

Motives Solutions

Scientific motivation measurement platform for teams and organizations

COUNTRY
France

INDUSTRY
HR Tech /
Org. Psychology

DEVELOPMENT TIMEFRAME
4 months

LAUNCH DATE
2025

WHAT WAS DONE

**Branding, Logo, Landing Page (French and English),
Web App – Multi-language: French and English**

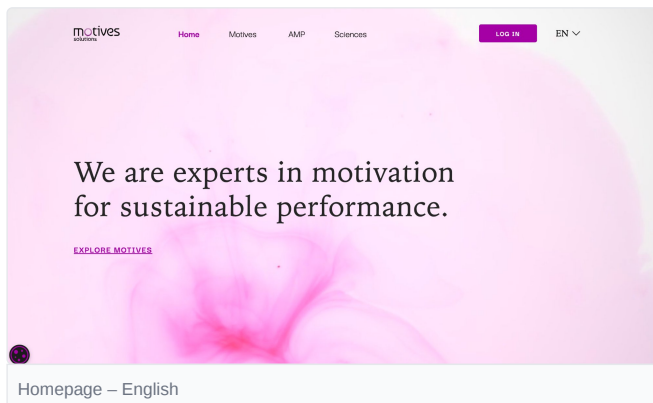
BUDGET

< \$30K

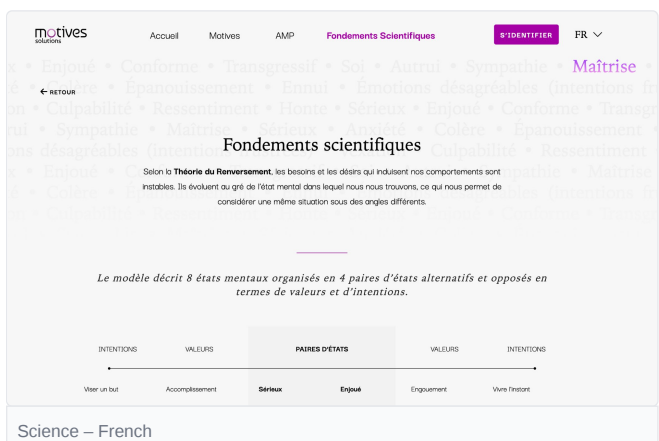
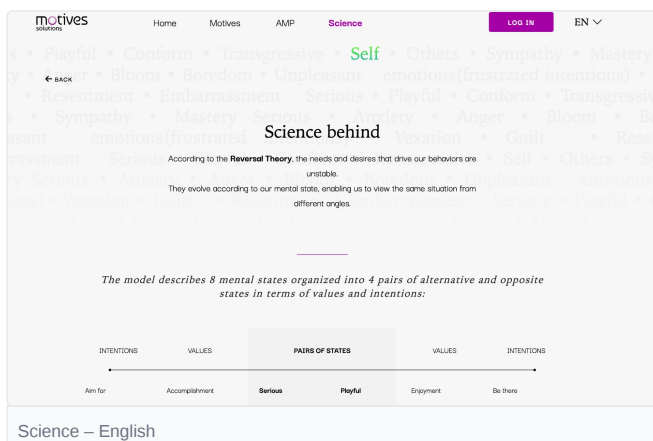
SCOPE

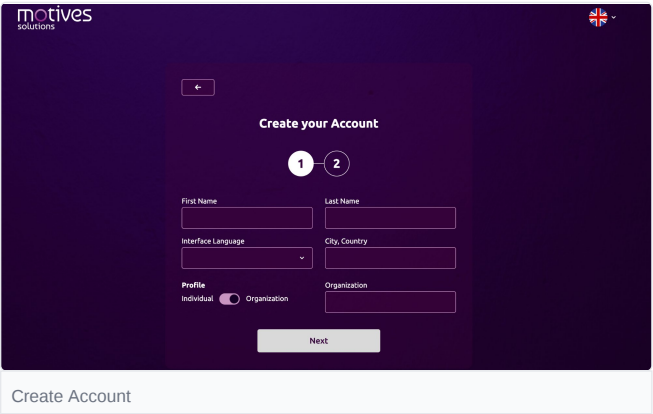
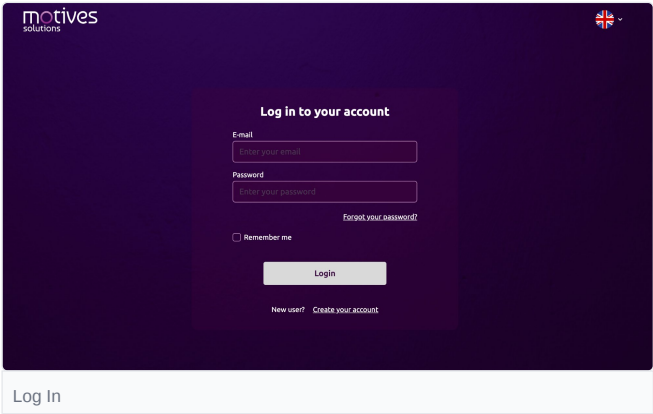
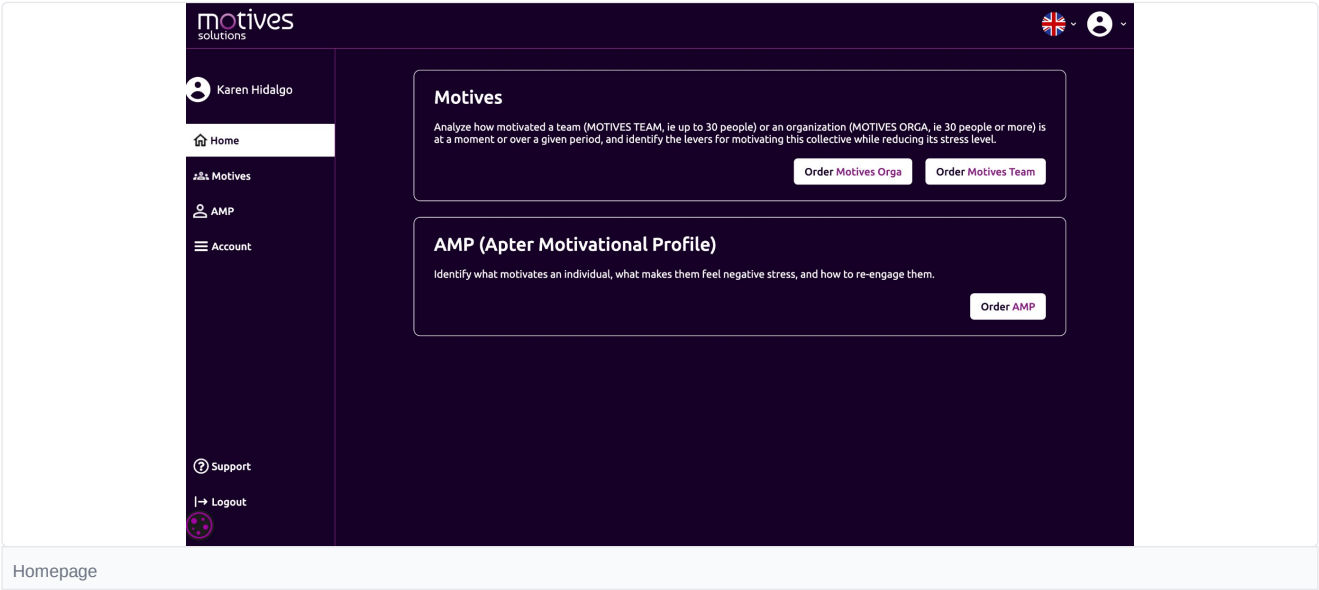
A scientifically-based motivation measurement platform for teams and organizations. Based on Reversal Theory (Prof. Michael J. Apter), MOTIVES identifies the specific motivational levers that drive team engagement and performance. Team members answer three anonymous questions via a simple web platform; responses are analyzed and presented in a detailed report helping leaders understand what drives their team's commitment and how to address disengagement or stress.

LANDING PAGE



LANDING PAGE SECTIONS





KEY FEATURES

- Anonymous 3-question survey measuring individual and collective motivation
- Motivational levers based on values, intentions and feelings
- Longitudinal tracking: engagement evolution over time with trend charts
- Multi-language platform: French and English
- Two modules: MOTIVES TEAM (team-level) and MOTIVES ORGA (organization-level)
- Work climate analysis: activity-related and relationship-related feelings
- Detailed actionable reports with recommendations per motivational dimension
- GDPR-compliant data handling with anonymous response processing

TOOLS & TECHNOLOGIES

- Weweb
- Xano
- Brevo
- Stripe

LINKS

- motives.solutions
- app.motives.solutions