

# Goal Attainment Research Plan

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## Background

Through my secondary research I've found that many people struggle with achieving their goals (only 8% of those that set a New Year's resolution actually achieve their goal). The noted factors for not achieving goals are having a fixed and/or win/lose mindset, goals that are rooted in achieving in comparison to others, improper planning, focusing on the surface-level of goals, lack of confidence, self-sabotage, doing it alone without a support system. The most impacting factors that I found were correlated to one's mindset and improper planning of goals.

## Objective

Evaluate how people that struggle with completing (and setting, if applicable) goals can benefit from increased motivation, support, organization, and tools for boosting confidence as well as tips/tools regarding self-awareness for goal achievement. To also evaluate the behaviors and setbacks that people experience when working on achieving goals.

## Research Questions

- 1) How are people currently going about achieving goals (what is their overall process like)?
- 2) What factors are setting them back from achieving their goals?
- 3) What do they find that they need the most in order to achieve their goals? What are they lacking?
- 4) How do increased motivation, support, organization, tools for boosting confidence, and tips/tools for both self-awareness and self-discipline affect the process of and the accomplishment of their goals?
- 5) What other factors ought to be implemented in order to assist people in achieving their goals while also making it an enjoyable process (or as enjoyable as it can be)?

## Methodology

Selected participants will take part in User Interviews.

## Participant Characteristics

The following are the primary characteristics of the study's participants:

- Interested in achieving goals (and creating goals, if applicable).
- Experience difficulty in achieving and/or creating goals.
- Willing to follow instructions and stick to a routine
- Interested in improving/shifting mindset and situation in order to achieve their goals

## Recruiting Participants

Potential participants will be recruited through social media (Facebook, Instagram) and Slack.

## Schedule

- Recruiting: Begins May 12, 2022
- Interviews: May 12 - May 16, 2022
- Results Delivery: May 17, 2022