

Hongshuo Liu

# Focus Buddy

**Target: 13-21 Adolescents and young adults**

**USP: • Virtual pet features:**

Users can keep a virtual pet. Get rewards for feeding virtual pets based on the user's screen time performance.

Explore the map: Every time you complete a challenge, you will unlock a virtual map for virtual pet.

# Research

Most users between the ages of 13 and 21 are students, regardless of whether they are adults or not.

Part of them didn't have their own phones.

## PACT

- Age 13-21 years old
- Smartphones, tablets and other devices, keen on social media and digital devices.
- Spend most of your time studying, socializing, and entertaining, and are easily distracted by technology.
- Tend to get information quickly and like the intuitive, fun interface design.
- Over-reliance on technology leads to distraction, wasted time, and emotional stress.

**P**

**A**

- Frequent use of social media (e.g. Instagram, TikTok).
- Online learning and entertainment apps, such as watching videos and playing games.
- Use technology to reduce unnecessary screen time.
- Improves concentration and efficiency, such as better management of time and tasks.
- Activities that introduce fun and engaging.

**C**

- Social places: such as schools, meeting places for friends, mainly used to interact with others.
- Peak hours are after school or weekends.
- More sources of distraction (social media notifications, game pushes, etc.).
- Need to design features that reduce technology dependency and improve focus.

**T**

- Smartphones, tablets
- Support multimedia interaction (camera, sensor).
- Reduce usage time with reminders, timing, and fun, interactive content
- Support visual innovation and personalization features to capture the interest of target users.

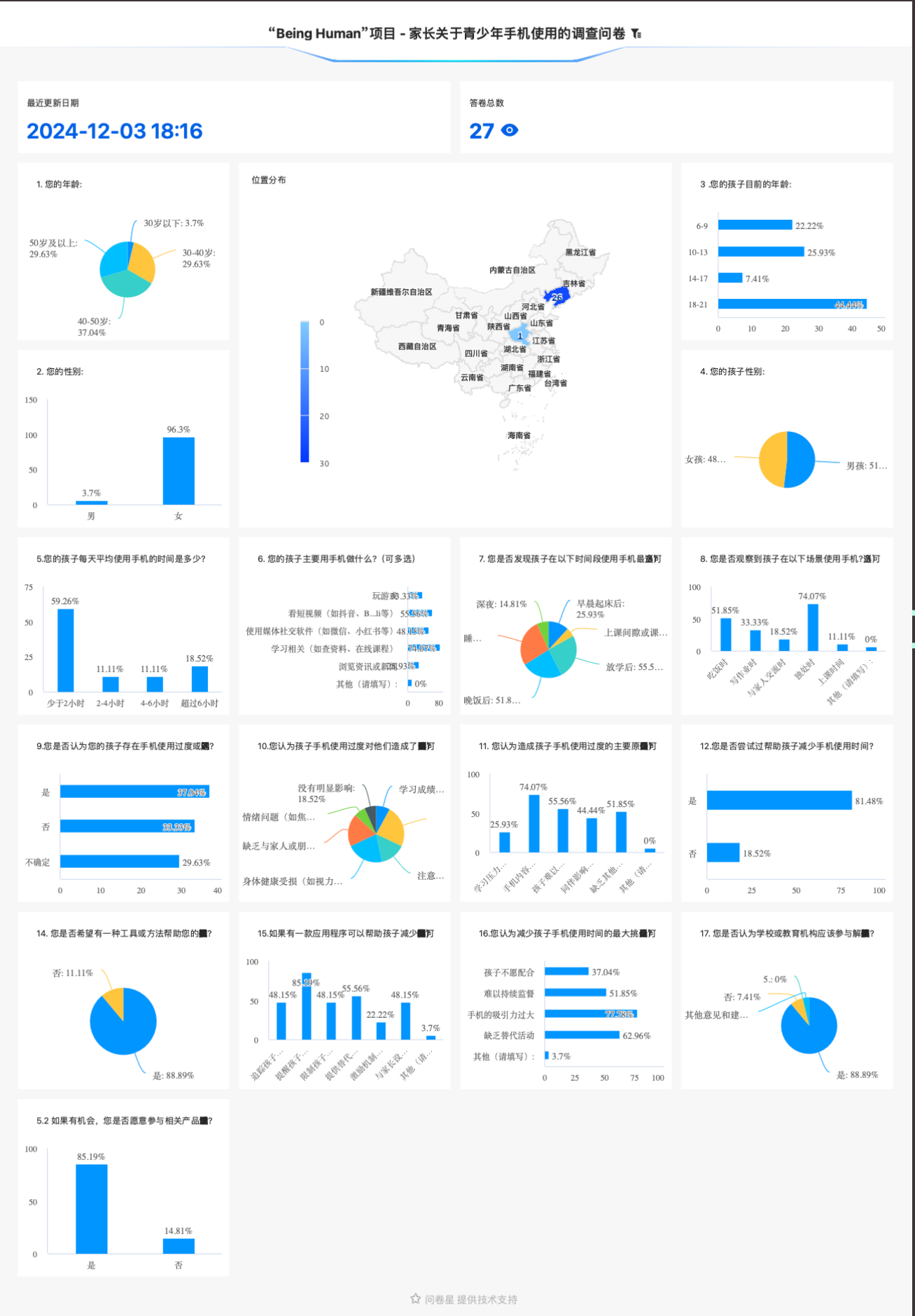


Persona

Name: Youxuan  
Age: 13  
Location: China  
Identity: Middle school student  
App using: Wechat Bilibili Pokemon GO XUEXI Bang  
Purposes: Playing game Watching movies and Study  
Problems: Distracted attentions Lack of interaction with family



A questionnaire for target’s parents

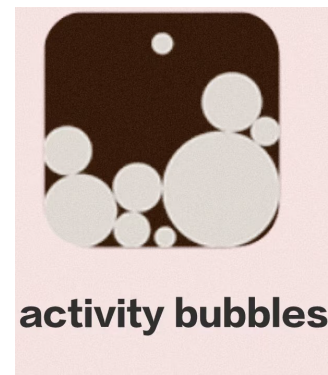


Combine this PACT analysis with user analysis

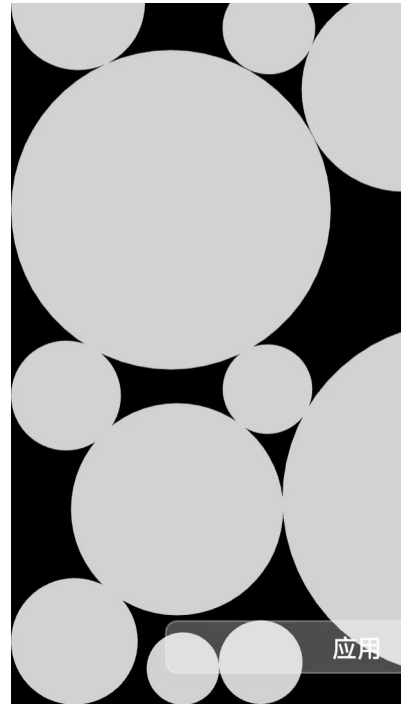
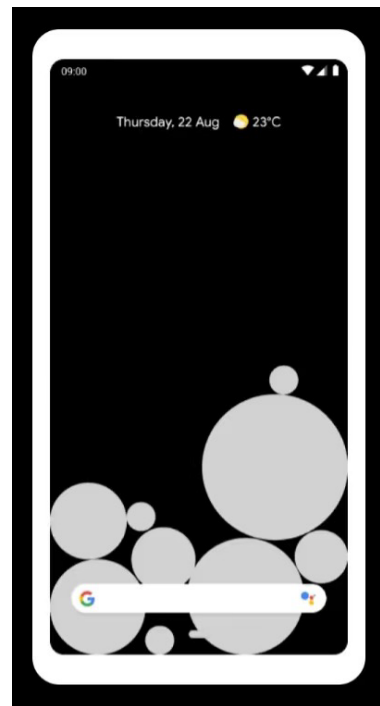
1. The interface is simple and interesting, in line with young users.
2. Provide a mechanism to encourage offline interaction and combine sports apps to reward pets.
3. Increase user engagement through gamification or reward mechanisms.



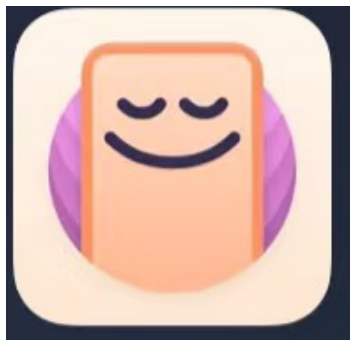
# Other App



## Activity Bubbles



Set the bubble as your wallpaper, and the longer you use your phone, the bigger the bubble will be. Remind users to spend less time on their phones.

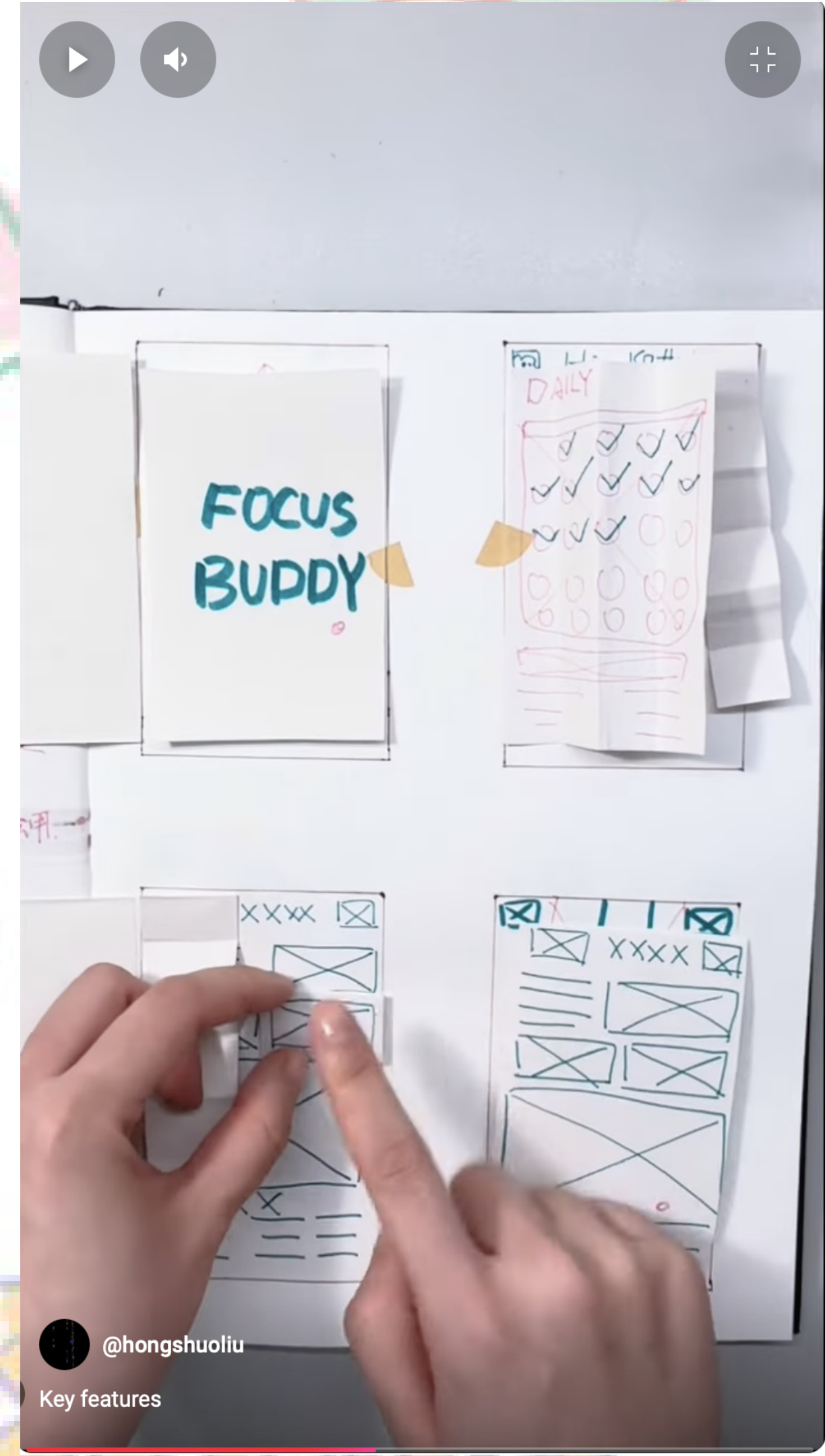
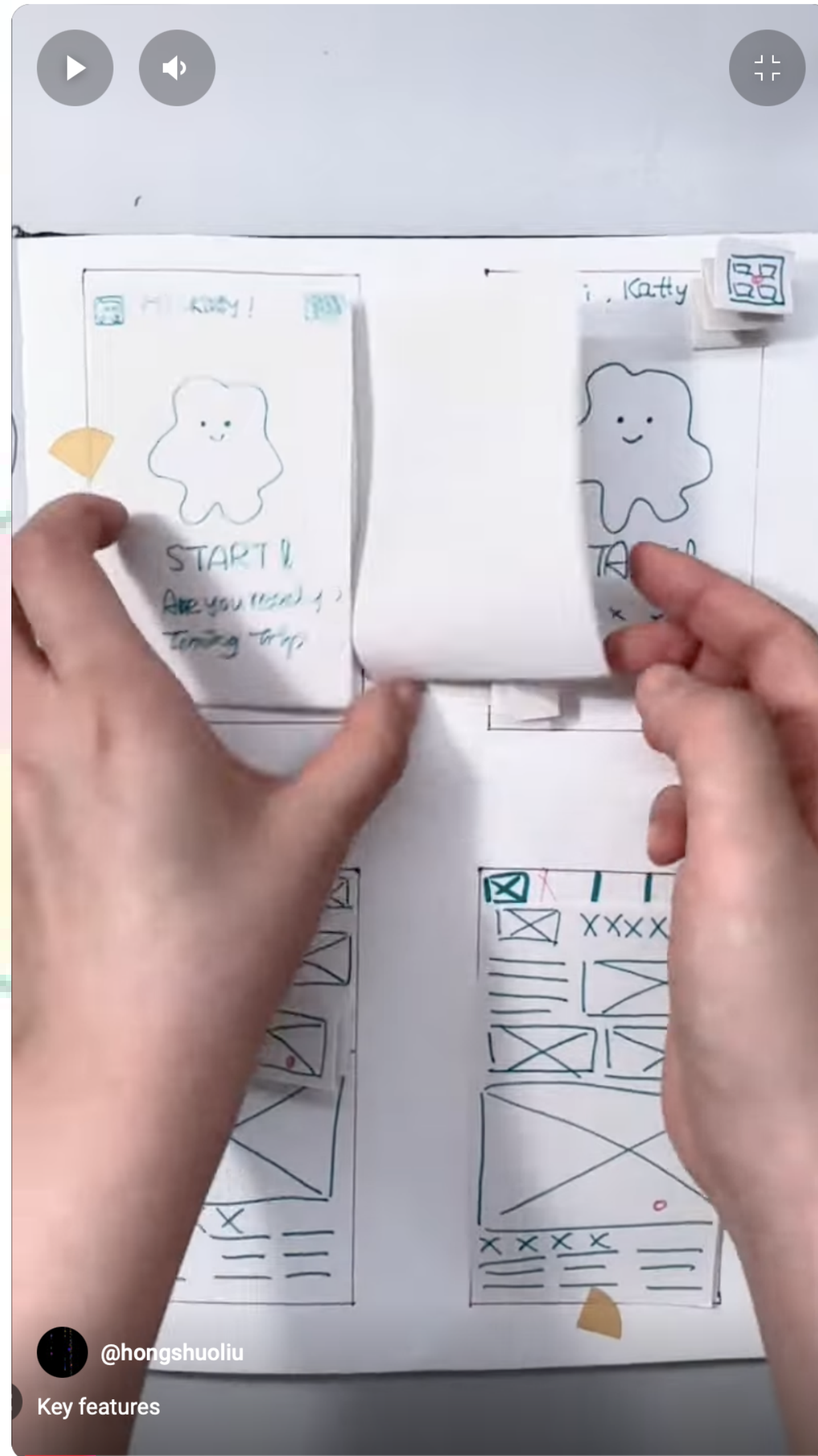
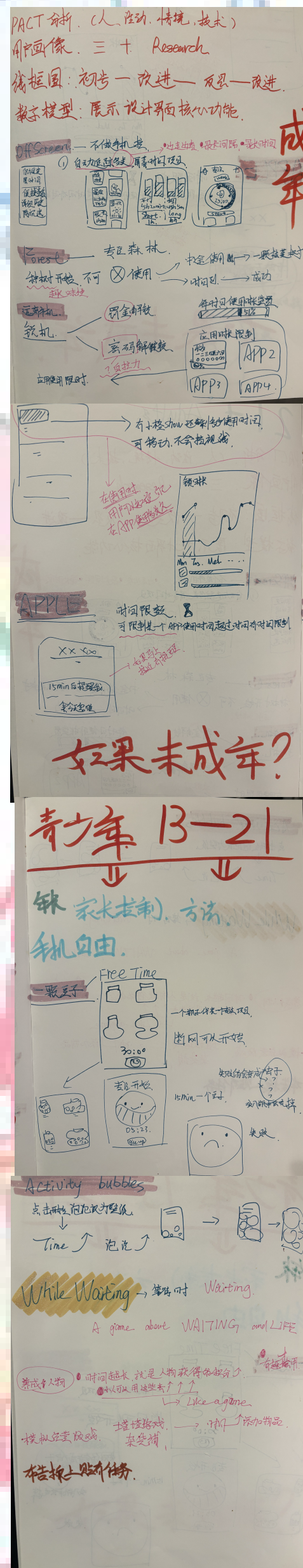


## Off Screen



Set daily goals. Analyze the user's daily using time to recommend a plan.

# Sketch



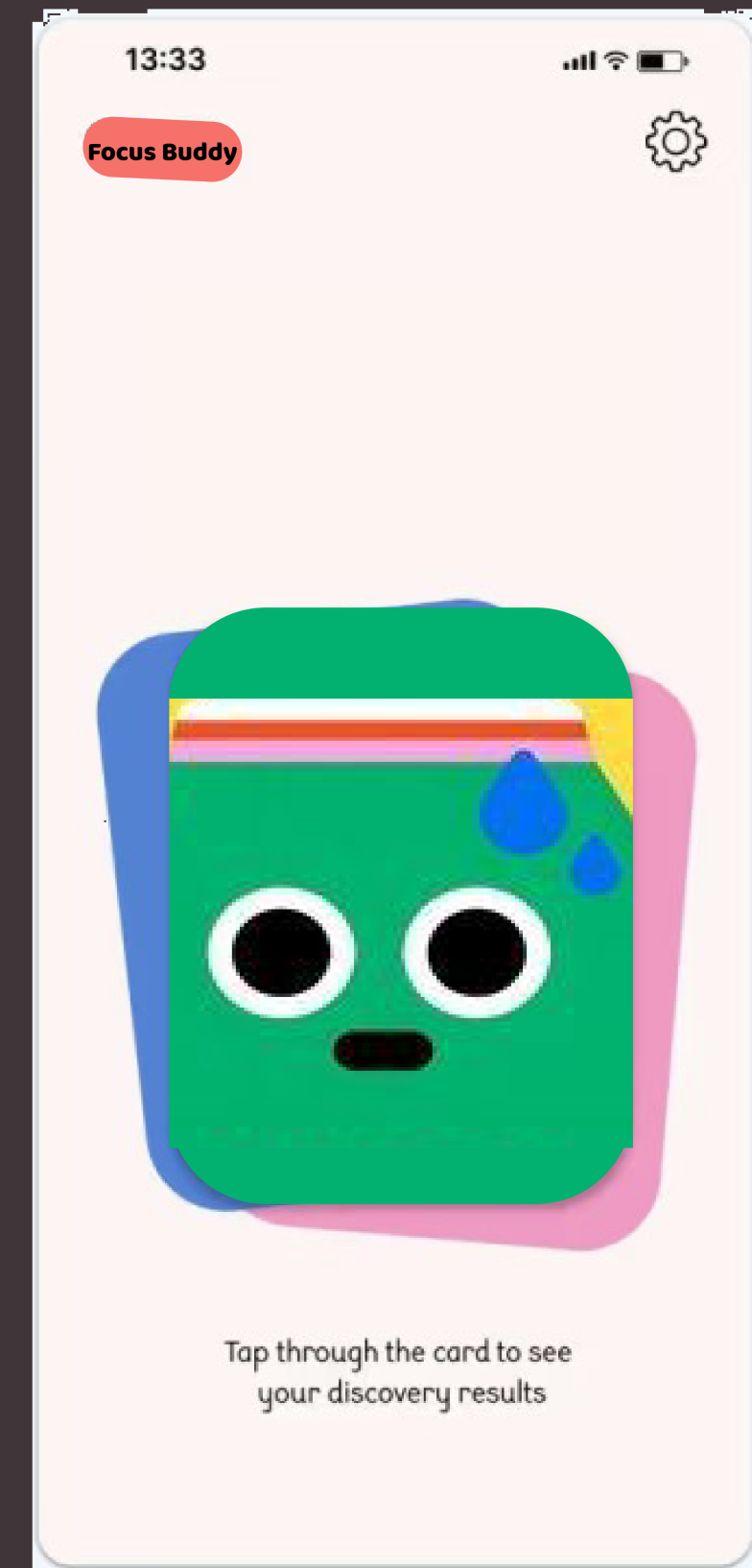
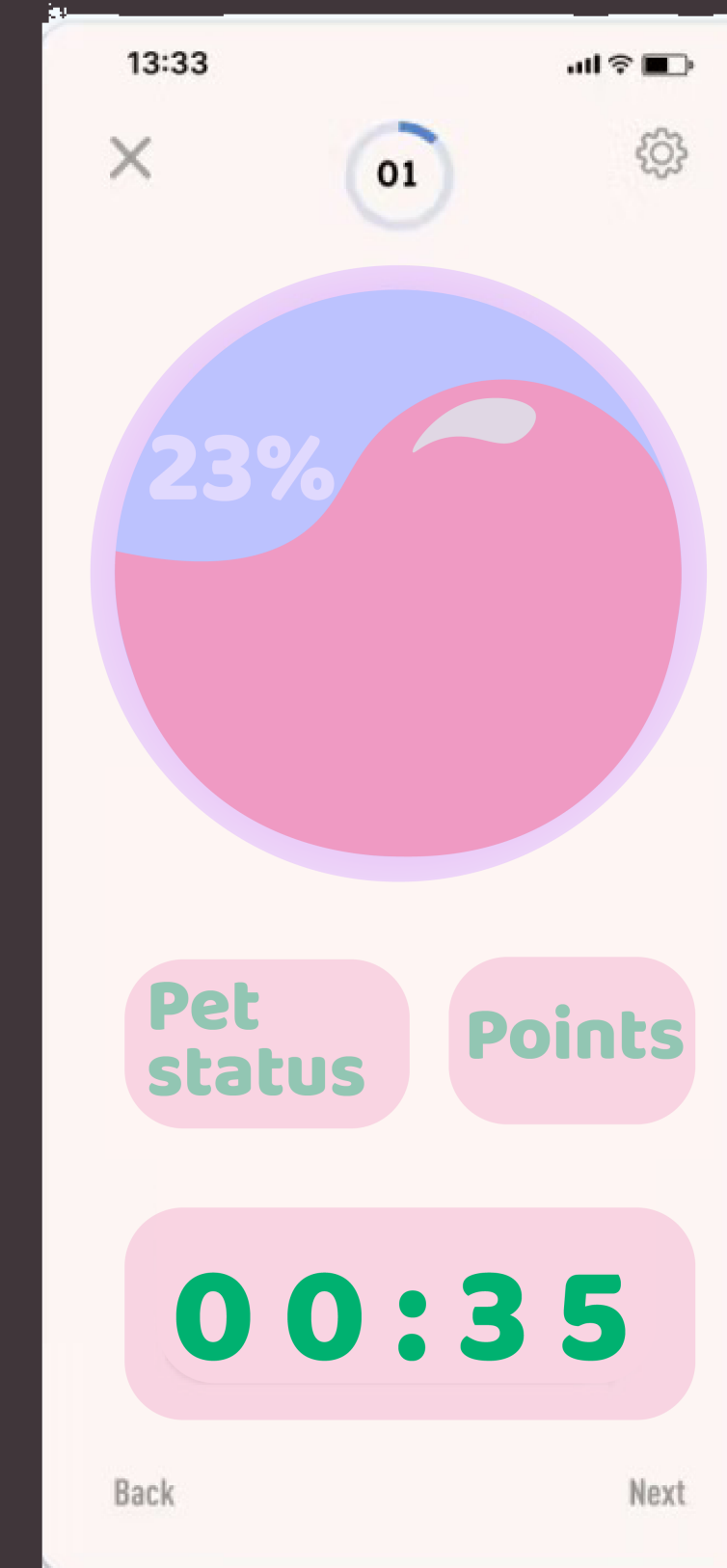
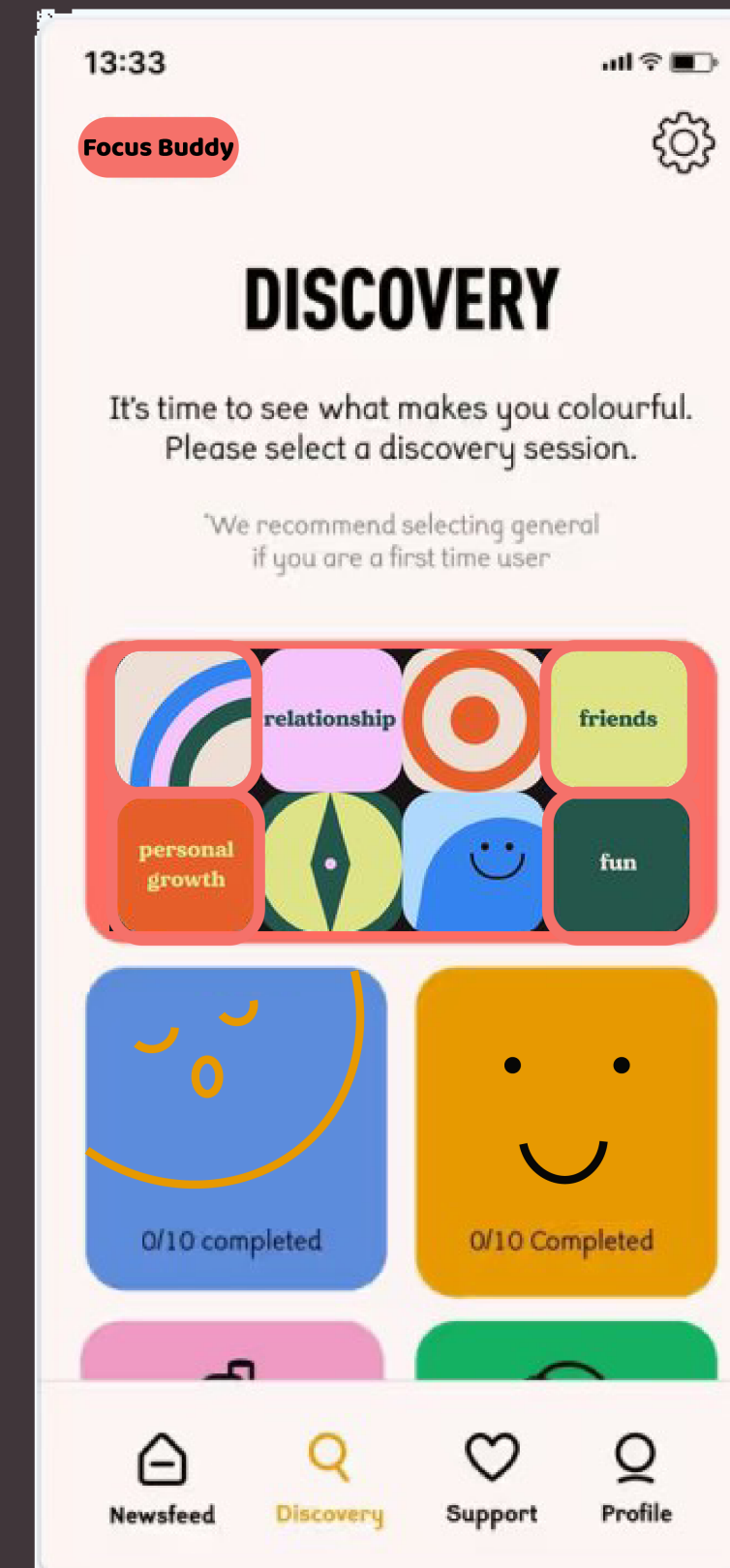
<https://youtube.com/shorts/N3sVqEUCFkU?feature=share>



# Key Features

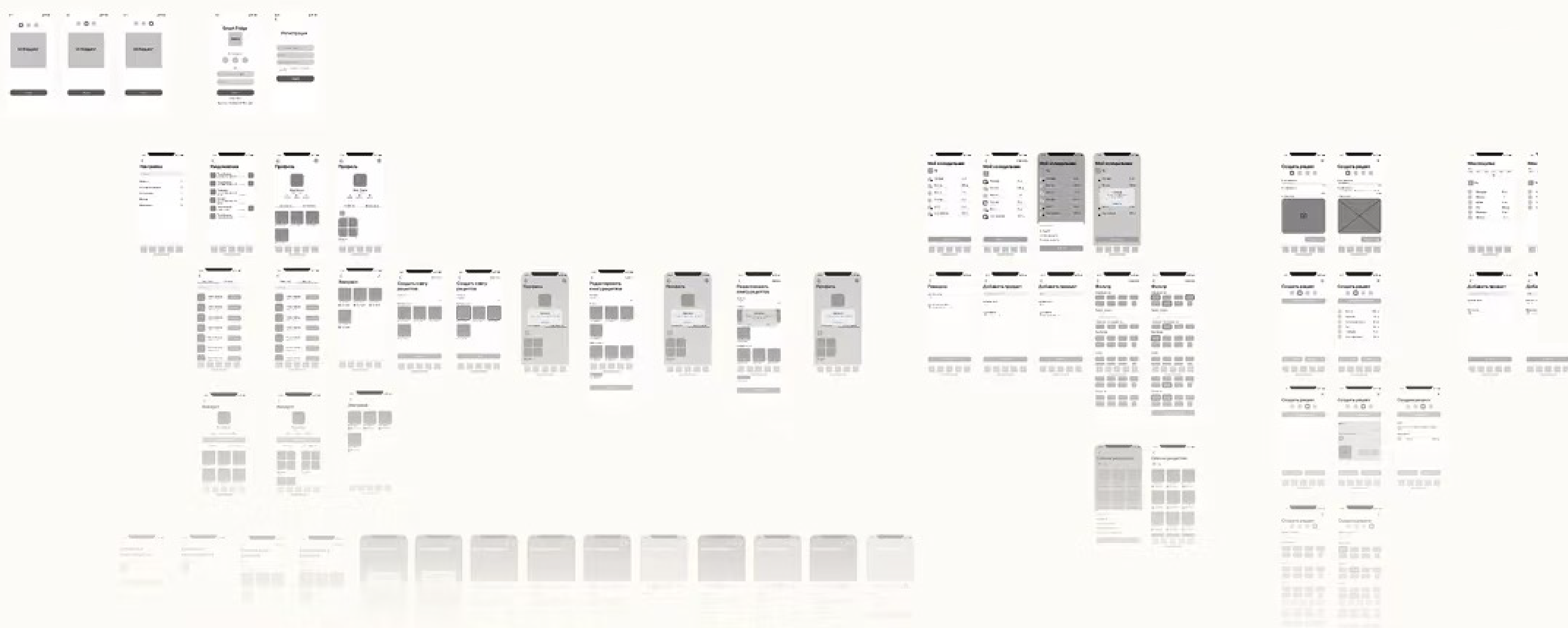
- The time that has been used is displayed on the page.
- Automatically track the usage time of each type.
- Limit the maximum time you can use the app per day.
- Set rewards and punishments.
- Combine rewards and punishments with feeding your pets.
- There will be a reminder for a long time of single use.

# Mockup



# Prototype

In order to identify minor and major interface problems, to find out how user-friendly the interface is, a prototype of the App was created and tested.



# Design System

## Typography

Element	Font	Size	Style
Heading	SF Pro Display	34 px	Semibold
Heading	SF Pro Text	17 px	Semibold
Text	SF Pro Text	17 px	Regular
Secondary Text	SF Pro Text	15 px	Regular
Tertiary Text	SF Pro Text	13 px	Regular
Buttons	SF Pro Text	17 px	Semibold

## Colours





