





P: people (Target Audience). 
 Age: 21, typical young professionals or university.
 Background. 

Being Human: PACT

Generally tech-savvy, independent,
 (work/socializing) 
 Need: Reduced screen time 
 Focus more on offline activities.

C: Context.

①: Work Environment

②: Social Environment

③: Home/Personal Life

Both are environment that can be dependent on cell phones and usually have trouble putting them down

A: Activities

Essential: Work task (email, video meeting)

Social interactions (texting, social media), information consumption (News, social media)

Wasteful: Endless scrolling on social media, watching random videos, excessive phone gaming.

 2/1 → How to less 

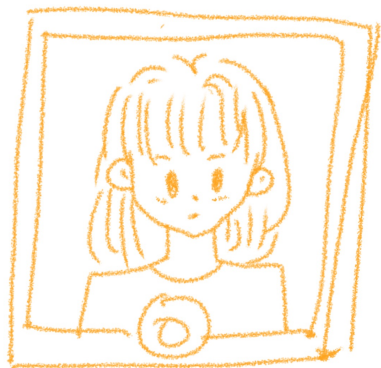
(e.g., exercise , reading , socializing)

T: Technology

① Necessary Technology

(Smartphones, social platforms, instant messaging tools, scheduling apps.)

② Wasteful Technology: Unnecessary social media browsing, video watching, gaming apps.



Name: Jenny

Age: 21

Background: Student.

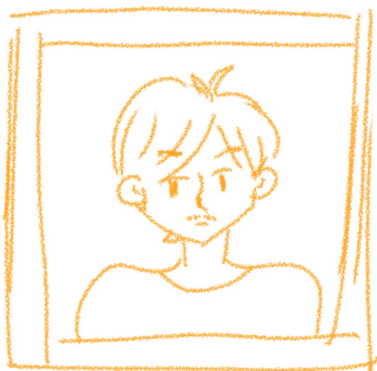
Likes to share life with friends on Instagram and TikTok.

Pain Point: Have a lot of social media screen time everyday and find myself unable to control it, wasting hours without realizing it.

Need: Want to reduce cell phone time and focus on the studying, but don't want to completely disconnect from social interactions.

Goal: Reduce ineffective daily cell phone usage.

time, increase effective study and offline activity time, and stay connected with friends.



Name: Lin Cheng

Age: 33.

Background: Freelancer who relies on electronic devices and the internet for work, but feels he lacks focus and often spends too much time on his phone.

Point: Unable to define work time and rest time, often interrupted by irrelevant information, resulting in low productivity.

Needs: Need a tool that can effectively guide oneself to reduce cell phone use without interrupting work and necessary social interactions.

Goal: Find a balance between reducing cell phone dependence and increasing physical activity and leisure time.

Concept: Increase the enjoyment of life, reduce the use of cell phones, and quit the habit of picking them up all the time.

Questionnaire: Understanding Tech Usage and the Desire for Digital Detox

Demographic Information

Age: 21-25

Occupation: Student

Full-time worker
Freelancer
Homemaker
Other (please specify): _____

Tech Usage Habits

How many hours a day do you spend on your phone or tablet?
Less than 1 hour
1-2 hours
3-4 hours
5+ hours **11+ hours**

What activities do you primarily use your phone for? (Check all that apply)

Work (emails, meetings, apps) *******
Social media (Facebook, Instagram, TikTok, etc.) ********
Entertainment (videos, gaming, music) *******
Shopping *******
Communication (text messages, calls, etc.) *******
Other (please specify): _____

How often do you find yourself scrolling aimlessly or using your phone without a clear purpose?
Very often
Sometimes
Rarely
Never

Do you feel that you spend too much time on your phone?
Yes, definitely
Sometimes
No, I think it's manageable
No, I feel it's necessary for my daily life

Have you ever tried to reduce your screen time or take breaks from your phone?
Yes, I've tried and been successful
Yes, I've tried but haven't been very successful
No, I've never tried
No, I don't feel the need to

What activities would you prefer to engage in if you spent less time on your phone? (Check all that apply)

Exercising (running, walking, yoga, etc.)
Reading books or articles

Jenny

Jenny's research report on cell phone usage time

11+ hours

Phone use.

Main Use: Social media.

What activities would you prefer to engage in if you spent less time on your phone? (Check all that apply)

Exercising (running, walking, yoga, etc.)

Reading books or articles
Spending time with friends/family
Learning new skills (online courses, hobbies, etc.)
Traveling or exploring new places
Other (please specify): _____

How likely are you to use an app that encourages you to reduce your screen time and engage in offline activities?
Very likely
Somewhat likely
Somewhat unlikely
Unlikely

What kind of features would motivate you to use a "digital detox" app? (Select top 3)

Challenges or goals (e.g., "complete 30 minutes of reading") *******
Rewards (e.g., badges, achievements, etc.) *******
Social features (e.g., compete or share progress with friends) *******
Screen time tracking and reports
Timed lock features (locking certain apps or notifications during specific times)
Relaxation or mindfulness exercises (e.g., guided meditations)
Motivational notifications or reminders
Other (please specify): _____

Jenny

Questionnaire: Understanding Tech Usage and the Desire for Digital Detox

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21-25
26-30
31-40
41-50
51+

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Full-time worker
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Other (please specify): _____
Tech Usage Habits

How many hours a day do you spend on your phone or tablet?
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5+ hours **9h+**

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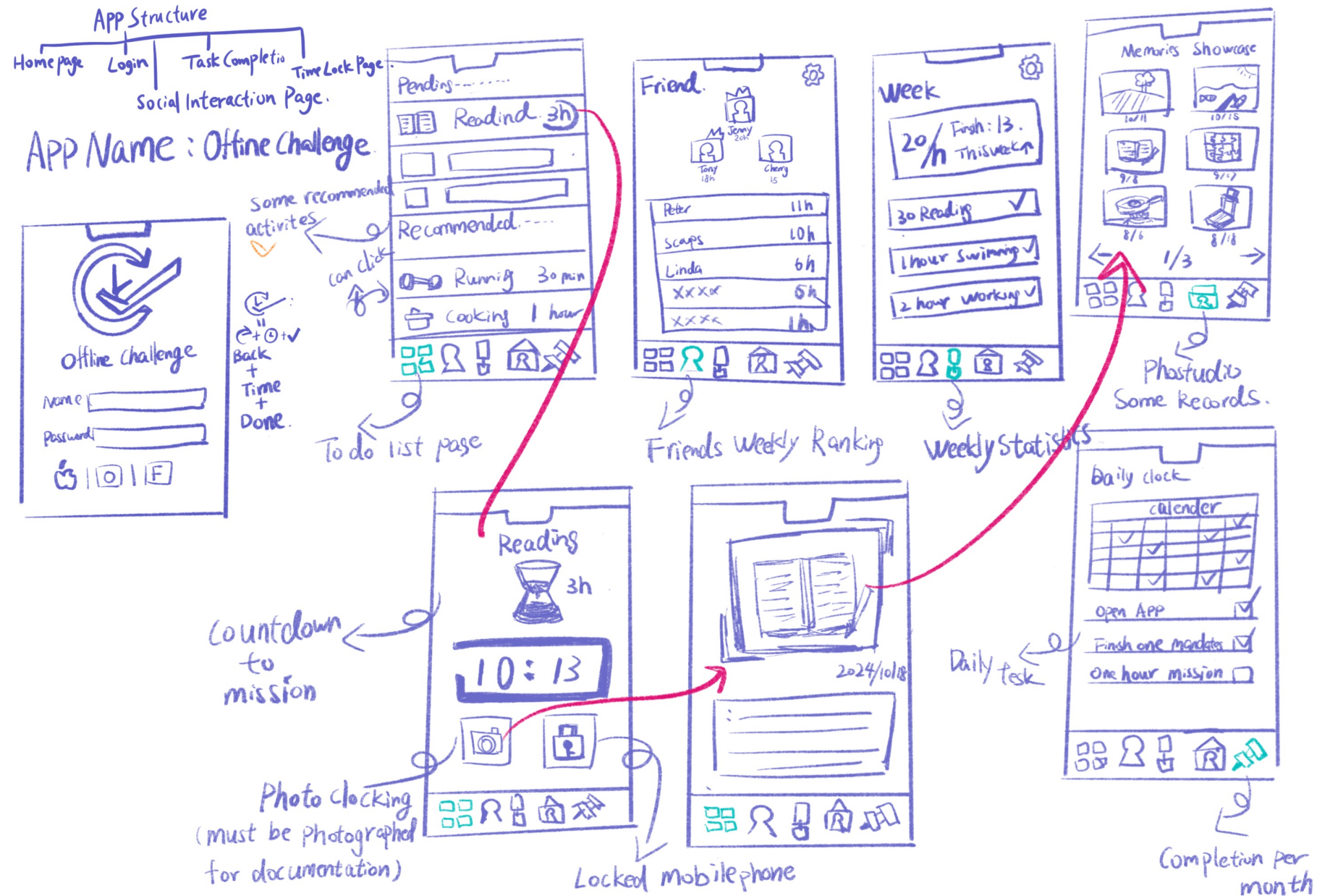
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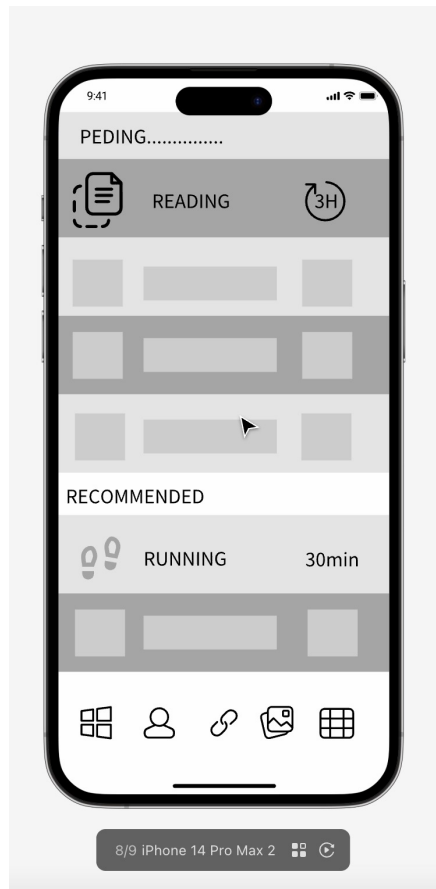
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Not sure
Unlikely

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Make an app that takes pictures and schedules many offline activities that need to be immersed and completed. every time you complete a project you need to take a picture and punch it in, it can also be, timed and locked. You can also rank your friends on a weekly basis to see who has immersed themselves in more offline activities.

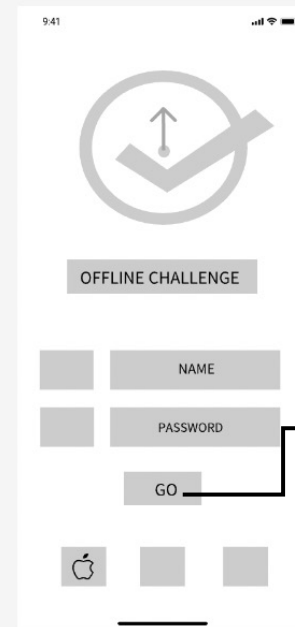




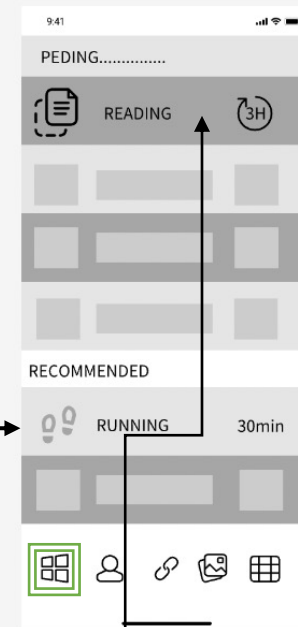
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<https://youtube.com/sHORTS/5l7L8g6innC>

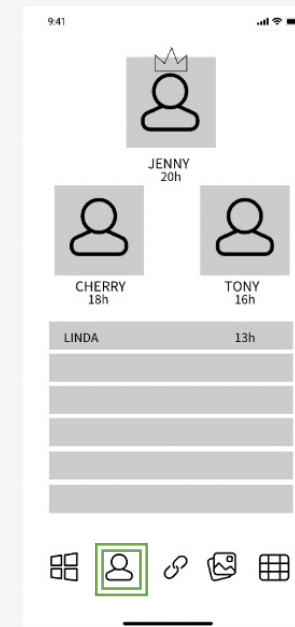
iPhone 14 Pro Max 1



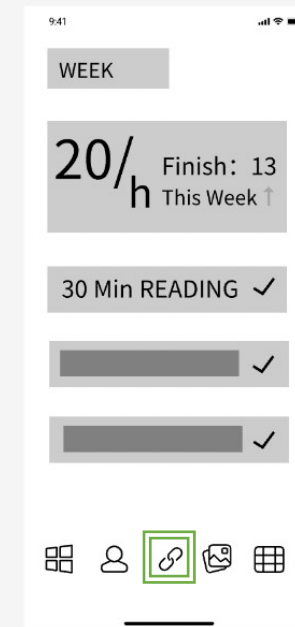
iPhone 14 Pro Max 2



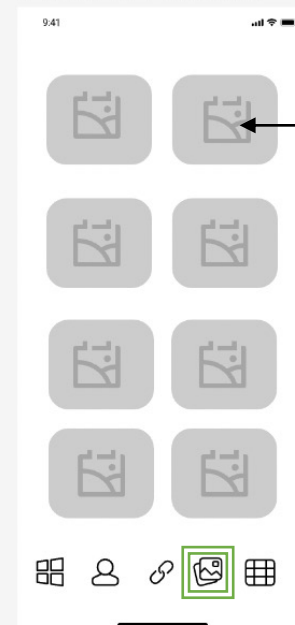
iPhone 14 Pro Max 3



iPhone 14 Pro Max 4



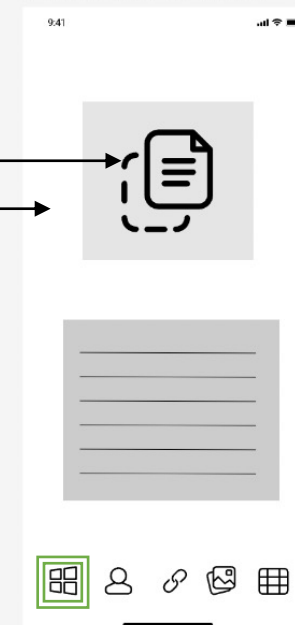
iPhone 14 Pro Max 5



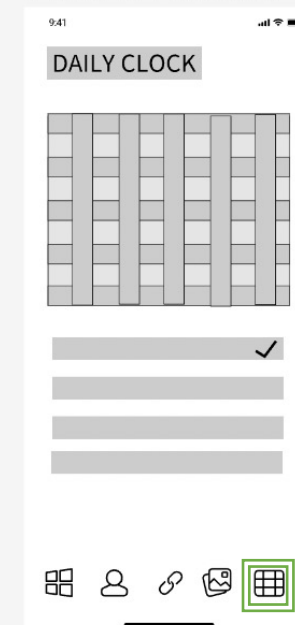
iPhone 14 Pro Max 6



iPhone 14 Pro Max 7



iPhone 14 Pro Max 8



Visual Design: 4/5

Ease of Use: 4/5

Usefulness: 4.2/5

Overall Experience: 4.1/5

Mandy Feedback:

"I wish the journaling process was quicker.
It feels like extra work"

People①: Mandy My sister (30)

4.1/5

3.8/5

4.1/5

4.0/5

Tracy Feedback:

"It's slightly more cumbersome to use
and not ~~really~~ that interesting"

People③: Mingjia Qu: My Friend (23)

4.3/5

4.0/5

4.0/5


4.1/5

Mingjia Feedback:

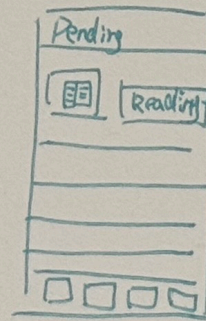
"I think it's fun to compete with friends
and I wish it could be a little more
mandatory or I'd stop looking to go
play on my phone"

I interviewed three friends about their thoughts
on the app and they gave their suggestions and ratings.

Implement changes based on user feedback:

1. Simplify the photo journaling process 
- Improve flexibility in the time lock feature

2. Conduct another round of testing after updates to




Click. Auto ~~the~~ photo

User tests

Recommendations for Improvement.

1. Simplify Photo Journaling.

2. Enhance Lock Feature 

3. Increase Clarity for Social Feature.

4. Iterate on Notifications.

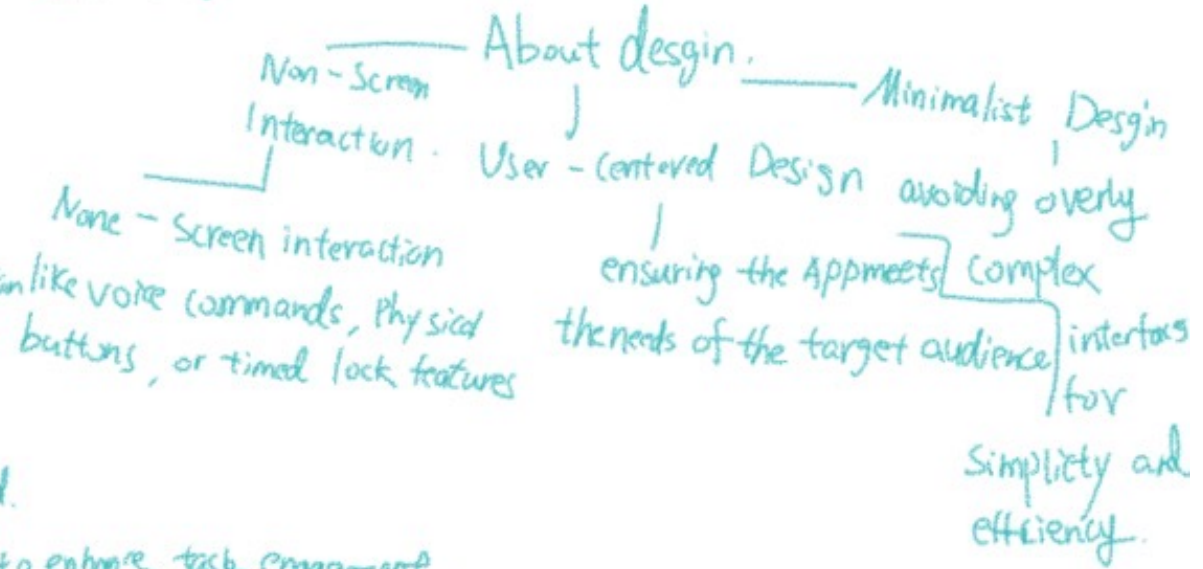
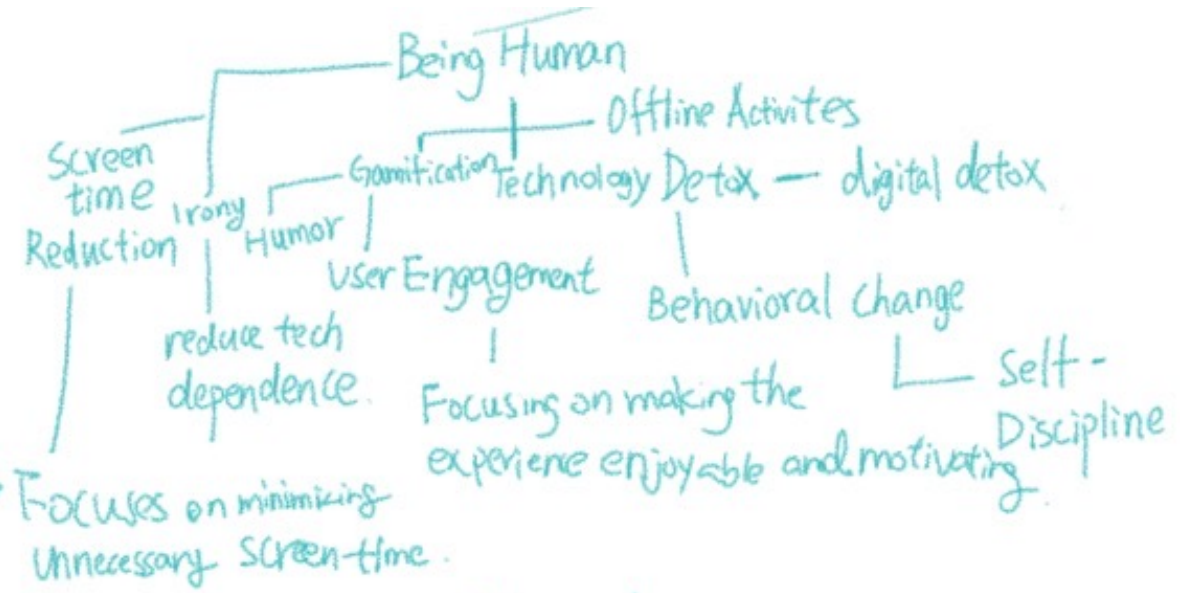
SKETCH

Social Connectivity ①
allowing users to share progress and encourage one another

Community challenge ②
encouraging users to participate in task with friends.

Leader board ③
displaying user progress and motivating friendly competition

Photo Journaling ④
where users take pictures and document their experiences to enhance task engagement.

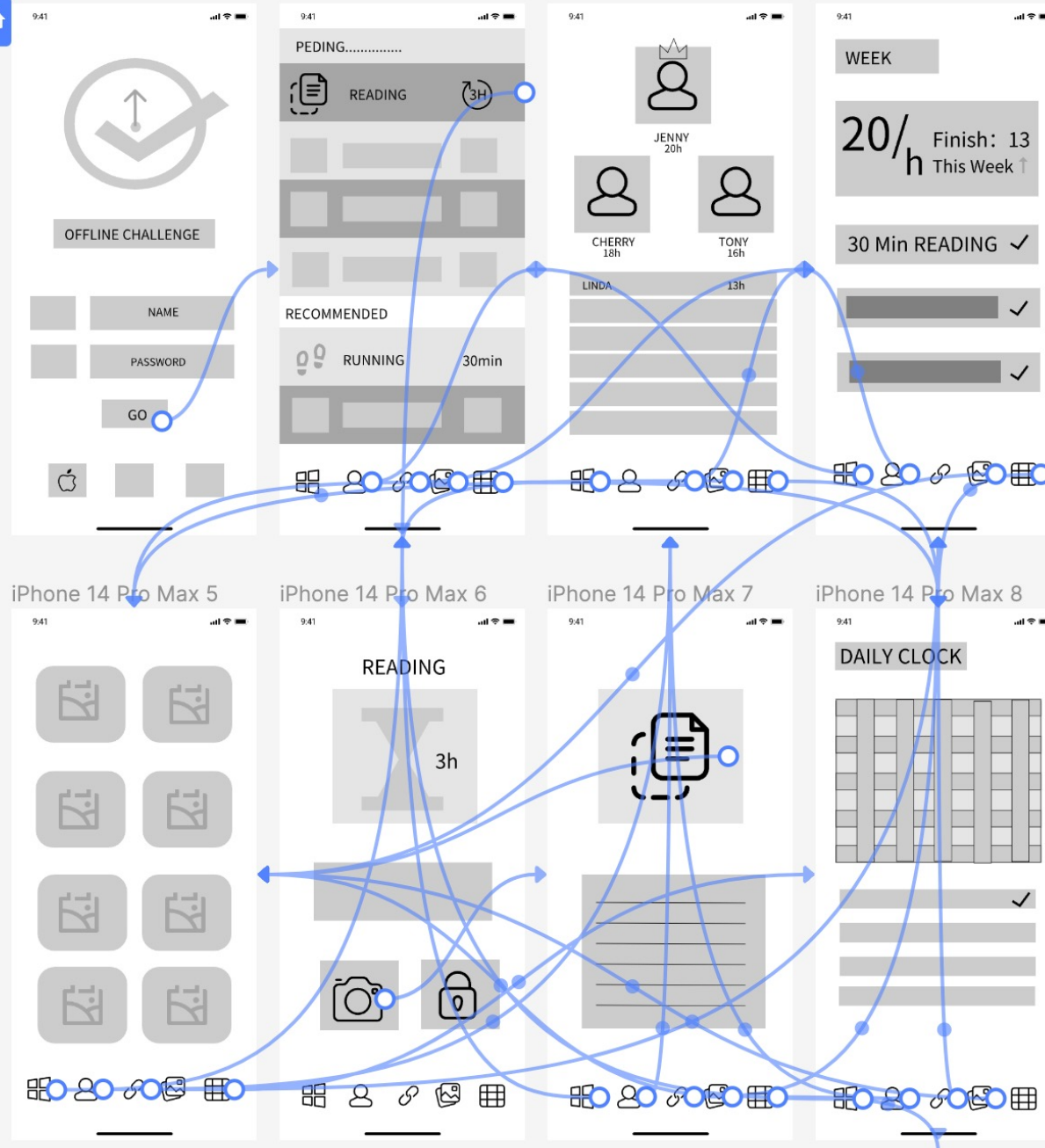


iPhone 14 Pro Max 1

iPhone 14 Pro Max 2

iPhone 14 Pro Max 3

iPhone 14 Pro Max 4



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