

# DailyUplift

A Positive Habit Tracker

December 5, 2024 | UX/UI Design Course - University of Minnesota

# Daily Uplift: A Simple Positive Habit Tracker

## Introduction: App Idea



**"Daily Uplift"** is a minimalist app that helps users cultivate one small positive habit each day, like writing one thing they're grateful for, doing a short reflection, or setting a single daily goal. The app keeps it simple by focusing on only one prompt per day and giving users a place to reflect on their progress over time.




































1. **Daily Prompt:** Each day, users get one prompt, like "What are you grateful for today?" or "What's one thing you want to accomplish today?"
2. **Progress Tracker:** A simple tracker lets users see how many days in a row they've completed the prompt to encourage consistency.
3. **Reflection Log:** Allows users to reflect on their previous days' responses, creating a small "uplift journal."
4. **Reminder Notification:** Optional gentle reminders to complete the prompt each day.
5. **Customization:** Users can select what types of positive habits they want to build. Wellness (Mental Health, Physical Health, Daily Nutrition)

# Parts 1, 2 & 3 : User Research, Interviews & Key Insights



# Key Competitor Analysis

-  Feature Available
-  Feature Not Available

	DailyUplift	Habitica	Streaks	Daylio	Fabulous
Daily Prompts					
Progress Tracker					
Reflection Log					
Reminders					
Customization					
Gamification					
Community Support					

# Heuristic Evaluation

for "Daily Uplift" - Summary

## 1. Visibility of System Status

Evaluation: Users need clear feedback about progress, including streaks and pending actions.

Actions: Add a streak counter and a status bar for prompts.

- Severity: Medium.

## 2. Match Between System and the Real World

Evaluation: Use language that aligns with user expectations and avoids complexity.

Actions: Utilize friendly phrasing and intuitive icons.

- Severity: Low.

## 3. User Control and Freedom

Evaluation: Allow users to skip prompts and edit entries easily.

Actions: Add "Skip" and "Edit" buttons with confirmations.

- Severity: Medium.

## 4. Consistency and Standards

Evaluation: UI components need consistent design.

Actions: Standardize typography and button styles.

- Severity: High.

## Part 2: User & Stakeholder Interviews



# User Interviews

Key excerpts:

## Theodore's interview

“I don’t want to be competing with other people for something I’m doing for myself.”

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“I think [gamified features] would be motivating because it adds another reason to do the tasks and log them in the app.”

“[Habit trackers] would be helpful to just be able to keep track of the things that I know I need to do and help hold myself accountable so I actually do them.”

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“I think just one [prompt] a day to start. That would be helpful, especially if it’s something new you’re trying to do, so it doesn’t feel overwhelming.”

# User Interviews

Key excerpts:

## Prince's interview

### Features Desired in Habit-Tracking Apps:

- **Streak Tracking:** Finds streaks motivational and rewarding.
- **Notifications:** Needs reminders to stay on track; prefers customizable notifications tailored to specific goals.
- **Gamification:** Motivated by unlocking new goals, tiers, or resources rather than competing against others.
- **Monetary Rewards:** Discounts could be appealing but prefers non-commercial, non-pushy rewards.

### Customization Preferences:

- **Preset with Customization:** Likes the option to follow preset schedules but prefers the ability to adjust reminders and goals dynamically based on progress or feedback.

### Accessibility & Usability Barriers:

- **Ads:** Strong dislike for intrusive ads; tolerates non-intrusive banner ads.
- **Cost Efficiency:** Avoids paid apps; prefers free or affordable options.



# User Interviews

Key excerpts:

## Interview

### Motivators for Sustainability Habits:

- **Cost Efficiency:** Saving money while reducing waste (e.g., water, food, or energy).
- **Social Pressure:** Motivated by societal expectations to be environmentally friendly.

### Journaling & Reflection:

- **In-App Journaling:** Open to journaling if it is quick and simple.
- **AI Personalization:** Enthusiastic about using AI for analyzing inputs and creating personalized recommendations or goals.

# Empathy Map for Daily Uplift Users

## SAYS

"I need a habit tracker that helps me stay consistent with daily routines."  
"A progress tracker would be the most useful feature."  
"I prefer daily prompts for simplicity."  
"It would be great if the app synced across devices and worked offline."  
"Connecting with others for accountability could be motivating."

## THINKS

"This app should simplify my health and wellness tasks."  
"Can this really help me build one good habit at a time?"  
"Gamification sounds fun, but will it keep me engaged in the long term?"  
"Will this app align with my current tools, like journals and planners?"  
"Accessibility features like dark mode and large text are important for usability."

## FEELS

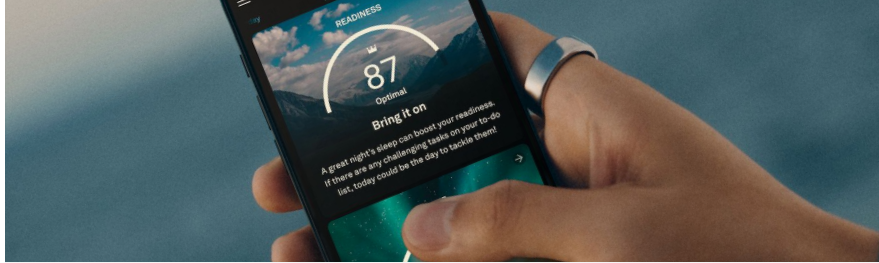
**Motivated:** The idea of structured, consistent support is appealing.  
**Overwhelmed:** Multiple habit areas and features might complicate the experience.  
**Connected:** There's interest in community but some hesitation about social competition.  
**Empowered:** The app could boost accountability and reflection.

## DOES

Uses existing tools like Oura Ring, Apple Watch, planners, or Finch to track habits.  
Reflects on progress through journaling or apps but may lack structured consistency.  
Focuses on categories like nutrition, physical health, and productivity.  
Looks for simple, accessible, and customizable features to integrate into daily routines.

# Key Insights from Survey

5 Participants | Google Survey



## CURRENT ENGAGEMENT & USER WANTS

- **100% believe a habit tracker app would support their daily needs** by boosting motivation, building better habits, providing structure and accountability, and encouraging self-reflection.
- Respondents **use apps like Oura Ring, Apple Watch, Kinder World, Yuno, and Finch**, while some are not using any app but favor reminders to stay consistent.
- Tools like journals, planners, and apps (e.g., Oura Ring, Finch) are currently **used for reflection**, while one respondent lacks a structured method.
- Respondents want the app to focus on helping users **build one good habit at a time** while simplifying health and wellness tasks, such as tracking water intake, medication, and physical therapy.

## Demographic Overview of Survey Participants:

The survey participants represented a diverse age range, including 18–24, 25–34, and 55+ years. The group was predominantly female (60%), with male (20%) and non-binary (20%) participants.

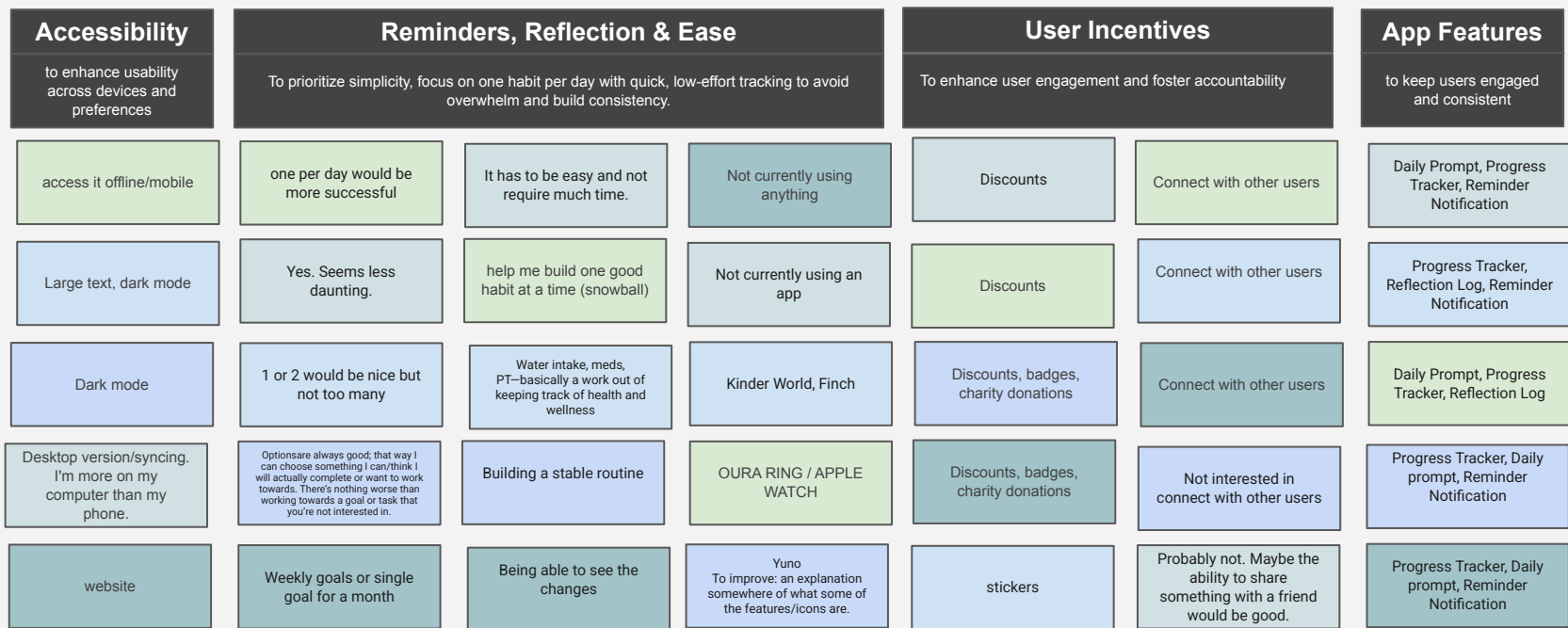


## OPPORTUNITIES

- **Nutrition was the most popular category (100%)**, followed by physical health, productivity, social, and mindful tech usage (80% each), while sustainability had the least interest (20%).
- **A progress tracker** was identified as the most useful app feature, with respondents preferring one daily prompt for simplicity and consistency.
- **Gamified features** received mixed ratings, and preferred rewards included discounts, digital badges, charity donations, and stickers.
- **60% expressed interest in connecting with users with similar goals**, and community features like leaderboards or challenges were moderately motivating.
- Respondents valued offline access, mobile/desktop syncing, large text, and dark mode for **accessibility**.

# Insights Unveiled through Affinity Diagram

User Insights Organized by Key Themes for Strategic Prioritization



# Proto-persona > User Persona

## Proto Persona

George, 23  
University student  
Lives in Chicago



Quote:  
"I just want a simple way to keep procrastination at bay by building healthy study habits. I don't need an app that's too intrusive or time consuming."

Bio Needs

Pain points

Needs

Solutions

Doesn't want to spend much time within the app

Person A

Finds it difficult to stay consistent with new habits when school becomes overwhelming.

Person B

Isn't interested in a paid subscription

Person C

A reminder to help keep track of how much time is being spent on their phone

Person D

Spending time with friends who have similar goals

Person E

Smart daily reminders to help keep on track with study goals

Person F

Looking to build better study habits and reduce procrastination

Person G

Does not currently use any digital habit-building platforms and is searching for one

Person H

On the go often, looking for a mobile app to log his daily progress

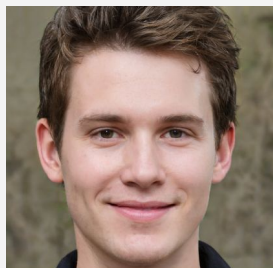
Person I

Also interested in building healthier eating habits

Person J

Progress Tracking. A simple way to see streaks or completed actions that give a sense of accomplishment.

Person K



George Smith, 23

Chicago, IL

Majoring in Comp. Sci

## Bio

George is a junior majoring in Computer Science at a Chicago university. He juggles coursework, a part-time job as a barista, and an active social life. George is tech-savvy and owns an iPhone and a laptop, which he frequently uses for both academic and personal tasks. He enjoys gaming and crafting drinks in his free time.

"I want an app that feels like a personal cheerleader—something simple, encouraging, and flexible enough to fit into my unpredictable days."

## Frustrations

- Struggles with procrastination, leading to last-minute cramming and suboptimal academic performance.
- Difficulty maintaining consistent study schedules and healthy eating habits.
- Feels overwhelmed by the complexity of many productivity apps; prefers simplicity and ease of use.

## Behaviors

- Device Usage: Frequently on the go, prefers mobile-friendly solutions.
- Engagement Time: Looks for tools that require 5 minutes or less per day.
- Motivation: Finds motivation in visual progress and small, actionable steps.

## Goals

- Build and maintain a consistent study schedule
- Establish healthier eating habits
- Maintain a simple daily routine for tracking progress
- Use a tool that is mobile-friendly and fits seamlessly into a busy schedule

## Needs

- A simple, user-friendly app that doesn't require significant time investment.
- Progress tracking that provides gamified motivation (e.g., streaks or completed tasks).
- Gentle reminders to encourage consistency without being intrusive.
- A structured approach to help form one habit at a time, i.e. following study hours or drinking enough water.

# Key learnings from Interviews & Surveys

Using MoSCow Prioritization to guide and organize app feature integration

## MUST HAVE

- Respondents want the app to focus on helping users **build one good habit at a time**
- **A progress tracker** was identified as the most useful app feature, with respondents preferring one daily prompt for simplicity and consistency.
- **Various categories for the user to select:** Nutrition, Physical Health, Productivity, Social and Mindful Tech Usage

## SHOULD HAVE

- Tools like journals, planners, and apps (e.g., Oura Ring, Finch) are currently **used for reflection**, while one respondent lacks a structured method.

## COULD HAVE

- **Gamified features** received mixed ratings, and preferred rewards included discounts, digital badges, charity donations, and stickers.
- **Connecting with users with similar goals** and community features like leaderboards or challenges was moderately motivating.
- Respondents valued offline access, mobile/desktop syncing, large text, and dark mode for **accessibility**.

## WON'T HAVE

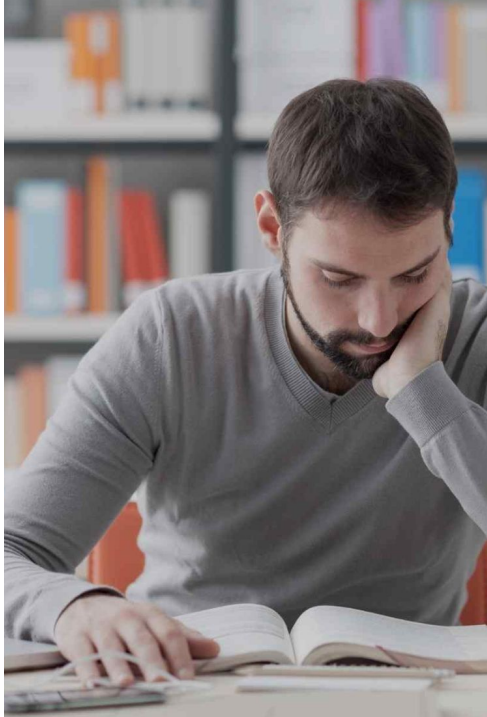
- **No physical components** (e.g. Apple Watch, Oura Ring)

## Part 4: Define the Problem



# User Problem Statement

Based on persona



I want to **stay consistent with my academic ambitions**, but I feel overwhelmed by the complexity of many productivity apps.

I need a platform that **keeps me encouraged, builds daily structure, and helps me stay on top of my goals** with my busy schedule.



# UX Hypothesis

If-then statement



**If** we create a simple, intuitive app with personalized goals, daily structure, and motivational features, **then** users will feel less overwhelmed and be able to maintain consistency with their academic ambitions despite a busy schedule.

# Value Proposition

## Mad-Lib Statement

For busy university students like George, who want to build healthy habits and reduce procrastination, "*Daily Uplift*" is a minimalist habit-tracking app that provides simple daily prompts, progress tracking, and gentle reminders. Unlike complex or time-consuming habit-building tools, our app focuses on ease of use, positivity, and motivating users with visual streaks and reflection logs.

## Customer Profile

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### Jobs to Be Done

Build better habits (e.g., studying, eating healthier).  
Stay consistent without significant time investment.  
Avoid procrastination and distractions (e.g., social media).

### Pains:

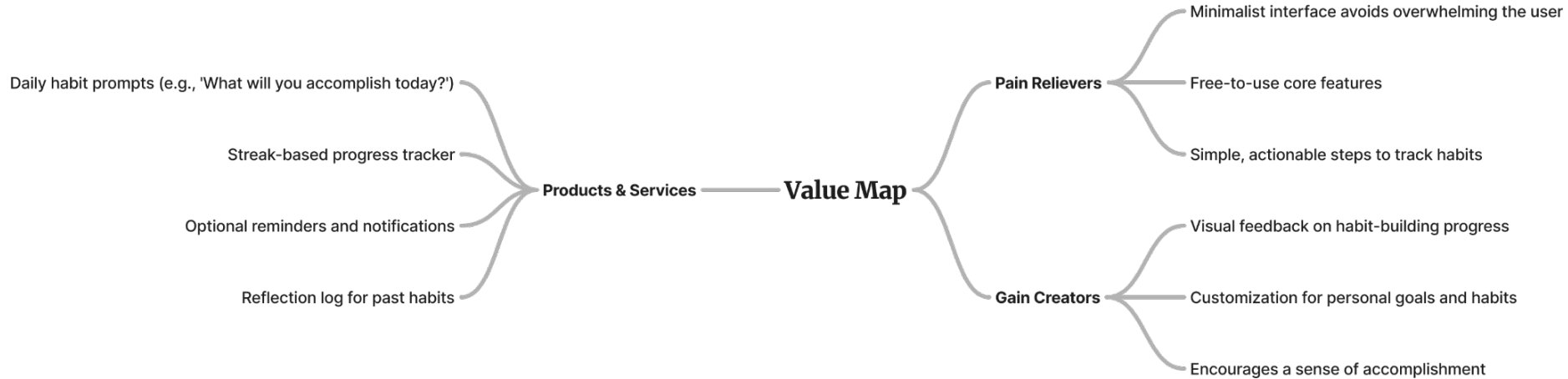
Overwhelmed by complex tools.  
Difficulty staying consistent when busy.  
Not interested in paying for subscriptions.

### Gains:

Simple, effective habit-tracking.  
Motivation through progress tracking (streaks).  
Positive reinforcement for completed tasks.

# Value Proposition

Value Proposition: Daily Uplift



## Part 5: Ideation / Brainstorming



# Brainstorming

Methods: How Might We, User/App Feature Priority Matrix

## HOW MIGHT WE...

- Design a platform that **simplifies** goal-setting and progress tracking for academic ambitions.
- Encourage **consistent engagement** without overwhelming users? We integrate motivational elements to keep users encouraged and focused on their goals.
- Provide daily **structure** that adapts to a user's busy and dynamic schedule?
- We offer **personalized recommendations** to help users prioritize their academic tasks effectively.
- Design reminders or **notifications that support productivity** without feeling intrusive?

	User #1: Student // Productivity	User #2: Professional // Fitness + Health	User #3: General usage // Lifestyle
Reminders	Academic Studies synced with calendar	Mornings Notifications for water intake, daily walks, mindfulness and medication	Daily reminders to complete chores around the home and self-care tasks
Tracking	Progress bar: homework assignments are complete, incomplete, etc.	Easy to see when tasks were completed	Streaks to show progress and consistency with habits
Reflection	Journal: Writing down any tips from completing work efficiently future use	Keeping track of challenges to improve	Understanding and tracking difficulties with executing habits
Customization	Cadence, Time of day for reminders, dark mode	Eating habits shift, medication (as needed), schedule appointments, weekly reports, Dark mode	Reminders for certain times of day; track numerous chores and responsibilities; dark mode
Social Sharing	With friends at school	Private progress tracking	Building these habits is personal, so no interest in sharing

# UX Scenario

## A Day in George's Life with Daily Uplift

It's a crisp Chicago morning, and George rolls out of bed, rubbing the sleep from his eyes. As he waits for his coffee to brew, he picks up his phone and opens Daily Uplift. The app greets him with a cheerful prompt:

“Good morning, George! What’s one thing you want to accomplish today?”

He smiles to himself and types, “Spend an hour studying algorithms.” The app responds with a soft nudge: “How about tackling this after lunch? You usually have a free window around 2 PM.”

“Perfect,” he thinks, tapping the suggestion. It’s like the app knows him better than he knows himself sometimes. Before heading out to his barista shift, George logs the glass of water he drank with breakfast. Seeing the hydration tracker fill up slightly gives him a tiny boost—it’s the little things that count.

The cafe is bustling with customers, but George is in his groove. When his shift ends, he gets a friendly notification: “Hey, George! Ready to crush your study session? You’ve got this.”

“Alright, let’s do this,” he mutters, walking to his usual spot in the campus library. With his laptop open, he dives into algorithms, keeping an eye on the timer he set through the app.

Midway through, he takes a quick break. George opens Daily Uplift to jot down a thought in the reflection log: “Feeling productive today—planning ahead really helps.”

# UX Scenario

## A Day in George's Life with Daily Uplift

The app responds with a cheerful note: “Great insight! Keep building this momentum.” It’s like having a personal cheerleader in his pocket.

By the time he’s back home, George feels accomplished. He’s kept up with his hydration goal, nailed his study session, and even managed to fit in a quick chat with his roommates about weekend plans. As he winds down, he opens Daily Uplift one last time.

“You hit your hydration goal today! Here’s a sticker to celebrate.”

George grins. It’s silly, but he enjoys collecting those digital stickers—it’s like a little pat on the back. Before bed, he reflects on his day: “What went well?” he types.

“Stuck to my study schedule, stayed hydrated, and didn’t procrastinate for once!”

The app switches to dark mode as the screen dims, and George feels calm. For the first time in a while, he’s not just getting through the day—he’s thriving. He sets a reminder for tomorrow and closes the app with a sense of accomplishment.

### Outcome

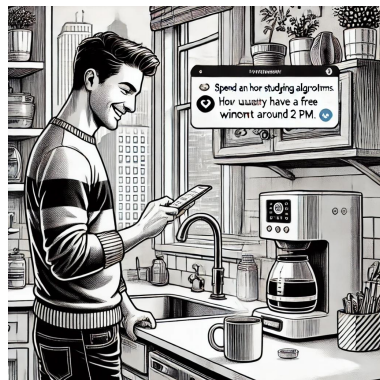
Daily Uplift doesn’t feel like just another app to George; it feels like a supportive friend that gets him. It keeps things simple, encouraging, and flexible, helping him stay consistent without overwhelming him. And for someone juggling school, work, and life, that makes all the difference.

# Storyboard

A Day in George's Life with Daily Uplift



George wakes up in his cozy Chicago apartment ...



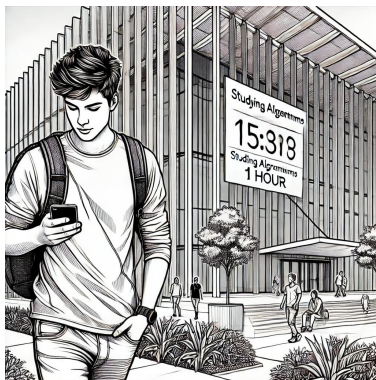
George stands at his kitchen counter, a coffee machine...



A close-up of George's hydration tracker on the app...



George works at a bustling cafe, dressed in his barista...



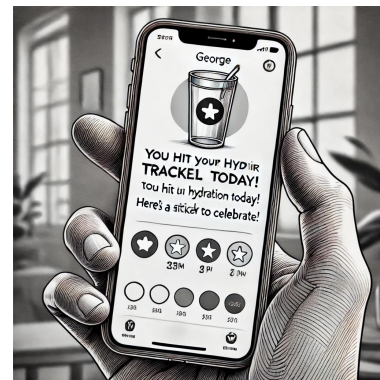
George walks to the campus library with his back slung...



George sits at a library table with his laptop open ...



George leans back in his chair at the library...



A close-up of George's hydration tracker...

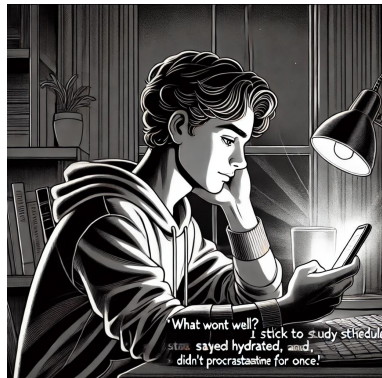


# Storyboard

A Day in George's Life with Daily Uplift



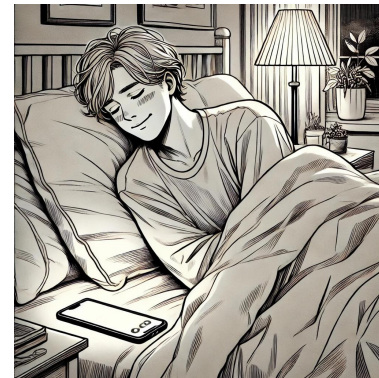
George walked home under the evening sky, feeling...



George sitting at his desk back home, room dimly lit...



The app's dark mode switches on as George sets a reminder...



George tucked into bed, phone on the nightstand...

## Part 6: Information Architecture

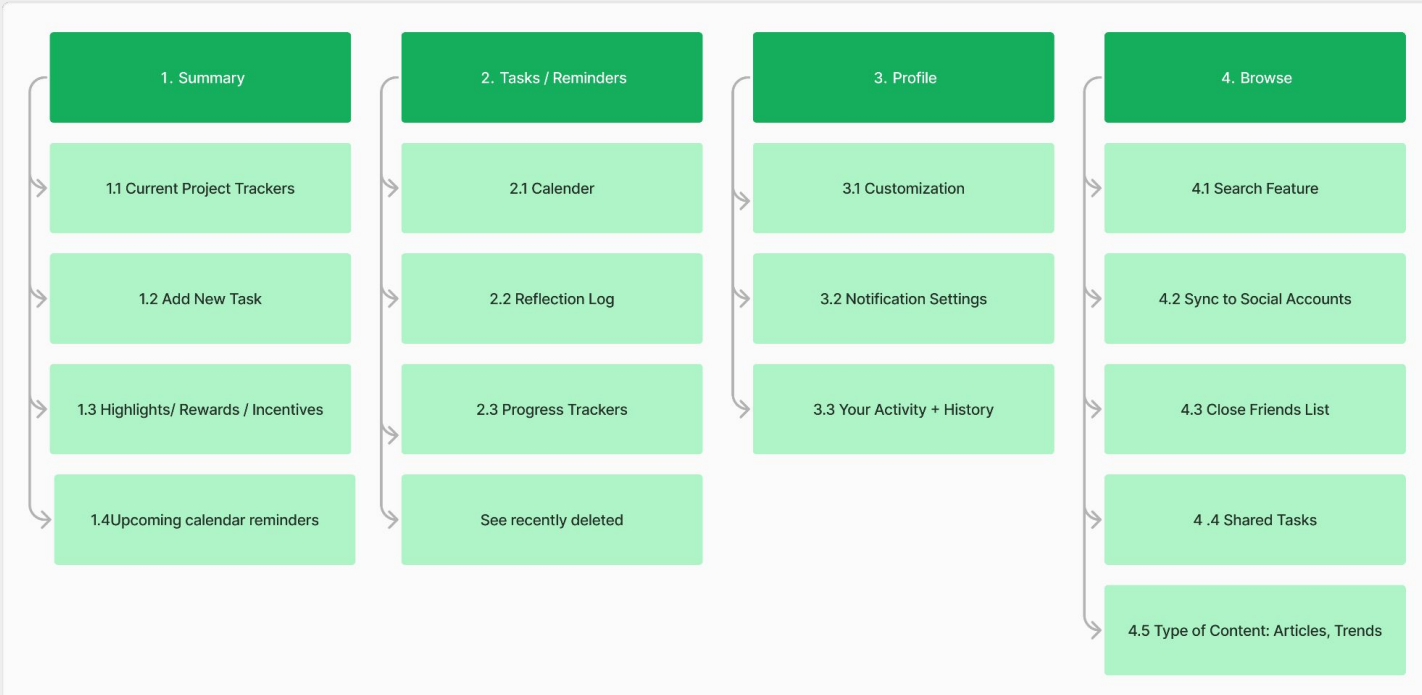


# Sitemap

## App Navigation

The sitemap has 4 main navigation pages: **Summary, Tasks, Profile, and Search.**

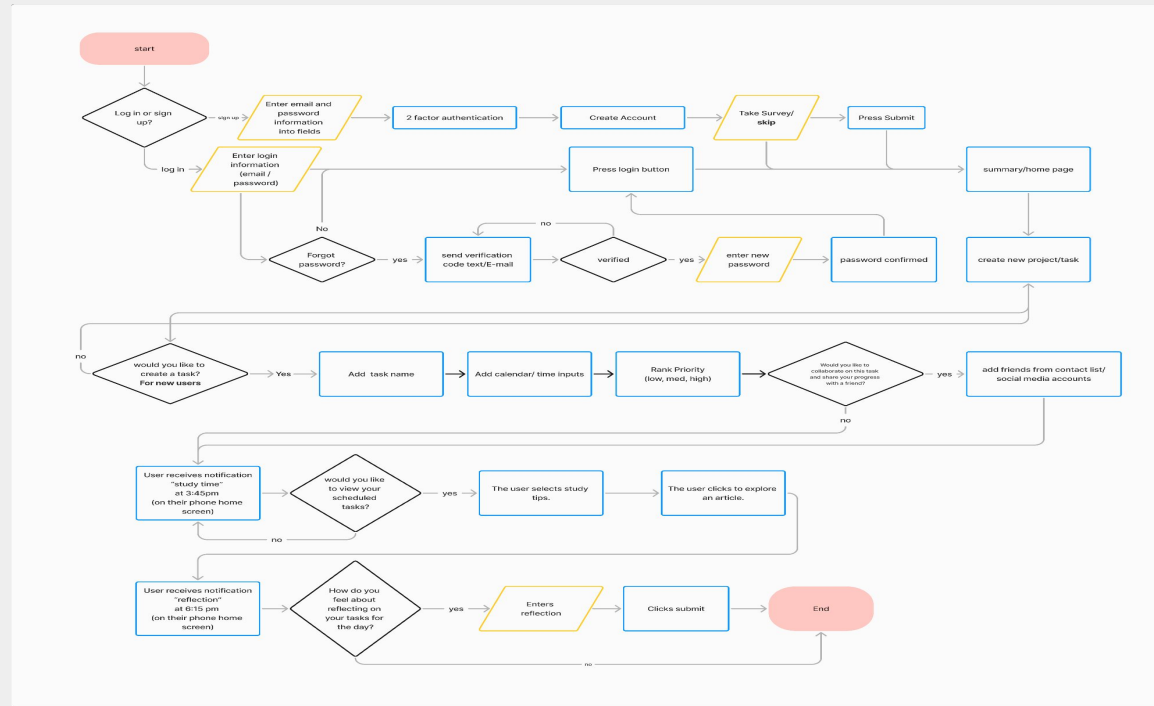
Each subhead is organized to help the user easily find and navigate each page. Some areas, such as the task subheads, will also be present on the Summary page to provide quick access and streamline the user experience.



# User Flow Diagram

## Task Flow

The user flow diagram includes steps where the user signs up, takes a survey, adds a task, explores an article, and reflects on the task. Additionally, we included notifications to remind the user twice: once to complete the task and once to reflect on it.



## Part 7: UI and FE dev prototyping



# User Journey Map

## Expectations, Phases & Insights

### User Expectations:

- George expects a simple, user-friendly app that acts like a "personal cheerleader," helping him maintain consistent study and health routines without adding complexity.
- He values gamified progress tracking, actionable insights, and gentle reminders that fit seamlessly into his busy, tech-savvy lifestyle.

### Journey Phases:

- Moves from curiosity (searching for tools) to discovery (exploring app options), consideration (customizing and testing features), subscription (actively using the app), and loyalty (integrating it into daily life).

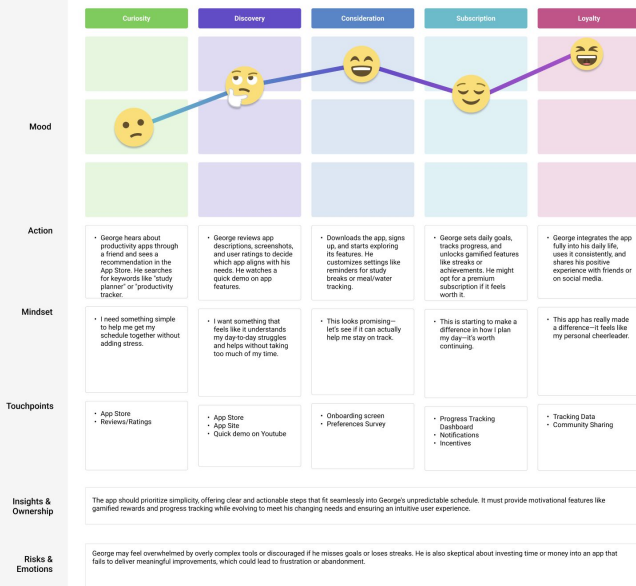
### Actions/Motivations/Emotions:

- Actions: searches for apps, reviews descriptions, tests features, tracks progress, and subscribes if satisfied.
- Motivation: desires a tool to simplify routines and provide measurable success.
- Emotions: shift from cautious curiosity to hopeful optimism and eventual empowerment, with risks of skepticism or discouragement if the app doesn't deliver value.

### Actions/Motivations/Emotions:

- Highlight app simplicity and benefits upfront with clear onboarding and gamified rewards to build trust and engagement.
- Provide regular motivational updates, personalized progress insights, and evolving features to maintain user interest and encourage long-term loyalty.

George is a 23-year-old Computer Science major at Chicago University. He aims to boost his productivity, focusing on academic performance and establishing healthier daily routines.



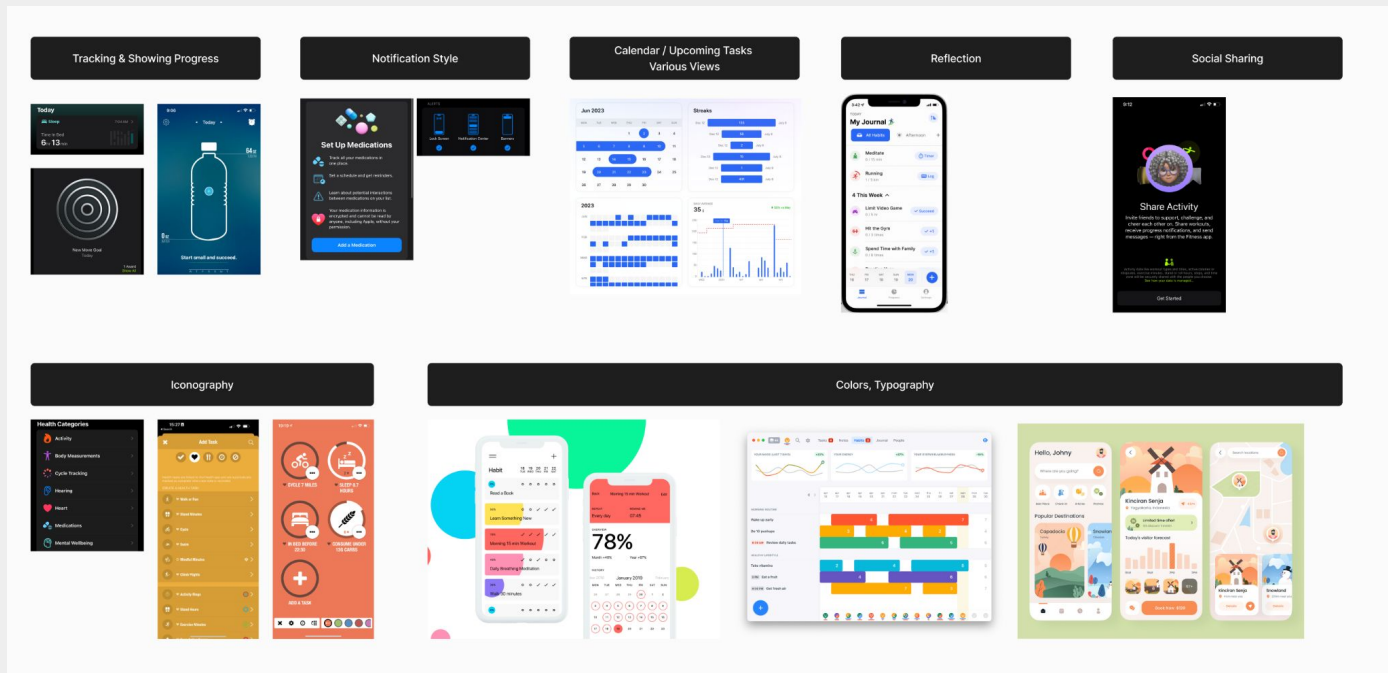
## Part 8: UI Style Guide Design



# UI Style Guide Inspiration

Including examples of UI Style, and Elements

We drew inspiration from various tracker apps to understand our intended users. Examples include progress tracking icons, notification styles, calendar views, journal layouts, social sharing, iconography, colors, and typography. This helped provide a clearer direction for how we wanted DailyUplift to engage and motivate users.





# Design Style Guide

## Brand Principles & Brand Prism

We used a cool neutral palette as the primary colors, with pastel tones as accents. **Each color is assigned to a specific category to keep navigation simple for the user.** The header typography is legible and accessible, paired with a rounded sans serif type. The brand prism reflects the overall tone and experience for the user.

### Logo

**DailyUplift**

### Typography

Primary

**Khmer MN**

Secondary/Body Copy

Josefin Sans

### Colors

#F9F2EF

#5E4A46

#8FCDCD

#ECAD3C

#7BA9BC

#ABD7FB

#376FA3

#D2E0AA

#D2E0AA

#D783B3

#FFA0A0

### Voice/Tone

Encouraging  
Friendly  
Playful  
Calm  
Goal-oriented

### Iconography



Productivity



Nutrition



Physical Health



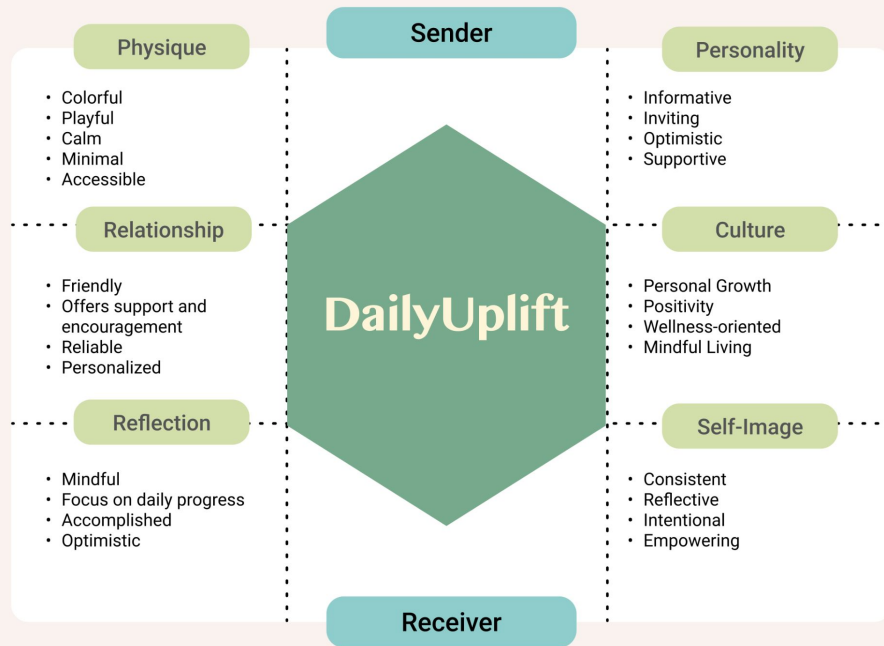
Mental Health



Creativity



Community



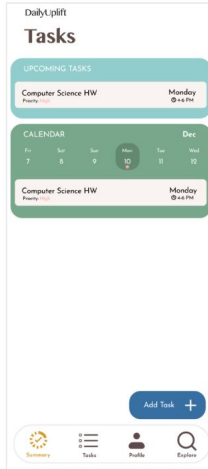
# UI Style Guide

## App Application

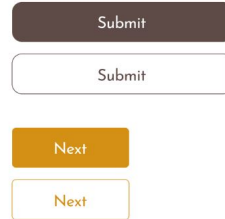
The UI Style Guide demonstrates how the visual design principles are applied within the app prototype. It embodies the calm, inviting, and empowering essence of the brand while maintaining a minimalist and intentional design approach. The guide encompasses elements such as buttons, headers, navigation, icons, and interactive hover states, **illustrating their functionality and cohesive use throughout the interface.**

### UI Elements

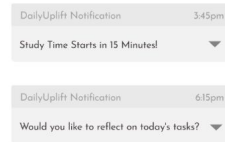
#### Summary Page



#### Buttons



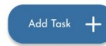
#### Reminders on iPhone



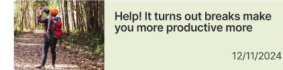
#### Navigation Menu



#### Add Task Icon



#### Article



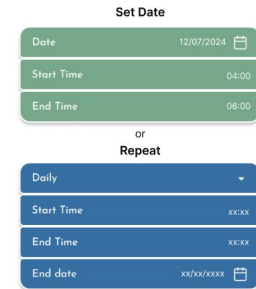
#### Upcoming Tasks



#### Calendar & Task Prioritization



#### Add New Task



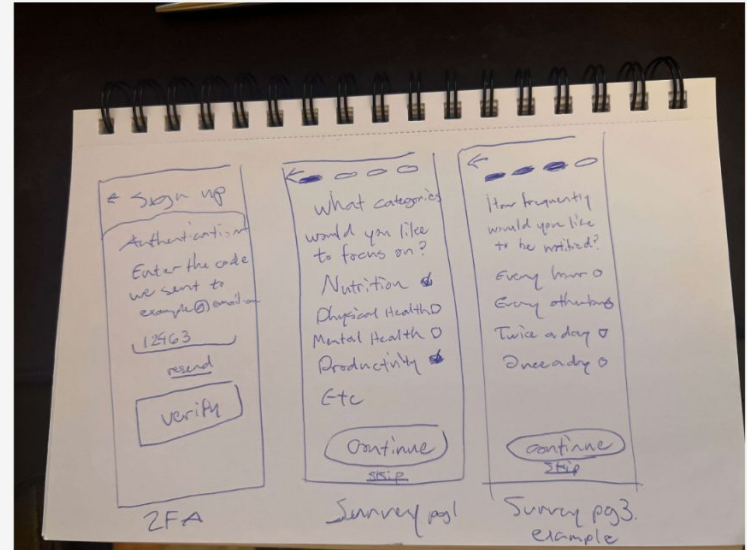
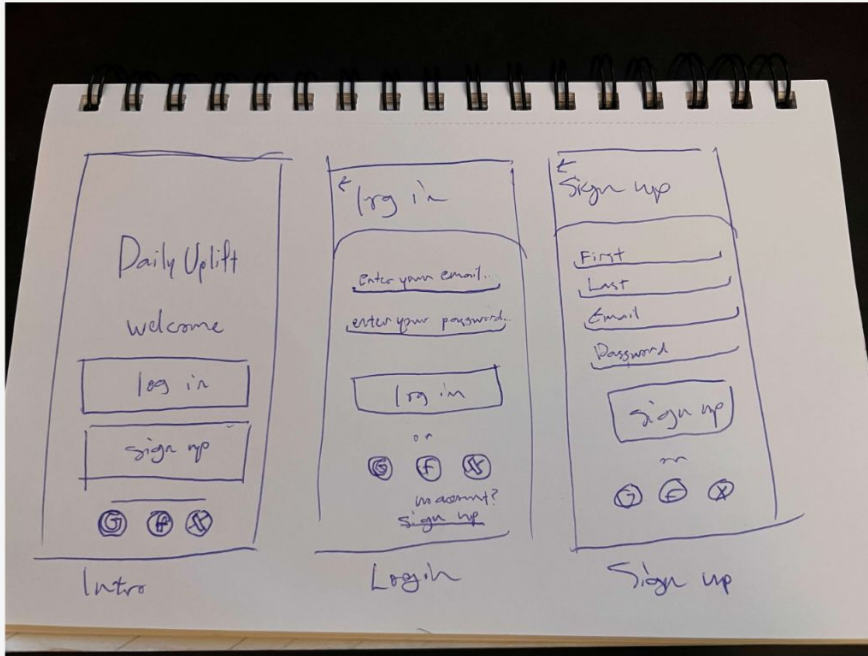
## Part 9: UI/FE dev testing



# Paper Prototype

## New User Journey

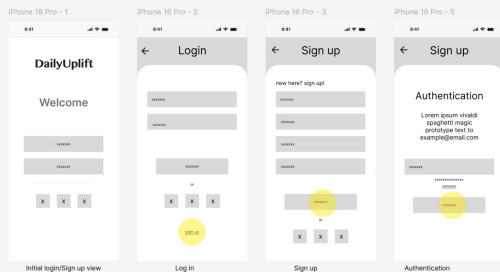
While designing the user journey flow, the first step for a new user involves creating an account, verifying it, and completing a personalized survey. This survey allows the app to tailor exploration content and better meet the user's specific needs, such as selecting a habit category (e.g., productivity, nutrition, etc.) based on their interests.



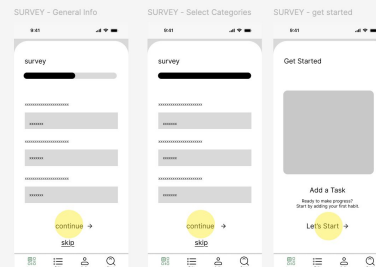
# Low/Mid-Fidelity wireframes

## User Journey

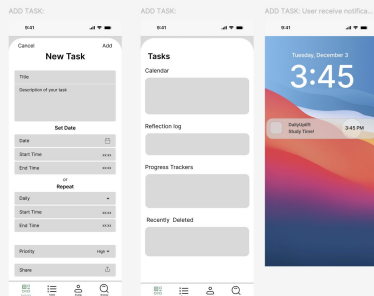
### SIGN UP



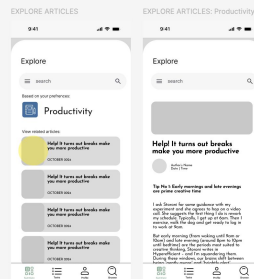
### SURVEY



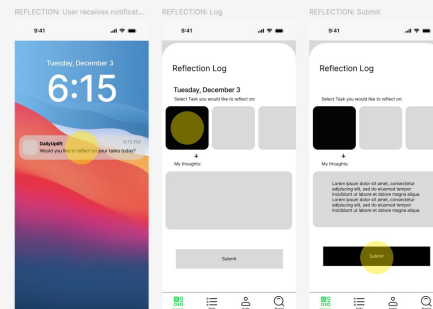
### ADD TASK



### EXPLORE ARTICLE



### REFLECTION

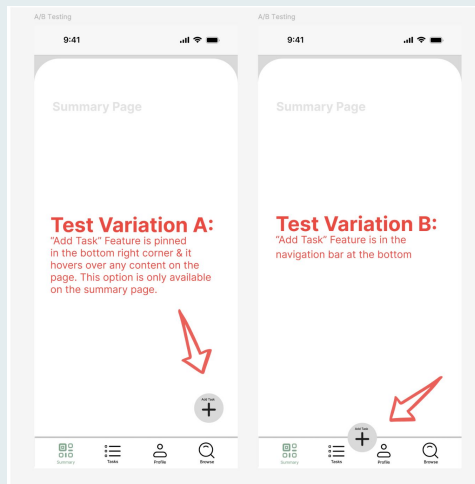


# A/B testing

## Hypothesis, User Testing & Results

### Hypothesis: Testing

If we create a visible and prominent "Add Task" button, then users are more likely to engage with the feature, set up a task, and successfully accomplish their daily habit goals.



### Results:

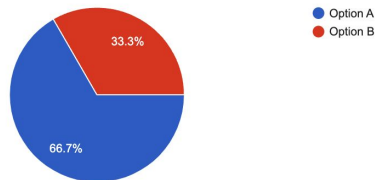
The majority (66.7%) favored Option A, the sticky "Add Task" button, indicating that it feels more intuitive and easily accessible for consistent use.

#### When creating a new task, which option feels easier to navigate?

**Option A:** Feature is pinned in the bottom right corner and it hovers over any content on the page. This option is only available on the summary page. Users would need to use the "Tasks" icon in the nav bar to add a new task if they are not on the summary page.

**Option B:** Feature is embedded in the navigation bar at the bottom.

3 responses



### User Insights

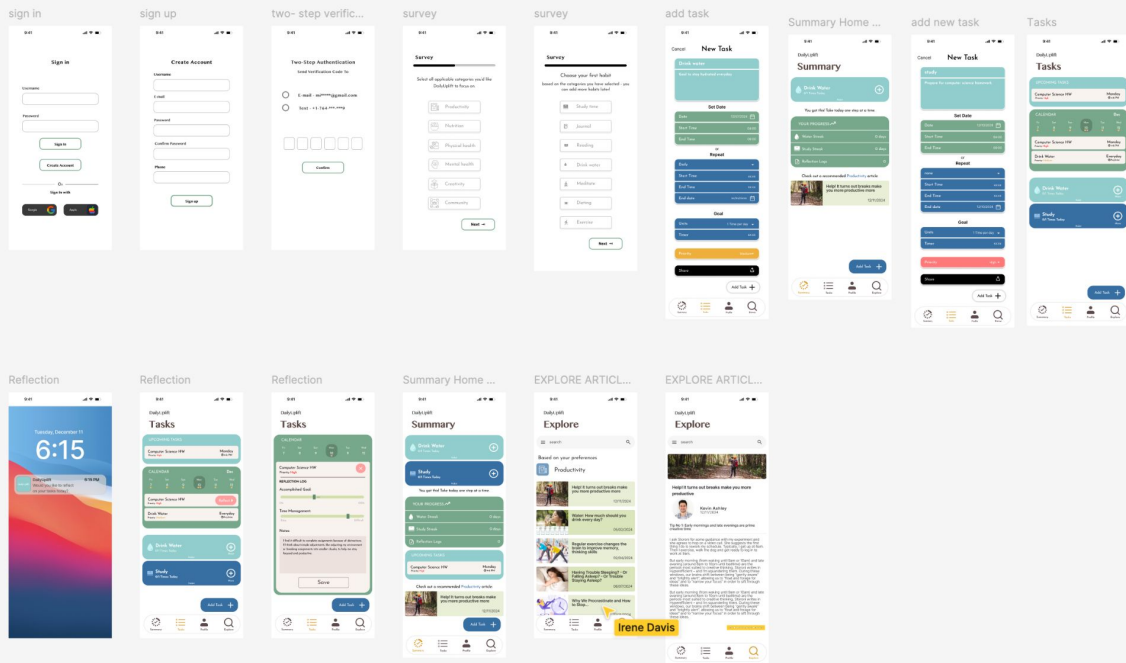
- A respondent who preferred Option A (sticky button in the bottom-right corner) noted that it makes the "Add Task" feature stand out more. Since this is the core action in the app, they felt it should have a dedicated, prominent placement.
- Users are accustomed to seeing a "+" function positioned on the right side in similar apps, suggesting that this placement aligns with established design conventions and user expectations.

### Areas of Improvement

- Feedback mentioned the small size of labels in the bottom nav bar, which could impact readability and usability for new users.
- One respondent mentioned Option B's thumb-reachability for both left- and right-handed users, making it more efficient for frequent interactions.

# High-fidelity Prototype Testing

## User testing



## Feedback:

Conducted a user test with three participants in the age group of 24-58 for 4 tasks:

- Create account
- Create study time
- Reflect on the completed task
- Read a suggested journal

All 4 user tests conducted with the 3 participants were successful.

# Future / Next Steps





# Next Steps

## Proposed Next Steps

### Immediate Actions

#### Expand Platform Compatibility:

- Develop and integrate a desktop version that syncs with the mobile app to improve cross-device functionality.

#### Enhance User Features:

- Implement accessibility options such as large text and dark mode.

### Medium-Term Goals

#### Community Engagement:

- Explore and test lightweight social features to enhance accountability without overwhelming users.
- Introduce leaderboards or challenges for users interested in gamified social interaction.

#### Feature Testing and Feedback:

- Conduct A/B testing for new features, such as offline access and customization options.
- Gather ongoing user feedback to iterate on the design and functionality.

# Next Steps

## Proposed Next Steps

### Long-Term Vision

#### Scalable Architecture:

- Prepare the platform for potential API integration with health and productivity tools.
- Consider partnerships for gamified rewards, such as discounts or charity collaborations.

#### Marketing and Outreach:

- Launch targeted campaigns to expand the user base among students, professionals, and lifestyle users.
- Highlight user success stories to build credibility and trust.

# High-Fidelity Clickable Prototype



[link to Figma Prototype](#)



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Habit



# Thank you !

DailyUplift: A Positive Habit Tracker