UNFOLD

Assignment 4: Concept Video

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Roadmap

1. Our Solution
2. Market Research
3. Values & Tasks
4. Storyboard
5. Our Video

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

An app that **incentivizes task completion** through **narrative-driven** updates that evolve their **personalized** avatar, reflecting their progress and accomplishments.

Primary User

- Busy professionals, students, and anyone looking for a fun and engaging way to stay productive
- People who benefit from visualizing their progress and enjoy personalizing their experience through gamified elements

Unfold

Your tasks, your story—watch it unfold.

Unfold is a **narrative-driven task management app** that turns everyday tasks into an engaging adventure. With each completed task, users earn XP to **evolve their personalized avatar** and **unlock new story levels**.

Healthy Behaviors Studio
October 2024

Deciding Our Name

We chose the name “Unfold” for a variety of reasons.

- At its core, it’s a **narrative-driven concept**, transforming everyday tasks into a larger, ongoing story, which aligns with the idea of a **story "unfolding" over time**
- The motivation for completing tasks is to learn more story elements and “Unfold” captures that **cliffhanger effect** we hope to achieve
- It conveys a **sense of discovery**, making task completion feel like an exciting, evolving adventure rather than just a routine activity

Overall, “Unfold" is concise, memorable, and resonates with the idea of continuous progress, making it easy for users to connect with the app’s core purpose.

Value Propoposition

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.

Market Research

Forest

Forest helps you stay focused by putting down your phone and utilizing the pomodoro method as you grow digital plants.

What works for our problem space:

- Progress is rewarded (e.g. plant is growing)
- Visualize progress by growing a digital forest
- Short bursts of productivity
- Real-world impact by planting trees with Trees for the Future

What doesn't work:

- Narrow scope; focused only on reducing phone screen time
- Doesn't help users set up specific goals
- App format can cause users to be drawn to their phone and get distracted

Forest

What we can take away:

- Users are swayed by **visualizations of their progress**, especially when seeing how large their forest has grown.
- One can **facilitate a user's sense of emotional attachment** to a virtual pet or plant, especially with appealing visuals.
- We can encourage activity productivity and completion of tasks by **digitally rewarding the progress** users make.

Blobby

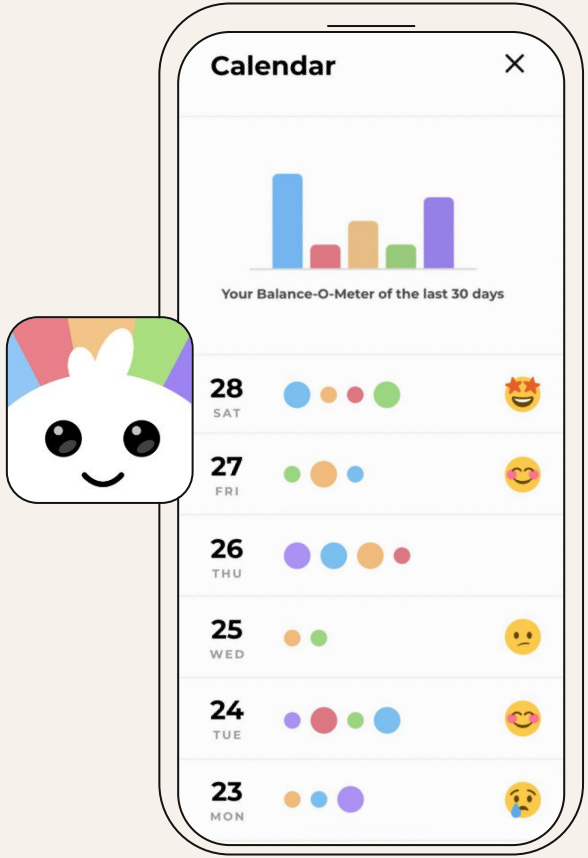
Blobby is a habit-tracking app that helps you develop healthy habits in key aspects of your life, while also taking care of a cute buddy.

What works for our problem space:

- Simplicity in adding necessary tasks
- Breaking task goals down into more doable parts
- Avatar personalization as as the users progress
- No streaks focus, progress is not lost for missed days

What doesn't work:

- Puts burden on user to stay engaged with the app
- Paid avatar upgrades
- Stagnant achievement levels

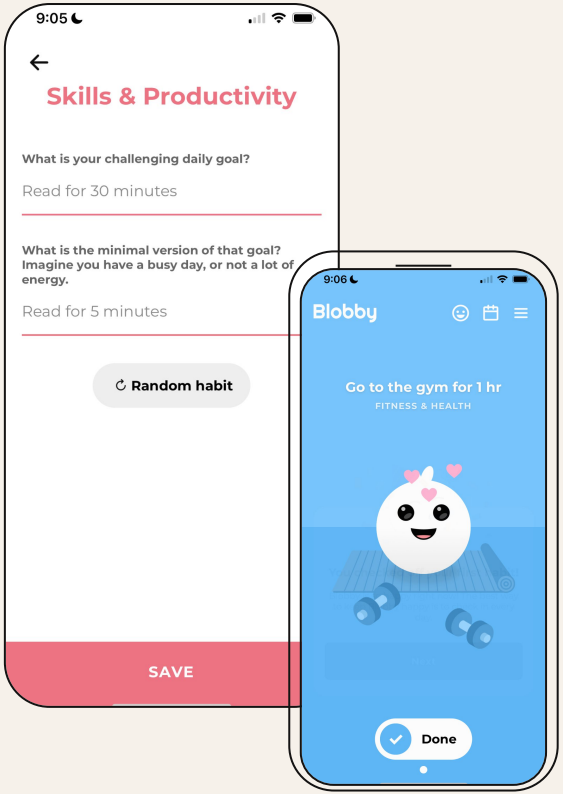


Blobby

Blobby promotes balanced, sustainable habit formation. It focuses on consistency and self-improvement. The app includes wellness tools like journaling & breathing exercises.

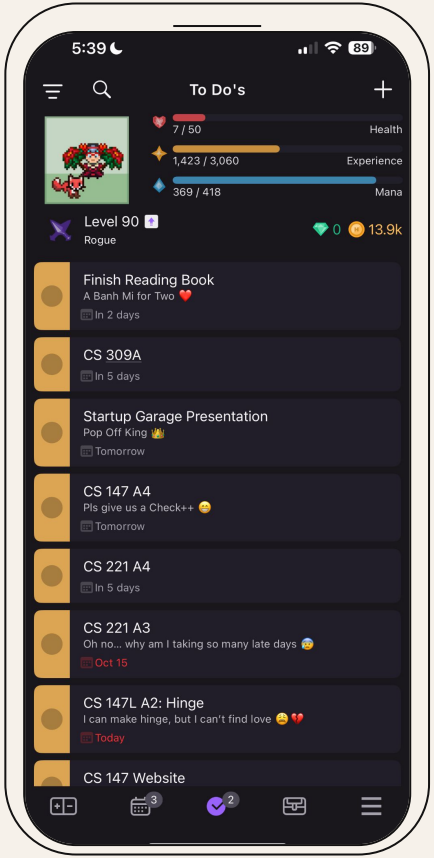
What we can take away:

- The use of **range goals** encourages sustained habit formation by offering flexibility.
- Avoiding punishment for missed tasks, as Blobby does with the lack of streaks, **keeps users motivated without creating pressure**.
- Purely **aesthetic upgrades may not be engaging** for users long-term.
- Individual-focused experiences may limit motivation of users **without a sense of shared goals or competition**.



Habitica

Habitica uses retro RPG elements to gamify your tasks and goals.



What works for our problem space:

- Habits/Dailies/Todo list breakdown
- Party up with close friends/family - max 30 people per party.
- Gamified leveling system
- Buying character customizations
- No penalty when missing a day

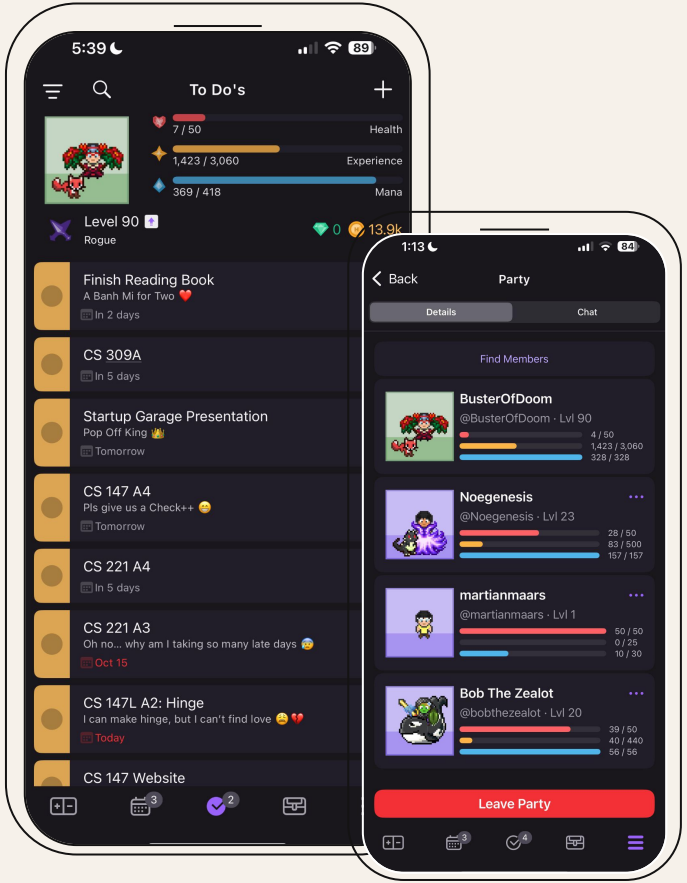
What doesn’t work:

- Hard to stay committed when leveling up alone
- Joining and finding a party is very confusing
- Takes a long time to add todo list tasks

Habitica

What we can take away:

- RPG Gamification works best when in a party setting. Our app will work for **both solo and party players by involving an overall narrative and invoking a sense of adventure**.
- Rewards add an extrinsic motivation to complete tasks
- **People don't like being punished**. When not completing a task on time, there isn't a explicit negative that occurs—just a less positive outcome.



Habit Hunter

Habit Hunter helps you build a habit of creating and managing your goal logically and effectively.

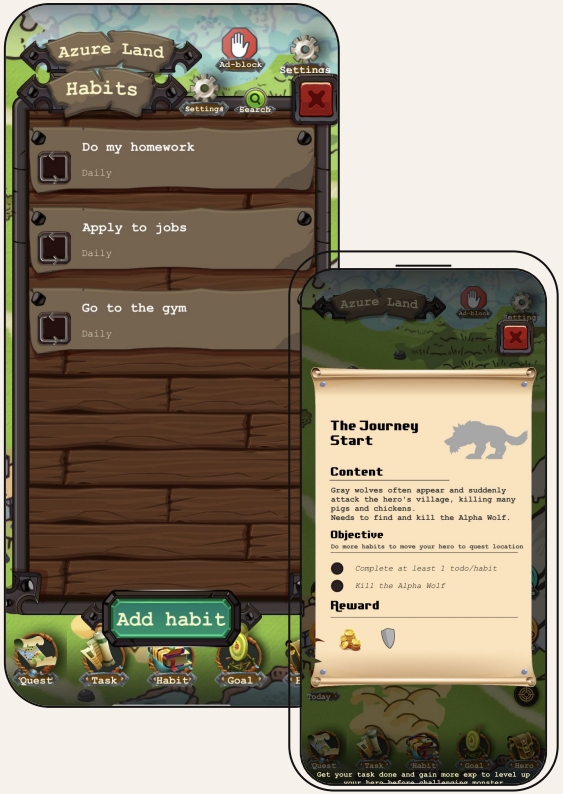
What works for our problem space:

- Structured goal-setting and habit management
- Built-in reminders and notifications
- Gamified elements like rewards and leveling up
- Can customize your character

Habit Hunter

What doesn't work:

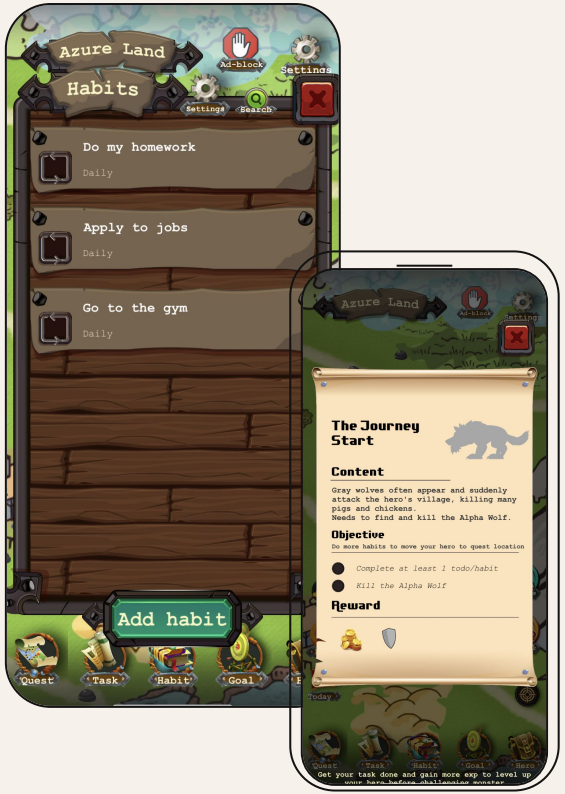
- **Distracting features** like battling monsters can sometimes **detract from actual productivity** and goal completion
- Potentially **visually overstimulating and complex**, as the app's interface may overwhelm users, making it harder to focus on tasks
- Many features require tutorials
- **Leaderboard-centric motivation** since points and leaderboards have more focus than tasks
- The app limits interactions to fantasy-based elements, which may not resonate with all users
- Lessons from quests are violence-centered rather than other lessons related to personal growth-building



Habit Hunter

What we can take away:

- Structured goal-setting is essential
- Allowing users to personalize their experience, such as with character customization, can deepen emotional connection/motivation
- We should ensure that **game mechanics enhance, rather than detract from, habit-building**
- Simplicity over complexity – aiming for an **intuitive design with minimal distractions**
- Rewarding individual progress and tying it to a narrative or journey
- While fantasy interactions work for some users, offering a **variety of themes** to appeal to a broader audience, with stories centered around solutions other than violence



Character Customization		✔	✔	✔	✔
Gamification	✔		✔	✔	✔
Narrative-Driven					✔
Track Goals + Tasks		✔	✔	✔	✔
Connect with Others			✔	✔	✔
Easy Onboarding	✔	✔			✔

Values in Design

Values in Design

I. Playfulness

Keep users coming back with entertaining stories and compelling cliffhangers

II. Reward Balance

Set up in-game rewards that motivate users while curating intrinsic motivation and routine in their real-world tasks

III. Accessibility

Ensure Unfold is intuitive and usable for a broad user base with varying knowledge of games

IV. Flexibility

Unfold should be applicable to users with all different kinds of tasks and goals

V. Sustainability

Motivation must be sustained over a long period for successful accountability—we need our users to be consistent and long-term

Direct/Indirect Stakeholders

Direct Stakeholders

- Individuals who use Unfold to manage tasks, stay accountable, and progress through the narrative-driven experience

Indirect Stakeholders

- **Friends, Family, and Collaborators** of the user that will be impacted by the user's task completion and productivity from the app's increase in user's productivity and accountability

Direct and Indirect Stakeholders

Users may feel pressure or anxiety from having to manage tasks on top of the story.

- When a user already has a lot on their plate, they might find it stressful for their task managing app to have added features on top of it. As such, we prefer to reward success over punishing failures or mistakes.
- We are looking into striking a balance between drafting both playful stories and compelling motivation for a user to continue.

In-app motivation might take away from in-person goals

- If a user becomes very devoted to the reward system in the game, this can be detrimental or distracting to their intrinsic motivation. As such, we are working to not “over-gamify” the process such that the user doesn’t have to constantly interact or engage with the app.
- We aim to create a reward system that encourages personal reflection and complements users’ motivations and goals.

Ethical Implications

THE
FORGOTTEN

◆

When you picture your user base, who is excluded? If they used your product, what would their experience be like?

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?

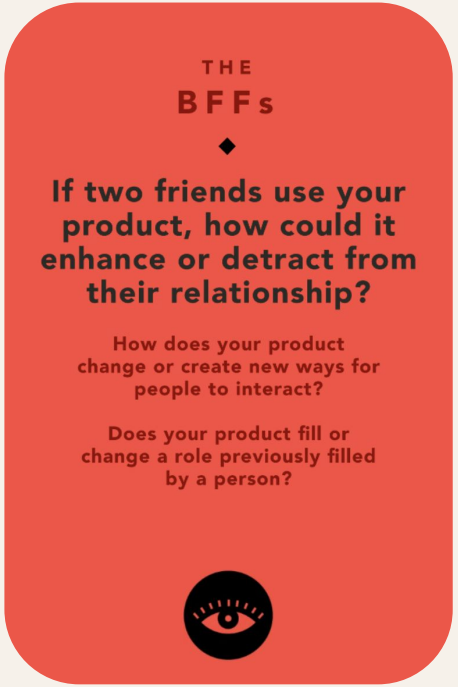
Users who do not typically enjoy gamification may feel pressure or anxiety from having to manage tasks on top of the story.

- When a user already has a lot on their plate, they might find it stressful for their task managing app to have added features on top of it. As such, Unfold should be simple to learn and focus on **rewarding success over punishing failures** or mistakes.
- We are looking into striking a balance between drafting both **playful stories and compelling motivation** for a user to continue.

Ethical Implications

In-app motivation and the ability to compare digital avatars might make take away from in-person goals

- If a user becomes very devoted to the reward system in the game, this can be **detrimental or distracting to their intrinsic motivation** as they are only checking off tasks to level up. As such, we are working to not “over-gamify” the process such that the **user doesn’t have to constantly interact or engage with the app**
- We aim to create a **reward system that encourages personal reflection** and complements users’ motivations and goals



Tasks

Our Tasks

Simple

User checks off a task that they completed.

Moderate

User shares their stories with friends.

Complex

User customizes their personal character with items gained from story progression.

Our Tasks

Simple

User checks off a task that they completed.

Video Time Stamps:
0:51-0:53, 1:07-1:10
Yellow Font

Why?

- This is a common, straightforward task that requires minimal effort from the user
- Checking off a task involves only one action: tapping or clicking a checkbox
- No need for additional input or decision-making beyond acknowledging the completion of the task, making this task quick and easy for users to complete regularly

Our Tasks

Moderate

User shares their stories with friends.

Video Time Stamp:
1:35-1:42
Yellow Font

Why?

- Sharing a story requires more effort and interaction compared to simply checking off a task
- Users have to think about what they want to share, which adds a creative and reflective element to the task
- Sharing a story involves an additional layer of complexity, as the user must not only create the story but also select the sharing mechanism (ex: choosing which friends to share with, platform options, etc.)
- This task also involves another party (the friends), which adds a social aspect

Our Tasks

Complex

User customizes their personal character with items gained from story progression.

Video Time Stamp:
1:26-1:31
Yellow Font

Why?

- Customizing a character involves multiple decision-making steps, such as selecting items, changing appearance, and integrating items earned through the storyline
- This task is more rare and requires additional input from the user, as they have to navigate menus, choose options, and possibly reflect on their character's story progression before deciding on the customization
- User unlocks items through progress in the app, which involves more interactions and creative-thinking

Storyboard

my recommendation: no people talking
we use text overlay like buckets

Storyboard

person frustrated/tired at screen

papers everywhere

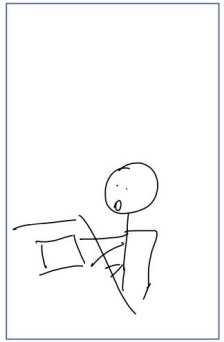
tired/frustrated

pries stickey note off face - task isn't done

proprocrastinating/scrolling on phone

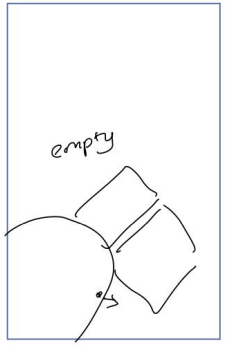
looks like they are gesturing to me, holds them as storybook

We decided to have the book pop in here magically



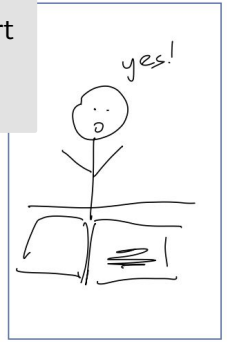
alone with book

opens book



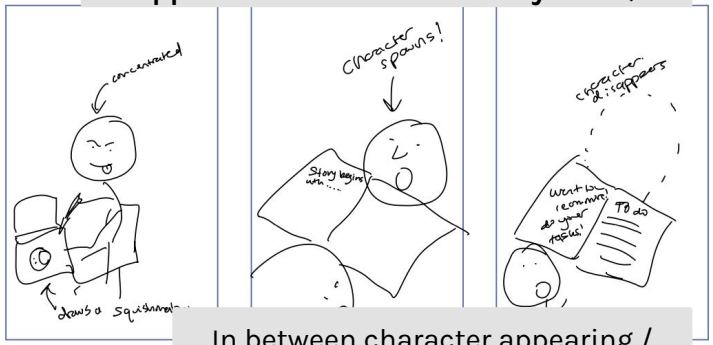
over the head

Instead of opting in, we had this part where we reveal "Unfold"



person looks really interested unlike yes

Key change: we added the storyline animation after character appears **(see Appendix for Animation Storyboard)**



In between character appearing / disappearing we wanted more comedy: the character makes the user fall to the ground

happy montage/ Rocky vibes begin

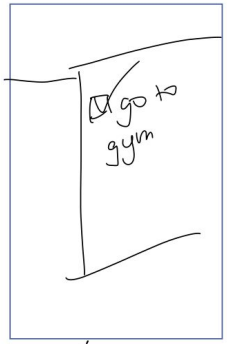
walking room Quad with prepare + their study book

Instead of bookmarks, we wanted it more explicit: finish your pset to learn more

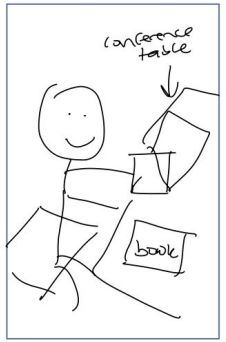
giving a presentation

tasks/pages getting checked off

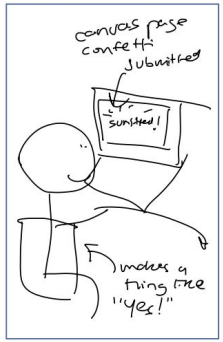
running on treadmill with storybook



tasks/pages getting checked off

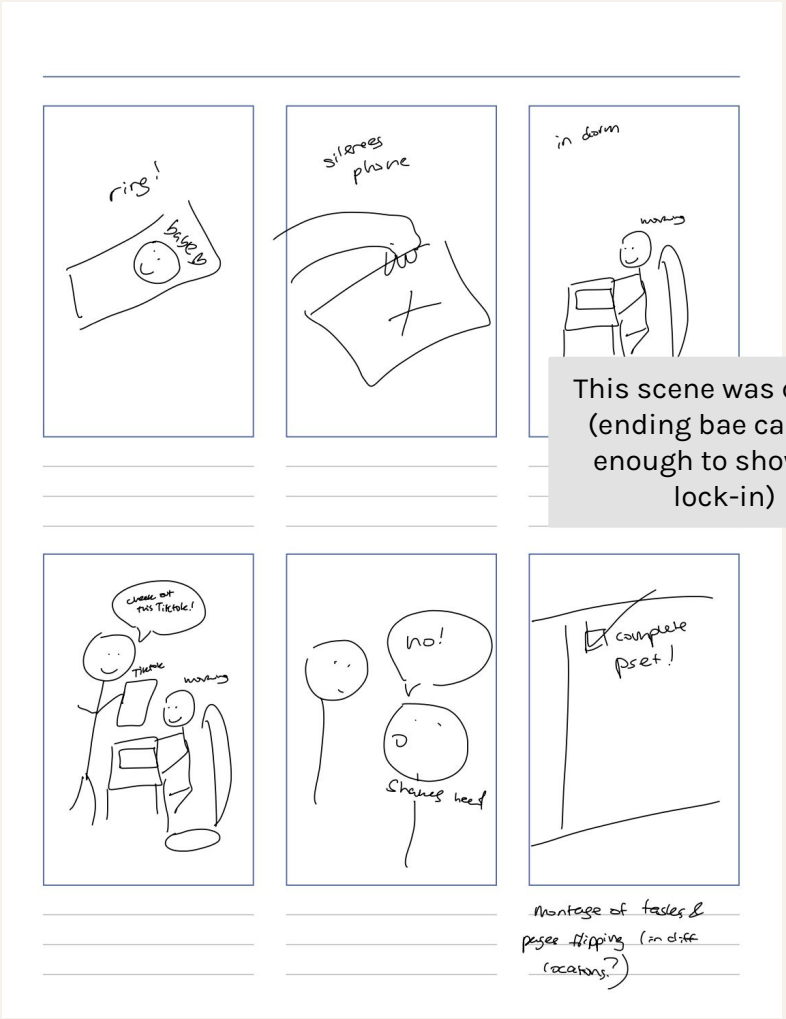


doing work on laptop

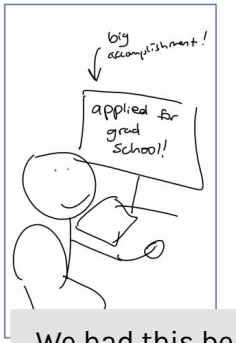


submits homework

We cut these scenes for times' sake

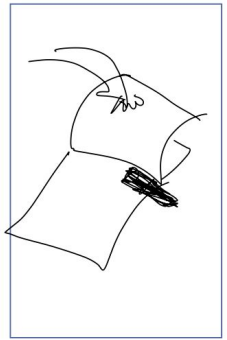


This scene was cut too (ending bae call was enough to show the lock-in)

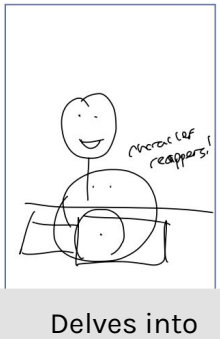


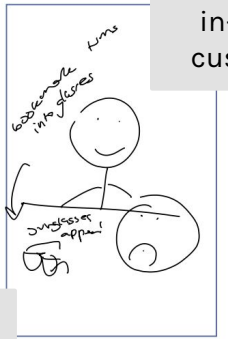
We had this be the Canva submission confetti

checks off task

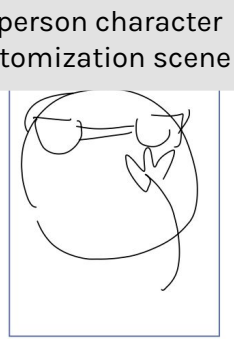


flips book!



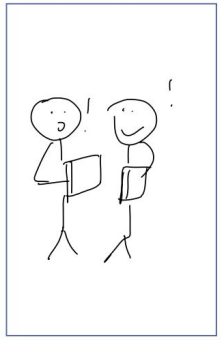


customizing with pet

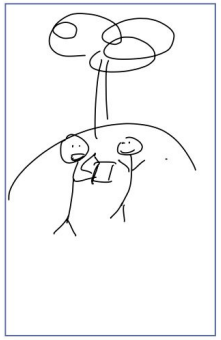


puts glasses on

Delves into storyline (see Appendix)

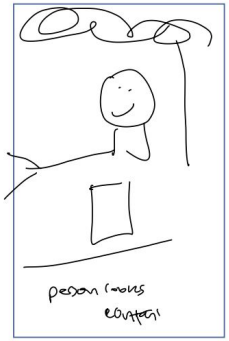


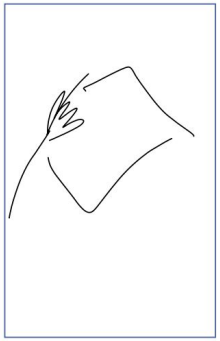
sharing stories

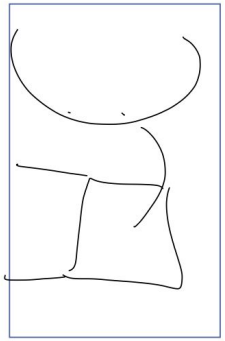


an engineering guard mount with characters sharing stories

Added animation + in-person character customization scene



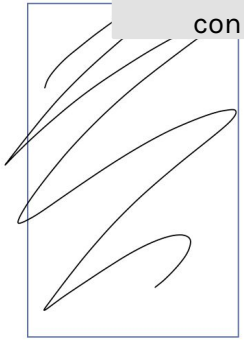




Open it for more

make it cool

Instead the end is both people chatting: the connection



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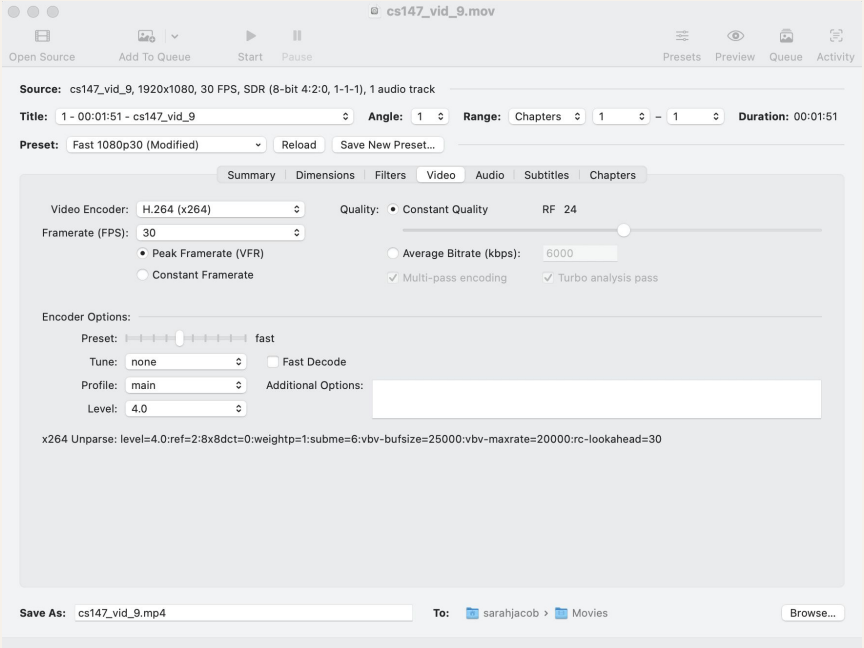
Our Video

https://youtu.be/DshLObv-ALE

Thank You!

Appendix

Used Handbrake



Animation Storyboard

Character sees castle

Character loves the castle (heart appears)

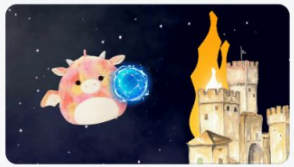
Character gets confused by the arrival of a red character (evil)

Character is shocked when the castle is set on fire! Red character disappears

Animation Storyboard

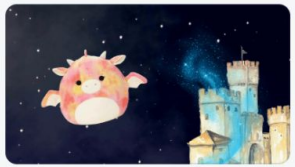
1

Castle is on fire, character is alarmed



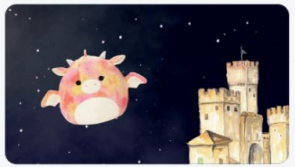
2

Character creates water power



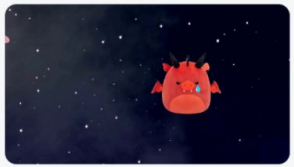
3

Character throws at castle, flames extinguish



4

Character throws at castle, flames extinguish



5

Red character is sad

6

Character approaches red character, angry

7

Red character says sorry

8

Reconciliation

Animation Storyboard

1

Items appear gained from storyline progression

2

User chooses two of the three