

PROPOSAL: **TIME HERO**



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PROJECT INTRO

Concept

Earn Screen Time by Completing Productive Actions- Productivity App

Elevator Pitch

Imagine an app that helps you take control of your screen time while motivating you to achieve more. You set a limit, and we keep you on track. Want more screen time? Complete beneficial tasks across different categories like fitness, learning, or mindfulness, and earn extra time. Stay focused with built-in tools like timers and notifications. If you leave the app while a task is running, we detect it to keep you honest. Join groups, compare your earned time on a leaderboard, and turn self-improvement into a friendly competition.

Product Vision

FOR (Parents and People Struggling with High Screentime)

WHO (want to manage screen time and boost productivity)

TimeHero is a (productivity mobile app)

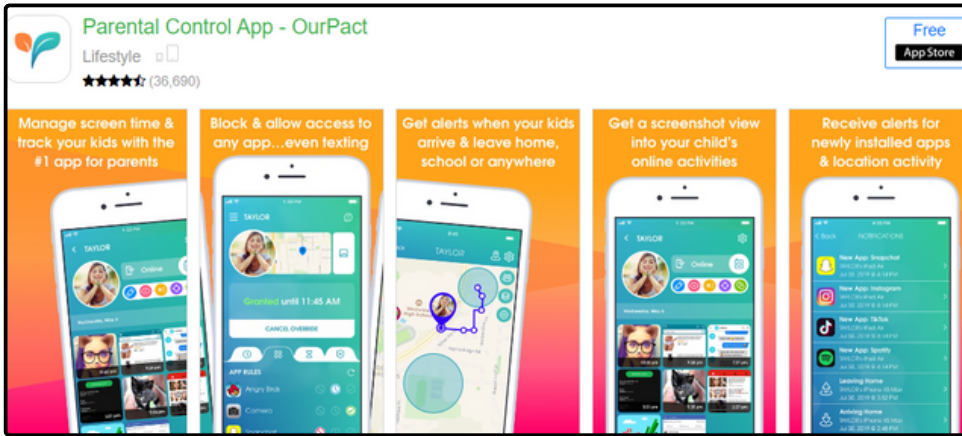
THAT (allows users to earn screen time by completing productive tasks)

UNLIKE (existing screen-time limiting apps (see market research))

OUR PRODUCT (rewards users for healthy and productive behaviors, allowing them to earn more screen time through positive actions instead of imposing hard limits).

MARKET RESEARCH

Main Competitors

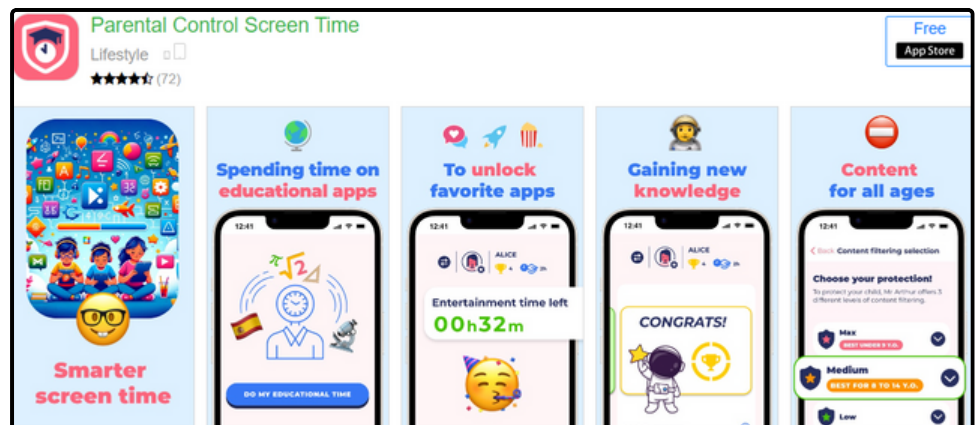


Key Features

- Track kids screen time
- Track installed apps
- limit kid's screen tie
- track location

Key Features

- Track kids screen time
- Unlock screen time by spending time on educational apps
- educational knowledge app



TARGET AUDIENCE

- **Parents of Young Children (Ages 5-12)**
 - Concerned about excessive screen time.
 - Looking for a less restrictive way to manage their child's screen time by rewarding productive behavior.
- **College Students (Ages 18-24)**
 - Wanting to manage their time effectively between social media, school, and other activities.
 - Seeking productivity tools to boost academic success and reduce distractions.
- **Young Adults (Ages 25-35)**
 - Individuals struggling to manage work-life balance, looking to optimize their screen time.

MARKET RESEARCH

A UNIQUE APPROACH

Time Hero will stand apart from its main competitors in three main ways:

- It will be create firstly as a productivity tool for all ages, with a focus on parent-child users second.
- **Earn Screen Time Instead of Hard Limits:** Unlike competitors that impose a strict cut-off for screen time, TimeHero offers kids a chance to earn more screen time by completing productive tasks, fostering a positive experience instead of frustration.
- **Customizable Task Categories:** TimeHero lets users choose from a wide range of task categories such as fitness, learning, and mindfulness, allowing them to earn time in ways that are meaningful to their personal growth.
- **Friendly Competition:** With group leaderboards, users can compete with friends and family in a fun, motivating way to see who earns the most screen time by being productive.
- **Pseudo Screen Lockout:** TimeHero detects if a user leaves the app while a task is running and provides notifications or restrictions to keep users accountable.

COMMERCIALIZATION PLAN

- **In-App Purchases:** Sell premium features like custom task categories, group leaderboards for more users.
- **Subscription Plan (Stretch Feature):** Offer a monthly or yearly subscription that unlocks extra features such as advanced progress reports.

PERSONAS

MICHAEL

- Michael, age 17, is a high school student in Baton Rouge, LA. Michael is a student who often struggles with motivation and tends to procrastinate. As a typical teenager, he has many tasks to complete throughout the week such as schoolwork, extracurricular activities, and a strong pull spending time on his phone. He finds it hard to stay on top of tasks and manage his screen time effectively. Michael tends to push off tasks until the last minute, which often leads to stress when deadlines approaches.
- Michael sees his friends achieving their goals while he sits back procrastinating on his phone. Michael wants to better himself and wants to find a solution to his absurd procrastination.
- Michael found TimeHero that could help him better structure his day, like task management that allows a limited screen-time regulation. This would allow him to break down tasks, and manage his goals
- TimeHero offers a structured approach that can help Michael address his procrastination and improve his ability to manage his screen time, while also helping him achieve his goals in the long-run.

AVERY

- Avery, age 10, is a primary school student that goes to Baton Rouge Elementary School. Avery spends most of her time on her phone rather than playing outside with her friends and doing homework.
- Avery's parents are active, healthy conscious individuals who believe in a balanced lifestyle. They believe too much screen time could negatively affect development in everyday activities, especially school. They understand the importance of limiting screen time to ensure a healthy development, but they also believe Avery should be able to have fun on her own in a controlled way.
- Growing up in the digital age, Avery is very proficient with using touch screen devices such as smartphones and tablets and the mobile application they provide access too
- Avery spends a large amount of her freetime using smart devices. As a result, Avery's parents are looking for a productive solution where they could limit the amount of screen time on Avery's device but in a way that encourages her to be productive.
- Avery's parents found TimeHero that seems to align well with their goal, as it rewards productive behavior with additional screen time. This would engage Avery in activities like walking and doing her homework to earn time for using her favorite apps. Just like her parents, Avery is balancing her digital life with more active pursuit.

SCENARIOS

Michael, High School Student

- Michael is a high school student who has just finished school for the day and can't wait to go home. He goes home and is now scrolling through his phone instead of doing his homework. He knows he has a math assignment due by midnight, but he is too lazy or unmotivated to work on the assignment right now.
- Michael knows that he needs to get it done, but Michael installed the TimeHero app and gets a notification from TimeHero that says, "Hey Michael! Earn 30 minutes of screen time by walking outside for 10 minutes and get started on your homework."
- The TimeHero app restricts his screen time by locking his activities on his phone forcing Michael to go outside for a walk and to get started on his math homework. As he finished going outside for a walk and completed his math homework, he earns 30 minutes of screen time which encourages him to be active and focus on his education but also lets him enjoy his screen time.

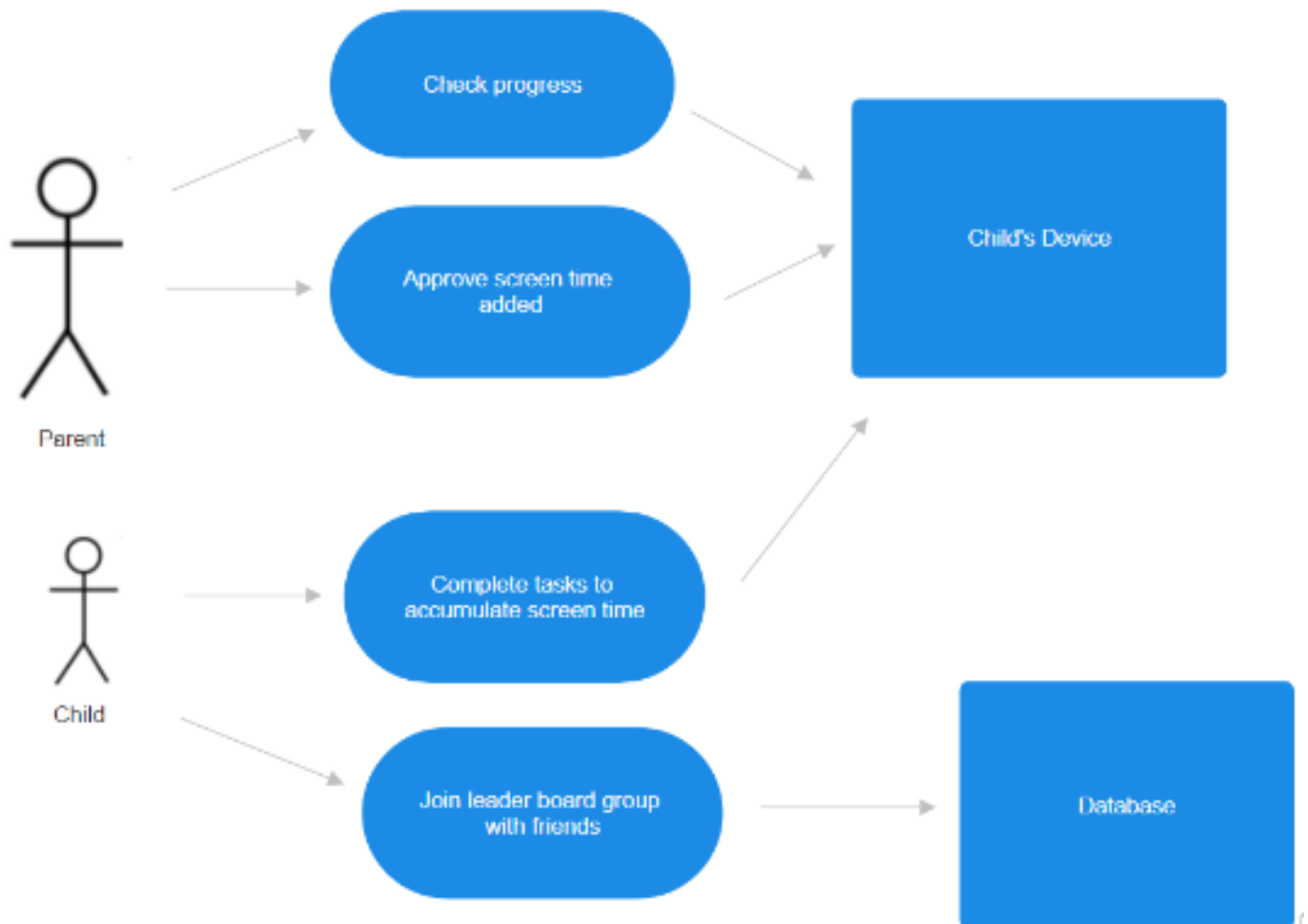
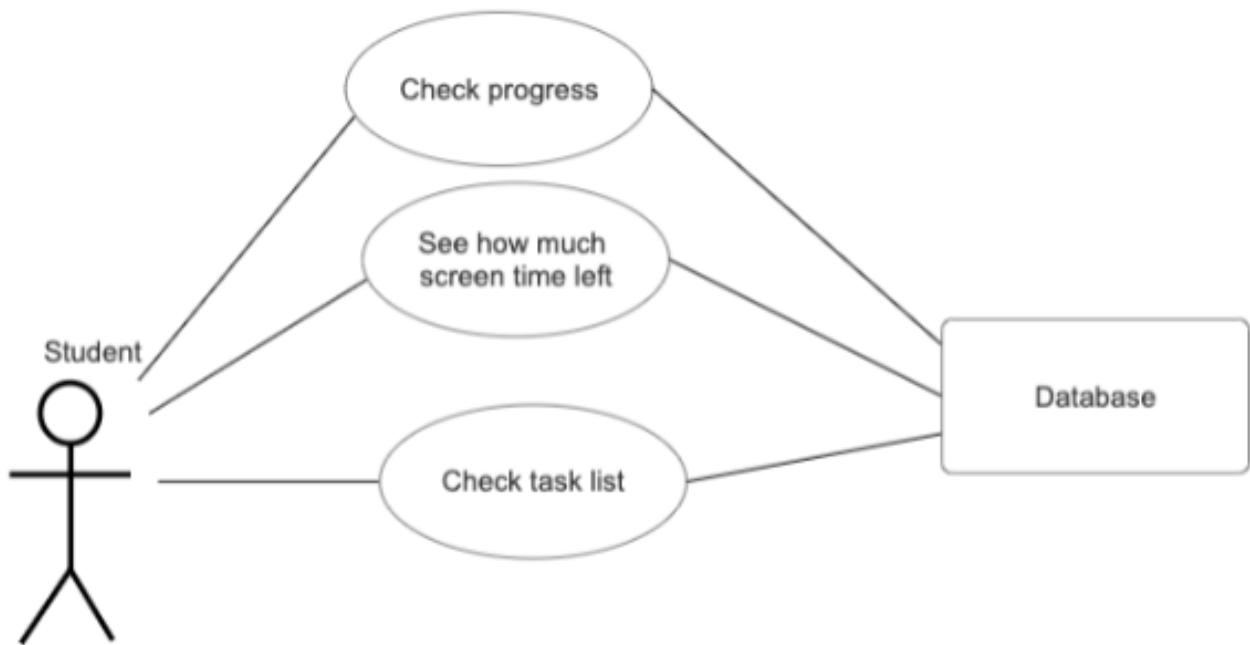
Avery, Elementary School Student

- Avery is a 10 year old elementary school girl who is very addicted to her phone and isn't active physically nor active in her education. Avery's parents are active themselves and want their daughter to be active like them. With Avery's high amount of screen use and Avery's parents want to find a way to limit her screen time in a way to where she can be more active.
- Avery's parents install the Time Hero app and impose a screen time limit on Avery's device that way Avery can't use her phone for most of the day but instead do tasks in order to get some screen time.
- Each time Avery reaches the screen time limit she visits the app and completes any of the recommended tasks in order to earn more screen time which her parents are able to be notified to update her screen time.
- Avery then tells word about the app to her friends and invites her friends to a created group so that they can see their earned time through a leaderboard system.

User-Stories

- As a student that is currently failing in academics, I want a tool that helps me be academically productive with my time.
- As a parent of a child with high screen time, I want a way to limit their screen time that seems less abrasive than a hard limit.
- As a child, I wanted a way to connect to my friends and compete to see how much extra screen time each of us earn each week.
- As a person that struggles with focusing, I want a tool that guides me to being more productive.
- As a person that spends too much time on their phone, I want a tool that motivates me to do productive and healthy tasks that involve less screen time, such as exercise activities.

USE CASES



REQUIREMENTS

Functional

- 1.Users should be able to set a baseline screen time, and complete tasks that add to this time
- 2.User should have a link that brings them to the setting app to update this screentime with guided instructions to update their screen time
- 3.Users should be able to join groups with their friends and track daily screen time earned
4. Users should be able to have timer tools to notify how much task progress the user has or has left to complete.
- 5.Users can create a profile to login to the app and have their earned screen time tracked and associated with this profile

Non-Functional

- 1.Users should be able to create a leaderboard group of at least 30 members
- 2.Users should have enough tasks to earn at least 5 hours of extra screen time a day
- 3.The app should respond to the device theme and automatically select a light or dark mode
- 4.Initial Load time of application should not take more than 5 second
- 5.Usernames should have a character limit of 20