkedIn, Life Achiever conveniently helps one store achievements for an awesome resume or create a friendly cut-throat competition of the ages. You simply will not find another app like it.

**About the Company**
Life achiever was a small startup initially conceived as a class project at the University of Alaska Fairbanks by Laurin Fisher, Parker Whaley, Jacob McKenna, and Jason Bright. The concept generated was implemented into the new application Life Achiever and our company formed around it.

We created this corporation after analyzing the social media market and realizing that there was an unfulfilled need for an application geared around helping people achieve through competition, to improve themselves. Life Achiever is now available on most platforms for ease of use.

We are a user driven company that tries to accommodate the suggestions of our users. Any comments or suggestions should be directed at support@lifeachiever.com or at our website www.lifeachiever.com.