

Justification Report:

When designing PetQuest, we carefully selected features that directly supported the core needs of our users. We prioritized features like the calendar, task list, pet pages, and rewards shop. We chose these particular features because they were necessary and core features for our app. They are essential to our users' needs and the goals of our product. The calendar page allows for an easy and simple way for users to check their tasks or add one on a certain date. The calendar feature was chosen as it is a necessary part of to-do list apps as one's schedule can differ from day to day so seeing and adding events to individual days is necessary. The task list page allows users to check all of their tasks as well the tasks of their children if they're a parent. This will be necessary as it would allow users to put more detail about events that they might not be able to see in a more simplified calendar view. The task list provides more information that is not seen in the calendar view which serves as something you can glance at to understand the tasks you have ahead of you, reducing the amount of clutter and information on the calendar page. The pet page allows users to check on the level and status of the pets and customize them if they want. It also has icons that allow the user to navigate to pages related to their pet like the shop and pet list pages. Having a separate tab for the pet allows users who do not wish to engage with the pet the option to do so, as well as making it easy to understand what you can do with your active pet and the various options you have available for customizing your pet. There is also a second tab to see what pets you have available which allows the focus to be on your current pet as you will not be able to interact with inactive pets besides making them active as it would overwhelm users with options if all pets were available at once. We chose to have a family hub tab as it will allow families to check in with each other easily, see the progress of others and allow parents to create a task for someone specific, rather than being a general task for anyone in the family to do. The task creation page being a separate screen allows for more details to be specified on the tasks like

other competitors in this market space, with the notifications for tasks being assigned allowing users to quickly understand the task, how much it will reward and details about the task.

The rewards page shows how hard the user has been working to complete their tasks and the rewards they get for doing so. It also shows how much their pet has leveled up as a result of completing their tasks, allowing a sense of reward in seeing their progress overtime. There is a shop page as well that shows the user what they could spend their rewards on, with the tabs of the shop being different pets, clothes for existing pets and themes for their pets and app.

We chose a bottom navigation bar with quick access to “Tasks”, “Calendar”, and “Pet” sections, ensuring that young users would not get lost or overwhelmed. We included a simple task creation flow for parents (assigning points, titles, due dates) without unnecessary options, to make task setup quick and intuitive. We also integrated reward feedback immediately after task completion (visual celebrations and points displayed) to maintain motivation. For pet selection, we made a screen with multiple “pet cards” to beautifully display their pets they’ve collected.

We referenced user feedback in our decision to make the pet more of a background to the calendar and to-do list portions of the app as almost everyone interviewed expressed concerns over whether the pet portion would be overwhelming. A common concern was a worry that if the pet was too interactive it would distract from the time management portions, something we have addressed with the pet being a profile icon and having a separate tab for more interactions. We also allowed people to show their pet off easily however by making them the profile picture, allowing users to easily display their favorite pet and customization options to others. We also chose to refine the calendar and notes portion of the app in order to make the app a good personal management app first, with the pet portion of the app being an beneficial add on that will complement the core function of the app.

Another use of user feedback in our app are customization options in our shop tab as we asked users and looked at other apps to view what kind of customization options we should

have as our reward. We chose having different pets available over one pet that is continuously upgraded as it allows users to feel satisfied with the look of one pet and continue to work on another pet whose design is enjoyed. This will keep children engaged as they are able to express themselves with various pet options, rather than being stuck with a design that they might not like and have to work to get to a point in which they are happy with it. Children could also have a wide array of monsters that they like and multiple different interests, which is addressed with the wide pet variety which will allow them to pick the monsters that interest them.

The options we chose for our design reflect the needs of our target audience, children and parents, by prioritizing easy navigation, simplicity, and visual clarity. When analyzing existing task management apps including Notion and Todoist, we noticed that their layouts often felt cluttered and confusing, especially when trying to find specific tasks or understand how features were connected. From the very first screen (login page), users are guided clearly to choose between a personal account or a parents-and-child setup, helping parents quickly get started. The main features, calendar, task list, and pet customization, are easily accessible through a bottom navigation bar with clear icons, making it intuitive even for younger users who may not be experienced with task management apps. In contrast to more complex apps like Notion or Todoist, where users must click through many menus to find information, our design keeps tasks and rewards highly visible. Tasks are broken down by categories like chores and homework, and completed tasks are celebrated with colorful feedback to keep users motivated. The pet page, where children can see and customize their pet(s), directly rewards task completion in a fun and visually engaging way, creating positive reinforcement. Parents can also quickly assign tasks through a simple interface, minimizing setup time. Overall, every design choice from the friendly fonts and colors to the clear organization, was made to reduce friction, maintain engagement, and meet the cognitive needs of both young children and busy parents. Other to-do and calendar apps often overwhelm users with tons of options by making it unclear

or complicated to get into, scaring off people who are not as tech literate as the average person. By streamlining the interface and focusing on an intuitive experience, we ensure that users can easily view their tasks, track rewards, and make progress without feeling overwhelmed.

Furthermore, we are keeping children engaged by having tasks reward users with good feedback through the confetti that fills their screen and the number of reward points being ticked up. By making their profile picture one of their pets, it allows them to be rewarded by continuing to complete tasks as they are shown the reward of their tasks with each screen, as well as allowing them to show this reward to others easily. The pets tab keeps children engaged with more feedback as they are able to view all their pets and their customization of each pet, showing their progress in the app and feel rewarded for their long and continuous use of the app. Tasks automatically showing up with their details also make it easier for parents to ensure that their children have seen the tasks that they have been assigned without direct information, and provides children with a large reminder about tasks that they may have forgotten. Overall the pet portions of the app and the notifications built into the app will help keep children engaged with the app while allowing parents to communicate effectively and clearly without needing to call to check if a task has been completed.

Figma link:

<https://www.figma.com/design/Y77zK9JwYBDeSzFvpXDUjf/Milestone-4?node-id=0-1&p=f&t=HrUEBpfFNkTI2sD9-0>