

Abstract geometric lines in black, forming various overlapping polygons and shapes, primarily concentrated on the left side of the image.

FOCUS MATES BUILD BETTER SCREEN HABITS

ARCHISMAN BASAK

AGENDA

PROBLEM STATEMENT

USER RESEARCH

USER PERSONA

FLows

WIREFRAME

USABILITY PLAN

PROBLEM STATEMENT

Goal: Clear JTBD, user, pain, and success outcome.

Excellent

*Uses Jobs-To-Be-Done: When I ____, I want to ____, but I struggle because ____.
Success looks like ____ (metric/timeframe).*

- Specifies primary context (work/study), top 2–3 distractions, and target platform(s).
- Defines measurable outcome (e.g., “+25% weekly focus hours, –50% app switches within 2 weeks”).

Acceptable

- States user and pain, loosely ties to an outcome.

Needs Work

- Vague, solution-led, no metrics.

Pitfalls: Saying “build an app that...” (solution) instead of “help users...(job)”

USER RESEARCH

Goal: Capture real behaviours, contexts, and pains across 2–3 age groups.

Excellent (22–25)

Plan: Screener + semi-structured guide (10–12 questions) focused on goals, triggers, distractions, current hacks, and barriers.

Sample: 6–8 participants (min. 2 per age cluster) covering students, freelancers/remote workers, early-career.

Data: Transcripts/notes, critical incidents, screenshots of existing tools.

Synthesis: Affinity map → 5–7 themes; for each participant, **2 documented pain points** with quotes + severity/impact.

Insights → Opportunities: At least 5 “How might we...” statements.

Acceptable (16–21)

3–5 interviews, notes + 3–4 themes, 1–2 HMWs.

Needs Work (0–15)

Anecdotal, no synthesis, no quotes.

Pitfalls: Over-recruiting peers only; asking leading questions.

USER PERSONA

Goal: Evidence-backed, actionable personas (not stereotypes).

Excellent

- 2–3 personas tied to research data (include real quotes).
- For each: goals, context, devices, distractions, motivations, constraints, accessibility needs, definition of “success,” and key scenarios.
- Maps top tasks to each persona.

Acceptable

- 2 personas with basic goals/pains, light linkage to data.

Needs Work

- Fictional composites with no research tie-back.

Submission: One-page sheets per persona + “evidence map” (bullets linking to interviews).

Pitfalls: Demographics-heavy, behavior-light.

Task Flow: Start a 30-min focus session

Excellent

- Shows start → countdown → active session → pause/resume → complete → reward/log.
- Captures edge cases: notifications blocked, network loss, app not whitelisted, early stop.

Acceptable

- Happy path only.

Needs Work

- Missing states/unclear actions.

FLOWS

2 User Flow:

Onboarding → choose work style → block apps → complete session → track progress (8 pts)

Excellent

- Decision points (choose presets vs custom), permission prompts, opt-in to reminders, failure loops, exit/skip.
- Clear entry/exit criteria per step.

Acceptable

- Linear flow without decisions.

Needs Work

- Jumps or missing permissions.

3 Wire Flow

Screens + connectors + key copy/actions; includes error/empty states.

Submission: PNG/SVG of each flow, labelled steps, legend for states.

Pitfalls: No error/empty states; ambiguous labels.

WIREFRAME (LOW FIDELITY)

Screens required: Home/Dashboard, Focus session, Break/Reward, Progress tracking.

Excellent

- Clear hierarchy and scannable UI; primary actions obvious.
- Includes empty/first-run, success, and error states; microcopy supportive and concise.
- Accessibility: minimum 16px body text, touch targets ≥ 44 px, pause able timers, color-independent cues.
- Shows telemetry points (what will be tracked).

Acceptable

- Key screens present; states or copy incomplete.

Needs Work

- Pretty boxes with no UX rationale.

Submission: 4+ annotated wireframes (PDF/PNG) including notes on interaction.

Pitfalls: Designing fidelity too high too early; missing break logic.

USABILITY PLAN

Goal: Test the riskiest assumptions and measure success.

Excellent

• Tasks :

Acceptable 1. Start a 30-min session with “Writing” preset.

2. Add Instagram + YouTube to blocked list mid-session.

3. View weekly progress and identify the day with most focus time.

4. Redeem a streak reward after 3 sessions.

5. Schedule a recurring reminder (optional).

• **Metrics:** Task success (binary), time on task, errors, assists, SUS or UMUX-Lite, NASA-TLX (workload), and qualitative satisfaction (1–7).

• **Protocol:** 5 users, think-aloud, 45 min, remote or in-person; pre/post questionnaire; consent + recording.

• Decision rules: e.g., “Ship if $\geq 80\%$ success on all tasks and $SUS \geq 75$; else iterate on top 2 issues.”

• 3 tasks + basic success/time metrics.

Needs Work

• No metrics; unclear tasks.

Submission: Test plan doc, facilitator script, task sheets, data capture template, report with findings → prioritized fixes (RICE or Severity/Impact).

Pitfalls: Measuring only satisfaction; not defining pass criteria.

6) (Nice-to-Have) Analytics/Event Plan

• Event schema: session_start, session_pause, session_end, break_start, break_end, app_block_add/remove, reward_claim, progress_view.

• Properties: persona tag, session length, preset/custom, platform, blocks added, focus interruptions.

• Define north star (weekly focus hours) + input metrics (session start rate, completion rate, avg. interruption count).