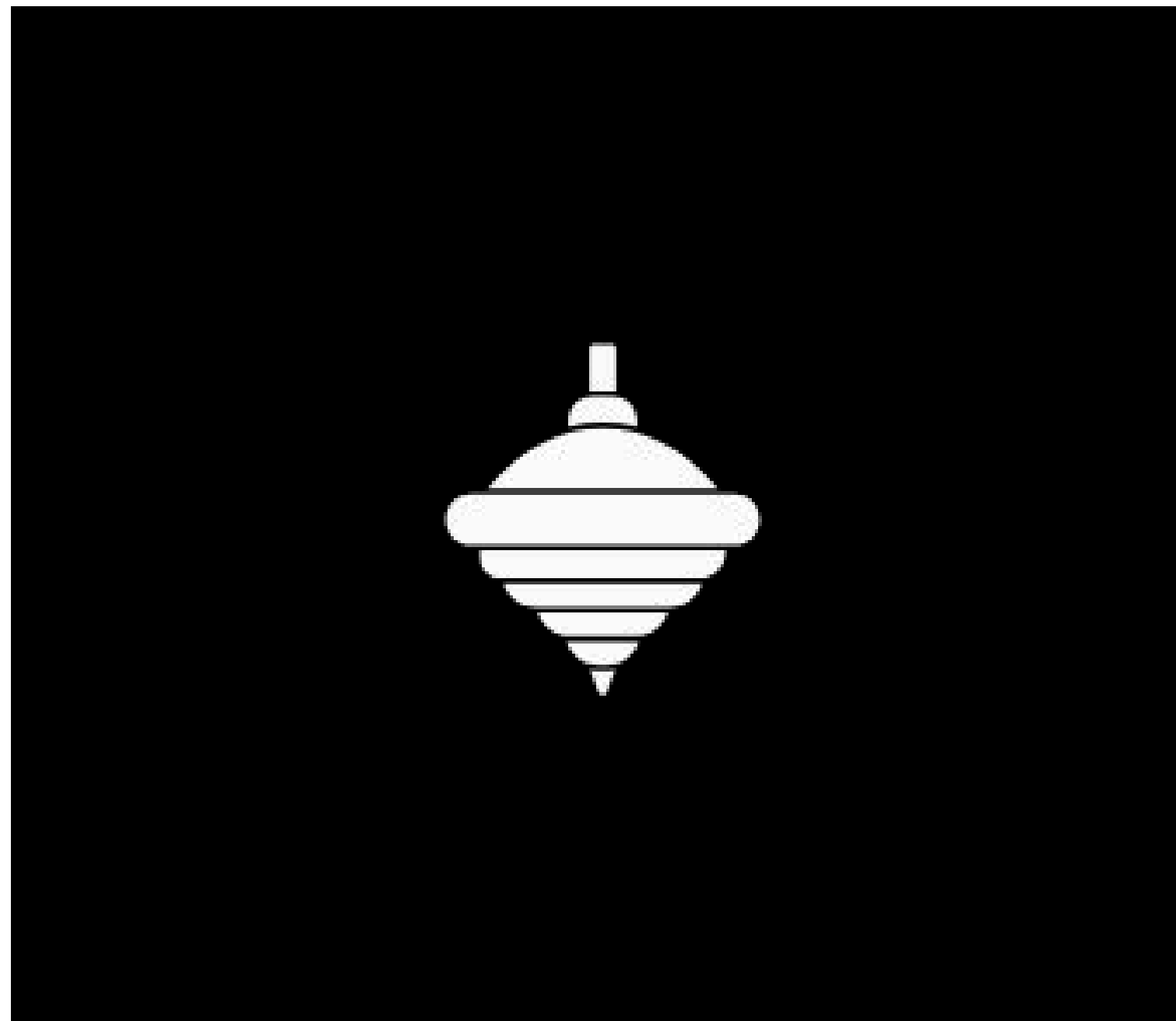


Hobbico

Fill your free time with something you like.



Agenda

Today, we will be covering Hobbico's....

Mission

Origin

Purpose



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

Easy to feel **hobby burnout** on top of an already busy schedule

It's hard to know **what to do** with unexpected free time.

Having free time feels **unproductive**.



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.



Persona



Ryan Park





Ryan Park

Ryan is an ambitious college student with his eye on the prize—his future. He is very detail-oriented, keeping a tight schedule filled with things to pack into his resume. While he has had individual hobbies come and go, most of his hobbies involve his clubs or friends, making it hard for him to feel relaxed when things are leisurely. Struggling with this issue, he hopes to be able to dial it back a tad on the aspirations and simply enjoy his life.

Male • College student • Junior • 21 • Apex, NC • In a long distance relationship • Likes hanging out with friends • Needs a new hobby

Goals

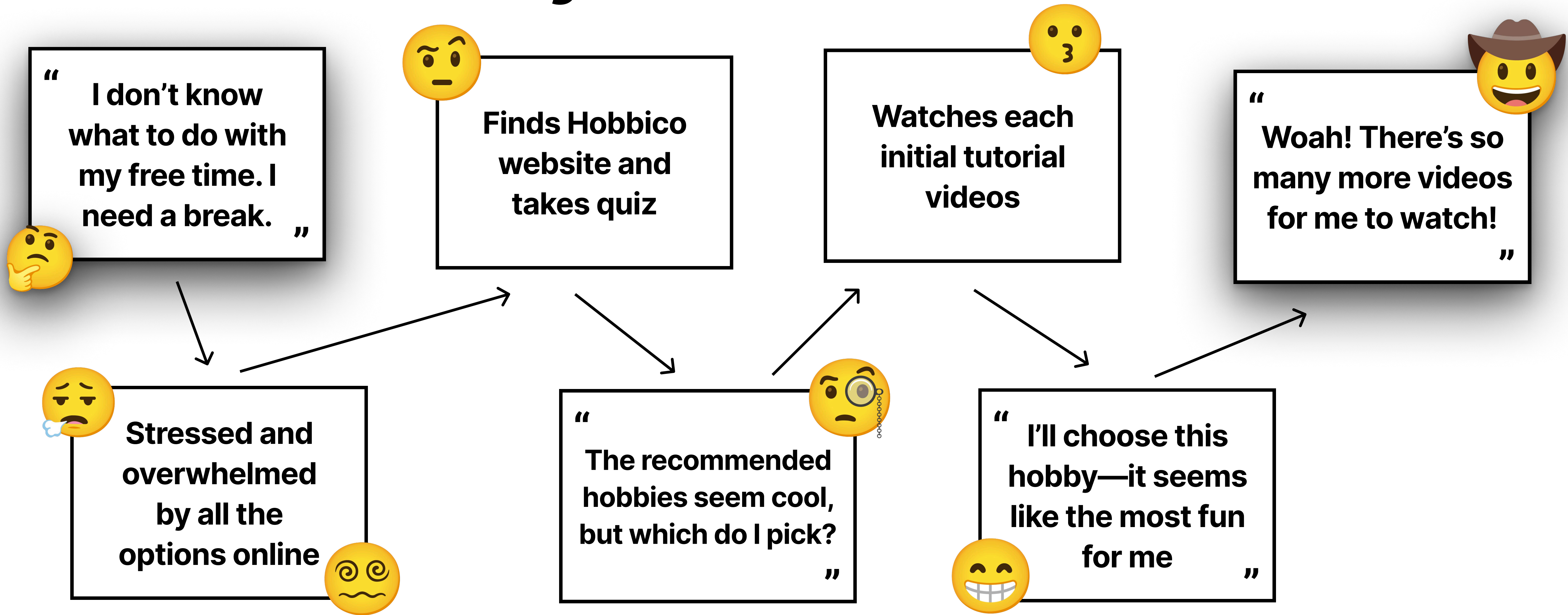
- Find a hobby he genuinely enjoys, with no strings attached or need for a sense of progression
- To appreciate leisure time for what it is and make the most of it
- To not let life and the future get in the way of fun things he can be doing now
- Experiment with hobbies outside of his usual sphere of interest
- Stop overthinking the decision of what hobby to pursue next
- Improve general work-life balance

Frustrations

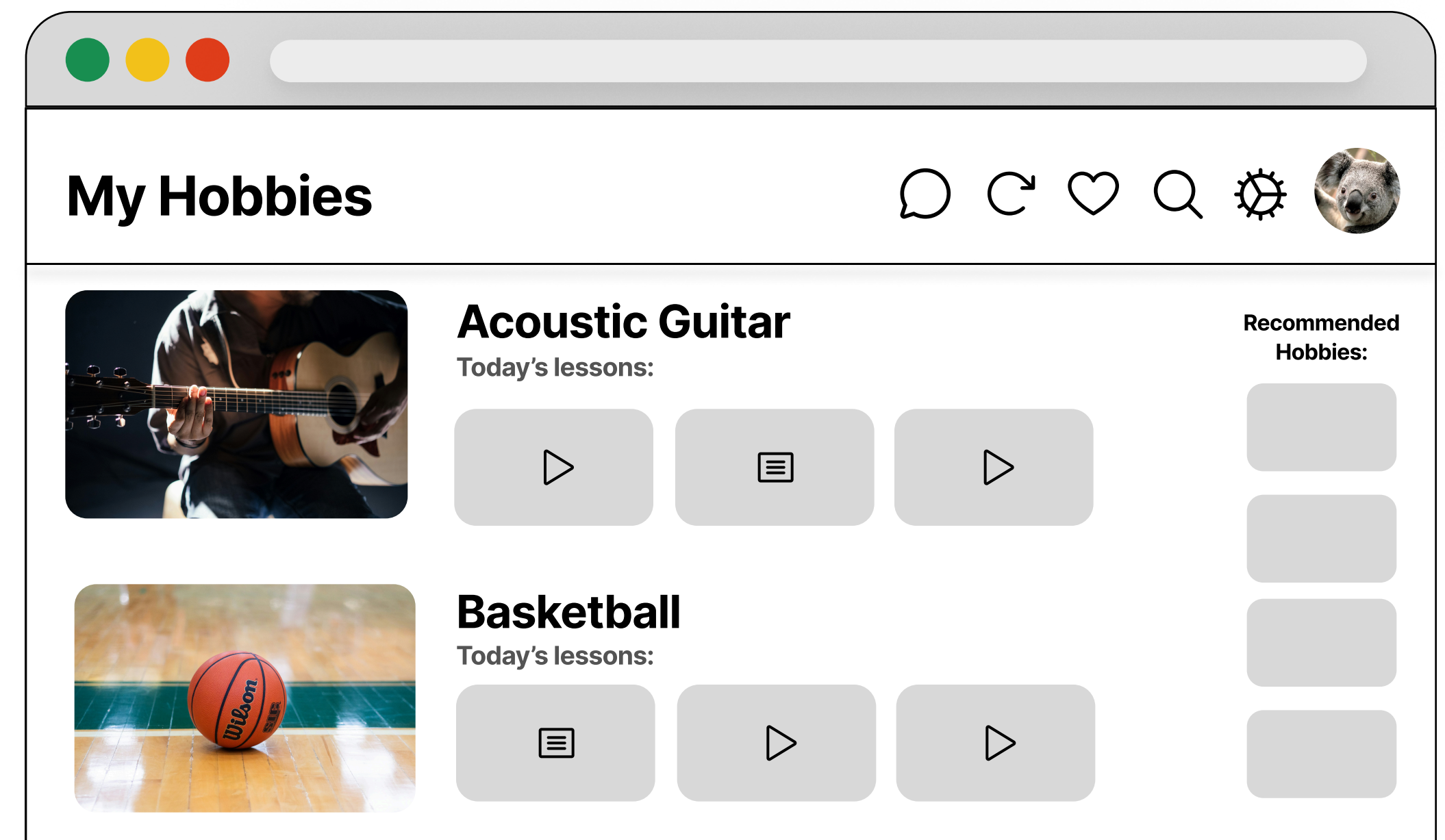
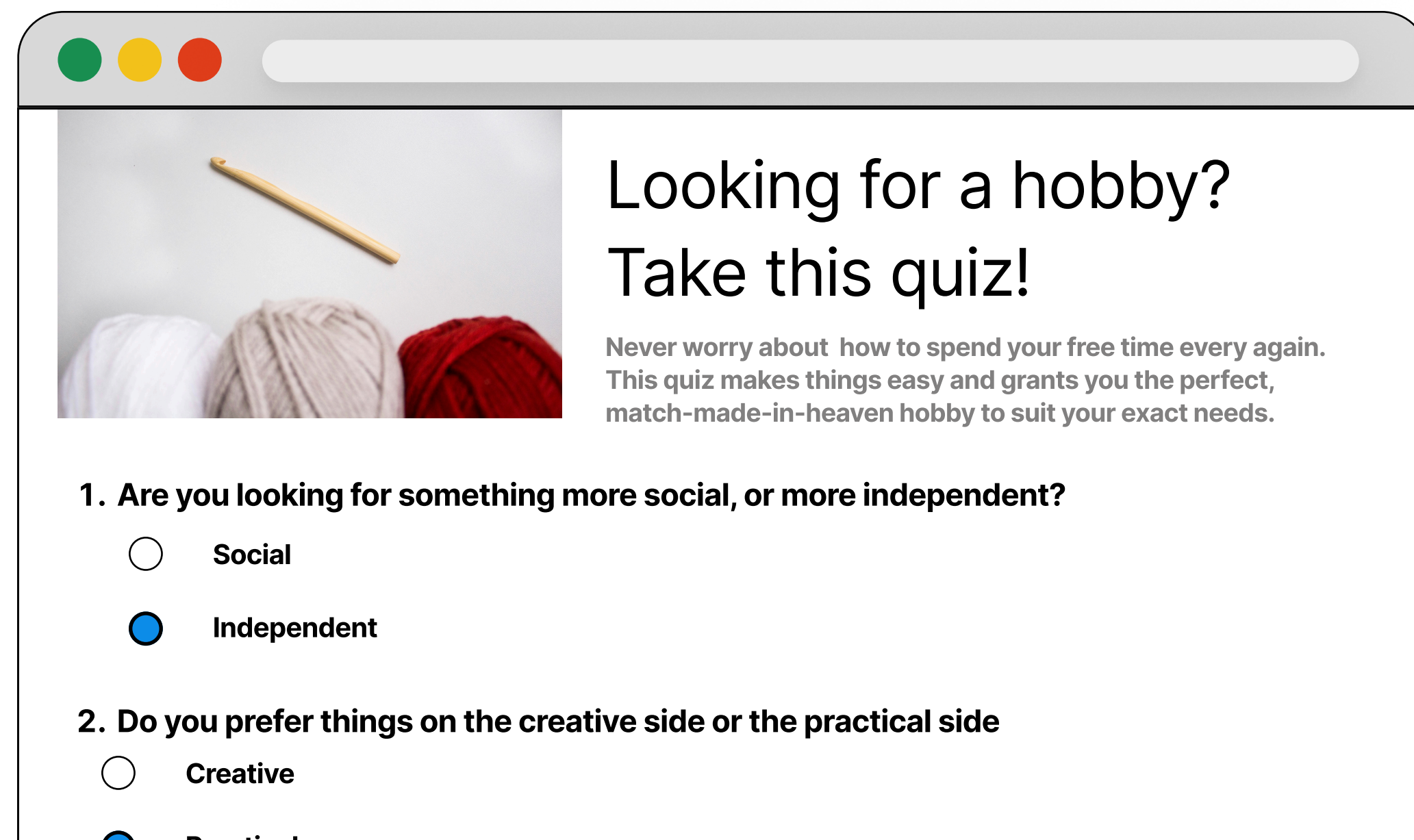
- Structured lifestyle makes him take on too many responsibilities and then face burnout on all of them
- Struggles to make time for hobbies since his schedule is so packed
- Wishes he enjoyed leisure more, but only finds fulfillment in hobbies that contribute to personal or professional growth
- Always finds himself having to drop his hobbies, despite feeling like a failure when he does
- He feels unproductive when time to relax comes



User Journey

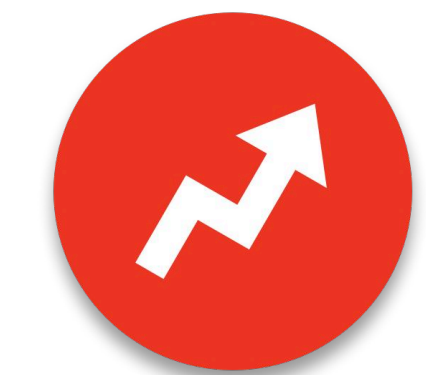


Product



Competition

Companies with similar audiences and functions



Find a hobby and learn it

Hobbico not only assists the user with attaining a hobby, but also makes maintenance simpler through progressing tutorials

