

# Unfold

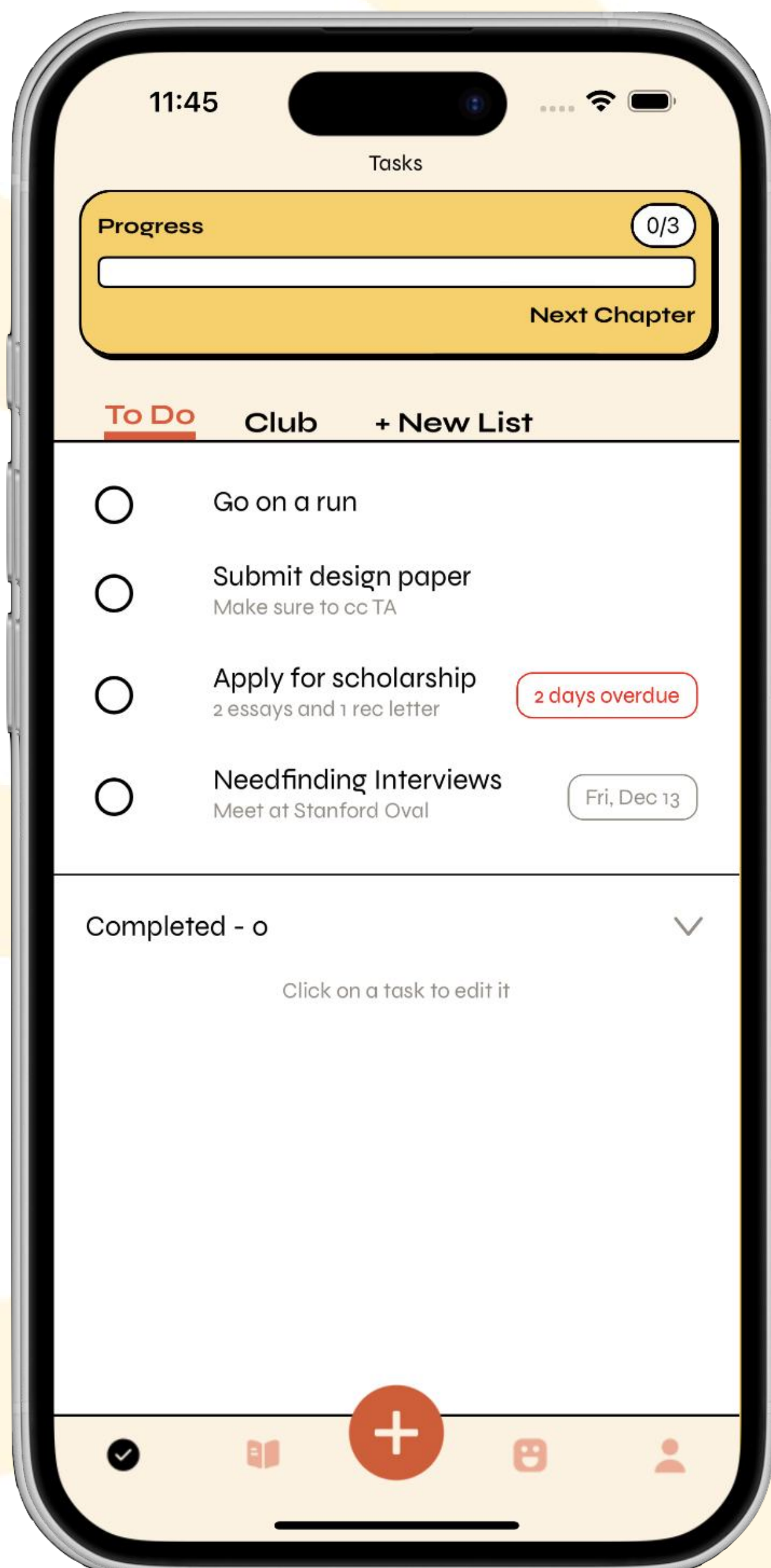
Your tasks, your story—  
watch it unfold.

## PROBLEM

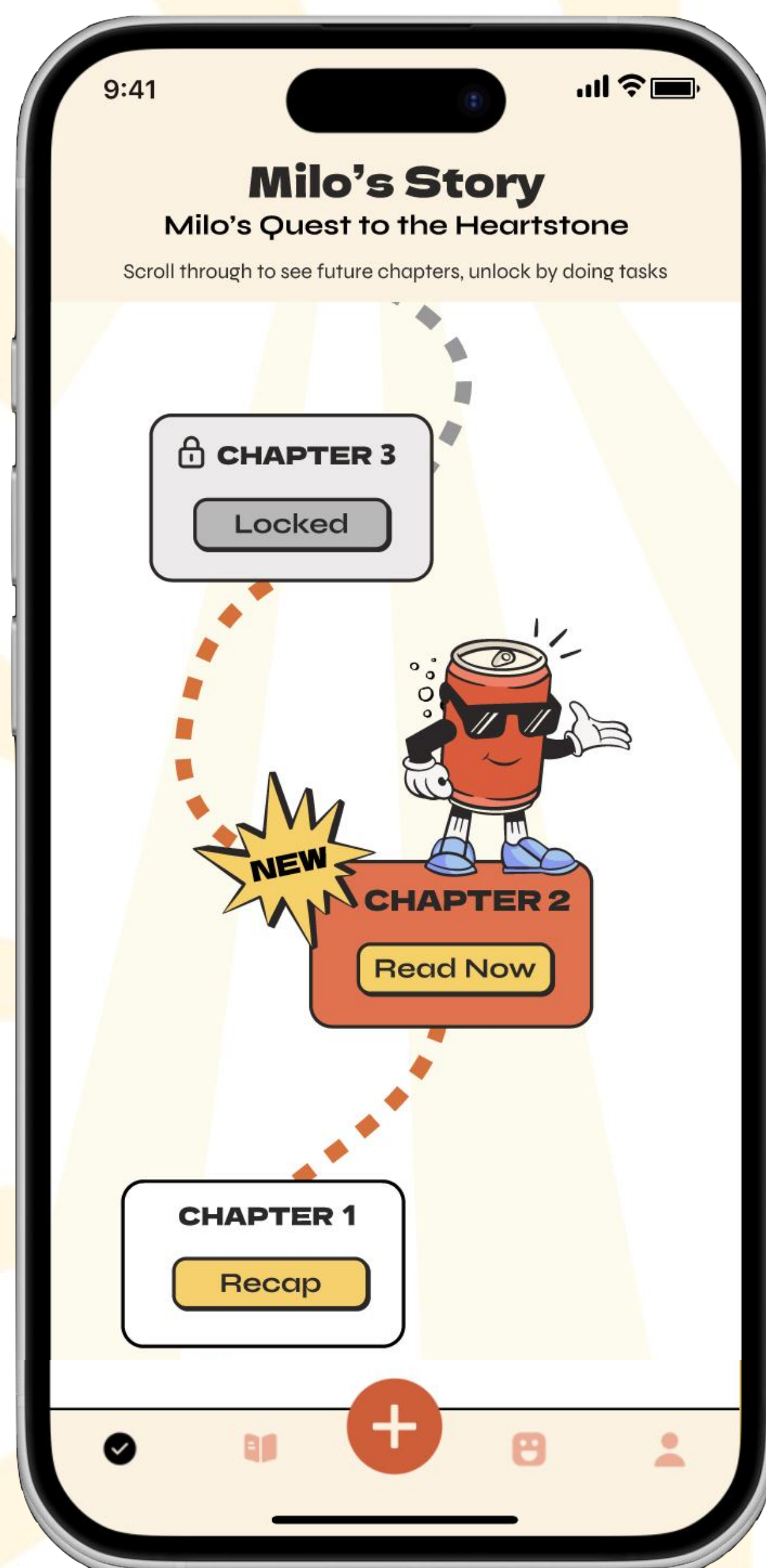
People often struggle to stay accountable with their tasks because they find them mundane, difficult to stay engaged with, and lacking in shared support.

## SOLUTION

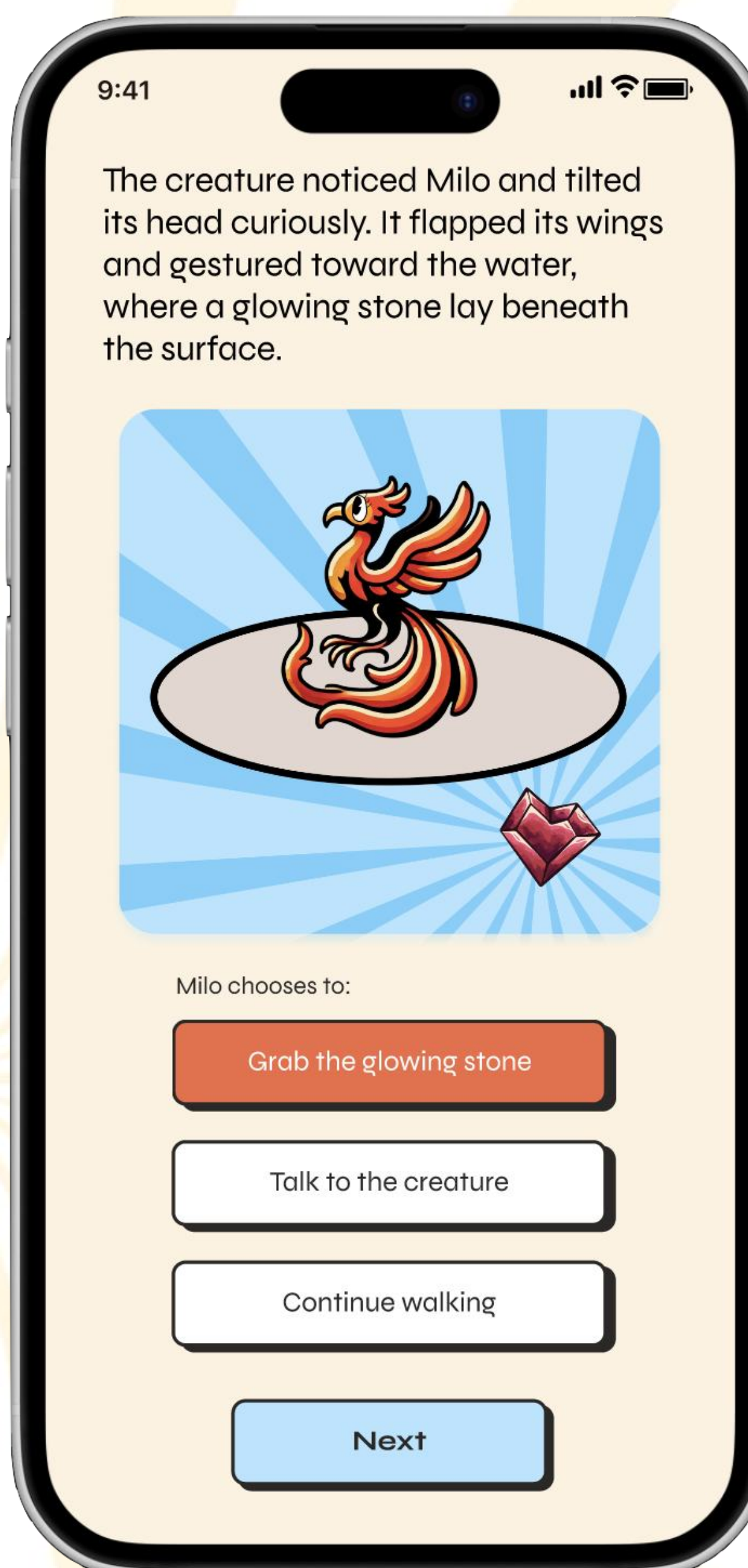
Unfold incentivizes users to complete tasks by evolving a personalized avatar, unlocking new narrative story updates with every task they complete!



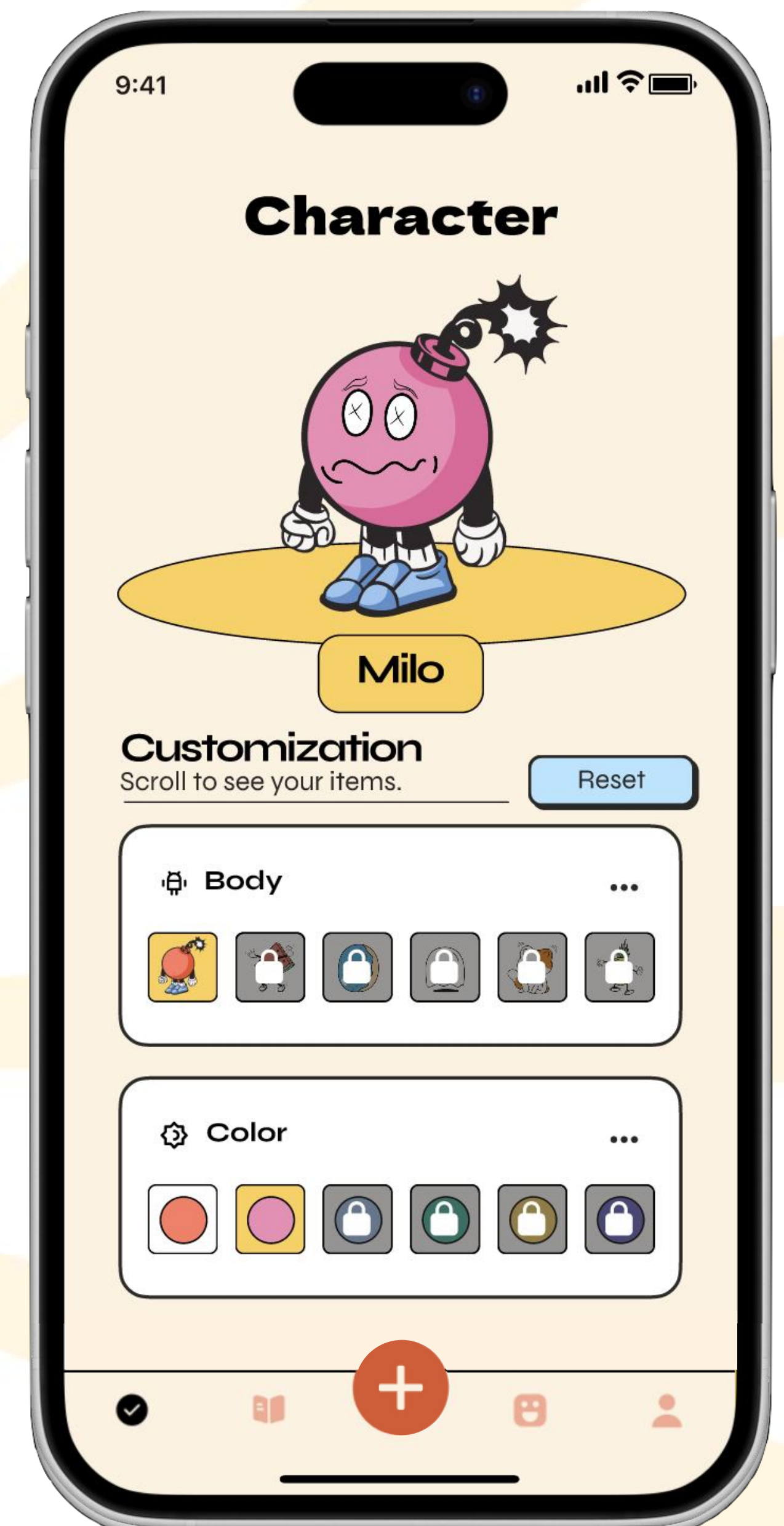
Enter and complete your tasks.



Unlock more chapters as you finish your tasks.



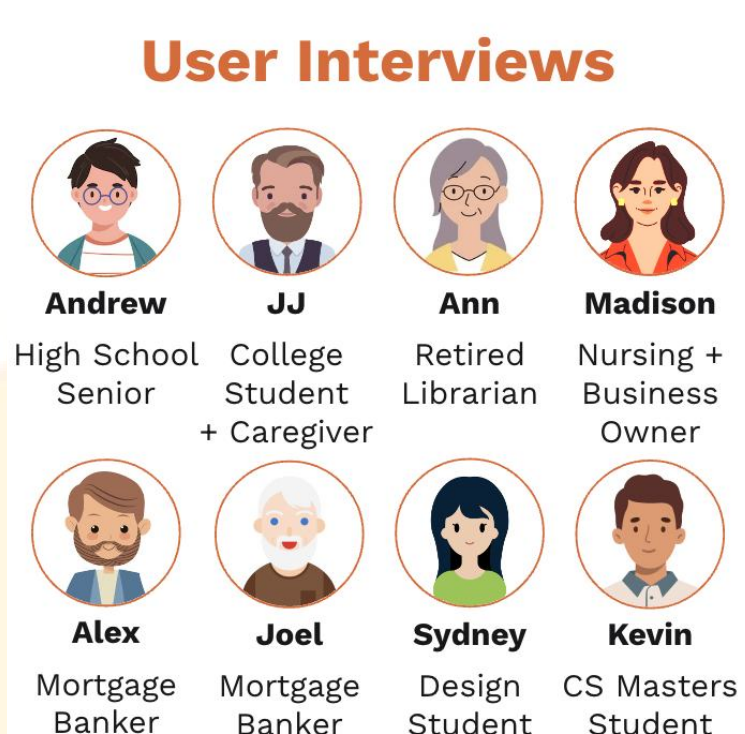
Read and choose your own story.



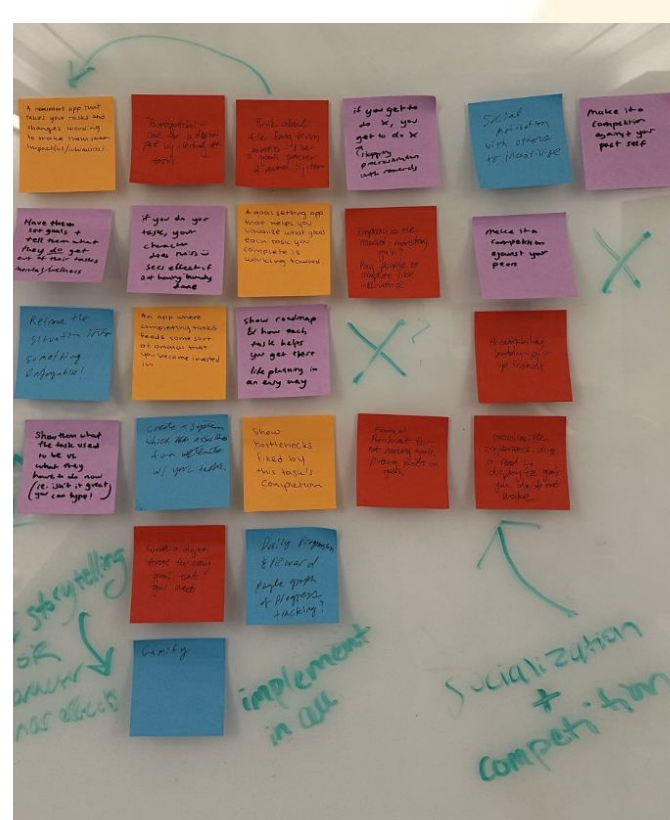
Earn new items to customize your character.

## Design Process

### Needfinding



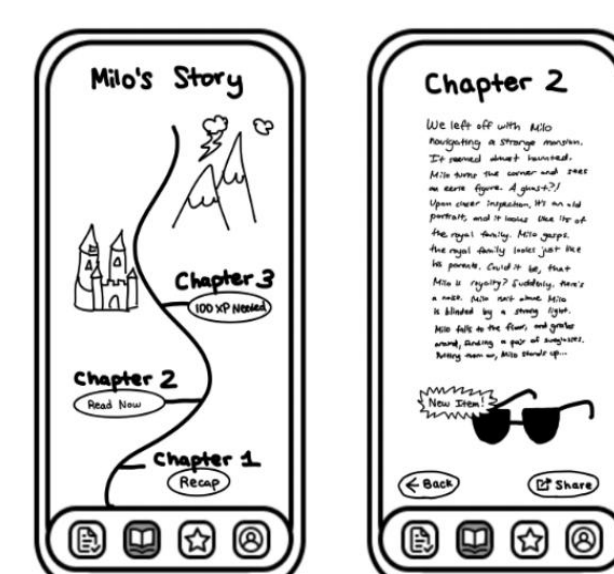
### How Might We...



### Diverse Realizations



### Low-Fi Prototype



### Usability Testing



### Med-Fi Prototype

