

CASE STUDY

Strengthening the Product Experience Behind Social Accountability

Client: Courtney Guertin



Promise: A Better You, also known as iPromise, is a consumer mobile application that helps people follow through on personal goals by making accountability a shared experience.

Designed primarily for the U.S. market, the application allows users to create or join challenges, make commitments with friends, track progress, communicate through group chat, and receive additional motivation from an AI coach. For supported goals, health data can also be used to verify completed activities.

In March 2025, Courtney Guertin engaged NUS Technology to support the existing mobile application. Rather than rebuilding a product that was already in use, NUS joined the project to resolve functional defects, improve UI consistency, and help maintain a dependable experience across iOS and Android.

App Publisher
Arete Labs, LLC

Product
iPromise / Promise: A Better You

Industry
Consumer Lifestyle – Habit Formation, Accountability & Self-Improvement

Market
US

Platforms
iOS, Android

Mobile Application
React Native, TypeScript

Backend
Next.js

Storage
Amazon S3

Integrations & Libraries
Firebase Cloud Messaging, Apple HealthKit, React Native Mentions, React Query

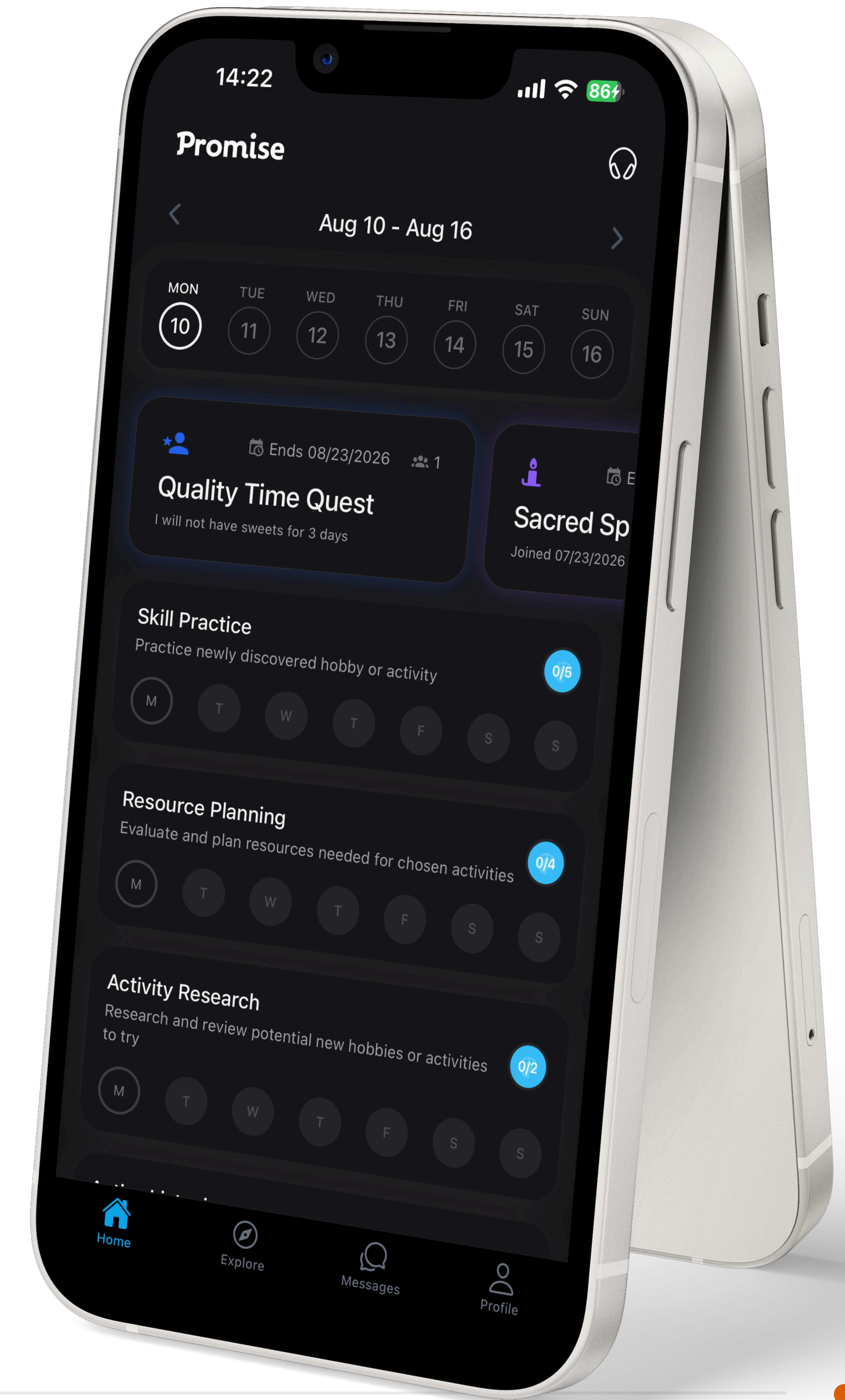
THE CHALLENGE

Small Issues That Interrupt the Habit Loop

For a habit-forming application, consistency is part of the product's value. Every reminder, progress update, chat interaction, and completion status contributes to the user's motivation to continue.

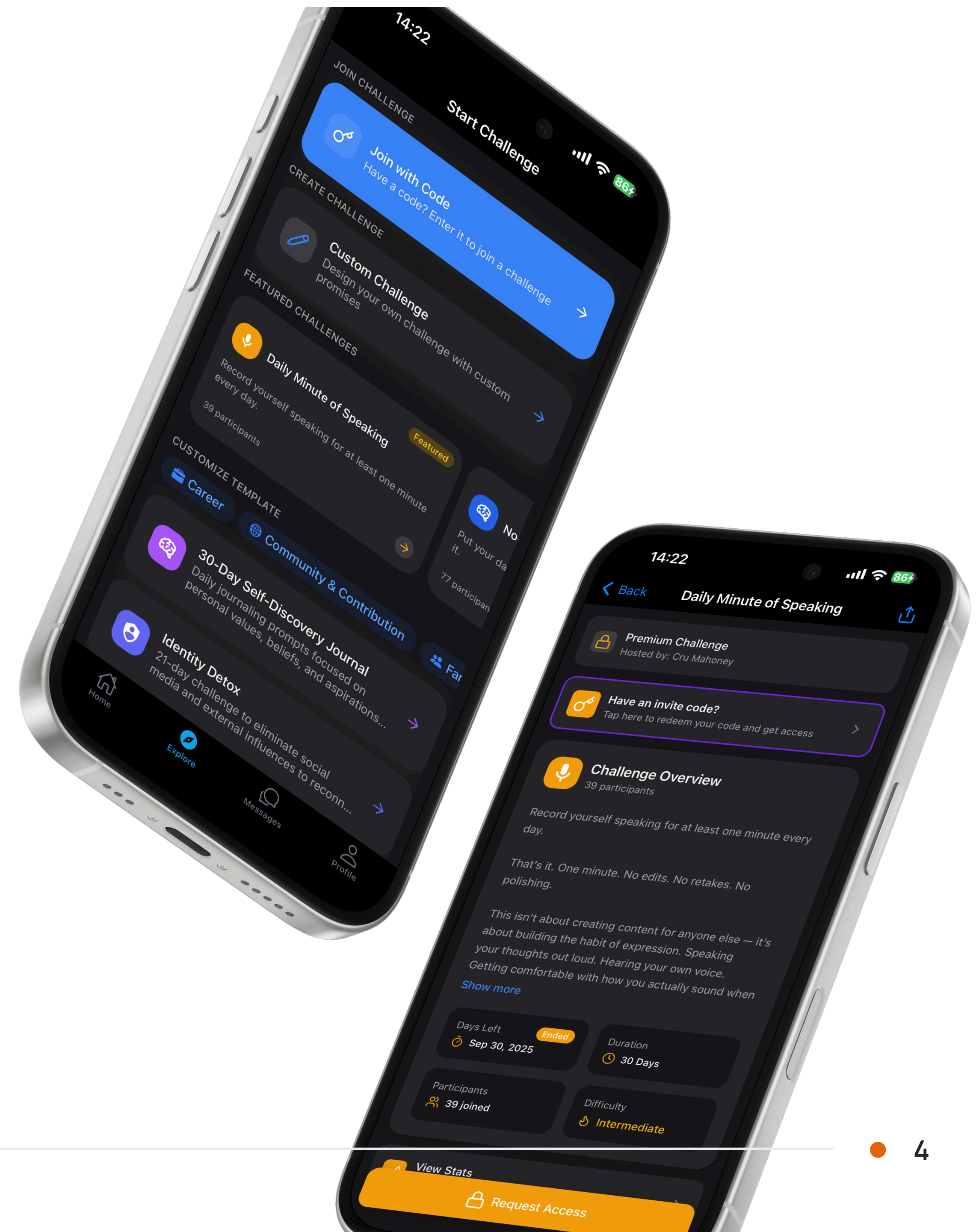
This means seemingly small defects can create meaningful friction:

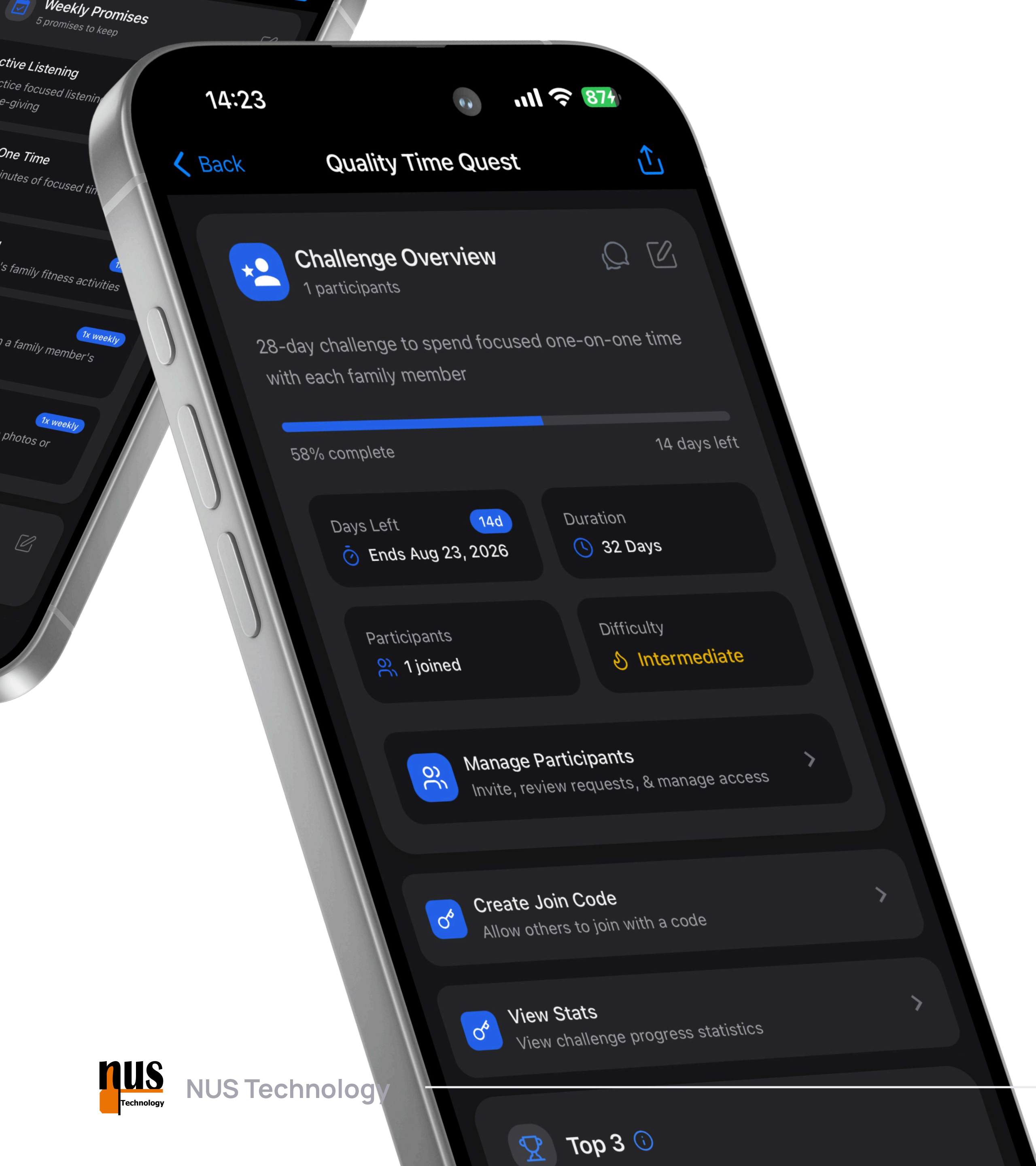
- **Interrupted user journeys:** Navigation, layout, or functional issues can make it harder for users to record progress or complete a commitment.
- **Inconsistent mobile experiences:** UI behavior must remain predictable across different devices, screen sizes, and mobile operating systems.



- **Connected feature dependencies:** Notifications, health data, chat, and server-side data synchronization all contribute to the same accountability experience. A problem in one area can disrupt the broader user journey.
- **A live codebase with established behavior:** Because the application was already built, improvements had to preserve existing functionality while addressing specific issues efficiently.

iPromise needed a team that could understand the current React Native application, communicate clearly about individual issues, and deliver focused improvements without introducing unnecessary disruption.





THE SOLUTION

Focused Support for an Existing Mobile Product

NUS joined the project as a product support and development partner, working within the existing React Native and TypeScript codebase.

The engagement centered on resolving UI issues and fixing functional bugs as they were identified. Instead of proposing a broad rebuild, the team focused on practical changes that protected the product experience and allowed the application to continue evolving.

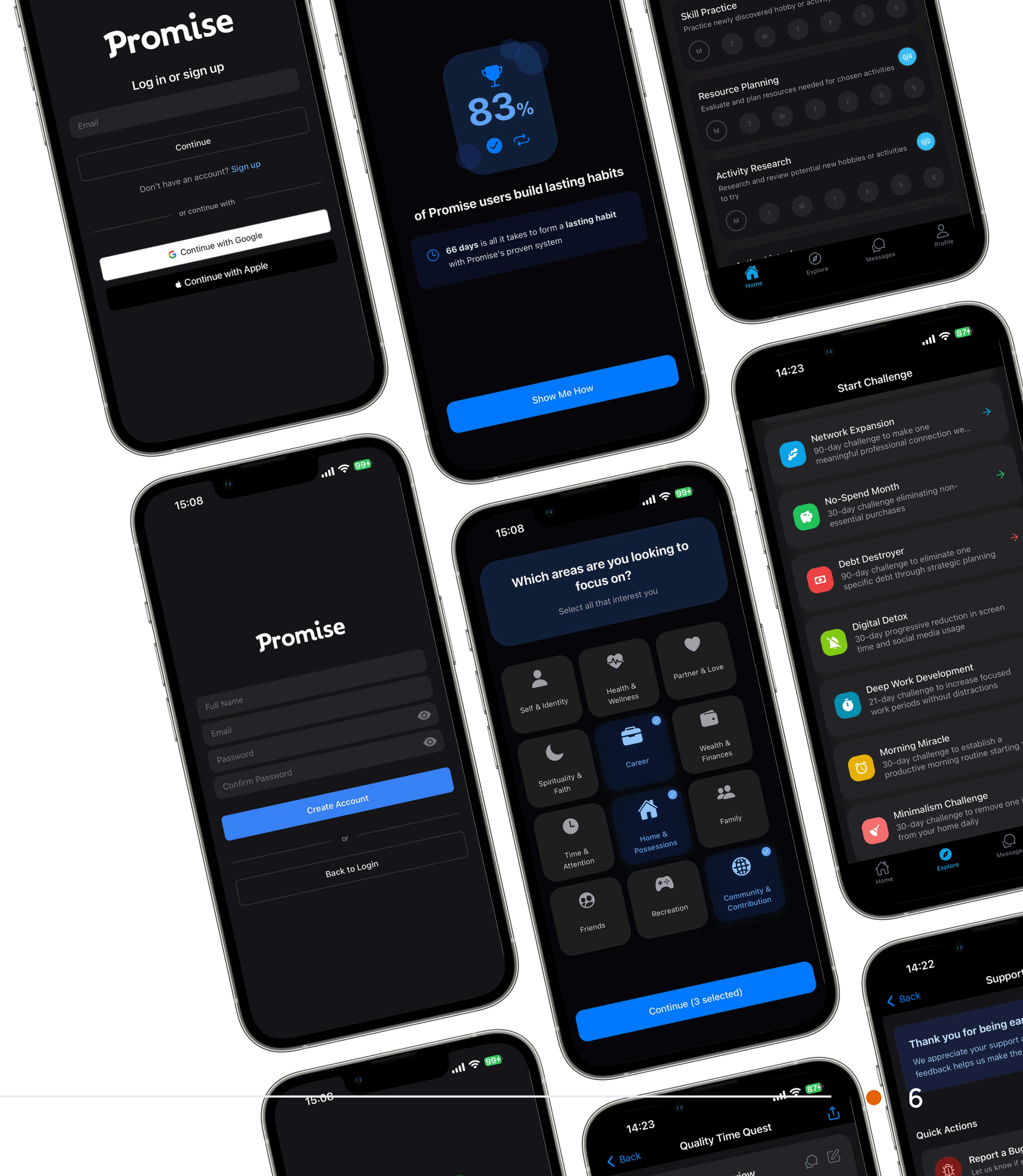
Improving the User-Facing Experience

NUS addressed UI issues that affected how users interacted with the application. This included reviewing existing screens and flows, identifying inconsistencies, and implementing targeted corrections.

For iPromise, visual polish was not treated as a purely cosmetic concern. A clear and consistent interface helps users move through the core accountability cycle:

1. Set or join a challenge.
2. Make a commitment.
3. Receive reminders and encouragement.
4. Record or verify progress.
5. Interact with friends and track shared results.

By reducing friction across these interactions, NUS helped make the application feel more dependable and easier to use.

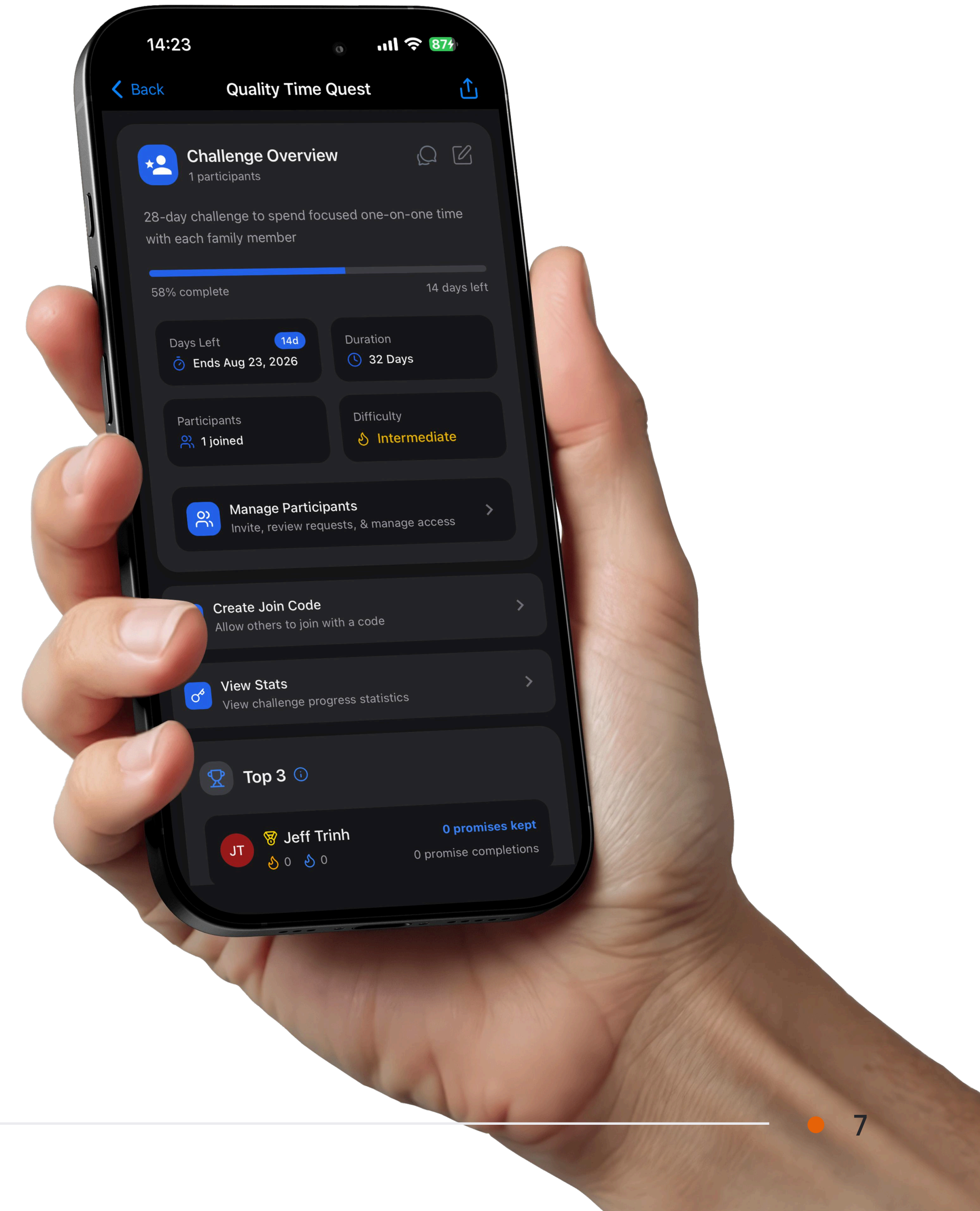


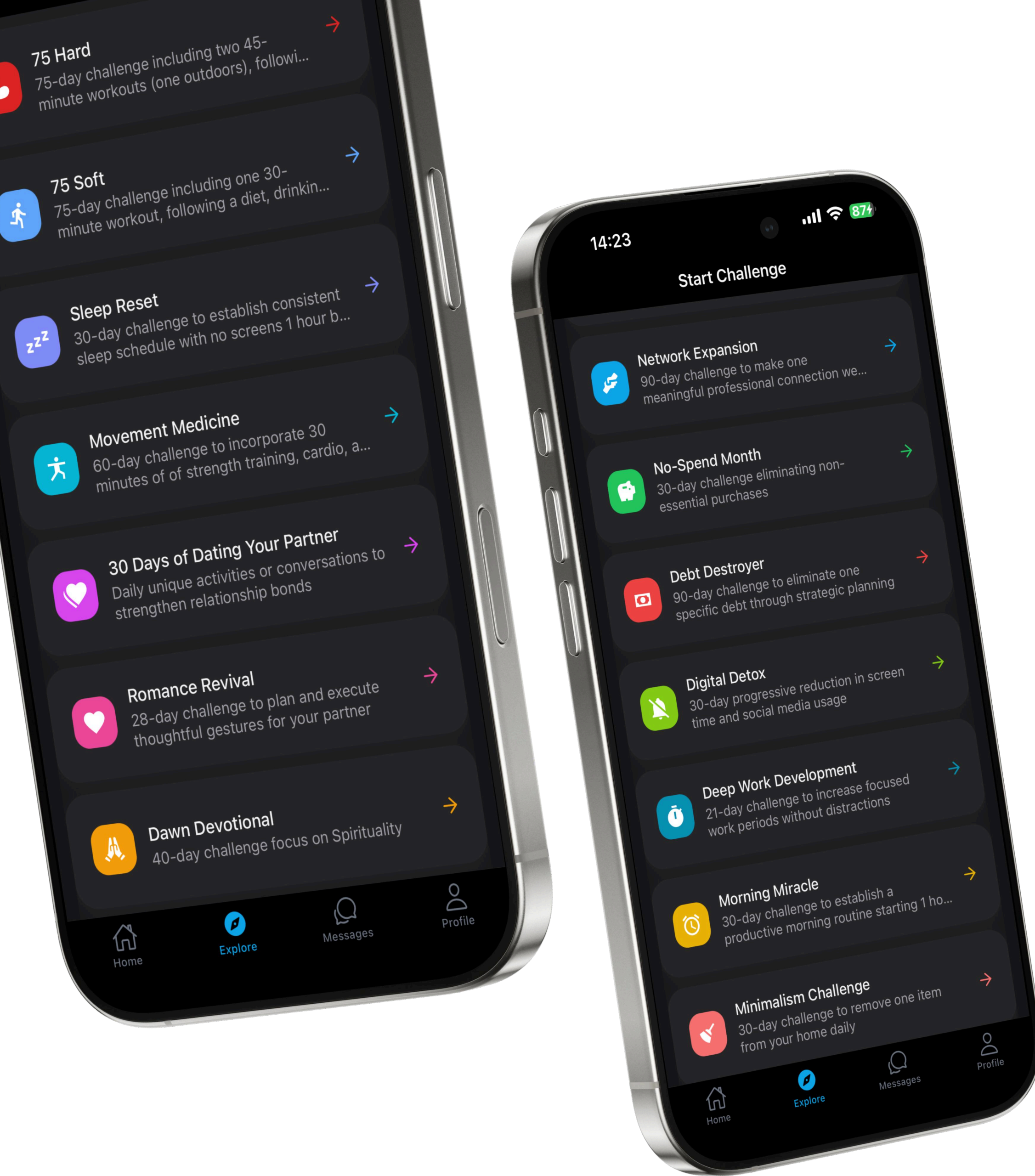
Supporting an Interconnected Mobile Experience

The application combines multiple technical components to support its social and habit-forming features:

- Firebase Cloud Messaging delivers notifications that bring users back to their commitments and group activities.
- Apple HealthKit provides permission-based access to relevant health data, allowing supported activities to be tracked and marked as completed inside the application.
- React Native Mentions enables users to mention other participants in chat, supporting more direct interaction within challenge groups.
- React Query manages communication with backend APIs, caches server data, and synchronizes the interface after users create, update, or delete information.
- Amazon S3 provides storage for application assets and user-generated content.

NUS worked within this existing landscape when diagnosing and resolving issues. This required understanding not only the visible symptom of a bug, but also how the affected screen or feature interacted with backend data and third-party components.



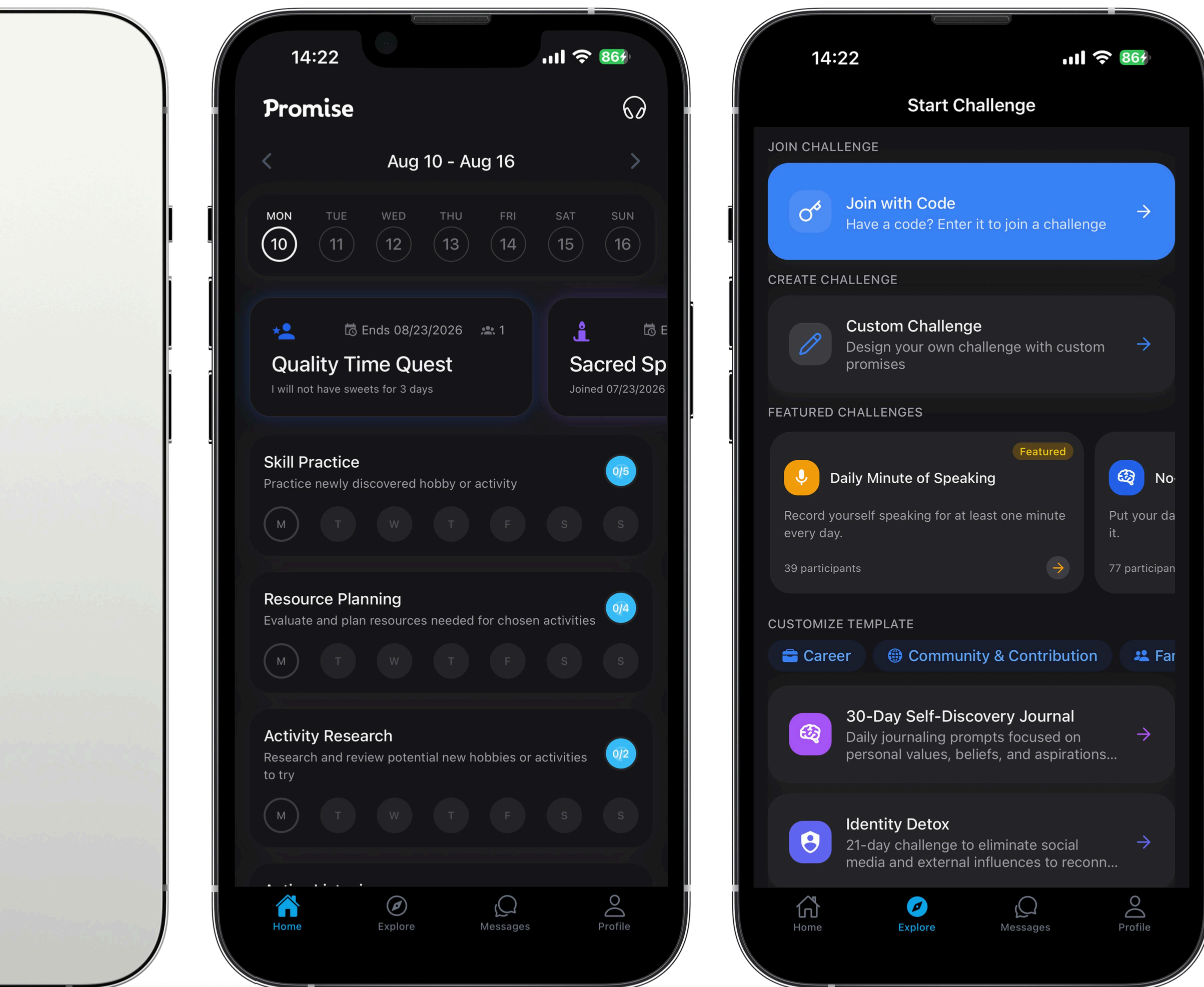


Keeping Changes Proportionate to the Problem

The project did not present a single large technical obstacle. Its defining characteristic was the steady coordination required to review, discuss, and resolve a series of smaller issues.

NUS maintained a direct working process with the client: clarify the expected behavior, identify the source of the issue, implement the correction, and confirm that the surrounding experience continued to work as intended.

This focused approach kept development aligned with the client's immediate priorities and avoided adding complexity where it was not needed.



THE RESULT

A More Consistent Product Experience

Since March 2025, NUS has provided iPromise with a consistent engineering path for addressing UI and functional issues as the application evolves.

The business value of the engagement has been product continuity: the client can keep the application moving forward without allowing smaller defects to accumulate into larger experience or maintenance problems.

- Around 10% fewer repeat defect reports in the areas addressed, indicating more durable fixes and greater stability across subsequent iterations.
- More than 90% of completed fixes accepted without reopening, reducing rework and helping the client keep development focused on upcoming product priorities.
- 99.3% crash-free session rate maintained across supported application releases.
- 15% reduction in user-reported UI and navigation issues following targeted interface corrections.

Supporting the Product Users Already Rely On

Not every successful software engagement begins with a ground-up build. For iPromise, the priority was to improve an existing product through careful, focused execution.

NUS adapted to the application's established architecture, addressed the issues that mattered to the current user experience, and supported the client without forcing the product into an unnecessary rebuild. The result was a more polished and dependable accountability application, allowing the iPromise team to remain focused on helping users turn personal commitments into lasting habits.

Product Links



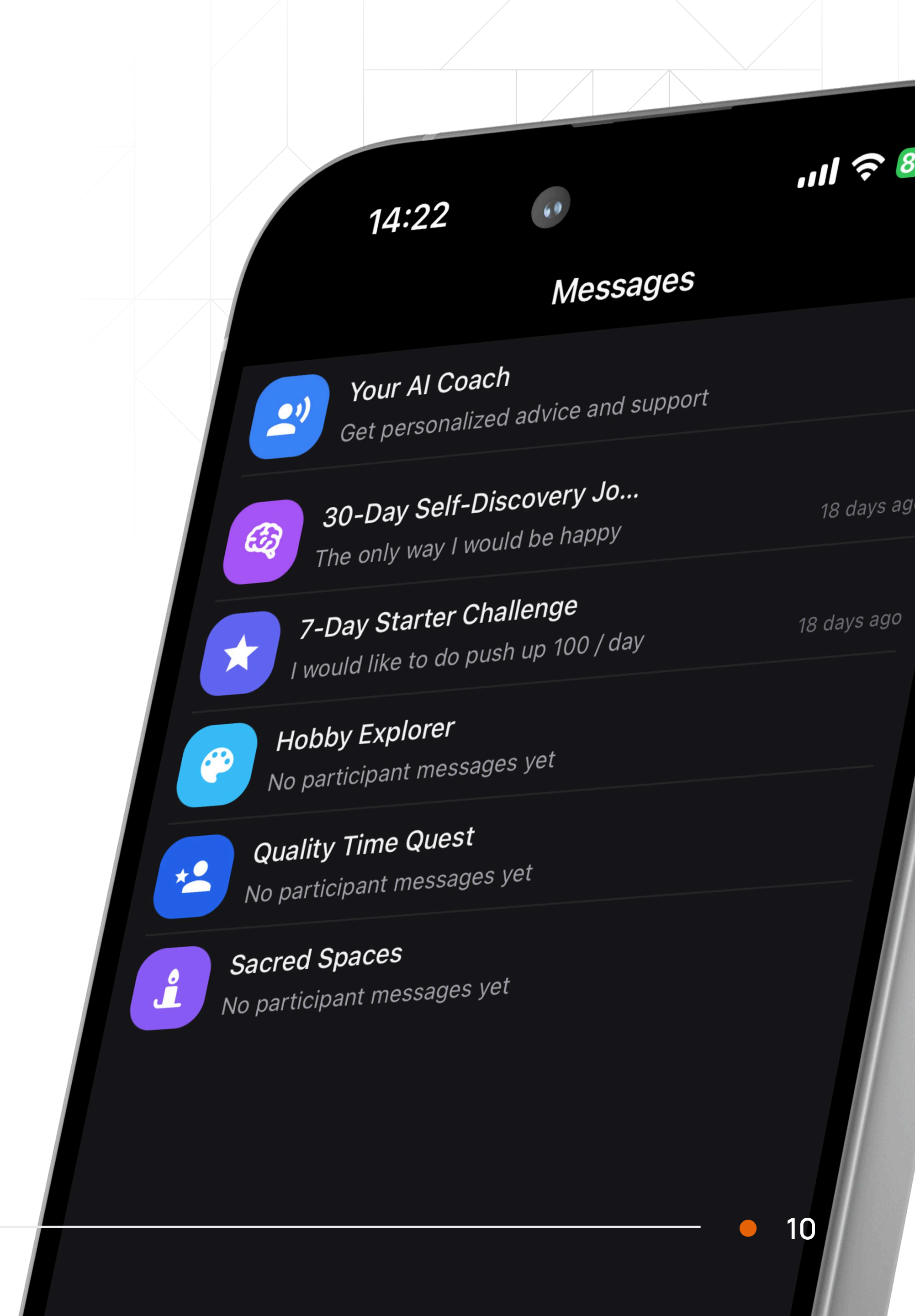
iOS

[Download on the App Store](#) ➤



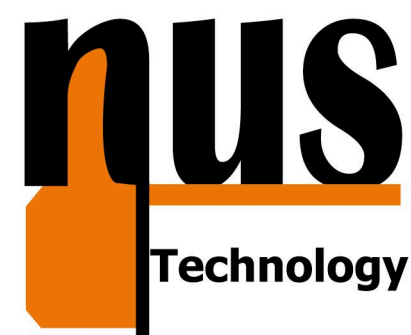
Android

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THANK YOU

For Reading Our Case Study



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