

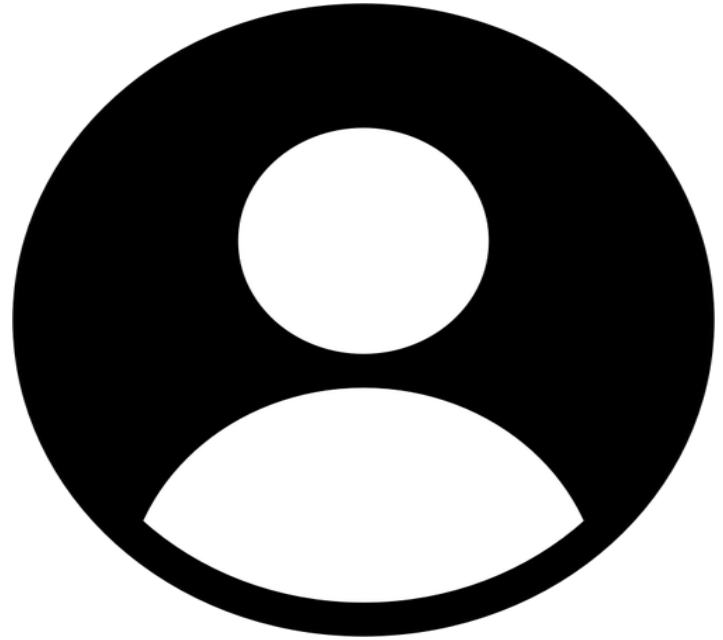
Conducting Market Research

By John Rene Lorelli

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Target Audience Recap

- Millennials and Generation Z
- Professionals (Careers 5mo -5 years)
- Tech centered careers
- Online and connected 24/7



Interview Von

- Student in masters program pursuing a tech career
- COVID effected in a negative and positive away. Not used from woking and having to balance screen time.
- Screen Overload with work and social media.
- COVID has helped with time management skills.
- Time management setting up weekly tasks with colors was better than daily tasks.
- Emotion with screen time is annoyance if too long on screen.
- Strategies: Bedtime app on iphone screen brightness goes down and phone goes on do not disturb.
- When she want to be creative she does not use social media, because she feels that social media affects her creativeness.

Interview Von cont'd

- Never used a screen time app other than the bedtime app feature.
- Before bedtime she would turn her phone off or switch to airplane mode.
- Missing feature would be a alarm or alert.
- Joke asking for shock but a feature could be a strong vibrate.
- She practices mediation in the morning or fitness, but in the cold she mediates more.
- Plays puzzle games as anxiety relief.

Interview Kory

- 24 working IT consulting in Quality Insurance
- Working 100% remote have not met any co-workers and been on phone more frequently. All meetings are on phone or laptop. Also he has seen increases in social media.
- In the morning, he stares phone for 30 mins and before work and scrolls in evening before bed. In between meetings he will go on Facebook to look around.
- Sometimes a post can affect his moodset or cause distraction
- He once tried to install social media from his phone, but it failed because most of his family used it and he could not communicate with them.
- No screen time apps ever used
- Feature he would like timing, setting a alarm, or force closing app.

Interview Kory cont'd

- He has done youtube videos for mediation, but no app experience.
- Not a lot experience with gamification
- Did feel that Pokemon GO help walking fitness

Interview Anthony

- 23 years old Artist and Skateboarder living in the metropolitan area.
- He currently lost his job due to COVID and has felt he has been on his screen more.
- Primary usage is reading, social media(Instagram), watching Youtube.
- Most usage is Instagram. Endless scrolling and easy to use features
- Manage screen shut off phone or delete the app on the phone. Tries to get off the phone by skateboarding or fitness activities.
- He does feel like the accomplish more when not focusing on social media.

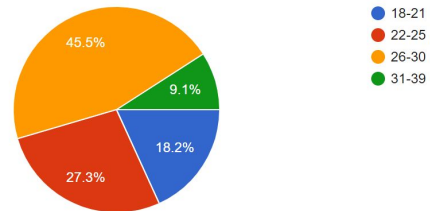
Interview Anthony cont'd

- Used screen time apps but only lasts about 2-3 days usage
- He felt in order for app to work it needed to lock the app
- He didn't feel like screen time apps were hard to use but he felt they didn't help
- Inside so much makes really easy to open app up
- Interested in mediation and mindfulness activities but never used an app
- Not familiar with gamification
- He has turned some everyday activities in games like room cleaning.

Survey Results

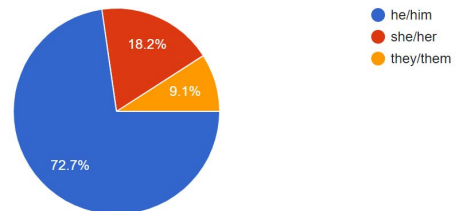
What is your age range?

11 responses



What are your pronouns

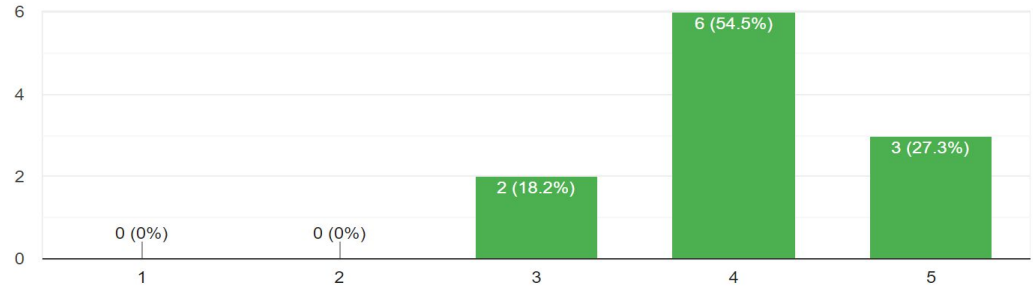
11 responses



Survey Results

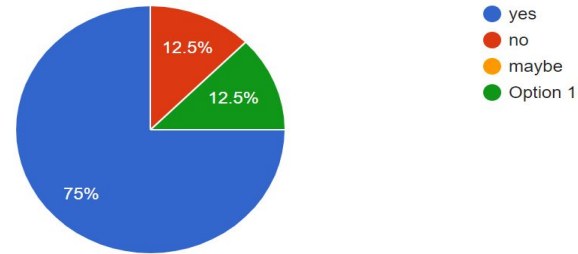
Are you a tech savy person with smartphones?

11 responses



Do you think COVID has caused you to be on your phone more?

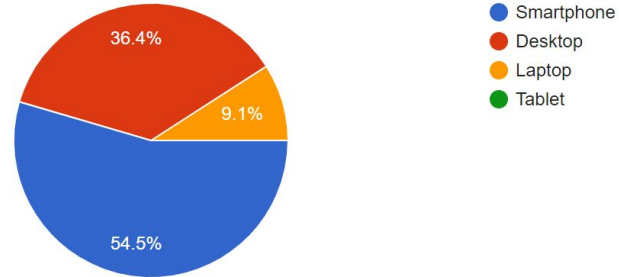
8 responses



Survey Results

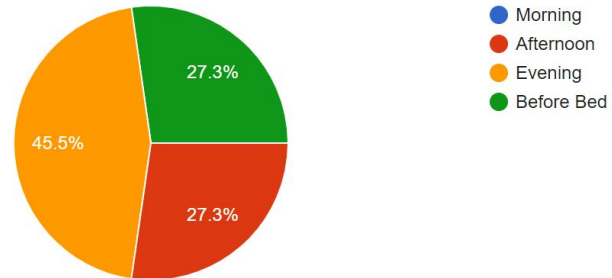
Which device do you have the most screen time with?

11 responses



When are you most active on your phone?

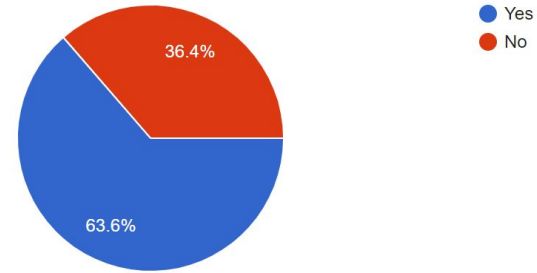
11 responses



Survey Results

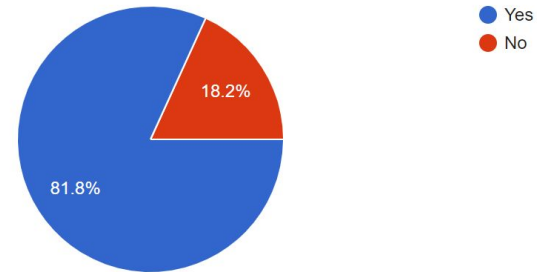
Do you think you phone usage effects you mood ?

11 responses



Does looking at your phone at night effect your sleep?

11 responses

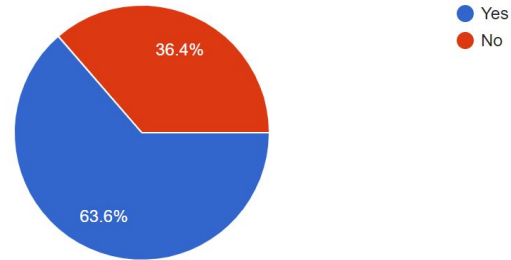


Survey Results

Have you ever used or downloaded a screen time usage app for your phone?

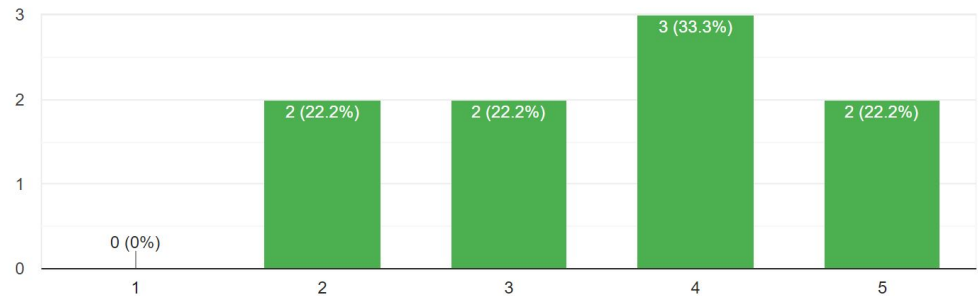


11 responses



How satisfied were you with the app?

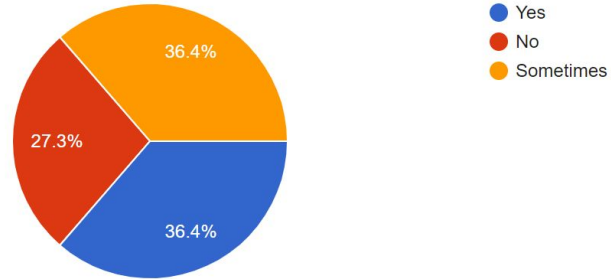
9 responses



Survey Results

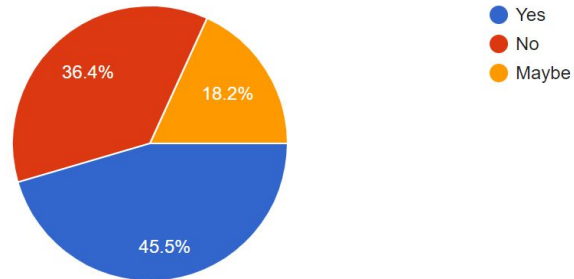
Do you like mobile video games?

11 responses



Do like turning everyday activities into little games?

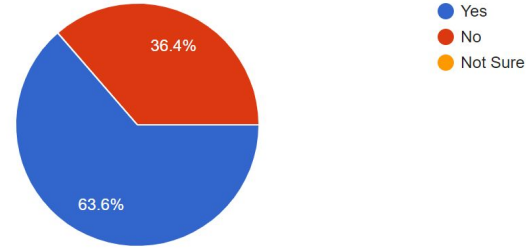
11 responses



Survey Results

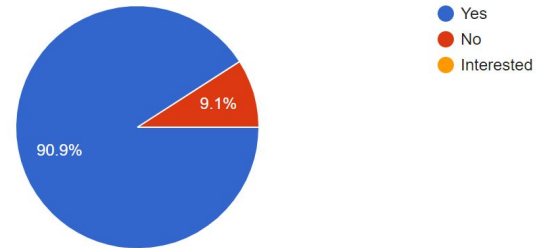
Have you ever used an app that focused on mindfulness or meditation ?

11 responses



Have your ever tried mediation practices?

11 responses



Von Interview

[00:00:00]

All right. Hello, my name is John Rene. I am conducting this interview to learn your experience with mobile applications that deal with screen time [00:00:15] first off. Do you mind if I record this interview? Yeah, no problem. Okay, so just to get a better understanding of you. Can you give me a little background on yourself? Okay. Well, my name is Von and [00:00:31] I am currently a student.

pursuing a master's degree. I have a military background as well as a impoverished background childhood and now I'm working on a career in the tech [00:00:46] industry. thank you. how has this affected covid affected you and you think is it do how do you feel? Hows been on your screen time with your phone.

[00:01:02] I think covid affect me in a negative and positive way. I'll start with the negative. So covid fact me a negative way because I'm not used to having to work from home whether it's with my studies or with [00:01:17] the job I have and I think it's I'm having some more difficulties balancing screen time as well as like as far as balancing my free time on social media and then work on the

I [00:01:32] mean, so it's negative as far as like screen overload. So positive as in I got to 12 into like my time management skills [00:01:47] and that's been helping me a lot because I didn't really know how bad at it. I was until covid hit so it's a skill. I'm actually getting better at but sometimes it is a lose-lose situation, but

But [00:02:02] I definitely worked on that scale and spend benefited me and my my career. Can you give me an example of a more death example of like the time management? Yeah, so usually before [00:02:17] bed I would make my daily tasks and a notebook. So I won't have to use my screen because the screen, you know, if you look at a screen door in bed next thing, you know, you're alert and you're up for two or three more hours for no reason, so I've been using a notepad to do.

[00:02:32] Daily tasks, but then I realized those daily tasks sometimes get hidden in the next thing, you know, what happened to them or notebook. I spilled coffee on her something. So what I'm working on now is doing weekly tasks. So I would [00:02:47] do no more than ten tasks per day, but I would divide it in two weeks, which has been kept me helping me be on track and then I have a whiteboard and then I have color coded marker so that

Won't [00:03:02] be Bland. So the color coded markers to go by the days of the week with the notebook is better time management than daily tasks and notebook or using my phone.

[00:03:17] How what they are?

What is your experience being emotionally with your screen time usage?

emotionally

[00:03:33] that's an interesting question because I don't really put emotions into screen time maybe.

annoyance

if it's if I don't take breaks, I'll say a big [00:03:48] annoyance will come on to the point where I have to go out and get some fresh air to rest my eyes. Maybe look at the Sun or some clouds and stuff. Yeah, I would say annoyance is I guess the most prevalent one sort of build off of the emotional. [00:04:03] What about like dealing with your work day and then seeing something that could possibly be negative on social media how it affects your work day in your Zone.

Based off a screen time. Okay. [00:04:19] So if I saw something negative on social media and then he said while I'm at work. Yeah, I'm trying like a work kind of session. I don't know how I feel because I try to like keep those two things separate [00:04:34] emotionally like what emotional intelligence and if it really bothered me to point where it would emotional Easter me like I have a good support system. So I would reach out.

To one of them to get back on track.

So, okay.

[00:04:50] So you mentioned this a little bit earlier but to kind of backtrack and kind of get a little more in-depth answer what strategies have you use to manage your screen time? Okay. So besides the notepad thing I did [00:05:05] set this thing called bedtime on my phone and it's basically an app in an iPhone where you set your bed on time. So your screen brightness goes down and then your phone off.

automatically [00:05:20] goes on do not disturb and mine is set for 10:00 p.m. So anybody who is me up at 10:00 p.m. It's not going to go through some I supposed to be on my phone because I wake up at 5 a.m. Every day. And that's been helping me on track because [00:05:35] it would it give me a 15-minute warning so at 9:45, it will go off and then that's what I know to start winding down.

Okay.

When you are less on your phone, [00:05:50] you think you're more likely to accomplish certain work goals or social goals? Yes.

Okay, do you have any examples like?

[00:06:07] So if you uninstall social media, do you think it'd be you have any like give an experience without removing apps? Okay. Yeah when I want to be creative I tend to stay away [00:06:22] from my phone and I don't use social media because I think social media influences the Mind where you can't be original and authentic. So as far as removing social media not using my phone is definitely would be to focus [00:06:37] on

I'll either a personal task or a personal business idea anything that has to do with like creating or being Innovative. I'll have to stay away from social media. Okay, have you any have you used any apps [00:06:52] that manage your screen time?

It says the bed come at no, okay.

Were you ever interested in any of those [00:07:07] type type of apps at any given time?

What do you mean like have you ever been like before you found bedtime always your experience with like fuck trying to find a solution that was sent for like that. [00:07:22] Well before I found that time, I was just turn my phone off. I'll put my phone on airplane mode, but I always warn like people around without going to do that. Are there any features that you feel are missing from Bedtime mode [00:07:37] that you would like to incorporate an alarm or

An alert if I did touch my phone and I was supposed to take my phone it kind of just let me do what I want if I touch it and it would be great if if you like, um, not Shock [00:07:52] me but like for like hey, you know, that's not supposed to be on your phone. What are you doing? It says sleep like something like that.

Okay, what is your experience with meditation [00:08:07] and mindfulness exercises? So every morning at 5 a.m. I have to decide if I want to meditate or go to the gym and lately. It's been meditating because it's go. So what I do [00:08:22] is I just sit in silence and just breathe and I try not to think.

Do you think that that helps you throughout the day may come with the things? Yes, because it is now Joe meditate. I think [00:08:37] my day will be chaotic. So I need to do either or false. I can't start my day. It's like I can't function. Okay. Have you ever used any games that incorporated gamification?

[00:08:53] Small puzzle games but nothing too big puzzle games kind of calm me sometimes I use that as like a like I said anxiety thing sometimes but nothing major.

Okay, and [00:09:08] what is your experience with turning small everyday activities into games?

I can go this question a lot of different ways.

[00:09:27] Can you repeat it one more time? Okay. So what is your experience with turning simple tasks into games? For example making a game out of cleaning your [00:09:42] room let you go from there.

But it is it something that you ever it up because it's that may not be incorporated and every [00:09:57] type of persons routine in a thing like that. Have you ever thought about it to him now or do you it is it just well in a big aspect of my life, I would say life is a game of chess.

[00:10:12] So I would never my life like that with certain Palms Bishops, you know, king queen stuff like that.

Okay. No, I actually that's a valid it's a financier. [00:10:27] All right. So those were all the questions I had for you today. If you have any questions, you can contact me. Thank you for your time. Okay. Thank you.

Kory Interview

[00:00:02] Hello, my name is John Rene and I am conducting this interview to learn your experiences with mobile applications that deal with screen time. I would like to ask if I could have your permission to record [00:00:17] this interview.

Yeah, that's fine. Okay, if you don't mind, can you give me a quick little summary of your background?

Age yes a [00:00:32] chop job. Sure. My name is Corey Davis. I am 24 and I'm working through an IT consulting company on Dallas. I work in quality assurance.

Okay, [00:00:48] thank you. How has covid affected you and has it increased your screen time on your phone.

That's affected me and that we are mainly working a hundred percent [00:01:03] online. I started this job recently and I haven't met any of my peers yet. So that's very strange to not meet your co-workers everyday and I guess due to that fact. I have been on the [00:01:18] phone more frequently and having

All of our Communications via work either on so nor on your work laptop. So that's been a little different and I noticed, you know some increases [00:01:33] obviously in social media on and off. Okay has what about games? Have you seen yourself within piece on the games with the mobile since you are using the phone more frequently?

No, I don't really [00:01:48] play many mobile games. Okay, what's your overall experience been with screen time usage in general with your phone?

Um, I would say a couple hours a day. I usually [00:02:03] peak in the mornings as I'm getting up. I'll just kind of stare at my phone for about 30 minutes before I'm ready to get out of bed and a little bit before I go to sleep and sometimes like in between like when I can in [00:02:18] between meetings at work or something like that. I'll hop on for a little bit just to see some updates on Facebook or something like that. Do you see any differences when you don't?

Use your phone first, but for some of those activities.

[00:02:34] I'm not sure. I understand the question.

I do you for example, have you ever seen like a difference in mindset or mood before if you didn't look at your phone in the morning or evening [00:02:49] or before or after it during lunch? Yeah, sometimes I could get like a I'll see you like a post or something. That makes me think

about something and that might change my mind said or like let [00:03:04] me in a good mood. Sometimes the bad news Times.

Okay be funny, but there's occasionally stop that old distract me from whatever I was thinking about what strategies have you used to manage your screen time?

[00:03:19] Not many recently. I did have a period where I was trying to move more towards a professional screen time usage by uninstalling Facebook and Twitter, but at that point it's like I have no connection with like [00:03:34] family. So they're all on social media since I live away from them. That's my main connection with them. So I had to reinstall Facebook, but I was trying to just be entirely my screen time presence would be entirely on [00:03:49] LinkedIn.

But I didn't work out. Okay, have you ever any use any apps that would control or affect your screen time usage?

Now, I've never tried anything like that. Okay.

[00:04:07] All right, so in for some of these if you wanted to manage your screen time, what would be something that you would like to have or use or something that you [00:04:22] feel is missing that would help them improve your experience with your phone usage.

I guess probably what would work best for me is like.

Timing myself for how long I could use [00:04:37] it just may be setting a alarm or something. That'll close the app. I don't know if that's like if there's an app that's that intrusive but I guess something like that. That [00:04:52] would just remind me that how long I've actually been on it because it's really easy to just kind of lose track of time when you're very invested and social media or something else. Okay. What is your experience?

Ian's been with meditation [00:05:07] and mindfulness exercises

I've never really done anything like that on my phone via tracking or anything, but I have done like YouTube videos [00:05:22] here and there to kind of either add like Ambience that helps with meditation or teach me like good posture and techniques. Okay. I've tried it a couple times.

Okay, [00:05:40] have you ever used any apps that incorporated gamification?

Not really, I guess this Pokemon go count. Guess it doesn't it? [00:05:56] Yeah, let's just say that it does. Okay, I guess that's like really the only thing comes to mind. Okay. I'm a gamifying my walking. Okay. Did it get did Pokemon go and Kris [00:06:12] like going out or did it do you think it helped?

Okay, I've heard absolutely. What have do you have any experiences with turning tasks into games?

[00:06:31] Not usually I don't I usually don't take an approach like that to my tasks.

Okay. Well that was the last of the questions. Thank you for answering these questions and giving your [00:06:46] experience. If you have any questions, you can email me at the the link provided and have a good day. You too. Thanks.

Anthony Interview

[00:00:02] All right. Are you ready? Yes. Okay. Hello. My name is John Renee. I'm conducting this interview to learn about your experiences with old mobile applications that deal with [00:00:17] screen time. Do you mind if I record this?

No, I don't mind. Okay, if you can what you'd be willing to give a bit of background on yourself.

[00:00:32] Sure, I'm 23 years old. I'm an artist skateboarder living in the metropolitan area. Okay, thank you. [00:00:49] How has covid affected you and has it increased your screen time on your phone.

[00:01:27] Sure

okay, so can you go a little bit into the experience with screen time? You said she'll just go into a little bit more on [00:01:42] your YouTube and reading okay.

[00:02:18] Interested in going to realize which is photography sudden studying about photography and filmmaking, which I watch all types of videos mostly [00:02:33] against photography videos, but I have been watching a lot of stock market videos to learn about the stock market and I love to watch the game.

Okay, [00:02:49] what strategies have you used to manage your screen time?

Hard to manage my screen time. I honest to try to shut off my phone and if I don't shut off my phone, I [00:03:04] honestly believe that if we discover that but besides that I try to do something else. It's go outside. Go for a run or

Go skateboarding. Okay. [00:03:19] Okay. So when you do those do things like that, like delete the app or anything or go outside and skateboard. Do you think when you are off your phone you're able to manage [00:03:34] your goals better or accomplish your goals or do you think it's the same?

I definitely think when I'm not on my phone and not on my computer by more focused on what my goes on so, yes, [00:03:49] that's when I turned off my phone. Okay. Have you ever used any apps that controlled your screen time?

[00:04:29] Is there any reason why can you recall the last time you used it? And it just it didn't expand. Do you remember? Why was it just too complicated to use anything?

[00:05:10] When even though you said you only use them for like two or three?

Is where those apps easy to use for screen time or did you find them difficult this kind of setup and manage?

[00:05:53] Okay.

Sends her this one. Okay, here we go. What's your experience with meditation and mindfulness exercises?

[00:06:21] For example, I read a lot of books on studied up on it and start medication pretty often.

Have you used any apps that are Incorporated [00:06:36] meditation or mindfulness?

[00:06:54] Have you used any games that ever incorporated gamification into everyday things?

No, I have not. Okay, [00:07:10] then and what have you do you have any experience of turning everyday activities into games for yourself?

[00:07:50] All right. I just want to say thank you very much. And that concludes this survey. If you have any questions, you can email me at the link provided [00:08:05] and have