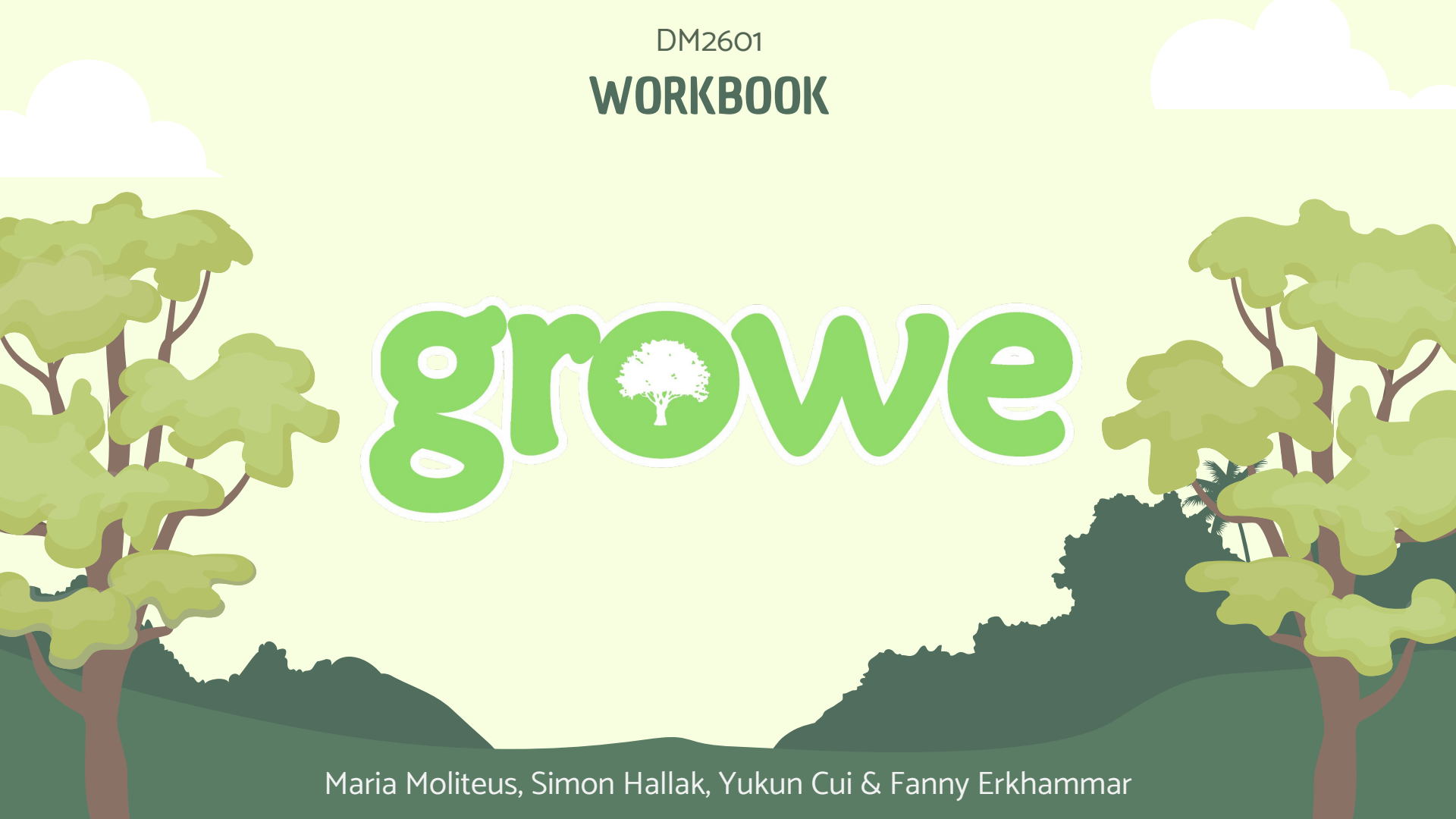
DM2601

WORKBOOK



Maria Moliteus, Simon Hallak, Yukun Cui & Fanny Erkhammar

DESIGN BRIEF

In an **introverted world, screen device use is high**. Many may work from home, some scroll on the commute to avoid social interaction. After work, screen based entertainment is close at hand. But this, while close at hand and convenient (and dopamine inducing) **is not something that feels meaningful**.

TARGET GROUP

Young professionals

RESEARCH: TARGET GROUP

1) We sent out a **survey to 16 young professionals** (21-32 years old) who identified as both extroverts and introverts, asking about their screen device use and sleeping habits.

2) After analysing the responses, we **interviewed 5 people** from the survey group.

3) The interviews were recorded and transcribed, then later analysed with **affinity diagramming**

AFFINITY DIAGRAMMING

A feeling of doing something meaningful is important

Need for an outside influence to redirect attention from the phone

Seeing progress is important to stick to a habit

miro

ANALYSIS

Screen device use was a common problem for all participants, both extroverts and introverts, so we focused on that and left sleeping habits behind. The main findings related to that were:

MEANINGFUL

They found different activities **meaningful**, but all would prefer to do meaningful things and **reduce their screen time**.

OUTSIDE INFLUENCE

Many needed some kind of **outside distraction** to take a break from the screen

PROGRESS

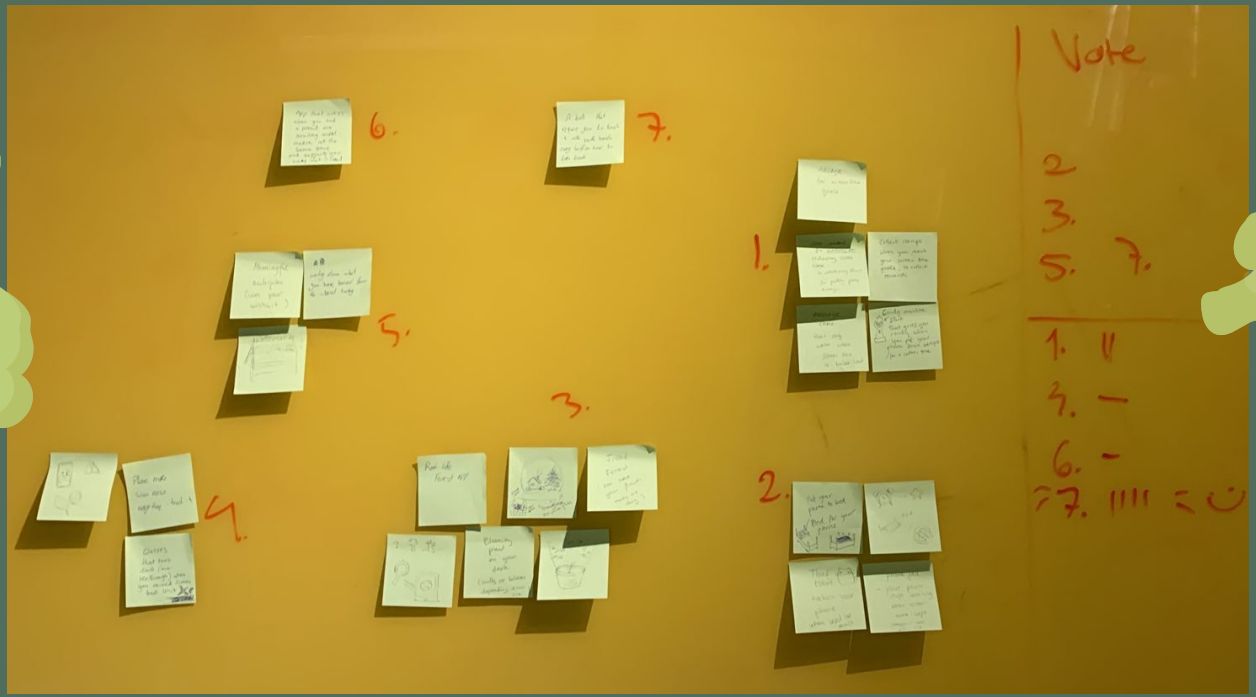
Seeing **progress** is important to stick to a habit

DEFINE

Our product should help young professionals be **more intentional with the time spent in front of screens**, and serve as an **outside distraction** to bring them out of undesired screen use. It should also let them see their **progress**.

IDEATION: BRAINSTORMING

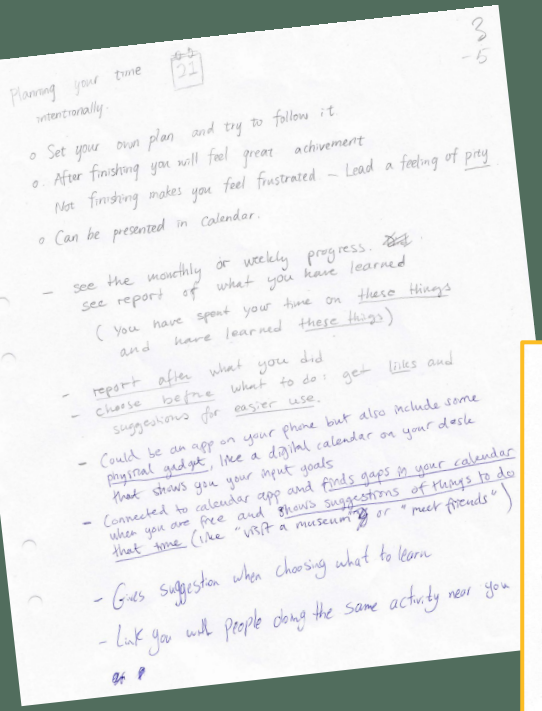
We started with **KJ brainstorming** based on the findings from affinity diagramming, grouped the different ideas based on common themes and then voted on which we liked the most.

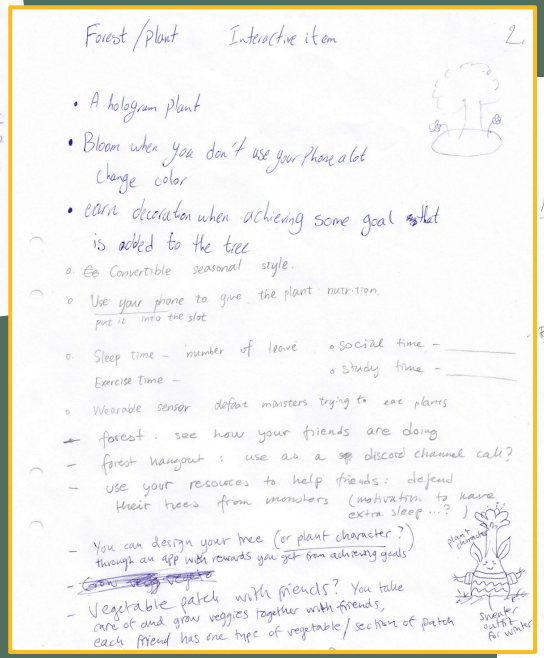


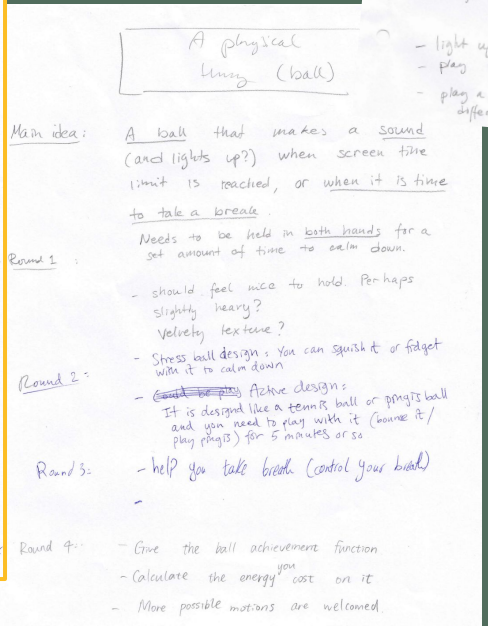
IDEATION: BRAINWRITING

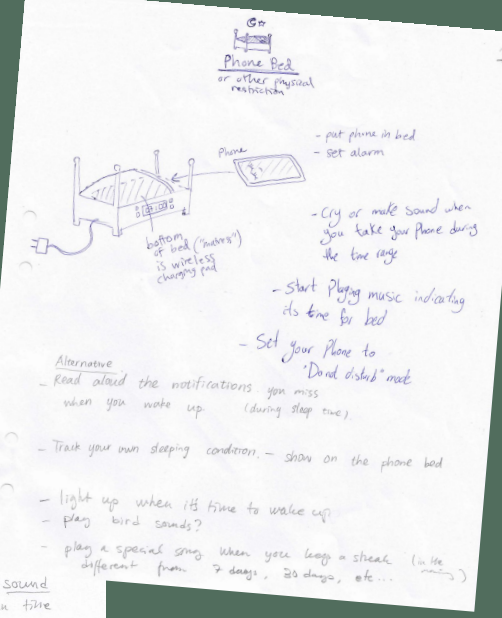
RESULTED IN THESE IDEAS

THE WINNER

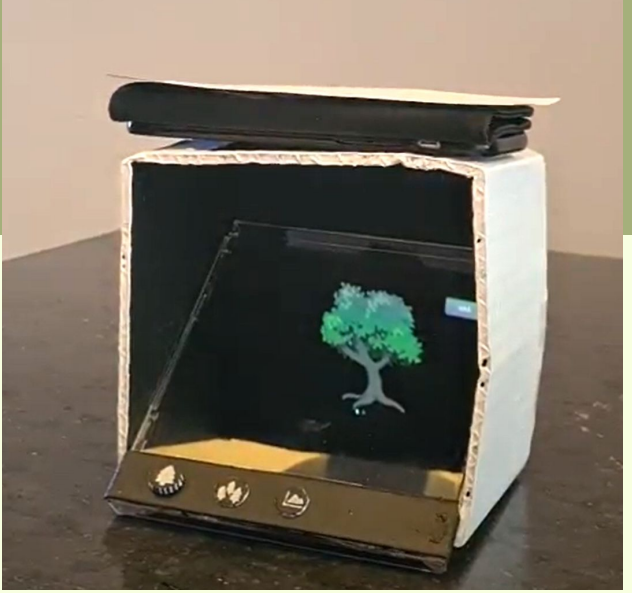








PROTOTYPING



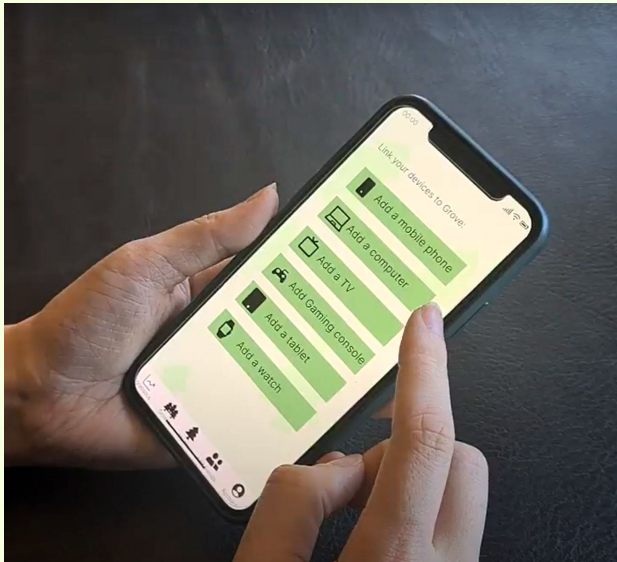
PHYSICAL PROTOTYPE

We chose the idea from our brainstorming that we thought fit the identified user needs the most: **A tree hologram that reflects you screen time use**

We then **built the prototype** using cardboard, old CD covers and paint.

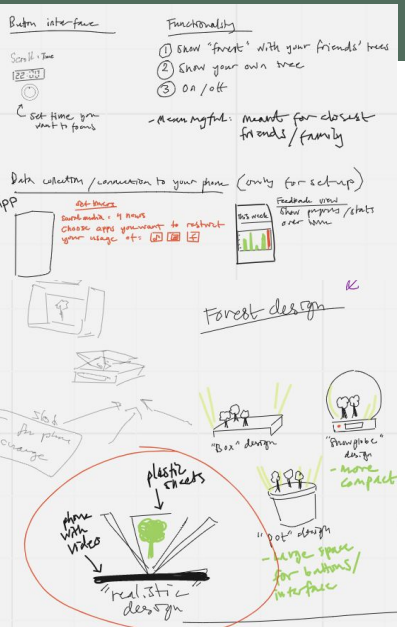
APP PROTOTYPE

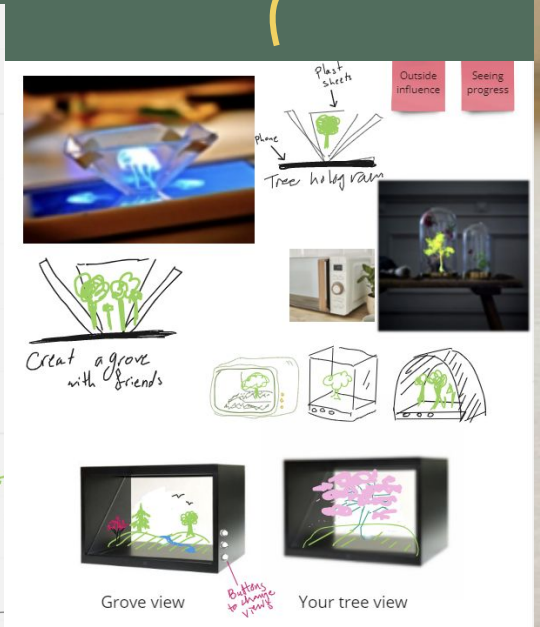
We also created an **app prototype** using **Figma**, to illustrate how the product setup and connection to screen devices would work.



PROTOTYPE
HOLOGRAM

SKETCHES





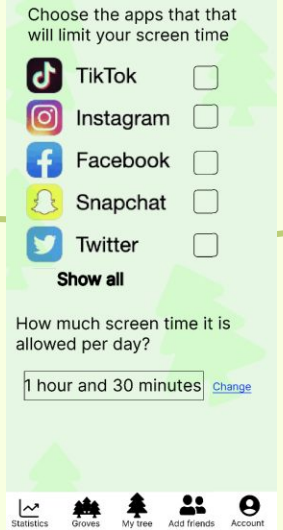
RESULT

FEATURE: SETUP IN APP

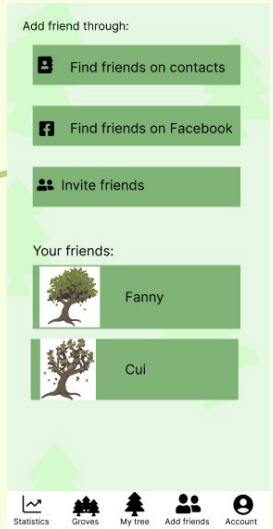
SELECT TREE

CONNECT SCREEN DEVICES

CHOOSE APPS TO AVOID



ADD FRIENDS



"SET IT AND FORGET IT"

To **avoid creating more screen time** for the users, the idea of the app is that it's a **one-time set up** that you go through. The main part of the interaction is then made through the physical hologram.

FEATURE: CHOOSE THE STYLE OF TREE YOU WANT

DIFFERENCES IN THE GROWTH OF THESE TREES

DEFAULT

Your starting tree

LOCKED

As you stick to your screen time goals...

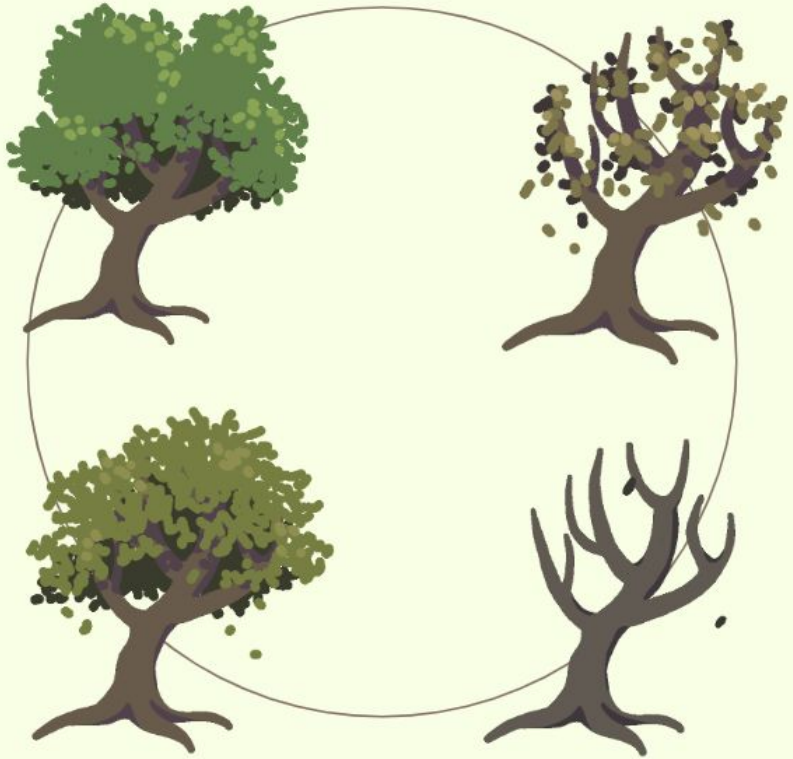
LOCKED

...more tree types get unlocked!

FEATURE: YOUR TREE'S HEALTH MIRRORS YOUR SCREEN USE

Healthy
You're on track with your goals!

Declining
Oops! Your screen time is a bit too high



Recovering
You've messed up in the past, but now you're starting to shape up

Dead
Your screen time has been too high for too long!

FEATURE: AUDIOVISUAL ALERT

WHEN YOUR SCREEN TIME IS CLOSE TO YOUR SET LIMIT

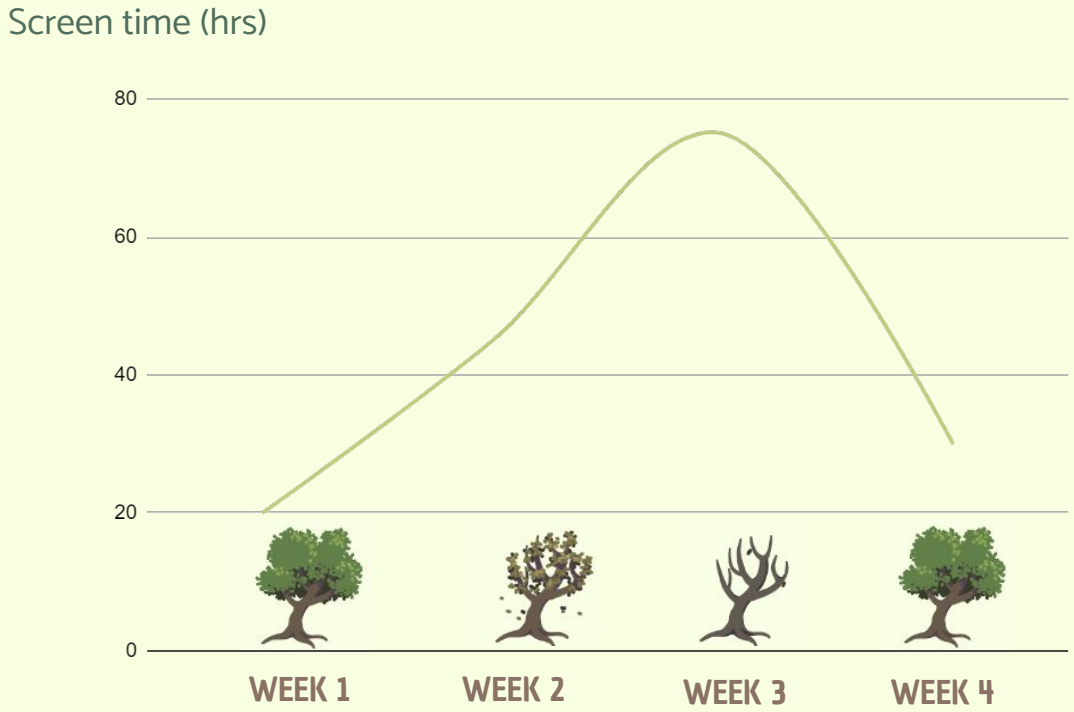
A SOUND WILL PLAY –
CHOOSE THE SOUND
YOU PREFER!

AND YOUR TREE WILL LOOK LIKE THIS

FEATURE: SEE PROGRESS

ABILITY TO CHECK YOUR PROGRESS OVER TIME

PROGRESS: AUGUST



FEATURE: INVITE FRIENDS TO A GROWE

KEEP TRACK OF HOW THEY ARE DOING

YOUR TREE

Your starting tree!

FRIEND WHO'S NOT DOING WELL

Functionality to send them a voice message and check on them

EVALUATION: INSIGHTS FROM USER TESTS

THINGS TO TAKE WITH US GOING FORWARD

We tested the prototype using the **Wizard of Oz** method, where we remotely controlled what was showed on the hologram according to the user's interactions

SOCIAL ASPECT

Intuitive to help when possible: gifts, voice message, watering, etc

VISUAL ALERT

The burning tree felt too stressful. Nice to synch it to the audio alert, like a thunder sound with a stormy tree in the rain

AUDIO ALERT

Users had very different audio preferences: they should be able to choose

BUTTON INTERFACE

The physical interface was nice! It kept in tune with the theme of disconnecting from screen devices, such as touch screen phones

THANK YOU!

Link to video

CONTACT US

Maria Moliteus moliteus@kth.se Simon Hallak shallak@kth.se Yukun Cui yukunc@kth.se Fanny Erkhammar fannyer@kth.se