



MIND EASE – SOCIAL MEDIA DETOX TRACKER APP

Phase: Empathize & Define

DESIGN THINKING PHASE – EMPATHIZE & DEFINE

- This phase helps us understand our users beyond just statistics – diving into their feelings, motivations, and challenges.
- We focused on young adults and students, as they are most affected by excessive screen time.
- Tools used: Surveys, interviews, empathy maps, and persona development.
- The goal: Design with empathy to build a product that feels supportive, not corrective.

USER RESEARCH SUMMARY

Participants: 10 individuals across different user segments:

- 5 High School students (16–18 yrs)
- 3 University students (19–22 yrs)
- 2 Young professionals (24–27 yrs)

Method: Conducted structured interviews + anonymous digital surveys

Research aimed to uncover:

- Usage patterns
- Mental & emotional effects
- Detox attempts & failures

KEY QUESTIONS ASKED:

- How often do you check your phone/social media?
- Have you ever felt guilty about time spent online?
- What would encourage you to reduce screen time?
- Would you prefer rewards or strict limitations?
- How can an app support your habit, not punish it?

KEY INSIGHTS

- 90% use social media 2–4 hours per day
- 70% report feeling guilt or regret after scrolling
- 85% prefer positive encouragement over restrictions
- 60% wanted visual feedback on progress
- 75% are afraid of missing out if they quit cold-turkey

Conclusion: Users need motivation, not moderation, and subtle design that makes detox feel good, not forced.



EMPATHY MAP

Thinks	Feels	Says	Does
"I waste time scrolling."	Guilty, anxious	"I'll stop tomorrow."	Scrolls during study breaks
"It affects my sleep."	FOMO, frustration	"I want to change my habits."	Sleeps late due to screen

Takeaway: Users want change with dignity. They're aware of the problem but lack tools to change sustainably.

USER PERSONA

– ALEX

- Name: Alex
- Age: 24
- Occupation: Graphic Design Intern
- Behavior: Scrolls Instagram & YouTube 4+ hours/day, mostly before bed
- Pain Point: Knows it affects his focus and productivity but feels overwhelmed by cold-turkey solutions
- Needs: A friendly, non-judgmental app that helps him build better habits gradually

The background image is a photograph of a gym, dimmed to serve as a backdrop for the text. It shows various pieces of exercise equipment, including a large squat rack with multiple weight bars and plates, and a bench in the foreground. The lighting is low, creating a moody atmosphere.

Problem Statement

How might we design a digital wellness app that empowers users to reduce screen time while making them feel motivated, respected, and in control – without guilt, restrictions, or fear of missing out?

**THANK
YOU**

