

FokusIn

by C23-
PS122

Maximize your focus with FokusIn!



Meet Our Team!

Machine Learning



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**Background,
Problem, & Solution**

**Features &
Architecture System**

**Roadmap
& Budgeting**

1

2

3

4

5

**User Persona
& Target Market**

**Innovation, Originality,
& Market Analysis**



12.00s → **8.25s**

**Average attention span
decreased within
15 YEARS**

Source:

<https://www.supportivecareaba.com/statistics/average-attention-span>
<https://journals.physiology.org/doi/pdf/10.1152/advan.00109.2016>

Whoa!

It is even less than goldfish that have **9 second** average attention span



Source:

<https://www.supportivecareaba.com/statistics/average-attention-span>
<https://journals.physiology.org/doi/pdf/10.1152/advan.00109.2016>

Be Careful!

Short attention spans can lead to:

- Poor performance at work or school
- Inability to complete daily tasks
- Missing important details or information
- Communication difficulties in relationships
- Poor health related to neglect and inability to practice healthy habits

Source:

<https://www.thebrainworkshop.com/blog/what-are-the-causes-of-a-short-attention-span-and-how-can-i-improve-it/>

Average user picks up their phone more than

1,500

Times a week, taking up average of 3 hours and 16 minutes a day



Source:

<https://www.dailymail.co.uk/sciencetech/article-3294994/How-check-phone-Average-user-picks-device-85-times-DAY-twice-realise.html>

Average length watched of a single internet video

2.7

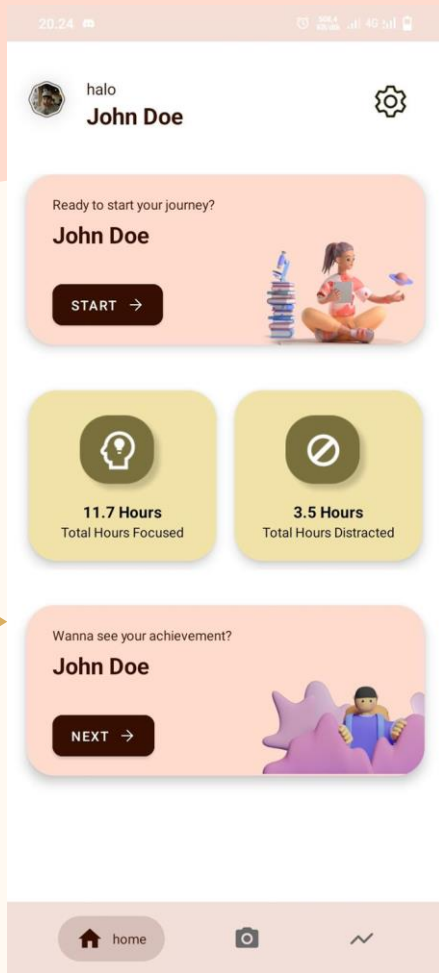
minutes



Problem Statement



How does a web and mobile application aid in increasing attention span of the user?



Introducing FokusIn

User Persona



Age : 20

Status : Online learner

Menta is a diligent and driven student who is committed to optimizing her learning experience.

Menta Mentinii

Quotes :

"Tracking my focus level allows me to gain a deeper understanding of my learning patterns and optimize my study sessions."

Frustration:

- Her level of focus is compromised during online learning or synchronous activities.
- Distractions and interruptions hinder her ability to fully engage with the study material

Motivation:

By tracking her level of focus, she aims to identify areas where her concentration may be lacking and implement strategies to improve her overall learning experience.

Goal:

- Monitor her level of focus during online learning sessions and synchronous activities.
- Gather personal statistics that reflect her attention span, the frequency of distractions, and the quality of her engagement.
- Make informed adjustments to her study routine and implement techniques that enhance her ability to concentrate effectively.

User Persona



Age : 30

Status : School
Counselor

Hokus is a **School
Counselor** with a
strong dedication on
**optimizing students
productivity.**

Hokus Pokus

Quotes :

"Maintaining focus is the key to unlocking our true potential and achieving remarkable results."

Frustration:

- He thinks that **students struggle to maintain** a high level of **focus**
- He understands that **distractions**, both internal and external, can **hinder productivity** and lead to frustration among students and teachers

Motivation:

He understands the **importance of concentration in achieving individual and team learning goals**, and they are determined to alleviate the frustration caused by lack of focus and create an environment that supports and nurtures employee concentration.

Goal:

- implement effective **monitoring systems** that provide valuable data on students focus levels while respecting privacy.
- **Gain valuable insights** and create reports based on that data.

Target Market



Online Learners

According to the data from class central, more than 180 million people uses MOOCs in 2020.



Educators

Facial expression recognition guides teaching strategies based on students' expressions and comprehension. Research indicates real-time assessment of learning engagement in MOOCs.



HR

40% of Fortune 500 companies use E-learning with facial expression recognition to track employee focus and emotions, identify areas that need support, optimize programs, and evaluate effectiveness.

Why they needs **our solution**?



Online Learners

Our application can enhance the online learning experience by measuring and improving focus endurance to optimize learning outcomes.



Educators

By using our application, educators can identify areas for improvement and adjust teaching strategies accordingly.



HR

HR can use our application to track employee focus during online training, optimize programs, and evaluate their effectiveness.

Welcome to FokusIn!

FokusIn is an innovative application designed to optimize your online learning experience. By utilizing facial expression recognition, we accurately measure and analyze your focus levels during lessons. Our technology provides real-time insights, allowing you to understand your engagement and make necessary adjustments. Whether you're a student, educator, or professional, FokusIn helps you unlock your full learning potential in the digital age. Maximize your focus, enhance your performance, and achieve your goals with FokusIn! 🚀

Start!

Read User Manual

Feature

S

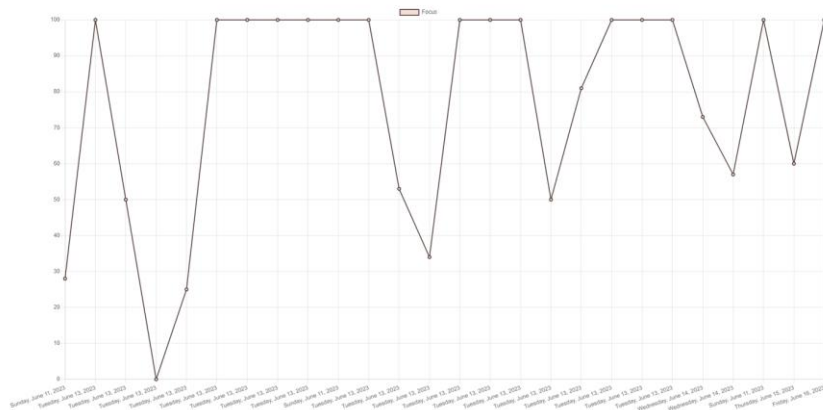


Tell us what you're going to learn today

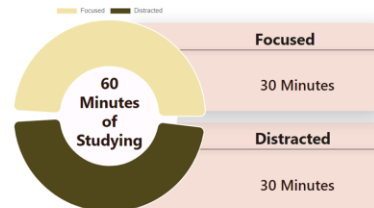
START SESSION

Here is your learning progress report

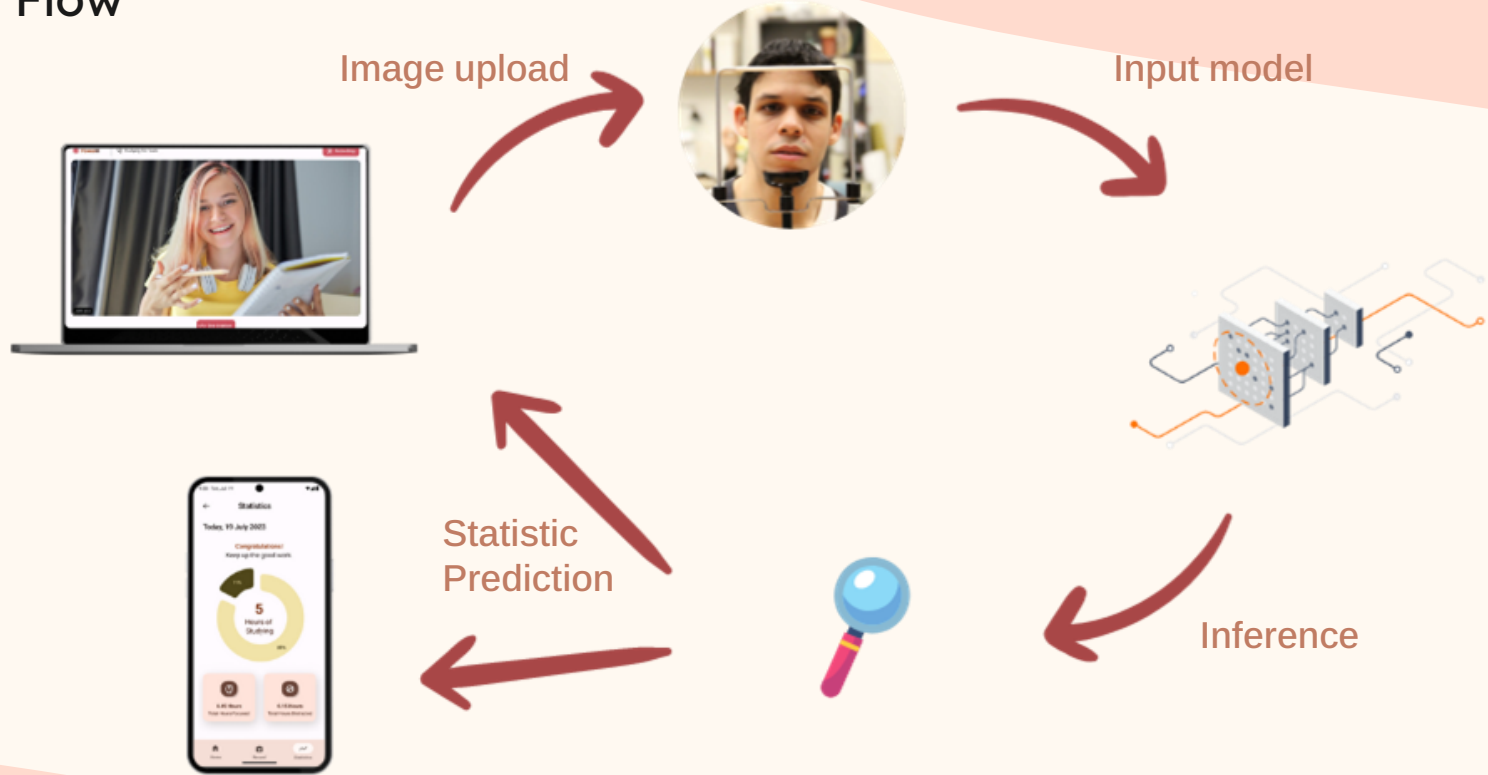
All



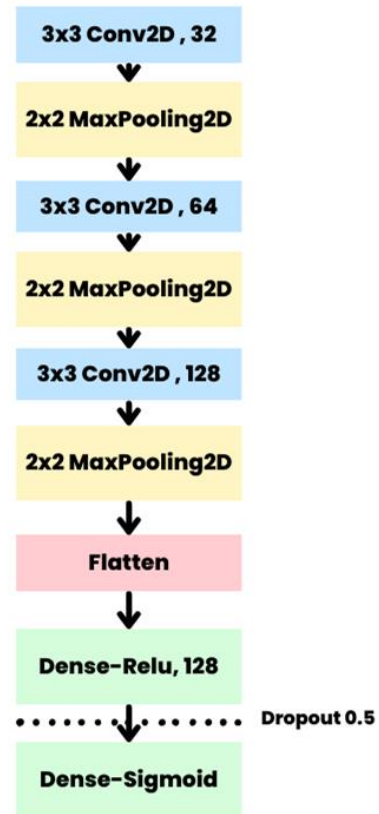
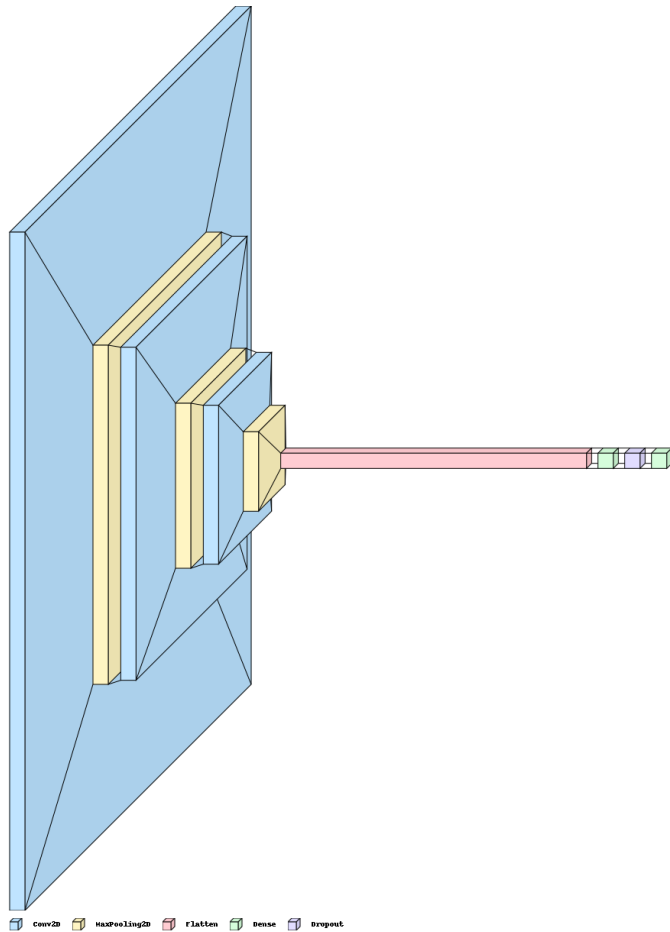
Here is your learning progress report



Prediction Flow



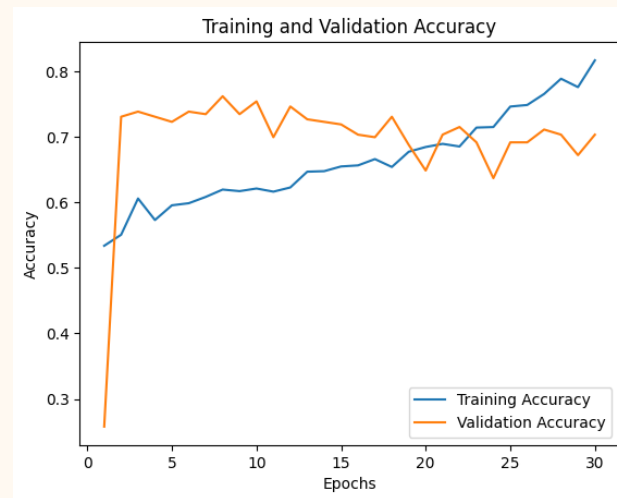
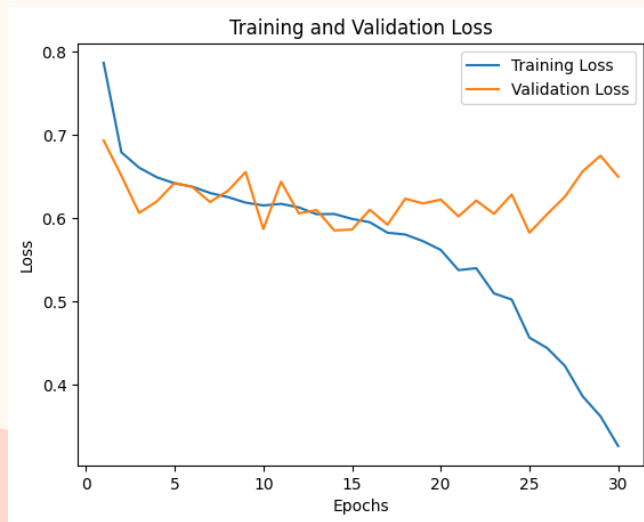
Machine Learning



Model Development

```
Epoch 29/35  
39/39 [=====] - 307s 8s/step - loss: 0.3620 - accuracy: 0.7756 - precision: 0.8009 - recall: 0.7678 - auc: 0.9146 -  
Epoch 30/35  
39/39 [=====] - ETA: 0s - loss: 0.3262 - accuracy: 0.8165 - precision: 0.8390 - recall: 0.8201 - auc: 0.9338  
Reached 90% accuracy so stopping training
```

Machine
Learning



Future Development



Detecting distraction

**Machine
Learning** ✨

Cloud Computing



Our works

1

RESTful API

<https://fokusin-api-ejh5i5qlpq-et.a.run.app>

<https://fokusin-model-ejh5i5qlpq-et.a.run.app>

Powered by

**3**

Web Application

<https://capstone-project-fokusin.et.r.appspot.com>

Powered by

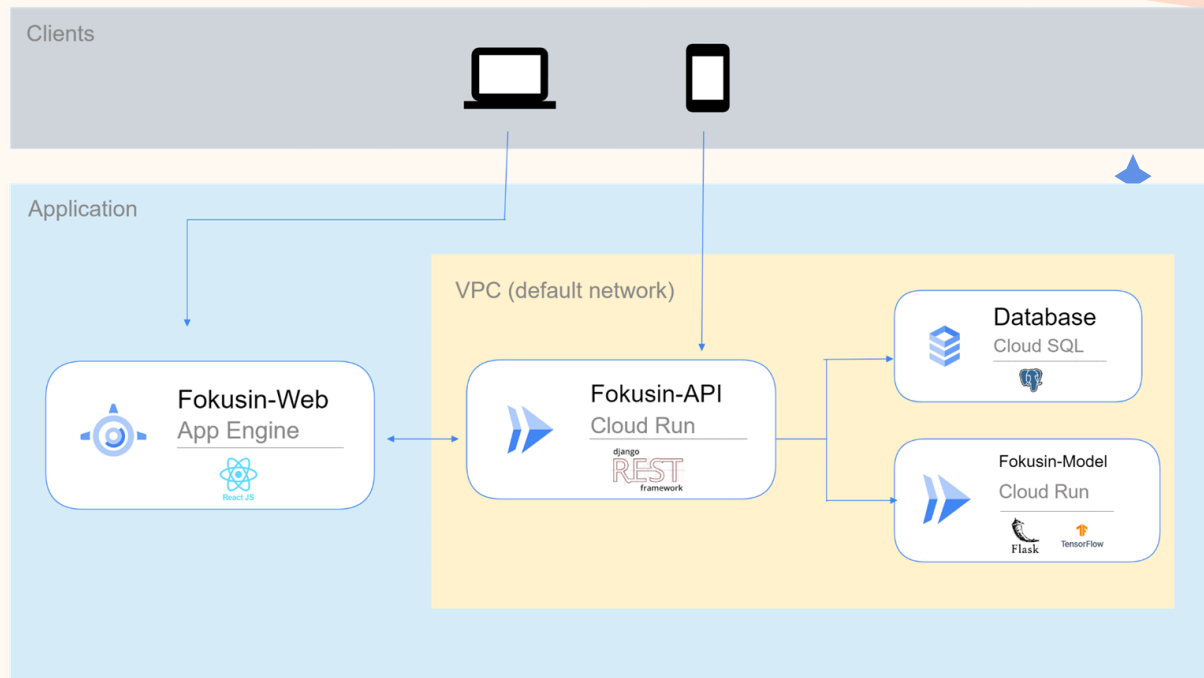
**5**

Database

Powered by



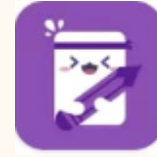
Our Cloud Architecture



Innovation Excellence & Originality



FokusIn



FLIP



Freshness detection feature	v	x
Statistic	v	v
Can be used in laptop/pc	v	x
Reliable output	v	x
Blocking another app	Future development	x
Schedule future session	Future development	v
Global study group	x	v
Security	Future development	v

Introducing Our (In Development) Corporate Solution

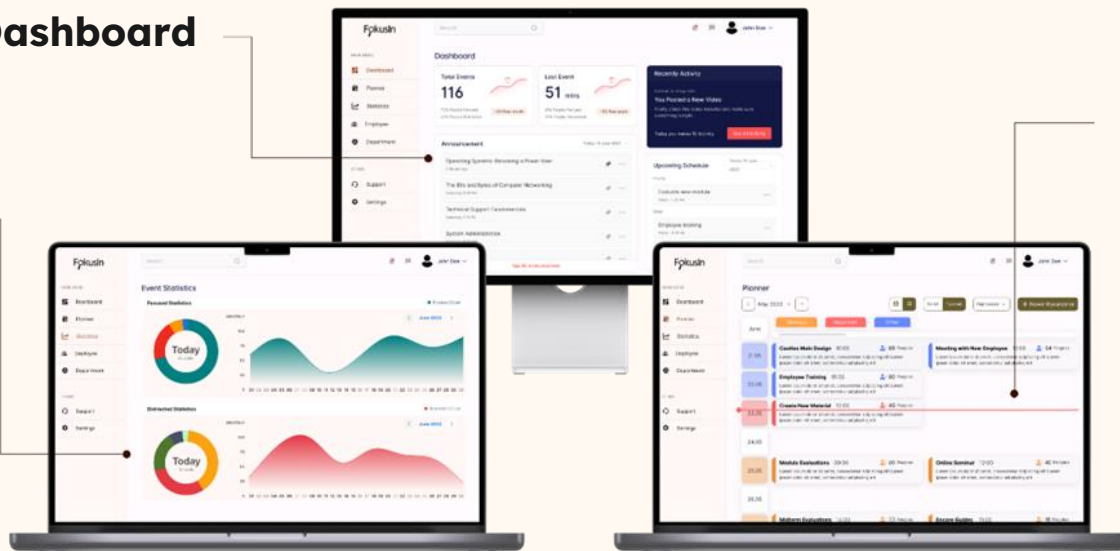
Admin Dashboard

Event Statistics

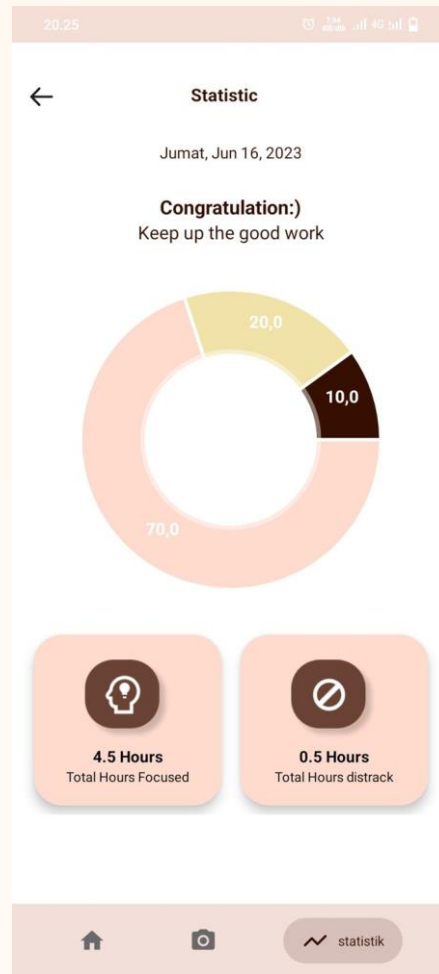
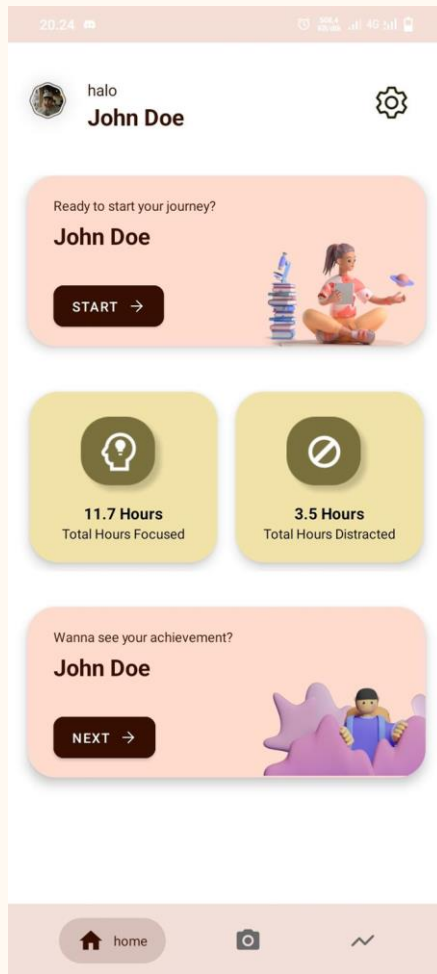
Managers can initiate Group Events where they will be able to track participants' attention during Events.

Event Planner

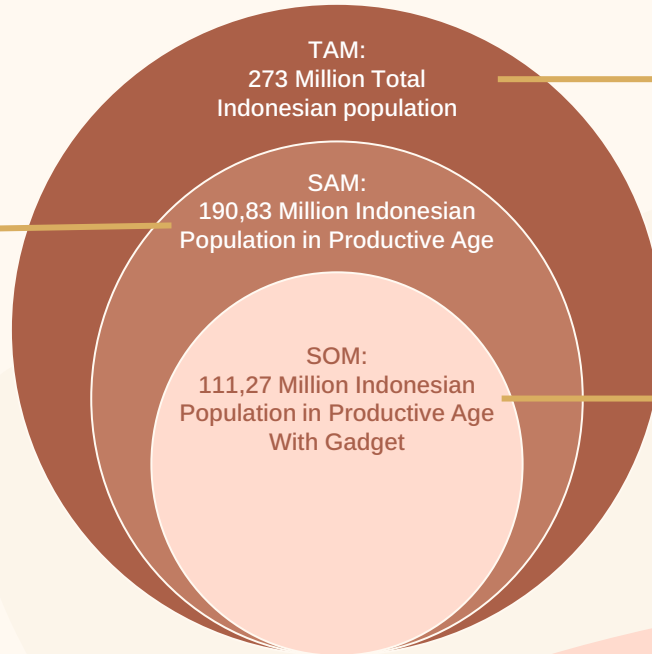
Managers can initiate Group Events where they will be able to track participants' attention during Events.



Introducing Our (In Development) **Mobile Application**



TAM, SAM, SOM Analysis



69.3% of Indonesia's population is in the productive age category (15-64 years) by databoks, which is certainly attached to the word "learning and working".

The pandemic has caused an increase in the trend of online learning, one of which is Indonesia, so the population of Indonesia is our TAM.

40.7% of Indonesia's population is in the high level learning age category (15-34 years) from high school to doctoral level and active employee with gadget..

SWOT Analysis

Strength

- FokusIn offers **advanced AI-based technology** that can **accurately track student/employees' as well as personal users focus** and **provide valuable insights and metrics**.
- FokusIn can **improve efficiency** by automating data collection and analysis for employees productivity.

Weakness

- Implementing camera raises **privacy concerns** among employees and individuals.
- As a fresh and emerging company, FokusIn might **face challenges in securing finances** and **effectively selling the product**.

Opportunity

- FokusIn can **provide real-time feedback/insight, enabling HR/Educators** to proactively **address employees'/students performance issues**.
- By offering a unique tracking system, FokusIn can **differentiate from the market and attract businesses** looking for innovative solutions to track employee performance.

Threat

- **Stringent regulation or legal challenges** related to **employee privacy** since we access their cameras.
- The tracking system may encounter technical issues such as bugs, downtime or error which could disrupt the result and impact **employees'/students trust in systems accuracy**.

Business Model Canvas

It is a visual artifact with elements describing a service's or product's value proposition, infrastructure, customers, and finances

KEY PARTNERS

The network of suppliers and partners that make the business model work

HR Managers

School Counselors

KEY ACTIVITIES

The most important activities a company must do to make its business work

Attention Tracking

KEY RESOURCES

The most important assets required to make the business work

Engineers

Company Managers

VALUE PROPOSITION

Product, service, features and aspects that create value for a specific customer segment

Activity Attention
Statistics

CUSTOMER RELATIONSHIPS

The types of relationships you establish with specific customer segment

Daily Progress

CHANNELS

How you communicate or deliver value proposition to your target customers

Digital Marketing

Direct Marketing

CUSTOMER SEGMENTS

The different groups of people or organizations you aim to reach

Schools

Online Learning
Platforms

Human Resource
Departments

COST STRUCTURE

The costs incurred to operate a business model

Salary

Model RnD

Legal

Infrastructures

Marketing

REVENUE STREAMS

The revenue you generate from each customer segments

Corporate
Subscription

FokusIn RoadMap





Budgeting 1

Fokusin

Category	Proportions (max)	Budget (max) in USD
Team Salary	25.7%	\$1.285 / Rp 18.000.000
Research/Operational <ol style="list-style-type: none">1. GCP Resources2. Marketing Campaign3. Survey and Data Collection4. Legalities, Patent/Copyright registration, product certification.5. Learning/capacity building6. Prototyping7. Infrastructure8. Transportation Expenses9. Additional salary for external experts, observers, or respondents	74.3%	\$3.715 / Rp 52.000.000
Total	100%	\$5.000 / Rp 70.000.000

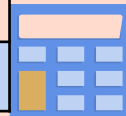




Budgeting 2



Category	Proportions (max)	Budget (max) in USD
All aspects covered in Budgeting -1	50%	\$5.010 / Rp 70.000.000
Additional Budget for Team Salary	7.8%	\$780 / Rp11.000.000
Additional Budget for Research/Ops	11.8%	\$1.180 / Rp 16.500.000
Other expenses : 1. UX Researcher 2. Accounting consultant 3. Legal consultant 4. Marketing agency	7.2%	\$720 / Rp 10.000.000
Future Development/R&D	14.2%	\$1.420 / Rp 20.000.000
Other (tax, reserves)	9%	\$900 / Rp 12.500.000
Total	100%	\$10.000 / Rp 140.000.000





Thank you!

 bangk!t

