

Graphic Design Brief: App Redesign for TrackingCoach (V1-130625)

"You are only one habit away...."

Our mission:

Empowering leaders to improve their quality of life through playful, measurable progress.

The app is used in corporate leadership team programs (TopMind Training) to turn intentions into daily / ongoing (behavioral) practice into lasting results (B2B).

1. Project Overview

We are seeking a talented UI/UX designer to create a modernized version of our TrackingCoach mobile app. The goal is to enhance user engagement while maintaining the recognizable identity of our current app and website.

App Store (iOS): TrackingCoach App

Website: <https://trackingcoachsystem.com/>

2. Brand & Style Requirements

Current Style: Clean, minimal, professional, with a calm and supportive tone.

Color Scheme & Typography: Please base your work on the existing brand aesthetics (see brand ID guide). You can innovate, but the design must remain clearly recognisable to existing users.

Feel: Playful but professional (corporate clients); modern but trustworthy.

3. Objectives of the Redesign

Bring the interface up to date with modern app design trends.

Significantly increase user engagement through improved flow, visuals, and interactivity.

Ensure the design continues to support our core mission: Improving quality of life through measurable and playful methods.

4. New Features to Include in the Design

We are upgrading the app with the following features. Please include screen concepts that reflect how these would look and function within the redesigned app:

- Daily Intentions
- Prompt and reminder notifications.
- Simple interface to write or voice an intention each day.
- Encouraging visuals that track consistency.

- Gamification
- Streak tracking.
- Reward system (e.g., badges, unlockables).
- Progress dashboards or playful animations that reinforce usage.
- Social Connections
- Direct messaging between users.
- Ability to send each other Start/Stop/Continue feedback.
- Group or buddy support features, optionally with reactions or emojis.

5. Future-Proofing (Optional Consideration)

AI-Driven Interactions are planned for a future release (e.g., smart prompts, adaptive feedback).

While we don't need AI functionality designed yet, we welcome ideas or visual placeholders that subtly suggest future intelligent interaction.

6. Deliverables

- App UI/UX Design
- 5–8 screens including:
 - Home/Dashboard
 - Daily Intentions Interface* (see attachment)
 - Gamification Overview (e.g., Streaks/Rewards)**
 - Social Interaction Screen + Messaging / Feedback Interface***
 - Scoring 0-100 per question and overall

7. Target Audience

- Adults (25–55) interested in personal growth, coaching, mental well-being, and professional development.
- Users who appreciate measurable progress and community support.
- Tech-comfortable but not necessarily tech-savvy.

8. Tone & Emotion

- The design should evoke:
- Support (safe, helpful, warm)
- Playfulness (light, fun, game-inspired)
- Clarity (structured, intuitive, not overwhelming)

9. Reference Materials

- TrackingCoach Website (www.TrackingCoachsystem.com)
- TrackingCoach App Store Page

- Id Guide
- TrackingCoach Info Deck

Optional inspiration: Duolingo (for gamification), Headspace (for intention setting), Strava (for social support among users)

Attachment Use Cases:

* Morning Intention Setting – Use Case

Each morning, users receive a gentle prompt or notification inviting them to set a personal intention for the day. This intention is a **positively framed micro-goal**, aligned with their broader development objective.

Users are guided to briefly reflect and enter:

- What they aim to practice today (e.g., active listening, taking initiative)
- Where they plan to apply it (e.g., during a team meeting or client call)
- How it will feel or look if they succeed (e.g., feeling more connected, hearing appreciation, sensing calm confidence)

The interface allows for quick text or voice input, and reinforces consistency through encouraging visuals, gentle animations, or streak tracking. This daily ritual builds awareness, reinforces behavior change, and sets a positive tone for the day.

**Gamification Overview – Use Case

To boost motivation and consistency, users are rewarded for **engaging regularly** with the app, regardless of performance. The system encourages playful growth by celebrating effort, building momentum, and offering small, satisfying rewards.

Key Mechanics:

- **Daily Streaks:** Track how many days in a row a user sets an intention or interacts with the app.
- **Milestone Rewards:** Unlock badges, animations, or encouraging messages at key milestones (e.g., 3, 7, 14 days).
- **Levels / XP (Optional):** Users gain experience points for actions (setting intentions, sending feedback) that contribute to visible progress.

- Celebrations: Micro-animations and sound cues reinforce achievement.

The tone remains light, supportive, and non-competitive — reinforcing the idea of consistency over perfection.

***Social Interaction + Direct Realtime Feedback Use Case

Objective:

Enable users to connect with supporters—other app users within the same URL domain./ account—and foster a positive, behavior-driven community. Once connected, users can provide constructive feedback using pre-designed templates, engage in direct chats, and issue friendly challenges to share objectives and progress.

Key Elements:

- Establishing Connections:
Users can view and connect with nearby or like-minded supporters. These connections are intended to build a network of individuals committed to personal growth.
- Behavior-Based Feedback:
The app offers pre-formulated feedback templates centered around observed behaviors (e.g., “I noticed your consistent effort during meetings today”). This helps maintain a positive, supportive tone and ensures that feedback remains actionable and encouraging.
- Direct Chat Functionality:
Once connected, a messaging interface allows users to have ongoing conversations. This chat helps deepen the connection, share progress, and offer real-time encouragement.
- Challenge and Share Objectives:
Users can send challenges to one another—inviting supporters to share their own objectives and targets. These challenges foster friendly competition and accountability, driving engagement and mutual growth.

Scoring System Use Case (0–100) Use case

Objective:

Give users a clear, motivating view of their progress by scoring each behavioral development question on a 0–100 scale, updated weekly. These scores are quantitative and based on three variables:

1. Engagement frequency (how often the user interacts with related actions)
2. Starting level (baseline, often self-assessed or system-estimated)
3. Target level (goal set by user or coach)

How It Works:

- **Weekly Score Per Question (0–100):**
Each tracked behavior/question receives a score reflecting progress toward the target, based on the user's engagement and consistency.
- **Overall Weekly Score:**
The app aggregates scores across all questions to give a single 0–100 snapshot of total progress that week.
- **Visual Trendlines:**
Users see how scores evolve over time (weekly trends) with line graphs or progress bars.
- **Interpretation Support:**
The system offers contextual feedback like:
"You're 70% of the way to your target on 'Staying Calm in Meetings.' Great momentum!"