

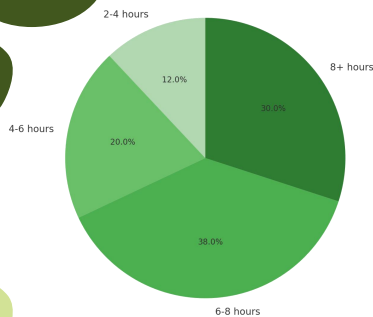


# Imaginary friend

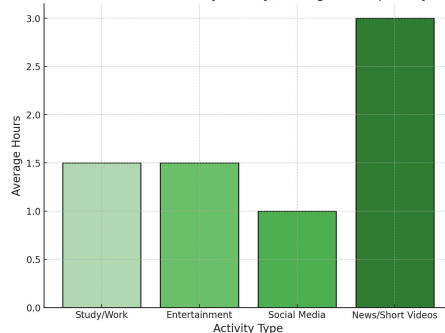
Zixuan Zhang - 36036064

# 1.research (questionnaire survey 50 copies)

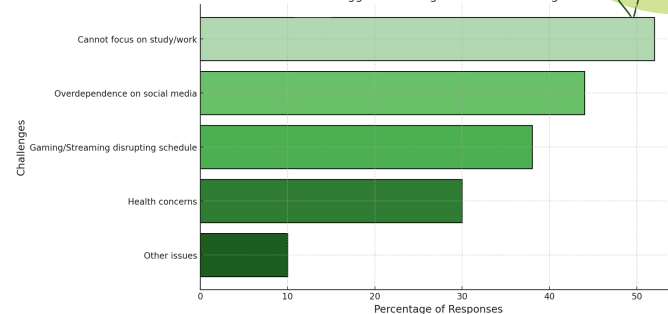
Daily Screen Time Usage



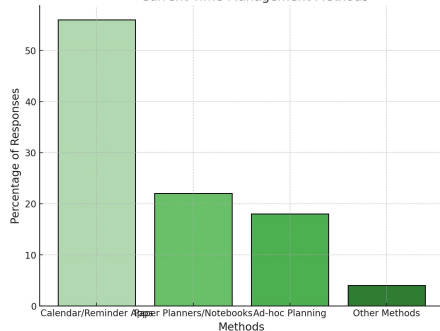
Time Distribution by Activity (Average Hours per Day)



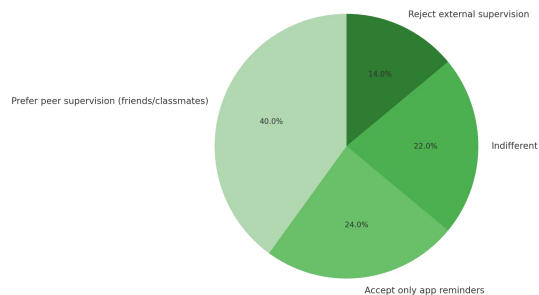
Biggest Challenges with Device Usage



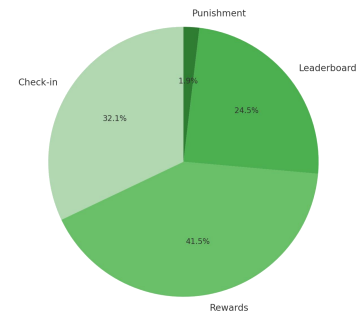
Current Time Management Methods



Need for External Supervision and Preferred Methods



Preferred Mechanisms for Reducing Device Usage



**Summary:** Students prefer light reminders and rewards over strict measures to manage self-control and balance academics with social needs.

# 1.research (interview)



**Xingyu He**

**Age:** 21

**Occupation:** University student (preparing for graduate school)

**Average daily mobile phone use time:** 5.5h

**Trouble:** Can't help but play with her phone when her studying, Lack of real-life activities

**Needs:**

1. Supervised distraction-free study time
2. Increase in real-life activities



**Chujia Chen**

**Age:** 22

**Occupation:** University student

**Average daily mobile phone use time:** 9h

**Trouble:** don't know how to spend her free time except playing with her mobile phone.

**Needs:**

1. Increase opportunities for offline activities
2. Desire for companionship and supervision

## 2.PACT analysis



### PEOPLE

1. **age:** 21+ (Adults, with financial means, studying and working)
2. **Segment:** Students
3. **Needs:** need to learn more efficiently, manage time, and reduce distractions.

### CONTEXT

1. **Environment:** library, study room dormitory or home environment, going out environment
2. **Mental State:**  
**Stress:** academic stress affects concentration  
**Motivation:** need for external motivation
3. **other:** Habits/preferred study time

### ACTIVITIES

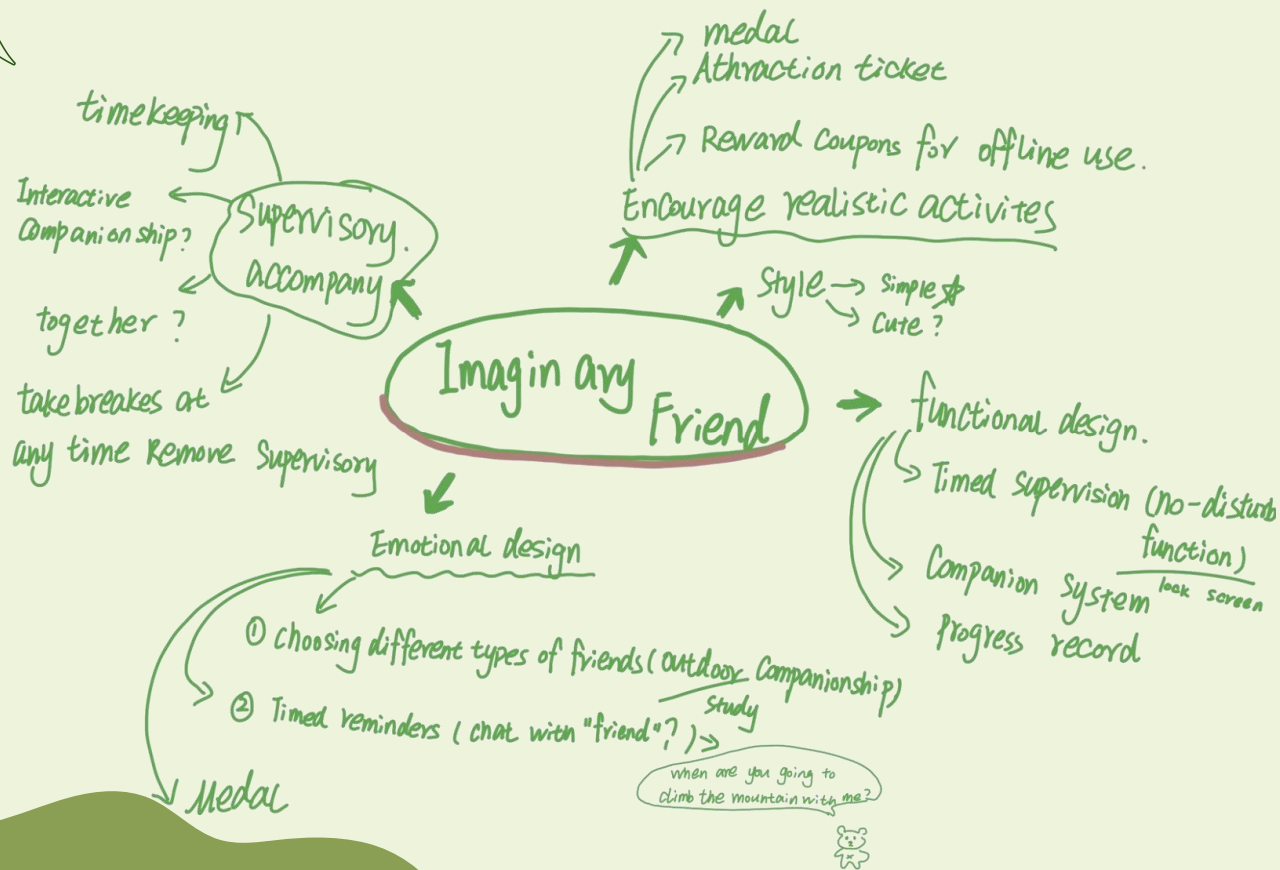
- Busy:** reading, writing, revision .....
- leisure:** offline relaxation after long hours of study, expanding relaxation avenues

1. **Habits:** may have tried a lot of focus software
2. **Challenges:** distraction, when there are social media or message notifications
3. **Motivation:** improve concentration, improve grades

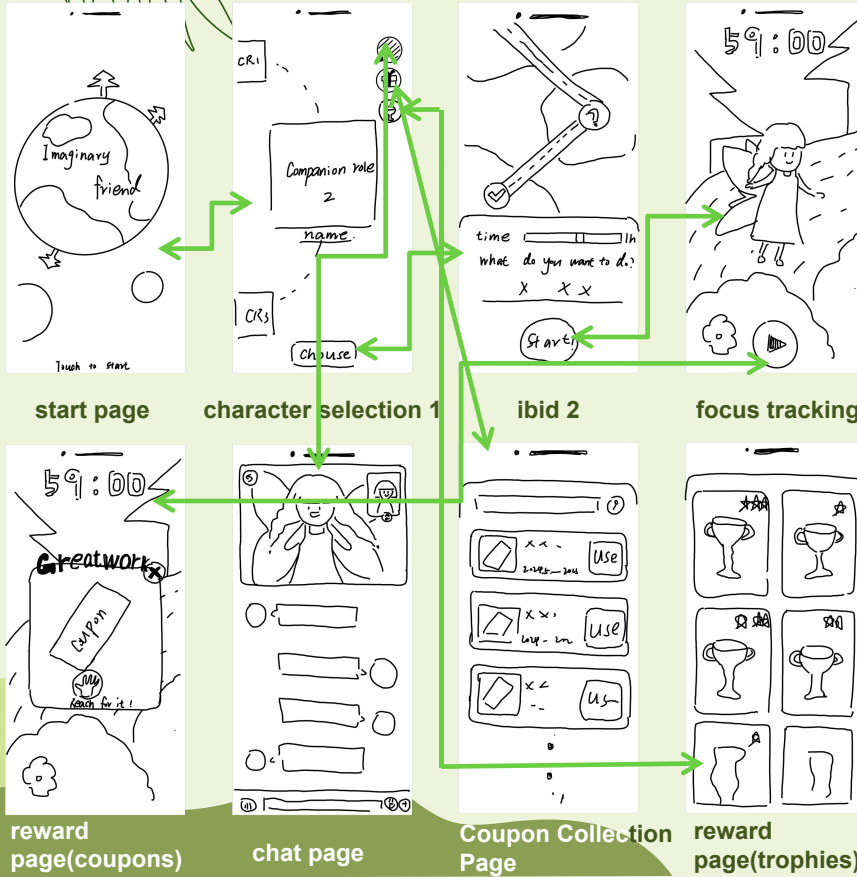
### TECHNOLOGIES

1. **Managing time, lock screen, don't show messages**
2. **Self-selected focus type**
3. **Progress Display**
4. **Incentive mechanism, Encouraging offline activities**

# 3.mindmap



# 3 Sketch, Colour and Character Design



**Name:** Mimi

**Personality:** introverted, shy  
**Hobbies:** Playing quietly in place

**Suitable for user type:**  
 Focused on the goal of learning, like a quiet atmosphere, like kittens



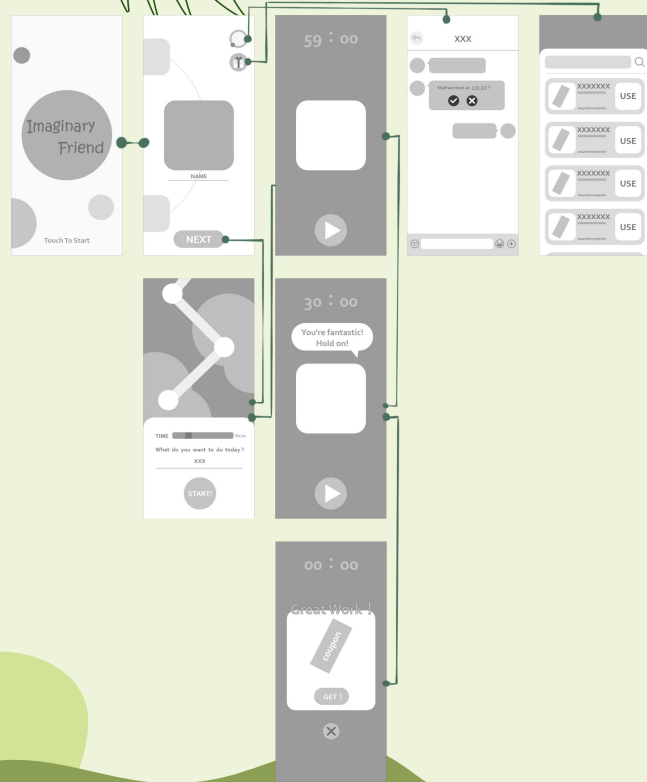
**Name:** Link

**Personality:** Outgoing, bold  
**Hobbies:** Loves to run around and explore

**Suitable for user type:**  
 Exercise needs, love the energetic atmosphere, love puppies.



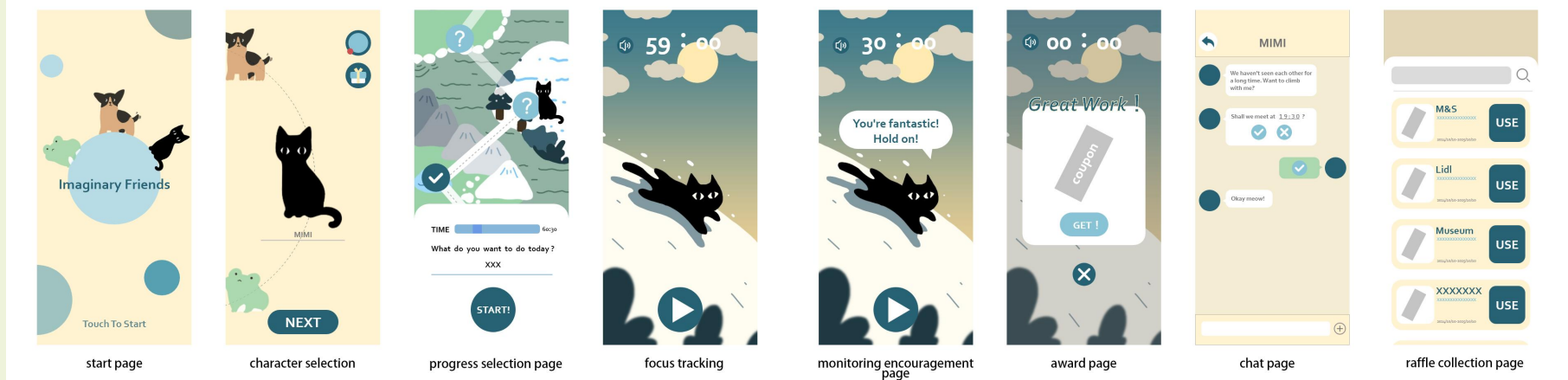
# 4. medium-fidelity model



## Modifications:

1. Removed ai chat and video call function on chat page, focus on study reminder and scheduling
2. Removed trophy page
3. add real-time encouragement function in focus tracking page

# 5.high-fidelity model



Interactive effect display: [https://youtube.com/shorts/aJT0sYZ\\_BlC](https://youtube.com/shorts/aJT0sYZ_BlC)





# Thanks

