PART ONE:

Yuxin Jiang is a creative and socially responsible product designer, she is the designer of 'Apple Focus' app. The app aims to help teenagers improve their concentration and time management skills, as well as tackle the problem of overuse of mobile phones in modern society. Yuxin Jiang 's work focuses on the needs of the users and solves real-life problems through design, especially in the areas of personal growth, psychosocial and behavioural habits. She is passionate about using innovative design techniques to create products that are both functional and fun, and that have a positive impact on users.

What makes Yuxin Jiang 's designs different is that she finds a clever balance between functionality and fun. While traditional time management tools tend to focus on constraints, which can be stressful for users, Yuxin Jiang has adopted a gamified approach in 'Apple Focus', making the process of learning and completing tasks relaxing and engaging through elements such as a virtual tree, apple rewards, and raising pets. This fun design not only enhances the user experience, but also helps them form good behavioural habits more spontaneously.

In addition, Yuxin Jiang pays great attention to the visual experience and psychological effect in design. In 'Apple Focus', she carefully chose green and pink as the main colours. Green symbolises growth and comfort, helping to reduce users' stress; pink brings softness and satisfaction, especially when users accomplish their goals, amplifying their sense of achievement. This meticulous design is not only close to the psychological needs of her target users, but also makes her work warm and caring.

Yuxin Jiang hopes that people will see her work as a practice of 'design for society' rather than just product development. She firmly believes that design is a tool that can respond to the needs of society, effectively solving the plight of users and bringing about positive changes in their lives. Through 'Apple Focus', Yuxin Jiang hopes to show the society that an app can not only help teenagers to solve the problem of overuse of mobile phones, but also lead them to spontaneously improve their behavioural patterns through fun and interactivity.

At the same time, Yuxin Jiang's design concept also reflects her concern for social issues. She hopes that through her work, she can stimulate more people to think about important issues such as youth development and mental health. 'Apple Focus' is not only a functional product, but also her exploration of design as a social responsibility and

influence. Through this app, she conveys a healthy and active lifestyle and provides users with truly valuable solutions.

Overall, Yuxin Jiang's work is not only limited to the creation of products, but also to build better experiences and more efficient lifestyles for people through design. With her design practice, she proves that design not only changes the lives of individuals, but also brings a greater positive impact to society.

PART TWO:

My last design project was an app called 'Apple Focus'. This app was inspired by my experience with mobile phones in high school. At that time, I was excited to have my own smartphone for the first time, but also fell into the problem of overuse. Social apps, short videos and games were so fascinating that I couldn't help but reach for my phone even when I had a lot of to-do lists to complete. This habit not only made me less efficient in my studies, but also affected my time management skills. I think this is a problem that most teenagers face, so I was inspired to design an app that would help teenagers get rid of the overuse of mobile phones and find a more efficient and healthy lifestyle.

P-people

User group:
teenagers and young adults (13-21 years old)

Characteristics:
Lack of time planning skills, no self-control over mobile phones.
Focus on entertainment and visual appeal, preferring easy-to-use apps.
Prefer instant gratification and focus on rewards.

Needs:
Desire to reduce over-reliance on mobile phones, but need fun ways to do so.
Would like to use apps for time planning and to improve concentration.

A-activities

Common Behaviour:
Spending a lot of time on social media (e.g. Instagram, TikTok).
Consuming a lot of time on mobile phones during holidays, leading to lack of study time.
Frequent switching between apps (games, chat apps, etc.) during fragmented time.
Prefer content such as short videos, motion animations, etc.

Targeted Activity:
Manage self time effectively and improve self time planning skills.
Provide a screen time management tool to reduce unnecessary mobile phone usage through tasks or challenge incentives.

C-contexts

Usage Scenarios:
When homework is not yet completed but it is difficult to control yourself to play with your mobile phone.
When there are a bunch of to-do events but no way to get started.
When you don't have a clear time plan to complete a task.
When you feel tired and uninterested in homework.

Time:
When doing homework or completing tasks after school.
When you want to plan your time wisely.
When you need to keep yourself focused on something.

**T-technologies**

Technologies used:
Smartphone is the main device, with screen interaction and touch swiping.
Features social software, nurturing games, self-discipline tools

Technology Features:
Support interactive interface, gamification design.
Support socialising with friends. (e.g. likes and comments, list ranking)
Can access reminder notification function (e.g. screen time limit).

Before designing 'Apple Focus', I conducted an in-depth research on the target user group, and used interviews and questionnaires to communicate with a number of teenagers about their mobile phone usage habits and their views on focusing tools. The results of the research showed that most of the teenagers who are addicted to mobile phones have two main characteristics: they lack the ability to plan their time, and they don't have enough self-control over their mobile phones. Studies have shown that adolescents perform less well in executive function (including time management and self-control) than adults, which may be related to incomplete prefrontal cortex development (Steinberg, 2017, p. 438). This made me clear about the design goal of the app - to help users maintain their concentration, plan their time wisely, and motivate them to complete their self-tasks through the support of the tool, so as to gain a sense of achievement from

focusing on the task. However, I also found in the research that many teenagers are resistant to traditional constraint-based APPs. They felt that it always made them feel pressurised. This point made me rethink my design direction, and I realised that in order to truly help teens, the app needs to be presented in a more interesting and engaging way in order for users to truly accept it and continue to use it.
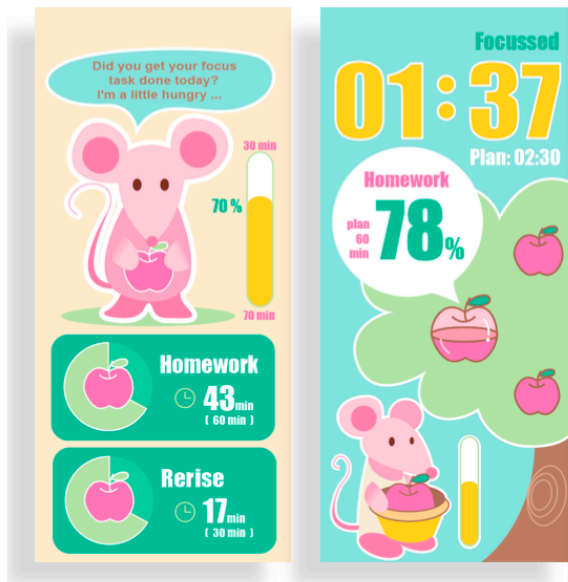

Based on these findings, I finally chose to design 'Apple Focus' as a focusing game APP, with the overall style of cartoon and flat, and a bright and comfortable visual design to attract teenagers' attention. In terms of functionality, the app allows users to set daily goals, track their progress, and help them focus on completing tasks with a built-in timer. Whenever a user completes a task, an apple grows on the virtual tree, and these apples can be used to feed a virtual animal character of the user's choice. Conversely, if the user spends too much time on the phone without completing a task, their virtual pet will become 'hungry', a dynamic interaction that adds interest and a light-hearted behavioural guide to the user to help them focus on their plans.

In addition to the core functionality, I also designed an 'Achievement Page' to record the user's focus. On the achievement page, there is a fruit basket full of apples, and users can clearly see their daily, weekly, monthly and even yearly focus hours and the number of completed focus plans. Users can also self-assess each completed plan, record their feelings and reflections, or share these results with friends. This design not only enhances the user's sense of achievement, but also allows the user to intuitively feel their progress through the long-term accumulation of data, while also increasing the stickiness of using the APP.
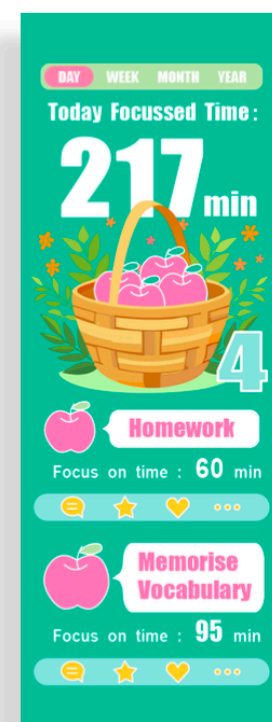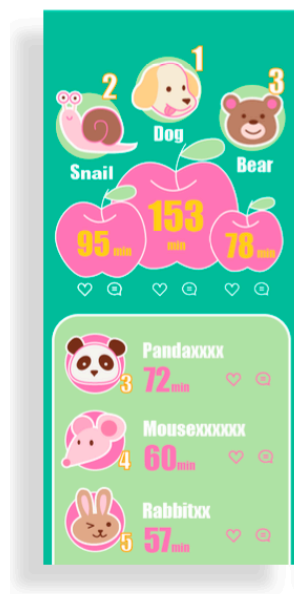
In order to further enhance the attractiveness of the app, I also added a 'friend ranking' function. Users can invite their friends to use 'Apple Focus' together and interact with each other through the competition of focus time. In the leaderboard, each user's focus time will be clearly displayed, and the top users can get more likes and comments. This design not only increases the fun of competition, but also encourages users to invite more friends to participate to a certain extent, thus naturally expanding the APP's user base. Research has shown that social incentives (e.g. leaderboards) significantly increase user engagement and behavioural persistence, as users want to be recognised in the group (Zuckerman, 1994, p. 123). In this way, the APP is not only a personal tool, but also becomes a socialised platform that helps users find motivation and support in the group.

In terms of the APP's colour scheme, I chose green as the primary colour, mainly because green is psychologically effective in relieving stress, bringing comfort and symbolising growth, making it ideal for teenagers（Elliot & Maier, 2014, p. 110）. For the secondary colour scheme, I chose pink, which is a complementary colour to the reduced saturation of green, and is able to create a soft visual contrast with green, while conveying a sense of satisfaction and achievement.

Reviewing the whole project design process, I not only achieved the design goal, but also gained important experience. First of all, user research made me realize that teenagers are resistant to "coercive tools", so I adjusted the design direction to use fun and gamified time management features. Second, I've learned to balance functionality with fun, enhancing user engagement with features like virtual pet rearing, achievement pages, and friend rankings. Finally, I deeply understand the importance of visual design, the use of appropriate color and cartoon style, to create a relaxed and interesting atmosphere, so that users feel comfortable and pleasant.

More importantly, this project made me realise the social responsibility of design. Excessive use of mobile phones is a common problem in modern society, especially among teenagers. The design of 'Apple Focus' is not only to help teenagers improve their learning efficiency, but also to guide them to develop self-discipline and time management skills, laying a good foundation for their future development. The balance

between functionality and entertainment of this app not only solves real problems, but also conveys a positive lifestyle and values through its design.

From the feedback of users, 'Apple Focus' has achieved the expected design goals. Many users said that through this app, they were able to better focus on their studies and tasks, and at the same time enjoy the sense of achievement after completing their goals. This positive feedback is very gratifying to me and makes me more determined in my design direction. In the future, I hope to continue to focus on social issues, provide solutions to more people through design, and make the world a better place in innovative ways.

The whole design process is a journey of continuous learning and growth. 'Apple Focus' is not only a product, but also a profound exploration of how design can serve society and influence life. This experience has taught me that good design is always user-centred and can solve contemporary problems in creative ways. I hope to continue to incorporate this philosophy into more projects in the future, creating more value for users and society.

Reference:

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