



Unfold Assignment 6 - README Document

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[Link to Prototype](#)

I. What is Unfold?

Unlike typical task management or productivity apps, Unfold stands out through its **blend of personal productivity with an evolving narrative**. While many apps use basic gamification to motivate users, Unfold uniquely focuses on a **story-driven experience**, compelling users to complete tasks not just for points or badges, but to reveal the next chapter of their personalized story. This provides an added layer of **emotional engagement and curiosity** that keeps users invested in finding out: "What happens next?"

Sanity Check: This concept fills a unique niche because it uses narrative as the main way to engage users, **unlike most gamified apps that focus on rewards like badges, ranks, or streaks**. The key difference is Unfold's continuous storyline, which **motivates users beyond simple productivity goals**. No other task management apps emphasize storytelling as the primary motivational tool, making Unfold a truly distinct offering.

II. Design Tools

We used **Figma** as our primary design and prototyping tool, using their prototype feature to match the iPhone 16 dimensions and display it in the appropriate frame. Additionally, we used assets from **DesignCuts** to design our retro characters, using their flexible frames, body shapes, and expressions in our character customization screen in particular.

III. Operating Instructions

General Info

- Several parts of the app are not fully implemented. As such, if there is confusion about where to click to trigger a transition, clicking on the screen on an unlinked area will cause the “active” components to be highlighted in blue. The user can then click on that area for another interaction.

Onboarding

- **Sign Up:** Click “Sign Up” for the entire signup and avatar creation process. When there are white boxes with the text “Insert text”, click on the area to fill it with example inputs. Once the boxes on screen contain text, click “Next” to move to the next page. Upon confirming your phone number, users will move onto the character customization portion where they can select different features for their character, though it is currently configured to select preset features for our example character “Milo”. There will also be options to select the genres that the user is interested in and, though all options are clickable, these are currently dummy options that don’t alter the experience.
 - The user should be aware that, following onboarding, the remainder of the app is built as though the user has already had an account before (e.g. showing preexisting tasks and already checked-off chapters). This is because the prototype aims to demonstrate both the entirety of the onboarding process with its robust customization features, as well as the in-app features available to longer users.
- **Log In:** Click “Log In” for a quicker sign-in process that, presuming this user already has an account, only requires the phone number confirmation.

Navigation Bar (Bottom of Screen)

- **Tasks:** Click on the leftmost button to access your tasks for the day, task lists, and view your progress in completing your tasks.
- **Story:** Click on the 2nd to left button to access your storyline, where you can scroll to see the different chapters you have read or need to unlock.
- **Add:** Click on the center button to add tasks.
- **Character:** Click on the 2nd to right button (a star) to customize your character with items gained from your stories.

- **Profile:** Click on the rightmost button to access your profile, settings, friends, and more.

Tasks Flow

- **Add Task:** After completing the **Onboarding**, you will be taken to the Tasks page. Click on the **Add** center button to begin adding your task. For the purposes of the prototype, you will tap “What would you like to do?” to type out your task (“Apply to a job.” After adding this description of a task, you will then select “Date.” For the purposes of the prototype, you will select the 5th of November, or “5”. Then, you will click on the Repeat section, selecting “None” to access the other options for repeated tasks. Select “Daily” and then click out of the popup. Select “Done” on the top right of the popup to add the date to the task. For the purposes of the prototype, you will not add this task to a list. Select the “+” button on the bottom right of the pop-up to add the task.
- **Check off a Task:** Now, you are going to check off the task you have just added as if you have completed the task. Click on the circle next to the task “Apply to a job” underneath the header of “Today.” The task will move into a “Completed” section underneath the list of tasks for today. Scroll down to view the section and click into it. If you checked off a task by accident, you can use the Undo button on the bottom left corner to add the task you just checked off back.
- **View Lists:** To view the tasks you have sorted into lists, you can select the section header to expand it. For the purposes of this prototype, you can only expand the “Research” header section to view the tasks, and can condense the section as well. None of the tasks other than the task you added can be checked off, and the three dots will allow you to edit which lists you would like available. This is not implemented for this prototype for the purposes of demonstrating our Simple Task Flow.
- **View Progress:** After checking off the task, you will find that the progress bar is full (25/25). A next chapter is available to read. If you select the gloved arrow or the **Story** button on the **Navigation Bar**, it will take you to the next task flow for the **Story Flow**.

Story Flow

- **View All Chapters:** After completing the **Tasks Flow**, you will be taken to the **Story** page. You can scroll through the various chapters that are still locked. For the purposes of this prototype and the scope of our Moderate Task, we have not built out the “Recap” page for “Chapter 1.”

- **Read New Chapter of the Story:** Instead, select the “Read Now” button under “CHAPTER 2.” The box has a “New” accent on top to indicate that this chapter was just unlocked from your previous progress bar completion. After selecting “Read Now,” you will enter the story. To go back at any time, you can select the gloved hand pointing left on the top left corner of the screen. Read the story and select the “Next” button on the bottom to advance.
- **Choose an In-Game Option:** While reading the story, you will be given options to change the direction of the storyline. For the purposes of this prototype, you can only select one of the options as one story branch is built out. The other branches will be built out for the High-Fi prototype. Select “go upstairs” and “scream at the ghost to stop” for your two in-game options. The purposes of these options are to customize the story, allow autonomy for the user, and create investment into the decisions that their character is making. It also leads to new items unlocked. Again, for the scope of the prototype and to demonstrate our Moderate Task Flow, it will lead to only one conclusion.
- **Unlock Items Gained from Story Progression:** After completing Chapter 2, you unlock an expression based on the nervousness of your character from the end of the chapter. Click on the **Character** button (the star icon) on the navigation bar to add this item to your character. For the purposes of the prototype, this is the only option selectable from the navigation menu so that you don’t replay the same task flow from the beginning.

Character Flow

- **Personalize/Customize Your Character:** After completing the **Story Flow**, on the Character page you can customize your character with the expression you gained from Chapter 2. Under the header “Customization,” you can scroll to see the different sections that can be customized. Some items are hidden and cannot be selected, as you need to “Read More to Unlock.” The “Accessories” section is not selectable for the purposes of this prototype, and the three dots on the top left corner of each section would be to minimize the section and edit which items you would like to keep. For the purposes of this Med-Fi prototype and the Complex Task Flow, this feature is not built out. Add the expression you gained from Chapter 2 to Milo by tapping on the facial expression, it will then be highlighted in the “Expressions” section. Another feature we built out was to change your character’s color by selecting the different options similarly.
- After completing this flow, select the profile icon on the rightmost of the navigation bar to customize the story theme (continuation of the Complex Task Flow).

Profile Flow

- **Edit Profile:** Click the “Edit Profile” Button to access the user’s personal information and edit it. This functionality is not currently implemented but will allow users to change their name, username, and phone number. Additionally, they can click the “Retake the quiz” button to retake the story genre quiz and customize what kind of story they would prefer to have next time. Once the quiz is done, the user will be able to return to the profile screen with their newly updated story preference.
- **Turn Notifications On:** Select the “Edit Profile” next to your name, Thomas Smith. Select “Off” next to “Notifications” to turn it “On.”
- **Add Friends:** Click the “Add Friends” button to open a page where users can add friends using Unfold in a variety of different options. For the purposes of this prototype, you can select the “+” next to friends’ names and hover over options like “Find from contacts,” but these are not built out for the scope of our Complex Task Flow and our Med-Fi prototype. This will be implemented in our High-Fi prototype.

IV. Limitations

- **Choose-Your-Own-Adventure:** Currently, the choose-your-own-adventure aspect of the stories is not fully developed so user choices do not actually impact the story’s trajectory. We want to eventually implement multiple branching storylines to provide a more **dynamic and personalized narrative experience**, but this will require more forethought and planning to ensure we have high quality stories regardless of the choices being made.
- **AI Integration:** When the user is onboarded or they alter their profile settings, they’re able to take a quiz envision leveraging AI to **recommend them stories** based on their genre preferences and favorite forms of media. This will be implemented in future versions.
- **Adding Friends:** The prototype showcases the “Add Friends” idea within the profiles page, yet the feature is purely aesthetic at the moment. Users cannot connect with friends or share their stories in this version, but we hope to sync contacts and store user information on the cloud to allow this functionality going forward.

V. Wizard of Oz Techniques

- **Login authentication system magically works:** In the prototyping phase, implementing a fully functional authentication system to validate user information

would be time-consuming and complex. For the purpose of early testing and for the app demo, the authentication system will instantly accept any user credentials without **actual validation**.

- **AI personalization during onboarding is pre-set:** For this prototype, the personalization of the theme using AI is simulated during the onboarding process by pre-selecting user preferences. This ensures that the story being showcased is customized to their choices and **accurately reflects the planned AI personalization** feature.
- **User is given current date and repeat pattern automatically (November 5th):** In order to demonstrate the simple process of using the app, we fixed the calendar date of the task input to automatically show November 5th. In the final version, we also hope to automatically detect the current date to input on the calendar.

VI. Hard-Coded Items

- **No character choices:** Though we display different characters at the onboarding stage, we hard-coded a default character that users must start their journey with when onboarded.
- **Only one task and date can be added:** In order to demonstrate our primary features in our simple taskflow (being to add and check off a task), we only allow the user to add one task and work with that in the prototype to limit the many different routes that could be taken otherwise. Later iterations will allow the user to **use their keyboard to put in their own inputs**.
- **Preset choices in the story:** This prototype focused on demonstrating the story's flow and quality by only allowing one multiple choice option to proceed, avoiding having to build a **complex decision tree and multiple in-depth stories** in the meantime.
- **Character customization is limited:** We limited customization options to let the user change between just two expressions and colors. Additionally, these changes are not preserved outside of the characters page.