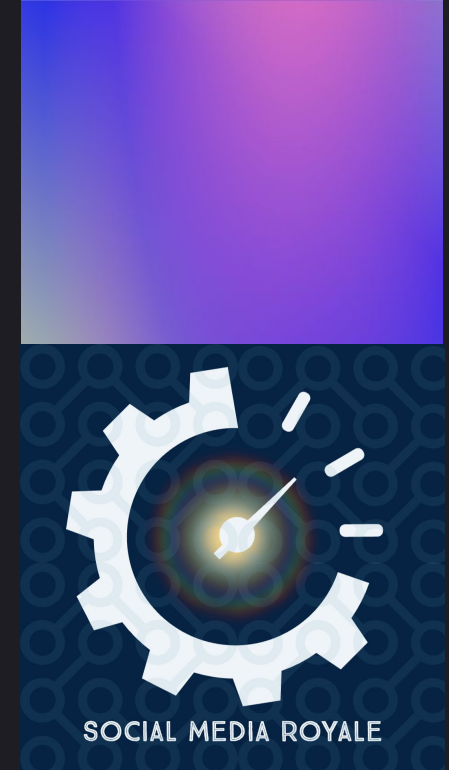


MANAGING SOCIAL MEDIA USAGE

SOCIAL MEDIA ROYALE

By: Nayan Jani
Spencer Kwon
Zuhair Syed



Problem

The issue we are choosing to focus on, and help resolve is the extensive use of social media, which is associated with a decline in one's mental health.

A major contributor to this decline in mental health is because of the long amounts of time spent on apps that are designed to be addictive.



Though people are aware of this, many of them are deprived of self-discipline or capability to control themselves due to external constraints to practice their habits as they want to.

More specifically, we aim to help individuals struggling to self-medicate off of social media by themselves by introducing them to a community sharing the same goals.

Background

Dr. Jacqueline Sperling

staying online for long periods of time will lead to people seeking validation, having FOMO, and being exposed to some information that hurts them

(McLean Hospital, 2023)

(Allen, 2017)

Sean Parker

"It's a social-validation feedback loop ... exactly the kind of thing that a hacker like myself would come up with, because you're exploiting a vulnerability in human psychology"

Dr. Bonnie Zucker

social media for reassurance- validation an individual gets from another, whether a like or a repost, is a temporary positive feeling that masks their real problems

(Zucker, 2021)

Thomas Mildner

Interactive Hooks: prompts that push its users to share more information about themselves and design tactics that produce a limitless flow of information (autoplaying, swipe up, etc.)
Social Brokering: default settings that suggest your account to other users across other platforms, suggesting popular content from users you do not follow , prompts to upload your contacts
Decision Uncertainty: difficulty deleting accounts, media playing when prompted to choose settings
Labyrinthine Navigation: Confusing and misleading menus, No guidance to find the settings you want to change
Redirective Conditions: Forced compliance in order to use the service, Forced period of time to recover deleted material

(Mildner, et al., 2023)

Kelly A. Aschbrenner

Group Learning - participants were able to make positive progress for their lifestyle change by collaborating with other participants through different activities that helped them solve their problems together.

(Aschbrenner, et al., 2016)

Social Support- sharing personal experiences with each other about dealing with and overcoming their mental health issues helped them gain insight on potential healthy changes they were not aware of before. Facebook served as a medium for these convos

Perspective

- Social Media amplifies human connectivity, for better or for worse

Hypothesis:

There is a gap between how people want to use social media and how they use it. At its core, this gap is the addictive nature of social media apps developed by companies to keep users scrolling. Although apps are designed to be addictive, there is a lack of **self-discipline** to a degree. We believe that our app (social media royale) will minimize that gap by creating a **group-centered approach to self-discipline**, in which individuals can see their screen time/social media usage and their family/friends.



A circular network diagram with a globe at the center. The globe is surrounded by a ring of 20 purple circular icons, each containing a white symbol. These icons are connected by a thin white line that forms a circular path around the globe. The icons represent various concepts: a lightbulb (idea), a bird (Twitter), a book, a musical note, a laptop, a speaker, a hierarchy chart, a speech bubble, an envelope, a document with a checkmark, a play button, a pair of headphones, a shopping bag, a star, a microphone, a gear, a person with a speech bubble, a hand pointing at a screen, and a person with a speech bubble. The background is dark blue.

- 12 question Survey

- See demand for our product

- Validate hypothesis
- Improve product

Results: Our hypothesis is somewhat accurate

- 2 survey questions
- 5-6 Interviews

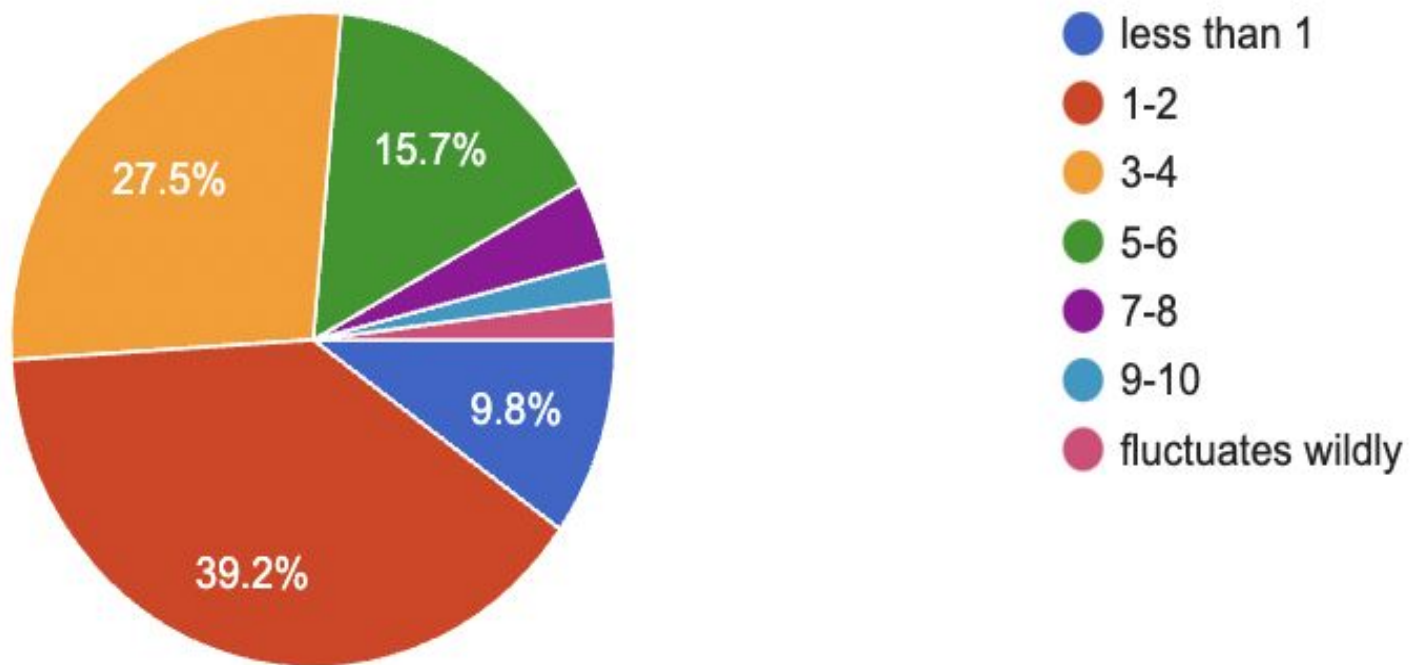
- See demand for our product

- Validate hypothesis
- Understand value of group dynamics

Results: Our hypothesis is somewhat accurate

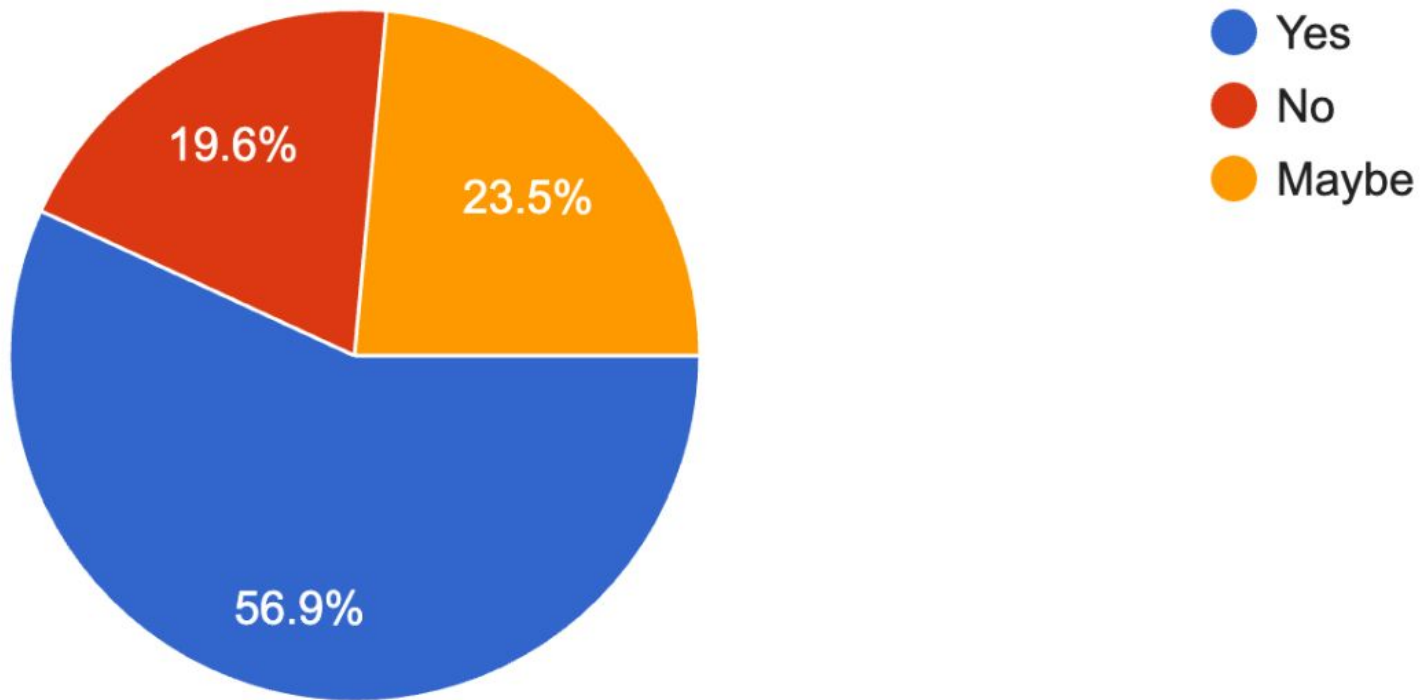
How many hours do you spend on your social media a day?

51 responses



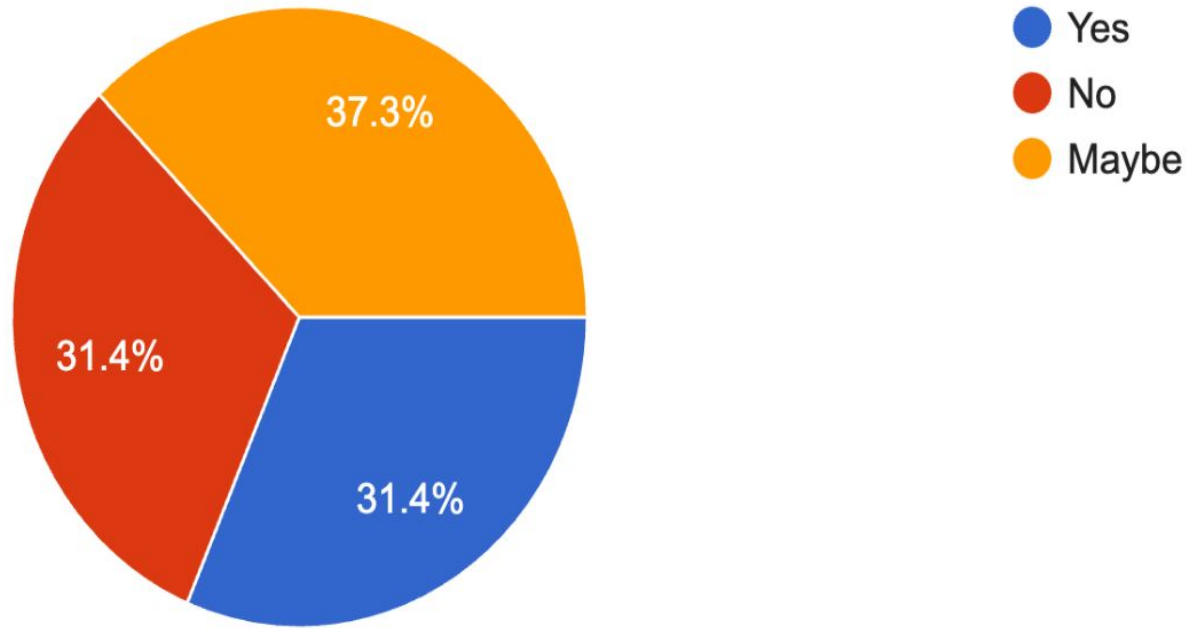
Are you interested in managing your screen time/use of social media?

51 responses



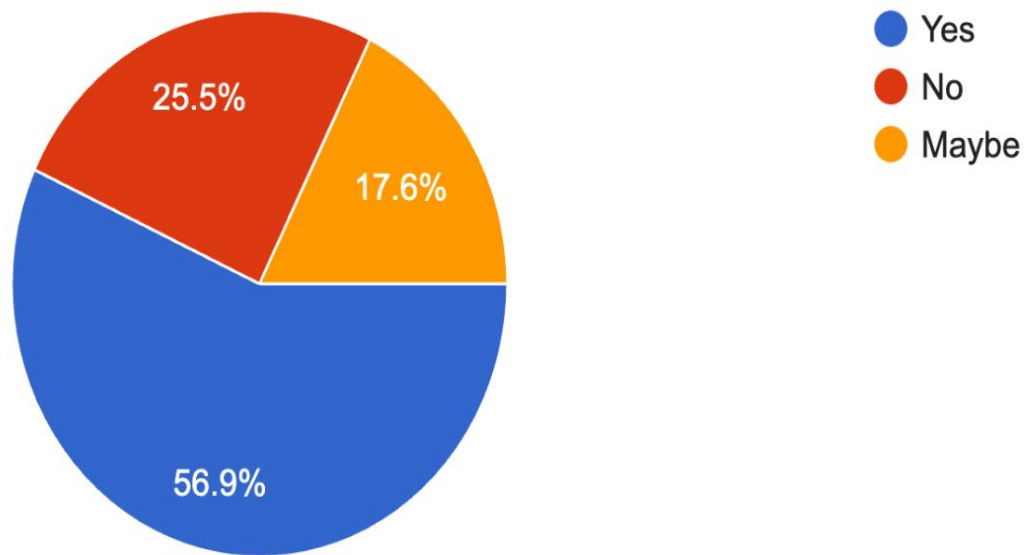
Would you use an app designed to manage screen time and/or social media usage?

51 responses



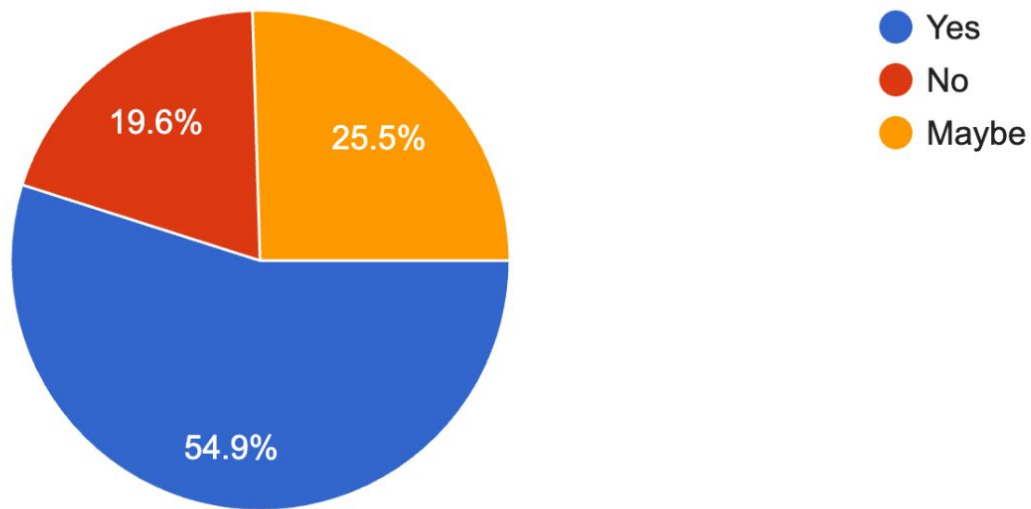
Do you think managing screen time/social media would be more effective if you saw each others' social media usage with friends/family?

51 responses



Do you think managing screen time/social media would be more effective if you jointly agreed to it with your friends/family?

51 responses



Alcoholics Anonymous

“... people don't exercise when they need to and intend to because, you know, they come home and they're tired. And there's something else going on and it's easy to find an excuse to postpone it or not do it on that day. One of the things that you need to face up to, if you're gonna probably work the AA program is at the beginning they tell you you should be going to a meeting at least every other day... you're gonna have to cancel things, postpone things, and go when you're tired... you gotta face up to that. So I'm sure being in a joint enterprise, a team if you will, is helpful when you need additional encouragement and perhaps motivation to overcome fatigue, or it's a hectic day or whatever.”

Solution

INDIVIDUAL TOOLS **01**

GROUP DYNAMICS **02**

TEAM DYNAMICS **03**

COMMUNITY
ENGAGEMENT **04**



Design Philosophy



INDIVIDUAL TOOLS

User tracking
Smart notifications



GROUP DYNAMICS

3-10 AA sized groups
Chat room
Teammate usage



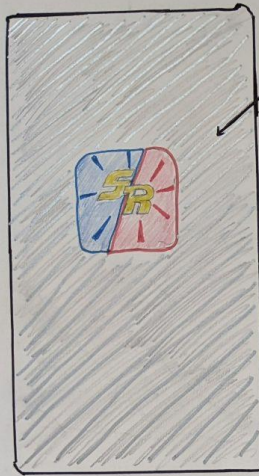
TEAM DYNAMICS

Team points
Royale battle
Seasonal

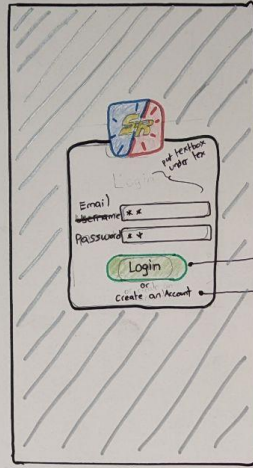


COMMUNITY ENGAGEMENT

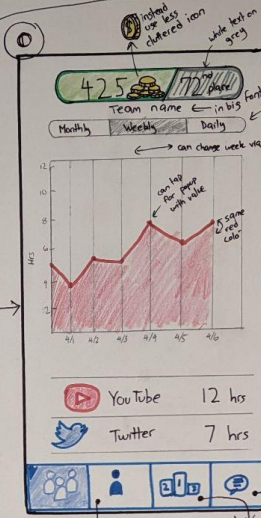
Seasonal royales
Leaderboards
Store



Startup



Login



Homepage (Team)

Email:

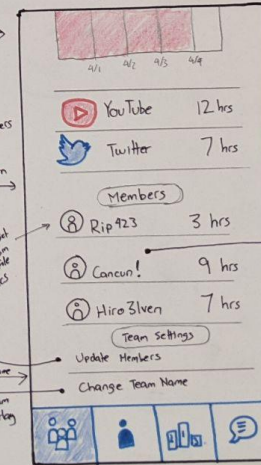
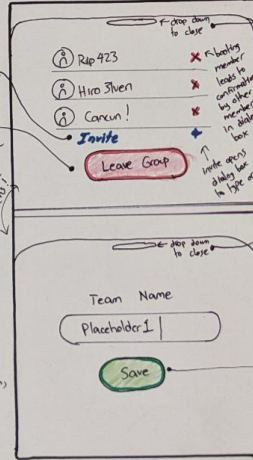
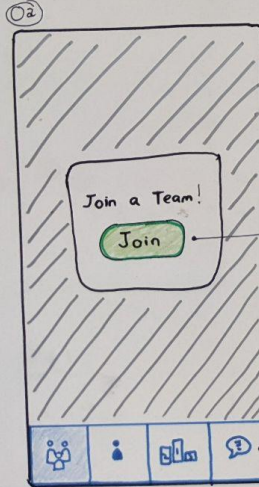
Profile Name:

Password:

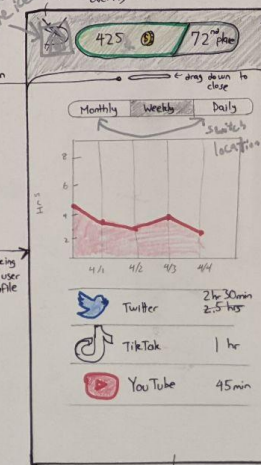
Confirm Password:

Create Account

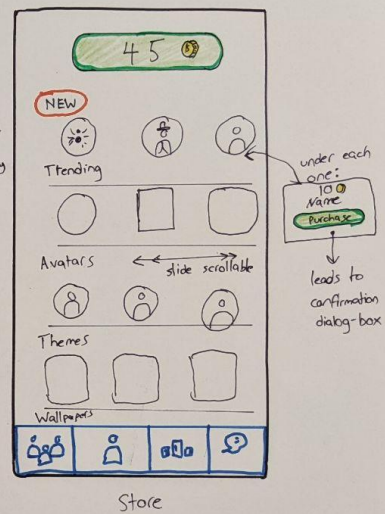
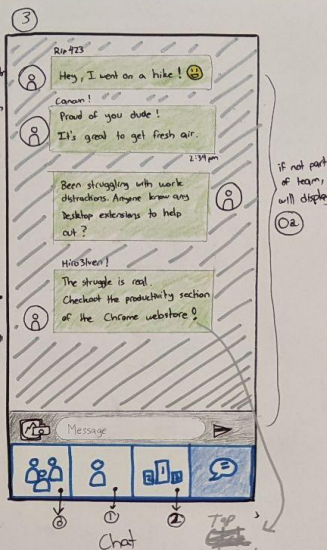
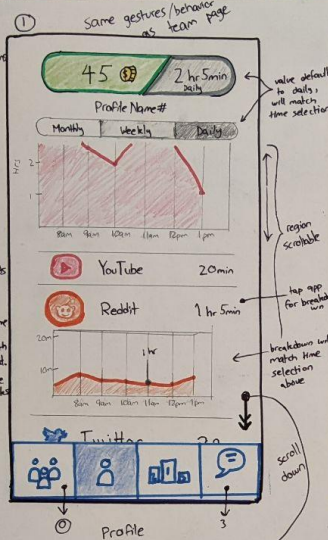
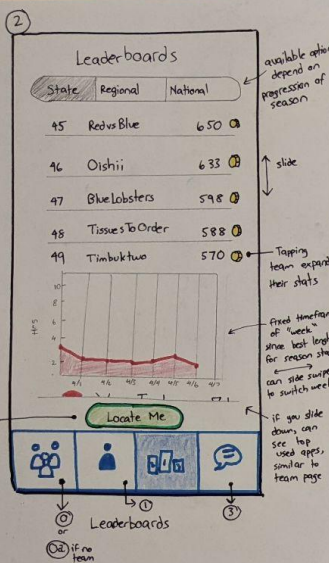
for spacing consistency, not field below names



Team (further down)



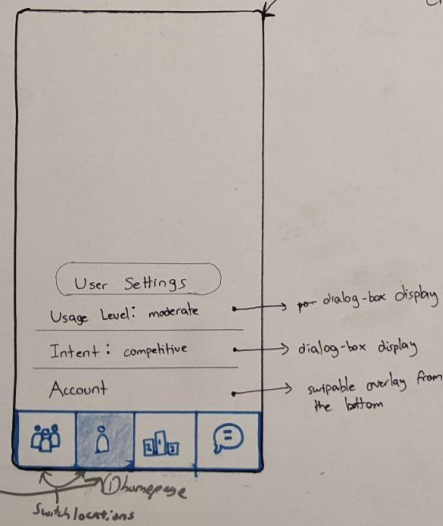
overlay slides up from below



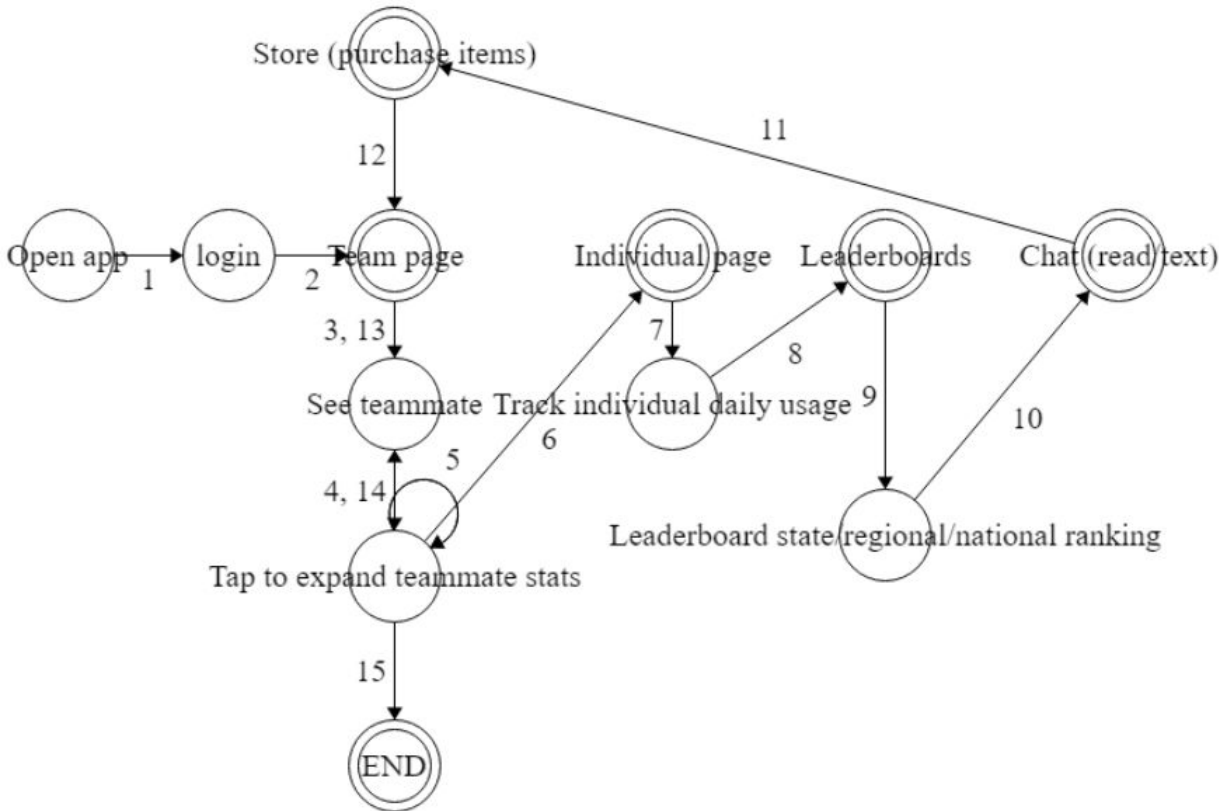
Desktop Version

pie graph share

Make default page your profile not team



Testing



Conclusions

- Chat function is of lesser importance
- Individual page is used less than the team and leaderboards pages, contrary to wireframe feedback.
 - Which should be the home page?
 - Does viewing individual or team page influence user social media consumption more?
- Store function used quite often.
 - Predatory in-game economy with microtransactions.
 - Pair with team specific content?

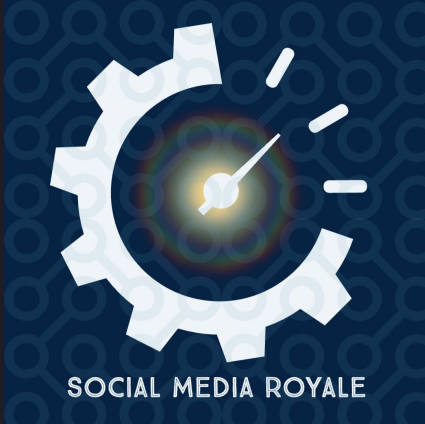
Iteration

Next Steps

- Finalize designs (ui)
- Finalize affordances and community features
- Make basic prototypes and test to see if any changes need to be made
- Re-edit designs and features
- Finalize interaction of data
- Determine data structures and database
- Do agile form of app development
 - More testing on this front
- Based on sprint break down, put on App store when minimum goals are met

Limitations

- Assumes a large user base population
- Smart notification manager will probably require OS level API's and app partnerships to implement force push notifications
- How to prevent toxic group dynamics, especially to protect underperforming members?



THANK YOU!

Do you have any questions?

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