CAPS
CONCEPT REPORT

AUSTRA MARTA JIRGENSONE
student number 500670706

AMSTERDAM FASHION INSTITUTE
INT. FASHION AND MANAGEMENT
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>INTRODUCTION</td>
<td>CONCEPT</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>VISION &amp; MISSION</td>
<td>ABOUT</td>
<td>LAYOUT &amp; DESIGN</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>COMPETITION</td>
<td>CONCLUSION</td>
<td>REFERENCE LIST</td>
</tr>
</tbody>
</table>
Nowadays there is a negative connotation towards consumerism as people tend to rely only on possessions and monetary gains to reach happiness in their lives. Contemporary research on consumption shows that, after the development of money, buying power is one of the biggest contributors to one’s sense of self and things people consume offer another way to enhance their identity and the sense of self (Belk, 1988).

According to marketing professor Americus Reed (2002), whose ideas are based on an earlier work by an American social psychologist and sociologist Morris Rosenberg (1979, 1989), the self or self-concept includes everything that the individual thinks and feels about himself as an object of thought and how it relates to other objects. It is a generalised opinion someone has about himself, it is a sum of different identities that guide the behaviour of a person.

Self-concept is the basis of the self-congruity theory developed by professor of marketing Joseph Sirgy (1982). Self-congruity is the extent to which the product personality correlates to the self-concept of a person. As defined by Joseph Sirgy (cited in Klipfel, Barclay, and Bockorny 2014, p.130), it is “the match between the product’s value-expressive attributes (product-user image) and the audience’s self-concept”.

This means that there has to be a relation between person’s opinions and thoughts about himself and his/her thoughts, which are also heavily influenced by the opinion of the society, about a particular product. The more these thoughts correlate, the bigger the chance that this person will purchase and keep on using the product.

Self-congruity theory supports professor’s of marketing and Kraft Foods Canada chair in marketing Russel W. Belk’s (1988) findings, which have been approved by more recent research performed by professor in marketing Aaron Ahuvia (2005), that people are engaging in consumption practices in order to identify themselves on an individual and social level and to reach a sense of fulfilment in life.

The identity and self are central to consumption practices and choices people make in order to choose which products to purchase. This leads to a conclusion that it is also possible to define what a person is by the possessions he/she has. This means that the things a person owns could be directly related to the identity of that person and they signalise specific lifestyle, opinions and life goals. According to Belk (1988, p.146):

“In other words, having and being are distinct but inseparable.”

In the fast paced world of today it sometimes gets hard not to get confused about who one is and how to maintain the self healthy and consistent. Multiple depressive or emotional disorders and prolonged stress are hunting more people each day. Belk (1988) argues that extending self into material possessions can actually bring some positive benefits to the construction of healthy identity.

People use their possessions not only to express themselves, their identity, and to achieve the feeling of happiness. They also use these things to see how far in life they have come, to see their accomplishments, to remind themselves about other people in their lives and to preserve valuable memories. According to Belk (1988) things (and memories of things) that people surround themselves with help to come to a better understanding of who they have been in the past, how far they have come and who they are now, and maybe who they are going to be in the future. Possessions can help people to systemise and structure their lives.
CONCEPT

After the research I have carried out, I would like to propose a concept idea for developing a mobile application that would help to maintain a clear overview of who one is by help of his/her past experiences, current possessions and future aspirations. The core concept of the app is to give a person the chance to define what they want to achieve in the future – let it be a thing, a feeling or an experience, as well as to see what the person already has achieved and how far he/she has developed as a personality.

The goal is to create a virtual wish-list/moodboard of things, feelings and experiences that person wants to reach by adding a picture to the list. This way people would make their goals and wishes visual and could track the progress of achieving them. For example, if a person wants to travel to Australia next year, the application would give the possibility to keep track of the money that has been saved for it and the necessary paper work that needs to be done.

This would also help to eliminate impulsive and uncontrolled consumption. By setting multiple bigger goals, even if those goals are quite materialistic, like getting a new car or buying one’s own apartment, and keeping them in mind (and on the app) it is easier to avoid purchasing something that would ultimately delay the achievement of the bigger goal.
VISION

A WORLD WHERE THE INDIVIDUAL ENGAGES IN WELL-CONSIDERED CONSUMPTION PRACTICES THAT MAY LEAD TO AN ULTIMATELY HAPPIER PERSONALITY.

MISSION

BY ADDING MEMORIES AND SETTING CLEAR GOALS ‘CAPS’ WANTS TO LIBERATE PEOPLE TO OWN LESS BUT HAVE MORE.
ABOUT

The application CAPS will be developed to assist people to maintain a clear overview of their everyday lives, by combining experiences of the past, actions of today and aspirations that reach into the future.

The name “CAPS” is chosen because in Latvian (which is the native language of the author) it is a cute expression people use when they catch something; as well as the English meaning of ‘cap’ as a verb is ‘to outdo a performance’. This is why this word could not only be called as a catchy expression, but it has a deeper meaning behind it. It represents the notion of the work and experience, it takes to reach and get something that person strives for.

The hard work behind a goal and all the obstacles that a person faces when trying to reach it are usually left out of the picture, they become invisible. What other people see is the end result, the moment when a person has reached a goal. Because of this the person him/herself sometimes stops appreciating the end result as being something very meaningful to them.

By the help of this application each person will have the possibility to set clear goals, work towards them and monitor the progress. Because the memories and past experiences are a part of what makes a person who he/she is, it is important to keep good memories close. After a goal is reached, there will be the possibility to take a look back at it, with all the obstacles and time that has been spend in order to get there.

This application will also help avoiding unwanted consumption practices. When a clear goal is set, it is much easier not to give in to an unexpected consumption. The notion of who a person is and who he/she wants to become and possess will be a lot clearer when all the memories and aspirations are structured in one place. This will lead to a consumption pattern that engages in getting the goals and avoiding the unnecessary things.
The layout of the app is divided into two main sections – in “Memories” and “Aspirations” sections. It is done so because, to have a clarity of mind and who one is, people need to know where have they come from and where are they going.

The “Memories” section will consist of multiple images. This section could be described as something to look back at and understand the value and essential substance of one’s life. There are two ways these images are added to this section. First – the person individually adds images of their children, pets, holidays, family gatherings or anything else they find important and want to have an easy access to when they feel that life is throwing rocks their way. Second – goals that have been achieved from the “Aspirations” section will automatically move to the “Memories” section. These two ways of adding images will be divided into two sub-sections – “memories” and “reached”. All the “reached” goals will have an overview of what has been done and how much time has been spent to reach the goal.

This leads to the description of the “Aspirations” section. Here the person will have the ability to add whatever that it is he/she wants to achieve. Tasks and milestones will have to be added to each of the aspirations. Milestones are small achievements that have to be reached in order to ultimately come to the big aspiration. Tasks are the things the person has to do to reach each milestone. For example, if someone wants to travel to Australia, a milestone could be having 2000€; the task could be saving this money, to save this money, another milestone could be set - getting a weekend job. This is how the structure of a goal would be built.

Whenever a task is completed and a milestone is reached, it will be indicated in a progress bar. As previously stated, when the ultimate goal has been reached, it moves to the “Memories” section.

This application will be available on mobile devices as well as a web-based version will be developed.
Three mobile applications that can be seen as competitors, have been researched.

The first one would be Flourish Goals. It is a goal setting mobile application, which allows people to develop a clear set of goals (Janes, 2016). It was developed in 2013 by a woman, who was trying to find a good balance between her professional and personal life. This application allows to add specific goals connected to career or personal life by adding a detailed information about the goal (here it is possible to also include an image). There is also the possibility to follow the progress a person is making on a special page where all goals are listed, and to play a slide show of all the goals yet to be achieved to keep a person inspired. This application has a very colourful and fun look. However, because of this it can cater only to people who enjoy this colourfulness.

Next one is Lifetick. Lifetick is web based software that helps to set, track and achieve one’s goals in life (Lifetick, 2016). This application is available online, and not as a mobile application; there are some ways that it can be accessed on a phone, but they are not as convenient as a simple download from the app store (Lifetick, 2016). Always carrying around a computer or tablet is not as convenient hence this could be seen as a downside. This application is focused both on business related as well as individual and spiritual goals. To start using this application, the core values of a person have to be defined. Then the S.M.A.R.T. methodology (Specific, Measurable, Assignable, Realistic, Time-related) is used in order to reach goals that have been previously set (Lifetick, 2016). There is also a possibility to chart the progress that has been made over time.

Last application to mention is Way of Life. It allows a person to set up their goals and work towards them. This is described as a habit building app – it is meant for collecting the information of daily habits of a person in order to see a clear overview of how much time is being spent on each of the habits in order to get rid of the bad ones (Wayoflifeapp, 2016). Although it is not specifically designed to reach goals, it is included because in order to eliminate bad habits, there has to be a clear overview of what a person wants to achieve, hence this could also be perceived as a goal related application. All the goals/habits that have been reached are saved to an archive – an option none of the other applications has. A downside that this mobile application has is the fact that it is available only on iPhones (the iOS operation system); people with Android devices are not able to use it.
After looking at the competition it is possible to say that goal-reaching mobile application, such as CAPS, is not an absolutely revolutionary idea, however it does have a unique selling point that none of the others have – the connection between memories, aspirations and a sense of accomplishment.

CAPS, in its essence, implements the understanding of how important it is for a person to keep in touch with his/her memories and aspirations. Memories for understanding who he/she is and aspirations for understanding who he/she wants to become.

Other applications are mainly focused on getting the job done by any means, sometimes forgetting that the notion of self, which is developed by our past experiences, actions of today and future aspirations, is very important for a development of a healthy personality.

Because it is quite apparent that the world is changing and the common social thought about the values in life is changing with it, it is important to cater not only to functional values when developing mobile applications, but also attach more feeling, reliability and soul to them. CAPS does offer this personal feeling and the possibility to experience the socioemotional development of a person.

In the contemporary consumer culture possessions and experiences are the easiest way of signalising who one is. It is common that people engage in consumption in order to feel consistent with themselves, to enhance and reach their ideal self (Sirgy, 1982). For some people possessions even help to fill the emptiness that many of the 21st century people have felt and been affected by.

It does not mean that wanting to own things or to have experiences is a bad thing. These things and experiences contribute to the development of the self. It is just that the most important ones should be defined as goals to reach and the obsessive consumption, that a person might engage in, would be eliminated. This would lead to a state of mind where a person does not need to engage in obsessive consuming practices to reach happiness or satisfaction in life, because he/she has a clear overview of what are the things to be achieved and how to achieve them.
REFERENCE LIST

ARTICLES:


WEB resources:


**WEB resources:**


