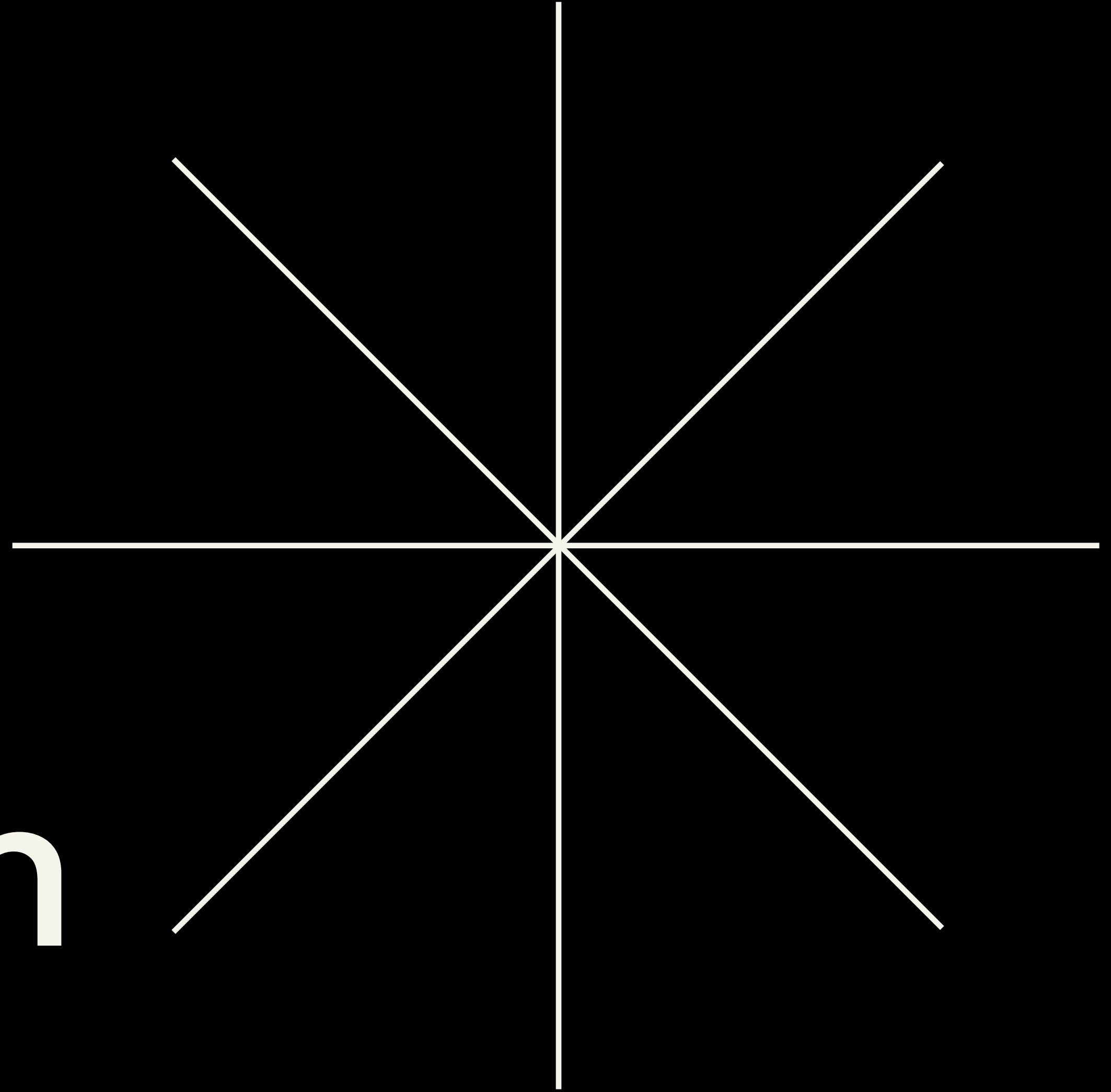
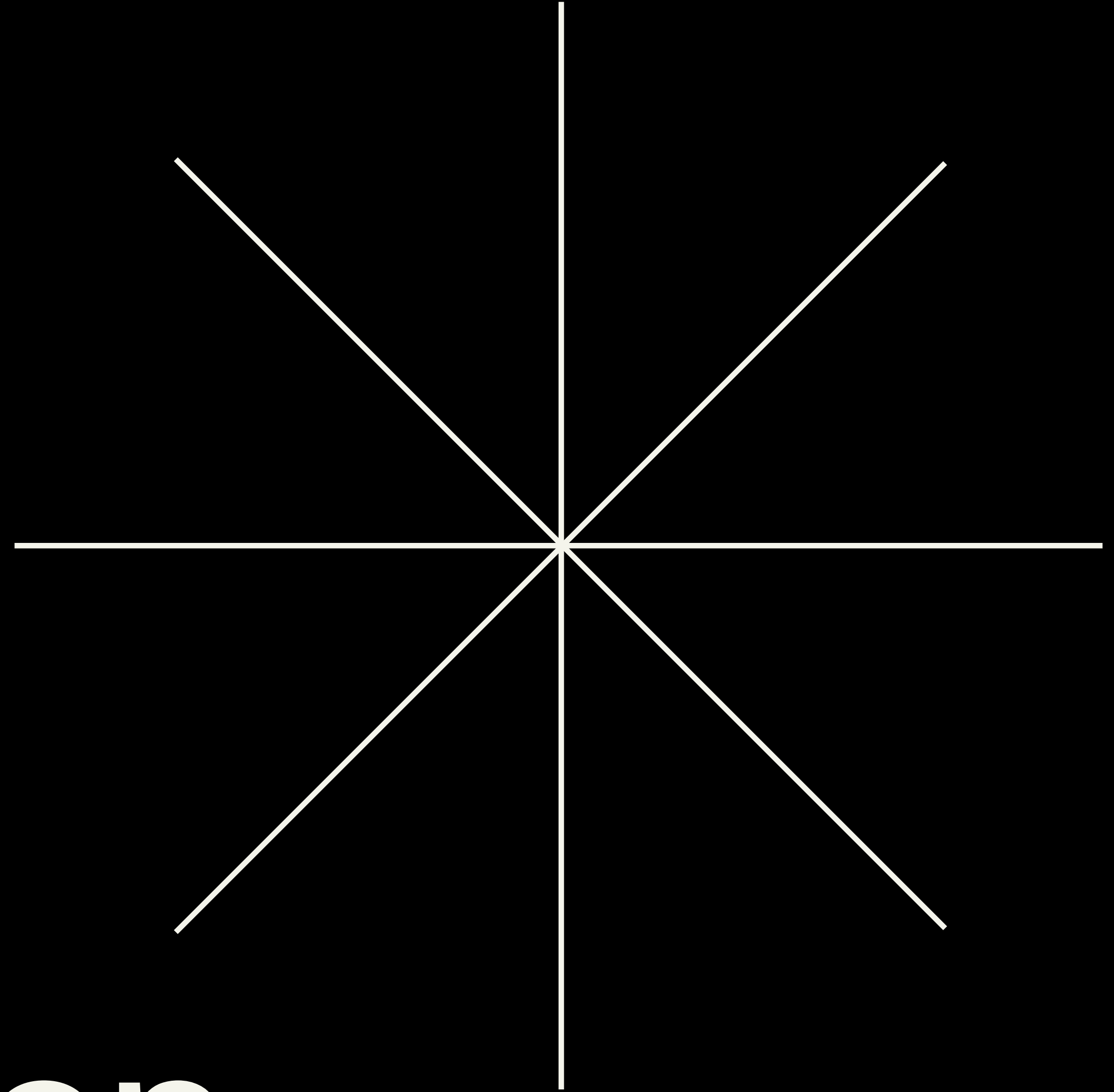


Procrastination in HK



01

Scope Definition



Initial Plan

Secondary Research

Research through online articles and papers about the academic definition.

Interview

Define the major sections for interviewing Hongkongers and the target group.

Existing solutions

Analyse existing digital products for planning or scheduling.



Search



Expivotal Work Matters

課程及活動

輔導服務 ▾

企業顧問及合作 ▾

免費資源 ▾

關於我們 ▾

會員專區 ▾

APP

 [登入](#)



1. 喚醒拖延 (Arousal procrastination)

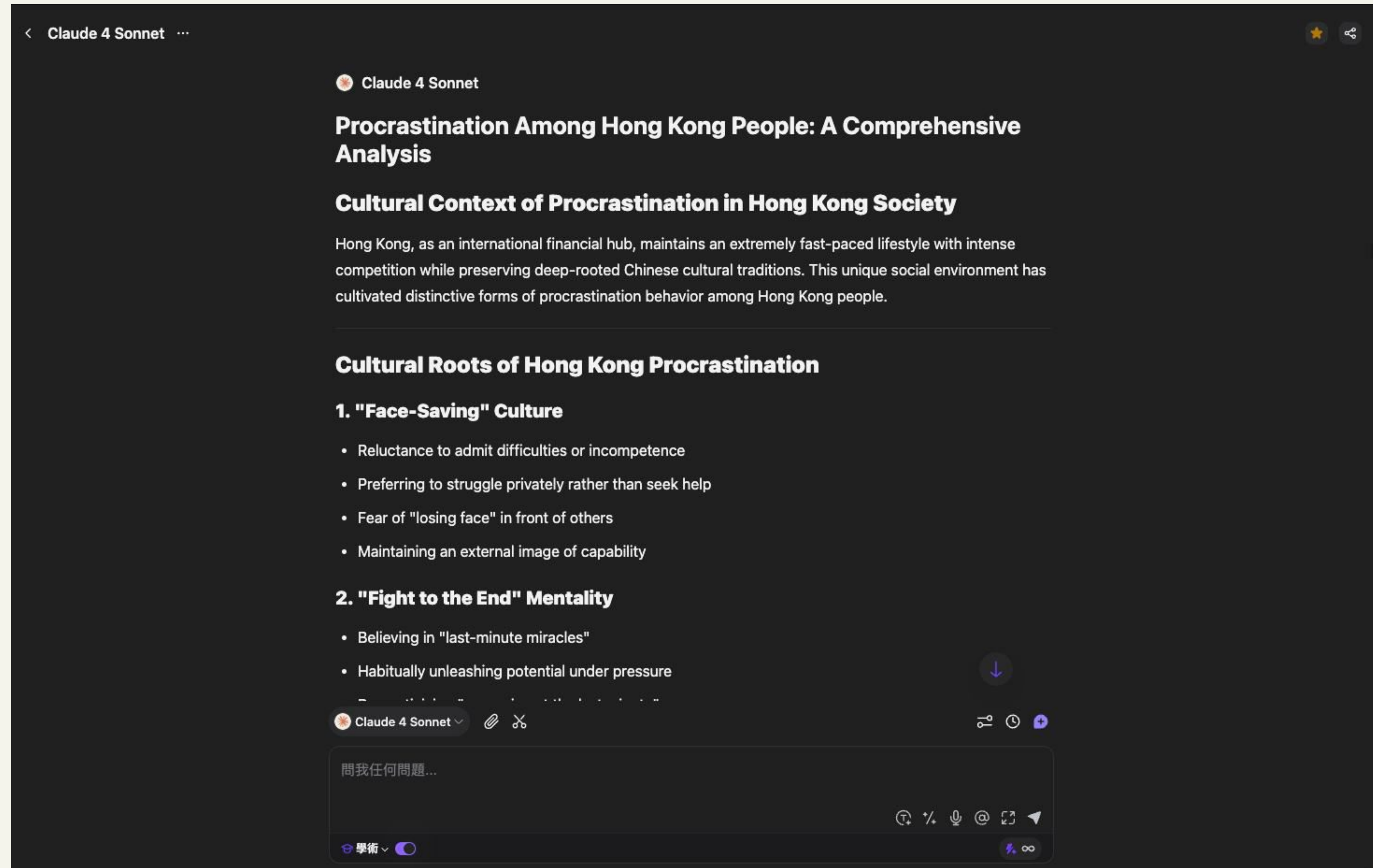
為了尋求刺激，部分人會將工作拖延到期限截止前才行動。從生理**心理學**解釋，在**壓力**下工作會對人體產生一定的腎上腺素，而一些人天生的**性格**亦喜歡追求刺激。所以，他們故意將工作拖延到最後，並希望腎上腺素為他們所帶來的衝擊有助更迅速地完成工作。

2. 逃避拖延 (Avoidance procrastination)

為逃避工作而拖延，這種是最為普遍的拖延形式。人們之所以會逃避，是因為他們認為自己欠缺足夠的技術與能力去完成工作，擔心別人對他們的表現及完成品所作出的批評、害怕失敗。心理學家認為，習慣逃避拖延的人大多數都有著自我認同感低、情緒不穩定性高 (Neuroticism) 的特質。

3. 決策拖延 (Decisional procrastination)

所謂的「選擇困難症」原來也是決策拖延的一部分。人們遲緩不決而無法立即做出決定，導致工作一天一天地被拖延。除了工作的困難程度外，他們難以作出果斷決策不單是因為性格優柔寡斷，亦因為想保護自尊及自信等。





True vs. Perceived Procrastination

- When you delay a task, what are you doing instead?
- Do you have the **resources needed** (time, information, skills) to complete the task?
- Are you avoiding the task or getting **stuck in preparation/perfectionism**?
- Is the delay causing you distress, or do you feel it's justified?

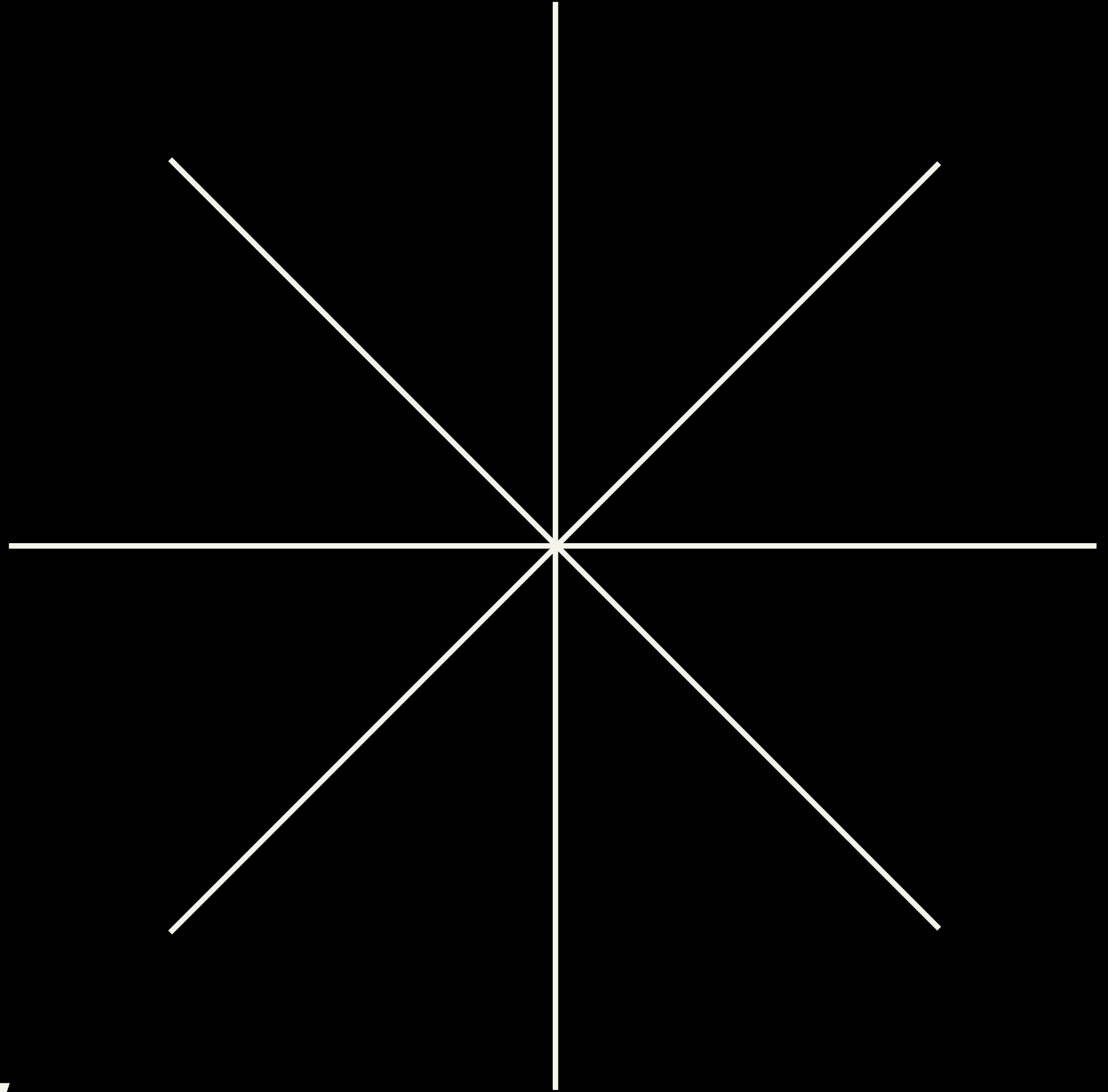


Target Questions

1. To what extent do Hongkongers procrastinate?
2. What aspect(s) do they encounter such situation?
3. **How** do they solve it?
4. Does it help in long term/ **Is it sustainable?**
5. **Are digital solutions involved?**

02

User Interview



Interview Guide

Section 1: How they perceive procrastination (Q1)

1. What do you think of when you hear “procrastination”?
2. Do you think you have procrastinate?

Section 2: Behaviors in different scenarios (Q2)

3. Any recent example? Maybe this month?
4. What do you feel at that point ?
5. What hinders you from finishing the task ?
6. Does the environment affect you ?
7. Any other aspects ? Maybe household or at work?
8. Is this type of event frequently occur?
What is the obstacles?

Section 3: Methods and in aid of apps (if any) (Q3-5)

9. Any rewards after finishing a the task?
10. Anything you consistently finish without procrastinating?
11. What is the motivation?
12. What is the most used or effective method?
13. Have you tried any planner/calendar apps?
14. After the above, Do you think you simply delay or procrastinate?

第一部分：了解參與者如何理解拖延症問題 (Q1)

1. 當你聽到『拖延症』呢個詞嘅時候，你會諗起啲咩？
2. 你覺得自己係一個有拖延症嘅人嗎？

第二部分：生活中不同方面的拖延行為與情境 (Q2)

3. 你可唔可以講下最近一個例子？例如最近呢個月
4. 或者你當刻係咩感受？
5. 有咩驅使你唔想處理佢？
6. 會唔會係因為氣氛環境令你緊張？
7. 其他方面有冇試過？例如家務、工上、日常瑣碎野都得
8. 呢種情況算唔算經常發生？咁呢次係咩令你唔想搞？

第三部分：處理拖延的方法和任何軟件輔助 (Q3-5)

9. 完成左有冇咩去reward自己？
10. 有冇啲咩野係你未試過拖延/你好自律去早早完成？
11. 係咩令你想去咁做？
12. 咁你最常用/最有效嘅方法係咩？
13. 有冇試過用啲apps 或者 planner/ calendar
14. 回想呢啲經歷，你覺得自己係純粹推遲啲嘢定係長期拖延？

Thinks

I think I'm just delay as I'm not quite motivated for those besides my hobbies

I very seldom procrastinate during work

Still delay but will find ways if it is what I love to do

Does

Clean the mess until it gets worse

Don't want to ask colleagues for the help

Would take action if I have the things ready so I just focus those couple of tasks

Find boyfriend for help

Used Notion, glossary, to-do list outside work but not working

Feels

Dedicated:
Want to so sports and spend time with boyfriend

Frustrated:
Too many steps for just one things to be done

Distracted:
Focus on more interested things

Comfortable:
Complete a task with minimal steps involved

Says

"I will do it once it looks very terrible"

"I want to do it but it's just too troublesome"

"It doesn't greatly border me so I just put it aside"

"It's a hassle to talk to others for help"

"I don't usually delay a task at work"

"Deadlines force me to get things done on time"

Heather

Key Takeaway:
If steps can be simplified, prefer internal hassle rather than dealing with interpersonal hassle

Thinks

Me-time is crucial every day regardless how tired after work

Fitness and life goals matter as well as work quality

You will still procrastinate with setting schedule since you would delay the dates even you set them in advance

Shower symbolizes the near end of a day

Says

“It doesn’t greatly border me so I just put it aside first”

“Things will be solved eventually so won’t prepare too much in advance”

“I don’t usually delay a task at work”

“I procrastinate more back in university”

“It’s about change your mindset rather than tools and methods”

Does

Force myself to wake up early to go to the gym in the early morning

Do some productive work or play video games before bed

Encourage myself to draw often to show it to my wife and make her happy

I will arrive on time for social events

Tried physical and digital to-do list and calendar outside work, but not effective

I didn’t revise for exams until last minute

Relationship, video games and sports matter more

Bryan

Feels

Dedicated:
Want to stay fit and earn wife’s praise

Anxious:
Don’t want a day end so early without feeling productive or joyful

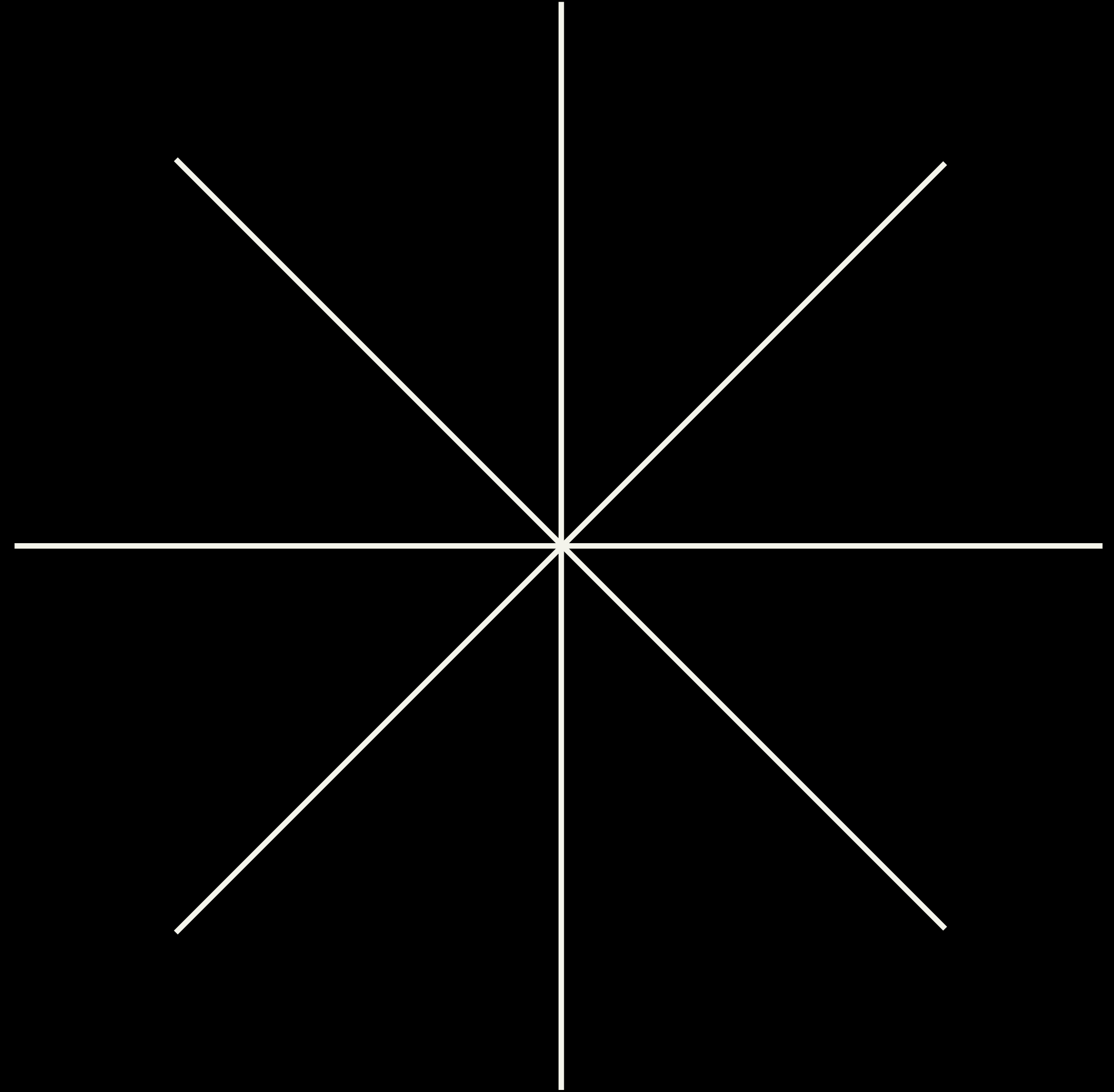
Confident:
Things will be alright and stop over-worrying

Enjoyable:
My wife feels happy for what I did (for her)

Key Takeaway:
If schedule is set days prior, delays will still happen since scheduling is not effective for personal matters.

03

User Journey



Synthesize Findings

Motivations

Proactive when minimal steps involved for personal things

Take action until it's getting serious

Friends can help with procrastination

Hobbies and interests are more important

No procrastination during work

Deadlines pushing

Perception on procrastination

Scheduled dates would still be delayed even they are set in advance

Digital solutions ineffective

Mindset shift ✓

Physical tools ✗

Digital planning tools & to-do list not working

Daily routines

Fixed daily routines with an activity to signal the end of a day

Me-time is crucial after busy work

Key Takeaway:

If schedule is set days prior, delays will still happen since scheduling is not effective for personal matters.

Personal Info

Michael Wan

A Hassle hater

Age: 30

Occupation: Senior Content Specialist

Location: Tsuen Wan

- Working on weekdays
- Regular workout routine
- Hanging out with friends on weekends
- Value simplicity more
- Not a fan on using planning tools

Devices Preference

- Primary: iPhone (anywhere)
- Secondary: laptop (workplace & home)

Goal

- Fulfill fitness and well-being goals
- Stay productive as same as during work
- Doing enjoyable things with friends and loved one
- Kickstart a task when most things are ready beforehand
- Mentally ready for taking action afterwards

Preference

- Hobbies: Gym, Sports, video games, TV dramas
- Minimal steps for achieving a single objective
- Force to stay proactive for hobbies and things like to do
- Tasks to be enjoyable as much as hobbies

Behaviour

- No delays at workplace most of the time
- Finish housework back home after work
- Spending time on personal things
- Take a shower
- Finish remaining work (if any)/ play video games/ read novels/ chat with loved one/ chores or others
- End of a day with a good night sleep

Challenges

- Frustrated when a task is too complex
- Hard to take action on tedious day-to-day tasks
- Feel obstructed when the task is not enjoyable
- Take action only when things get observably terrible

Non-daily

(Backup travel photos)

&

Daily

(Bathroom clean-up)

Personal Info

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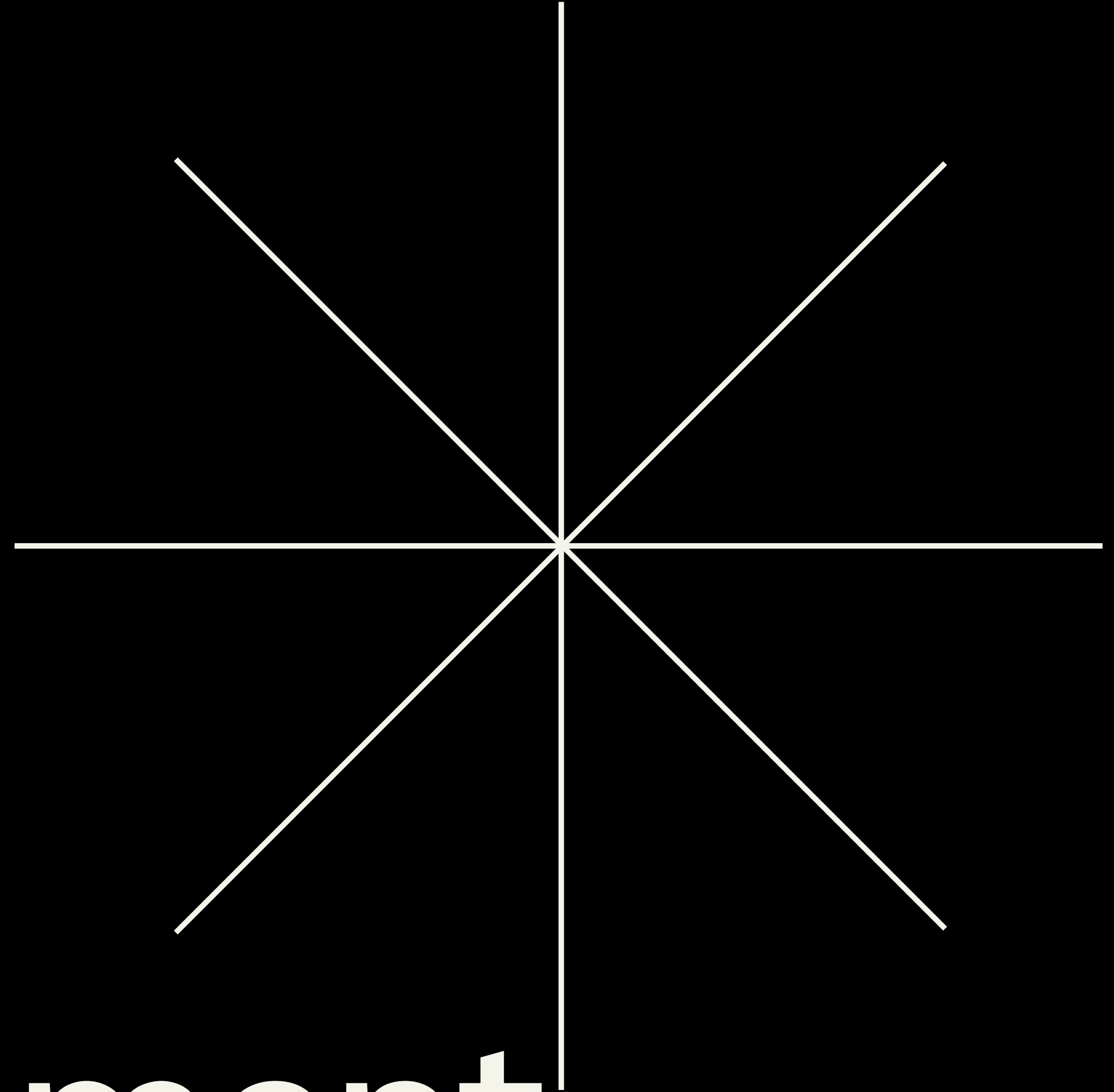
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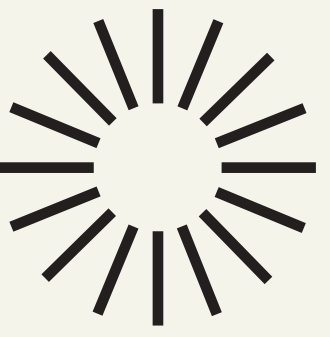
- Devices Preference
- Primary: iPhone (anywhere)
 - Secondary: laptop (workplace & home)

Stages	Awareness	Consideration	Decision	Service	Retention
User Goal	Want to complete a task after work back home	Identify things needed to be prepared	Ready to kickstart the task	Working on the task	Finish the task and continue on enjoyable stuffs
User Actions	Find a time slot for the task Put aside other things	Mentally list the things required Identify what are handy first	Gather the materials needed	Following the steps Using materials	Reflect on the performance Think about sustaining
Thoughts	"I want to do that task now, let's settle this quickly first"	"Is it about my hobby or interest?" "Are there too many involved?"	"Everything's good. Let's get it done." "Am I ready? Do I have to do it now?"	"Is it over yet?" "I already come to this point. I will finish it."	"This wasn't so hard!" "I CAN be productive!" "I can do it better next time"
Emotions	Anticipatory	Doubt Frustration	Determined Doubt	Anxious Comfortable	Confident Encouraged
Touchpoint	Daily routine type	Tool list Objective	Past experience Expected outcome	Steps record	Achievement Task Board
Pain points	Think only about the goal	"I rather play video games instead" "It's fine I do it after having fun"	"Too many steps!" "It's not urgent"	"I can't do this any longer." "This part is quite troublesome"	"It's troublesome after all.." "Time better spent on a game/TV drama"
Opportunities	Predetermine the type of routine Explore hobbies/ interests	Guided walkthrough Personalized steps	Reference of how things done for hobbies/work Benefits of finishing	Encouragement for continuous commitment Record of failing steps	Interest-related rewards

04

Problem Statement





Hongkongers with mild procrastination want to kickstart personal tasks right away because they are daunted by the troublesome steps or rather delay until things become urgent.



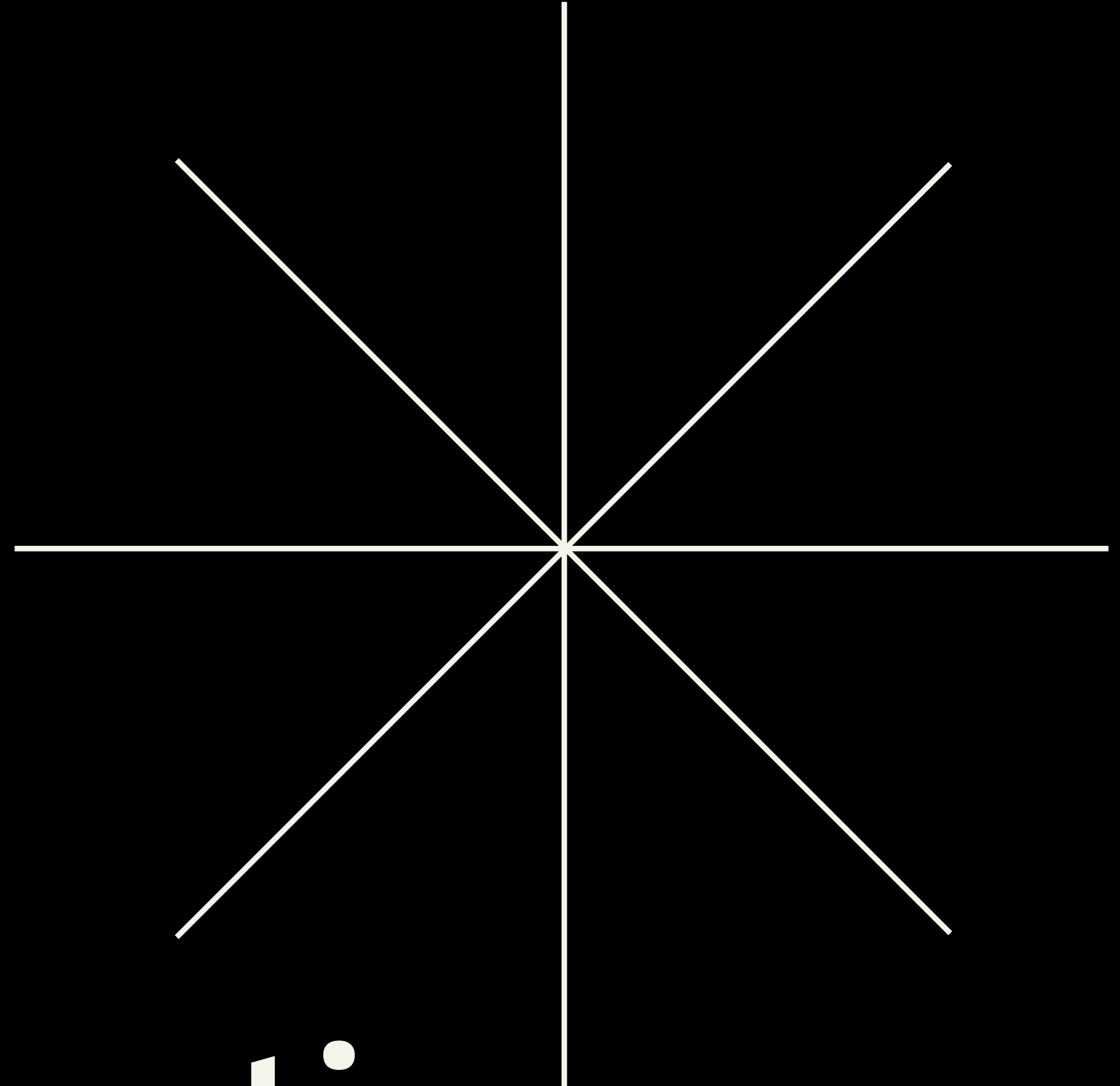
H.M.W. encourage them **to take the first step** once they aware the urge to complete a specific task?

H.M.W. make **a solution to be a catalyst** for them to transition from thinking of doing to mentally ready and execute?

H.M.W. make them **sustain** the motivation in long-term?

05

Concept Exploration



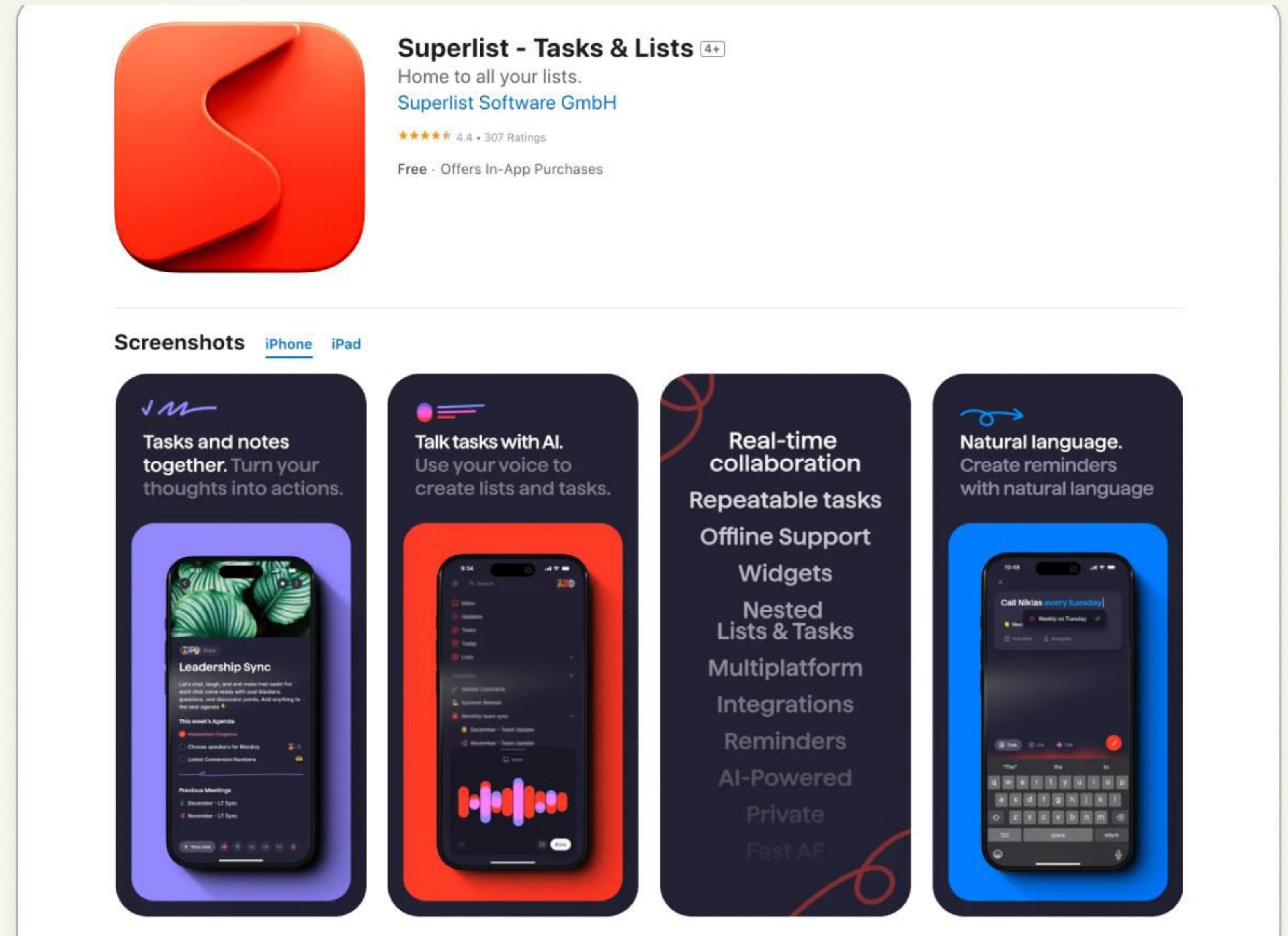
Same Industry Example

Many productivity apps at the market include various features for dynamic and comprehensive use for collaborative workspace and task planning and beyond.

But target users would find most features confusing to start with. Most importantly, they are **only useful for those who got pass the frustration to kickstart tasks**.

Minimal features should be included for users to avoid extra frustrations apart from the task itself. The core feature should be **provides a clear goal for motivating users to take the “first steps”**.

Additional features can be added to empower the product on the basis of the initial success.



The screenshot shows the App Store page for the 'Superlist - Tasks & Lists' app. The app icon is a red square with a white stylized 'S'. The title is 'Superlist - Tasks & Lists' with a '4+' age rating. The subtitle is 'Home to all your lists.' and the developer is 'Superlist Software GmbH'. The app has a 4.4-star rating from 307 reviews and is free with in-app purchases.

Screenshots iPhone iPad

- Tasks and notes together.** Turn your thoughts into actions. The screenshot shows a list titled 'Leadership Sync' with a green leaf background.
- Talk tasks with AI.** Use your voice to create lists and tasks. The screenshot shows a list with a red background and a voice recording icon.
- Real-time collaboration**
Repeatable tasks
Offline Support
Widgets
Nested Lists & Tasks
Multiplatform
Integrations
Reminders
AI-Powered
Private
Fast AF
- Natural language.** Create reminders with natural language. The screenshot shows a reminder 'Call Niklas every Tuesday' with a blue background.

Same Industry Example

Boost productivity through interactive map and growing with friends together.

The idea of **companionship** can be referenced since target users cherish the joy with friends and loved ones.

App Store 預覽



專注旅人 - 心流計時器 4+

能與好友一同專注, 學習, 完成事項的專注工具

WEI JEN CHEN

專為 iPad 設計

★★★★★ 4.8 • 985 個評分

免費 • 提供 App 內購買項目

在此查看: [Mac App Store](#)

螢幕截圖

iPad

iPhone



一個人的時候, 是否總是有各種理由, 無法專注完成事情呢?
與同學一起專注學習, 是否總是感到效果加倍呢?

專注旅人, 是一款協助你進入工作, 學習心流的計時器,
當你專注一件事的越久, 你與專注夥伴會越爬越高。

更多

Cross Industry Example

Duolingo

Its success stems from its **effective gamification**, engaging content, and strategic use of social media marketing.

The vision of using technology to transform education.

The analysis of this language learning app can help generate a concept that can facilitate **long lasting behavioral change**.



Duolingo - Language Lessons

4+

Learn Languages, Math & Music

Duolingo

#1 in Education

★★★★★ 4.7 • 4.3M Ratings

Free · Offers In-App Purchases

Screenshots

iPhoneiPadiMessage

learn 40+ languages, math, music, and chess



the fastest way to learn a new language



quick, fun bite-sized lessons that work



speak and hear the language



Learn a new language with the world's most-downloaded education app! Duolingo is the fun, free app for learning 40+ languages through quick, bite-sized lessons. Practice speaking, reading, listening, and writing to build your vocabulary and grammar skills.

Designed by language experts and loved by hundreds of millions of learners worldwide, Duolingo [helps](#) [more](#)

What's New

Version History



Product Strategy

Freemium

Free core function, maximizing download rate

Gamification

- Breaking down learning time into small sections to encourage life-long learning
 - Quantifying progress with XP, skill tree and day streaks
 - Reward system to provide visible returns to facilitate positive feedback loop
-

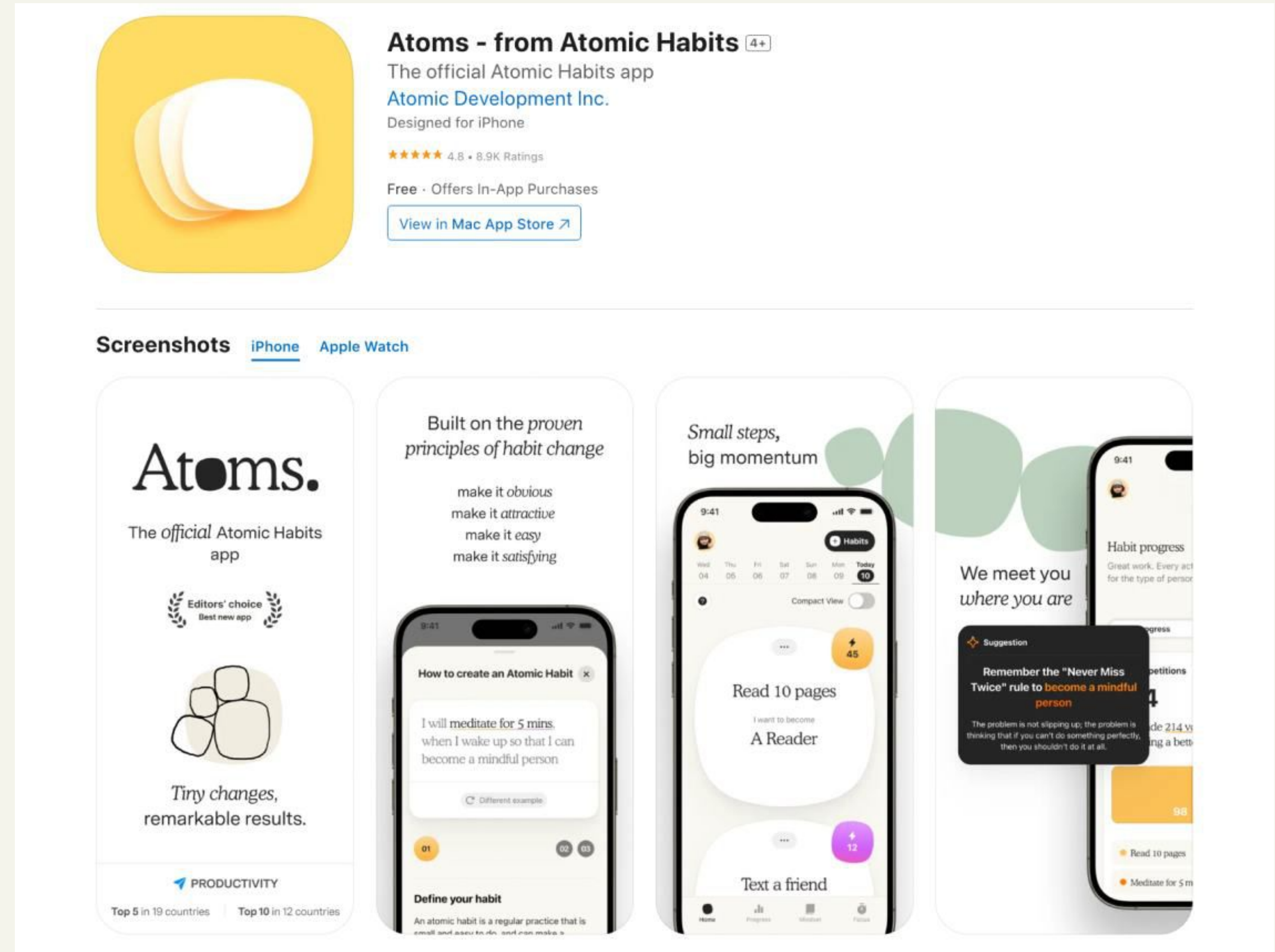
Global & Collaboration

Targeting global market and combining materials from education professionals

Similar solution

Atoms

Based on the theory of Atomic Habits, build long-lasting habits with small and quantifiable steps starting with a **concrete statement to take action**. Kickstart the journey with the **help of experts and friends**.





Conceptualization



Concept Prototype & Validation

Landing page concept

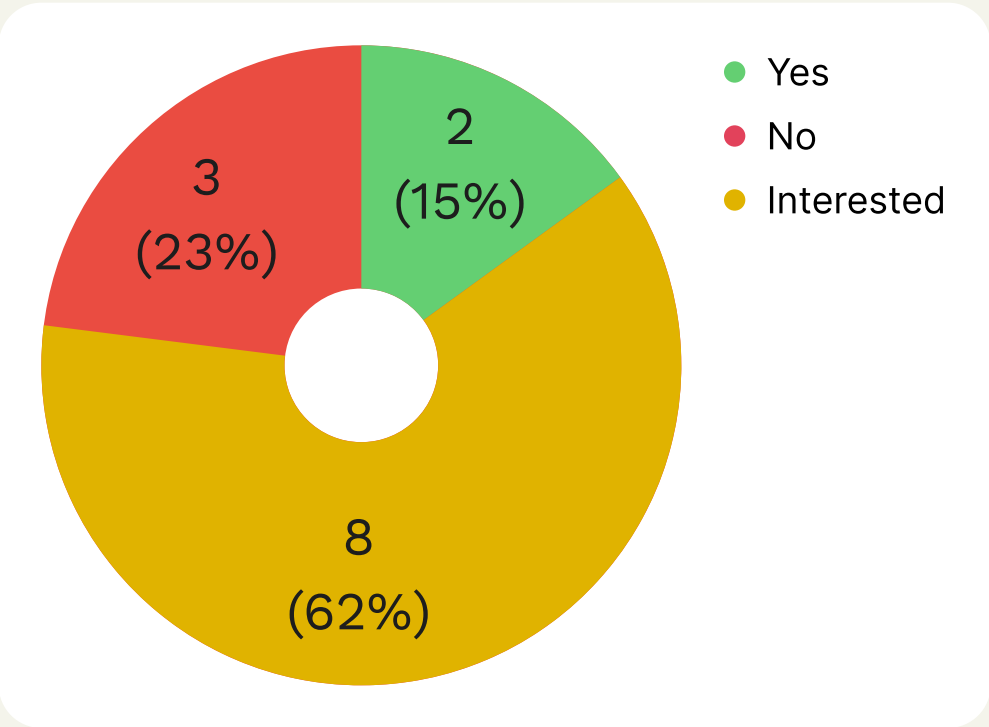
<https://found-yoyo-71715905.figma.site>

Validation metrics

Click through rate of CTA buttons

Propositions & Assumptions

1. Is taking “first step” really their biggest need?
2. Which feature(s) trigger them?
3. Does rewards matter to them?



Validation Result

1. Is taking “first step” really their biggest need?
2. Which feature(s) trigger them?
3. Does rewards matter to them?

Q1

Majority shows the interest in the concept product with minority willing to download the app right after looking at the landing page, while none of them show disinterest in the concept.

The insight and problem statement is validated.
The main ideas can be established

Q2

Majority picked the “minimal task setup” as their most interested feature.

Minimal task setup is validated to be the core feature.

Q3

Minority shows the interest in rewards and sharing.
Users tend to value the “kickstart right away” part

Gamification can be an additional feature to assist the core feature. Core feature is validated

✅ H.M.W. encourage them to act right away once they aware the need to complete a specific task?

Make the first step right away to finish a personal task

Setup task name

Type

Speak out



large FAB

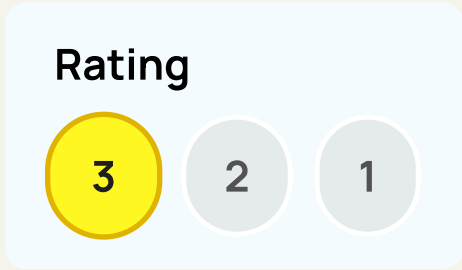


Text field

Define steps, type & est. effort

Choose

Select



Button group

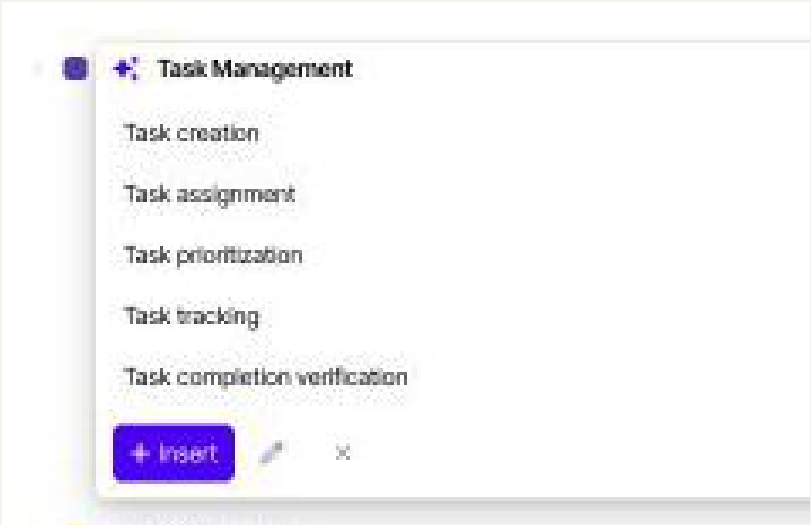


Quantity toggle

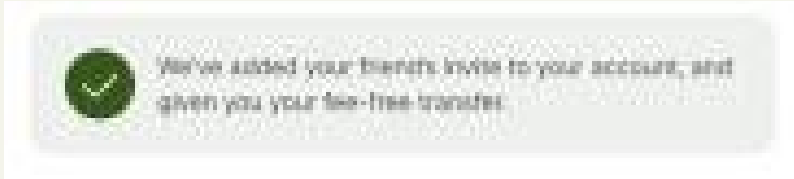
Seek AI suggestions

Tell

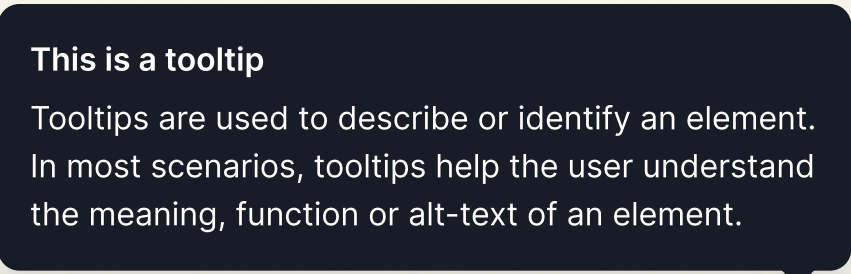
Receive



Auto-generated placeholder



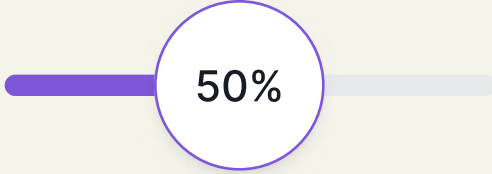
Snackbar



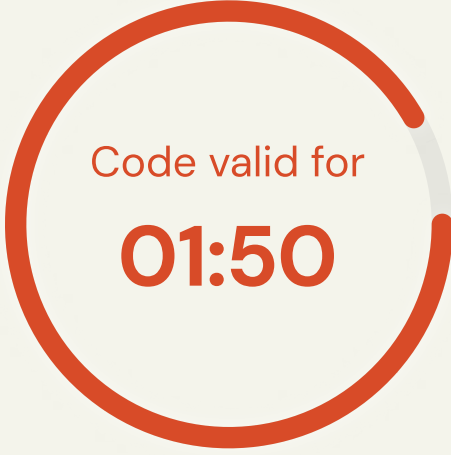
Tooltip

Set time to finish

Customize



Slider



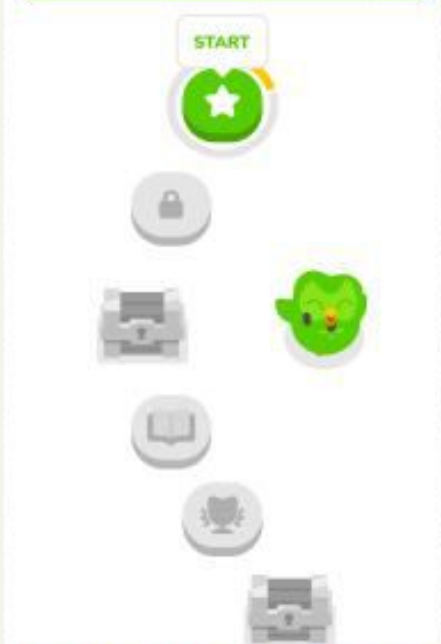
Countdown clock



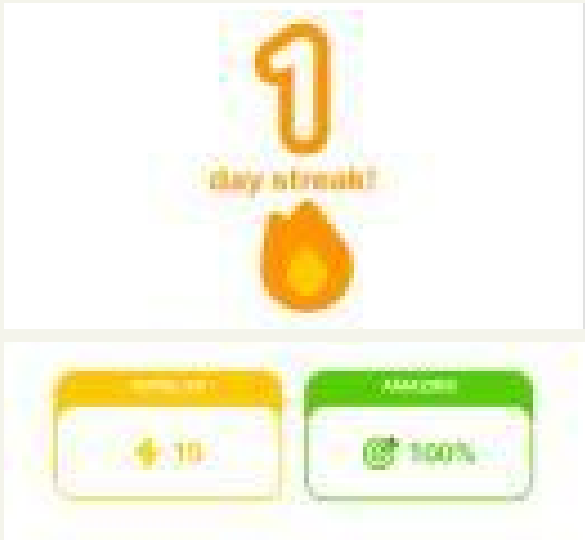
Timer Widget

Gain XP & day streak

See



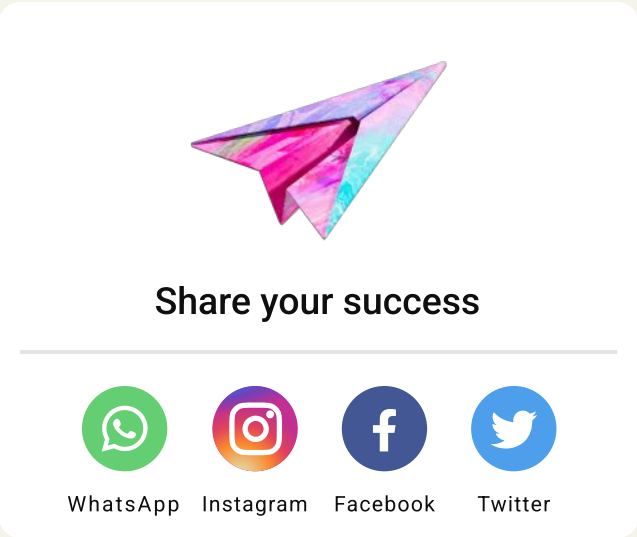
Progress Chart



card with animated illustrations

Share the level or finished task to friends and family

Share



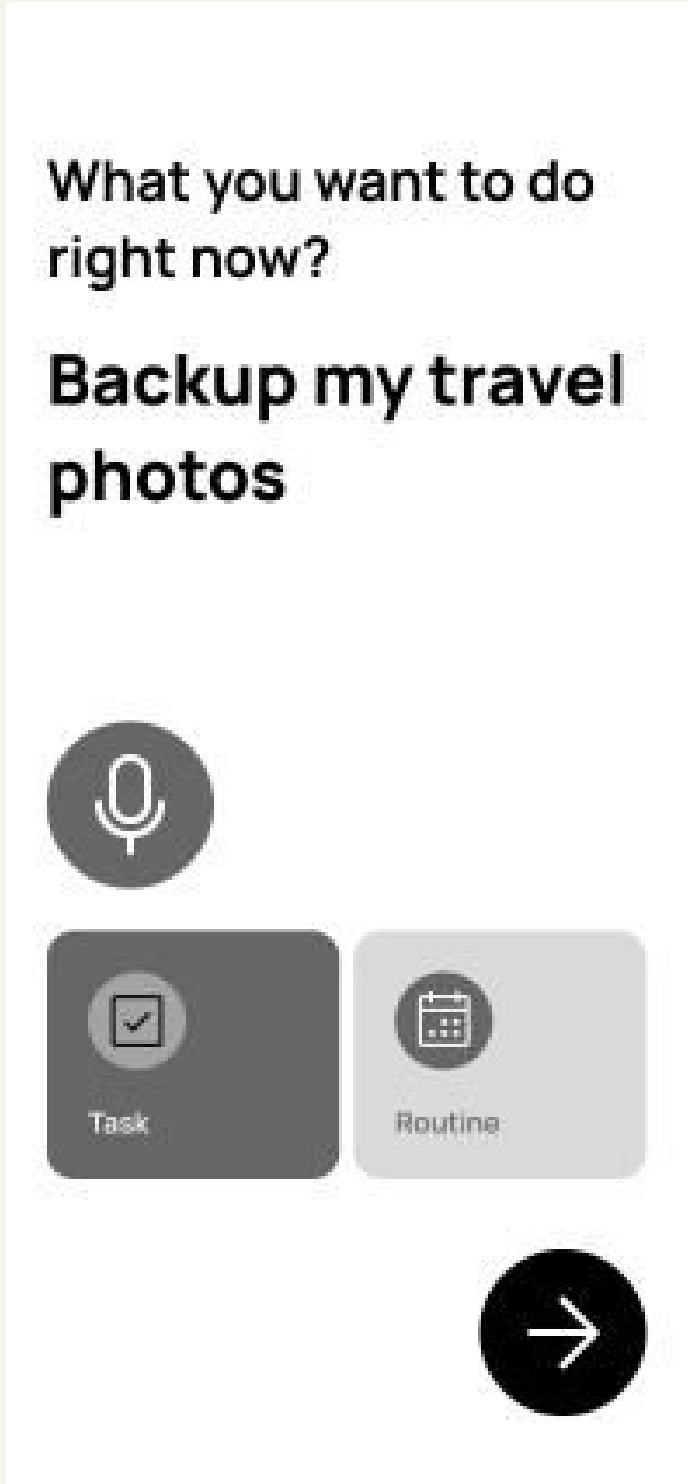
Card with Social buttons



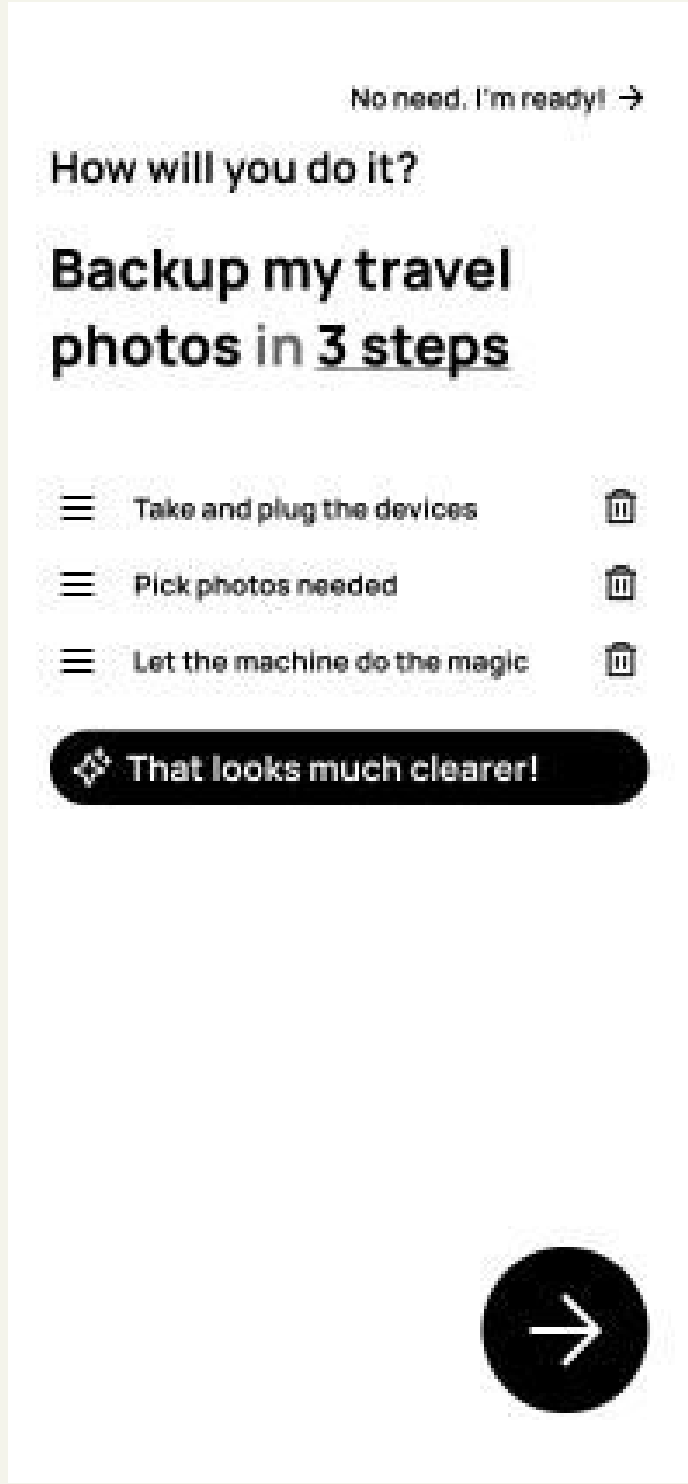
Snackbar

Wireframe

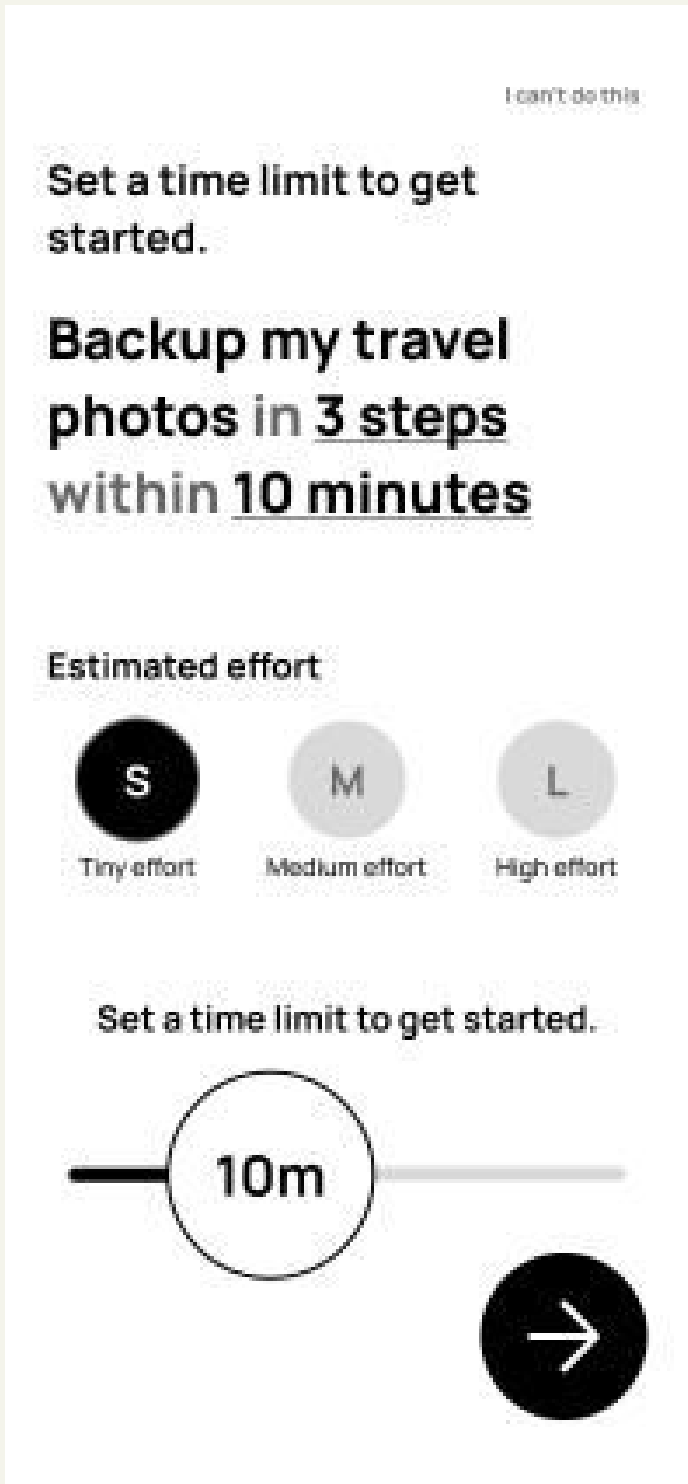
Task name



Setup steps and minimize with AI



Approx. parameters as targets



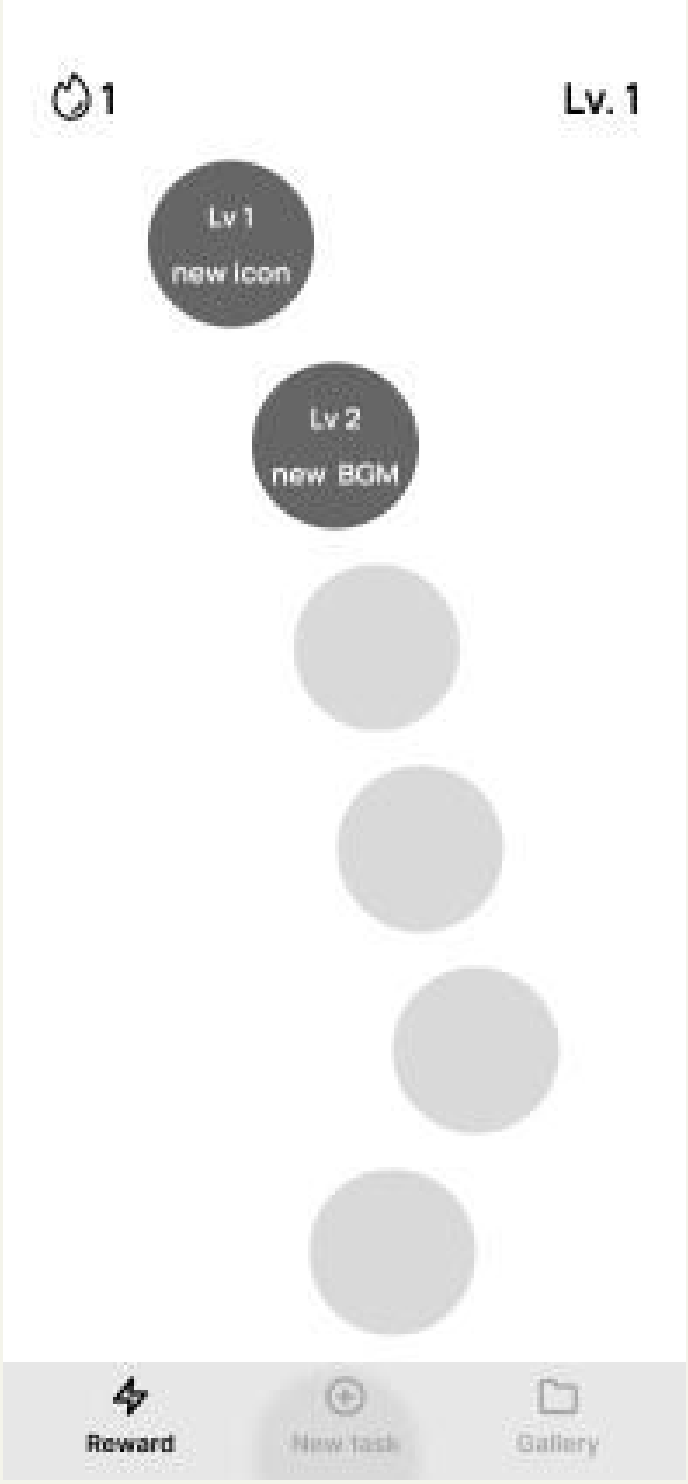
Time limit option to give up and say out the reason



Gain day streak after finishing a task



See the progress each one means one reward



Time limit & Estimate effort

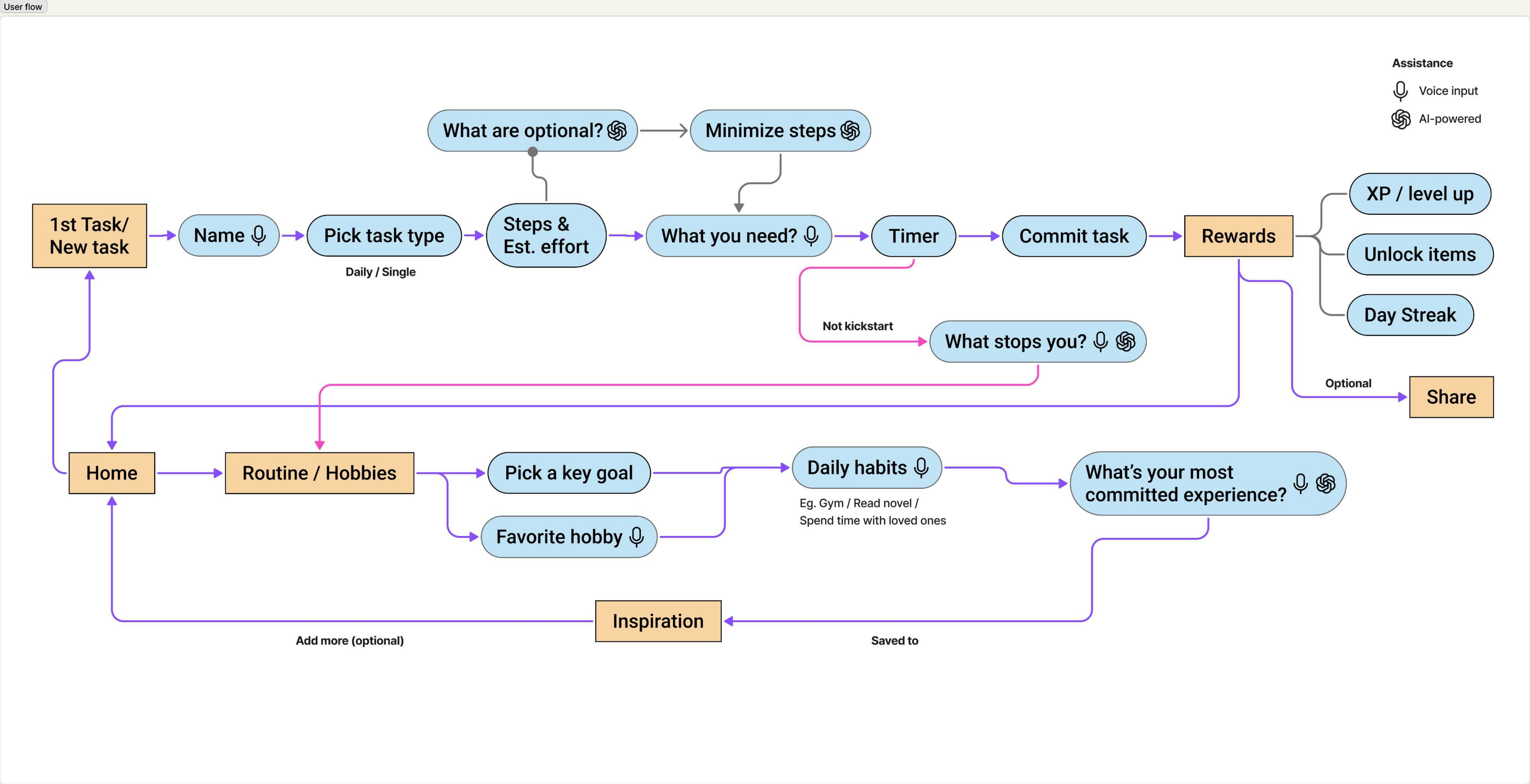
Multi-step setup



Share in various ways

unlock each circle at certain levels

Concept User Flow



User Test Flow - A single task

Notice a landing page/social media post AD and download the app

Input the name of the 1st task by typing or voice input

Think aloud the motivation or urge for the task by voice or text input

List the steps needed and reduce using AI if necessary; **or skip** if feel ready

Choose the estimated effort & **Set** timer for time limit to finish

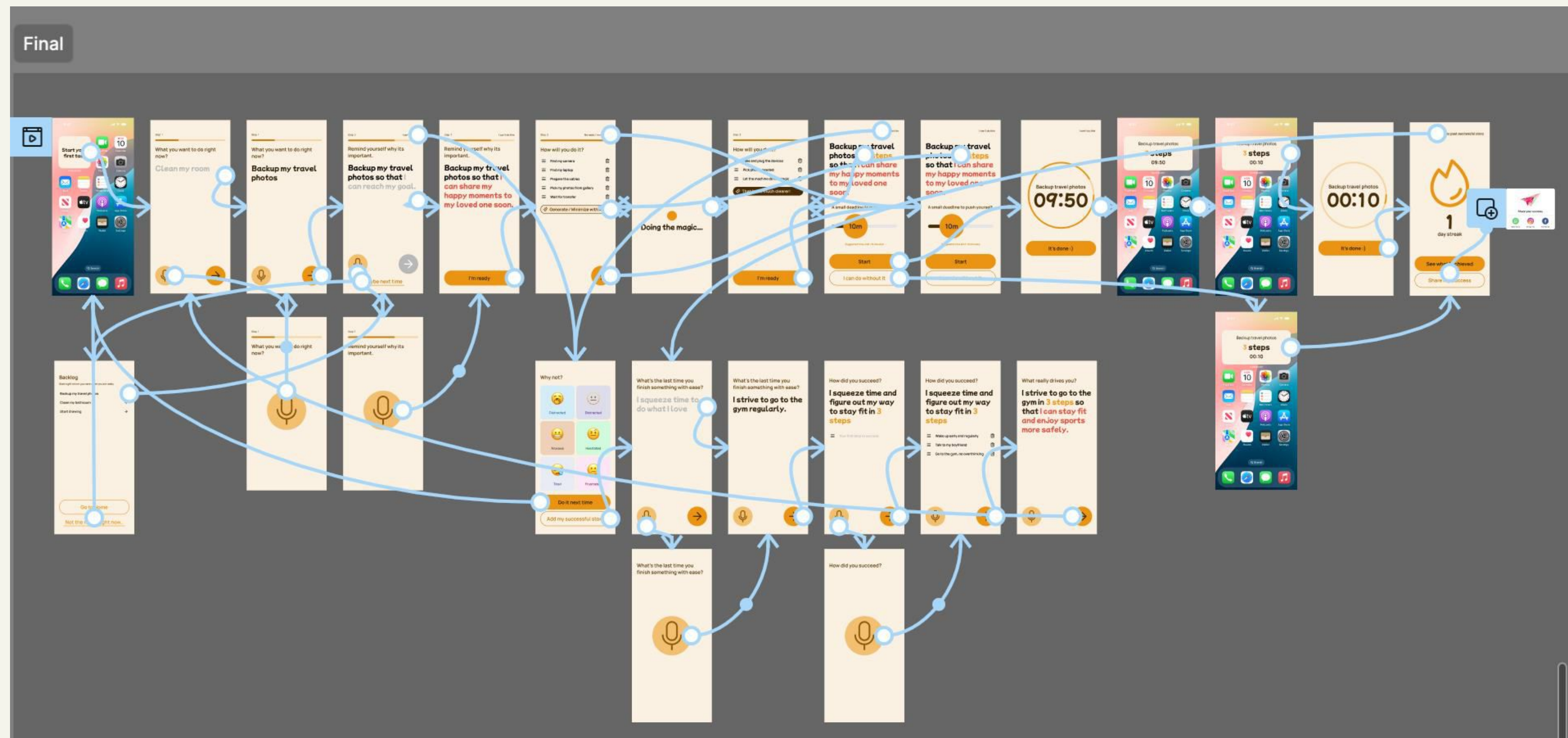
End the timer and earn 1st day streak and in-game reward;
Choose to Share the success via various channels

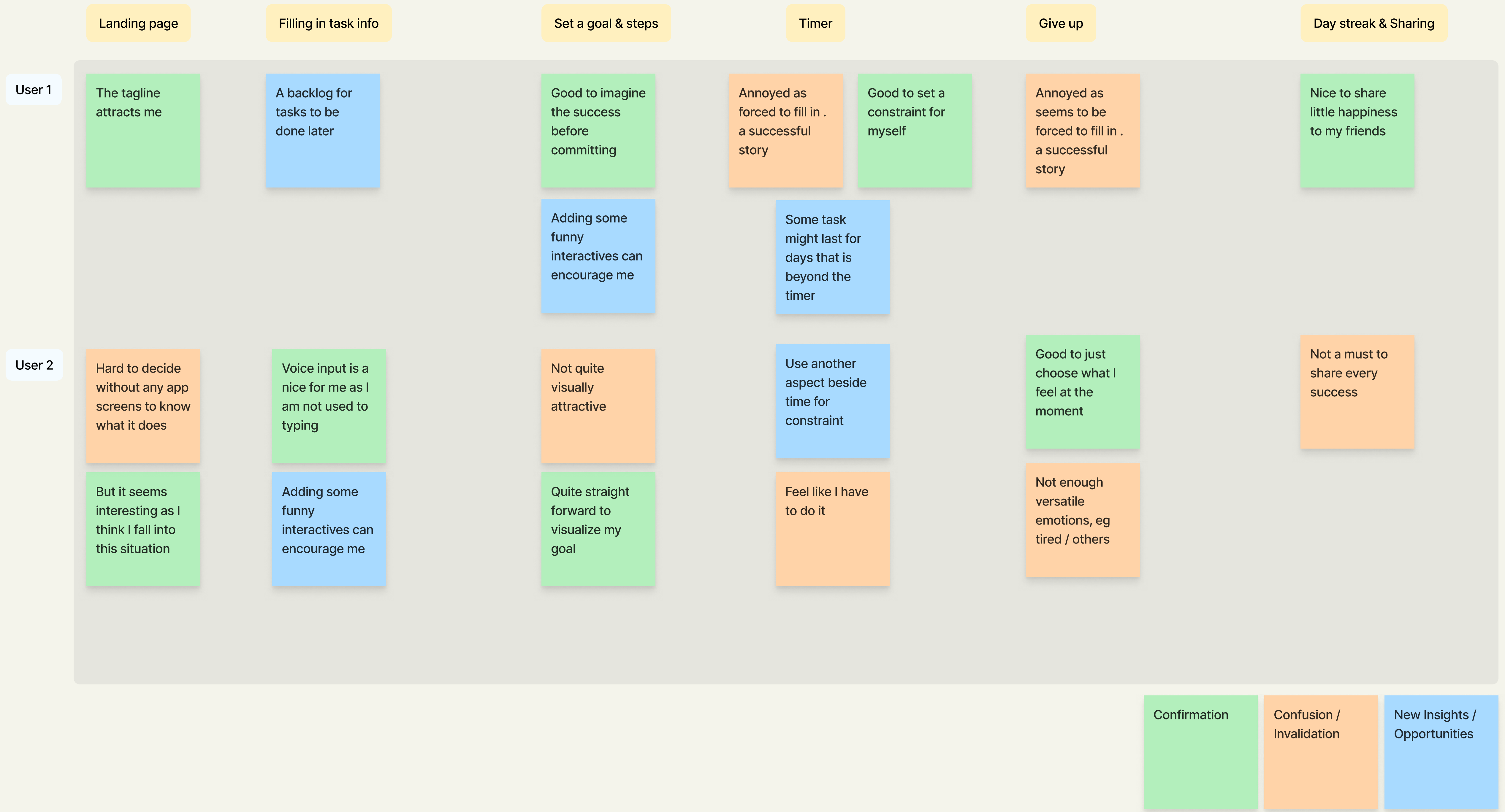
Revised Prototype

Link (Flow 3)

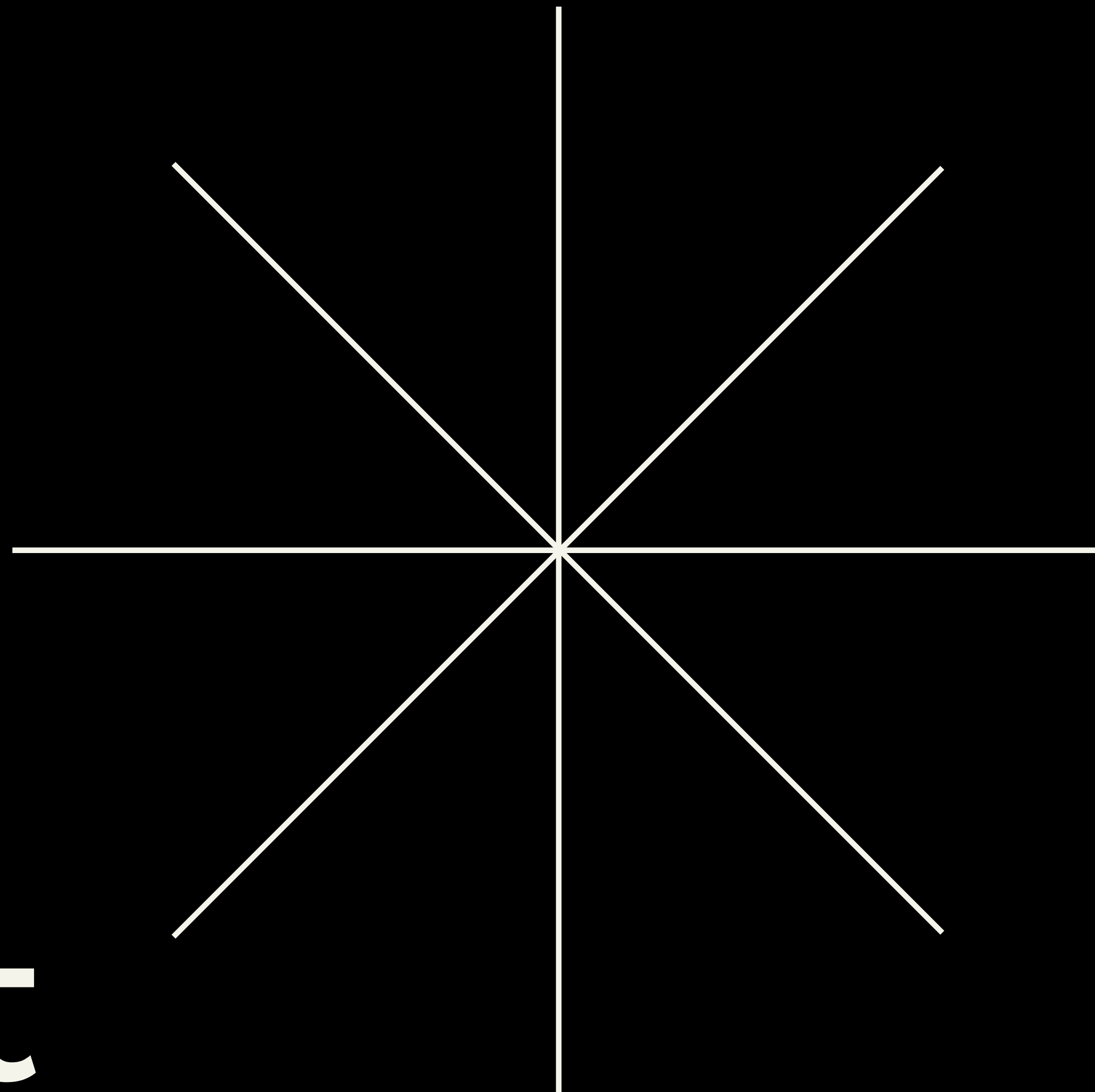
<https://www.figma.com/proto/O40JvWLzIC1drNWbuB8a8I/UIUX-course?node-id=38-116&p=f&viewport=-741%2C-3187%2C0.21&t=grJhnIORZwwThxhC-0&scaling=scale-down&content-scaling=fixed&starting-point-node-id=302%3A2584&show-proto-sidebar=1>

- Implemented a backlog via a small button for those who are not fully ready to commit at the moment
- Adjusted the flow for adding successful story





24 / 06 / 2026



Reinforcement

A collaborative exploration with Claude

Reflection

Target group

-  "Too many steps" is justified
-  Lack of representation from varying age groups & occupations
-  Slightly broaden research group (10s to 40s, students to various workers)

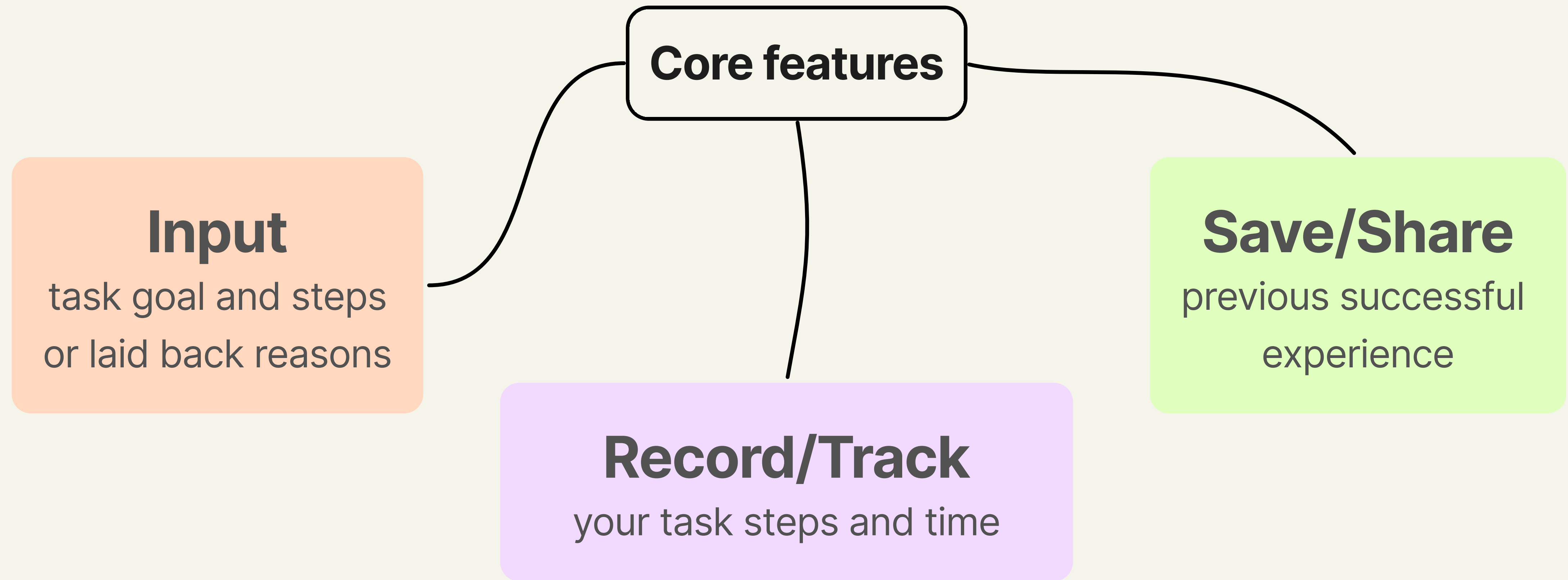
Sample variety

-  Lack of broad statistics of opinions from people at different backgrounds
-  Insufficient market research on existing solutions and actual reviews
-  Deep dive on **actual comments** by target groups
-  Methodology on tracking behaviours in daily basis on compact sample size

One-sided findings

-  Niche on daily aspect of procrastination rather than workplace-oriented
-  Ignored the indirect factor from work culture on daily productivity
-  Can think more in a **personal stand point** (I'm also a target user)

Reflection



✗ Already overwhelming for first users?

Research Approaches

Online research

- The actual struggles they face and creative methods used to resolve them
- Statistics on people opinions on productivity and delaying daily tasks
- **What differentiates between passionate and necessary but mildly passionate?**

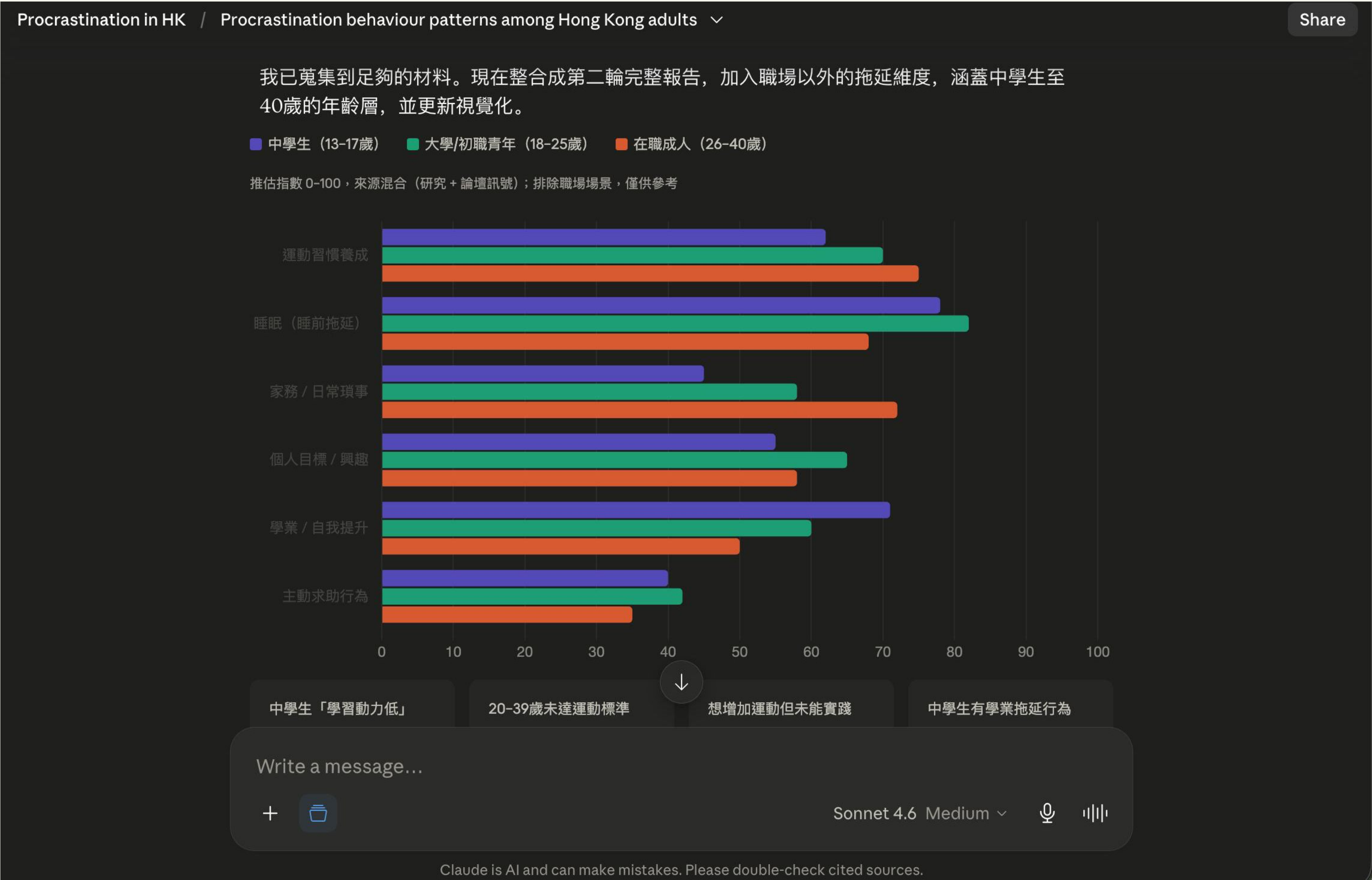
First-hand data

- Daily tracking: 5-10 minutes per day
- Questionnaire/ survey on larger sample size

App reviews

- Search more on productivity tools and other solutions on motivation
-

Online digging with Claude...



Online searching...

✦ AI 摘要

🌐 和 +8

⋮

「主動拖延」與「被動拖延」的**核心差異在於掌控感與心理狀態**。主動拖延是有意識地選擇延後任務，利用壓力激發創造力；被動拖延則是受自我控制力差或負面情緒影響，在焦慮與罪惡感中逃避行動。

📖 教育心理學報 +3

以下為您整理兩者的詳細特徵與差異：

✦ 主動拖延 (Active Procrastination)

主動拖延者並非真的懶惰，而是經過深思熟慮的策略性等待。

🔗

- 心態：享受時間壓力，喜歡在「死線」（Deadline）前激發潛能來追求高效率。
- 行為：在延遲主要任務時，通常不會閒晃，而是去處理其他有價值的事（例如：雖沒打掃家裡，但處理完了帳單）。
- 結果：通常能在期限內完成任務，甚至表現出色。

📖 教育心理學報 +4

☁️ 被動拖延 (Passive Procrastination)

這是一般大眾常指的「拖延症」，屬於負面的逃避行為。

🌐 司法院全球資訊網 +1

- 心態：因為優柔寡斷、缺乏自信或害怕失敗，感到焦慮卻遲遲無法動手。
- 行為：通常會用滑手機、追劇或盲目忙碌來逃避核心任務，且常常感到力不從心。
- 結果：容易導致長期壓力、自我價值感低落，並嚴重影響課業或工作表現。

📖 知乎专栏 +4

提出任何問題

+

🎤

迷途的羊羹

首頁

羊羹學堂：投資理財

羊羹學堂：健康生活

羊羹學堂：學習與生產力

方案

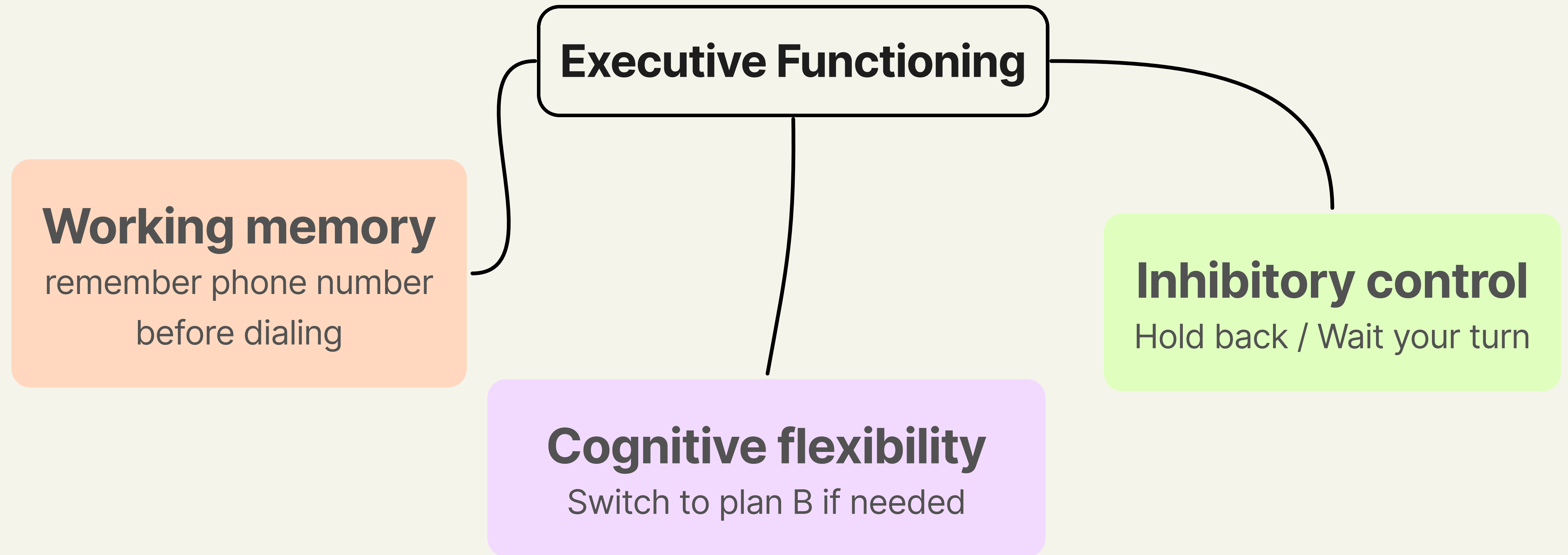
關於

在原始本能的數學邏輯裡，眼前的 20 分永遠大於未來的 10 分。

當理性決策者準備開始研讀艱澀的商業報表，或是翻開厚重的文法書時，大腦需要消耗極高的能量。此時，即時滿足猴子就會跳出來搶奪方向盤，利用雙曲貼現的邏輯說服大腦：看報表太痛苦了，不如先去冰箱找點吃的，或是打開影片看個 10 分鐘放鬆一下。

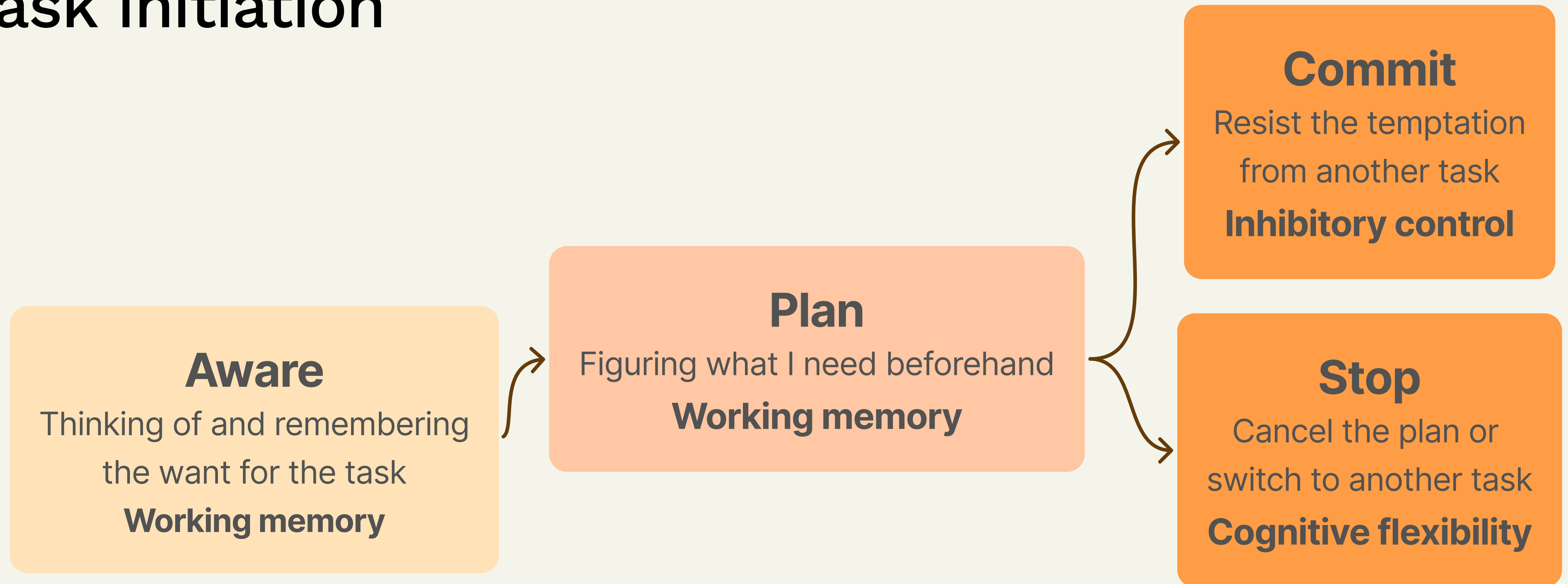
面對龐大且耗能的任務，負責理性思考的前額葉常常會敗下陣來，任憑猴子將人生的方向盤轉向無止盡的網路衝浪。剛剛坐在書桌前感受到的微小阻力，正是猴子正在猛烈敲打駕駛艙大門的聲音。

Task Initiation



💡 Always starts with small steps

Task Initiation



💡 The key is to minimise cognitive overload

Similar solution

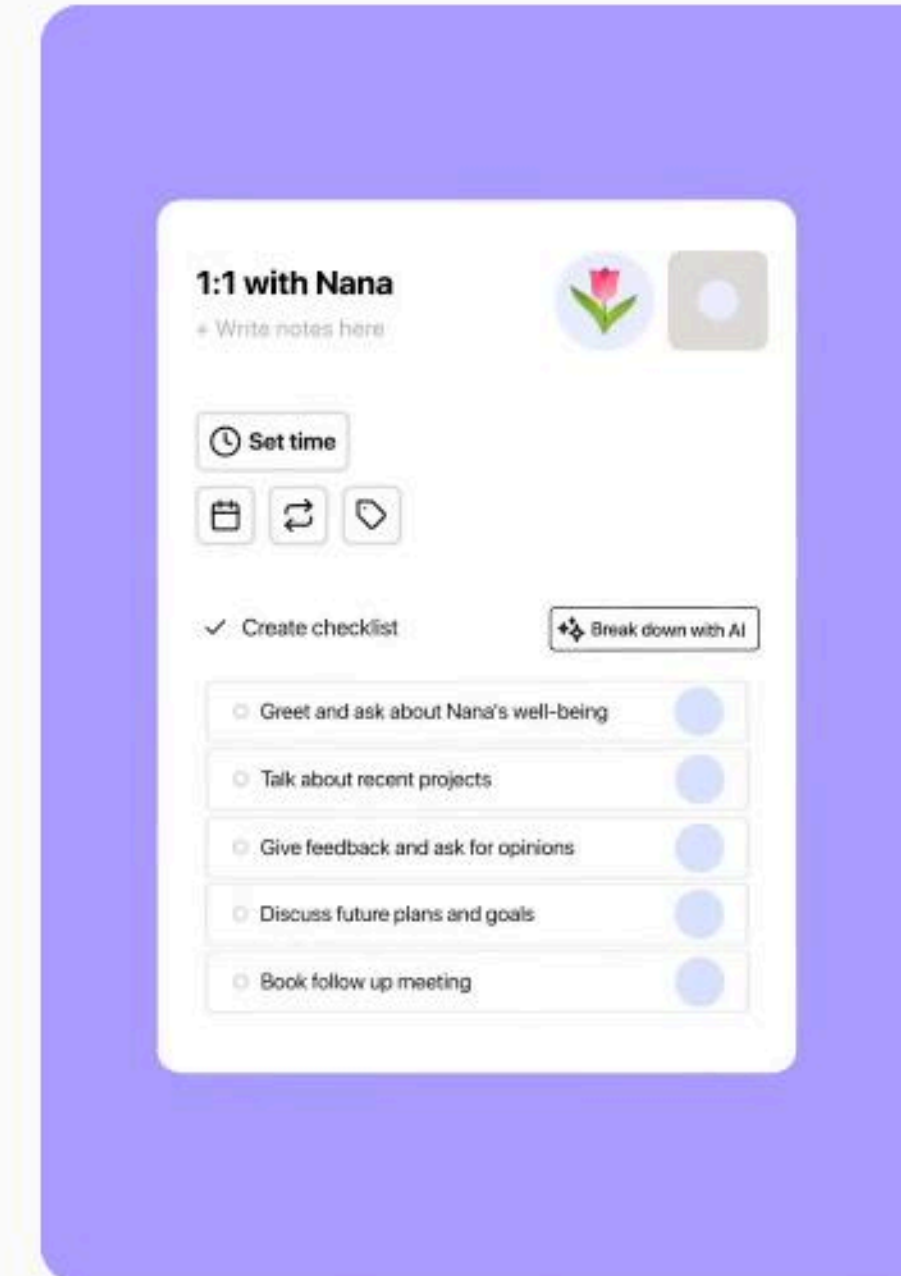
Tiimo

ADHD-focused solution with priority tags and visual planning, mood tracking and daily reflection for well-being



Focus without the fuss

Keep your tasks front and center. Tiimo's simple, visual planner helps you jump in, stay on track, and finish without getting lost along the way.

[Learn more](#)

Structure that supports you

Let Tiimo's AI take the lead when you feel stuck. It turns your thoughts into clear steps, adds time estimates, and builds a plan that fits how you work best.

[Learn more](#)

Stay in sync, at a glance

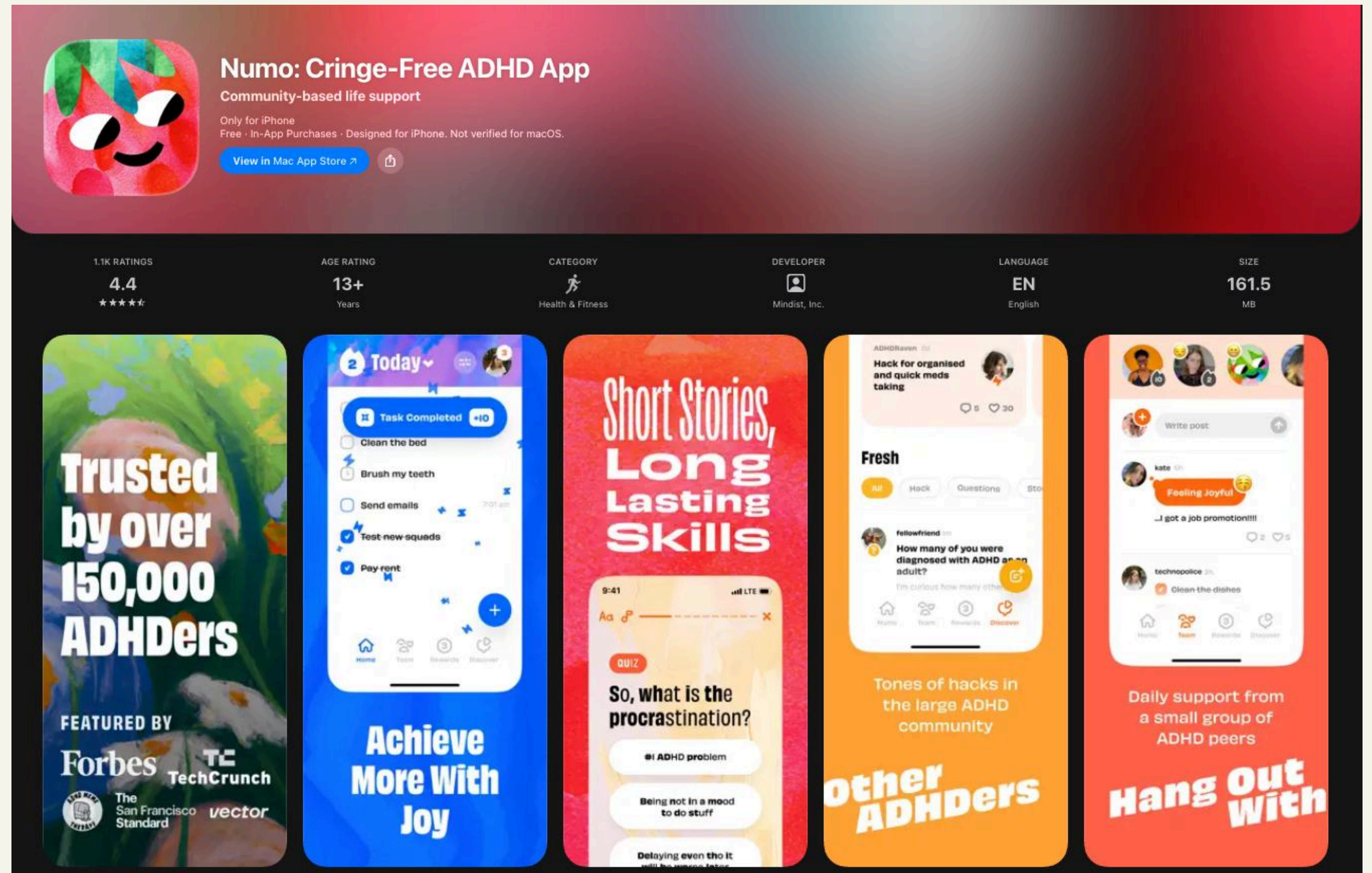
With widgets, Live Activities, and Dynamic Island, your plan is always where you need it: on your phone, wrist, or home screen.

[Learn more](#)

Similar solution

Numo

An app built fro ADHD community which allows people within the community interact with each other



Procrastinatio... / Simple productivity apps for daily task manage...

User Group Crosswalk

App	Current Primary Users	Target Users	Overlap with your HK concept?
Atoms	Book-fan self-improvers, global	Identity-driven habit builders	~ Adjacent — shares the identity-framing idea, not the task-initiation problem
Duolingo	Language learners, all ages	Anyone building a daily micro-habit	~ Adjacent — mechanic library transfers, subject matter doesn't
Tiimo	ADHD/autistic adults, executive-function strugglers	Anyone with time blindness or task-start difficulty	✓ Directly competing on the user problem, not the cultural context
HabitKit	Privacy-minded minimalists	Users who want few habits tracked simply	~ Adjacent — pricing/privacy model is instructive, feature set is narrower than yours
Finch	Anxious/depressed adults seeking gentle accountability	Self-care beginners who resist punitive apps	✓ Directly competing on motivational tone, not on task/procrastination framing

Strategic Signals & Opportunity Gaps

1. The "gentle + simple" quadrant is empty. Every app that's compassionate (Tiimo, Finch) is also feature-heavy; every app that's minimal (HabitKit) is motivationally neutral, not warm. A tool that is both radically simple and explicitly non-punitive is unclaimed territory — and it's exactly where your face-saving, private-first HK research points.

2. Atoms' backlash is a cautionary tale, not just a pricing note. The complaints

Write a message...

+📁

Large knowledge may slow responses

Haiku 4.5 Extended

🔊🔊🔊

Claude is AI and can make mistakes. Please double-check responses.

Atoms landscape comparison · JSX

Copy

MARKET LANDSCAPE \u00b7 SIMPLE DAILY-PRODUCTIVITY APPS

Atoms vs. the low-complexity field

Five apps, compared on the mechanics that matter for a first-step / anti-procrastination tool: how they start a task, how they motivate, and whether pressure or compassion drives the loop.

Feature Matrix

Positioning Map

The positioning map plots five productivity apps based on two axes: Compassionate (y-axis, from Punitive at the bottom to Gentle at the top) and Feature Complexity (x-axis, from Minimal on the left to Complex on the right). The map is divided into four quadrants: Gentle & Simple (top-left, open white space), Gentle & Feature-rich (top-right), Minimal & Neutral (bottom-left), and Complex & Competitive (bottom-right). Apps are positioned as follows: Finch (top-right, Gentle & Feature-rich), Tiimo (top-right, Gentle & Feature-rich), Duolingo (bottom-right, Complex & Competitive), Habitica (bottom-right, Complex & Competitive), and HabitKit (bottom-left, Minimal & Neutral). Atoms is positioned in the center, overlapping the Minimal & Neutral and Gentle & Simple quadrants. A dashed line separates the Minimal & Neutral quadrant from the other three. A vertical dashed line separates the Minimal & Neutral quadrant from the Complex & Competitive quadrant. A horizontal dashed line separates the Gentle & Simple quadrant from the other three. A diagonal dashed line separates the Gentle & Simple quadrant from the other three.

Compassionate \u2192 Punitive

Feature Complexity \u2192

Tiimo — complexity 66/100, punitive-lean 14/100

Curb-cut Effect

Disability targeted

- features initially designed to accommodate the disabled

Widely applied

- Beneficial and more accessible for general public
-



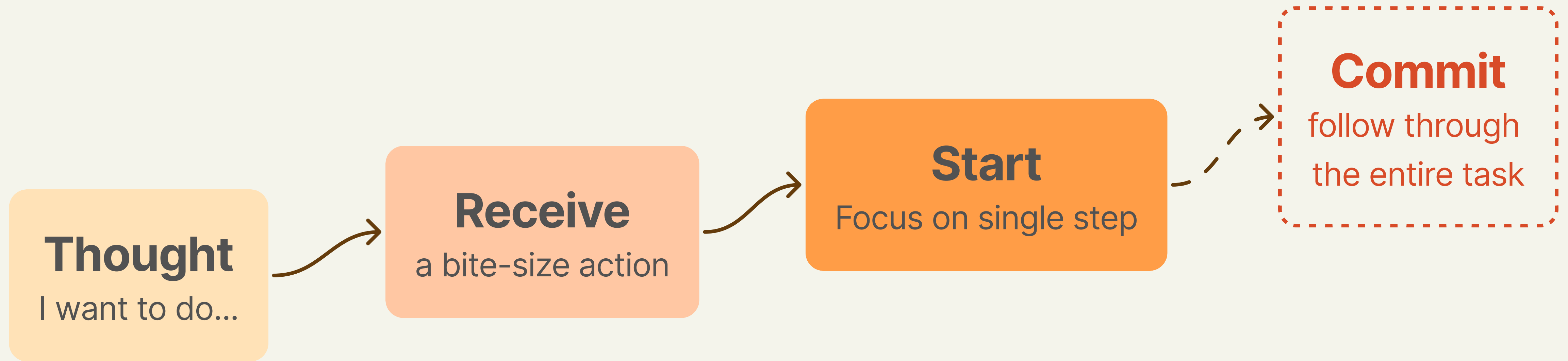
Hongkongers with mild passive procrastination want to kickstart **non-routine daily tasks** because they might have **burnouts with troublesome steps** and **easily distracted by more meaningful activities.**



H.M.W. encourage them to **take the first step** once they aware the urge to complete a specific task?

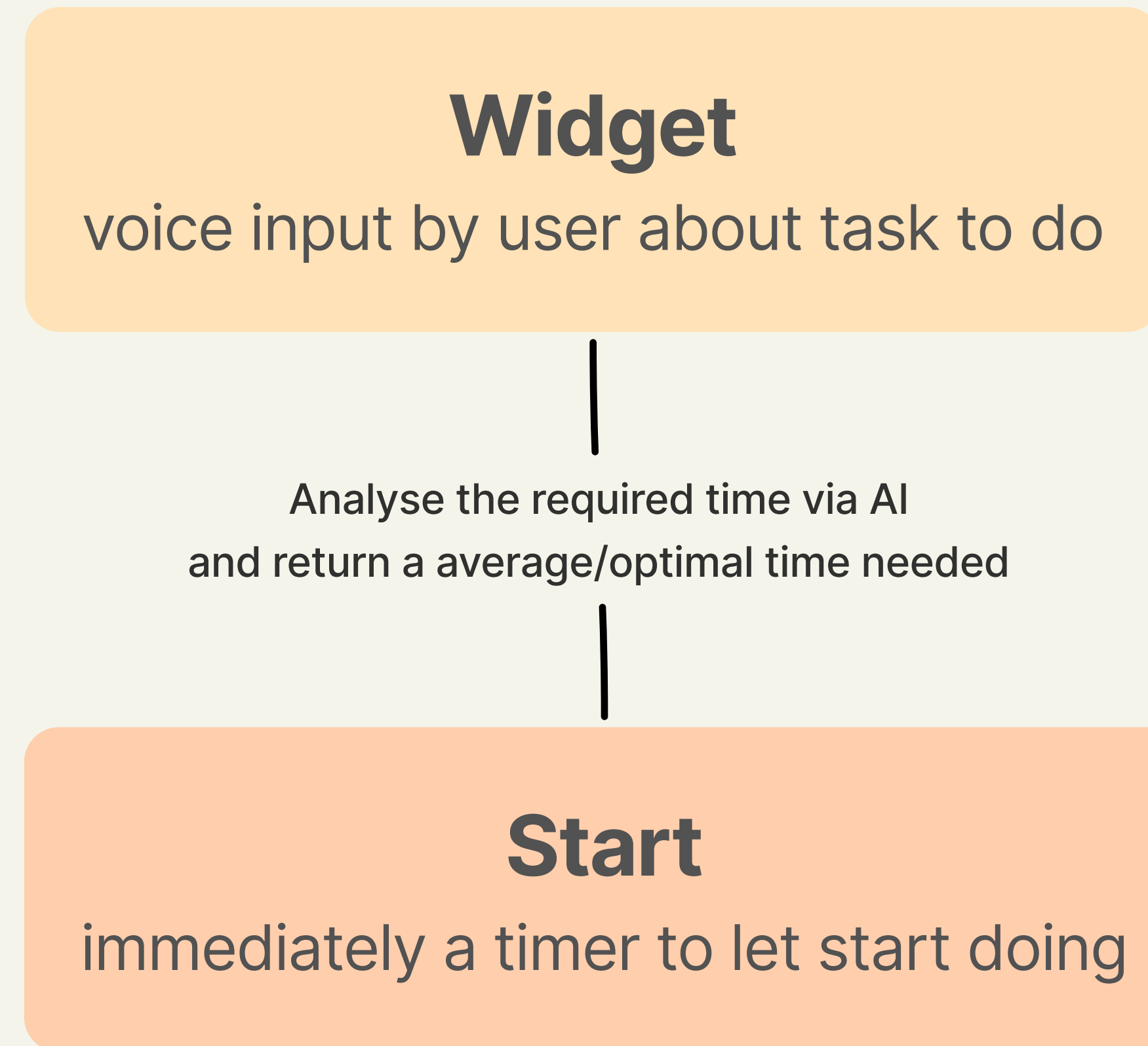
H.M.W. make sure the **a favourable subtask unit** to encourage them to act?

Task Initiation



💡 The only cognitive load is the first thought

Concept Exploration



💡 Solution with singular action

Concept Exploration

Input
from the user's current desired task

|
List the steps under the hood (via AI)
Break down into smaller subtask units
|

Suggest
the first actionable step from the steps

|
Progress check
Ask if task completed

Underlying

Auto backlog
Save task records at background

Emotion checker
Ask or boost mood daily



Solution primarily on singular action



Further Qs.

- Does **time limit** force you to take action immediately?
- Do you make to-do list every day or have daily routines?
- How often do you have **non-routine tasks**?
- What's the most crucial bite-size task ever encountered?
- Does **appealing** drawings make you motivated?



H.M.W tailor it to HK context?

`/user-research` Help me draft a questionnaire for my target group to collect their behaviours on delay a daily task with an example, whether they use to-do list or productivity apps and their thoughts about these tools, want to understand whether they procrastinate at work or just typically on daily bite-sized tasks. Output everything in tradition chinese HK

設計多面向問卷探究拖延行為與工具使用模式。

Good — before drafting, here's the thinking behind the structure so you can adjust it as needed.

Why this survey, and what it needs to do

Your project has one specific evidence gap right now: no HK-specific quantitative data exists distinguishing *passive* procrastination (want to act, can't start) from *active* procrastination (deliberately avoiding), and no data confirms whether this shows up more in work tasks or unstructured personal/daily tasks. This questionnaire is built to close exactly that gap — not to re-litigate what your interviews already told you qualitatively.

Design decisions I made, and why:

- **Concrete scenario anchor before abstract self-report.** People are bad at self-diagnosing "why" they procrastinate in the abstract, but accurate at describing what happened last time with a specific task. So the survey opens with a recalled-instance question (a real, recent delayed task) and asks everything else *in reference to that instance*. This reduces social-desirability bias and gives you clean behavioral data instead of self-image data.
- **Passive vs. active is operationalized indirectly.** Directly asking "are you a passive or active procrastinator" is meaningless to a respondent. Instead I use paired Likert statements (e.g., "I wanted to start earlier but didn't know how"

Write a message...



Large knowledge may slow responses

Haiku 4.5



Claude is AI and can make mistakes. Please double-check responses.



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研究目的： 了解香港 20-40 歲成年人及中學生嘅日常任務（包括工作 / 學業同私人事務）上嘅拖延行為模式，尤其係想做但遲遲未能開始嘅情況，以及對現有時間管理 / 生產力應用程式嘅睇法。

預計填寫時間： 8-10 分鐘 **保密聲明：** 所有回答只作研究用途，唔會用作任何商業推銷，亦唔會透露個人身份。

第一部分：基本資料

1. 你嘅年齡組別係？
 - ☐ 12-17 歲（中學生）
 - ☐ 18-24 歲
 - ☐ 25-34 歲
 - ☐ 35-44 歲
 - ☐ 45 歲或以上
2. 你目前嘅身份係？（可選多項）
 - ☐ 全職上班族
 - ☐ 兼職 / 自由工作者
 - ☐ 中學生
 - ☐ 大專 / 大學生
 - ☐ 待業 / 其他： _____
3. 你日常主要用邊部裝置管理任務或時間表？（可選多項）
 - ☐ 手機
 - ☐ 電腦 / 手提電腦
 - ☐ 紙本記事簿 / 手寫便條
 - ☐ 冇特定裝置或方法

第二部分：一個具體例子（請回想一件真實發生嘅事）

呢部分請你諗返最近一次你想做但一直拖延嘅任務 —— 可以係好細嘅事（例如覆一個訊息、洗衫、交一份表格），唔一定要好大件事。

4. 請簡單講吓嗰件事係咩（一兩句就夠）：

5. 呢件事屬於邊個範疇？

Previous Interview

第一部分：了解參與者如何理解拖延症問題 (Q1)

1. 當你聽到『拖延症』呢個詞嘅時候，你會諗起啲咩？
2. 你覺得自己係一個有拖延症嘅人嗎？

第二部分：生活中不同方面的拖延行為與情境 (Q2)

3. 你可唔可以講下最近一個例子？例如最近呢個月
4. 或者你當刻係咩感受？
5. 有咩驅使你唔想處理佢？
6. 會唔會係因為氣氛環境令你緊張？
7. 其他方面有冇試過？例如家務、工上、日常瑣碎野都得
8. 呢種情況算唔算經常發生？咁呢次係咩令你唔想搞？

第三部分：處理拖延的方法和任何軟件輔助 (Q3-5)

9. 完成左有冇咩去reward自己？
10. 有冇啲咩野係你未試過拖延/你好自律去早早完成？
11. 係咩令你想去咁做？
12. 咁你最常用/最有效嘅方法係咩？
13. 有冇試過用啲apps 或者 planner/ calendar
14. 回想呢啲經歷，你覺得自己係純粹推遲啲嘢定係長期拖延？

Combined Questionnaire

你嘅年齡組別係？ *

☐ 18-24 歲

☐ 25-34 歲

☐ 35-44 歲

☐ 45 歲或以上

你目前嘅身份係？（可選多項） *

☐ 全職上班族

☐ 兼職 / 自由工作者

☐ 大專 / 大學生

☐ 待業

☐ 其他： _____

你日常最常用嘅管理任務或時間表方式？ *

☐ 手機

☐ 平板/手提電腦

☐ 手寫

☐ 冇特定方法

+

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☰

第一部份：一個具體例子（請回想一下你最近做嘅事）

呢部分請你諗返最近一次你想做但一直拖延嘅任務 —— 可以係好細嘅事（例如覆一個訊息、洗衫、交一份表格），唔一定要好大件事。

呢件事屬於邊個範疇？ *

☐ 工作

☐ 學業

☐ 私人生活瑣事（家務、回訊息、同人講嘢等）

☐ 興趣/活動（運動、社交活動等）

由你諗住要做，去到實際開始做，中間隔咗幾耐？ *

☐ 少於 1 小時

☐ 幾個小時內

☐ 1 日

☐ 幾日

☐ 超過一星期

☐ 到目前為止都仲未做

+

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回想個個「未開始」嘅狀態，以下邊句話是最近你常咁諗嘅？ *

5-day Diary Study

Record

- Briefing (Day 0) → **5-10 minutes per day (Day 1-5)** → Debriefing & concept feedback (Day 6)
 - Full picture of contextual understanding
-

Emotion

- Instant record of emotional triggers
 - Verifying the relationship between work pressure and daily productivity
-

Recall bias

- **Real-time subjective observation**
 - Detail-specific data besides quantitative pattern
-

Timeline

	Day 0	Day 1-5	Day 6
Content	• Intro on purpose & expectation • Recording demonstration	Day / Night recording 1 session @day	• Debriefing on feelings • Overview feedback • Opinion on product concept
Format	Video call / DM	Participant decides	Video call / In-person
Est. Duration	~ 15 mins	~ 5-10 mins	~ 15-20 mins