### A Technical Proposal For

**"Unplug: Take control of your screen time and reclaim your precious moments."**

## By

**Janhavi Patil**

### (INFT / D10A / 04)

**(Group no. 4 )**

### To

**Dr. Geeta Ajit**

### Assistant Professor

**This proposal is submitted as partial fulfilment of the requirements for the subject Professional Communication and Ethics-2 (2024-2025) in the Second year degree course in the Department of Information of Technology.**

### Vivekanand Education Society’s Institute of Technology Mumbai- 400074

**Submitted on 25 August 2024**

**Project Report: Unplug**

# Introduction

## Project Overview

Unplug is a mobile application designed to promote mindful screen time usage by creating a platform where users can share their screen time statistics with their contacts and compare progress on a weekly basis. With features such as customizable privacy settings and a leaderboard system, Unplug encourages users to manage and reduce

their screen time. The app will allow users to track their progress, recognize milestones, and motivate healthy device usage habits. Initially, users will upload screenshots of their screen time from their phone's settings, but future updates will automate this data collection.

## Problem Statement

Excessive screen time has become a major concern, affecting people's mental health, productivity, and overall well-being. While many tools monitor individual screen time,

there is a lack of social engagement and motivation to help users control their usage. Users often feel isolated in their efforts to reduce screen time, and existing solutions don't provide sufficient competitive or social motivation.

## Objective

The objective of Unplug is to create a socially interactive platform where users can share, compare, and compete on their screen time statistics with friends and family. By offering a weekly progress tracker and a customizable leaderboard, Unplug aims to make screen time reduction a more engaging and rewarding process. The app also provides a widget for quick access to progress without needing to open the app, reducing unnecessary screen time.

# Features of Unplug

## Weekly Progress and Recognition

* + - Users can upload screenshots of their screen time from their device settings, and the app will analyze and track this data.
    - Weekly progress reports will be generated, highlighting improvements and recognizing milestones such as screen time reductions.

## Leaderboard System

* + - A leaderboard is created to compare screen time among contacts, encouraging healthy competition.
    - The leaderboard is refreshed weekly, with recognition for those who reduce their screen time the most.

## Privacy Controls

* + - Users can control who can view their screen time data, with the option to hide data from certain contacts or share only with selected individuals.
    - Detailed privacy settings ensure user control over what information is shared.

## Home Screen Widget

* + - A widget is available that displays the user's current weekly screen time and ranking without needing to open the app, minimizing distractions and additional screen time.

## Future Automation Features

* + - Initially, users manually upload screenshots of their screen time. However, future updates will integrate the app with the phone's system to automatically collect and process screen time data.

# Technical Specifications

## Platform Architecture

* + - **Frontend**: Developed using React Native for cross-platform compatibility (iOS and Android).
    - **Backend**: Node.js with Express or Python with Django for handling user accounts, data analysis, and leaderboard updates.
    - **Database**: MongoDB or Firebase for storing user data, privacy preferences, and screen time statistics.
    - **Hosting**: AWS or Google Cloud for reliable and scalable cloud infrastructure.

## Security Features

* + - Secure data transfer with SSL encryption.
    - User authentication with two-factor authentication (2FA) for added privacy protection.
    - Regular data backups and measures to prevent unauthorized data access or breaches.

## Scalability

* + - The platform is designed to handle a growing user base and an expanding list of contacts.
    - The app can easily scale to support additional features such as direct system integration and AI-based analytics.

# Market Analysis

## Target Audience

* + - Smartphone users who are concerned about excessive screen time, including teenagers, working professionals, parents, and digital wellness enthusiasts.
    - Individuals looking for social and motivational tools to manage their screen time more effectively.

## Competitive Analysis

* + - Compared to existing apps like Apple Screen Time and Google's Digital Wellbeing, Unplug stands out by adding social competition and community support.
    - Unlike productivity apps that focus solely on individual usage, Unplug adds the competitive and motivational aspect of comparing screen time with contacts.

## Revenue Model

* + - In-app purchases for advanced features such as personalized reports, progress insights, and advanced privacy controls.
    - A premium subscription model with added features like AI-powered screen time management and advanced leaderboard options.

# Implementation Plan

## Development Timeline

* + - **Phase 1**: Market research and design (1 month).
    - **Phase 2**: Platform development and widget creation (3 months).
    - **Phase 3**: Testing and feedback collection from a pilot group (1 month).
    - **Phase 4**: Launch, user acquisition, and marketing (1 month).

## Testing and Quality Assurance

* + - Usability testing will be conducted with a select group of users to ensure the app’s interface is intuitive and engaging.
    - Security testing to ensure data privacy and protection.
    - Performance testing to guarantee the app functions smoothly under high user demand.

## Marketing and User Acquisition

* + - Digital marketing campaigns targeting smartphone users focused on reducing screen time.
    - Referral programs to encourage users to invite friends and family to join the app.
    - Collaborations with digital wellness influencers and tech blogs for promotion.

# Future Enhancements

## Automated Data Collection

* + - Direct integration with iOS and Android systems to automatically collect and analyze screen time data, eliminating the need for manual screenshot uploads.

## AI-Powered Insights

* + - Implement AI to offer personalized insights and recommendations on how to reduce screen time based on user behavior.
    - AI will also be used to optimize the weekly leaderboard by identifying patterns and suggesting improvements.

## Gamification Features

* + - Introduce challenges, badges, and achievements to further engage users and encourage screen time reduction.

# Conclusion

Unplug aims to make screen time management a socially interactive, engaging, and rewarding experience. By offering weekly progress tracking, a leaderboard system, and privacy controls, the app provides users with the motivation and tools needed to reduce their screen time. Future updates will automate data collection and offer AI-powered

insights, further enhancing the app's functionality and impact. With a focus on digital wellness, Unplug is well-positioned to become a valuable tool for users looking to lead a more balanced and mindful digital lifestyle.