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PERSONA

Background

Flix is a 19-year-old college student majoring in information technology. He is dedicated to his studies and aims to maintain a high GPA. However, he often finds it challenging to stay focused due to the multitude of distractions on his smartphone, particularly social media and gaming applications. He wants to improve his concentration and productivity to achieve his academic goals.

flix Autor

CITCS STUDENT

FLIX AUTOR

CITCS Student

Quotes:

" I wish there was a way to temporarily lock my distracting apps during study sessions without completely blocking access to my phone.

" I often find myself losing track of time while strolling through social media, and it hampers my productivity. I need something to keep me focused.

" I don't want to completely cut off from my phone because I need access to educational apps and notifications related to my coursework. It would be great if there was a way to prioritize what's important while studying.

" I feel like if there were some rewards or gamified elements to motivate me to stay focused, it would make studying more enjoyable and engaging.

Goals:

Improve concentration:
- Flix wants to minimize distractions from non-essential applications during his study sessions to enhance his ability to concentrate.

Enhance productivity:
- He aims to utilize his study time more efficiently and complete tasks in a timely manner to achieve better academic performance.

Maintain access to essential resources:
- ·Although he wants to minimize distractions, Flix also needs access to educational apps, online resources, and notifications related to his coursework.

Challenges:

Overcoming smartphone addiction:
- ·Flix often finds himself mindlessly scrolling through social media or playing games, which negatively impacts his ability to focus on studying.

Balancing access and restrictions:
- He want to lock specific distracting applications during study sessions, but he also needs the flexibility to access essential resources and receive important notifications related to his coursework.

Customization and flexibility:
- ·Flix desire a solution that allows him to personalize his study mode settings, such as setting study durations, creating schedules, and designating specific apps as essential or non-essential.

Using the insights and persona of Flix Autor, the proposed Focus application aims to address his challenges and cater to his goals, providing a solution that empowers him to overcome distractions, enhance productivity, and achieve academic success.

User	Need	Insight
Students	Minimize distractions caused by smartphone applications and boost productivity by providing a focused study environment	Distractions from social media, entertainment, and other non-essential apps hinder students' ability to concentrate and achieve their academic goals
Students	Provide a focused learning atmosphere to reduce smartphone distractions and increase productivity	There is a lack of effective tools to enforce discipline and create a conducive studying atmosphere in the digital age.
Students	Reduce distractions generated by smartphone apps and increase productivity by creating a focused study environment	Students desire a flexible solution that enables customization and allows them to prioritize specific apps or set dedicated study periods.

POINT – OF – VIEW

1. Students needs to minimize distractions caused by smartphone applications and boost productivity by providing a focused study environment because distractions from social media, entertainment, and other non-essential apps hinder students' ability to concentrate and achieve their academic goals.
2. Students needs to minimize distractions caused by smartphone applications and boost productivity by providing a focused study environment because there is a lack of effective tools to enforce discipline and create a conducive studying atmosphere in the digital age.
3. Students needs to minimize distractions caused by smartphone applications and boost productivity by providing a focused study environment because students desire a flexible solution that enables customization and allows them to prioritize specific apps or set dedicated study periods.