



S H E P H E R D

Screen
Habits
Encouragement for
Promoting
Healthy
Engagement and
Realistic
Development



The world is changing

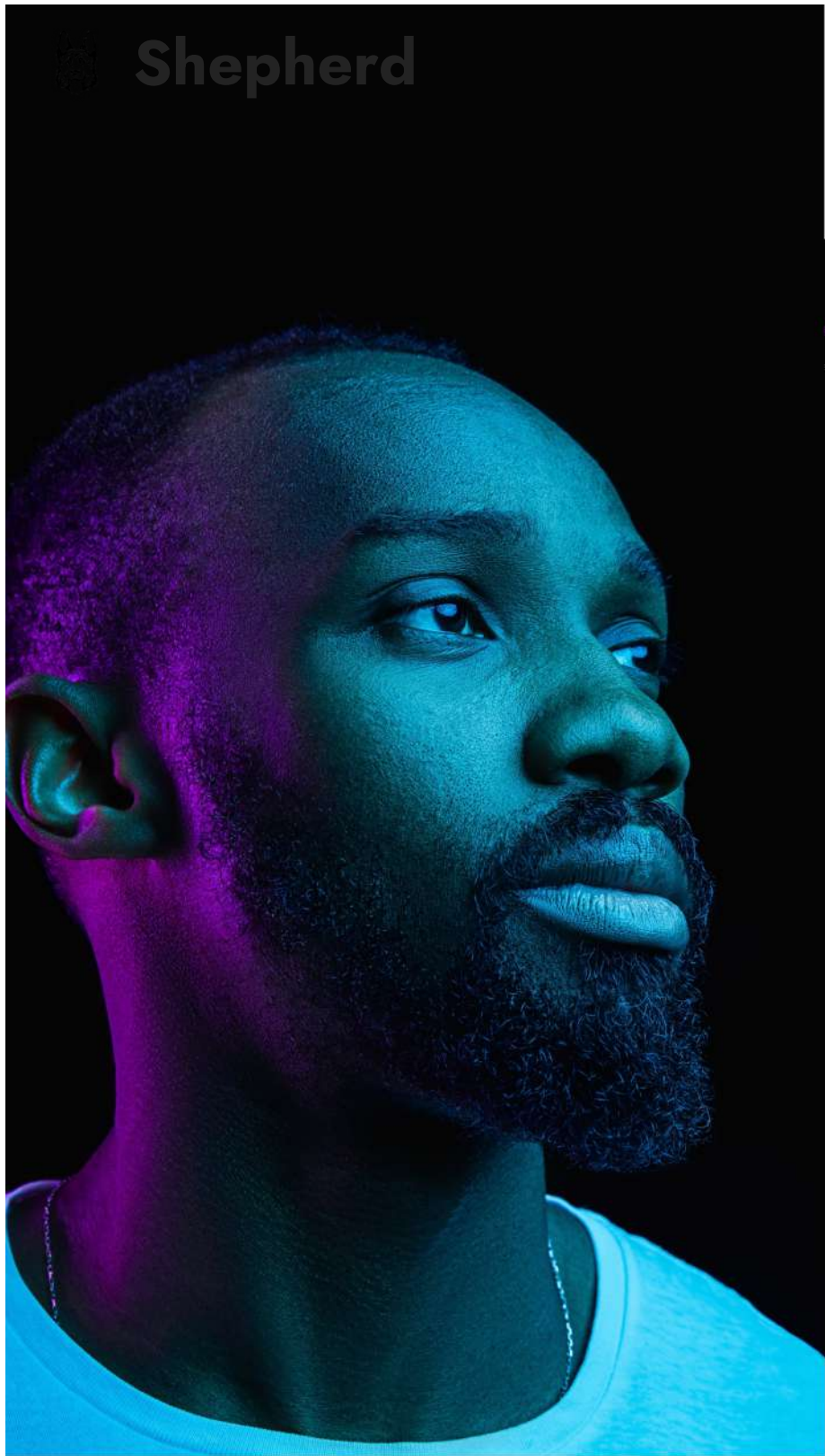
Technology has revolutionized the way we live - the time that people spend in front of screens has risen and risen with no end in sight; work, school, and entertainment are now almost universally situated within the realm of technology. In many ways, our lives are easier than ever... But in all this speed and progress, the human element can easily get lost.

New research has shown the damage that excessive screen time can cause to the mental and social well-being of an individual. It is now clear that our relationship to technology requires a more nuanced approach. Healthy living means limiting our time in front of screens; it means engaging in exercise and spending time with family.

Shepherd is a super app that promotes healthy living. The Shepherd app ecosystem provides encouragement to the user that steers them towards living a healthy lifestyle. One of the big problems that Shepherd tackles is how to help users manage their screen time. In this vein, the desktop and mobile apps on the Shepherd platform offer features for enforcing healthy screen habits, such as timers, notifications, and task management. Shepherd also offers functionality for promoting health exercise habits.

Personas

Practical examples of Shepherd customers



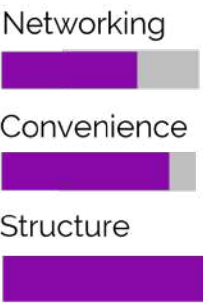
JACKSON HEDGES

35/Toronto/Single/Content Creator

PERSONALITY

- Driven
- Tech Savvy
- Extraverted

MOTIVATIONS



GOALS

- manage screen time in the modern age
- spending time with family
- going to the gym

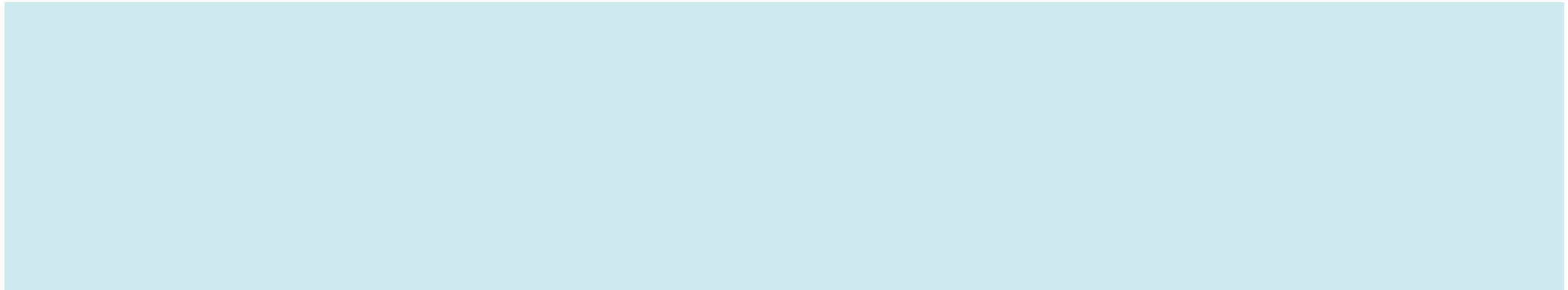
FRUSTRATIONS

- juggling work and play
- missing out on family events
- managing a busy schedule

The Creator

Sporting a lucrative and vibrant career as a content creator, Jackson Hedge often finds himself making crucial decisions between his work and personal life. Mr. Hedge’s work requires a steady delivering of content to his platform (e.g., YouTube) to ensure satisfaction among his viewers, and to attract new audiences. Furthermore, managing an online content delivery platform is often a tedious process, requiring a range of different tasks such as video editing, sound design or even collaboration planning with other creators. As a result, individuals such as Mr. Hedge are often too swamped with such tasks, and may spend less time interacting with loved ones and family.

Individuals such as Mr. Hedges are common in modern times, where professional work and career often overtake and personal lives, creating invisible rifts in relationships where there once was closeness, leaving many once warm and happy relationships a cold shell of their former selves. Luckily, situations like those can be avoided in many ways. Perhaps all one needs is a gentle reminder put aside work, and spend time with those they cherish and love. A reminder that the Shepard Project intends on bringing to people such as Mr. Hedges.





Elliana Gonzales

25/Montréal/Single/Office Manager

MOTIVATIONS

CONVENIENCE	*	*	*	*	
PERSONALIZATION	*	*	*	*	*
SOCIAL	*	*	*		

GOALS

- tend to her hobby garden
- to connect with her extended family in India

FRUSTRATIONS

- lack of time
- on a tight budget

FREQUENTLY USED APPS



The Manager

Elliana Gonzales is a prime representation of young, career driven workers in different professional industries. Motivated by performance and financial goals in their journey along their respective career ladders, these people have little to no spare time as most of their day is focused on completing work tasks and meeting deadlines. Subsequently, people such as Miss Gonzales spend most of their time interacting with personal devices such as laptops and smartphones for either work or personal use, thus leading to their eyes being exposed to long periods of screen time, or developing certain aches and pains if a healthy posture is not adopted during device usage.

To avoid long term health issues or to prevent themselves from experiencing discomforts, workers like Miss Gonzales often seek out methods to improve their daily habits. Such methods can be represented in many ways, either by limiting device usage as to minimize eye exposure to screens, having timely reminders to practice healthy postururs and habits, obtain rewards for following healthy living habits and so on .Due to this and the large numbers of professional workers in the present day,this group is anticipated to be a major audience to the shepard project.

**Shepherd**

ÉTIENNE BARSOTTI

**ARCHITECT &
INTERIOR DESIGNER**

About

Étienne Barsotti Home Designs was set up in 2005 in New York.

From a small studio in Brooklyn EB Home Designs has spent the last 15 years designing properties for thousands of clients across the United States.

With years of experience and a unique eye for design Étienne is the best in the Industry.

@EB.HomesDesigns

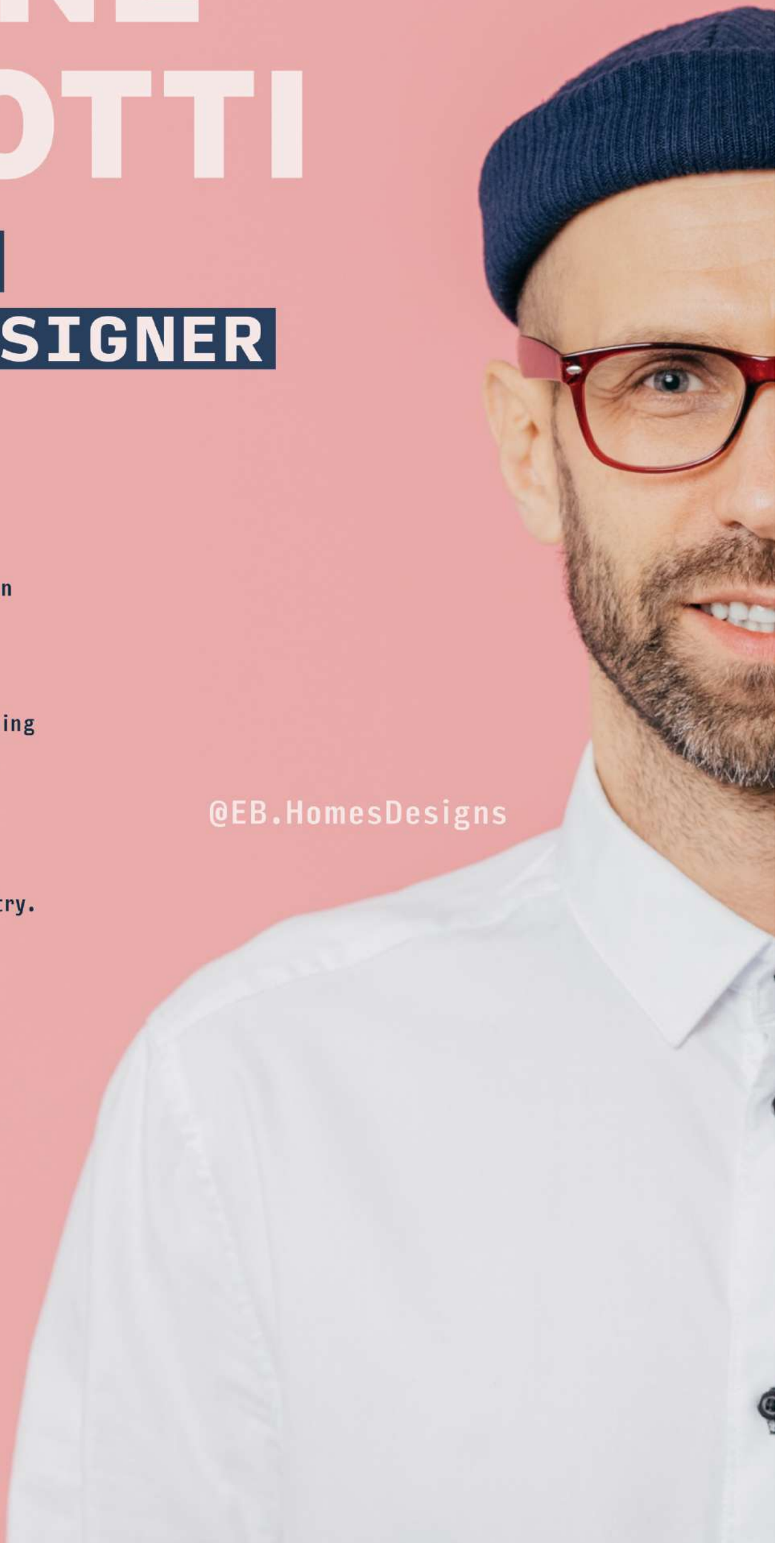
 **1.2M**

 **500K**

NEWSLETTER SUBSCRIBERS

950K

WWW.BARSOTTIHOMES.COM



The Architect

Being a renowned architect and interior designer, Etienne Barsotti is a perfect example of an established professional with specialized skills honed across years of practice. Having a large number of followers on Instagram and Pinterest, Mr. Barsotti is highly dependent on social media as a platform to showcase his work, or to voice his thoughts in the form of blog posts. Besides allowing him to display his work for his followers to view, his social media and personal website may also attract potential employers and business partners for future partnerships.

Yet specialized workers such as Mr. Barsotti need to manage multiple social media accounts in addition to their usual work (which already has them facing screens throughout the day). Thus , a prolonged exposure to screens may end up bringing negative effects on one’s work performance for reasons such as eye fatigue or migraine. As such, users such as Mr. Barsotti can benefit from a screen time regulator app such as the Shepard SuperApp, which can ensure they are practicing healthy screen habits, and subsequently maintain maximum work performance.



Survey

To get a better glimpse into the needs of our users, a survey was created to collect people’s opinions about the Shepherd app. A total of 8 questions were prepared...

Which of the following age group applies to you?

How much time do you spend on your device (Phone/laptop/desktop etc.) in a day?

Do you experience any form of discomfort after using your device for prolonged periods?

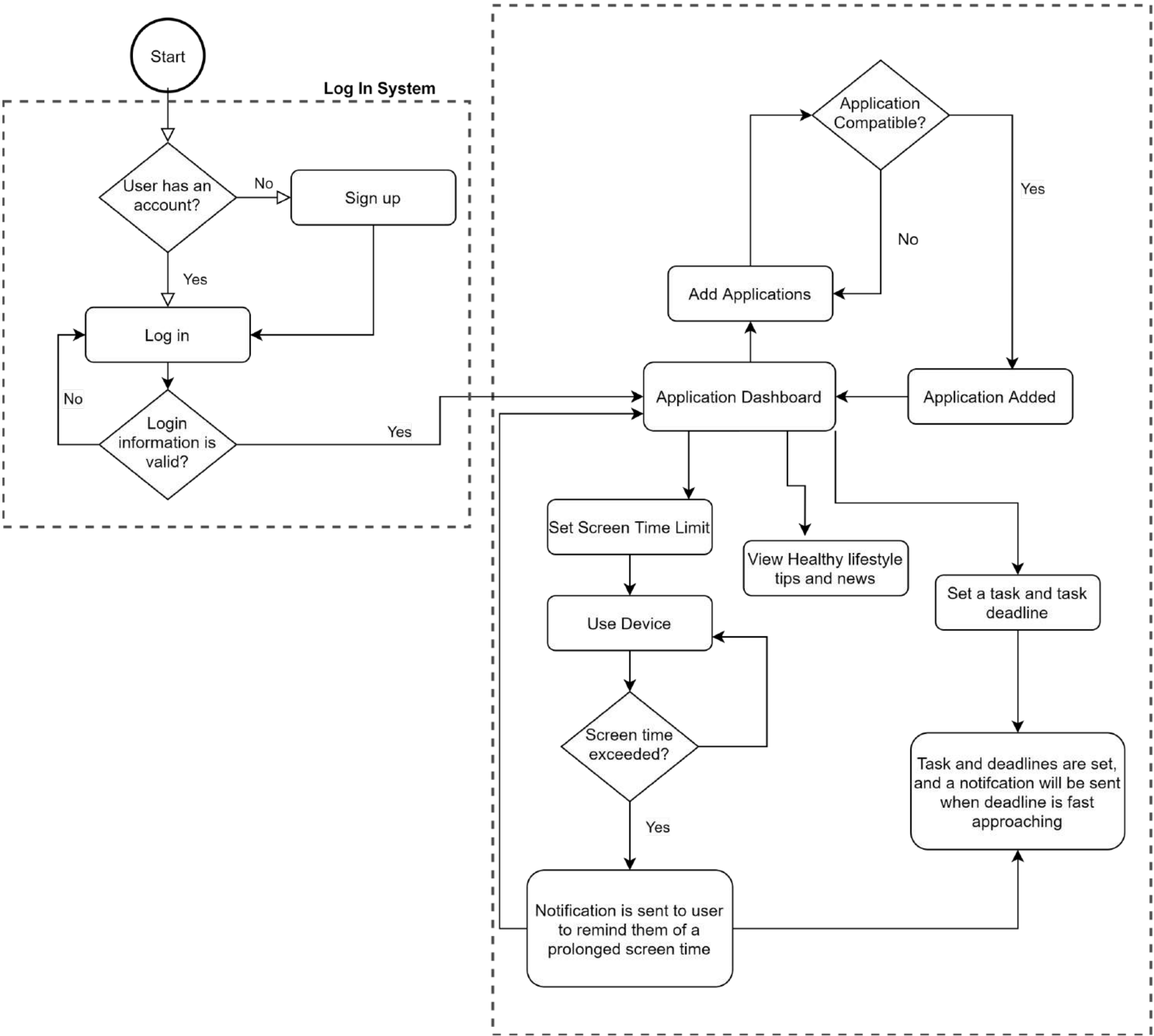
What application do you spend a great amount of time on? If you answer is not included below, please specify in the "Others" selection.



Say there exists a **SuperApp**, designed to both cater to your daily application needs, and also function as a mental health regulator. Which of the following features would you like to see included in the app?



What sort of reward system would you like to see for an application design to promote a healthy lifestyle?



Flow Chart: Task and Screen Time Management

This flow chart displays the task and screen time management features of the Shepherd super app.

"SHEPHERD SUPERAPP" STORYBOARD



Miss Elliana Gonzales is a full time office manager who works from home, and uses her laptop and phone to perform her assigned tasks.



Due to her prolonged periods working on her computer and using her phone, Elliana's unhealthy lifestyle leads her to develop eye fatigue and back pains



Deciding that she needs a change of lifestyle , Elliana downloads the Shepherd SuperApp to gain some guidance towards a healthy lifestyle



The Shepherd SuperApp limits Elliana's time spent on her phone and desktop, sending her reminders to take breaks .Kim slowly begins to partake in Yoga, a hobby she has not practiced in a long time

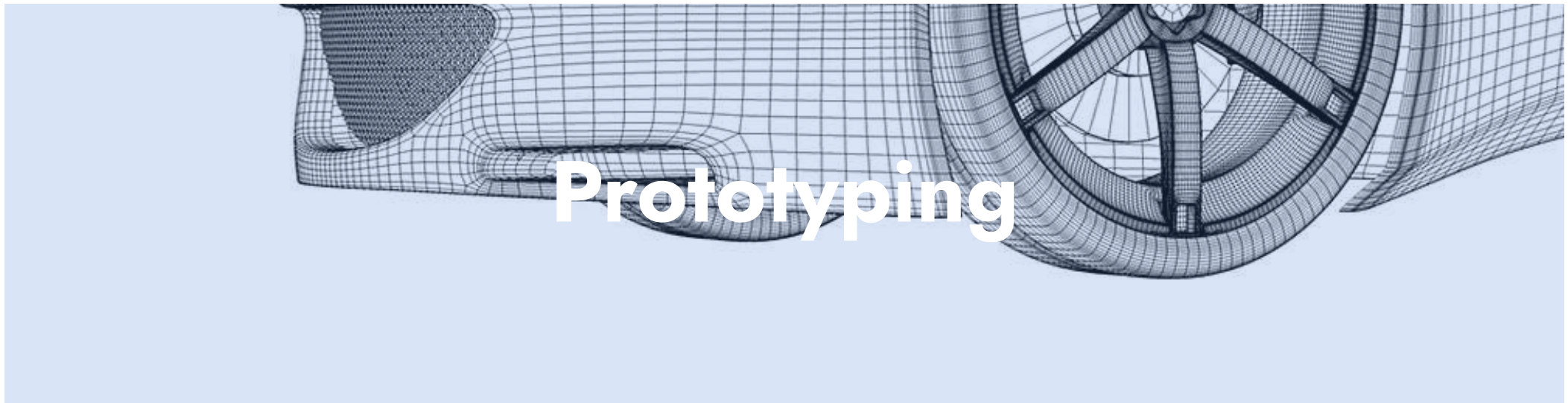


Elliana begins to gain sufficient rest and sleep after following advice presented by Shepherd. Her aches and fatigue slowly disappear as she learns to adopt a healthy lifestyle



Having finally developed a healthy lifestyle , Elliana is proud of her achievements and recommends the application to her friends and family

User Journey



Step 1: Sketches

Sketches allow you to rapidly illustrate the user interface of your app without getting bogged down in the more heavy-duty, industrial-strength tools. Though they may not be pretty, these crude drawings get the job done - serving as the basis for more sophisticated prototyping techniques.



Shepherd



Main Menu

Profile

View Tasks

Task Management

Add/Edit Task

Stat Tracker

Manage Workout

Scheduling

Timers

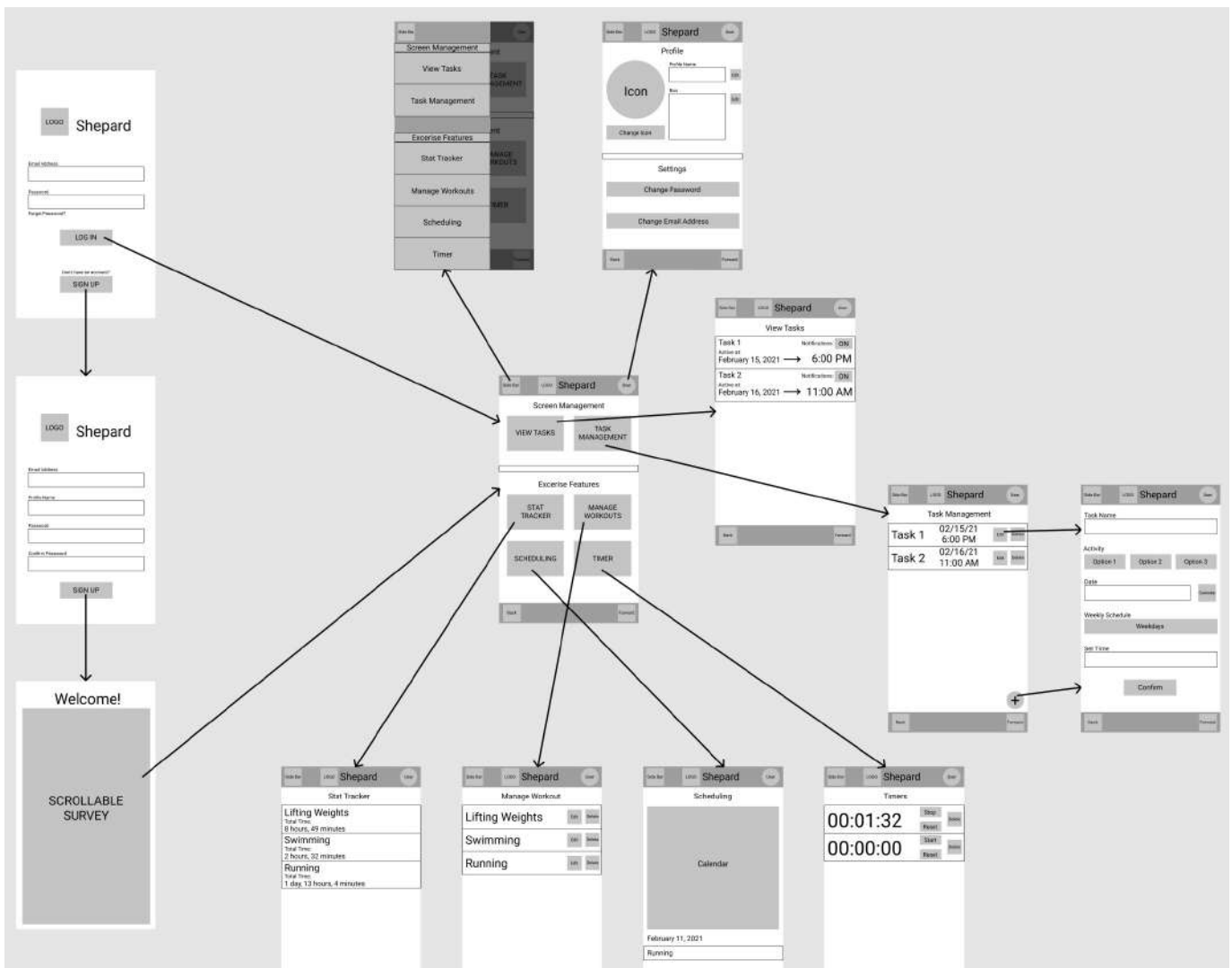
Sign Up

Intro



Step 2: Wire-frames

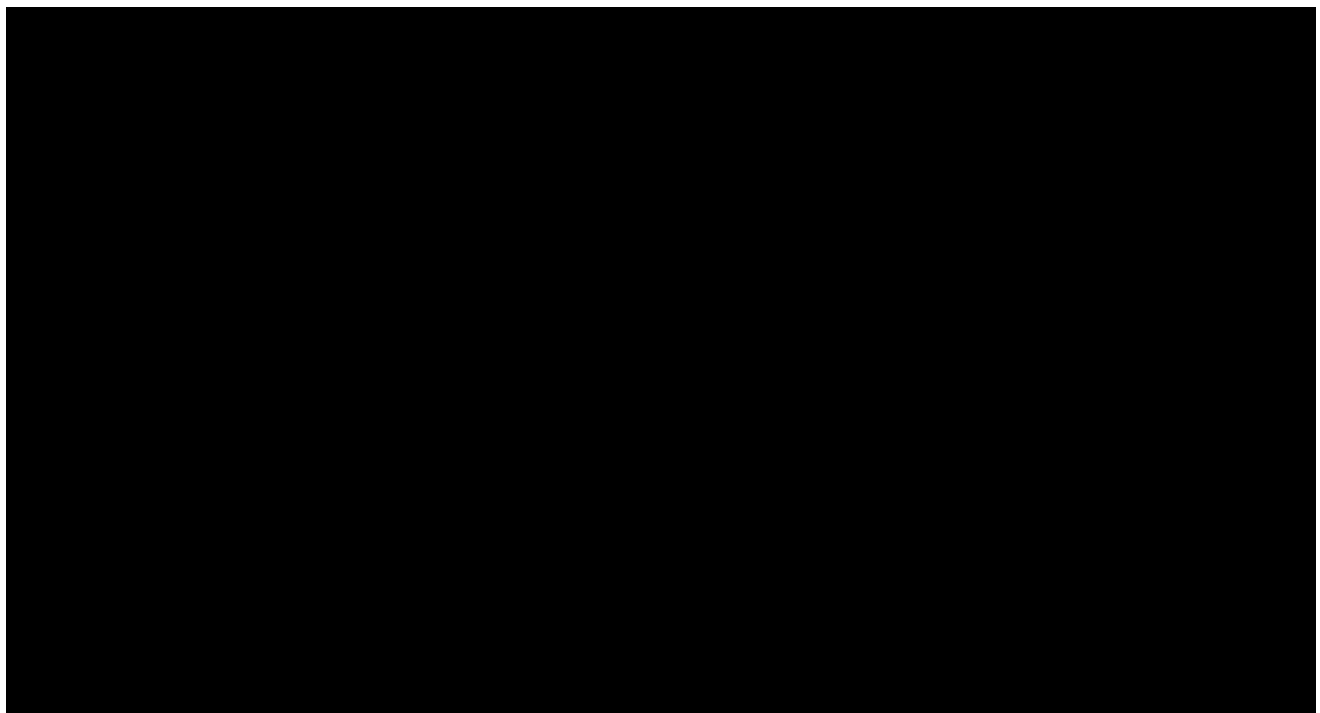
Using the sketches as inspiration, a set of interconnected wire-frame models are created, displaying the intended structure of the application without any of the colors or fonts.





Step 3: Interactive Prototype

Once the wire-frames are done, an interactive prototype is created with styling. At this point, we are still far from a functional app, but the interactive prototype allows the stakeholders to experience with their own eyes what the app will feel like.



 Prototype Edited 2 days ago

