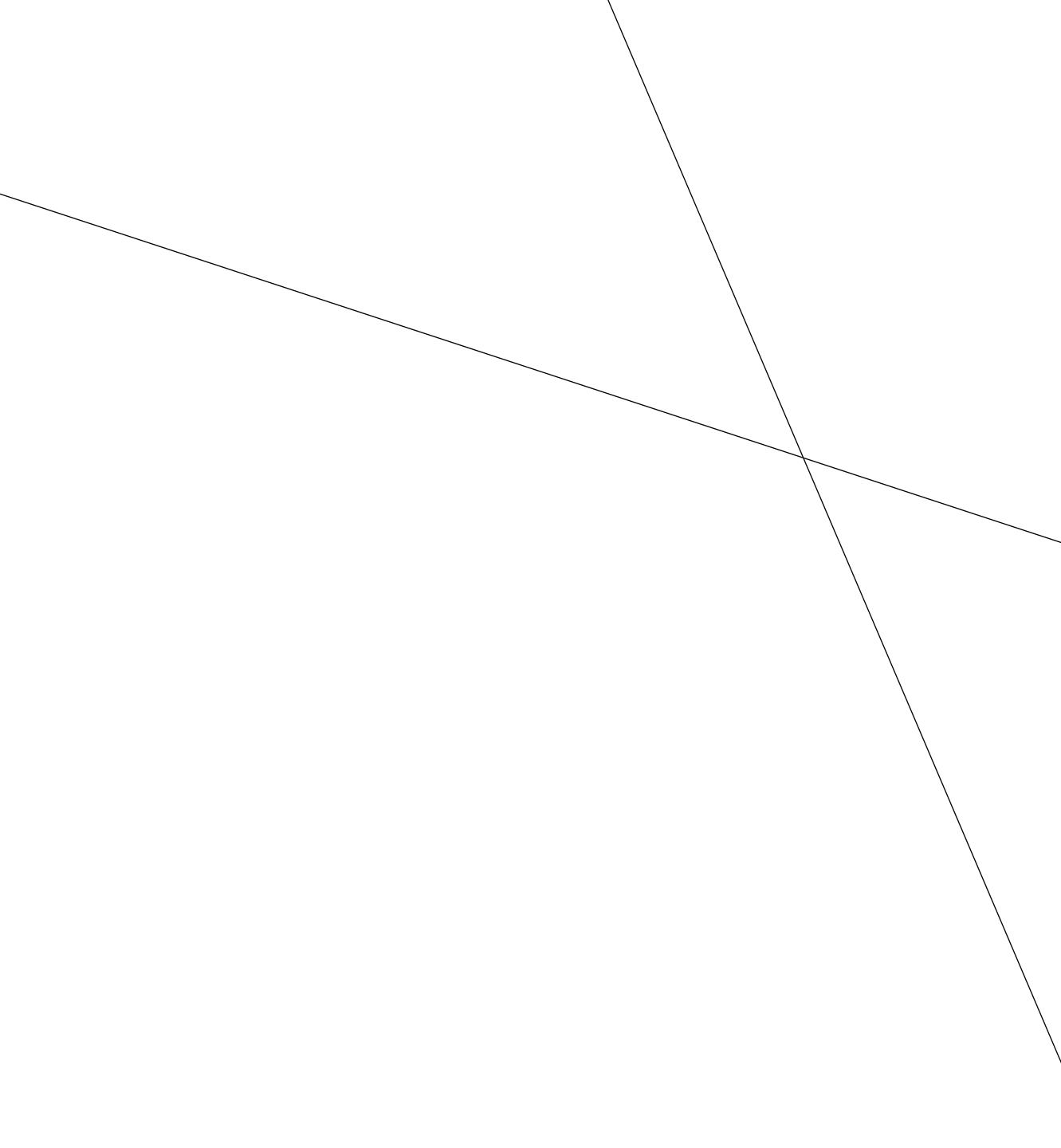




**FOCUS MATES
BUILD BETTER
SCREEN HABITS**

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.

FLOW

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.

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 $\geq 44\text{px}$, 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 ≥ 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).