

UnReel

Market Research and Concept Video



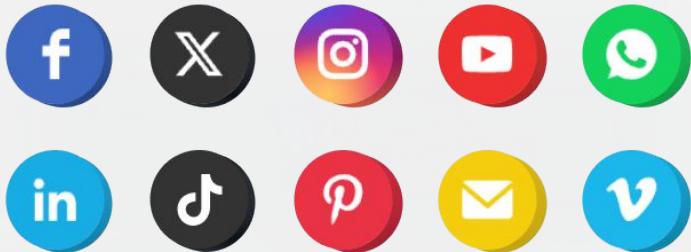
Project Name: UnReel

We chose this name because we wanted a relatable name that was catchy and also reflected the main purpose of the app, which was to primarily reduce our dependence on Instagram reels (among other social media) as a tool to cure boredom. Additionally, research shows that people have unreal expectations of themselves from being chronically online. We want to portray this message as well.

One-line value proposition:

“Turn the struggle of unplugging into a team sport where you and your friends compete to scroll less.”

Project Name: UnReel



-   Stopping doom-scrolling by turning it into a team sport.
-   Replaces FOMO with accountability, making it easier to put the phone down
-   Uses positive peer pressure to help you break the habit together

Main Intent:

Building a platform to have friends hold each other accountable for their social media usage because having a real-world connection is a good way to reduce motivation against mindless screen time.

Problem/Solution Overview

- Problem: The problem we want to solve is to design ways to help people regain intentional control over their social media use.
- Proposed Solution: Our solution is to use a scoreboard system, where people can share their social media usage times with their friends to motivate them to actively reduce it.
- Primary User: Our primary intended user base are people who overuse social media for themselves and lack the willpower to stop using it on their own.

Market Research

What have others already done?

Break Free from the Internet

What is it?

35-day digital detox that focuses on focused on eliminating non-essential phone use. They emphasize mindset shift and long-term change through both a guided course and community support on their forums.

What works:

Their clear structure and timeline help create accountability. They appeal to users who are already motivated to change. The chat feature provides support and fosters a strong community.

Potential gaps:

There is a high barrier to entry as it requires strong commitment upfront. Framing the product as detox may feel unsustainable. They also lack real-time usage data or personalized feedback for users.

Implications:

Our solution should have a lower commitment to get started, and instead support gradual behavior change. We should leverage the social context directly (friend comparison) rather than relying on self-discipline alone.

Distraction Free Instagram

What is it?

This is a modified Instagram client (for Android only) that removes or disables distracting features such as the endless feed, Explore page, Reels, and Shopping.

What works:

They directly target the specific addictive features of Instagram such as scrolling. This allows users to stay on Instagram without fully quitting. The change is enforced through interface, rather than through user.

Potential gaps:

This is platform dependent (Android only). It requires uninstalling official Instagram to use their app, which raises trust, security, and adoption concerns. Change is enforced, and not customizable.

Implications:

Our solution should avoid invasive replacements. Instead of removing features, we can track behavior so users have control over their choices. We should allow for users to choose / modify habits they want to change.

Freedom

What is it?

This is a cross-platform productivity and digital wellness tool that blocks any distracting websites and apps (including Instagram) across devices. They have scheduled sessions and the ability to block apps anytime

What works:

The blocking system is device-level, cross-platform, and very versatile. The scheduling and recurring sessions features allow for healthier habits to form. It can appeal to users seeking strong external control.

Potential gaps:

They assume the user wants to fully block access, which can feel punitive. There is no feature for reflection or learning from behavior. Also, blocking can lead to workarounds or resentment with the app, instead of behavior changes.

Implications:

Our solution should avoid strict mechanics as the primary feature. Instead of forcing control, we can support voluntary behavior change. Social comparison with friends should offer accountability without coercion or resentment.

OneSec

What is it?

This is also a cross-platform screen-time app that introduces intentional delays before opening distracting apps or websites. It uses interruptions to break dopamine habit loops. The methods are backed by studies.

What works:

The interruptions target the moment of impulse rather than the actual behavior. Its highly customizable friction methods fit different user habits. They also allow continued access to apps without blocking of features.

Potential gaps:

It is primarily individual and self-focused. The delays can become normalized over time, reducing their effectiveness. Some features require payment to use and some users may disable the features when they want to.

Implications:

Rather than interrupting access, we can find patterns through comparison with friends. Emphasis on shared reflection might be more effective instead of repetitive delays alone.

Competitive Landscape

Feature	UnReel	Break Free	Freedom	OneSec
Social Accountability	Yes	Limited	No	No
Real-Time Data	Yes	No	No	Yes
Voluntary Control <small>(Intentional behavior change rather than forcing restriction)</small>	Yes	No	No	Yes
Friend Comparison	Yes	No	No	No

Tasks

What the user will have to do

Task 1: Messages

- Rating: Simple
- Action: The user wants to review messages from the app affirming their progress and providing motivation to continue with decreased social media usage.
- User: All users (Key functional task)
- Timestamp: 0:52
- Rating Justification: This is a simple task because it has very few steps and no trade-offs.

Task 2: Reviewing Leaderboard

- Rating: Moderate
- Action: The user wants to review their social media usage against their friends, so uses the leaderboard to review everyone's (in their friend group) time spent on social media.
- User: General users (Functional task => Mostly aimed for users who feel like they're social media time is getting out of control)
- Timestamp: 0:41 (Appears earlier at 0:37, but this is the first time it is used to compare against friends)
- Rating Justification: This is a moderate task because it's optional and there are more parameters to modify/update compared to Task 1, but doesn't have many steps overall.

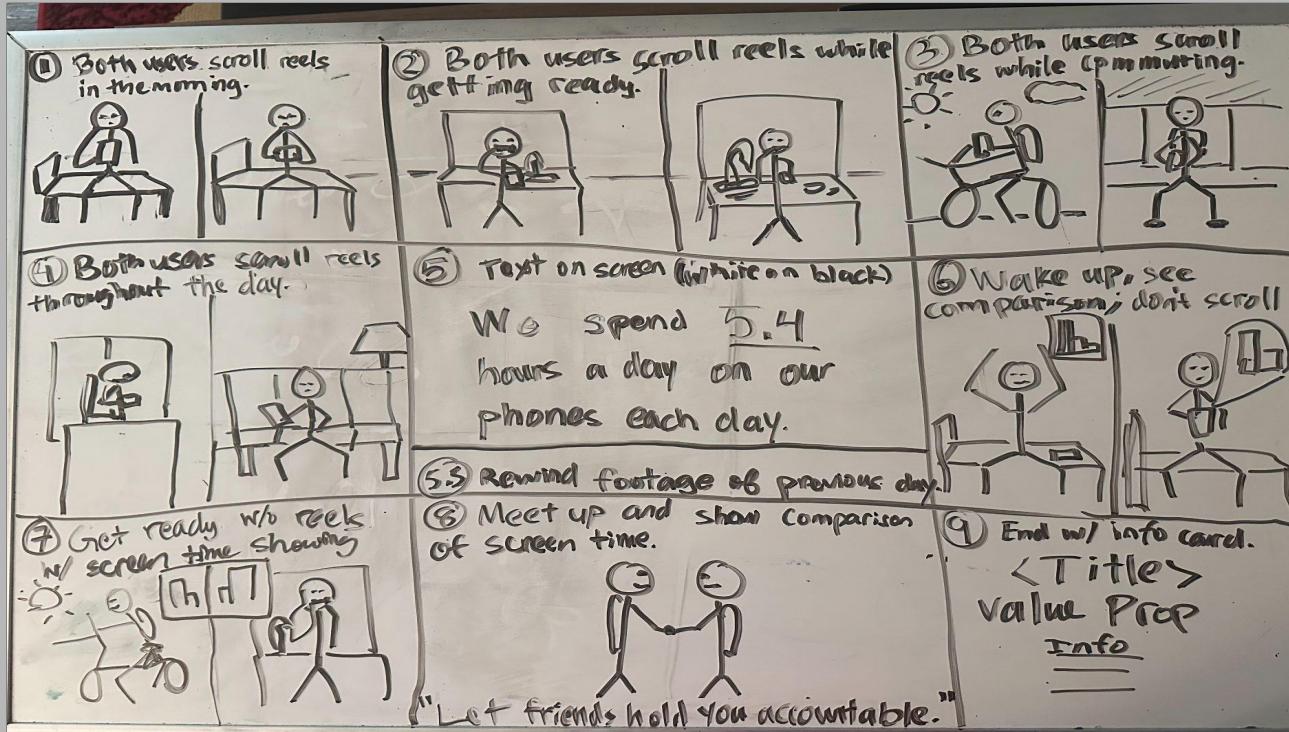
Task 3: Lockdown

- Rating: Complex
- Action: User and their friend group agree to a ‘lockdown’, where one person decides features like length of time and/or other features like reduced reel count. Once everyone agrees, the ‘lockdown’ continues and once people hit their limit, they can’t access their social media apps until the lockdown ends.
- User: Power users or friend groups who need an extreme “hard commitment” to stay out of their phones
- Timestamp: 0:47
- Rating Justification: This is a complex task because it requires multiple parameters (more than Task 1 and Task 2) to be configured and has visible tradeoffs.

Concept Video

Visual representations of our idea

Storyboard



Concept Video



Thank You!