THWICE

APP to Get rid of phone anxiety

by HAO ZHANG

PERSONA

Nancy
Age: 33
Occupation: Product Manager
Location: Shanghai, China
Habits:
Uses her phone 7-9 hours daily for work emails, WeChat, and social media.
Scrolls for an hour before bed, often wasting time on algorithm-recommended content.
Needs:
Reduce unnecessary screen time, focus on personal interests, and improve work-life balance.
Pain Points:
Struggles with constant notifications and blurred boundaries between work and personal life.
Motivation:
Desires healthier habits with reminders to refocus and rewards for achieving goals.

Brooks
Age: 27
Occupation: Freelance Photographer
Location: New York, USA
Habits:
Spends 10+ hours daily on Instagram, TikTok, and photo editing.
Uses his phone for both creative work and social interactions.
Needs:
Reduce social media distractions, focus on creative work, and balance work and entertainment.
Pain Points:
Suffers from "fear of missing out" and frequent interruptions to his focus.
Motivation:
Prefers gamified features and tools to disconnect temporarily while earning rewards.
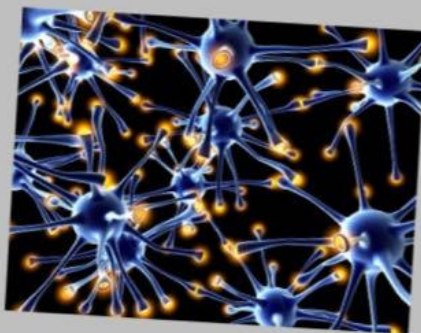
MINDMAP

Is using phone happy?

No → neural excitation ≠ happy → anxiety about unfinished tasks

Yes. reduce → eliminate color

self-hatred

vicious spiral

relieve anxiety with phone

visual stimulation.

reduce → Screen size

Aim to gain time

phone are not that fun.

set application Lock

use phone purposefully

most of content in apps is digital junk. 80%

PACT ANALYSIS

1. People

Age Range: 21 years and above
Personas:
Nancy: A busy professional seeking to reduce the interference of mobile devices in her work and personal life, improve time management, and focus on health.
Brooks: A freelancer and heavy social media user who wants to focus on creative work and avoid wasting time on unproductive mobile usage.
User Characteristics:

High familiarity with technology and strong dependence on smartphones.
Value efficiency and gamification, preferring simple and intuitive functionalities.
Nancy focuses more on health and work-life balance, while Brooks prioritizes creativity and social connections.

2. Activities

Nancy: Frequent work-related activities like responding to emails, managing tasks, and checking notifications.
Brooks: Entertainment and social activities such as browsing social media, editing photos, and interacting with followers.
Problems and Needs:

Nancy:
Overwhelmed by excessive notifications disrupting work.
Lacks a clear mechanism for controlling screen time.
Seeks reminders and tools to encourage efficient time management.
Brooks:
Wastes time on algorithm-recommended content.
Finds entertainment features distracting during creative work.
Needs help distinguishing between work and leisure phone usage.
Desired Changes:

USER FLOW

THWICE — WELCOME PAGE

HOME PAGE
- SHRINK SCREEN
- REMOVE COLOR

SIGN IN

RECOMMEND VIDEO — GARBAGE WARNING

SEARCHING PAGE
- SELECT APPLICATION
- ALLOCATION LOCK TIME

PACT ANALYSIS

3. Contexts
Usage Scenarios:
Nancy:
Work Hours: Needs to improve focus and avoid distractions.
Daily Life: Reduce unnecessary screen time to focus on personal interests and family.
Brooks:
Creative Work: Needs to minimize social media interruptions.
Alone or Waiting: Seeks alternative activities to screen time, like reading or meditation.
Influencing Factors:

Environment: Office, home, or on the go.
Time Pressure: Nancy experiences tight schedules during workdays, while Brooks needs extended periods of concentration for creative work.
Psychological State: Dependence on smartphones (FOMO) and anxiety from overuse.

4. Technologies
Devices:Smartphones (iPhone/Android) equipped with notification management and screen time tracking features.
Potential integration with wearable devices like smartwatches.
Technical Requirements:

User Interface: Simple, intuitive, and suitable for frequent interaction.
Core Features:
Screen time tracking and data visualization.
Time restriction and notification reminders (based on specific periods or app categories).
Non-screen interaction suggestions (e.g., sound or vibration alerts).
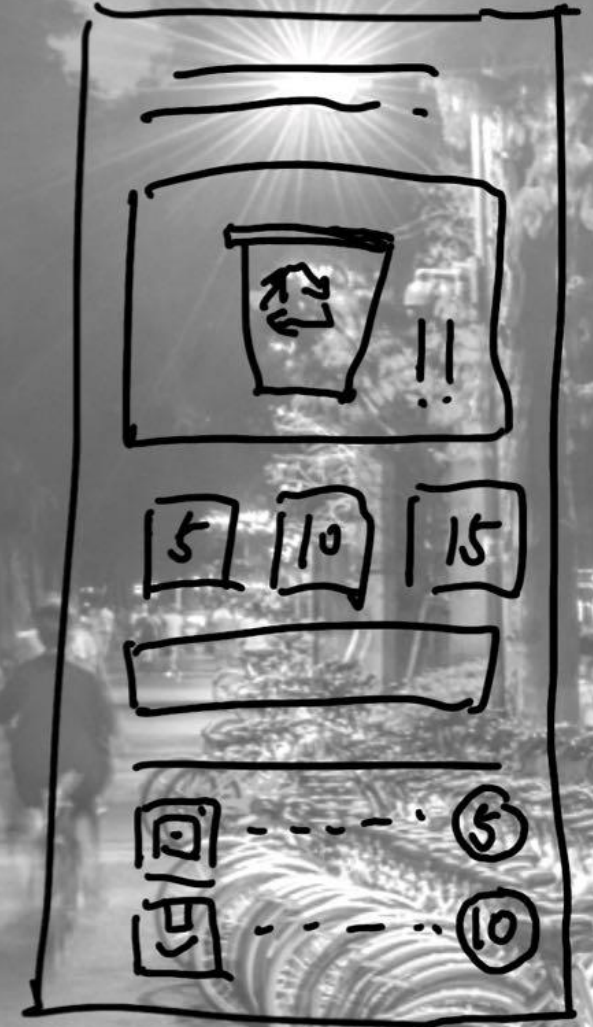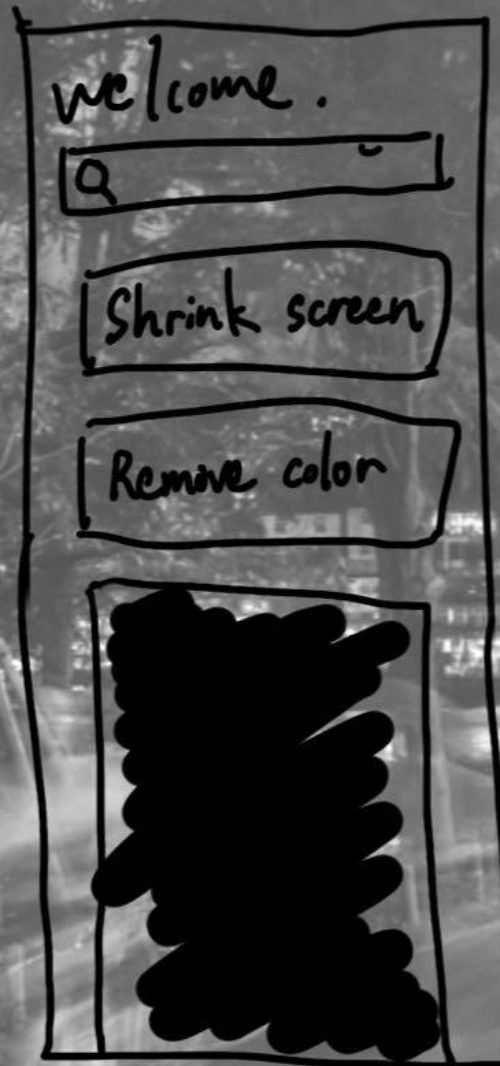Innovations:

Use AI to distinguish between productive and unproductive usage patterns.
Offer personalized time management recommendations.
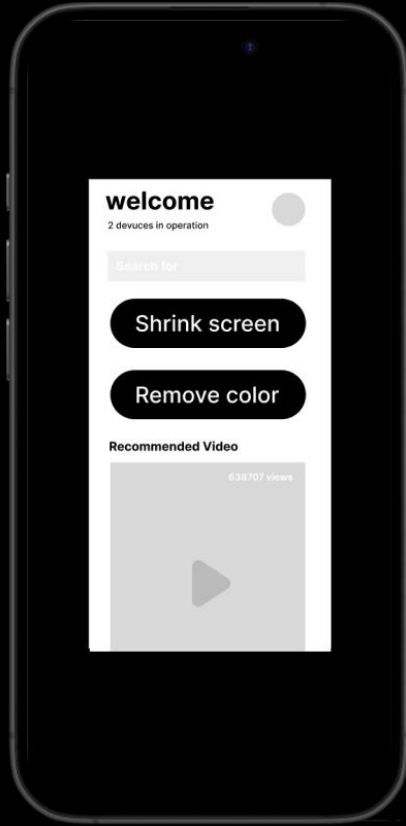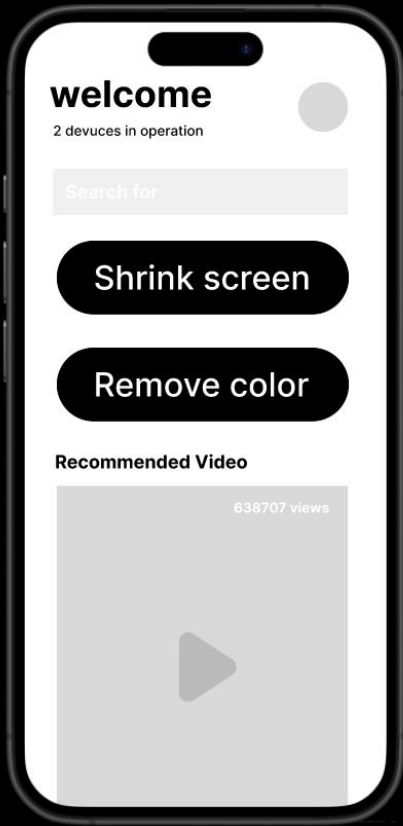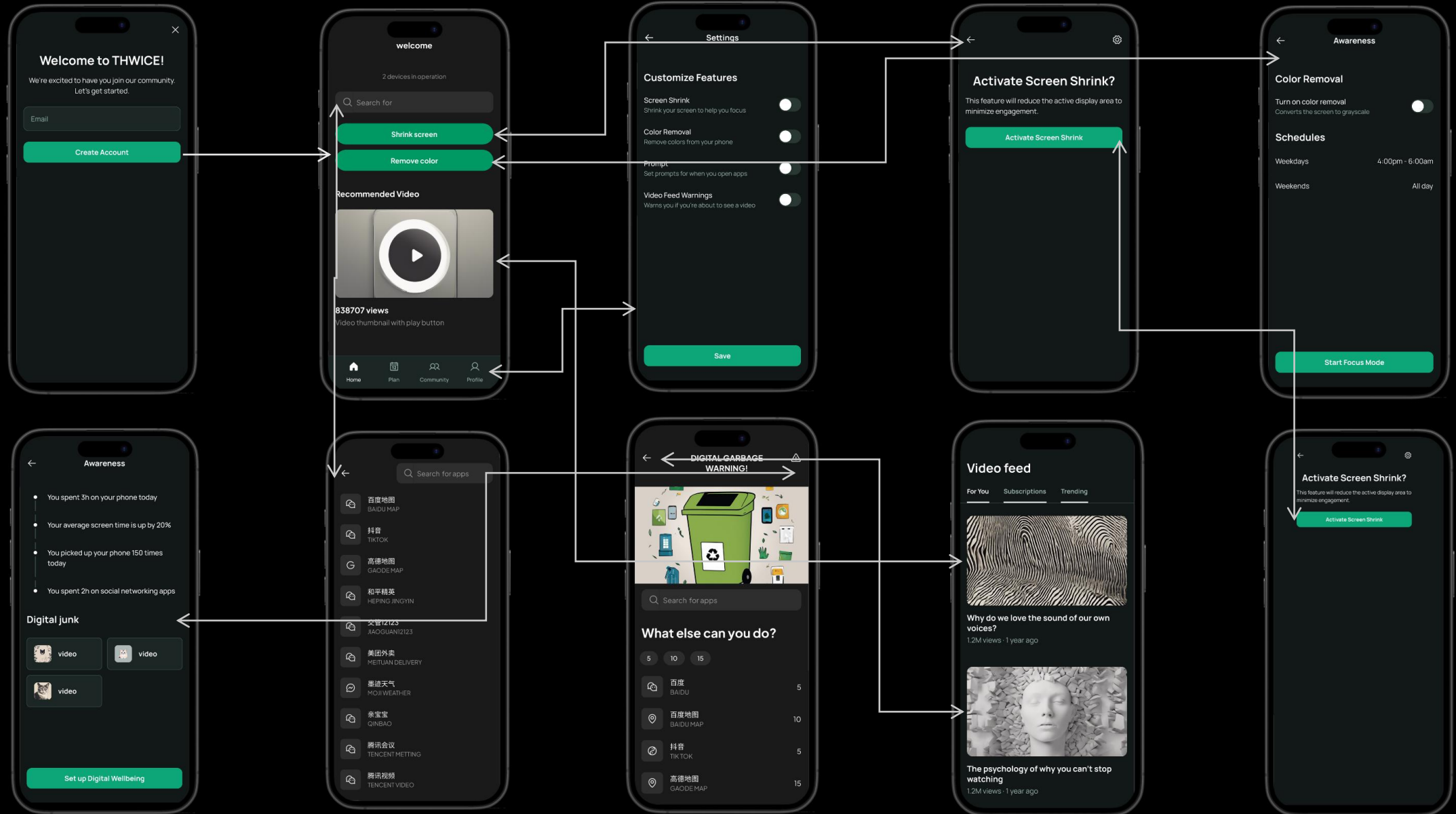Ensure compatibility with existing health and productivity apps.

MID-fidelity UI design

CLICK TO SHRUNK   CLICK TO REMOVE COLOR   CLICK RECOMMEND VIDEO GET WARINING

TWO QUESTION WHEN SETTING THE APP LOCK   ALLOCATE THE APP LOCK TIME RANGE

Page Flow Display

Screen 1: Welcome to THWICE!
Welcome to THWICE!
We're excited to have you join our community. Let's get started.

Email

Create Account

Screen 2: welcome
welcome

2 devices in operation

Search for

Shrink screen

Remove color

Recommended Video

838707 views
Video thumbnail with play button

Home   Plan   Community   Profile

Screen 3: Settings
Settings

Customize Features

Screen Shrink
Shrink your screen to help you focus

Color Removal
Remove colors from your phone

Prompt
Set prompts for when you open apps

Video Feed Warnings
Warns you if you're about to see a video

Save

Screen 4: Activate Screen Shrink?
Activate Screen Shrink?

This feature will reduce the active display area to minimize engagement.

Activate Screen Shrink

Screen 5: Awareness
Awareness

Color Removal
Turn on color removal
Converts the screen to grayscale

Schedules

Weekdays   4:00pm - 6:00am

Weekends   All day

Start Focus Mode

Screen 6: Awareness
Awareness

- You spent 3h on your phone today
- Your average screen time is up by 20%
- You picked up your phone 150 times today
- You spent 2h on social networking apps

Digital junk

video   video

video

Set up Digital Wellbeing

Screen 7: App list
Search for apps

百度地图
BAIDU MAP

抖音
TIKTOK

高德地图
GAODE MAP

和平精英
HEPING JINGYIN

交管12123
JIAOGUAN12123

美团外卖
MEITUAN DELIVERY

墨迹天气
MOJI WEATHER

亲宝宝
QINBAO

腾讯会议
TENCENT METTING

腾讯视频
TENCENT VIDEO

Screen 8: DIGITAL GARBAGE WARNING!
DIGITAL GARBAGE WARNING!

Search for apps

What else can you do?

5   10   15

百度
BAIDU   5

百度地图
BAIDU MAP   10

抖音
TIK TOK   5

高德地图
GAODE MAP   15

Screen 9: Video feed
Video feed

For You   Subscriptions   Trending

Why do we love the sound of our own voices?
1.2M views · 1 year ago

The psychology of why you can't stop watching
1.2M views · 1 year ago

Screen 10: Activate Screen Shrink?
Activate Screen Shrink?

This feature will reduce the active display area to minimize engagement.

Activate Screen Shrink

THANK YOU