Project Brief

07.07.21

—

Jessica McDuffee

UX Designer and Researcher

Introduction

This document contains an overview of the initial ideas for a mobile application. It includes a description of the company the application is designed for and details about the project such as the application's intended purpose, functionality, recommended platform, and user base. A competitive analysis of similar mobile applications is also provided.

Company Information

Boulder Hypnosis Works (BHW) is a private coaching company that specializes in helping entrepreneurs and artists achieve their business and creative goals. The proposed mobile application outlined in the project description below can be used as a stand-alone product or in combination with the following offerings provided by the company:

- Books
- Guided audio and video products
- Training programs
- Weekly group coaching
- One-on-one coaching
- Facilitated daylong co-working sessions

Project Description

This project will involve mapping out a screenflow, designing a minimum of seventeen wireframes, and creating a clickable prototype of a mobile application over the next six weeks.

Intended Purpose

The main intention for the mobile application is to provide a service that supports people in developing a growth mindset and experimental attitude toward pursuing their goals and resolving their personal challenges.

Pain Points

Previous user research conducted for BHW revealed numerous breakdowns in productivity related to people's ability to accomplish their most important goals. Most of the research participants (eight out of nine) were entrepreneurs whose primary goal was to start or expand their own business. Their challenges included issues around getting started, staying focused, being organized, prioritizing tasks, managing time effectively, and dealing with difficult emotions.

Some of the difficult emotions included feeling overwhelmed and/or under a lot of pressure, feeling insecure and/or not good enough, and struggling with "imposter syndrome" and/or perfectionism.

"Why can't I figure this out? Am I broken."

~ Participant 2

"I've got to make it just perfect, or it's never going to happen."

~ Participant 5

"Can I do this? Work — am I even capable of doing it?"

~ Participant 2

Solutions

The research revealed a one-size-fits-all solution would not work for everyone. Instead, what was needed was a more individualized approach and an experimental attitude toward trying out different solutions until the right combination and leverage points were found for each person.

> *"Having an experimental attitude, learning as we go, and adjusting and creating systems that really work for you as an individual. Also, having a lot of forgiveness when things don't go according to plan. It's like this understanding of, yes, it's normal."*
>
> ~ Participant 1

Another important insight was that successful productivity needed to include a better balance between the planning, doing, and reviewing phases of project management.

> *"I don't want to just get busy and do without any planning, and I don't want to plan everything out 100% and not get started on the project for months. There also needs to be an emphasis on the evaluation and review stage. When we screw up, we should ask, 'What did we learn from that? What can we do better next time?'"*
>
> ~ Participant 8

Wonder Experiment Learn Loop (WELL)

WELL was created to address the needs uncovered in the research and provide a way to put the growth mindset into practice. Instead of the more common "plan, do, review" terminology, this process was renamed to reflect the values related to developing a growth mindset. This process includes the following steps:

- *Wonder.* Similar to the planning phase of a project, but with less pressure to have all the answers. Having an attitude of curiosity and wonder puts the mind in a more open state that is full of possibilities, reduces stress, and optimizes creativity.

- *Experiment.* Similar to the doing phase of a project, but with the understanding that the solutions being implemented are really just experiments. They don't have to be perfect.

- *Learn.* Similar to the review phase of a project, but with an emphasis on learning from the experiments. This can include what went well in addition to what challenges arose.

- *Loop.* This brings an iterative quality to the process that encourages the previous three steps to be repeated in a cycle again and again. This allows for accelerated learning and growth.
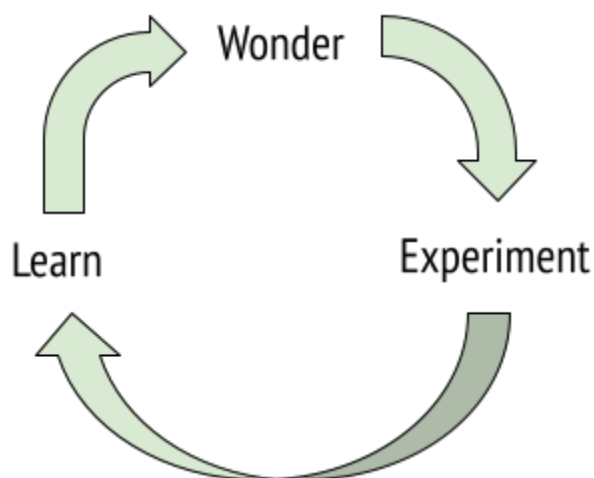
Functionality

The native mobile application for iOS will include the following functions.

Account Creation and Login

This process will be integrated with Apple, Facebook, and Google to provide more convenient ways for the user to create an account and login. They will also have the option to use their email and create a password if they prefer.

Payment

Since this app will be designed for iOS, subscription payments will be processed through the App Store with the user's Apple ID.

Push Notifications

Daily tips, quotes, and/or reminders for cultivating a growth mindset will be available through push notifications with the user's permission.

Settings

Users will be able to perform a variety of functions in the app's settings, including an easy way to cancel their subscription.

Main Service

The main service of the app will include:

- A home screen with personalized recommendations and inspirational quotes.
- An interactive learning center with audio and video courses on growth vs. fixed mindset, guided hypnosis for embodying an experimental attitude, and instructions for how to practice the WELL process.
- A diary to record what the user is wondering about, the solutions they are experimenting with, and what they are learning from the process.
- A report section that provides a summary of their experiments and lessons learned filtered by the topics they are wondering about.

Platform

As stated above, this product/service will be designed as a native mobile application, which will allow for optimal performance and usability. Due to the time constraints and scope for this project, the wireframes and prototype will only include designs for iOS using Apple's Human Interface Guidelines. Future projects will also include designs for Android using the Material Design guidelines.

User Base

This app will be designed specifically to meet the needs of BHW's target clients for their coaching business. This includes entrepreneurs and artists who struggle with issues related to pursuing their business and creative goals. A copy of BHW's primary persona developed from their user research is included on the next page.

In addition to this niche market, this app will likely appeal to a broader audience as well. Anyone who wants to develop a skill or pursue a goal and values learning through an iterative process of experimentation may benefit from this service. Other coaches and therapists might want to recommend it to their clients to support them in their personal development or use it themselves to grow their business.

References

For more information, a full report of BHW's user research can be found here: https://docs.google.com/document/d/1yNLsQprN7i8jr8wT11MqlljdhKilW_uptMpqZT2LCLY/edit?usp=sharing.

Primary Persona — Eric the Entrepreneur

"I have a lot of great ideas for how I want to grow my coaching business, but I get overwhelmed trying to decide what to work on next. When I start working, I often get distracted by the latest 'shiny object' or idea. Sometimes, I worry I'll never accomplish anything."

Age
43 Years Old

Most Important Project
Coaching Practice

Education
B.A. in Philosophy

Family
Married with 2 Children

Location
Berkley, CA

Narrative

Eric has been studying various tools for helping people in his coaching practice for many years, but he's still afraid that he doesn't know enough to create the kind of successful business he wants. He has a lot of great ideas, like writing a book and creating digital products, that would help him get more clients and make more money, but he thinks he needs to have it all perfectly figured out before he even gets started. He's been diagnosed with ADHD, and his symptoms make it hard for him to get organized and stay focused. His desire to help people and make the world a better place is what keeps him going.

Goals and Tasks
- Build a full-time coaching practice
- Create hypnosis audio and videos to sell as digital products
- Write a self-help book
- Improve his marketing and website
- Feel more confident in his abilities

Pain Points
- Disorganized
- Difficulty staying focused
- Imposter Syndrome
- Gets overwhelmed and distracted by too much information
- Has a difficult time prioritizing tasks

Competitive Analysis

A review of dozens of similar apps was conducted. There were two that stood out: GrowthMindset and Calm.

 GrowthMindset

This is the only competing app on the App Store specifically related to training growth mindset. It is a very simple and free app that does not include the ability to login or change any settings. It is primarily text based and lacks the type of personalization and interaction that BHW's app will include. The main function of GrowthMindset is to provide a three module training on the subject. The screenflow for module one is illustrated below.
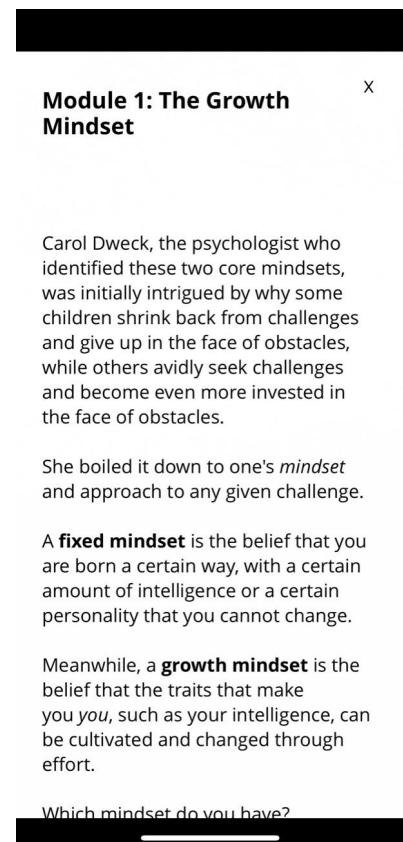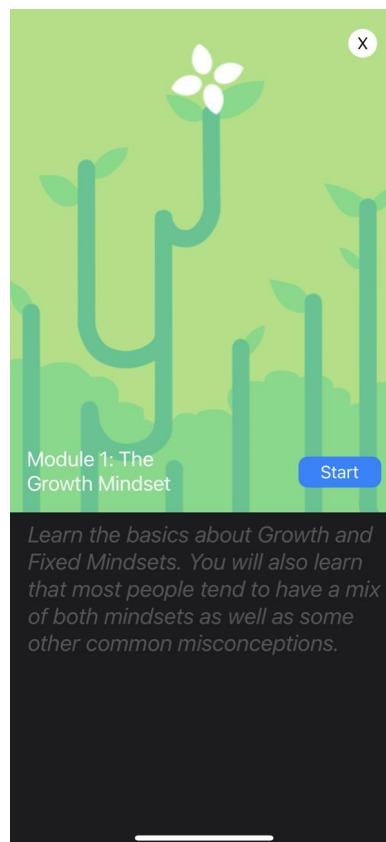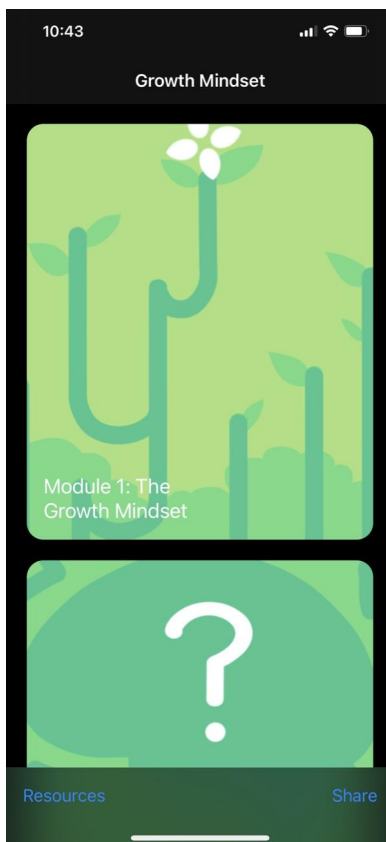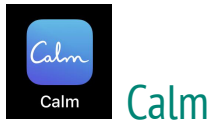
Calm

Calm is a popular app with a different subject matter, but it has many successful elements that will be used as inspiration for this project. Some favorite features are illustrated below.
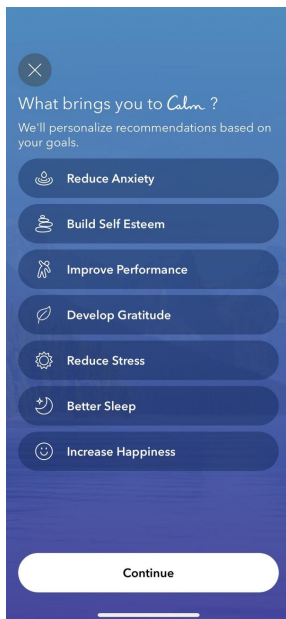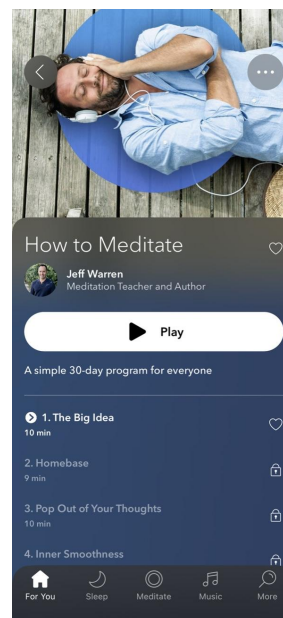

This personalization screen is part of the onboarding process. It is a great way to gather information that can be used to recommend relevant content.
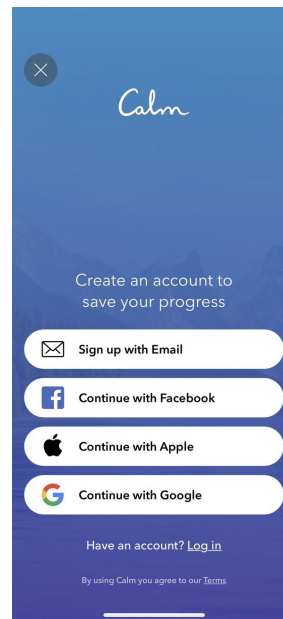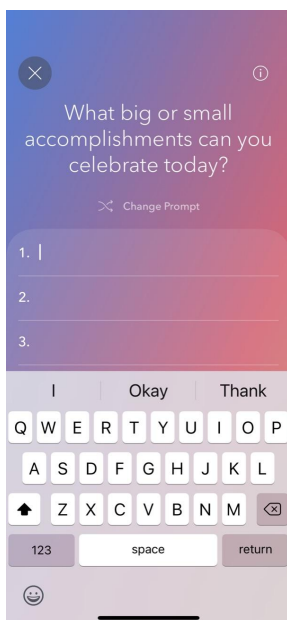

The account creation screen integrates with Facebook, Apple, and Google.
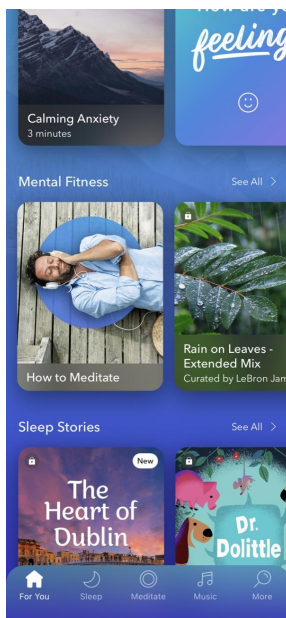
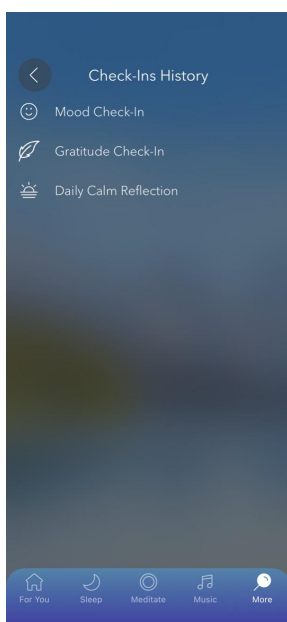Topics are nicely labeled and organized for easy scanning.

Training programs are split into short sessions to reduce information overload. The colorful images and audio and video teachings maximize engagement.
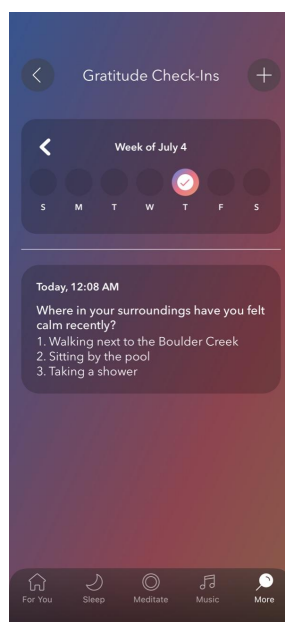
This is a simple and elegant way to provide journal prompts that can be easily listed.
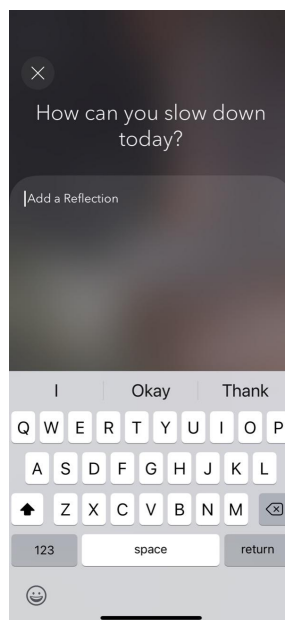
This variation allows more room for open ended reflections.

This screen provides an overview of the reports (or histories) that are available.

This is what a report looks like when it is drilled down to one topic. The week calendar on top provides an easy way to organize and access the various journal entries.