

Unblock'd

An app designed to help you be you



Ben LaFene



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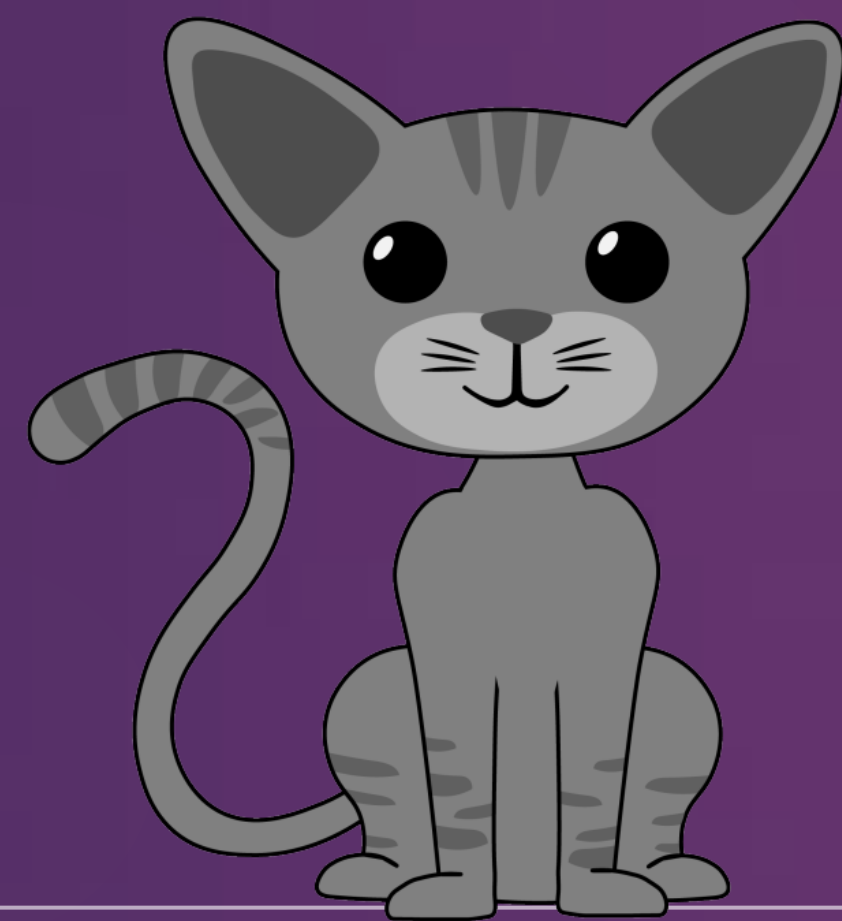


Spencer Snider

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(Advisor)

Why Unblock'd?

- After market research, we were unable to find a habit tracking app with all around positive user experience
- Many apps on the current market have functionality pay walls or ineffective user incentives



Design Philosophy

- Provide all users with all functionality upfront
- Implement multiple methods that incentivize the user to complete their goals
 - Social features
 - Virtual Pet
- Design a modern looking UI with intuitive user flow



What's Next?

- Social features
 - Friend code
 - View friend groups
 - Group goals
- Pet customization
 - Colors
 - Cosmetics
- Monetization
 - App store release
 - Pet cosmetic shop

Challenges

- Development for two different platforms (Android & iOS)
- Source control issues
- Flutter update mid-project
- Database cloud storage
- Learning new technologies



Achievements

- Core functionality fully implemented
- Successful implementation of Firestore database
- Functioning login and registration for users
- Maintained ongoing Github repository
- Launch and use of both Android and iOS emulators