

Social Media Addicts Anonymous

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WHAT I DID:

- In this project, I conducted two interviews, built a user systems interface (lofi prototypes) of what our app could potentially look like as well as create wireframes and jamboards of ideas.

TIMELINE:

- January 2021- April 2021

MOTIVATION:

- I was personally motivated into studying this topic because of how much I consume screen time a day- During the week, especially with online learning, it has been very easy for me to get distracted and look at my phone during lecture; there is also another side as to why I wanted to look into this topic and that is because not only can a phone be a distraction, but it can also be a very powerful and resourceful tool. For example, I can use my phone for social media, but on the other hand, I can check my grades on my phone on canvas, take quizzes on Kahoot, or check my linkedin to make more connections. Overall, this topic allowed for my team and I to look into how other students may feel with their relationship with their phone.



In my hero image, I have shown that I have collected data from people, put the data into our system of P2 and so on, studied the data, and analyzed it.

REVISED HOW MIGHT WE: P2

"Given the fact that students and teachers are feeling aware and concerned by the amount of time students spend on social media, HOW MIGHT WE motivate students to be attentive during Zoom class with little to no effort from them, so that students and teachers feel content with their productivity and learning outcomes during the school day."

USER RESEARCH SUMMARY: P2

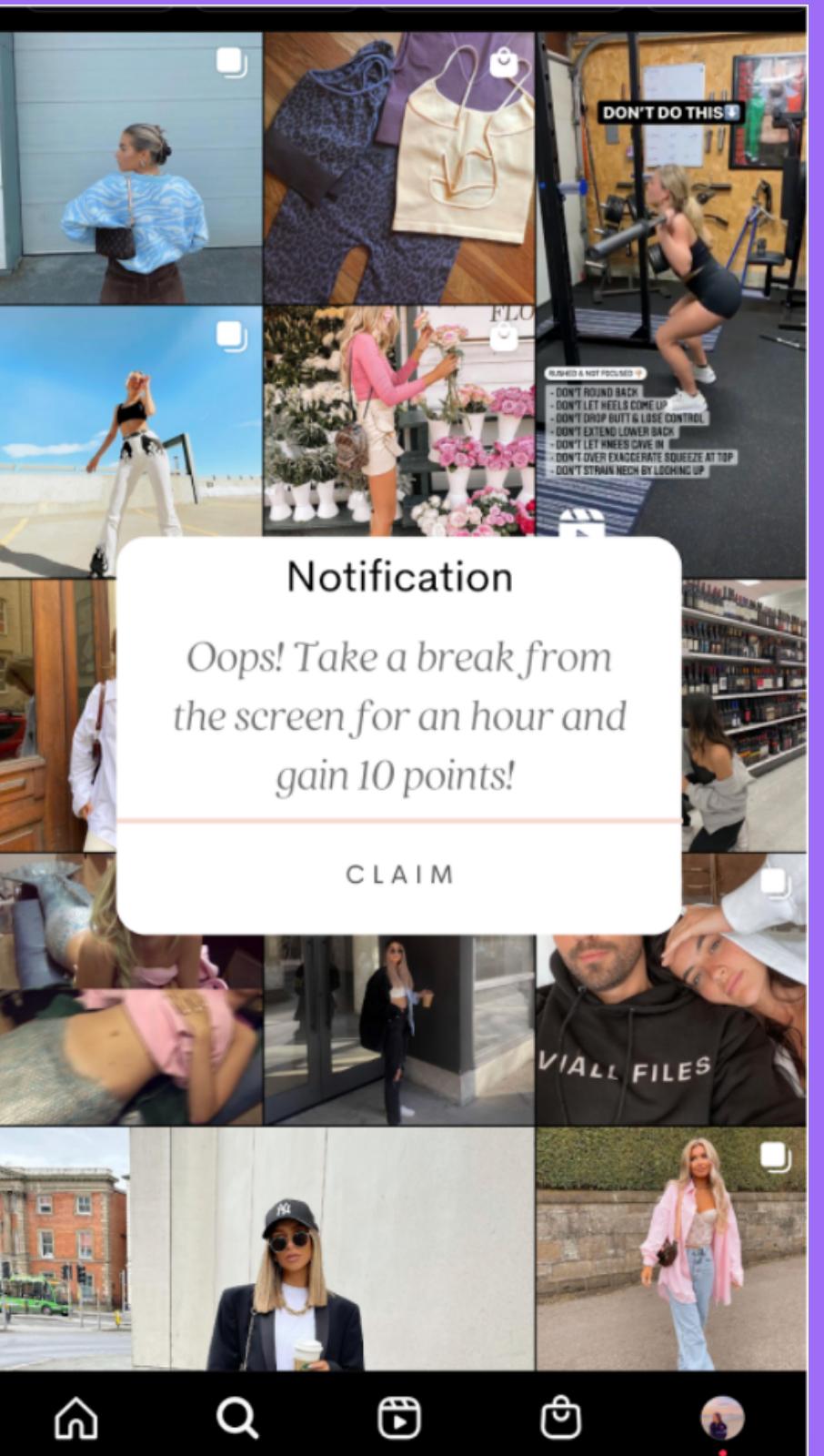
"We found that students in general go on social media fairly regularly during class, and recognize it might not be a good habit. Students do not typically monitor their social media screen time currently, but seem to respond well to positive reinforcement and many students would be motivated to log off social media for a reward such as discounts on items of particular interest. We also found that some students find social media useful for connecting with classmates during a Zoom learning semester such as this one.

In particular with interviews, we had some insight on how there are both disadvantages and advantages to online learning and in particular, phone usage through screen time. Students seem to have some common agreement that social networking is extremely useful when using their phone, that they cannot 100% confidently say that using their phone with zoom is a disadvantage. The disadvantage they brought up about their phone usage was that during class is the time they go on their socials, rather than using it for networking. They came to the conclusion that online learning gives them the ability to reach out to people easier, but at the same time, if there was a way to implement positive and motivating notifications to get them off their phones, that it would be useful. By doing this, both interviewees said that if there was a point system or tracking system of how many hours you spent on your phone lead to claiming a prize or gift card at the end of the week or month, that it would slowly start the habit of getting them off their phone in their daily lives."

KEY TAKEAWAYS: P2

- Many students feel they are on social media a lot or too much during Zoom class.
- Students reported to be motivated by positive reinforcement and potential discounts/ free handouts
- We found a teacher who said they were willing to promote this product, as they have noticed students being more active on social media/ absent from participation during class.

PERSONAS & INFOGRAPHICS



PHONE USAGE DURING ONLINE LEARNING

Students are feeling more and more tempted to be on their phones during online learning than ever. It is ever so easy to get some quick phone checks in during a class. We are trying to design an app to help manage phone usage.

Online School

During this age of school via zoom, students are way less motivated to pay attention. They feel more inclined to be on their phones because they feel they are not learning nearly as much.

Why the lack of motivation?

Online school is far less motivating because students feel as if it doesn't matter as much as in person. They aren't learning much, so they put in less effort. And lower effort leads to lack of motivation in completing assignments and paying attention in class.

How to help with the problem?

We think an app that uses positive reinforcement to encourage students to be off their phones during class could be helpful for many.

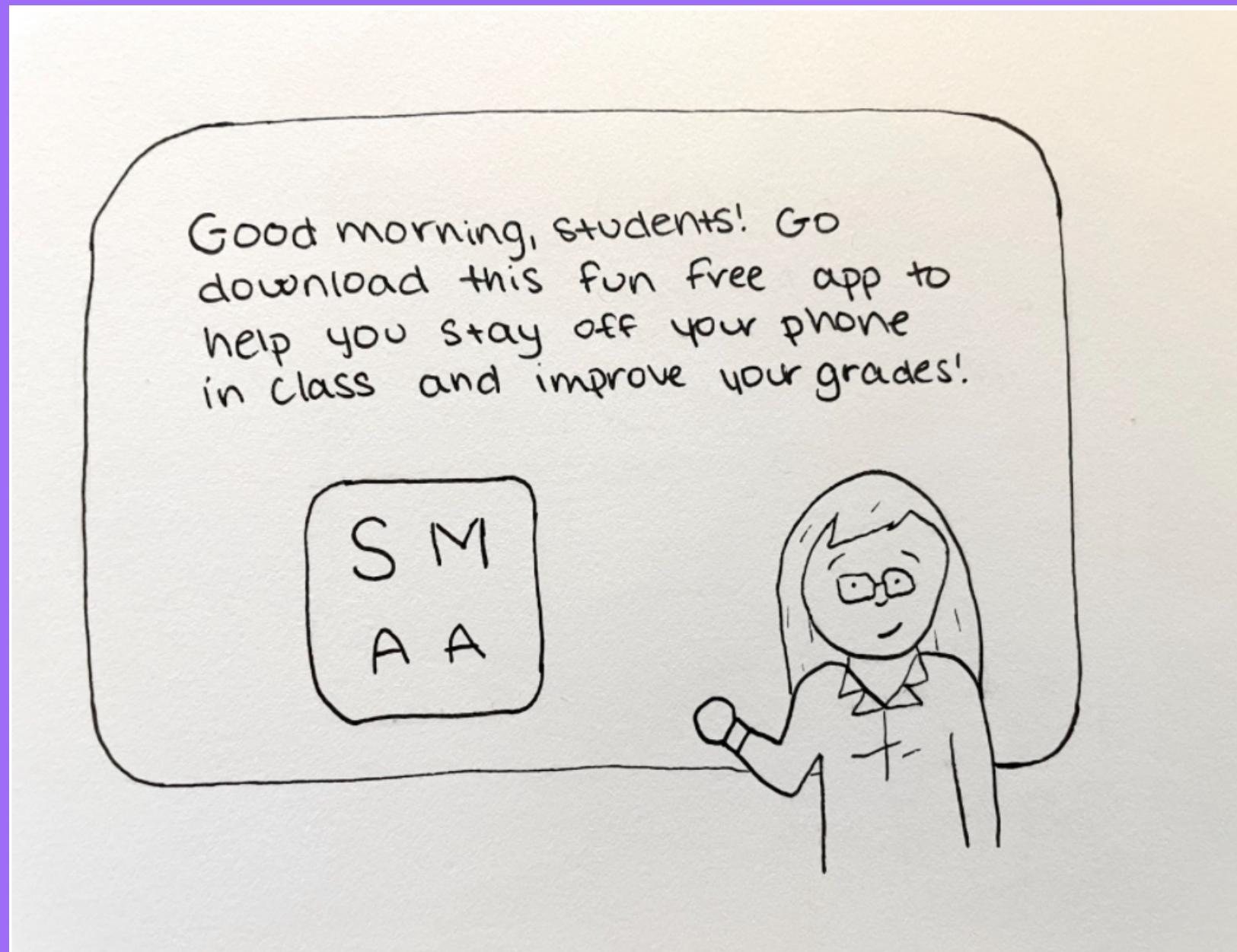
Students would feel less inclined to be on their phones with this app

According to survey results from our research, 66% of students feel more motivated by positive reinforcement. This app would offer enticing awards for staying off your phone.

This is a relevant problem

According to our survey, just over 40% of students are unhappy with their social media usage, but have no motivation to change their habits. This app could be the key to providing students the motivation they need to change their habits.

PERSONAS & INFOGRAPHICS



PERSONA + SCENARIO WORKSHEET

NAME Social Media Sarah

Pick a name that is easy to remember.

DESCRIPTION

CU student with all remote classes and 3 different social media accounts

BACKSTORY

Sarah has always used Instagram, Snapchat, and Twitter for fun in between classes and after school. Once classes went remote, Sarah naturally felt it was more tempting to use these apps during class since no one could see her. Sarah acknowledges this as an unproductive habit, but no one is holding her accountable in an isolated learning environment. She's a comm major and enjoys doing art and hiking.

List characteristics and experiences such as education, nationality, work history, hobbies, and family life.

RESOURCES

Sarah is a junior at CU, and is very active on Instagram and Snapchat. She always has access to her phone, making the distraction so accessible. She does not have any classes on campus, but if she did, she feels Zoom has permanently changed her behavior during class, and staying off her phone would be a challenge in person too.

Is the persona an expert or a novice? What abilities or resources do they have, and what obstacles do they face?

EMOTIONS

Sarah is not up at night because of her bad habit, but she finds herself frustrated with her behavior and it feels uncontrollable at this point. It's just one more thing to work on and it is upsetting

How does the persona feel about the challenge? Anxious or confident, excited or bored?

GOALS

Sarah wants an effective but realistic solution that will be free of charge and not impact other aspects of her stressful pandemic lifestyle. She wants to break the habit but is not looking to put effort into it.

What action does the persona want to complete?

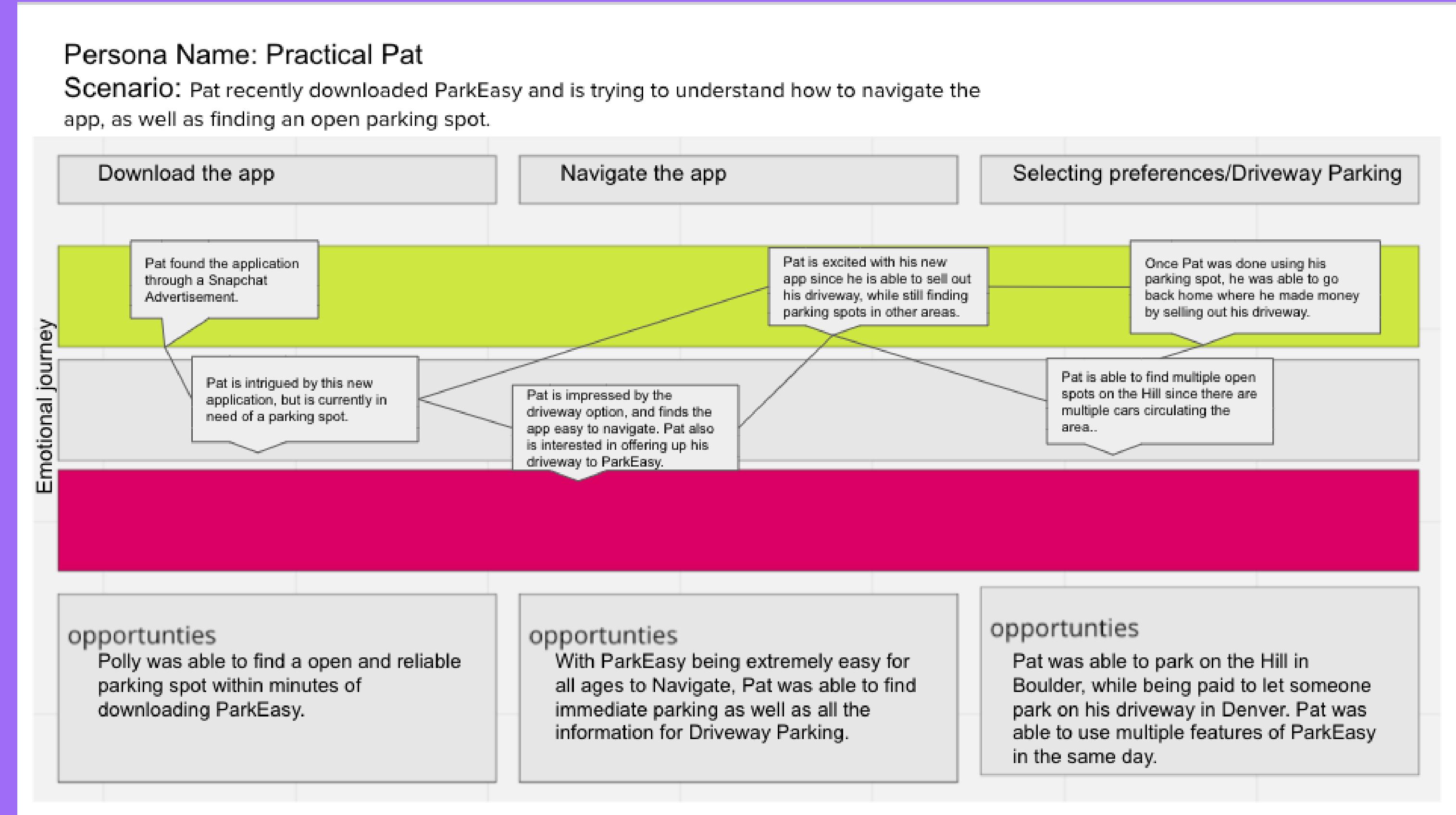
SCENARIO

Sarah takes three minutes to download the app we created and enters her preferences and class schedule. The next day, 20 minutes into her first class at 10 am, Sarah picks up her phone to open Instagram, clearly bored. As soon as she enters her password, a pop-up with a picture of Sarah's favorite art supply store appears and reads "hey! You're in COMM 2131 right now. If you put your phone down and listen to the lecture for 30 more minutes, you'll earn 10% off at Johnson Craft Supplies. Enjoy your class and dive into the learning- you got this". Sarah rolls her eyes and smiles as she puts down her phone and turns back to lecture.

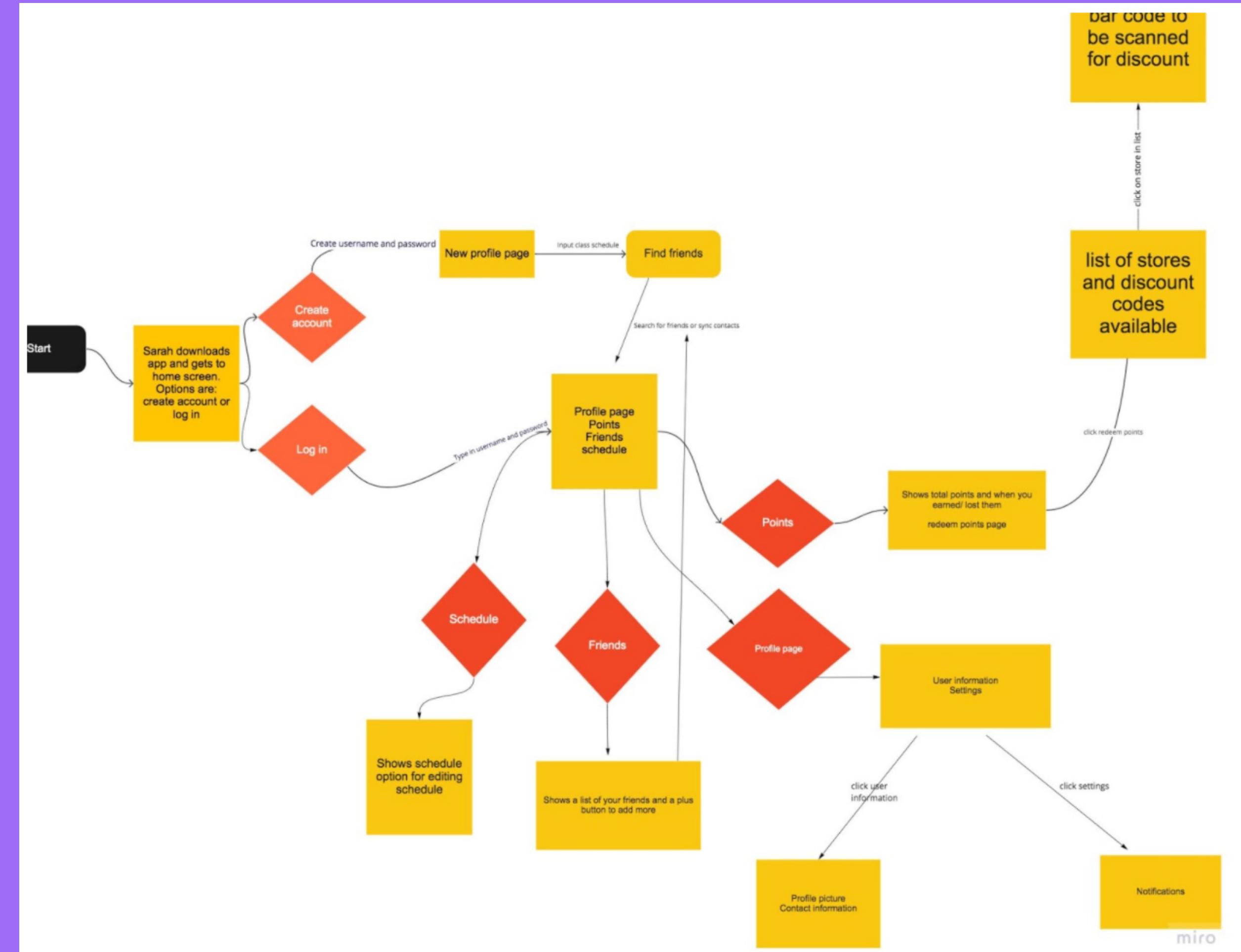
Write and/or sketch a scenario about how the persona accomplishes their goal.

PERSONA WORKSHEET Inspired by "The Persona Core Poster," Creative Companion (May 5, 2011), <https://creativecommons.wordpress.com/2011/05/05/the-persona-core-poster/>. Creative Commons Attribution Share-Alike.

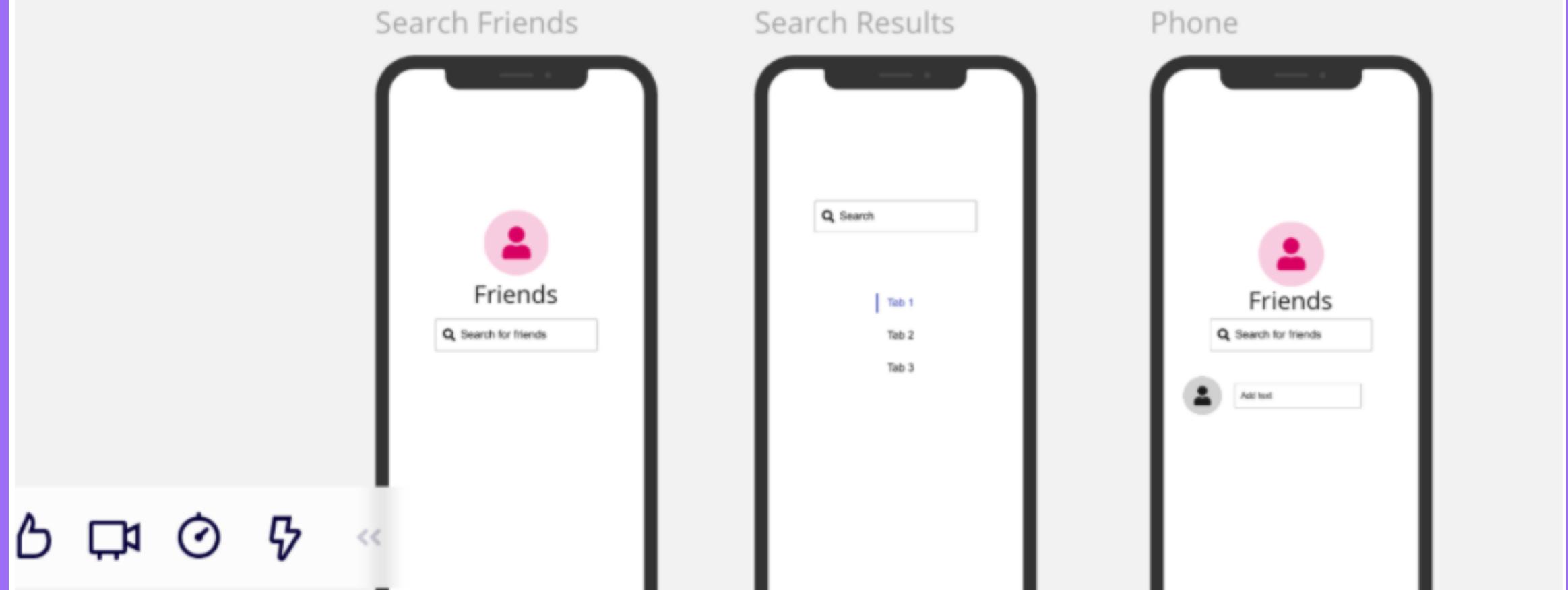
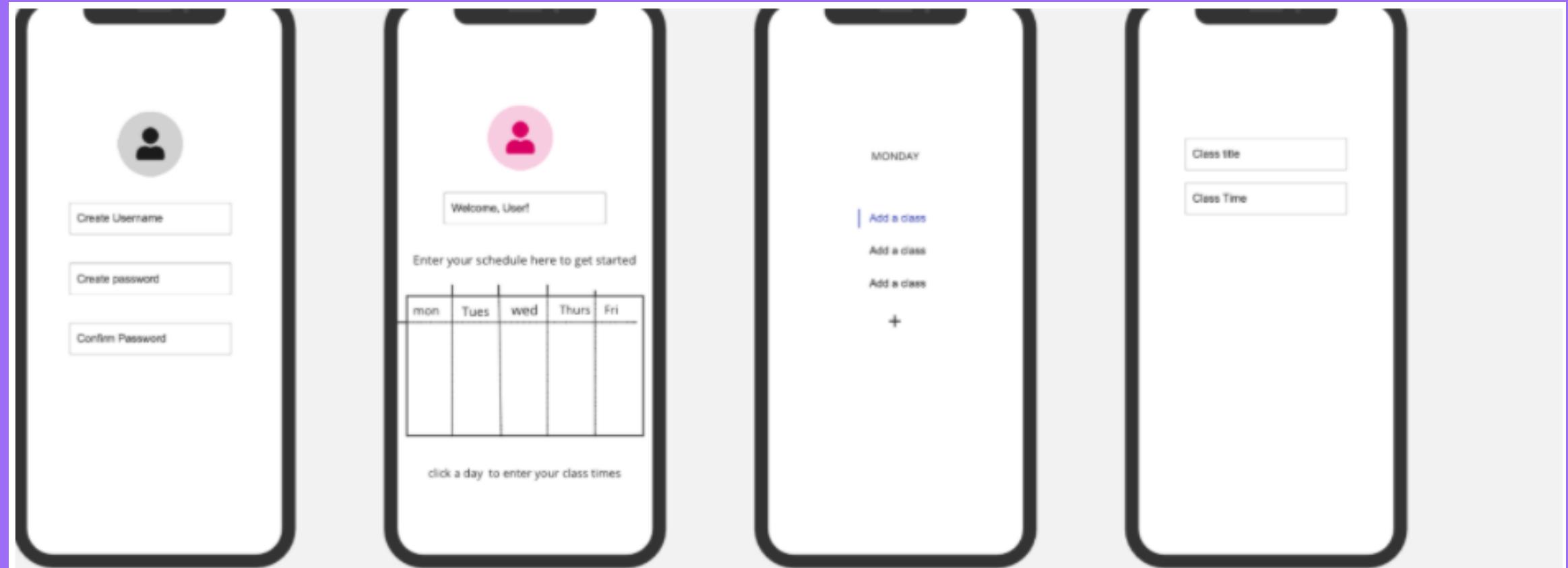
JOURNEY MAP



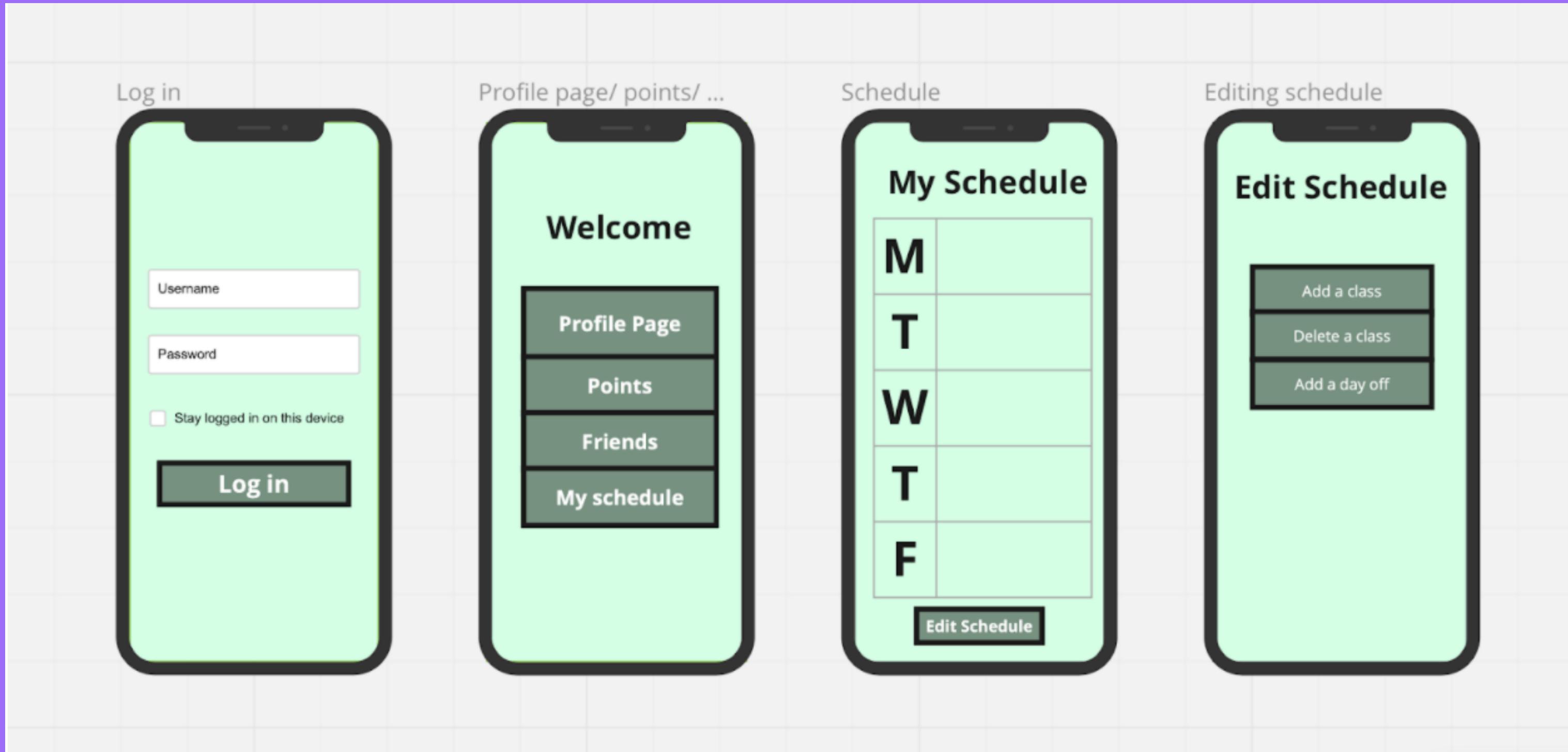
JOURNEY MAP



WIREFRAMES:



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WIREFRAMES:

The image displays three wireframe mobile phone screens arranged horizontally, representing different pages of a user interface.

- Profile Page**: This screen shows a placeholder profile picture icon. Below it, the word "Username" is displayed. A blue button labeled "Points" is positioned below the username. The screen is divided into sections by horizontal dashed lines, each containing a blue button: "Schedule" (with a small calendar icon), "Friends" (with a small people icon), and "Edit Profile" / "Settings".
- User Information Settings**: This screen displays personal information settings. It includes a placeholder profile picture icon and a "Change Profile Picture" button. Below this, there are two columns of information:

Name	Sophie Brookes
Username	sophie.brookes
Bio	CA Boulder

A section titled "Personal Information" follows, listing:

Email	sophiebrookes@gmail.com
Phone	3238764562
Gender	Female
Birthday	January 10, 2000
- Settings**: This screen is titled "Settings". It contains two main sections: "Notifications" and "Appearance".
 - Notifications** includes "Mobile Push Notifications" and "Text & Email Notifications".
 - Appearance** includes "Light Mode" and "Dark Mode".

PAIN POINTS:

- Students Searching for friends- confusion about whether to type in a username or full name
- Schedule could be more specific and aesthetically pleasing
- Tester feels like users should enter email address in order to have a backup way to secure account
- Doesn't have a back button, can't get back to main screen
- Schedule is kind of small, could make it so you can click on every day individually so it's bigger and easier to see
- There isn't a screw symbol for settings and personal information, but rather just a tab for each one
- Settings and editing profile are two separate things?