

OVERVIEW



A website for story lovers to create their stories with AI based on their own diaries

2023

Role: UI/UX Designer

Team: 1 UX Designer / 4 Backend Developers / 2 ML Developer

Company: Poetix Startup

End User: Anyone as story and book enthusiast

Timeline: 3 months

Activities: Ideation, Sketching, Wireframing, Prototyping



START YOUR BOOK!

Your Life is My Story!

We Need Journal Entries from You!

Use the following to fill up your Journal library creating your ultimate story. Content can be anything!

Drag & Drop your text file in the box below

CREATE

Name	Summary	Date	Labels	Entities
 Fly to the cloud	The quick, brown fox jumps over a lazy dog. DJs flock by when MTV ax quiz prog...	Yesterday	<div>Fantasy</div> <div>Descriptive</div> <div>Third person</div> <div>Adventure</div>	<div>Tommy</div> <div>Vancouver</div> <div></div> <div></div>
 My Friend	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod	Apr 23, 2023	<div>Fantasy</div> <div>Descriptive</div> <div>Third person</div>	<div>Tommy</div> <div></div> <div></div>
 A day at school	The quick, brown fox jumps over a lazy dog. DJs flock by when MTV ax quiz prog...	Apr 02,2023	<div>Third person</div> <div>Fantasy</div> <div>Descriptive</div> <div>Adventure</div>	<div>Ryerson</div> <div>Toronto</div> <div></div> <div></div>

PROBLEM TO TACKLE



People want to journal, write stories, and express themselves. **But**, they never start, because;

#1

Lack of capability in writing skills

#2

Lack of Time

#3

Lack of Imagination in story telling

So, **what's** the plan?

Everyone can be an author with a creative imagination

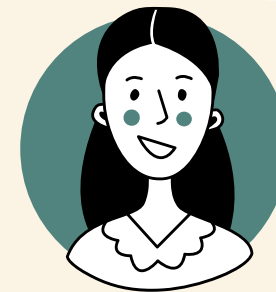
And, **how?**

Simplified user flow to accelerate journaling by leveraging AI and ML

GOAL TO ACHIEVE

Kim writes daily stories about her kids and wants to turn them into a book someday.

Her writing is scattered and inconsistent, and she wants a private, possibly anonymous space that helps her organize, improve, and preserve her stories.

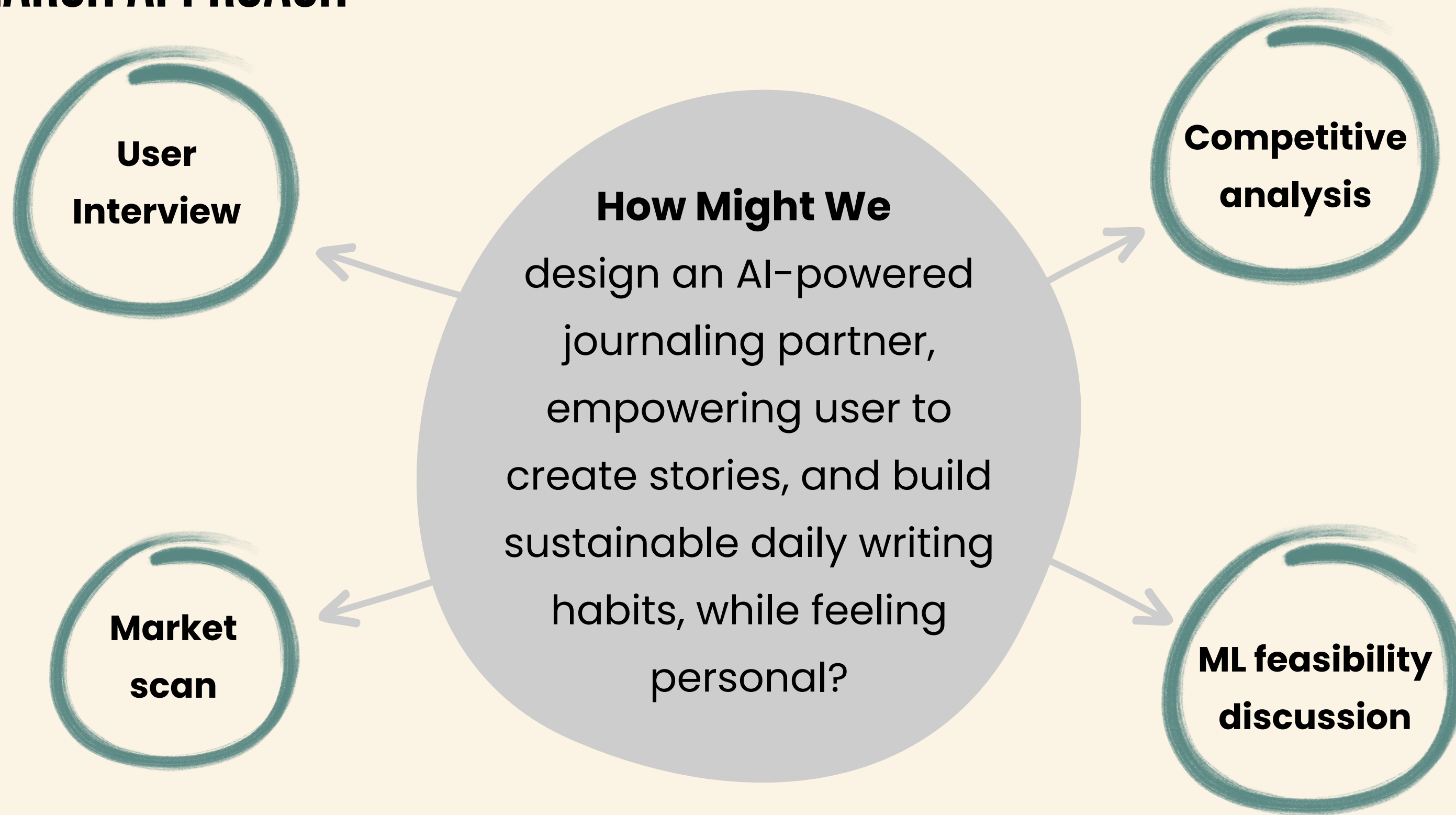


What to find out?



- What are the **emotional and functional barriers** to turning daily writing into a cohesive story?
- How do users currently **write, organize, and shape** long-form narratives?
- Where in the workflow do users **struggle or lose momentum**?
- How **AI can assist without overpowering** the writer's voice or intent?

RESEARCH APPROACH



EARLY CHALLENGES



#1

It was expensive and time consuming
process to train custom models

#2

we had only 3 months to design and
develop MVP

USER INTERVIEW



Participants



x 6 Unmoderated user interviews → Primary insights



x 2 AI-simulated interviews (GPT) → To validate gaps & opportunities,
Test edge case behaviours and compare

Context

- Daily journaling pattern, emotional needs, and frustrations with digital tools
- Long-form narratives and cohesive story workflow
- Tested early concept of AI “writing partner”



#1

Writers need emotional continuity across entries

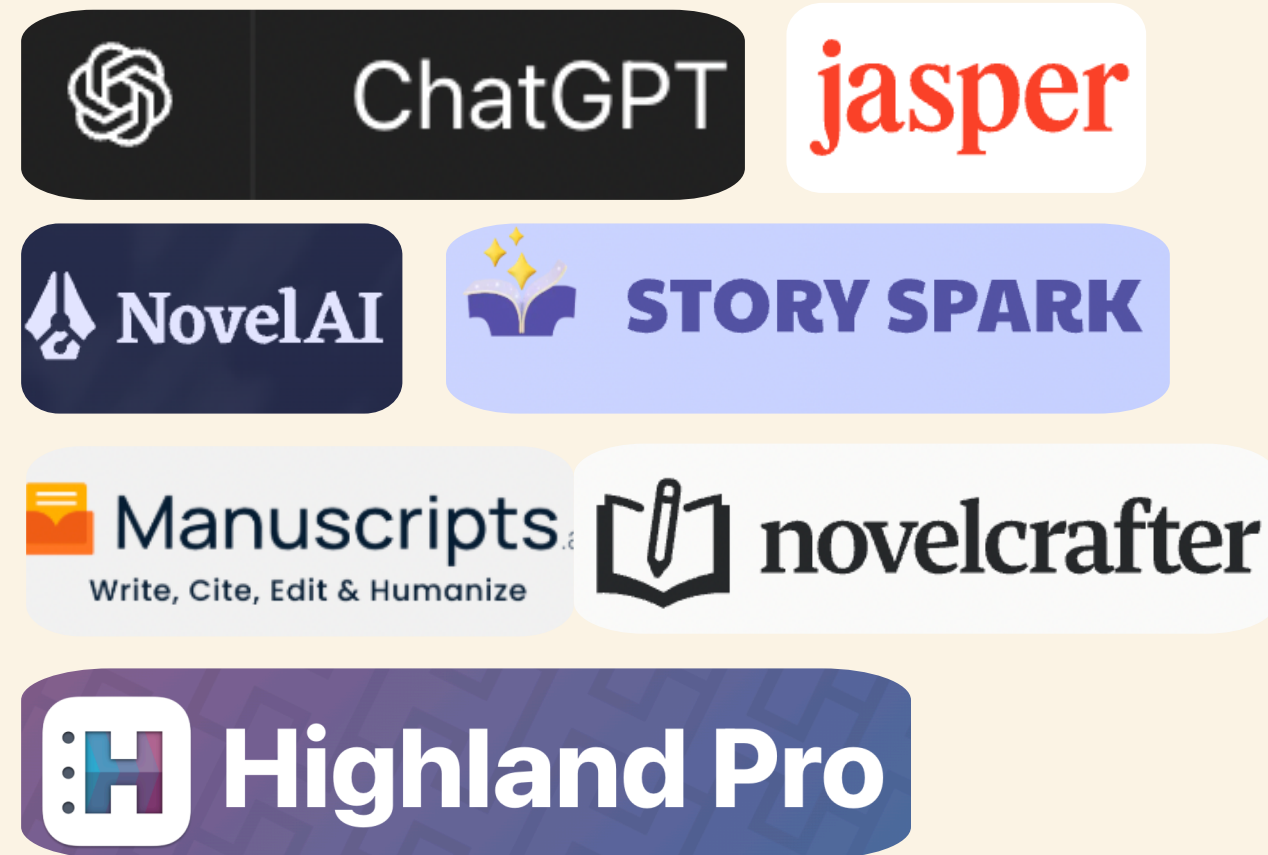
#2

AI outputs often feel generic and disconnected

#3

Writers want to control over the AI tool with their own tone

MARKET SCAN



Why not other tools?

#1

Generic and emotionless tone

#2

Not free

#3

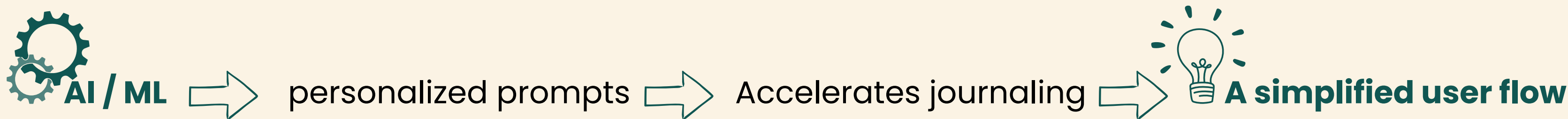
Fragmented between journaling and AI writing

#4

Non-exclusive language in novel and journaling

Challenge: No enough time to put more on Competitive analysis

ML CAPABILITIES AND OPPORTUNITIES

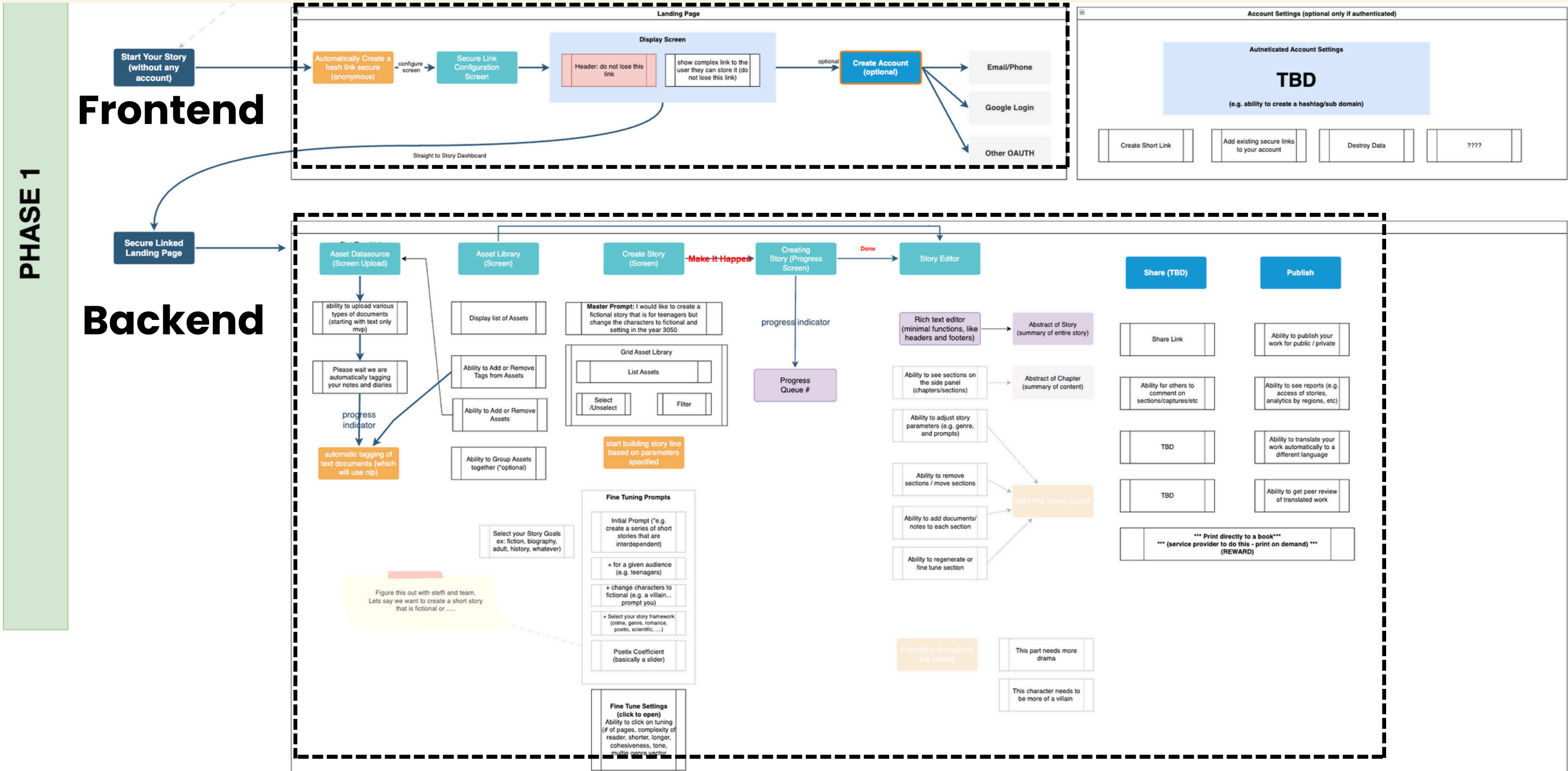


#1					
Personal narrative memory					
#2					
Ecosystem for journaling					
#4					
Literature and novel trained tone					
#5					
Voice modeling based on past journal entries					

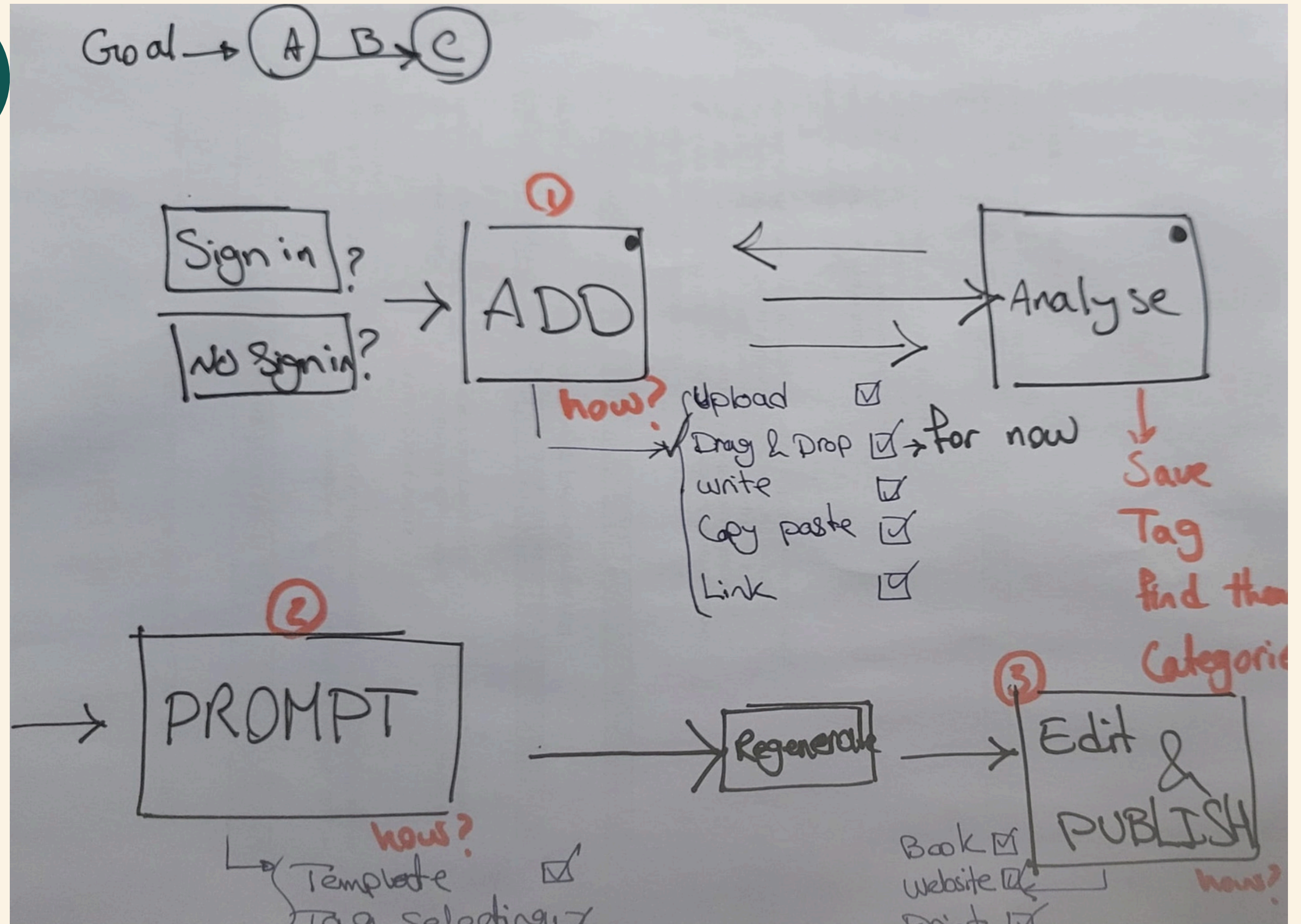
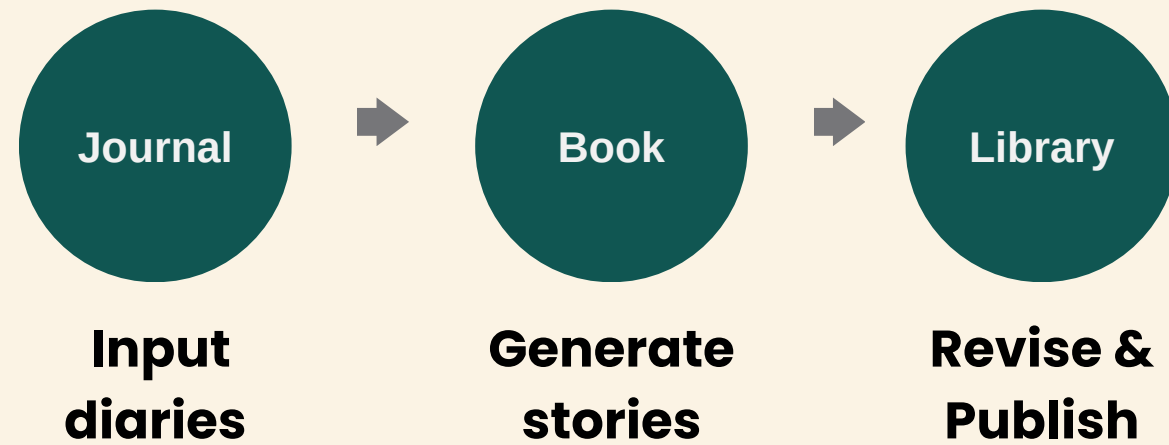
Required features

	Narrative memory layers	⇒	Entity
	Emotion analysis	⇒	Label
	User voice modeling	⇒	Asset library
	Style transfer	⇒	Literature trained LM
	No blank-page anxiety	⇒	scaffolded prompt

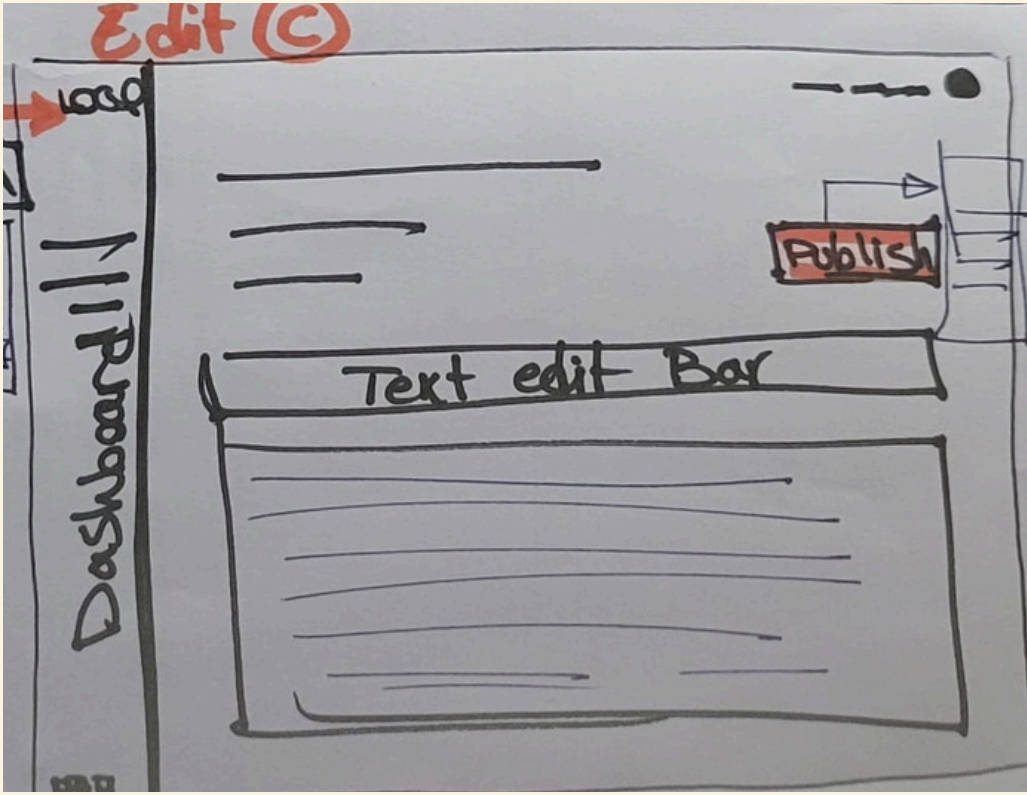
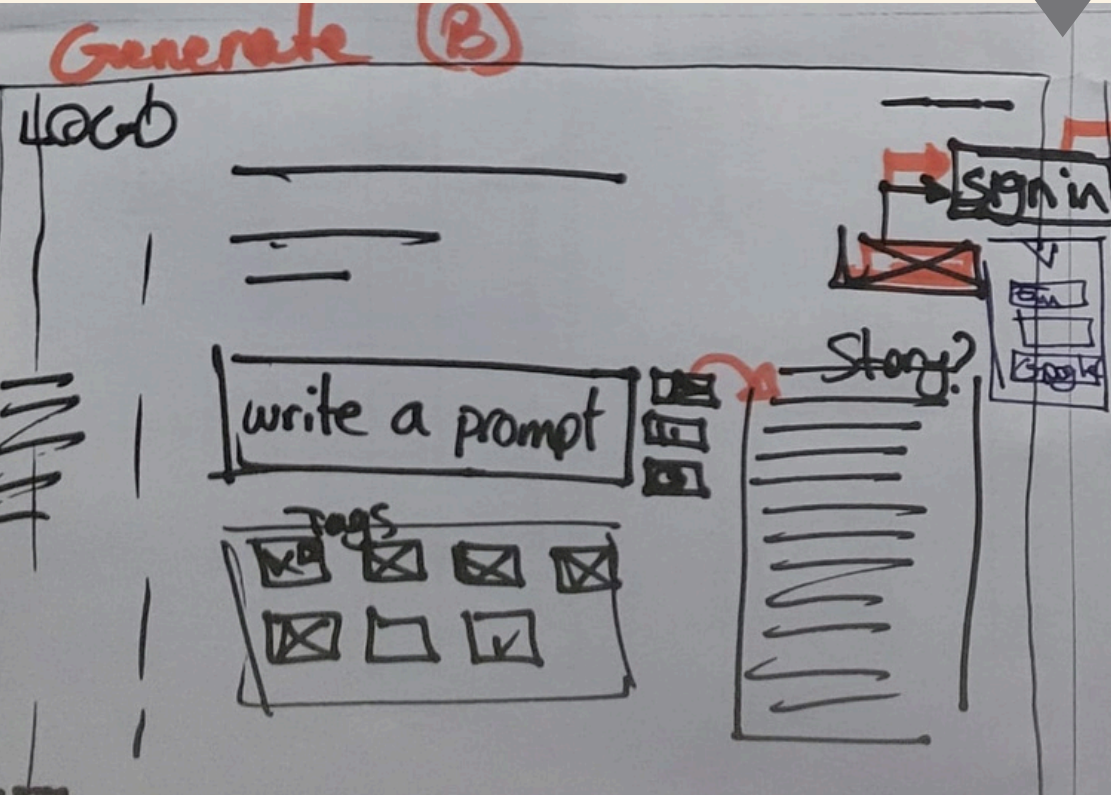
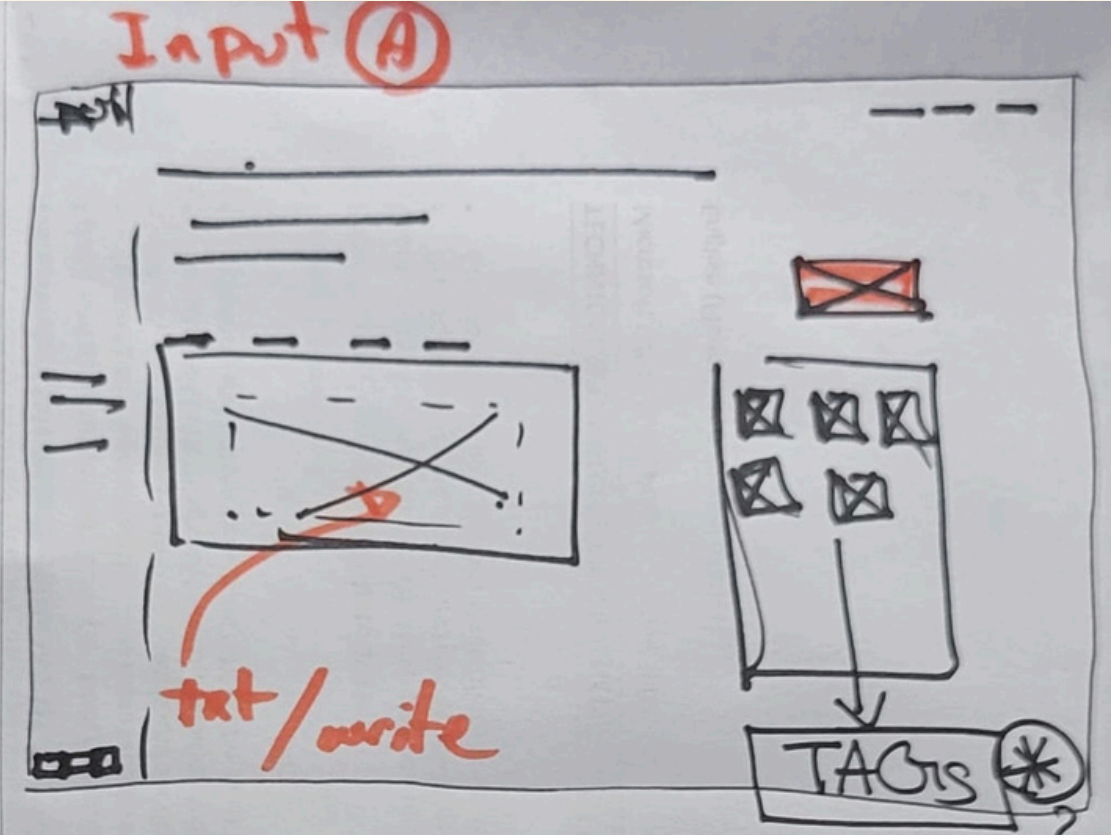
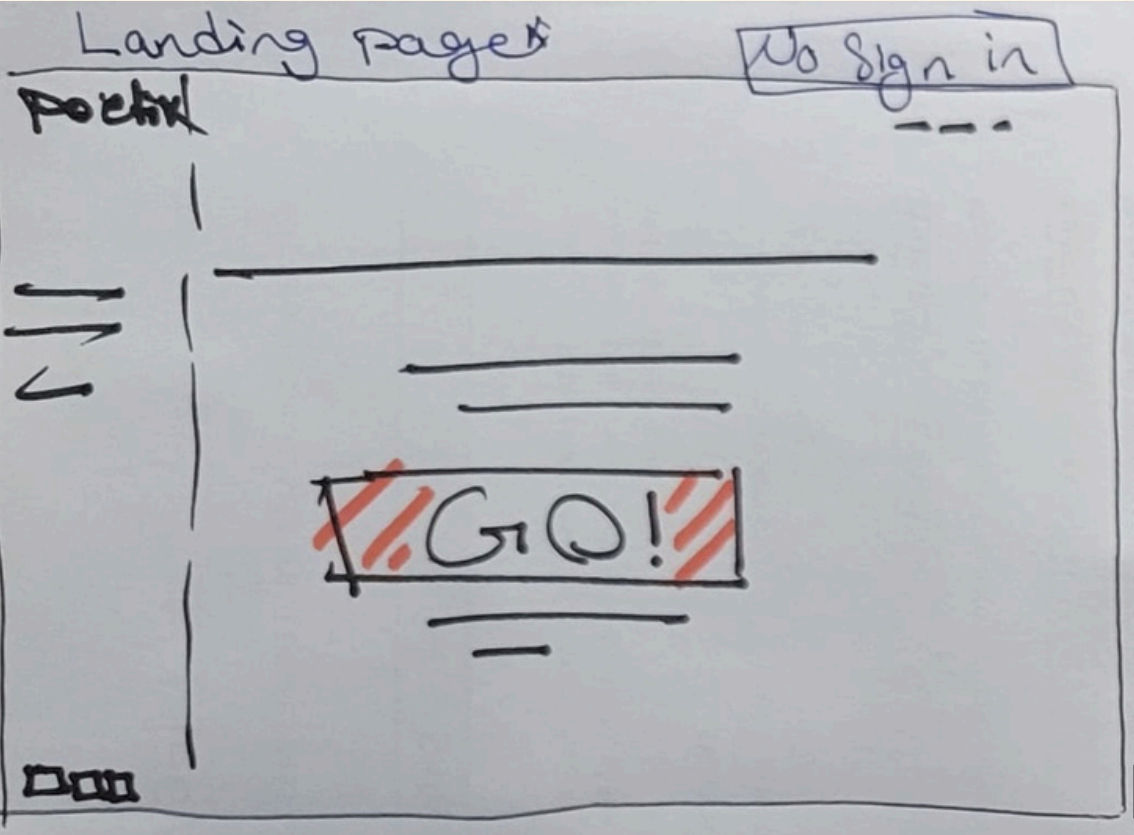
INFORMATION ARCHITECTURE



USER JOURNEY



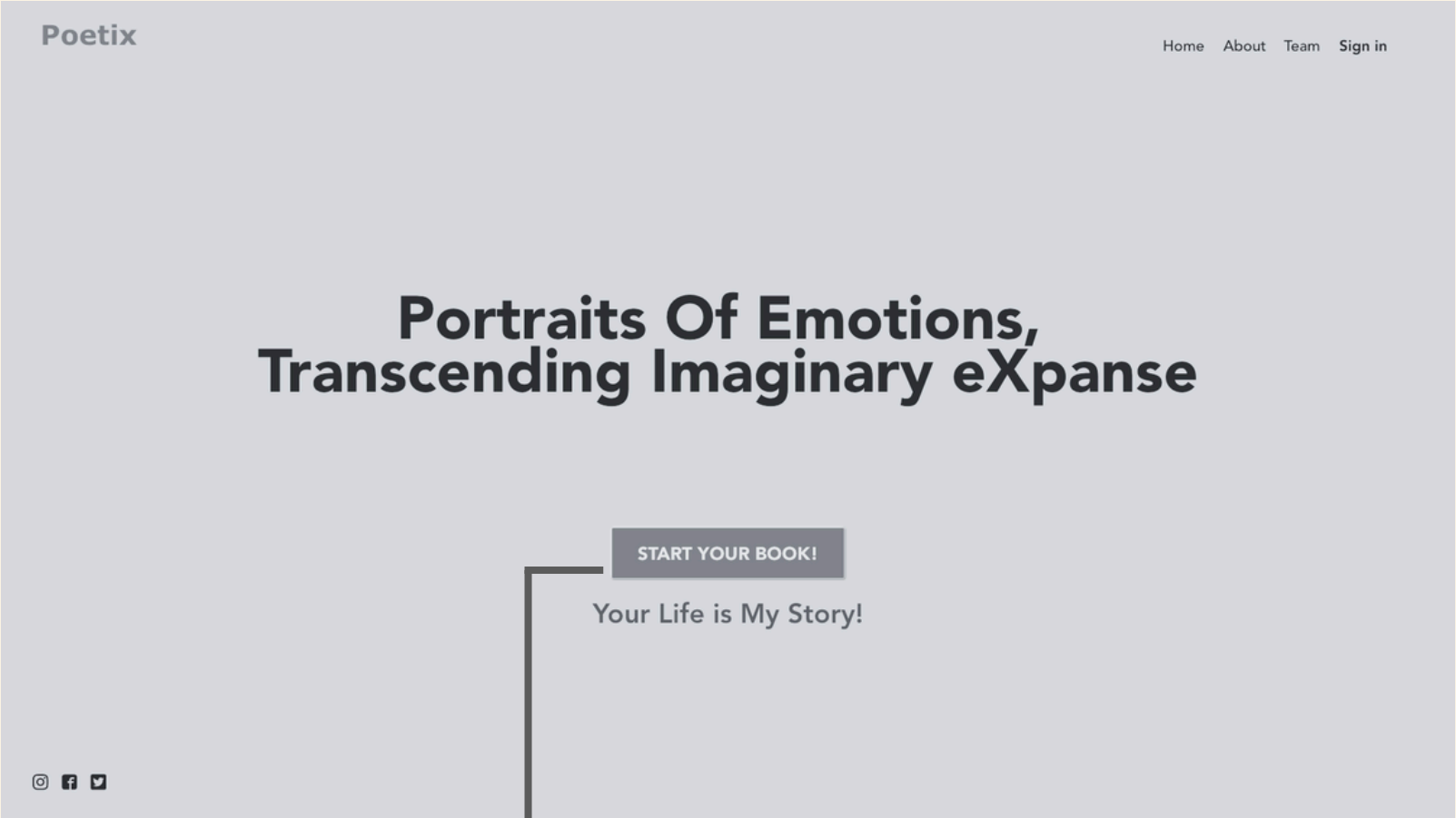
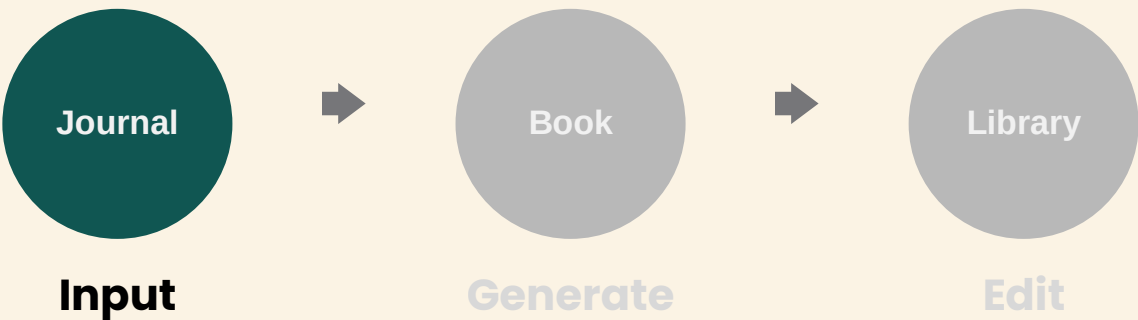
USER JOURNEY



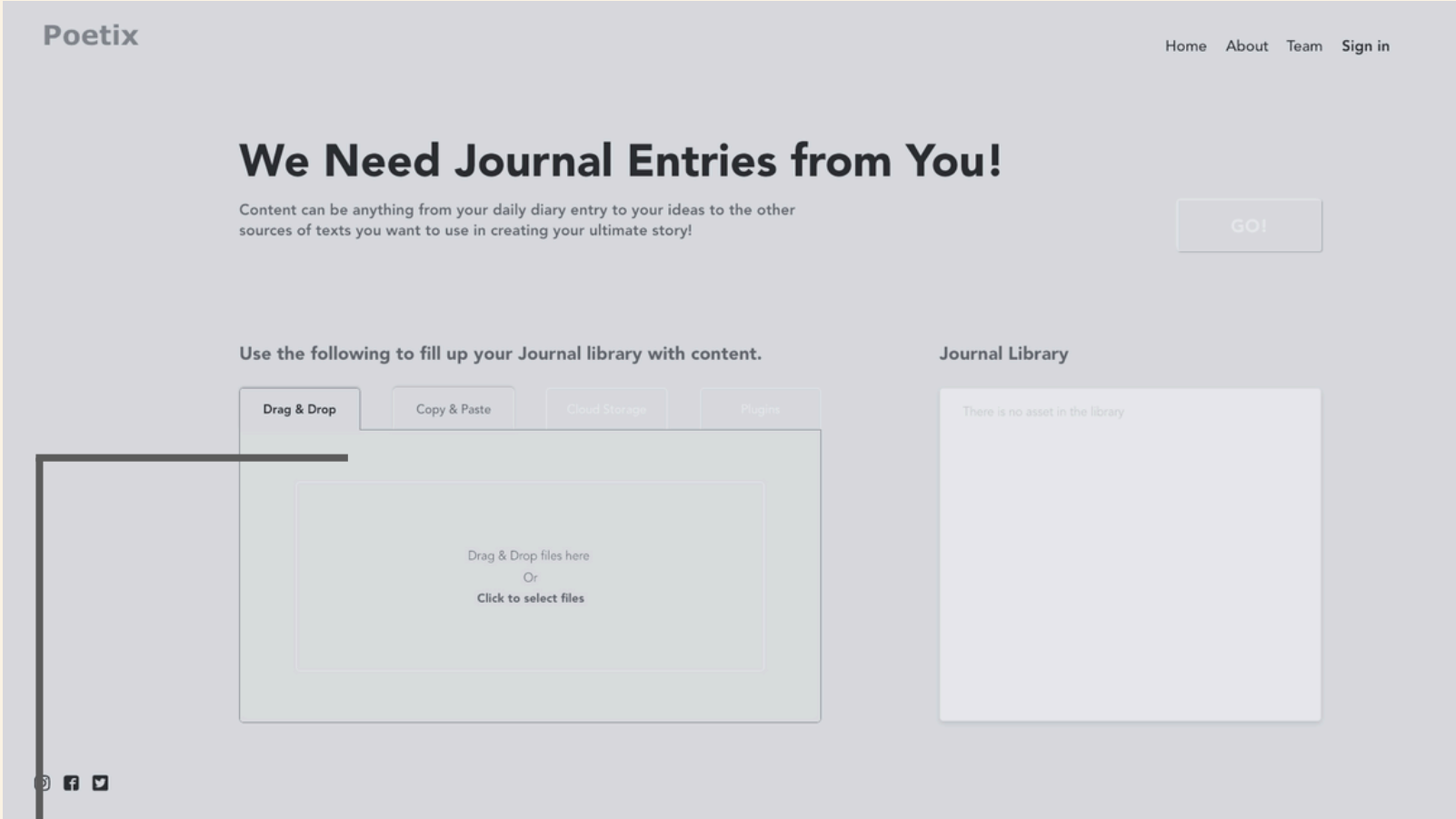
WIREFRAMING



WIREFRAME AND USABILITY TESTING



Speeding up the first step without a need to sign in



Adding text and files as an everyday input to store it



Removing any blocker to start journaling journey, by asking users to sign in before starting.

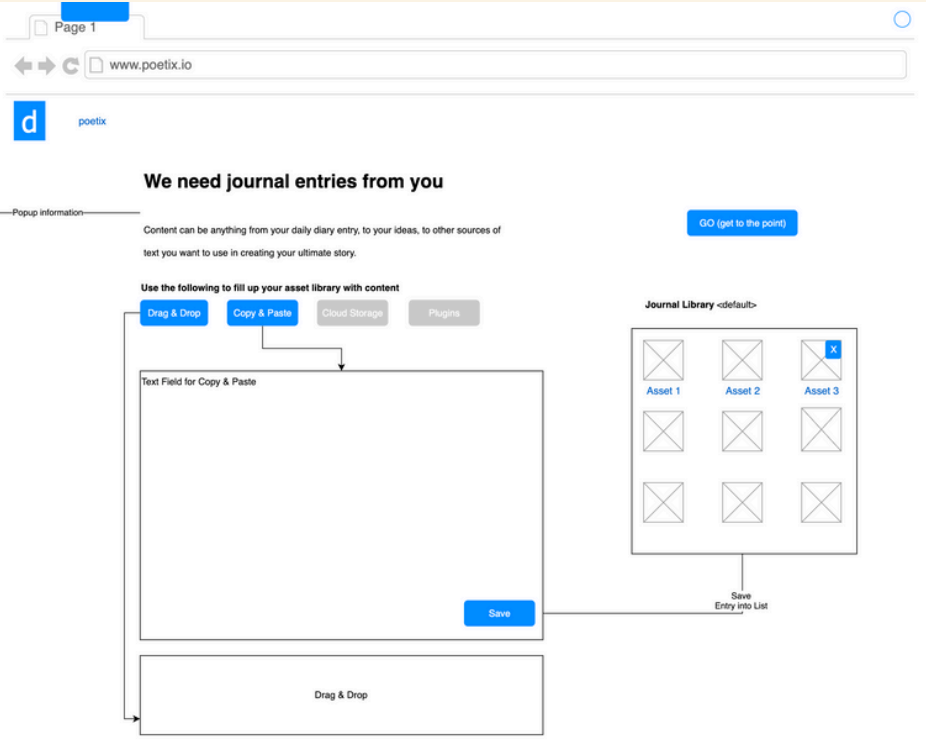


When I'm in a creative mood, I want to type right away"

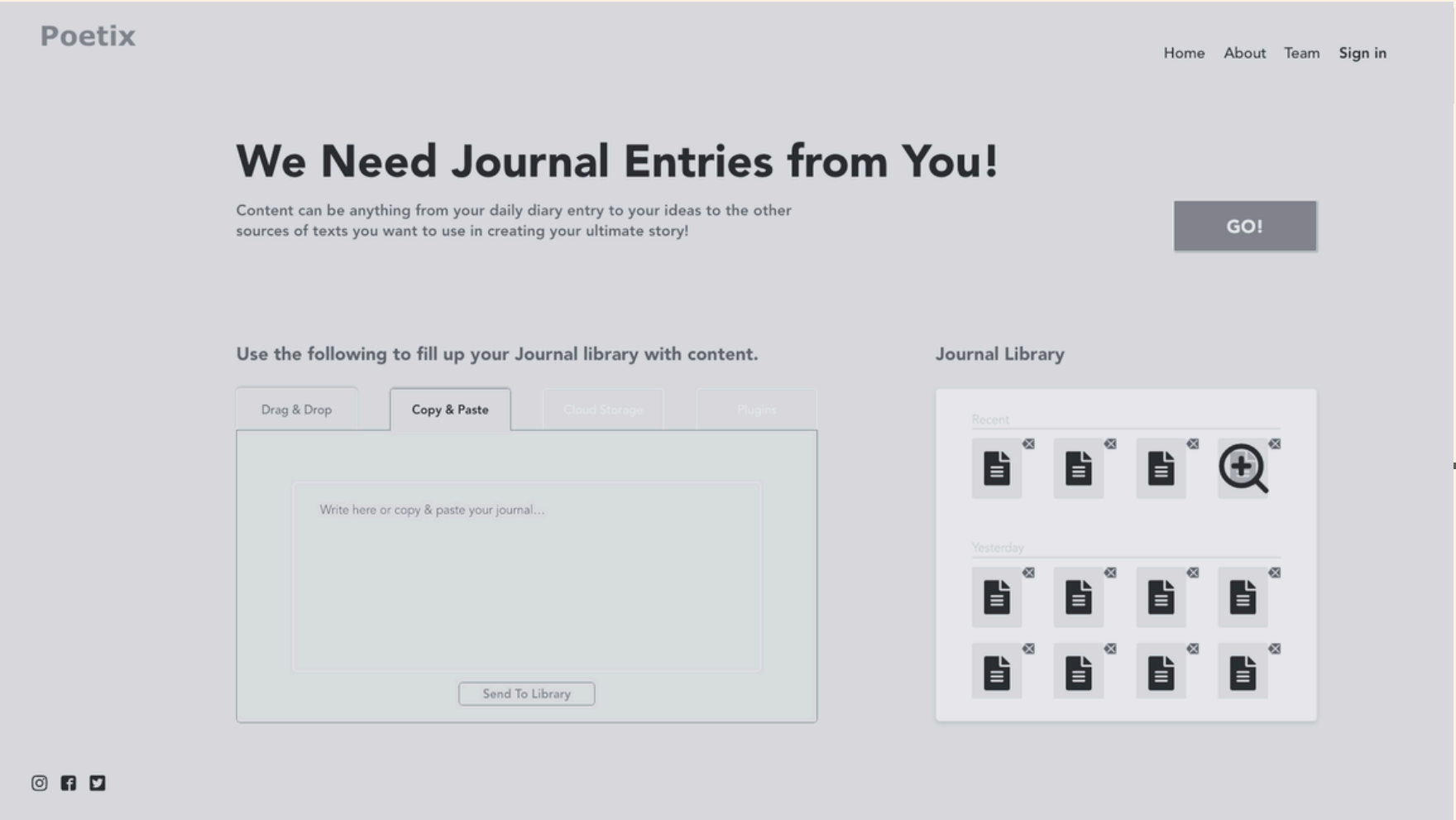
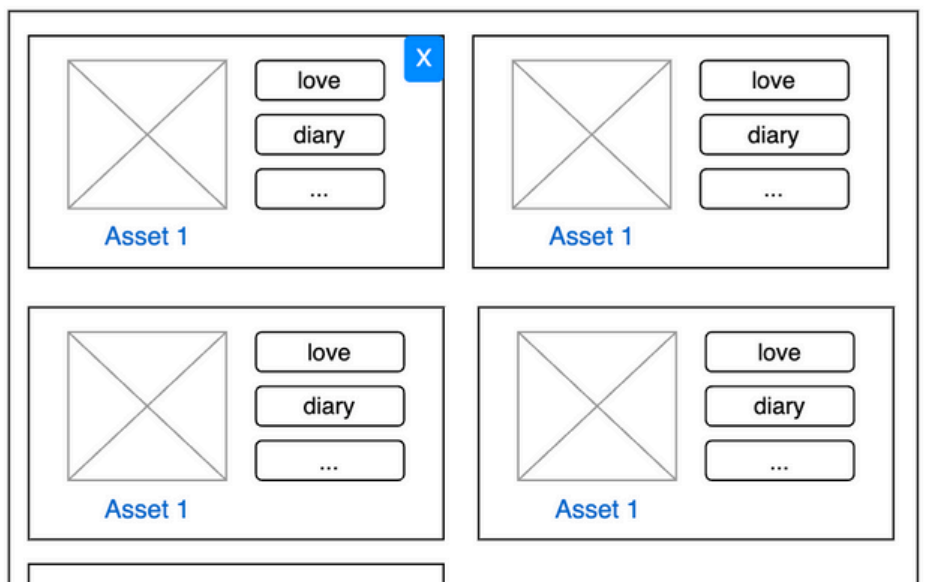
WIREFRAME AND USABILITY TESTING



Ideation on how to gather user stories



Labels ideation

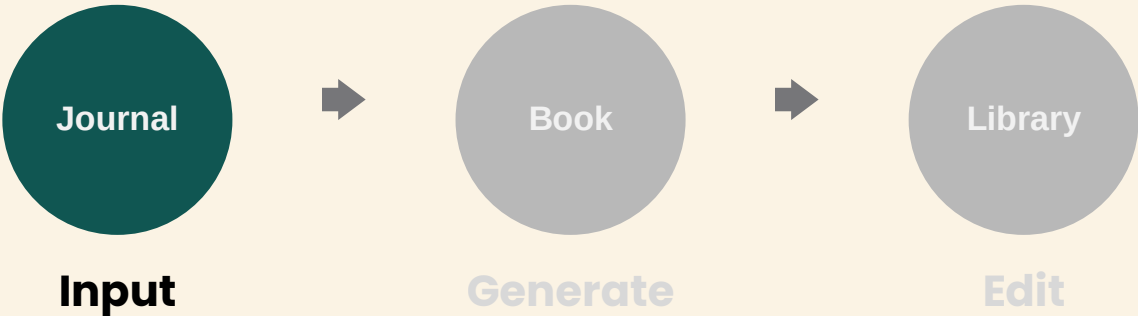


Files Automatically saved and tagged in asset library

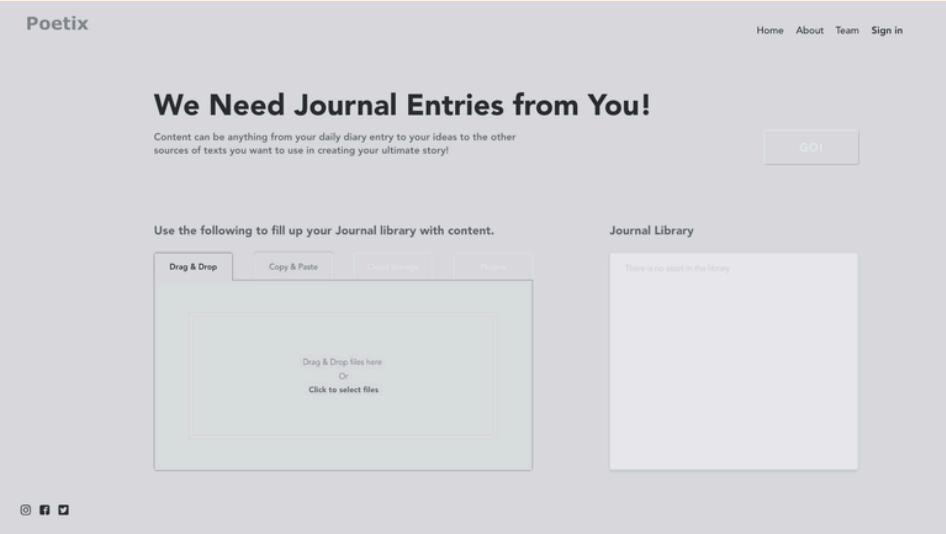


Redundant steps to review saved assets and no access to the tags and labels of assets.

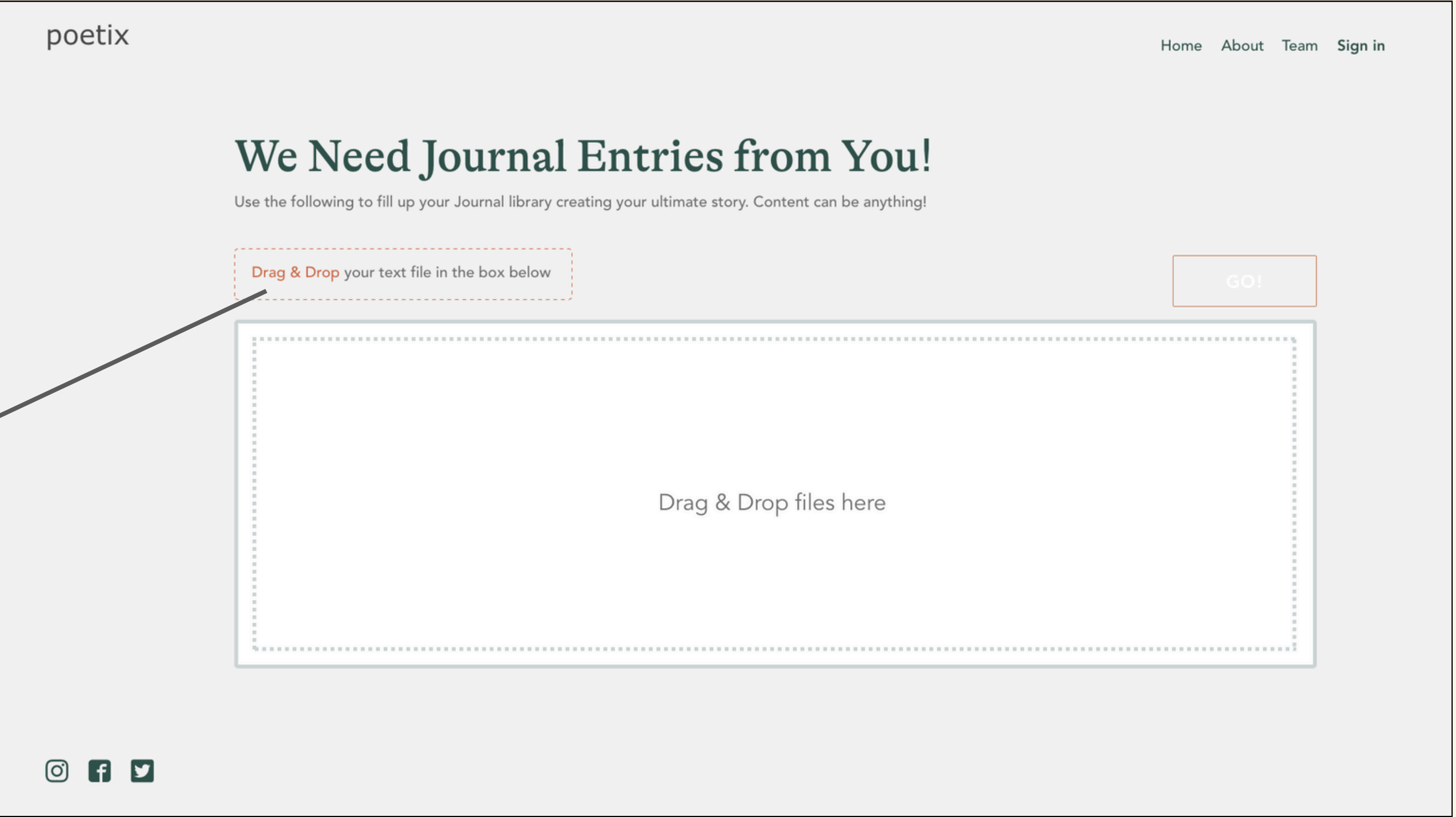
WIREFRAME AND ITERATION



Before

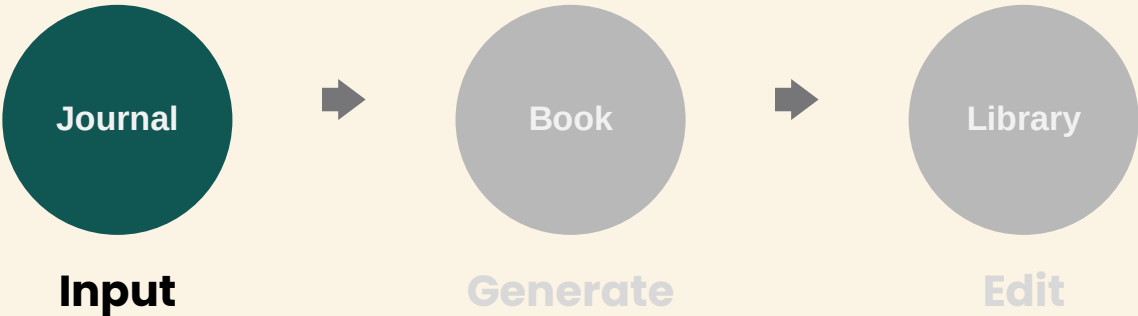


After



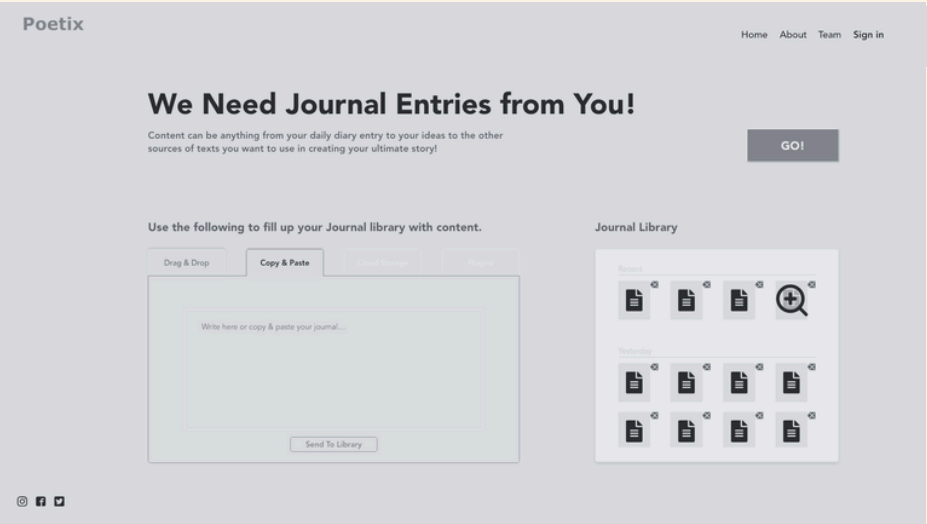
Drag & Drop text files: Single option for the MVP!

WIREFRAME AND ITERATION

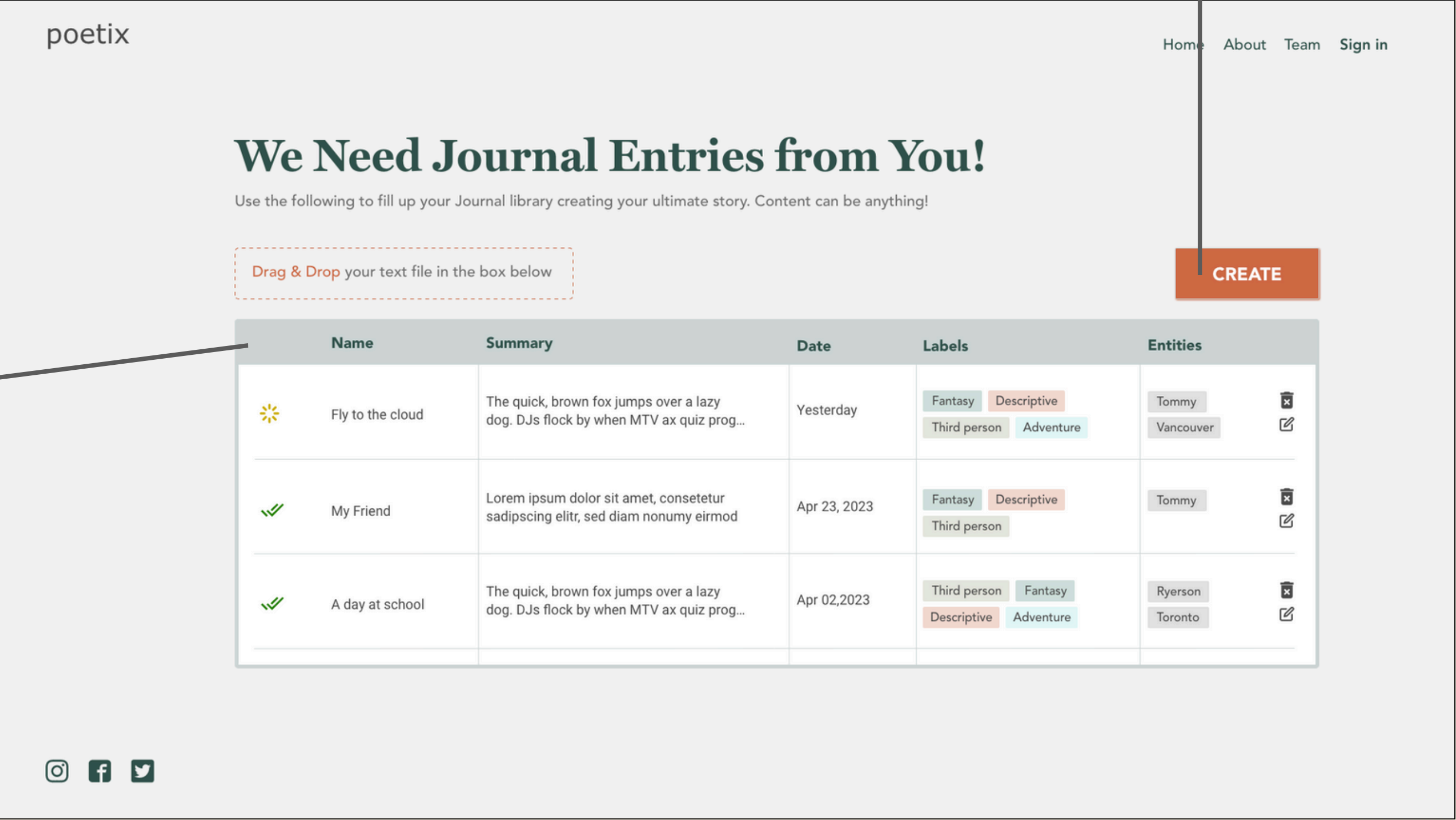


To “Generate” step (ptompt based)

Before



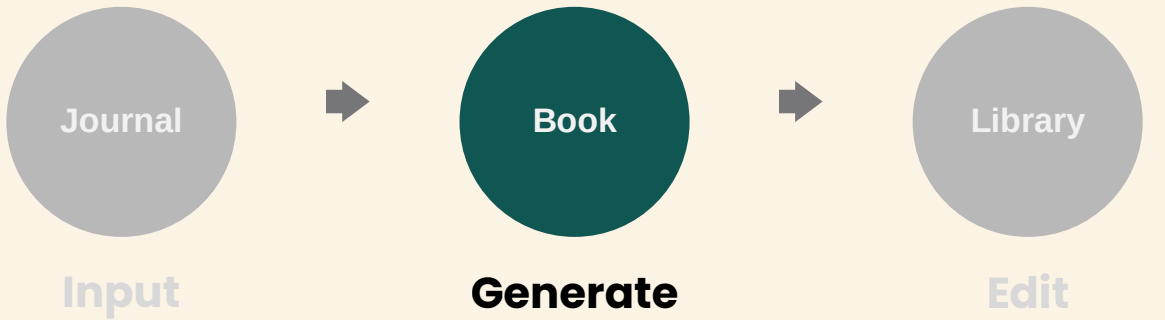
After



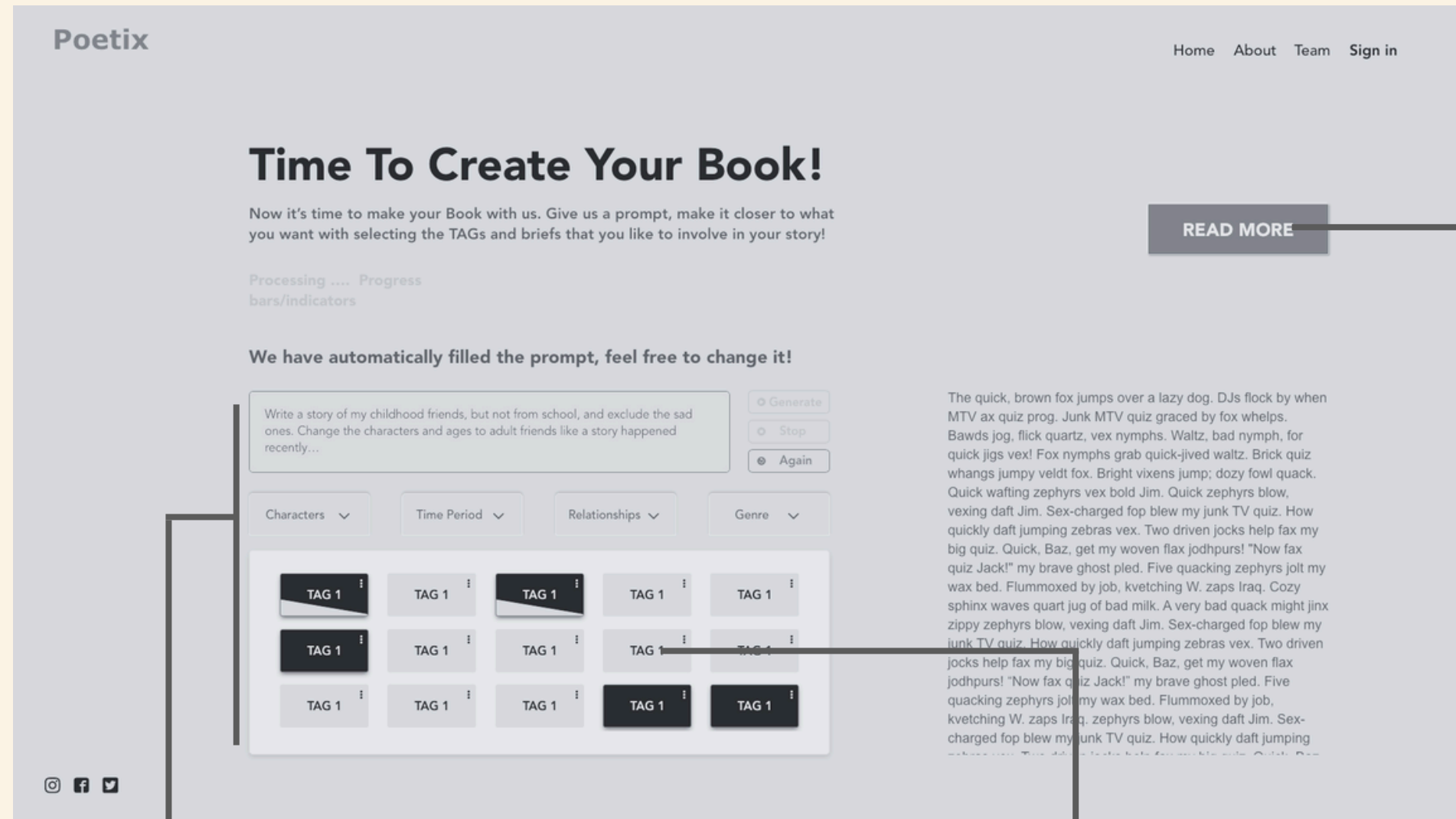
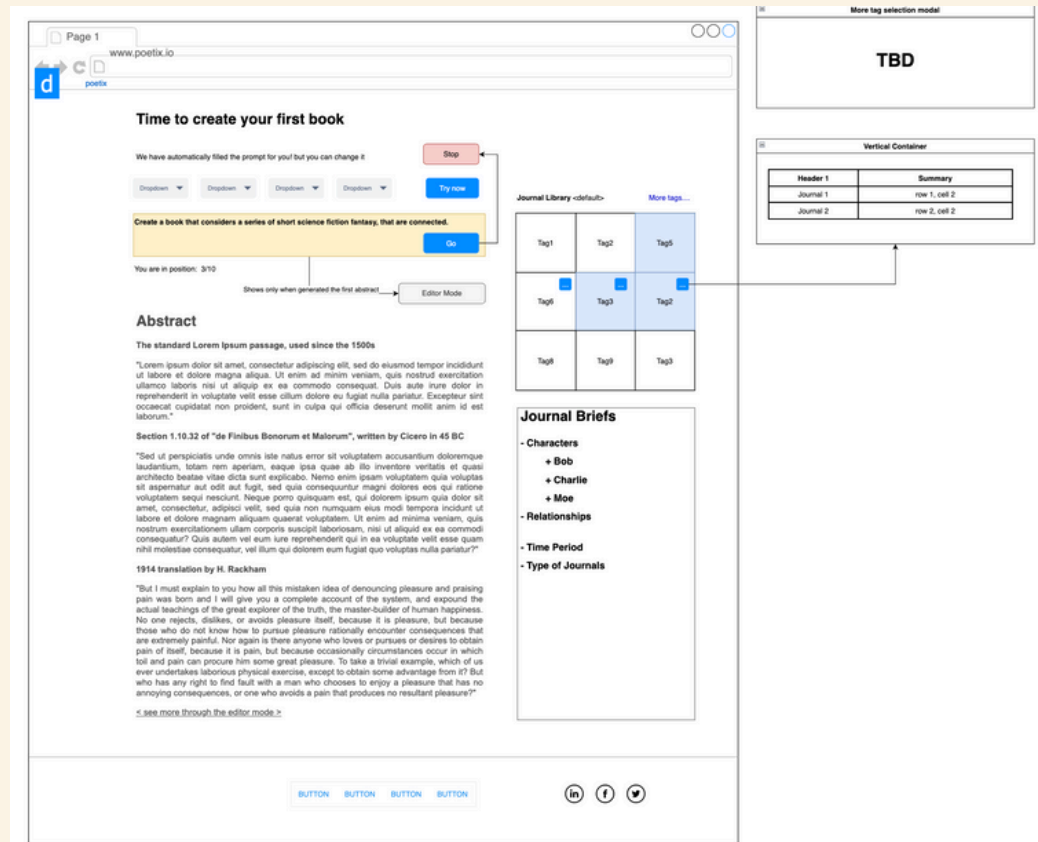
After importing text file:
Automatic name, summary,
labels, and entities.

Easy and intuitive access
to asset library

WIREFRAME AND USABILITY TESTING



Ideation on how to give a prompt



To "Edit" step

Users encounter blank-page anxiety by being asked to write a prompt

Unintuitive access to selected and non-selected tags to review in a glance for the prompt

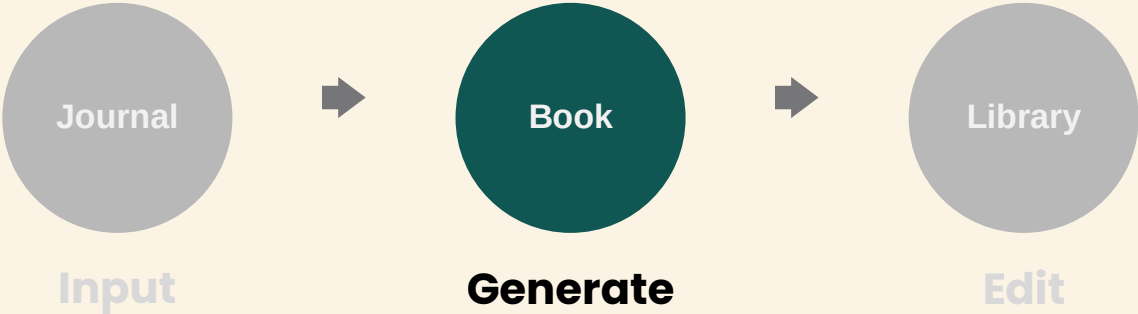
Hmmm, not sure if I'm selecting the tag or story(asset)"

Journals	Date added		Journals	Date added	
The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>	The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>
The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>	The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>
The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>	The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>
The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>	The quick, brown fox jumps...	09/08/23	<input type="checkbox"/>

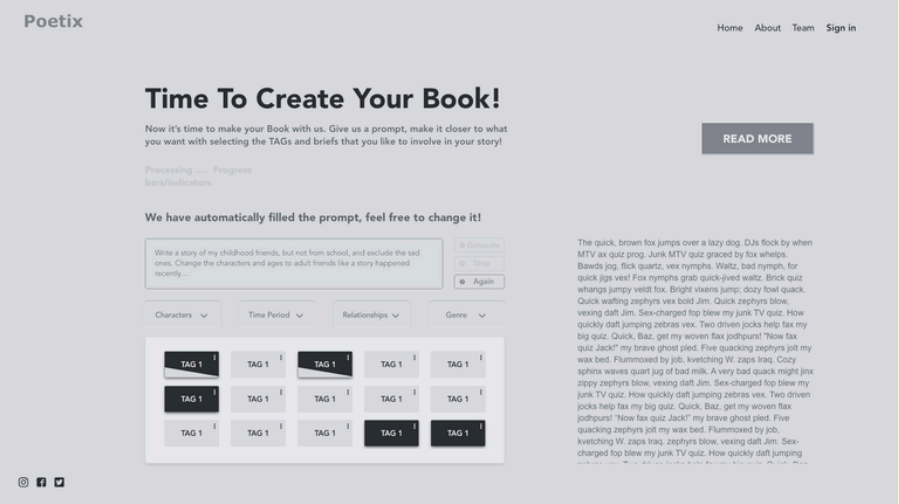
CancelDone

Auto-Categorizing the assets based on the labels

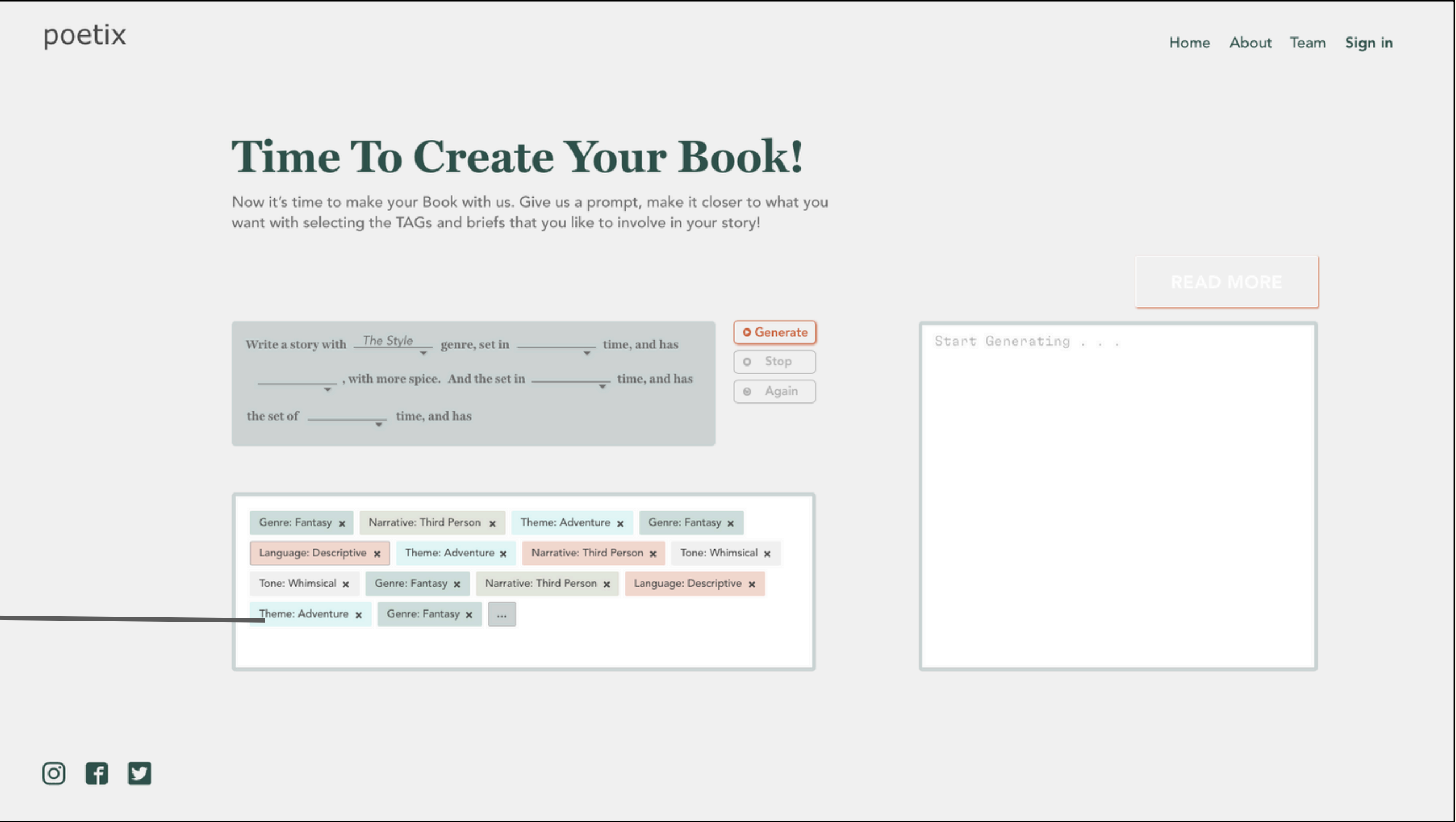
WIREFRAME AND ITERATION



Before



After



Prompt scaffolding to make the user familiar, and trust to the flow

clear tags and labels to select/ deselect

WIREFRAME AND USABILITY TESTING



poetix

Home About Team Sign in

Time To Create Your Book!

Now it's time to make your Book with us. Give us a prompt, make it closer to what you want with selecting the TAGs and briefs that you like to involve in your story!

Write a story with The Style genre, set in _____ time, and has _____, with more spice. And the set in _____ time, and has the set of _____ time, and has

Generate

Stop

Again

Genre: Fantasy x Narrative: Third Person x Theme: Adventure x Genre: Fantasy

Language: Descriptive x Theme: Adventure x Narrative: Third Person x Tone: Whimsical

Tone: Whimsical x Genre: Fantasy x Narrative: Third Person x Language: Descriptive

Theme: Adventure x Genre: Fantasy x ...

READ MORE

We lose people all the time. It's just the nature of the job. What can you expect from a place full of nooks and crannies people intentionally go to get lost in? I usually don't worry when I don't see someone for a while, but when it's been days since someone's checked out, it's usually a sign that I need to step in. I'm not doing this alone, thankfully. No Librarian is ever truly alone, are they? I have help from the Watchers and Listeners of the shelves. Thanks to them, it usually doesn't take long to get the scent, if you know what I mean. However, today is one of the rare, and ...

< Read more >

To “Edit” step;
Time to sign in to see
full generated story

To read and the full story

Sign in to poetix

Sign in with Google

Sign in with Facebook

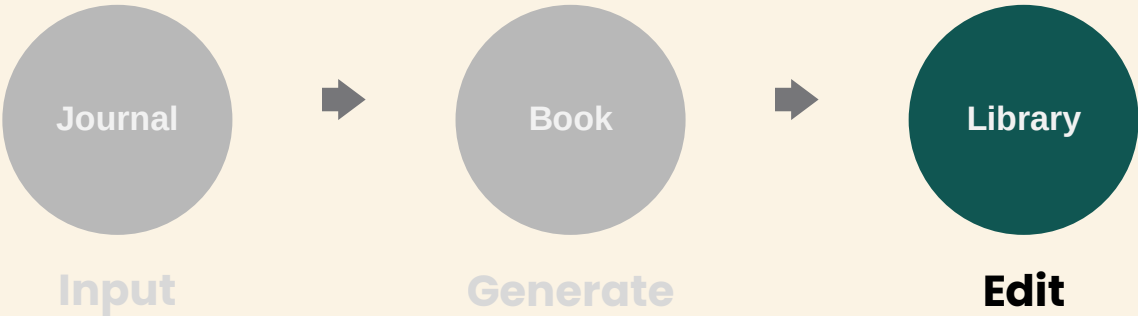
Or

Enter your email address

Continue with email

Summary/ beginning
of the generated story

WIREFRAME AND USABILITY TESTING



poetix

Home

Journal

Book

Create

Editor Mode

Published

Dashboard

Instagram

Facebook

Twitter

poetix

Home About Team Vindy Min

Moon Journey With Lola

Edit your story and make it ready to publish...

PUBLISH

Normal text Arial 11 B I U A

We lose people all the time. It's just the nature of the job. What can you expect from a place full of nooks and crannies people intentionally go to get lost in?

I usually don't worry when I don't see someone for a while, but when it's been days since someone's checked out, it's usually a sign that I need to step in.

I'm not doing this alone, thankfully. No Librarian is ever truly alone, are they?

I have help from the Watchers and Listeners of the shelves. Thanks to them, it usually doesn't take long to get the scent, if you know what I mean. However, today is one of the rare, and unfortunate, exceptions when my search has exceeded more than an hour—and an hour is pushing it.

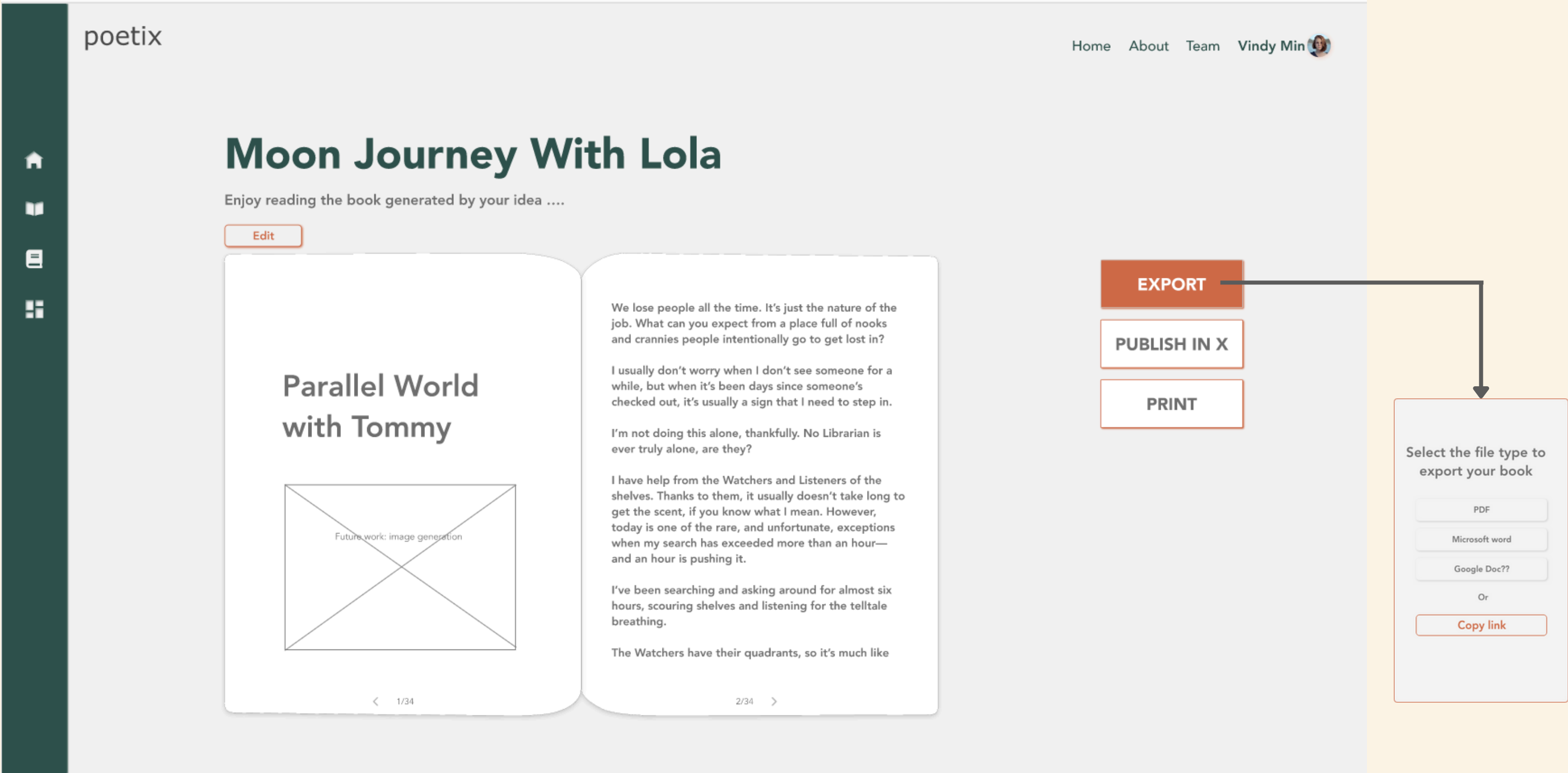
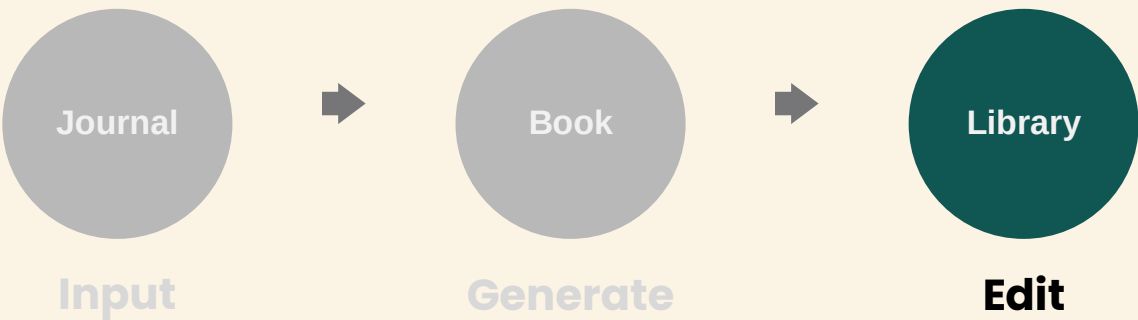
I've been searching and asking around for almost six hours, scouring shelves and listening for the telltale breathing.

The Watchers have their quadrants, so it's much like playing hot and cold.

Post-authentication dashboard

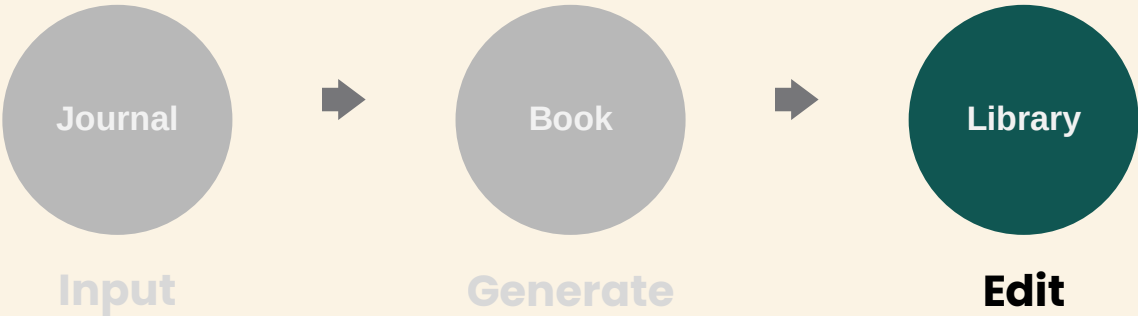
Editor mode

WIREFRAME AND USABILITY TESTING

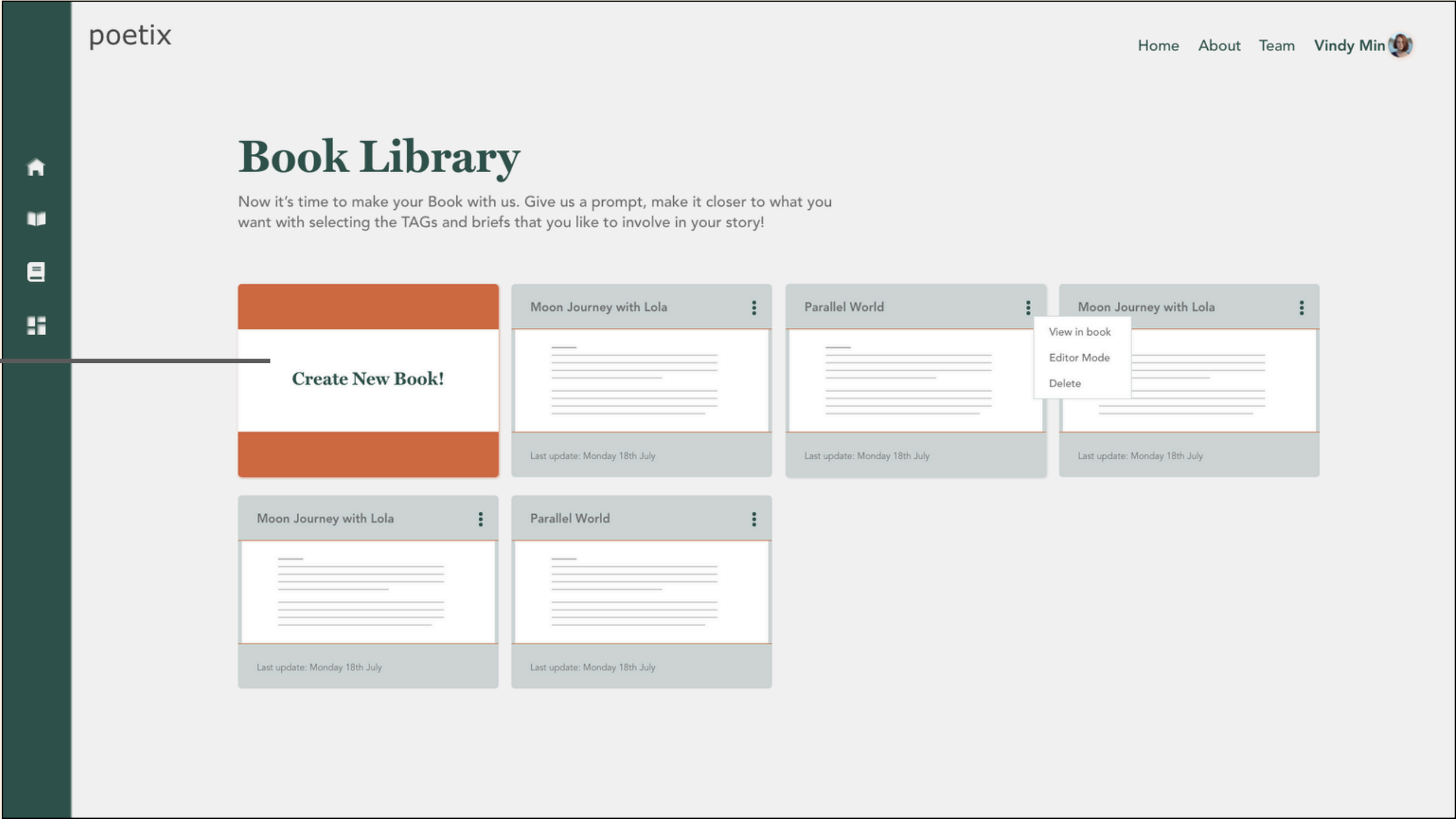


Book view interface for publishing

WIREFRAME AND USABILITY TESTING



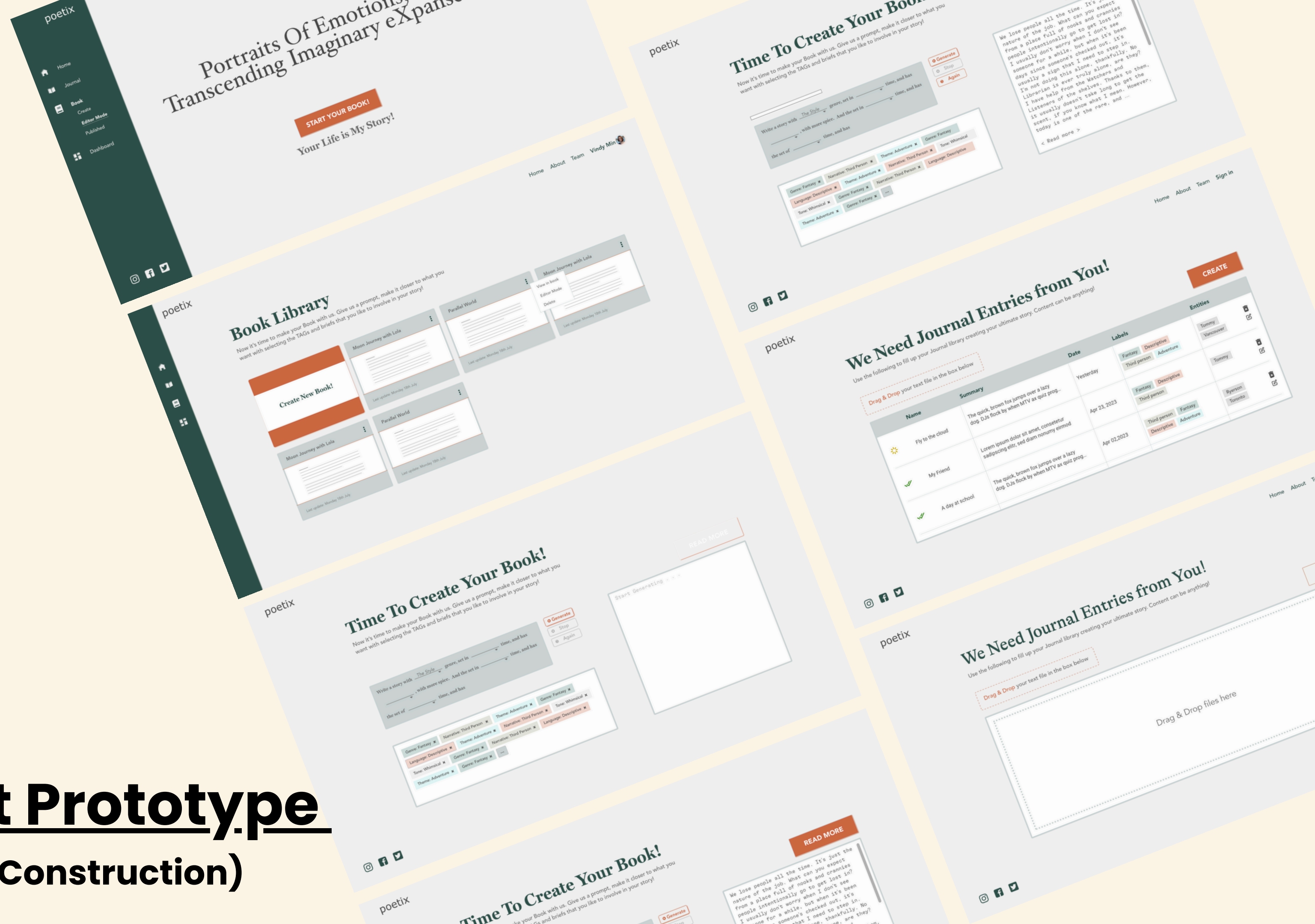
Navigate to Generate step
(Prompt page)



Generated books library with edit feature

Current Prototype

(Under Construction)



FUTURE WORK



#1

Pitching the MVP and get feedback

#2

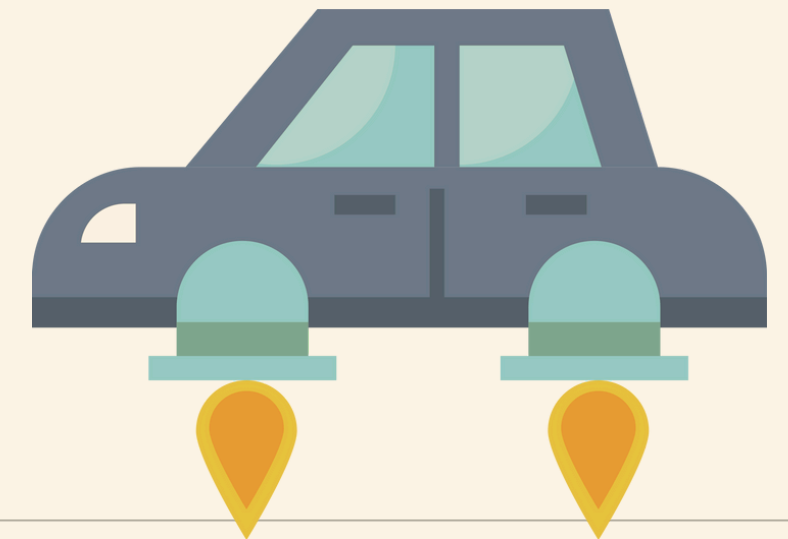
More usability testing

#3

Train the LLM to gather assets from other users in one story

#4

Finding a story timeline based on user's age and added asset



MY IMPACT



CHALLENGES & WHAT I LEARNED



1 UX Designer; Reduced engineering rework by 30% > parallel strategic wireframing and testing; & Working directly with developers and engineers to deliver the prototype in short timeline

#1

Learned that backend development can impact the user journey

#3

Able to handle the research without deep competitive audit because of time constraint

#2

Learned how to collaborate with the AI team in the workflow as a new experience

#4

Finding the balance between business, user, and technical capabilities