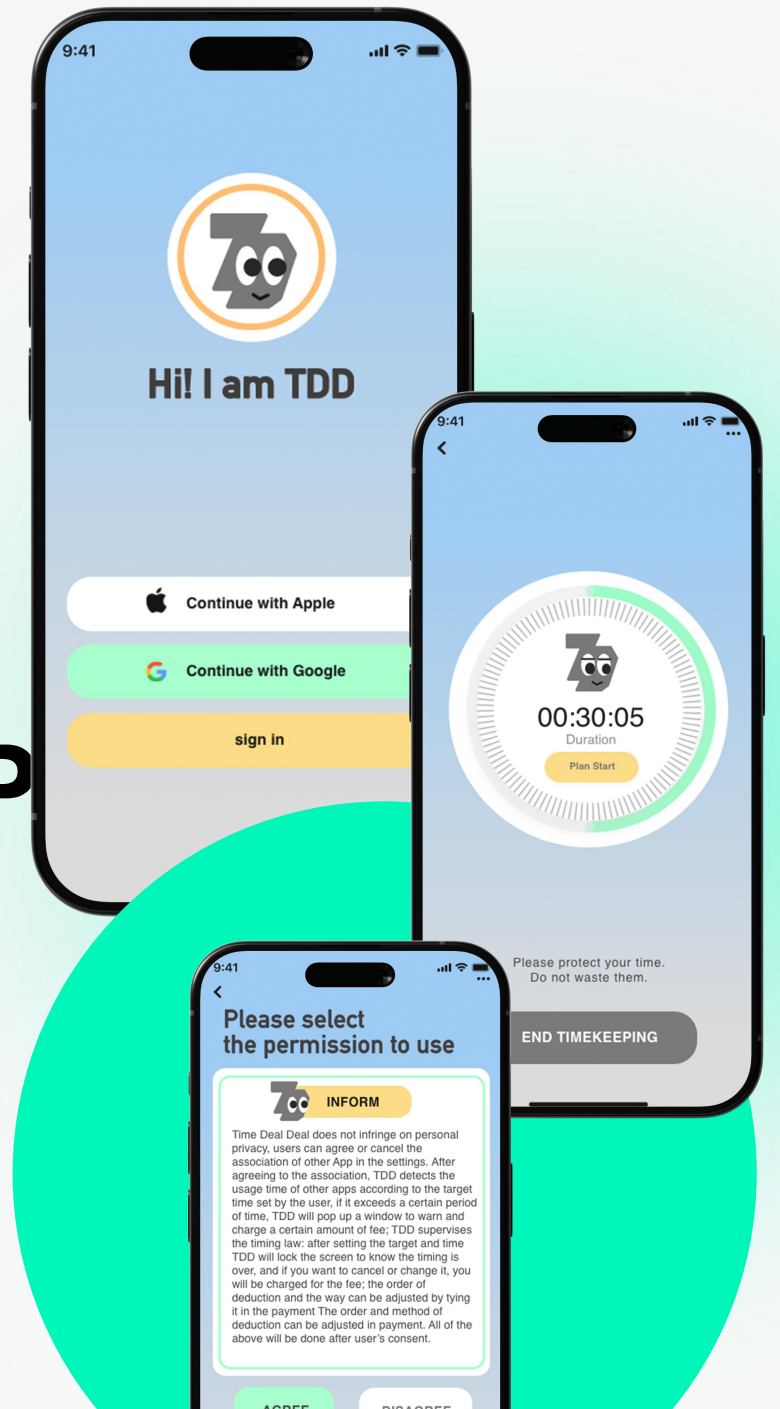


Design

# Project 2

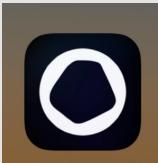
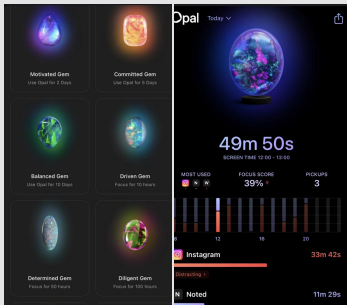
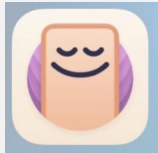
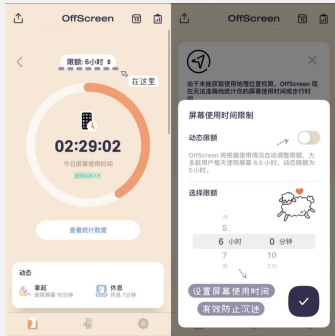
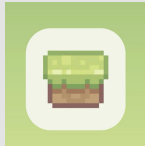

## Being human-TDD APP



# Contents

- **Analysis for Competitive APP**
  - APP User portrait
  - APP Sketch&Flow
  - APP High Fidelity

# •Analysis for Competitive Products

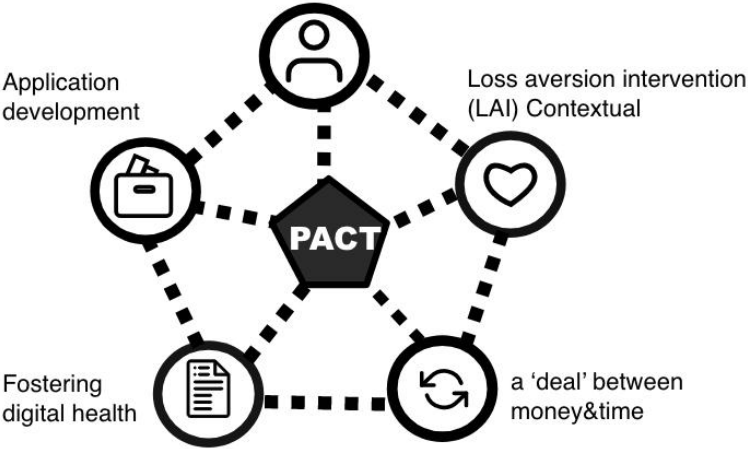
APP	User group	Product -S	Product -W	
<div>Opal</div> 		<p>Most of all age groups are 21–40 students or staff</p>	<p>You can block everything from apps to websites, and you can even block your browser's private browsing mode. With anti-uninstall mode turned on Opal doesn't allow you to avoid blocks by logging out of your account. The longer you use Opal and the more you progress, the more you can unlock a variety of beautiful gems, which will be displayed in your main interface. Opal allows to customise the level of interference of individual apps and to visualise your time usage!</p>	<p>Need to top up membership to use</p>
<div>Off-screen</div> 		<p>Mostly used by students aged 16–24, especially 70 per cent for exam preparation and self-study</p>	<p>Statistics of daily screen time, pick up times, average viewing time and other 9 dimensions of data, daily dynamics, with a timeline to show the number of times a day to play mobile phone, set goals, when you are about to trigger the goal to remind you!</p> <p>Supports reading data from other sleep analysis apps from Health Supports adding data to your favourite Watch dials.</p>	<p>There are some mechanism problems, such as not being able to lock the screen, and not being able to inhibit the user from disengaging from the use of electronic devices.</p>
<div>habit island</div> 		<p>Mostly used by students aged 12–28, especially 70 per cent for exam preparation and self-study</p>	<p>The pixel style and game mode attracts users to clock in and out, and every time you complete a task you can add time coins to get modelling parts to dress up your own island</p>	<p>Once users have used it more than once time, they will find that there are some sequels of the game, which may lead to addicted installed version of the island to be more unfocused on the target</p>

# ABOUT TIME DEAL DEAL

addresses the pervasive issue of smartphone overuse among young adults aged 21 to 35. The name encapsulates the core functionality of the application—facilitating a ‘deal’ or agreement between the user and their own time, promoting balanced digital usage. The inspiration stemmed from observing the detrimental effects of excessive smartphone reliance, including diminished productivity, impaired social interactions, and mental health challenges.

# PACT ANALYSIS

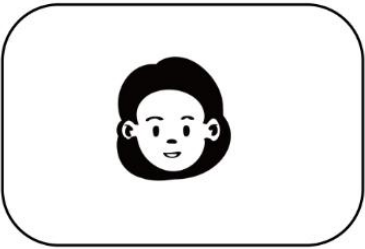
People from 21 to 30 groups



# QUESTIONNAIRE

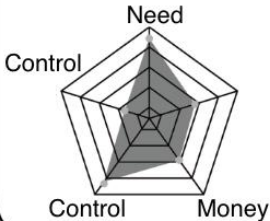


# PERSONA



Nancy, a 22-year-old graduate student, often feels trapped by the entertainment of her mobile phone. She sometimes wastes time by browsing entertainment apps instead of being trapped by herself

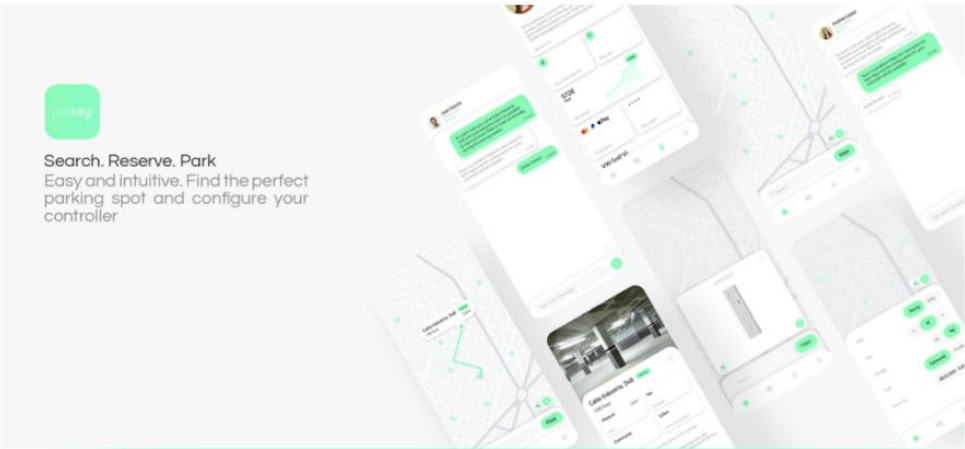
**Name** Nancy  
**Age** 22  
**Career** Postgraduate  
**Income** 2000£/month



**Disturbance**  
Whenever I study in the library, I can't avoid using my mobile phone to receive messages, but once I receive messages, I may be distracted by the messages popped up by other apps.

**Target**  
I hope this app can help me get out of the quiet situation of using mobile phones so that I can focus on doing something instead of being influenced by other apps.

# STYLE REFERENCE

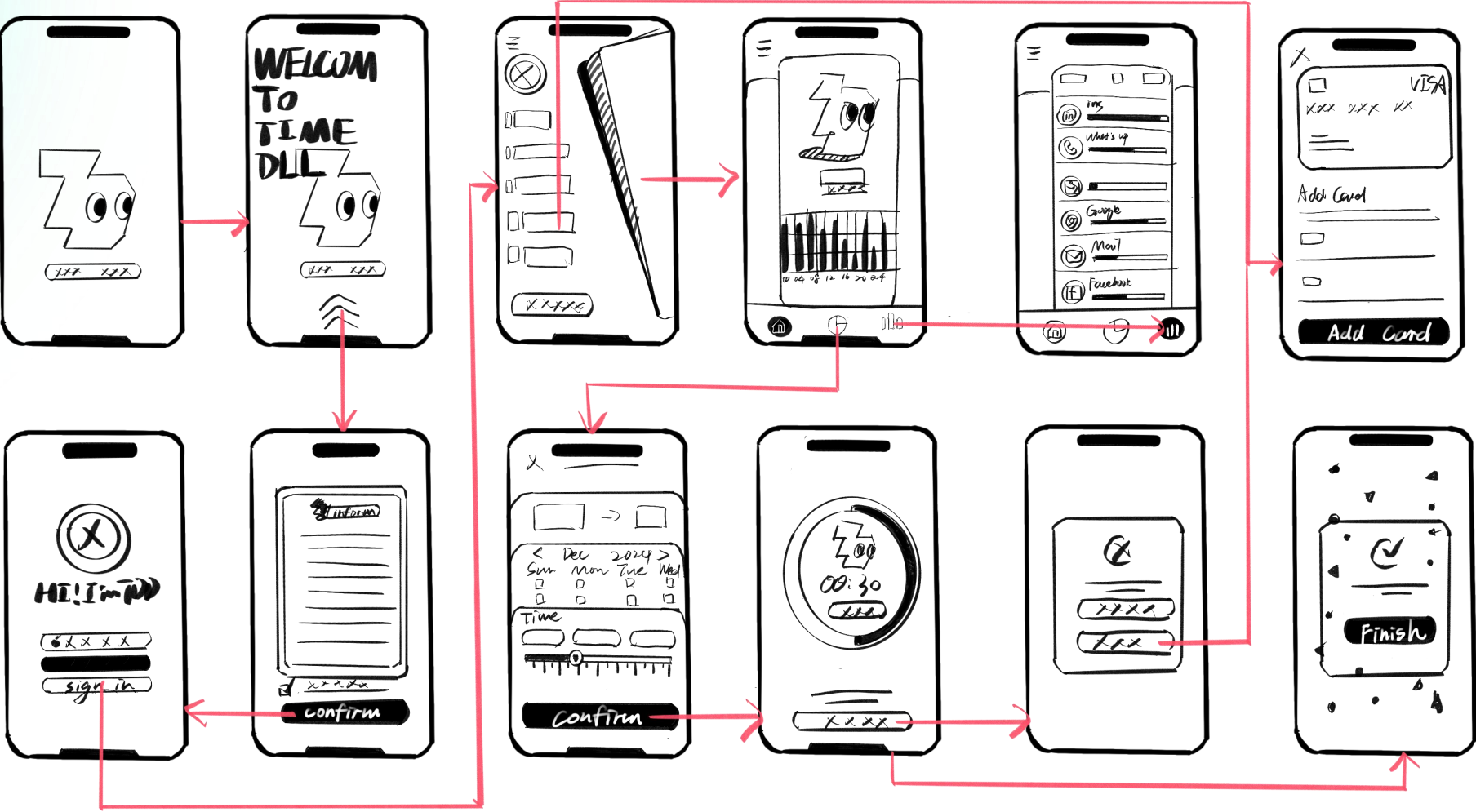


# FLOW CHART

# SKTECH

## TIME DEAL DEAL

- inform
  - Log in
    - Home
      - monitors
        - average time
        - Today Analysis
      - App Using Time Data
        - set the time
        - lock
    - Screen Lock
    - Setting
      - Success
        - Back to home
      - Cancel&Pay
        - Payment
          - Bind card
  - DATA ANALYSIS
    - week
    - Month
    - Life Save
  - Menu
    - Notification
    - Payment
    - Promos
    - Setting
    - About TDD



Based on the loss aversion articles I read in background research and the summary of the drawbacks of the three different anti-addiction applications, I added the theory of behavioural economics to framework of application as the basis for design elements, aiming to motivate users to limit their digital use by themselves. Therefore, I designed the application with a self-regulated monetary system to balance user psychology and digital usage. It allowed users to customize lock timers and penalty rates: Instead of setting a membership mode, users are allowed to set their own lock timer mode and deduction rate, which will be deducted from the user's own set fee if users want to unlock digital screen to use digital equipment for entertainment.

# Outcomes

