

# UX Research Phase 1 - Report

## Executive Summary

The first round of user interviews following the Unlimits launch revealed a clear duality: **users love the concept, visual design, and emotional tone**, but **struggle with clarity and navigation**. The product evokes excitement and curiosity — participants described it as “**very youthful**,” “**beautifully designed**,” and “**empathetic**.” However, most participants also mentioned confusion regarding *what to do next* and *how to progress*. The **AI Advisor** and **Challenge system** emerged as highlights, representing the heart of Unlimits’ promise. Yet, users often needed more structure, context, and guidance to understand how these features connect. In short: **the emotional connection is there — the cognitive clarity isn’t yet**.

## Overall Evaluation

First Impression	☀️ Positive	Users praised the aesthetic and tone (“ <i>very neat, very youthful</i> ”), but early bugs and unclear next steps caused hesitation.
Navigation & Structure	⚠️ Needs Simplification	Participants found the layout dense and were unsure where to begin (“ <i>Not clear what to do after onboarding</i> ”).
AI Advisor	💬 Promising but underdeveloped	Seen as empathetic and exciting (“ <i>The empathy on the advisor</i> ”), but users expect smarter and more contextual interactions.
Dreams & Challenges	💡 Engaging concepts, unclear paths	Loved the idea (“ <i>The dreams, I haven’t seen anywhere else</i> ”) but struggled to find or complete them easily.
Language & Tone	😊 Supportive but inconsistent	Most found it inspiring, though some said parts felt “ <i>too work-related</i> .”
Personalization	⚙️ Limited	Users sensed potential but said it “ <i>felt generic after a while</i> .”
Overall Sentiment	❤️ Mixed-to-positive	Users believe in Unlimits’ vision and aesthetics but need a more intuitive flow.

# Delighting Features

## 1. Visual & Emotional Design

*"Nice graphical language, fonts, and imagery all clicked."*

*"Very neat. Very youthful. Not a typical interface."*

- Users consistently praised Unlimits' aesthetic appeal and tone.
- The app feels modern, friendly, and aligned with self-improvement themes.

## 2. The AI Advisor

*"The empathy on the advisor."*

*"I loved the Advisor, it made me feel seen."*

- The Advisor is perceived as emotionally intelligent and empathetic.
- Even with limited functionality, it was described as the "soul" of the app.

## 3. Challenges Structure

*"The structure of challenges was very straightforward."*

*"It creates tasks for me — I like that."*

- Challenges give a sense of momentum and accomplishment.
- Users appreciate automated task generation and simple framing.

## 4. Overall Concept

*"The dreams — I haven't seen this anywhere else."*

- **The idea of connecting dreams, challenges, and the Advisor is seen as unique and inspiring.**

# Areas for Improvement

## 1. Onboarding Clarity

*"Not at all clear what to do after onboarding."*

*"I had to navigate to understand how it works."*

- Users felt disoriented after the first session.
- Lack of clear CTAs or structured guidance on what comes next.

## 2. Navigation & Flow

*"The word 'gallery' appears everywhere — it's confusing."*

*"Where do I start? I expected a guided experience of some kind."*

- Users struggled with hierarchy — unclear entry points, overlapping terminology.
- Desire for a simplified, dashboard-like approach to find Dreams, Challenges, and Progress.

## 3. Missing Feedback Loops

*"I'd add a demo on how to use the app."*

*"A summary dashboard of my activities would help a lot."*

- Users need visible proof of progress and context on what they've accomplished.

## 4. Advisor Intelligence

*"It's not as smart as ChatGPT, which I use daily."*

*"Lacks context in guidance."*

- The Advisor feels emotionally rich but cognitively shallow — users want smarter, contextual answers and continuity.

## 5. Performance & Technical Issues

*"When open, it takes long to load."*

*"Audio stops when the phone locks."*

- **Stability and usability concerns reduce trust in the app's quality.**

# Recommendations

## 1. Simplify Navigation into Dashboards

- Redesign Dreams, Challenges, and Meditations into progress-driven dashboards.
- Prioritize "what's next" rather than "everything at once."

## 2. Add Guided Context in Onboarding & Early Use

- Introduce a guided walkthrough led by the Advisor on first login.
- Use conversational cues ("Let me show you how to start your first challenge") to build context naturally.

## 3. Enhance Advisor Intelligence & Contextual Awareness

- Integrate user data into Advisor responses (active dreams, current challenges).
- Focus on continuity: the Advisor should remember, summarize, and suggest.

## 4. Build Feedback Loops & Dashboards

- Add visible progress indicators for dreams, challenges, and meditations.
- Introduce short summaries ("You've completed 3 out of 5 steps this week!").

## 5. Strengthen Information Hierarchy

- Reduce overlapping terms like "gallery."
- Group related actions visually (e.g., "Your Active Challenges," "Next Steps").

## 6. Optimize Performance & Session Persistence

- Ensure audio continues when phone locks.
- Improve loading speeds for first-time open.

## 7. Use Consistent, Human-Centered Copy

- Keep tone supportive and inspiring but avoid corporate or task-like phrasing.
- **Example: replace "Add Member" with "Invite someone to join your journey."**

# Conclusion

The first release of Unlimits has validated the emotional appeal of the product — users believe in the mission, feel connected to the idea, and find joy in the design. The challenge now is clarity: simplifying the experience so users can act on inspiration without friction.

The upcoming iterations should focus on turning potential energy into momentum — through cleaner navigation, context-aware guidance, and a more fluid narrative across the core experiences.

*"It's a beautiful idea — it just needs to guide me more clearly."*

