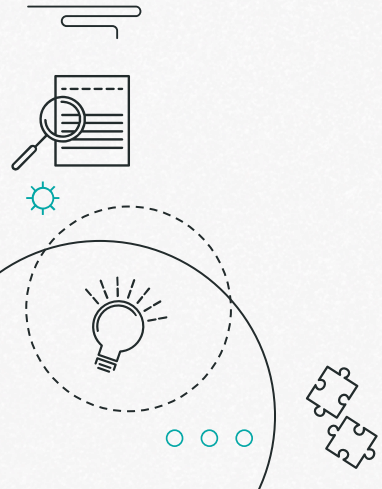
Battle against digital addiction



MCTW – DECA - Team 2 – 2024

DECA|ua departamento de comunicação e arte universidade de aveiro

universidade de aveiro

Our Team

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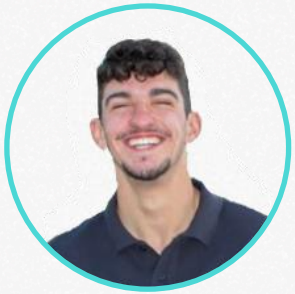

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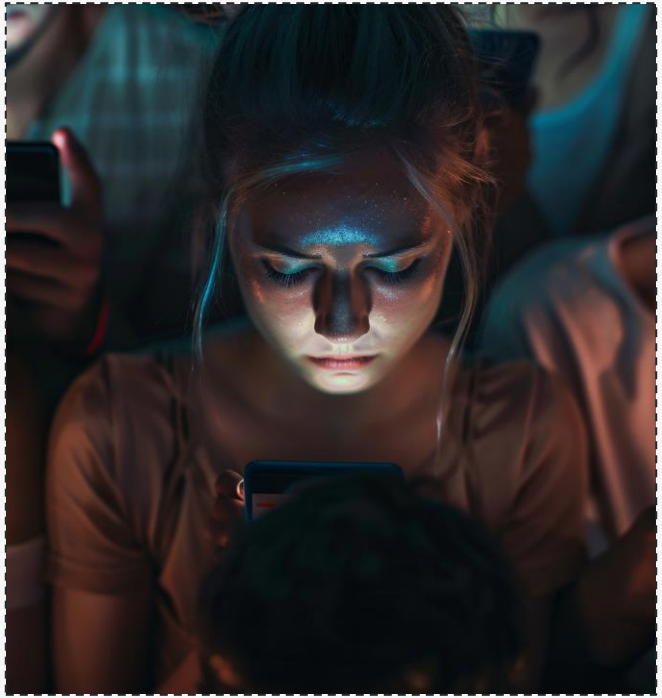
Context

Our team was challenged to develop a solution that values the mental and physical well-being of users, both in the professional and personal environment. Given such a comprehensive challenge, we decided to look into the topic of digital addictions, as it is something relatively recent, but is still very present in our daily lives.



Initial Research

Market

The market for digital solutions for well-being and combating technological addictions is growing, driven by growing concerns about mental health and excessive use of technology.

Existing Approaches

Apps like Moment and Freedom offer productivity-focused solutions, encouraging users to disconnect.

Common Features

The most common features in existing solutions include monitoring app usage, gamification to reduce screen time, and options to block apps that promote distractions.

The main problems we found:

- Too little focus on addiction prevention
- Lack of awareness within a victim's social circle
- Difficulty on self-diagnosing

We ended up choosing a combination of these two

Impact Plan

Our project takes part on the following ODS:

User Research

Secondary Research

Digital addiction

Digital addiction is identified as functionally equivalent to all addictions, characterized by the compulsive, habitual, and uncontrolled use of digital devices and an excessively repeated engagement in a particular online behavior.

Young Adults

Yale School of Medicine, showed studies that have highlighted that adolescents and young adults are more likely to develop problematic internet use patterns compared to older demographics.

Interventions

Digital-based interventions, such as website-based, application-based, and virtual reality interventions, are promising in adolescent digital addiction interventions.

Primary Research

50%

Has excessive use of social media

41,4%

Considers that an app may be useful to help them with their addictions

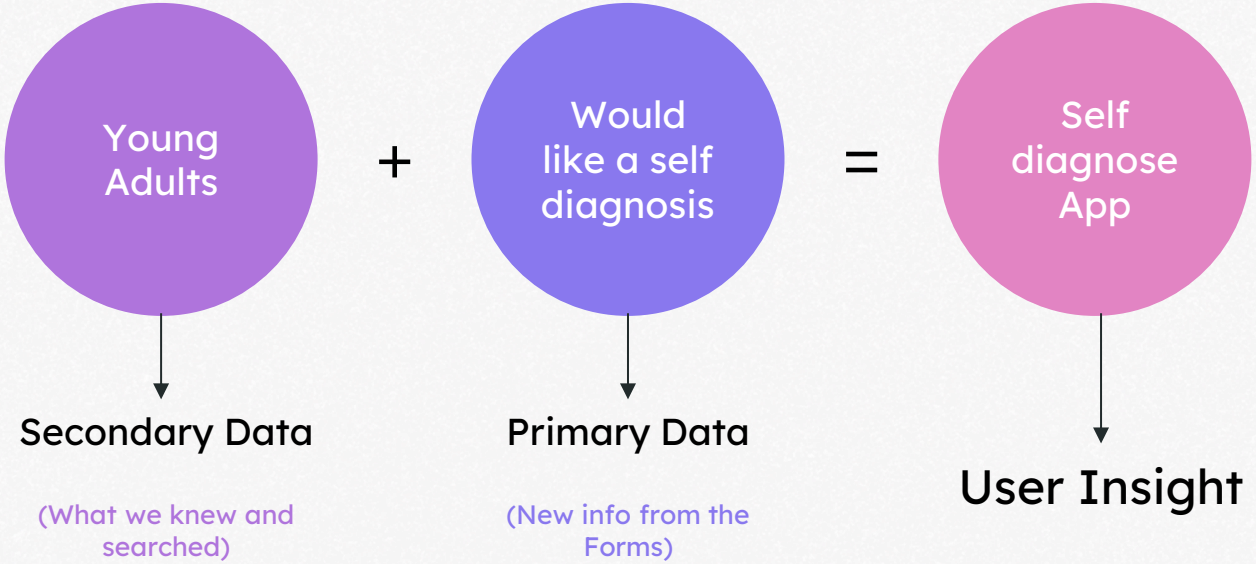
50%

Has a relative or friend that is distant due to their addiction in a digital platform

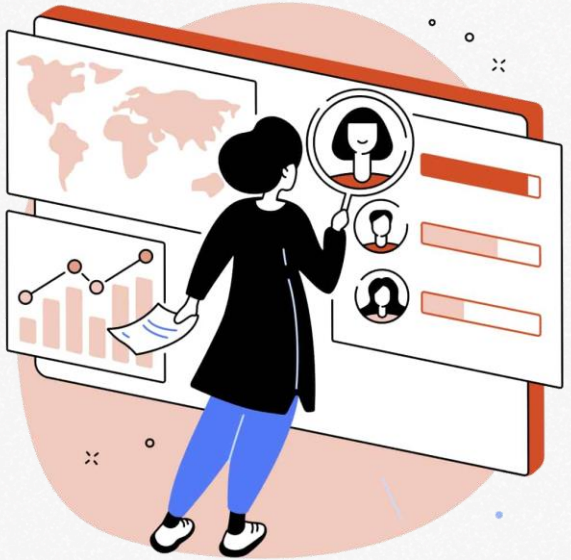
60%

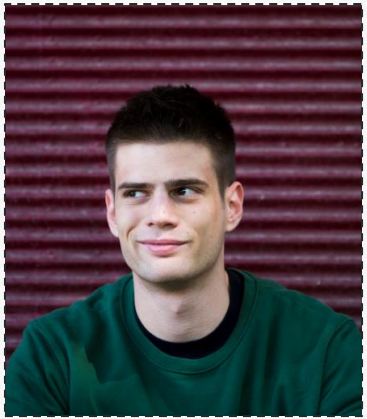
Would like a self-diagnosis, to understand if their digital behaviours are harmful

User Insights


Young Adults
+
Would like a self diagnosis
=
Self diagnose App
Secondary Data
(What we knew and searched)
Primary Data
(New info from the Forms)
User Insight

Personas & Archetypes





António

Age: 22

- Studying Biology & Geology
- Distract from HWs, Escaping reality
- Excessive use of Smartphone and PC

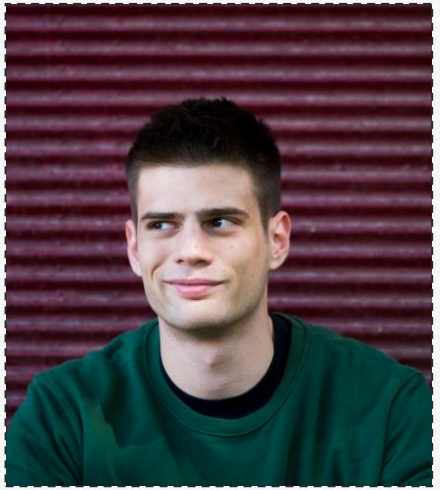
Pedro

Age: 27

- Studying Design
- Connecting Socially, especially with friends with Personal Challenges
- Helping his Friends and keep a Social active Lifestyle

António

Direct User



- Realize he his addicted
- Establish limits to his use of social media and gaming
- Feel exausted and unconfortable

Pedro

Surrogate User

- Needs a tool to help him identify addiction through friends' signals
- Help his digital dependent friend
- Afraid his friend does not understand the severity of the situation and unsure of what are the best solutions

How might we

What?

Diagnose possible addictions

Why?

To help people with digital addictions

Whom?

15-25 years old

Where?

In the app

Our Project

- Identifies if the user has any addiction or an addictive behavior
- Use gamification to help the user on their healing journey
- According to the diagnosis the app will lead the user to the right kind of help

Strategy and Benchmarking

Benchmarking:

Our competition

Solution	Focused on digital addiction	Digital Behavioral Monitoring	Customized notifications	Professional & communal support	Gamification	Adaptive & Personalized Assistance
Freedom	✓	✓	✓	✗	◐	✗
Moment	✓	✓	✗	✗	✓	✓
Headspace	✗	✗	✗	✓	✓	✓
MyQuit Coach	✗	✗	✓	✓	✓	✓
Our idea	✓	✓	✓	✓	✓	✓

Why did we look into our competitors?

We want to do better!

Thanks!

Do you have any questions?

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Benchmarking

Competitors

Solution	url	Focus Area	Behavioral Monitoring	Notifications	Professional & communal support	Gamification/ Engagement	Adaptive & Personalized Assistance
Freedom		Digital Detox	Monitors app/website usage	customizable reminders	None (purely self-guided)	Rewards for focus time	Basic, based on user goals
Moment		Screen Time Management	Tracks time on device and specific apps	Usage alerts	None, user-only tracking	Weekly insights and goal-based streaks	Provides custom insights based on usage
Headspace		Mindfulness and Mental Health	No behavioral tracking	Daily mindfulness reminders	Professional meditation guides. community forums	Interactive journeys, badges for progress	Recommendations based on user's mood and history
MyQuit Coach		Physical Addiction (Smoking)	Tracks cravings, smoking behavior	Customized quit reminders	Connection to a community of users, coaching options	Badges for milestones achieved	Personalized advice based on progress
Our idea		Digital Addiction	App usage, cravings, check-ins	Usage notifications based on risk levels	Professional and community support options	Gamified progression based on addiction level	Tailored responses based on users personality

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