

DM2601

# WORKBOOK

The background of the slide features a stylized landscape. On the left and right sides, there are large, rounded trees with green foliage and brown trunks. The ground is represented by dark green, rolling hills. The sky is a light yellow-green color, with a few white, fluffy clouds. In the center of the slide, the word "growe" is written in a large, green, rounded font with a white outline. The letter 'o' contains a small white silhouette of a tree.

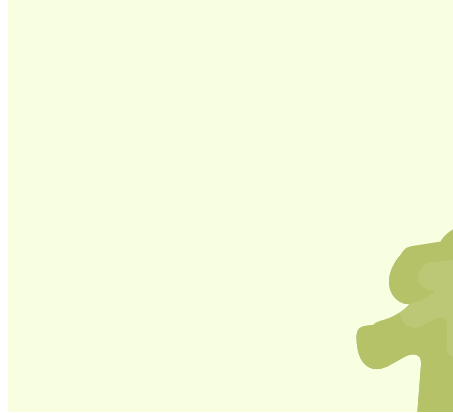
growe

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# 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**



# 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

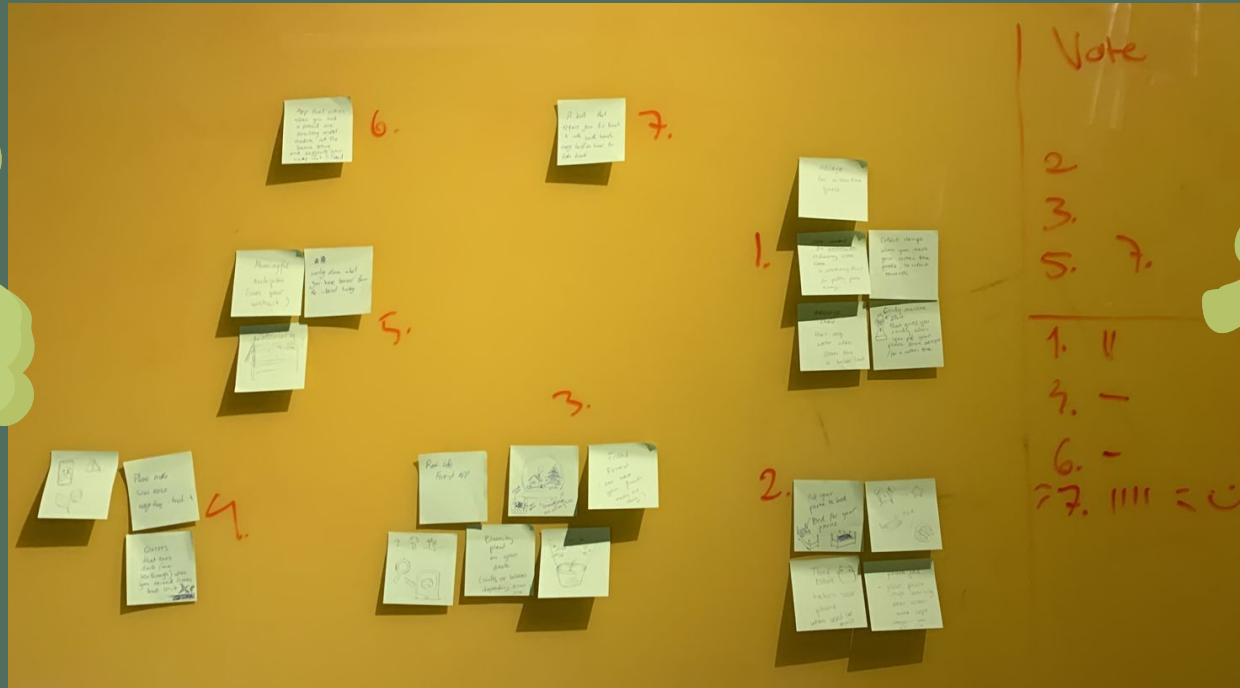
Seeing **progress** is important to stick to a habit

# 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.





Planning your time intentionally

22

3  
-5

- o Set your own plan and try to follow it
- o After finishing you will feel great achievement
- o Not finishing makes you feel frustrated - Lead a feeling of pity
- o Can be presented in calendar.

- see the monthly or weekly progress.
- see report of what you have learned (You have spent your time on these things and have learned these things)

- report after what you did
- choose before what to do: get links and suggestions for easier use.
- Could be an app on your phone but also include some physical gadget, like a digital calendar on your desk that shows you your input goals
- Connected to calendar app and finds gaps in your calendar when you are free and shows suggestions of things to do that time (like "visit a museum" or "meet friends")
- Gives suggestion when choosing what to learn
- Link you with people doing the same activity near you

or 8

# IDEATION: BRAINWRITING

## RESULTED IN THESE IDEAS

Forest / plant Interactive item

2

- A hologram plant
- Bloom when you don't use your phone a lot
- Change color
- Earn decoration when achieving some goal that is added to the tree
- Convertible seasonal style.
- Use your phone to give the plant nutrition put it into the slot

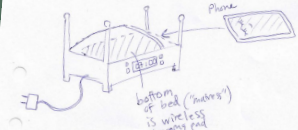


- Sleep time - number of leave
- Exercise time -
- Wearable sensor detect monsters trying to eat plants
- Forest: see how your friends are doing
- Forest navigation: use as a discord channel call?
- Use your resources to help friends: defend their trees from monsters (motivation to have extra sleep...?)
- You can design your tree (or plant character?) through an app with rewards you get for achieving goals
- Vegetable patch with friends? You take care of and grow veggies together with friends, each friend has one type of vegetable/ section of patch



THE WINNER

Phone Bed  
or other physical notification



- put phone in bed
- set alarm

- Cry or make sound when you take your phone during the time range

- Start playing music indicating its time for bed

- Set your phone to "Do not disturb" mode

- Alternative
- Read aloud the notifications you miss when you wake up (during sleep time)

- Track your own sleeping condition, - show on the phone bed

- light up when its time to wake up
- play bird sounds?
- play a special song when you keep a streak (in the morning) different from 7 days, 30 days, etc...

A physical thing (ball)

Main idea:

A ball that makes a sound (and lights up?) when screen time limit is reached, or when it is time to take a break.

Needs to be held in both hands for a set amount of time to calm down.

Round 1:

- should feel nice to hold. Perhaps slightly heavy?
- Velvety texture?
- Stress ball design: you can squish it or fidget with it to calm down

Round 2:

- ~~Could be plus~~ Active designs
- It is designed like a tennis ball or ping-pong ball and you need to play with it (bounce it/ play ping-pong) for 5 minutes or so

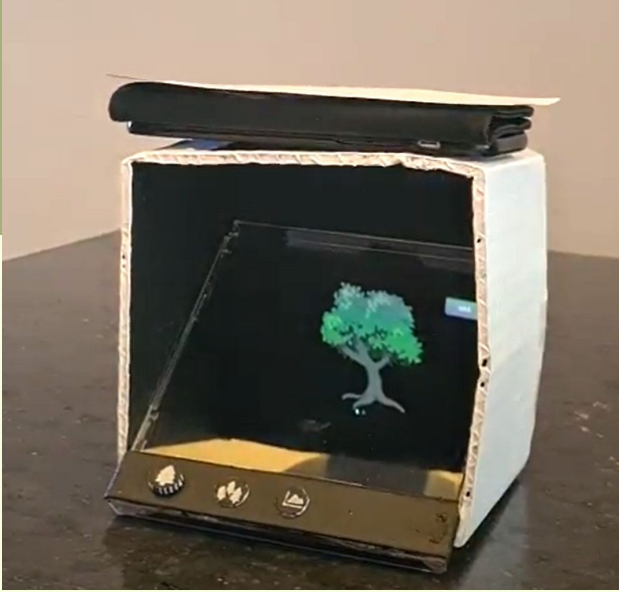
Round 3:

- help you take breath (control your breath)

Round 4:

- Give the ball achievement function
- Calculate the energy cost on it
- More possible motions are welcomed

# PROTOTYPING



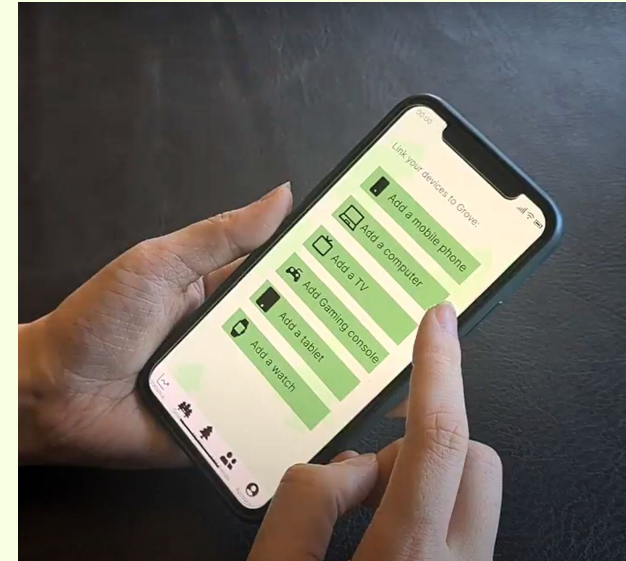
## PHYSICAL PROTOTYPE

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

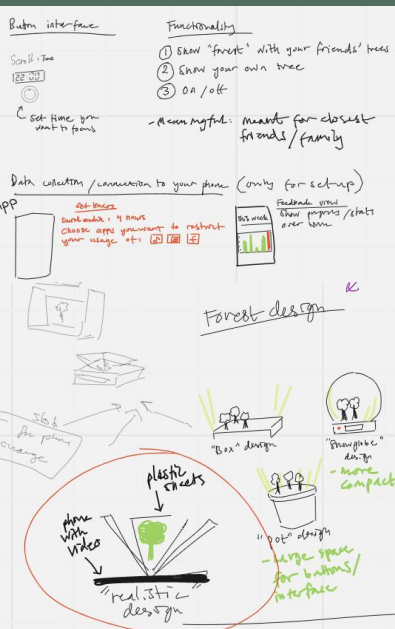
We also created an **app prototype** using **Figma**, to illustrate how the product setup and connection to screen devices would work.





# PROTOTYPE HOLOGRAM

## SKETCHES



RESULT

# FEATURE: SETUP IN APP

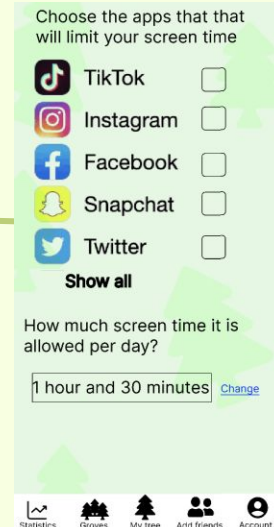
## SELECT TREE



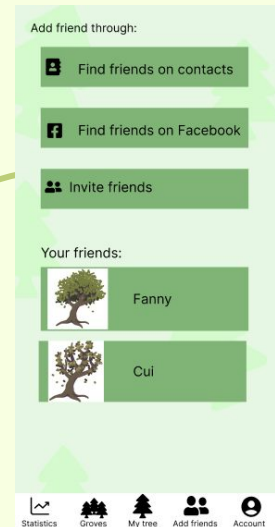
## CONNECT SCREEN DEVICES



## 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!



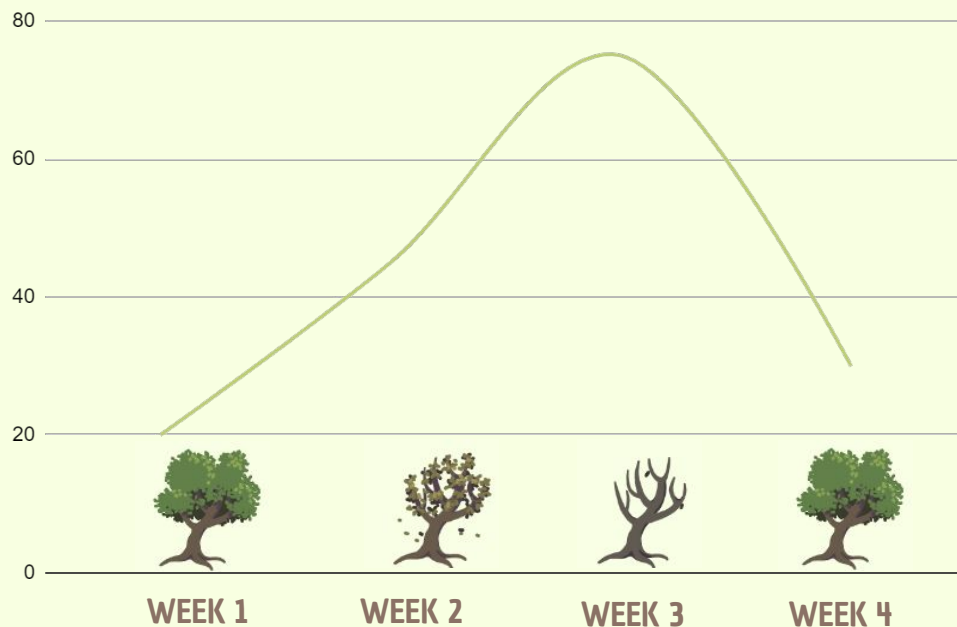
AND YOUR TREE WILL LOOK LIKE THIS

# FEATURE: SEE PROGRESS

## ABILITY TO CHECK YOUR PROGRESS OVER TIME

PROGRESS: AUGUST

Screen time (hrs)





# FEATURE: INVITE FRIENDS TO A GROVE

## 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



### 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

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





# THANK YOU!

[Link to video](#)

## CONTACT US

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