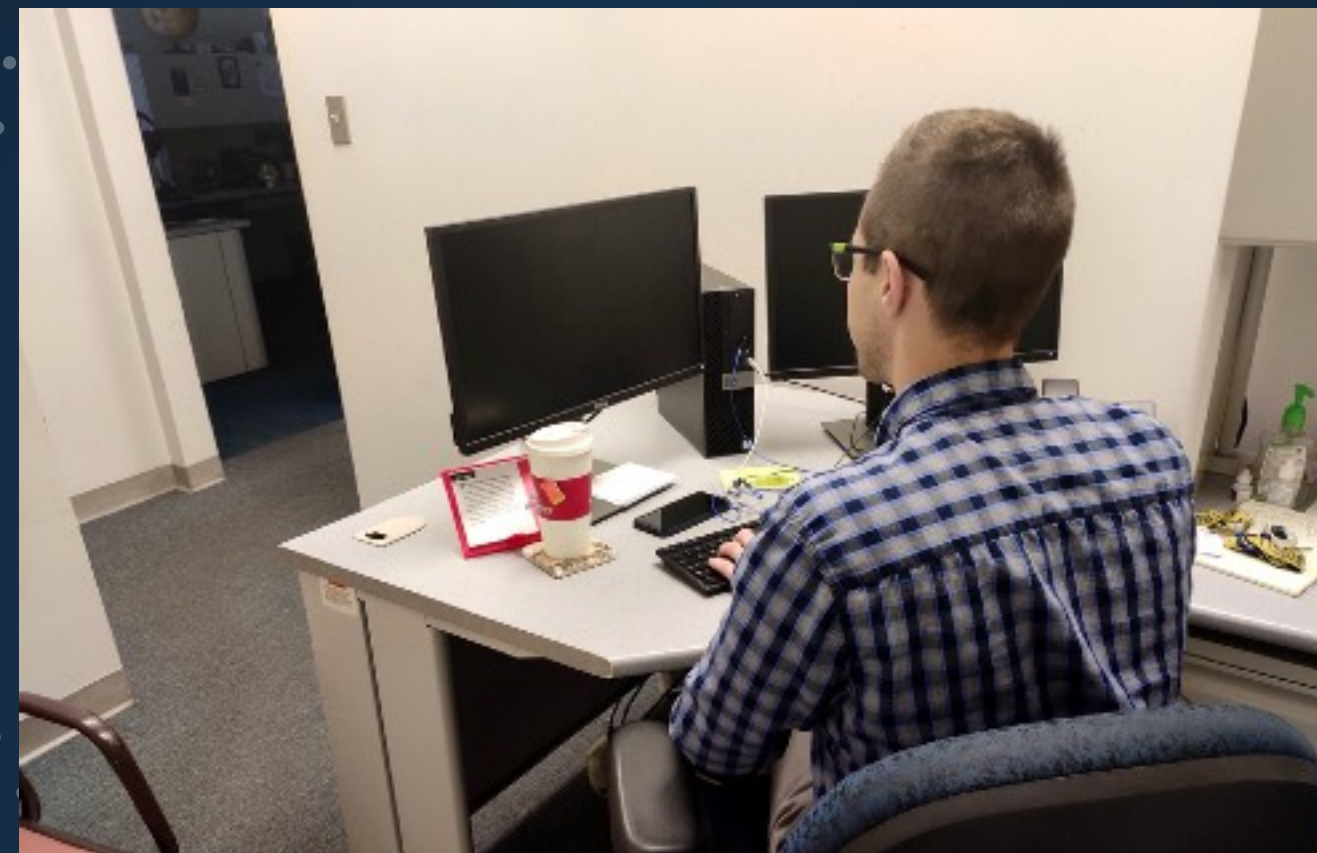


" Oftentimes, I just forget to take the breaks once I am in the flow during work hours."



"Health apps are tracking everything and it's almost neurotic."



Most participants got up from their chair for either water or coffee



The mobile phone was an integral part of their work setup, and they interacted with it frequently



Competitive Analysis

Competitive Evaluation

Application Usage, Type of Alert, Type of device, Manual v/s Automatic, Measurement criteria

App or Products	 Stand App	 Randomly Remind Me	 Time out	 Eyeleo	 Pomodoro	 Apple rings	 Vector Robot
Platform	iOS	Android	Mac	Windows	Fitbit	Apple Watch	Robot
Design	Poor	Average	Good	Poor	Average	Great	Great
Alert type	Sound	Sound	Visual	Visual	Visual/Sound	Visual/ Haptic	Visual/Sound/ Haptic
Manual/ Auto	Manual	Manual	Manual	Automatic	Automatic	Automatic	Autonomous
Reviews	---	Ok	Good	---	---	Good	Ok
Price	\$4.99/month	Free	Free	\$9.99	Free	Built in Feature	\$450.99
OA: Ease	2/5	3/5	3.5/5	2/5	3.5/5	3/5	3.5/5