

Screen Time Translator

Project Team Members

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1. Executive Summary (Overview)

The *Screen Time Translator*: a powerful 'reality-check' app that helps teens spend less time on social media.

Many teens report social media negatively impacting their health and wellbeing.¹ Our app, the Screen Time Translator, aims to promote self-improvement by allowing the user to recognize other, healthier activities they could be doing instead of scrolling through social media.

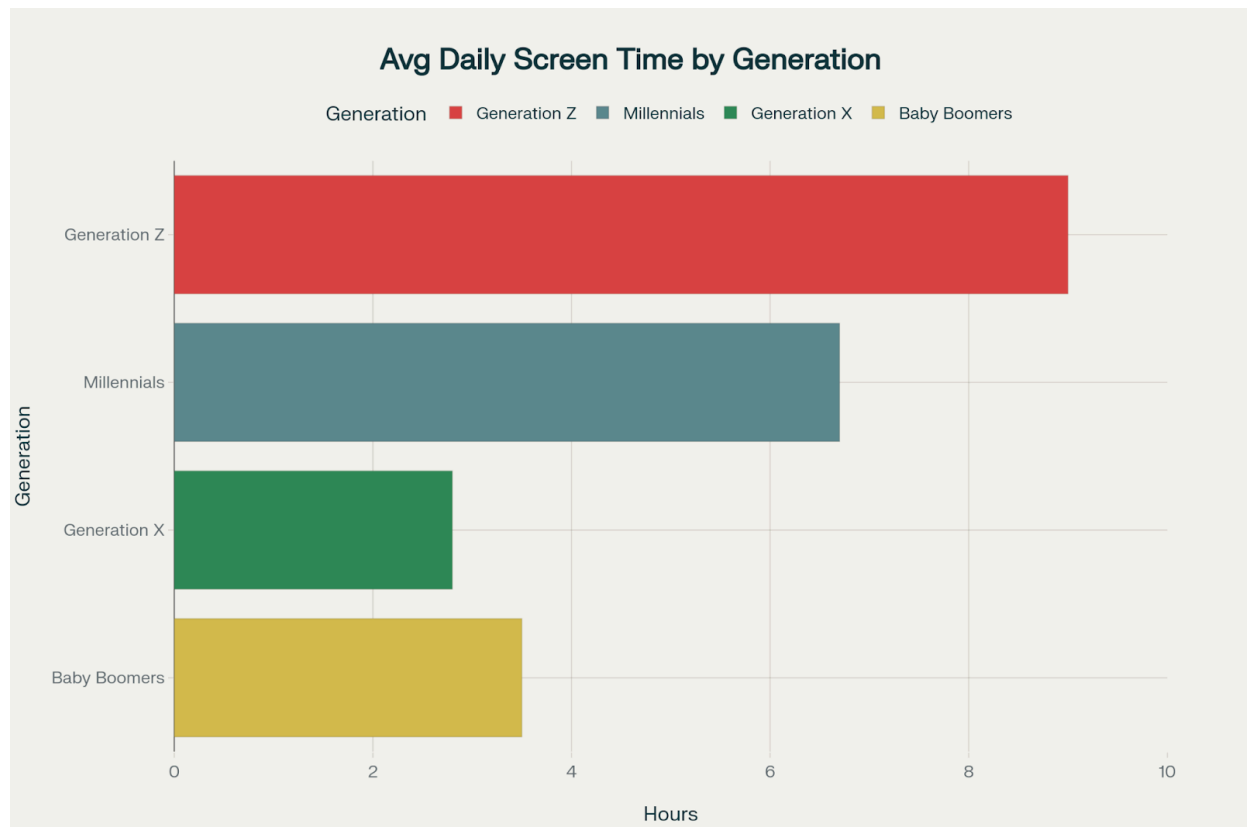
For teens and adults struggling to balance their screen time with other activities, our app provides direct and obvious reminders of other ways to spend their time. We have compiled a database of common talents, hobbies, and activities, along with the average time required to complete each of them. When the user wishes to view a summary of their screen time, the translator will display their social media usage in terms of these other activities, which gives the user a rough estimate of how much productivity could be gained by spending less time on social media. This should create a cycle of users gradually moving away from unproductive apps and moving towards their interests, until they find a balance that they are satisfied with.

These time translations are also tailored to the user: for example, if a user reports that they have an interest in writing, they might be told how many short stories they could write in the same time they spend on social media. This customization allows our users to receive personalized feedback relating to their hobbies and talents, which will leave a stronger impact than basic statistics and charts.

Also, the Screen Time Translator can be used to track apps other than social media. If the user feels they spend too much time on a particular mobile game or other piece of software, the user may select to have those apps tracked as well. This expands the Screen Time Translator past a social media tracker and into a productivity manager, increasing our potential user base. Overall,

the Screen Time Translator is designed mainly with teens and adults in mind, and our goal is to use personalization to help improve productivity.

2. Market Research and Need Justification



Generation Z is stuck in a damaging cycle of excessive screen time. Not only does the endless scrolling of social media harm mental health, it also takes away precious opportunities for personal growth, leaving users with a sense of wasting their potential.²

Screen Time Translator is designed to break this vicious cycle by making the opportunity cost of time no longer negligible. The core function of our app is "direct translation." It measures the exact time you spent on social media apps and shows you a concrete and practical achievement that you were able to achieve instead of that time. For example, rather than simply suggesting "reading," it's like telling you, "The 90 minutes I just spent on TikTok was enough time to read the first two chapters of a book."

This powerful 'reality check' feature displays visual charts and customized daily/weekly summaries on a neat and intuitive dashboard. By turning the abstract number of wasted time into

a concrete and aspirational goal, our app transforms the mindset of a user from shame and guilt into a leading force. This motivates the user to make more satisfying choices next time.



Forest is a productivity app where users plant a virtual tree that grows as they focus and stay off their phone; if they leave the app, the tree dies. The aim is to motivate people to concentrate by visually rewarding their focus time with a growing forest.

The Forest app motivates users to stay focused by letting a virtual tree grow as long as they avoid using their phone for distractions. In contrast, Screen Time Translator shows users what real-life activities they could have accomplished with their screen time, transforming time spent on devices into meaningful, alternative possibilities. This makes Forest about real-time focus motivation, while Screen Time Translator offers reflective insight and actionable alternatives.

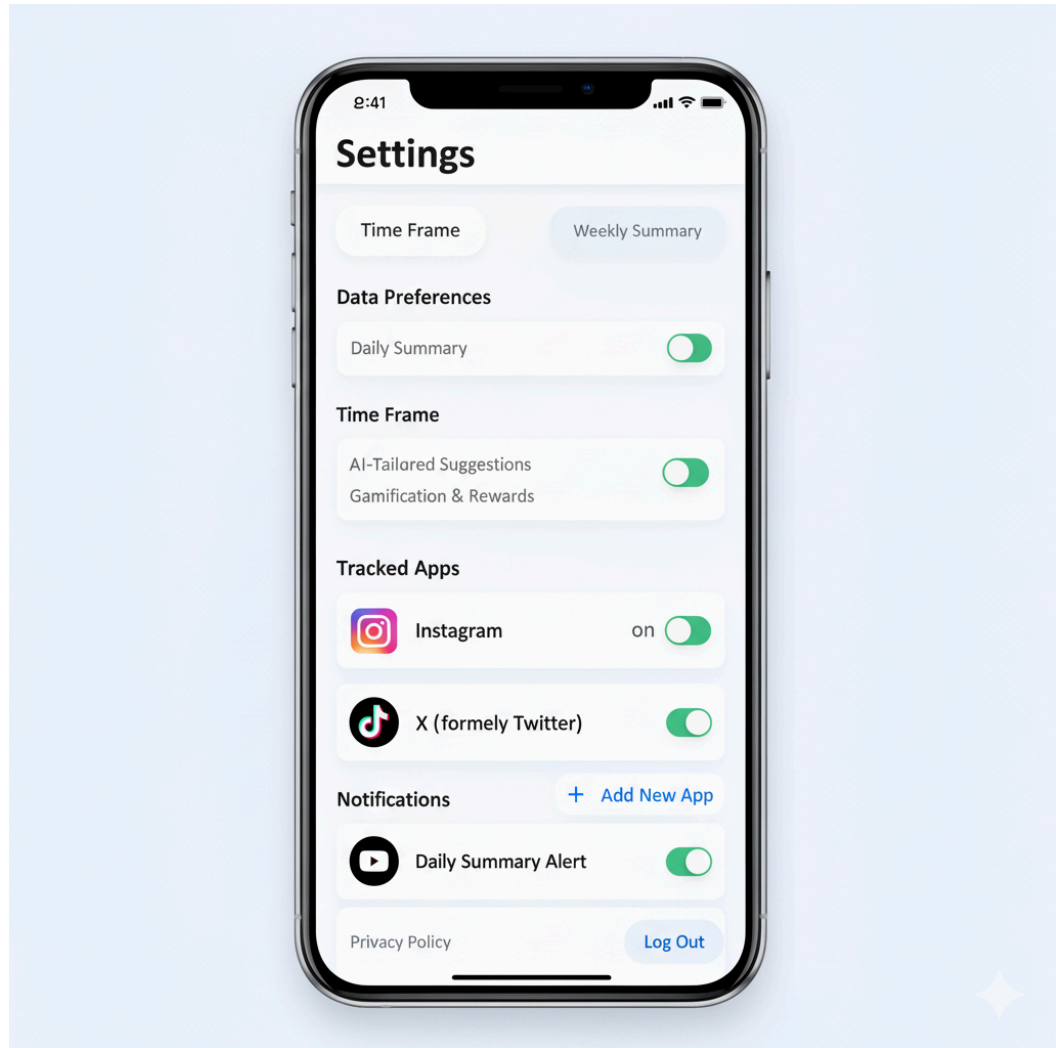
3. Product Description

- Features:
 - Reads screen time from the social media app and gives a summary of your recent screen time
 - The app retrieves usage data (Screen Time for iOS and Usage Stats Manager for Android) to track how long you've actively spent on the selected social media app. It then provides a summary of your recent activity, detailing your usage over the past day for easy reference.
 - Select certain apps to track (optional)
 - Inside the app, there is a place where you can select which social media app you can track

- Gives healthy/self-improving activities
 - The app offers personalized activities based on your social media usage duration, encouraging you to take breaks from the screen. Additionally, it features a curated list of activities organized by completion time, allowing you to easily choose how to spend your time productively, whether you have just a few minutes or a longer period available.
- Customization for apps and time frame (day summary, week summary, etc.)
 - In the app's settings, you can tailor your experience by customizing how it receives data from social media platforms. Options include selecting display preferences for daily or weekly summaries, allowing you to get insights that best suit your needs.
- User Interface and User Experience
 - The app features a simple and user-friendly UI, showcasing clear visual summaries of screen time through charts and color coding on a clean dashboard. Users can easily select which social media platforms to monitor with recognizable icons and toggles, providing control over their data. To promote healthier habits, it suggests personalized activities in a card layout based on time commitments. Customization options allow users to set daily or weekly summaries and adjust notification preferences, making the app adaptable to various lifestyles. Overall, the design fosters an encouraging experience that enhances screen time awareness while promoting healthier choices.
 - This app stands out by turning screen-time tracking into motivation. It highlights skills or activities users could pursue instead of time spent on social media, encouraging a positive perspective. AI-tailored suggestions, gamification elements like rewards, and mood check-ins combine screen-time awareness with mental wellness. Optional community features and interactive activities, such as AR-guided stretches, foster healthier habits while making tracking engaging. -
- App Wireframes/Mockup







4. Possible Issues and Counterarguments

Possible Issues:

Some may see Screen Time Tracker as a possible security risk, holding sensitive data about the user. However, all user data is stored locally and not uploaded or sold to third-party services. Additionally, it is worthwhile to note possible financial struggles. Production of software such as this can be costly and financially straining. Fortunately, due to Screen Time Translator being an open-source software, we are able to save a lot of money while also tackling other issues. As an open-source software, we will have no licensing fees and reduced hardware costs. As well as that, it will allow more flexibility, transparency, & security within our platform.

Counterarguments:

Claim: “Screen time is already a statistic tracked by your phone”

Rebuttal: Screen Time Translator provides a more in-depth depiction of the problem, providing facts and deeper statistics about your tracked time. Our goal is to demotivate unhealthy media consumption habits, whereas screen time tracked by your phone is merely the base numbers.

Claim: “Screen Time Translator doesn’t actually do anything, just tells you stuff.”

Rebuttal: Unlike other proposals to this issue, Screen Time Translator doesn’t force you to do anything! We give positive motivation towards bettering yourself, tackling the problem very efficiently. Encouraging improvement and demotivating the problem is what we do best. We help our users realize the issue and fuel their desire to improve.

5. Conclusion and Recommendations

In short, there is a substantial need for tools to help teens and adults manage their screen time, and the Screen Time Translator provides a low-cost and effective solution. Through our app’s many customization features, our users will receive the summary most relevant to their individual interests, which will foster personal growth and development. In addition, our rewards system and user-friendly experience should keep our users engaged with the product as they continue to lower their average screen time. We recommend moving forward with the development of this app because of the Screen Time Translator’s potential for the dramatic improvement of productivity among the youth, as well as the vast market potential for the unique solution we are proposing.

6. Appendix

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