



TOOLS



Members

(YAT519A_MNF3_DRT2_S1_DEPI3)



Mina Saed



Mohamed Basyone



Marsleno Medhat



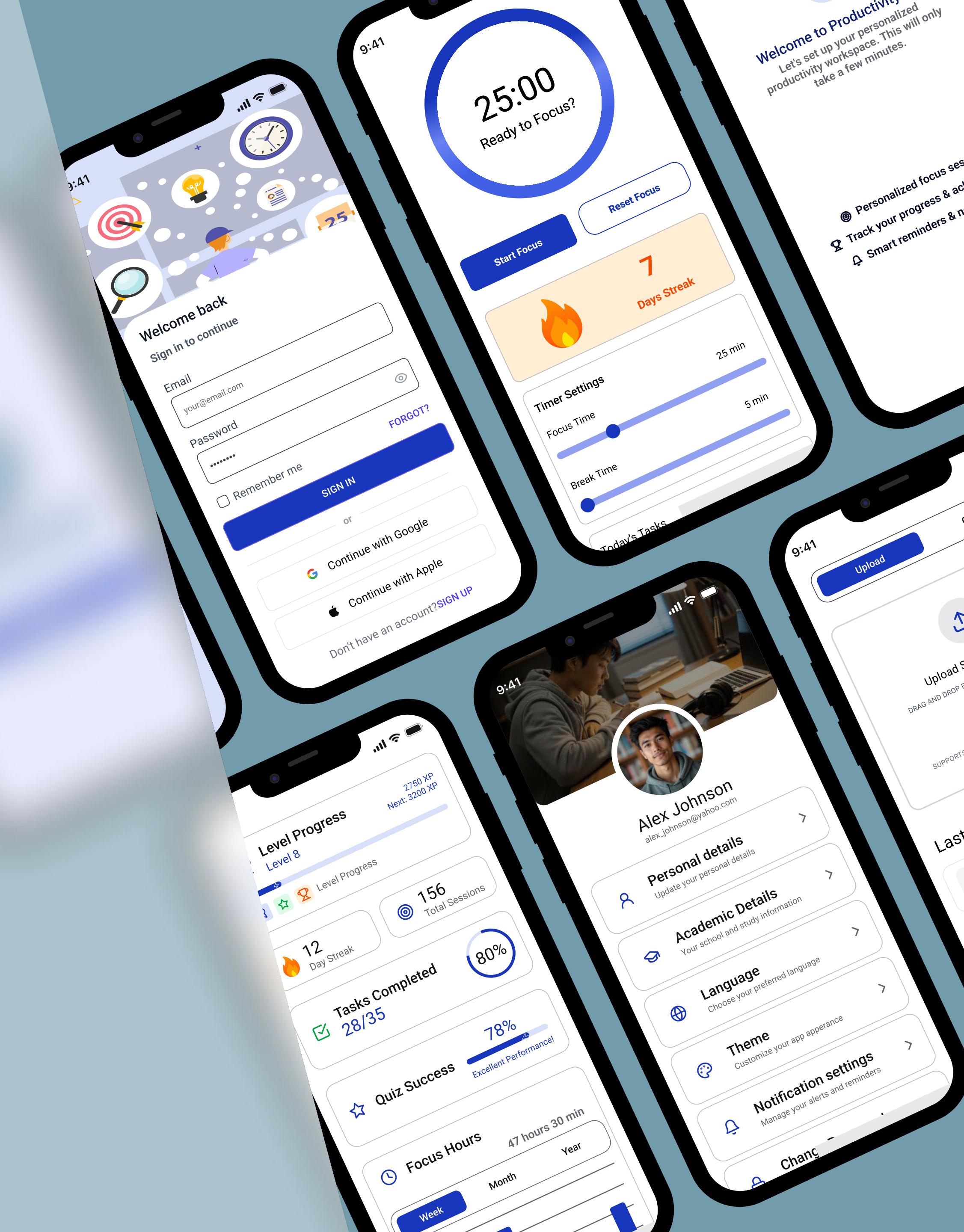
Ziad Ibrahim



Peter Girgis



Ahmed Emad



Welcome to Productivity
Let's set up your personalized productivity workspace. This will only take a few minutes.

- Personalized focus ses
- Track your progress & ac
- Smart reminders & n

OnZone – A Productivity App Built for Egyptian Students

Designed to help students focus, organize their workload, and study without distractions – all in one unified experience.

OnZone was created after identifying a clear gap: students rely heavily on their phones for studying, yet existing productivity apps fail to address their real daily challenges – constant distractions, scattered study materials, and low motivation.

This project reimagines what a student-focused productivity system should feel like.

Problem Statement

Designed to help students focus, organize their workload, and study without distractions – all in one unified experience.

OnZone was created after identifying a clear gap: students rely heavily on their phones for studying, yet existing productivity apps fail to address their real daily challenges – constant distractions, scattered study materials, and low motivation.

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Our Solution

OnZone: A Localized Productivity System

A focus and study management app combining distraction blocking, task planning, educational content, and real motivation – all tailored for Egyptian students.



Key Metrics from user research

INSIGHTS AND METRICS FOR INFORMED DECISION-MAKING

Do you use Suffer from distraction?



***Students suffering
from distraction***



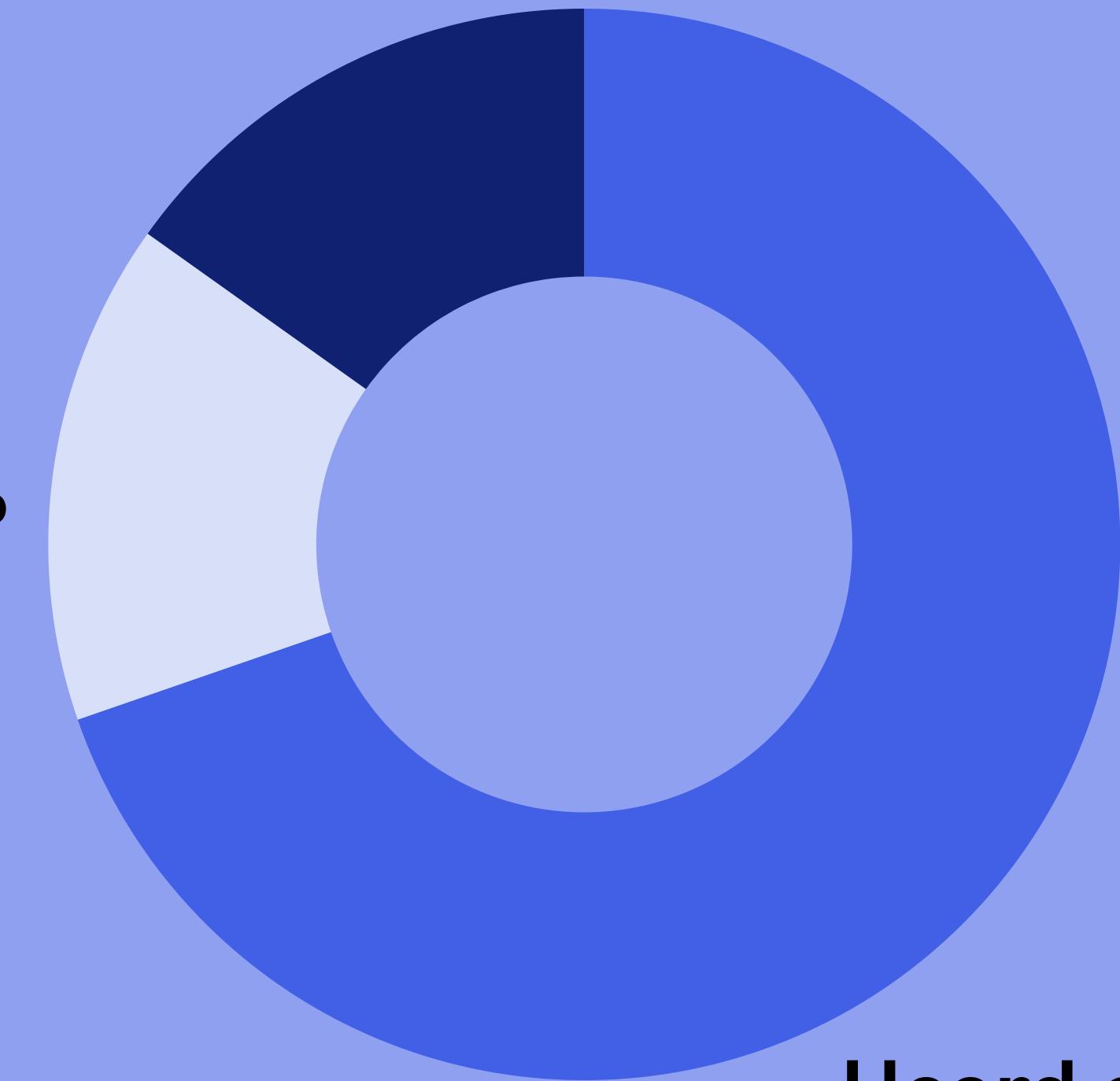
Do you use productivity apps?



No / Didn't know they existed

15.2%

Yes
15.2%

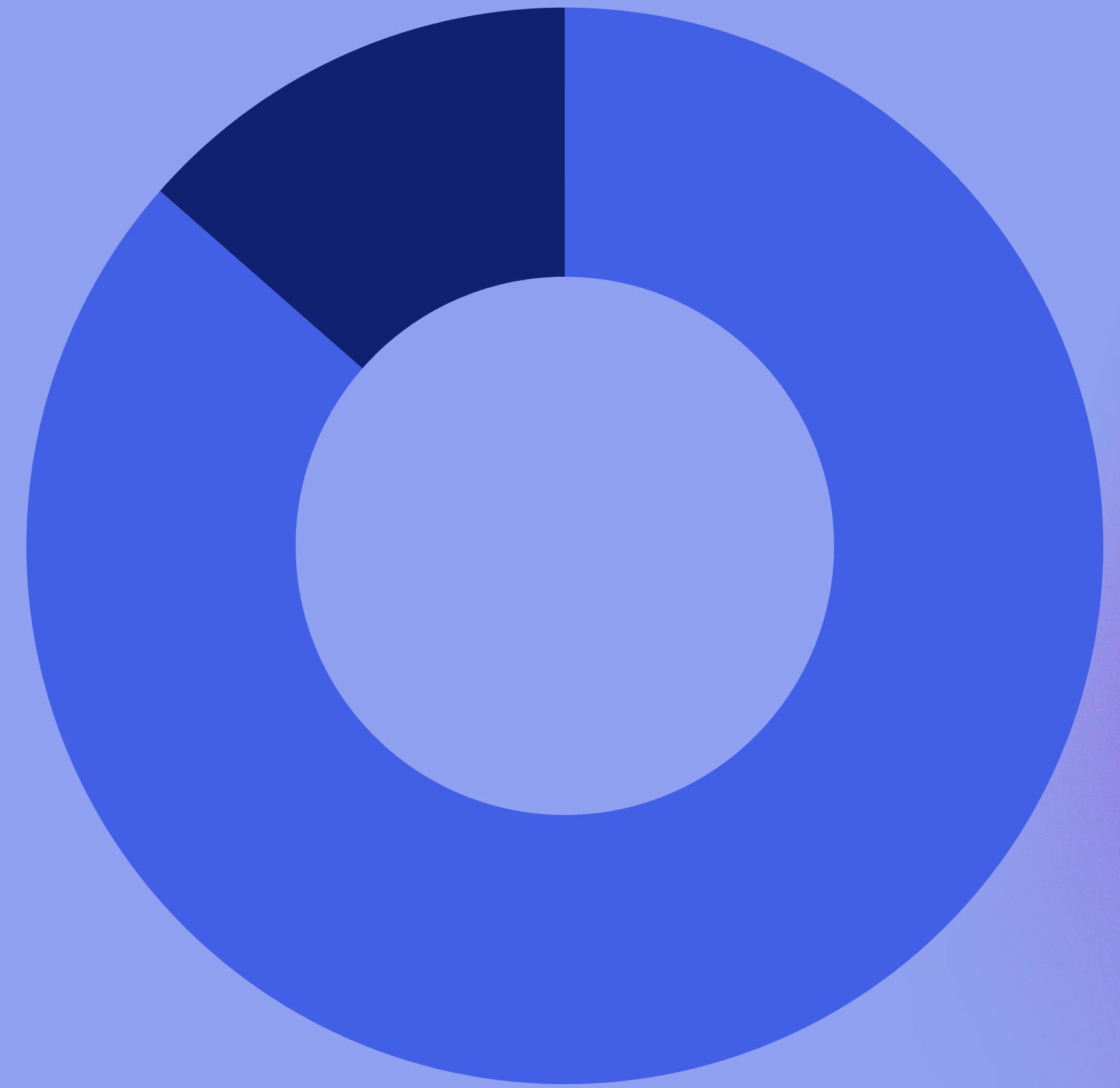


Heard of them but never tried
69.7%

Do you want integrated study resources inside the app?

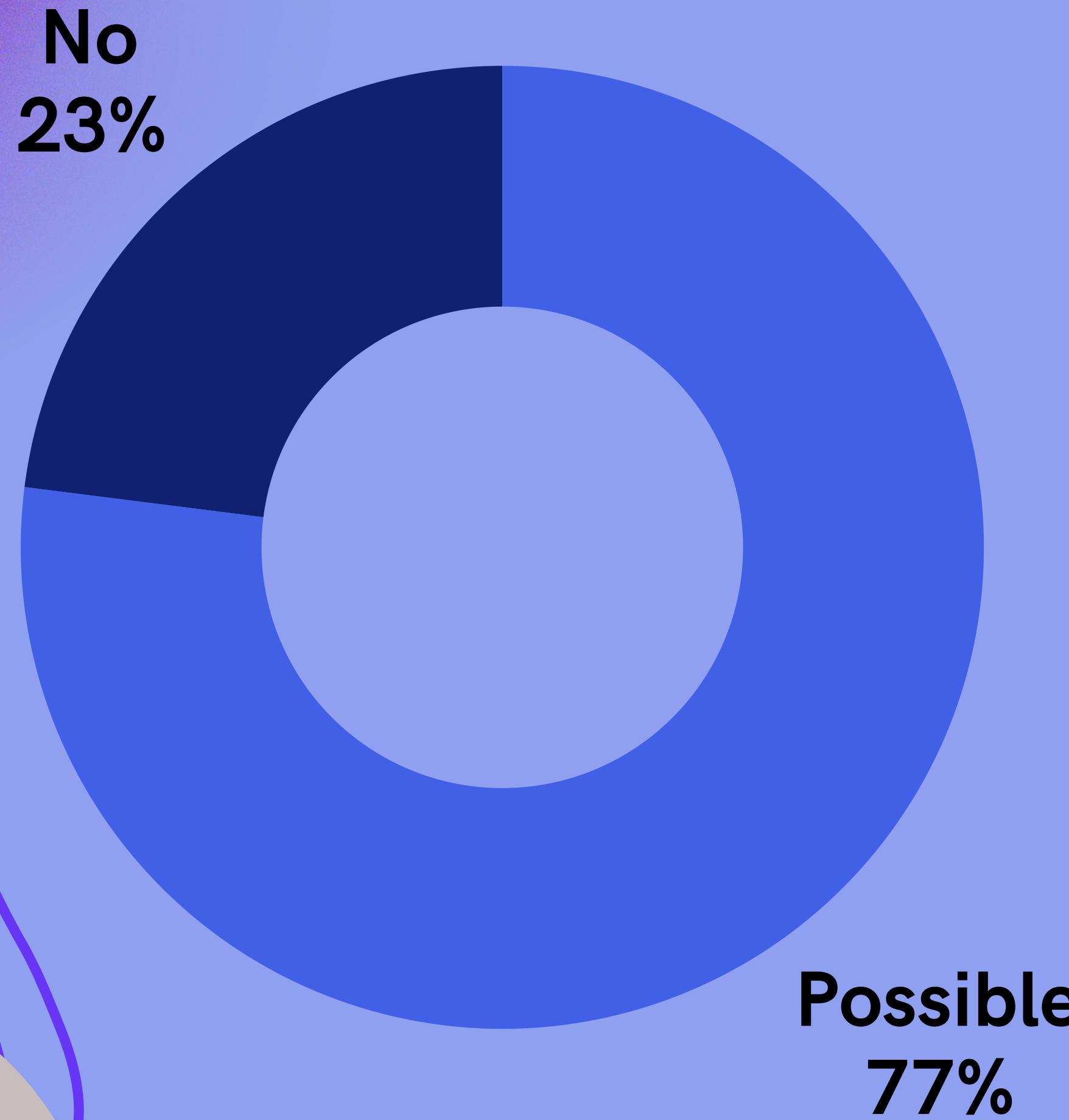


No
13.5%



Possible
86.5%

Would you pay a small amount (EGP) for a productivity app?



Ahmed Wael



AGE	20
EDUCATION	College Student
STATUS	Single
OCCUPATION	Student
LOCATION	Cairo
TECH LITERATE	High

“ I feel guilty after unproductive days when I don't achieve my study plan. I just get so distracted by my phone

Personality

Ambitious Distractable
Progress-oriented

Bio

Ahmed is a 20-year-old college student in Egypt. He's ambitious and wants to succeed in his final exams, but struggles to stay focused. He constantly gets distracted by his phone (social media, games), which leads to frustration and feeling like he's wasting time.

Core needs

- Need for a simple, easy-to-use app that works instantly.
- A tool to help him put his phone aside (e.g., "Focus Timer" or "Lock Mode").
- A clear, visual way to track study progress (daily/weekly statistics).

Frustrations

- Struggles to put his phone aside while studying.
- Easily distracted by social media and notifications.
- Feels like he wastes too much time without real progress.
- Gets frustrated with complex apps that take too long to use.
- Feels guilty and unproductive after failing to meet his goals.

Platform



Smartphone

Mazen Mohamed



AGE	18
EDUCATION	College Student
STATUS	Single
OCCUPATION	Student
LOCATION	Alexandria
TECH LITERATE	Low-Mid

“ I see all these apps, but they have too many buttons and settings. I just write things in my notebook, but then I forget the notebook or can't read my own writing

Bio

Omar is an 18-year-old freshman studying History. He's finding the transition to university overwhelming, especially managing his own schedule. He's comfortable using Facebook and WhatsApp to talk to friends but feels lost with "productivity" apps. He knows he needs to be more organized but finds most digital tools complicated and frustrating.

Core needs

- An app that is extremely simple and works right away.
- Clear, obvious buttons for basic functions (e.g., "New Task," "Set Reminder").
- Simple, loud reminders for deadlines.
- A single, digital place to type notes so he can't lose them.

Frustrations

- Apps like Notion requires a long tutorial just to start.
- Feeling "stupid" or "behind" because he can't use the tools his classmates use.
- Too many features, settings, and options he doesn't understand or need.
- Missing important deadlines because his paper-based system failed him.

Personality

Forgetful

Prefers simplicity

Non-technical

Platform



Smartphone



On Zone empathy Map

Says

- “I just need everything in one place.”
- “I hate wasting time switching between apps.”
- “If I lose one lecture file, my whole plan falls apart.”
- “Tracking progress keeps me motivated.”

Thinks

- “Am I managing my time efficiently enough?”
- “There has to be a smarter way to organize my courses.”
- “If I could see my weekly progress visually, I’d stay more consistent.”
- “Balancing my social life and studies shouldn’t feel this chaotic.”
- “I need something reliable that won’t crash or lose my files.”

Ziad



* Does

- Studies at local cafés like Cilantro.
- Uses To-Do lists and weekly planners.
- Uploads lecture videos and notes into different platforms.
- Tracks analytics and celebrates streaks for motivation.

Feels

- Frustrated when losing track of tasks or files.
- Anxious about time slipping away between study and social commitments.
- Motivated by progress analytics and streaks.
- Relieved when everything is clearly organized in one interface.
- Confident when her week is structured and visible.



On Zone empathy Map

Says

- Just 40 minutes till class—if TikTok pops up, I'm finished."
- "I need to make every minute count on my way to campus."
- "I wish I could focus without getting bombarded by notifications."
- "I don't have time to set up complicated tools."
- "If it doesn't load instantly, I'll skip it."

Thinks

- I should revise efficiently before lectures."
- "Distractions kill my productivity."
- "There's no time for a full study session—I need quick focus bursts."
- "A fast, smart app would make my mornings productive."
- "If I stay consistent, my grades will improve."

Ahmed



* Does

- Opens OnZone during short gaps—on the bus, between lectures.
- Starts Pomodoro focus sessions immediately.
- Prioritizes reviewing notes or summaries over chatting.
- Uses smartphone exclusively for studying.
- Ignores social apps (or tries to) when focus mode is on.

Feels

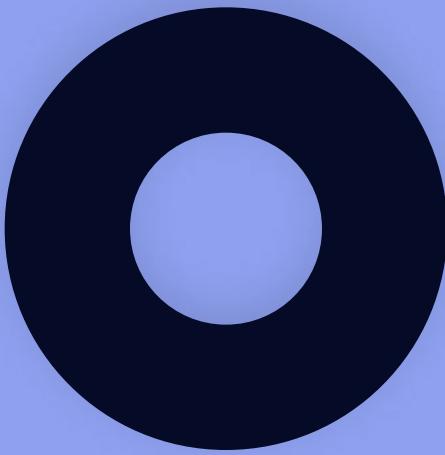
- Stressed by constant notifications and lack of focus.
- Motivated to make the most of limited time.
- Frustrated when apps lag or take too long to open.
- Satisfied after completing quick revision bursts.
- Empowered when distractions are blocked and tasks are clear.



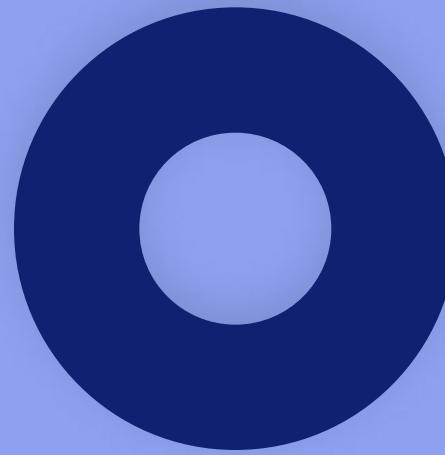
STYLE GUIDE

COLOR STYLE GUIDE

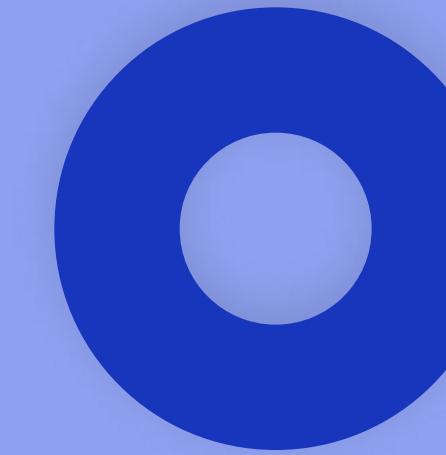
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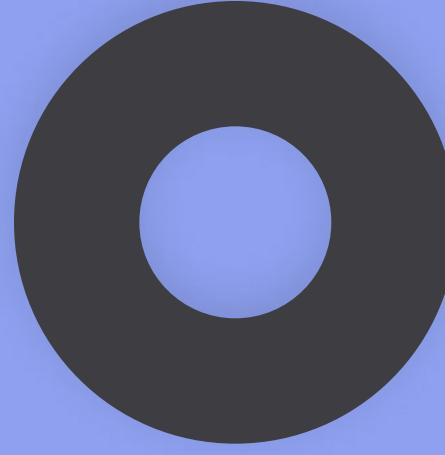
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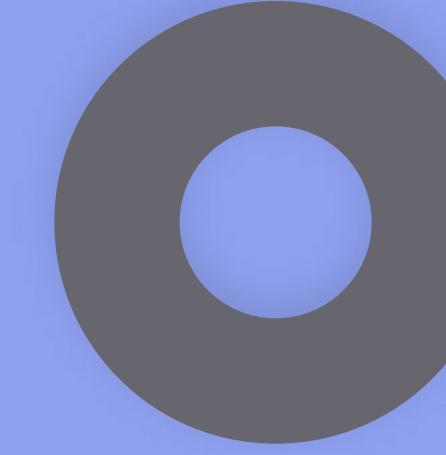
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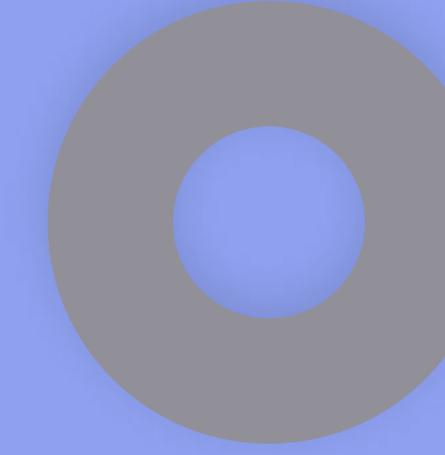
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Design system

- Typography
- Color
- Iconography



Roboto

LIGHT

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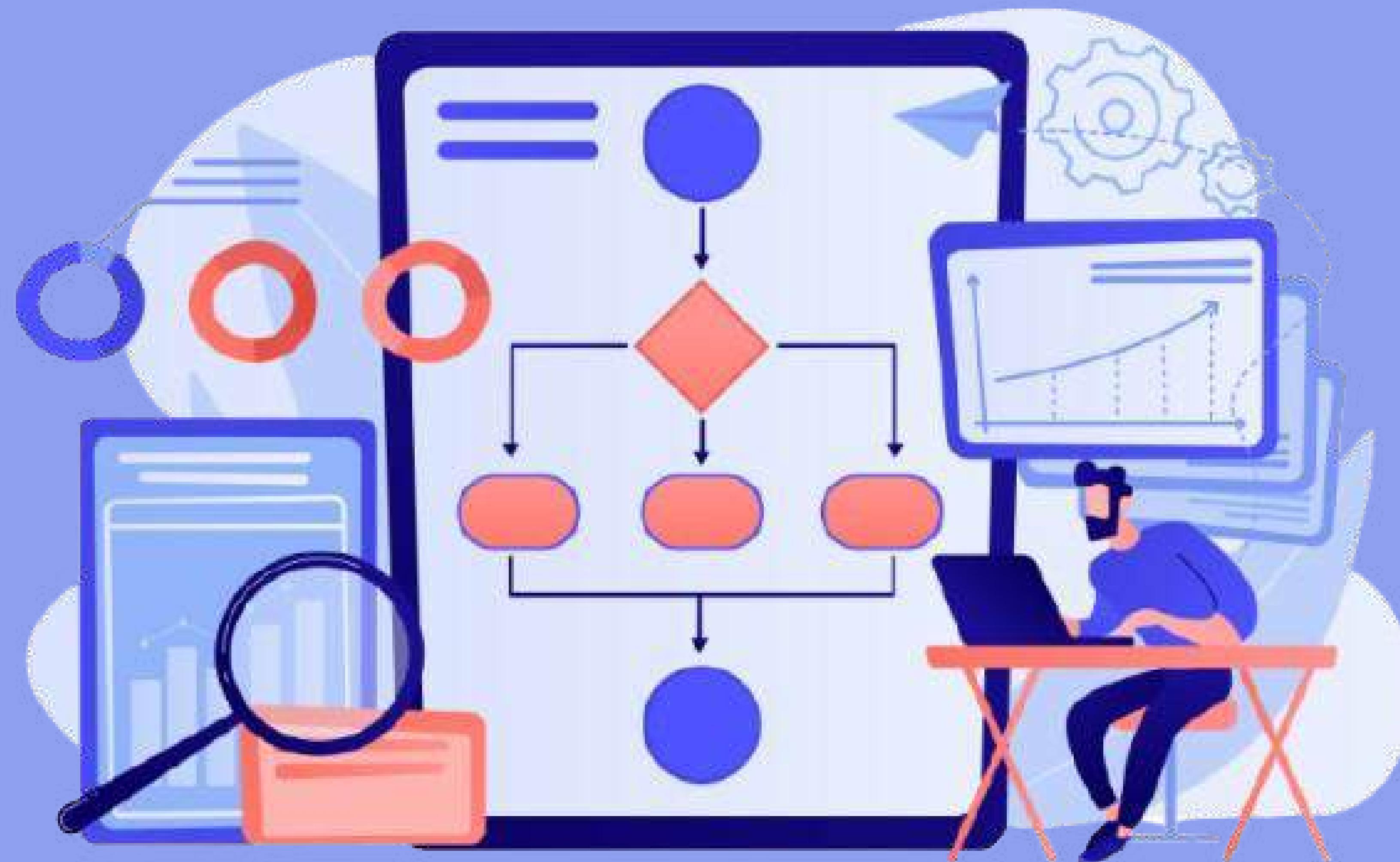


ICONOGRAPHY

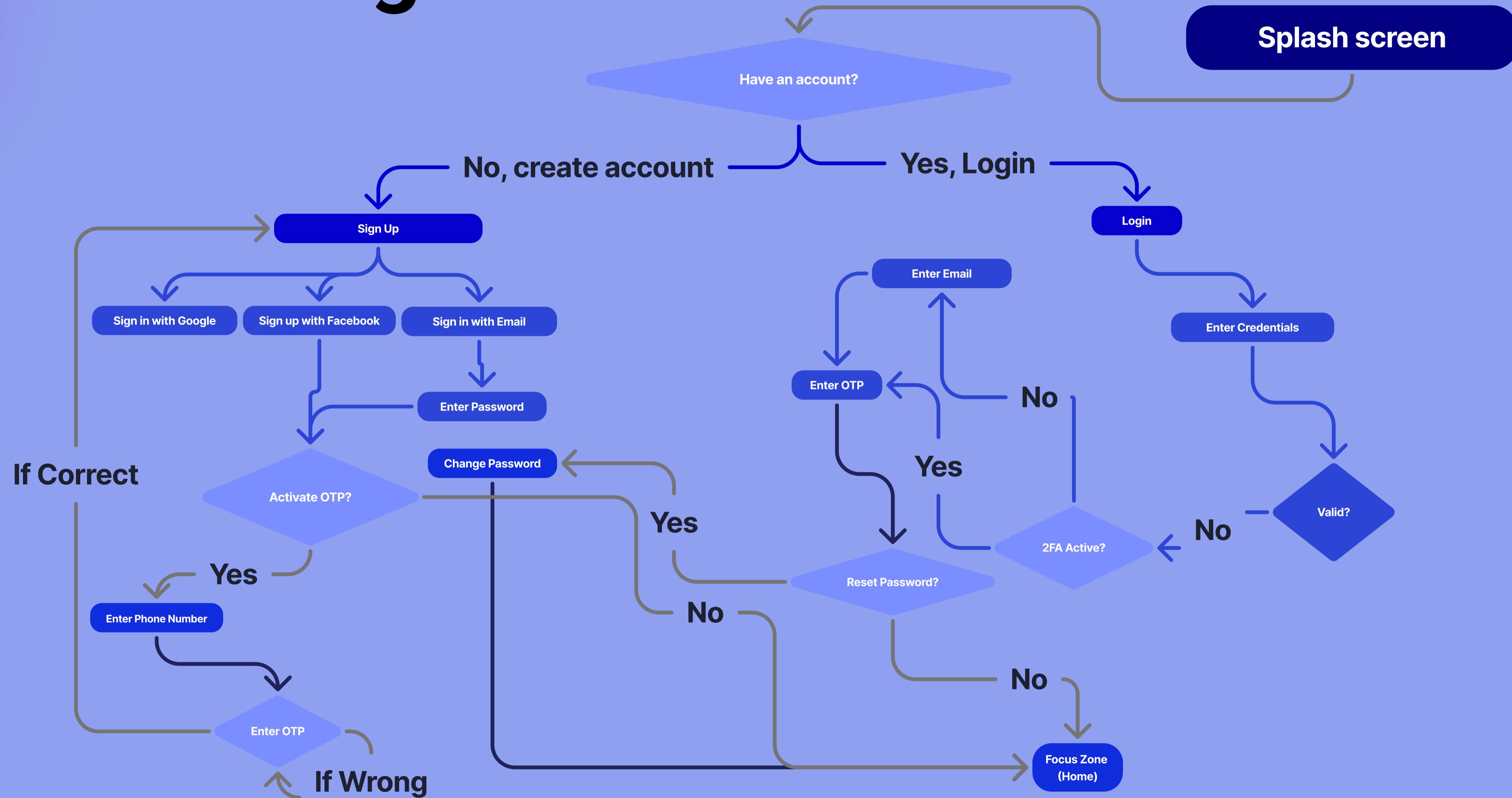
OUTLINE/REGULER



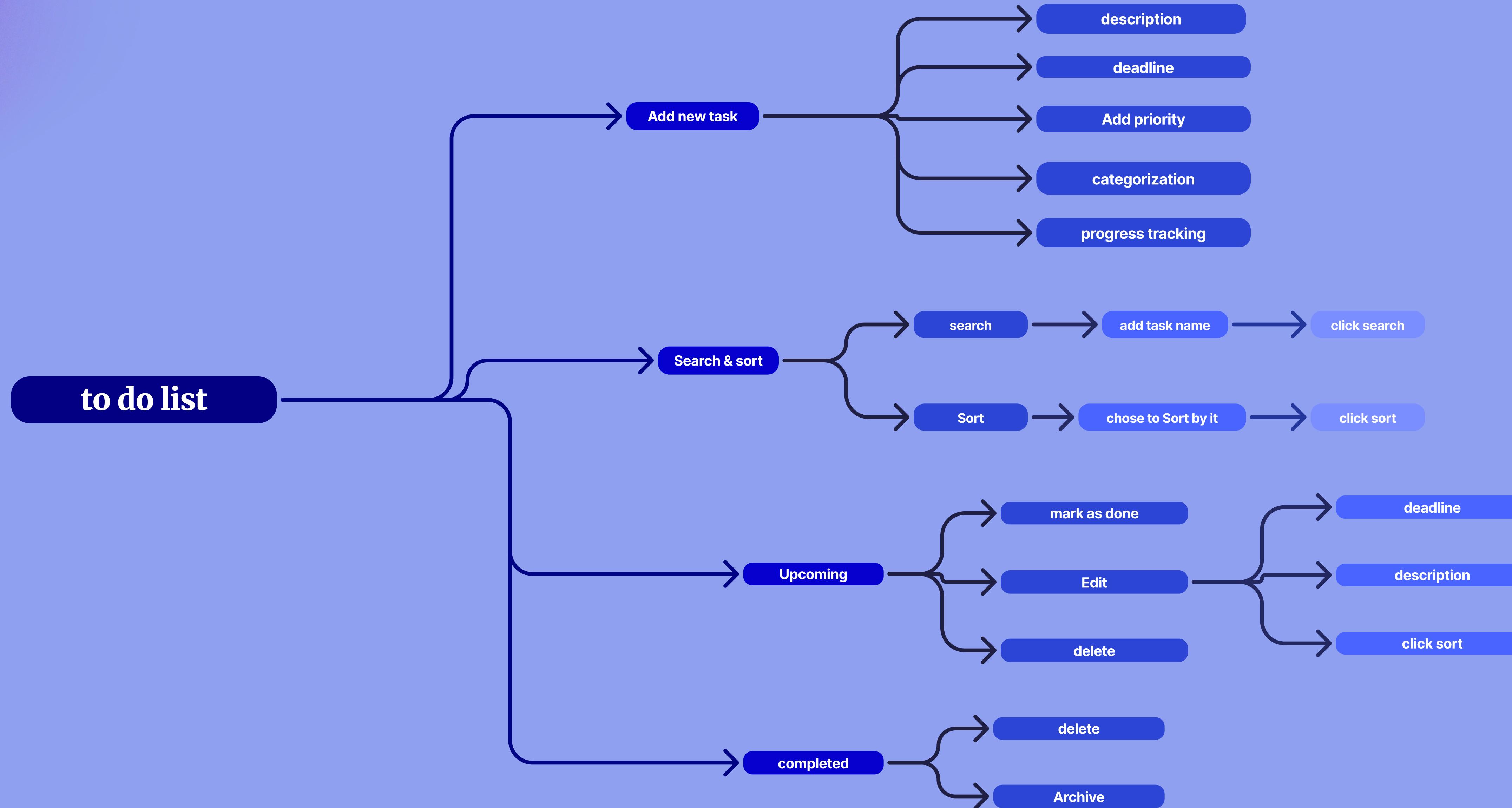
User Flow



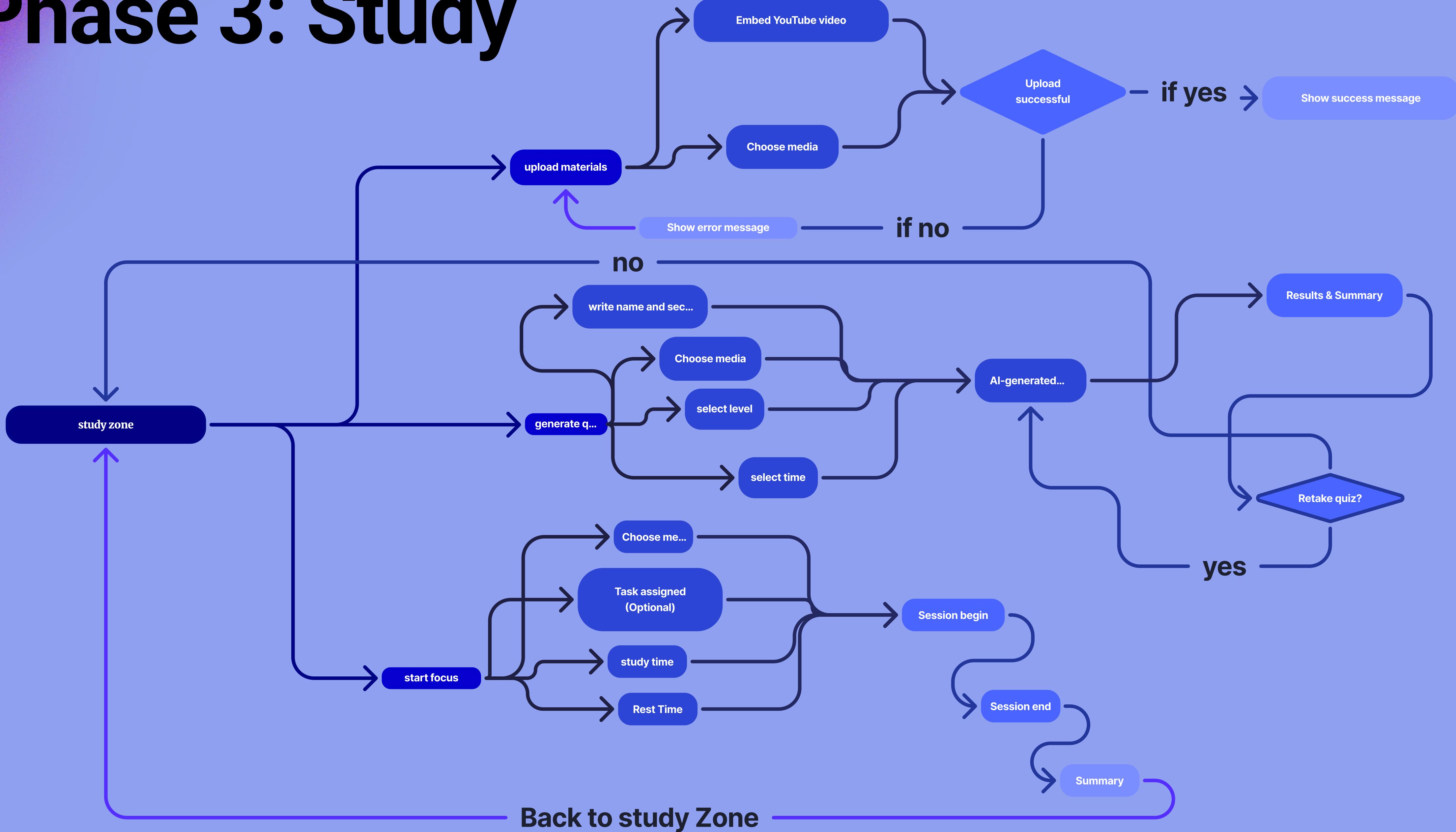
Phase 1: Login



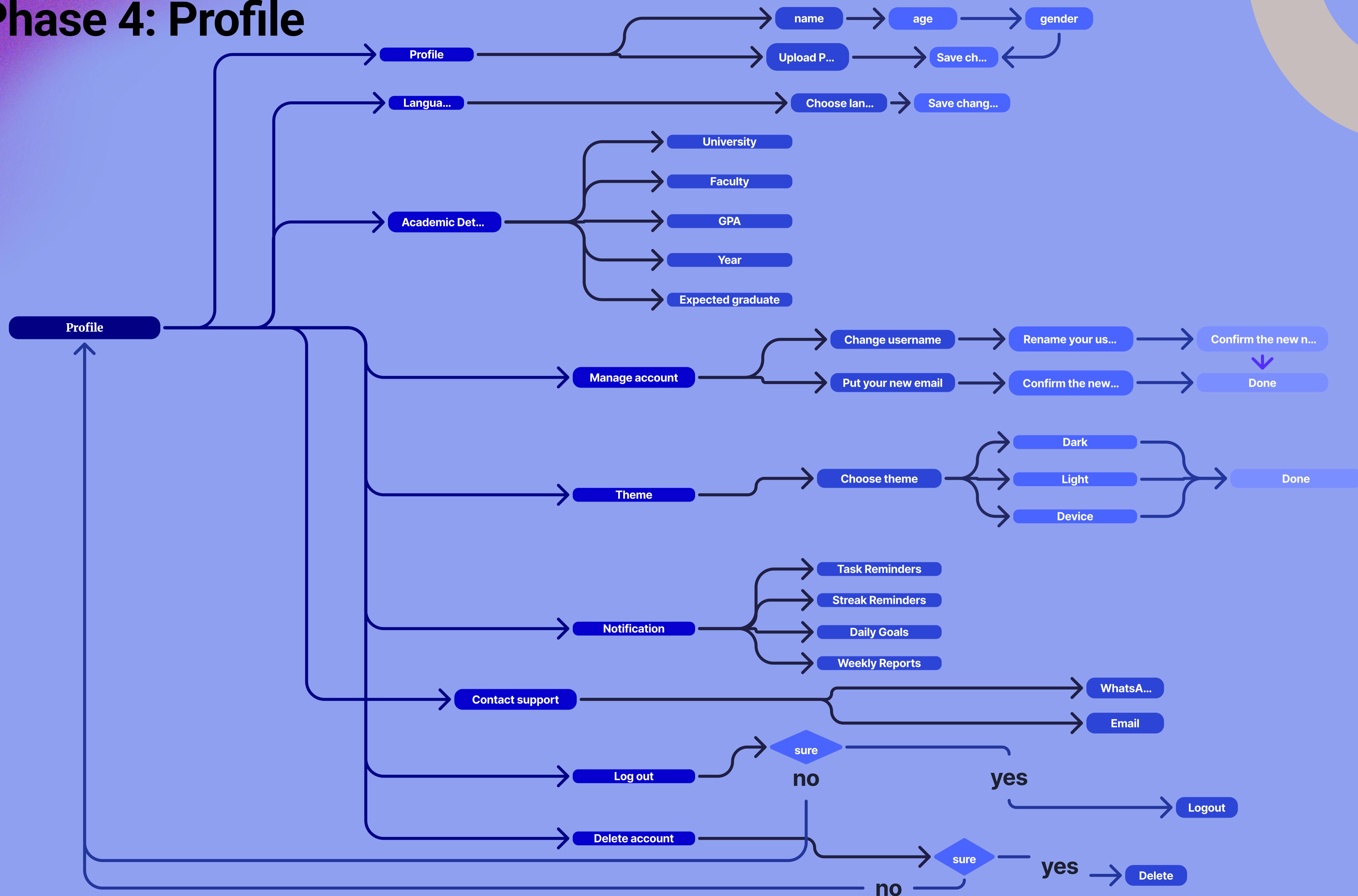
Phase 2: To Do List



Phase 3: Study



Phase 4: Profile



Phase 5: Growth



Mid-Fi Wireframes

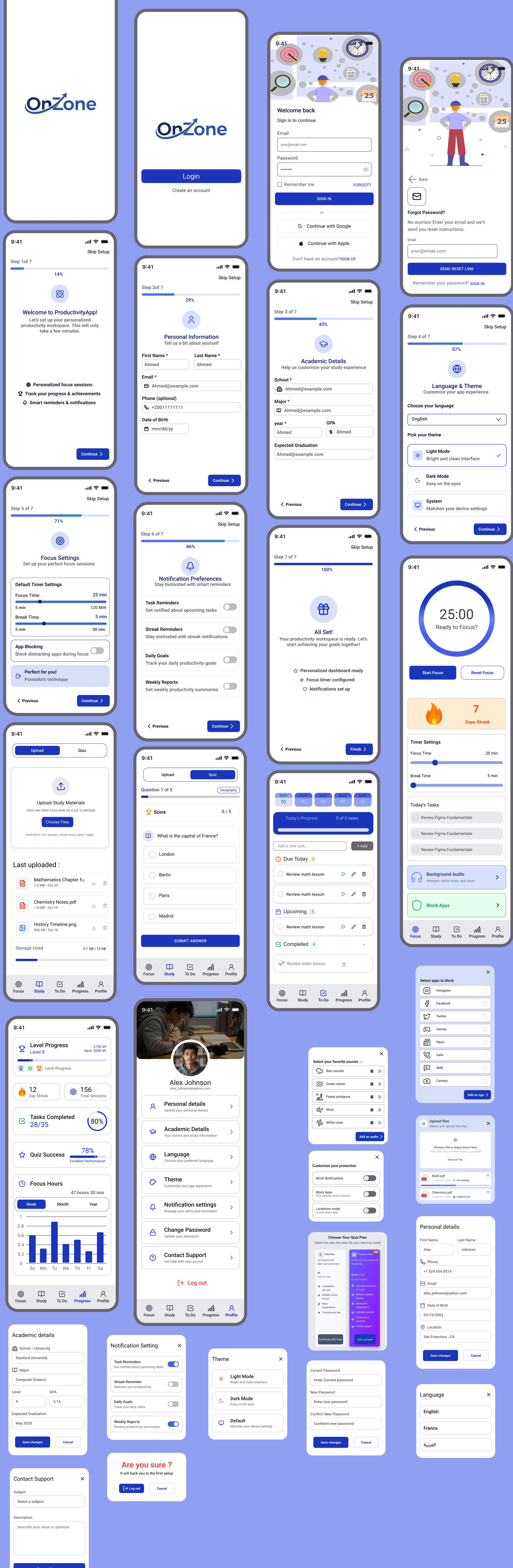
A mid-fidelity wireframe is a detailed representation of an app or website layout that bridges the gap between low-fidelity and high-fidelity wireframes.

The wireframes illustrate the OnZone app's user flow and interface design across various screens:

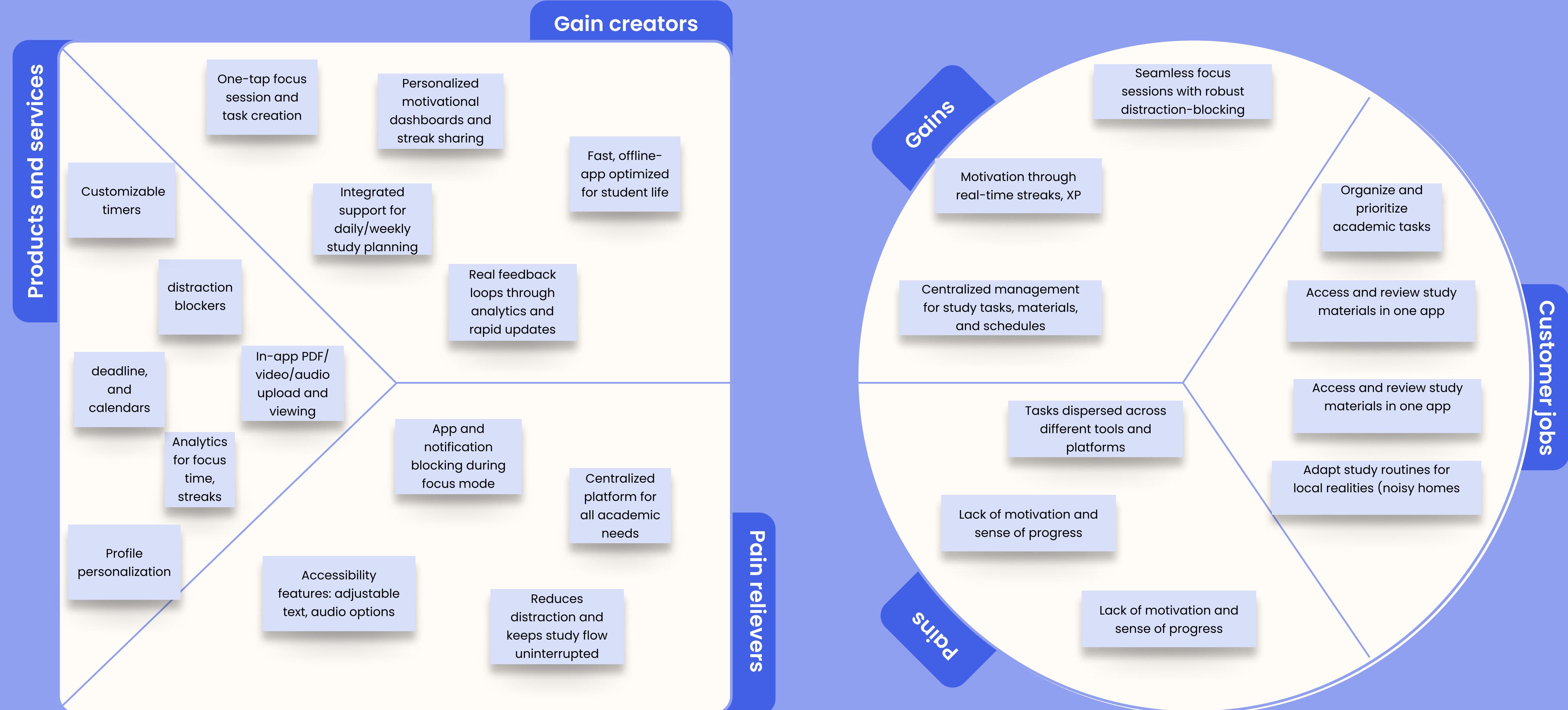
- OnZone Home Screen:** Displays the app logo and navigation links.
- Login Screen:** Shows the login form with fields for Email and Password, and options to Remember me, Continue with Google, or Continue with Apple.
- Welcome back Screen:** A sign-in continuation screen with a placeholder for Email and a "SIGN IN" button.
- Forgot Password? Screen:** Provides a link to enter email for password reset instructions.
- Setup Screens (Steps 1-7):** A series of screens guiding users through initial setup, including:
 - Step 1 of 7:** Welcome message and setup progress (14%).
 - Step 2 of 7:** Personal Information (29%) - Fields for First Name, Last Name, Email, Phone, and Date of Birth.
 - Step 3 of 7:** Academic Details (43%) - Fields for School, Major, Year, GPA, and Expected Graduation.
 - Step 4 of 7:** Language & Theme (57%) - Options for English, Light Mode, Dark Mode, and System.
 - Step 5 of 7:** Focus Settings (71%) - Default Timer Settings (Focus Time: 25 min, Break Time: 5 min) and App Blocking.
 - Step 6 of 7:** Notification Preferences (86%) - Task Reminders, Streak Reminders, Daily Goals, and Weekly Reports.
 - Step 7 of 7:** All Set! (100%) - Summary of setup completion and a gift icon.
- Productivity Dashboard:** Shows a large timer set to 25:00, a 7-day streak counter, and sections for Timer Settings, Today's Tasks, Background Audio, and Block Apps.
- Study Materials Screen:** Allows users to upload study materials and view recently uploaded files like Mathematics Chapter 5.pdf.
- Quiz Screen:** Displays a quiz titled "Geography" with a question about the capital of France and four answer options: London, Berlin, Paris, and Madrid.
- Level Progress Screen:** Shows progress metrics like Day Streak (12), Total Sessions (156), Tasks Completed (28/35), Quiz Success (78%), and Focus Hours (47 hours 30 min).
- User Profile Screen:** Includes sections for Personal details, Academic Details, Language, Theme, Notification settings, Change Password, and Contact Support.
- Sound Selection Overlay:** A modal for selecting favorite sounds from a list including Rain sounds, Ocean waves, Forest ambience, Wind, and White noise.
- File Upload Overlay:** A modal for selecting and uploading files, showing a preview of Math.pdf and Chemistry.pdf.
- Change Password Overlay:** A modal for entering current and new passwords, with "Save changes" and "Cancel" buttons.
- Personal Details Overlay:** A modal for updating personal information like First Name, Last Name, Phone, Email, Date of Birth, and Location.
- Language Overlay:** A modal for selecting language preferences, showing options for English, French, and Arabic.
- Notification Setting Overlay:** A modal for managing notification preferences for Task Reminders, Streak Reminder, Daily Goals, and Weekly Reports.
- Theme Overlay:** A modal for customizing the app's theme, showing options for Light Mode, Dark Mode, and Default.
- Contact Support Overlay:** A modal for reporting issues, with fields for Subject and Description, and a "Request Support" button.

UI Screens

Visually refined blueprints that showcase the app's final interface, colors, typography, and interactive elements



Value Proposition Canvas



Business Model Canvas

Key Partners

- Egyptian universities (collaborations, pilot launches)
- Local educational influencers and productivity communities
- Technology providers (cloud hosting, analytics, payment)

Key Activities

- App development, feature improvement, and UX design
- Marketing and awareness campaigns
- Collecting usage data and iterating product

Key Resources

- The OnZone development and design team
- Student research data and survey results
- Brand identity and community channels

Value Proposition

- One-tap, distraction-free study focus sessions
- Centralized to-do list and study material upload/view
- Real progress tracking (streaks, XP)
- Local, student-first design (works offline, respects study realities)
- Motivation and habit-building through progression tracking

Customer Relationship

- Regular product updates based on user feedback
- In-app community and support (Future work)
- Gamified motivation and achievement sharing

Channels

- University partnerships and student groups
- Social media (Instagram, TikTok, Facebook)
- App stores (Google Play, Apple App Store)

Customer Segments

- Egyptian university students (main target)
- High school students preparing for exams
- Students seeking habit-forming productivity

Cost Structure

- App development and maintenance
- Cloud hosting and storage costs
- Marketing, promotions, and campus events
- User research and testing

Revenue Streams

- Freemium: free core features, paid premium upgrades
- Subscription for advanced features (Ai chatbot, Ai quiz generation)
- Institutional licensing for universities/schools
- Sponsored content and partnerships
- In-app purchases for themes

SWOT ANALYSIS

STRENGTHS



- Deep focus features uniquely tailored for students
- Offline-first and accessible anywhere
- Motivational analytics (streaks, XP) boost engagement

OPPORTUNITIES



- High student demand for productivity tools in Egypt
- Partnerships with universities and local orgs
- Potential for premium upgrades and wider regional reach

WEAKNESSES



- Limited brand recognition in a competitive market
- Reliance on continuous updates and events to maintain user interest
- May require onboarding for less tech-savvy users

THREATS



- Retention drops if early motivation features fade
- Major bugs cause bad reviews and churn
- A rival goes viral or a global player enters and takes share



Maze version - OnZone Maze

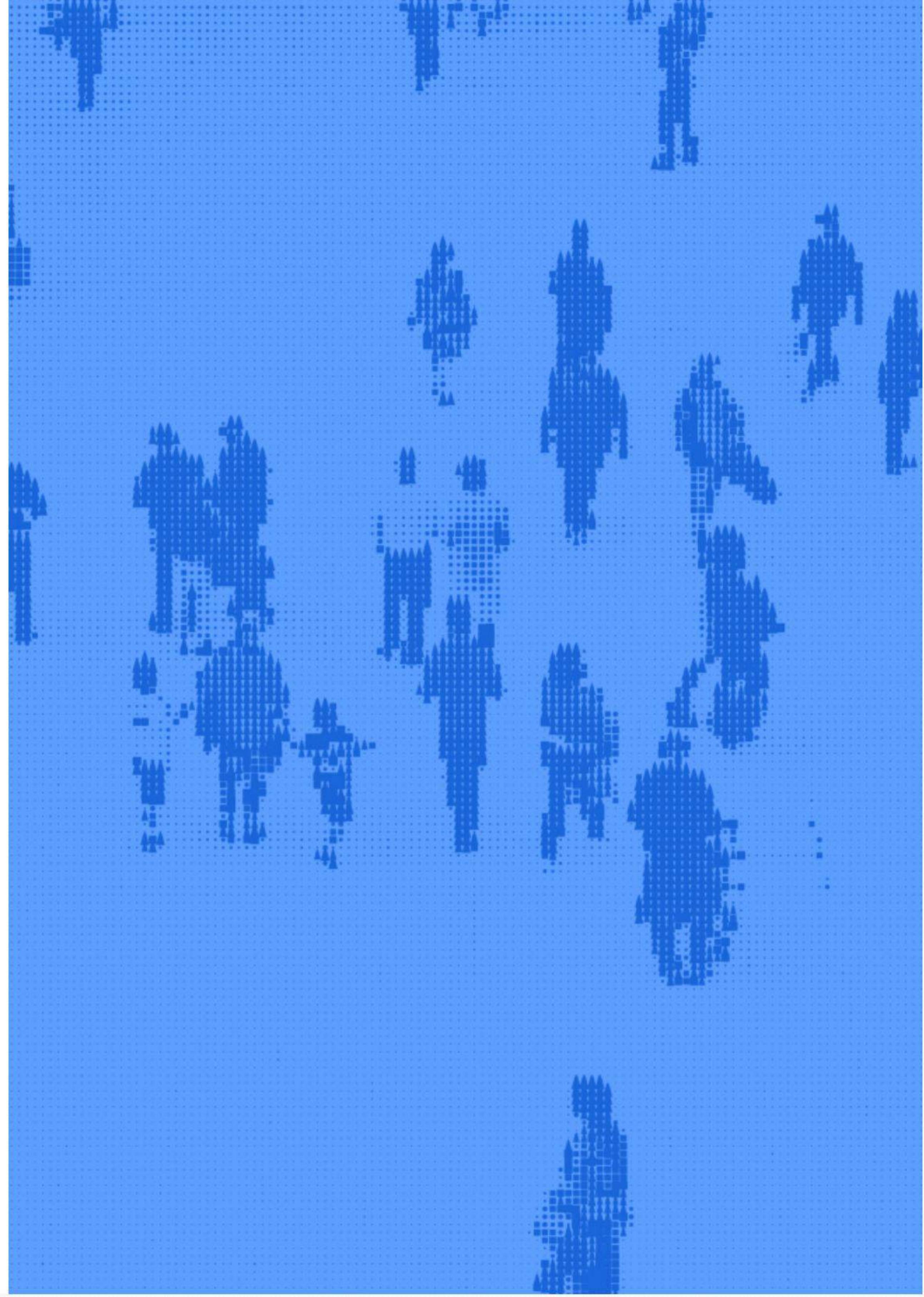
Your first project

Responses # of blocks

20 **4**

[See online report ↗](#)

Downloaded on the 11.14.2025



Have you used Productivity apps before?

Yes/No

20

Responses



45%

9 testers

55%

11 testers

[View details in Maze ↗](#)

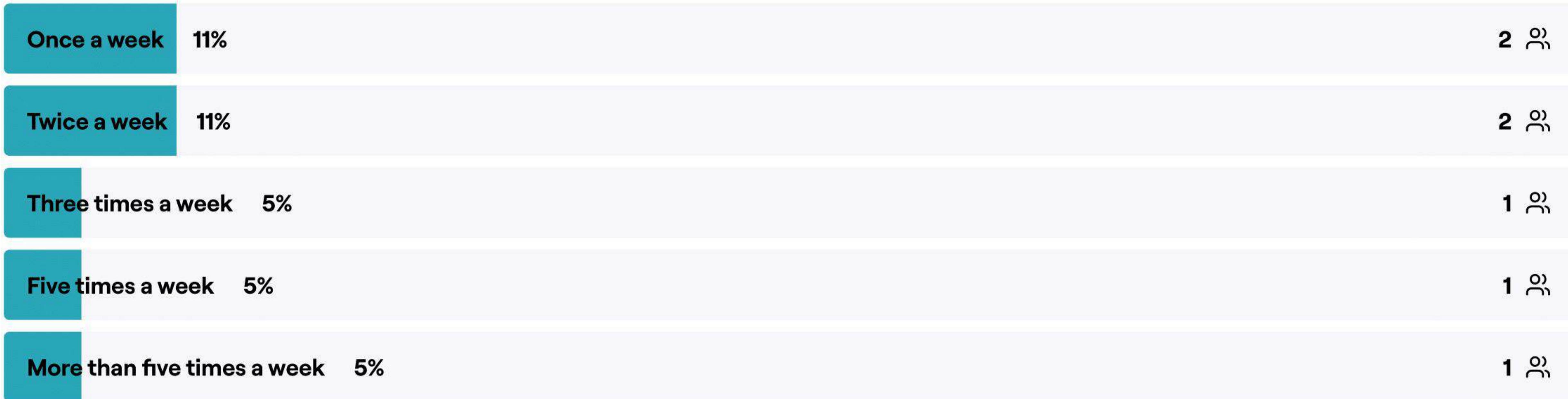
If yes, how often do you use productivity apps per week?

Multiple Choice

19

If no, skip to the next question.

Responses



[View details in Maze ↗](#)

Imagine you're trying to track your productivity over the last week, month, and year

Prototype Test • Screen-based

You're a first time user, make a new account and then try to do the task above



85.7%

Success rate



14.3%

Drop-off



39.9%

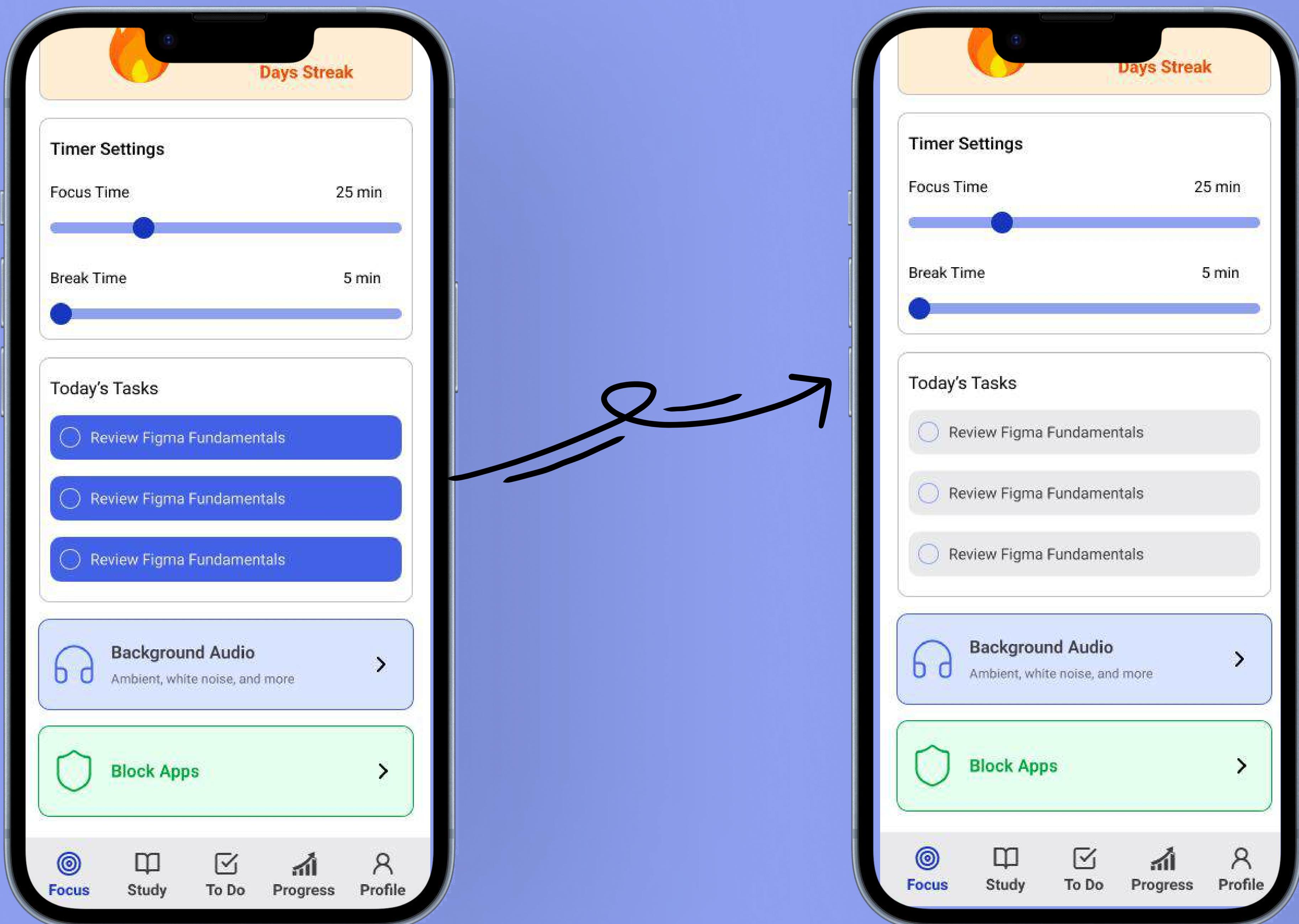
Misclick rate

52.9s
Avg. duration

14
Responses

Usability Testing

Based on user feedback, the tasks button colors was changed to cater to accessibility through enhancing contrast and readability



Thanks You For your Time!



Stay Productive . Stay Positive