

Screen Time

Market Research



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Competitor 1

Apple Screen Time

Report: Analytics on screen time broken into 3 categories social, productivity, and games

Downtime: scheduled downtime prevent anything but phone calls and allowed only apps

App Limit: Lock out app during certain time periods

Communication Limit: control how you communicate with people with calls, messages, and facetime.

Family/ Child Settings



Competitor 1

Apple Screen Time

Disadvantages

User needs to explore the settings for it to be beneficial

Standard settings display is bland. Simple text notification that is easily dismissed.

Communication limits are lackluster in determine who can or cannot communicate with.



Competitor 2

Bark

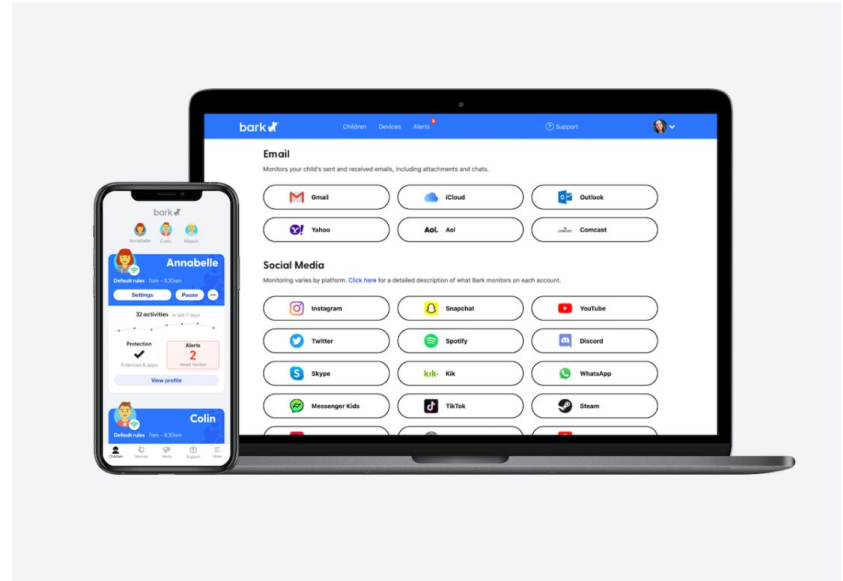
Cross Platform: works Android, Apple, and Amazon devices

Monitor: Can monitor 30+ platforms

Detect: has algorithms to detect harmful behavior

Alerts: gives recommendations make it easy for parents to talk to kids about digital dangers and other sensitive online issues

Manage: Decide when your family can access the internet on their devices, and what sites they can visit



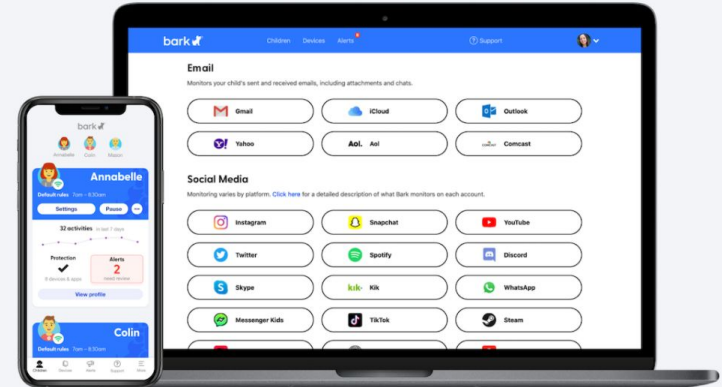
Competitor 2

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Disadvantages

Cost: App and monitoring systems has a fee

Focused on kid usage and parenting



Competitor 3

Flora

Gamification: The users plants a virtual tree, alone or with friends, every time you set your 25-minute timer. If anyone who planted the tree touches their phone, the tree is killed.

Sustainability: users can join the Flora Care service, which plants real trees when you reach your goal of total number of focused hours.

To-do lists and reminders: set goals throughout the day

Habit Tracker: Track your phone habits

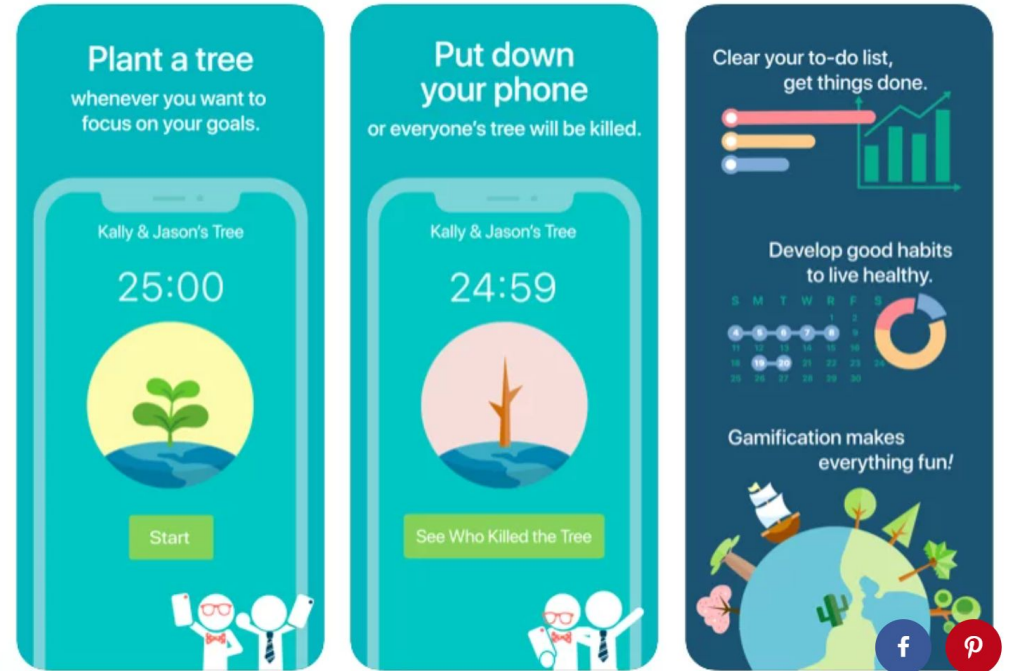


Image Source: App Store / Flora

← USE ARROW KEYS →

Competitor 3 Flora

Disadvantages

Limit of how many tags you can set.

App resetting on its own.

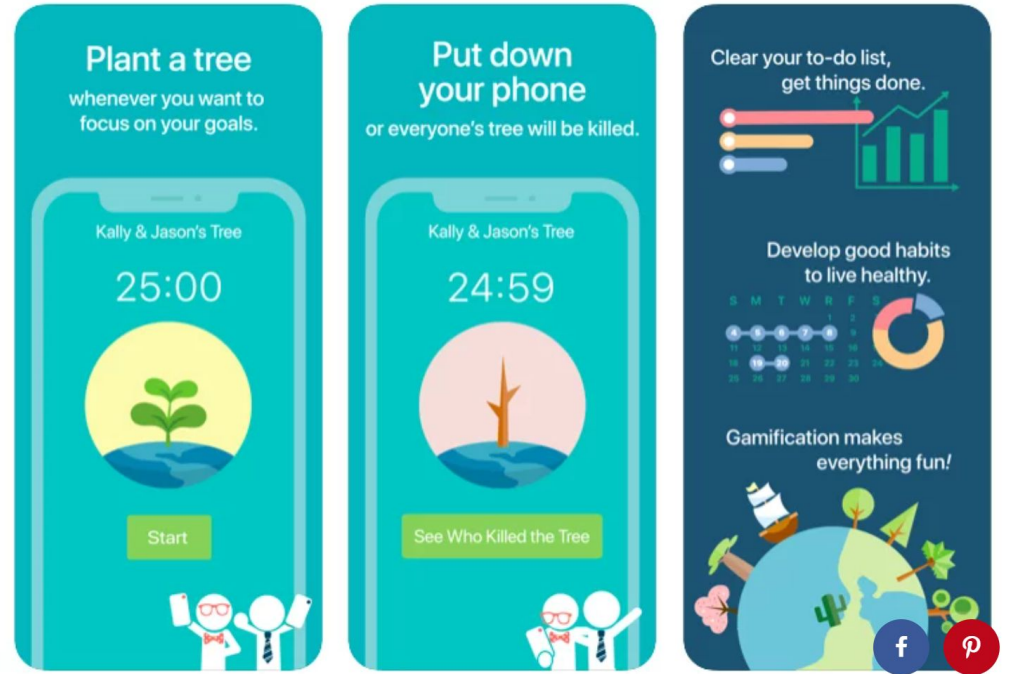


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Target Audience

The target audience for this app is millennials and generation z. These generations are professionals or young professionals who have been surrounded by tech for many of their years. Many of these users consider their phones as a part of their sense of self. These users are online and connected 24/7. These generations have also been pushing for digital detoxing because of how overwhelming it can be at times.

Interview Questions

Introduction: Hello, I am conducting this interview to learn your experiences with mobile applications that deal with screen time.

Can you give me a little background on yourself?

How has COVID affected you and has it increased your screen time on your phone?

What your experience been with screen time usage?

What strategies have you used to manage screen time?

Where you able to accomplish any of your goals to with managing?

Have you used apps for screen time, if yes what was it like?

Was the screen time app easy to understand?

Were there any features missing, and you ended up wishing for?

Interview Questions Continued

What is your experience with mediation and mindfulness exercises?

Have you used any apps that incorporated gamification?

What has been your experience with turning tasks into games?

Thank you for answering these questions and telling your story.

Survey Questions

What is your age range? a. 18- 21 b. 22-25 c. 26-30 d. 31-39

What is your pronoun? a. He/Him b. She/Her c. They/Them

Would you consider yourself a tech savvy person? a. Yes b. No

What is your most used tech device? a. Smartphone b. Laptop c. desktop d. Tablet e. Other

Is your service data plan on your smartphone unlimited? a. Yes b. No

How often are you on your phone? A. less than hour b. 2-4 hours c. 5 or more hours

Do you ever think about screen time usage? a. Yes b. No

On a scale of 1 - 5: How often do you worry about your screen time usage?

Have you ever used a screen monitoring app? a. Yes b. No

Do you think screen monitoring apps are useful? a. Yes b. No