Dyson School of Design Engineering
DE1: Human-Centered Design Engineering

2026

ImpPet





"Go together, grow together."

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Team WYD?

Delivery Report

Context Summary

Context | Development | Final

How might we support freshers through the social transition into university life in a **simple, engaging, and low-pressure way?**

The Design Challenge

Starting university is both an academic and social transition. At Imperial, **first-year students, especially international freshers**, enter a fast-moving environment where many activities exist, but joining them and turning brief encounters into belonging can still feel difficult. In our survey of 57 students, **67% of international respondents reported social or cultural entry barriers, and about 56%–62% of students facing these barriers also reported regular loneliness**, highlighting the need for simpler, lower-pressure routes into campus connection.

User Group



Primary users: first-year international students at Imperial.

Secondary audience: all oncoming students joining Imperial

Needs: low-pressure ways to explore campus life, attend activities, and meet people without feeling intrusive or exposed

Why this group?

This group faces a high-friction transition: new academic structures, unfamiliar social norms, cultural adjustment, and fewer organic routes into connection.

Our Core Values

- Reduce the emotional pressure of social initiation
- Makes campus activities easier to access and join
- Visualise personal growth with every exploration and connection.

Go together, grow together.

Our Spring term research

based on **57 survey responses and 9 interviews**, showed that students do not simply lack people or events. They often struggle with knowing who to go with, how to enter existing groups, and how to follow up after brief encounters. This shaped ImpPets as a campus companion that helps freshers discover activities, find someone to go with, and grow confidence through shared exploration.

← Key Insights

Campus opportunities feel hard to enter.

Imperial has many activities, but freshers may **lack clear entry points, familiar companions, or confidence** to join spaces where groups already exist.

Initiating connection feels high-stakes.

Students may want company, but messaging or approaching someone can feel **intrusive, awkward, or risky** when they are unsure how others will respond.

Participation does not guarantee belonging.

During Freshers' Week, students may meet new people, yet still feel disconnected. What matters is **whether brief encounters can continue into more meaningful relationships.**

Shared activities make connection easier.

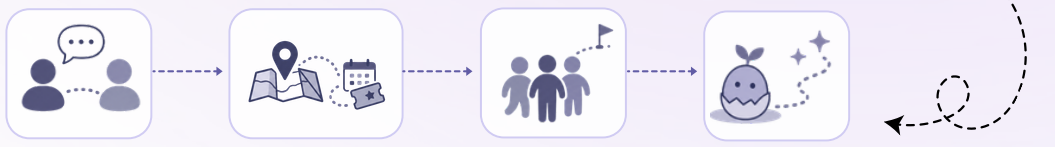
Activities give students an organic reason to interact, **reducing the pressure of direct conversation** and making connection feel more natural, mutual, and comfortable.

Final Design Direction → Solution Statement

We reframed the problem from reducing loneliness to supporting freshers' social transition into university life. Our final direction is **ImpPet**: an activity-led campus companion app and device combo that helps students discover activities, find others to go with, and gradually build connection through shared experiences.

ImpPet

*"ImpPets is a social transition companion for freshers. It turns campus exploration, activity participation, and early connection into a gentle growth journey, supported by a **digital pet that grows alongside the student.**"*



From Insight to Concept Selection

Context | **Development** | Final

Aim: **ImpPets** was ideated due to our research showing that freshers need more than social opportunities: they need a simple way to find them, someone to enter them with, and a sense that each small step is part of their university growth.

From Insight to HMWs

1. **Campus opportunities feel hard to enter**

"Events are scattered across emails and WhatsApp groups and society posts."

How might we **make campus opportunities easier to find, organise and enter?**

2. **Joining an activity has high start-up cost**

"Sometimes I want to join an activity, but I don't know who to go with."

How might we **make going together easier to start?**

3. **Participation doesn't guarantee belonging**

"Events help me meet people, but they don't always help me keep in touch."

How might we **turn brief event encounters into lasting connections?**

4. **Small steps should feel like progress**

New

"I want to feel like I'm gradually settling into university."

How might we **make social transition simple, engaging and emotionally meaningful?**

3 Concepts Explored

LinkUp! App



- Activity+Calendar
- Personal Profile
- Go together match

Feasibility: High
User Need: High
Innovation: Medium

Card Against Anxiety



- Low-pressure prompts
- Conversation starters
- Useful but limited long-term use

**Its icebreaker logic informed Student Hub prompts and activity-based interaction.*

Feasibility: Medium
User Need: High
Innovation: Medium

Projector Corner



- Public-space social hotspot
- Strong novelty
- High cost and complexity

Feasibility: Medium
User Need: Low
Innovation: High

Not selected

How Did ImpPet Emerge?

Activity Hub solves **fragmented information**

Freshers need one clear place to find social opportunities. **HMW 1**

Calendar helps **turn interest into action**

Students can easily save and remember what they want to attend. **HMW 1+2**

Student Hub + Go Together helps to **lower entry pressure**

Students can find teammates or companions without cold messaging. **HMW 3**

ImpPet growth gives **emotional continuity**

The pet turns scattered participation into a visible growth journey. **HMW 4**



Tap-to-profile emerged from our search for a low-pressure, non-verbal way to continueinteraction after an event.

Final Direction: ImpPets

A campus companion app with a growing digital pet. It combines activity discovery, personal planning, Student Space, Go Together matching, and tap-to-profile connection to help freshers enter university life through gamified, low-pressure exploration.

Prototyping Overview

Context | **Development** | Final

We prototyped hardware and software in parallel, gradually shifting from location-based matching to a more personal, activity-led companion system, while continually receiving and iterating upon user feedback at every stage.

From NFC Checkpoints to a Campus Companion System

1 Lo-Fi NFC Checkpoints





#location

post where / what you plan to do next and nearby users who may be interested

Users can see other's go-to post by their location, and connect them to "go together" via Imperial email.

Initial idea: An app, "Go Together", that matches Imperial students based on immediate location, and allows users to find other users nearby via NFC tap at checkpoints, so that they can plan and go on activities together

Tested: Physical tap points for nearby location matching.

Learned: Privacy concerns and location dependency limited the concept.

Change: Moved away from fixed checkpoints and location sharing

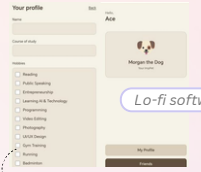
Physical product: **Location Checkpoints**
Material used: Cardboard, plastic

Digital software: **Post forum & Matching**
Tool used: Figma & Lovable

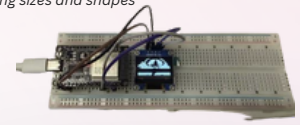
2 Pivot to ImpPet



Prototypes for hardware produced, featuring differing sizes and shapes



Create an account and you will be allocated a pet



Hi-fi prototype development for electronic hardware begins, microcontroller connects to OLED screen

Project direction pivoted to software + hardware combo, where hardware is inspired by Tamagotchis, but with added NFC capabilities. Companion software is a self-care app with a virtual pet, centralised activities page, and chat forum

Tested: Pet companion concept + personal device workflow.

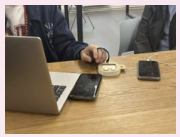
Learned: Focus on engagement, but do not lose out on emotional connection

Change: Shifted from public infrastructure to a personal companion.

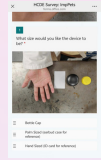
Physical product: **Hardware looks-like**
Material used: Cardboard, plastic
Hardware works-like
Material used: Electronic Components

Digital software: **ImpPet Lo-fi App**
Method used: Sketch & build test
Tool used: Procreate & Lovable

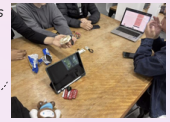
3 Co-design Iteration







Co-design session for lo-fi prototypes held with 7 peers to test preferred appearance, shape, and attachment style of hardware, functions of software, and user experience





We conducted several testing sessions and surveyed users for both physical and digital devices, and gathered data of user feedback as the foundation of our hi-fi design direction



Tested: Size, visibility, profile privacy, and activity workflow

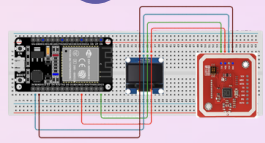
Learned: Users preferred a smaller wearable form and clearer activity journey

Change: Simplified hardware and clarified the app structure

Physical product: **Hardware looks-like**
Method used: Survey, User Co-design
Hardware works-like
Method used: Wizard of Oz, Think-aloud

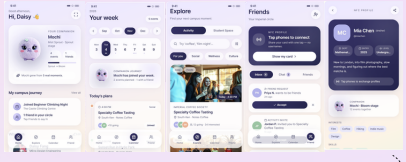
Digital software: **User testing for ImpPet**
Method used: Think-aloud, Cognitive walkthrough, Wizard of Oz, Usability testing

4 Hi-fi MVP





Refinement on hardware features based on tutor and user feedback and group discussion: (more detail see appendix)





Finalised look and working functions for hardware, combining familiar, sleek design with practical, comfortable user experience

Software with fully completed functions and workflow, as well as improved UI in line with report colour scheme



Tested: Function, software intuition, overall user experience

Learned: Users were satisfied with existing infrastructure and often desired extra interactivity

Change: Polished UI for software and appearance for hardware, extra features being developed

Physical product: **Hardware looks-like**
Material used: PLA
Method used: CAD, 3D printing, Painting
Hardware works-like
Material used: Electronic Components

Digital software: **ImpPet Lo-fi App**
Tool used: Lovable

Physical Prototype: Lo-Fi

Aim: Prototyping and testing low-fidelity versions of physical hardware, focusing on **appearance, shape, attachment style, and general appeal,** and transforming **user feedback** into **design directives for high-fidelity prototyping.**

Key Design Directions

Assumptions for hardware requirements:

- Portability: should be lightweight and easy to carry for the user's day-to-day life on campus
- Shape: should be both appealing in appearance and easy to handle
- Attachment: designed to be attached to the user and achieve a low maintenance user experience

Three prototypes were made to represent different aspects of these assumptions.



Prototype 1: Palm-sized

This prototype emphasises one of the ideated shapes of the hardware (egg shape), and demonstrates the proposed function with an insertable cardboard tab to simulate the display



Prototype 2: Keychain

This prototype is significantly smaller than Prototype 1 and models a keychain accessory, in order to present a different attachment style and user experience



Prototype 3: Key card

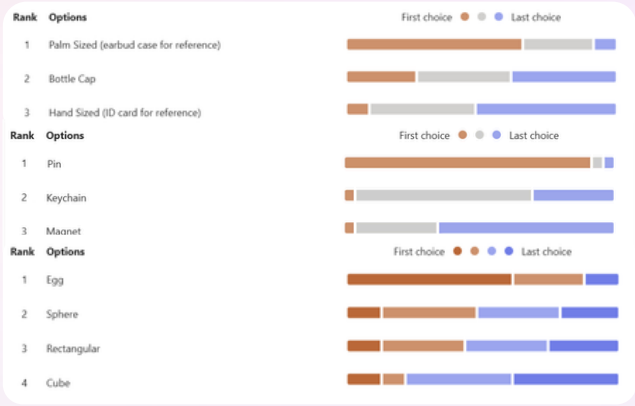
An intentionally distinct shape is given to this prototype, emulating the design and dimensions of Imperial ID cards, in order to provide range on the shape, size, and attachment

Co-Design: Survey

A short survey that was distributed online (via social media) was also conducted as a part of co-design, with three main questions (size, attachment style and product's physical appearance). Users were asked to rank the categories in each question based on their personal preferences. A total of 30 responses were recorded.

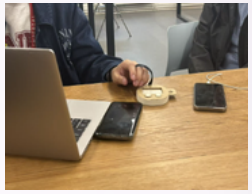
Results show that most people leaned towards a **palm-sized egg shaped hardware with a pin attachment**, with **65.2%** , **60.9%** and **91.3%** of users respectively selecting these features as their first choice.

Further suggestions also include implementing more interactive features, such as vibrations and animations.



Co-Design: In-Person Sessions





Group co-design sessions were conducted as part of user testing. 7 different users had the purpose and function of the product briefed to them, and were given lo-fi prototypes of both hardware and software to analyse and respond to.

Generally, responses towards the prototypes were positive, with many users' personal preferences aligning with the results from the survey. Although some feedback indicated that hardware and software features are currently too separate.

Key Outcomes

The changes made to the physical design were as follows:

- Size: The device will be palm-sized (similar to Prototype 1), ensuring comfort without obstruction to the user.
- Shape: This will remain an egg-like shape (similar to Prototypes 1 and 2) due to its soft and familiar appeal.
- Attachment Setting: This will be changed during the high fidelity prototypes to implement a pin/pin-like attachment style, as per the user feedback, deviating from lo-fi designs.

Screen animations are taken into consideration and implemented during high fidelity prototyping.



Prototype 0 was created as an NFC tag linked to the software prototype, and was used to visualise the interaction between these two parts

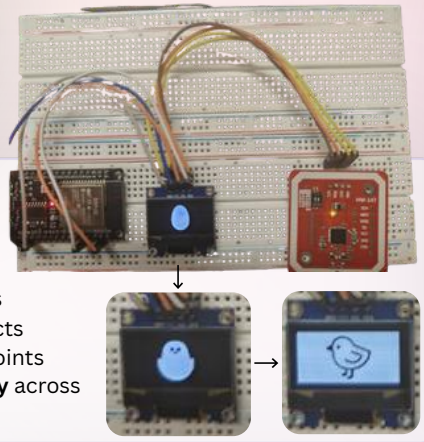
Physical Prototype: Hi-Fi

Aim: Using data and user feedback during low fidelity prototyping, the shape and structure of the physical hardware is confirmed. High fidelity prototyping now focuses on the functionality of the product and polishing of its appearance

Key Design Directions

- Display: circuitry should reflect pet evolution and designs as shown on the software prototype
- Casing: outer shell should incorporate preferred elements in feedback from lo-fi user testing

This is how components are connected on the breadboard



Prototype: OLED Display

A works-like prototype was produced on a breadboard using an **ESP32 microcontroller, an OLED 0.96 inch display, and an PN532 NFC reader module**. The display is able to evolve the pet according to the number of contacts detected by the NFC reader, consistent with the social points system of the software prototype, ensuring **synchronisity** across all parts of the product.

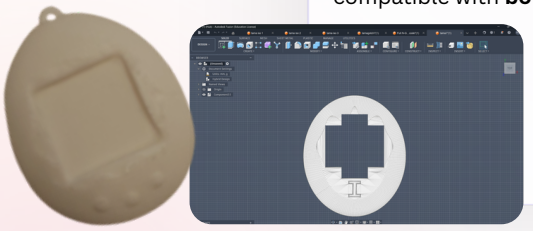


Screen with model casing

Prototype: Physical Design

A **looks-like prototype** was developed alongside the circuitry, based off of design features reported as desirable according to co-design feedback and user survey results.

A CAD model was produced as a **higher quality hardware model**, in order to more realistically test the **physical and portable experience of the product**. An **embedded NFC tag** was also attached onto this prototype to interface with the software's user registration and friend matching features, and made to be compatible with **both the electronics and software elements**.



Another prototype produced was in the form of a **covering onto the OLED display**, similar in shape to the CAD prototype. This was used in **Wizard of Oz testing** with users to visualise using the display with the existing circuitry.

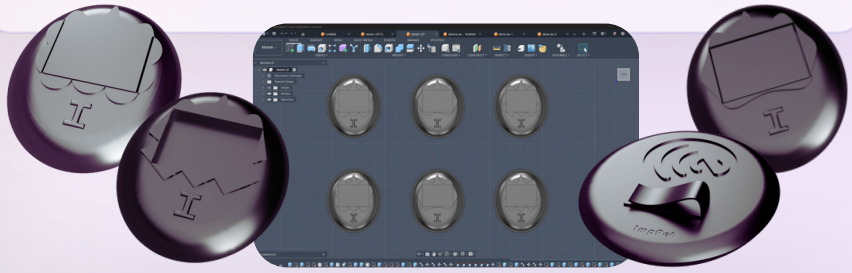
User Testing: In Person Roleplay Session





All hi-fi prototypes were user tested via an **in person roleplay session**. Users were asked to roleplay as freshers being given the product as a university welcome kit, and asked to navigate through the app and interact with hardware largely independently. **Short interviews were then conducted** with testers to collect their immediate opinions on the user experience and effectiveness.

Collected comments revealed that users were mostly satisfied with the existing features, with **18 out of 20** users ranking intuitiveness and effectiveness at a **4/5 or higher.** Additional feedback was given on the hardware's customisation and branding potential.



Key Outcomes + Revision

Based on feedback from high fidelity user testing, the final CAD prototype for the hardware was produced, featuring **a range of patterns and designs** as a response to a need for customisation. A **clip-on feature** was also modelled to achieve the desired attachment style from most users, while keeping the general shape and appearance consistent and the branding obvious yet integrated.

Following this, multiple colour schemes are be ideated and implemented onto 3D printed models of the prototype and functionality tested to ensure efficacy.

Digital Prototype: Lo-Fi

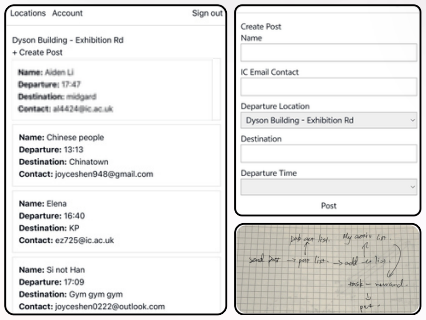
Aim: Producing a simple, functioning prototype with core features completed, so that the main purpose of the software can be accurately tested and the range of functions improved upon. App workflow is used to demonstrate the functions of the app

1 Origin of the Lo-Fi

A location based go-together forum



Logic Draft for the Prototype & Prototype Pages



The first generation lo-fi aimed at allowing users to discover nearby users and their plans. Lonely people then get a chance to join other and go together.

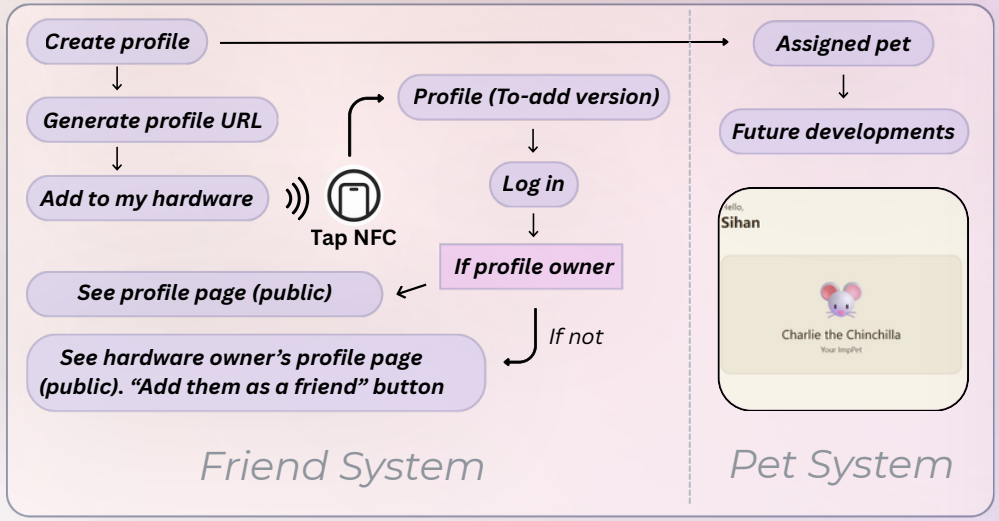
User Feedback – 1st gen

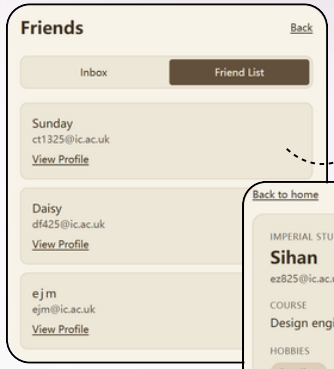
"I'd rather not share where I'm headed—it could give away where I live."

--User A

2 Pivot -- Structure of the ImpPet app

Integrated interaction-encouraging platform with friend system and pet system



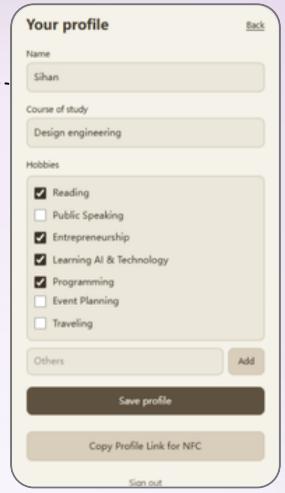


friend list showing all the friends added by you after they tapped your hardware and sent you a friend request in your inbox



This is what you'll see if you tapped your own device. If tapped by others, there'll be an "add" button for them to add you

User profile creation page, where users can input both recreational hobbies and academic skills, can be toggled into being viewable by everyone or by friends only



User Feedback – 2nd gen

Following Lo-Fi development, feedback was gathered from users during co-design sessions

- **Users want greater control over their profile customisation (name, pet species, visibility etc.)**
- **Users reported the need for agency over friend requests, an acceptance system was added to address this**
- **Users found the current features to be robust, functional, and effective in their stated purpose**

These and other suggestions were implemented during Hi-Fi development (fully explained in the next page), and further validated during role play session as user testing. While previous needs have been met, next steps were given by users:

- **Users would like more stages of pet evolution**
- **Users would like more group focused features, such as leaderboards and friend group trackers**
- **Users would like to further customise their pets through cosmetics**
- **Overall, the hi-fi prototype proved to be engaging and effective**

Digital Prototype: Hi-Fi

Context | **Development** | Final

Aim: Following testing and validation of lo-fi software features, further functions and streamlining of workflow are inputted into the hi-fi prototype, where testing focuses on full functionality of social and pet features, and refined UI design.

Development of the app

Integrated interaction-encouraging platform with pet system

Sign in (Student)

This logic map demonstrates a works-like prototype. For software looks-like prototype, see UI/UX design section.

Create profile

Generate profile URL

Add to my hardware

Tap NFC

Profile (To-add version)

Log in

If profile owner

See my profile page (for shown)

If not

See hardware owner's profile page (for shown). "Add them as a friend" button

*both users get **1 social point** when they become friends*

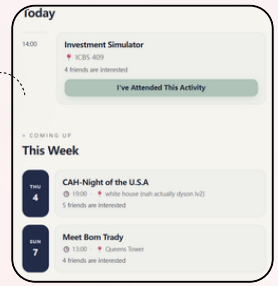


Forum

User produced posts are gathered here! Interesting people posting their thoughts...Don't forget to add them as friend!

*Have you booked too many activities and can't be bothered to check where and when they start? For every activity you clicked "I'm interested" on, ImpPet will add it to your calendar. Also, click the "I've attended this activity" here to earn **social points**!*

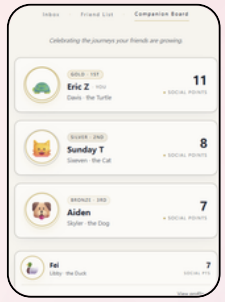
Calendar



Assigned Pet → **Pet stage 1: Egg**

3 Social Points → **Pet stage 2: Hatch**

5 Social Points → **Pet stage 3: Pet**



to hatch and see their mystery pet, users will be motivated to earn social points by attending activities and making friends – which helps them to get connected naturally with low barrier. Suggestions are designed to be soft and carry no penalty, only reward!

Try to earn more social points with your friends and bring your pet a gold medal!!!

Activities → **For you**



activities with keywords matching user profile are prioritised

Interested

activities that you liked and plan to attend

Discover

more activities that don't match your profile. Still good!

Go Together

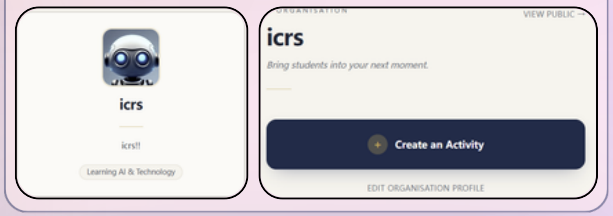
pick a friend who's also interested and invite them!

I've Attended

social point +1!

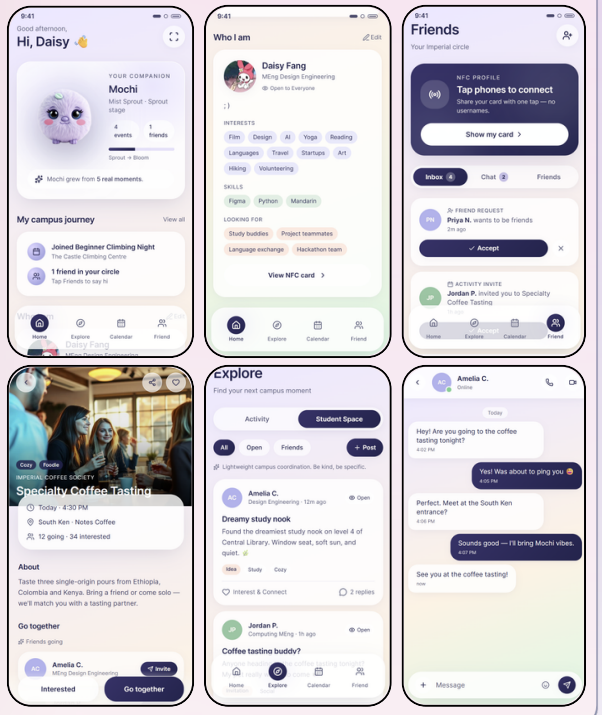
Sign in (Organisation)

organisations can create their profile and post their activities



UI/UX Design (looks-like)

We want our product to give users a soft and clean vibe, so we designed a light purple semi transparent glass-like interface.



Final Design

ImpPet

Context | Development | **Final**

"Go together, grow together."

HOME

Pet, XP history, profile editor, privacy toggle, basic app setting

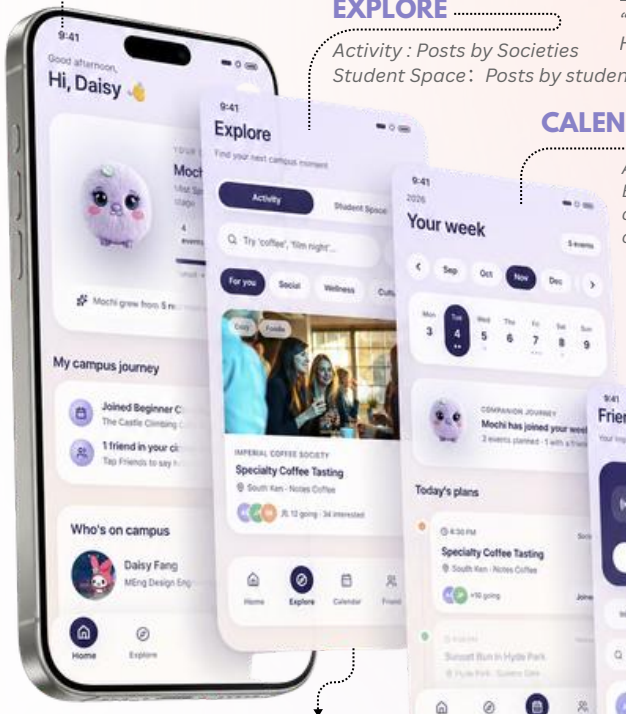
EXPLORE

Activity : Posts by Societies
Student Space: Posts by students

Example Scenario: "Post and find your Hackathon teammates!"

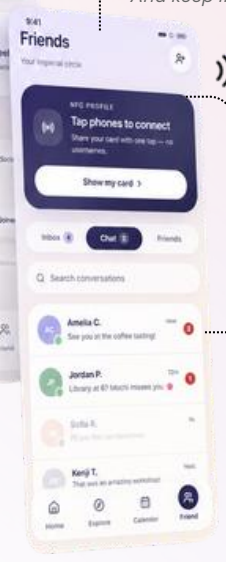
CALENDAR

After user has "interested" or "booked" an activities from the EXPLORE page, you can see all the activities you have booked on the CALENDAR page! no more wasting time scrolling in group chats or email inbox to find activities!



FRIENDS

Tap to introduce and add friends!! And keep in touch by " GO TOGETHER"!

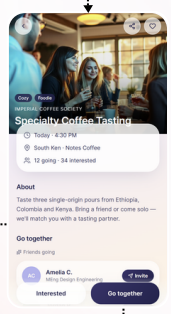


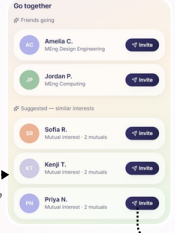
Tap NFC



Tap your Tamagotchi NFC to exchange profile (Tip: you can also add links of your profolio in bio!)

Click the activity you find interesting, see detailed information & click "Go Together" to check who from your friend list is going!

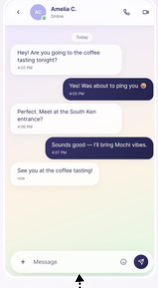




"Go Together"

Found someone you want to go with? Just click "invite", and an invitation will be sent to the person, no cold messaging required!

None of your friends are going? NO WORRIES! ImpPet reccommends users based on your shared interests!



"invite" & start chat!



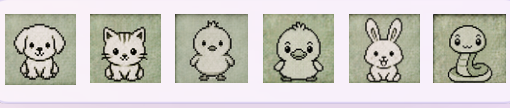
At first, you will be given an egg containing a **mystery pet**!

As you explore more of the campus, you will gain more **social points** and your pet **starts to hatch**!

At the end of Freshers', **your pet will have grown up – along with you!** Having fitted into a new environment with a strong support system

"Come and see what pet you got!"

Now enjoy and keep explore your university life more with our ImpPet app !



And more...

There are many different ImpPets, get social points to see what you get!

EXPLODED DIAGRAM

FRONT SHELL
transluscent, textured with different designs and colours to choose from.

SCREEN LENS

OLED DISPLAY SCREEN

NFC CONTROLLER

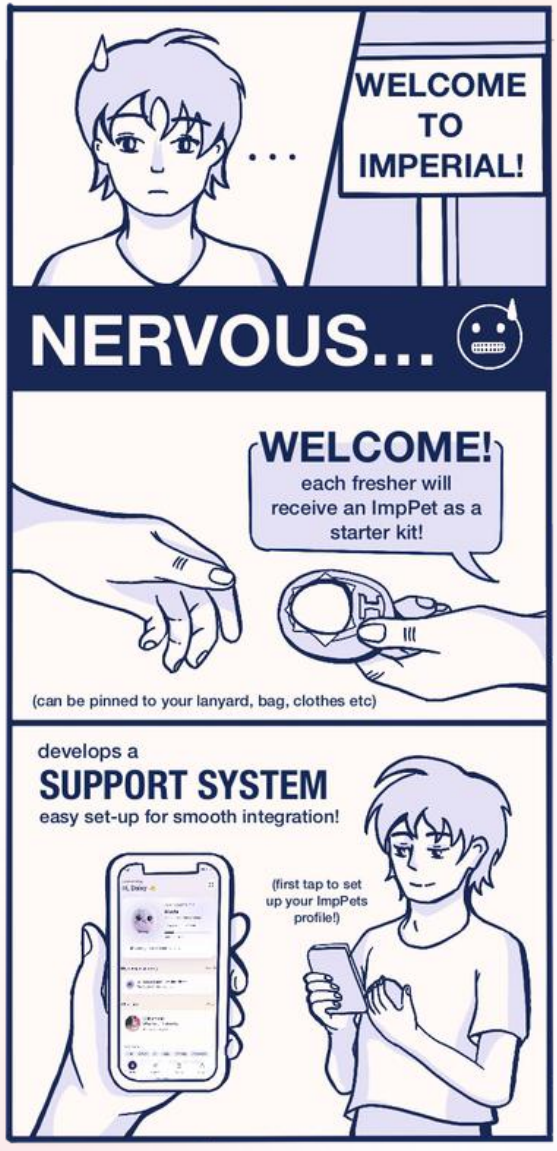
NFC COIL
+ battery

REAR SHELL
opaque, flat



Storyboards

Scenario 1: Starting out



Scenario 2: Meeting



Scenario 3: Events



Product Evaluation

Evaluation Setup

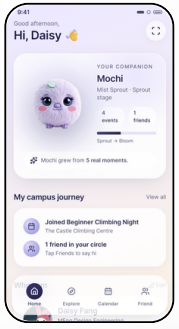
Hardware Analysis



To evaluate the functionality and desirability of **ImpPets**, the team invited **30+ first year users** to interact with both the physical prototype and the digital platform. In terms of hardware, users have expressed great interest in both the shape and the function of **ImpPets**. Aligning with psychologist **George Loewenstein's theory of "Information Gap"**(5), testing users are enchanted to the hatching process since it leverages curiosity-driven engagement – people can tell the egg is getting hatched, although they have no idea what will show up. With a strong expectation, users expect the change of their "egg" appearance, and the hardware is attractive enough to **engage people to the product and motivates them to interact.**







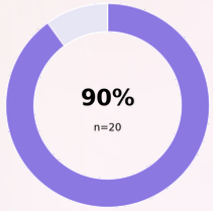
Software Analysis

The users were also asked to go through the main app functions including **creating a profile, adding friends, discovering activities, and interacting with the virtual pet system**. An average **10 minute** testing and a **short interview** are given to all test participants. They assessed the clarity of the pages, the effectiveness of virtual pet gamification, and engagement level when using the app.

Several participants shown great eager when accumulating credits (social points). The gamification module is designed based on **Operant Conditioning** suggested by B.F. Skinner(6). For every friend the user make and every event they attend, they earn a social point - this system aligns with principles of positive reinforcement, allowing people to exert effort with low mental barrier. Additionally, with the **Goal Gradient Effect**(7), the users need to accumulate a certain number of credits to reach a certain result, making them especially attracted to the process and hence gradually used to interact with people.

Viability

Positive Experience



Institutional Need Addressed

Imperial College hosts over **23,000 students**, where approximately **61% are international students**(8). As well, each year, around **3,000 new students** face the challenge of building social connections. As such, a product tackling loneliness and facilitating social interaction has great potential. Based on the experiences of **20 freshmen** users, **90%** of participants stated that ImpPet provided a **positive experience** in helping them build social connections.

Low-Cost Deployment

Current components:
-ESP 32 (£10.30)
~~-Motor driver (£8.37)~~
~~-Vibrators (£3.50)~~
-LEDS (£0)
-Screens (£13.99)

Running total: £24.29

Based on the BoM recorded, cost for a ImpPet hardware is around ***£24 each****. With its main material being* ESP32 and screens, the cost is can be even lower with Imperial's bulk price. The software is currently based on Supabase, but will be cheaper using Imperial database.

Desirability

According to the user feedback, test participants showed a strong preference to the final physical design. In the co-design survey with 30 participants:

- **91.3%** preferred the **egg-shaped** form
- **65.2%** favoured the **palm-sized** design
- **60.9%** selected the **pin attachment** mechanism

These findings directly informed that the final hardware design matches people's expectation and desire on such product.

With all iterations conducted based on user feedback, the product was developed with a fully user-centred approach. As a result, **ImpPet** offers users a preferred hardware form and overall structure, a simplistic and attractive digital platform, and a human-centred hybrid experience that lowers barriers to social interaction and helps tackle loneliness. For example, users' desire for profile customisation, ability to personalise pet names, and visual elements are considered and then all incorporated, **increasing users' sense of ownership and agency and personal connection to the product.**



Overall Assessment

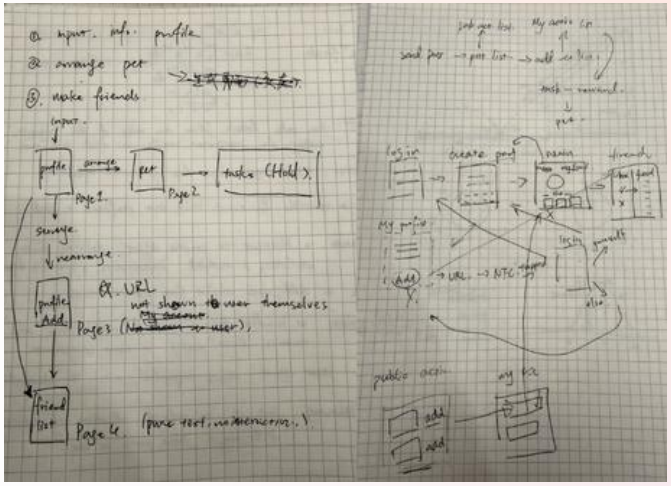
Despite the many positives of **ImpPet**, one limitation of this evaluation is that the testing was conducted over a relatively short period of time. While participants responded positively to the hardware, digital platform, and pet progression system, **whether the product has a long-term effectiveness** of these features in maintaining user engagement remains unstable. As such, further testing over an extended period would be required to evaluate.

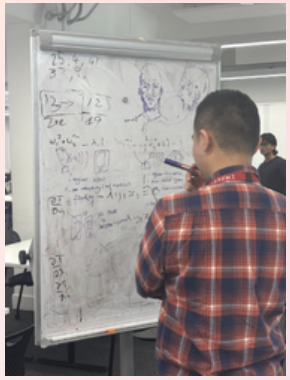


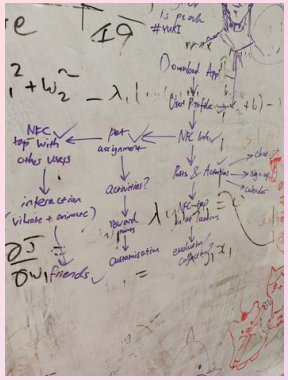


Generally speaking, **ImpPet** shows strong desirability and viability as a user-centred solution, tackling loneliness and barriers to social interaction for the university students. Through multiple iterations conducted based on user feedback, the final product offers users engaging physical interactions, a simplistic digital platform, and a low-barrier networking opportunities. As a result, **ImpPet** has the potential to help students **build easy social connections** and **support social integration** within Imperial. While further long-term testing is required, the evaluation suggests that the product is worth further development and future application.

Appendix







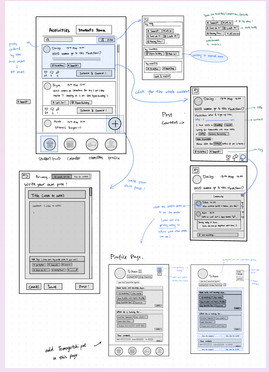
Whiteboard diagram of the draft workflow of the app, used as basis for the hi-fi prototype afterwards.

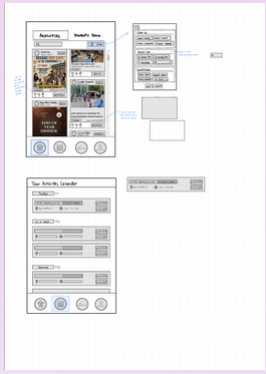


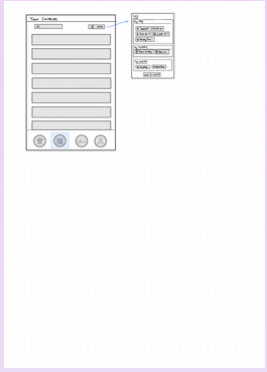
Word Document summarising prototyping journey

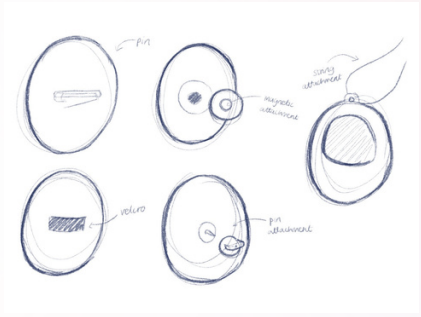
https://imperiallondon-my.sharepoint.com/:w:/g/personal/al4424_ic_ac_uk/IQDJ26u56CjYT4mtKYzbu9KhARdCCkjyfgAD9usPQiCwtZ8?e=VtfFWi

Digital prototype logic draft, done by team member Sihan





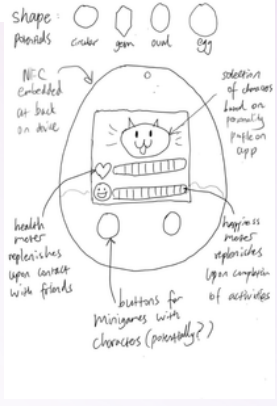


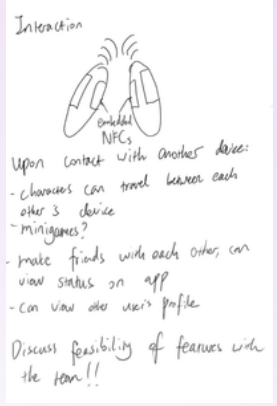




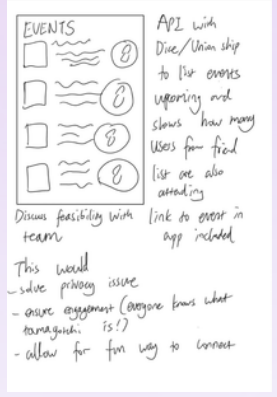
Sketches of original UI interface of software, done by team member Daisy

Sketches showcasing the considered attachment styles and methods for the product itself, done by team member Sunday.









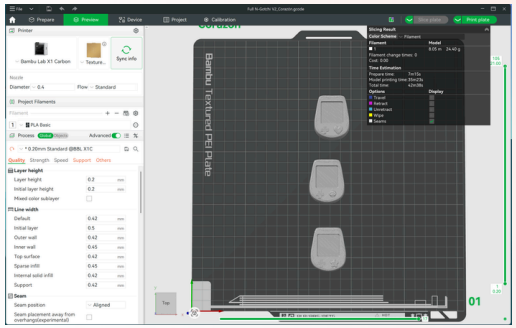
Sketches and notes of initial ideas of the ImpPets hardware and software, showing user interaction and desired features, some of which were used and others were scrapped, done by team member Aiden.

Appendix

Moodboard for the General Colour Scheme and desired material of the product.

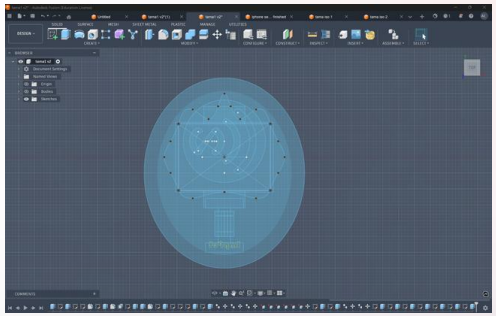


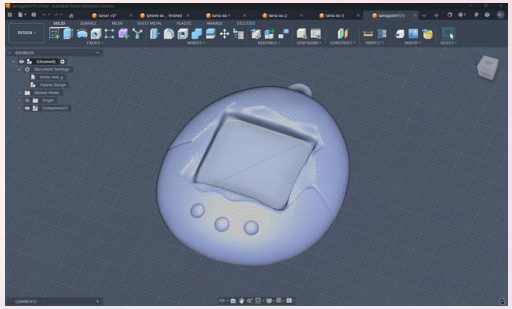
Appendix

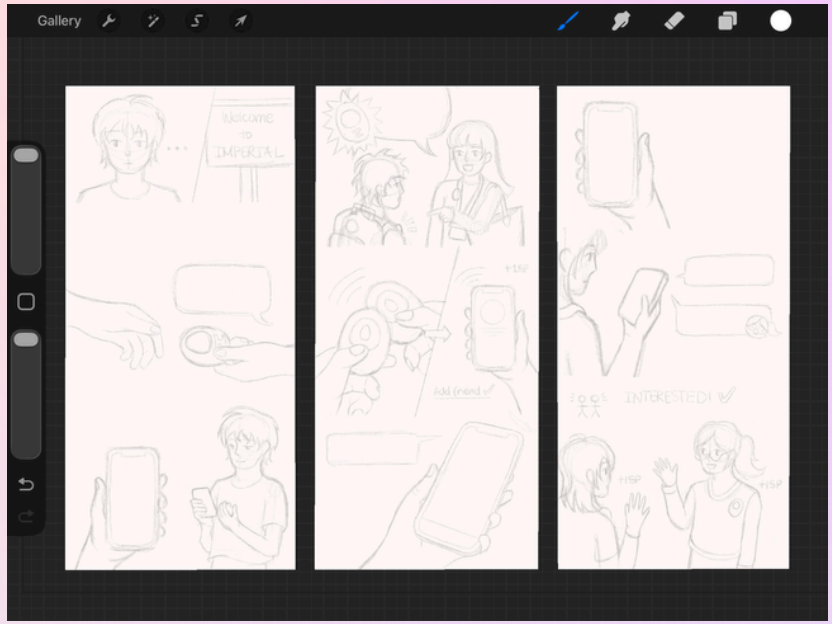




Additional CAD models and prototypes (in Fusion360 and sliced in Bambu)







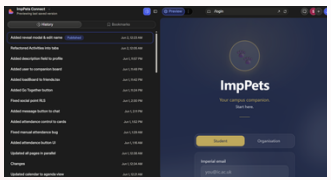
Draft Sketch of the storyboards on Procreate, drawn by team member Sunday

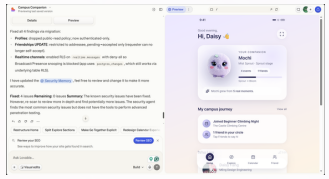
AI Declaration: AI use in Product Rendering and Assisting App design

All screenshots and prototyping of ImpPet app was done with the assistance of **Lovable.ai**
https://imppets.lovable.app
https://imp-pal-connect.lovable.app

Product rendering and UI/UX design of ImpPet was done with the assistance of **ChatGPT**
https://chatgpt.com

Exploded Diagram of Hardware was done with the assistance of **Gemini AI**
https://gemini.google.com/app





Figma board of the delivery report stage, coallating things like references and user testing notes



References:
1. (Discovery Report) https://canva.link/evo9sr4vw4zgxul
2. https://getgarden.app
3. https://tamagotchi.fandom.com/wiki/Tamagotchi_Friends
4. https://finchcare.com/
5. Ibrahim, DayangSuryati & Rashid, Abdullah. (2022). Curiosity among Students in Learning the Design and Technology Subject. The Journal of Social Sciences Research. 48-55. 10.32861/jssr.83.48.55.
6. Murtoff, Jennifer. "operant conditioning". Encyclopedia Britannica, 7 May. 2026, https://www.britannica.com/science/operant-conditioning. Accessed 4 June 2026.
7. https://lawsofux.com/goal-gradient-effect/ Accessed 4 June 2026
8. https://www.imperial.ac.uk/media/imperial-college/administration-and-support-services/planning/public/statistics-guides/23-24-Stats-Guide-FINAL.pdf Accessed 4 June 2006

Meeting Minutes:
https://docs.google.com/document/d/1RnIirEyMvE2TmtfaKLgcoUp1D6RYzeXeuCxm27FE2Jk/edit?usp=sharing

Figma Boards:
https://www.figma.com/files/team/1596185869384136695/project/538906421?fuid=1596131616224810167