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1. Introduction

The purpose of this report is to present a web application project called My Voice and discuss the design, development, and evaluation stages. This project focuses on supporting people who are afraid or nervous about public speaking, so by creating this web application, it can hopefully improve their communication skills as well as overall confidence through daily structured challenges, which consist of three difficulties being Easy, Medium, Hard, and within each difficulty there are multiple challenges that can range from simply complimenting someones outfit to starting a conversation with a stranger. The whole idea behind these challenges is to build a gradual progression: users begin with simple challenges and work their way up to more difficult ones.

HTML was used to create the prototype [1][3], and the Bootstrap framework was used to enhance responsiveness, style, and layout [3][7]. Also, simple JavaScript functions were added to allow user interactions, such as selecting challenges and reflecting on which challenges a user has completed. Within the system lie key features such as challenge selections, progress tracking, and reflection notes, all designed to make the user experience simple and effective.

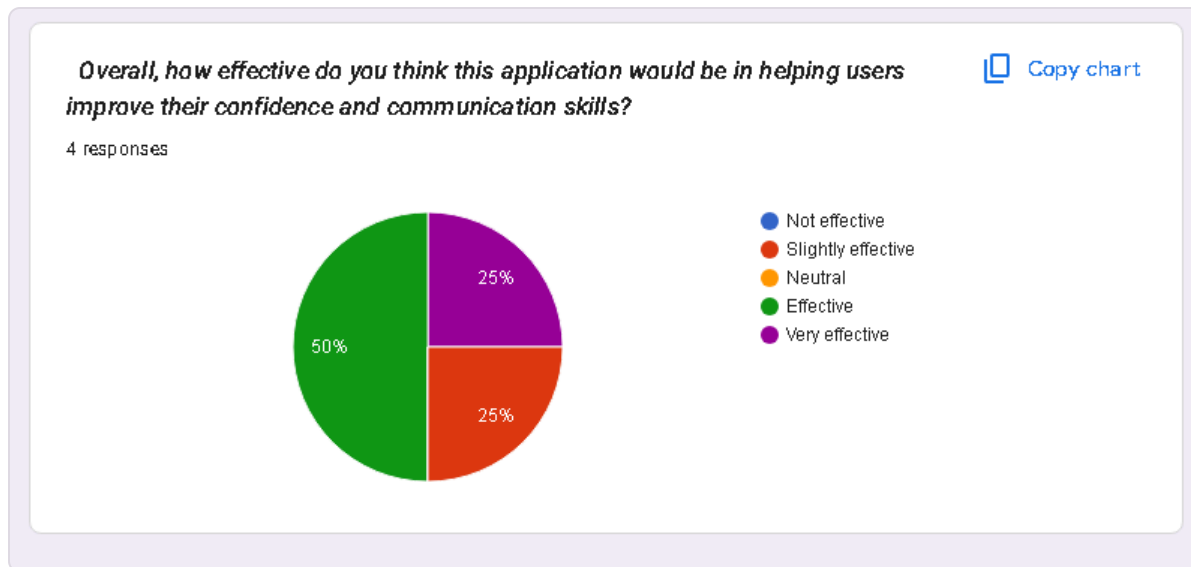
Within this report, there are three main sections. The practical development of the prototype, including implementation and user feedback, is the main focus of Task 1. Task 2 examines the project's enterprise components which includes , a suggested startup and a PEST analysis. And finally, Task 3, which reflects on the whole development process, as aswell as the skills and experience gained, and the potential social impact of the system.

Task 1: Practical Development / Implementation

1.1 Initial Feedback

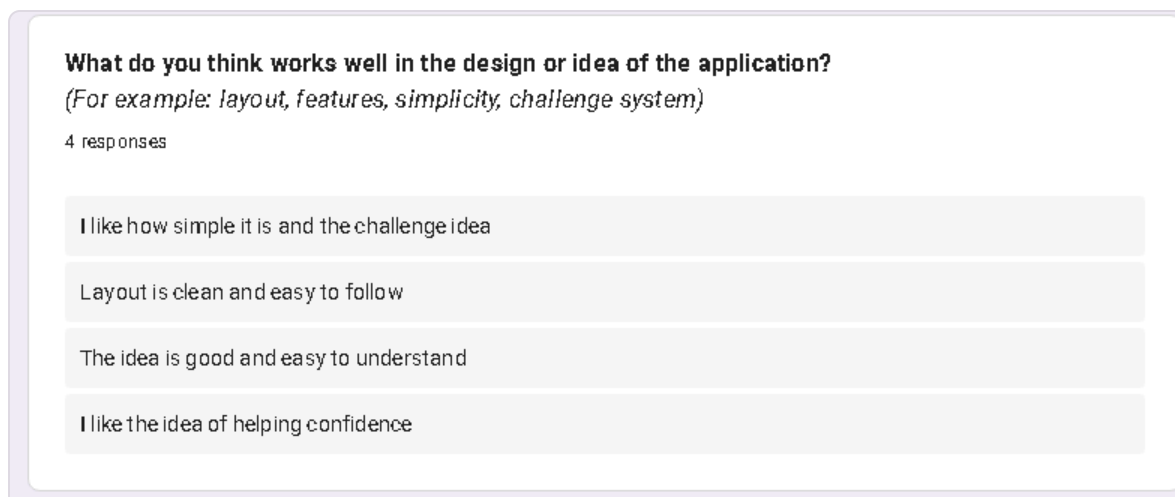
To test how well the application functioned, a Google Forms questionnaire was created to gather feedback from several friends/colleagues. The questions that were included in the questionnaire revolved around the overall design, usability, and effectiveness of the application. To gather accurate feedback, the prototype was given to the participants, who were asked to explore the application as much as possible and try each function. After they felt they had enough time to explore the application, they were asked to provide feedback on the layout, challenge system, and overall user experience.

Figure 1: Effectiveness Results



The majority of participants who completed the survey agreed that the application's goal was clear and easy to understand. Almost all participants felt the layout was easy to use, especially on the home page, but they also thought that including difficulty levels on the challenges page would help users build their confidence over time, rather than being put through hard tasks straight away. One participant wrote that they thought the progress bar was useful because it allows users to track their progress and monitor their development over time.

Figure 2: Positive Feedback



However, there were also some negative comments. One participant stated that after selecting a challenge, it wasn't immediately clear how to complete it and suggested that clearer instructions be provided, which would improve usability if added. Another person said that some sections of the prototype felt basic and that it would benefit from having additional features or more detailed information. Other suggestions that were written stated that more tasks should be added as well as improving the navigation across the application and expanding the progress tracking system.

Figure 3: Improvements

What improvements or additional features would you suggest to make the application better?

4 responses

Add more challenges

Maybe make the start button stand out more

Add more features like tracking progress over time

Improve instructions and make it clearer

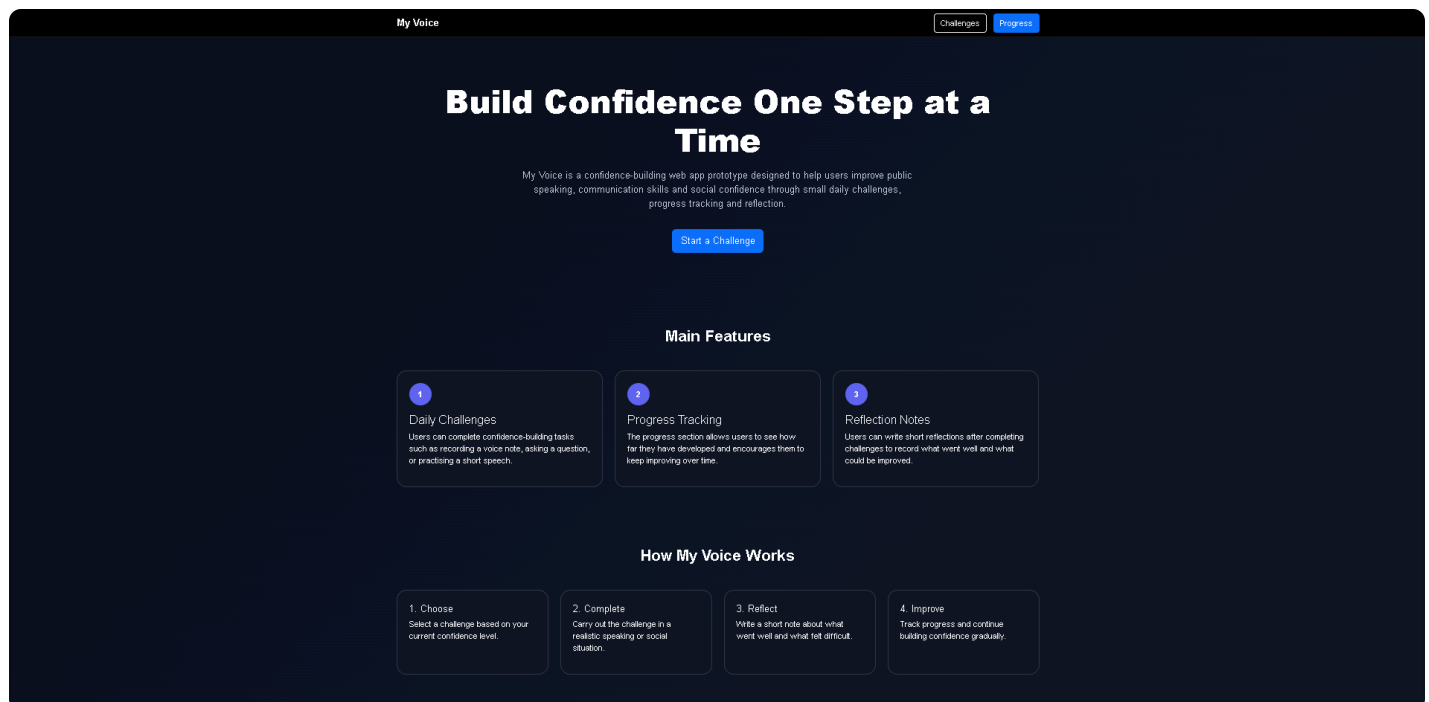
Based on the feedback, several changes have been made to the application, including improving navigation guidance, making it easier to choose challenges, and adding features such as progress tracking and reflection notes. Overall, the feedback that was received helped make the application easier to use and to give better results.

1.2 Implementation

The My Voice prototype was created to be a multi-page web application using HTML[1][5], while also using Bootstrap[3][7], which was able to improve the layout as well as the design, and responsiveness of the pages. Simple interactions, such as letting users choose tasks and save reflections, were added using basic JavaScript. The aim of this prototype was to create a functional example that demonstrates its main features, rather than to develop a fully finished system.

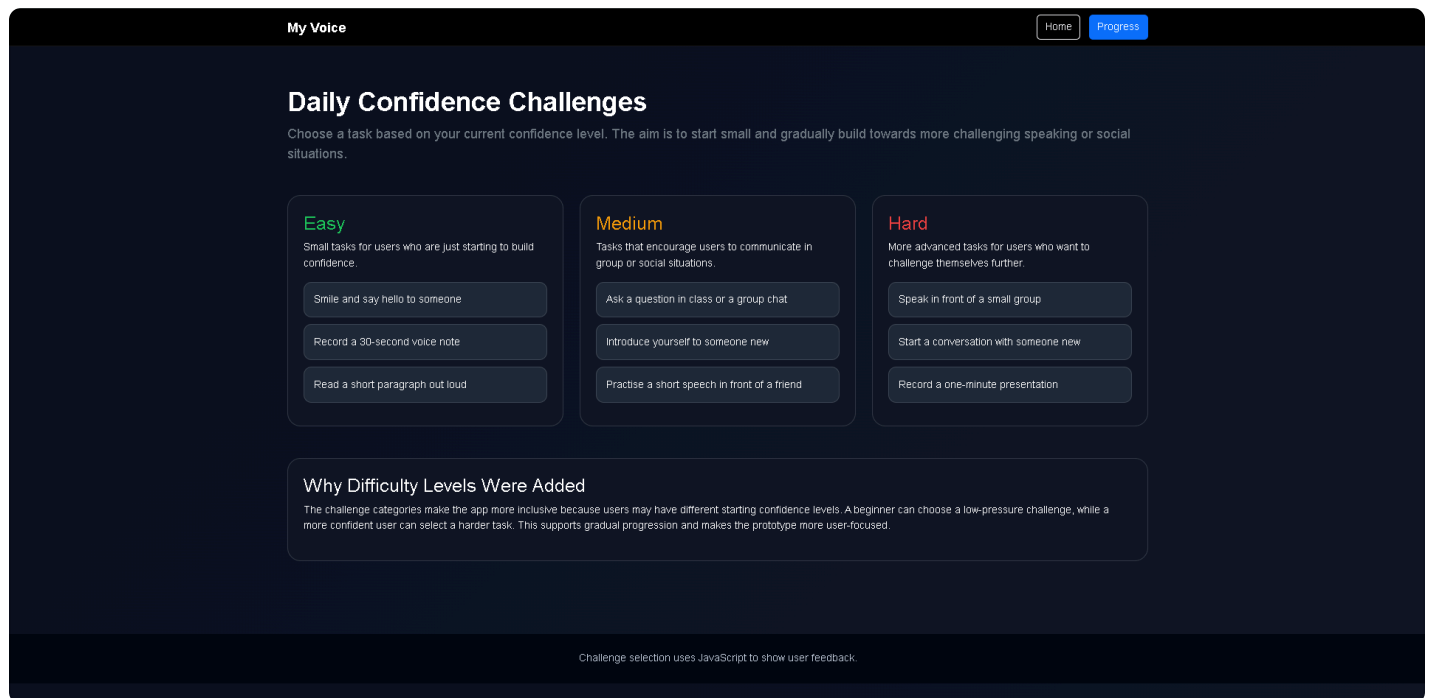
Within this prototype, there are three main pages: a Home page, a Challenge page, and a Progress page. The home page explains the site's main purpose and how it can help users improve their confidence through daily challenges. This layout guides the users straight towards the “Start a Challenge” button, making it very clear how the system is meant to be used. Alongside the main functions of the home page, there are a few feature cards that explain key parts of the application, such as daily tasks, progress tracking, and reflection notes.

Figure 4: Home page screenshot



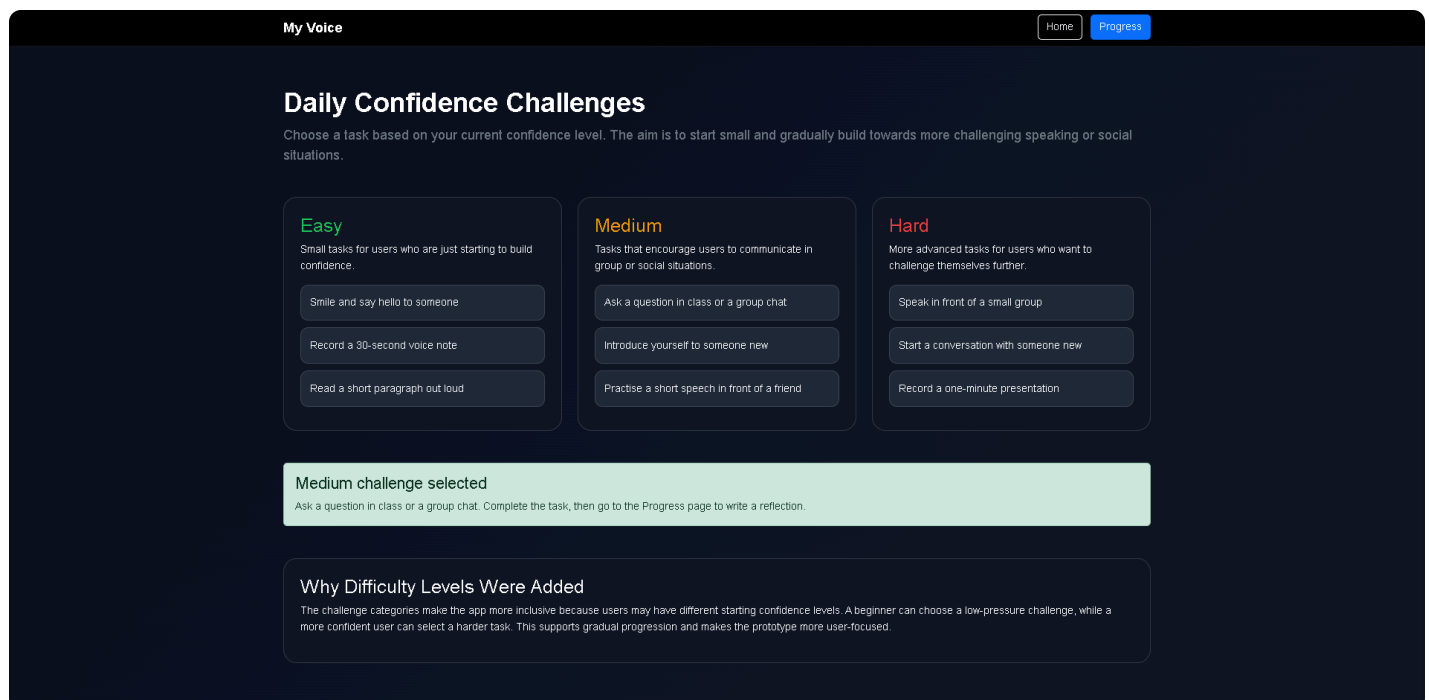
On the challenges page, a user can pick their daily confidence challenge by difficulty level: Easy, Medium, or Hard. Users can select easier challenges before moving on to difficult ones, or whatever difficulty they feel comfortable with. This is useful for a confidence-building application because users may have different starting points. Each challenge is displayed as a button, making the interface easy to use and understand[8].

Figure 5: Challenge page screenshot



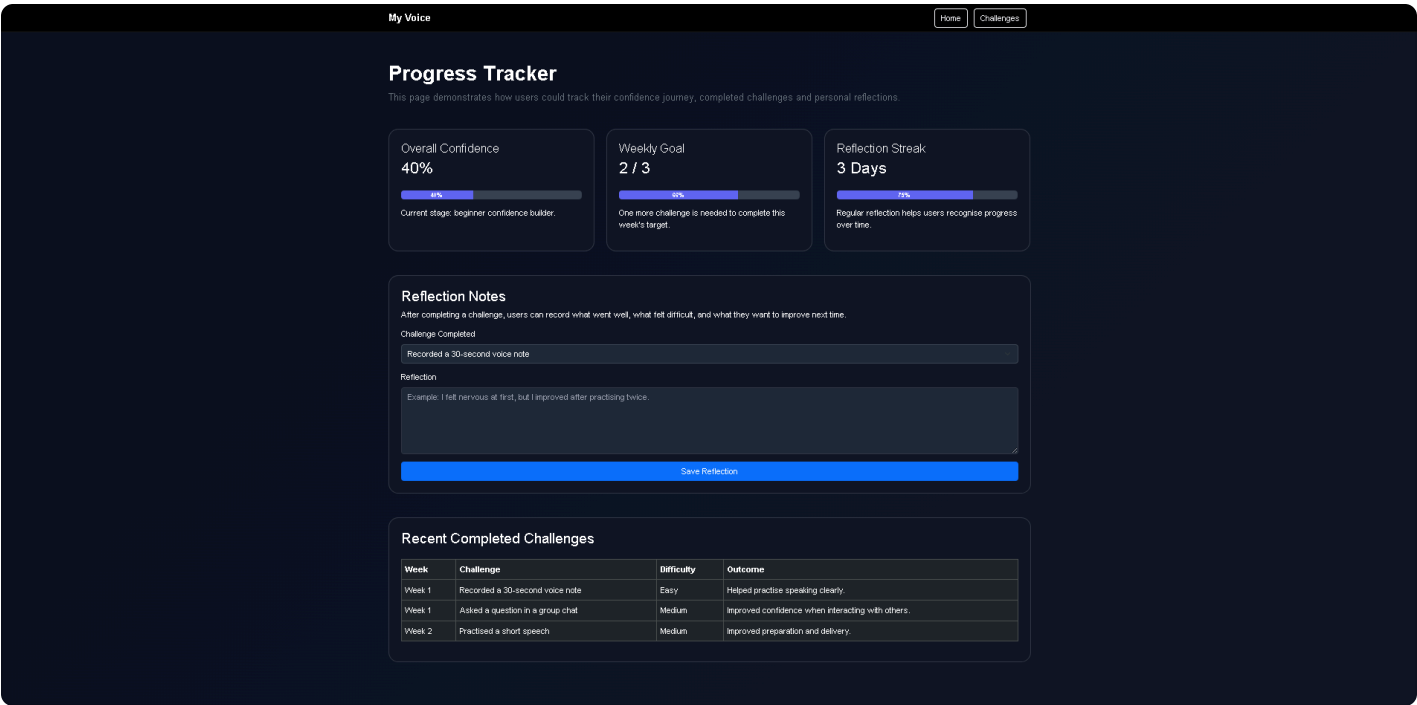
To make the prototype feel more responsive, simple JavaScript was used to display a pop-up confirmation message when a user selects a challenge. By adding this, it gives the user immediate feedback and, as mentioned previously, makes the application feel more responsive.

Figure 6: Selected challenge message screenshot



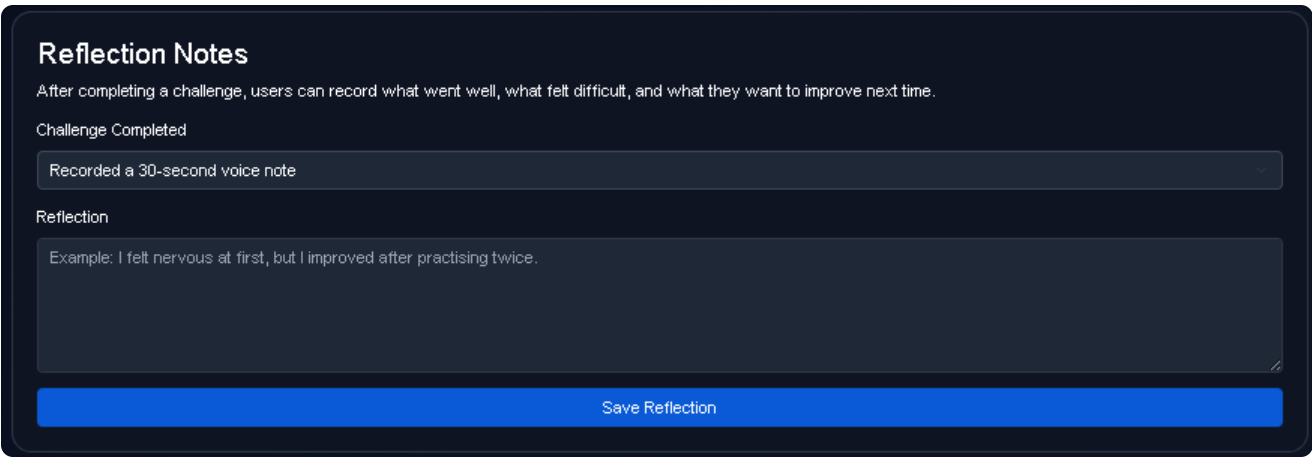
This progress page allows users to keep track of their current progress and shows them how far they have come. It includes features such as a record of previously completed tasks, weekly goals the user can complete, and progress bars that show an estimate of the user's overall confidence based on the challenges they have completed. By including these features, users are able to see their improvement and are encouraged to continue completing tasks.

Figure 7: Progress page screenshot



Also, on the progress page, a reflection feature was added that enables users to document their experiences after completing a challenge. By including this reflection, users can reflect on what went well during a challenge and any difficulties they faced, and document what they could do better next time.

Figure 8: Reflection note screenshot



Through the course of development, a number of problems were encountered, particularly with layout alignment and responsiveness while using Bootstrap. Certain elements were not displaying correctly across different screen sizes, such as mobile phones and tablets. After trying various solutions, the issue was resolved by simply adjusting the page structure and the Bootstrap grid system.

When implementing JavaScript, there were also some minor concerns with the functionality of the buttons, such as certain messages did not appear correctly when challenges were picked. This issue was quickly resolved by modifying the element IDs and making sure that functions were properly linked to the buttons.

Maintaining a design that was consistent throughout all of the pages was another challenge that was encountered at times. This issue was fixed by ensuring the application's layout, spacing, and color scheme remained consistent throughout. The overall usefulness and dependability of the prototype improved as a result of resolving these concerns.

Task 2: Enterprise

2.1 Tech Start-up Overview

The My Voice application has the potential to develop into a tech start-up [5]. It would focus on helping users improve their self-confidence, communication skills, and public speaking skills. If the business were created, it would operate as a private limited company called My Voice Ltd. The primary objective of the company would be to offer customers a platform that helps them feel supported and is simple to operate. This platform would foster progressive personal development by means of scheduled daily challenges, activities that track progress, and activities that reflect on that progress.

Those who struggle with confidence in social or public speaking settings would be the primary target audience for this application, more specifically, students, young adults, and individuals. There are a lot of young people who suffer from anxiety when speaking in front of new people, especially in environments like schools or workplaces. As a result, the application's objective is to provide users with challenges ranging from Easy to Difficult, and, over time, they will develop the confidence they need to speak to new people rather than being placed in difficult situations.

I believe the best business model to use would have to be a freemium model, as it would allow users to have access to all key features of the application, and if they wanted to have access to more in-depth features, like personalized challenges or advanced progress tracking, they could subscribe to a premium subscription. Additional revenue could be generated through advertising, sponsorships, or partnerships with educational groups and mental health support agencies[6].

It is possible to target younger audiences through social media platforms such as Instagram, TikTok, and Facebook to market the smartphone application. To increase awareness of the application, you could create promotional content that demonstrates strategies for boosting confidence and includes examples of problems. It is possible that positive user feedback and word-of-mouth promotion will help expand the business over time.

Additionally, as the application continues to grow, it may be possible to implement other features such as user accounts, customized recommendations, and support for mobile applications. If this were done, it would allow the business to expand and attract a larger audience in the future.

2.2 PEST Analysis

To determine whether any external factors might impact the My Voice app, I believe the best approach is a PEST analysis. One particular political element that matters is GDPR and data protection rules[8]. Since the application may store users' reflections and personal information, such as email addresses and bank details (if a premium subscription existed), it's important that the data is stored and handled securely and responsibly.

If this prototype were built and a business were created, several economic factors could affect the business's success. For instance, in order to be able to host, update, and upgrade the app, it would require funding, and if a premium feature didn't exist, where would the business acquire the funds to complete those tasks? Regardless of whether the business has the funds to keep the application running, when starting a new business and uploading it to the app store, there is plenty of competition, and it can be hard for a business to grow in such a competitive app industry.

Social factors are crucial since many people have trouble with confidence and communication, especially students and young adults. There is also a growing awareness of mental health and self-improvement[6], which might drive demand for apps that help users build confidence over time.

Technology also plays a part in this application, since mobile phones, websites, and digital platforms[4][5] make it easier for users to access support tools wherever they choose. There may be further developments in technology that could allow more features to be introduced, such as a mobile app or tailored challenges.

Legal and ethical concerns must also be taken into account, particularly those related to data protection and user privacy[8]. It would be necessary for the application to protect the confidentiality of the user's information and ensure that the content is supportive and responsible, rather than setting unrealistic expectations.

Task 3: Project Feedback and Reflection

The majority of the feedback collected for the My Voice prototype was positive. The participants commented that the application was straightforward to understand and liked the challenge difficulty system that was implemented. However, some users suggested that clearer instructions and more features might help improve the application. By receiving this feedback, the overall usability of the application has now been improved, and it should be easier for users to use.

Using the progress diary, I was able to track the prototype's progress weekly. By doing this for a few weeks, noticeable progress was made, such as planning the application, developing the main pages, and adding interactive features. It also allowed me to identify what future tasks and changes were needed to be completed throughout the development.

The project was a valuable experience for me to strengthen my coding skills in HTML, Bootstrap, and JavaScript. By also encountering issues such as fixing the layout design and functionality of buttons, I was able to further develop my problem-solving skills, and not to mention further enhance my understanding of user interface design and understand why it's important to create a simple and easy-to-use system.

The aim of the My Voice application is to help users gain confidence and communication skills through structured tasks. This can positively support users who are struggling with anxiety or public speaking by encouraging gradual personal development in a supportive environment.

Task 4: Conclusion

This report describes the development process of the My Voice prototype, a web-based application designed to help users improve their confidence and communication skills. This project has successfully demonstrated key features, including challenge selection, progress tracking, and reflection notes. Overall, the project helped me improve my technical and problem-solving skills while creating this prototype, and maybe one day this prototype could become an actual product.

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Weekly Progress Sheets

Date: 10/04/2026

Progress:

- Planned the idea for the *My Voice* application.
- Researched confidence-building applications and possible features.
- Created the initial structure for the homepage, challenges page and progress page.

Actions:

State priority actions to undertake over the next week below.

1. Begin developing homepage layout
2. Decide on challenge categories
3. Start building HTML pages

Next review date: 17/04/2026

Date: 17/04/2026

Progress:

- Developed the homepage and challenges page using HTML and Bootstrap.
- Added navigation and challenge difficulty levels.
- Improved layout and overall design of the prototype.

Actions:

State priority actions to undertake over the next week below.

1. Add JavaScript functionality
2. Create progress tracking features
3. Improve responsiveness across pages

Next review date: 24/04/2026

Date: 24/04/2026

Progress:

- Completed the progress page and reflection feature.
- Added interactivity using JavaScript for challenge selection.
- Collected user feedback using Google Forms and reviewed suggestions for improvement.

Actions:

State priority actions to undertake over the next week below.

1. Improve navigation and usability
2. Add final improvements to the prototype
3. Complete report writing and screenshots

Next review date: 01/05/2026