UX Audit
for PowerYou AI

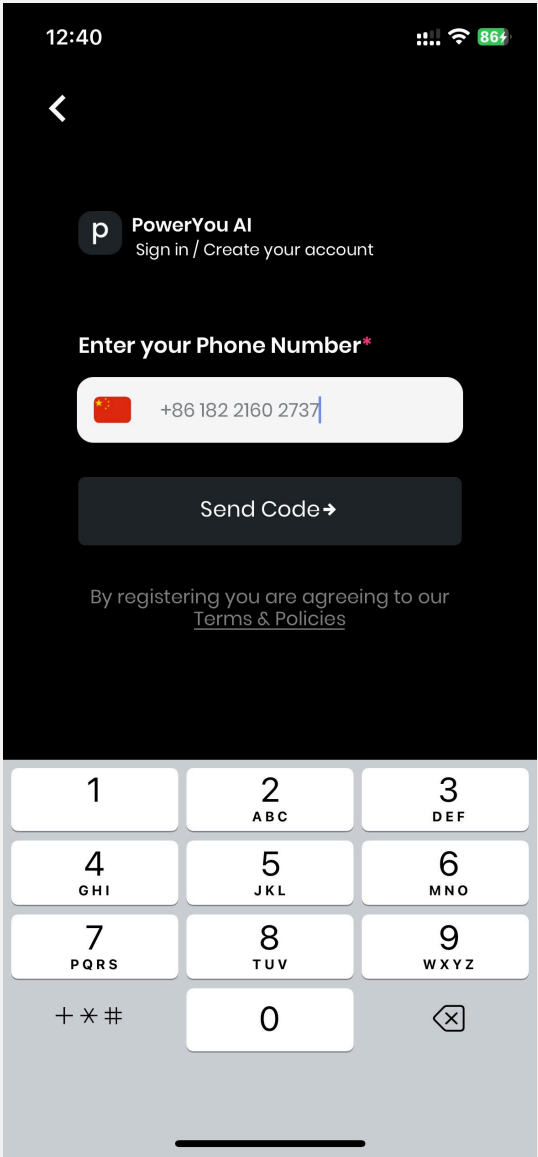**Audit Conducted By: Zoy Chee, Xiaoxiao Xu, Ruwen Hu**

HONEYDEW
DESIGN STUDIO

Onboarding

The onboarding introduces new users to the app's core features, demonstrates its value, and guides them through essential setup steps to ensure a smooth start.
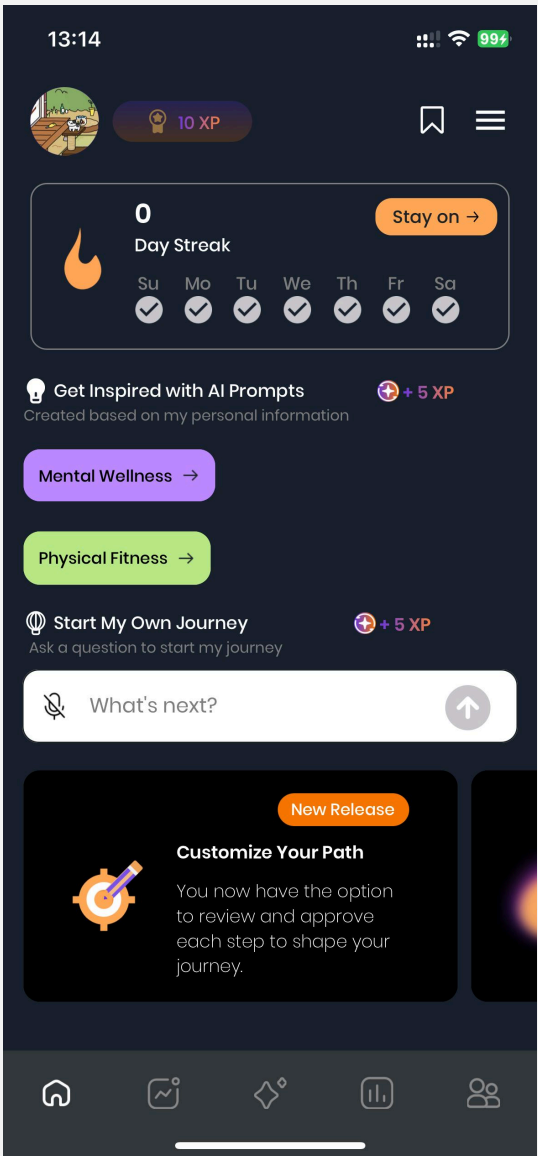
Usability

1 Limited Sign-Up Options
- Only allowing phone number sign-ups limits user flexibility.

1 Recommendations
- Simplify Sign-Up: Consider adding social login options (e.g., Google, Apple) to reduce friction.
- Include a dropdown menu for selecting country and region for the phone number sign-ups

2 Lack of Guidance
- The onboarding flow ends without providing clear next steps, leaving users uncertain about how to proceed. This lack of direction can disrupt engagement and reduce confidence in using the app.
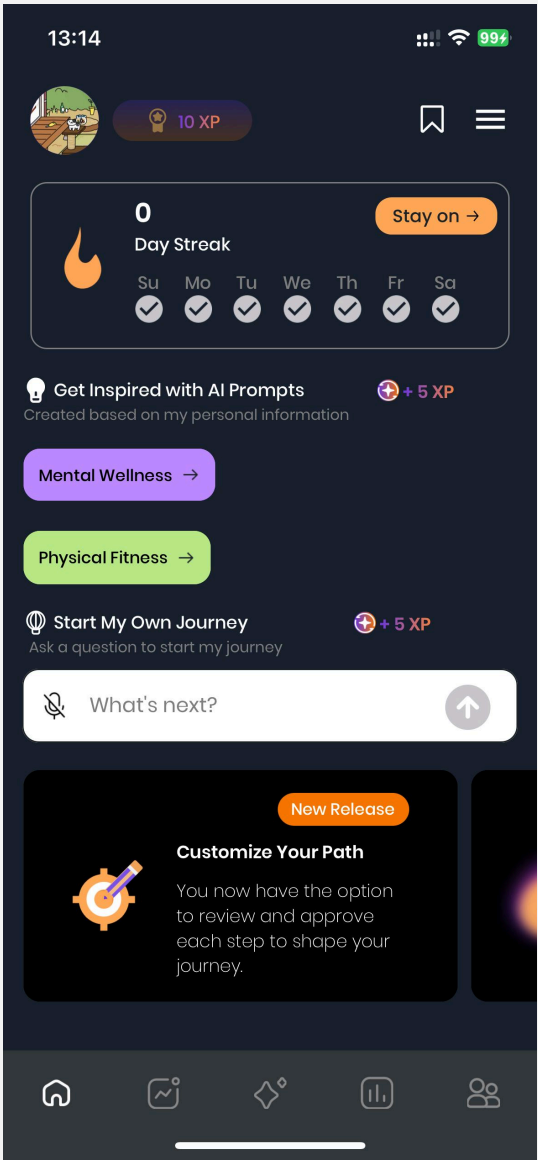
2 Recommendations
- Interactive Walkthrough: Introduce a short, guided tour of key features using tooltips or a carousel of tips for new users. This can help them quickly understand the app's value, especially the AI-powered features like the voice assistant.

1

Main Page

The main page of an app serves as the gateway to its core value, guiding users to understand its purpose, access key features, and take meaningful actions seamlessly.
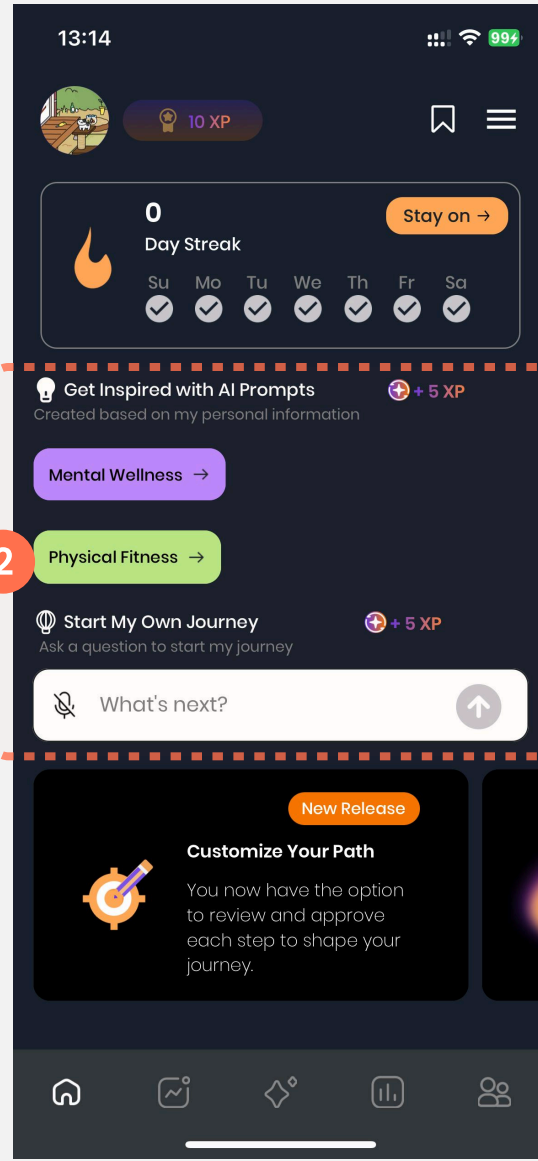
Information Hierarchy and Focus

1 CTA Button is not Clear
- The main CTA button blends into the design, making it less noticeable, leading users to lose focus on the primary feature of the page.

1 Recommendations
- Simplify the layout by prioritizing the most important information and main feature at the top of the page.
- Choose the bright primary color and apply it to the primary CTA button only, and apply the typography system for each headings and text.

2 Features Overlapping
- The sections "Get Inspired with AI Prompts" and "Start My Journey" show irrelevance and use the same level of visual hierarchy, making it difficult for users to make a decision and causing potential confusion.
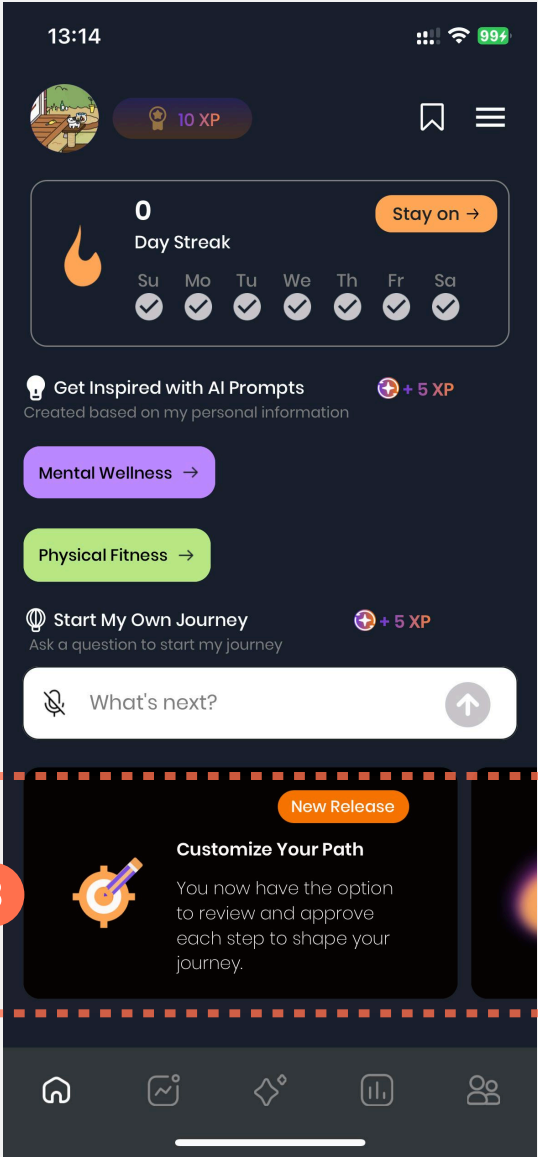
2 Recommendations
- Consolidate similar sections (e.g., "Get Inspired with AI Prompts" and "Start My Journey") into one unified element to reduce cognitive load and streamline navigation.

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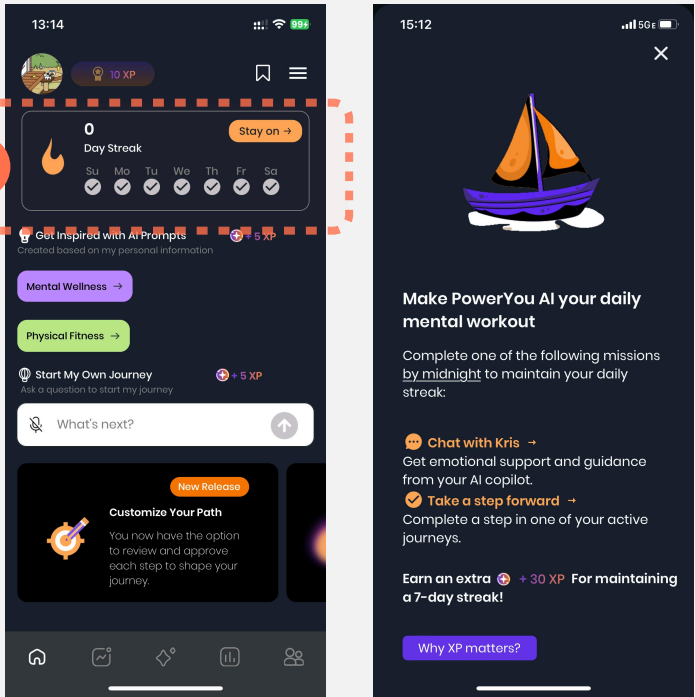
Consistency

3 Inconsistency behaviors

- The main page includes eight feature slides with inconsistent behaviors. Some clicks trigger pop-ups, others open new tabs, and some lead to explanation pages. This inconsistency can frustrate users and reduce trust in the experience.

3 Recommendations

- Standardize the interaction patterns across all features. For instance, determine whether all features should lead to pop-ups or new pages, and apply this approach consistently.

User Expectation

4 Misaligned User Expectation

- The "Streak" button directs users to an explanation page on adding streaks instead of showing their streak status. This disconnect between user intent and the result can lead to confusion.
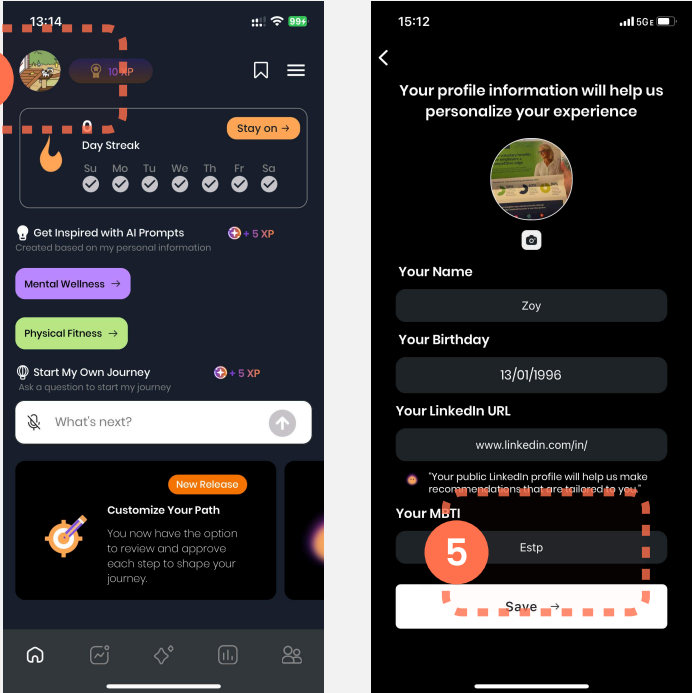
4 Recommendations

- Change the page to match the flow better.

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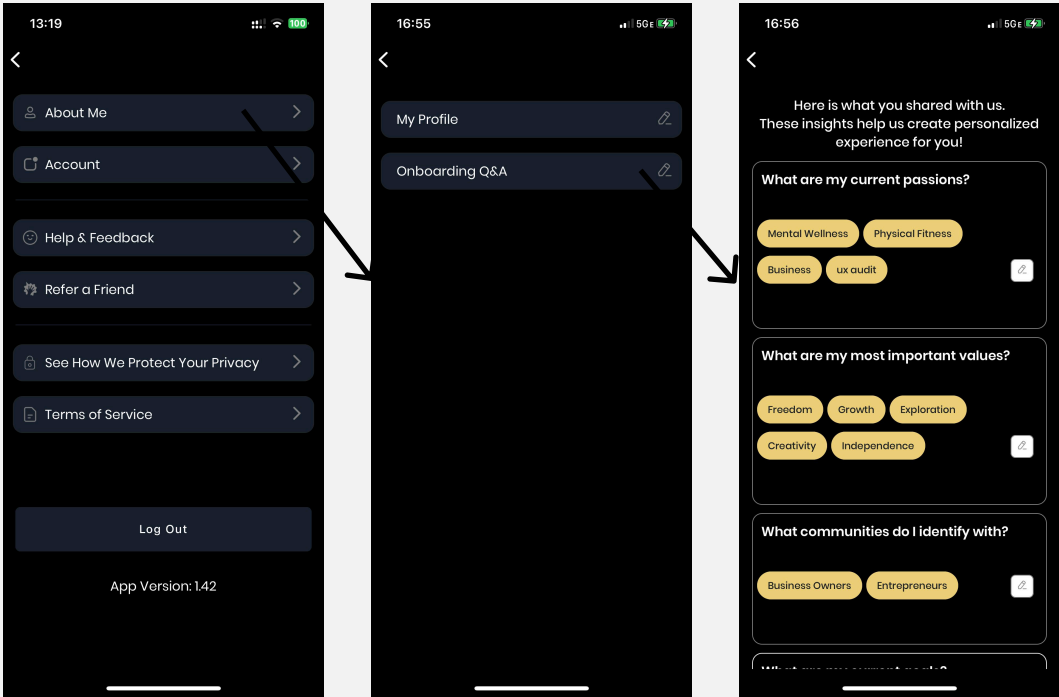
Input Feedback

5 Lack of Feedback

- In the headshot section, clicking the button prompts users to input MBTI information without clarity on its relevance to their main experience.

5 Recommendations

- Design all information with feedback and tell users why it is important.

Findability

Steps for Editing AI Prompts

6 Hard to Adjust AI Prompts

- Users cannot quickly adjust these AI prompts

6 Recommendations

- add an edit button, which will lead the user to change the onboarding answer easily
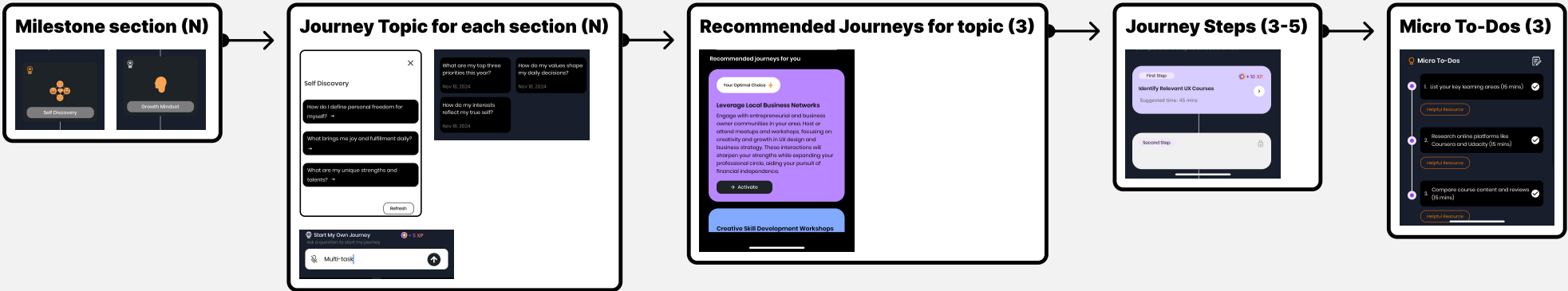
Journeys & Milestones XP

The Journey tab serves as a central hub for users to seamlessly continue their personal progress, reinforcing the app's core value of guiding and supporting individual growth.
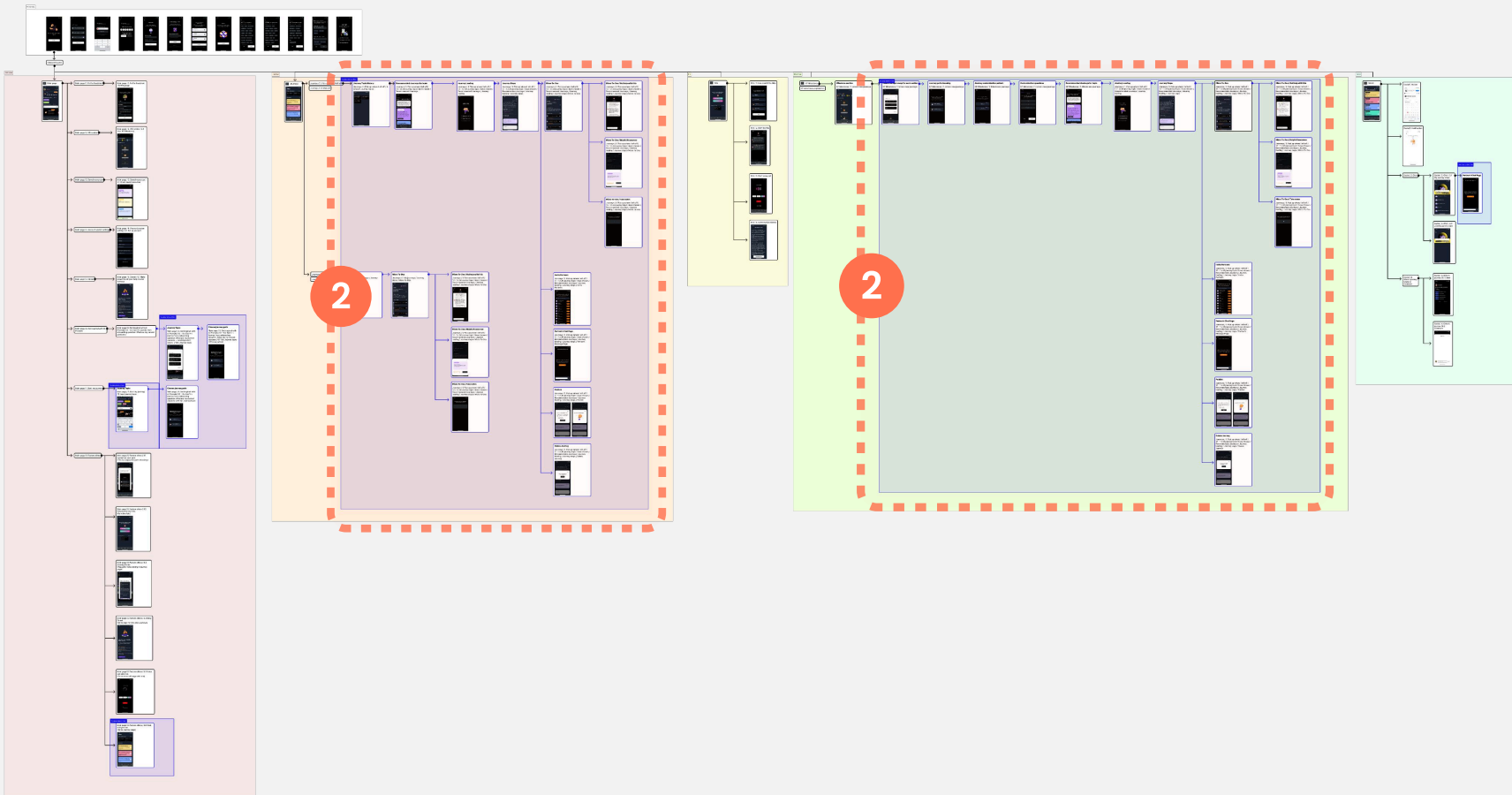
Structures & layers

Milestone section (N)	Journey Topic for each section (N)	Recommended Journeys for topic (3)	Journey Steps (3-5)	Micro To-Dos (3)

1 Complicated layers

- The structure of the journey flow is overly complex for users to navigate. They are required to manage NN3*(3-5)*3 micro to-do tasks, which significantly increases their cognitive load and may hinder their overall experience.

1 Recommendations

- Simplify the layers and structure of the journey flow by applying Occam's Razor, reconstructing the process to prioritize clarity and reduce unnecessary complexity.

2 Overlapping flows and Logical Disconnect

- two tabs have overlapping flows—one for initiating a flow and the other for retrieving it. However, due to the overly complex layers, the logical relationship between these two flows is not clearly conveyed to the user
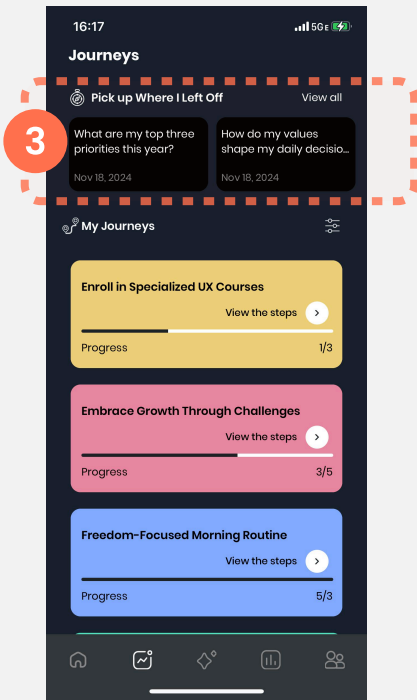
2 Recommendations

- reconstruct the flows, clearly define the logical relationships between them, and reduce redundancy to streamline the user experience.

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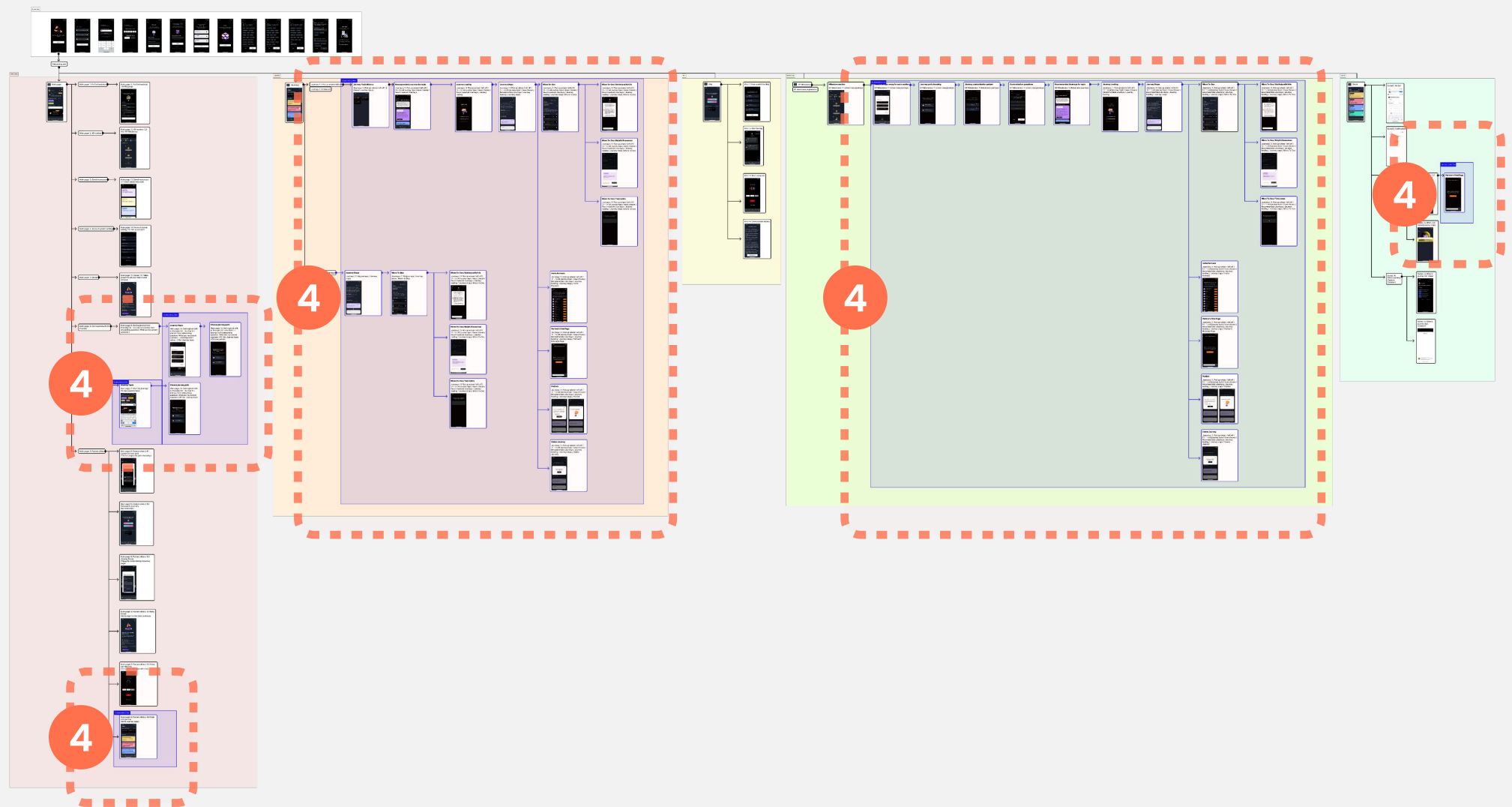

3 Content confusion

- "Pick up Where I left off" does not convey the key information to users where they left off.

3 Recommendation

- Change the overall layers of the journey flow to make them more simple.
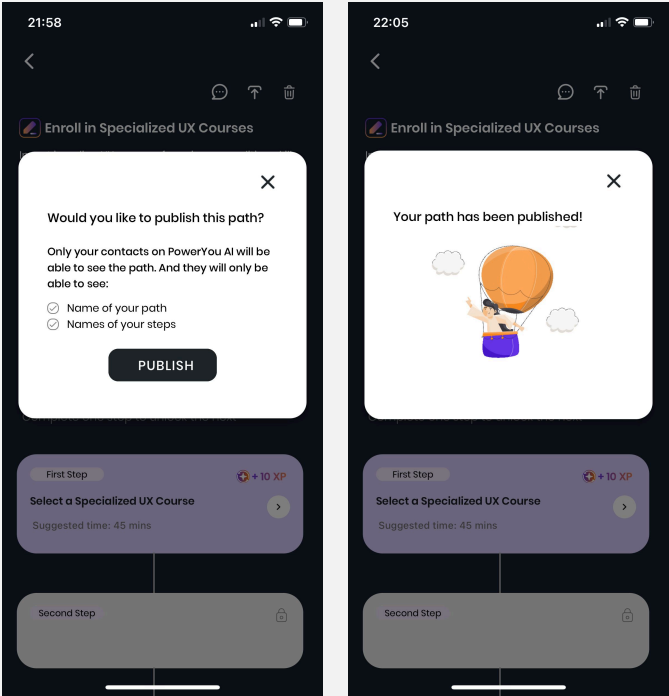

4 Information Fragmentation

- The overall flow is fragmented and presented in different parts of the app, causing users to experience only portions of the flow through various sections. As a result, the flow lacks a cohesive and immersive experience.

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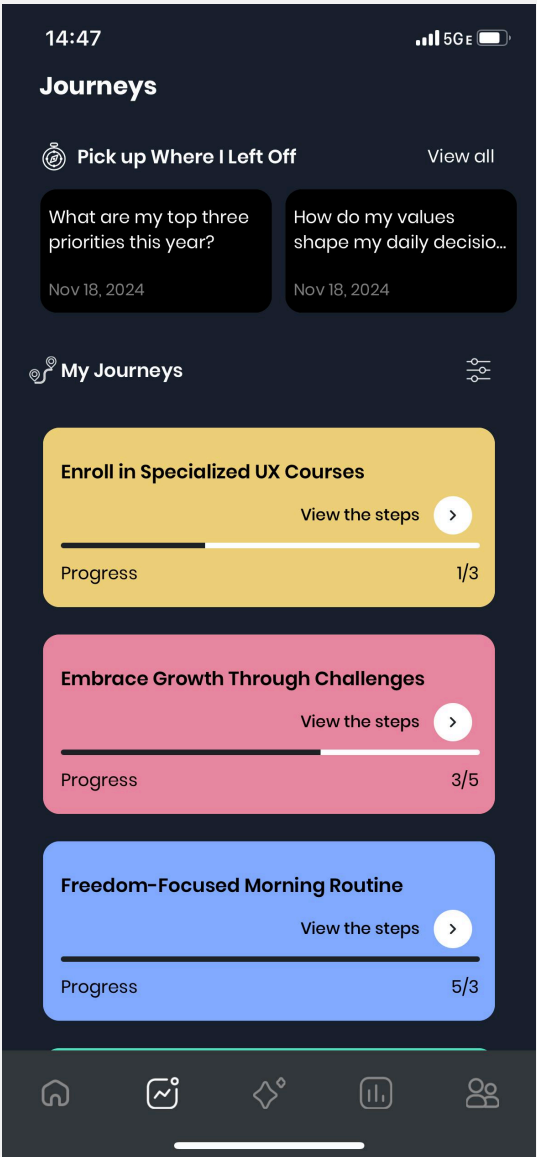
Input Feedback

5 Lack of Feedback

- The system does not tell users where to check their published journeys.

5 Recommendations

- Ensure that published journeys appear on the social feed immediately, allowing users to view and interact with their posts.
- Consider adding a dedicated section for "My Posts" within the social page so users can easily find their published journeys.

Content Understanding

6 Journey' is Unclear to New Users

- The term "Journey" may be unclear to new users and its purpose in personal development may not be immediately obvious.
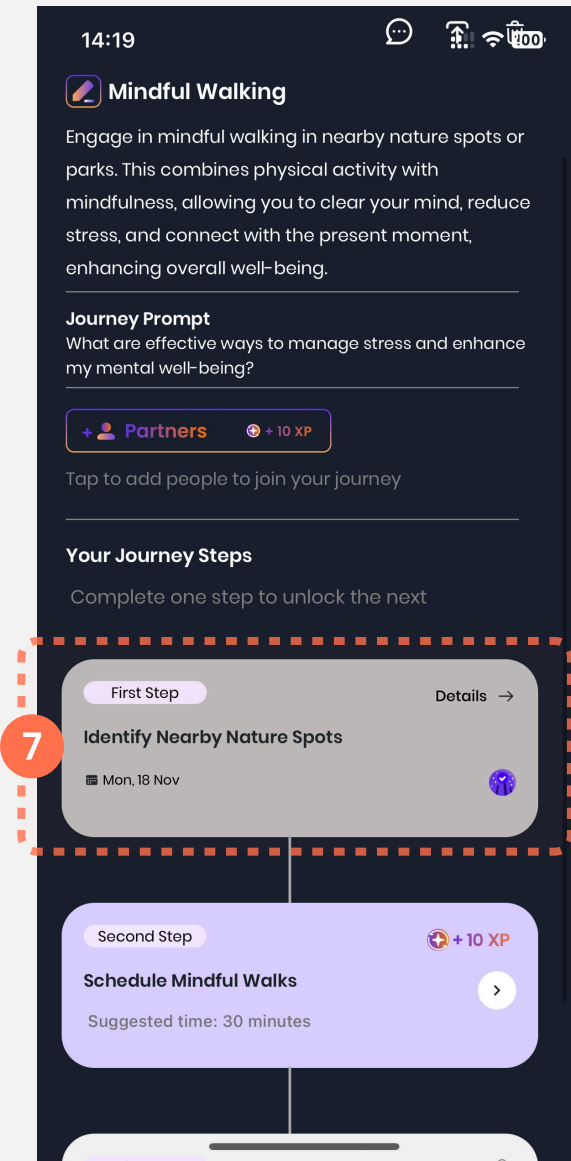
6 Recommendations

- A brief explanation, like "Journey tracks your personal goals," could help.

Journeys & Milestones XP

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UI Design

7 Grey Cards Cause Confusion

- When users complete a step in the journey, the card turns grey, making the checkmark difficult to see. This lack of clear visual feedback may cause confusion, as users might not realize the step is completed.
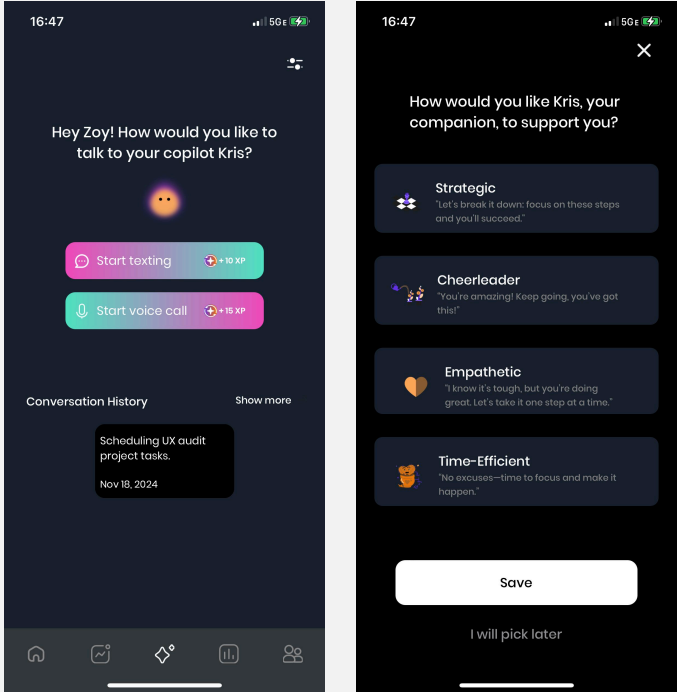
7 Recommendations

- Use a more prominent checkmark or a vibrant color to indicate completion.

Kris

The Kris tab is an AI chatbot that can engage in conversations with users.
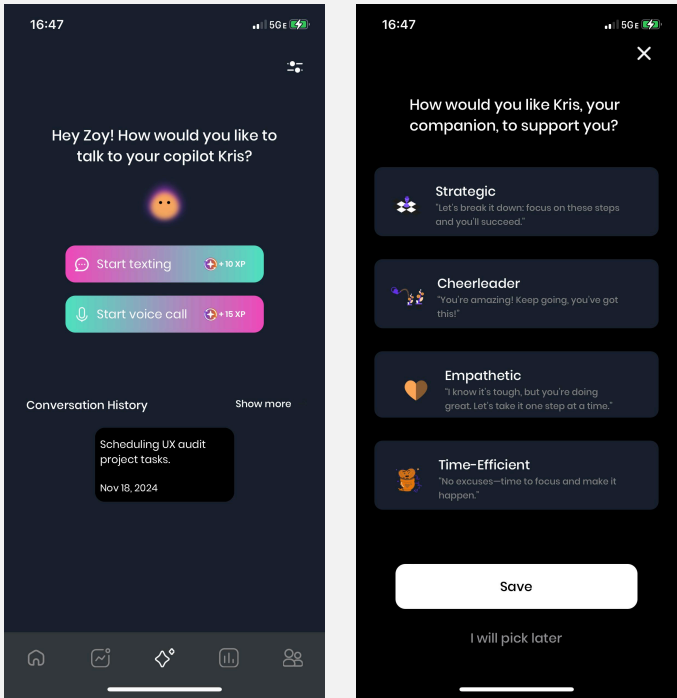
Input Feedback

1 Choosing without feedback
- After users chose different companions, there is no feedback for them to make sure that the companion pattern has been activated.

1 Recommendations
- Show the companion pattern on the screen to tell what kinds of companions they are experiencing.

Flow Relevance

2 The Kris tab show less relevance with Journey
- Users can access Kris on the Journey tab, but when they switch to the Kris tab, it feels disconnected from the Journey content, making the feature appear isolated.
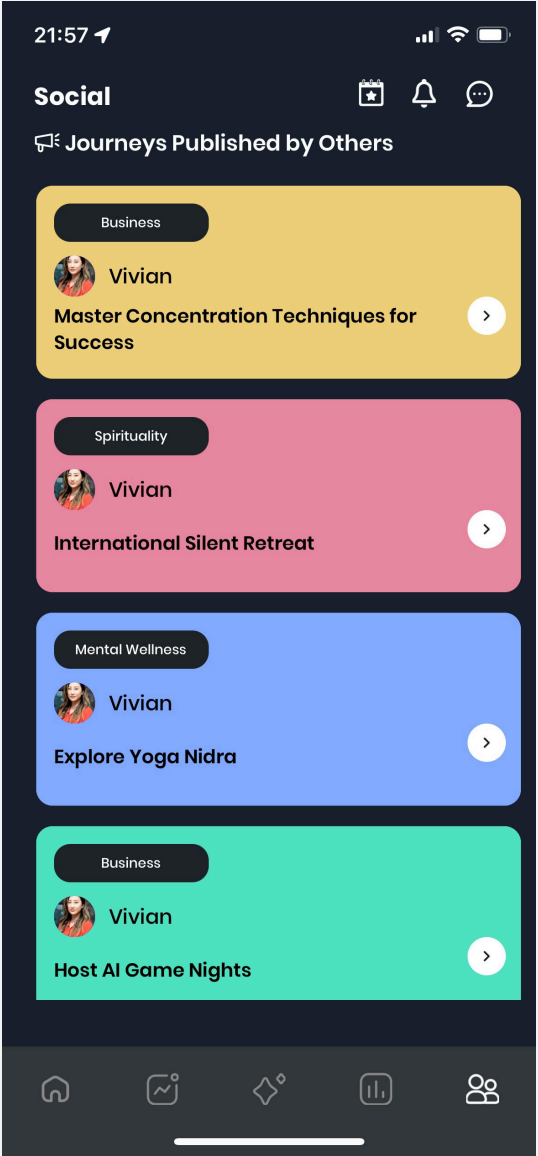
2 Recommendations
- Show relevance of Kris and Journey.

Social

Social tab foster connection, engagement, and community by providing personalized, relevant content and meaningful interactions.

Personalization

1 Social Page Lacks Personalization
- The social page in PowerYou AI could benefit from more clarity and personalization to better connect with users' goals and interests. Enhancing relevance and fostering a stronger sense of community can help increase engagement and user satisfaction.

1 Recommendations
- Personalize the Feed: Tailor content to users' goals and interests with sections like "Recommended for You" or "Trending in Your Network."
- Add Filters and Sorting: Allow users to sort posts by most recent or most popular and filter by categories, tags, or privacy levels for easier navigation.