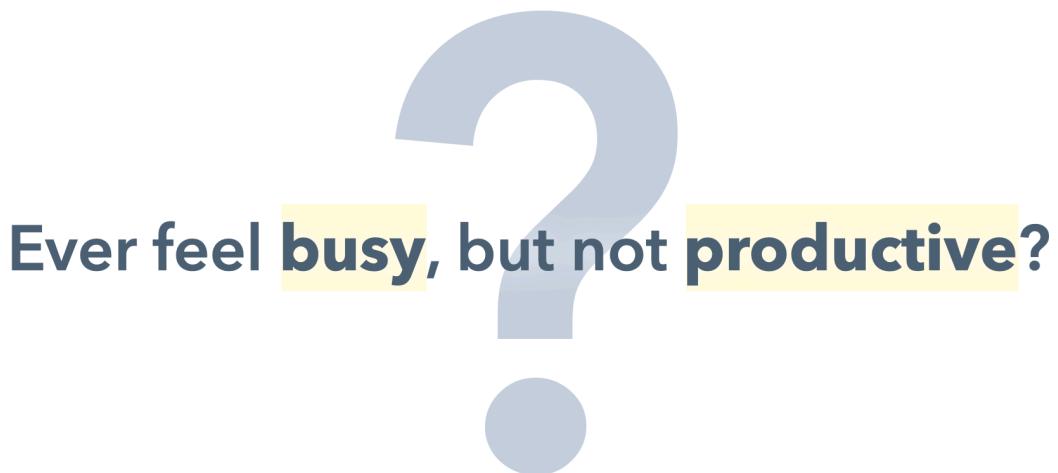


Scene 1.1. Opening

Script:

Ever feel busy, but not productive?

Video: slide style

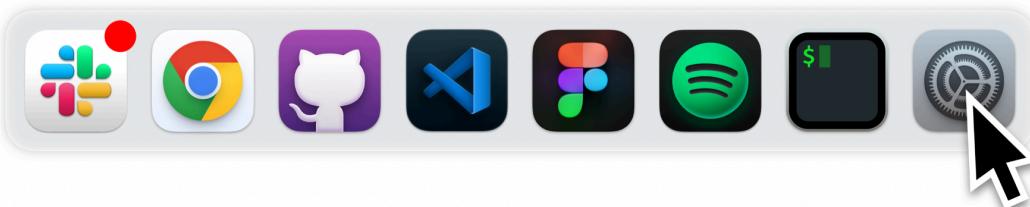
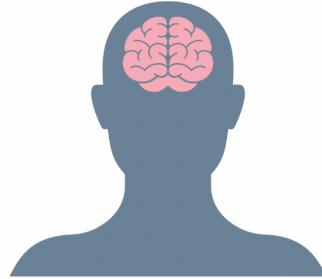


Scene 1.2. Problem Statement & Motivation

Script:

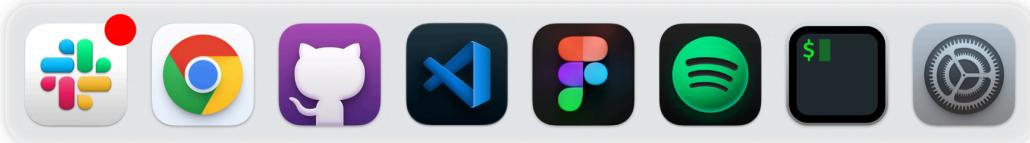
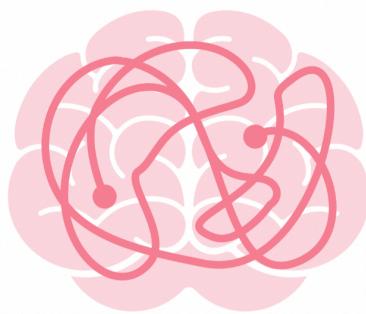
In today's digital workspace, our attention is constantly pulled across different tools and tabs. One moment we're deep in code in VS Code, then jumping to Figma to check a design, switching over to Slack to answer a message, and back to coding again — until a quick detour to Spotify for some background music.

Video: Switching from different apps



Script:

Each small switch feels harmless, but together they fragment our focus and leave us mentally drained. Before we know it, the day's gone, and it's hard to tell where our time — or our attention — really went.



Script:

So instead of only asking *how to manage time*, maybe the better question is: *how do we stay truly productive?*

How to be **productive?**

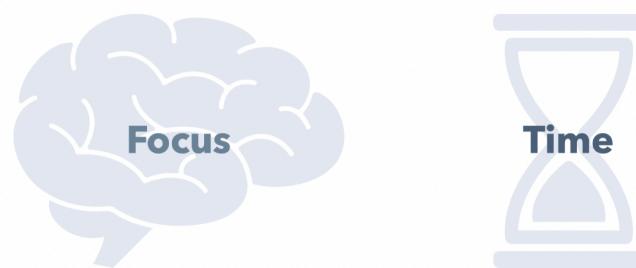
Script:

When we talk about productivity, both **time** and **focus** matter.

Time shows *how long* we work, while focus reveals *how well* we work.

They're two sides of the same coin — and understanding both is key to truly measuring productivity.



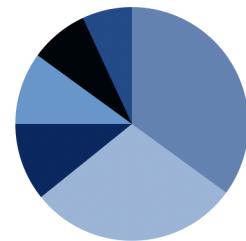


Scene 1.3. Current tools limitation

Script:

Sure, we already have tools like Apple Screen Time or RescueTime. They're great at showing how many hours we've spent in each application or on each task. But that number alone doesn't tell us the *quality* of those hours. Time tracking shows *when* we worked — not *how* our attention moved while we worked.

Video: Tools popping up on screen



Script:

So what about focus — the invisible part of our work that actually drives productivity?



Script:

Every context switch, every quick glance at another app, carries a hidden mental cost — what we call *cognitive friction*.

Focus & Frictions

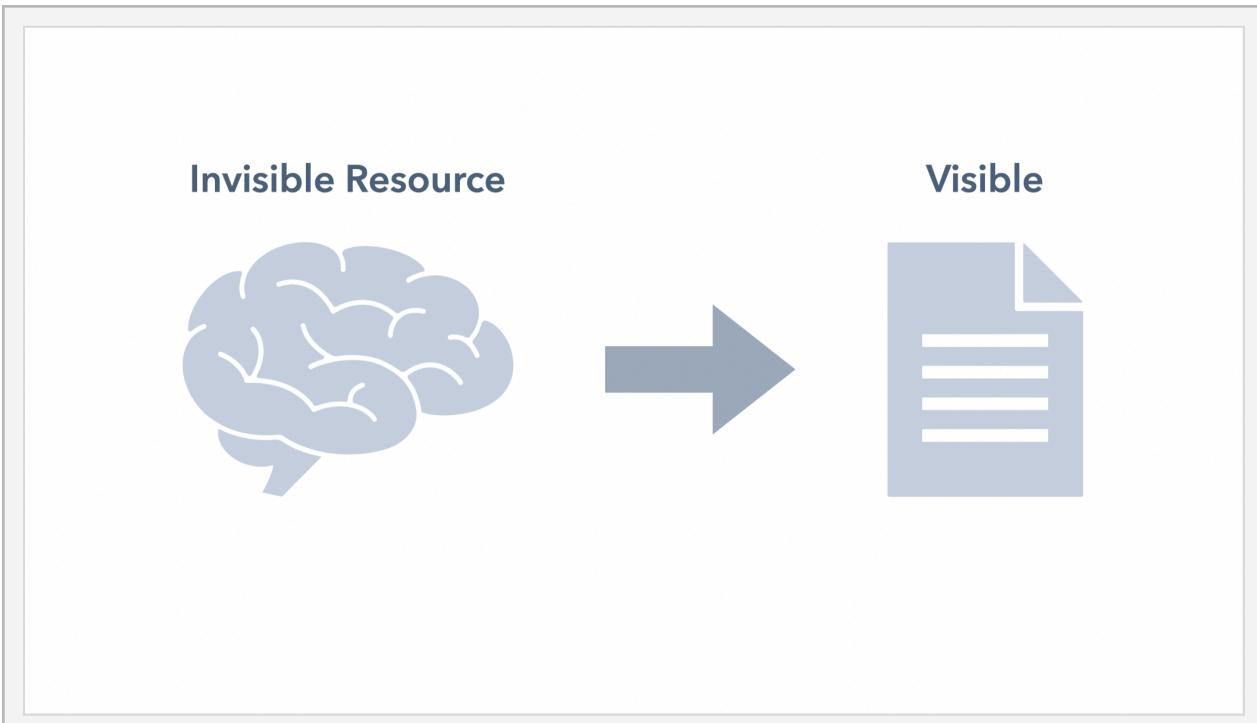
Scene 2.1. Transition

Script:

Focus — it's invisible.

Our goal is to make that invisible resource visible — to transform attention into data that we can see, understand, and ultimately improve.





Scene 3.1. Introduce The Planetary Map

Script:

Here, we present the **Planetary Map** — a visualization that turns digital activity into a constellation of focus and movement.

It offers a high-level picture of how our attention flows across the tools we use every day.

Video: the complete prototype first + text maybe



The Planetary Map

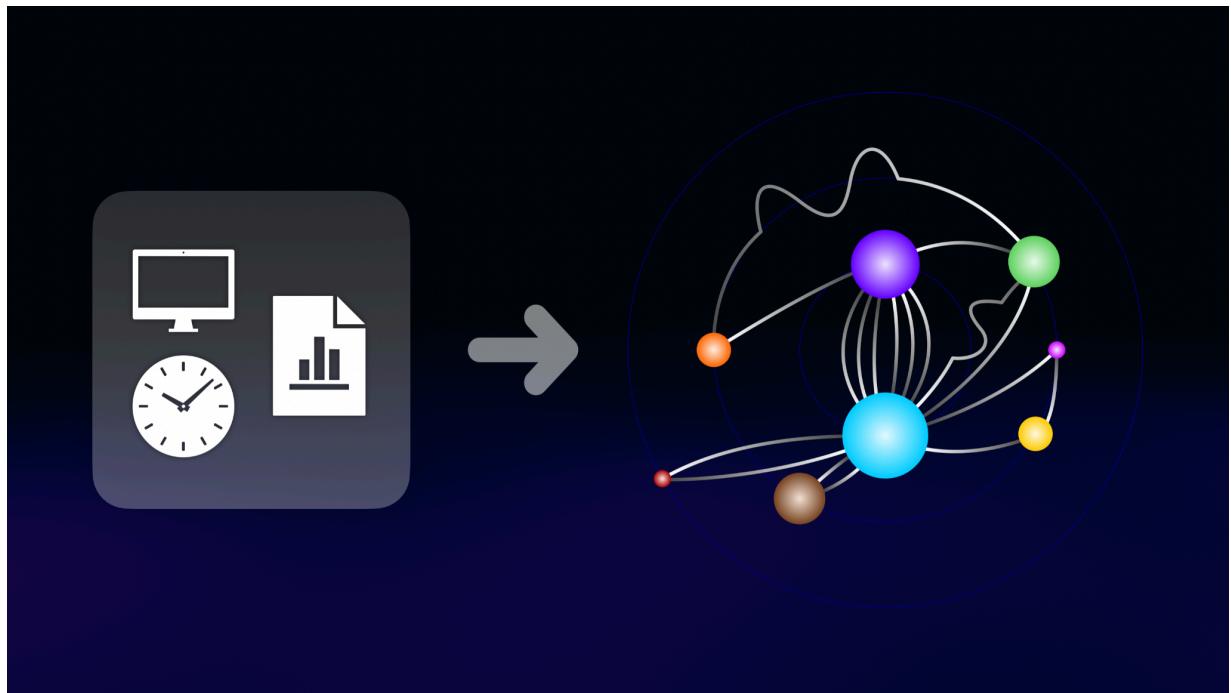
Scene 3.2. High Level Method Explain

Script:

Behind the map lies a simple pipeline.

We start with raw **interaction logs** — every click, switch, and active window — and transform them into structured data.

Through processing and aggregation, these logs evolve into a visual narrative that captures the rhythm of our workday.



Video: Flowchart

Scene 3.3. Breaking down the components of the Map

Script:

Now, let's break down what you're looking at.

Planets.

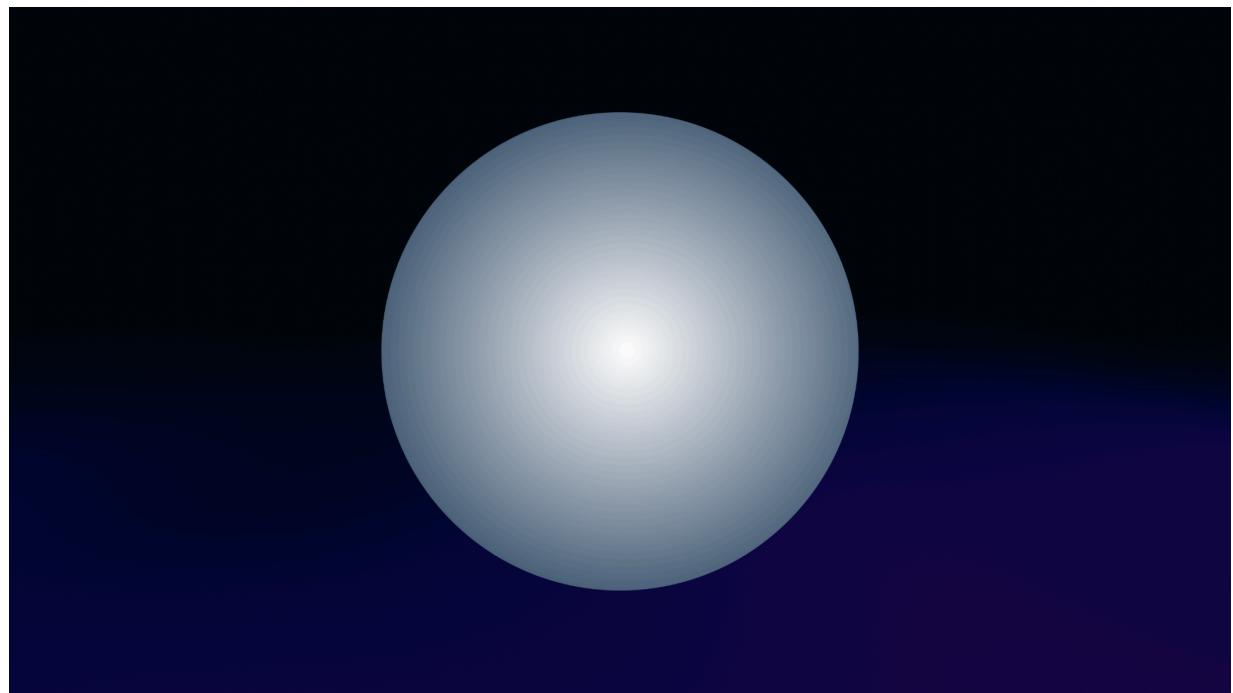
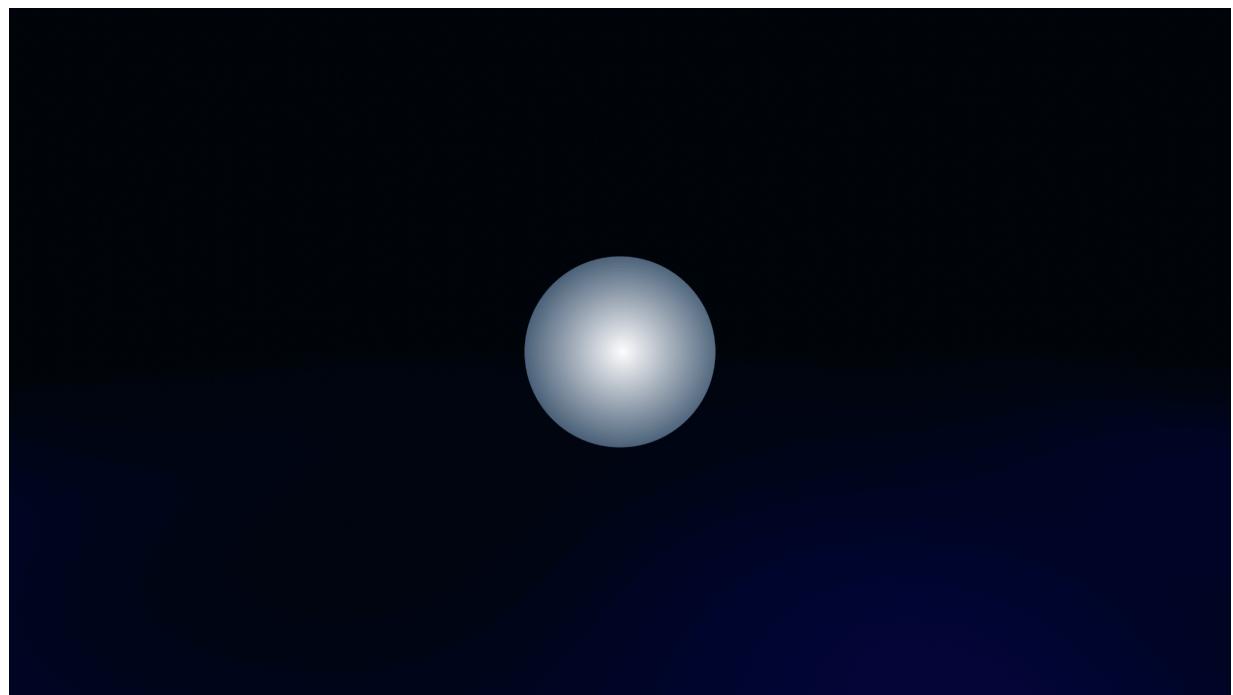
Planets

Each planet represents a tool or app we use in our digital workspace — VS Code, Figma, Slack, or Spotify.

Tools/Apps

Script:

As the planet grows larger, it reflects the amount of time we spend there — the bigger the planet, the more attention it receives.



—

Script:

Orbit.

Around these planets are orbits.

Orbits

Script:

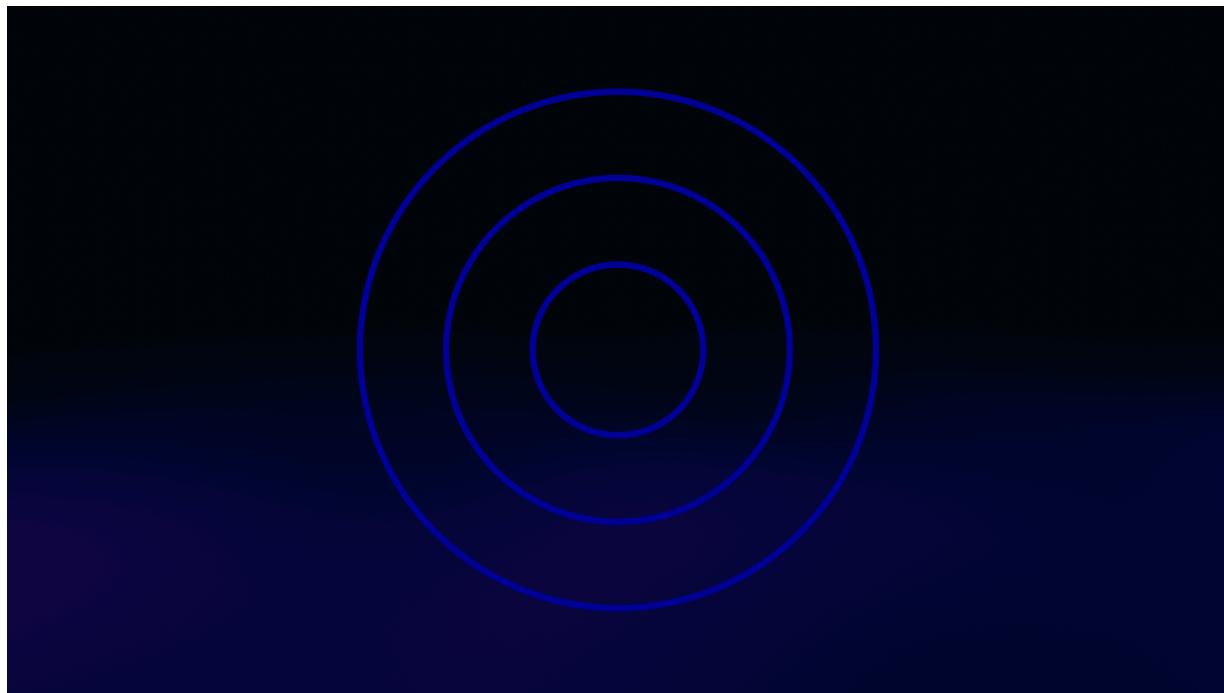
The orbits form a **hierarchy** among tools — showing what's central and what's peripheral.



Hierarchy

Script:

The ones closer to the center are more central to the task, while those farther out represent secondary or peripheral tools.



Script:
Path.

Paths

Script:
Paths capture **transitions** between tools — tracing how attention shifts from one task to another.

Transitions/Frictions

Script:

A smooth line means an easy transition, where focus flows naturally.

A wobbly line captures moments of **friction or pause** — those small breaks, hesitations, or context shifts that disrupt our flow.



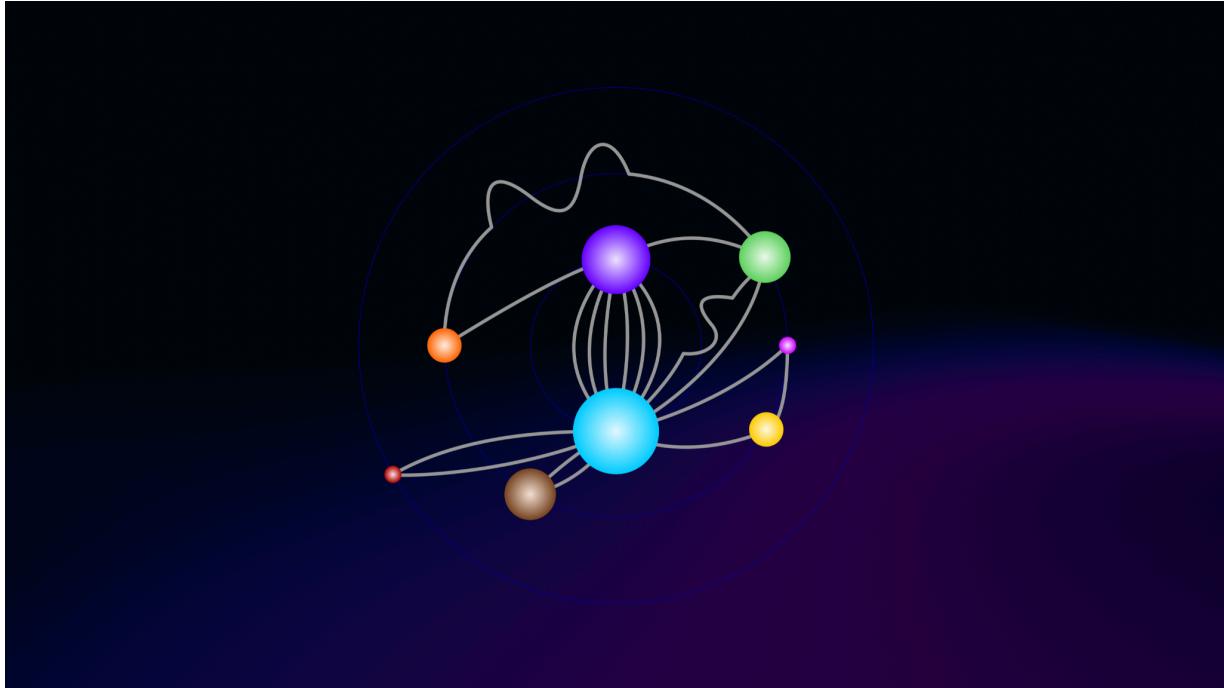
Scene 3.4. Variants of Planetary Map

Script

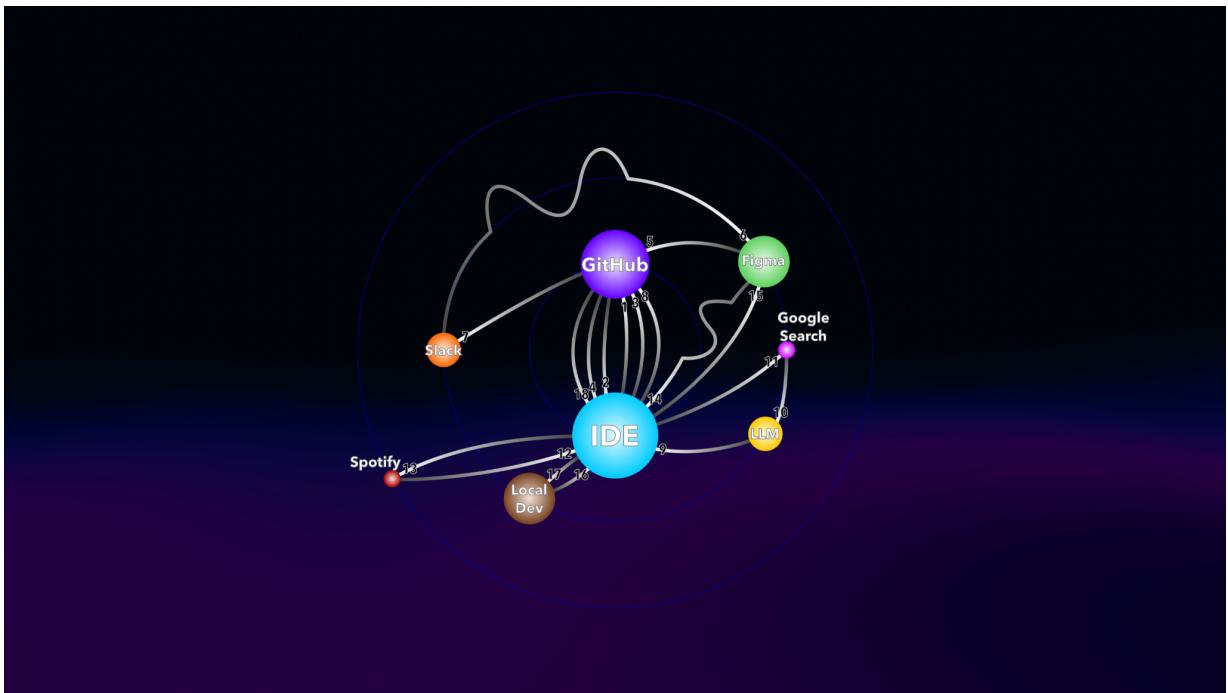
The Planetary Map can be rendered in several styles to support different levels of analysis.

The **basic** version provides a clean overview — planets and paths without direction and detailed labels.

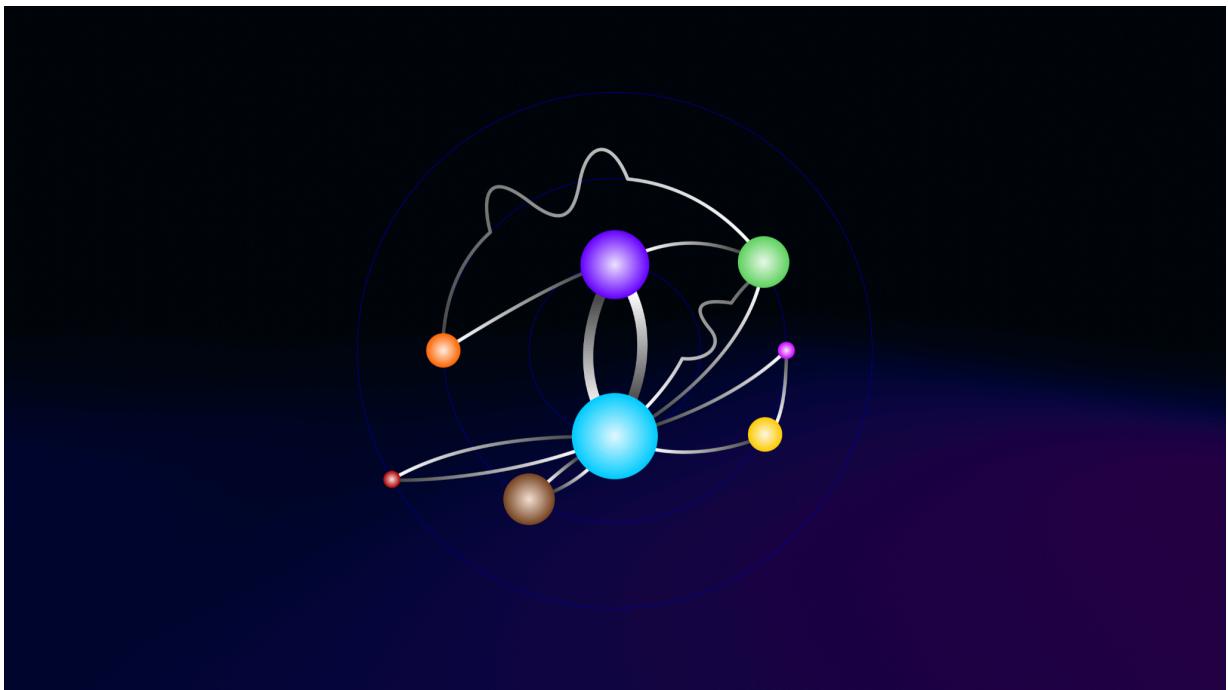
Video:basic → compact → compact minimalist → basic minimalist



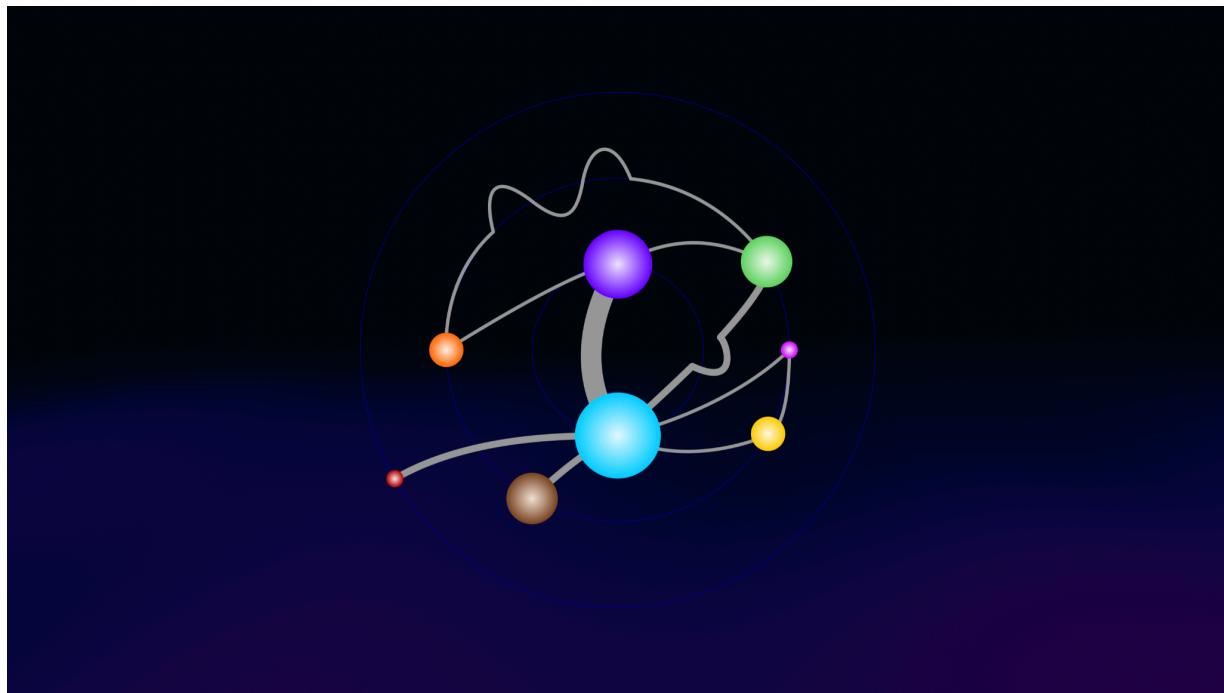
For a more detailed trace of activity, the map can go from adding directional gradients to paths, showing planet labels, and numbering paths,



A **simplified** version merges repeated paths into single, thicker lines, preserving direction with gradients for a cleaner look.



Our **most minimal** version simplifies even further — combining all paths between any two planets, removing directional gradients, and using thickness alone to show how often transitions occur.

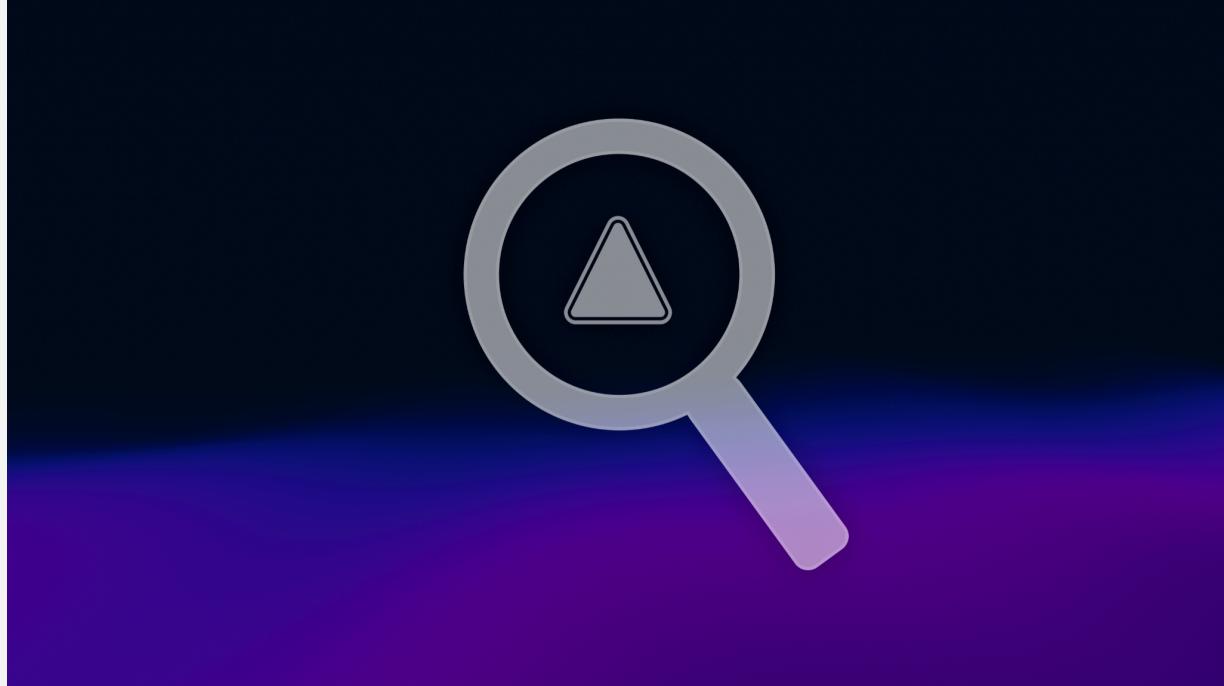


Scene 4.1. Insights

Script:

Like any early prototype, the Planetary Map comes with a few assumptions and constraints.

Video: slides style



Right now, it's designed for workflows involving a limited number of tools — roughly ten or fewer. Once you go beyond that, the visualization becomes cluttered. Too many planets and transitions can overlap, making it harder to see meaningful patterns.



Our current system also focuses on a single-device environment. But imagine extending this across multiple devices — your laptop, tablet, and phone — and watching your attention flow seamlessly across them.

That's where we see the future of this work: mapping not just what we do, but how our attention moves through the entire digital ecosystem.



Scene 4.2. Ending & conclusions

Script:

The **Planetary Map** offers a new way to see our digital work — not just what we do, but *how* our focus moves.

By turning invisible attention into visible insight, we can start designing workspaces that truly support clarity and flow.

Video: pretty prototype

