

Product Proposal Draft :Group 5

Pro Ultimate Doomscroll Stopper Plus

Ultra Deluxe, 2k 25 Pocket Edition

v0.001 Beta Master Legendary

Phantom Collectors VIP Edition Part 2

Remastered FREE

Unabridged name (read at your own peril)

"The Ultimate Doomscroll Stopper Plus Ultra Deluxe, 2K25 Pocket Edition v0.001 Beta Master Legendary Phantom Collectors VIP Edition Part 2 Remastered HD Turbo Champion Battlebook Platinum Anniversary Hyper-Enhanced Director's Cut Definitive Final Mix Quantum Omega Prime Infinite XL Supercharged Redux Reboot Reloaded 607TH+ MAXX Mode Narrative Core Crystal Time-Bending Shadow Realm Chrono-Dimensional Eternal Burst Legendary Hidden Brain Awakening Supreme Zero Hour Cosmic Enlightenment Pandora Rift Omniverse Shatterpoint Battlefront Fusion Resonance Flarestorm Feast Edition (Now with Extra Shiny) Alpha Pre-Release Build 0.1 Limited-Time Exclusive Gold Label Cross-Platform Best-Supported MP-Free Watch List Mega-Expanded Low-Friction Hyperbeam Bundle Edition Featuring Starter From the Soul May-On Service x Koudelka x Menace A Rockstar x Mobile Ready x Powered by Unreal Engine 7 - Cloud Synced Quantum Save State Compatible - Sponsored by Real Shadow Legends x Liquid Death - Director's Grandchild's Legacy Redux Final Final Final Cut Platinum Full Card Edition With Bonus Holographic Loading Screens and Cinematic UI Previews - FREE for 7 Minutes Only (Terms and Conditions Apply, Void in 6 Dimensions) Celestial Ascension Overclocked Windfulness XP Ultra Patch 14.06 Pro Max ULTIMATE UNABRIDGED SCHOLARSHIP TITANOMACHOS CODE 202401" (Name Unintentional Social Negation Engine V6 Beta) Featuring Bonus MP's, Low On-Off-Line UI Theme Pack 19, Lo-Fi Study Jamboree Vibes Edition - Apple Watch Soul Link Support - Quantum Real-Time Feed Cleaner with Adaptive Content Collapse Detector (Now in Beta 0.00002.76) - Exclusive Bonus Awards: Tossable Skin DLC - Brain Latency Reduction Protocol (Certified by 3 Out of 5 Ethereal Beings) - Internal Monologue Sync - Definite Distraction Killer w/ Emotionally Intelligent Vibration Alerts - ASMR Mode w/ Licensed Whispers from Morgan Freeman's Close - Touchscreen Mode with Weather-Sync - Smart Lens Detection - Arcane Expansion Pack ZII: Scrollquestopia Redux Omega Book - Bundled with the Ultra Collector's Omnibus Codex Encyclopedia of Scrolling Additions Vol. 1-7 - 128-bit Unscrolling Engine Powered by Cold Brew AI™ - Now with More Holograms™ - FDA-Compliant UI (Somehow) - Built-In Existential Crisis Buffer - Smart Negotiation Detection (SND) v2.0 - Also Compatible with Calculators and Toasters - Winner of 47 Best-of-Awards - Pre-Cancelled on Social Media for Maximum Buzz - Run on Hope and Spite - Not Safe for Goldfish - Printed Manual Available on Wax Cylinder Only - 1337 Edition Blockchain-Free Lend Lease Mode - Now Shipping with Bonus Emotively Stable Transmorphic Companion™ - One Free Existential Redaction per Scroll - Curled By Wizard - May Cause Enlightenment, Dry Mouth, or the Sudden Urge to Hug Your Dad - (Un)limited Pre-Released Deluxe Menu Lord Expansion Pack DLC (Now - Secreted Base Battle Model) - Available in 3 Dimensions and One Time Category - Winner of No Game Awards But Still Better Than Half of Steam - Spell Checked by a Retired Monk - Updated Hourly by a Rogue AI - Free for 7 Minutes and 9999 Thereafter - Includes Optional Text-to-Therapy™ Plugin - Last Compatible with Windows ME - Now Ported to Smart Fridges, E-Ink Tablets, and Eth-A-Sketch™ - Collect Them All Before They Collect You - (Actual Doomscrolling May Occur - Consult a Time Wizard Before Use."

Executive Summary

Our revolutionary product will change the online plague that is doom scrolling. By making the act of not going on your phone give you dopamine. Our game will ensure you will be unsnared by the grip of social media.

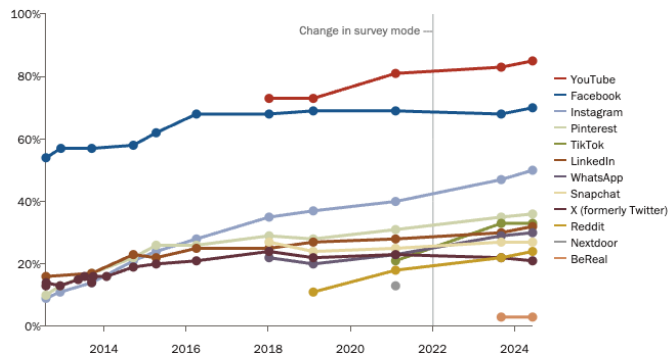
I am sure you are wondering “How? I have been on my phone for 25 hours today! How are you going to get me to stop?” To which we say “Idle Games”. One of the most addicting kinds of games now used for good. So long as you stay off of your phone the game will run and you will get that sweet sweet Sunlight. Naturally the longer you stay off the more you get and the more upgrades you unlock, and the more features you unlock, and the more dopamine you get from numbers going up faster, until you don’t need to use social media any more.

Market Research and need:

About 31 percent of American adults doomscroll regularly. About 53% of Gen Z (ages 16 - 24) and 46% of Millennials (ages 25 - 34) doomscroll regularly. These are the generations that spend the most time on social media each day, averaging at least 3 hours daily, or more. The most common apps they use are, predictably TikTok and Instagram, the two most popular sources of doomscrolling. And with doomscrolling being linked to Anxiety which has been on the rise for a few years now it has become more prevalent than ever to find ways to stop.

Which social media platforms are most popular

% of U.S. adults who say they ever use ...

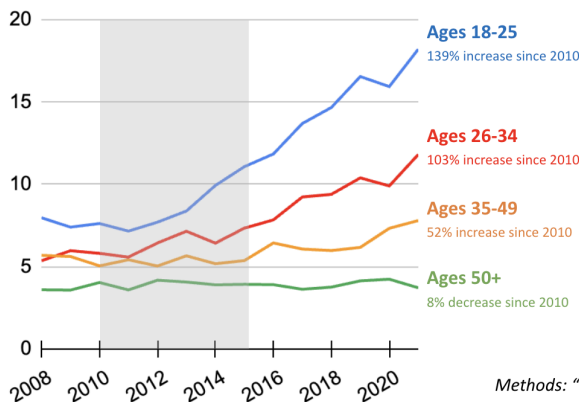


Source: Surveys of U.S. adults conducted 2012-2024.

Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. In 2024, the poll was conducted via web, mail and phone. For more on the mode shift in 2023, [read our Q&A](#). Refer to the tooltip for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.

PEW RESEARCH CENTER

Percent U.S. Anxiety Prevalence



Gen Z hit hardest
Born after 1995

Young Millennials too

Methods: "Nervous all of the time or most of the time in past month"

SOURCE: U.S. National Survey on Drug Use and Health

Similar products to us

Freedom, Opal, and Blinkist, are all these apps that do this too, but by outright denying access to the social media apps for extended periods which can be incredibly counterproductive. Beyond that, they don't help with the problem, they just block the apps for a certain amount of time, rather than actually helping with the addiction itself. Unlike us. We intentionally give our users ways to motivate them to not use their phones.

Other apps like Forest do something similar but they motivate their users to stay in their app unlike us. Our app motivates them to stay off their phones almost entirely.

Focus Friend (Thank you hank green) is a really interesting app of a bean that knits stuff when you focus, and you aren't allowed to exit the app while the bean is knitting without it stopping the knitting bean, it's stylistically really cute and gives the user a friend and a reason to stay focused and away from their phone.

In addition to the anti-doomscrolling side of it the most similar products on the game side would be games like cookie clicker and idle breakout, except we would be using these proven game design principles to motivate users to do anything but go on their phone.

Product Design

The longer you stay off of social media (snapchat, instagram, tiktok, facebook, reddit-and, the app itself) the more in game currency you unlock. With this currency (Sunlight) you can upgrade the rate at which you get Sunlight, in addition to getting unique upgrades to help you stay off your phone, and buying skins and lockscreens. In addition to bonuses for staying off for multiple days. It is also probably a good idea to keep the color pallet more muted and less addicting to start. But there is nothing stopping us from adding a billion skins/wallpapers to allow for full customizability.

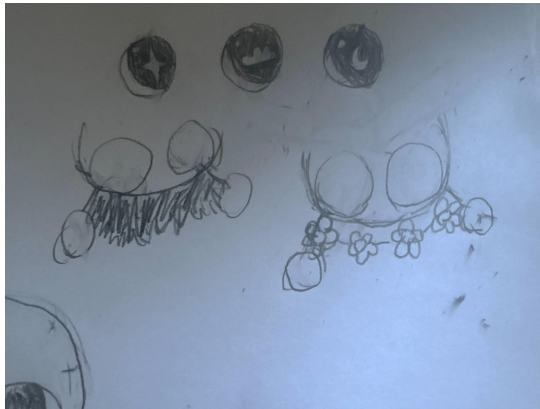
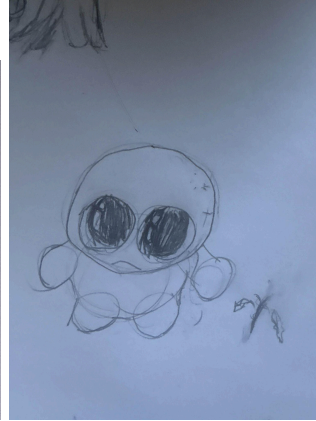
Profitable features could include

1. Adds and a one time add removal purchase
2. Adds you can choose to watch for Sunlight
3. Paying to temporarily keep the game running for a day or so when on social apps (only a few times)
4. Premium skins (maybe??)

Other potential features could include:

1. Push notifications after being on your phone too long
2. Making users start to lose Sunlight if they are on social media for over an hour
3. Giving positive affirmations on the home screen
4. In addition to positive affirmations it could give ideas on things to do off your phone like
 - Going to Local parks
 - Public events in the area
 - Showering
 - Touching grass
 - Reading books
5. We could add a setting to the app to make time on the app count as time scrolling.
6. A leader board amongst only your friends that chose to participate
7. A lil Guy to help you feel good about staying off your phone, he is customizable with stuff gotten from milestones or by buying them. The better you do in the game the happier he gets, and when you go on the apps he gets sad.

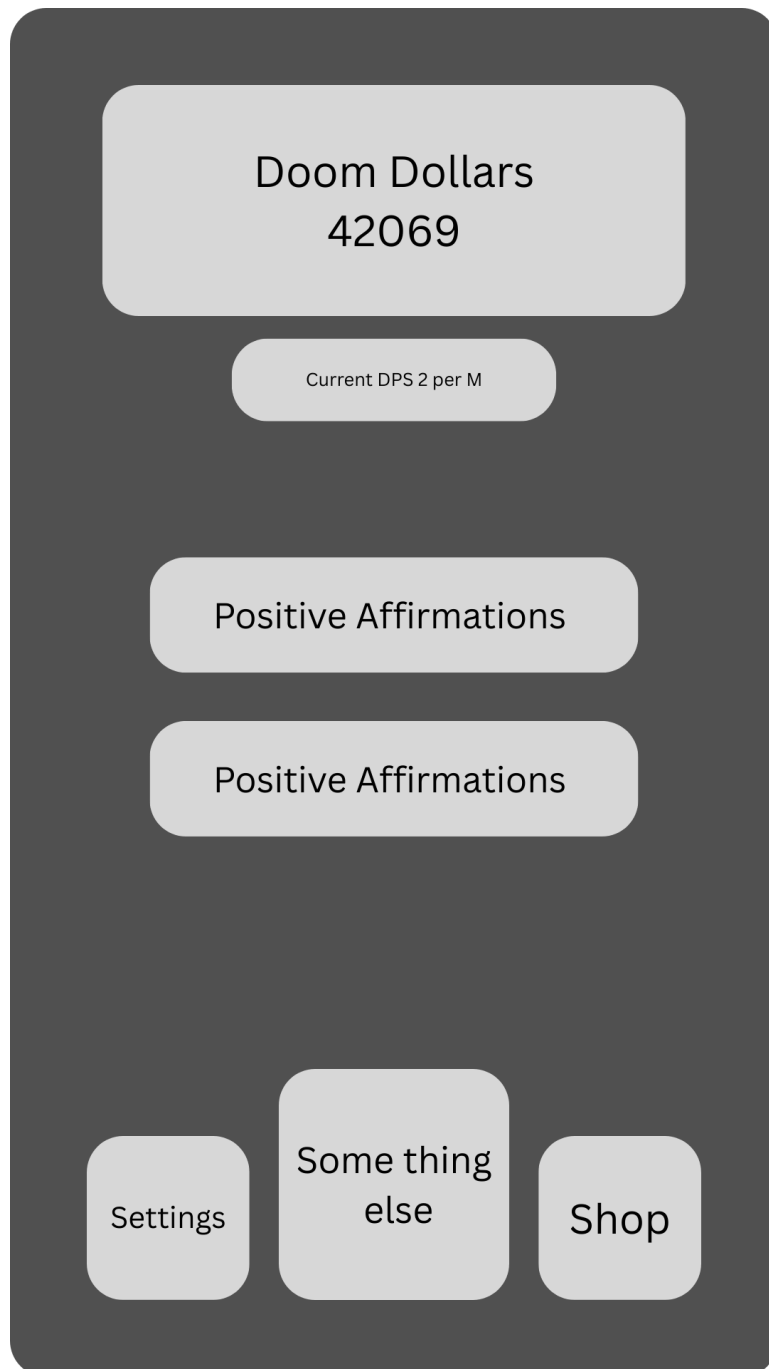
Concept art for the lil guy



8. A daily streak for staying off your apps for multiple days straight
9. A bonus type thing you can get/buy to multiply your production in addition to your friends as motivation to add them

Basic layout with more to expand, nothing final.

The visual aesthetic theme could be grass reclaiming phone parts, such as a shattered screen.



Possible problems / issues

1. How will it make money
 - Adds
 - A one time add removal purchase
 - Adds you can chose to watch for Sunlight

Paying to temporarily keep the game running for a day or so when on social apps (only a few times)
Premium skins (maybe??)
(Idea needs discussion) a premium version for parents to track how long their kids are on social media, while giving the kids a reason not to use social media

2. How will people stay with it

Through the need to better oneself

Emotional attachment to lil guy

And the standard reason most idle games work/are enjoyed

Conclusion and Recommendations

Doomscrolling has taken over our lives and free time, leaving us as zombies driven away from the real world. With this rise we have to find new ways of fighting back against this modern plague of procrastination. With the ineffectiveness of most anti-doomscrolling apps, we need innovation, we need fun. Our Doomscroller stopper has the potential to change lives by making living your life more enjoyable to the average gamer. By giving you rewards in game for leaving the wasteland that is your phone. Enjoy freedom from social media and enjoy life.

Appendix

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