

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.



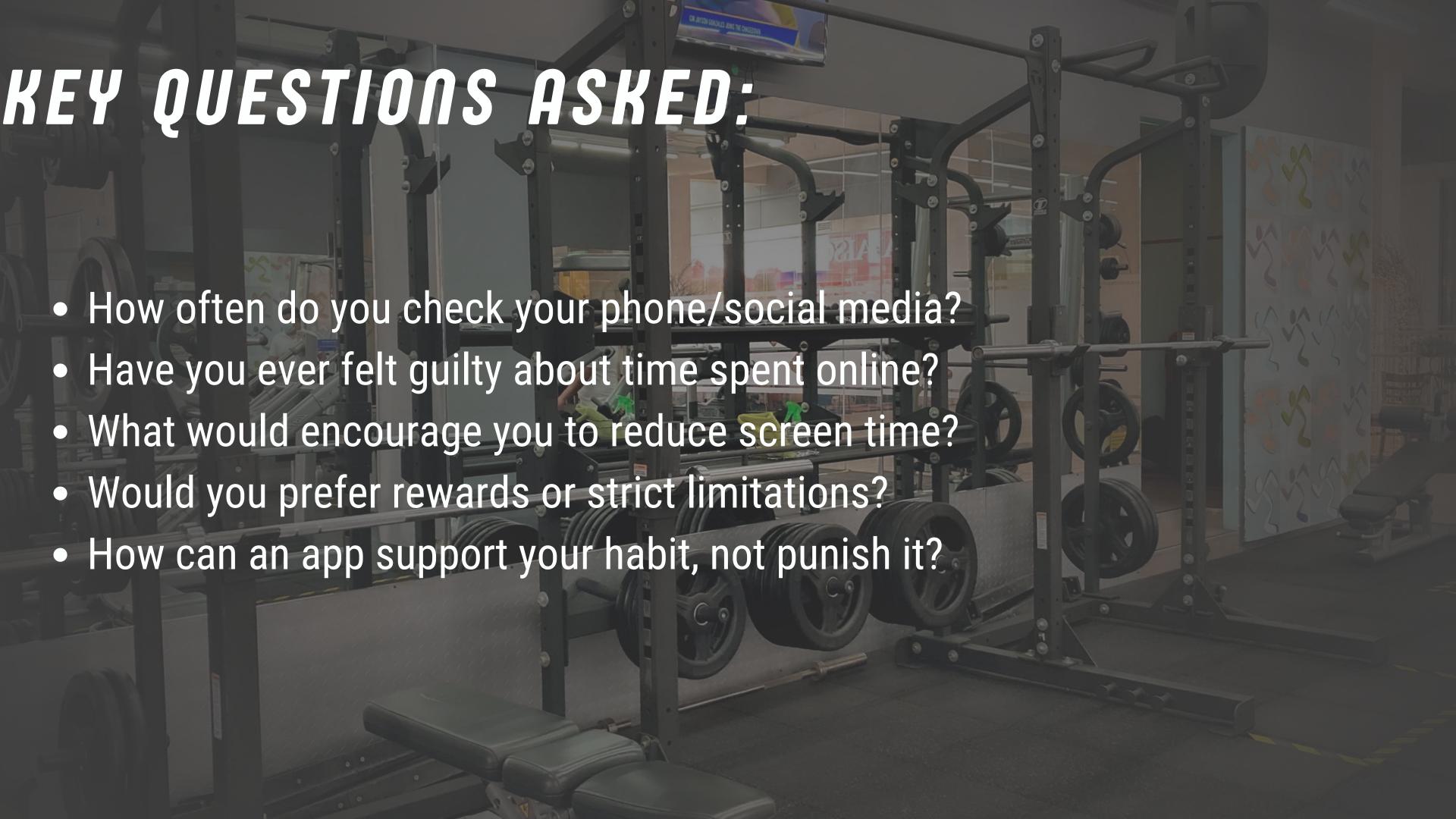
Participants: 10 individuals across different user segments:

- 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





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



