PROJECT 2

Design and New Media ARTD6115
Launch wk07 w/c Mo 11/11/24
Onl: in tutor groups wk11 w/c Mo 09/12/24

Project Staff
Andy Lapham
Danny Aldred
Jennifer McHugh
Chris O'Connor - Digital Design

Being Human

v.01.07

Aim

We all use technology too much. The idea of being human is getting lost as we increasingly rely on tech to communicate, make decisions, augment our memories and a whole host of other purposes. The aim of this project is to consider and explore concepts that would act as an antidote to this tech-driven dehumanisation.

Brief - irony of ironies

Irony of Ironies. A new blockbuster movie is scheduled for release next summer. The film focuses on the plight of humanity as our lives become more and more under the influence of the technology we live with on a daily basis. To make people think and to encourage them to watch the movie, the marketing company for the film studio, with a super-ironic twist, want to release a mobile app that will encourage users to use less tech in their everyday lives - refer to the aim of the project above.

You have been engaged to work on ideas and development for such an app that will run on a mobile device ie smartphone (eg iPhone) or tablet (eg iPad).

Initial user research has already been carried out and potential target user groups are already ascertained and agreed. The main design criteria for the app are that it should aim to make users feel less overwhelmed by technology and to recover much of the time we use, indeed waste, whilst staring at the little glass windows in our hands.

Recommended workflow

1. Choose one of the two types of user - see details in the User Groups section below. Carry out an initial PACT analysis on your target users: Create two or more authentic personas to represent your target users.
2. Research the use of mobile tech in relation to your user group. What is essential use, what is wasted time and all the other dimensions in between. What could be different?
3. Sketch ideas for your app, based on your personas and secondary research and then decide on the design(s) you will take forward. Consider how to built playfulness and fun into the user experience.
4. Make roughly-rough wireframes to try out ideas for the information architecture and information design for your app. After experimentation and refinement with the wireframes, create a set of digital mockups for the app and use these to user-test your design. Refine your design and prototypes to reflect the test findings.
5. Keep to the core purpose of the app - to humanise our use of tech and to maximise our time 'being human'.

You do not need to develop every possible screen of your design. Focus on making key screens that demonstrate

Human Timer

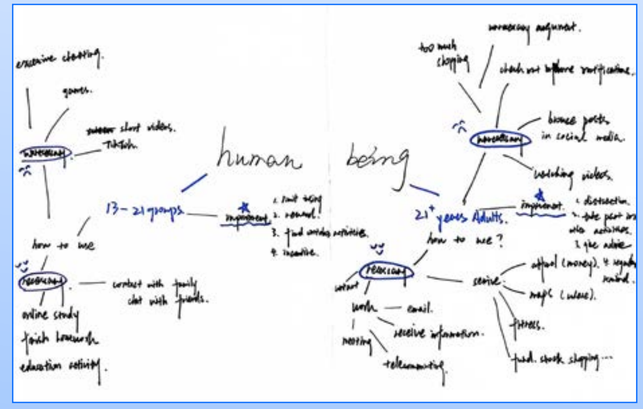
Yunxuan Zhu
MA Communication design
Project 2: Being human

Human Timer is a mobile phone application for adult users to help users reduce unnecessary dependence on mobile phones and help users use their time more efficiently and humanely. This app adopts the visual image of "capsule" to convey a "smart and caring" brand image, and bring users a warmer experience. User-friendly, fun functional design is the core feature of the app. It not only provides personalized suggestions to help users gradually adjust their mobile phone usage habits, but also provides a unique gamified task completion mechanism to make users feel relaxed and happy, and successfully help users focus on the task to get a sense of accomplishment.

Research

Mindmap

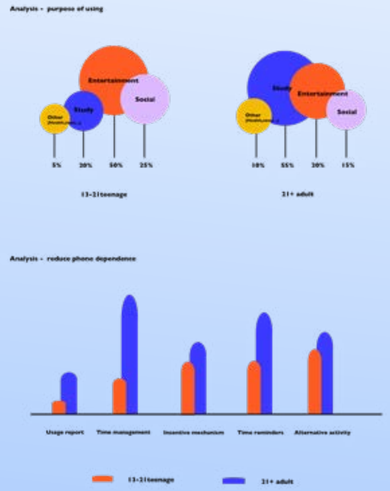
I compared the behavioral characteristics, inner needs and pain points of teenagers and adults through mindmap.

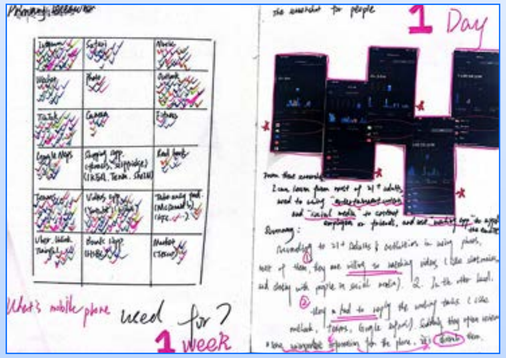


Through observation, I found adults use phones more frequently. Because children use phones less frequently because they go to school, while adults have access to phones anytime and anywhere, such as waiting for a bus or working in a company.

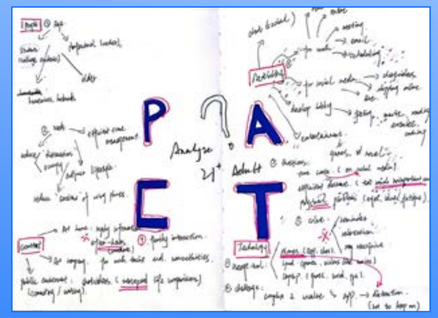
Primary research

By collecting the data of real users, it will help me further analyze the reasons for different user groups' dependence on phones and their use time. Finally, I chose adults as the target audience They face a more significant mobile phone dependence problem, and the need for time management is more urgent.





PACT & adult 21+



People: Target audience are adults who face the problem of active and passive dependence on mobile phones. Users want a simple, emotional interface to solve mobile phone distractions and improve their time management skills.

Activities: These include checking notifications, dealing with emails, and watching videos. Users waste time or get distracted by them. Users want optimized features and efficient use of their phones.

Context: Adults use phones for a wide range of environment, such as home, office. Users hope get a multi-functional mode to adapt to different scenarios.

Technology: Create an interactive emotional design through the interesting functions of the app and intelligent technology.

user group

Target audience include two groups: one is people who actively rely on mobile phones, such as users who are easily distracted by social media and short videos. The other is people who are forced to rely on their phones, such as users who are constantly interrupted by phone notifications.

Age: 33
Gender: Male
Occupation: Marketing Manager
Location: Southampton

Devices: Phone(office, home, commute)
Use app: Outlook, Teams, Keynotes.

Necessary: email management, task tracking, video conferencing, industry learning. Spend more than 8 hours a day working online.

Unnecessary: Social media browsing

Goals and Motivations:
enhance work efficiency, give advices to divert attention,

Pain points: distracted by notifications, difficulty focusing on working tasks.

Age: 38
Gender: Male
Occupation: Business consultant
Location: Winchester

Devices: Phone(office, commute)
Use app: Google, Outlook.

Necessary: use phone for 7 hours for manage reports and video conferencing.

Unnecessary: customer demands are online, blurred boundaries between work and life.

Goals and Motivations:
Provide the function of separating work and life and health alert.

Pain points: check email frequently after work. Sitting for long hours affect health.

Age: 27
Gender: Female
Occupation: Designer
Location: Southampton

Devices: Phone(online at home, the design studio)
Use app: Behance, Pinterest.

Necessary: apps for finding inspirations and take designing orders online.

Unnecessary: Social media browsing

Goals and Motivations:
Set a time limit and schedule management.

Pain points: forget about time browsing social media and lack of rest due to design tasks.

Age: 29
Gender: Male
Occupation: Company Staff
Location: Southampton

Devices: Phone(office, most of time at home, like bedroom.)
Use app: Tiktok, amazon.

Necessary: working tasks, personal schedule management. Spend eight hours a day.

Unnecessary: short videos, online shopping.

Goals and Motivations:
Lack of to reduce screen time andof-fline activities.

Pain points: attracted to entertainment, so waste time and mood swings.

Age: 26
Gender: Female
Occupation: Sales assistant
Location: Southampton

Devices: Phone(Shopping company)
Use app: Instagram, Google, Tiktok

Necessary: uses Internet to connect with clients.

Unnecessary: screen time about 9 hours, 70% used for social media and chating with friends after hours.

Goals and Motivations:
limit time and set health alerts and give suggestions for offline activities.

Pain points: difficult to control time in entertainment and social media, so feel tired and drowsy.

Age: 23
Gender: Male
Occupation: College student
Location: Winchester

Devices: Phone(school,apartment)
Use app: Instagram, TiKtok, Teams

Necessary: take online classes, learnt theory skills on Internet.

Unnecessary: screen time about 11 hours, half of time use short video, shop online and chating with friends.

Goals and Motivations:
Set up study and entertainment time separation function.

Pain points: low studing efficiency and focusing on difficulty, wasting time excessivly

Persona

Active dependent

Distracted by frequent notifications

Improve efficiency :
Task management, focus mode
Distraction management:
set blocking mode
Health management:
health reminders, Enforced rest

Passive dependent

Distracted by entertainment content

Behavioral intervention:
limit screen time, statistical time,set regular reminders
Alternative activity:
walking, reading, sports, music

Secondary research

Based on PACT's analysis, I found that adults use their phones for "responding to work emails, staying in touch with family, socializing with friends, and watching movies."

Therefore, to provide better theoretical support for this application, I researched cognitive behavioral therapy and behavioral theory, and then provided personalized and humanized suggestions to help users gradually adjust bad mobile phone usage habits and improve time management efficiency.

Psychological interventions:

Cognitive Behavioral Therapy (CBT) to develop concentration:
identify problem behavior,
set up a usage timeable,
provide reward system

Behavior interventions:

concentration:
cultivate good living habits,
summarize weekly statistics,
use time more humanely and efficiently

Theoretical research

Multi-dimensional

Sports interventions:

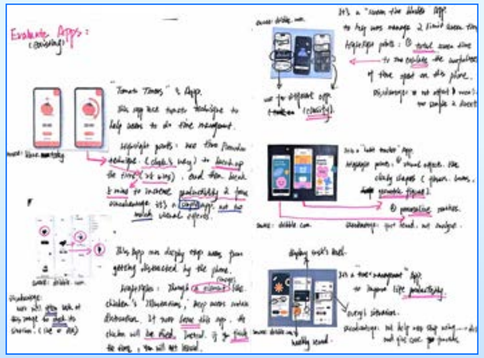
Combined with usage analysis to give some suggestions:
develop apps to encourage challenges or exercies like running, walking, yoga.

Technical interventions:

Compared to directly restricting the device, find some ways to change:
set up a timing lock, screen time reminder, switch relaxing modes, like sleeping modes.

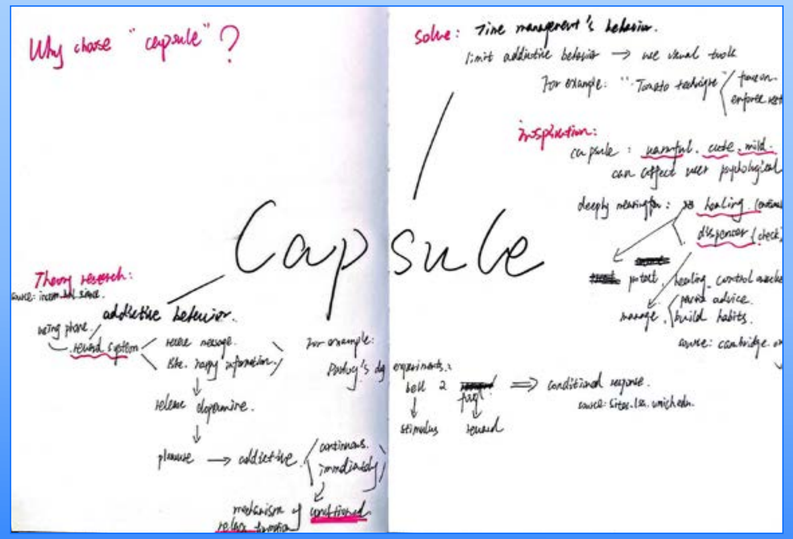
Analysis of competitive app

From the secondary research, I analyzed some competitive app's advantages and disadvantages. I think unique visual elements can easily draw the user's attention to the app. In addition, I found some time management apps to look at layout design to broaden my thinking.



App's visual image

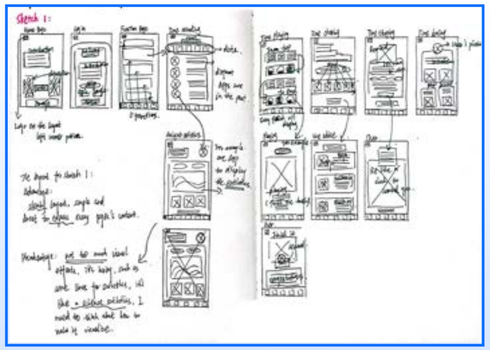
I adopted the illustrated image of "capsule", because capsule symbolizes healing and kindness. This conveys a "smart and caring" visual image and helps users identify the app easily.

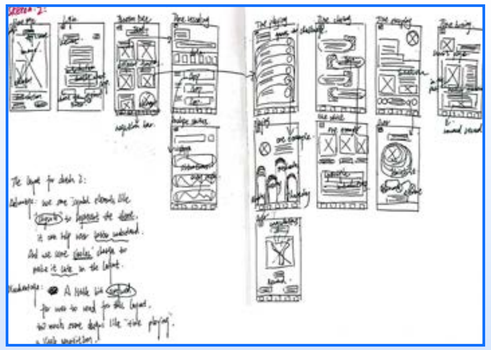


Development

Different layout's sketches

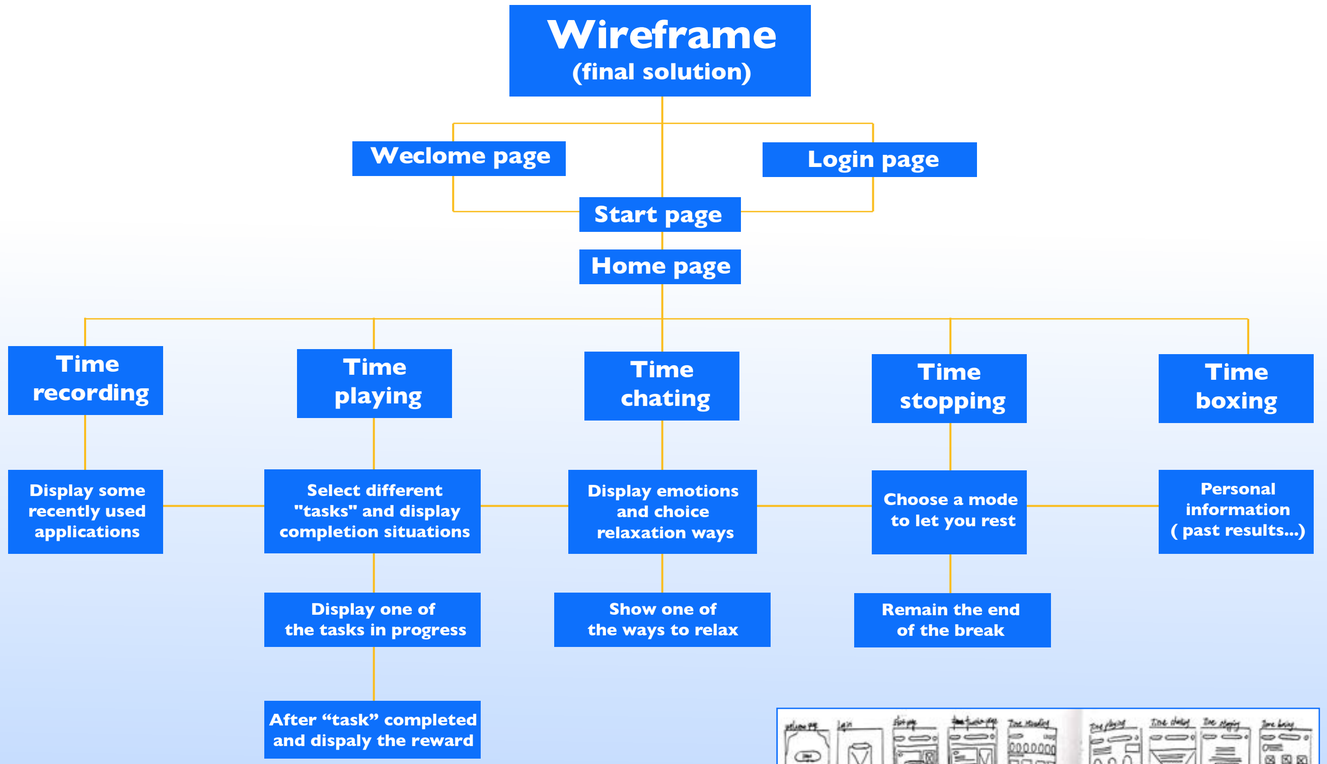
To better optimize the user experience, I designed different styles of layouts according to the four main functions. (these sketch's pictures from my sketchbook)



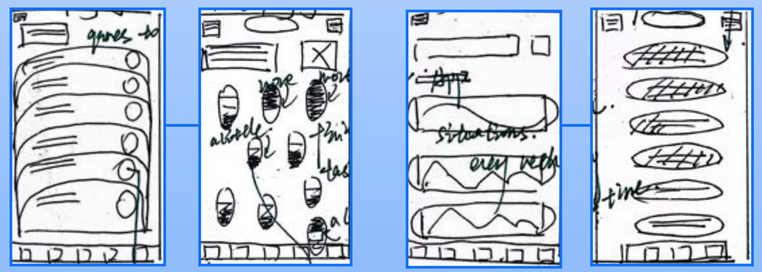


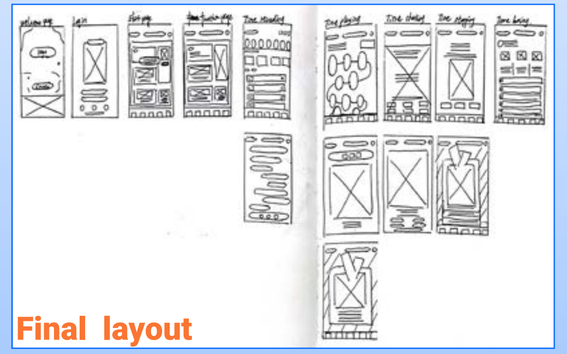
Testing & first iteration

I made prototypes and find user to test it. Most users thought the game function looks boring, just basic text. Based on the feedback, I combined the visual image of the capsule to adjust the layout again in gaming way.



Improvement process





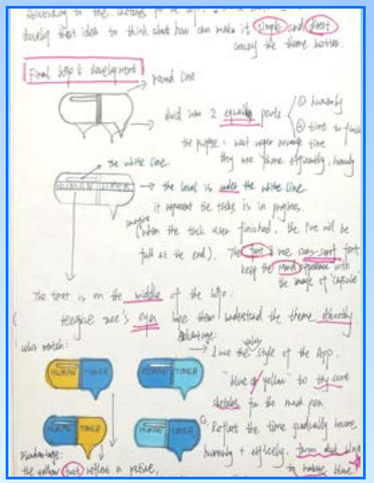
I designed four main functions. Through "Time recording" function, users get obtain intuitive data, and reflect on the unnecessary use of the phone. I added fun and cute elements to "Time playing" function, set task challenges and reward mechanisms, and users get a sense of accomplishment after completing tasks. Users can choose different relaxation techniques in "Time chatting" function and get a comfortable atmosphere. In "Time stopping" function, I reduce the user's dependence on phone by setting accurate timing and reminder mechanism. I sketched some layout's and made prototypes.

Bright colors conveys a positive attitude through. So, I test the color in my sketchbook. The round and cute characters give people a warm and friendly feeling. Blue represents adults, yellow and orange represent sunshine. This color match meets the inner needs of users and meets the original intention of interesting design. I also designed different styles sketches of logos and illustrated characters.

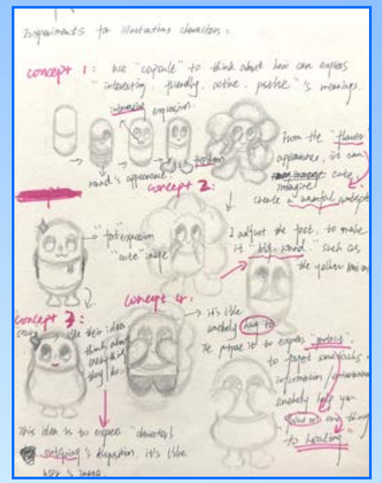
Experiment for color

Sketches for logo

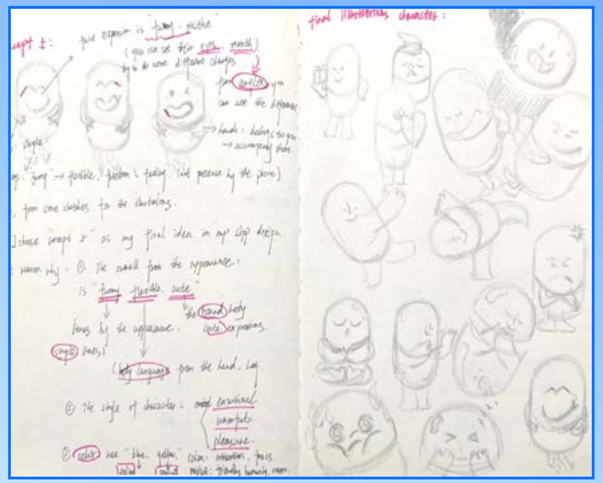
Final logo



Sketches for illustrations



Final illustrations



Color scheme

#45ccff

#0e6ffc

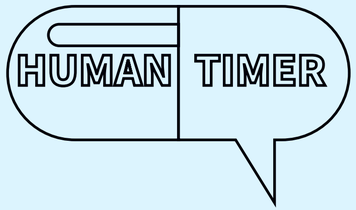
#fabc1f

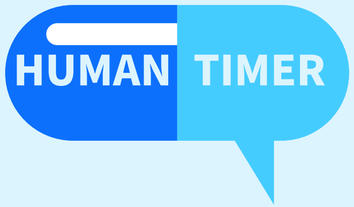
#fe5a02

Icons

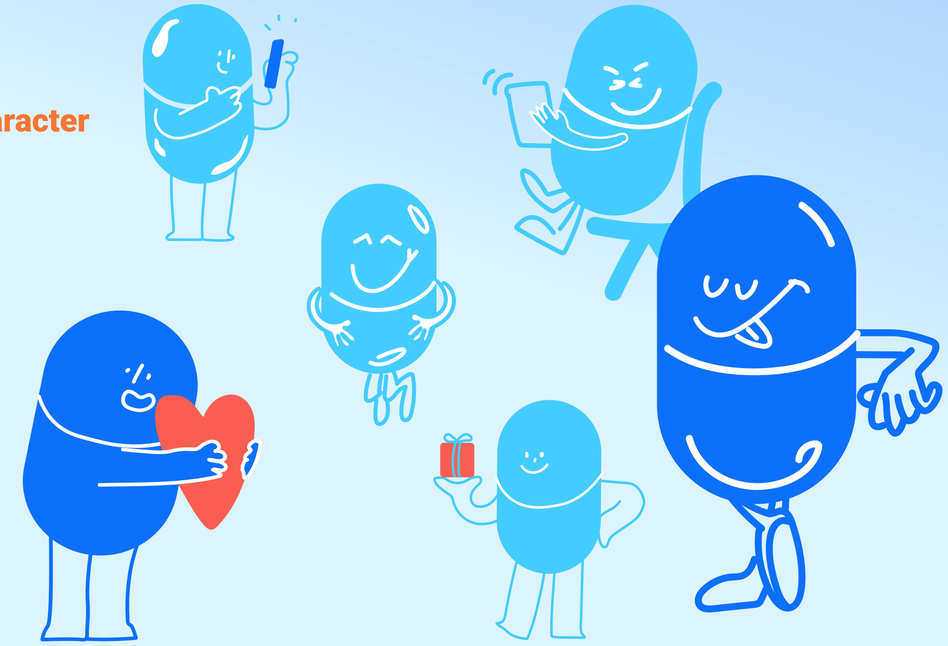
Logo

The main body of the logo is a capsule, which intuitively shows the theme content. The lines are simple and round, and the fonts use sans-serif fonts, which reflects the intelligence and practicality. Blue represents trust. The white progress bar represents the flow of time, which reflect the core concept of human design.

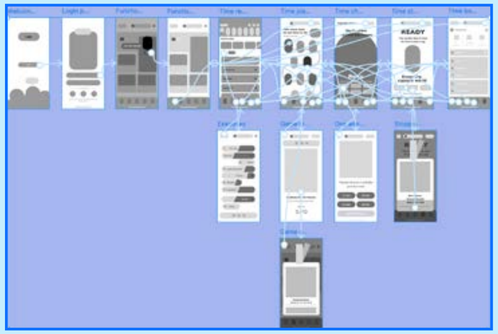


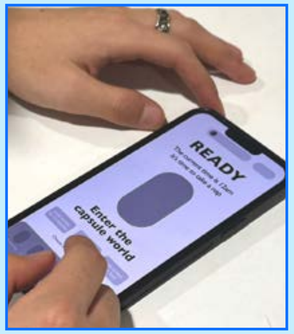


Character



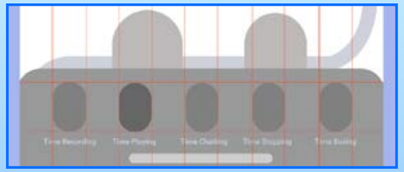
Low-fidelity model thumb wireframe & Testing

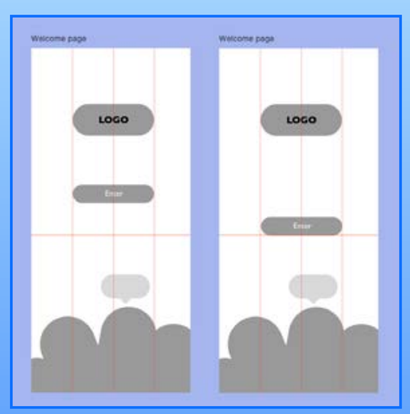


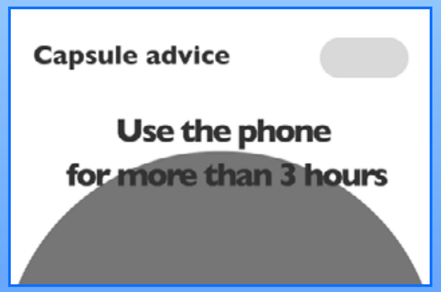


Second iteration

After the second iteration, users thought that the visual distance between the text and the visual image was uncomfortable. So I adjust the details of the layout, use bold fon to emphasize key function, and adjust the spacing between the visual image and the text.







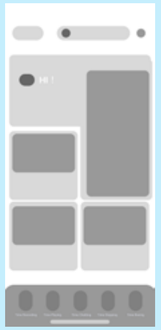
Final low-fidelity model

Welcome page

Login page

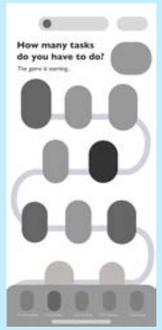
Start page

Home page



recording page

playing page



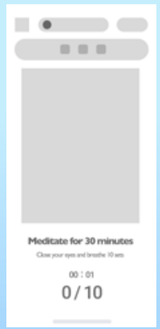
chatting page

stopping page

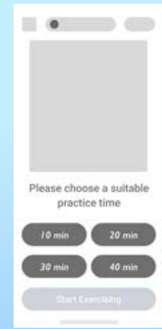
personal page

Examples

playing



Advice



stop

Game over

High-fidelity model

I colored the final layout and tested it again. After research and rigorous testing, the app humanely helps users allocate time and reduce dependence on mobile phones.

Thumb Wireframe

Selling point

Human Timer is a mobile app with the core of reducing dependence on mobile phones and optimizing time management. The unique feature of this app is the humanized design and fun function, it creates a warm and intelligent value for the target audience.

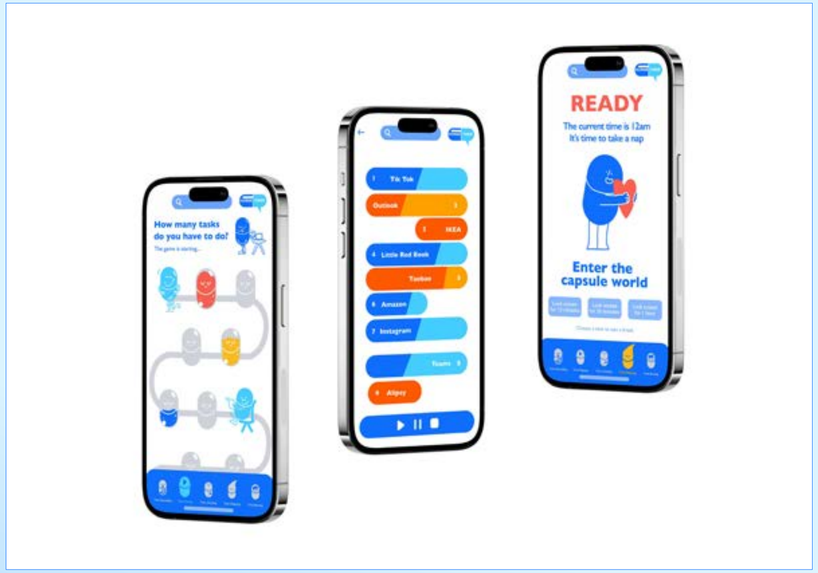
The visual image of "capsule" symbolizes friendship and companionship. Through time management, gamified task mechanism, personalized suggestions, and focus mode function, adults can gradually reduce their dependence on mobile phones and establish good habits of using them.

The reason why this app stands out among other apps is that the gamification mechanism features are a big selling point, which increases user satisfaction and reduces the frequency of playing the phone.

In addition, Human Timer draws users' attention to the app through an anthropomorphic design style, which creates more opportunities to realize the emotional value of the brand and optimize the user experience.

Outcome

mobile application of "Human Timer"



Reflection

In this project, I used primary research, secondary research, PACT analysis, and competing product research to explore the issue of mobile phone dependence. I designed multiple sketches and used the prototypes to get user feedback. After two iterations, the app finally achieved the core design of "humanization and fun". This APP has successfully helped users allocate their time rationally and reduce their dependence on mobile phones.

In this project, I learned to use the concept of humanization to attract users' attention and use iteration to improve my design. In addition, I also realize the importance of interaction design to user experience, and hope to create more innovation design in the future