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THE BEAR

Apps that assist in reducing the use of technology products



Haoyue Guan

PACT Analysis

P(people)

There is a certain degree of dependence on technological products, and it is hoped that the use of these products will be moderately reduced in daily life.

A(activity)

Awareness of excessive use of technological products \Setting life goals at \specific times.

C(context)

Time-of-use calculations, time-of-use reports for technology products..

T(technology)

Time-of-use tracking technology, data security technology.



Mind Map



Compare Similar Apps



| Feature | pomodoro Todo | Forest | The Bear. |
|-----------------------|-------------------|---------------|---------------------|
| Focus Timer | ✓ | ✓ | ✓ |
| App Whitelist | ✓ | X | ✓ |
| gamification | X | ✓ | ✓ |
| Social sharing | X | ✓ | X |
| Platform Availability | ios, Android, Web | ios, Android. | ios, Android. iPad. |



As can be seen from the table, compared with other apps, the bear's functions are more concise and only basic functions are retained.

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Data Analysis

06

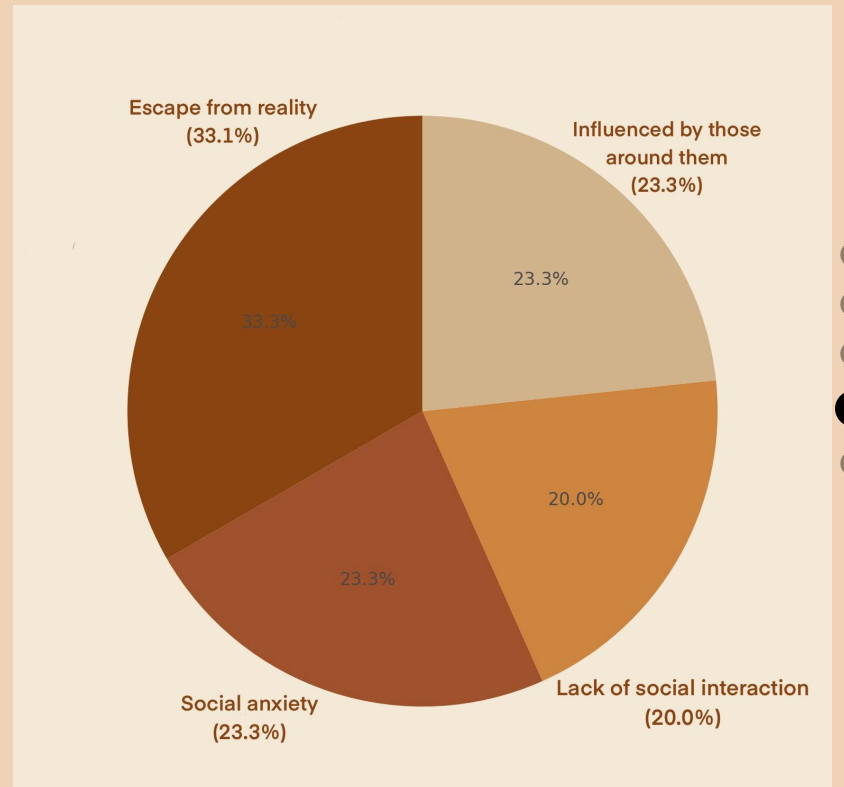
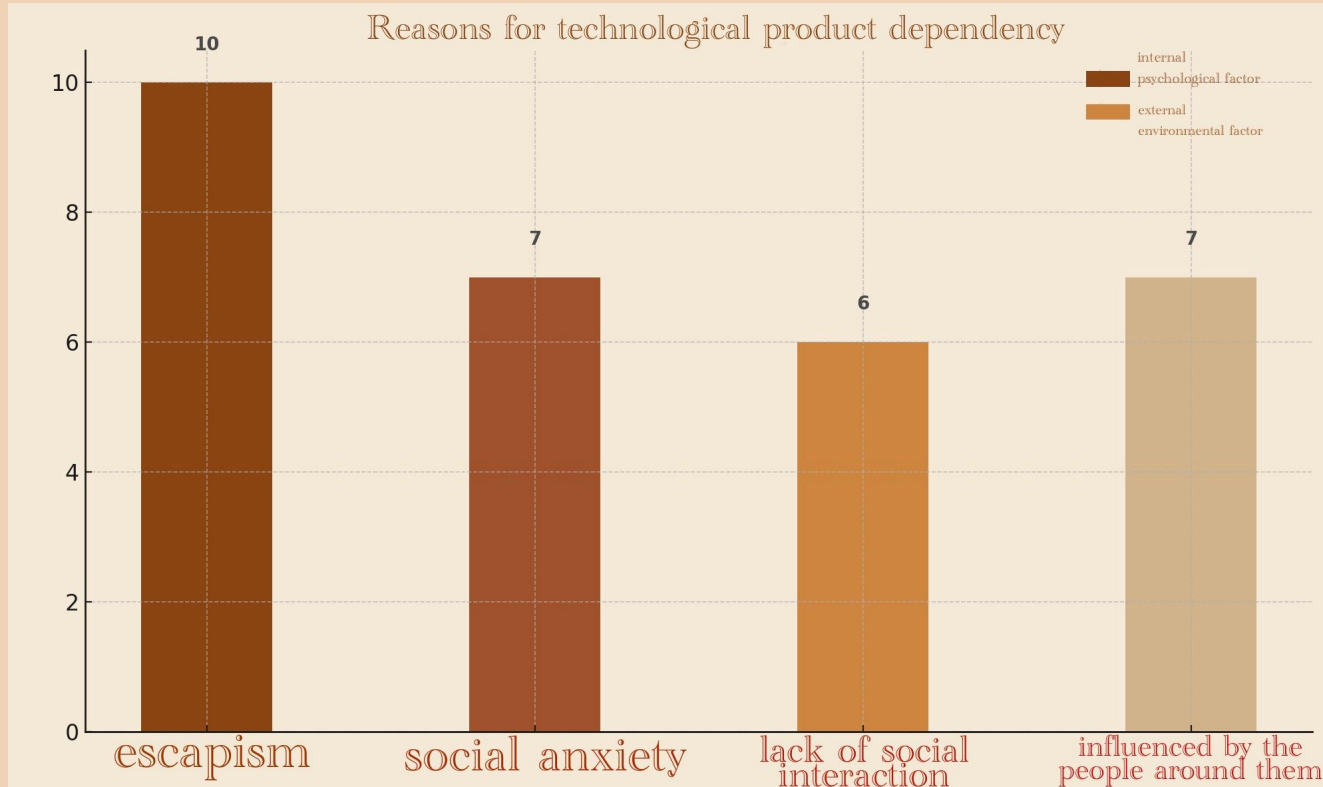
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Data visualisation shows that internal psychological factors lead to a higher dependence on technology products. Among these, escapists account for the largest proportion.

User Analysis

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Amy, an employee of a company.

24 years old.

Desire to reduce time spent using technology products outside of work to improve sleep quality and increase time spent outdoors.



Mother of three kids, Lily.

38 years old.

Reduce the amount of time you and your kids spend on technology products to increase family interaction time.



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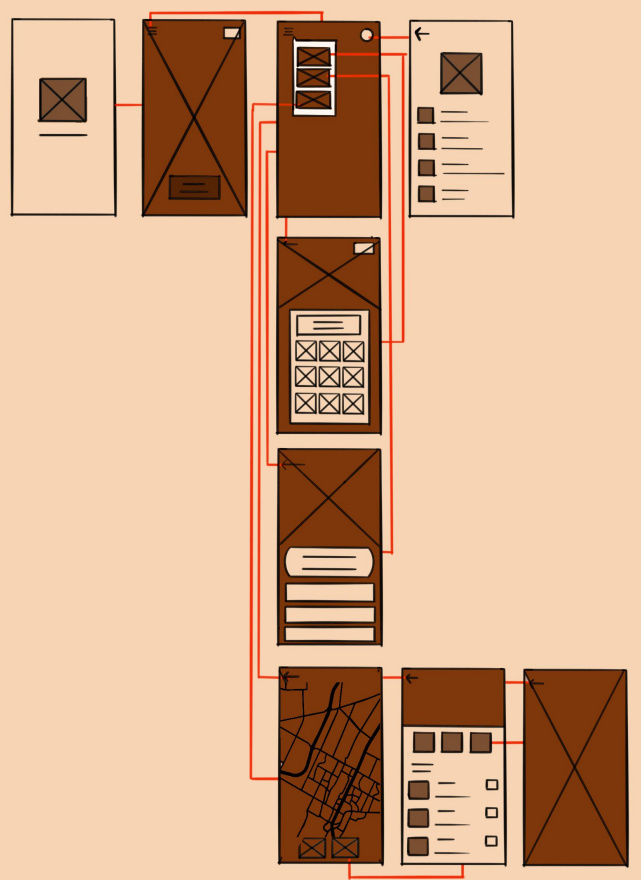
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First Version

Second Version



Version Update

01. First Version

The separation of the shop and dress up the bear functions makes the whole app cumbersome.

02. Second Version

Adding map features may result in more time spent using the phone.



Elemental Analysis

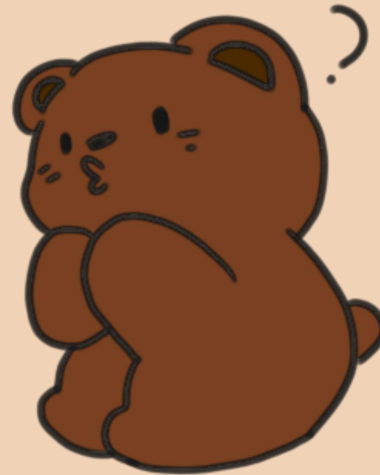
02.The dynamic bear image gives users a stronger sense of companionship.



03.The bear goes to sleep, reminding the user to reduce their use of the mobile phone.



01.The bear's static image evokes a calming emotional design, encouraging users to disconnect from their phones.



04.The bear passing on unpleasant emotions motivates users to refrain from using their mobile phones next time.



05.The setting page adds a bear element to unify the overall design style.

Q&A on Design Elements

Why is the bear the central element?

The cartoonish bear provides a warm and soft image, which provides psychological comfort and reduces withdrawal reactions.



Why is this colour scheme used?

Brown with low saturation is a gentle and neutral colour that is more suitable for helping users enter a relaxed state, which helps users reduce the withdrawal reaction caused by suddenly distancing themselves from technology such as mobile phones.

Why use incentives?

According to self-determination theory (SDT), reward mechanisms can satisfy users' sense of competence and autonomy. Users can be motivated to stay away from their phones the next time by receiving a reward for completing a task, thereby gradually reducing their dependence on technology products.

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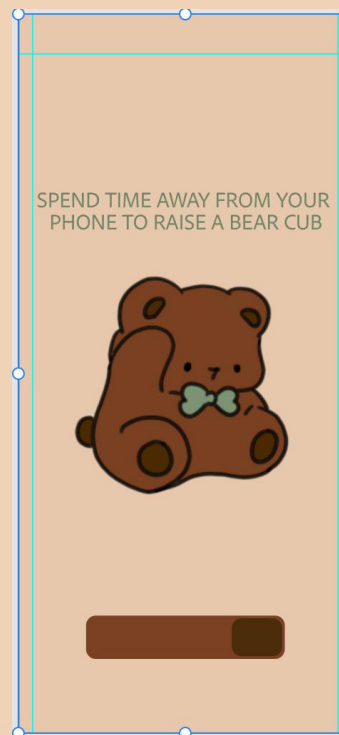
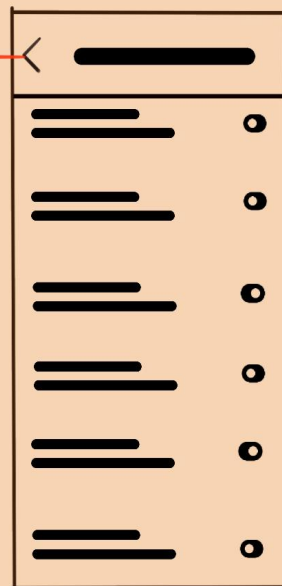
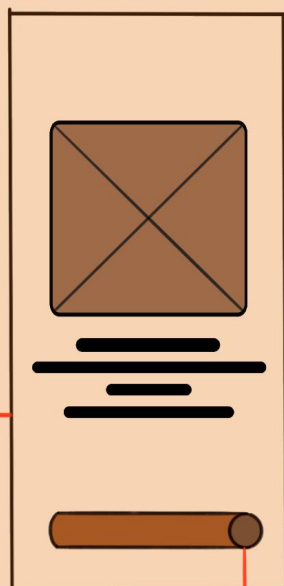
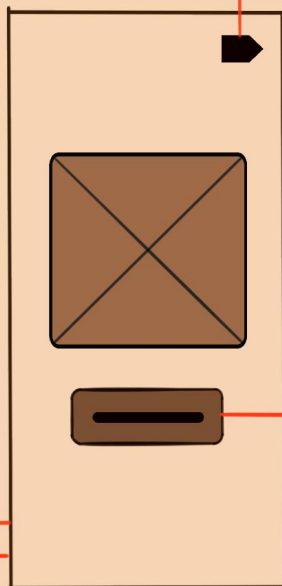
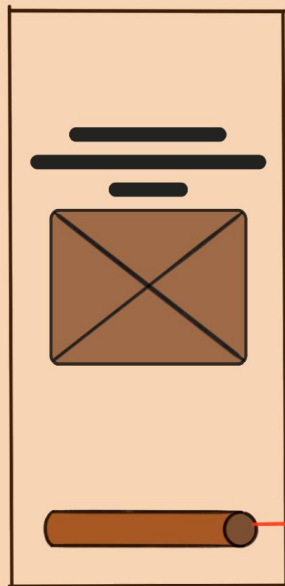
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SKETCH

interactive test with medium fidelity

https://youtube.com/shorts/b_XPU08bPUE?feature=share

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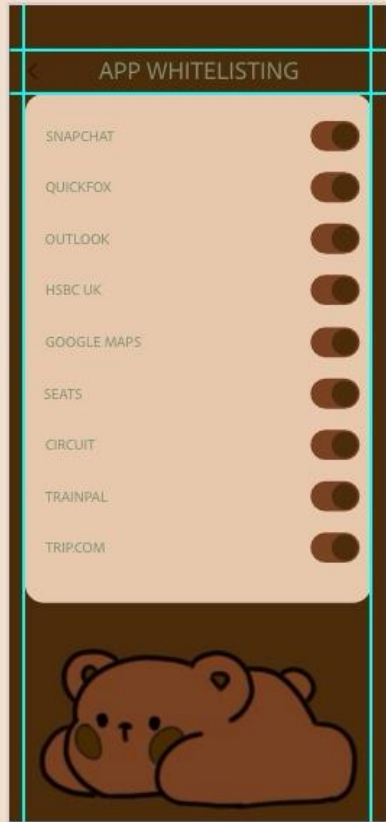
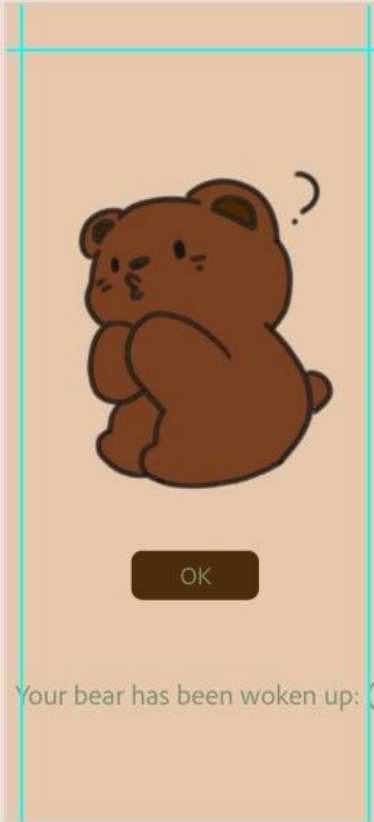
home page

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HIGH-FIDELITY OUTPUT

interactive testc

<https://youtube.com/shorts/4ea3nWzEQRI?si=O9LSRHvxe6bt8uz>

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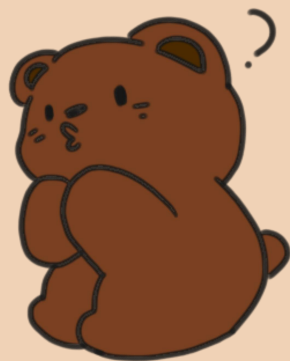
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THANK'S

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