

Unlimits Product Vision: The Next Chapter

From Sajith & Sid

John, as we move into this next phase, the mission is simple — make transformation intuitive.

Unlimits must feel effortless, inspiring, and deeply personal. When users open the app, they should immediately feel seen, guided, and motivated to take one small step that moves them closer to their future. Our goal now is to make transformation so simple and natural that using Unlimits feels as easy as streaming music.

1. Ongoing Now – The 4-Week UX Sprint

The UX team has already begun refining the user journey to eliminate friction and confusion. This sprint focuses on:

- Simplifying onboarding so users understand and act within their first minute.

- Making the landing page dynamic and clear about what Unlimits does and how to start immediately.

- Streamlining the home screen with one-tap access to “Chat with Your Future Self,” “Start a Challenge,” and “Visualize Your Future.”

- Improving performance speed, visual hierarchy, and guidance to encourage instant engagement.

By the end of this sprint, the experience should feel fluid, faster, and intuitive — guiding users from inspiration to immediate action.

2. Dynamic & Personalized Home Experience (Month 2–3)

The home screen will evolve into a personalized dashboard that learns from each user’s behavior. It should suggest what’s next based on patterns and progress — surfacing new dreams, challenges, or manifestations, and giving subtle nudges like *“Continue your journey”* or *“Your Future Self has a new insight for you.”*

The home experience should feel alive — updating daily with new opportunities, reflections, and personalized insights.

3. Central Advisor Evolution

The Advisor becomes the core of the Unlimits experience — a coach, guide, and accountability partner available anytime. The interface will make it clear that users can reach out whenever they need clarity or motivation.

We’ll begin developing **specialized Advisor personas** — Health Coach, Startup Mentor, Dietician, Financial Mindset Coach, and more — so users can instantly chat with an expert version tailored to their goals.

4. Making Manifestation a Daily Ritual

The “Visit Your Future” experience should become a daily practice rather than an occasional feature.

We’ll simplify it to a one-tap access from the home page, offering quick, cinematic visualizations that last one or two minutes. Users should be able to track how many times they’ve visualized and feel progress over time.

5. Accountability and Personal Learning

Unlimits should visibly show that it's learning from the user. Each person's experience must feel personal and intelligent.

We'll introduce adaptive insights like *"Your Advisor noticed you're focusing on confidence this week"* and show evolving recommendations — videos, articles, and modules — curated for their journey. Progress streaks, small wins, and momentum summaries should reinforce accountability.

6. Community & Sponsored Challenges (Month 3–4)

We're introducing **community challenges** to make transformation social and shared. These will include:

- **Corporate-led challenges** such as *A Smile a Day – powered by Colgate*.
- **Influencer and celebrity-led challenges**, for example: a best-selling author's *100 Days to Write Your Book*, or Paul McKenna's *Change Your Financial Mindset* or *Quit Smoking Challenge*.

Users can join through special codes, making these challenges viral and participative.

7. Corporate Version Launch (Month 3)

We'll roll out a **corporate edition of Unlimits** designed for companies and teams.

This version will adapt dreams and challenges to organizational growth — focusing on leadership, collaboration, innovation, well-being, and productivity. Each company will have customized dashboards, group challenges, and analytics to track team engagement and performance.

This offering becomes the bridge into B2B growth — helping Unlimits impact workplaces at scale while creating a significant new revenue stream.

8. Premium Version & Advisor Bots (Month 4–5)

The premium version will offer advanced, deeply personalized features. Advisor Bots will provide tailored coaching and instant support across life areas like career, health, and mindset. Premium users will also access exclusive challenges, early content, and expert-led transformation series.

9. Virtual Paul Experience & Social Expansion (Month 6)

Within six months, Unlimits becomes an ecosystem.

We'll introduce a **virtual version of Paul McKenna**, guiding users through specialized programs and live interactive experiences.

A **social feed** will allow users to share wins, reflections, and progress, building an active community around transformation. We'll also host **guided webinars** featuring coaches, experts, and thought leaders who help users accelerate their personal journeys.

10. The Guiding Vision

Every enhancement must bring us closer to one principle — **transformation made simple**.

Unlimits should feel like your Future Self in app form: wise, intuitive, warm, and action-oriented.

Each visit to the app should remind users that growth doesn't have to be complex — it just starts with one small, powerful step.

Every step. Every action. Unlimits you.