

Apple Focus

Yuxin Jiang-Ivy



P-people

User group:

teenagers and young adults (13-21 years old)
in especial **teenagers (13-18 years old)**

Characteristics:

Lack of **time planning skills**, **no self-control** over 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).

User Personas



Name: Jack
Age: 14

Background:

Enjoys short videos and games but often gets distracted from homework by mobile phones.

Goals:

Reduce phone usage and focus on completing assignments.
Discover fun, non-phone-based activities.

Pain Points:

Lacks time management skills and gets easily distracted by notifications.
Struggles to start difficult tasks and often procrastinates.

Characteristics:

Interested in gamified designs and challenges.
Needs simple guidance features like screen time reminders.

Background:

Faces study pressure and struggles to balance study and relaxation time.

Goals:

Improve study efficiency by reducing phone distractions.
Stay motivated with app-based rewards for completing tasks.

Pain Points:

Late-night phone use affects sleep.
Constant interruptions from social media and chat apps.

Characteristics:

Prefers interactive features and reward systems.
Likes vibrant and fresh designs with study aids.



Name: Lily
Age: 17

Sketch Design

accomplishments



add plan

critter

protagonist

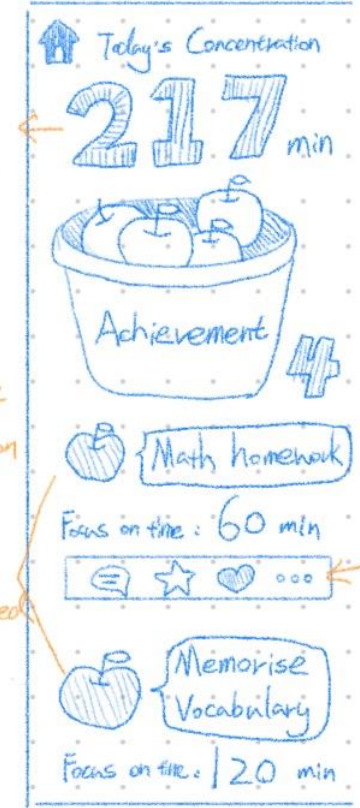
Today's plan
= Hungry values for Small Animals



Total Time

Percentage of Completion

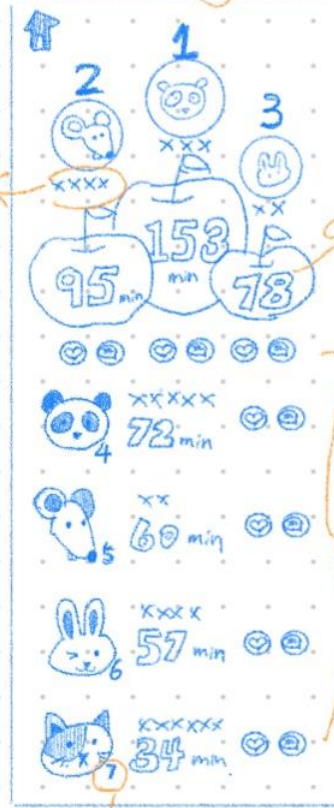
Tasks completed



name

recal

Friends Ranking



Focused time

Likes and Comments

Rankings



This page need work, Too Flat!



This app helps teenagers plan and track their daily study tasks in a fun and engaging way.


Users can set daily goals, track their progress, and focus on their tasks through a built-in timer. Each completed task grows an apple on a virtual tree, which can be fed to their chosen animal character.

If users spend excessive time on their phones without completing tasks, their virtual pet becomes “hungry,” motivating them to focus on their plans.

Users can also connect with friends, compete on a leaderboard, and track their long-term achievements, such as total focus time and tasks completed.

High fidelity Design

Did you get your focus task done today?
I'm a little hungry ...




30 min

70%


70 min

Homework








43 min
(60 min)

Revise



17 min
(30 min)



Focussed




01:37

Plan: 02:30

Homework

plan 60 min

78%



DAY WEEK MONTH YEAR

Today Focussed Time :

217 min



4

 **Homework**

Focus on time : 60 min

 **Memorise Vocabulary**

Focus on time : 95 min



1 2 3

 Dog

 Snail

 Bear

 95 min

 153 min

 78 min

 Pandaxxxx

3 72 min

 Mousexxxxxx

4 60 min

 Rabbitxx

5 57 min

Choose your character :

Snail

I'm a hardworking little snail
Though I'm a little slow ...

