

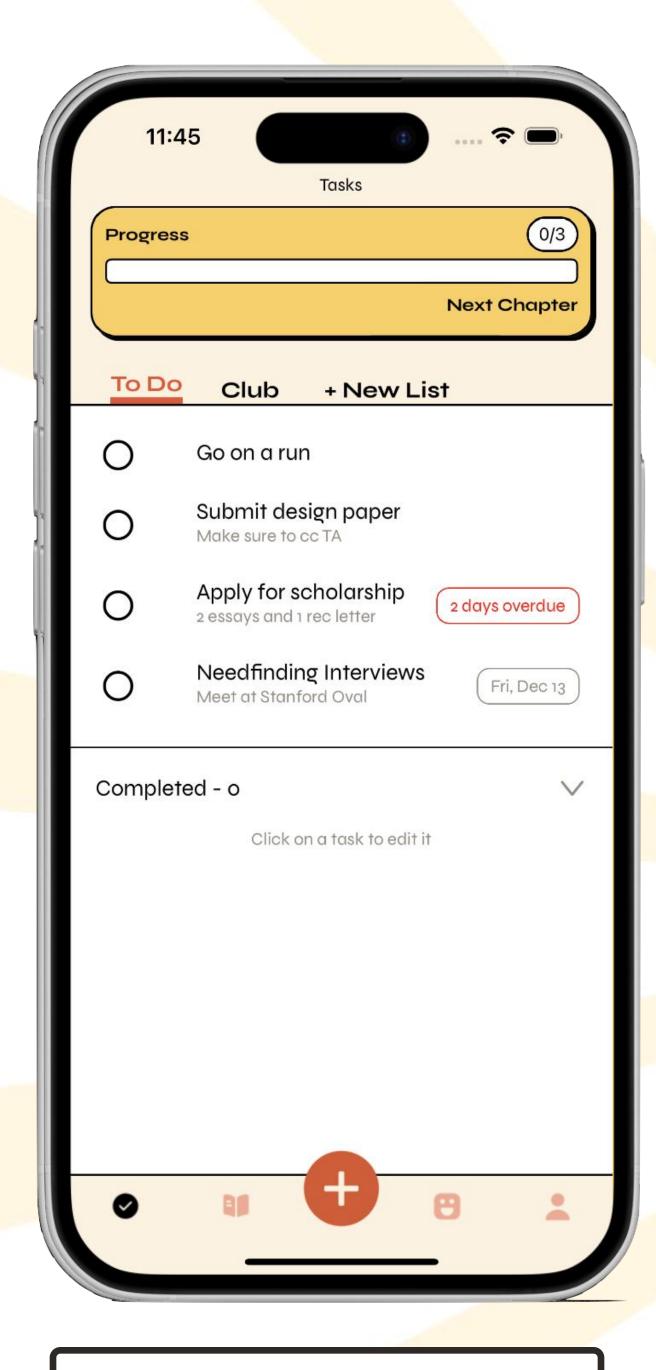
Your tasks, your story—watch it unfold.

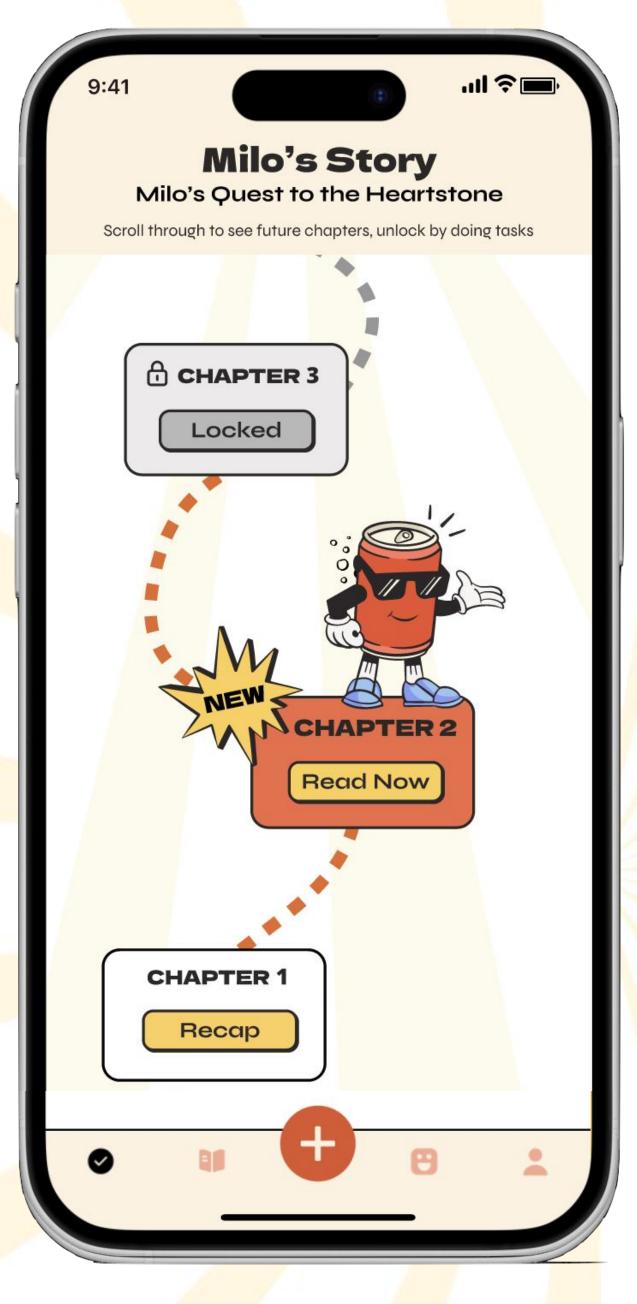
PROBLEM

People often struggle to stay accountable with their tasks because they find them mundane, difficult to stay engaged with, and lacking in shared support.

SOLUTION

Unfold incentivizes users to complete tasks by evolving a personalized avatar, unlocking new narrative story updates with every task they complete!





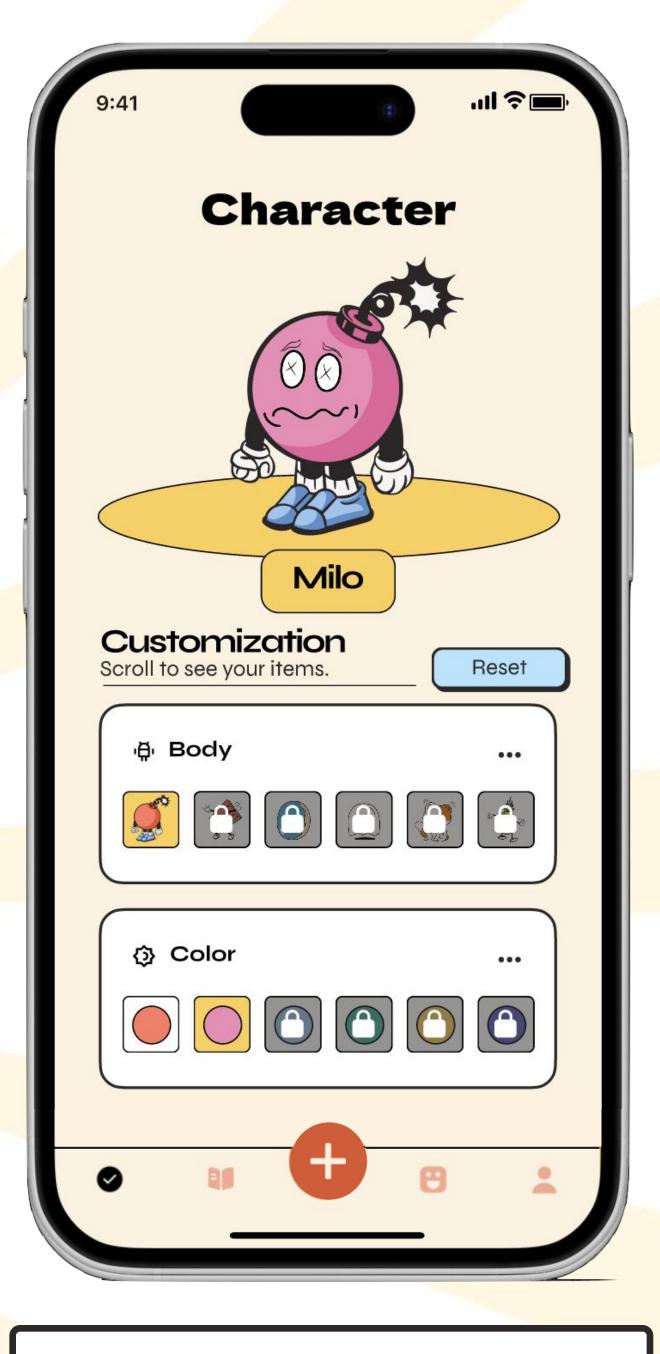
The creature noticed Milo and tilted its head curiously. It flapped its wings and gestured toward the water, where a glowing stone lay beneath the surface.

Milo chooses to:

Grab the glowing stone

Talk to the creature

Continue walking



Enter and complete your tasks.

Unlock more chapters as you finish your tasks.

Read and choose your own story.

Earn new items to customize your character.

Design Process

Needfinding

How Might We...

Diverse Realizations

Low-Fi Prototype

Usability Testing

Med-Fi Prototype

