



BEING HUMAN

Mindforest

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People

Diverse psychological traits: motivations, cognitive abilities, emotional reactions.

Users: Primarily students, workers, and parents with varying mobile usage habits.

Activities

Aims: Communication, socializing, entertainment, task management.

Time: Continuous usage, even late at night.

PACT analysis

Contexts

Environment: Usage occurs anywhere, anytime.

Constraints: Restricted during teaching, meetings, or by organizational rules.

Technologies

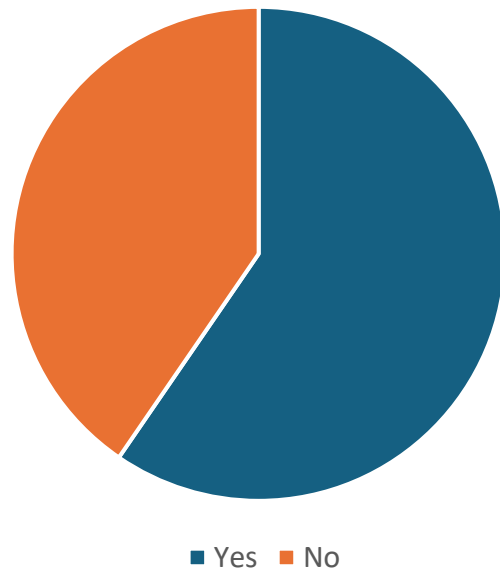
Input: Touchscreen, keyboard, voice commands.

Output: Visual, auditory, and tactile feedback.

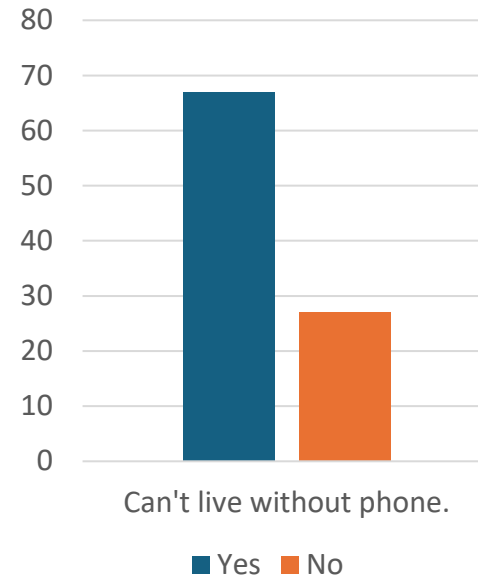
User research

- Assumptions and survey:

10 hours+ play smartphone in a day.



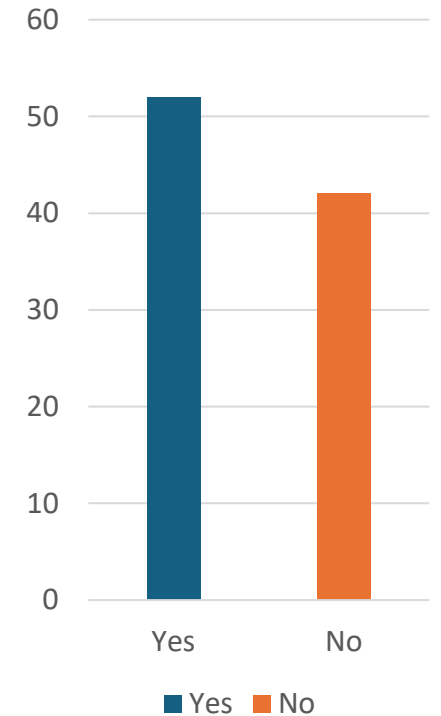
Can't live without phone



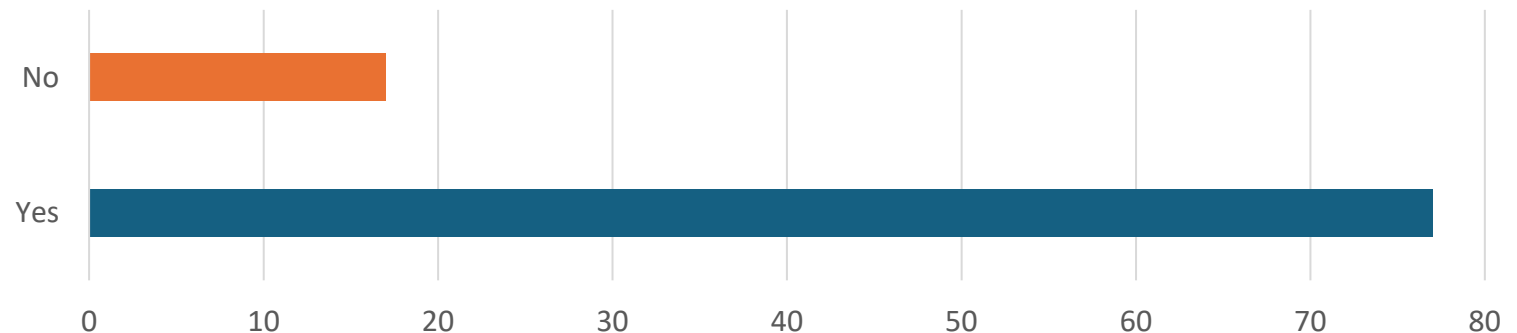
Indulgent use of social media



Addiction to mobile games



Choosing to stay up late because of cell phone play

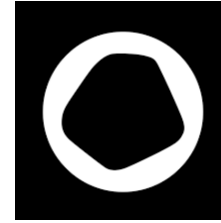


Existing App analysis



Flora

- A focus app based on the tomato work method, where the user grows a virtual plant during a set focus time and the plant grows after completing the task.
- Advantages
- Most of the features are available for **free**, but users can choose to pay to **plant real trees**.
- The interface is simple and offers a “world tour” of plants around the globe for added **interest**.
- Limits
- Some users believe that its effect on **reducing cell phone addiction is limited**.

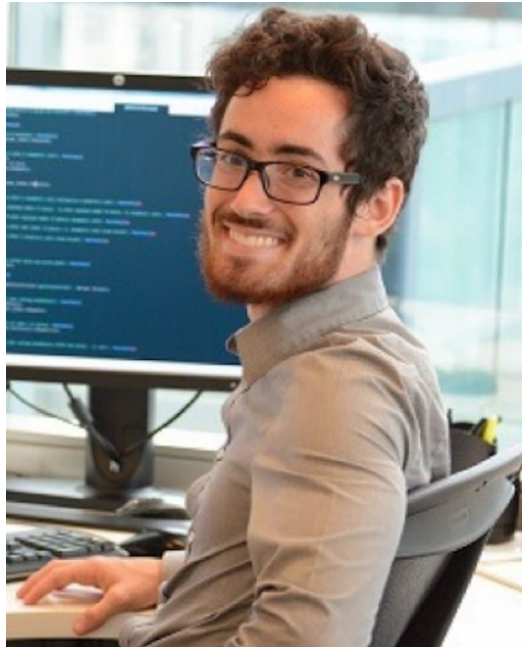


Opal

- Screen time management app that helps users to spend less time on distracting apps and improve focus.
- Advantages
- Allows the user to **grade** the application according to the level of interference and block accordingly.
- Herschel Helios Provides different focus modes, such as “Deep Focus” mode, which **forcibly restricts access to specific apps**.
- Provides **regular focus reports** to help users understand their usage habits.
- Disadvantages.
- High subscription cost, around \$100 per year.

User portrait

- **IT Engineer**
- **Name:** Billy
- **Age:** 26, **Gender:** Male, **Occupation:** IT Engineer.
- **Hobbies:** Exercise, reading, travel.
- **Phone Usage:** 8 hours/day, mainly work apps; occasional distractions.
- **Goal:** Enhance productivity, avoid distractions.
- **Needs:** Detailed usage reports, customizable settings, incentive-driven tools.



- **University Student**
- **Name:** Maria
- **Age:** 22, **Gender:** Female, **Occupation:** Student.
- **Hobbies:** Short videos, online shopping, gaming.
- **Phone Usage:** 10+ hours/day, 70% on social media.
- **Goal:** Reduce distractions, improve focus and sleep.
- **Needs:** Simple functions, one-click blocking, gamified rewards, mandatory restrictions.



Unique selling proposition

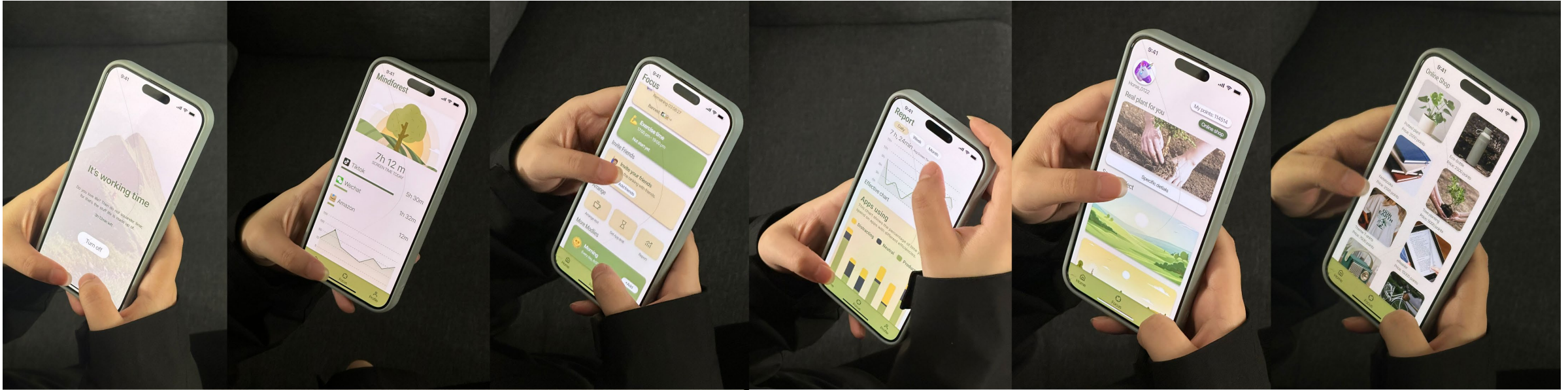
- 1. **Data Visualization** and **Screen Time Tracking**
- 2. **Personalized focus mode** and time management features
- 3. **Social** Incentives and **Ranking** Mechanisms
- 4. **Gamification** Incentives
- 5. Individualized **reporting** and efficiency analysis
- 6. **Online Mall** Incentive Redemption
- 7. **Virtual plant** growing and **real plant** pickup experience



Lo-fi



User tests



FEEDBACK

PRECISION GRID

1. Focus 页面的“模式”应该可以更改软件APP的限制。
2. 可以添加一个专门的社交页面。→放在首页/个人中心/新增页面/板块。
(Focus 里太乱了)
3. Focus 的图标可能要更突出一些。
4. 首页背景图应该可以滑动更换，然后把社交部分放在这里。
5. Emotional support. 情感设计，比如，弹窗提醒今天比昨天多坚持了xxmin。

1. In the “Mode” on the Focus page, you should be able to change the limitation of the software app.
2. A special social interface can be added - on the home page/personal or new home page/board.
3. The Focus icon could be more prominent.
4. home page background image should be able to be slid to change and then put the social section on the home/personal page
5. Emotional support, such as a popup box to remind you that you “lasted xx Mins more today than yesterday”.



SCAN HERE FOR
PART OF INTERACTIONS

Hi-fi

