

Darien: Summary/Conclusion Writer & Editor - Creates executive summary and conclusion

Harrison: Market Researcher - Handles market research and needs analysis

Lev: Product Designer - Develops the features and functionality section

Aidan: Devil's Advocate/Critic - Writes challenges and counterarguments

Shelby: Appendix Manager - Compiles supporting materials

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Proposal for Mindful Scroller

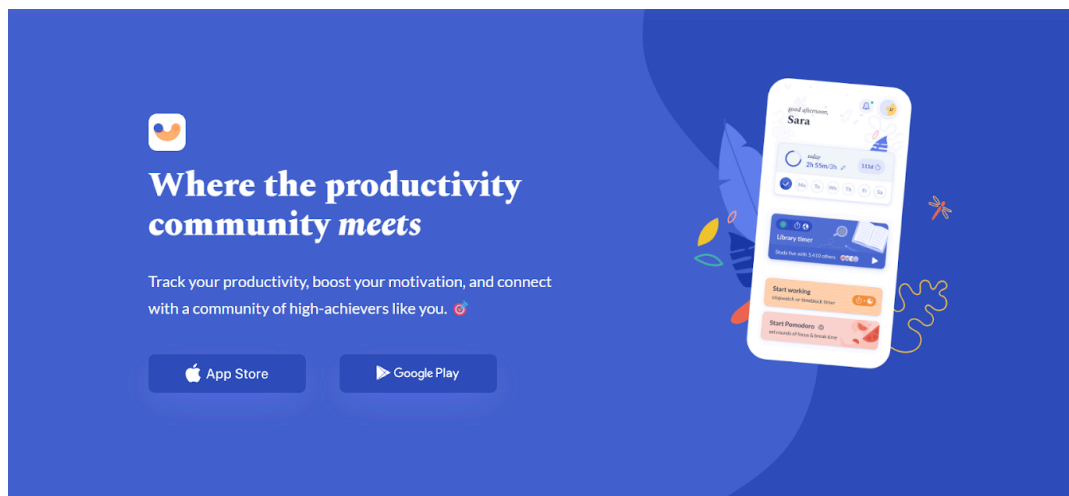
1. Executive Summary (Overview)

The app that we are developing is Mindful Scroller. Mindful Scroller is an app determined to be the antithesis of apps like Instagram and TikTok with their short-form content that promotes 'doomscrolling.' Mindful Scroller instead focuses on the real world and real connections. Instead of using an algorithm that is designed to keep you watching more and more, the app gives you alerts and reminders for real-world activities. The app will tell you the weather, remind you of assignments that need to be done, give food recommendations and places to eat, and remind you to maybe hit up that friend you haven't talked to in a while. Mindful Scroller is meant to be an app to help college students and younger people manage their time and get out of the habit of doomscrolling on Instagram and TikTok.

2. Market Research and Need Justification

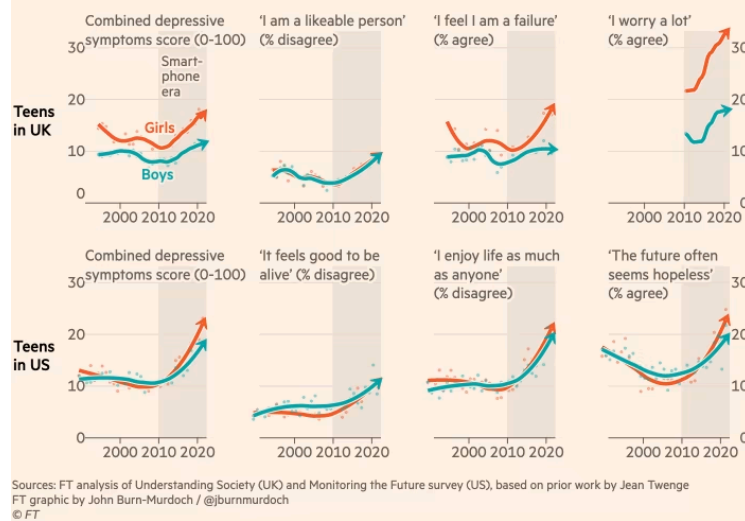
Why do teens use social media and Instagram reels? Social Media and Instagram scrolling for teens is often used as a way to alleviate stress and anxiety: "empirical work suggests that turning to social media represents a common ER strategy for adolescents... In some cases, the ER goal is to

down-regulate negative emotions, such as when adolescents use social media to alleviate unpleasant feelings” (Davis). Instagram Reels itself is a solution that gives stress relief to some teens; however, there are downsides to social media. Often, social media can consume too much of a teen's time, leading to increased stress due to a lack of productivity. Certain apps and plugins that address this issue include: Flipd, AppBlock, Moment App, Your Hour, Hold, Siempo, Freedom, Antisocial App, Focus, Cold Turkey, and SelfControl (Boland). Some of these apps limit or disable social media apps, forcing teens to use them less. On Flipd’s website, they state that their app increases productivity by limiting distractions and celebrating progress: “Flipd users have achieved over 1.5 billion minutes of productivity” (Flipd). Our app seeks to limit social media scrolling by integrating alternative activities within social media scrolling. In the US, one in ten people is addicted to social media (Boland). A survey of eighteen to twenty-two-year-olds concluded that forty percent were addicted to social media (Boland).



(Flipd App)

Depression, anxiety and other mental health problems are soaring among teenagers in the UK and US, especially among girls



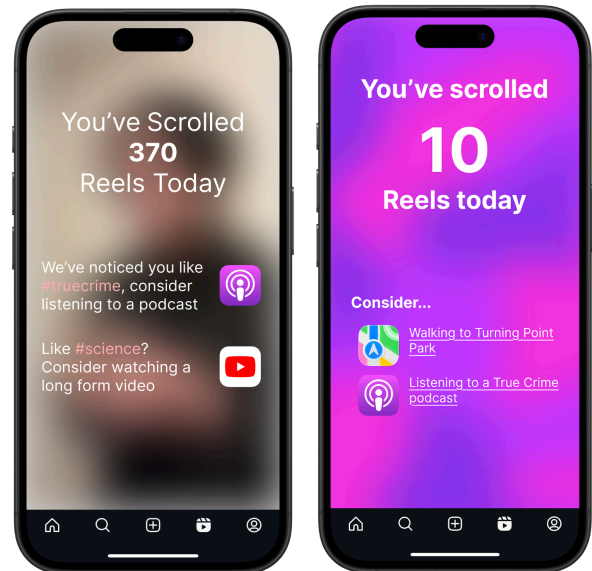
(Chart of Mental Health Issues Related to Social Media Usage)



(Predicted Success of Product)

3. Features and Functionality

Mindful Scroller uniquely addresses the “mindless scrolling” or “doom scrolling” problem by periodically reminding the user with statistics about how long they have been scrolling, and suggesting alternative activities based on the user’s feed. As opposed to similar apps, *Mindful Scroller* is an instagram/tiktok plugin that injects reminders directly into the user’s feed. Along with curated, low-friction calls to action, this allows for a natural transition from mindless scrolling to a more productive activity.



Mindful Scroller uses the tags that come up on your feed to suggest relevant and compelling activities. In this example, *Mindful Scroller* has detected that the user often watches Instagram reels containing the tag #truecrime, so the app suggests listening to a true crime podcast instead.

Here is a video example of the app’s functionality: <https://youtube.com/shorts/r9-3pU4FDjU>

4. Anticipating Challenges and Counterarguments

The idea of hijacking someone's stress relief is bound to come with many challenges. Many people do genuinely use reels as a way to escape from their everyday lives and have a break, so many won't want to install the extension because it would take away their relief. “Why would I install

this? I know my scrolling is bad, but I accept that.” To these people, my counterargument would be that installing the plugin doesn't mean you CAN'T watch reels; it just means you are encouraged to do things in real life every once in a while and reminds you to keep track of time while scrolling. Some similar connected challenges to this would be “if someone really wants to scroll, they'll just ignore or uninstall the app,” or “this feels judgmental, like you're telling me how I should relax.” But again, the app doesn't block scrolling; it just discourages it. Another argument I would expect to hear is that “The app taking your data to make suggestions on what to do could be predatory.” To that, I say the app uses local device storage and end-to-end encryption, which means the data never leaves your phone and is inaccessible to anything besides the app. A further argument that could be proposed is “There are already apps that do this, like Cold Turkey or SelfControl.” The counterargument to this is that our app doesn't block the media, but inclines users to make better use of their time. In addition to that, our app is the only one that recommends things to do based on real data from the user, meaning the ideas it creates will be more interesting than just any old AI could come up with.

5. Conclusion and Recommendations

To reiterate this proposal, the main issue the plugin Mindful Scroller is meant to alleviate is doomscrolling, or excessive consumption of short-form content. The plugin does this by recommending different activities or local recreations that the user could be interested in, as well as letting them know how long they've been scrolling for. The target audience for this product are young adults and younger, who tend to consume short-form content as a way to alleviate stress. The plugin offers a healthier way for the user to wind down or use their free time, leading to better

productivity and overall mood increase. To better support young adults and students we wish to continue development of the plugin with your support.

Appendix (for groups with six members)

- Additional data, charts, or research materials can be included here to support the proposal.

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