

AN OVERVIEW OF JOURNEY.DO

What it is. Why to use it.



Connect



Grow



Inspire

+3



CENTER FOR
GAMES & IMPACT
game-infused solutions to societies' biggest challenges



A NEW APPROACH TO LEARNING

THE PROBLEM

While people long for growth and impact, they often fail to self activate. The content isn't the problem, as we have plenty of experts disseminating expert advice and numerous products, programs, and services designed to support growth.

| The problem is that **content** and **desire** are not enough.

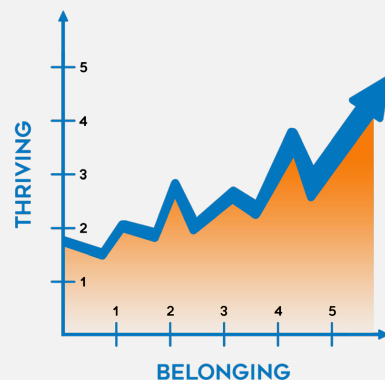
People grow when they feel inspired, supported, valued, and validated for their growth. However, despite advances in how people learn, and in the technology to support their growth, most online learning platforms remain focused on transmit "expert" content. Yet, we can do more.



OUR SOLUTION

Our design solutions bring together what we know about human **learning, motivation, relationship, and innovation**. Instead of placing traditional learning within an innovative technology, we built a transformative learning framework that leads with learners, goals that matter to them, and their real-world application stories.

| We support learners to engage and apply their learning to achieve goals that matter to them (thriving), and doing so in a way that connects them with others (belonging).



Built on decades of research, we utilize a mobile-first, connected growth platform – journey.do – that starts with why, involves connecting with others, growing one's skills, and positions content in the service of goals that members want to achieve.



Focuses growth on activities that are **personally meaningful** to the learner.



Connects learners with believable **stories** from reliable peers pursuing change.



Enables members to be **seen, supported, and valued** for the progress they make.



Makes it easy to champion **small groups**, where members can **grow together**.



Leverages **algorithms** and a **user feed** to support **connection** and **sustain growth**.



Tracks progress and validates successes in ways that balance **structure** and **agency**.

A CONNECTED GROWTH PLATFORM

At Lifelab Studios, We Do Learning Differently.

1 **Small group journeys...**
in which members grow with relatable peers.

2 **Focused on valued goals ...**
with a feed optimized to support growth.

3 **Where member stories matter...**
building connection and collective wisdom.

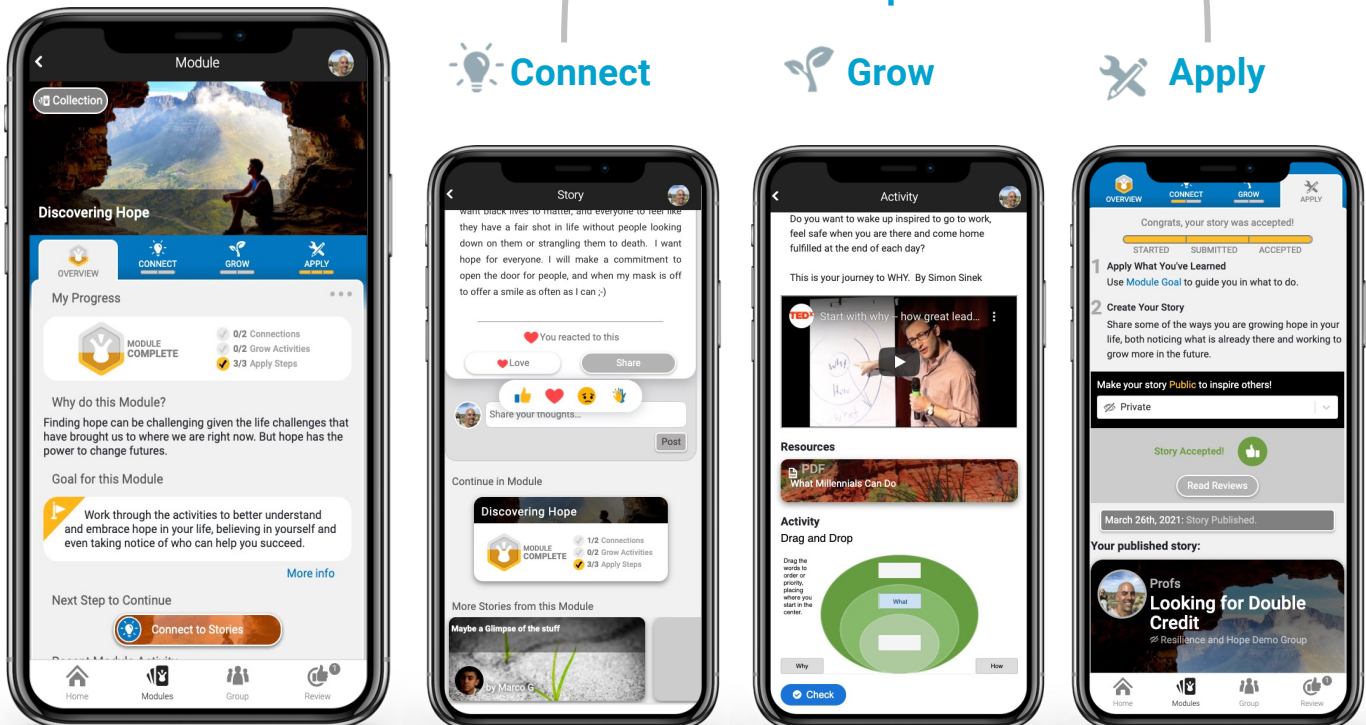
4 **Supported by trained champions with powerful tools.**



OUR CONNECTED GROWTH CYCLE

Modules are the building blocks of MicroCerts that live in managed groups run by your team (or ours, if preferable). The four core elements of our Thrive module begins with the goal that each user hopes to achieve, connecting them to the ideas and peer examples to support their growth.

Start with Why?



A DIFFERENT TYPE OF PLATFORM

JOURNEY.DO: We offer a mobile-first, anytime, anywhere platform where members pursue goals, connect to inspiring peer stories, and get personal feedback from experts.

KEY DESIGN PRINCIPLES:

1. **Starts with “Why?”**, then cultivates connection with others who are on the same journey
2. **Utilizes expert content** which has been curated to help members reach their goals with reliable and accurate information
3. **Provides a sense of belonging** by valuing member stories and validating their progress
4. **Uses multiple incentives** – program, personal, and social relevance – to encourage progress
5. **Powers organizations with data** to enable continuous improvement



BASED IN LEARNING SCIENCES RESEARCH

Developed in a research laboratory at Arizona State University, journey.do is built from the ground up on what we know about how people learn. Consuming content is easy, but personal change is hard.

Journey.do is a platform based on the assumption that ...



THRIVE INTEGRATIONS

Led by an exceptional team of learning scientists, platform engineers, and successful entrepreneurs, we provide a full range of services and capabilities. **We work across multiple segments, including:**

JUVENILE JUSTICE



WELLNESS



FAITH



EDUCATION



LifeLab Studios' core value proposition is a new model for connected growth. We offer a full range of services and capabilities to support diverse organizations, partners, and even individuals who wish to leverage our products and services to fuel the growth of their communities.

- **Partner services** include journey mapping, custom content development, implementation support, and research analytics.
- **Partner products** include a mobile first, connected growth platform and integrated champion dashboard that can be customized to your content and organizational needs.

Partners **use products and services needed by them**, allowing large and small organizations, even individuals, to power their community. We are also **growing a B2C marketplace**, matching customers to relevant growth journeys and expanding the reach of partner content.

THRIVE INTEGRATIONS METHODOLOGY

Core to our approach in building, implementing, and optimizing partnerships is the **Thrive Integrations methodology**; a localized process of **researching, designing, and optimizing** products and services to cultivate the capacity for people in your community to thrive, based in their needs and strengths.



GROWTH AS A SERVICE

Role of the Champion

While platforms are good, and strong content is even better, combining them with engaged and knowledgeable staff committed to member success is the best. In Journey.do, we call those staff members, “champions,” and they play a crucial role in ensuring growth—**nurturing intention, building connection, providing feedback, and ensuring** life change across small-group, growth journeys.

MEANINGFUL FEEDBACK



OFFER PERSONALIZED FEEDBACK

- Review stories using personalized, strength-based feedback
- Leave an emoji or comment, even sending critical feedback.



REINFORCE KEY LESSONS

- Walk through a Grow and discuss the application of key ideas
- Highlight member stories and celebrate their success



CATALYZE POSITIVE GROUP CULTURE

- Develop protocols to ensure everyone is seen, valued, and celebrated.
- Establish “ground rules” – and encourage member-to-member support.



CULTIVATE CONNECTIONS

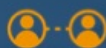
- Welcome new members to the group and build connection points.
- Support active members to become peer mentors, and to inspire others.

PERSONAL SUPPORT



DEVELOP PERSONAL PLAN

- Carry out a pre-interview and questions to build a focused plan.
- Support progress, integration and iteration to ensure life success.



PROVIDE 1:1 COACHING

- Meet with each member, review stories and personalized progress.
- Provide ongoing check-ins and develop final report summarizing growth



MAINTAIN JOURNEY FIDELITY

- Establish a consistent cadence for module completion
- Monitor progress towards microcerts for each member



CONTEXTUALIZE THE JOURNEY

- Point out relevance and benefits to their lives
- Highlight relevant points or stories, and provide useful resources



Ensuring Members Succeed

Our goal is to ensure all individuals have the opportunity, motivation, and support to grow the necessary life skills essential to their future success.

We know that real change is hard, and often finding dedicated champions within one’s organization can be challenging. Toward that end, we offer three levels of support, ranging from equipping your team to run the program in its entirety, to having us augment your staff’s reach by providing specialized support focused on community growth.



YOUR STAFF RUNS

TIERS OF SUPPORT

OUR STAFF RUNS



TIER 1 SILVER

[You Run the Program]

LLS trains your staff to implement all aspects of the journey.do program. They serve as the primary champion, leveraging our Champion Dashboard to support member growth.



TIER 2 GOLD

[LLS Runs the Program]

Your staff retains authority and directs the journey focus, but our trained staff manages the implementation. Your staff can review stories (if desired) and will receive the final report to debrief with their members.

Most Popular



TIER 3 PLATINUM

[LLS Manages Life Change]

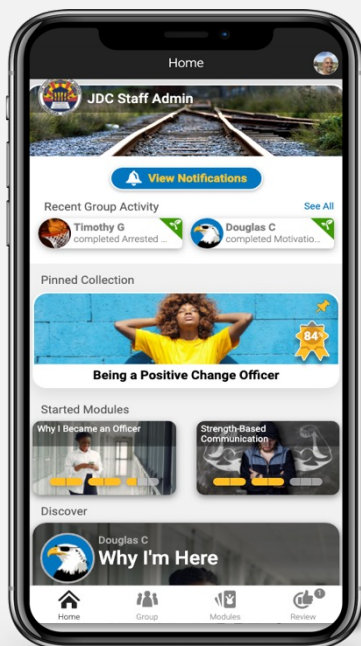
LLS takes responsibility for growth and life integration, performing intake, 1:1 meetings, small group sessions, debriefing final report, and ensuring personal life success.

PLATFORM FEATURES

KEY PLATFORM ELEMENTS

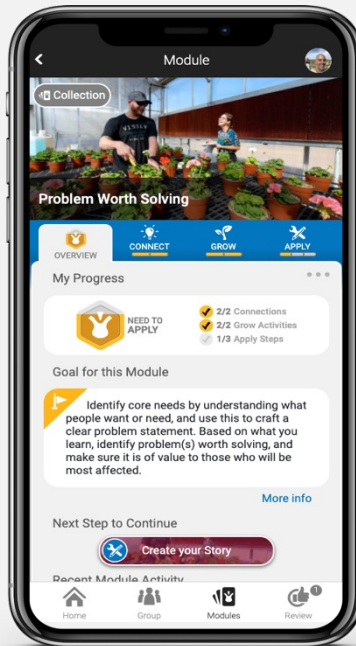
User-Aware Feed

Platform algorithms help members find personal and social relevance, **connecting people** to the **stories, ideas, and growth opportunities** that are meaningful to them.



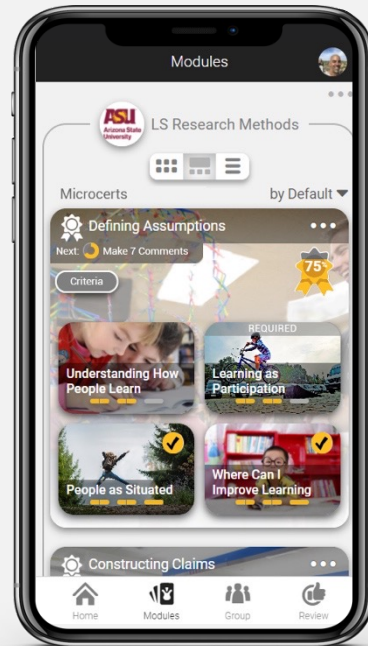
Connected Growth Cycle

Connected growth cycle that **starts with why**, and enables members to create value as the **connect, grow, and apply**, then sharing their story to **inspire** others.



Personal Journeys

Members **have choice**, engaging Modules and stories as they **level up on journey thresholds** to track progress and **demonstrate growth**.



OTHER PLATFORM COMPONENTS



Develop Custom Content MicroCerts for your Goals



Experience a Next-Generation Growth and Impact Learning Cycle



Ensure Relevance through a Smart User-Aware Feed



H5P brings a Variety of growth Activities with Success Validation



Users Support Users Creating and Sharing Thrive Stories



Members are Always Up-To-Date with User Notifications and Alerts



Launch a Branded/ Mobile Experience to Your Network



Manage a Champion Dashboard to Support the Growth of Another



Offer Validated Micro-Cert Collections with Your Content



Create Multiple Cohorts with Different People & Content



Use Real-Time Data to Track and Increase Growth Progress



Integrate External Services with pen API Architecture



LIFELAB STUDIOS




Lifelab Studios is led by a team of learning scientists, platform engineers, and successful entrepreneurs.

Our design solutions bring together what we know about human learning, relationship, and innovation.



We offer platform, design, integration, and research services to our partners to unlock the potential of those they serve.

 40,000+
User
Accounts

 75,000+
Grows
Completed

 35,000+
Stories
Published

 100,000+
Story
Connections

 20,000+
MicroCerts
Earned

OUR SERVICES

We power people, organizations, and communities to thrive.



GROWTH PLATFORM

Designed from the ground up to motivate positive change within supportive communities, providing a research-based, next-gen platform.



DESIGN SERVICES

We partner with you to identify needs, build or adapt content, and create applied growth opportunities as part of personal journeys.



ECOSYSTEM SUPPORT

Partners utilize the services that are needed by you, allowing organizations and individuals to power your community using our platform.



RESEARCH ANALYTICS

We use data analytics to examine your community engagement, and work with you to iterate to maximize community impact.

INTERESTED? CONTACT US AT [SUPPORT@LIFELABSTUDIOS.ORG](mailto:support@lifelabstudios.org)

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Lifelab
STUDIOS

a spinout from

