

Focus Mate: Build Better Screen Habits

Problem Statement

As a person who struggles to stay focused while working or studying due to frequent mobile and digital distractions, I want a tool that helps me stay off non-essential apps or websites, track my focus sessions, and reward me for staying committed so that I can build healthier screen habits and improve my productivity.

1. User Research

Objective: Understand digital distraction behaviors across different lifestyles.

Nisha Sharma – The Distracted Intern

- **Age:** 22
- **Profession:** Remote Marketing Intern
- **Use Case:** Juggling internship tasks, online courses, and MBA prep.
- **Pain Points:**
 - Distracted by Instagram, YouTube during solo tasks.
 - Lacks accountability to stay consistent.

Rahul Menon – The Procrastinating Freelancer

- **Age:** 29
- **Profession:** Freelance Web Developer
- **Use Case:** Managing multiple remote projects.
- **Pain Points:**
 - Constantly switches tabs out of habit.
 - No tracking system for productivity.

Deepa Iyer – The Juggling Mom-Creator

- **Age:** 40
- **Profession:** Freelance Writer & Parent
- **Use Case:** Managing writing tasks and home responsibilities.
- **Pain Points:**
 - Interrupted frequently by family needs.
 - Lacks measurable productivity insights.

2. User Personas

Nisha Sharma

- **Location:** Bengaluru, India
- **Goals:** Improve consistency, reduce distractions.
- **Challenges:** Easily distracted by social media.
- **Quote:** “I open my phone to check an email and end up scrolling Instagram for 20 minutes.”

Rahul Menon

- **Location:** Kochi, India
- **Goals:** Deliver work efficiently without overworking.
- **Challenges:** Easily bored, prone to procrastination.
- **Quote:** “I need something that stops me from sabotaging myself online.”

Deepa Iyer

- **Location:** Chennai, India
- **Goals:** Rebuild career while parenting.
- **Challenges:** Constant interruptions, hard to regain focus.
- **Quote:** “Every time I get into the zone, someone or something pulls me out of it.”

3. Flows

Task Flow: Starting a Focus Session

1. Open app
2. Tap “Start Focus Session”
3. Choose duration (30 min default)
4. Select apps to block
5. Confirm and start session
6. Timer activates; distractions are blocked
7. On completion, badge or reward unlocked

User Flow: New User Onboarding

1. Sign Up / Log In
2. Choose Role (Student, Freelancer, Parent)
3. Set Focus Goals (Study, Deep Work)
4. Select Apps/Websites to Block
5. Start First Session
6. Earn Rewards / View Progress

Wire flow (Suggested Diagram)

1. Splash Screen
2. Onboarding (Name, Role, Goals)
3. Dashboard (Quick Start, Streak)
4. Focus Session Setup
5. Timer Screen
6. Break Reward
7. Progress Analytics

4. Low-Fidelity Wireframes

Home/Dashboard

- Quick session start
- Daily streak
- Motivation quote

Focus Session Screen

- Timer
- Distraction Block Indicator
- Emergency exit

Break/Reward Screen

- Badge/unlock screen
- Stretch or break suggestion
- Short break timer

Progress Tracker

- Daily/weekly focus charts
- Session count and durations
- Goal completion

5. Usability Testing Plan

Key Tasks

1. Complete onboarding and begin a session
2. Complete a session and receive a reward
3. Track focus history in dashboard

Metrics

- Task success rate
- Time to completion
- User satisfaction (rating)

Post-Test Enhancements

- Add Focus Templates (e.g., "Study Burst")
- Simplify UI for parents/older users
- Personalize motivational content
- Emergency access override feature

Conclusion

Focus Mate helps users take control of their digital habits through structured sessions, motivational rewards, and personalized tracking. With intentional design rooted in real user challenges, the app transforms distractions into disciplined productivity.

Welcome Mancy !

Lets make it your day !

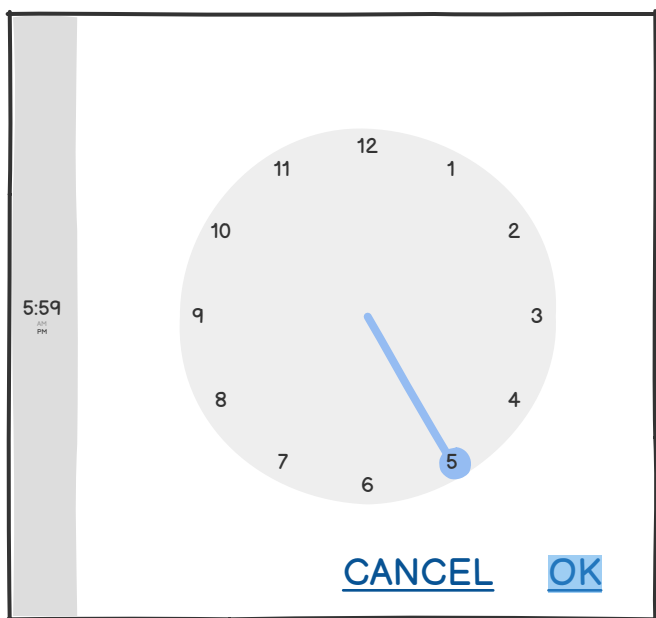
Daily quotes for motivation

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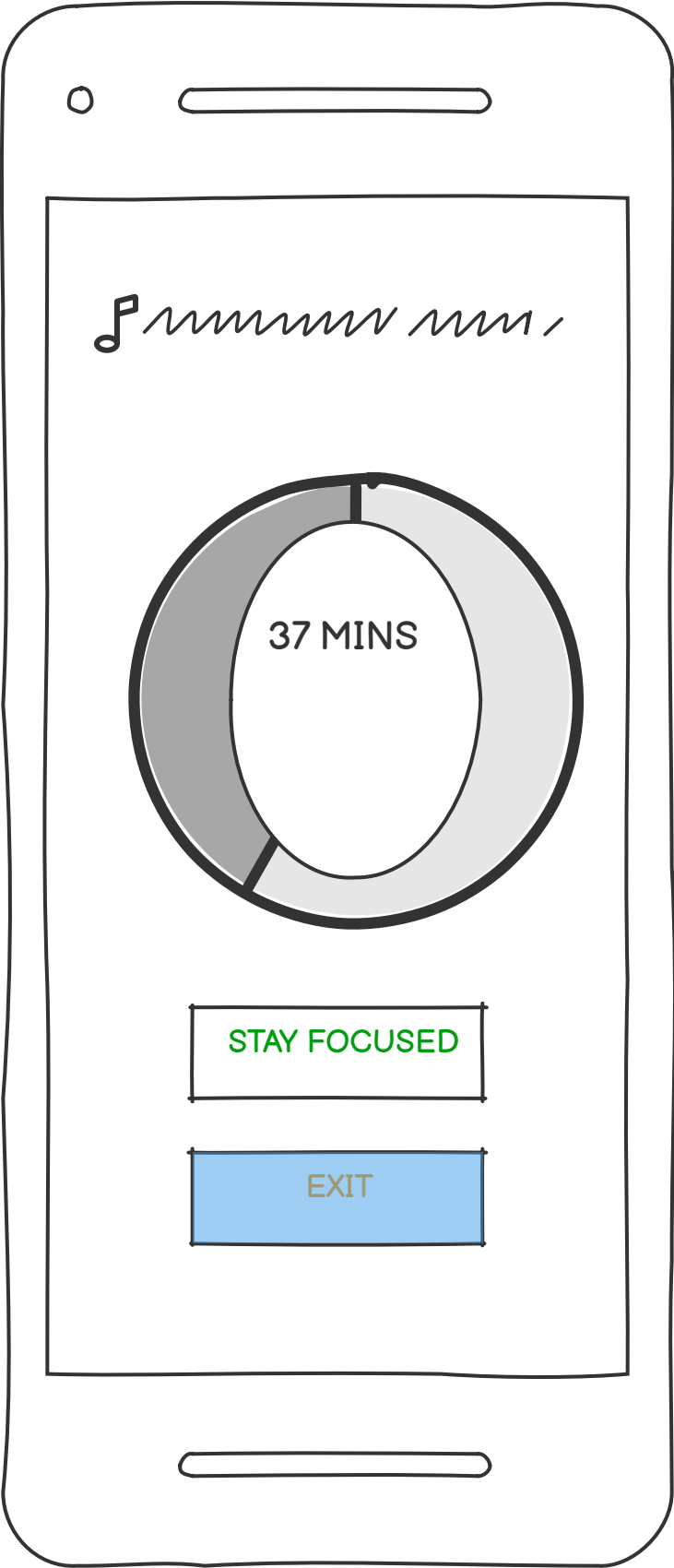
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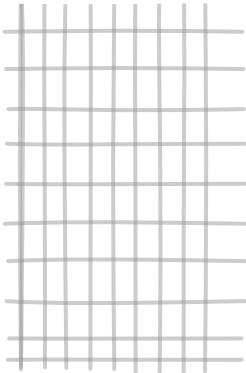
4 days streak



New Wireframe 2



WEEK STREAK



MONTHLY AC

