

FocusMate

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User Research



Student (19, University) –

use case: Studying.

Pain Points:

- Constantly distracted by Instagram/YouTube notifications.
- Difficult to track how much actual “deep study” time is completed.



Freelancer (27, Graphic Designer) –

Use case: Freelancing.

Pain Points:

- Ends up scrolling non-essential sites during client work.
- Struggles to maintain work-life boundaries → burnout.



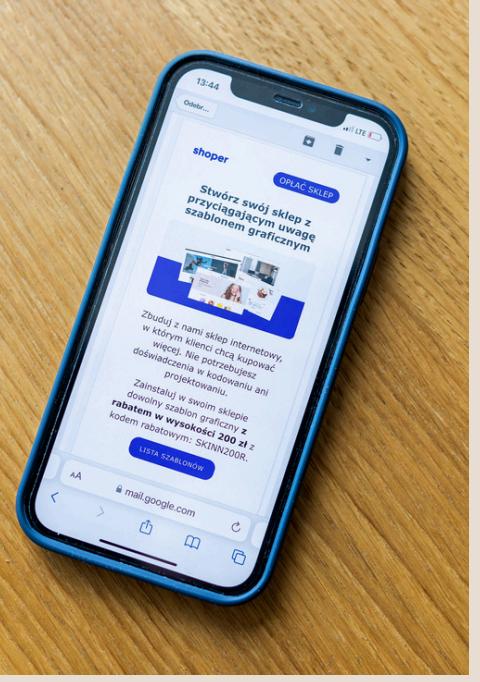
Employee (35, Corporate Professional) –

Use case: Work in office/remote.

Pain Points:

- Slack/Email pings break focus, hard to resume.
- Wants visible progress report for motivation.





User Personas

Aarav, 19 – The Student Learner

- Goal: Improve focus while preparing for exams.
- Pain: Gets pulled into social media loops, low productivity.
- Motivation: Wants to complete syllabus faster.



Mia 27 – The Creative Freelancer

- Goal: Deliver projects on time while managing distractions.
- Pain: Procrastinates, easily distracted by design inspiration sites.
- Motivation: Wants better client satisfaction + free time.

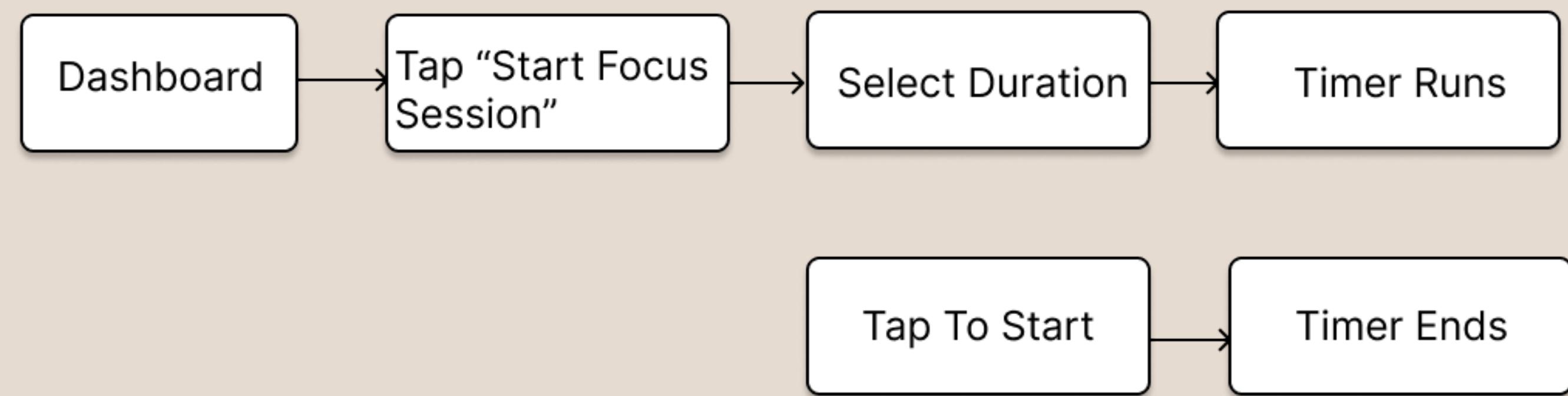


Raj, 35 – The Corporate Worker

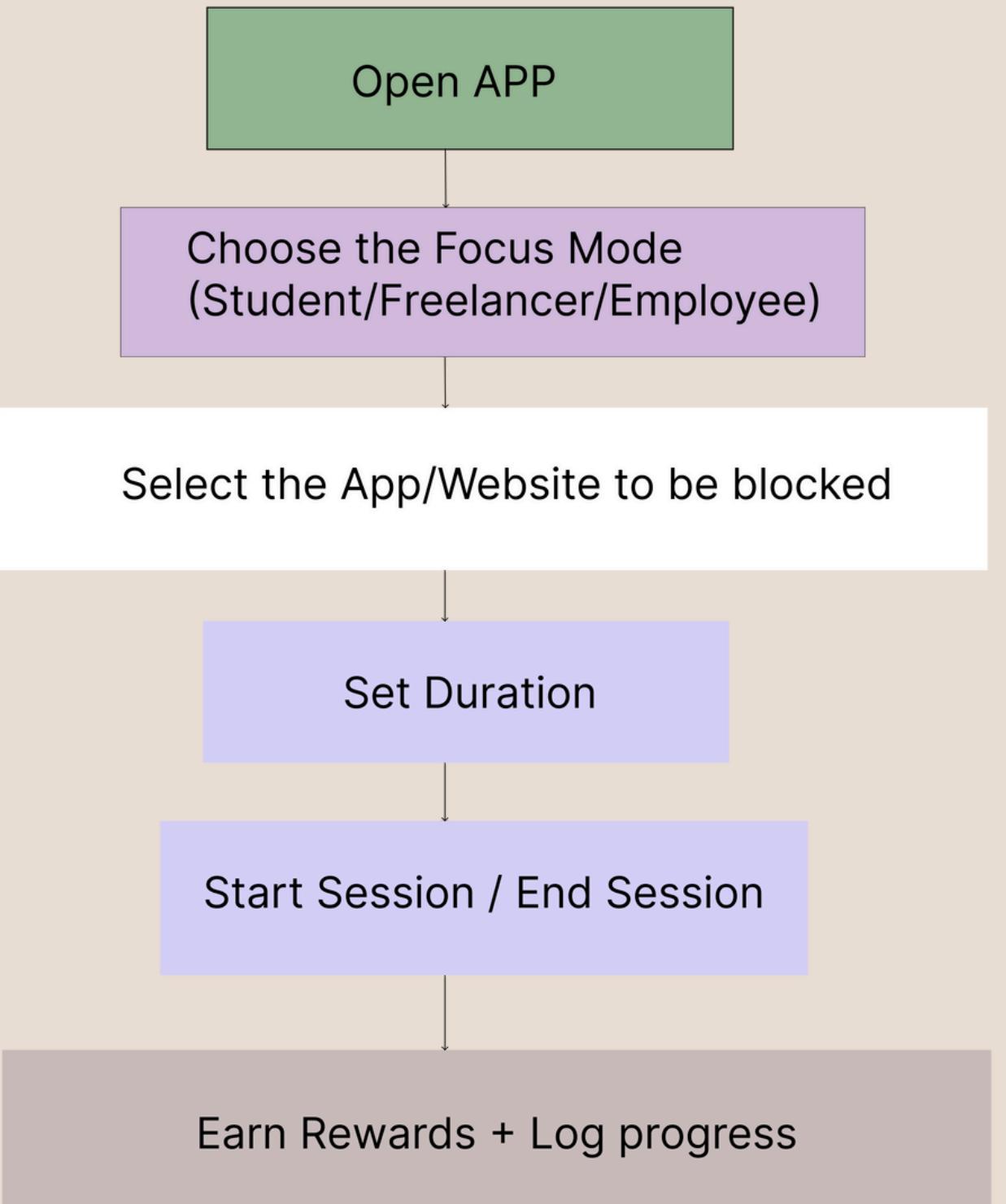
- Goal: Maintain productivity during long work hours.
- Pain: Multiple communication apps interrupt workflow.
- Motivation: Seeks efficiency + visible progress tracker.



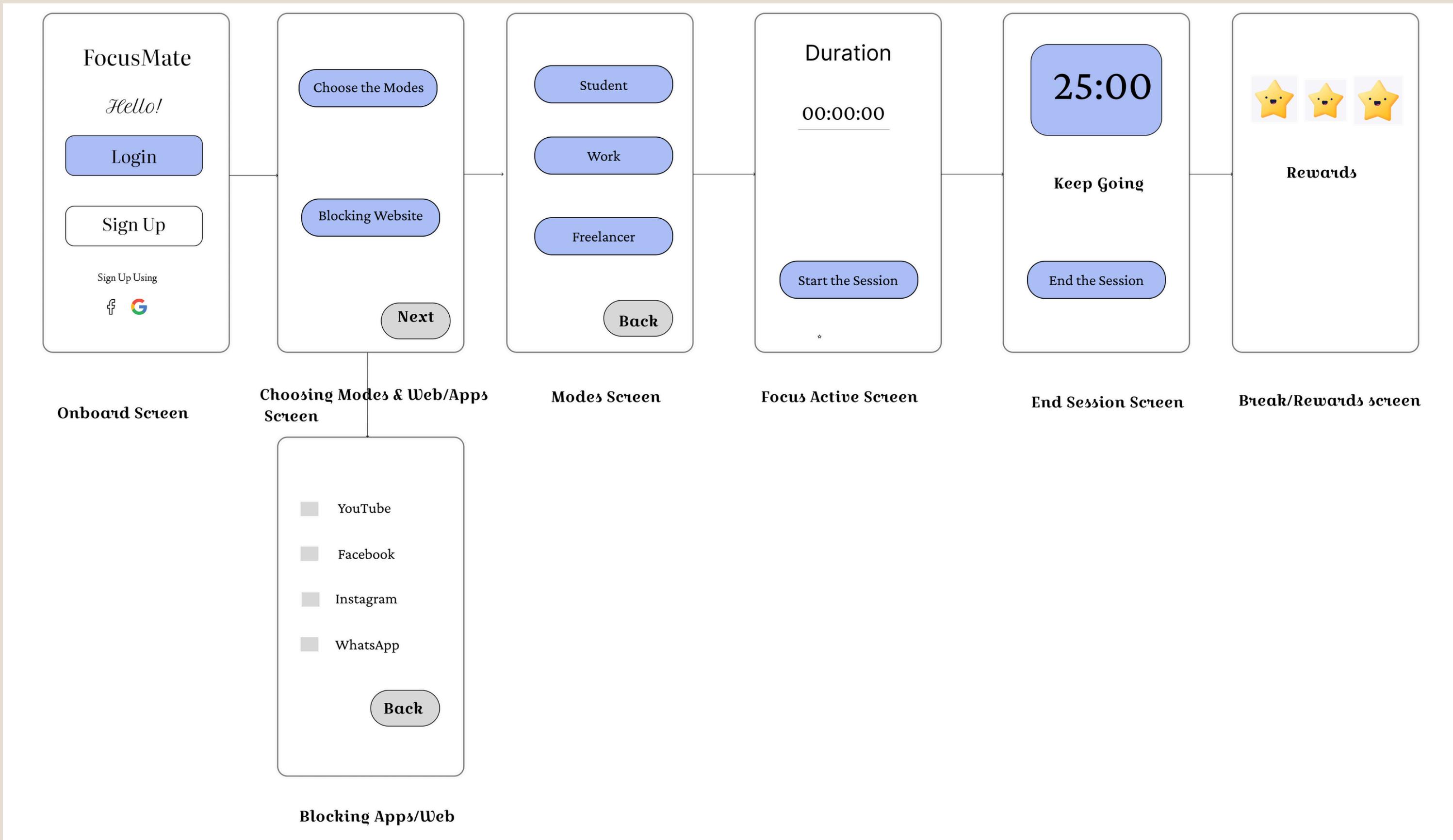
Task Flow



User Flow



Wire Flow



Usability Plan

Tasks for Users

1. Start a 25-min focus session from the dashboard.
2. Complete a session and view earned reward badge.
3. Check weekly progress chart to see productivity stats.

Metrics to Track

- Task Completion Rate (Can they finish each task without help?).
- Time on Task (How long does it take to complete?).
- Error Rate (Mistakes/confusion points).
- Satisfaction Score (Quick rating after tasks).

Improvement Approach

- Collect qualitative feedback (“What confused you?”).
- Adjust UI labels/icons where users struggled.
- Simplify navigation if users took >2 clicks for core tasks.
- Iterate with another round of testing.

Thank You

