

Section 2 Group 2 Product Proposal:

Screen Time Translator

Project Team Members

1. **Summary/Conclusion Writer & Overall Editor:** Auden Beaudette
 2. **Market Researcher:** Junhyun Kim
 3. **Product Designer:** Manpreet Singh
 4. **Devil's Advocate/Critic/"Jack of all Trades":** Alex Felton
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1. Executive Summary

Overview

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

Many teens report social media negatively impacting their health and wellbeing.¹ In addition, excessive screen time has also been linked to anxiety and depressive symptoms.^{2,3} 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.

Our Product

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 draft 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.

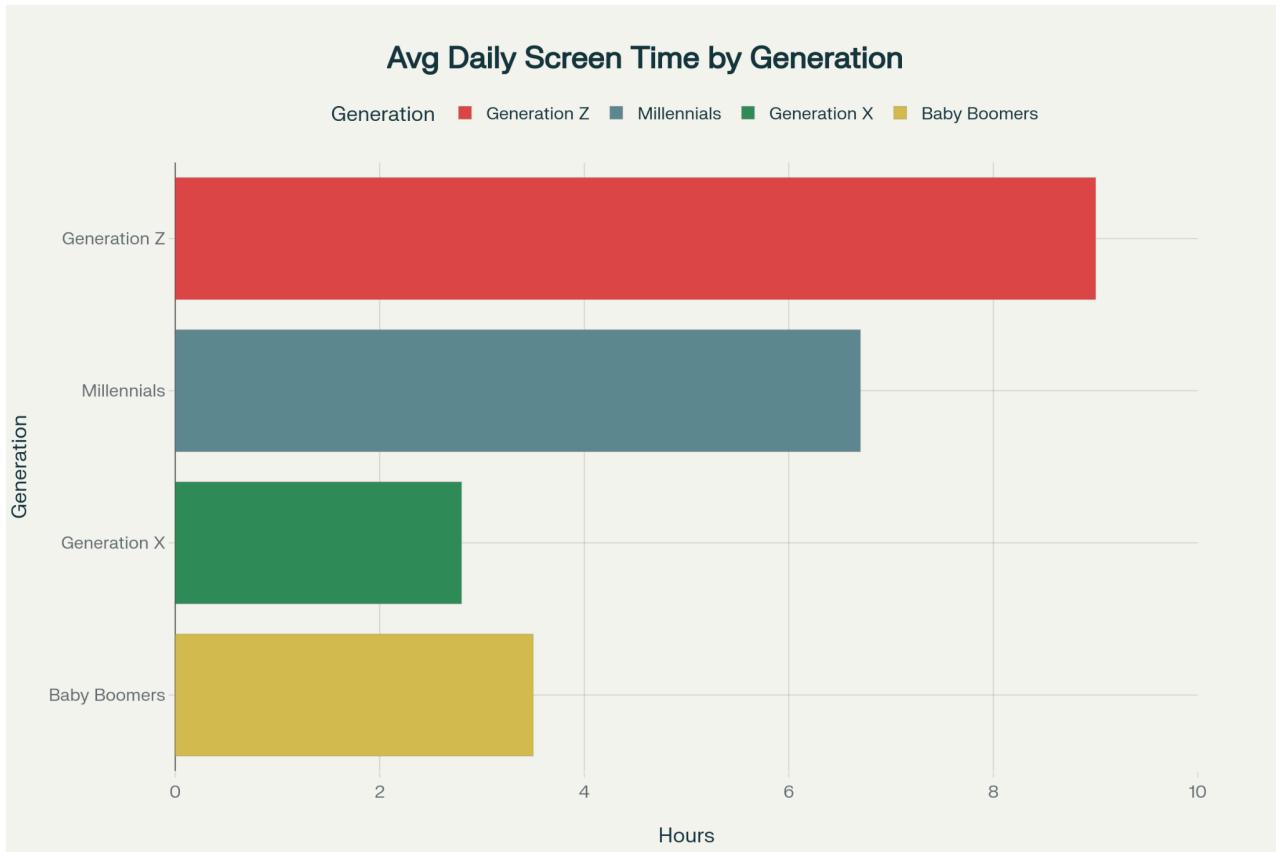
For some users, this basic functionality will create enough awareness for them to change their phone usage habits. However, many will want to take a more goal-oriented approach to lowering their screen time. Therefore, we are also offering a one-time purchase of STT: Life (Screen Time Translator: Life) which will give users access to more customization options. STT: Life users will be able to set specific goals for when and where they wish to work on other hobbies or interests instead of using their phone. Then, our app will keep track of how long they spend with their phone turned off and inform the user when they reach their goal.

Our Impact

Our aim is not to completely erase screen time: phones and computers are a large part of the modern world. However, the potential impact that excessive screen time can have on the mental health of the younger generation combined with the increasing hours teens spend on devices shows that there is a large market for preventative measures. Overall, the Screen Time Translator is designed with teens and young adults in mind, and our goal is to use personalization to help improve productivity and mental health.

2. Market Research and Need Justification

Market Research



Data compiled from various sources.^{4,5,6,7}

Hours Per Day Spent on Social Media Platforms, Among U.S. Teens



June 26-July 17, 2023

Based on responses from 1,567 U.S. adolescents

GALLUP FAMILIAL AND ADOLESCENT HEALTH SURVEY

GALLUP[®]

Data¹²

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 the youth with a sense of wasting their potential.²

According to Gallup research, Generation Z's average daily screen time exceeded 8 hours, with more than 60% of them feeling that their social media usage is "too excessive". This excessive screen time shows a strong correlation with depression and anxiety symptoms (Centers for Disease Control and Prevention, 2024), and is identified as a major factor that deprives them of opportunities to realize their potential.

Current solutions like Apple's 'Screen Time' and Google's 'Digital Wellbeing' simply display usage time as numbers. While this may cause temporary guilt for users, their limitations in driving sustained behavioral change are clear.

'Screen Time Translator' offers a fundamental solution precisely at this point. Our app directly translates abstract numbers like "90 minutes of TikTok usage" into concrete and achievable accomplishments such as "reading two chapters of a book" or "jogging 3 kilometers." This powerful 'reality awareness' feature is provided through visual charts and personalized summaries on a clean dashboard. Instead of inducing guilt about wasted time, we transform our users' mindsets into positive motivation by showing what they could have accomplished with that time. This becomes a powerful force that guides users to make more satisfying choices next time.

Competition Analysis



First are the built-in OS tools, such as Apple's Screen Time and Google's Digital Wellbeing. These platforms excel at tracking and presenting raw data on app usage. However, their core limitation is that they are merely passive reporters of the problem. By simply presenting users with numbers and usage charts, they often induce guilt without offering a clear, motivational path toward a solution.

The second category consists of gamified productivity apps like Forest. Forest cleverly motivates users to concentrate in real-time by growing a virtual tree as a reward for avoiding phone distractions. While this method is effective for maintaining 'in-the-moment' focus, its value is limited to prevention. The app does not address the time that has already been spent, failing to provide reflective insight or actionable alternatives on how that past time could have been better utilized.⁸

Screen Time Translator operates in a different space from these existing solutions. We go beyond the passive data of OS tools to provide context and meaning to that time. Furthermore, unlike Forest's real-time focus approach, we transform past screen time from a source of guilt

into a tool for future motivation. By showing users what real-life activities they could have accomplished with that time, we provide the actionable, reflective insight that is essential for driving long-term behavioral change. This fills a critical gap that exists in the current market.

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.
 - With STT: Life, users can set personalized goals for when and where they want to focus on hobbies or interests, helping them reduce screen time and stay intentional with their time off their phone.
- 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.

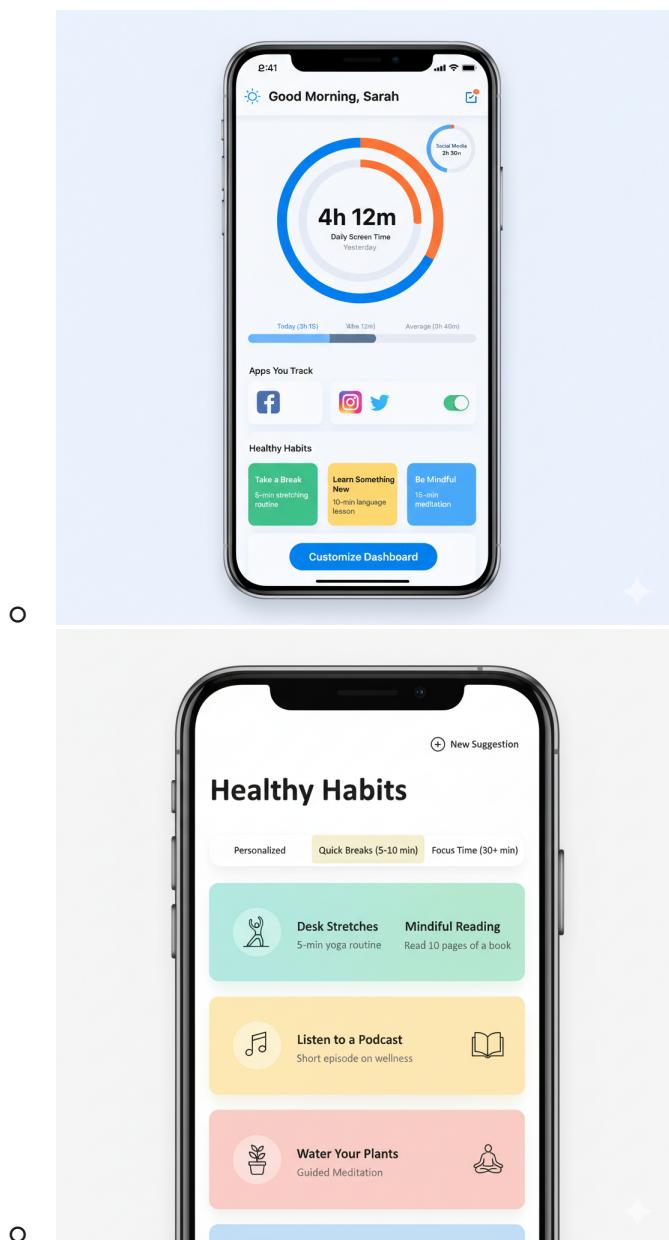
User Interface and User Experience

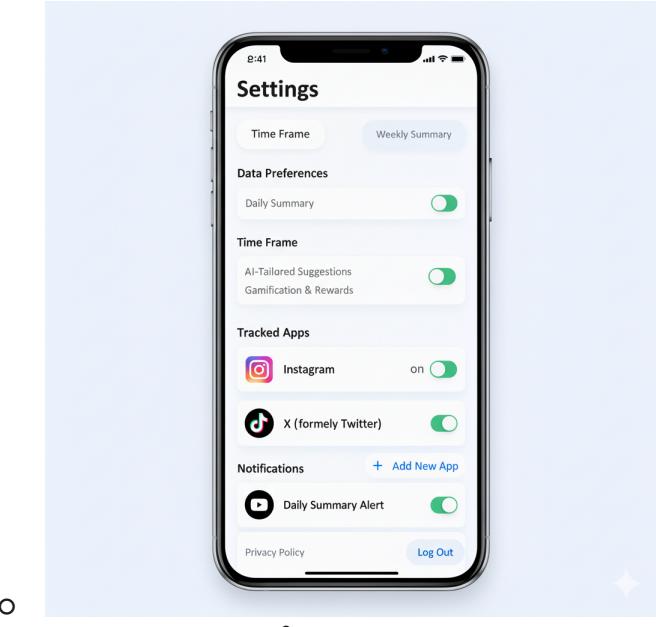
- The app features a simple and user-friendly UI, showcasing clear visual summaries of screen time through charts and color coding on a clean dashboard. Users can easily select which social media platforms to monitor with recognizable icons and toggles, providing control over their data. To promote healthier 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, and mood check-ins combine screen-time awareness with mental wellness.

App Wireframes/Mockup





O Product mock-ups⁹

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. The addition of STT: Life will create

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, the app 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. However, for those looking for a more goal-oriented approach, STT: Life allows users to customize and set their own goals if the base STT app features don't do it for you.

5. Conclusion and Recommendations

In short, because of the looming threat that excessive screen time poses over the younger generation, there is a substantial need for tools to help teens and adults manage their screen time. With the Screen Time Translator, we hope to provide 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 product will be profitable through the additional customization features for users in need of support, which will make the Screen Time Translator sustainable while staying true to our goal of reducing screen time overall. We recommend moving forward with the development of this app because of the Screen Time Translator's potential for the dramatic improvement of the productivity and mental health of the youth.

6. Appendix

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