

Noise

—an app helping you visualize digital “noise” and take breaks

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Outer Space

Vacuum - no sound

Our Space

Overflowed by sounds/information

Digital Contents -> Digital “Noise”



Forest



Flora



Flipd

Existing Productivity Apps

- Format
 - User set pomodoro timers
 - App tracks user's time away from screen
 - Incentivize focus by producing social good
 - e.g. planting a real tree



Forest



Flora



Flipd

Existing Productivity Apps

- **Problem:**

- **Require User Action**
- **(open app + set timers everytime)**
- **User easily discouraged & quit using**



Screen Time



OffScreen

Existing Productivity Apps

- Format:
 - **Compulsive blocking phone use**
- Problem:
 - **Gets in the way of productivity**
 - **Too intrusive**

Why Noise?

Animated desktop wallpaper (laptop) and widget (phone)

No active interaction needed

As a constant reminder in background

Non-intrusive

Design Goals

EDUCATIONAL **A** Increase user awareness of digital distractions (“noise”)

—> Via **information visualization**

PRACTICAL

B Encourage breaks between screen time

1 Represent digital “noise” as shapes that accumulate in the background

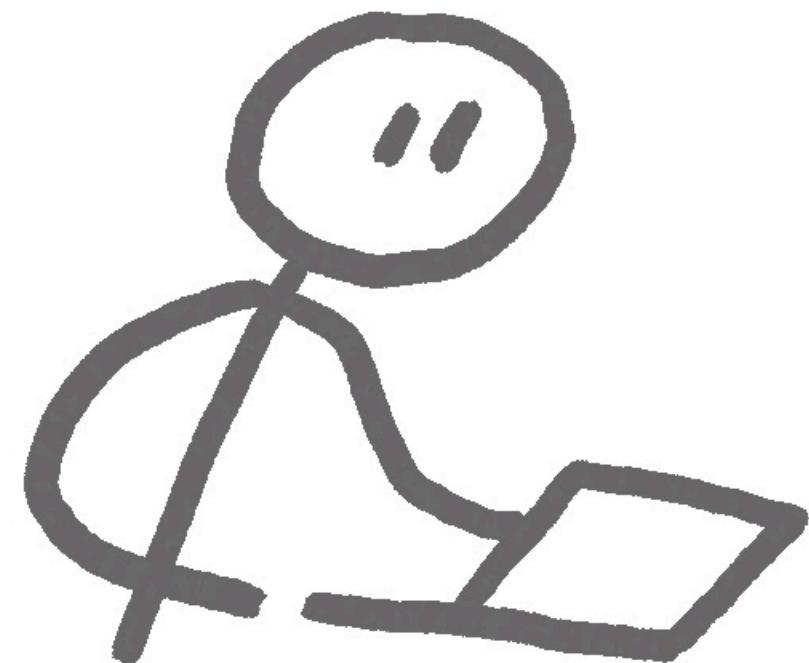
Clutter —> discomfort

2 Shape cleanses out when user takes a 10-min break away from the screen

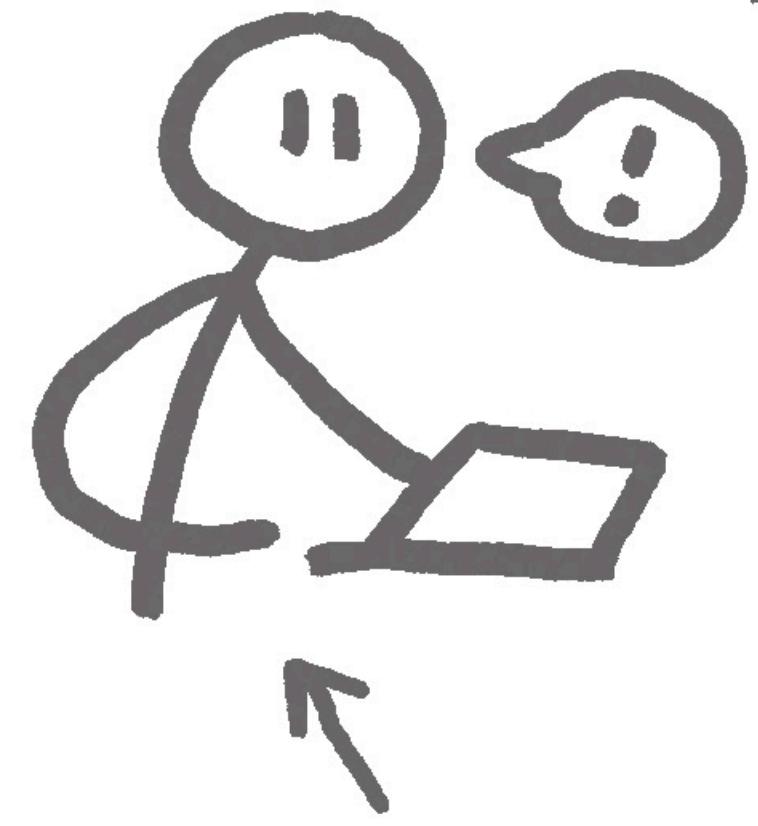
Animation of cleaning out the clutter —> satisfaction

user journey:

using electronic device



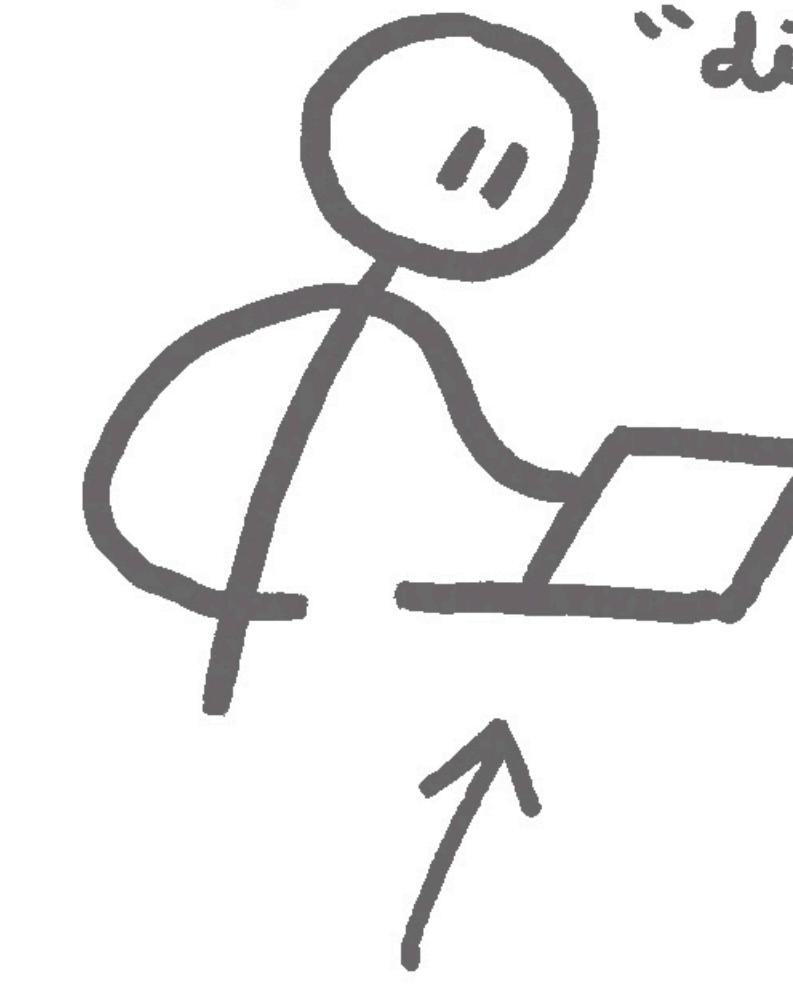
aware of how much "noise" they're exposed to



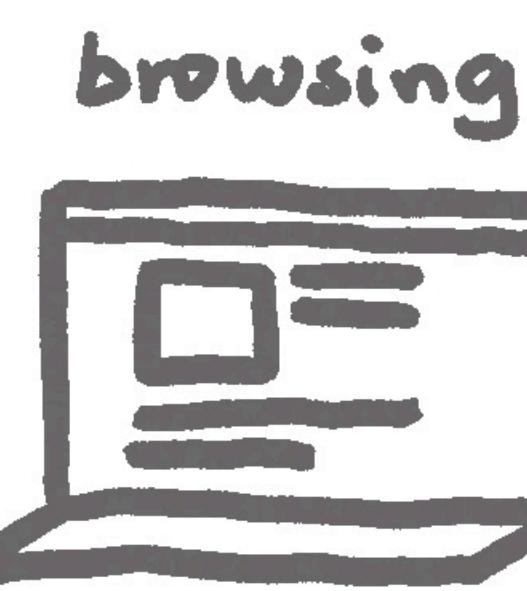
take a break from device



come back.
"Noise" visualizes how the break cleansed up the "digital noise"



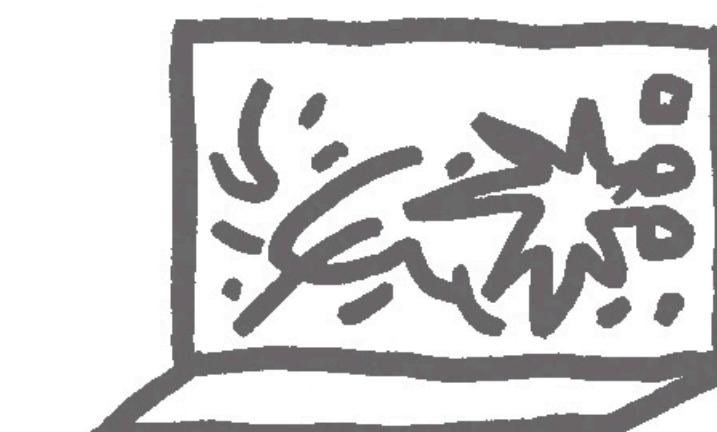
user flow:



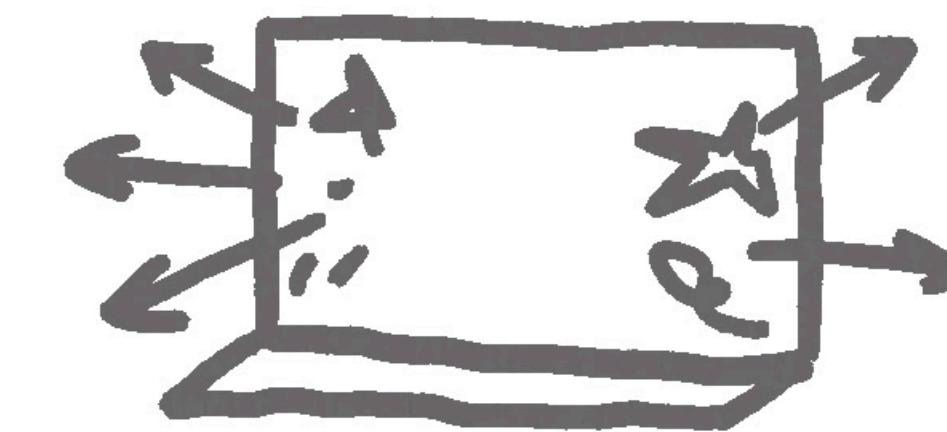
browsing



exit to desktop



"Noise" reflects the amount of digital info they're exposed to

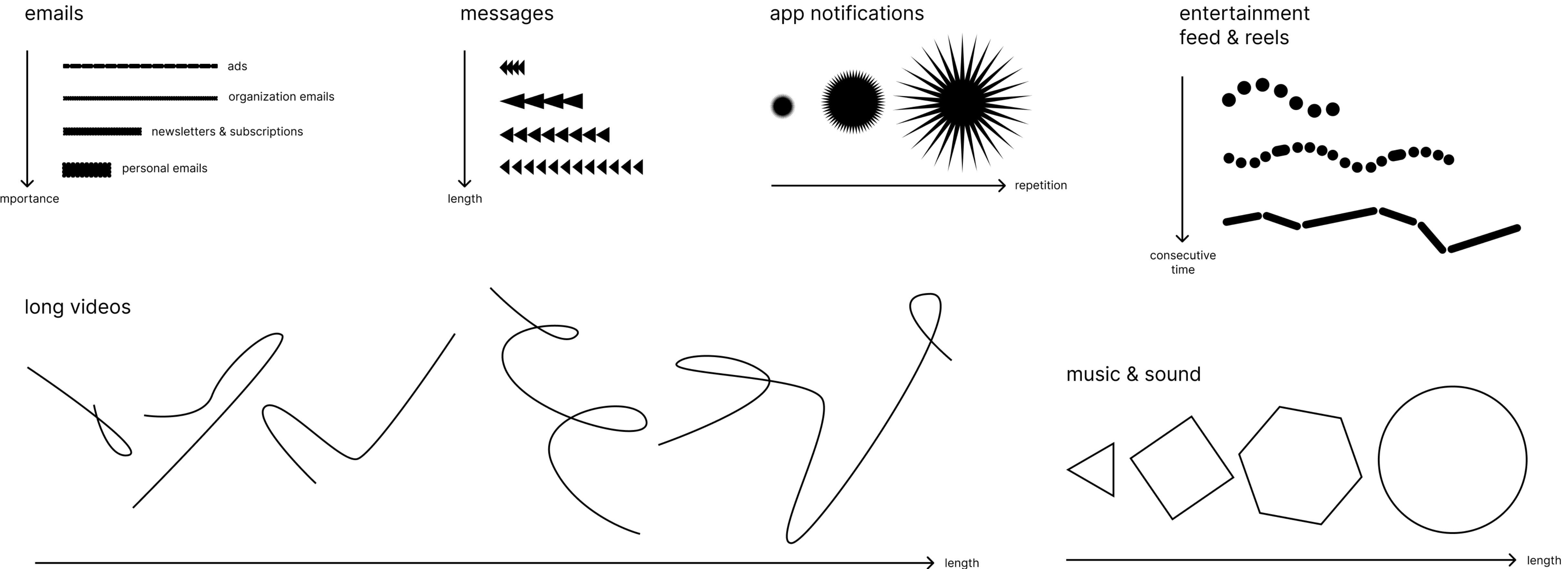


shapes accumulate & form clutter
clutter cleans up

* satisfying cleanse-up animation

Information Visualization

How we translate digital info into visual shapes



End Product

