

Project 2, Designed by Qiyin Gao

Being Human Reconnect



User Group: Adolescents and young adults(13-21)

Unlike traditional screen-time management tools, "ReConnect" establishes an ecosystem featuring progressive challenges, a personalized achievement system, and social incentives, transforming the journey of "disconnecting from technology" into an exploratory and rewarding experience.

PACT

PEOPLE

- User group: 13-21(Selection of 18-21 year olds enrolled in college)
- Familiar with smart devices
- Possible lack of time management awareness

ACTIVITIES

- Excessive use of social media
- Addicted to short videos/games
- Addicted to virtual socialization
- Unconscious Screen Time

CONTEXTS

- Home
- University campus
- Dormitories
- Social outing

TECHNOLOGIES

- Phone/Pad/computer
- Social media
- Videogames
- Social outing

User Research

Type 01



Middle School Students

Age

13-16

Percent

20%



Poor self-control

Revulsion at mandatory restrictions

使用时间
Use Time



Love to play mobile games
Spend a lot of time on short video platforms
Like to communicate with friends through chat tools (such as wechat, WhatsApp)

Type 02



High School Students

Age

16-18

Percent

20%



Weak time management skills

Difficult to find a balance between study and entertainment

使用时间
Use Time



Use smart phone mainly, love to watch videos
Need a device to access study materials, but often distracted.
Use self-discipline tools, but stick with them for a while.

Type 03



Collage Students

Age

18-21

Percent

20%



Be prone to procrastination

Strong sense of self-management, but lack of execution

使用时间
Use Time



Frequent use of laptops and smartphones
Both academic research and extracurricular projects are required.
Constantly interrupted by social media.

Type 04



Working Young People

Age

16-21

Percent

20%



Difficulty managing time and energy

Easily interrupted by work messages and lack of focus.

使用时间
Use Time



Often need to switch between work and life scenes, easy to be interrupted by mobile phone notifications
Want to be able to perform your work tasks efficiently and at the same time get proper relaxation and entertainment

User Portrait

.PERSONA.

Identity



Introduction

Name: LiMing

Introduction

Age: 14

Feature: Weak self-control

Work: Middle School Student

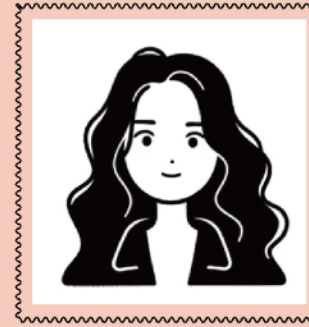
-Lacks self-control and is easily addicted to short videos and mobile games.
-Frequently uses social apps (e.g., WeChat) to chat with friends.
-Resists mandatory restrictions on screen time.
-Typical Scenario: Spends a significant amount of time after school browsing short video platforms, sometimes playing mobile games with friends. Often stays up late at night on their phone.

Goals and pain points

Wants to reduce time spent on their phone to focus on homework and develop extracurricular interests but lacks self-discipline tools and external support.

.PERSONA.

Identity



Introduction

Name: Kiki

Introduction

Age: 20

Feature: Lack of execution

Work: Collage Student

-Frequently uses laptops and smartphones for academic research and extracurricular projects.
-Has strong self-management awareness but lacks execution, often getting distracted by social media.
-Struggles to balance academic work and social activities, frequently feeling short on time.

Goals and pain points

Wants effective time management tools to minimize distractions, improve study efficiency, and maintain social connections.

completive analysis

Forest

It does not provide a deep mechanism for user reflection or behavior change.



Cape

It does not focus on digital usage management and has limited fit with the needs of young users.



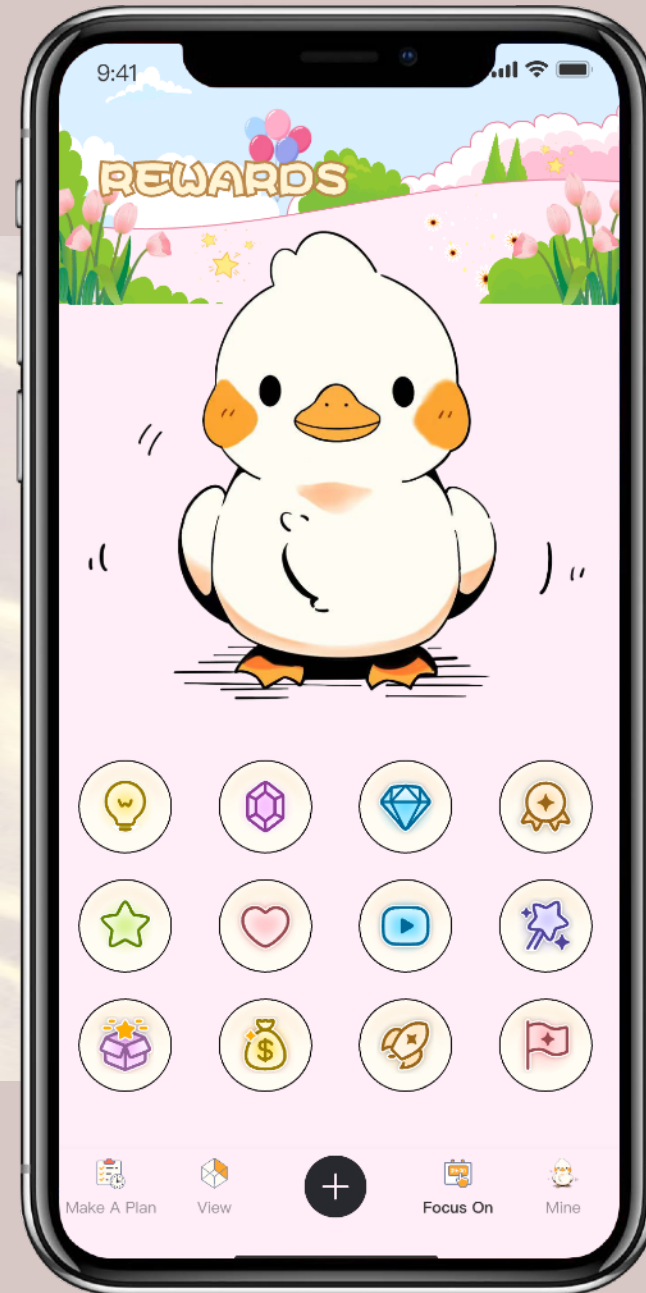
App Block

User autonomy is low, which is easy to cause the resistance of young users

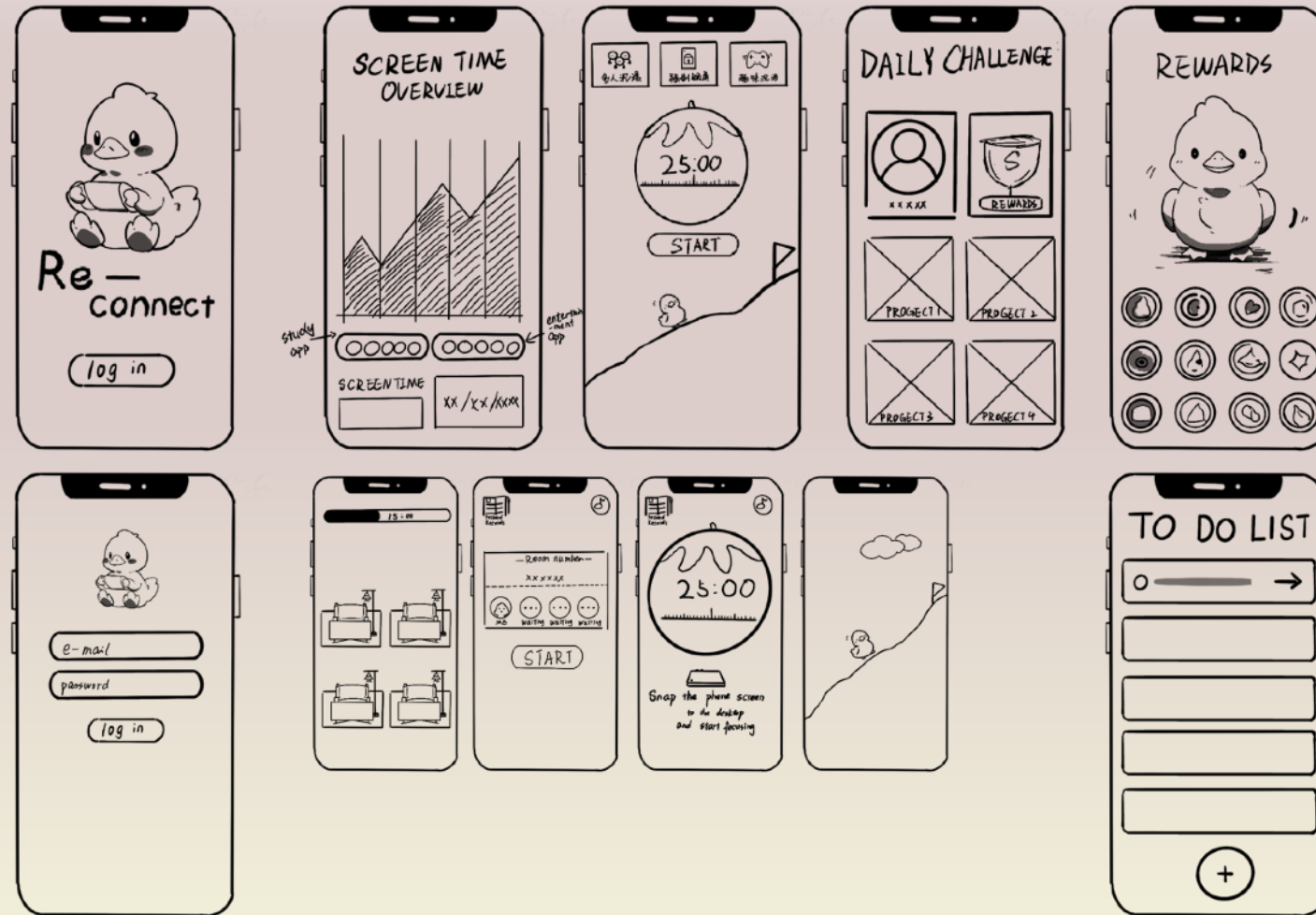


USP

- Innovative Design Concept
- Gamification and Emotional Design
- Tailored for Teenagers
- Multilayered User Experience
- Social Responsibility and Values



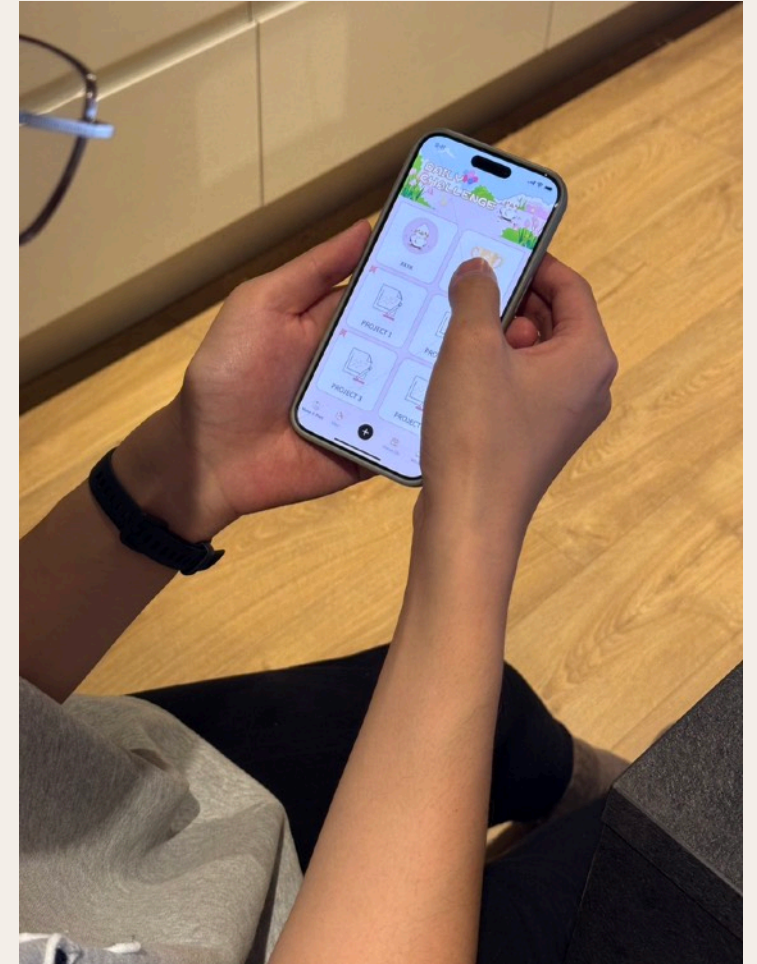
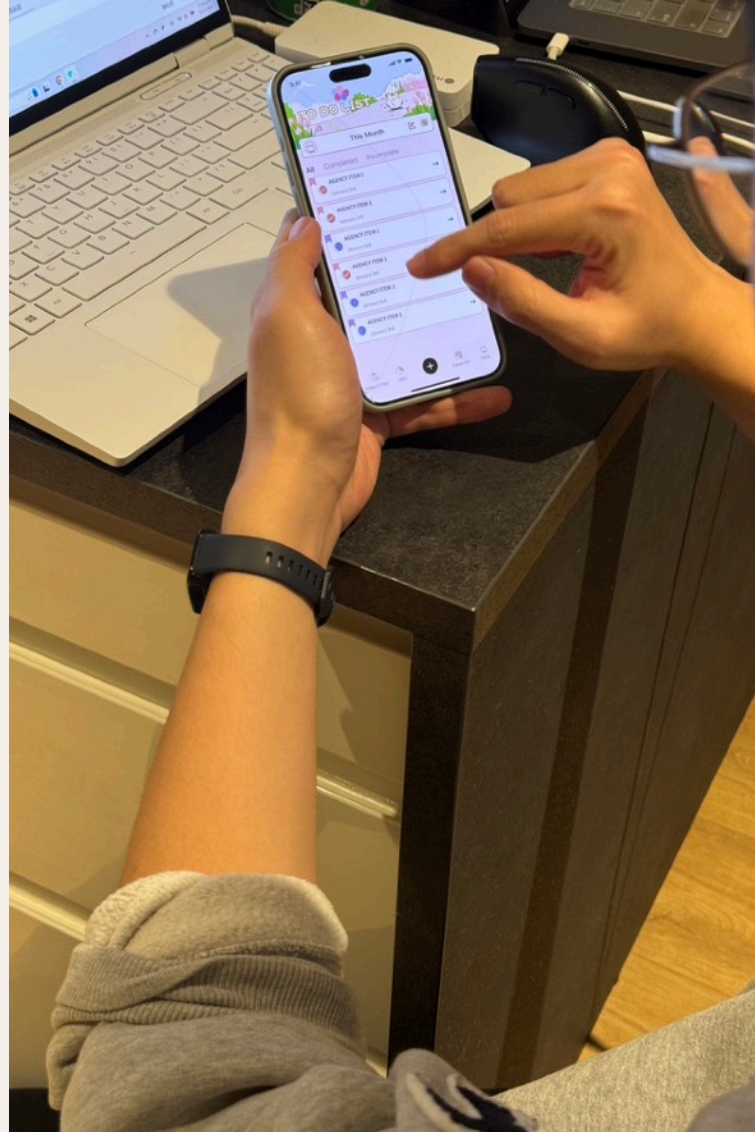
Lo-Fi



Hi-Fi



User Test





THANK YOU
