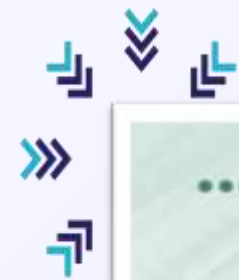




Product **Space**

# Screen-Wise App

Smarter Screens, Healthier Minds



The mockup shows a mobile app interface with a light green background. At the top, there's a circular logo of a person's head. Below it, the text 'Screen-Wise' is followed by 'Smarter Screens, Healthier Minds'. The main heading is 'Login' with the subtext 'Sign in to continue'. There are three input fields: 'Name', 'Password', and a 'Log In' button. At the bottom, there's a 'Forgot Password' link and the website 'www.Screen\_Wise.com'.



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## Design Sync Presentation

*CHALLENGE – To DESIGN a PRODUCT to TRACK, MANAGE, & IMPROVE USERS' Digital well-being.*



BY- TUSHAR PANDEY

Team – TUSHAR.Pandey02

LinkedIn – <https://www.linkedin.com/in/tusharpandey01/>





## Product Vision

Empower users to take control of their digital well-being with an AI-driven platform that tracks usage, minimizes distractions, and fosters mindful tech habits. Through real-time analytics, smart focus tools, and behavioral nudges, we enable healthier screen interactions for improved productivity and mental wellness.

## Key Value Proposition

Screen-Wise is an AI-driven digital well-being platform that empowers users to take control of their screen time and build healthier digital habits. By combining real-time analytics, smart interventions, and mindful guidance, it transforms digital interactions into a balanced, productive, and distraction-free experience.

### Customer

- Empowers users to track, manage, and improve screen time while fostering healthier digital habits through AI-driven insights and interventions.

### Product-Market Fit

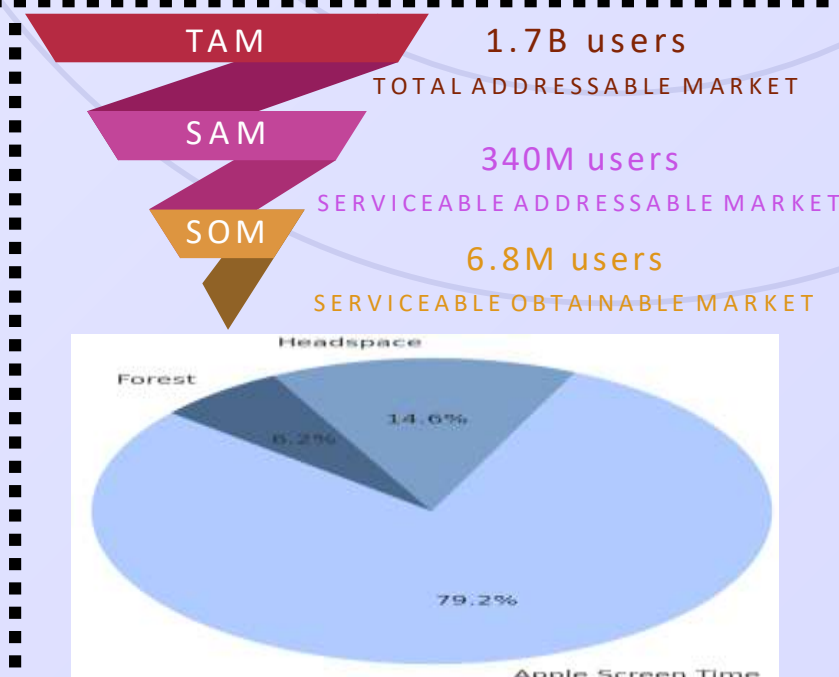
- Bridges the gap between screen tracking, habit formation, and mindfulness, offering a comprehensive solution for professionals, students, and families.

### Business

- Addresses the rising demand for digital well-being solutions, reducing screen addiction and enhancing productivity, leading to high user engagement and retention.

### Differentiation

- Unlike passive tracking apps, Screen\_Wise actively nudges behavior change with AI-driven insights, distraction-blocking tools, and guided mindfulness exercises.



## User Persona



### Pain Points

- Struggles with excessive screen time due to back-to-back video calls, emails, and social media analytics.
- Often feels fatigued and distracted, leading to decreased productivity and stress.
- Needs AI-powered focus tools, screen time reminders, and healthy break suggestions to maintain work-life balance.



**Mr. Williams 42Yrs.**  
**Remote Marketing Manager**

**(Work-from-Home Professional)**



### Pain Points

- Struggles with managing her children's screen time while balancing her own digital overload at work.
- Worries about her kids' dependency on devices but doesn't want to force strict restrictions.
- Needs intelligent parental controls, customized screen limits, and gamified habit-building tools to promote mindful screen use for the entire family.



**Mrs. Sunita – 35Yr.**  
**Finance Executive & Mother of Two**

**(Busy Parent Managing Work & Family)**



### Pain Points

- Struggles to stay focused on studying due to frequent phone notifications and social media distractions.
- Finds it hard to maintain structured study sessions without digital interruptions.
- Needs a **smart focus mode**, **Pomodoro-based study planner**, and **stress-relief mindfulness exercises** to improve concentration and retention.



**Mr. Patel – 24yrs.**  
**Medical Student**

**(Aspiring Surgeon with a Hectic Study Schedule)**







# Screen-Wise App

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## Key Metrics :

- \*Daily Active Users (DAU) / Weekly (WAU)
- \*Focus Mode Activation Rate
- \*Screen-Free Time Streaks
- \*Subscription Conversion Rate

## App Features

### Enterprise & Parental Control Suite

- Enables businesses and parents to monitor digital well-being with team productivity analytics and focus session tracking.
- Scales efficiently by offering AI-driven smart nudges, remote screen limits, and gamified engagement.

### Multi-Device Synchronization & Cross-Platform Management

- \*Syncs user data across multiple devices (smartphones, tablets, laptops, smartwatches) for seamless tracking.
- Real-time dashboard for monitoring and controlling screen time.

### Screen Time, Emotion & Stress Detection

- \*Tracks usage, stress, and fatigue via facial recognition, voice, and keystrokes.
- Provides real-time insights and personalized relaxation prompts.

### AI-Powered Focus Mode & Distraction Blocking

- \*Intelligently blocks distractions based on activity and work hours.
- Suggests AI-driven soundscapes, breathing exercises, and screen-free time slots.

### Sleep Tracking & Night Mode Optimization

- \*Monitors pre-sleep device usage, adjusting brightness and color.
- Offers wind-down routines like audiobooks, meditation, and content filtering.

### Enterprise & Parental Control Suite

#### ● Problem:

- Employers struggle to manage workforce productivity in a remote/hybrid environment.
- Parents need smart tools to ensure children develop healthy screen habits.

#### ✓ Solution:

- Provides analytics dashboards for businesses to monitor employee digital wellness.
- Enables parental control features like smart nudges, time limits, and gamified screen time management.

#### 🎯 Impact:

- Businesses improve employee engagement and reduce digital fatigue.
- Parents ensure balanced screen time for children while making it engaging rather than restrictive.

### Multi-Device Synchronization & Cross-Platform Management

#### ● Problem:

- Users switch between multiple devices (smartphones, laptops, tablets, smartwatches), making it difficult to track and manage overall screen time.
- Parents and employers struggle to monitor digital well-being across devices.

#### ✓ Solution:

- Provides a **real-time centralized dashboard** that consolidates screen time analytics, reports, & well-being insights.
- Enables **remote control features** for businesses and parents, allowing for digital time limits, content filtering, and usage restrictions.

#### 🎯 Impact:

- Users get a **holistic** view of their digital consumption across all platforms.
- Parents can ensure children **develop balanced screen habits** without manual monitoring.

### Screen Time, Emotion & Stress Detection

#### ● Problem:

- Users struggle with excessive screen time, leading to stress, fatigue, and burnout.
- Existing screen time trackers lack emotional awareness and real-time interventions.

#### ✓ Solution:

- Tracks digital consumption, facial expressions, voice tone, and keystroke patterns to detect stress and emotional fatigue.
- Provides real-time insights and nudges users with relaxation prompts, like guided breathing or break reminders.

#### 🎯 Impact:

- Helps users self-regulate screen time by identifying when they feel overwhelmed.
- Prevents digital burnout by integrating proactive interventions rather than just passive tracking.

### AI-Powered Focus Mode & Distraction Blocking

#### ● Problem:

- Manual app-blocking solutions are ineffective because users override them.
- Distractions are often unplanned, requiring a smarter, context-aware blocking system.

#### ✓ Solution:

- AI learns user behavior and dynamically blocks distractions based on work patterns.
- Provides personalized nudges, adaptive focus modes, and alternative productivity tools (e.g., note-taking, offline reading suggestions).

#### 🎯 Impact:

- Reduces reliance on willpower by making focus mode adaptive.
- Users experience more seamless work sessions without intrusive distractions.

### Sleep Tracking & Night Mode Optimization

#### ● Problem:

- Excessive screen time before bed disrupts sleep cycles due to blue light exposure and overstimulation.
- Users often struggle to wind down and transition into sleep mode.

#### ✓ Solution:

- Monitors late-night device usage and automatically adjusts brightness, screen temperature, and app access.
- Suggests wind-down activities like audiobooks, meditation, or low-stimulation content.

#### 🎯 Impact:

- Enhances sleep quality by reducing digital interference.
- Encourages healthier nighttime routines, improving overall well-being.





## INTERNAL PRESS RELEASE

**Subject: Launching Screen\_Wise – The Future of Digital Well-being**

**Date: 23.02.2025**

Today, we are thrilled to announce the official launch of Screen\_Wise, a groundbreaking solution designed to empower users to take control of their digital well-being.

### Product Vision

At Screen\_Wise, we envision a world where technology enhances lives without overwhelming them. Our product delivers real-time screen time analytics, personalized focus tools, and guided mindfulness exercises to create a sustainable digital experience.

### Core Values :

- **Empowerment:** Helping users take charge of their digital habits.
- **Innovation:** Leveraging AI and behavioral insights for tailored interventions.
- **Well-being:** Promoting mental health, focus, and digital mindfulness.

### Product Offering & Key Features :

- **Adaptive Focus Mode:** Real-time distraction blocking and workflow optimization.
- **Personalized Well-being Coaching:** AI-driven recommendations for mental and emotional health.
- **Sleep Optimization Suite:** Blue-light filtering, wind-down modes, and healthy bedtime routines.
- **Community & Enterprise Solutions:** Collaborative digital wellness for teams and families.
- **AI-Powered Emotion & Stress Detection:** Facial recognition and keystroke analysis for stress management.
- **Dynamic Work-Life Balance Mode:** Automated work-personal-sleep transitions with screen-free zones.
- **Enterprise & Parental Control Suite:** Digital wellness monitoring for organizations and families.

### Strategic Impact & Market Fit :

We believe Screen\_Wise will redefine digital wellness by integrating AI-driven personalization with industry-leading research. By addressing user needs across individual and corporate levels, we expect high adoption and retention rates, positioning us as leaders in this space.

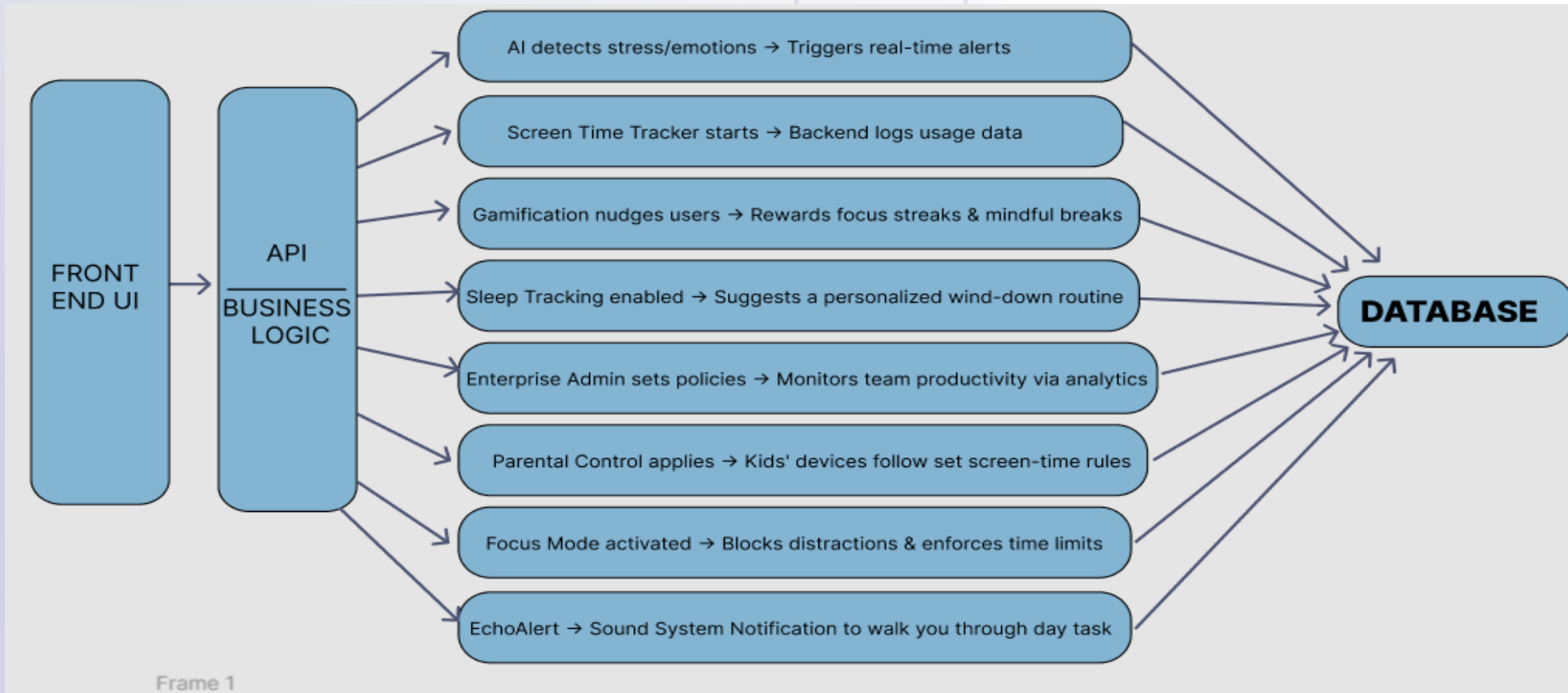
### Next Steps & Call to Action :

As we embark on this journey, we encourage our internal teams, partners, and stakeholders to leverage Screen\_Wise and drive adoption through awareness campaigns, user engagement programs, and corporate partnerships. Together, we can set a new standard for digital well-being.

**[CEO Name]**

Chief Executive Officer

## APP ARCHITECTURE:



## APP PROTOTYPE:

