Modeling Users and Brainstorming Ideas
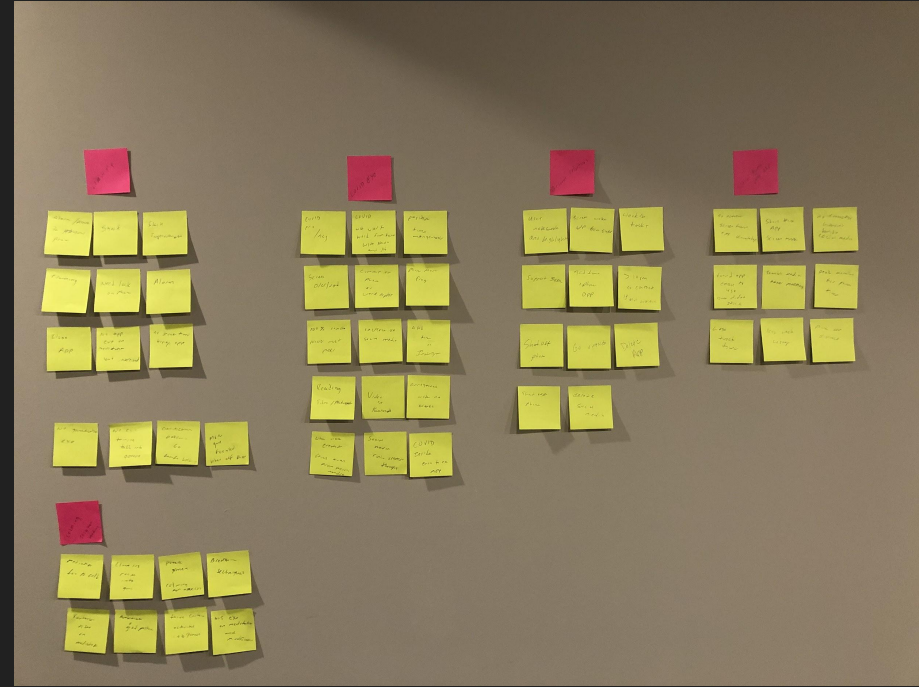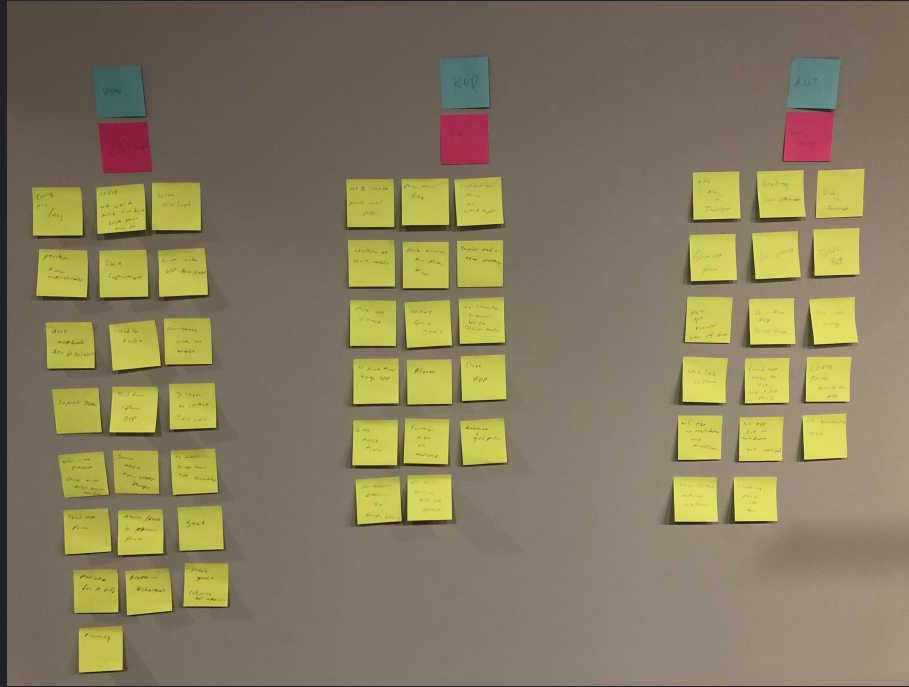
By: John Rene Lorelli

Affinity Diagrams Physical

Affinity diagram

John Rene Lorelli

At Home Exp		Personal Solutions	Screen time App exp	Needs/Wants	Calming Solutions	Games
COVID has had its pro and cons on life balance	forced to work on time managment skills	uses a notebook and highlight for daily task	no screen time app knowledge	Alerts	meditates more due to cold	No gameification exp
Peak morning time usage or before bed	Not used to working at home as student or employee	sets up weekly tasks	short tem usage	Alarms	room cleaning into a game	Pokemon Go
screen overload	constant communication on phone or work laptop	use a support system	found apps easy to use but did not stick	Skilll improve	puzzle game ease mind	No exp turning activities into games
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social media ruins creative mind	COVID makes it easier use phone apps	Delete Social Media		close app on phone	Uses Youtube for meditation	
		10pm or later no contact rule		shock		
		Go outside				

Survey Data

Survey Data Key Points

- Has Covid caused you to be more on your phone? (17 responses)

  - 76.5 said Yes

- Most screen time device? (20 responses)

  - 55% Smart Phone

- When people are most active on phone? (20 responses)

  - 50% Evening 20% Before Bed and Afternoon

Survey Data Key Points

- Do you ever think about screen time usage? (20 responses)
  - 65% said Yes
- Out of 20 responses only 50% said yes to using a screen time usage app
- Out 15 responses 53.3% rated the apps at 3 meaning neutral
- Out of 20 responses 70% said that used an app focused on mindfulness or meditation
- 20 responses 85% said they practiced some type of mediation

Overall Findings

I found the survey data to be unexpected with some of the results. I did not think the topic of screen time would be on anyone's mind, but 65% of the people said it does. I also thought people would use their phone the most before bed or early morning when they wake up, but the most were evening. One curveball I found, does using your phone affect your mood, and 75% said yes. Based on my interviews, those three said no, so I was expecting the same in the survey. Gamification does not seem to be as popular as I thought, which was disappointing. My biggest wow was how many people now practice mindfulness or meditation. Mental health seems to be a growing concern, and I think COVID is increasing this mindset.

Design Requirements

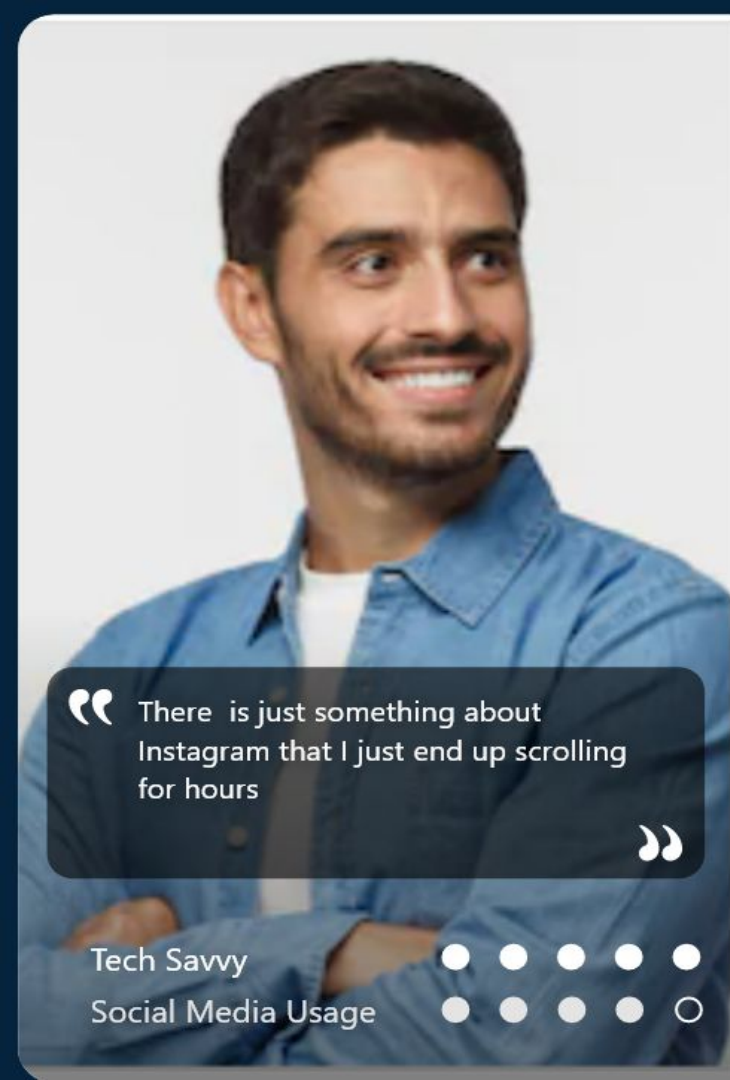# Design Requirement based on Feedback

App Features

- Alarm system

- App lock system

- Shock system (more like vibrations)

- Notification on how long you have

  been on the app

Design Requirement based on Feedback

App Topics

- Meditation / Mindfulness

- Breathing Techniques

- Ambience

- Posture (Game?)

- Light Puzzle Games

- Task Planning: Weekly / Daily /

  Monthly

Two Personas

Distracted John

👤 32 years old 📍 New Jersey 💼 Data Scientist

Bio

John is a recent graduate from Data Science program when COVID took over. He was lucky enough to get a 100% remote data visualization job during the epidemic. Unfortunately John lacks in self discipline and is on social media all times of the day.

Motivations

- wants to be more productive during the day

- wants to be well rested for the next day

- wants to be focused and motivated to accomplish tasks

Wants & Needs

- social media lock at certain times of the day

- keep himself on track during the day

Frustrations

- loss of time on phone

- lack of sleep from being on the phone at bedtime

- constantly in-doors

> " There is just something about Instagram that I just end up scrolling for hours "

Tech Savvy ● ● ● ● ●

Social Media Usage ● ● ● ● ○

Most used apps on phone

amazon   Instagram

Jane The Planner

28 years old • New York • UX Researcher

Bio

Jane is a UX researcher and designer in the NYC area. Her creative process is very important to her, and does not like when it is disturbed. She work at home 70% of the time, and only sometime goes into her office. She likes to setup daily and weekly tasks for herself.

Wants & Needs

- alarm when using social media often
- vibrations when using an app too long
- ways to improve calmness and relieve anxiety

Most used apps on phone

Motivations

- incorporating breathing exercises and meditations into her day
- improving upon skills like time managment
- accomplishing the tasks she set out to do

Frustrations

- falling behind in work and goals
- social media influencing her in different ways
- lose track of time on mobile game

> During this time of crisis, I want to hone my skills and become a better me.

Tech Savvy

Social Media Usage

Two Storyboards

Distracted John

John needs to get his work submitted by 6:00pm but he needs a 5 min break from work
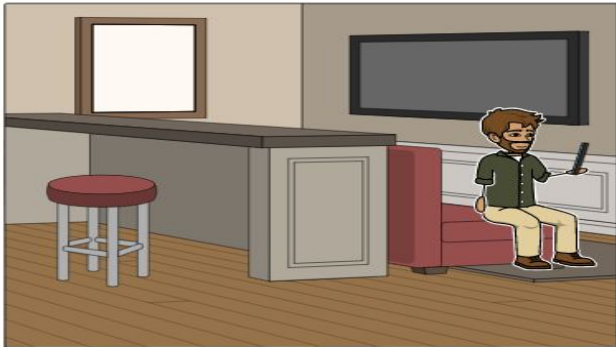
Social Media Rabbit Hole

He decided to check out social media and scroll for a bit

Convo

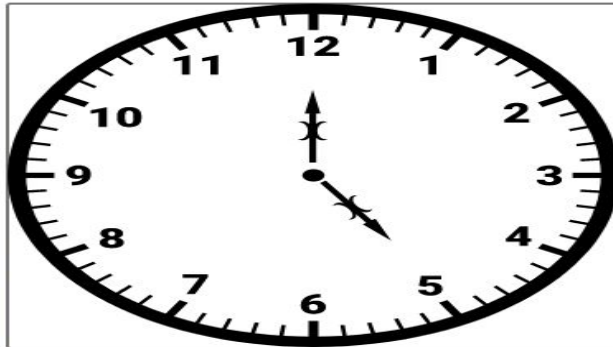Yo I found some funny memes

Send them my way bro

John decided to talk to his friends and continue to be on social media

John sitting

John decides to get comfy on his couch and continue to scroll

Time Passing

John loses track of time that it is now 5:00pm and only has an hour to submit. John has nothing to remind him how much time is going on.

Panic

John lost track of time and is now in a time crunch. If only he had a lock on his social media during that time or a indication of how long he was scrolling for

Jane The Planner

Jane feels like she wasting away in her home and being unproductive

Jane looking at the phone

Jane decides to go on social media after her meeting.

Negative Scroll

Jane is seeing a lot of negative posts on Insta
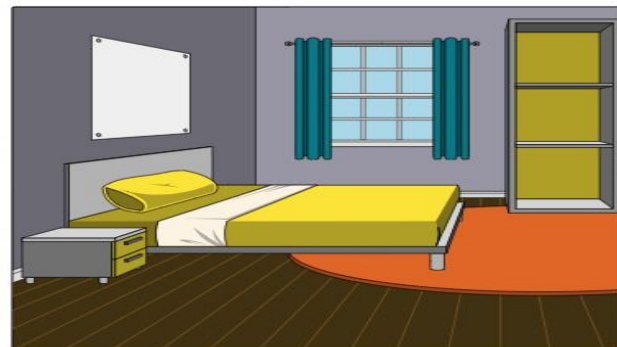
Jane frustrated

Janes creative process is off balance and she is not completing tasks. Maybe if she meditated she could bring that drive and focus back.

Jane filled with anxiety

Janes is letting everything she seen on social media effect her day. If only she had something to remind her to do breathing techniques and take a step back.

Jane goes to bed

Jane filled with anxiety decided to lie down and go to bed rather than finish her tasks
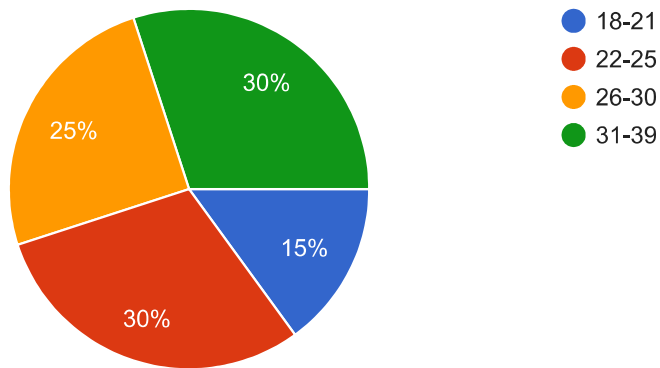
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Screen Time Usage

20 responses

What is your age range?

20 responses

- 18-21
- 22-25
- 26-30
- 31-39

30%
25%
15%
30%

What are your pronouns

20 responses

- he/him
- she/her
- they/them
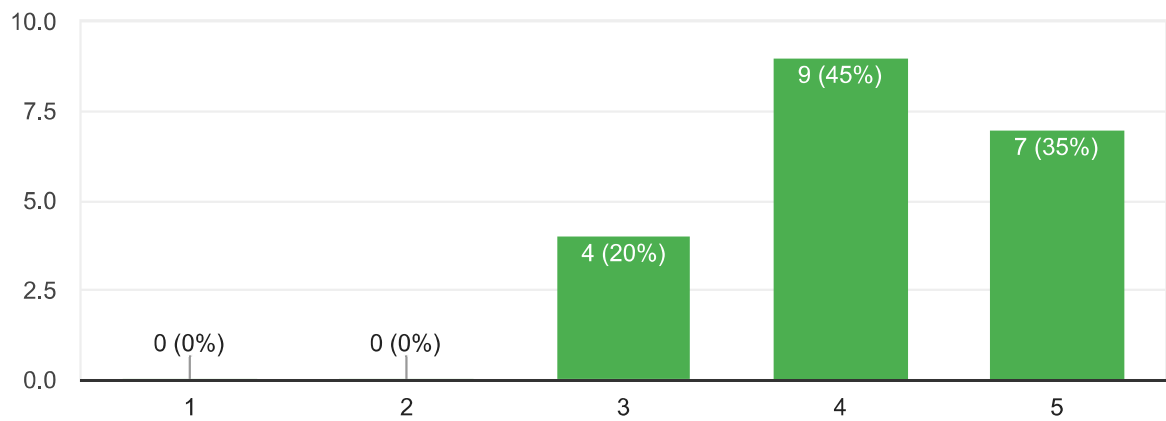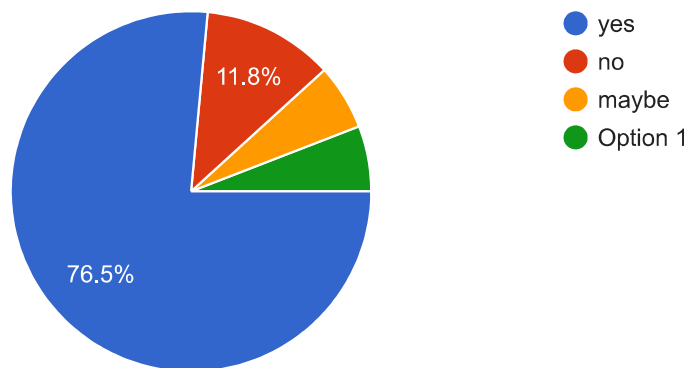
35%
60%
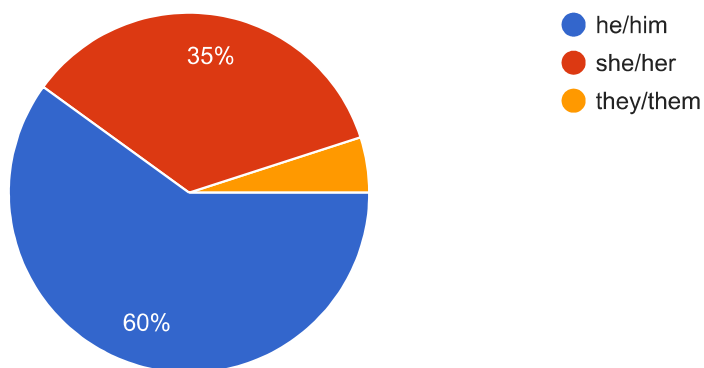
Are you a tech savy person with smartphones?

20 responses

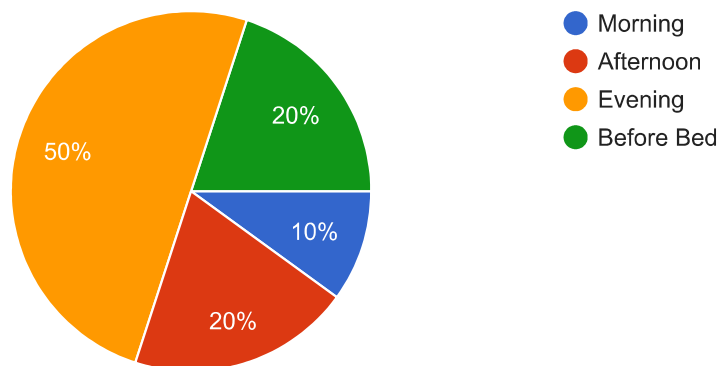## Do you think COVID has caused you to be on your phone more?

17 responses

- yes
- no
- maybe
- Option 1

76.5%

11.8%

Which device do you have the most screen time with?

20 responses

- Smartphone
- Desktop
- Laptop
- Tablet

35%
10%
55%
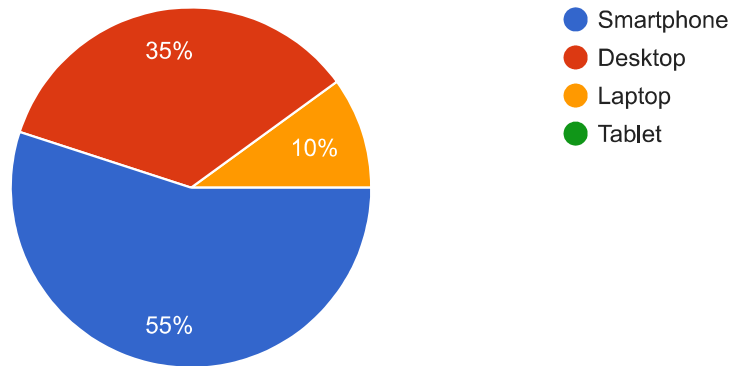
When are your most active on your phone?

20 responses

- Morning
- Afternoon
- Evening
- Before Bed

20%
50%
10%
20%

Do you think you phone usage effects you mood ?

20 responses

- Yes
- No

25%
75%
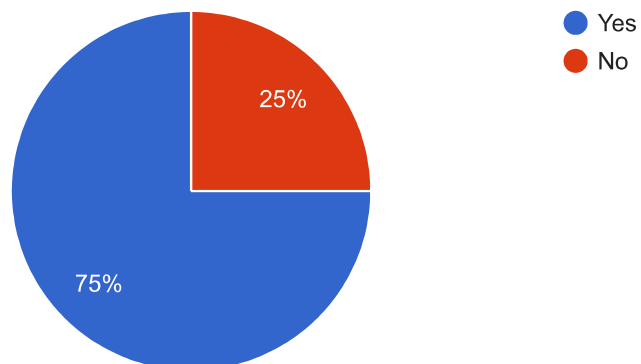
Does looking at your phone at night effect your sleep?

20 responses

- Yes
- No

25%

75%
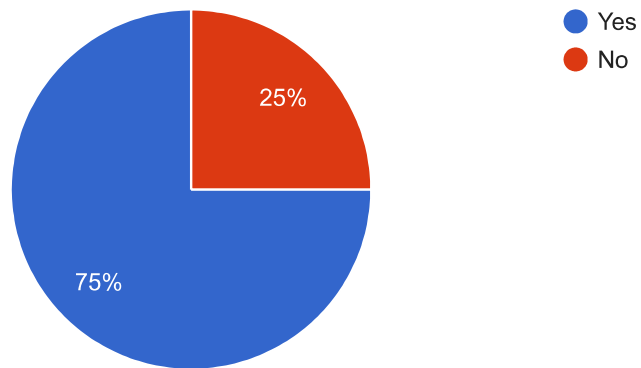
Is your smartphone plan unlimited?

20 responses

- Yes
- No

10%

90%

Do you ever think about screen time usage?

20 responses

- Yes
- No

35%

65%
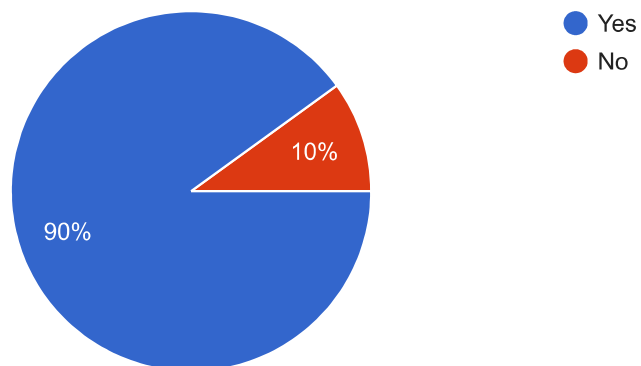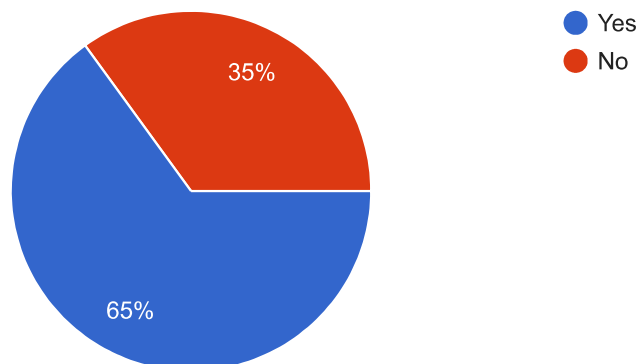
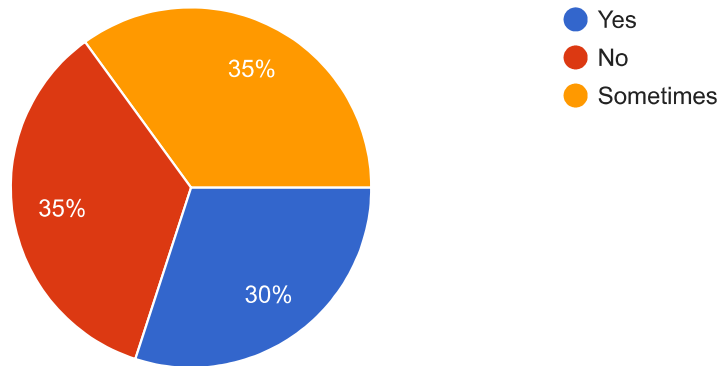## Have you ever used or downloaded a screen time usage app for your phone?

20 responses

- ● Yes
- ● No

50%

50%
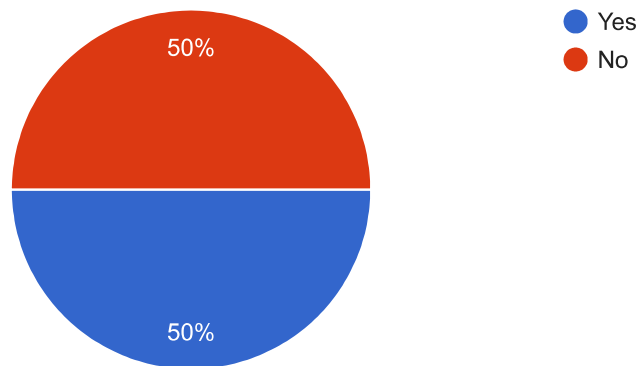
How satisfied were you with the app?

15 responses

0 (0%)	2 (13.3%)	8 (53.3%)	3 (20%)	2 (13.3%)
1	2	3	4	5
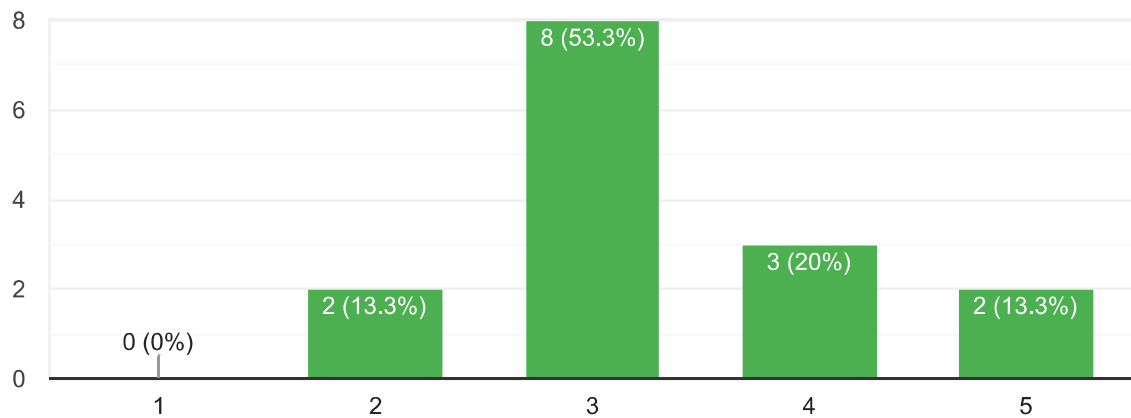
Do you like mobile video games?

20 responses

- ● Yes
- ● No
- ● Sometimes

35%
35%
30%

Do like turning everyday activities into little games?

20 responses

- ● Yes
- ● No
- ● Maybe

30%
35%
35%
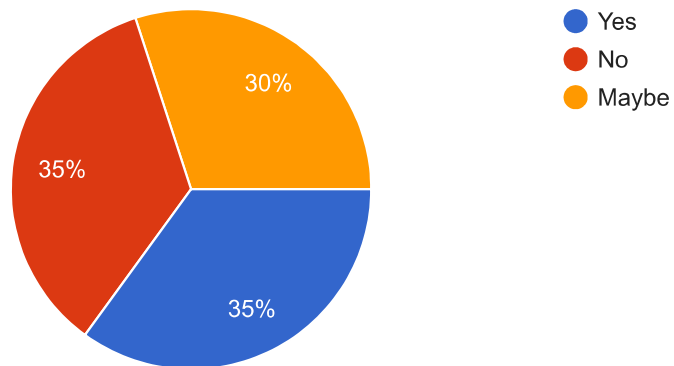
Have you ever used an app that focused on mindfulness or meditation ?

20 responses

- ● Yes
- ● No
- ● Not Sure

30%
70%
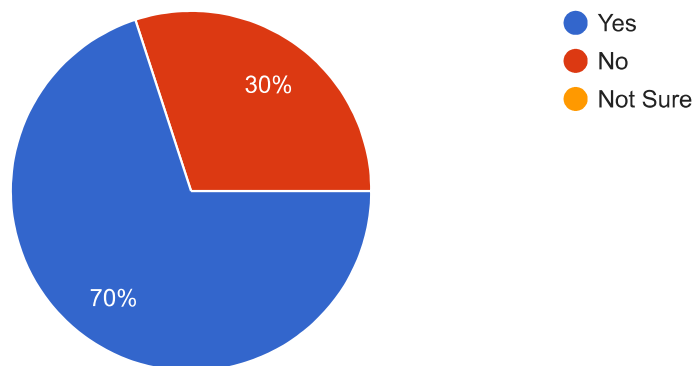
Have your ever tried mediation practices?

20 responses

- ● Yes
- ● No
- ● Interested

85%

10%