

# Product Proposal Draft : Group 5

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## 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 those sweet sweet Doom Dollars. 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.

## Name idea workshopping:

We are between these two names

- Pro ultimate doomscroll stopper plus ultra deluxe, FREE 2k 25 pocket edition v0.001 beta master edition
- Project: Grass

We would love feedback regarding which to go with

## 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.

## 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.

## 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 (Doom Dollars) you can upgrade the rate at which you get Doom Dollars, 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 mute and less addicting to start. But there is nothing stopping us from adding a billion skins/wallpapers to allow for full customizability.

Other potential features could include:

Push notifications after being on your phone too long

Giving positive Affirmations on the home screen

Making users start to lose Doom Dollars if they are on social media for over an hour

In addition it could give ideas on things to do off your phone like

- Going to Local parks

- Public events in the area

- Showering

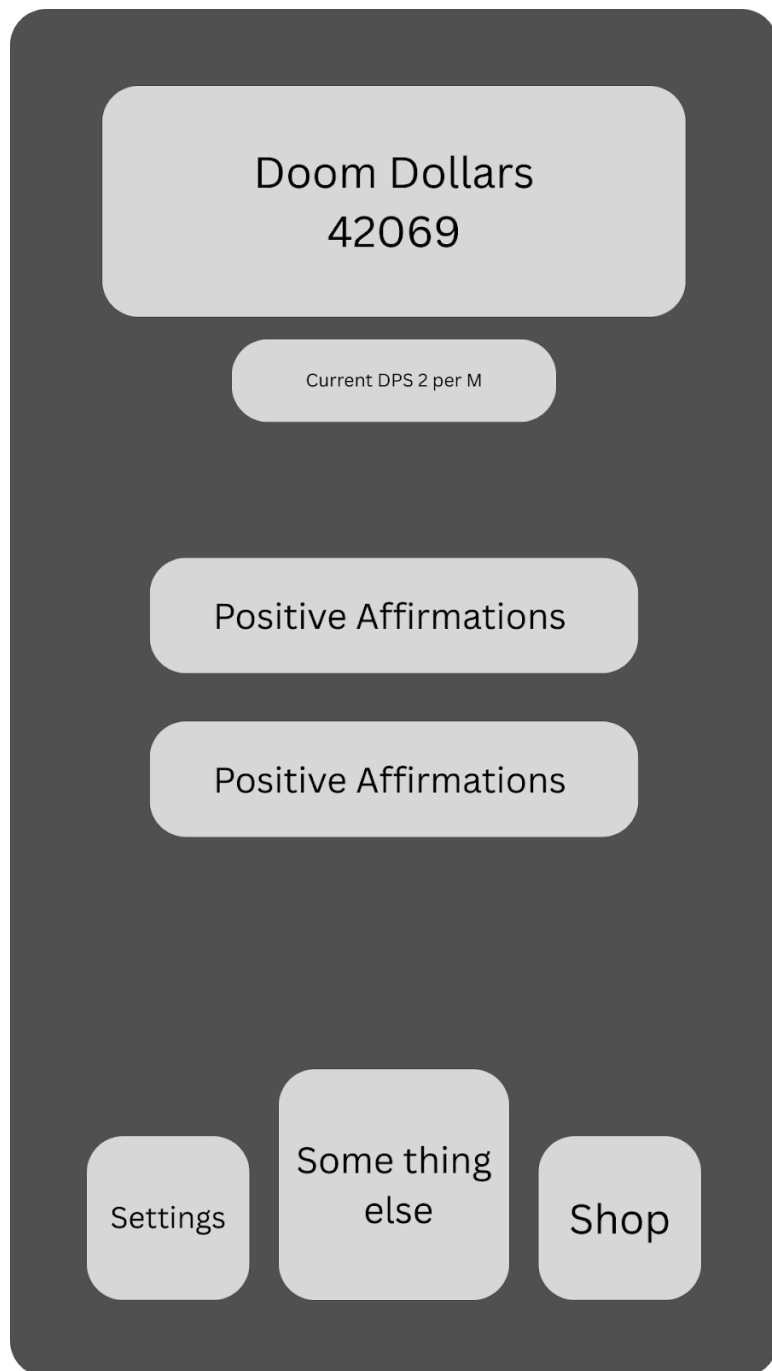
- Touching grass

- Reading books

(Bad idea) We could also further encourage people to stay off their phone and get Doom Dollars by adding gambling for rare cosmetics and upgrades.

(Better idea) We could not make people addicted to the app trying to make them not addicted.

Basic layout with more to expand, nothing final.



**Possible problems / issues**

## Conclusion and Recommendations

Our Doomscroller stopper has the potential to change lives by actually working to stop your mindless scrolling and getting you to touch grass and live your life by giving you sweet rewards for doing so.

## Appendix

Sheikh, Mahnoor. "Social Media Demographics to Inform Your 2025 Strategy." Sprout Social, 24 Feb. 2025, [sproutsocial.com/insights/new-social-media-demographics/](https://sproutsocial.com/insights/new-social-media-demographics/).

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