

Affinity Diagram - Quillie Journaling App

This affinity diagram breaks down the essential ideas and user-centered features for the Quillie journaling app into five major categories: User Motivation, Features & Functionality, Design & UI, Security & Privacy, and Daily Engagement & Habits. Each group highlights key aspects that users value or expect in a modern journaling experience. From emotional benefits like stress relief and self-reflection, to practical tools such as mood tracking, voice-to-text, and encryption, this diagram captures the full vision of Quillie. It was created as part of the early design process to inform development priorities and ensure the app delivers meaningful daily value. This organization helps guide future design decisions, ensuring the app remains focused on user needs, seamless usability, and long-term engagement.

User Motivation

- Help users express their thoughts and feelings
- Reduce stress and anxiety through journaling
- Encourage personal growth and self-reflection
- Track progress over time
- Inspire creativity

Features & Functionality

- AI-generated prompts for writer's block
- Mood tracking and tagging
- Voice-to-text journaling
- Add images and location tags
- Create different journal types (e.g., gratitude, goals)

Design & UI

- Minimalist, distraction-free interface
- Customizable templates/themes

- Clean dashboard to track entries and streaks
- Mobile-first design
- Dark mode option

Security & Privacy

- End-to-end encryption of journal entries
- Biometric login (Face ID/Touch ID)
- Optional passcode lock
- Secure cloud sync
- Option to journal anonymously

Daily Engagement & Habits

- Streak tracking system
- Daily journaling reminders
- Mood calendar view
- Weekly/monthly insights
- Journaling rewards or badges