2024/12

Being Human

—

Project 2

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User Group Selection

Nowadays, the impact of electronic products on people's lives is increasing, causing unnecessary distractions at some times. I want to design an APP to reduce people's dependence on mobile phones and realize the instrumentality of mobile phones.

The annual Global Overview Report released by the digital reference library DataReportal in January this year shows that Internet users aged 16 to 64 spend an average of 6 hours and 40 minutes surfing the Internet on electronic devices every day. This is equivalent to about 47 hours a week and 101 days a year. According to this estimate, a person will spend more than 17 years of his adult life from 18 to 80 years old using the Internet.

The situation in the United States is even worse, with Americans spending an average of 7 hours and 3 minutes online every day, and adults spending more than 18 years on the Internet.

Adults 21yo +

Observation

In public spaces, whether on the subway, in cafes, or offices, people's eyes are invariably drawn to their phone screens. Bowing heads, scrolling, and tapping have become the most common physical movements of our era, as if phones have become an extension of our bodies.

Phone dependency is reshaping patterns of interpersonal relationships. Even when sharing the same physical space, people tend to communicate with those far away through screens, creating a peculiar phenomenon of "collective solitude." This state is symbolized in the collage by figures bound by ropes, representing modern humans imprisoned by technology.

Phones are both tools and shackles; the key lies in users' self-awareness. When we realize we're being controlled by technology, perhaps that's the beginning of reclaiming our autonomy. The black and white crowds in the artwork suggest this state of lost individuality.

Behind the compulsive phone-checking behavior lies modern society's anxiety about information. The constant influx of notifications and messages creates a false sense of urgency, generating panic that "something important will be missed if not responded to immediately."

The solution to phone dependency isn't complete abandonment but establishing healthy usage habits. Like the gaps and breaks in the collage, we need to find breathing spaces in our digital lives and redefine the relationship between humans and technology.

PACT

People

Basic characteristics of target users

Age range: 21 years and above, may include young professionals, middle–aged people, and the elderly.
· Occupational background: including white–collar workers, blue–collar workers, freelancers, retirees, etc.
· Hobbies: may include travel, fitness, reading, socializing, etc.
· Technical level: have a certain degree of familiarity with technology (such as commonly used smartphones and common apps), but some users

Pain points

Dependence on technology (e.g., scrolling through social media, over–reliance on navigation).
Feeling "held hostage" by technology (e.g., meaningless time wasting or being interrupted by numerous notifications).

Activties

Target users' main technology–related activities

Essential Activities

Work-related tasks (e.g. online meetings, document editing).

Life-related activities (e.g. paying bills, online shopping, navigation).

Entertainment activities:

Watching videos (e.g. YouTube, Netflix).

Listening to music (e.g. Spotify, Apple Music).

Playing mobile games.

Time-wasting activities

Browsing social media (such as TikTok, Weibo, Facebook) aimlessly.

Checking phone notifications frequently and responding to irrelevant messages.

Contexts

Usage Environment

Home
When you are alone or with your family.

Workplace
You may be distracted by notifications in an office environment.

Commuting
Fragmented time such as on the subway or bus.

Social scene
Being distracted by your phone when you are with friends or family.

Time allocation

1min–10min

Short-term use
(such as checking notifications).

Long-term immersion
(such as watching dramas, watching short videos).

Technologies

Commonly used equipment

Smartphone (iPhone, Android).
Tablet.
Smartwatch (for notifications or fitness tracking).

Application Scenario

Notifications and communications (e.g. WeChat, WhatsApp).
Time management (e.g. calendar, reminders).
Entertainment (e.g. short videos, streaming).
Health tracking (e.g. step counting, heart rate monitoring).

Interview

Jiangming Song

Age: 24

Status: Graduate student (Environmental Science)

Background:
I like to learn new knowledge, but I am often distracted by my phone.
I often use my phone to look up literature, study online, and keep in touch with friends through social media.

Goal:
Complete learning tasks more efficiently.
Reduce meaningless social media browsing time.

Pain points:
I always "scroll on my phone" for too long, which affects my academic progress.
I am often disturbed by social media notifications and find it difficult to concentrate.

Technology habits:
I use my phone to study (such as looking up information and online courses).
I like to relax with entertainment apps (such as Bilibili and Douyin).
I use my phone alarm and schedule reminders, but I often ignore notifications.

Zhiyou Yin

Age: 27

Status: Software Development Engineer

Background:
Working from 9 to 5, often need to work overtime.
Passionate about technology, but feel that the boundary between work and entertainment has become blurred.
Mobile phone is the main tool for work and entertainment.

Goal:
Balance work and life, improve concentration.
Reduce time wasted due to mobile phone use.

Pain points:
Being interrupted by unnecessary notifications from mobile phone while working.
After work, watching short videos has become a habit, resulting in insufficient sleep.

Technology habits:
Often use WeChat and DingTalk to handle work affairs.
Watch short videos on mobile phone to relax at night.
Use smartwatch to record health data, but do not make good use of the function.

Manqi Tang

Age: 35

Status: Full-time mother, part-time freelance writer

Background:
Need to manage family affairs and work.
Mainly use mobile phone to complete part-time tasks and keep in touch with friends.
Like to share life through social media.

Goal:
Handle family and work affairs more efficiently.
Reduce unnecessary time on social media.

Pain points:
Often waste time on social media or online shopping, delaying other important tasks.
Difficult to concentrate when interrupted by children or family affairs at work.

Technology habits:
Use mobile phone to record family affairs (such as shopping lists, reminders).
Use mobile phone to handle manuscripts and communicate.
Check social media updates frequently.

persona

Name: X
Age: 28
Occupation: Software Development Engineer
Background:
Busy work every day, mobile phone is the main work and social tool.
Like to watch short videos to relax, but often stay up late and affect sleep.
Goal:
Improve work efficiency.
Pain point:
Being disturbed by a large number of work notifications makes it difficult to concentrate.
Browsing the phone leads to time management out of control.
Technical habits:
Email, WhatsAppA, Tik Tok.

Needs

Creating a APP that can effectively prevent people from being disturbed during their normal work and study is like a lock that locks people's mobile phones, which can to a certain extent establish a barrier between people and mobile phones.

competitive analysis

Flat Tomato

Off Screen

Chick Focus

forest

Mind Map
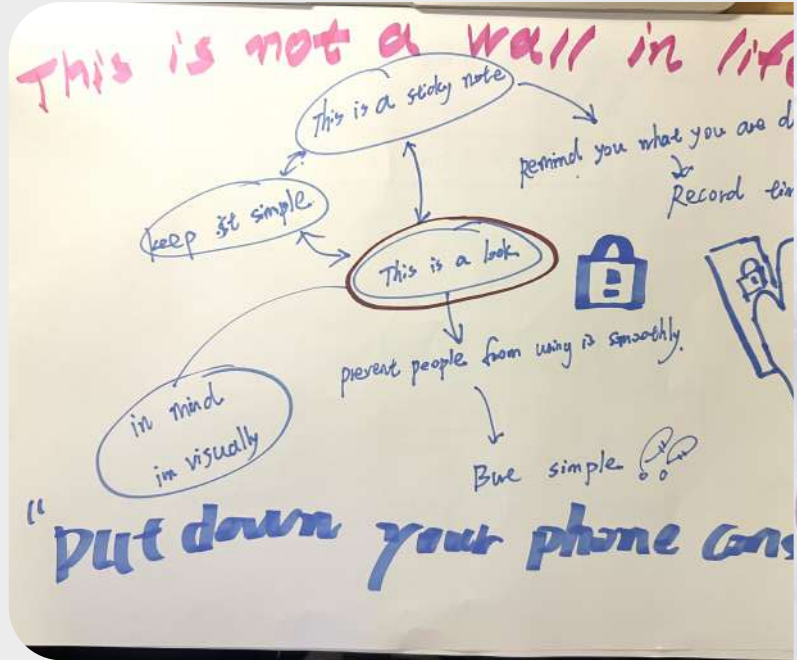
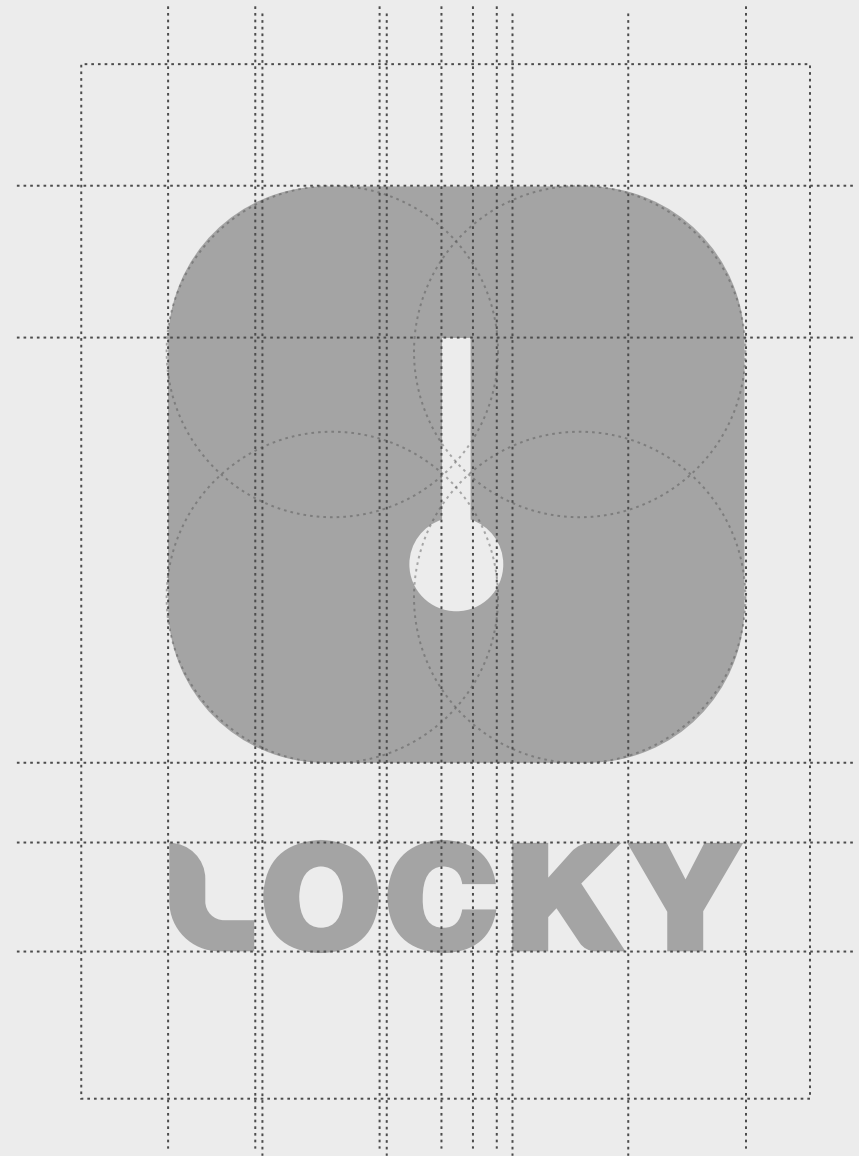Brainstorm and write down some ideas about apps
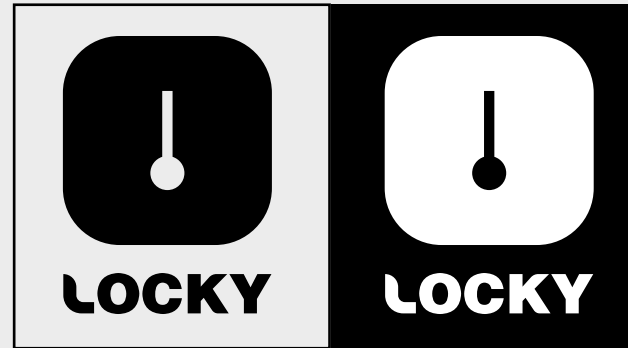
Prototype sketch
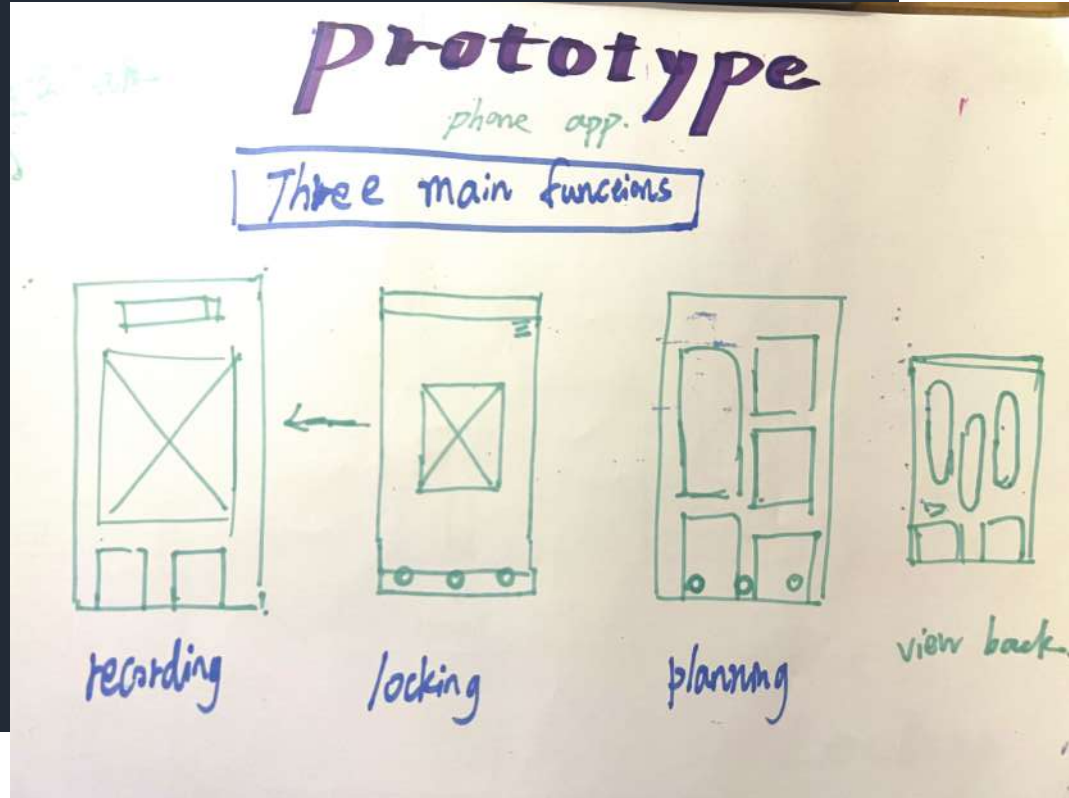
Write down the logic of the prototype design and restore the underlying logic of the design into a wireframe to prepare for subsequent work
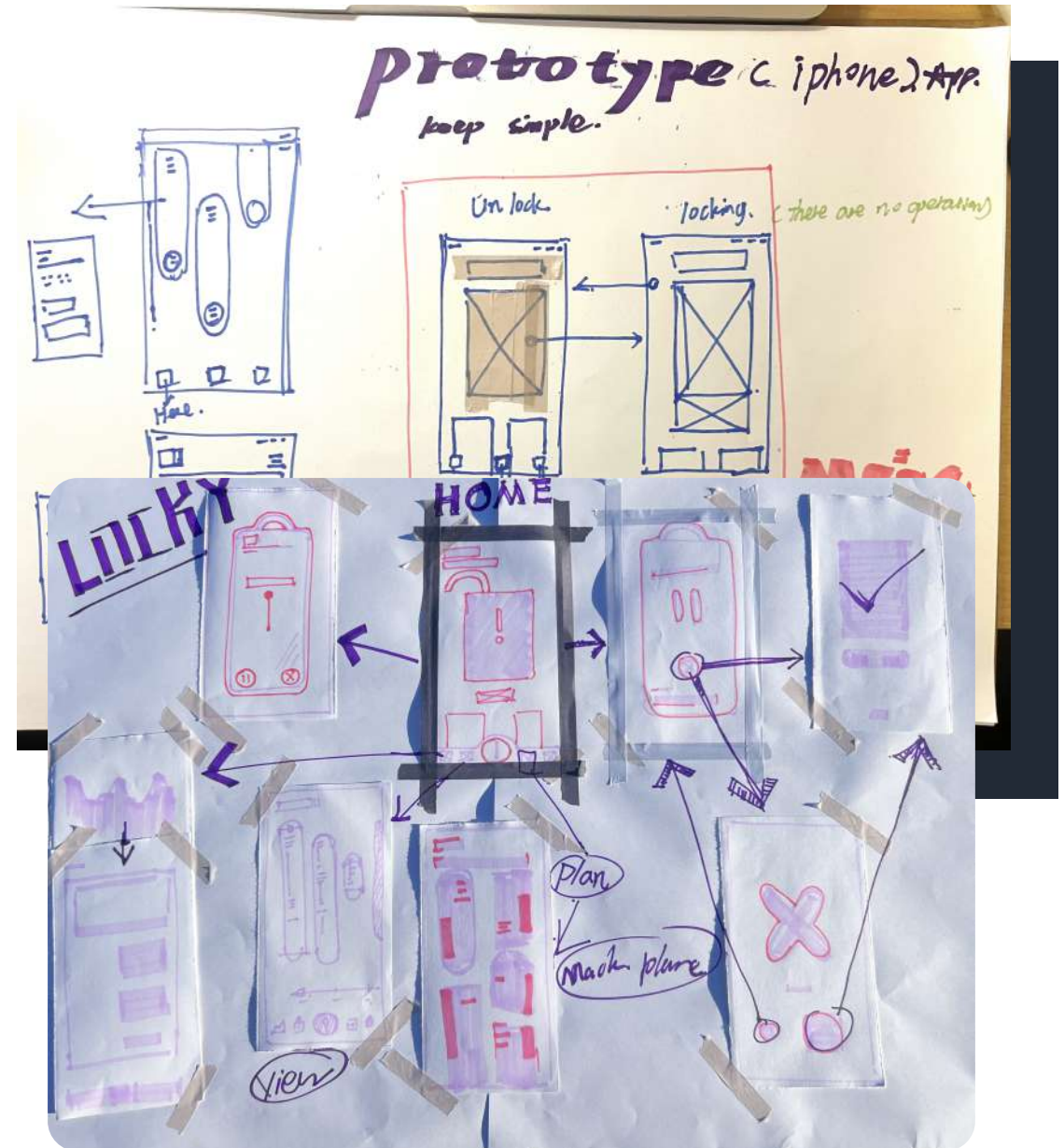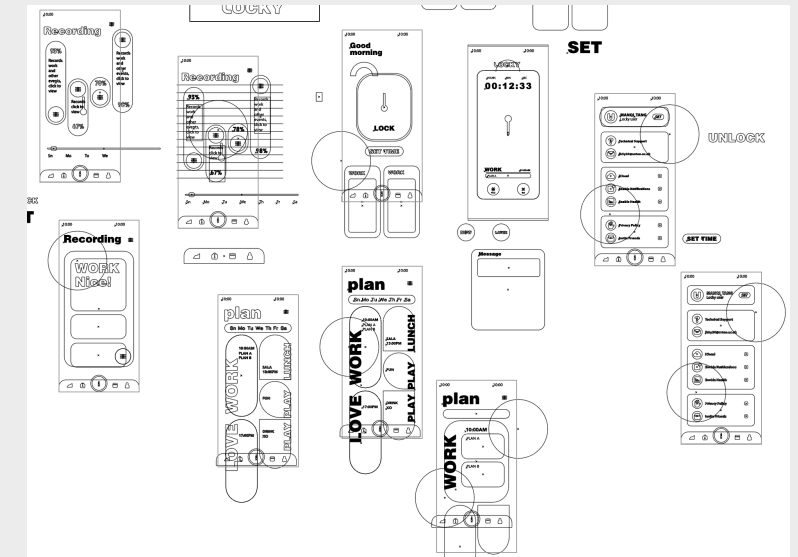
Application LOGO design

LOCKY **LOCKY**

Application interface color

Rational, Focused

Relaxed, Happy

Emotional, Thinking

APP uses fonts
APP uses fonts
APP uses fonts

Application icon design

Application interface design

LOCKY

Application function block

Application page core functional area

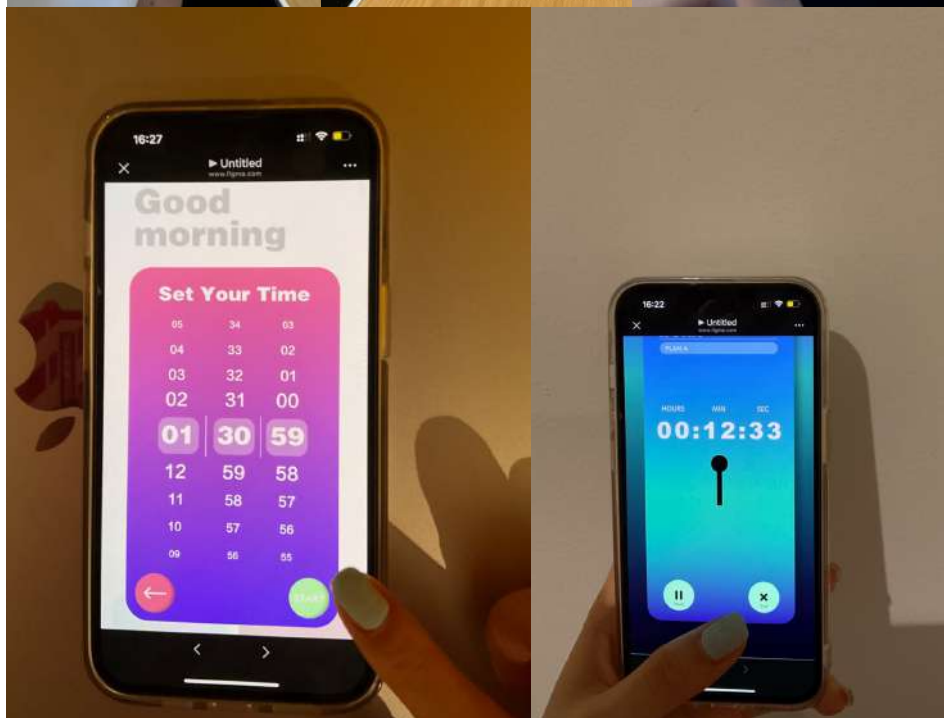Timing and Information Memo

Usage Record

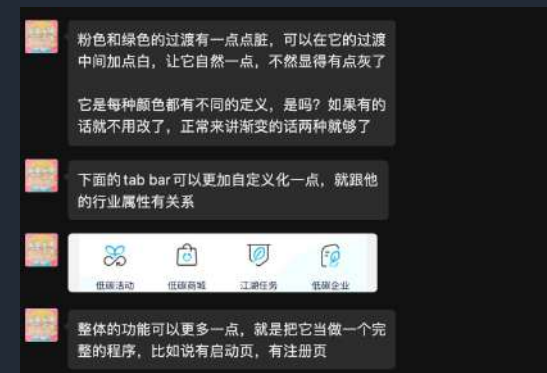Personal information settings
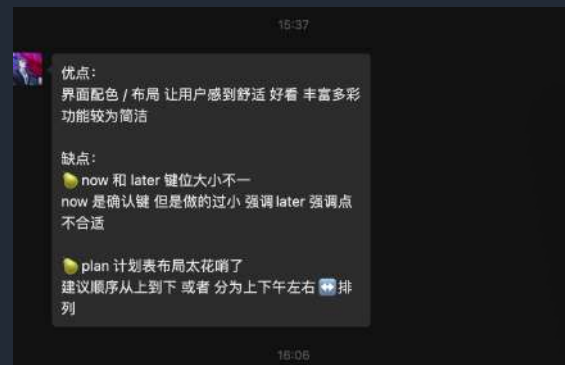
Personal Plan
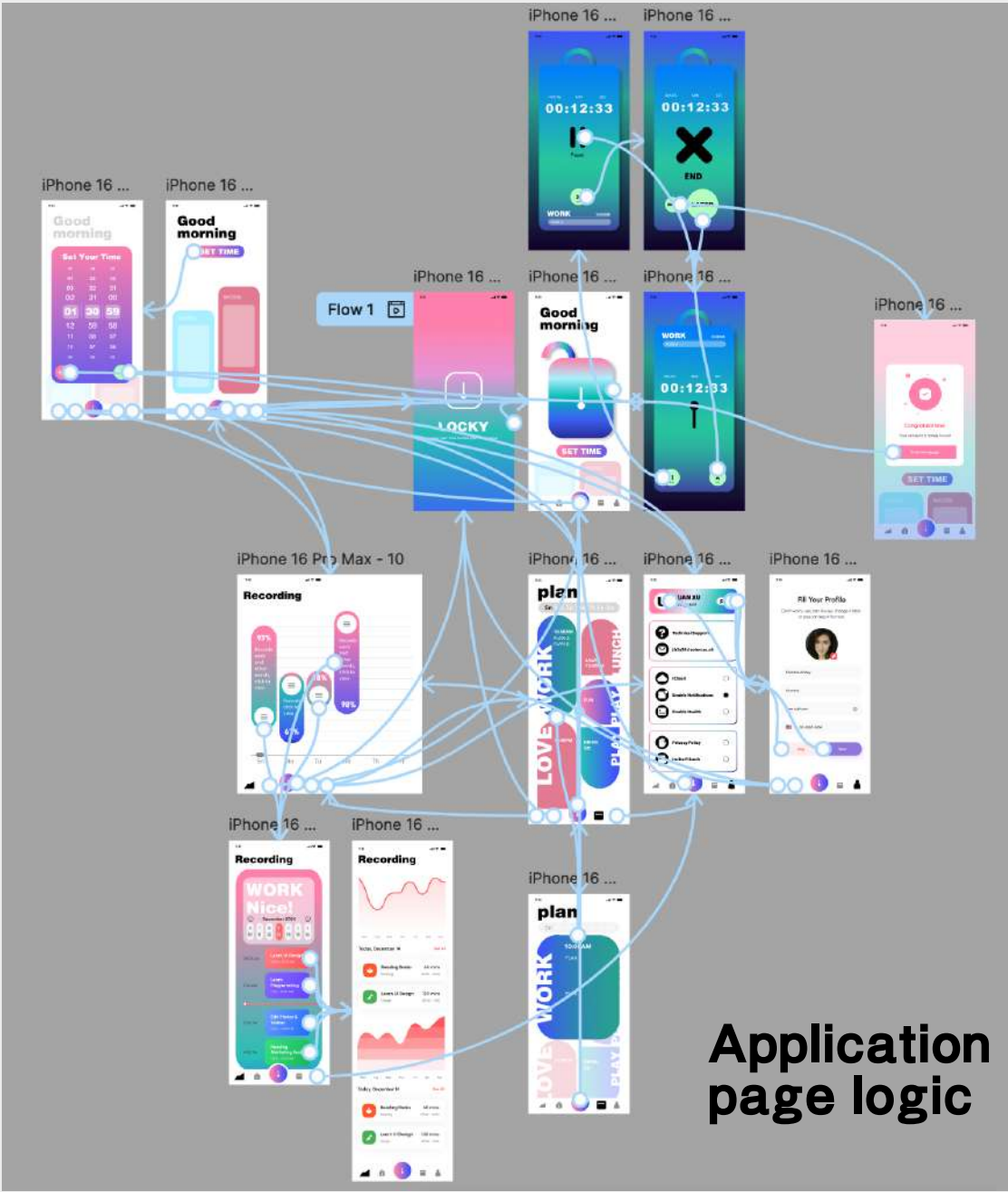
Application page logic

Test

Feedback

Iteration

Adjust the color change

adjust the button size

jump page animation

After Iteration

Through the Locky project, I learned to design a meaningful app that helps users develop healthy phone habits and improve life balance. By understanding user needs, we created simple, user-friendly designs and optimized them through testing. This experience taught me that design is about solving real-life challenges, promoting healthier digital lifestyles, and continuously improving the relationship between people and technology.