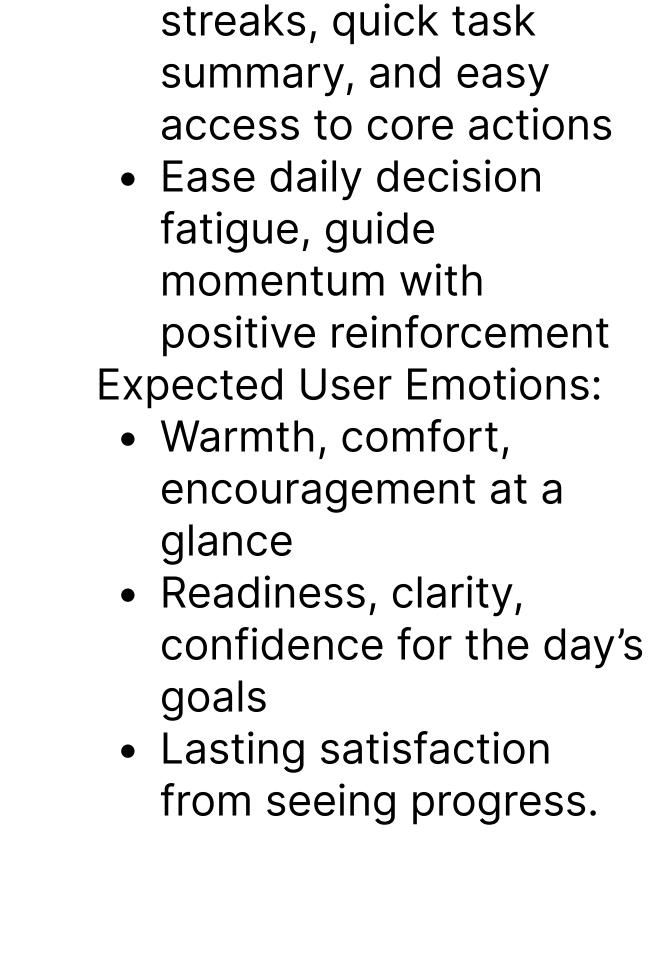
# 1. Login Screen

#### Purpose:

- Allow secure sign-in or sign-up with minimal
- friction. Set a supportive, welcoming tone for new and returning users.
- **Expected User Emotions:**
- Reassurance, reduced anxiety, comfort
- Subtle hope/relief at being greeted by a clean, non-intimidating interface.
- FocusFlow Login **Email Password** G Continue with Google Continue with Apple Login

- 2. Welcome & Feature Introduction Purpose:
- Introduce app's identity and core values compassionately
- Quickly teach how FocusFlow will help overcome procrastination and negative emotions
- Set expectations for a positive, personal experience
- **Expected User Emotions:**
- Encouragement,
- curiosity, motivation Feeling understood and supported (recognition of their struggle).





3. Dashboard

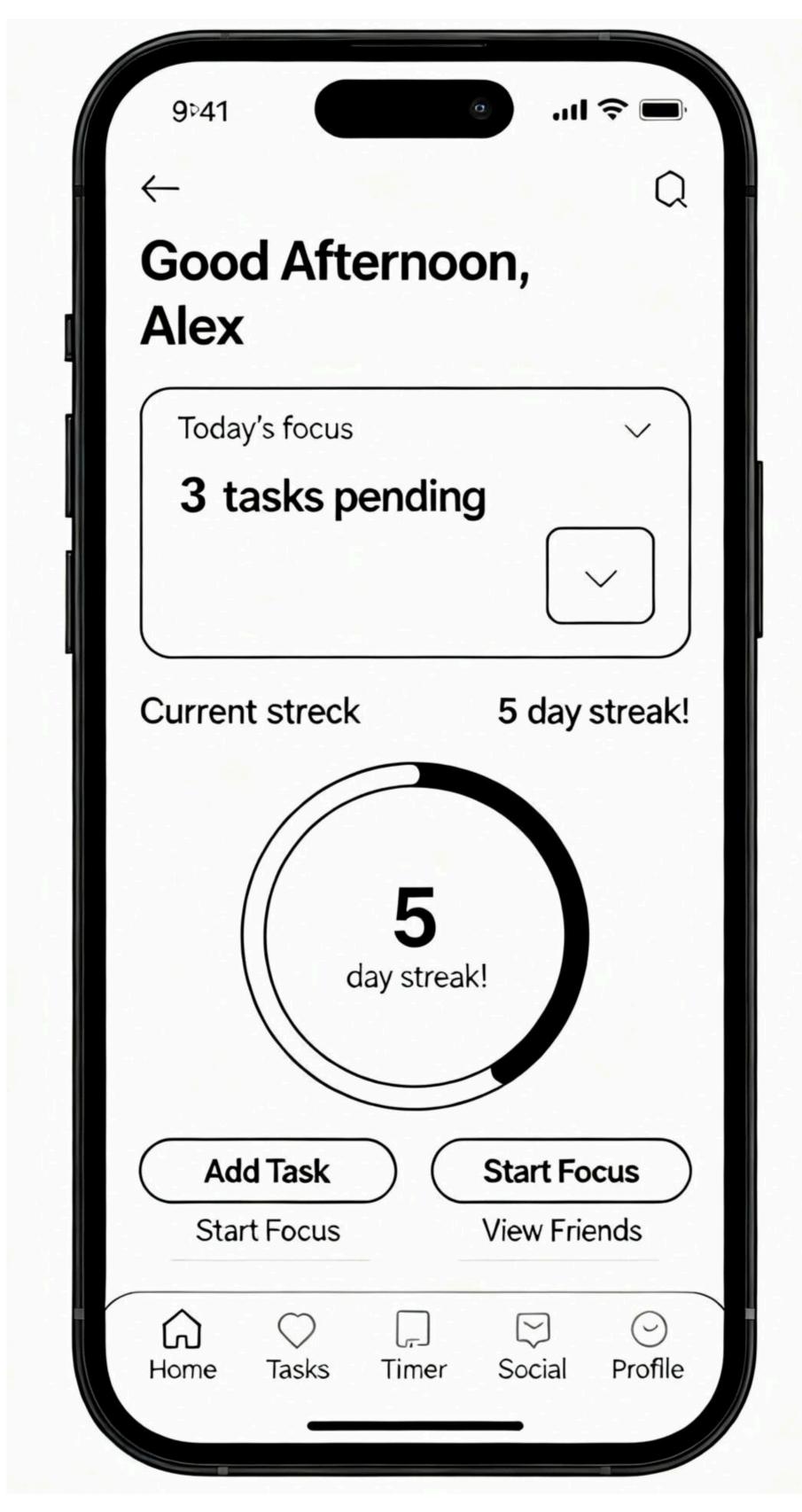
greeting

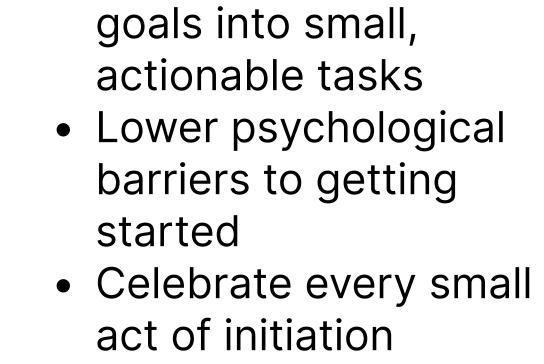
Display positive

Provide a daily "home

base" with personalized

Purpose:





Guide users to turn big

4. Create Task

Purpose:

**Expected User Emotions:** 

 Relief, empowerment, self-efficacy

 Pride or satisfaction for starting (not just completing) a task.

**Create Task** 

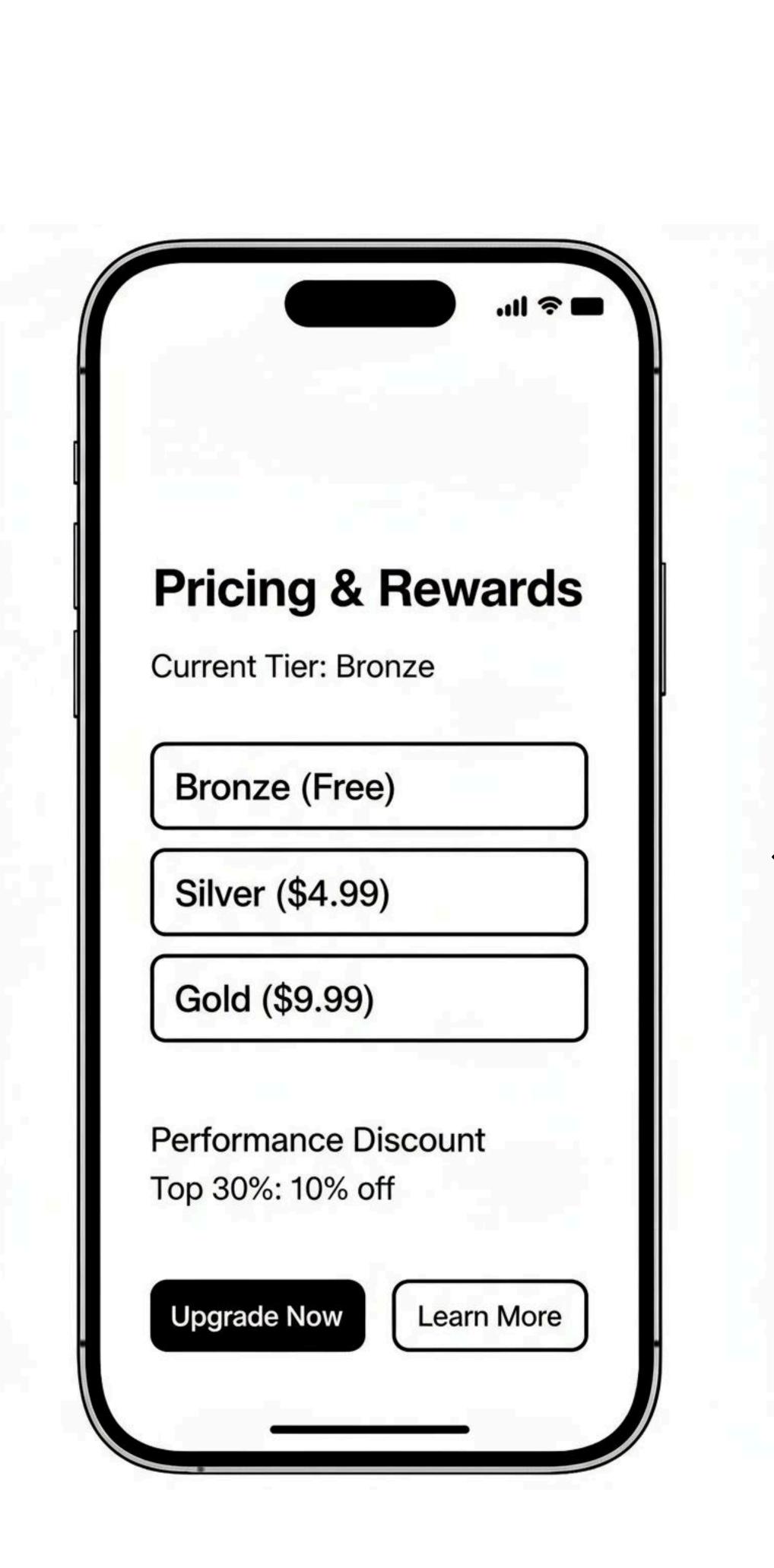
What needs to done?

**Smart Breakdown Suggestions** 

Break into smaller steps

Add Task

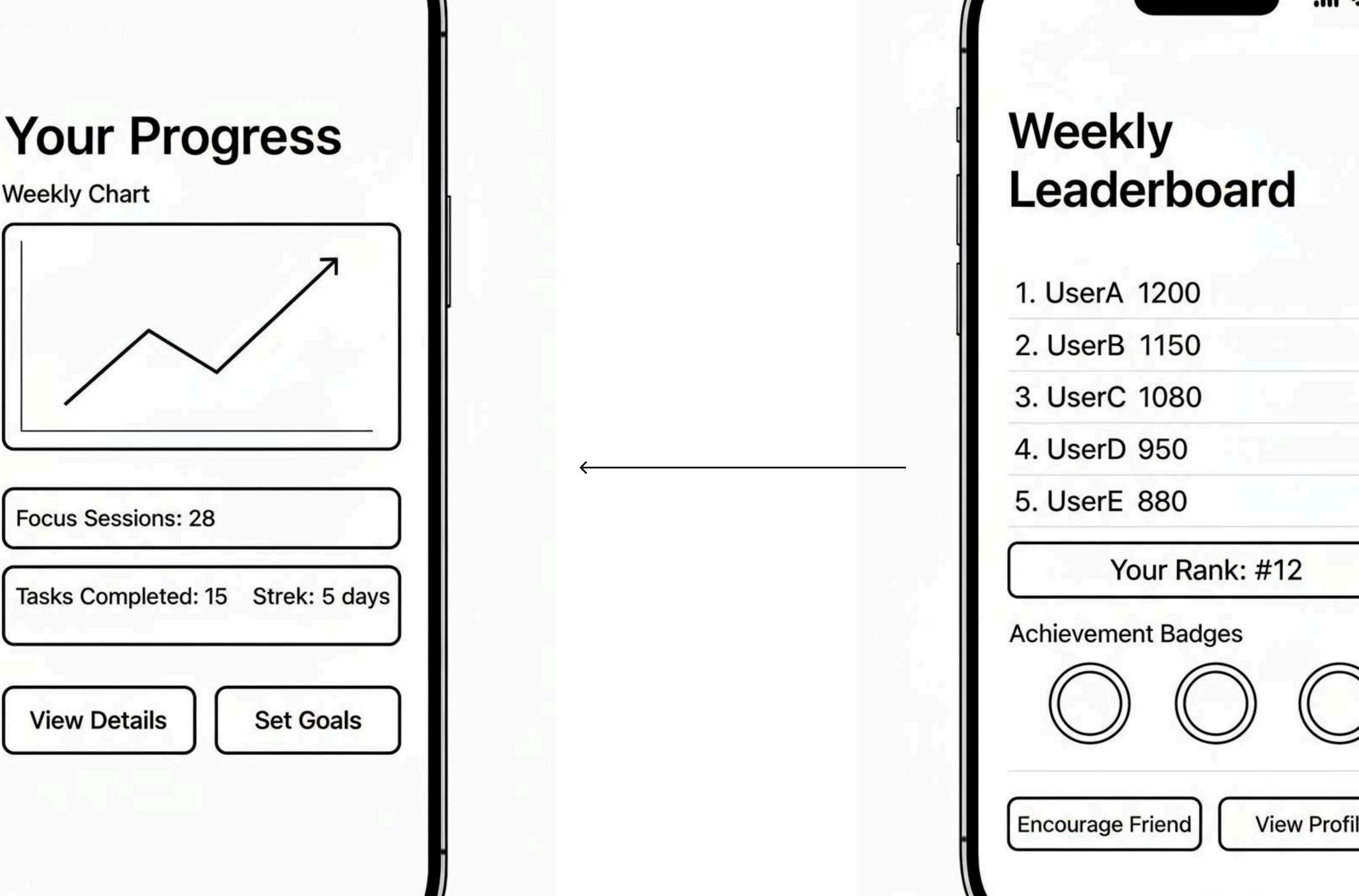
**Use Suggestion** 

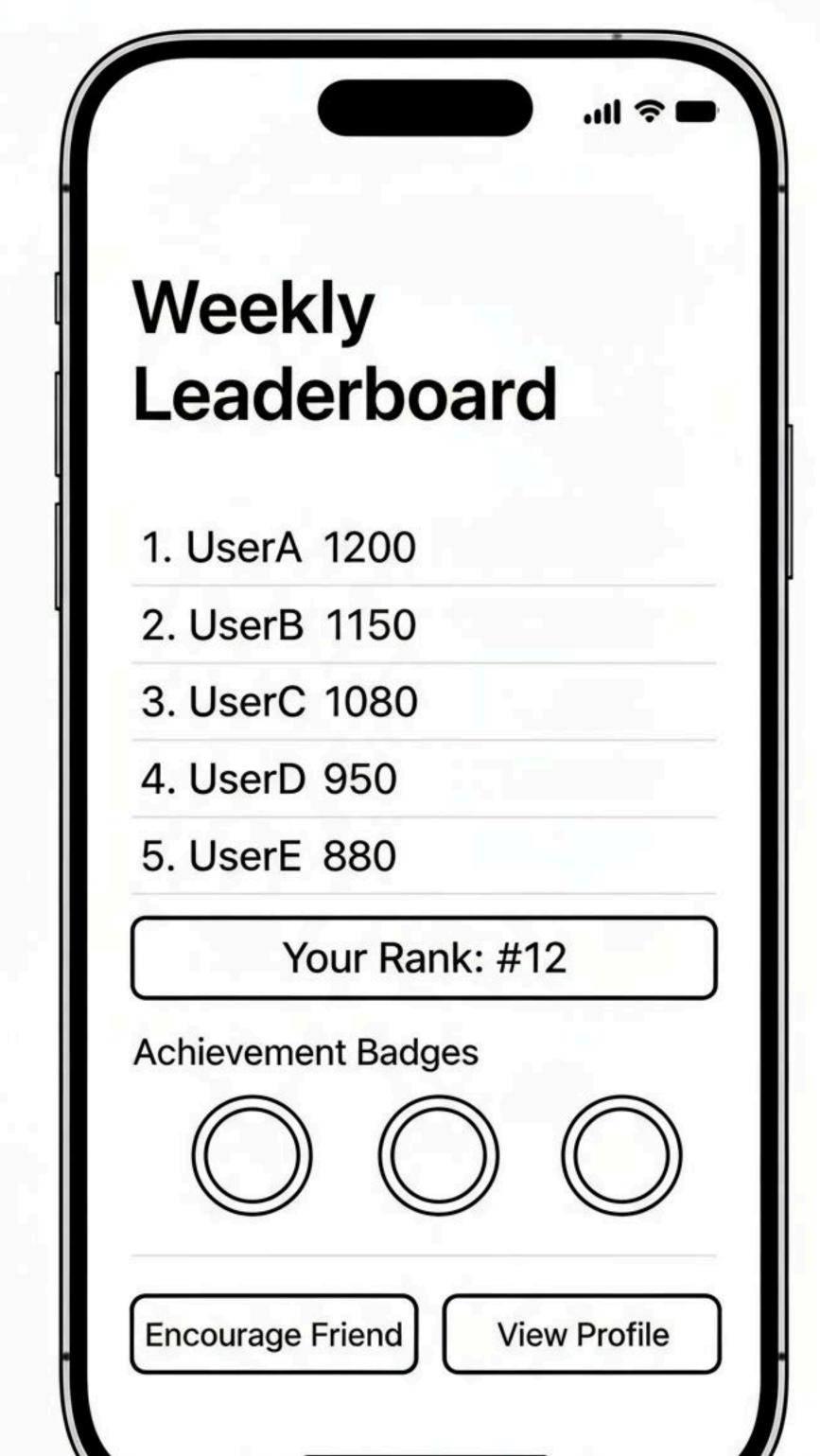


# 8. Pricing & Rewards

- Purpose: Make reward and tier structure clear and motivating
- Help users see premium as a reward for engagement, not a burden or pressure
- Connect effort, progress, and savings/benefits **Expected User Emotions:**
- Optimism, value, achievement ("I've earned
- this!") Trust and transparency; absence of manipulation or stress.









# 7. Analytics

# Purpose:

- Show personal growth and effort trends without pressure
- Build self-awareness, positive reflection, and a growth mindset
- Frame setbacks as part of the journey **Expected User Emotions:**
- Satisfaction, pride in improvement
- Acceptance, reduced self-criticism, motivation to continue.

# 6. Leaderboard Purpose:

- Offer social motivation without harsh competition
- Encourage positive comparison, effort, and peer encouragement
- Celebrate all progress not just "winning"

# **Expected User Emotions:** Connection, belonging,

- uplift from encouragement
- Excitement, healthy pride, inspiration from seeing others succeed.

## 5. Focus Time (25-min Countdown) Purpose:

- Enable distraction-free work with a clear
- session boundary Provide gentle visual cues and emotional support throughout the session
- Encourage healthy focus and rest cycles **Expected User Emotions:**
- Calm, focus, presence Encouragement,
- sustained motivation, pride at session completion.