



Project 2 BEING HUMAN

Do it

(Adults aged 21 above)



Background

With the rapid advancement of technology, human lifestyles have changed drastically. However, our growing dependence on it is weakening emotional connections and the human touch in life. As technology integrates deeply into daily activities like communication and decision-making, the essence of "humanity" gradually fades.

Proposition

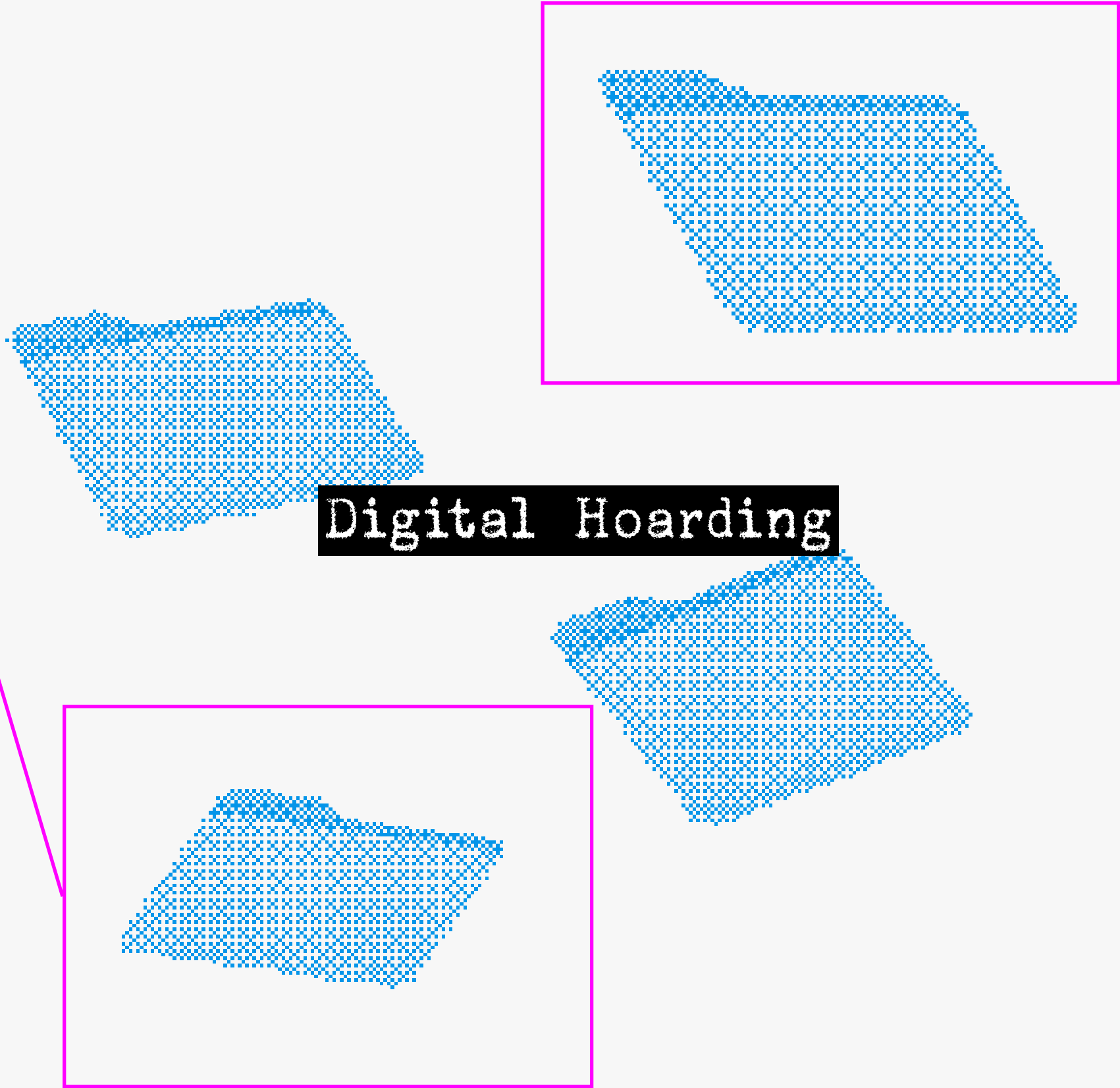
The purpose of technological advancement is to help humans better embrace their humanity.

Turning technology into humanity, however, renders its essence meaningless.

Inspiration

Digital Hoarding is the excessive accumulation of digital content without using or organizing it. People collect items to ease anxiety but end up with clutter, leading to procrastination and stress instead of productive action.

- 默认收藏夹 · 1832
- 我创建的收藏夹 · 37
- 我的收藏与订阅 · 47



I realized at the gym that I've saved many workout tutorials, but I've only been to the gym six times, yet I've saved nearly a hundred tutorials. In reality, I've only watched and practiced less than 20% of them. Every day, I use the instant gratification of saving to soothe my anxiety. The next day, I continue collecting, but it seems like I haven't actually exercised. This gradual reliance on my collection has replaced my real life.

XI Li （Lora）

Age: 23

Occupation: Student

Location: Shanghai

Personality:

Disciplined, logical, enjoys planning but relies heavily on tools.
Busy with work, enjoys gaming and reading tech articles.

Pain Points:

Accumulates tech articles but doesn't have time to use them.
Overwhelmed by the clutter in his collection.

Goals:

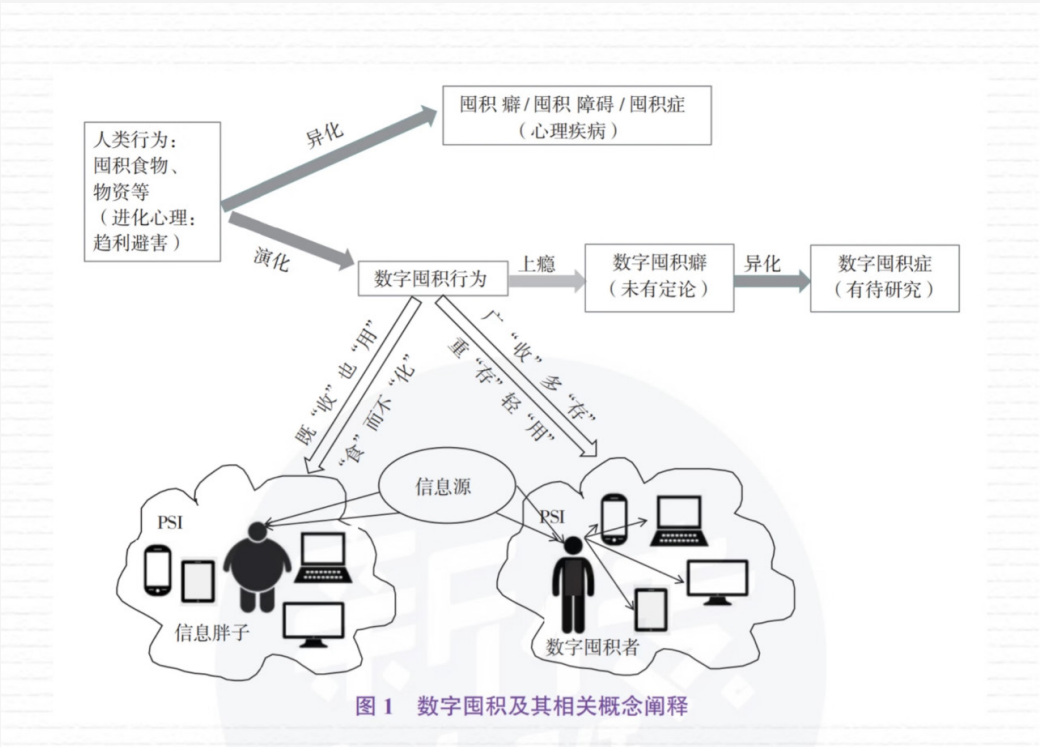
Wants to manage his collection and turn it into real action.
Hopes to see tangible results from his saved content.

Usage:

Regularly uses digital tools for organizing tasks.
Interested in apps that boost productivity and break procrastination.

Want to change:

She wants to rely less on her phone's bookmark and collection features. She hopes for an app that can remind her of the information she has saved and encourage her to take real action on it.



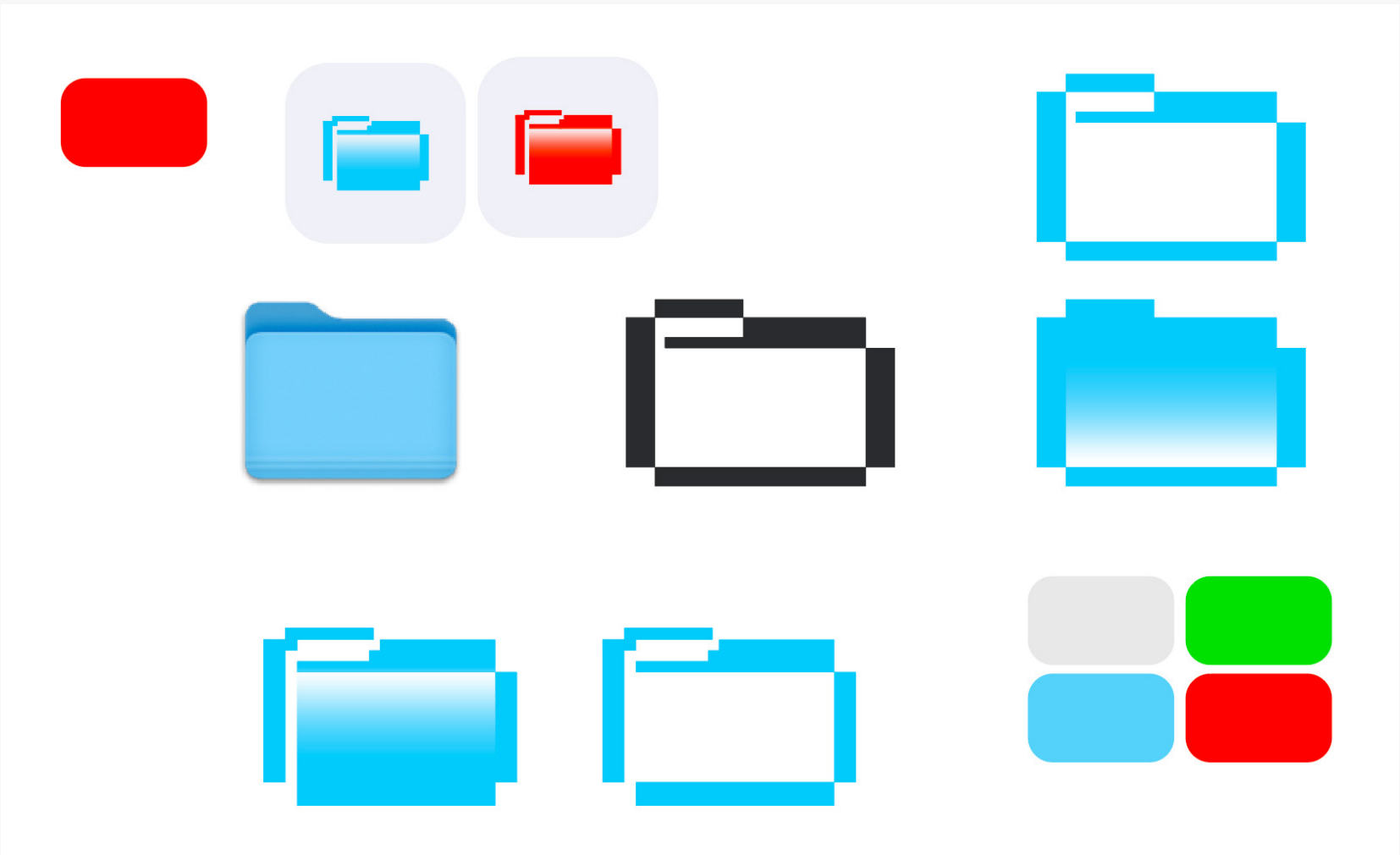
Logo design

Idea Introduction

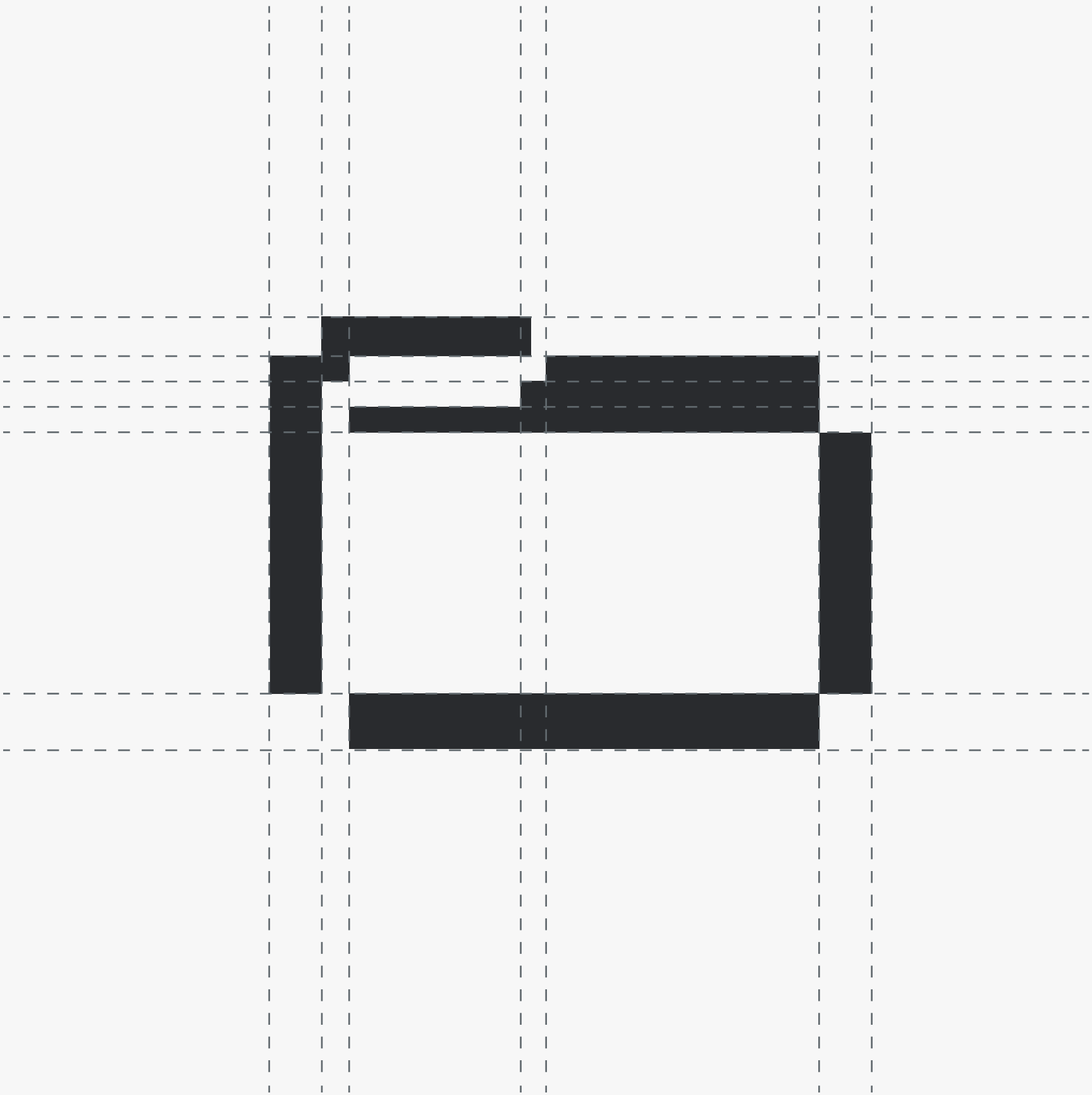
The logo design is based on a folder concept to reflect the core functionality of the app. For the color palette, I chose a light and lively scheme, considering the target audience. Since the app aims to help users return to everyday life, I wanted it to have a more life-oriented feel.



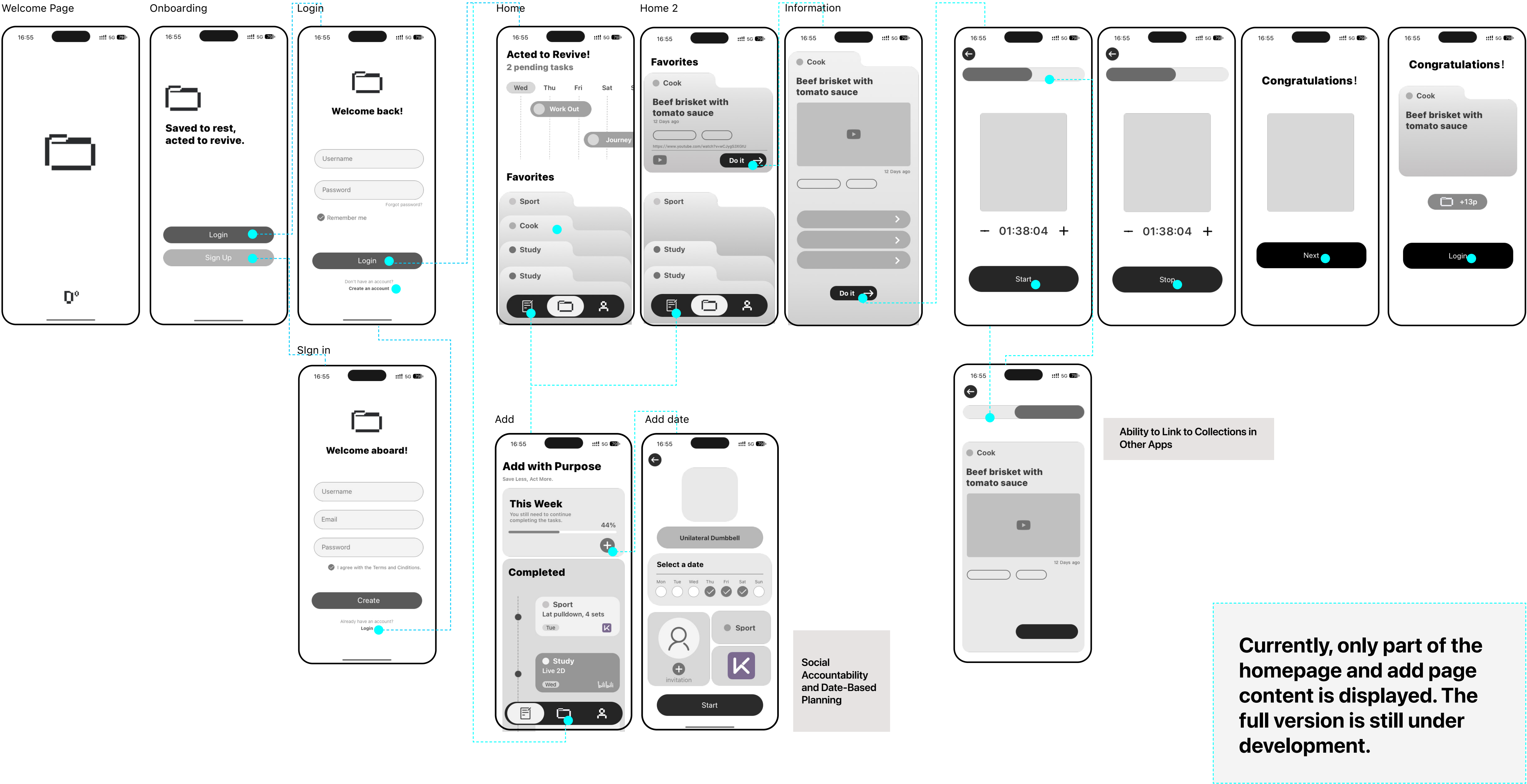
Draft



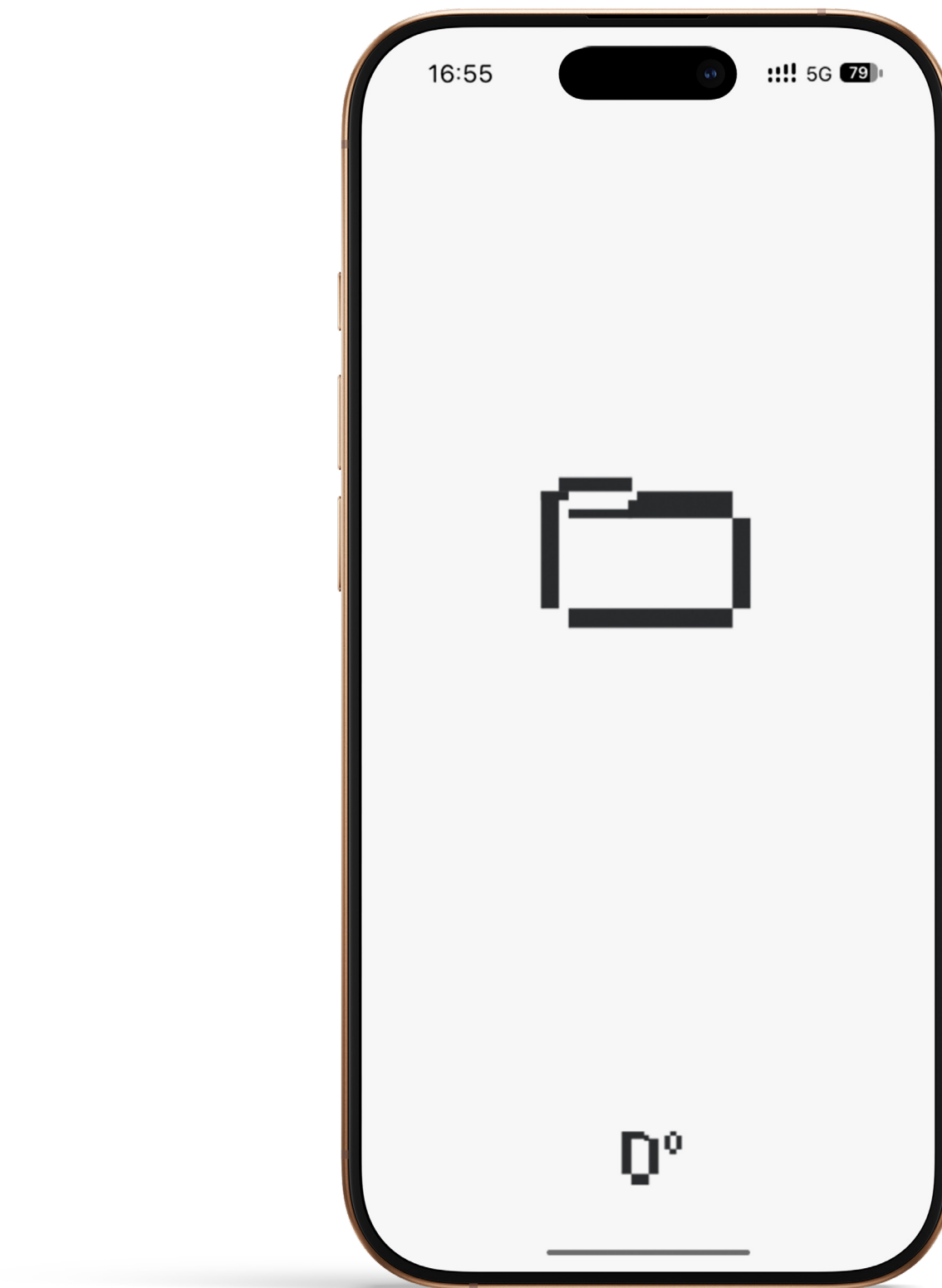
Standardized Drafting



Wireframes

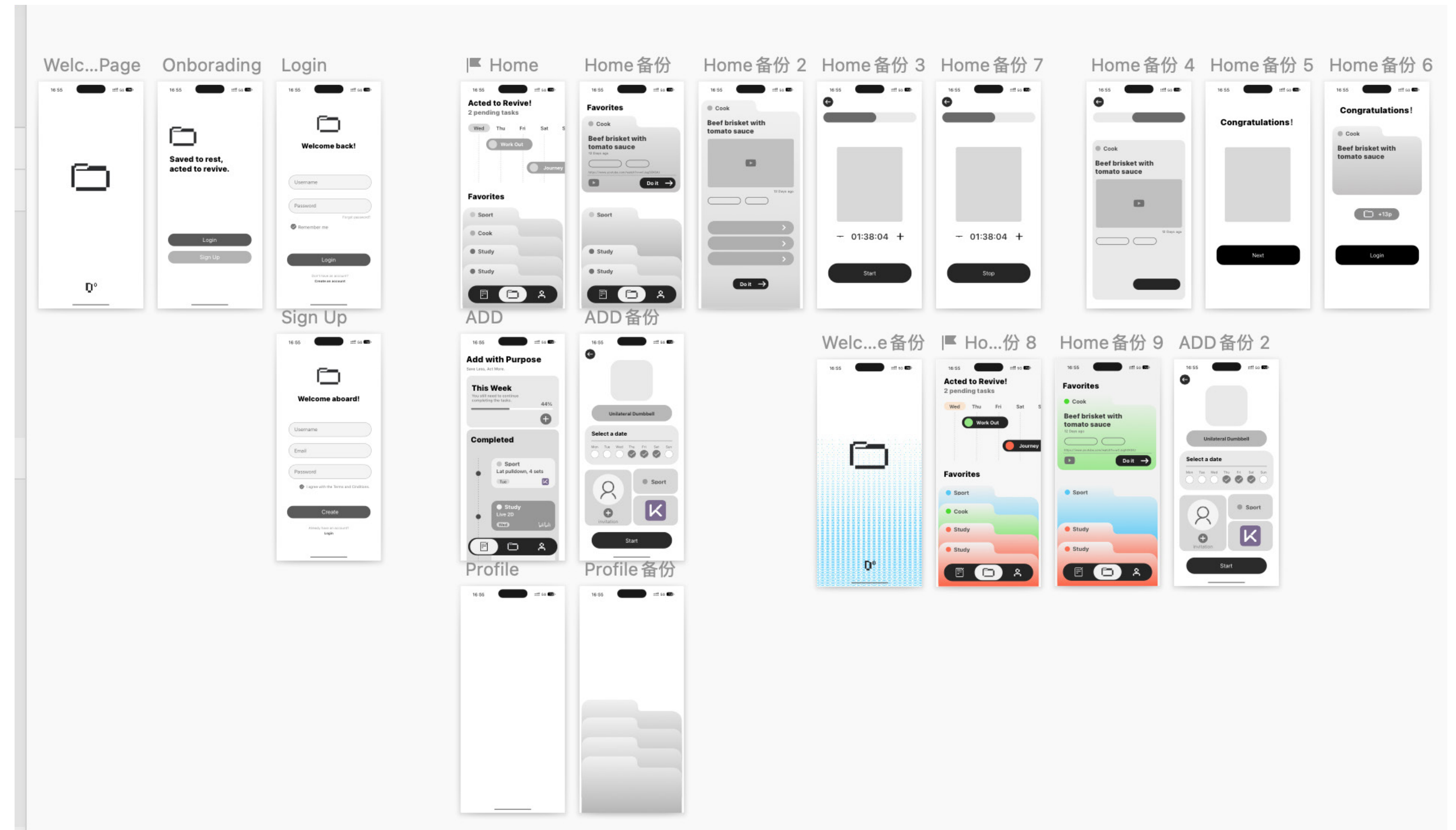


Video



<https://youtube.com/shorts/M3Sh37CSCoQ?si=WYgu2T0QLfOJlw8f>

Estimated completion time



Since this is not fully completed and has not undergone user testing, it may take around two weeks to finish it and conduct testing and modifications.