

Project Proposal – StoryEcho

Description:

A spoiler-free narrative companion app that helps viewers understand complex anime and TV series while reflecting on personal values through character empathy.

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Course: CSIS 3375- 001 UX Design in Mobile Applications

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1. Introduction

1.1 App Description

StoryEcho is a mobile application designed to assist viewers of long-form anime, movie series, and television series in understanding complex narratives while encouraging meaningful emotional reflection. Many contemporary series feature intricate world-building, non-linear timelines, and evolving character relationships that can be difficult to follow, especially when viewers consume content over long periods or across multiple seasons. As a result, viewers often struggle to recall important narrative details or fully understand their emotional connections to specific characters and story arcs.

The purpose of *StoryEcho* is to address these challenges by providing spoiler-free narrative clarification alongside guided emotional reflection tools. The application allows users to revisit key narrative elements—such as character relationships, story progression, and thematic developments—without revealing future plot points. Additionally, it provides reflective prompts and journaling features that enable users to explore and articulate why certain characters, moments, or themes resonate with them emotionally.

The target audience for *StoryEcho* includes anime, movie series, and television series viewers who are emotionally engaged with storytelling, as well as users interested in personal reflection, journaling, and meaningful media recommendations. By combining narrative support, emotional insight, and spoiler-free community perspectives, *StoryEcho* aims to enhance the viewing experience, deepen user engagement, and foster a more thoughtful connection between audiences and the stories they consume.

Target users include:

- Anime, movie series, and TV series viewers.
- Emotionally engaged fans.
- Users interested in reflection, journaling, or meaningful spoiler-free recommendations.
- Casual viewers who return to the series after long viewing gaps.

1.2 Novelty

Unlike existing companion platforms that primarily focus on factual summaries, episode guides, or spoiler-driven discussions, *StoryEcho* uniquely combines spoiler-free narrative clarification with emotional and value-based reflection. This approach enables users not only to understand complex storylines and character relationships better, but also to explore their personal emotional responses and values reflected in the narratives. By addressing both narrative comprehension and emotional engagement, *StoryEcho* offers a deeper and more meaningful viewing companion experience than traditional media guide applications.

1.3 Transformative User Experience

The app transforms passive content consumption into an active and reflective experience. Users not only understand stories more clearly but also gain insight into

their emotional patterns and personal values through repeated engagement across different series.

1.4 App Motto

“Understand the story. Reflect on yourself.”

2. Background Research

2.1 Market Competitors

- MyAnimeList / AniList: Focus on tracking, ratings, and factual information. Limited emotional reflection and often includes spoilers.
- IMDb: Provides cast, plot summaries, and ratings, but lacks personalized reflection and spoiler-sensitive design.
- TV Time: tracks episodes and viewing progress but emphasizes reminders rather than narrative understanding or emotional insight.

Capability Category	Market Presence	Notes
Character / narrative mind-mapping tools	~30–40%	Tools exist for writers to map characters and story elements.
Generic relationship mapping apps	~30–40%	Apps that let you draw relationship graphs (not narrative-aware).
Story planning/writer tools with character relationships	~20–30%	Software like character/story planners and templates.
Audience-facing narrative reflection apps (for viewers)	<10%	Virtually no mainstream apps are built for viewers to track plot and reflect emotionally over time (especially spoiler-free and value mapping).

2.2 Market Inspiration

- **Letterboxed** – Emotional expression and community discussion around films
- **Miro / Mind-mapping tools** – Visual relationship and structure mapping
- **Day One / Reflectly** – Guided reflection and journaling experiences

These inspirations influence the app's focus on visualization, reflection, and emotional storytelling rather than ratings or reviews.

3. PACT Framework

3.1 People

StoryEcho is designed for viewers who form emotional connections with long-form visual narratives and value thoughtful engagement with stories.

Primary user groups include:

- Anime, movie series, and television series viewers
- Emotionally engaged fans who care about characters and themes
- Users interested in personal reflection, journaling, or self-understanding
- Users seeking spoiler-free recommendations and discussion
- Casual viewers who return to the series after long viewing gaps

These users may struggle to recall narrative details, track character relationships, or articulate why certain stories resonate with them emotionally.

3.2 Activities

Users engage with *StoryEcho* through a mix of narrative exploration and emotional reflection activities, including:

- Exploring spoiler-free character relationships and narrative structures
- Reviewing simplified story structures without spoilers
- Recording personal emotional reactions after watching episodes or seasons
- Reflecting on personal values and how they align with characters or themes
- Browsing spoiler-free emotional impressions and reflections shared by other users

These activities support both cognitive understanding and emotional engagement with the content.

3.2 Context

StoryEcho is used in a variety of viewing and social contexts, such as:

- Watching long-form series with complex plots, timelines, or large casts
- Viewing content across multiple seasons or after long breaks
- Emotional engagement during and after watching episodes
- Quiet, personal reflection moments (e.g., journaling after an episode)
- Social contexts, such as recommending shows or discussing themes with friends

The app is designed to support users before, during, and after viewing experiences.

3.2 Technology

StoryEcho is envisioned as a mobile application, supporting flexible and personal use. Key technological aspects include:

- Mobile-first design for quick access during or after viewing
- Visual representations of character relationships and narrative structures
- Emotional tagging and journaling tools
- Spoiler-free content presentation by design

- Future scope: AI-assisted spoiler detection and content filtering

The technology prioritizes clarity, emotional safety, and ease of use over content consumption.

4. Value Proposition

StoryEcho helps viewers understand complex narratives without spoilers while encouraging emotional reflection. Existing platforms focus on ratings, reviews, or discussion threads that often expose plot details or lack emotional depth.

Utility

- Spoiler-free narrative clarification for complex stories
- Tools to revisit character relationships and thematic development
- Support for viewers returning after long viewing gaps

Novelty

- A focus on emotional understanding rather than plot summaries
- Spoiler-free emotional reflections instead of traditional reviews
- A hybrid experience combining narrative guidance, journaling, and community insight

Emotional & Experiential Value

- Guided reflection that helps users understand why stories resonate with them
- Increased self-awareness through value and emotion mapping
- Meaningful, spoiler-safe ways to connect with others over shared stories

StoryEcho allows users to understand narratives without spoilers, reflect on personal emotions and values, and explore spoiler-free emotional insights from others.

5. Project Contract (Team Agreement)

- **Team Roles**

Our team will follow a simple Agile (Scrum-style) workflow. One member will act as the Team Lead, who is responsible for coordinating submissions, organizing meetings, and keeping the team on track. All team members will share responsibility for research, design, and documentation.

- **Communication**

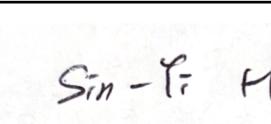
We will use Discord as our main communication tool for daily updates and quick discussions. Email and WhatsApp will be used for formal communication if needed. Project files will be shared and updated in Google Drive and GitHub so everyone can easily access the latest version.

- **Meetings & Workflow**

- The team will work in short cycles (sprints).

- We will have one weekly meeting to review progress, discuss problems, and plan the next tasks.
- Short check-ins may happen if urgent issues come up.
- Meetings will be short and focused on what needs to be done next.
- **Task Division**
 - Tasks will be divided during sprint planning. Each team member is responsible for:
 - Completing assigned tasks on time.
 - Updating their individual work log regularly.
 - Informing the team early if they face any problems.
 - Team members can help each other if needed, but each task has a clear owner.
- **Conflict Resolution**
 If there is a disagreement, the team will first discuss it openly and respectfully.
 If no agreement is reached, the Team Lead will help make a final decision based on project goals, scope, and course requirements.
- **Participation & Deadlines**
 - All team members are expected to:
 - Attend meetings
 - Participate actively
 - Meet agreed deadlines
 If someone cannot complete a task on time, they must inform the team as early as possible so adjustments can be made.
- **Agreement**
 By signing below, all team members agree to follow this team contract and work together responsibly throughout the project.

Team Member Signatures:

Derrick Jojan	
Jude Enuanwa	
Sin-Yi Huang	

6. Preliminary Feature List

The following features are designed to demonstrate innovation, high utility, and a transformative user experience. This feature set may evolve throughout the design and development process as requirements are refined.

- Spoiler-free character relationship maps
- Episode-based narrative positioning

- Guided emotional reflection prompts
- Emotional tagging and value mapping
- Spoiler-free community emotional reviews
- Long-term emotional pattern visualization

Simplified App Architecture



7. AI Use Section

7.1 Table of AI Tools and Specific Use

AI Tool Name	Version & Account Type	Specific Use
ChatGPT	ChatGPT 3.5	wording support, reflection prompt drafting
Figma AI (if used)	Free version	UI layout suggestions
Grammarly	Free version	Correcting grammatical errors.

7.2 Value Addition

AI tools were used for brainstorming and language support.

The team added value by:

- Defining the core concept and scope
- Making design decisions
- Structuring the emotional reflection framework
- Ensuring spoiler-sensitive interaction design

7.2 Appendix: Prompt History

Complete prompt history is included and clearly labeled in the appendix.

8. Work Logs (Individual Contributions)

A separate work log must be included for each team member

Team member	Date	Number of Hours	Description of Work Done	Contribution
Derrick	Jan 26, 2026	3	Defined People and Context in the PACT framework	33.33%
	Jan 31, 2026	2	Refined value proposition wording	
Jude	Jan 26, 2026	3	Prepared the AI use section and references	33.33%
	Jan 31, 2026	3	Listed preliminary features	
Sin-Yi	Jan 26, 2026	3	Organized proposal structure	33.33%
	Jan 31, 2026	3	Researched competitor apps (MyAnimeList, IMDb, TV Time)	

9. Closing and References

9.1 Closing

This proposal presents *StoryEcho* as a novel approach to engaging with narrative-based media, positioning stories not only as a form of entertainment but also as a medium for emotional reflection and self-understanding. By combining spoiler-free narrative clarification with guided emotional and value-based reflection, the app enables users to develop a deeper comprehension of complex storylines while gaining insight into their own emotional responses and personal values.

9.2 Acknowledgements

We also acknowledge the support of the course materials and academic environment provided by the institution, which enabled collaborative learning, critical discussion, and iterative design thinking during the development of this proposal.

9.3 References

- **Academic and Media Platforms**
MyAnimeList. (n.d.). *MyAnimeList: Anime and manga database.*
IMDb. (n.d.). *Internet Movie Database.*
TV Time. (n.d.). *TV Time: Track shows and movies.*
- **Market Research Sources**
Statista. (n.d.). *Streaming media and audience engagement trends.*

Pew Research Center. (n.d.). Media consumption and digital behavior studies.

- **Design and Conceptual Inspiration**

Letterboxd. (n.d.). Social film discovery platform.

Day One Journal. (n.d.). Digital journaling and reflection application.

Miro. (n.d.). Collaborative visual thinking and mapping tool.