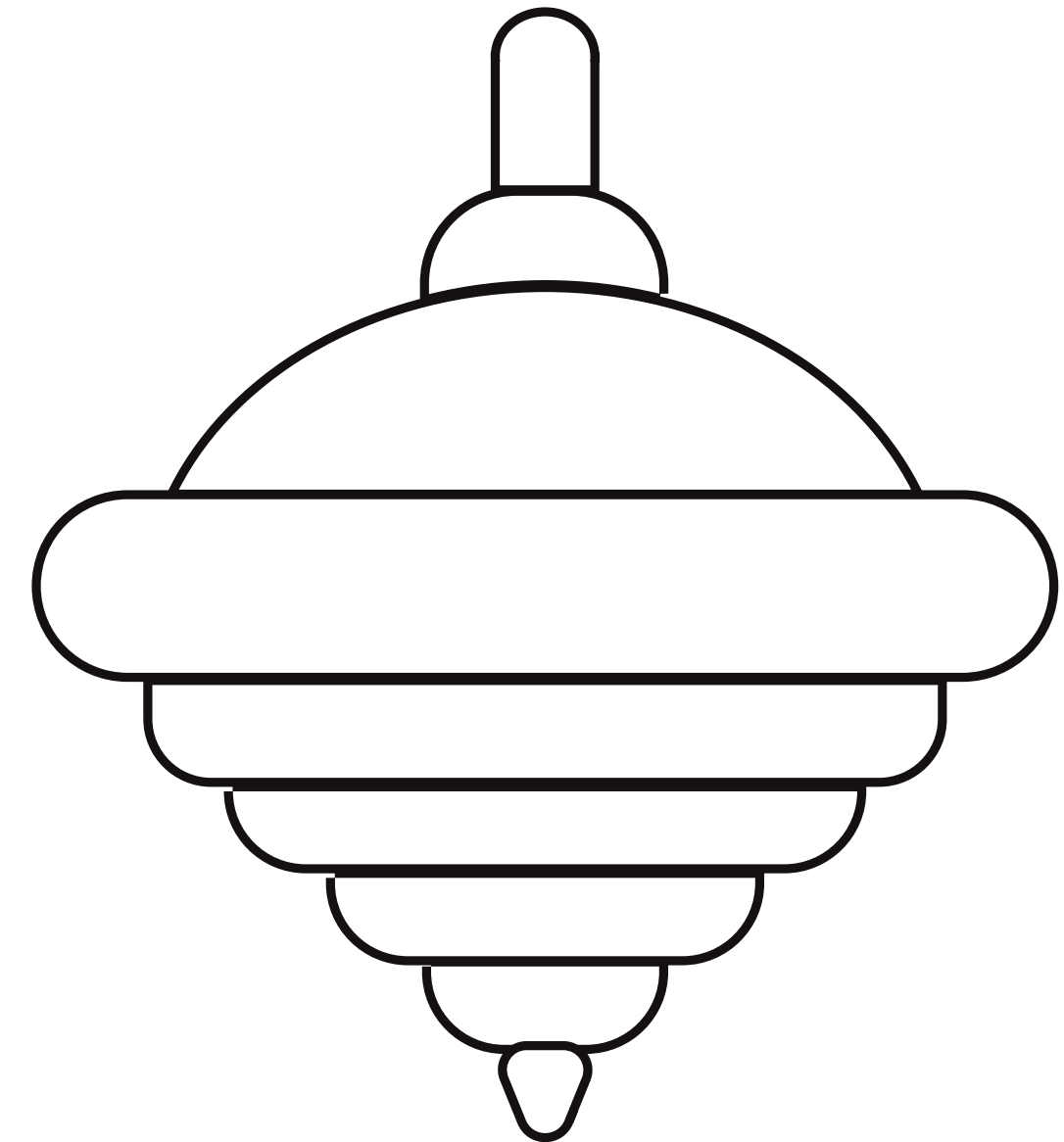


Hobbico

making hobbies easy

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Our mission is to make starting and maintaining hobbies easy for young adults who feel spread thin and don't know what to do with their free time.

Problem

Spontaneous individuals find themselves losing **motivation and direction**.

People struggle to engage in hobbies that feel **satisfying and sustainable**.

Goal-oriented individuals feel **unproductive** and hesitate to explore without a **clear purpose**.

What people are saying

“ Sometimes I don’t know where to start with a new activity, so I just don’t bother trying it. ”

“ If I had a better sense of what a hobby actually involved before committing, I’d feel more confident trying it. ”

“ I don’t want to waste time on something if I’m not sure it’ll be meaningful or enjoyable. ”

“ I’m open to new hobbies, but only if I can see how they connect to what I care about. ”

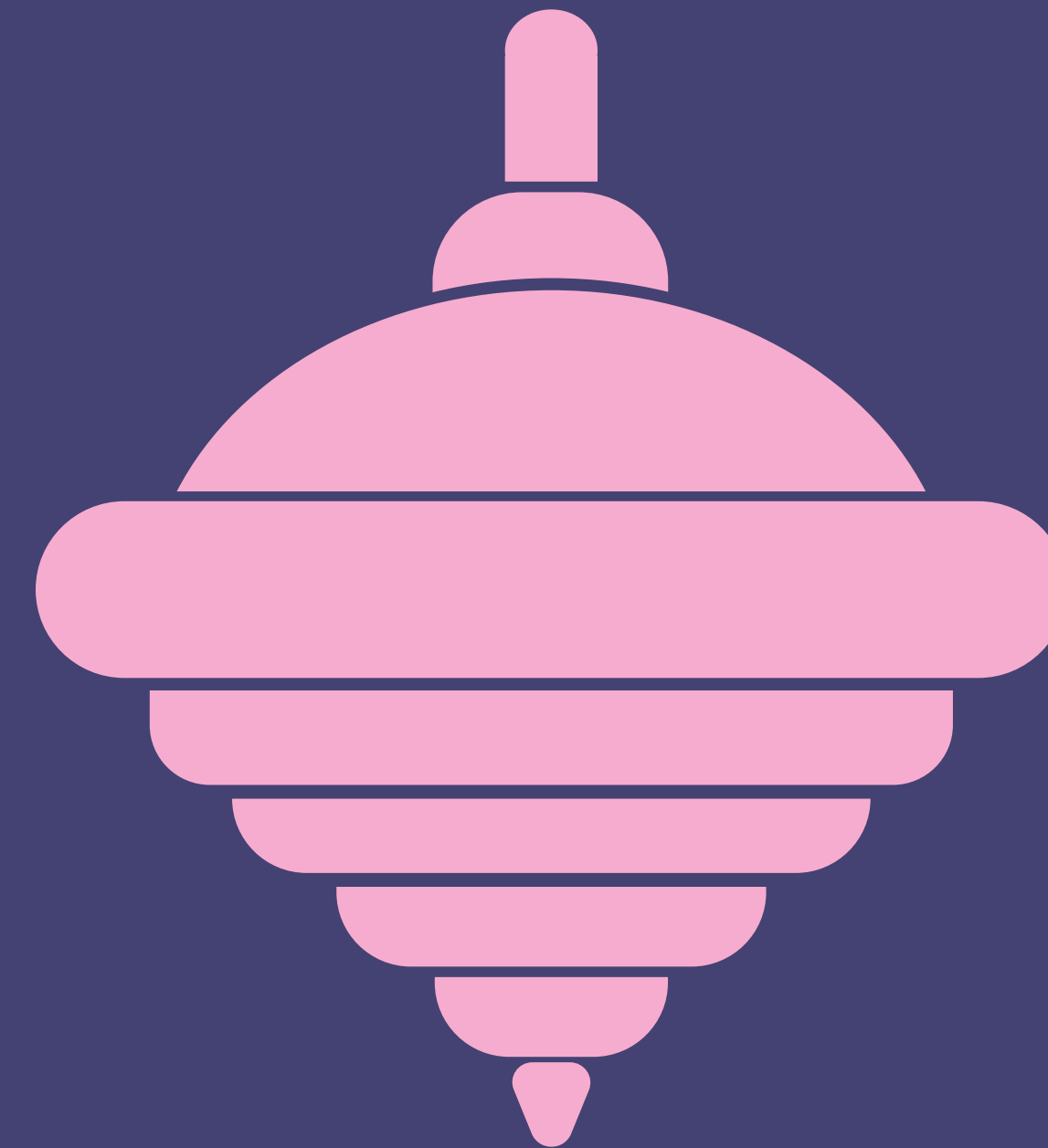
Solution

A digital experience making it easy to find a hobby so that users can:

Have an activity that is easily picked up at any time.

Make their free time more fulfilling.

06
The User



Personas

The Artistic Explorer



Maya Duhagon

The Intentional Achiever



Ryan Park



Maya Duhagon

Maya is a creative, free-spirited young adult who thrives on artistic expression and spontaneity. She loves discovering new hobbies just for the fun of it—painting one week, pottery the next. But her enthusiasm often fades quickly, and she frequently drops hobbies when something else catches her eye. Maya values flexibility and freedom over structure and doesn't feel guilty about abandoning something if it no longer sparks joy. She's not interested in "mastering" hobbies. She just wants to explore, create, and have fun in the moment.

Female • Designer • 25 • Miami, FL • Not currently seeing anyone • Likes being creative • Needs a new hobby

Goals

- Discover new hobbies that feel exciting and creative
- Be able to start something quickly without committing long-term
- Avoid rigid structure or pressure to improve
- Express herself freely through different mediums
- Enjoy the process of experimenting, even if she doesn't stick with it

Frustrations

- Loses interest quickly when hobbies become repetitive or goal-focused
- Gets overwhelmed by too many options or "serious" resources
- Feels discouraged when apps or tools expect long-term commitment
- Lacks motivation to stick with a routine
- Wants more casual, aesthetic, and playful spaces to explore hobbies



Ryan Park

Ryan is an ambitious, highly scheduled college student who thrives in organized environments and social settings like clubs and group activities. He's naturally drawn to hobbies that contribute to his personal growth, resume, or social life. While consistent and goal-driven, Ryan struggles with letting hobbies be "just for fun." He feels guilty when he's not being productive and tends to overthink hobby choices, sticking to familiar or proven activities.

Male • College student • Junior • 21 • Apex, NC • In a long distance relationship • Likes doing things with groups • Needs a new hobby

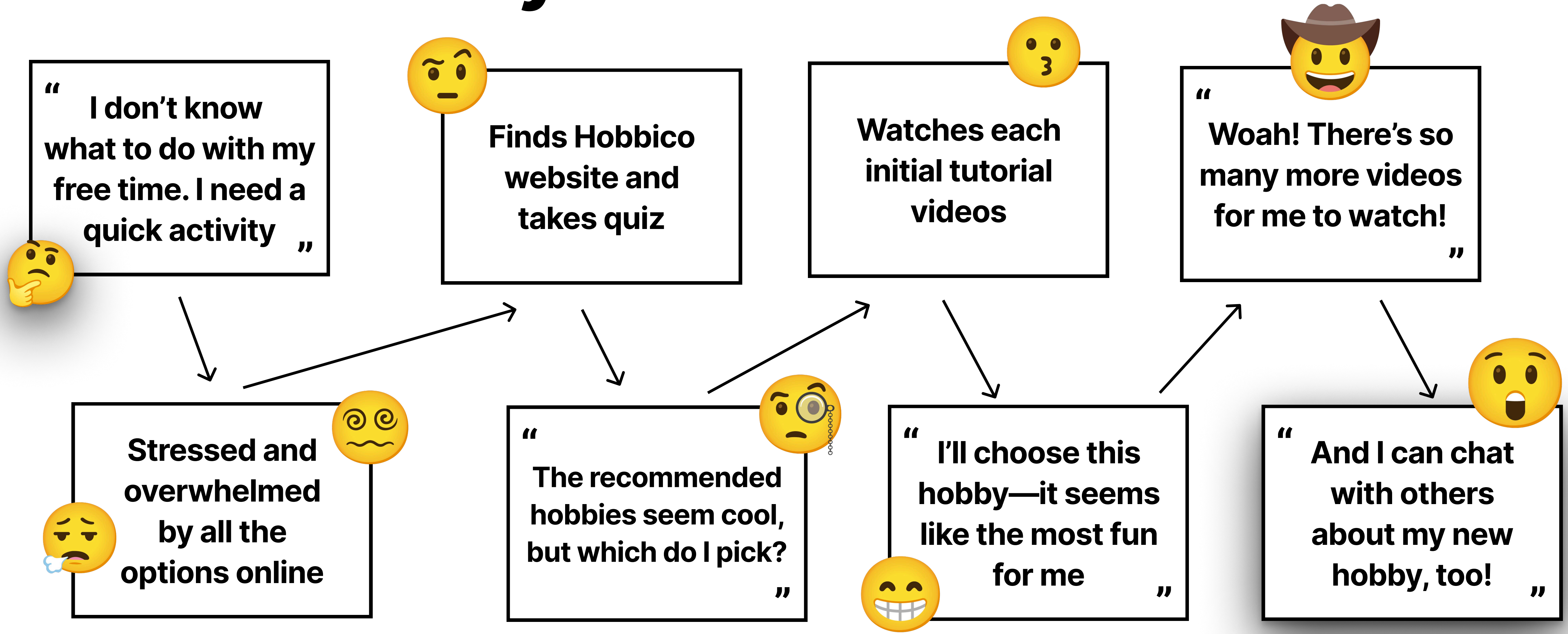
Goals

- **Stick with hobbies that feel structured and meaningful**
- **Maintain a manageable hobby schedule that complements his busy academic life**
- **Build social connections through shared interests**
- **Feel a sense of progress or achievement from his hobbies**
- **Make time for relaxation without guilt**

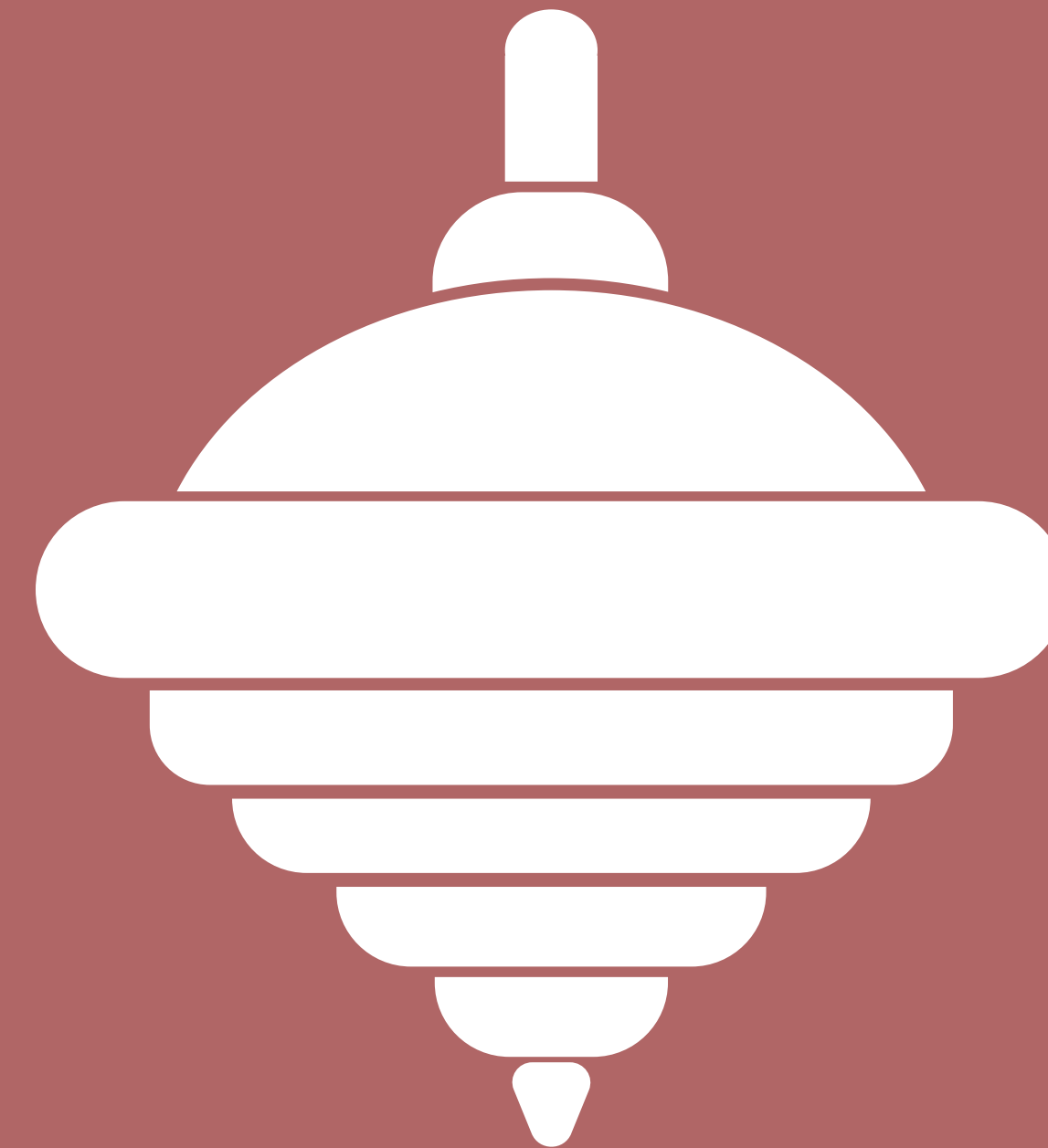
Frustrations

- **Has trouble enjoying leisure without tying it to productivity**
- **Feels burnout from over committing or rigid scheduling**
- **Struggles to explore new hobbies outside his comfort zone**
- **Drops hobbies intentionally to prioritize career goals, but feels disappointed afterward**
- **Gets overwhelmed when hobby options feel too open-ended or unstructured**

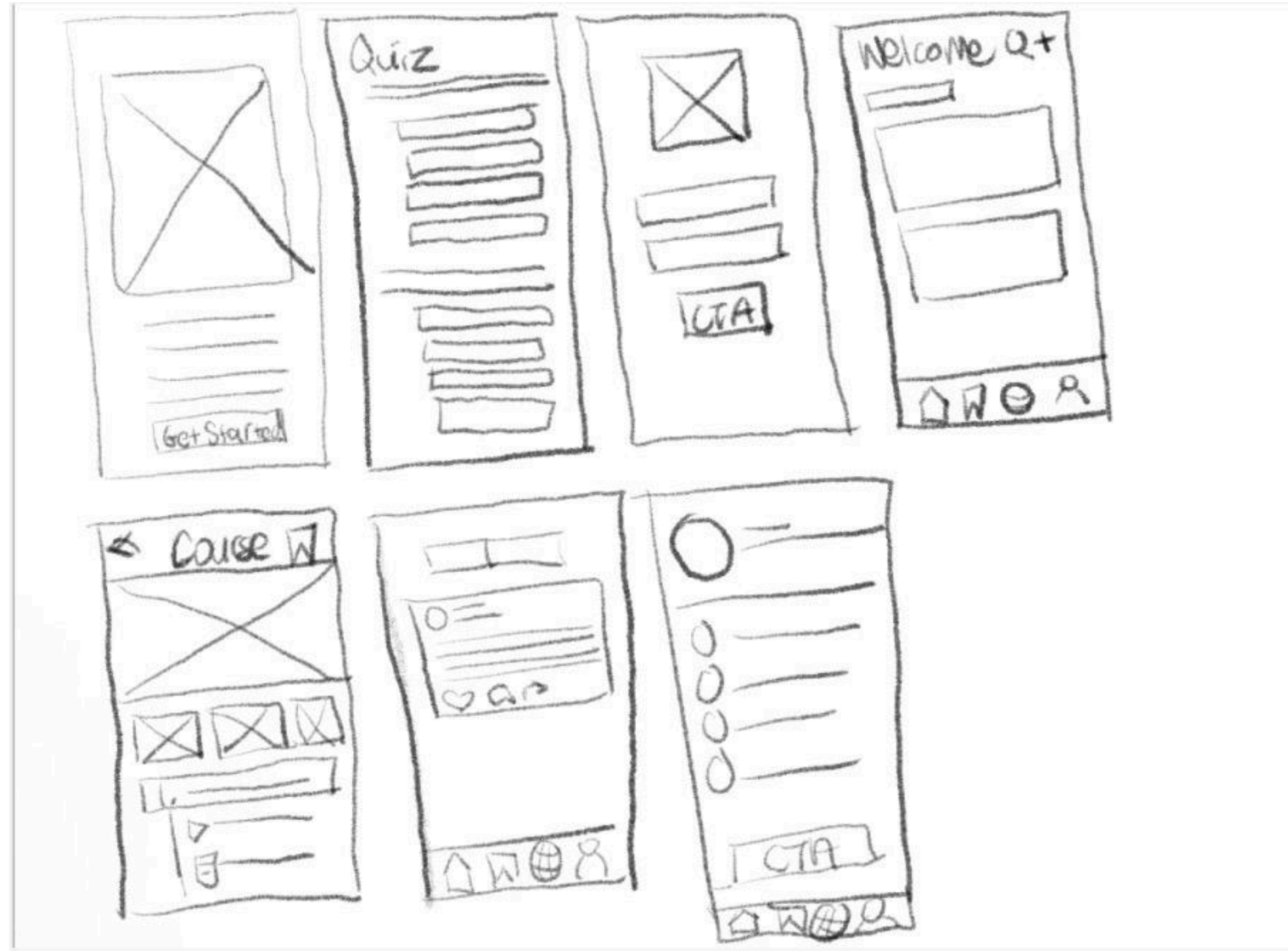
User Journey



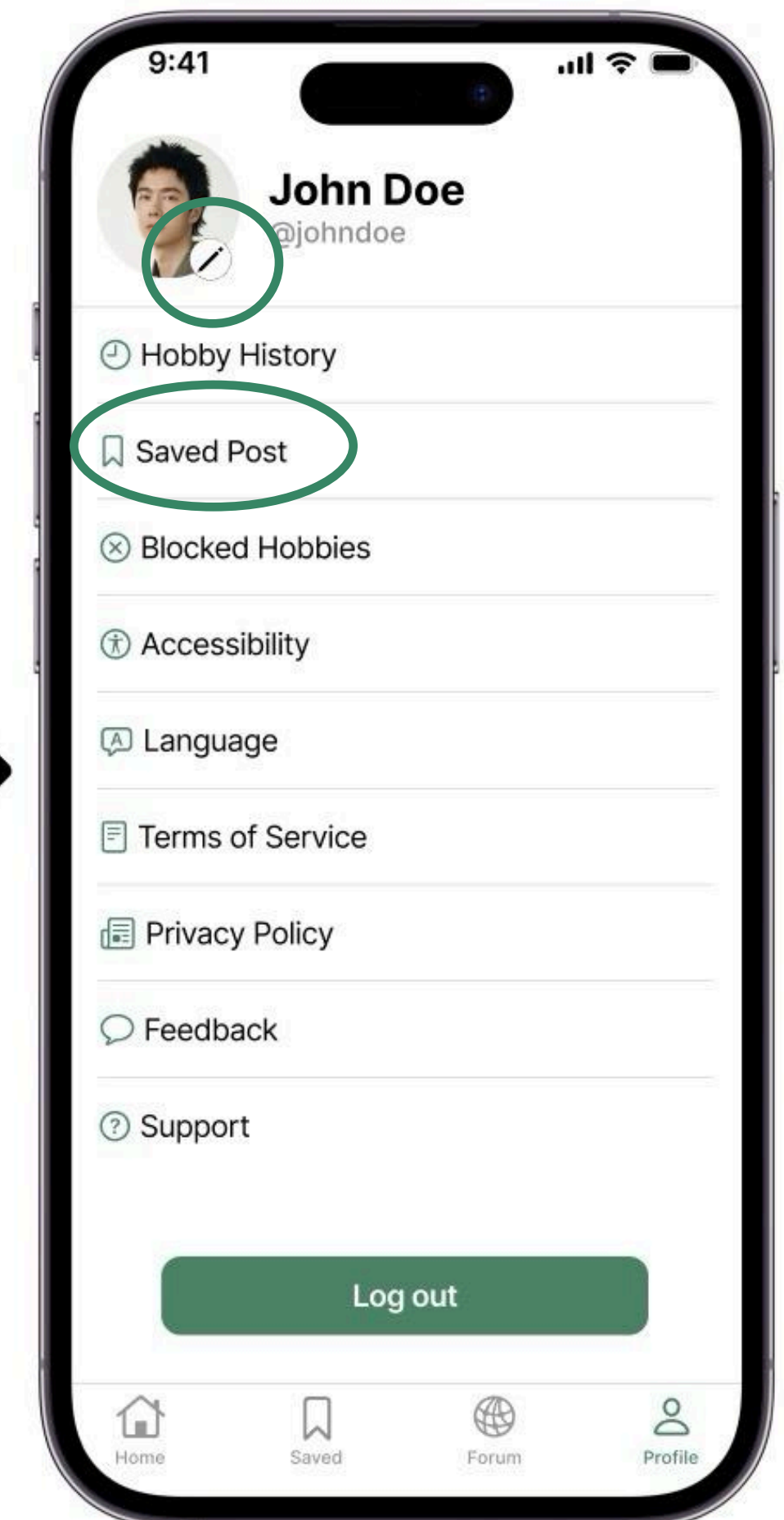
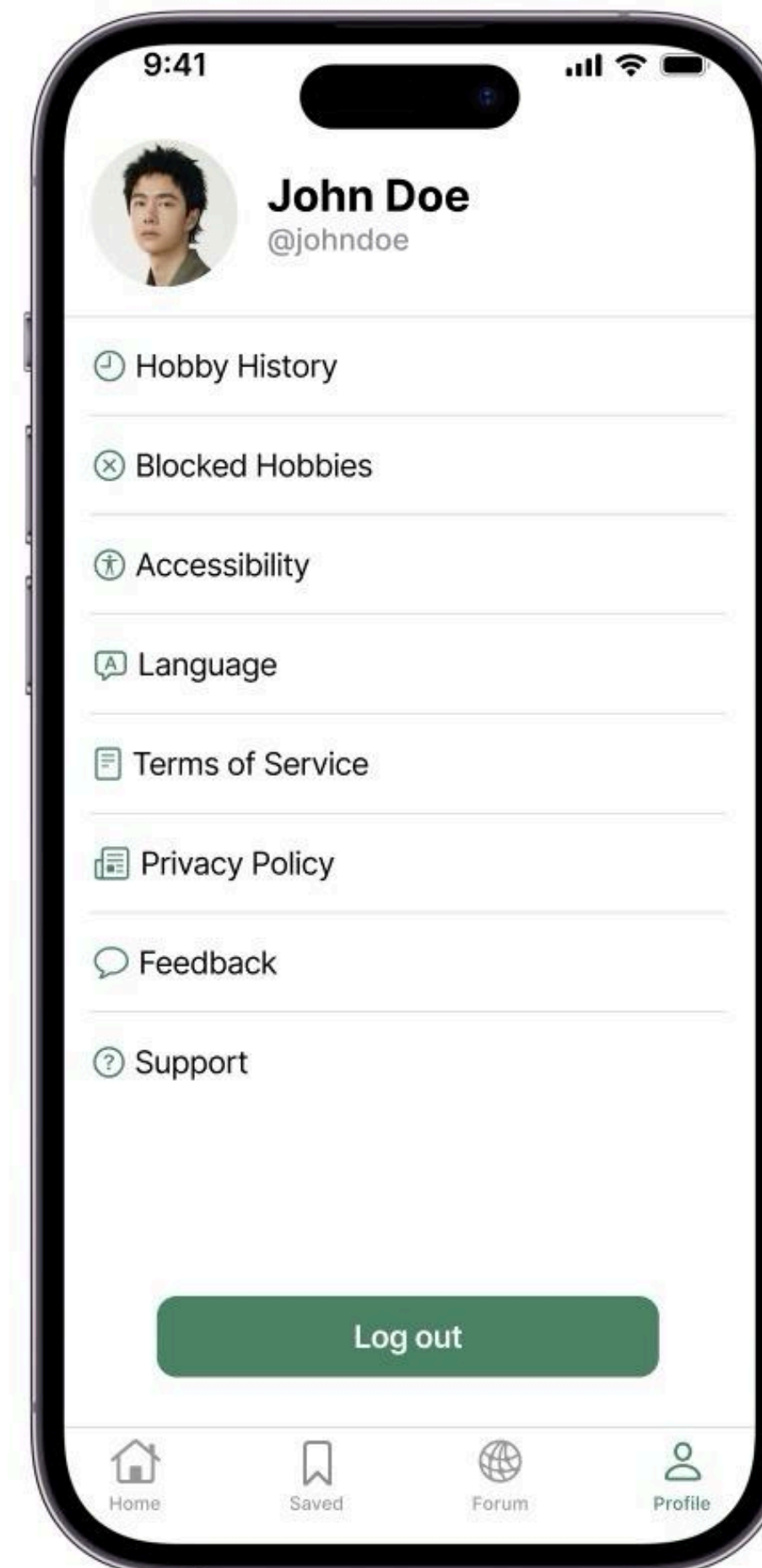
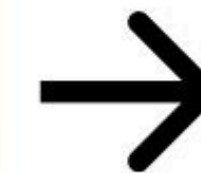
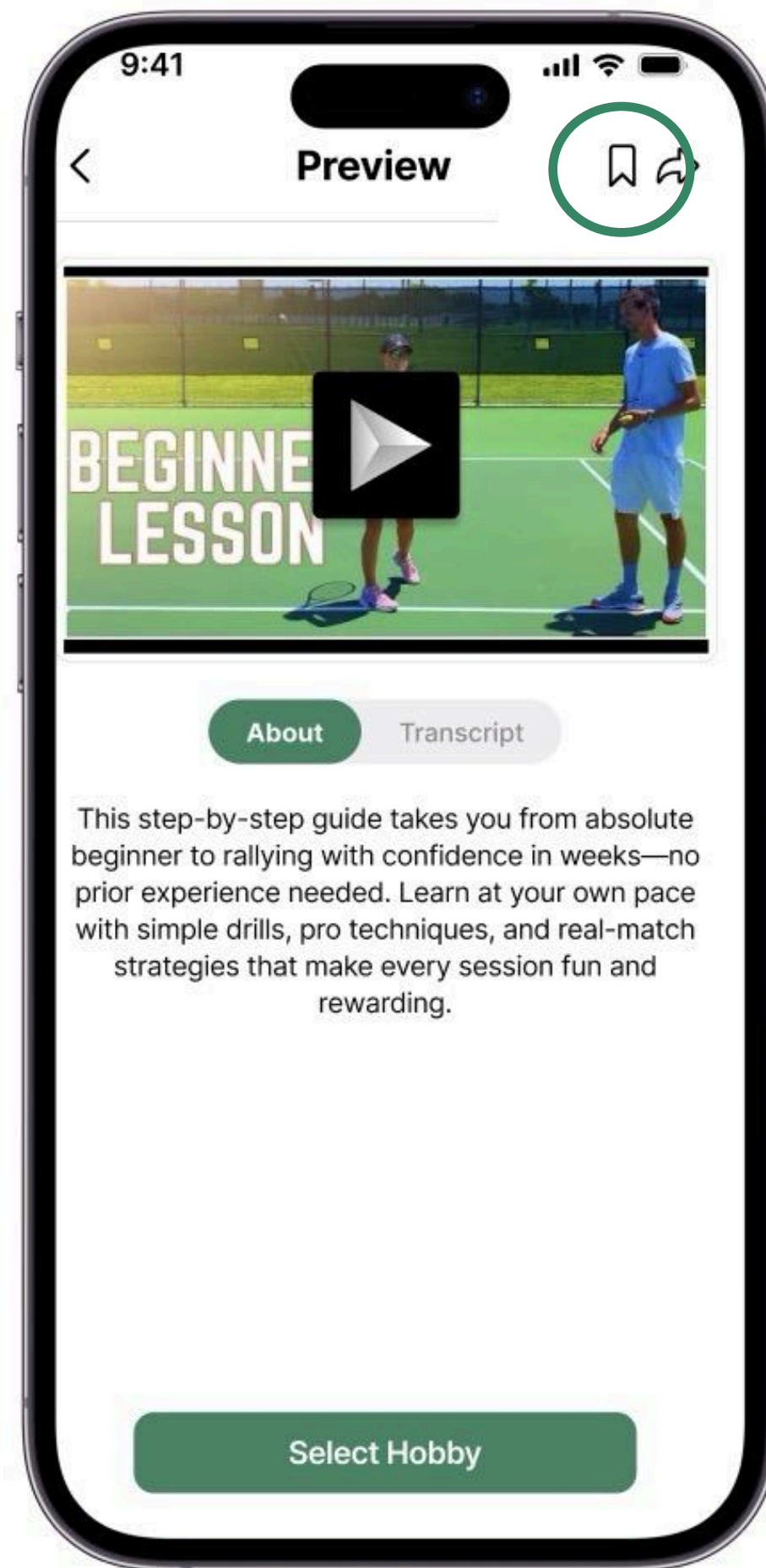
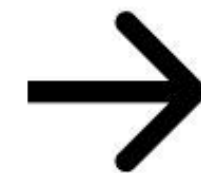
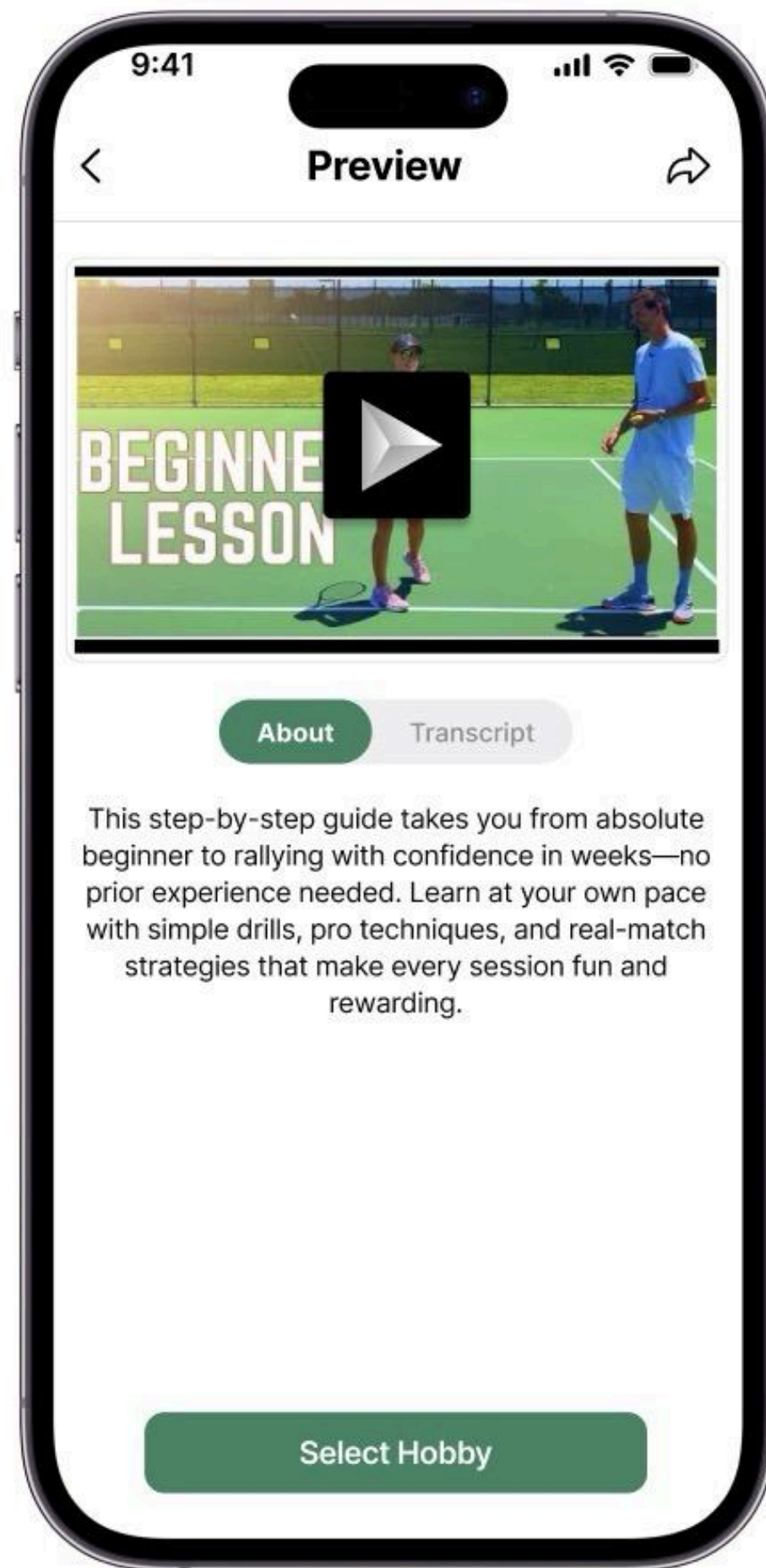
11 The Platform



Sketches



Revised Prototype



1. Are you looking for something more social or independent?

Social

Independent

2. Are you more of a homebody, or an adventure seeker?

Homebody

Seeking adventure

3. Do you prefer things on the practical side, or the creative side?

Practical

Creative

4. Do you want to cozy up, or do you want to work up a sweat?

Nothing too crazy for me, please!

Run around and get sweaty!

5. What your favorite subject in school?

Math


Science


Music


Art

9:41

Select a hobby!

 Piano

 Violin

 Tennis

9:41

Search

Following Explore

@akshayw 4/15/25 Piano

Pianists who don't improv or compose

Do you wish you did? Do you feel like you're missing out? I guess there's enough classical piano to keep anyone happy for 100 lifetimes...

20 Likes 20 Comments

@jasonk 4/15/25 Golf

PLEASE HELP ME FIX MY SWING

Jason Kelce here. Now that I've hung up the cleats, I'm trying to get serious about my golf game. I've uploaded 6 different angles of my...

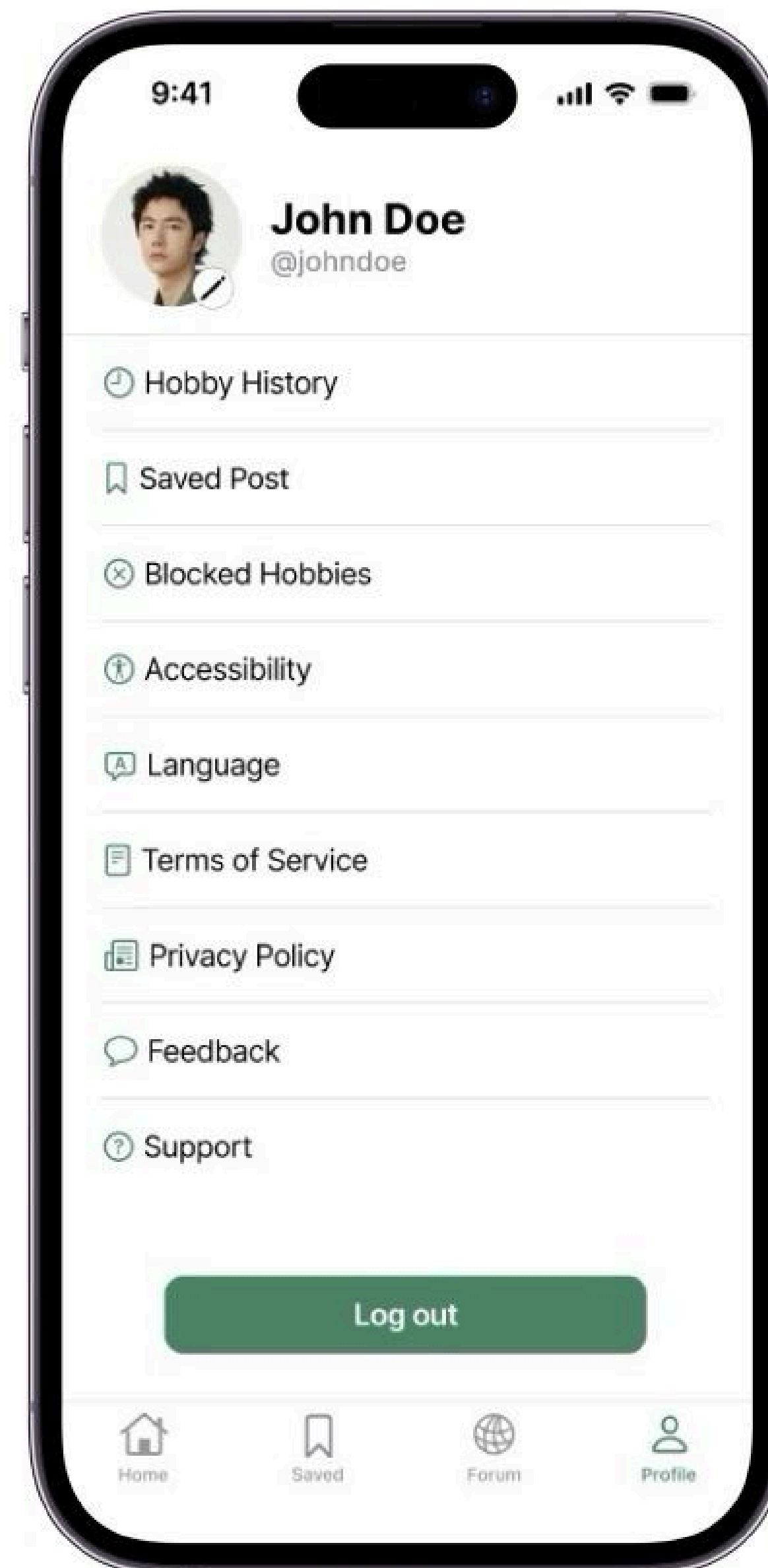
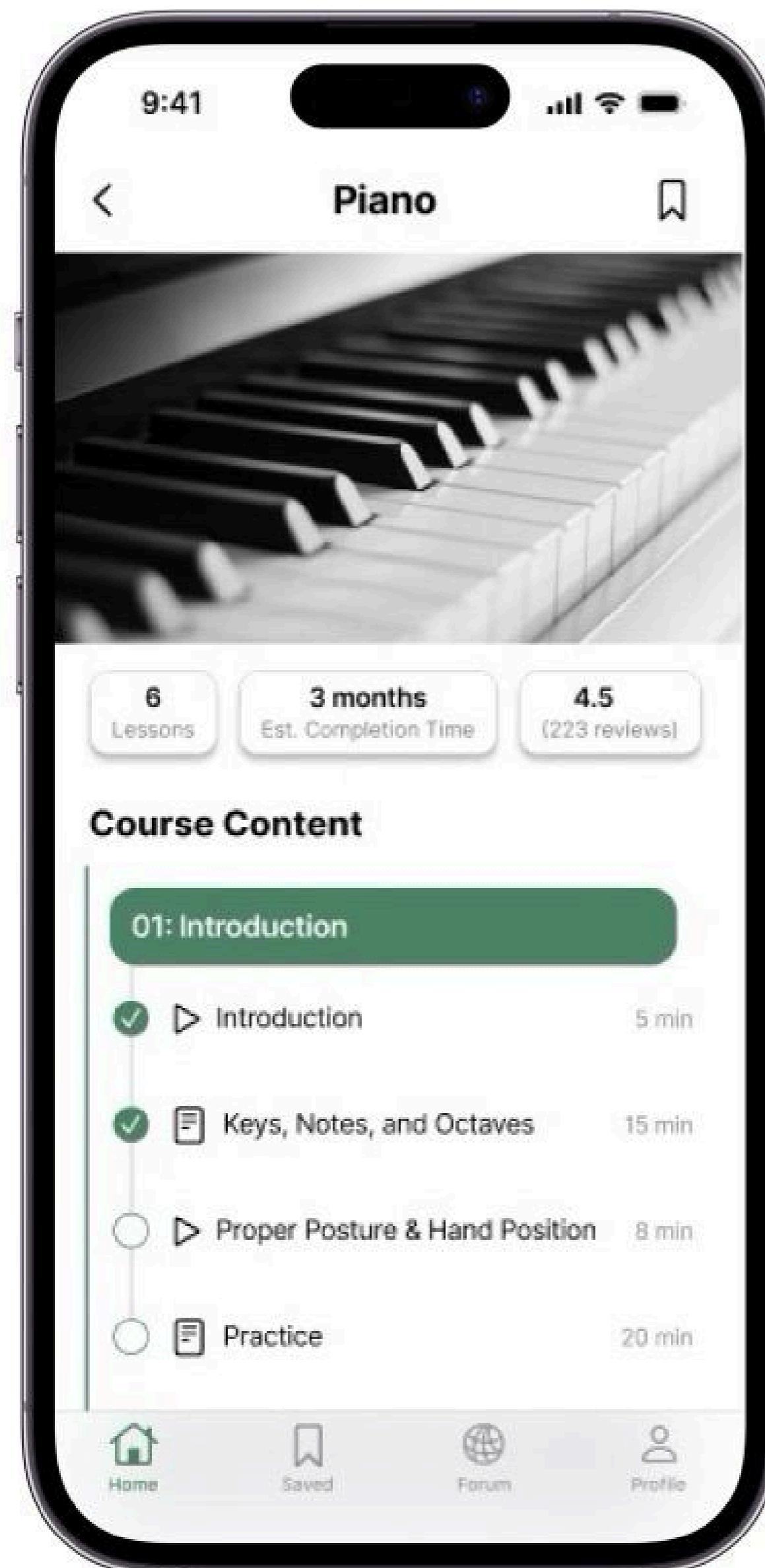
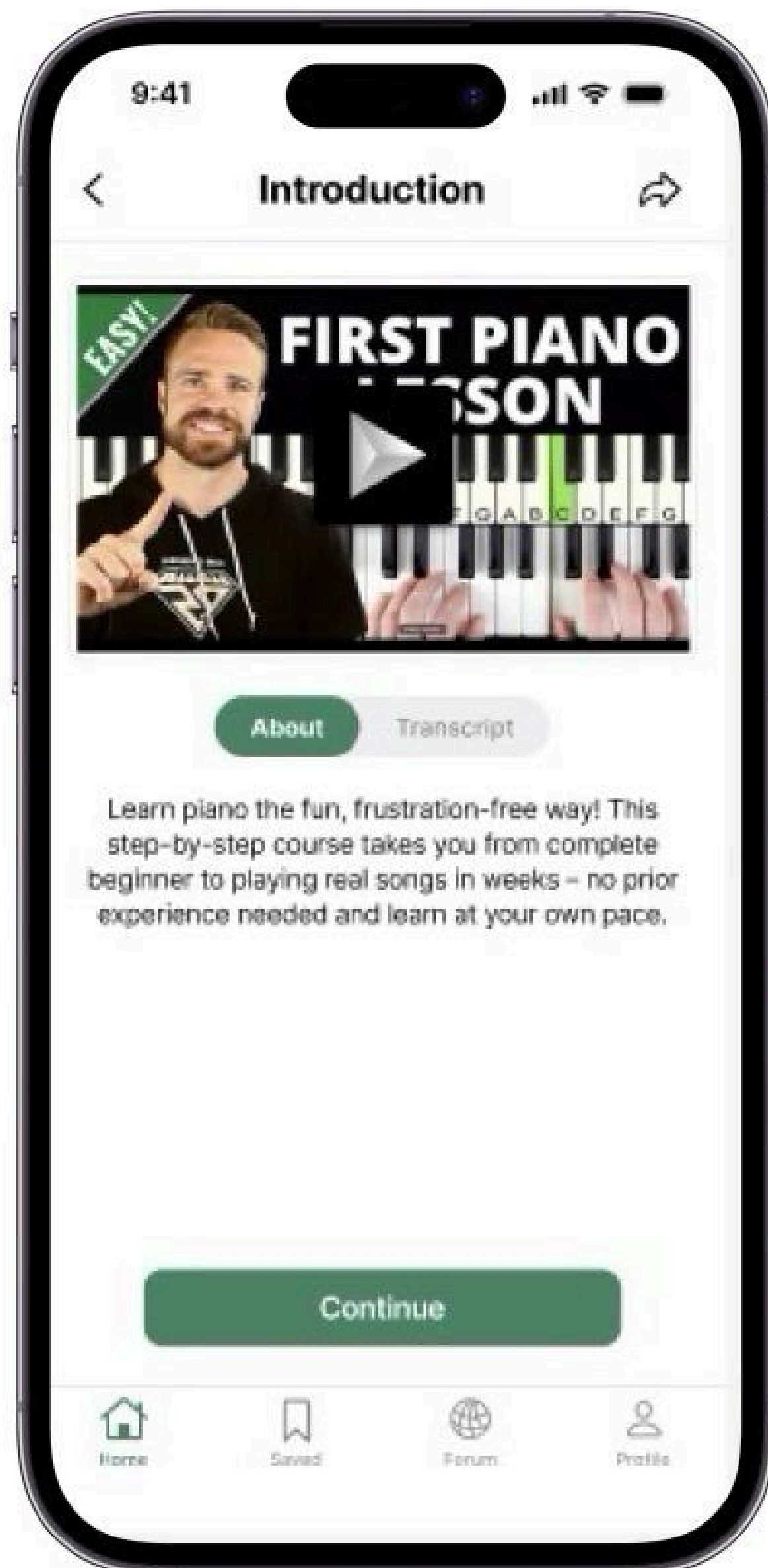
20 Likes 20 Comments

@graysont 4/15/25 Violin

We're looking at starting my son (3yo) on violin. What resources work for teaching toddlers?

Hi! I'm a violinist myself (16, almost 17 years). I've

Home Saved Forum Profile



Prototype Link:

<https://www.figma.com/proto/LPdrpAC0a65i5xR6quREb9/Hobbico---Final-Prototype--MEJO-433-?node-id=0-1&t=K47mVuYxJ79SYgBn-1>



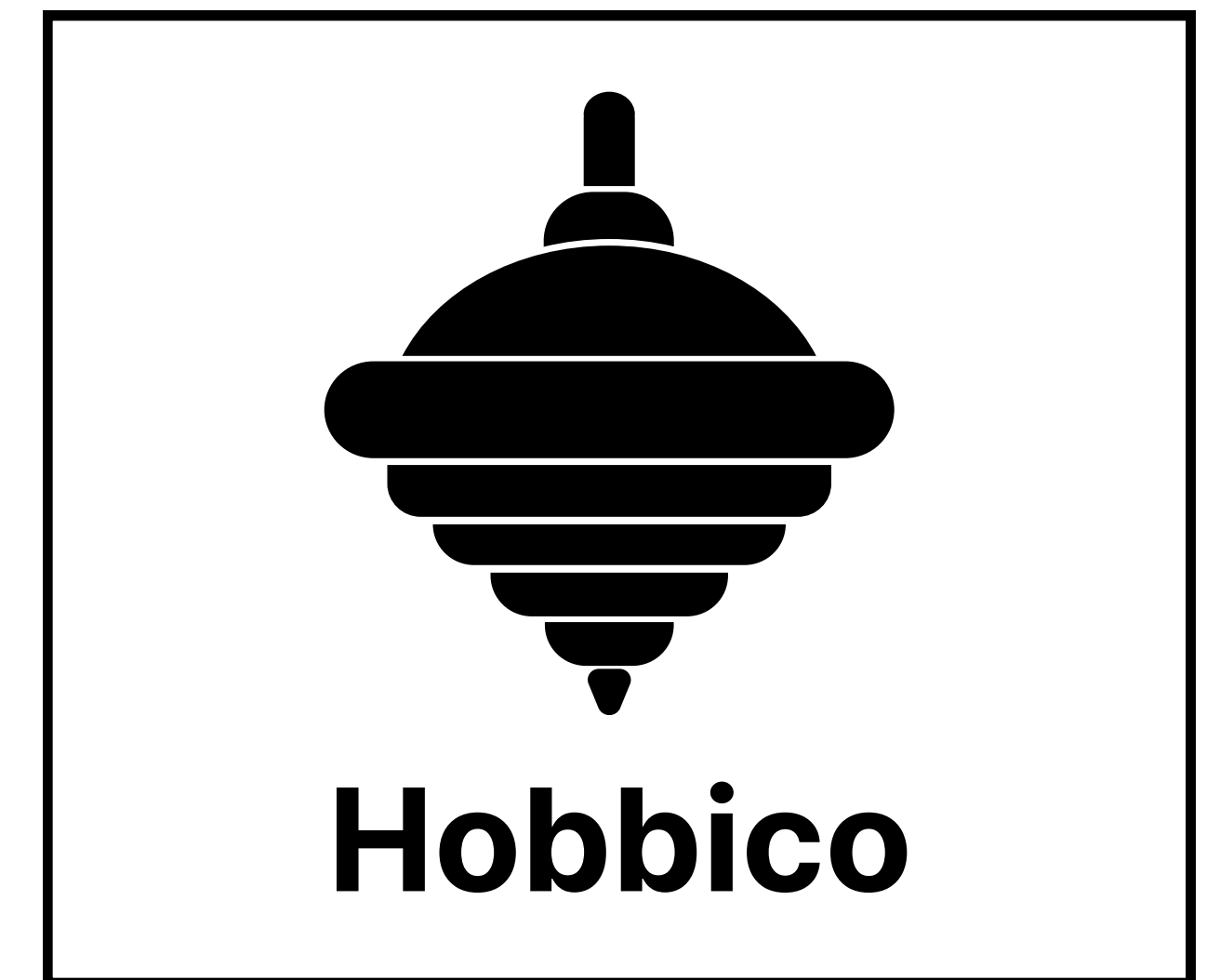
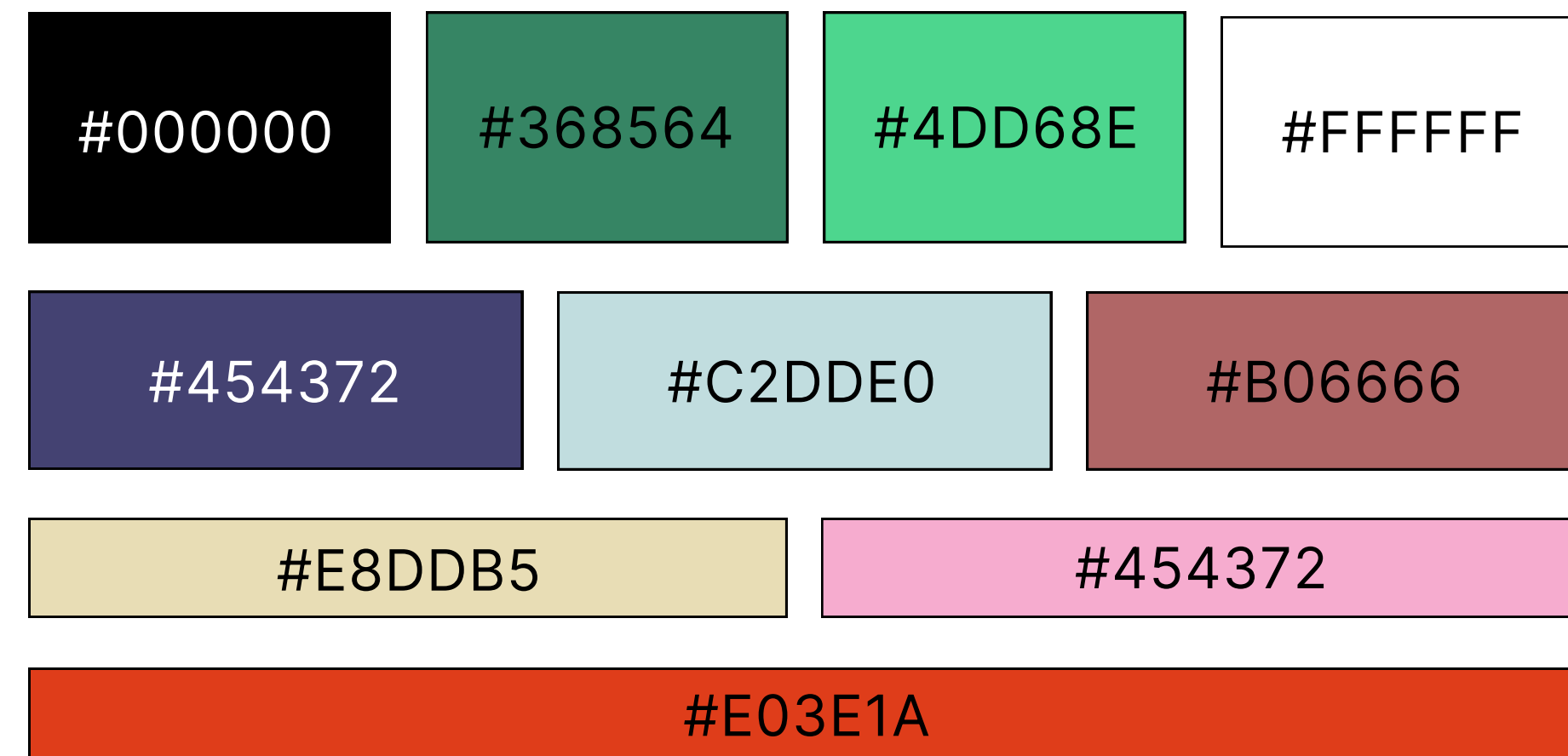
Style Guide

Titles

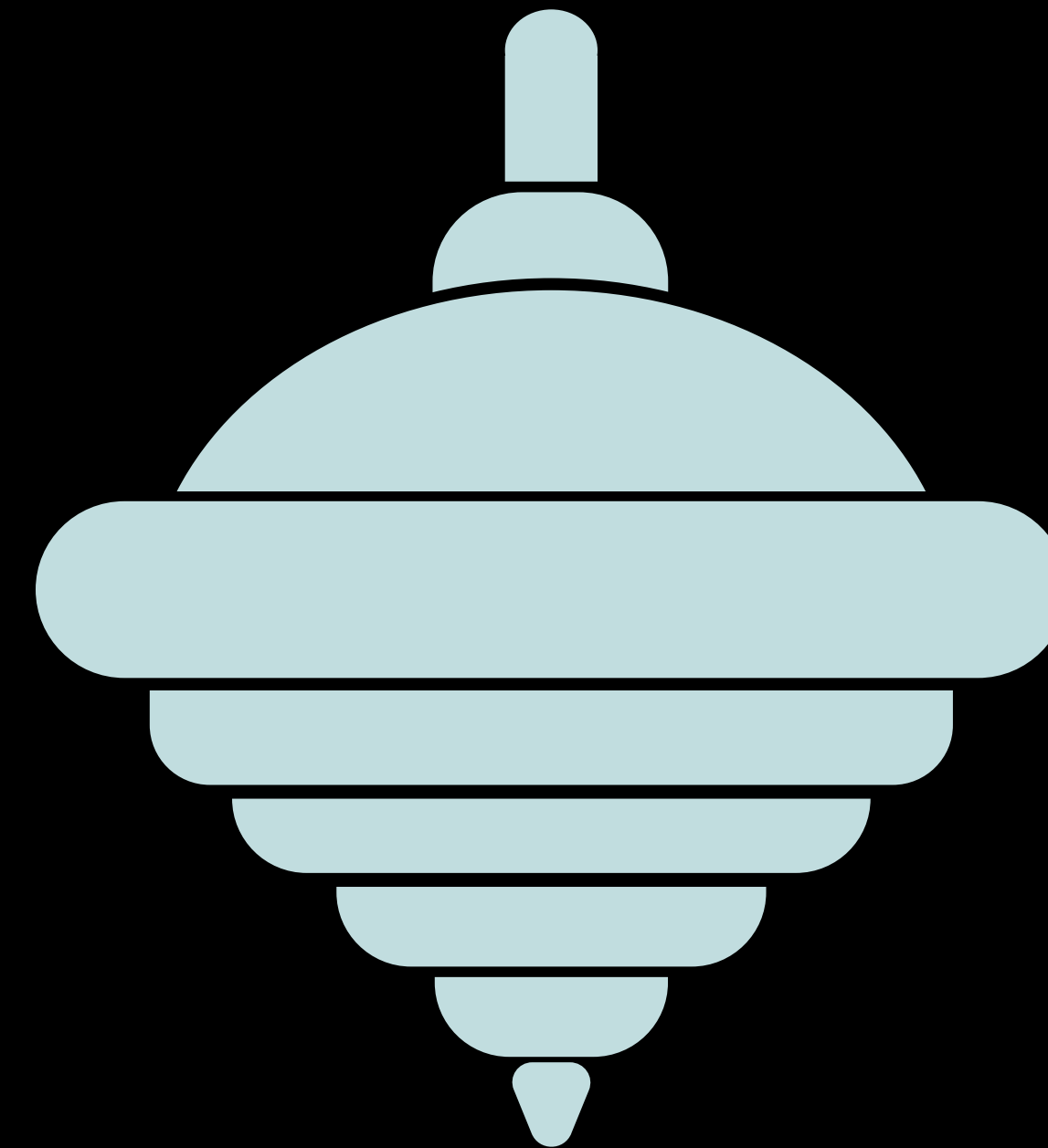
Inter Bold or SF Pro Bold

Body

Inter Bold or SF Pro Bold



18 Competition



Competition



| Feature/ Need | Hobbico | Duolingo | Hobbyfinda | Skillshare | YouTube |
|--|---------|----------|------------|------------|---------|
| Personalized hobby discovery | ✓ | ✗ | ✓ | ✗ | ✗ |
| Fun, playful user experience | ✓ | ✓ | ✗ | ✗ | ✗ |
| Designed for both structured & casual users | ✓ | ✗ | ✓ | ✗ | ✗ |
| Encourages short-term + long-term engagement | ✓ | ✓ | ✗ | ✓ | ✓ |
| Motivates without pressure | ✓ | ✗ | ✗ | ✗ | ✗ |
| Community & exploration focused | ✓ | ✗ | ✓ | ✗ | ✓ |

Explore hobbies at your own pace. No pressure, just possibilities.

Hobbico helps users not only discover new hobbies effortlessly, but also stay engaged through playful, guided tutorials that grow with them - making it easy to start and even easier to keep going.

21

Conclusion



Takeaways

- 01 Users enjoy gamification**
- 02 Engagement needs to be maintained at *every* step**
- 03 Building a community is a great way to keep retention**
- 04 Every function needs an overly distinct purpose**

Next Steps

- 01 Further develop the quiz**
- 02 Shorten the tutorial videos and add interactive checkpoints**
- 03 Add more filters and features to the forum posts**
- 04 Get rid of confusing features such as 'Saved Hobbies'**

Thank you!

Any questions?

