DesignSync Round 2

Background

With increasing screen time, rising stress levels, and digital distractions, users are actively seeking solutions to enhance their mental well-being, focus, and work-life balance. According to recent studies:

- **Screen time per person has increased by over 50% in the last five years**, driven by remote work, social media, and on-demand content consumption.
- The **average smartphone user spends over 4 hours daily on their device**, with social media and entertainment apps accounting for a significant portion of usage.
- Digital distractions have been linked to **a 40% decrease in productivity** and an increase in anxiety-related disorders.

While some apps like **Headspace, Forest, and Apple's Screen Time** exist, they have limitations:

- **Headspace** focuses on guided meditation but lacks real-time interventions for reducing screen addiction.
- **Forest** encourages focus through gamification but doesn't provide insights into long-term digital habits.
- **Apple's Screen Time** provides usage reports but offers minimal behavioural nudges to encourage sustainable habit changes.

There is an opportunity a **holistic digital well-being app** that not only tracks screen time but also **actively helps users build better digital habits, improve focus, and enhance mental well-being.**

Problem Statement

As a **Product Manager at a health-tech startup**, your goal is to **design a product from scratch** that enables users to track, manage, and improve their digital well-being.

Your product should address:

- **Screen Time Management:** How can users track and optimize their screen usage?
- **Focus & Productivity:** What features help users stay productive and reduce distractions?
- **Mental Well-being:** How does the product contribute to mindfulness and stress reduction?
- **Habit Formation:** How does the app encourage sustainable, healthy digital habits?

Tasks

1. Product Concept & Vision (15 points)

- Define your **product vision** and key value proposition.
- Outline 3 core **user personas** (e.g., a remote worker struggling with screen time, a student managing study distractions, a parent controlling a child's device use).

2. Core Features & Functionality (30 points)

- Identify **at least 5 high-impact features** to improve digital well-being.
- Explain why these features are necessary and how they solve pain points.

3. Wireframes & User Flow (40 points)

- Design wireframes for the main user journeys:
    - Onboarding & personalization
    - Tracking screen time & app usage
    - Focus & distraction-blocking mode
    - Guided mindfulness & relaxation exercises
    - Setting and tracking digital habit goals
- Tools like **Figma, Balsamiq, or hand-drawn sketches** are acceptable.

4. Press Release (10 points)

- Write an internal press release (in Amazon's **Working Backwards format**) announcing the product launch.

Submission Guidelines

- Submit your PPT or PDF with a **maximum of 3 slides**—keep it concise, well-structured, and customer-focused, as clients appreciate clear and to-the-point responses!
- Wireframes can be shared as **images or links to design tools**—essential for a design case, of course!
- Upload a **ZIP file (max 50MB)** on Unstop, following the naming format: **"TeamName_TeamLeadName_CollegeName".**