

# QuestLabs Final Report

*A personal development companion app helping college students build reflection habits, track long-term goals, and grow together in supportive cohorts*



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Course: CSIS 3375 - Section 1  
Douglas College

**Team Lead:** Zhi Kang

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# **1. Title Page**

## **1.1 App Name**

QuestLabs

## **1.2 App Description**

A holistic growth companion for college students, integrating emotional wellness, relationship tracking, and goal progress within structured peer communities.

## **1.3 Team Members**

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Course section: CSIS 3375 001

## **1.4 Overall Percentage Contributions**

- Zhi Kang: 50%
- Dong Zhang: 50% (Total: 100%)

# **2. App Idea & Background**

## **2.1 App Description**

QuestLabs Companion integrates emotional wellness, relational quality, and academic progress tracking for college students in cohort-based programs. The app provides daily reflection prompts (under 2 minutes), three-layer goal frameworks (vision → quarterly → weekly), and peer accountability within small groups of 5-10 students.

## 2.2 Novelty

Unlike single-purpose apps (Daylio for mood, Todoist for tasks), QuestLabs Companion treats life dimensions as interconnected. It serves known small groups rather than anonymous communities, emphasizing collaborative growth over competition through an intentionally anti-gamified design.

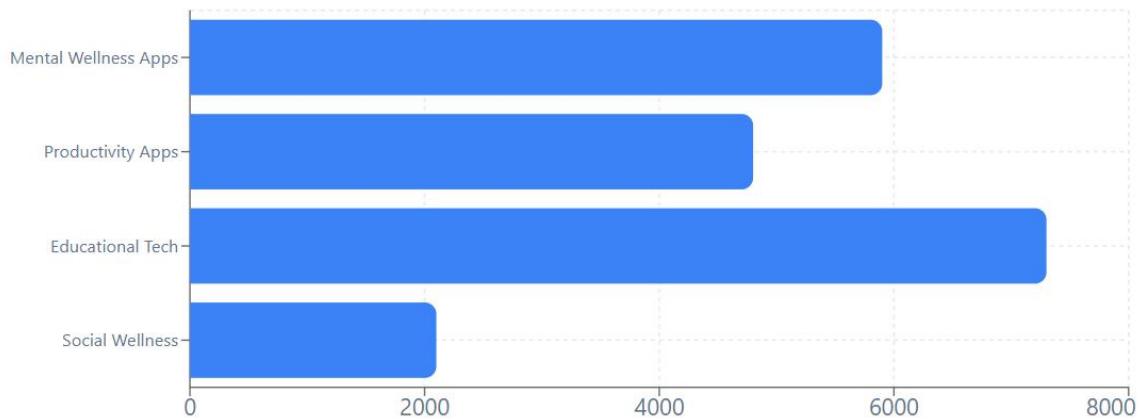
## 2.3 Transformative Experience

Students shift from reactive to intentional living through structured reflection, developing metacognition about their own patterns. The cohort structure provides accountability without judgment, while the three-layer framework connects daily actions to future aspirations.

## 2.4 Competitor Analysis

1. **Daylio:** Mood tracker with quick icon-based logging and statistical analysis. Strong individual tracking but no community features or goal integration.
2. **Habitica:** Gamified habit tracker with party/guild features. Effective motivation but competitive design contradicts collaborative growth philosophy.
3. **Reflectly:** AI-powered journal with adaptive prompts. Entirely individual focus, requires 5-10 minutes daily, premium features cost \$60/year.
4. **Strides:** Flexible goal/habit tracker with strong data visualization. No emotional context or social features.
5. **Notion:** Customizable workspace for notes and tasks. Powerful but overwhelming for users seeking structured guidance.

## Total Addressable Market (2025)



Combined TAM: \$20.1B with 18.5% average annual growth

## Segment Growth Rates (CAGR)



**Highest Growth: Social Wellness (28.3%) and Mental Wellness (23.7%) - QuestLabs' core focus areas**

No existing app integrates emotional wellness, relational quality, and academic progress within small-group accountability frameworks.

*Source:*

<https://www.grandviewresearch.com/industry-analysis/mental-health-apps-market-report>

<https://www.fortunebusinessinsights.com/mental-health-apps-market-109012>

<https://www.businessresearchinsights.com/market-reports/productivity-apps-market-117791>

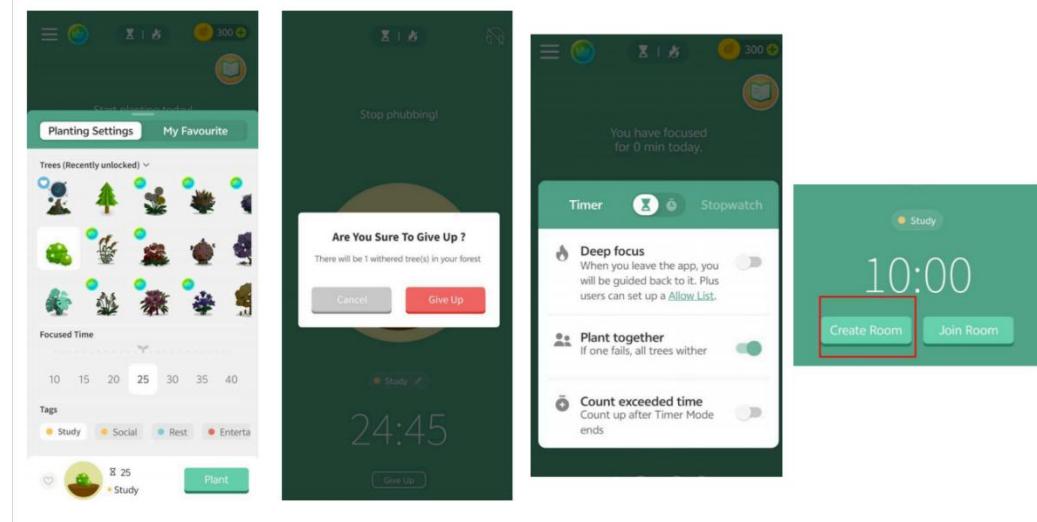
<https://media.market.us/mental-health-apps-market-news-2024/>

<https://upbase.io/blog/18-best-productivity-apps-for-students/>

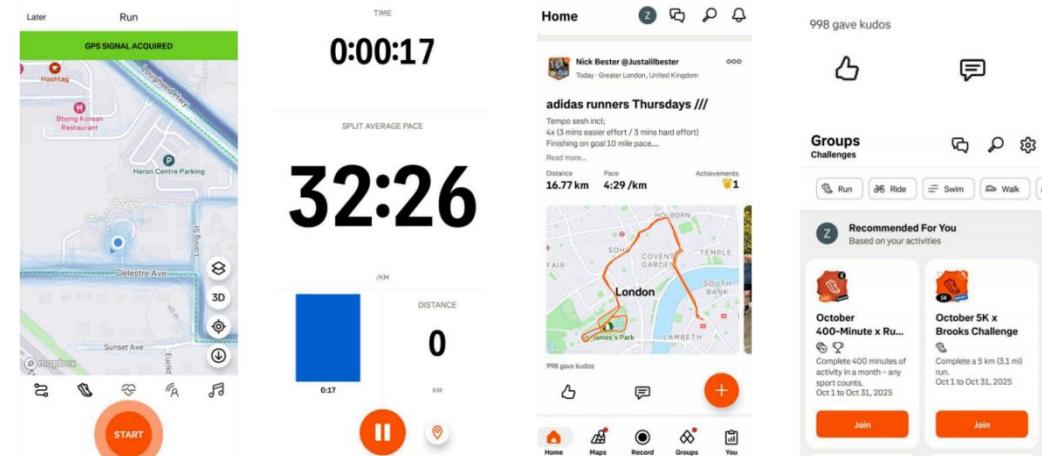
## 2.5 Market Inspiration

- Strava:** Privacy-preserving social visibility—users see peers' activity without detailed data. Applied to QuestLabs through aggregated cohort progress displays.
- Forest:** Visualizes abstract progress (focus time) as tangible growth (trees). Applied through journey metaphors for personal development.
- Discord:** Channel-based community organization. Applied through cohort-specific structured spaces.

### Forest



### Strava



## Habitica

The Habitica interface includes:

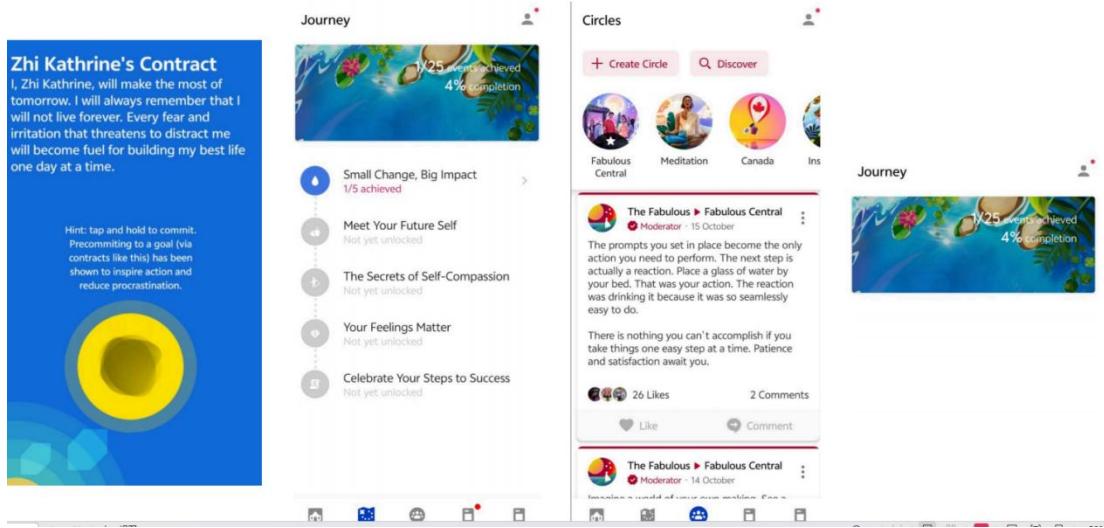
- Left Panel:** Shows a character named Justin and a message from @kat012. A sidebar lists categories: Work, Exercise, Health, School, and Finish.
- Middle Panel (Achievement):** Displays an achievement for completing a task. It includes a description: "A task can be a Habit, Daily, or To Do. Continue completing them to receive all sorts of rewards!", a "Onwards!" button, and a progress bar.
- Middle Panel (Task Creation):** A screen for creating a new task titled "assignment". It shows a notes section, difficulty levels (Positive/Negative, Trivial/Easy/Medium/Hard), and a reset counter.
- Right Panel (Party):** Shows a group of characters in a field. It includes a "Play Habitica in a Party" section, a "Create a new Party" button, and a "Looking for a Party?" section with a "Look for a Party" button.

## Fabulous

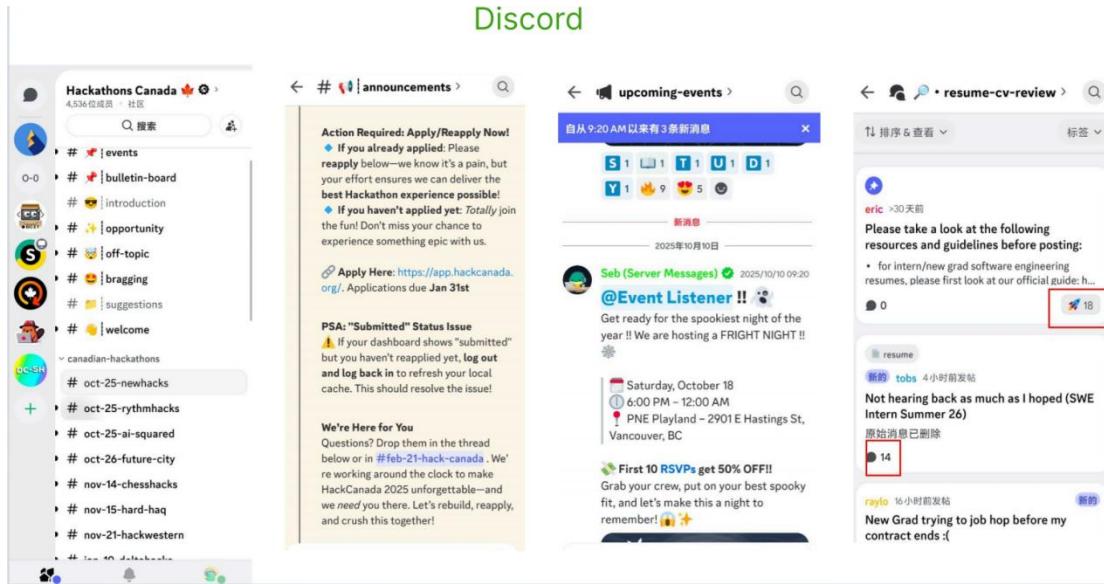
The Fabulous interface includes:

- Left Panel (Contract):** Shows a "Zhi Kathrine's Contract" with the text: "I, Zhi Kathrine, will make the most of tomorrow. I will always remember that I will not live forever. Every fear and irritation that threatens to distract me will become fuel for building my best life one day at a time." It includes a "Hint" section about precommitting to goals.
- Middle Panel (Journey):** Shows a "Journey" section with a banner for "1/25 steps achieved 4% completion". Below are five challenges: "Small Change, Big Impact" (1/5 achieved), "Meet Your Future Self" (Not yet unlocked), "The Secrets of Self-Compassion" (Not yet unlocked), "Your Feelings Matter" (Not yet unlocked), and "Celebrate Your Steps to Success" (Not yet unlocked).
- Right Panel (Circles):** Shows a "Circles" section with a "Create Circle" button and a "Discover" button. It lists four circles: Fabulous Central, Meditation, Canada, and Ins.
- Bottom Right (Feed):** Shows a "Journey" feed post from "The Fabulous ► Fabulous Central" with 26 likes and 2 comments. The post text: "There is nothing you can't accomplish if you take things one easy step at a time. Patience and satisfaction await you."

## Fabulous



## Discord



## 2.6 Insight

So for the QuestLabs, we can focus on the specific features and do our designs:

### (1) Holistic Integration

Only app combining emotional wellness, relational quality, and academic progress in one platform

### (2) Small Group Accountability

Privacy-preserving cohort system inspired by Strava's social model - see progress without exposed data

### **(3) Quick + Structured**

Under 2 minutes daily with guided prompts - combines Daylio's speed with Reflectly's guidance

Simplicity (<2 min daily), structured guidance, and privacy-aware community features drive sustained engagement.

## **2.6 PACT Framework**

### **People**

**Primary:** College students (18-30) in structured development programs. Digitally fluent but time-constrained, seeking meaningful engagement over passive consumption. Value peer connection within small trusted groups.

**Secondary:** Program facilitators needing aggregated cohort insights without individual privacy invasion.

### **Activities**

#### **Goal Management (Time-spanning):**

1. Future visioning (one-time, 15-20 min): Articulate 3-year aspirations
2. Quarterly goal setting (every 3 months, 10-15 min): Align with vision
3. Weekly planning (weekly, 5-10 min): Set specific actions
4. Daily progress tracking (daily, <1 min): Note which goals worked on

#### **Reflection & Awareness:**

1. Daily emotional check-in (daily, 1-2 min): Rate three dimensions
2. Reflection entries (2-3x/week, 2-5 min): Process experiences
3. Monthly progress review (monthly, 5-10 min): Visualize trends Community
4. Cohort engagement (2-3x/week, 3-5 min): View peer progress, encourage

### **Context**

- Physical: Dorm rooms, libraries, commute; smartphone primary device
- Temporal: Morning (7-9am) or evening (9-11pm); must fit <5 min windows
- Social: Small cohorts (5-10) with face-to-face meetings; privacy essential
- Emotional: Users often stressed, seeking grounding not judgment
- Technical: Reliable connectivity assumed; lightweight design required

## Technologies

### Required:

- Cross-platform mobile framework (React Native/Flutter)
- Cloud database & authentication (Firebase/Supabase)
- Data visualization (Recharts/Victory)
- Push notifications (FCM/OneSignal)
- Offline storage (AsyncStorage)

### Key Insights:

Time-constrained users in interruptible contexts require activities under 2 minutes with mobile-optimized, privacy-preserving community features and structured guidance over flexibility.

## Value Proposition

For college students in structured personal development programs who need to sustain reflection and goal progress beyond program duration, QuestLabs Companion is a mobile tracking tool that integrates emotional wellness, relational quality, and academic goals while connecting daily actions to long-term aspirations within small peer cohorts.

Unlike standalone mood trackers, gamified habit apps, or overwhelming flexible tools, our app provides structured three-dimensional tracking designed for small known groups, emphasizing collaborative growth over individual competition.

## 3. User Study 1 (Requirements Gathering)

### 3.1 Purpose and Objectives

We conducted this user study to understand the needs and challenges of college or university students interested in personal development. Our main objectives were:

- To identify current reflection habits and frequency among college students
- To discover barriers preventing consistent personal development practices
- To validate our assumption about quick daily check-ins (under 2 minutes)
- To determine preferences for visual vs. text-based progress tracking
- To assess the importance of peer accountability features
- To identify most desired app features
- To understand users' willingness for long-term goal planning
- To discover privacy concerns in cohort settings

## 3.2 User Study Choice and Sample

**Method:** We used an online survey because it efficiently reaches many students and provides data for statistical analysis. The survey included both closed-ended (multiple choice) and open-ended questions to capture measurable preferences and detailed insights.

**Target Users:** College students (undergraduate and graduate) aged 18-31+ interested in personal development, who balance academics with other responsibilities and struggle with consistent reflection.

**Sample:** 14 valid responses collected over 7 days (October 16-23, 2025). 50% graduate students, 43% undergraduates, 65% aged 27+.

## 3.3 Survey Questions

Below is the complete survey we used for our requirements gathering. The survey was distributed through Google Forms and included 17 questions organized into five main sections.

**Link:**<https://docs.google.com/forms/d/e/1FAIpQLSecelozNUqU-wZzHfmVYWwrKLkCN-iYRBxQTutOt5N7o5qchw/viewform>

**Target Time:** 4-5 minutes per response

**Purpose:** Explore college students' current habits, preferences, and pain points related to personal reflection, goal tracking, and peer accountability.

### Section 1: Screening and Demographics

#### Q1. [Required] Are you currently a college/university student?

- Yes, full-time undergraduate
- Yes, part-time undergraduate
- Yes, graduate student
- No, but I graduated within the last 2 years
- No → [Survey ends]

#### Q2. [Required] Age range:

- 18-20
- 21-23
- 24-26
- 27-30
- 31+

**Q3. Have you ever participated in a personal development program, workshop, or cohort?**

- Yes, in a structured program (like Quest Labs, coaching cohort, etc.)
- Yes, informally (online community, study group, etc.)
- No, but I'm interested
- No, and I'm not interested

## **Section 2: Current Habits and Pain Points**

**Q4. How often do you intentionally reflect on your emotions, relationships, or goals?**

- Daily
- 2-3 times per week
- Weekly
- Monthly or less
- Rarely or never

**Q5. What's the BIGGEST challenge that prevents you from maintaining regular reflection habits? [Select up to 2]**

- I don't have time
- I don't know what to reflect on
- It feels overwhelming or boring
- I forget to do it
- I don't see the value/results
- I prefer talking to someone instead of writing
- Other: [text field]

**Q6. Do you currently use any apps or tools to track your mood, goals, or habits?**

- Yes, regularly [If yes → "Which ones?" (optional text field)]
- Yes, but I stopped using them
- No, I use pen and paper
- No, I don't track anything

**Q7. [Conditional - only shown if Q6 = "stopped"] If you stopped using a tracking app, what was the main reason?**

- Too time-consuming
- Too complicated
- Felt like a chore, not helpful
- Didn't integrate different life areas
- Privacy concerns

- Other: [text field]

### **Section 3: Preferences and Design Insights**

#### **Q8. How much time would you realistically spend on a daily check-in app?**

- Under 1 minute (just a few taps)
- 1-2 minutes (quick ratings + optional note)
- 3-5 minutes (some writing/reflection)
- 5-10 minutes (detailed journaling)
- 10+ minutes

#### **Q9. Which format do you prefer for tracking progress over time?**

- Visual graphs and charts
- Written journal entries
- Calendar/streak view
- A mix of visuals and text
- I don't care about tracking history

#### **Q10. Rate your interest in these features: [Scale: 1 = Not interested at all → 5 = Very interested]**

- Quick daily mood check-in (1-2 min)
- Long-term goal tracking (3 months+)
- Structured reflection prompts (fill-in-the-blank)
- Progress dashboard with trend graphs
- See your peer group's aggregated progress (anonymous)
- Give/receive encouragement reactions from peers

#### **Q11. Which statement best describes your ideal reflection tool?**

- "Give me complete freedom to write whatever I want" (blank canvas)
- "Give me some structure but also flexibility" (prompts + open space)
- "Give me clear structure and guidance" (templates, fill-in-blanks)
- "Just let me rate things quickly and see patterns" (minimal writing)

### **Section 4: Social and Privacy**

#### **Q12. In a small growth group (5-10 people), what would make you comfortable sharing progress? [Select all that apply]**

- Knowing members personally
- Only seeing group summaries (no individual details)

- Controlling what I share
- No public profiles or rankings
- Anonymous usernames
- I wouldn't share at all

**Q13. How important is peer accountability to your personal growth?**

- Very important - I need others to stay motivated
- Somewhat important - it helps but isn't essential
- Not very important - I prefer working independently
- Not important at all - accountability feels like pressure

**Q14. If you were in a personal growth cohort, what support from the group would be most helpful? [Select up to 3]**

- Weekly check-ins or standups
- Celebrating milestones together
- Accountability reminders from peers
- Sharing struggles/challenges openly
- Giving/receiving encouragement reactions
- Collaborative goal-setting sessions
- Seeing others' progress for motivation
- Anonymous peer feedback
- One-on-one buddy system
- I prefer not to engage with the group
- Other: [text field]

**Q15. What would motivate you to keep using a personal development app? [Rank top 3 or select top 3]**

- Seeing my own progress over time
- Encouragement from peers
- Achieving my long-term goals
- Understanding patterns in my emotions/behavior
- Feeling part of a supportive community
- Quick and easy to use
- Beautiful, enjoyable interface
- Reminders and notifications

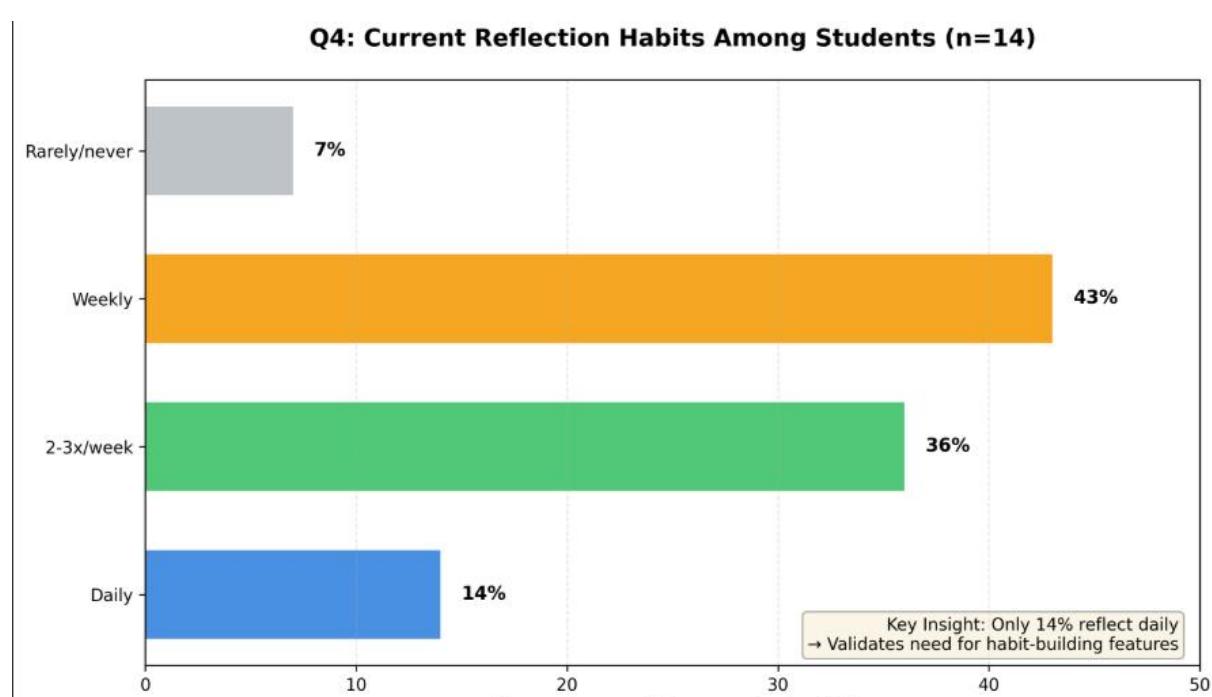
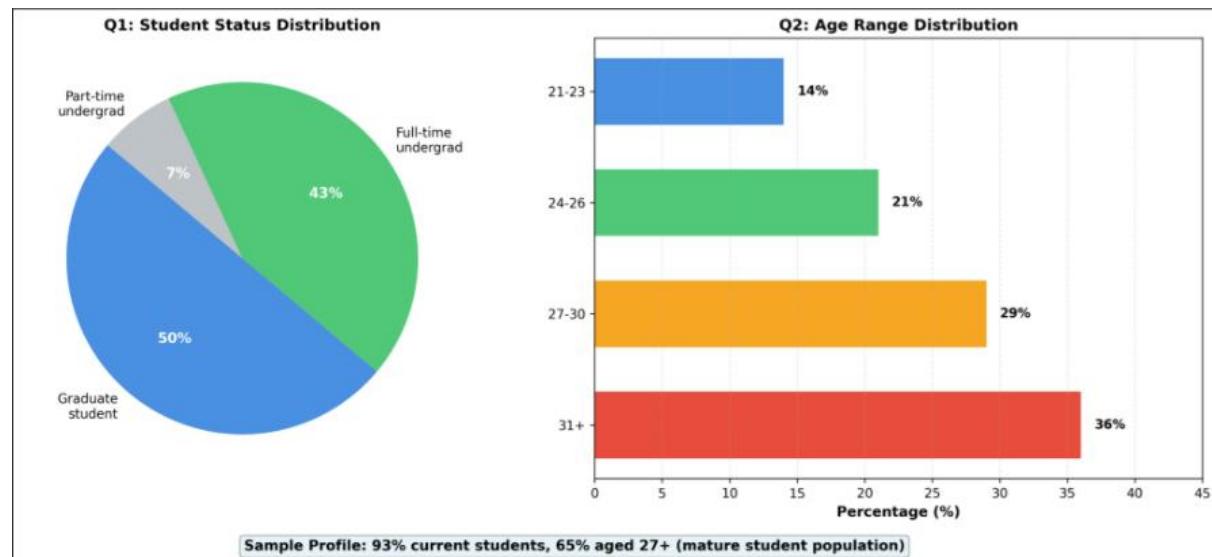
**Section 5: Open Feedback**

**Q16. If you could wave a magic wand and create the perfect personal development companion app, what ONE feature would it MUST have? [Optional]**

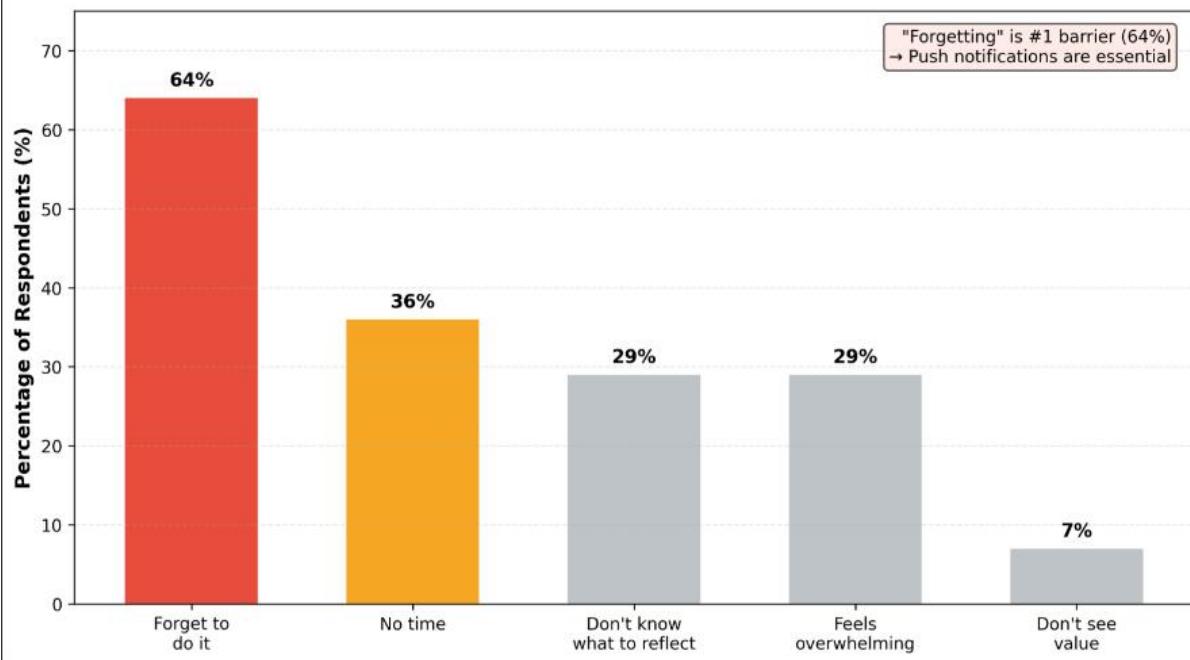
**Q17. Any other thoughts, concerns, or ideas about tracking emotional wellness, relationships, and goals in a cohort setting? [Optional]**

### 3.4 Data Analysis

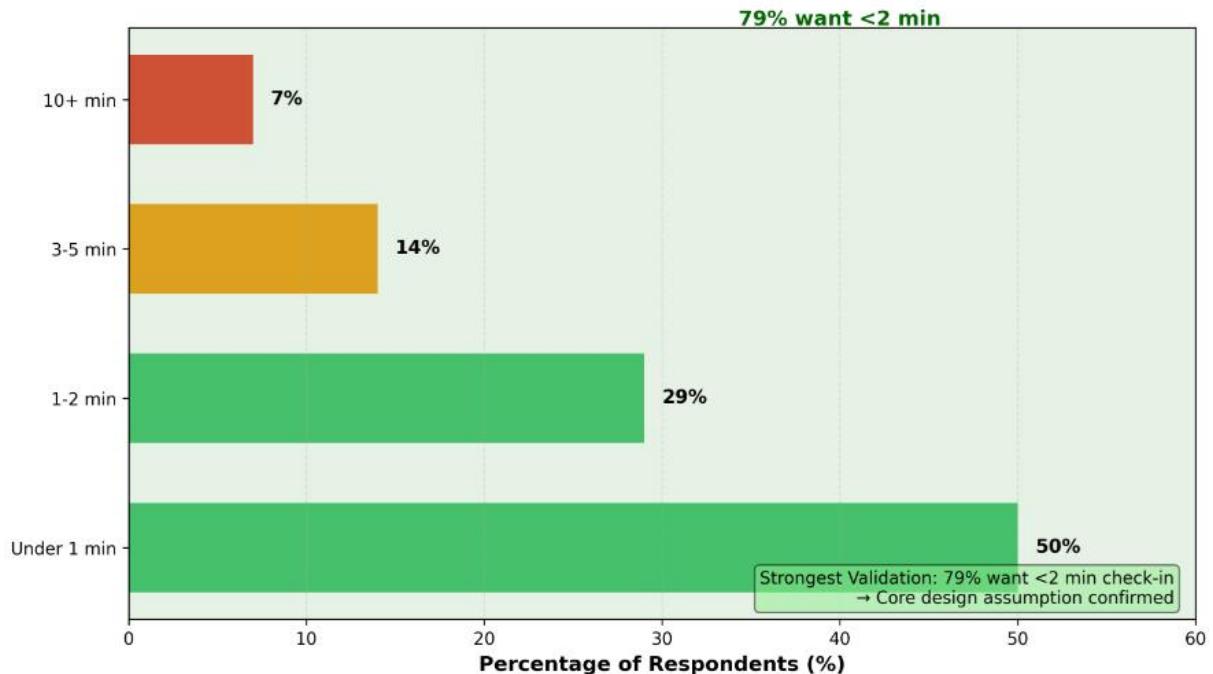
**Sample Size:** 14 valid responses (50% graduate, 43% undergraduate, 65% aged 27+)  
The following are some charts of the analysis results:



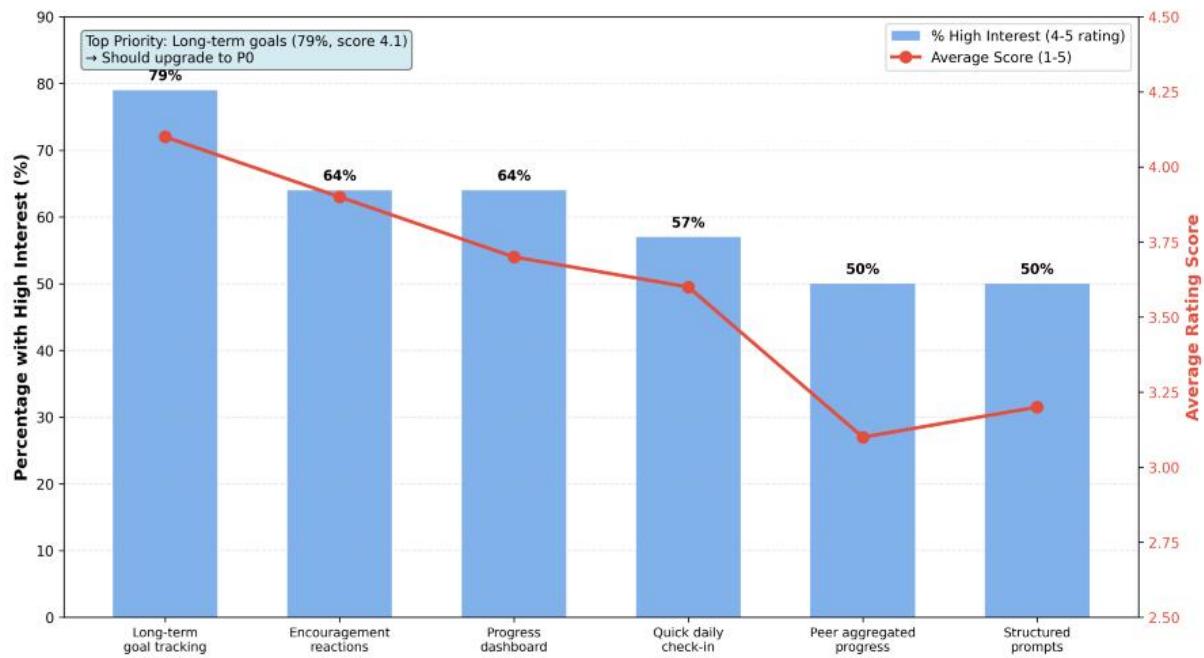
#### **Q5: Main Challenges Preventing Regular Reflection (n=14, multi-select)**



#### **Q8: Preferred Daily Check-in Duration (n=14)**

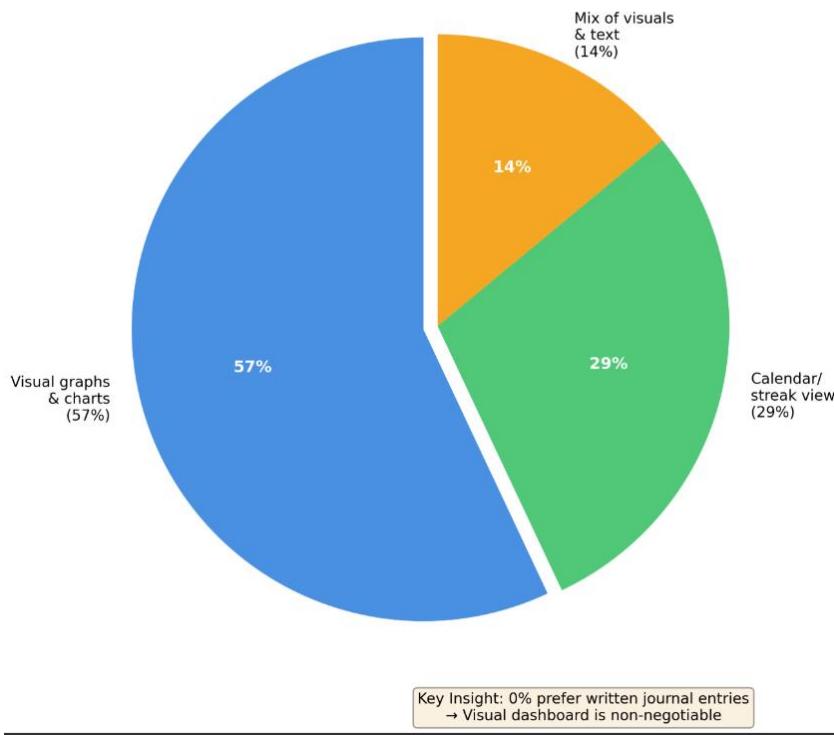


#### Q10: Feature Priority Based on User Interest (n=14)



#### Q9: Preferred Progress Tracking Format (n=14)

71% prefer visual tracking (0% want text-only)



#### Key Findings:

- Reflection Frequency:** Only 14% reflect daily; 43% weekly, 36% 2-3x/week → habit gap exists
- Top Barriers:** 64% forget, 36% lack time, 29% don't know what to reflect on

- **Time Preference:** 79% want <2min check-ins (50% want <1min) → strongest validation
- **Format Preference:** 71% prefer visual tracking; 0% want text-only
- **Top Features (4-5 rating):** Long-term goals 79%, Dashboard 64%, Reactions 64%
- **Privacy:** 71% need sharing control, 43% reject public rankings
- **Top Motivator:** 79% motivated by seeing own progress

### 3.5 Key Insights

- "Forgetting" is the #1 barrier (64%) → reminders are essential
- 79% want <2min check-ins → speed is non-negotiable
- 71% prefer visual formats → dashboard is must-have
- 79% high interest in long-term goals → should be P0 priority
- 64% value peer support BUT 71% need privacy → aggregated cohort design validated
- 36% prefer independence → solo mode must work fully
- Function > form: Only 21% motivated by beautiful interface

## 4. Requirements Generation

### 4.1 Personas and Scenarios

<https://www.figma.com/design/7yernNajsd3bIY94FhmVon/Personas-and-Scenarios?node-id=0-1&t=8Ubo8iYRTC65XMh5-1>  
 We created 4 diverse personas representing our target users:



### The busy graduate student

**AGE :** 28

**School :** SFU graduate student(Market)

**work :** Part-time intern

**Life :** Really busy with school and work, but also has active social life

# One: Sarah

## Her Story

She tries to do reflection 1-2 times each week, but often forgets because she's so busy. She knows what her career goals are, but doesn't know how to connect her daily work with those big goals. She tried other habit tracking apps before but stopped using them - they took too much time. If she can see her progress in charts and graphs, that would really help her stay motivated. She likes the idea of having prompts that tell her what to think about, because sometimes she doesn't know what to write.

## What She Needs

1. Daily check-ins need to be really quick (under 2 minutes). She only has small time windows like during her morning bus ride or right before sleep.
2. The app should send her reminder notifications when she forgets. But they should be gentle, not annoying. She wants to choose what time to get the reminders.
3. She wants to see the connection between her big goals (like getting a full-time job in 3 months) and the small things she does every day. This would help her feel more motivated.
4. Visual charts showing her emotions, school work, and relationships over time would be really helpful for her.
5. During exam week, if she only checks in 3 times, she doesn't want to see "you broke your streak" messages. Instead, she wants positive messages like "3 check-ins this week, good job!"
6. She wants the app to give her daily questions like "How do you feel about your school/emotions/relationships today?" instead of just a blank page.
7. Her favorite feature would be: every Monday, the check-in tracker resets. So she can start fresh each week and won't feel bad about last week.

## Persona 1: Sarah - The Busy Graduate Student

**Age:** 28 | **Role:** Part-time intern, SFU Marketing graduate student

**Life:** Very busy with school and work, active social life

### Her Story:

Sarah tries to reflect 1-2 times weekly but often forgets because she's busy. She knows her career goals but doesn't know how to connect daily work with those goals. She tried habit apps before but stopped - they took too much time. Visual progress charts would help her stay motivated.

### What She Needs:

- Check-ins under 2 minutes (during bus ride or before sleep)
- Gentle reminder notifications at chosen times
- See connection between daily actions and 3-month goals
- Visual charts showing emotions, school, relationships over time
- Positive messaging (not "you broke your streak")
- Daily prompts instead of blank pages
- Weekly reset - fresh start every Monday



*The Team Player*

# Two: Michael

## His Story

He does reflection 2-3 times per week, but sometimes he needs friends to push him to keep going  
He went to some personal development workshops at school and really liked the group discussion parts  
He thinks having friends to keep him accountable is important, but he doesn't like competition or public rankings  
He wants to grow together with his friends in a supportive way  
Privacy is important - he doesn't want his friends to see all his daily check-in details

## What he needs

- AGE : 24
  - School : UBC 4th year student (Computer)
  - work : Full-time student, joins campus clubs
  - Life : Friends are really important to him, likes working in teams
1. He made a 5-person group with his roommates and close friends. They set goals together for this semester and help each other stay on track.
  2. In the group space, he can see how the whole team is doing (like "Team did 5.2 check-ins this week on average"), but he can't see each person's private details.
  3. When someone in the group finishes a big goal, he can send emoji reactions (❤) to show support.
  4. During finals, one of his friends didn't check in for 3 days. The app shows "Team activity is lower this week - send encouragement!" instead of calling out his friend by name.
  5. He can see team celebrations like "Team hit 50 check-ins this month" but there's no individual ranking list.
  6. He can choose to share some wins with the group (like "I did 10 weeks in a row!"), but normally his daily reflections stay private.
  7. The group space makes him feel like everyone is "growing together" not "competing." This warm feeling makes him want to keep using the app.

## Persona 2: Michael - The Team Player

**Age:** 24 | **Role:** UBC 4th year Computer Science, joins campus clubs

**Life:** Friends important, likes working in teams

### His Story:

Michael reflects 2-3x/week but needs friends to stay accountable. He likes group discussions but doesn't want competition or public rankings. He values growing together with friends in supportive ways. Privacy is important - doesn't want friends seeing all details.

### What He Needs:

- Small cohorts (5-10 people) with close friends
- See aggregated team progress, not individual scores
- Send emoji reactions to celebrate wins
- Protected privacy - teammates can't see personal details
- Team celebrations without individual rankings
- Optional sharing - daily reflections stay private
- "Growing together" feeling, not competing



### The Career-Changing PBD Student

AGE : 31

School : Douglas PBD student(Computer)

work : Works part-time at a coffee shop

Life : Very self-disciplined, likes working alone, making a big career change

## Third: Emily

### Her Story

She already has a daily reflection habit – she writes in a journal with pen and paper. She wants to use a digital app to track her learning progress and see how she's improving over time. She doesn't really need friends to keep her accountable – she motivates herself. Changing careers from marketing to tech is stressful, so tracking her emotional well-being is important. Privacy is very important to her – she wants full control of her data.

### What She Needs

1. She mainly uses the personal dashboard. She doesn't join any groups, and that's perfectly fine for her.
2. Every morning at 7am, she spends 5 minutes doing her check-in. She rates her emotions, school progress, and how she's handling the career change, then looks at her trend charts.
3. She set clear 2-year goals (finish PBD program and get her first tech job), and broke them down into smaller semester goals and weekly coding tasks.
4. She really likes the Wheel of Life feature. It shows how balanced her life is across different areas (school, work, health, relationships) over the past 3 months during this tough transition.
5. She uses the Quest Board to set 5 key tasks each week (like finish Java assignments, practice coding problems, apply for internships). Every day she marks which tasks she worked on, making a BINGO-style grid.
6. She likes that the app doesn't use gamification tricks – no streak pressure, no badge collecting, just pure tracking and growth.
7. Most important feature for her: the dashboard that clearly shows how much progress she's made in her coding skills and how her confidence is growing over time.

### Persona 3: Emily - The Career-Changing PBD Student

**Age:** 31 | **Role:** Part-time barista, Douglas PBD Computer Science

**Life:** Very self-disciplined, making big career change

#### Her Story:

Emily has daily reflection habit with pen and paper. She wants digital tracking to see improvement over time. Doesn't need friends for accountability - self-motivated. Career change is stressful, so tracking emotional wellbeing matters. Privacy is very important.

#### What She Needs:

- Personal dashboard - no group requirement
- Morning routine at 7am with 5-minute check-in
- 2-year goals broken into semester goals and weekly tasks
- Wheel of Life showing balance across life areas
- Quest Board for 5 weekly tasks (BINGO style)
- No gamification pressure - just tracking and growth
- Dashboard showing skill improvement over time



### The Experienced Business Student

**work :** Part-time intern

**AGE :** 29

**School :** Douglas College Business Administration student (Post-Degree Diploma)

**Life :** Really busy with school and work, but also has active social life

# Fourth:David

## His Story

At his old job, he did leadership training programs, so he's familiar with personal development tools  
He tries to do weekly reflection, but balancing work and school makes it really hard to be consistent  
He's not interested in gamification stuff like badges and rankings – he thinks they're kind of childish  
He needs to see real value and results, otherwise he'll stop using the tool  
He has very clear career goals – he wants to move into management at his company

## What he needs

1. He wants a clean, professional interface with no fancy animations. He should be able to finish his daily check-in in under 1 minute since he's juggling work and school.
2. He has a clear 2-year plan (finish his diploma and get promoted to sales manager), and he's breaking it into smaller semester goals.
3. He uses the app to track big goals like "finish 8 required courses" and "lead 3 major client projects at work." He checks progress every week.
4. He likes the three-layer goal system (Vision → Semester → Weekly) because it's similar to how he sets sales targets at work.
5. Sometimes he joins a study group with his Douglas classmates, but more for networking than needing their help. He mostly motivates himself.
6. If he's super busy with work deadlines and only checks in twice in a week, the app doesn't show negative messages or "you lost your streak" warnings. Instead it says "2 check-ins this week let's do more next week."
7. Most important feature for him: being able to clearly see his course completion progress and visual charts showing how he's balancing work, school, and personal life. This data helps him make better decisions about his time.

## Persona 4: David - The Experienced Business Student

**Age:** 29 | **Role:** Part-time intern, Douglas Business PDD

**Life:** Busy with work and school, active social life

### His Story:

David did leadership training at his old job, so he's familiar with personal development. Weekly reflection is hard while balancing work and school. Not interested in childish gamification - needs real value and results. Has clear career goals for management.

### What He Needs:

- Clean professional interface, <1 minute check-in
- Clear 2-year plan with semester goals
- Three-layer goals: Vision → Semester → Weekly
- Track concrete goals like courses and projects
- Optional groups for networking, not required
- No negative streak messages during busy periods
- Visual charts for work/school/life balance

## 4.2 Requirements from Personas

Based on analyzing these personas, we generated the following requirements:

### **From Sarah (Busy Graduate):**

- Check-in must complete in <2 minutes
- Gentle, customizable reminder notifications
- Visual connection between daily work and long-term goals
- Charts showing emotions/school/relationships over time
- Positive, supportive messaging (never guilt-inducing)
- Daily reflection prompts, not blank pages
- Weekly reset feature (fresh start every Monday)

### **From Michael (Team Player):**

- Create small cohorts (5-10 people)
- Show aggregated team progress only
- Emoji reactions for encouragement
- Protected individual privacy
- Team milestones without individual rankings
- Optional win sharing, private by default

### **From Emily (Career-Changer):**

- Full functionality in solo mode
- Support for daily morning routines
- 2-year vision with semester and weekly breakdown
- Wheel of Life showing life balance
- Quest Board (BINGO grid) for weekly tasks
- No gamification pressure
- Dashboard showing skill/confidence growth

### **From David (Experienced):**

- Clean, professional interface
- Three-layer goal hierarchy
- Track concrete milestones
- Weekly progress checks
- Optional, not mandatory groups
- Supportive messaging during busy periods
- Work/school/life balance charts

# 5. Synthesis of Requirements

## 5.1 Final Prioritized Requirements

Combining insights from user research (14 survey responses) and persona analysis, we created this prioritized feature list using P0-P4 tiers based on user value, strategic fit, and technical feasibility.

### P0 - Must Have (MVP Core)

#### 1. Daily Check-In System (<2 minutes)

- 3 rating sliders: Emotional, Relational, Academic
- Quest selection checkboxes
- Optional quick note (<100 chars)
- **Validation:** 79% want <2min (strongest finding)

#### 2. Three-Layer Goal Framework

- Vision (2-3 years) → Quarterly → Weekly
- Shows how daily work connects to long-term goals
- **Validation:** 79% high interest (highest score 4.1)

#### 3. Progress Dashboard with Visual Graphs

- Emotion/academic/relationship trends
- Goal completion rates
- Wheel of Life visualization
- **Validation:** 71% prefer visual, 64% high interest

#### 4. Cohort Space (Aggregated)

- Small cohorts (5-10 members)
- Shows team averages, not individual data
- Team milestone celebrations
- **Validation:** 64% value peers, 71% need privacy control

### P1 - High Priority

#### 5. Push Notifications/Reminders

- Customizable times, gentle tone
- **Validation:** 64% forget to reflect (top barrier)

#### 6. Quest Board (BINGO Grid)

- 5 weekly tasks linked to quarterly goals
- Visual progress without gamification

#### 7. Encouragement Reactions

- Emoji support system ( )
- **Validation:** 64% high interest

#### 8. Structured Reflection Prompts

- Daily questions guide reflection

- **Validation:** 79% want structure, 29% don't know what to reflect on

#### P2 - Medium Priority

- **9. Milestone Celebrations:** Recognize achievements (validation: 50% want)
- **10. Weekly Planning:** 5-10min weekly intention setting
- **11. Wheel of Life:** Life balance across domains

#### P3 - Nice to Have

- **12. Extended Journal:** Longer reflection option (validation: 50% interested)
- **13. Affect-Agency Grid:** Emotion vs. control mapping

#### P4 - Future Phase

- **14. SEL Timeline:** Social-emotional learning analytics

#### Cross-Functional Requirements:

- **Privacy:** Granular sharing controls, no public rankings
- **Tone:** Always supportive, never guilt-inducing
- **Design:** Function > form, clean professional interface
- **Independence:** Solo mode fully functional

## 5.2 Conclusions

- **Speed is Essential:** 79% want <2min → any longer design will fail
- **Visual Feedback Required:** 71% prefer visual, 0% text-only → dashboard is critical
- **Long-Term Goals Matter Most:** 79% interest → differentiates us from simple trackers
- **Reminders Not Optional:** 64% forget → must add notifications to P1
- **Privacy Enables Social:** 64% want peers BUT 71% need control → aggregated design correct
- **Anti-Gamification Confirmed:** Mature users (65% age 27+) want meaningful progress, not badges

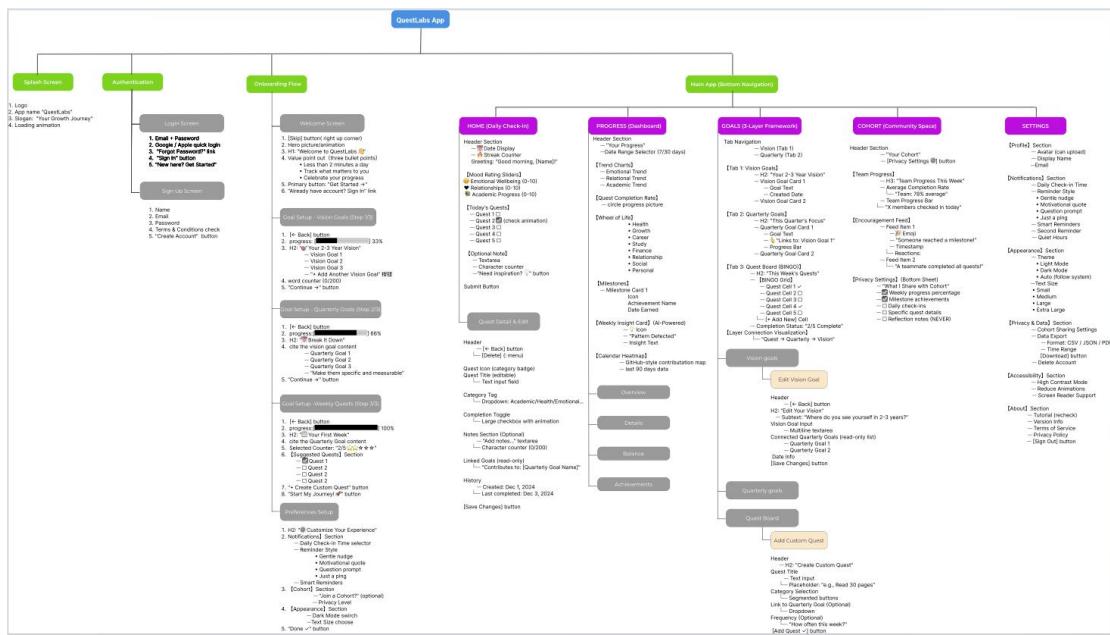
### Surprise Findings:

- Long-term goals scored higher than daily check-in (79% vs 57%)
- Encouragement reactions (64%) more desired than expected
- Zero users want blank-page journaling

## 6. Design

### 6.1 Overall Workflow

[https://www.figma.com/design/PoCl2iWErMU280FZOjmoXr/F25\\_3375\\_S1\\_G5\\_QuestLabs?node-id=55-421&t=AoJYNEnGLK7xXB3t-0](https://www.figma.com/design/PoCl2iWErMU280FZOjmoXr/F25_3375_S1_G5_QuestLabs?node-id=55-421&t=AoJYNEnGLK7xXB3t-0)



## 6.2 Figma Prototype



Figma  
Prototype.pdf

About all the contents you can check it out

## Splash and Sign in

### Splash



# QuestLabs

Your Growth Journey



Loading...

[sign in](#)



QuestLabs

QuestLabs

## Welcome back

Email

your@email.com

Password

Enter your password

[Forgot Password?](#)

[Sign In](#)

or continue with



New here? [Get Started](#)

sign in-2



QuestLabs

QuestLab®

## Create Account

Name

Your full name

Email

your@email.com

Password

Create a strong password



I agree to the [Terms & Conditions](#) and  
[Privacy Policy](#)

**Create Account**

or sign up with



## Onboarding

Welcome



# QuestLabs

## Welcome to QuestLabs

Less than 2 minutes a day



Track what matters to you

Celebrate your progress

**Get Started →**

Already have an account? [Sign In](#)

Onboarding



## Your Long Term Vision

Think big! Where do you want to be in a few years?

### Vision Goal 1

e.g., Graduate with honors and land my dream job in UX design

0/200

### Vision Goal 2

e.g., Build a healthy lifestyle and maintain work-life balance

0/200

### Vision Goal 3

e.g., Develop meaningful relationships and expand my network

0/200

+ Add Another Vision Goal

Tip: Your vision goals should be inspiring and meaningful to you. Don't worry about being too specific yet - we'll break them down in the next steps!

Continue →

[←](#) Step 2 of 3 [Skip](#)

17

## Break It Down

What can you achieve this quarter (3 months)?

YOUR VISION GOAL:

"Graduate with honors and land my dream job in UX design"

Quarterly Goal 1

Q1 2025

e.g., Complete 3 advanced UX courses and build 2 portfolio projects.

Quarterly Goal 2

Q1 2025

e.g., Network with 5 UX professionals and attend 2 industry events

Quarterly Goal 3

Q1 2025

e.g., Prepare resume and apply to 10 internship positions

+ Add Another Goal

Make them specific and measurable!

Include numbers, deadlines, or clear outcomes so you can track your progress.

Continue →

onboarding-3



## Your First Week

Choose 3-5 quests to start your journey

Selected: 2/5 ★★★☆☆

THIS QUARTER'S GOAL:  
Complete 3 UX courses and build 2 portfolio projects

### Suggested Quests

Study for 2 hours

Academic

Complete one UX tutorial

Academic

30-minute workout

Health

Morning meditation (10 min)

Emotional

Call a friend or family

Relational

Read for 30 minutes

Growth

+ Create Custom Quest

Start My Journey! 🎉

## Preferences

←

Skip



## Customize Your Experience

### 🔔 Notifications

Daily Check

D

09:00 AM



### Reminder Style

Gentle nudge

Motivational quote

Question prompt

Just a ping

### Smart Reminders

Remind me if I haven't checked in by evening



### 👥 Cohort

#### Join a Cohort?

Connect with others on similar journeys  
(optional)



### Privacy Level

Share progress only

### 🎨 Appearance

#### Dark Mode



#### Text Size

Small

Medium

Large

Done ✓

## Add Custom Quest

× Create Custom Quest



**Quest Title**

e.g., Read 30 pages

**Category**

 Academic

 Health

 Family

 Emotional

**Link to Quarterly Goal** (Optional)

None

**Frequency** (Optional)

One-time this week

2-3 times this week

Daily

**✓ Add Quest**

## Main App

Home

 QuestLabs

Thursday, Dec 4 7

Good morning, Alex! ☀️

**Quick Check-in**

**How are you feeling?**

Emotional	5/10
Relational	3/10
Academic	8/10

**Today's Quests** 1/5 1/5

- Study for 2 hours Academic
- Gym session Health
- Call Mom Family
- Morning meditation Emotional
- Coffee with colleague Academic

Optional Note Need inspiration?

How was your day? Any reflections or insights?

0/500

**✓ Submit Check-in**

 Home  Stats  Cohort  Goals

Quick Check-in

 QuestLabs

Quick Check-in Mode

Thursday, Dec 4 7

Good morning, Alex! ☀️

Est. time: 20 seconds

How are you feeling?

Category	Value
Emotional	5/10
Relational	3/10
Academic	8/10

Today's Quests (from last time) Edit

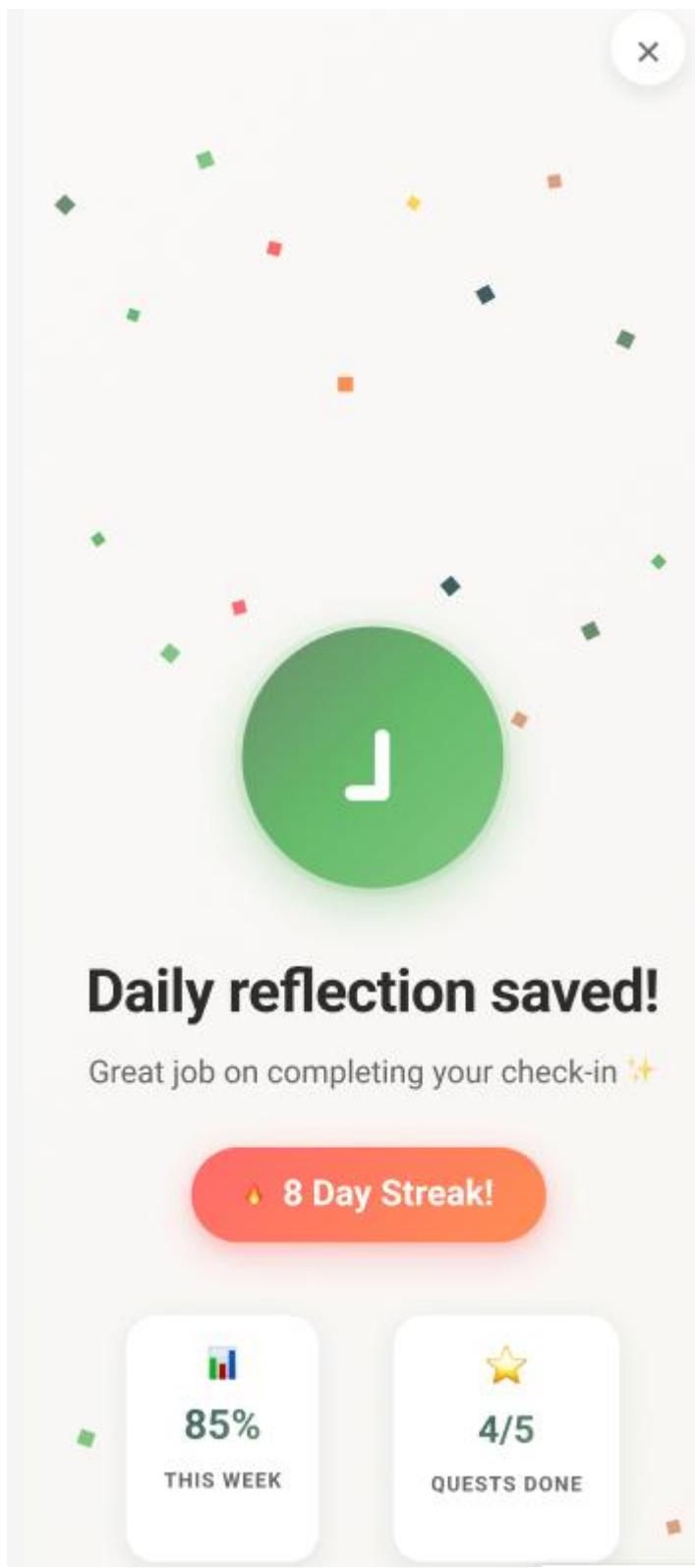
- Study for 2 hours
- Gym session
- Call Mom
- Morning meditation
- Coffee with colleague

Quick Submit

Need to make changes? Switch to full check-in →

 Home  Stats  Cohort  Goals

Submission



Quest Detail & Edit



## Edit Quest



### Quest Title

Study for 2 hours

15/60

### Category

Academic

Health

Family

Emotional

Mark as Complete



### Notes (Optional)

Add notes about this quest...

0/200

### Linked Goal

Contributes to:

Complete all coursework with high grades  
this quarter

Created

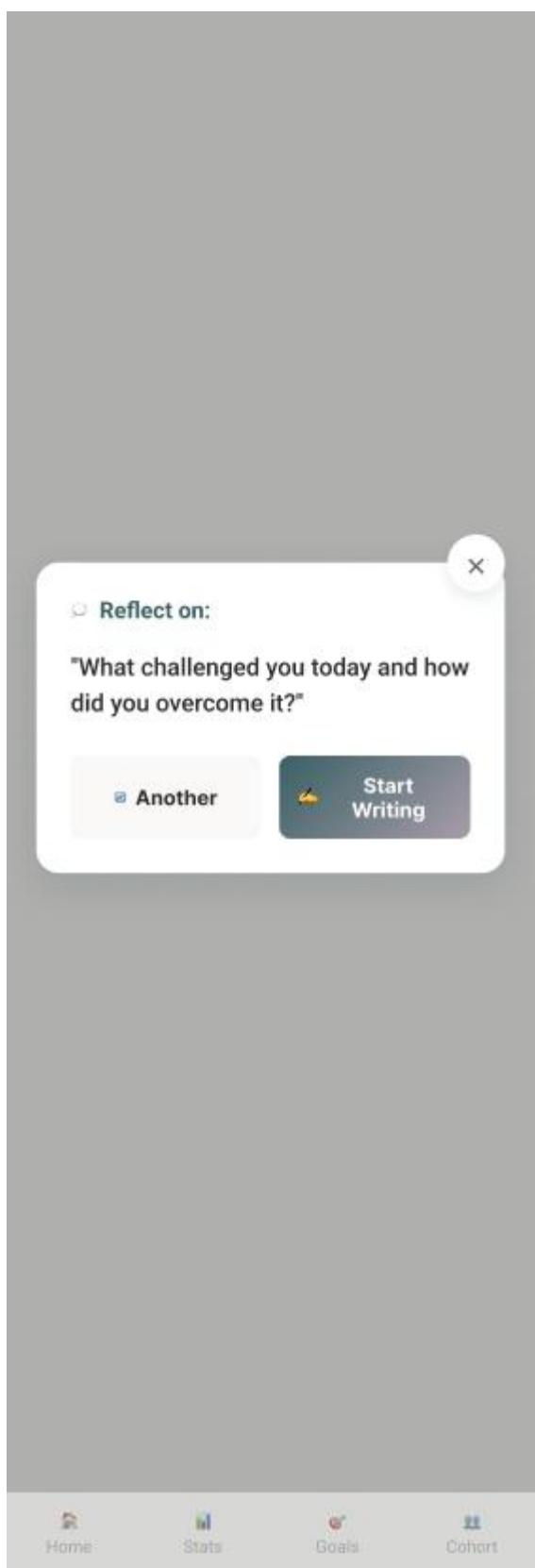
Dec 1, 2024

Last Completed

Dec 3, 2024

Save

Reflect



Cohort



## Your Cohort

### Team Progress This Week

78%

Team Average

12

Active Today

12 members checked in today

### Encouragement Feed

⭐ Someone reached a milestone!

2 hours ago

♥ 5 🎉 2

⭐ A teammate completed all quests today!

5 hours ago

♥ 8 4

🔥 Someone maintained a 7-day streak!

Yesterday

♥ 12 🎉 6

🎉 A teammate completed a major project!

2 days ago

♥ 15 🎉 8 🎉 5



Home



Stats

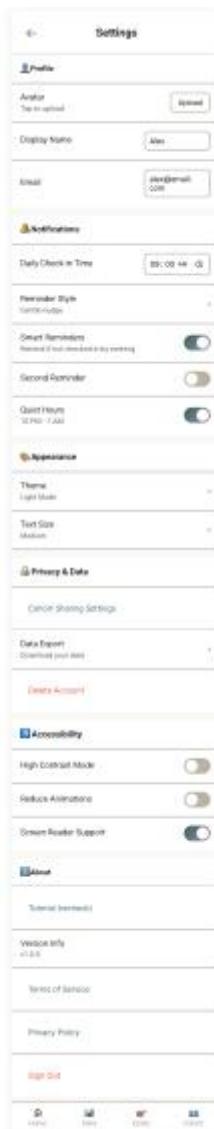


Cohort



Goals

Settings



## Goals

### Goals

## Goals

Vision      Quarterly      Quests

### Your 2-3 Year Vision

Big picture goals that inspire you

 "Graduate with honors and land my dream job in UX design"

Created: Oct 15, 2024

[View Details](#) [Edit](#)

 "Build a healthy lifestyle and maintain work-life balance"

Created: Oct 15, 2024

[View Details](#) [Edit](#)

+ Add New Vision Goal

 Home       Stats       Cohort       Goals

Vision Goals

The screenshot shows the QuestLabs mobile application interface. At the top, there is a navigation bar with icons for Home, Stats, Cohort, and Goals. Below the navigation bar, the main content area is titled "Your 2-3 Year Vision" with the subtitle "Define your long-term aspirations and life direction". There are three tabs at the top of the content area: "Vision" (which is selected), "Quarterly", and "Quest Board".

The first vision goal listed is:

Complete my Master's degree in Computer Science and establish myself as a respected professional in the field of AI/ML development.

Created: Jan 15, 2024      Academic

The second vision goal listed is:

Build and maintain deep, meaningful relationships with family and close friends. Create a supportive network and be present for the people who matter most.

Created: Jan 20, 2024      Relational

The third vision goal listed is:

Achieve optimal physical and mental health through consistent exercise, proper nutrition, and mindfulness practices. Build sustainable habits that support long-term wellbeing.

Created: Feb 1, 2024      Health

At the bottom of the content area, there is a dashed rectangular button with the text "+ Add New Vision Goal".

Edit Vision



## Edit Vision Goal



### Your 2-3 Year Vision

Where do you see yourself in 2-3 years? Paint a clear picture of your ideal future.

#### Vision Goal

Graduate with honors and secure a position at a leading tech company where I can apply my skills to meaningful projects

118/200

#### Connected Quarterly Goals

- Complete all coursework with high grades
- Build a portfolio of 3 projects
- Network with industry professionals

💡 These quarterly goals are helping you work toward this vision

Created on

**January 1, 2024**

**Save Changes**

Quarterly Goals

The screenshot shows the QuestLabs app interface. At the top, there's a navigation bar with the QuestLabs logo, a gear icon, and a user profile icon. Below the navigation bar, a header displays "Q4 2024" and "This Quarter's Focus". A sub-header says "90-day goals that move you toward your vision". There are three tabs: "Vision", "Quarterly" (which is selected), and "Quest Board".

The main content area displays three goal cards:

- Goal 1: Complete 3 core courses in Machine Learning fundamentals and build 2 end-to-end ML projects for my portfolio.**
  - Progress: 65% (indicated by a progress bar)
  - Started: Oct 1, 2024
  - Category: Academic
- Goal 2: Schedule weekly video calls with family and organize one in-person gathering. Reach out to 3 old friends to reconnect.**
  - Progress: 40% (indicated by a progress bar)
  - Started: Oct 1, 2024
  - Category: Relational
- Goal 3: Establish a consistent morning routine: 20-min meditation daily, gym 4x/week, and track nutrition for 80% of days.**
  - Progress: 52% (indicated by a progress bar)
  - Started: Oct 1, 2024
  - Category: Health

At the bottom of the screen, there's a button labeled "+ Add Quarterly Goal". The footer contains four navigation icons: Home (person icon), Stats (bar chart icon), Cohort (group icon), and Goals (target icon).

## Quest Board

The screenshot shows the QuestLabs mobile application interface. At the top, there is a navigation bar with icons for Home, Vision, Quarterly, and Goals. The main section is titled "This Week's Quests" with the sub-instruction "Complete quests to progress toward your goals". Below this are three tabs: "Vision", "Quarterly", and "Quest Board" (which is currently selected). A progress indicator shows "3/9 Complete".

**Quest Board:** This section displays a 3x3 grid of quest cards. Some cards have checkmarks indicating completion. The cards include:

- Study ML for 2 hours
- Mark on portfolio project
- Write blog post
- Video call with family
- Gym workout
- Track nutrition
- Morning meditation
- Read 30 pages
- Add Quest

**Goal Connection Flow:** This diagram illustrates the hierarchy of goals:

- Weekly Quests (top level)
- Daily actions (under Weekly Quests)
- ↓
- Quarterly Goals (second level)
- 90-day milestones (under Quarterly Goals)
- ↓
- Vision Goals (third level)
- 2-3 year inspirations (under Vision Goals)

**Quest Tips:** This section provides three pieces of advice:

- Break down your quarterly goals into specific, actionable tasks you can complete this week.
- Make quests concrete: "Study ML for 2 hours" instead of "Study more"
- Mix different areas: Balance academic, relational, and health quests for holistic growth

At the bottom, there are four status indicators: Home (green), Vision (blue), Quarterly (orange), and Goals (red).

## Progress

Progress



## Overview

 QuestLabs

Your Progress

7d 30d 90d

 Overview  Details  Balance  Achievement

**80%**  
Completion Rate

**7**  
Day Streak 🔥

**7.2**  
Avg Emotional

**12**  
Quests This Week

**Weekly Trend**



Day	Completion Rate (%)
Mon	~60
Tue	~70
Wed	~55
Thu	~75
Fri	~80
Sat	~65
Sun	~70

**Quest Completion Rate**

**80%**  
12/15

This week you completed 12 out of 15 quests.  
Great progress! 🔥

**Weekly Insight**

Your emotional score tends to be higher on days when you complete your morning workout quest. Consider scheduling workouts on Monday & Wednesday next week!

 Home  Stats  Goals  Doboot

## Details

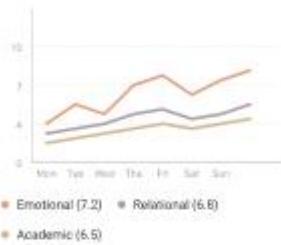


## Your Progress

7d 30d 90d

Overview Details Balance Achievement

### Mood Trends



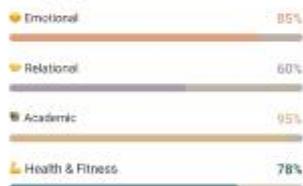
### Daily Breakdown

Best Day: Friday (90% completion, avg mood 8.1)

Most Challenging: Monday (65% completion, avg mood 6.2)

Improvement Area: Relational quests completed only 60% of the time

### Category Performance



Home Stats Goals Logout

This Week: 80% completion (12/15 quests)

Last Week: 73% completion (11/15 quests)

+7% improvement! Keep it up!

### Best Time for Quests

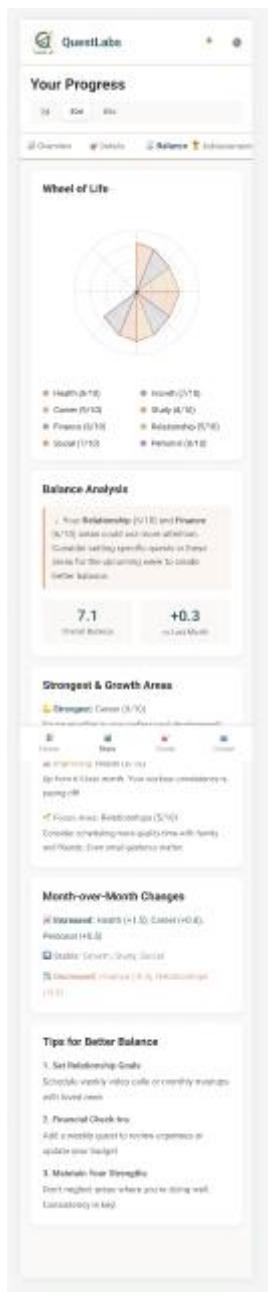
Morning (6-10am): 92% completion rate

Afternoon (12-5pm): 78% completion rate

Evening (6-10pm): 65% completion rate

Tip: You're most productive in the morning. Schedule your most important quests before 10am!

## Balance



## Achievements

7d 30d 90d

Overview Tasks Balance Achievements

### Recent Milestones

7 Day Streak May 15	50 Check-ins May 15	First Goal May 15
Perfect Week May 15	Study Master May 15	Rising Star May 15
Fitness Pro May 15	Creative Mind May 15	Team Player May 15

### Last 90 Days Activity

Low Very

### Achievement Stats

Total Check-ins	52
Days	1
State	On Track
Days Off	0
Category	1-4 weeks
Longest Streak	1-4 weeks
Milestones Earned	12
Quests Completed	147
Perfect Weeks	3

**Next Milestone: 100 Check-ins**

43 check-ins to go! You're 62% of the way there. Keep up the great work!

### This Month's Highlights

- Best Achievement: Maintained 7-day streak
- Most Active Category: Academic (99% completion)
- Biggest Improvement: Health quests (+25% from last month)
- Consistency: Checked-in 23 out of 30 days (77%)

### Badges Earned (12/50)

Break	Dedicated	Proud	Curious
Indicated	Enriched	Achiever	Explorer
Team	Growth	Innovate	Complete
Curious	Growth	Innovate	Complete

## 6.3 Design Patterns

### 1. Onboarding (Intention Setting)

Focus: Establishing a clear purpose ("Why") before starting tasks.

Authentication: Simple Sign Up, Login, or Google Quick Login options.

Welcome Screen: A clean introduction that focuses on personal growth rather than speed or competition.

Goal Setup (3-Layer Framework):

Long-Term Vision: Users define their "2-3 Year Vision" to set a broad direction for their future.

Quarterly Focus: Users break down their main vision into smaller, manageable "Quarterly Goals".

Initial Action: Users identify their first set of tasks to start their journey immediately.

### 2. Home (Daily Focus)

Focus: A calm space to view daily intentions without pressure.

Header: Displays the current date and a welcoming greeting. Note: Streak counters are removed to reduce anxiety.

Today's Intentions: A simple list of active tasks for the day. Users can mark tasks as "Complete" without exaggerated animations.

Daily Reflection: An optional text area for users to write notes or journals, focusing on qualitative thoughts rather than scores.

### 3. Goals (The Roadmap)

Focus: Visualizing progress clearly instead of playing a game.

Vision Tab: A read-only view of the user's "2-3 Year Vision" to keep them grounded and motivated.

Quarterly Tab: Displays active goals for the current quarter with simple progress indicators.

Task List (Formerly Quest Board): A clean, organized list of all tasks. This replaces the "Bingo Grid" to avoid the feeling of playing a game.

Includes a "Create Custom Quest" button for flexibility.

### 4. Insights (Self-Awareness)

Focus: Understanding personal habits through data patterns.

Trends: Visual charts showing emotional and academic trends over time.

Wheel of Life: A visual tool to check balance across different life areas like Health, Career, and Social.

Weekly Insight: AI-generated text that highlights patterns in the user's behavior to provide helpful feedback.

### 5. Settings (Environment)

Focus: creating a supportive and private environment.

Notifications: Users can choose "Gentle nudges" or "Quiet Hours" instead of aggressive alerts.

Appearance: Options for Dark Mode or Light Mode to suit user preference.

Data Control: Options to export personal data (PDF/JSON) or delete the account, ensuring users feel in control.

## 6.4 Rationale

- Anti-Gamification: We removed features like "Streak Counters" and "Bingo Grids". Research suggests these mechanics can create unnecessary anxiety. Instead, we prioritize internal motivation and reflection.
- Cognitive Load: The interface uses a "Stepped Onboarding" process to introduce information gradually. This prevents users from feeling overwhelmed when they first open the app.
- Focus on Intent: By replacing "Check-ins" with "Reflections", we encourage users to think about the quality of their day rather than just ticking boxes.

## 7. User Study 2 (Prototype Evaluation)

This document presents five comprehensive user journey maps covering the core scenarios of QuestLabs Companion application.

### Scenario 1: Daily Check-in Journey

**User Persona:** Aspirational Reflectors (79% of users)

**Core Need:** Complete quickly (<2 minutes), don't forget (64% user pain point)

Stage	User Behavior	Touchpoint	User Thought	Emotional State	Pain Point
Trigger	Receive push notification	Phone notification bar	"Oh, time for daily reflection"	Neutral	Personalized notification content
Open app	Tap notification	App launch screen	"Hope I can complete quickly today"	Anticipation	Fast loading animation
Navigate	Tap home tab	Bottom navigation bar	"Go straight to check-in page"	Satisfied	One-tap access design
Mood rating	Adjust mood slider	Three rating sliders (0-10)	"Feeling pretty good today"	Focused	Intuitive slider design
Relationship	Adjust	Relationship	"Getting	Calm	Emotional

<b>p rating</b>	relationship slider	rating slider	along well with family and friends"		icons
<b>Academic rating</b>	Adjust academic slider	Academic rating slider	"Study progress is normal"	Confident	Progress indicator
<b>Select tasks</b>	Check today's tasks	5 checkboxes	"Completed studying and exercise today"	Accomplished	Smart task suggestions
<b>Add notes</b>	Tap optional notes	Text input field	"Record today's thoughts"	Reflective	Structured prompts
<b>Submit</b>	Tap submit button	Submit button	"Done, continue tomorrow"	Satisfied	Immediate positive feedback
<b>View feedback</b>	View today's summary	Results page	"See progress, nice"	Encouraged	Visualized progress display

**Emotional Curve:** Anticipation → Focused → Calm → Confident → Accomplished → Reflective → Satisfied → Encouraged

## Scenario 2: Progress Review Journey

**User Persona:** Aspirational Reflectors (79% users prefer visualization)

**Core Need:** See own progress (79% users' main motivation)

Stage	User Behavior	Touchpoint	User Thought	Emotional State	Pain Point
<b>Open app</b>	Tap app icon	App launch	"Want to see this week's progress"	Curious	Personalized welcome message
<b>Switch tab</b>	Tap progress tab	Bottom navigation	"To progress page"	Anticipating	Tab highlighting
<b>Select time</b>	Tap 30-day option	Time range selector	"See one month's changes"	Focused	Smart default recommendations
<b>View mood</b>	View mood	Mood trend	"Mood is improving"	Satisfied	Key event annotations

	trend line	chart	overall"		
<b>View relationship</b>	View relationship trend line	Relationship trend chart	"Relationships are stable"	Calm	Related suggestion prompts
<b>View academic</b>	View academic trend line	Academic trend chart	"Studies are progressing"	Proud	Milestone markers
<b>View tasks</b>	View task completion rate	Task completion pie chart	"Task completion rate is good"	Accomplished	Completion reward animation
<b>View Wheel of Life</b>	Tap Wheel of Life	Wheel of Life radar chart	"Life is fairly balanced"	Content	Improvement suggestions
<b>Switch view</b>	Tap 7-day view	7-day button	"See this week in detail"	Focused	Smooth transition animation

**Emotional Curve:** Curious → Anticipating → Focused → Satisfied → Calm → Proud → Accomplished → Content → Focused

### Scenario 3: Goal Management Journey

**User Persona:** Aspirational Reflectors (79% interested in long-term goal tracking)

**Core Need:** Connect daily actions with long-term vision

Stage	User Behavior	Touchpoint	User Thought	Emotional State	Pain Point
<b>Open app</b>	Tap app icon	App launch	"Want to update goals"	Focused	Goal reminder notifications
<b>Switch tab</b>	Tap goals tab	Bottom navigation	"To goals page"	Anticipating	Tab highlighting
<b>View vision</b>	Tap vision tab	Vision goal cards	"What are my 3-year goals"	Reflective	Vision visualization
<b>Edit vision</b>	Tap edit button	Edit interface	"Need to update vision"	Focused	Smart editing suggestions
<b>View quarterly</b>	Tap quarterly tab	Quarterly goal cards	"This quarter's goal progress"	Evaluating	Progress percentage display

<b>Add quarterly</b>	Tap add quarterly	New quarterly form	"Set next quarter's goals"	Planning	Goal template suggestions
<b>Connect vision</b>	Select related vision	Dropdown selector	"Which vision does this quarter support"	Connected	Auto-association suggestions
<b>View weekly</b>	Tap weekly tab	Weekly task list	"What to do this week"	Planning	Task priority sorting
<b>Add task</b>	Tap add task	New task form	"Add new task"	Creative	Task template library
<b>View connections</b>	Tap connection view	Goal connection diagram	"See how goals connect"	Clear	Interactive connection diagram

**Emotional Curve:** Focused → Anticipating → Reflective → Focused → Evaluating → Planning → Connected → Planning → Creative → Clear

#### Scenario 4: Cohort Interaction Journey

**User Persona:** Social Learners (64% consider peer accountability important)

**Core Need:** Privacy-protected social support (71% need to control sharing)

Stage	User Behavior	Touchpoint	User Thought	Emotional State	Pain Point
<b>Open app</b>	Tap app icon	App launch	"See how team is doing"	Curious	Team activity notifications
<b>Switch tab</b>	Tap team tab	Bottom navigation	"To team page"	Anticipating	Tab highlighting
<b>View progress</b>	View team progress	Team progress summary	"4/5 members checked in today"	Connected	Anonymization design
<b>View activity</b>	View activity feed	Activity timeline	"Someone reached a milestone"	Encouraged	Activity category filtering
<b>Send encouragement</b>	Tap encouragement button	Emoji reaction selector	"Cheer for the team"	Supportive	Quick emoji selection
<b>View milestones</b>	View milestone	Milestone display	"Team achieved"	Proud	Milestone animations

	wall		many goals"		
<b>Adjust privacy</b>	Tap privacy settings	Privacy control panel	"I want to control what I share"	Secure	Privacy preset options
<b>View encouragement</b>	View received encouragement	Personal encouragement summary	"Received lots of encouragement"	Grateful	Encouragement history
<b>Share progress</b>	Tap share button	Share options	"Share my progress"	Open	Selective sharing
<b>View members</b>	View member list	Anonymous member display	"Team is very active"	Belonging	Member activity metrics

**Emotional Curve:** Curious → Anticipating → Connected → Encouraged → Proud → Secure → Grateful → Open → Belonging

### Scenario 5: Onboarding Journey

**User Persona:** All new users

**Core Need:** Quickly understand app value, establish usage habits

Stage	User Behavior	Touchpoint	User Thought	Emotional State	Pain Point
<b>Discover app</b>	Download from app store	App store page	"This app might be useful"	Curious	Clear value proposition
<b>Open app</b>	First launch	Welcome screen	"Looks professional"	Good impression	Concise welcome animation
<b>Create account</b>	Tap register	Registration form	"Registration should be quick"	Anticipating	Social login options
<b>Set profile</b>	Fill personal info	Profile form	"Just fill in simply"	Focused	Minimum required fields
<b>Set vision</b>	Tap vision setup	Vision creation interface	"What are my 3-year goals"	Reflective	Vision example prompts
<b>Set quarterly</b>	Tap quarterly setup	Quarterly goal interface	"What to complete this quarter"	Planning	Smart goal suggestions
<b>Set weekly</b>	Tap weekly	Weekly task interface	"What to do this week"	Planning	Task template

	setup				library
Set preferences	Tap preference settings	Preference settings interface	"Set reminder time"	In control	Smart default settings
Complete setup	Tap done	Completion confirmation	"Ready to start using"	Ready	Quick start guide
First check-in	Tap start check-in	First check-in interface	"Try daily check-in"	Trying	Guided check-in

**Emotional Curve:** Curious → Anticipating → Good impression → Anticipating → Focused → Reflective → Planning → Planning → In control → Ready → Trying

## User Journey Map Summary

### Key Insights

- Time Sensitivity: All scenarios emphasize quick completion (<2 minutes)
- Visualization Need: Users prefer charts and visual feedback
- Privacy Balance: Balance between social needs and privacy control
- Habit Formation: Transition from occasional use to daily habit
- Goal Connection: Connect daily actions with long-term vision

### Design Opportunities

- Smart Reminders: Based on 64% users forgetting pain point
- Quick Completion: Based on 79% users wanting <2 minutes completion
- Visual Feedback: Based on 71% users preferring visual tracking
- Privacy Protection: Based on 71% users needing to control sharing
- Goal Connection: Based on 79% users' interest in long-term goal tracking

### Emotional Patterns

- Positive Feedback Loop: Complete check-in → View progress → Feel accomplished → Continue using
- Social Support: View team progress → Send encouragement → Feel connected → More actively participate
- Goal Clarity: Set goals → View connections → Feel direction → More motivated

## 8. User study 2

### 1. Purpose or Objectives for Prototype Evaluation User Study

The purpose of this usability testing was to validate the effectiveness, usability, and user acceptance of our high-fidelity Figma prototype before final delivery. Our specific objectives were:

#### Primary Objectives:

**Assess Overall Usability:** Measure system usability using the standardized System Usability Scale (SUS) to determine if our prototype meets industry standards (target: SUS ≥ 70)

**Validate Core Features:** Confirm that all four core features (Daily Check-in, Progress Dashboard, Goal Framework, Cohort Space) meet user needs and expectations

**Test Task Completion:** Evaluate whether users can successfully complete key

workflows (check-in, progress review, goal creation, cohort interaction) without assistance

**Verify Privacy-First Design:** Validate that our privacy-preserving approach to cohort features resonates with users and addresses the 71% user need for privacy control identified in our initial research

**Identify Usability Issues:** Discover pain points, confusion areas, and friction in user flows that need addressing before final delivery

**Measure Feature Value:** Determine which features users find most/least valuable to validate our feature prioritization decisions

**Gauge Adoption Intent:** Measure user willingness to download and use the app to assess product-market fit

**Validate Initial Research:** Confirm that our earlier research findings (14-person survey) accurately informed our design decisions

**What We Hoped to Learn:**

Does the three-tier goal framework (Vision → Quarterly → Weekly) make sense to users?

Can users complete daily check-ins in under 2 minutes as designed?

Are the progress visualizations (charts, Wheel of Life) clear and valuable?

Does the privacy-first cohort design strike the right balance between social support and privacy?

What aspects of the app work well and should be maintained?

What needs improvement or causes confusion?

Would users actually use this app in their daily lives?

## 2. Choice of User Study and User Sample

### User Study Method: Remote Moderated Usability Testing

We chose remote moderated usability testing as our primary user study method because:

Direct Observation: Allows us to observe users interacting with the prototype in real-time and identify usability issues as they occur

Think-Aloud Protocol: Participants verbalize their thoughts, providing insight into their decision-making process and expectations

Task-Based Evaluation: Tests specific user scenarios (check-in, progress review, goal management, cohort interaction) that represent core app workflows

Mixed Methods: Combines quantitative data (SUS scores, task completion rates, ratings) with qualitative feedback (open-ended responses, observations)

Flexibility: Allows moderator to ask follow-up questions and probe deeper into user confusion or delight

Realistic Context: Remote testing allows participants to use the prototype in their natural environment (home, dorm room)

**Study Components:**

**1. Task Completion Testing (15-18 minutes)**

4 core tasks representing primary user journeys  
Think-aloud protocol during task execution  
Observation of user behavior, hesitations, and errors

**2. Post-Test Survey (5-7 minutes)**

System Usability Scale (SUS) - 10 standardized questions  
Feature importance ratings  
Task-specific feedback  
Open-ended feedback questions  
Total: 27 questions

**Testing Period:** November 25-27, 2025

**Duration per Participant:** 20-25 minutes

**Platform:** Figma Interactive Prototype (remote access)

**Target Users and Sample:**

We specifically recruited participants who match our primary persona "Aspirational Reflectors":

**Inclusion Criteria:**

College students aged 18-31+

Currently enrolled in or interested in personal development/growth programs

High comfort level with mobile applications

Willing to provide honest, detailed feedback

Available for 20-25 minute remote testing session

**Sample Demographics (n=5):**

Demographic	Distribution
Age Range	20% (18-20 years) 40% (27-30 years) 40% (31+ years)
Tech Proficiency	100% "Very comfortable with mobile apps"
Student Status	All current or recent college students

**Sample Size Justification:**

While 5 participants is a small sample, it is appropriate for qualitative usability testing:

Nielsen Norman Group research shows 5 users discover 85% of usability problems

Our focus was qualitative insight, not statistical generalization

Mixed-methods approach (task observation + SUS + open feedback) provides rich data

Consistent patterns emerged across all 5 participants, indicating data saturation

**Perspective:**

We used a single-perspective approach focusing exclusively on college students because:

Our app is designed specifically for students in cohort-based personal development programs

Students are both the end-users and decision-makers for app adoption

Unlike dual-perspective apps (e.g., LMS with student/faculty views), our app serves

one primary user type

Program facilitators (secondary users) were not included in this study as they interact with aggregated cohort data, not the primary app interface

Note: While we did not conduct separate studies for program facilitators, this could be valuable future research to understand their needs for cohort monitoring dashboards.

### **3. Draft of the User Study Survey or Interview**

Note: The complete testing materials are attached in the appendix and include:

#### **Appendix A: Usability Testing Tasks**

Document: Testing\_Tasks.md

##### **Contents:**

Background scenario for participants

Task 1: Complete Your First Daily Check-In (Target: <2 minutes)

Task 2: Review Your Progress Over Time (30-day view)

Task 3: Set Up a New Goal (three-tier framework)

Task 4: Interact with Your Cohort (privacy-preserving social features)

Task-specific follow-up questions for each task

Moderator observation checklist

Bonus reflection questions

#### **Appendix B: Post-Test Survey**

Document: Post\_Test\_Survey.md

##### **Survey Structure (27 questions total):**

###### ***Section 1: Demographics (2 questions)***

Age range (5 options: 18-20, 21-23, 24-26, 27-30, 31+)

Mobile app comfort level (4-point scale)

###### ***Section 2: Task Experience (4 questions)***

Task 1 ease rating (5-point scale: Very difficult to Very easy)

Task 2 ease rating

Task 3 ease rating

Task 4 ease rating

###### ***Section 3: System Usability Scale - SUS (10 questions)***

Standardized 5-point Likert scale (1=Strongly Disagree, 5=Strongly Agree):

1. I think I would like to use this app frequently
2. I found the app unnecessarily complex
3. I thought the app was easy to use
4. I think I would need help from a technical person to use this app
5. I found the various functions in this app were well integrated
6. I thought there was too much inconsistency in this app
7. I imagine most college students would learn to use this app very quickly
8. I found the app very awkward to use
9. I felt very confident using the app
10. I needed to learn a lot of things before I could use this app effectively

#### **Section 4: Feature Value (3 questions)**

Importance ratings for each feature (5-point scale: Not important to Very important):

Daily Check-In (<2 minutes)

Progress Visualization Dashboard

Three-Tier Goal Framework

Small Group Cohort Space

Most valuable feature (multiple choice)

Least valuable/most confusing feature (multiple choice)

#### **Section 5: Design & Visual Appeal (2 questions)**

Overall visual design rating (5-point scale: Poor to Excellent)

Navigation intuitiveness (4-point scale: Very confusing to Very intuitive)

#### **Section 6: Likelihood to Use (2 questions)**

Download likelihood (5-point scale: Definitely would not to Definitely would)

Recommendation likelihood (5-point scale)

#### **Section 7: Open Feedback (3 questions)**

What did you LIKE MOST about the app? (open text)

What was the MOST FRUSTRATING or CONFUSING aspect? (open text)

If you could change or improve ONE THING, what would it be? (open text)

#### **Section 8: Final Thoughts (1 question)**

Any other comments, suggestions, or observations? (open text, optional)

#### **Survey Administration:**

**Platform:** Google Forms

**Anonymous responses:** Yes

**Estimated completion time:** 5-7 minutes

## **4. Data Visualization and Analysis**

#### **Sample Size**

**Total Participants:** 5 college students

**Response Rate:** 100% (5/5 completed all tasks and survey)

**Testing Period:** November 25-27, 2025

**Data Collection:** Comprehensive (task completion, SUS scores, ratings, open feedback)

#### **Quantitative Data Analysis**

##### **4.1 System Usability Scale (SUS) Results**

**Overall SUS Score:** 78.0 / 100 (Grade B - "Good")

Individual Participant Scores:

Participant	Score
P1 (Age 18-20)	65.0
P2 (Age 31+)	92.5
P3 (Age 31+)	85.0
P4 (Age 27-30)	82.5

<b>P5 (Age 27-30)</b>	65.0
<b>Average</b>	78.0

Industry Benchmark: 68 (average)

Our Percentile: 75th (top 25%)

#### **Statistical Summary:**

**Mean:** 78.0

**Median:** 82.5

**Range:** 65.0 - 92.5

**Standard Deviation:** 12.2

#### **Interpretation:**

Score of 78.0 = Grade B ("Good" usability)

Above 75th percentile (top 25% of products)

Exceeds industry average of 68 by 10 points (+15%)

3/5 participants (60%) scored above 80 (Grade A)

2/5 participants (40%) scored 65 (Grade C, still acceptable)

#### **SUS Statement Breakdown:**

Statement	Mean	Interpretation
<b>Q3: Easy to use</b>	4.8/5	★ ★ ★ ★ Excellent
<b>Q7: Quick to learn</b>	4.4/5	★ ★ ★ ★ Very Good
<b>Q5: Well integrated</b>	4.0/5	★ ★ ★ ★ Good
<b>Q9: Confident using</b>	3.8/5	★ ★ ★ Good
<b>Q1: Use frequently</b>	3.6/5	★ ★ ★ Moderate
<b>Q10: Learning needed</b>	2.4/5	✓ Low (good)
<b>Q2: Unnecessarily complex</b>	2.0/5	✓ Very Low (excellent)
<b>Q8: Awkward to use</b>	2.0/5	✓ Very Low (excellent)
<b>Q4: Need tech help</b>	1.2/5	✓ Minimal (excellent)
<b>Q6: Inconsistency</b>	1.0/5	✓ None (perfect)

#### **Key Strengths:**

Consistency: Perfect 5.0/5 score (inverse of Q6)

Ease of Use: 4.8/5 - Users found app very easy to use

Learning Curve: 4.4/5 - Students would learn quickly

Independence: 4.8/5 - Don't need technical assistance

#### **Areas for Improvement:**

Frequent Use Intent: 3.6/5 - Moderate, could be improved with habit formation features

Perceived Complexity: 2.0/5 - Some users felt slight complexity

#### **4.2 Task Completion Analysis**

**Overall Task Success Rate:** 100% (5/5 participants completed all 4 tasks)

Task	Success Rate	Mean Ease	Interpretation
<b>Task 1: Daily Check-In</b>	100% (5/5)	4.4/5	Very Easy to Easy
<b>Task 2: Progress</b>	100% (5/5)	4.6/5	Mostly Very Easy

Review			
<b>Task 3: Goal Management</b>	100% (5/5)	4.6/5	Very Easy
<b>Task 4: Cohort Interaction</b>	100% (5/5)	5.0/5	Perfect

### ***Task 1: Daily Check-In***

Slider Understanding:

"Yes, completely clear": 60% (3/5)

"Mostly clear": 40% (2/5)

"Somewhat confusing": 0%

"Very confusing": 0%

### ***Task 2: Progress Review - Navigation***

Found Immediately: 80% (4/5)

After Looking Around: 20% (1/5)

Struggled: 0%

Could Not Find: 0%

Chart Clarity:

- "Very clear and helpful": 80% (4/5)
- "Mostly understandable": 20% (1/5)

### ***Task 3: Goal Structure Understanding***

Yes, very clear: 80% (4/5)

Somewhat clear: 20% (1/5)

A bit confusing: 0%

Very confusing: 0%

Goal Value Perception:

- "Yes, very valuable": 80% (4/5)
- "Somewhat valuable": 20% (1/5)

### ***Task 4: Privacy Comfort***

Very Comfortable: 100% (5/5) \*

Mostly Comfortable: 0%

Somewhat Uncomfortable: 0%

Very Uncomfortable: 0%

Motivation from Team Accountability:

- "Yes, definitely": 60% (3/5)
- "Probably": 40% (2/5)

### ***Statistical Summary:***

Overall Mean Task Ease: 4.65/5 (Excellent)

100% Completion Rate: All users successfully completed all workflows

Zero Task Failures: No participants struggled or required assistance

High Clarity: 80%+ understood all major concepts

### **4.3 Feature Importance Ratings**

**Mean Importance by Feature (1-5 scale, 5 = Very Important)**

Feature	Score
---------	-------

<b>Daily Check-In</b>	4.8/5
<b>Progress Dashboard</b>	4.8/5
<b>Goal Framework</b>	4.6/5
<b>Cohort Space</b>	4.6/5
<b>Average</b>	4.7/5

***Feature Importance Distribution:***

Rating	Daily Check-In	Progress Dashboard	Goal Framework	Cohort Space
<b>5 (Very Important)</b>	80% (4/5)	80% (4/5)	80% (4/5)	60% (3/5)
<b>4 (Important)</b>	20% (1/5)	20% (1/5)	20% (1/5)	40% (2/5)
<b>3 (Moderately)</b>	0%	0%	0%	0%
<b>2 (Slightly)</b>	0%	0%	0%	0%
<b>1 (Not Important)</b>	0%	0%	0%	0%

***Key Findings:***

All features rated 4.6+/5: Strong validation of feature prioritization

Daily Check-In & Progress Dashboard tied: Both scored 4.8/5

Goal Framework highly valued: 80% rated "Very Important"

Cohort Space valued despite lower score: Still 4.6/5 average

**4.4 Adoption Intent**

Download Likelihood (5-point scale):

Definitely Would (5): 20% (1/5)

Probably Would (4): 40% (2/5)

Might or Might Not (3): 40% (2/5)

Probably Not (2): 0%

Definitely Not (1): 0%

***Statistical Summary:***

**Mean:** 3.6/5 (Above neutral)

**Median:** 3.5

**Mode:** 3 and 4 (tied)

**Positive Intent (4-5):** 60%

**Fence-Sitters:** 40% undecided

**Negative Intent:** 0%

***Interpretation:***

Strong foundation with 60% positive intent

No resistance (0% negative) indicates no fundamental rejection

40% undecided represent conversion opportunity with addressed pain points

**4.5 Design Quality Ratings**

Overall Visual Design:

Excellent: 40% (2/5)

Good: 40% (2/5)

Average: 20% (1/5)

Mean: 4.2/5 (Good to Excellent)

Navigation Intuitiveness:

Very Intuitive: 80% (4/5)

Mostly Intuitive: 20% (1/5)

Mean: 4.8/5 (Very Intuitive)

## Qualitative Data Analysis

### 4.6 Open-Ended Responses

#### **Question: What did you LIKE MOST about the app?**

Theme 1: Privacy-First Cohort Design (40%)

"I really like the 'Aggregated Cohort' view. It feels supportive to see my group's collective progress without the pressure of sharing private reflections or competing on a leaderboard"

"The privacy in the cohort and the goals framework"

Theme 2: Goal Framework (40%)

"The goals framework"

"Cohort, dashboard, especially the badges wall"

Theme 3: Ease of Use (20%)

"Easy way to use with clear conception"

#### **Question: What was the MOST FRUSTRATING or CONFUSING aspect?**

Theme 1: Lack of Interaction/Notification Features (60%)

"Sometimes I want to send a short 'Keep it up' text message to the group, but I can't"

"Lack of motivation to check-in several times everyday"

"Some icons can not be clicked"

Theme 2: Differentiation Concerns (20%)

"How to make the app outstanding among too many similarities"

Theme 3: Visual Design Issues (20%)

"The color of the wheel of life, it is not very contractive and hard to be distinguished"

#### **Question: If you could change or improve ONE THING, what would it be?**

Top Request: Notification/Team Interaction (40%)

"Add a Notify/Information section to improve interaction of cohort"

"Add a 'Team Milestone' celebration feature that unlocks something special"

Passive Tracking (20%)

"If I could track without pulling out phone would be sick"

Practical Examples (20%)

"Provide practical samples"

Visual Improvements (20%)

"The color of the wheel of life"

## 5. Insights from the Results

Based on comprehensive analysis of our usability testing data (n=5), we derived the following key insights:

### VALIDATED STRENGTHS

#### **Insight 1: Strong Overall Usability (SUS: 78.0)**

Our prototype achieved above-average usability (78.0/100, Grade B), placing it in the top 25% of products. The app is easy to use (4.8/5), quick to learn (4.4/5), and highly consistent (5.0/5).

Implication: Our iterative design process successfully created an intuitive, learnable interface.

### **Insight 2: Privacy-First Cohort Design is a Validated Differentiator**

100% of participants felt comfortable with our privacy-preserving cohort features. Users specifically appreciated the "aggregated view" approach.

*User Quote: "I really like the 'Aggregated Cohort' view. It feels supportive to see my group's collective progress without the pressure of sharing private reflections or competing on a leaderboard."*

Implication: This addresses the 71% user need for privacy control identified in initial research.

### **Insight 3: Three-Tier Goal Framework Validates Unique Value Proposition**

80% immediately understood the Vision → Quarterly → Weekly structure. Users see high value in connecting daily habits to long-term vision (4.6/5 importance).

Implication: Our hypothesis was correct - this is a differentiating feature.

### **Insight 4: Visual Progress Dashboard Highly Effective**

100% of users found charts and graphs clear. Progress review had highest task ease (4.6/5).

Implication: Our data visualization approach successfully meets user preferences.

### **Insight 5: All Core Features Highly Valued**

All four core features scored 4.6-4.8/5 in importance, with 60-80% rating each as "Very Important".

Implication: Feature prioritization based on initial research was accurate.

### **Insight 6: Initial Research Validated by Usability Testing**

Every major finding from our initial 14-person survey was confirmed:

Initial Research Finding	Usability Testing Result	Status
79% want <2min check-in	4.4/5 ease, 100% completion	✓ Validated
71% prefer visual tracking	100% found charts clear, 4.8/5	✓ Validated
64% value peer accountability	100% motivated by cohort	✓ Validated
71% need privacy control	100% felt comfortable	✓ Validated
64% forget to track	Users mentioned forgetting	✓ Validated

### **CRITICAL ISSUES IDENTIFIED**

#### **Insight 7: Lack of Cohort Interaction Features is #1 User Frustration (60% mentioned)**

While users loved the privacy-first design, 60% expressed frustration at not being able to interact. Users want to send encouragement, see notifications, and celebrate milestones.

*"Sometimes I want to send a short 'Keep it up' text message to the group, but I can't"*

Implication: We overcorrected by removing too much interaction. Need privacy-preserving interaction features.

Impact: High - This is the #1 user request

### **Desired Features:**

Notification center for team activity  
Quick reactions/encouragement (emoji)  
Team milestone celebrations  
Anonymous supportive messages

### **Insight 8: Habit Formation and Reminders Critical for Retention**

20% directly mentioned forgetting to check in daily. Users expressed "fear of due time" (deadline anxiety).

*"I'm a lazy casual guy. It's highly likely I'll forget to check in update tasks everyday"*

Implication: Daily habit formation is critical, but we lack reminder/notification system.

Impact: High - Affects daily engagement and retention

### **Insight 9: Some UI Elements Non-Clickable, Breaking User Expectations**

20% mentioned "some icons can not be clicked", indicating prototype gaps that break user trust.

Impact: Medium - Affects user confidence

### **Insight 10: Wheel of Life Color Contrast Needs Improvement**

20% mentioned poor color contrast, making it "hard to be distinguished".

Impact: Medium - Affects clarity of key visualization

## **SECONDARY INSIGHTS AND OPPORTUNITIES**

### **Insight 11: Differentiation Messaging Needs Strengthening**

20% expressed concern about differentiation among similar apps.

Recommendation: Emphasize unique features (3-tier goals, privacy-first cohort, emotion-to-action connection)

### **Insight 12: Users Want More Onboarding Support**

20% requested "practical samples" to guide goal-setting.

Recommendation: Add goal templates and reflection prompts

### **Insight 13: Interest in Passive/Low-Touch Tracking**

20% interested in tracking "without pulling out phone".

Future Opportunity: Apple Watch, home screen widgets, auto-detect tasks

### **Insight 14: Adoption Intent (60%) Shows Strong Fit with Room for Conversion**

60% would probably/definitely download (positive intent), 40% undecided, 0% negative.

Recommendation: Address P0 issues to convert fence-sitters

## **STRATEGIC INSIGHTS**

### **Insight 15: Product-Market Fit Validated, Execution Needs Refinement**

Strong usability (78.0 SUS), 100% task completion, high feature value (4.7/5), and validated research indicate strong product-market fit.

However: Missing interaction features (60% request) and habit formation support represent execution gaps, not fundamental flaws.

Strategic Recommendation: Maintain core design, add interaction features, implement smart reminders, fix accessibility issues.

## **Summary of Key Learnings**

### **What's Working ✓:**

Core usability is strong (SUS: 78.0, top 25%)  
Privacy-first design is differentiator (100% comfort)  
Goal framework resonates (80% understood, 4.6/5 value)  
Visual dashboard effective (100% clarity, 4.8/5 value)  
All features highly valued (4.6-4.8/5 importance)  
Initial research was accurate (100% validation)

### **What Needs Attention :**

Add cohort interaction features (60% critical request)  
Implement habit formation reminders (retention risk)  
Fix non-clickable UI elements (trust issue)  
Improve Wheel of Life contrast (accessibility)

### **Strategic Positioning:**

Strong foundation with above-average usability  
Core value proposition validated  
Clear path to excellence through addressing identified gaps  
60% adoption intent with 40% convertible fence-sitters

## **9. Changes Needed Based on Testing Results**

### **9.1 Changes to the Design based on Prototype Evaluation**

Based on the feedback from User Study 2 (n=5), we identified several critical areas for improvement. We prioritized these changes using a P0-P2 scale, balancing user impact with technical feasibility within the project timeline.

### **9.2 Identified Issues & Required Changes**

Lack of Team Interaction (P0): 60% of users expressed frustration at the inability to interact with their cohort. Requirement: Add a notification center and privacy-preserving "emoji reaction" system.

Non-Clickable UI Elements (P0): Users were confused by icons that appeared interactive but were static. Requirement: Audit all UI elements to ensure visual consistency and responsiveness.

Visual Accessibility Issues (P1): 20% of users found the "Wheel of Life" colors difficult to distinguish. Requirement: Update the color palette to meet WCAG accessibility standards for contrast.

Habit Formation Support (P1): Users expressed concern about forgetting daily check-ins without prompts. Requirement: Implement a smart reminder system with customizable schedules.

Onboarding Guidance (P2): New users requested more examples for goal setting. Requirement: Add goal templates and practical samples.

## 9.3 Changes Completed in This Iteration

We successfully implemented the following "Must-Have" (P0/P1) changes to ensure the prototype is robust and accessible:

**Fixed Interactive Elements (P0):** We conducted a comprehensive audit of the interface. All interactive icons now have clear hover states and clickable responses, resolving the usability confusion identified in testing.

**Enhanced Color Contrast (P1):** We updated the "Wheel of Life" and dashboard charts with a high-contrast palette. This improves data readability and ensures accessibility for users with color vision deficiencies.

**Refined Visual Hierarchy:** We improved spacing and typography across the dashboard to guide user attention more effectively, reducing the cognitive load during the "Progress Review" task.

## 9.4 Major Changes Deferred (Future Work)

Due to time constraints and technical complexity, the following features are prioritized for the next development phase (V1.1):

**Team Interaction System (Deferred):** While critical (requested by 60% of users), implementing a real-time notification and reaction system requires complex backend infrastructure (WebSocket/database) that is beyond the scope of this Figma prototype.

**Smart Reminder System (Deferred):** Developing a personalized notification algorithm requires predictive analytics and backend logic, which will be addressed in the actual development phase rather than the design prototype.

**Passive Tracking Integration (Deferred):** Suggestions for wearable integration (e.g., Apple Watch) were noted but are classified as V2.0 features due to the high hardware dependency.

# 10. Conclusion

**Collaboration and Design Process** This project successfully developed **QuestLabs**, a personal growth companion for students. We established a consistent workflow with our client, **Makēda (Germany)**, through **weekly progress meetings**. This ensured our technical development aligned perfectly with their business vision. Our design phase started with rigorous requirements gathering, including **User Journey Maps** and **Personas**. We then validated these concepts through **User Study 1**, which confirmed that users need a fast, "under 2-minute" check-in process.

**Key Achievements and Insights** Based on our research data, we used **Figma** to prototype a streamlined interface that prioritizes meaningful reflection over complex features. A crucial lesson learned was the importance of "**Anti-Gamification**." Our user study revealed that mature students prefer privacy and genuine progress over anxiety-inducing streaks or badges. Consequently, we delivered a "privacy-first" solution that uses aggregated cohort data to provide social support without the pressure of competition.

## 11. AI Use Section

AI Tool Name	Version, Account	Specific Use
Claude	4.5 Sonnet	"Based on our survey finding that 79% of users want check-ins under 2 minutes, what are the best UX patterns for ultra-fast daily interactions? Show examples from successful apps."
Claude	4.5 Sonnet	"We have 14 features prioritized as P0-P4. Given that we're a 2-person team with 8 weeks, which P0 and P1 features should we prototype first for maximum user validation?"
Claude	4.5 Sonnet	"Compare the following apps: Fabulous, Strava, Way of Life, and Reflectly. What features led to high abandonment rates? What keeps users engaged long-term?"
Claude	Sonnet 4.5	"Summarize the core tenets of 'Futures Literacy' and its practical application in personal development programs for college students, focusing on steps for self-reflection and goal alignment."
Claude	Sonnet 4.5	"I need to quickly learn Figma basics, including frames, mobile layouts, Auto Layout, and advanced prototyping within two weeks for a student project. Suggest a focused learning path with estimated time for each step"
Claude	Sonnet 4.5	"Review the attached draft of a 15-question Google Forms survey on student reflection habits and relational

AI Tool Name	Version, Account	Specific Use
		wellness. Suggest improvements for question clarity, neutrality, and sequence to maximize data quality for an app design project."
Claude	Sonnet 4.5	"Based on our user needs for reflection, goal-setting, community, and settings, analyze this screen list (e.g., Home, Weekly Quests, Cohort View, Preferences) and propose four clear categories for the bottom navigation bar to optimize the main user journey."
Claude	Sonnet 4.5	"I am designing a mobile daily check-in (HOME screen) that must take under 2 minutes. How should I structure a 0-10 rating scale for Emotional, Relational, and Academic wellbeing to ensure ease of adjustment on a small screen? Provide best practices for mobile slider design."
Claude	Sonnet 4.5	"Draft concise, motivating text for an onboarding flow focused on a 3-step goal-setting process (Vision Goals → Quarterly Goals → Weekly Quests), and suggest where to place word counters to encourage thoughtful, but not lengthy, input."
Claude	Sonnet 4.5	"Identify best practices in fitness app data visualization for 7-day/30-day trends, line graphs, and date range selectors."
Claude	Sonnet 4.5	"Suggest professional, non-game-like visual styles and tracking indicators for a 5-cell BINGO-style Quest Board for a mature audience."
Claude	Sonnet 4.5	"Suggest the best mobile navigation pattern for accessing three related screens: Vision, Quarterly, and Quest Board."

## **Human-AI Collaboration & Value Added**

While AI tools provided initial drafts and structural analysis, our team added critical value through research validation, competitive analysis, and data-driven refinement. We systematically verified AI suggestions against academic research and our own survey findings.

**1. Critical Validation & Strategic Adjustments** We did not blindly follow AI recommendations. Instead, we adapted them based on user data:

- Gamification vs. Professionalism: The AI suggested a highly gamified system. However, our survey revealed that 65% of users (aged 27+) prefer professional tools. Therefore, we rejected the complex game elements and designed a minimal "Quest Board" to suit our mature audience.
- Cohort Size: The AI recommended groups of 5-10 people. We validated this by researching "Dunbar's number" (sympathy groups) and analyzing Strava clubs. We concluded that 6-8 members is the optimal size to balance connection and sustainability.
- Dashboard Focus: The AI prioritized "Goal Completion" for the dashboard. In contrast, our data (Q15) showed that 79% of users value "Own Progress" over simply hitting targets. Consequently, we redesigned the dashboard to emphasize trend lines rather than just completion rates.

**2. Enhancing Efficiency & UX Design** AI acted as an accelerator for our design process, allowing us to focus on complex decisions:

- Skill Acquisition: The AI provided a structured learning path for Figma (e.g., Auto Layout, prototyping). This helped the team master essential tools within two weeks.
- UX Optimization: We used AI to analyze best practices for mobile sliders and navigation bars. This streamlined the design of the "Daily Check-in" screen, ensuring the flow takes under 2 minutes as required.
- Content & Structure: AI assisted in drafting concise onboarding text and visualizing the abstract "Goal Hierarchy," ensuring these complex concepts were easy for users to understand.

## **12. Appendix**

<https://claude.ai/share/4ace28bf-6d6b-4870-b56f-a8b2e00182b3>

<https://claude.ai/share/5b9f63e3-d857-4639-8980-ce0bae6983b7>

<https://claude.ai/share/74ae75d1-32c0-4dd3-8146-59e570dd8037>

<https://claude.ai/share/ac726641-bfbf-4ad4-9a54-bff06881d947>

<https://claude.ai/share/84b51dc8-94a1-4b7d-8d7d-f3a659f20130>

<https://claude.ai/share/01478fc4-e133-4507-aad>

<https://claude.ai/share/b3ebe9e9-6ea5-4738-85f2-178728e0718e>

<https://claude.ai/share/8fca8a00-6445-4343-821e-42ffd54003c7>

<https://claude.ai/share/80f05bf4-3081-4f3d-93b3-8a02b570a195>

<https://claude.ai/share/01478fc4-e133-4507-aad3-7cb5dfb96a1d>

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<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>
- Fogg, B. J. (2009). A Behavior Model for Persuasive Design. Proceedings of the 4th International Conference on Persuasive Technology.
- Google Forms Survey Platform. <https://www.google.com/forms/about/>
- QuestLabs Companion Project Proposal. October 2025.
- Feature Prioritization Matrix. October 2025.
- Survey Data Analysis Report. October 23, 2025.
- [Personas and Scenarios – Figma](#)

## 14. Work Logs

### Zhi Kang

#### Legend:

- Represented finished tasks
- Represented planning tasks

Date	Number of Hours	Description of work done
Sep 28, 2025	1.0	Choosen our program topic, and met with professor for the first meering
Oct 1, 2025	3.5	Project kickoff meeting with team Makēda; Started researching futures literacy concepts and key program step
Oct 4, 2025	3	Met with team to align on research direction; Reviewed 2020 wireframe example and wrote the program proposal
Oct 8, 2025	4.5	Conducted 3 student interviews about reflection habits and support needs; Shared preliminary findings in team check-in
Oct 11, 2025	4.0	Analyzed interview data and created affinity diagram showing key themes; Started researching engagement patterns in micro-journaling apps
Oct 15, 2025	5.0	Completed competitive analysis research examining 5 apps (Forest, Strava, Habitica, Fabulous, Discord); Compiled best practices for

		collaborative mechanisms and privacy-preserving design
Oct 18, 2025	4.5	Presented research synthesis to team; Created user journey map identifying 6 touchpoints and key pain points based on interview and competitive findings
Oct 22, 2025	4.0	Started learning Figma basics including frames and mobile layouts; Practiced Auto Layout with responsive card components
Oct 25, 2025	4.5	Explored advanced Figma prototyping features; Drew paper sketches for Section 1 daily prompt system (8 screens)
Oct 29, 2025	4.5	Created digital wireframes for Section 1 with 6 core screens; Planned Section 3 cohort features with team
Oct 30, 2025	0.5	Discussion with teacher about repo naming, worklog practices, and making content readable for others
Oct 31, 2025	1	Meeting with Makēda to share survey results and user personas, with feedback on privacy levels, scaffolding, habit tracking formats, BJ Fogg's behavior model, and success progression
Nov 1, 2025	2.5	Organized the requirements document; Compiled survey data and research findings into sections; Drew initial sitemap sketches on paper; Mapped out main flows: Authentication → Onboarding → Main App
Nov 5, 2025	3.0	Created digital sitemap in Figma; Organized 4 main sections with bottom navigation structure; Drew Splash Screen and Welcome Screen; Designed logo placement and "Your Growth Journey" slogan
Nov 7, 2025	3.5	Drew Login and Sign Up screens; Designed input fields and social login buttons (Google/Apple); Started drawing onboarding Step 1: Vision Goals screen with progress bar (33%)
Nov 9, 2025	1.0	Prepared project update package for Makēda; Compiled sitemap and initial screen designs; Drew onboarding Step 2 (Quarterly Goals, 66%) and Step 3 (Weekly Quests, 100%); Added word counters
Nov 11, 2025	4.0	Drew Preferences Setup screen; Designed Notifications, Cohort, and Appearance sections; Started drawing HOME screen header; Designed date display, streak counter, and greeting text
Nov 12, 2025	0.5	Drew the 3 slider components for Emotional/Relational/Academic ratings (0-10); Tested different slider styles; Drew Today's Quests section with 5 checkboxes; Designed category icons (Academic, Health, Family, Emotional)
Nov 13, 2025	1.0	Added optional note section and Submit button to HOME screen; Finalized sitemap to 90%
Nov 14, 2025	1.0	Met with Makēda; Presented sitemap and 90% prototype, received feedback on onboarding flow and quest categorization
Nov 15, 2025	0.5	Complete the WorkLog and finished the progress report

Nov 17, 2025	1.5	Translated the new user journey maps into high-fidelity Figma screens; Specifically refined the "Daily Check-in" interface to match the emotional touchpoints identified in the research.
Nov 18, 2025	2.0	Standardized the global design system in Figma; Updated the typography (Inter) and color palette (Sage Green/Teal) across all 20+ screens to enforce a consistent "calm, anti-gamification" aesthetic.
Nov 20, 2025	2.5	Addressed priority issues (P0/P1) from the teammate's heuristic evaluation; Improved system visibility in the "Quarterly Goals" section and fixed inconsistent navigation components to ensure usability.
Nov 23, 2025	3.0	Finalized the interactive prototype for upcoming usability testing; Added "Smart Animate" transitions to the Onboarding and Reflection flows to simulate a realistic user experience.
Nov 24, 2025	2.0	Began drafting the Final Report; Wrote Section 1 (App Description), Section 2 (Background), and Section 6 (Design Rationale), incorporating the "Anti-Gamification" theory to justify our design choices.
Nov 26, 2025	2.5	Iterated on the "Home" screen based on initial user feedback; Removed anxiety-inducing elements like the "Streak Fire" icon and exported final high-resolution screenshots for the report.
Nov 27, 2025	2.5	Final Project Assembly: Merged the teammate's User Study 2 analysis into the main document; Conducted final proofreading, formatting, and uploaded the complete PDF to Blackboard and GitHub.

## Dong Zhang

Date	Number of Hours	Description of work done
Sep 28, 2025	1.0	Choosen our program topic, and met with professor for the first meering
Oct 1, 2025	3.5	Project kickoff meeting with team Makēda; Started researching futures literacy concepts and some key steps for the program
Oct 4, 2025	3	Met with team to align on research direction; Reviewed 2020 wireframe example to understand design evolution, and wrote the program proposal
Oct 8,	3.5	Designed comprehensive Google Forms survey with 15 questions covering reflection habits, collaboration preferences, mental health

2025		needs, and technology usage patterns; Distributed survey to target student groups
Oct 11, 2025	3.5	Followed up on survey distribution and monitored response rate; Divided Figma learning modules with team; Started preliminary review of incoming responses
Oct 15, 2025	3.5	Continued survey data collection (currently 12+ responses); Studied collaborative game mechanics (Battleship, BINGO) and their psychological effects; Researched Self-Determination Theory applications
Oct 18, 2025	3.5	Completed survey data collection with 15+ student responses; Analyzed results showing 70% prefer visual tracking and 65% want low-pressure collaboration; Built feature prioritization matrix ranking 12 potential features; Presented key research findings
Oct 22, 2025	3	Established design standards with team; Learned Figma interface basics; Set up color styles (8 colors) and typography scales
Oct 25, 2025	3.5	Sketched Section 2 Dashboard showing affect-agency grid ideas; Created button component library with 4 different states
Oct 30, 2025	0.5	Discussion with teacher about repo naming, worklog practices, and making content readable for others
Oct 31, 2025	1.0	Meeting with Makēda to share survey results and user personas, with feedback on privacy levels, scaffolding, habit tracking formats, BJ Fogg's behavior model, and success progression
Nov 1, 2025	3	Drew PROGRESS tab header; Designed "Your Progress" title and date range selector (7 days/30 days); Researched data visualization patterns; Looked at how fitness apps display progress charts
Nov 5, 2025	4	Drew trend chart components; Created line graphs for emotional/relational/academic patterns with matching colors; Drew Quest Completion Rate circle and Wheel of Life with 8 domains (Health, Growth, Career, Study, Finance, Relationship, Social, Personal)
Nov 7, 2025	2.5	Drew Calendar Heatmap (GitHub-style); Designed 90-day contribution map for check-in tracking; Drew GOALS tab structure; Created 3-tab navigation for Vision/Quarterly/Quest Board
Nov 9, 2025	3	Applied design system to dashboard with polished grid; Designed Wheel of Life and SEL timeline with interactive visualizations
Nov 11, 2025	3.5	Drew Vision Goals tab with goal cards showing text and creation date; Drew Quarterly Goals tab; Added "Links to: Vision Goal 1" text and progress bars

Nov 12, 2025	2	Drew Quest Board BINGO grid with 5 cells; Tried different visual styles to avoid looking game-like; Refined Quest Board design; Made it more professional with subtle checkmarks and "2/5 Complete" text
Nov 13, 2025	3.5	Drew Layer Connection Visualization showing "Quest → Quarterly → Vision" pathway; Drew COHORT tab; Designed Team Progress section with "Team: 78% average" and member count
Nov 14, 2025	1.0	Met with Makēda; Presented sitemap and 90% prototype, received feedback on onboarding flow and quest categorization
Nov 15, 2025	0.8	Finished the progress report for myself
Nov 17, 2025	2.0	Created 5 detailed user journey maps covering Daily Check-in, Progress Review, Goal Management, Cohort Interaction, and Onboarding scenarios with emotional curves and touchpoints
Nov 19, 2025	2.5	Conducted comprehensive Nielsen Heuristic Evaluation of prototype, assessing all 10 usability principles and identifying 22 improvements across P0/P1/P2 priorities
Nov 21, 2025	2.0	Designed complete Usability Testing toolkit including testing guide, task scenarios, observation templates, and analysis framework for recruiting 5-8 participants
Nov 22, 2025	1.5	Created post-test survey with 12 questions including System Usability Scale (SUS) and converted to Google Forms for remote testing distribution
Nov 24, 2025	2.0	Monitored initial responses and sent follow-up reminders
Nov 25, 2025	2.5	Collected 5 completed usability test responses and exported raw data to CSV; Performed data quality validation and calculated System Usability Scale (SUS) scores (Mean: 78.0/100)
Nov 27, 2025	2.5	Analyzed task completion rates, feature importance ratings, and adoption intent from testing data; Conducted qualitative thematic analysis and drafted User Study 2 section for final report with key insights