



# What's in the **BOX**?

Ishmal  
Fatima



*"Smartphones have become the  
remote control to our lives..."*

*-Bettie Colombo*



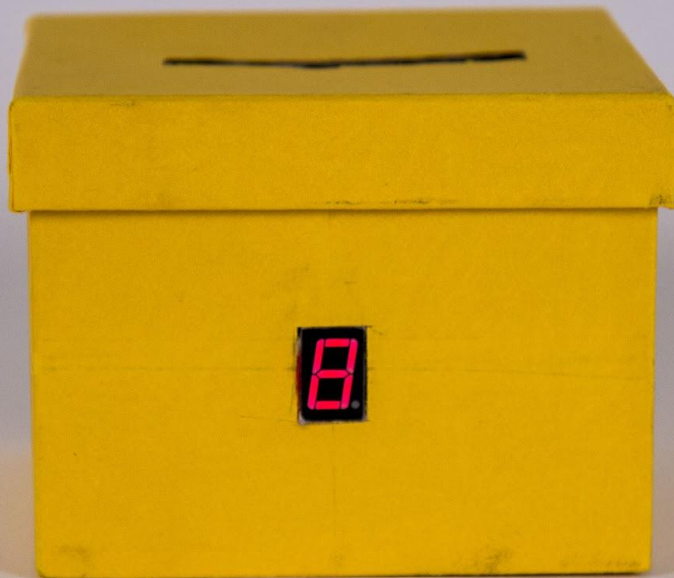
# What's the Problem?

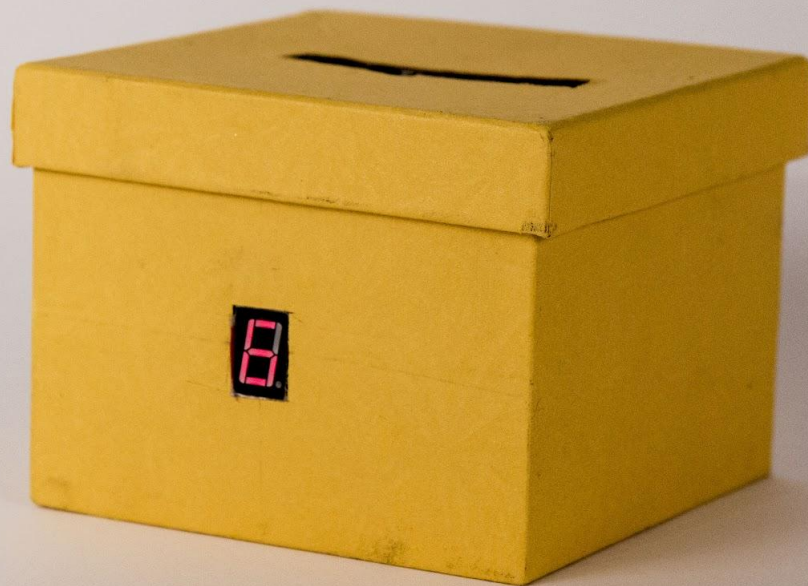
Americans use their phones...

- once every 12 minutes (on avg)
- 80 times a day
- 5hrs per day



# BrainBox













# Who Needs It?



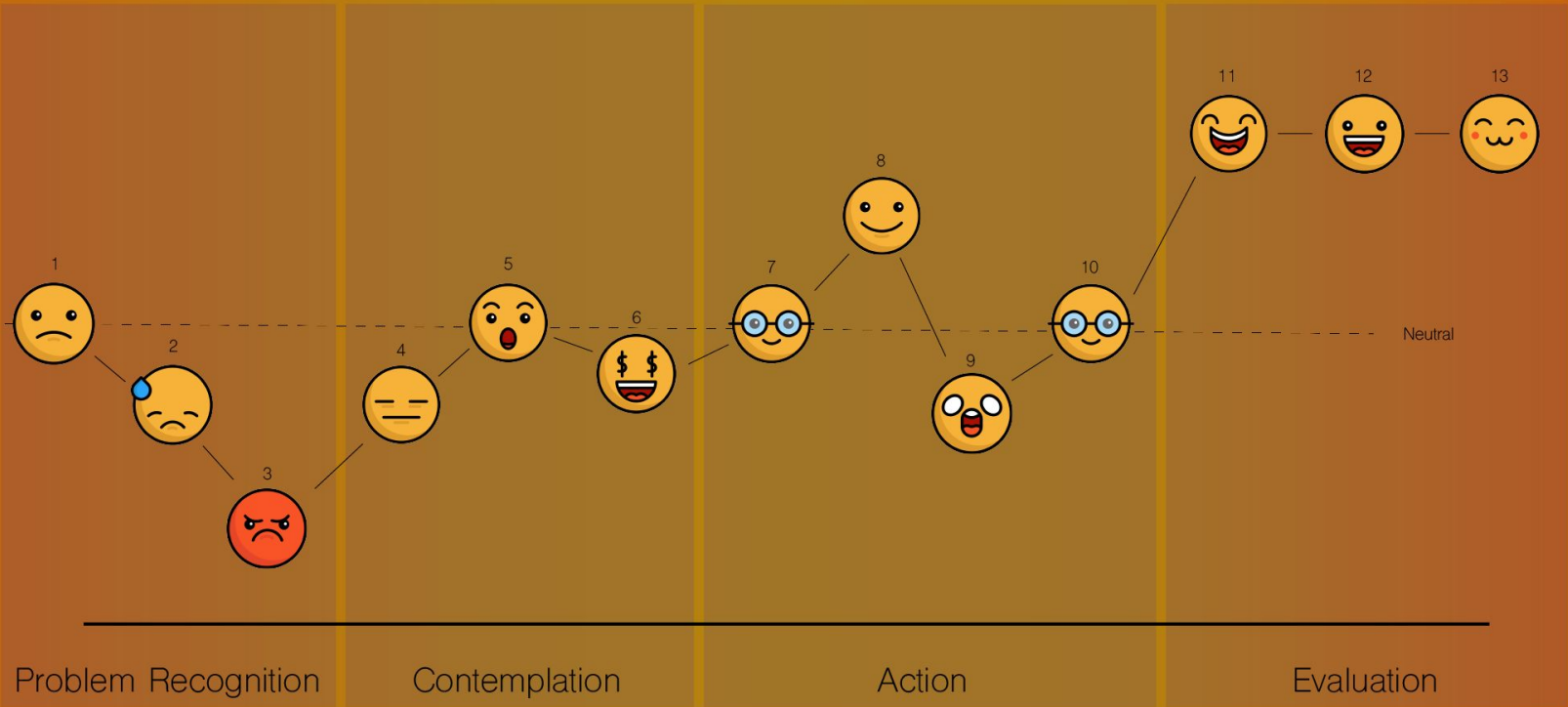
## Procrastinating Penelope

- Age: 20
- Gender: Female
- Income : \$25,000
- Occupation : Full Time Student, Part Time Data Analyst Intern
- Location: Palo Alto



SATISFACTION

STEPS



1	2	3	4	5	6	7	8	9	10	11	12	13
"I am on my phone too much. my excessive phone use is affecting my studies."	"I am going to attempt to study for this test." (Un-succesfully studies, Still uses phone heavily)	"I failed the test because my phone was distracting me while I tried to study!"	"I need to find a solution to fix my excessive phone consumption." (Looks for products)	"This product will help me use my phone less!" (Discovers BrainBox.)	"I am going to buy this product." (Rejects competing products/applications)	"I going to start studying with BrainBox." (Sets counter, places phone into BrainBox)	"I need to take a break." (Takes phone out of BrainBox)	(BrainBox starts beeping) "My 10 minute study break is over."	"Back to studying. Goodbye Phone." (Places phone back into BrainBox)	"I got an A on my test this time! Thanks to BrainBox, I can study more efficiently."	"I had a great experience." (Rates Brainbox and writes a review)	"You should try this out." (Recomends BrainBox to friends, family, peers ect.)

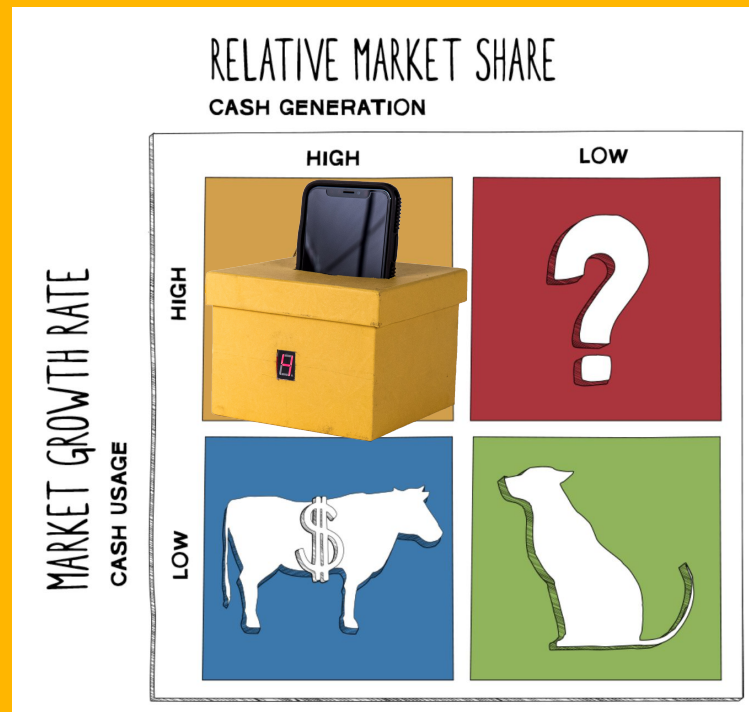


Focus Keeper



Forest

# Who is the Competition?





**Questions?**

# Resources

- "Mobile Fact Sheet." *Pew Research Center: Internet, Science & Tech*, 5 Feb. 2018, [www.pewinternet.org/fact-sheet/mobile/](http://www.pewinternet.org/fact-sheet/mobile/).
- Swns. "Americans Check Their Phones 80 Times a Day: Study." *New York Post*, New York Post, 8 Nov. 2017, [nypost.com/2017/11/08/americans-check-their-phones-80-times-a-day-study/](http://nypost.com/2017/11/08/americans-check-their-phones-80-times-a-day-study/).