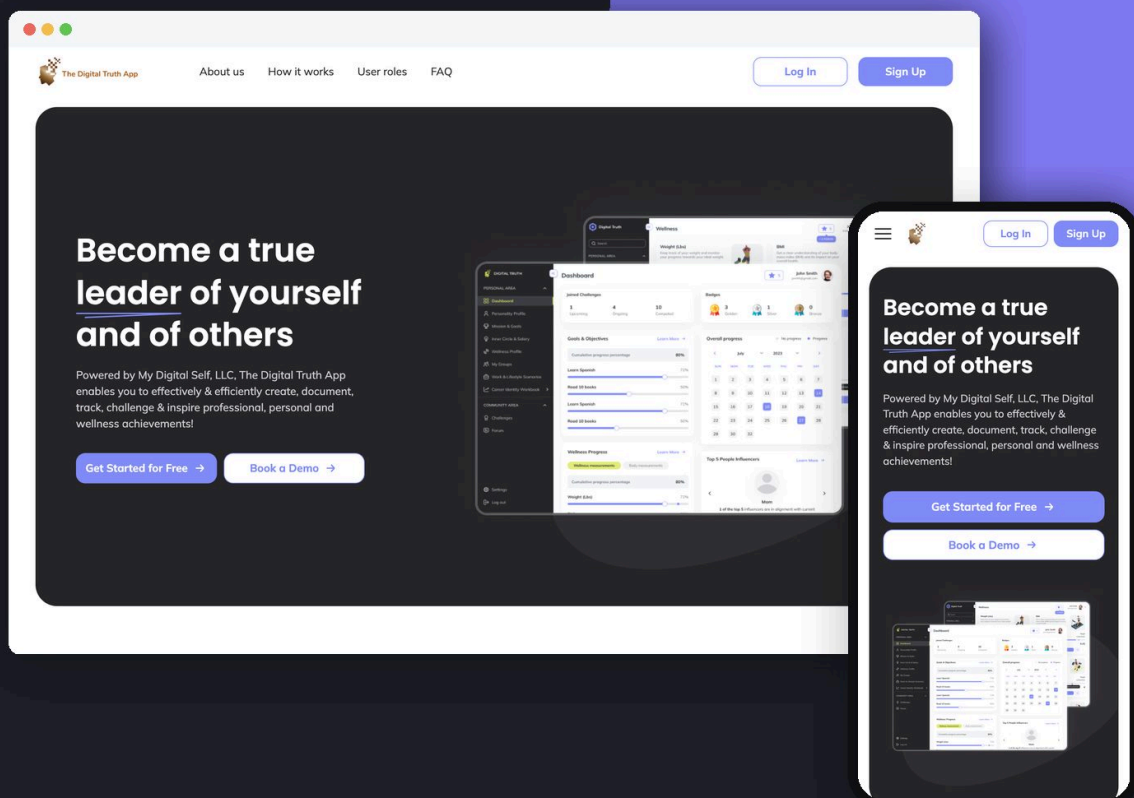


# A goal-tracking platform that works as a "digital mirror" for individuals and groups

A platform for creating, tracking and challenging personal, professional and wellness goals - for individuals and groups.



## CLIENT

The Digital Truth App

## INDUSTRY

Personal and leadership development

## LOCATION

United States

## ENGAGEMENT

Marketing website and web app dashboard design

## Overview

The Digital Truth App, from My Digital Self, LLC, helps people and groups create, document, track and challenge their personal, professional and wellness goals. Ecomsy designed the marketing website and the web app dashboard.

## Business challenges

- **Goals that drift.** Personal and professional goals are set once and rarely tracked.
- **Different roles, one product.** Individuals, group managers and challenge managers each need their own view and plan.
- **An abstract idea.** "Leading yourself" is hard to picture until you see the dashboard.

## The scope

A website that makes the idea concrete and explains the roles and plans, alongside a clear dashboard for tracking goals.

### Key priorities

- Make the "digital mirror" idea concrete
- Explain each user role
- Show the dashboard early
- Offer a free way to start

## Solution

We paired a simple, illustrated explanation of the idea with a clear look at the product itself.

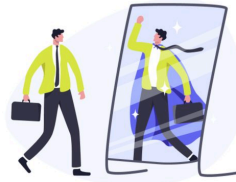
- **The idea, illustrated.** A "digital mirror" that shows a better version of yourself.
- **Six pillars of growth.** Understanding, personality, progress, challenges, rewards and more, each with its own icon.
- **Plans by role.** Free, individual, group manager and challenge manager plans, compared side by side.

**The result.** A product and site that turn an abstract self-development idea into something people can start using today.

## Key features

### Use This Tool As A Digital Mirror to See Your Better Version

Digital Truth is the premiere platform for gaining understanding, clarity, direction, connection, leadership & accountability for yourself and your group.



25%

42%

30%

60%

01

### A digital mirror

A premiere platform for understanding, clarity, direction, connection, leadership and accountability.

### Build a Reflection of Your Best Self

Platform features



**Understanding**  
Gain comprehensive insights to help understand progress and areas for improvement



**Personality**  
Access in-depth analysis to help identify unique traits and how they influence goals



**Progress**  
Review & share developmental & wellness goal progresses



**Challenge**  
Run effective campaigns to foster a competitive and motivating environment



**Reward**  
Use a data-driven approach to easily identify high performing group members



**Forum**  
Digital bulletin board for effective sharing of insights, questions, and support

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### Build a reflection of your best self

Understanding, personality, progress and challenges, each tracked in the app.

### User Roles

Free Plan

Free forever

Get Started

- Overall Progress Dashboard
- Personality Profile
- Define Inner Circle (Top 5 People)
- Wellness Measurements
- Able to join Challenges
- Able to be a Group Member

Individual Account  
Lead Yourself

\$9.99 / per month

Get Started

- Overall Progress Dashboard
- Personality Profile
- Mission & Goals Mgmt.
- Define Inner Circle (Top 5 People)
- Define Focuses (Top 5 Activities)
- Salary Comparison
- Full Wellness Profile
- Able to Earn Badges
- Able to be a Group Member

Group Manager  
Lead Others

\$29.99 / per month

Coming soon

- Group Progress Dashboard
- Group Demographic Profile
- Group Goal Mgmt. & Tracking
- % People in Alignment w/ Goals
- % Activities in Alignment w/ Goals
- Group Salary Percentiles
- Full Group Wellness Profile
- Able to Earn Badges
- Able to be a Group Member

Challenge Manager  
Inspire Others

\$29.99 one time

\$ Price per challenge

Get Started

- Challenge Mgmt. Dashboard
- Participant Demographic Profile
- Group Goal Mgmt. & Tracking
- Able to Create Challenges
- Able to Manage Criteria & Rules
- Able to Manage Leaderboards
- Able to Create Badges (coming soon)
- Able to Earn Badges
- Able to be a Group Member

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### User roles

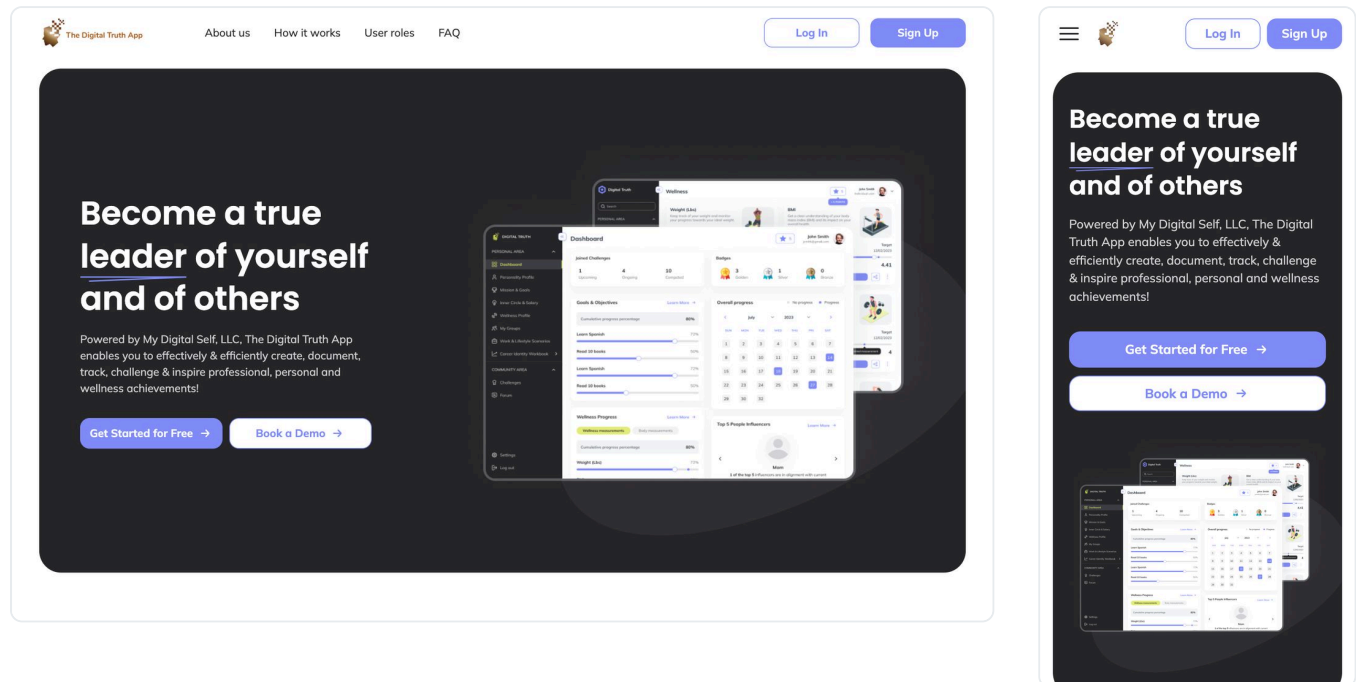
Free, individual, group manager and challenge manager plans, side by side.

## Tech stack

- **Custom web application.** Goals, groups and challenges
- **Responsive layouts.** Designed for desktop and phone
- **Swiper.** Testimonial and content carousels

## The live product

digitaltruthapp.com



## About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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