

## THE PROBLEM

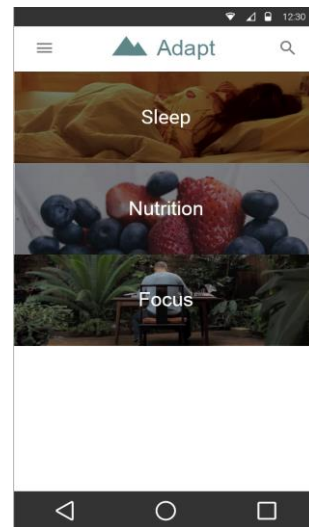
Our world is littered with methods and solutions to help you better your life. But how do you sift through them all, and find out which ones are worth your time?

“Too many well-intentioned products fail because they feel like ‘haftas,’ things people are obligated to do, as opposed to things they ‘wanna’ do” – Nir Eyal

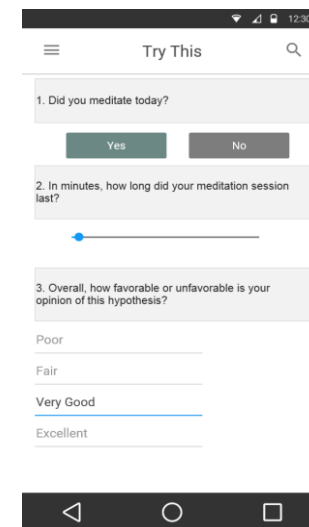
## THE SOLUTION

Adapt is a social platform for individuals looking to share and test ideas for self-improvement. Once a user has tested a hypothesis, they can report back to the community and share their findings. This data will then be aggregated to help users find the most effective and efficient means of increasing performance and accomplishing personal goals.

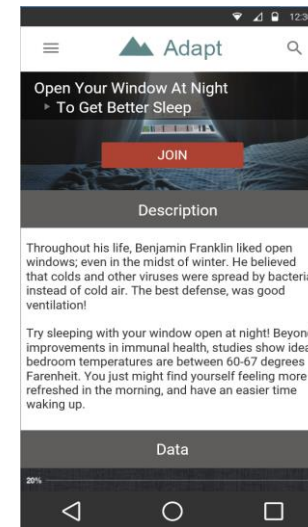
## KEY FEATURES



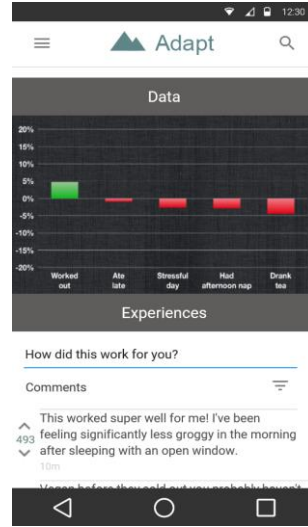
Performance Focused



User Reporting

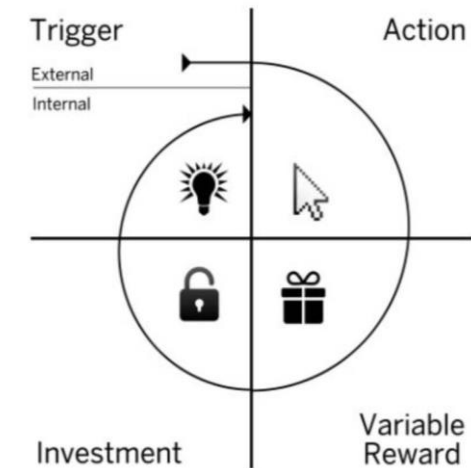


Detailed Hypotheses

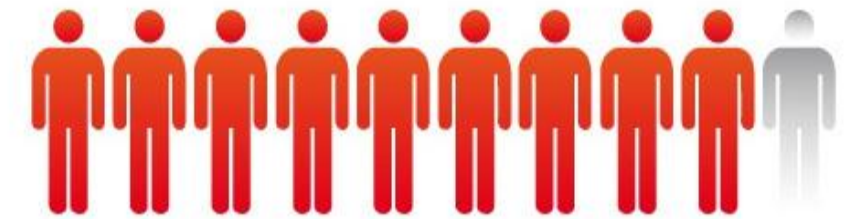


Data Visualization

## RESEARCH



Using the hook model, we emphasized creating small wins for the user



Less than one in ten accomplish their New Year's Resolutions

“Some habits are more important than others because they have the power to start a chain reaction, shifting other patterns as they move through our lives. Keystone habits start a process that, over time, transforms everything.” – Charles Duhigg

## HOW IT WORKS

Browse different hypotheses in fields of your interest

Test a hypothesis yourself

Self report your findings

Results will be aggregated for the community!