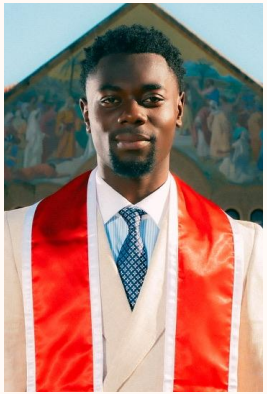
Trunkate
Ben K, Josh T, Fadumo J, Roland ML

Low-fi Prototype

Our team



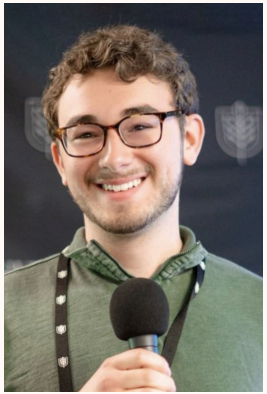
Joshua T

Coterm
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London, UK



Fadumo J

Senior
Design + CS Minor
San Diego, CA



Benjamin K

Undergrad
Computer Science
Walnut Creek, CA



Roland ML

Senior
Computer Science
East Palo Alto, CA

Project Name & Value Proposition

- “trunk” comes from our welcoming elephant mascot
- “truncate” emphasizes that our app will shorten your goals into smaller steps
- the elephant mascot has good memory and adds personality
- ”elephant in the room” metaphor



Trunkate

Big goals. Small steps. Timely reminders.

One-Liner Value Proposition:
AI-generated goal breakdowns and notification reminders

Our value proposition is to particular to our app

Problem/Solution Overview

Problem: Busy professionals and college students don’t track their goals and need measurable steps to achieve them

Primary User: Busy college students and professionals because they have the most ambitious goals; and therefore, biggest need

Proposed Solution: AI-generated goal breakdowns and notification reminders

"it's kind of nice being told what to do when I get to the pool..." - Bob

“...a big goal of mine is…to travel…So…trying to budget and save money that way, but I haven't really been thinking about that either.” - Lily

“I guess goals,…I don't track them at all, which is why I never achieve them.” - Anne

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02 Selected Interface & Rationale

03 Low-fi Prototype Construction

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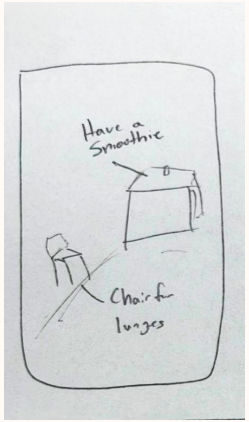
07 Discussion

08 Appendix

01
Brainstorm Sketches



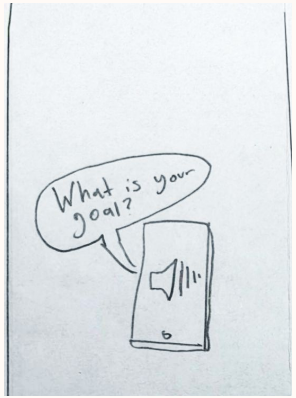
01 Concept Sketches



Augmented Reality
Application applies overlay to camera to show opportunities to accomplish your goal.

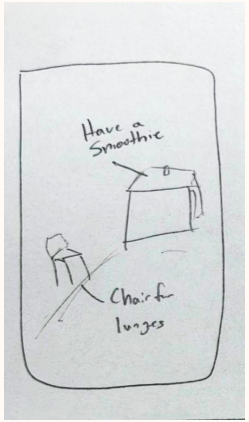


Mobile Notifications
Application sends notification prompts to keep the user on track to accomplishing their goal.

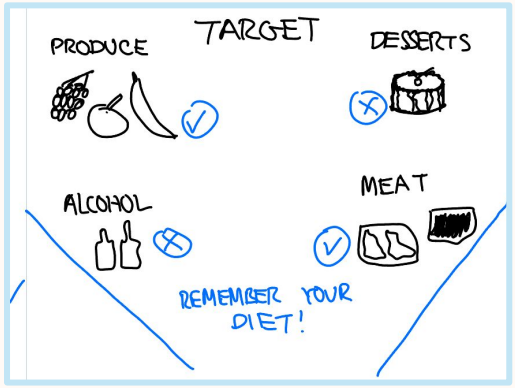


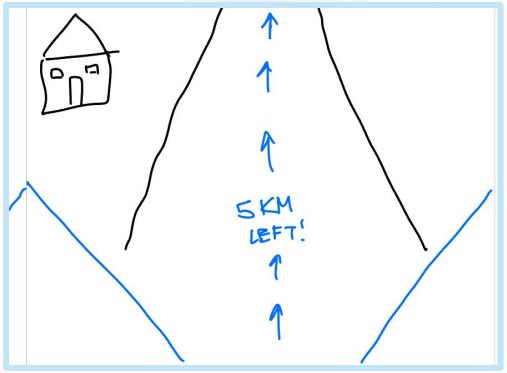
Voice & Audio
Voice interface allows natural conversation about your goal with an AI that provides suggestions.

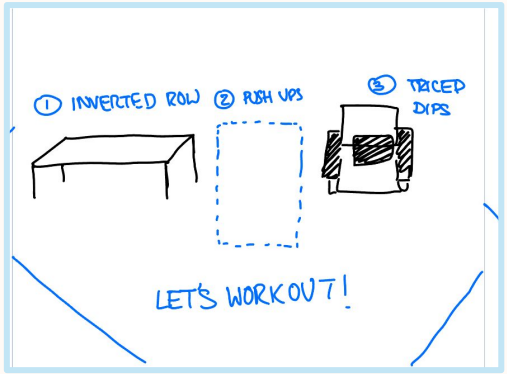
01 Concept Sketches: Augmented Reality



Augmented Reality
Application applies overlay to camera to show opportunities to accomplish your goal.

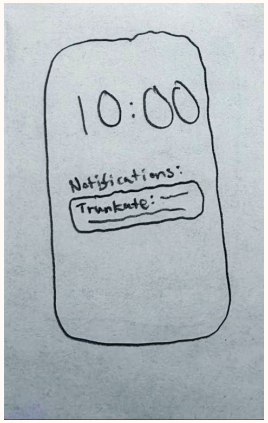




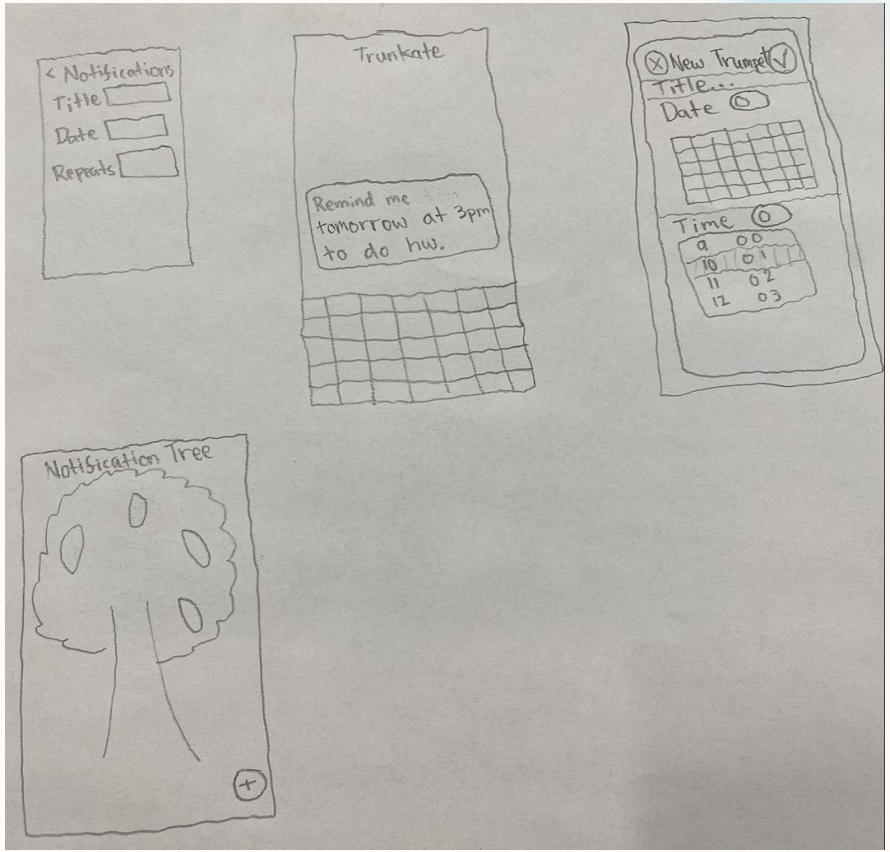




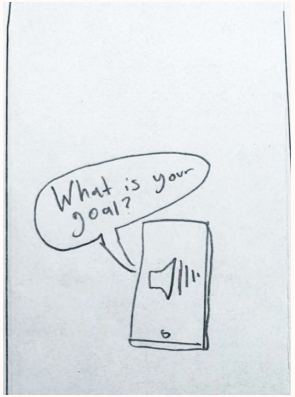
01 Concept Sketches: Mobile Notifications



Mobile Notifications
Application sends notification prompts to keep the user on track to accomplishing their goal.



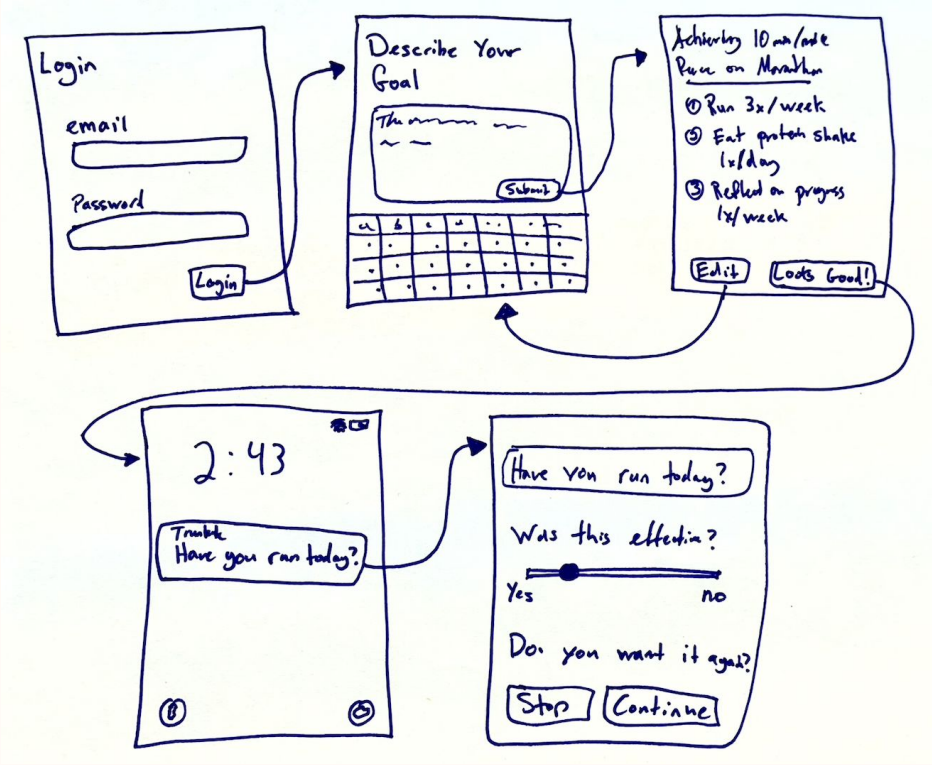
01 Concept Sketches: Voice & Audio



Voice & Audio
Voice interface allows natural conversation about your goal with an AI that provides suggestions.

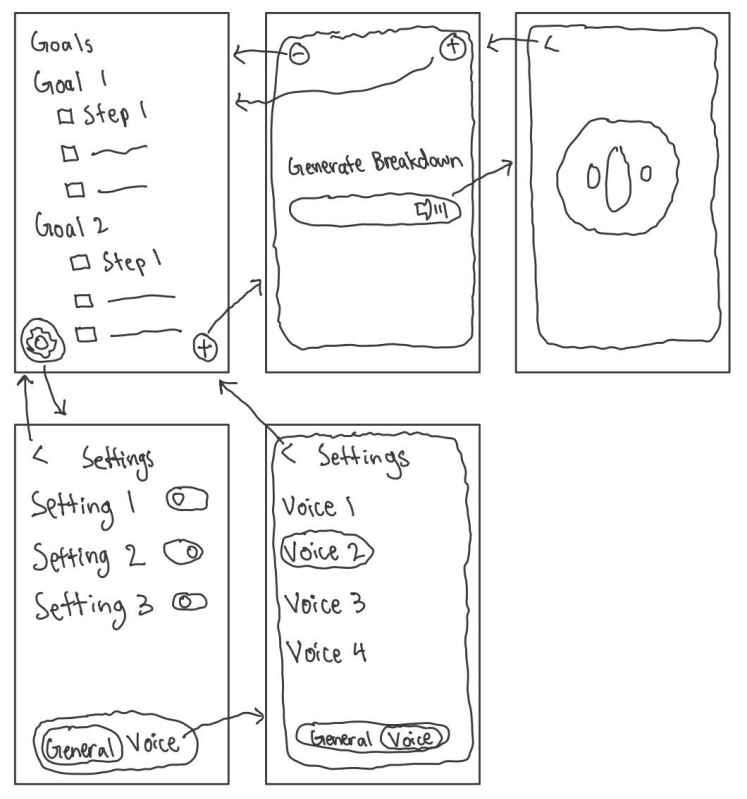


01 2 Further Realizations: Mobile Notifications



Mobile Notifications
Application sends notification prompts to keep the user on track to accomplishing their goal.

01 2 Further Realizations: Voice & Audio



Voice & Audio

Voice interface allows natural conversation about your goal with an AI that provides suggestions.

02 Selected Interface: Mobile Notifications

Pros & Cons

Pros:
Mobile Notifications:
– Prompting user behavior in an explicit way that is likely to get a response
Voice & Audio:
– Some users may prefer the speaking modality instead of typing, finding it less overwhelming or more comfortable

Cons:
Mobile Notifications:
– Notifications can be annoying if they're overdone
Voice & Audio:
– Requires user to be in a location where they can speak out loud

Constraints of Platform

On OpenRouter:
– Audio input is 140% more expensive
– Audio output is 20% more expensive

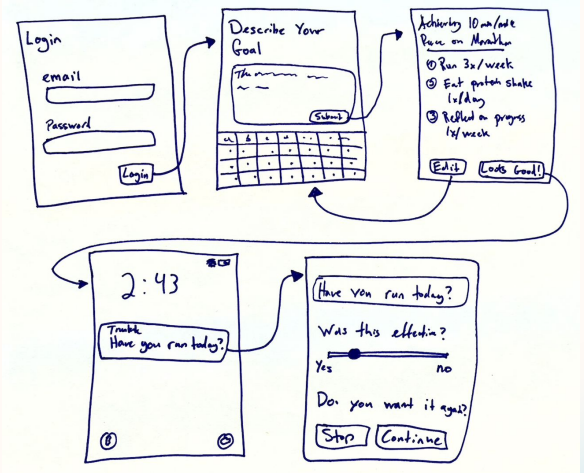
GPT-5 Mini:
Text In: $0.25/M tokens
Text Out: $2.00/M tokens

GPT Audio Mini:
Audio In: $0.60/M tokens
Audio Out: $2.40/M tokens

Source: OpenRouter, Details in Appendix

Why is the design superior?

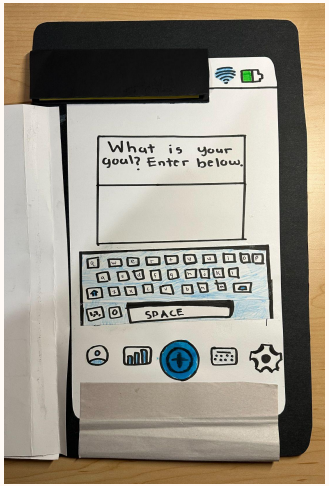
1. Prompts action
2. Not location dependent
3. Cheaper

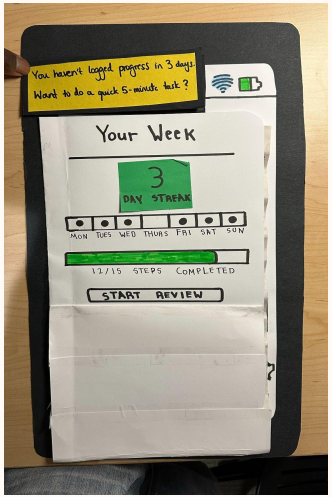


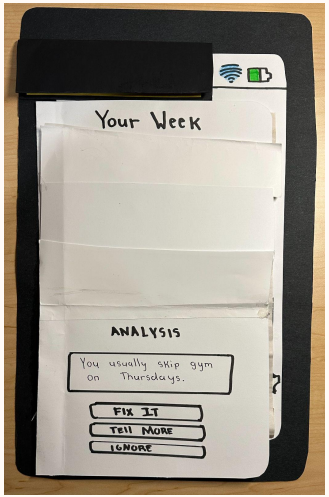
03 Low-fi Prototype Construction

Low-fi prototype construction

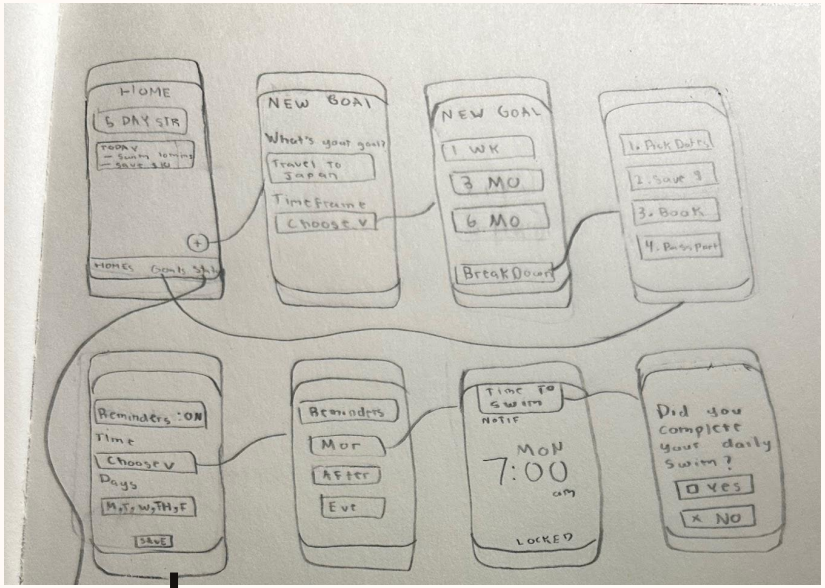
- Built using cardboard, paper, post it notes, sharpies
- Features: goal planning page, stats page, notifications, progress analysis
- Interactive features include notifications, simulation of plan generation, typing in a goal, progress reflection

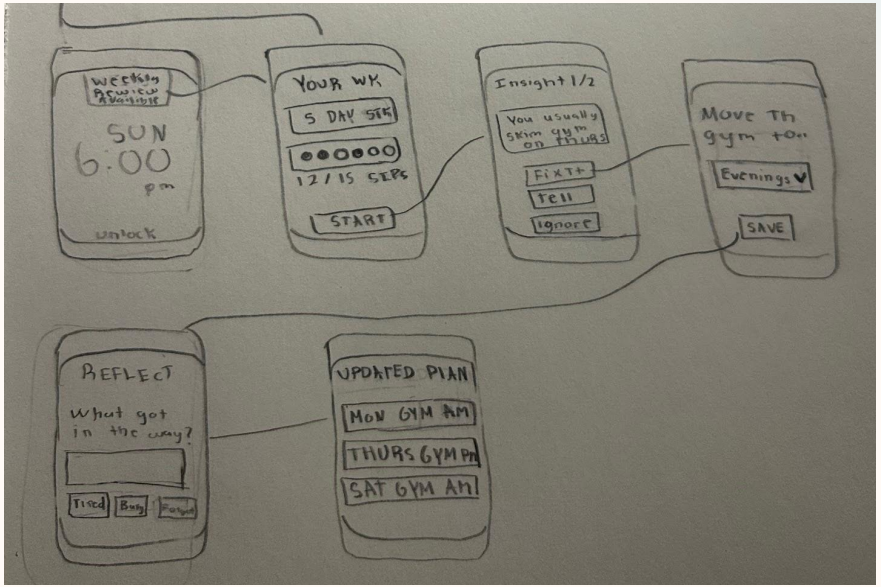






04 Low-fi Prototype: Storyboard



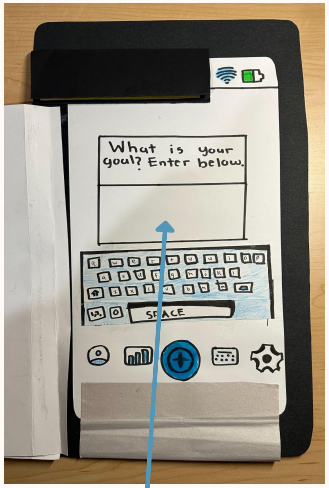


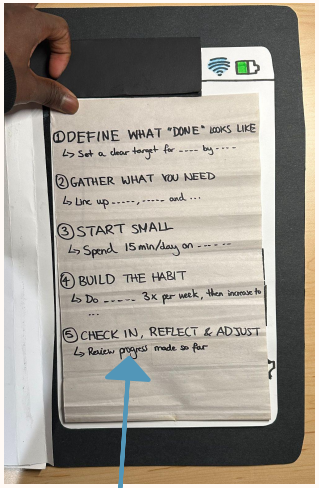
04 Low-fi Prototype: 3 Task Flows

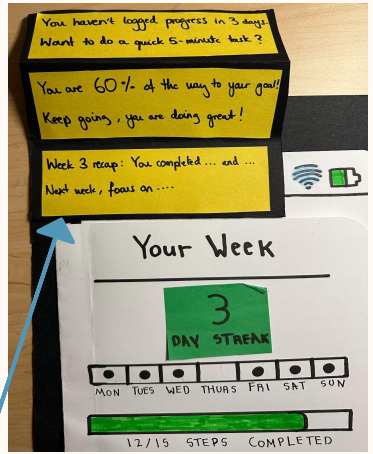
Simple: plan your goal

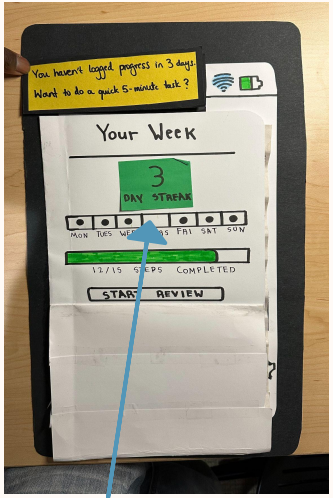
Moderate: Remember your goal

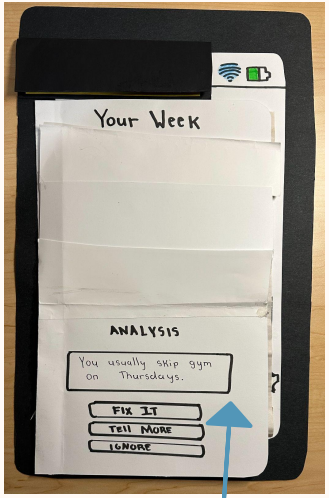
Complex: review progress and edit your plan when necessary











Goal input

Generated plan

Notifications: “You haven’t logged progress in 3 days. Want to do a quick 5-min task?”

Streak tracker

AI analysis comment: “You usually skip gym on Thursdays”

05 Testing Methodology

Participants:

- 3 in early 30s, 2 at 22 (done together)
- 1 Entrepreneur, 2 SWE, 2 Hardware Interns (Students)
- 3 East Asian Male
- 1 White Male (22)
- 1 South Asian Female (30)

Recruitment:

- 7pm at train platform, expecting busy people

Compensation:

- None

Environment and Apparatus:



Facilitator: Josh

Computer: Ben

Notetaker: Roland

Description of Process:

0. “Demo the system”
1. “Try to set a goal”
   a. Type goal on keyboard
   b. Hit plus icon
   c. Understand breakdown
2. “Read notifications”
   a. Understand notifications
   b. Which of 3 is most effective?
3. “Reflect on your progress”
   a. From stats page, open review
   b. Interact with buttons under construction
4. “General comments on interface”

Usability Goals:

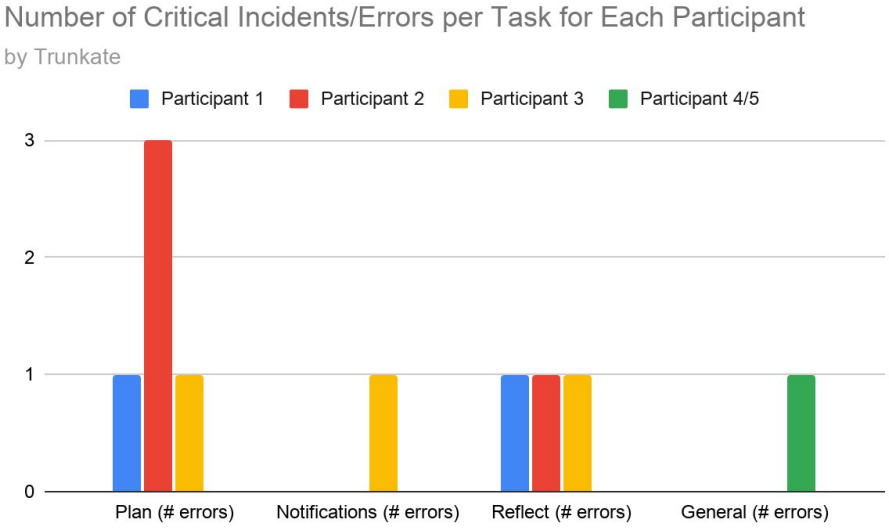
1. Quick task completion
2. Few critical incidents/errors when using the interface

Key Measurements:

1. Time to complete task
2. How many critical incidents/errors per task

06 Testing Results





Summary:

- Plan task took the longest, maybe due to adjusting to interface and breakdown is long read
- Not having script, increased time variability
- 3 users unsure if AI breakdown was interactable
- Usability Catastrophe: vague “upcoming” nav. icon

Other Observations:

- Streak is engaging (2 & 5)
- Goals varied: (1) train for marathon, (2) adopt a cat, (3) wake up early, (5) get a full time job as a Forward-Deployed Engineer
- Don’t want notifications to be annoying (1 & 4/5)

07 Discussion

Changes in Design: Due to Critical Incidents/Errors

1. Breakdown should be clearly interactable with plus and minus symbols
2. Re-do “upcoming” navigation button icon for clarity
3. Less buttons on analysis page
4. Add what a goal needs to include like the deadline to clear up vague specificity
5. Emphasize the reflection as a step in goal breakdown: think size, bold, or color

Testing Couldn’t Reveal:

- Effectiveness of Profile, Upcoming, and Settings page
- Time to update plan after reflecting

Other Implications:

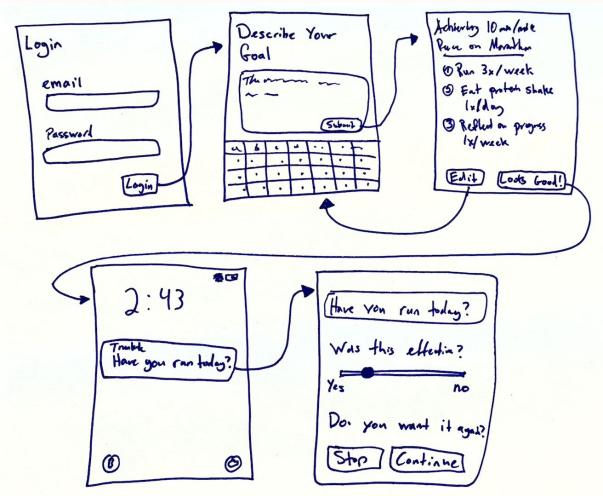
- Streaks may be effective for retention, but what are their harms?
- Need to get a better idea of user goals to adjust the stats & accuracy of breakdown
- Notifications: P4 said one per day = good, P5 said less frequent = more impactful

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon** and infographics & images by **Freepik**

Thanks!

08 Appendix: Mobile Notifications ~ Pros and Cons



Mobile Notifications
Application sends notification prompts to keep the user on track to accomplishing their goal.

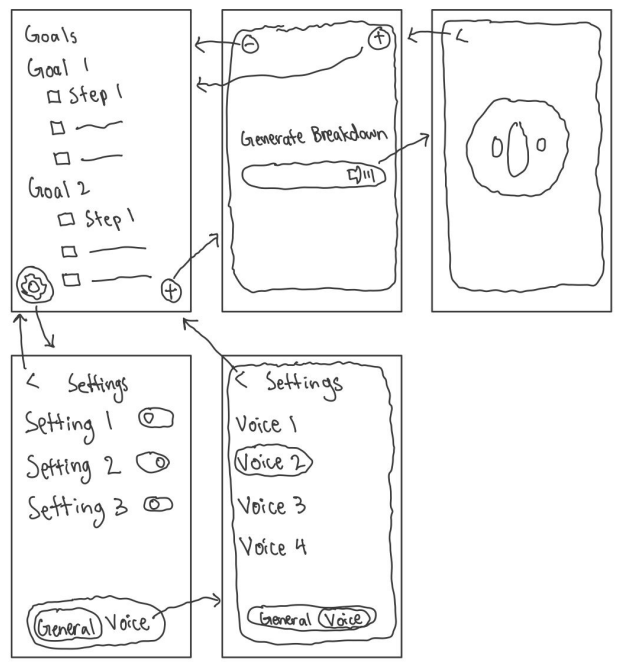
Pros:

1. Prompting user behavior in an explicit way that is likely to get a response
2. Balances minimalism and functionality, which we found to be important in our needfinding interviews
3. Creates a positive feedback loop, as you reflect more, you tweak the notifications, making them better
4. Busy college students and professionals are already used to notifications, so it will fit right in

Cons:

1. Notifications can be annoying if they're overdone
2. Relies heavily on effectiveness of AI to breakdown the goal into useful tasks
3. Might be too many clicks to set up notifications
4. Users might be accustomed to automatically block notifications when setting up apps

08 Appendix: Voice & Audio ~ Pros and Cons



Voice & Audio
Voice interface allows natural conversation about your goal with an AI that provides suggestions.

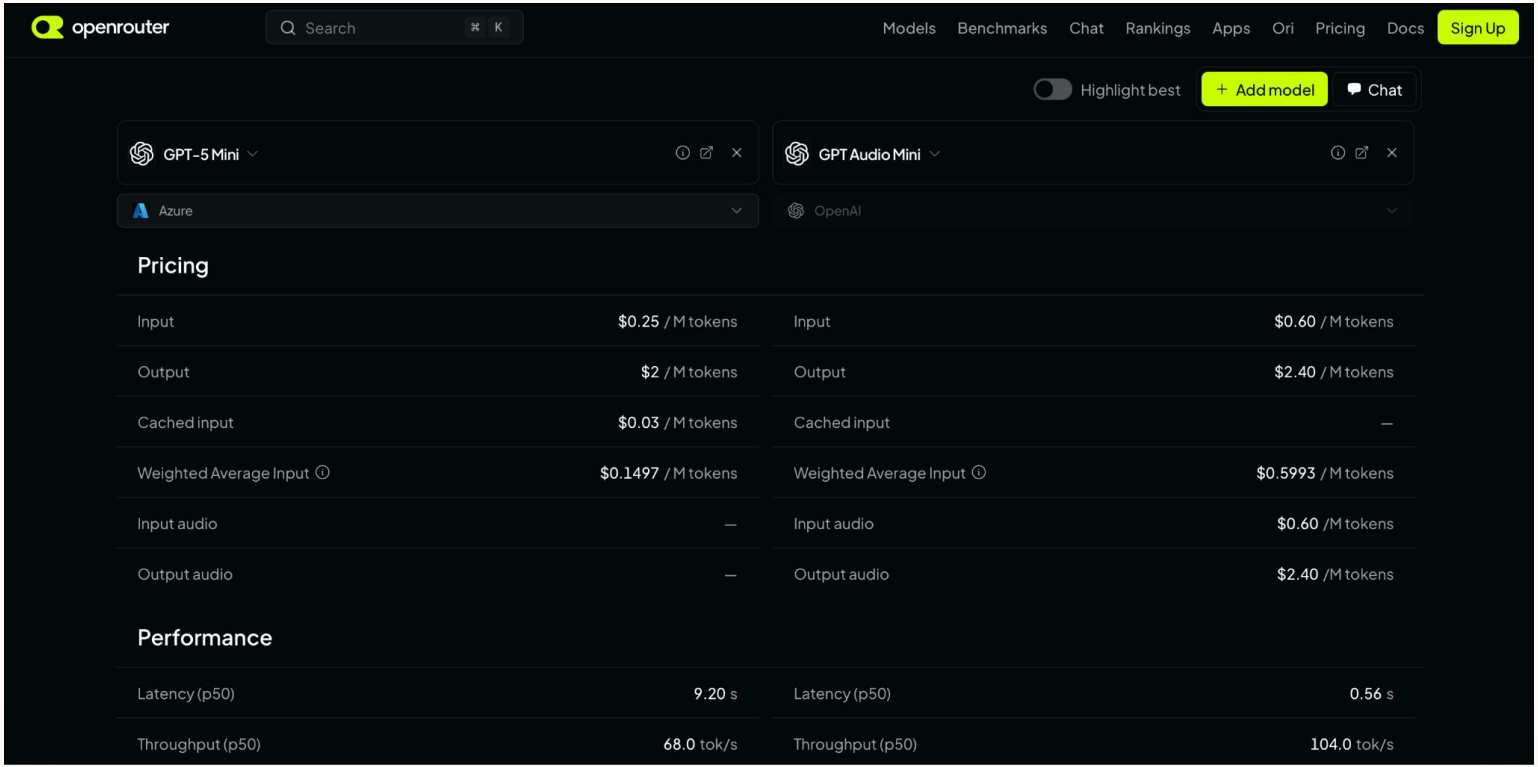
Pros:

1. Some users may prefer the speaking modality instead of typing, finding it less overwhelming or more comfortable
2. Talking might be more accessible to somebody with dyslexia
3. More minimal interface than having text on the screen
4. App may be more engaging because it is voice instead of reading

Cons:

1. If the user isn't used to using voice features, it may be an unfamiliar interface
2. Requires user to be in a location where they can speak out loud
3. Hearing impaired users would be excluded
4. In order to change the voice, it might be too many clicks, since there are a lot of things to customize

08 Appendix: Constraints of Platform



Source: https://openrouter.ai/compare/openai/gpt-5-mini/openai/gpt-audio-mini

08 Appendix: Log of Critical Incidents/Errors from Testing

4 = usability catastrophe, 3 = major usability problem, 2 = minor usability problem, 1 = cosmetic problem, 0 = no problem

Severity Rating	Participant 1: Two Errors	Severity Rating	Participant 2: Four Errors	Severity Rating	Participant 3: Three Errors	Severity Rating	Participant 4/5: One Error
4		4		4		4	General: Unsure what upcoming button on home page is showing
3	Reflect: Too many buttons on analysis, stuck on what to press Goal: Not sure if breakdown is interactive	3	Goal: Wonders how specific goal has to be Goal: Not sure if breakdown is interactive	3	Goal: Starts to fill in blanks in breakdown, instead of just reading it	3	
2		2	Goal: Wonders if the AI or user sets the deadline, would prefer to set it herself Reflect: Wonders if reviewing stats is a step toward her goal	2	Reflect: Wonders what blank in Thursday streak means	2	
1				1	Notifications: Wonders if third notification (“Next week work on…”) is asking for a recommendation	1	
0		1		0		0	
		0					