

From us

Antidote to short-term thinking

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Problem statement & pain points

Problem statement

In a world hooked on instant rewards, like endless scrolling or impulse buys, short-term thinking erodes mental health, spiking anxiety and depression rates by up to 20-30% in young adults through impulsive behaviors that breed stress and low self-esteem. This not only isolates individuals with regret and burnout but also strains relationships, as quick choices create instability that ripples out to loved ones, replacing shared growth with shared worry. While it feels good now, this mindset blocks delayed gratification, leading to poorer health and reduced life satisfaction.

Problem statement & pain points

What are the biggest roadblocks for people who want to change?

1. Lack of consistent reminders

When we are trying something new, it is very easy to forget about it unless we are reminded constantly.

2. Distant future seems irrelevant

The emotional detachment from the future was another key insight. People didn't feel the need to care for something they were not attached to.

3. Personal attempts seem futile

The greatest discouragement among the people who tried to change was that they were alone in their new journey, making them feel small or even foolish.

4. Sudden changes require too much discipline

Many interviewees tried to change their lifestyle/decision making habits in the past. However, it required too much discipline for them to handle.

Our primary research showed 4 major pain points in this problem space

Solution

How might we empower individuals to bridge short-term impulses with long-term foresight?

1. A new habit that can be enjoyed daily

What if we create an experience that is entertaining and repeatable?

2. Stay on sight, stay on mind

What if we could increase the amount of time people think about the future?

3. Empower through community

What if we could show these people who are struggling that they are not alone?

4. Small change that is affordable

What if this new change in their life is something simple, for example, talking?

Simple yet affective design direction