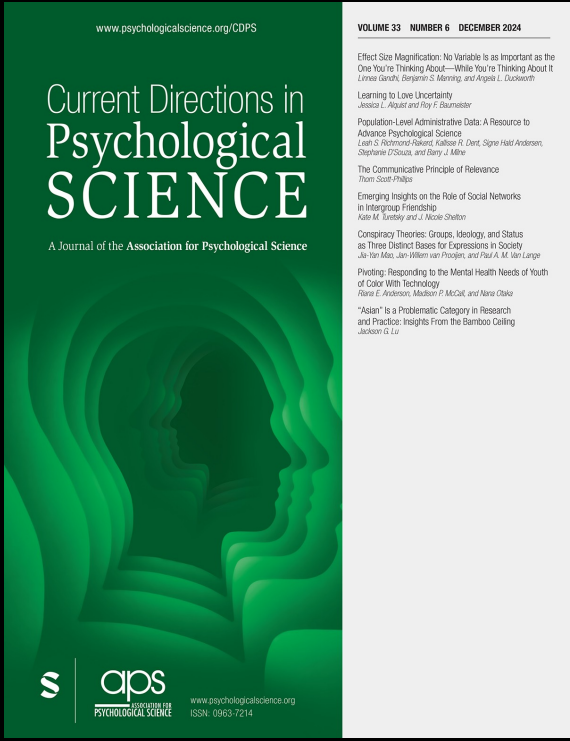


# FoxFocus

## Project 2 : Being Human

Kang Kexin 336018503

Design and New Media ARTD6115



## Current Directions in Psychological Science, 14(6)

“Music training has been shown to improve cognitive abilities, particularly in areas such as attention and memory, by enhancing brain function and increasing neural connectivity" (Schellenberg, 2005, p. 312).

## USER SURVEY

- Do you often get distracted or absent-minded when studying, doing homework, or doing something that requires concentration?

Often 68.75%

Occasionally 17.14%

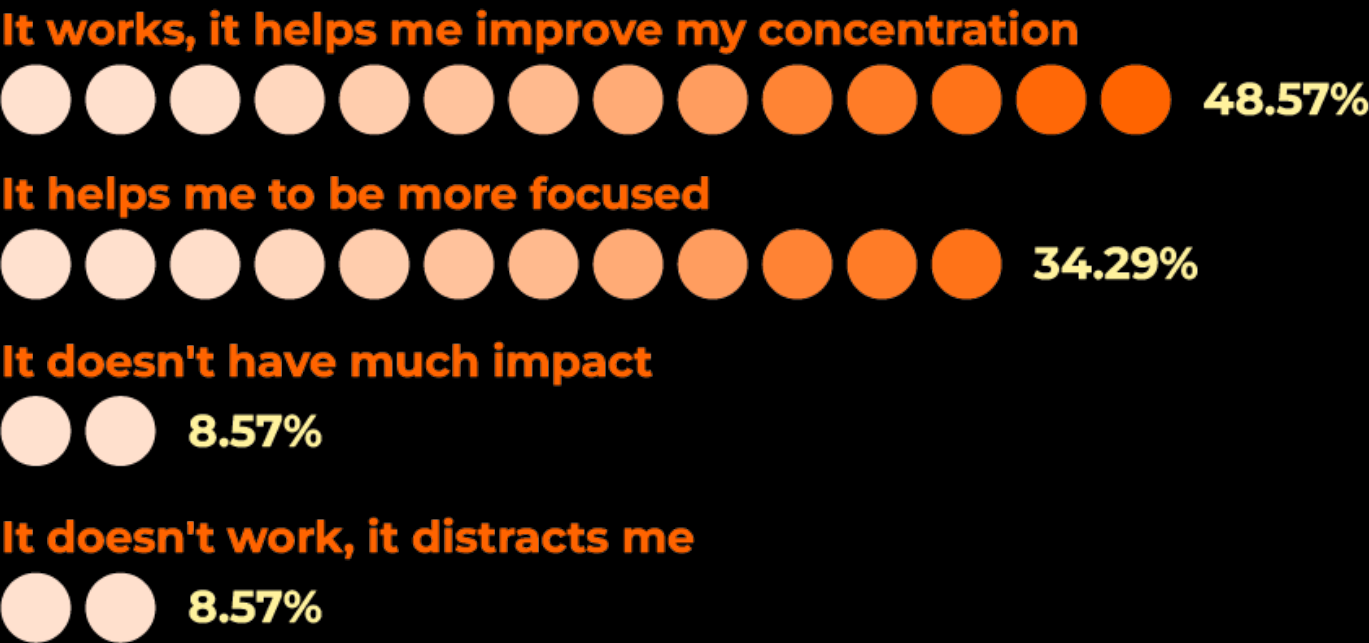
Rarely 8.57%

Never 5.71%

- When you are doing something that requires concentration, what methods do you use to help yourself focus?

Listen to soft music  
Light a scented candle  
Turn off the phone to silent mode  
Meditate  
Listen To Music  
Listen to the keyboard sounds  
Watch a TV series  
Clean the room  
Chewing gum

- How do you think listening to music while doing something focused affects your ability to concentrate?



## PERSONA

**GENDER** Female  
**AGE** 27  
**CAREER** Marketing  
**DEVICE** iPhone 13

**MUSIC PREFERENCE**

White noise  
Focus music  
Nature sounds

**STUDY ENVIRONMENT**

Utilizes fragmented time to self-study and develop new skills, often studying in the office or a café via online courses or reading materials.

**GOLE**

Find time to self-improve amidst a busy work schedule and avoid distractions from social media or other apps.

**PAIN POINT**

Struggles to stay focused during fragmented work and study times due to apps constantly vying for attention. Desires a focused and distraction-free environment when using study tools, but finds it hard to block out interruptions.

**Grace**

Proficient ———— Unfamiliar Fixed ———— Flexible

**GENDER** Male  
**AGE** 21  
**CAREER** Junior Student  
**DEVICE** iPhone 16

**MUSIC PREFERENCE**

Classical music  
Light music  
Electronic music

**STUDY ENVIRONMENT**

Typically studies in the library or dormitory, prefers listening to background music to improve concentration.

**GOLE**

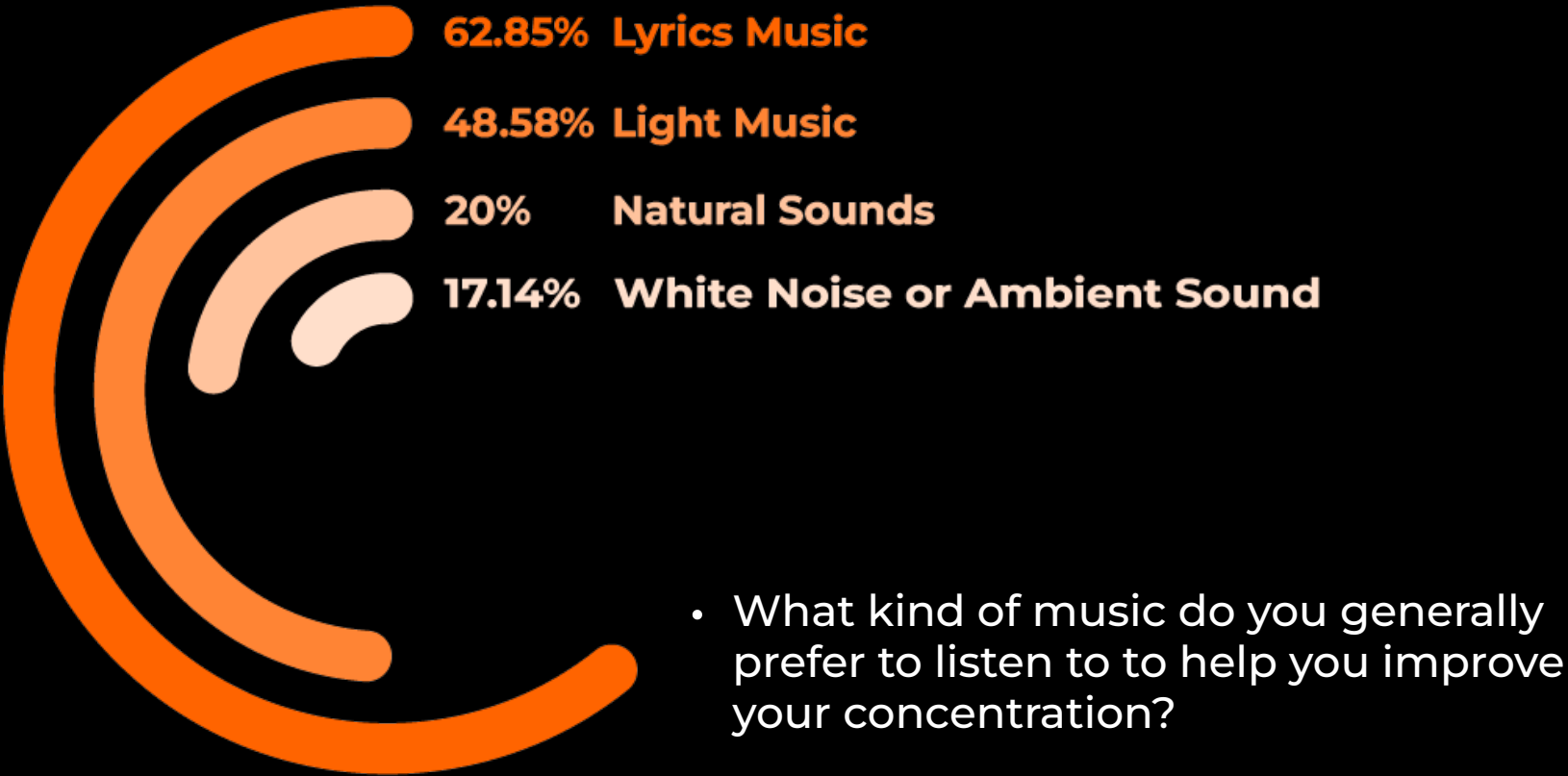
Improve study efficiency, avoid distractions from the phone, and stay focused on assignments and exam preparation.

**PAIN POINT**

Frequently gets distracted by social media during study sessions, which impacts productivity. Often opens irrelevant apps while using study tools, wasting time. Gets distracted by phone notifications or messages when trying to concentrate on assignments or reading.

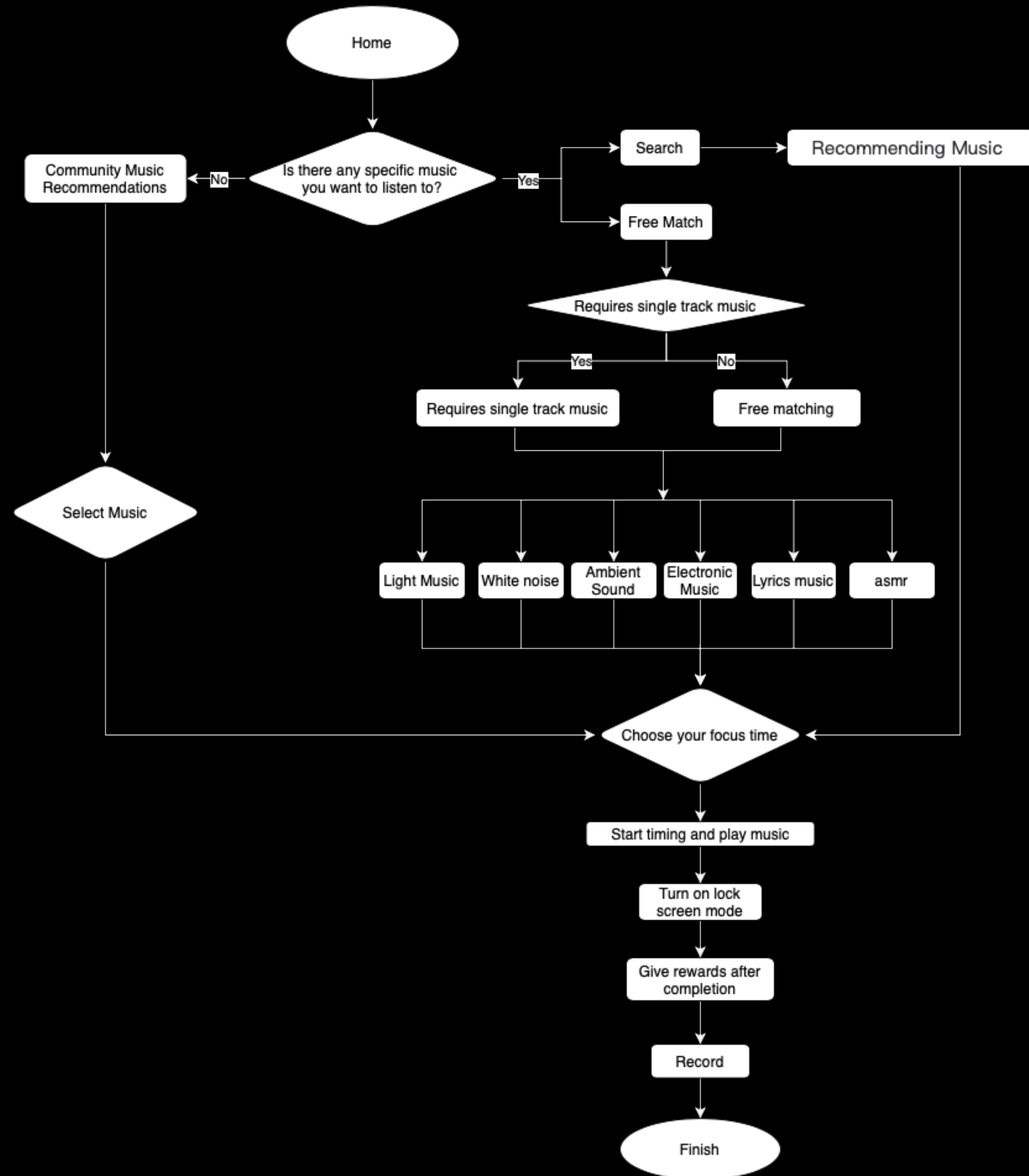
**Steran**

Proficient ———— Unfamiliar Fixed ———— Flexible

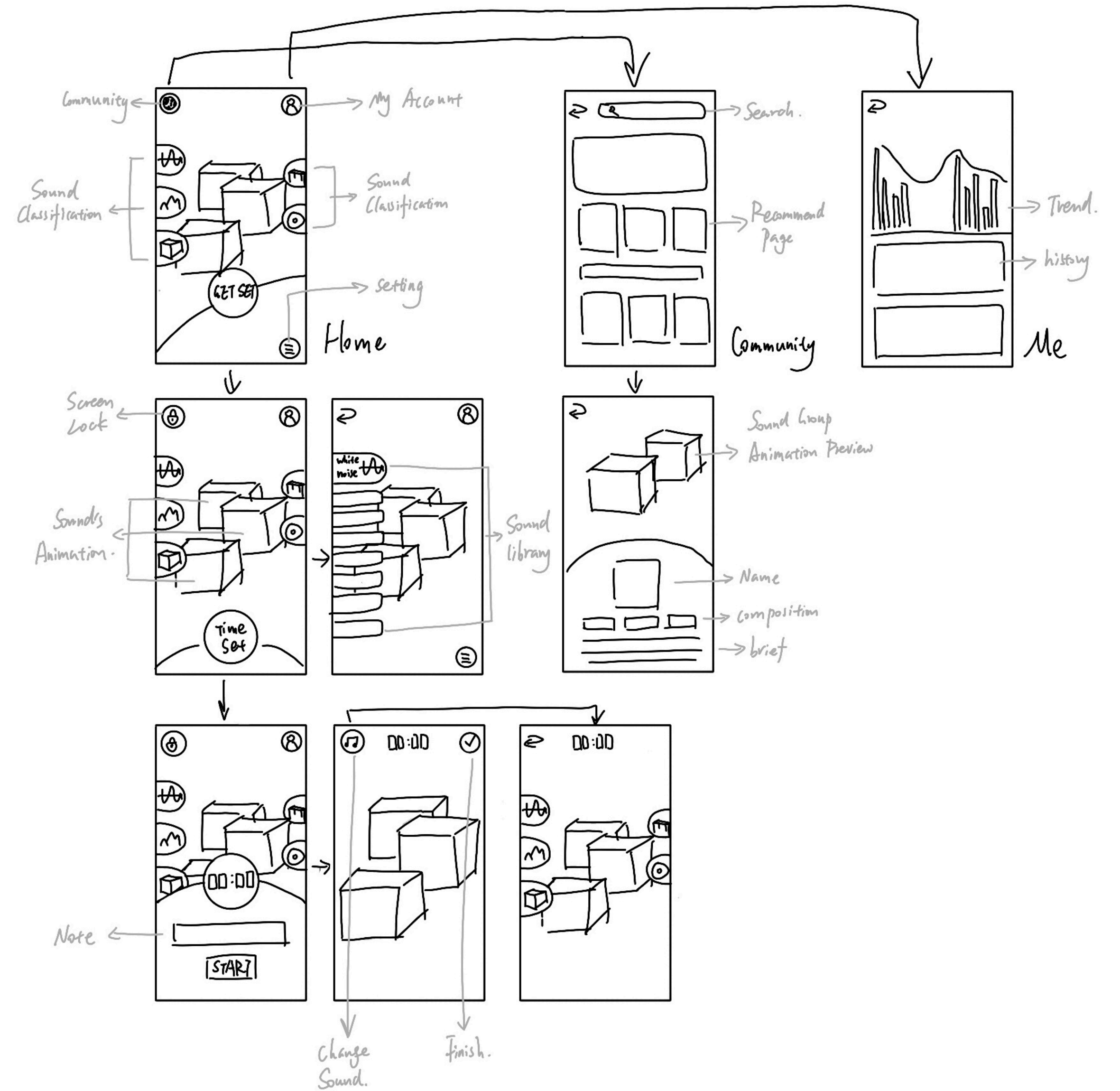


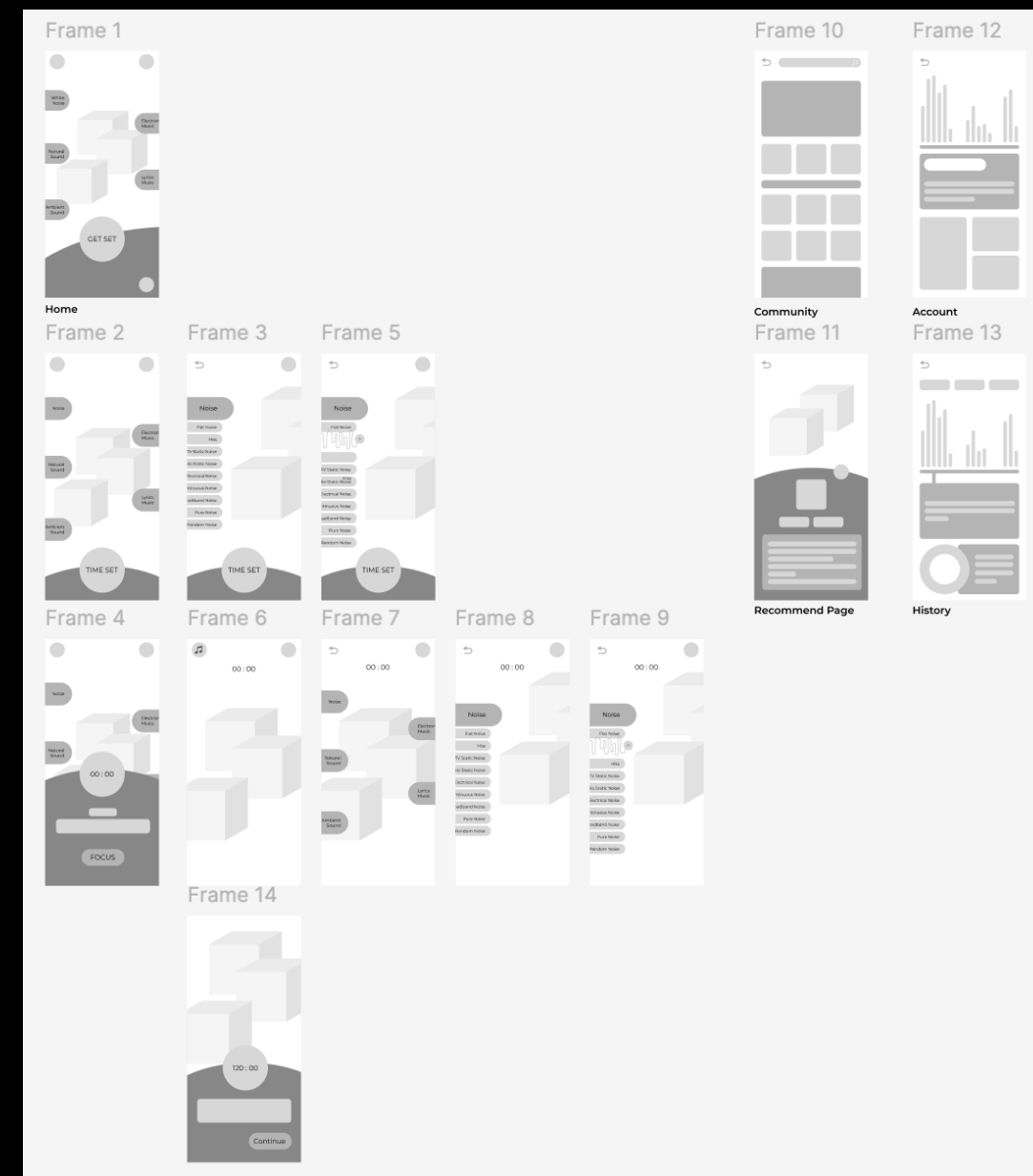


# FLOW DIAGRAM



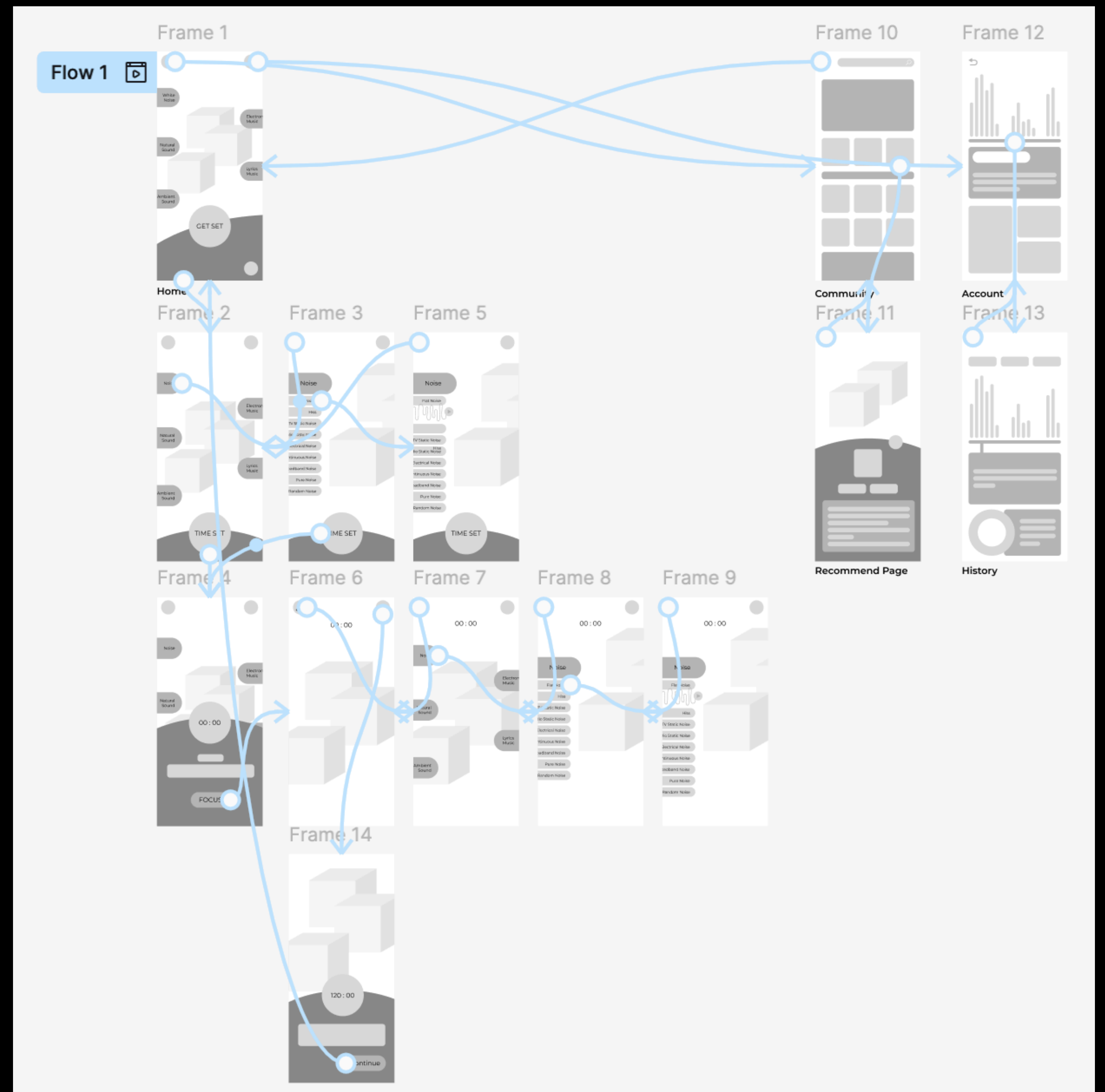
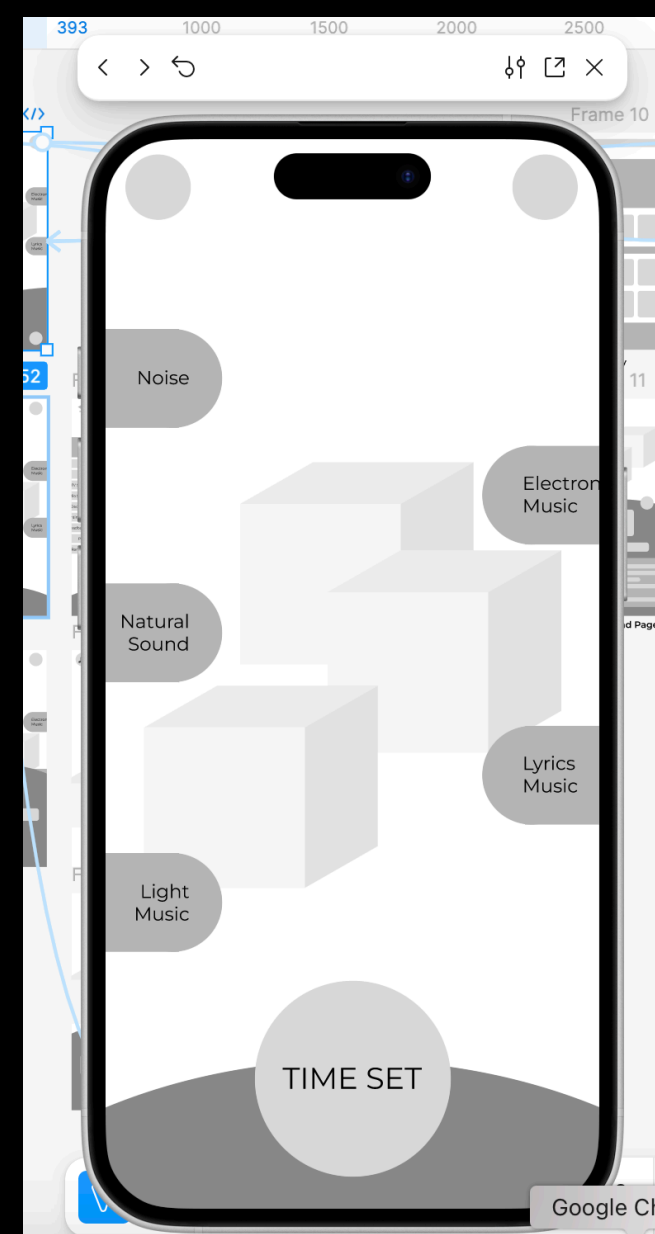
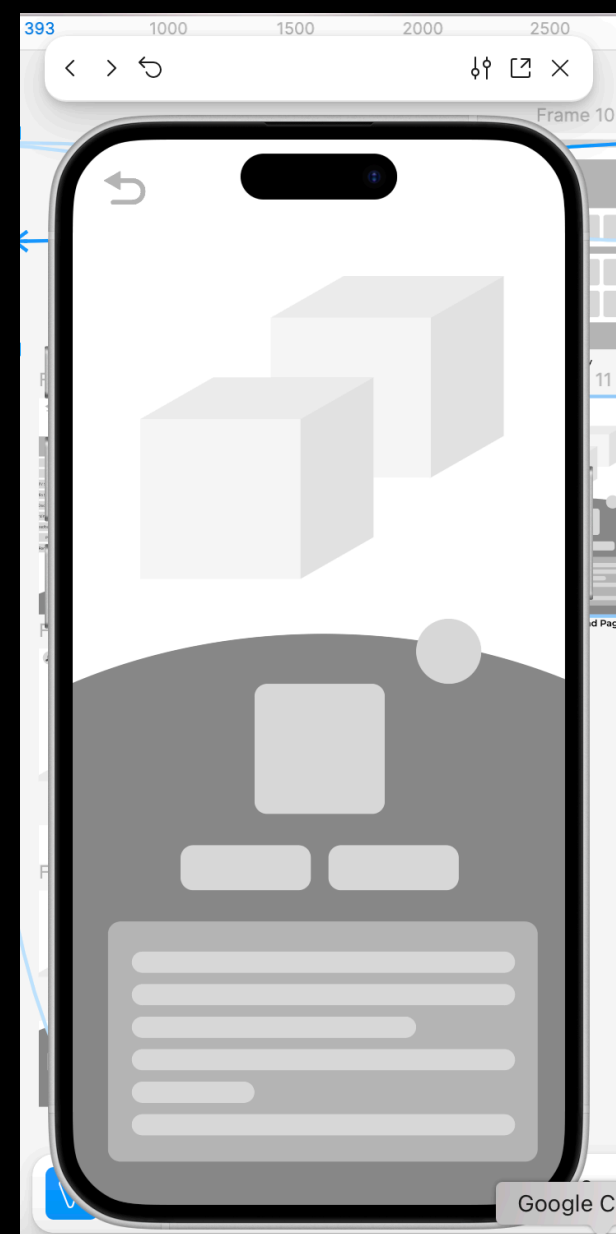
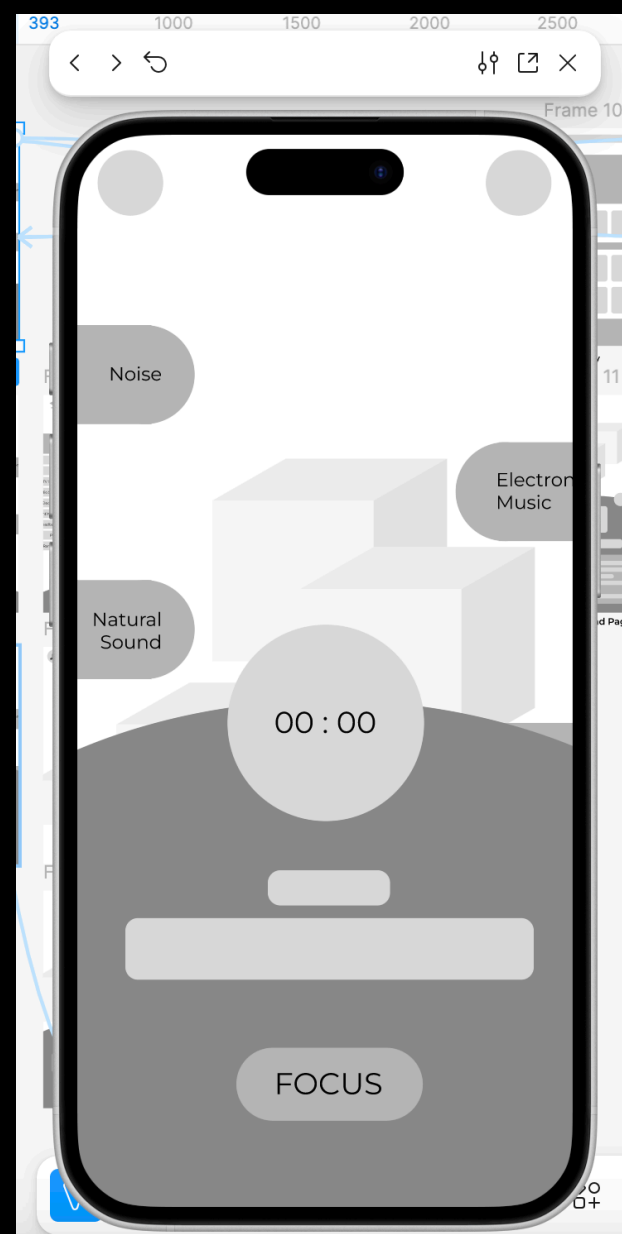
# WIREFRAME





## USER TEST

- Flow Logic Issues
- Button Responsiveness
- Awkward Interaction





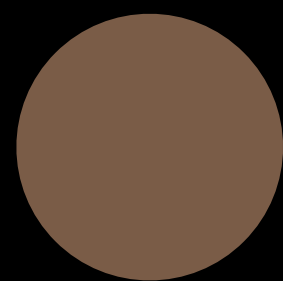
## ICON



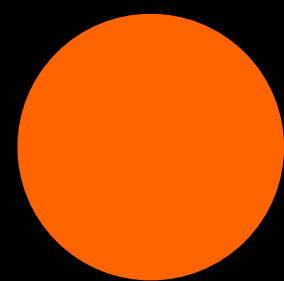
## TYPEFACE

Montserrat Medium  
**Montserrat Bold**

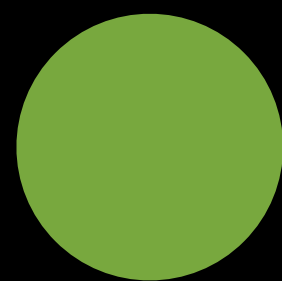
## COLOR



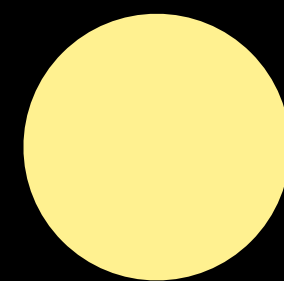
7A5C47



FF6400

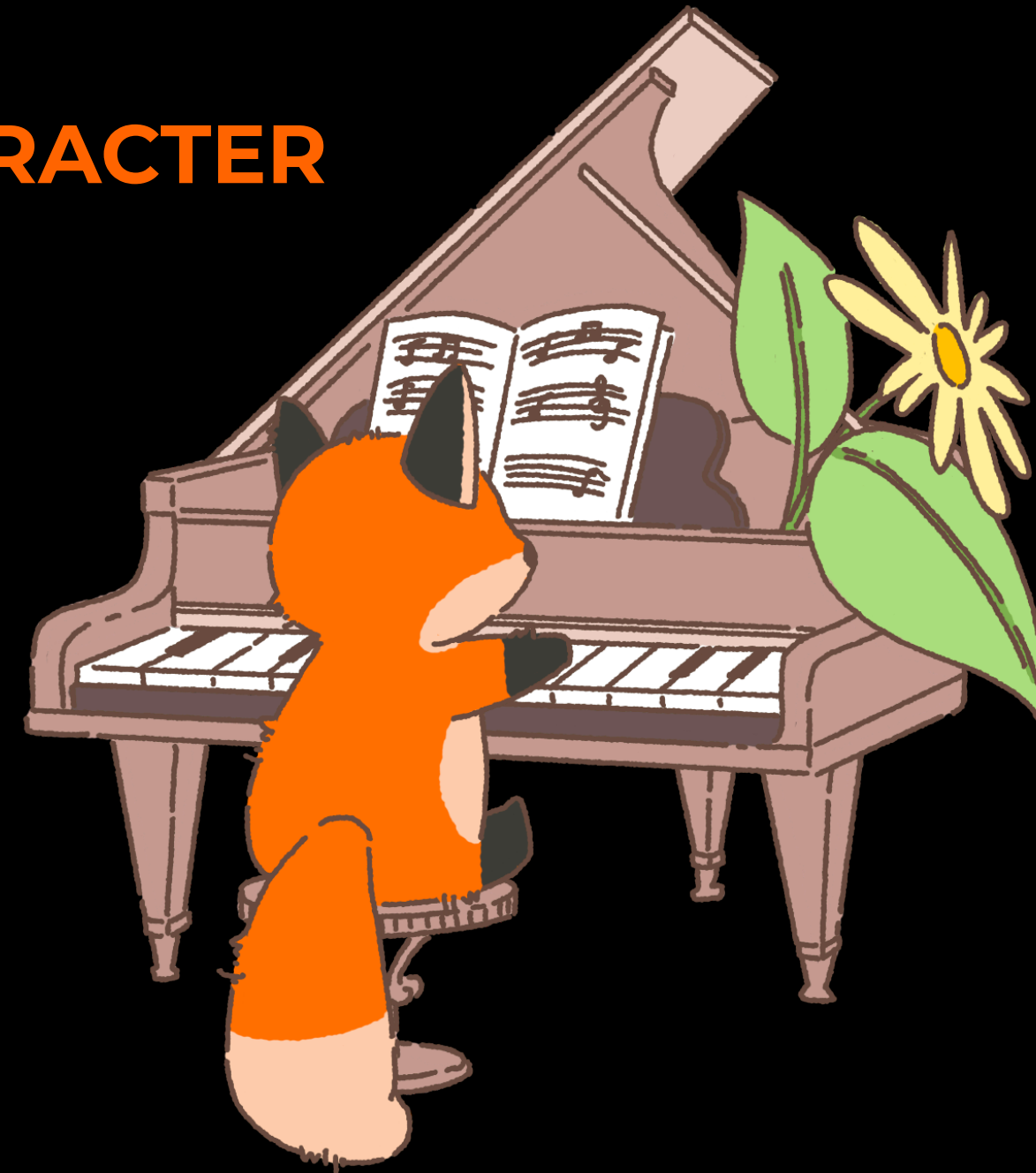


82A74F



FFF29D

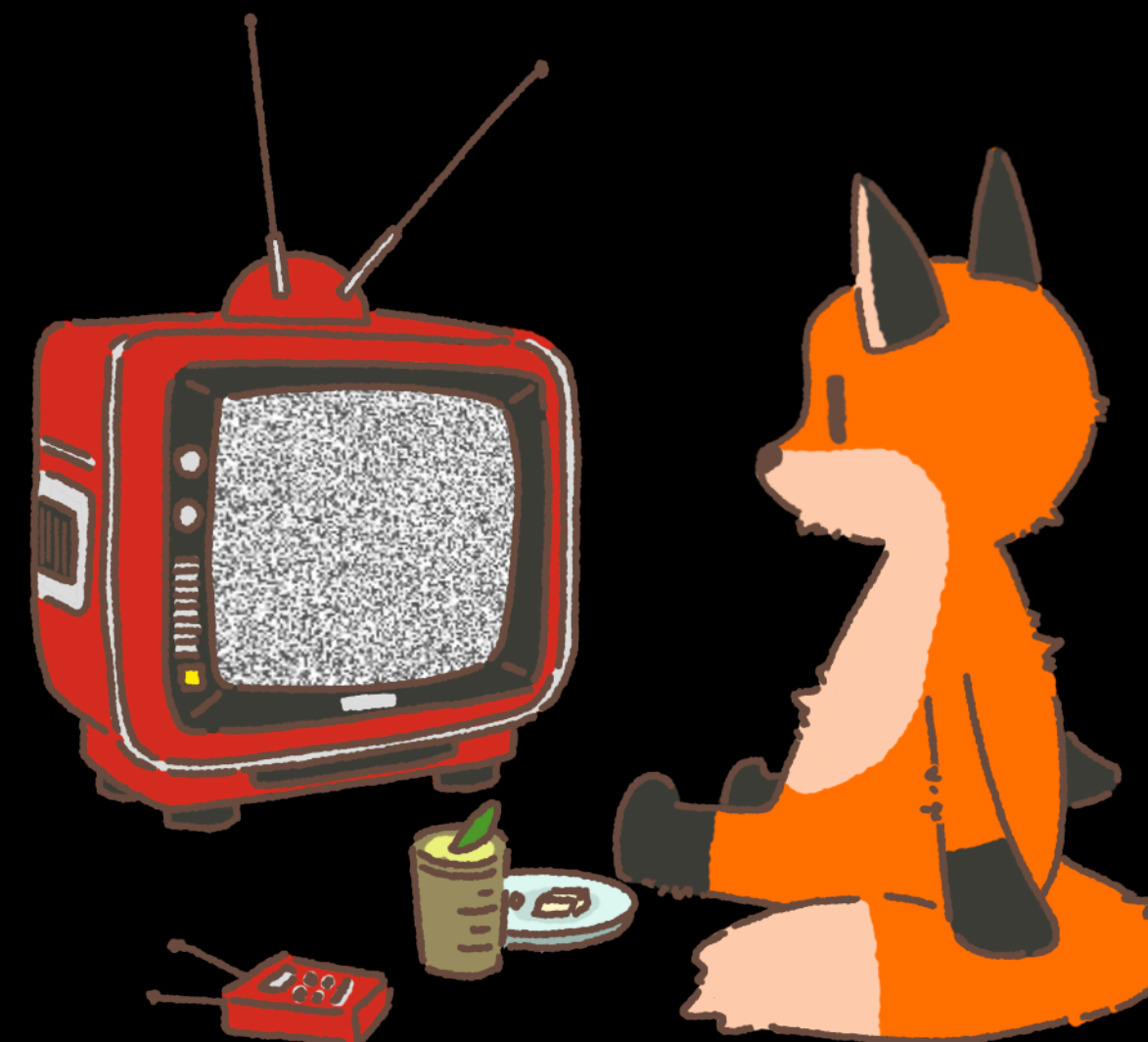
## CHARACTER



Piano Music (Light Music)



Leaf Sound (Natural Sound)



TV Static Noise (White Noise)





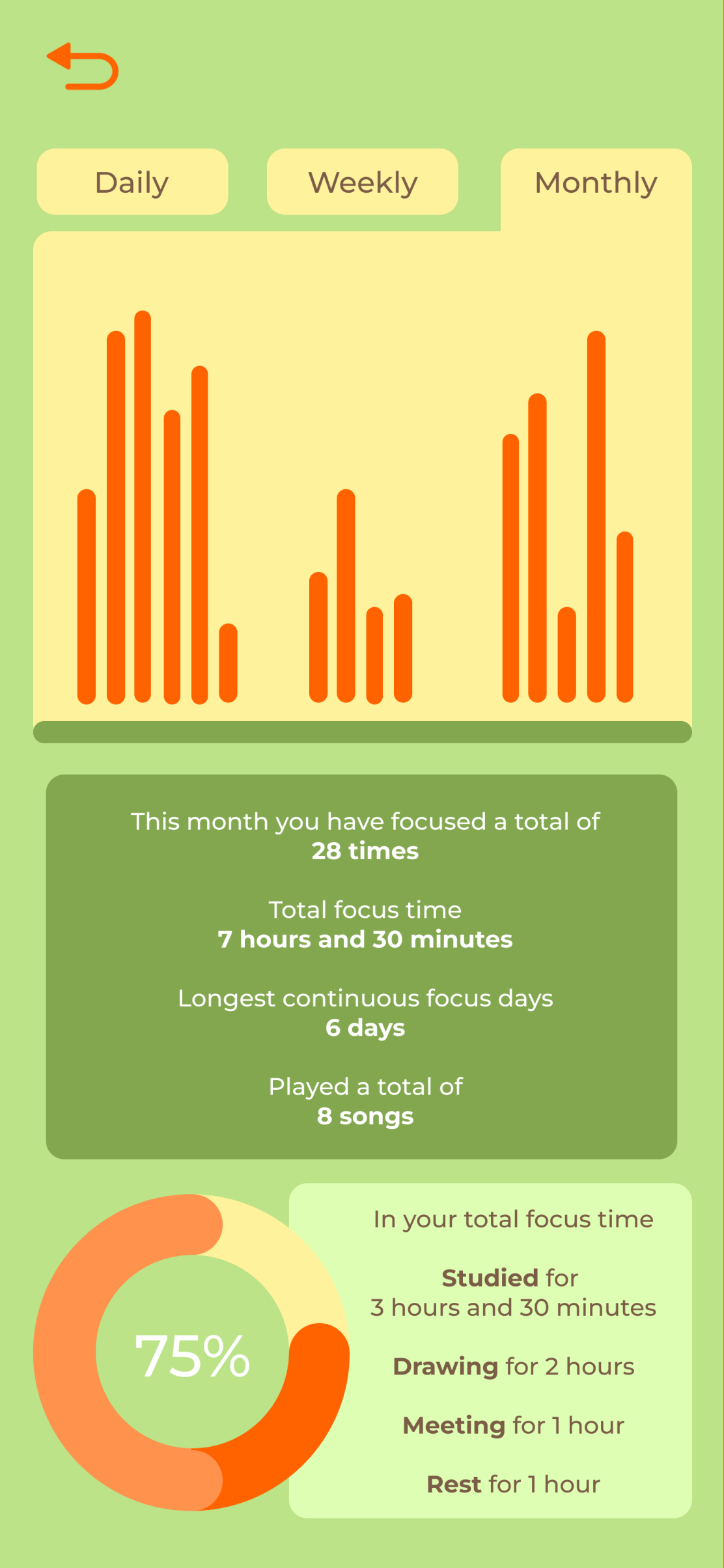
HOME PAGE



SELECT SOUND



FOCUS PAGE



ANALYSIS PAGE

# Thanks For Watching

**Project 2 : Being Human**

**Kang Kexin 336018503**

**Design and New Media ARTD6115**