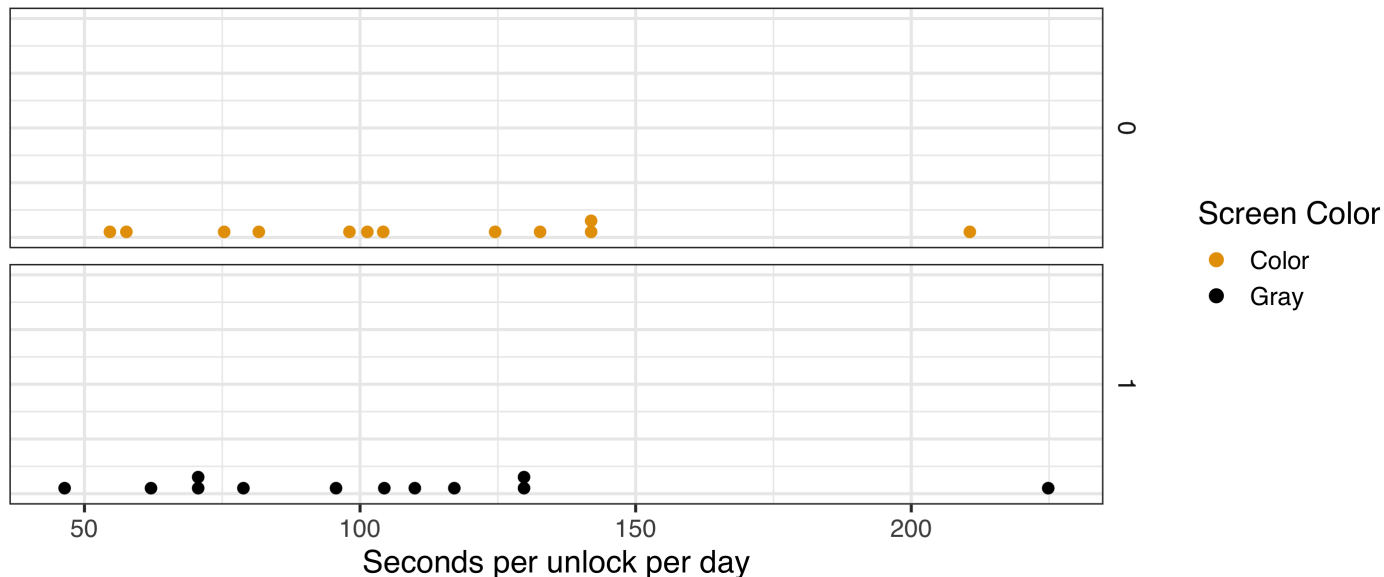
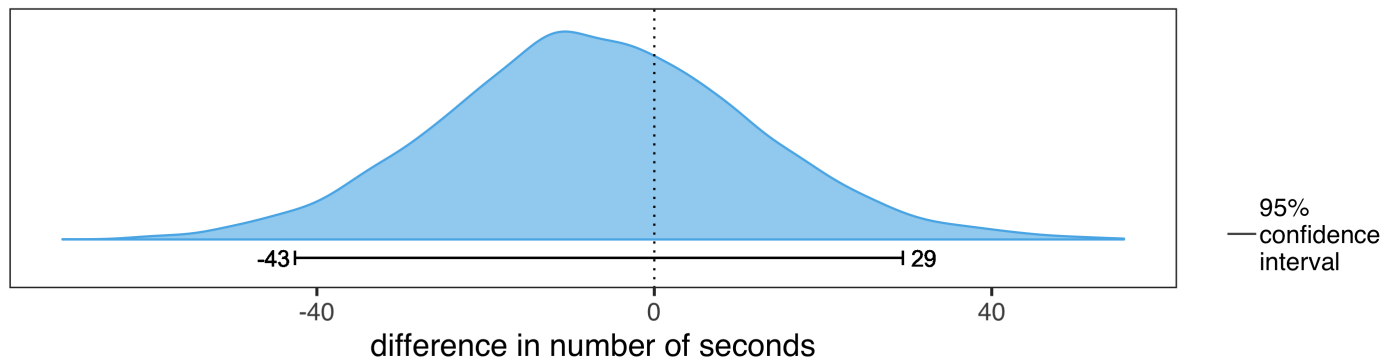


The Effect of a Gray Screen on Seconds Per Unlock

This animation shows the average daily seconds you spent on your phone per unlock, on colored and gray screens. Remember: for those of you on the iPhone, this number could be under-estimated by NA seconds.



Turning your phone grayscale causes a difference in seconds per phone unlock between -43 and 29 seconds on average



Results from non-parametric bootstrap (n = 26 days). If you repeated this experiment 5000 times, 95% of those experiments would find an average difference somewhere between -43 and 29 seconds per unlock. Increase: 29% would find that a gray phone *increased* your seconds per unlock by two or more per day. Decrease: 59% would find that a gray phone *decreased* your seconds per unlock by two or more per day. Analysis by the Gray Phone Challenge (Princeton University and CivilServant.io)