

FocusMate: Build better screen Habits

Problem Challenge: Design a solution for individuals struggling to stay focused due to constant digital distractions.

1. User Research

User Interview 1: Priya, 17 years old (High School Student)

Use Case: Studying for competitive exams (NEET)

Goals:

- Minimize distractions during study hours.
- Track focus to build discipline.
- Get motivation through progress and rewards.

Pain Points:

1. Constant temptation from social media apps like Instagram and YouTube.
2. Difficulty in maintaining a study routine without getting bored.
3. No visibility into how much time is truly being used productively.

User Interview 2: Mayank, 29 years old (Freelance Designer)

Use Case: Remote work

Goals:

- Block apps like WhatsApp and Instagram during deep work.
- Track sessions to send reports to clients.
- Increase billable hours by avoiding distractions.

Pain Points:

1. Gets interrupted frequently by app notifications while designing.
2. Hard to differentiate between productive vs. nonproductive screen time.
3. Loses sense of accomplishment without visual progress tracking.

User Interview 3: Mansi, 40 years old (Working Mom in HR, Hybrid mode)

Use Case: Juggling work-from-home and parenting

Goals:

- Limit casual scrolling during work hours.
- Track focused work periods to maintain balance.
- Create healthier screen habits for herself and her teen child.

Pain Points:

1. Feels guilty about wasting time on shopping/reel apps between meetings.
2. No easy way to track and limit screen time.
3. Needs positive reinforcement to change behavior.

2. User Personas

Persona 1: *"The Competitive Student" - Kavita*

- **Age:** 19
- **Goals:** Stay focused while studying, reduce social media distractions, build a study streak.
- **Pains:** Opens Instagram out of habit, finds it hard to stay off phone, lacks clear reward for focus.
- **Needs:** App blocking during sessions, focus streaks, motivational rewards.

Persona 2: *"The Distracted Freelancer" - Arjun*

- **Age:** 29
- **Profession:** Freelance Designer
- **Goals:** Block distractions during deep work, improve productivity reports, focus more hours.
- **Pains:** Constant interruptions, wasted productive time, no measure of focus.
- **Needs:** Custom focus sessions, app usage analytics, smart notifications.

Persona 3: *"The Digital Juggler" - Divya*

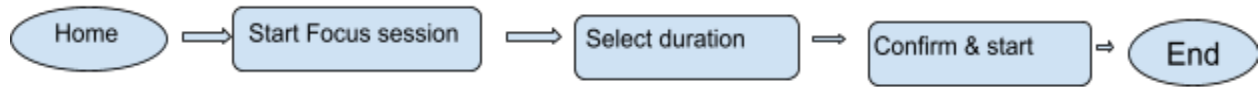
- **Age:** 38
- **Profession:** HR Manager & Parent
- **Goals:** Reduce screen time guilt, role model healthy habits
- **Pains:** Loses track of time on shopping apps, hard to enforce discipline, needs positive nudges.
- **Needs:** Scheduled app blocking, screen time rewards, parental mode or shared app.

Proposed solution

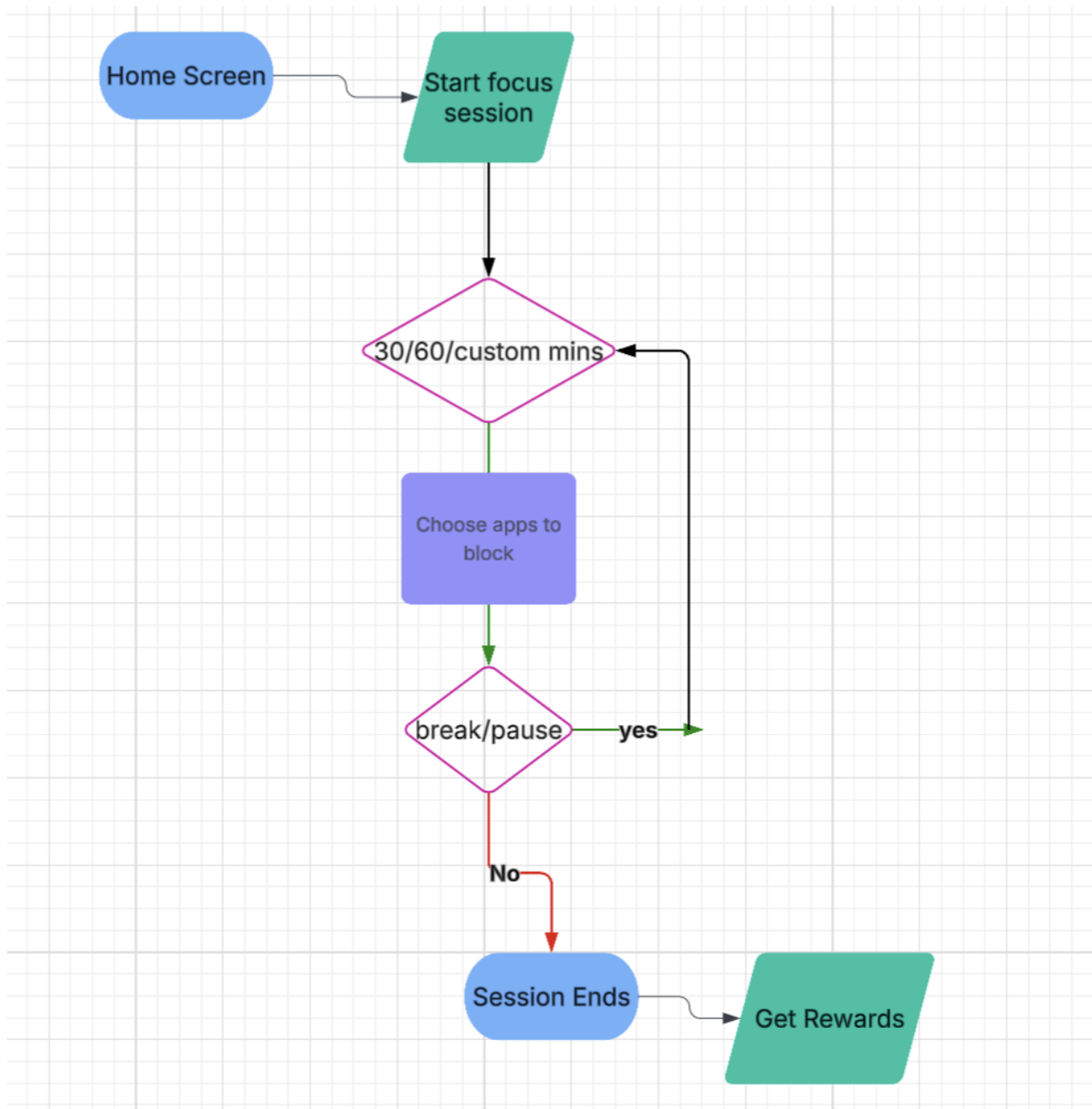
FocusMate is an app that helps manage screen time, block distractions, track focus, and reward productivity.

3. Flows

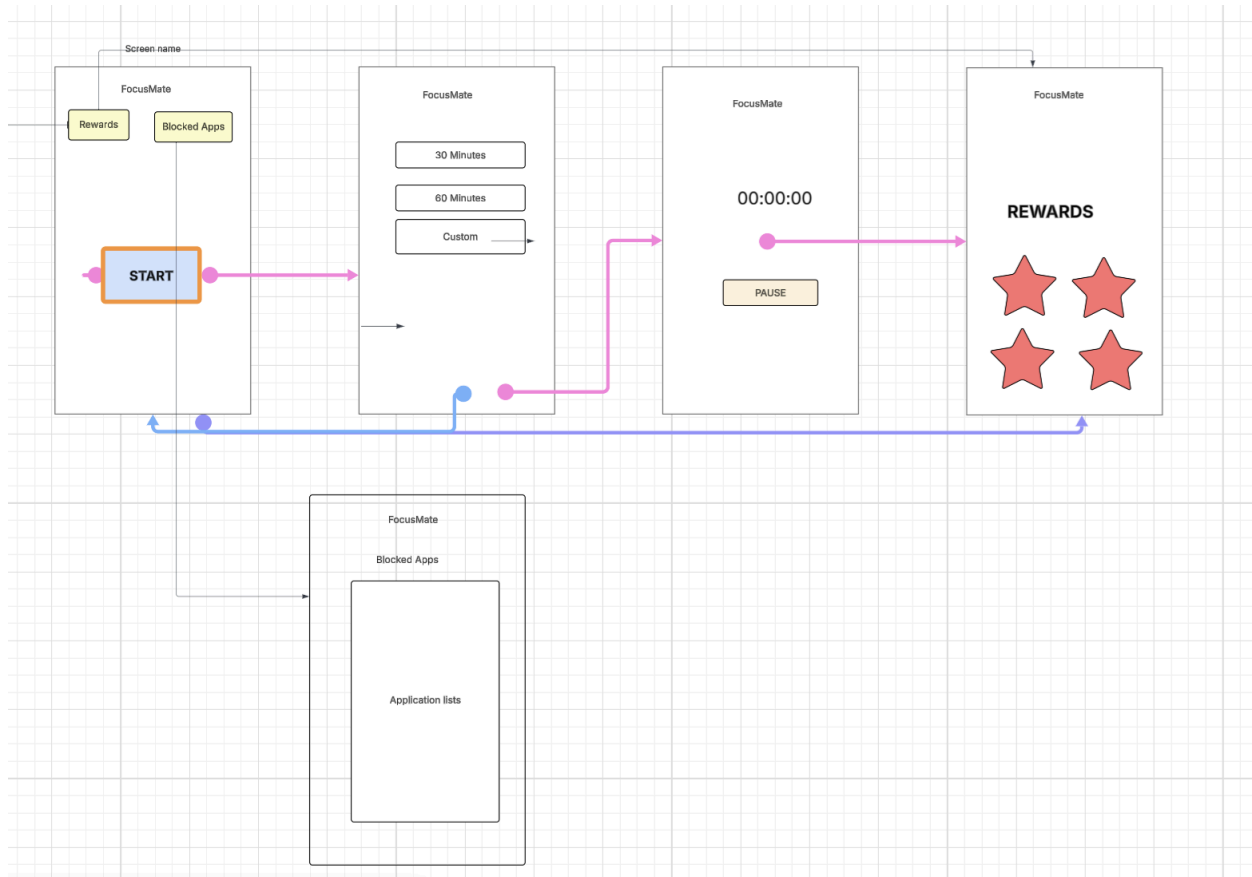
Task Flow: Starting a 30-Minute Focus Session



User Flow:



WireFlow



4. Usability Plan

Below are the key tasks to test for the usability

Task 1: Start a 30-Minute Focus Session

- Can the user complete the hero task of the app?

Task 2: Add a Goal or Reward Before Session

- Do users understand and use the motivation layer?

Task 3: Review Session Summary After Completion

- Can the user understand what they achieved?

Success Metrics:

Metric	Target Goal
Task completion rate	$\geq 80\%$
Avg. time to start session	≤ 30 seconds
Reward system understanding	$\geq 4/5$ rating
Satisfaction score post-test	$\geq 8/10$
Willingness to reuse app	$\geq 80\%$ of Users say "Yes"

Design Improvement Plan after Test

1. Difficulty finding 'Start' focus session
Solution: Increase button size and contrast
2. Confusion about goal setting
Solution: Add tooltips and suggest one automatically.