

Screen time issue in a digitalized society



Service Design for IDBM Challenge

Ali Chaudhry

6h58m

per day



The average global
screen time today

Source: <https://truelist.co/blog/average-screen-time-statistics/>

Our Research
at Aalto:

**32 hours/week
on average**

Decreased
Efficiency

Information
Overload

Individual

Reduced
Focus

Learning
Challenges

Mental
Health

Economic
Challenges

Reduced
Productivity

Community

Decreased
Empathy

Social Interaction
Challenges

Well-being &
Healthcare System

Society

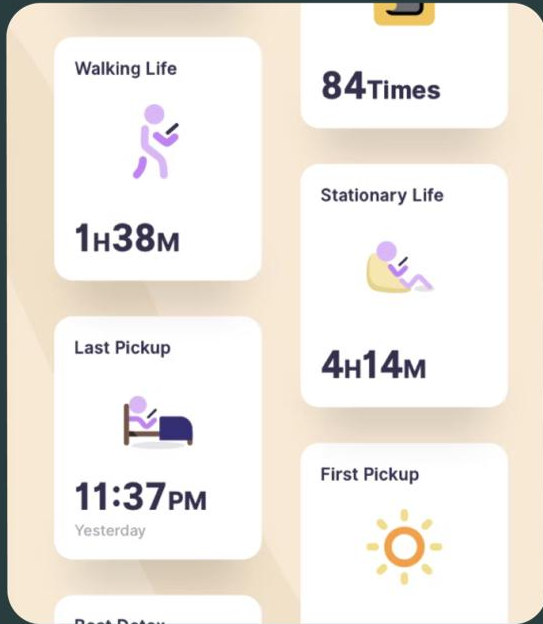
Change in Social Norms,
Culture, Etiquette



**Managing
screen time:**
where we can
reduce.



What are the existing solutions?



Time Limit

You've reached your limit on Safari.

One More Minute

Remind Me in 15 Minutes

Ignore Limit For Today



Barriers

Before using
the app



After using
the app

1 Reluctance

“I don’t have any
issues with my
screen time”

2 Ineffective

“I’m just going to
ignore the limit
today”

3 Guilt

“I feel guilty
spending too
much time on
screen today”



**How might we boost
Gen-Z's motivation to shift
their screen time habit?**

The Digital Native



Experience Adventurer



6 out of **10**

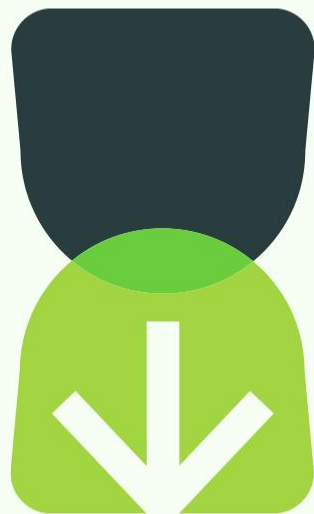
Plan to attend a live festival in the next 12 months after pandemic

89%

Values real experience more than posting for social media

86%

Would attend more events if there were more student discounts offered



**GREEN
TIME
GLOBAL**



Helsinki




HELSINGIN
KAUPUNGINMUSEO



ePassi
Edenred
smartum!
eazybreak

Action Plan



1

Awareness

2

Action

3

Engage

Global
Screen Time
Reduced



Show your screen time, get benefits.

The less time you spend scrolling,
the more you save on fantastic experiences!



**GREEN
TIME
GLOBAL**

#GottaGo





Screen Time Token



30%

5%

15%

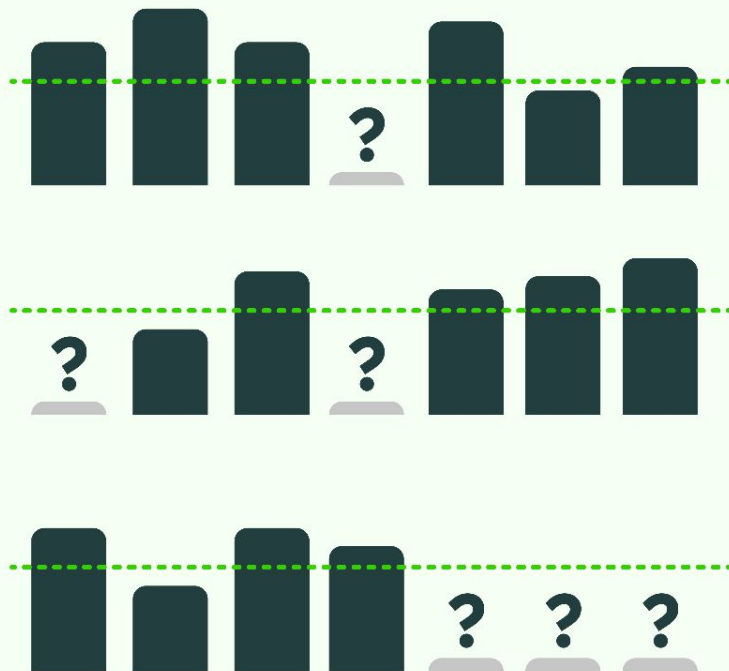
1h 39m

3h 25m

5h 49m



Irregularity Check





Community Workshops



Screen Free Sunday



Eco Volunteering



**Join our movement and
let's experience the world
beyond the screen.**

