



Unfold Assignment 8 - README Document

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[Link to Prototype](#)

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?”

Tools Used

We built our prototype using React Native and Expo. We used Apple’s Xcode Simulator to test the app as it was developed, and GitHub to consolidate our changes.

Accessing the App



Unfold is accessible on both an iOS device or Android device. We recommend using an iOS device, and specifically the iPhone 16 Pro for an optimized experience.

1. Install Expo Go on your mobile device
2. Scan the QR code on the left.
3. Unfold should open in Expo Go (on first open, allow some loading time).
4. Have fun exploring Unfold!

Limitations

- **Wizard-of-Oz Consequences:**
 - No further unlocked stories: Users currently cannot progress beyond the initial Chapter 2 story, as no additional stories are available to unlock.
 - Progress bar doesn't reset: The task progress bar does not reset after reading the story chapter, as progression is currently hard coded to require 10 tasks and does not change beyond this goal.
- **Onboarding process trigger:** The app does not open directly to the onboarding process. Users must navigate to the profile section and press "Retake Quiz" to access these screens.
- **Users cannot share stories:** While the initial plan included an option for users to share their stories with friends, we pivoted to avoid possible distractions and leading them away from the app to social media. Instead, we shifted our focus to building out the "choose your own adventure" storytelling experience.
- **Lack of Notifications:** The "Enable Notifications" toggle button provides interactivity but does not activate functional notifications.
- **Personalization:** Story preferences are static, with all users receiving "Spooky, nail-biting, and edgy" as their recommended genre. However, this will not change anything about the story, as we do not yet have multiple stories.

Hard-coded Techniques:

We were able to implement all 3 of our primary tasks in our application. Because all of these 3 tasks occur in the context that a user already exists, our prototype operates under the circumstance that the user is already logged in.

1. **Tasks Page:** Progression to the next chapter is hard-coded to require the completion of 10 tasks.
2. **Story Portion:** Despite branching paths, the outcome remains consistent after reading Chapter 2: unlocking the same scared expression.
3. **Customization Page:** All customization options (e.g., expressions, outfits) are predefined and already unlocked at the start of the app. The amount of options unlocked is simulated to the user's current chapter progress, which in this case is hard-coded to Chapter 2.
4. **Profile:** Personal Settings ("Full Name," "Username," "Phone Number") are pre-filled at the start but editable during a session, but they are not retained after refreshing the app.

Wizard of Oz Techniques:

We utilized many Wizard of Oz techniques to build out intended features and have a finished product for user testing. We tried to minimize the amount of Wizard of Oz techniques as possible, but the ones we did have are below:

1. Tasks Page:

- The system notifies users that Chapter 2 has been unlocked upon completing 10 tasks. However, Chapter 2 is always unlocked, with the notification serving to simulate progression logic.
- In addition, the system does not reset completed tasks to zero after the new chapter unlocks, requiring the user to “undo” the tasks to go below 10 again in order to re-simulate achieving the 10 tasks notification during user tests.

2. Story Portion:

- Users are presented with choices to influence the narrative. These choices trigger different story branches but will eventually lead to the same outcome: unlocking the "scared expression."

3. Customization Page:

- The "scared face" expression appears as unlocked upon finishing reading Chapter 2, but the expression can technically be chosen before reading Chapter 2 as it's always unlocked.

4. Personalization:

- During onboarding, users go through questions to simulate personalized story recommendations. However, all recommendations default to a predefined genre: "Spooky, nail-biting, and edgy."
- There is even a fixed-time progress bar for the “AI” determining the user’s preferences.

Thank you and **have fun!**

