

mobile apps

how to survive in the mindful era

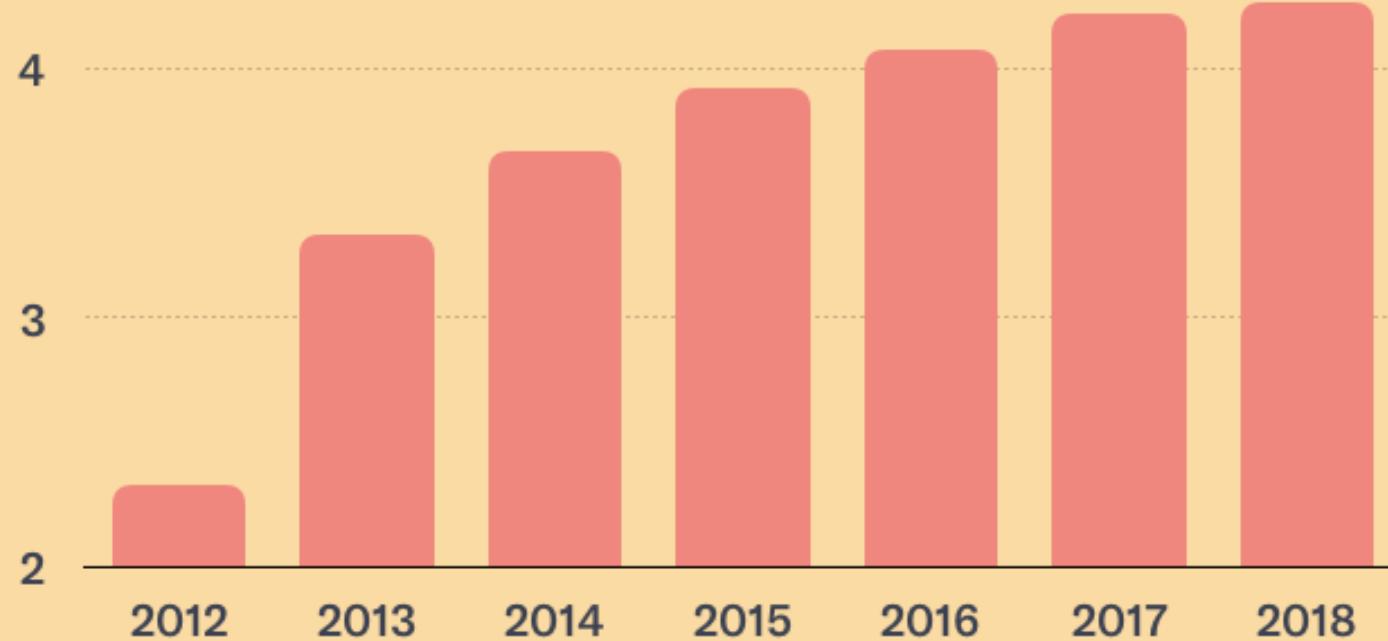


Apps have become extremely popular in the past 10 years.



We now spend more time on them than ever.

Average mobile screen time per day (hours)



But time-consuming apps don't really make us happy...



46min daily average
71% unhappy users

Candy Crush Saga



22min daily average
56% unhappy users

Tinder



54min daily average
51% unhappy users

Instagram

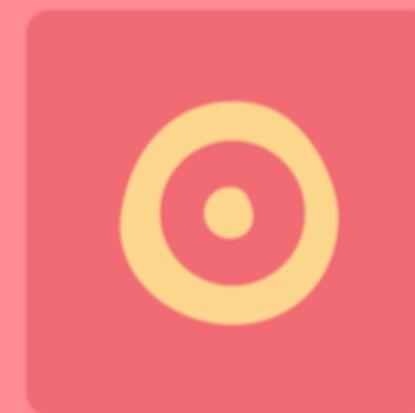
And studies proved too much screen time is dangerous for



**social
relationships**



sleep



focus



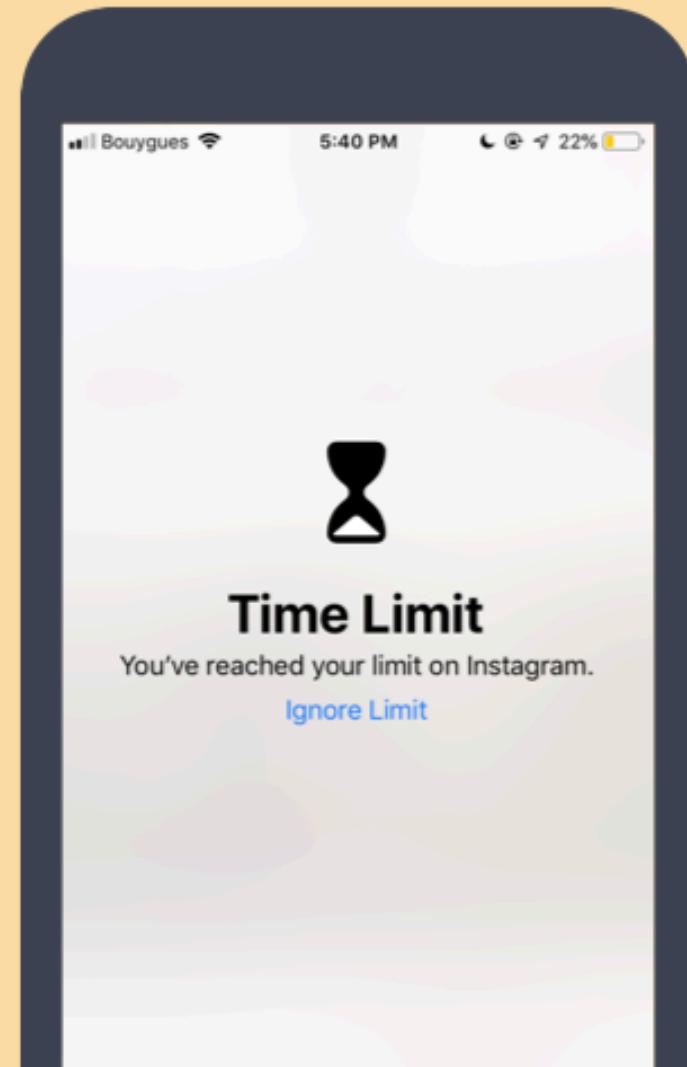
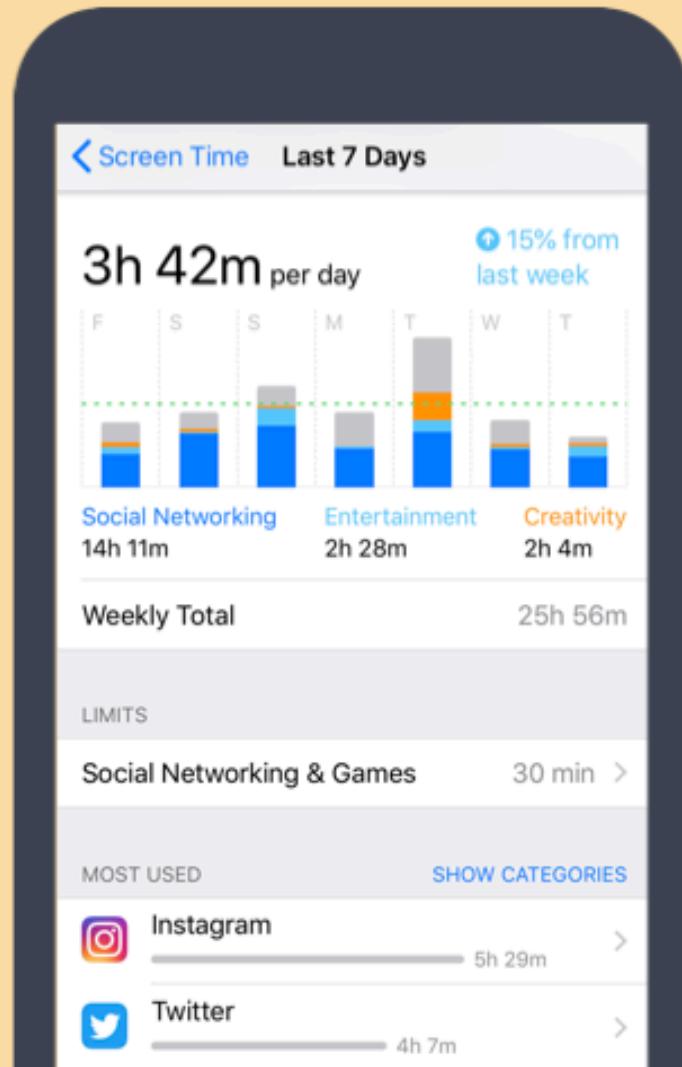
**mental
health**

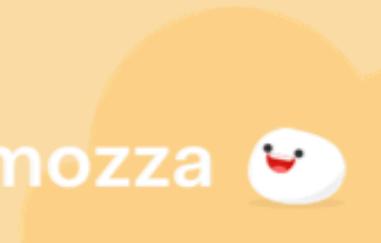


**So mobile users now look for ways
to spend less time on apps.**

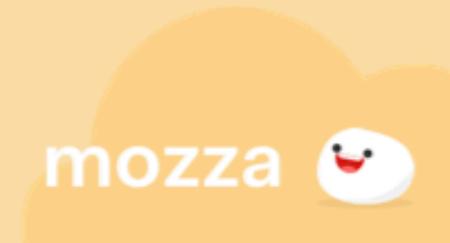


Apple even implemented a tool to monitor and block time-consuming apps in all iPhones.

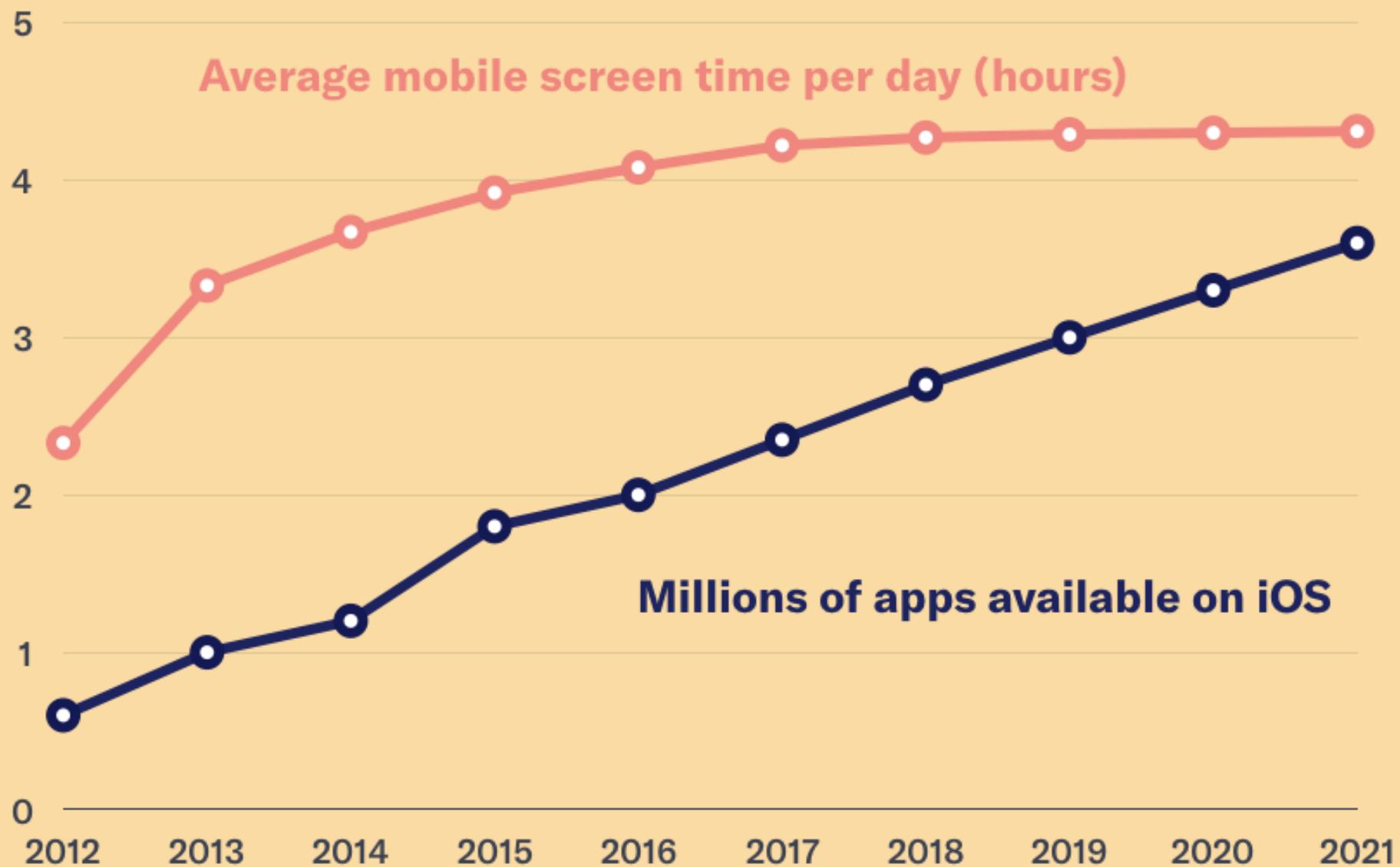




**For the first time in History,
the average time spent on mobile
apps is about to stop growing.**



**And more and more apps will
be competing for the same
amount of time.**



Many mobile startups will die

as time spent on their app is one of the main metrics
to raise money and drive their business model

The background features four yellow, cloud-like shapes of varying sizes and positions: one in the upper left, one in the upper right, one in the lower left, and one in the lower right.

Don't worry!

The background of the slide features three stylized yellow clouds, one in each corner and one centered at the top.

**We gathered the 6 methods
that will make your app survive**

And be more helpful than ever

1. Sharpen the focus
2. Regulate notifications
3. Display time upfront
4. Encourage offline life
5. Humanize your community
6. Don't rely on ads

1. Sharpen the focus
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1. Sharpen the focus

Users are now optimizing for this formula when using your app:

Value

Time Spent



1. Sharpen the focus

happiness or convenience
they get by using your app



Value

Time Spent



total time screen time



1. Sharpen the focus

**Let your users focus in your app
so they don't waste any time.**

1. Sharpen the focus

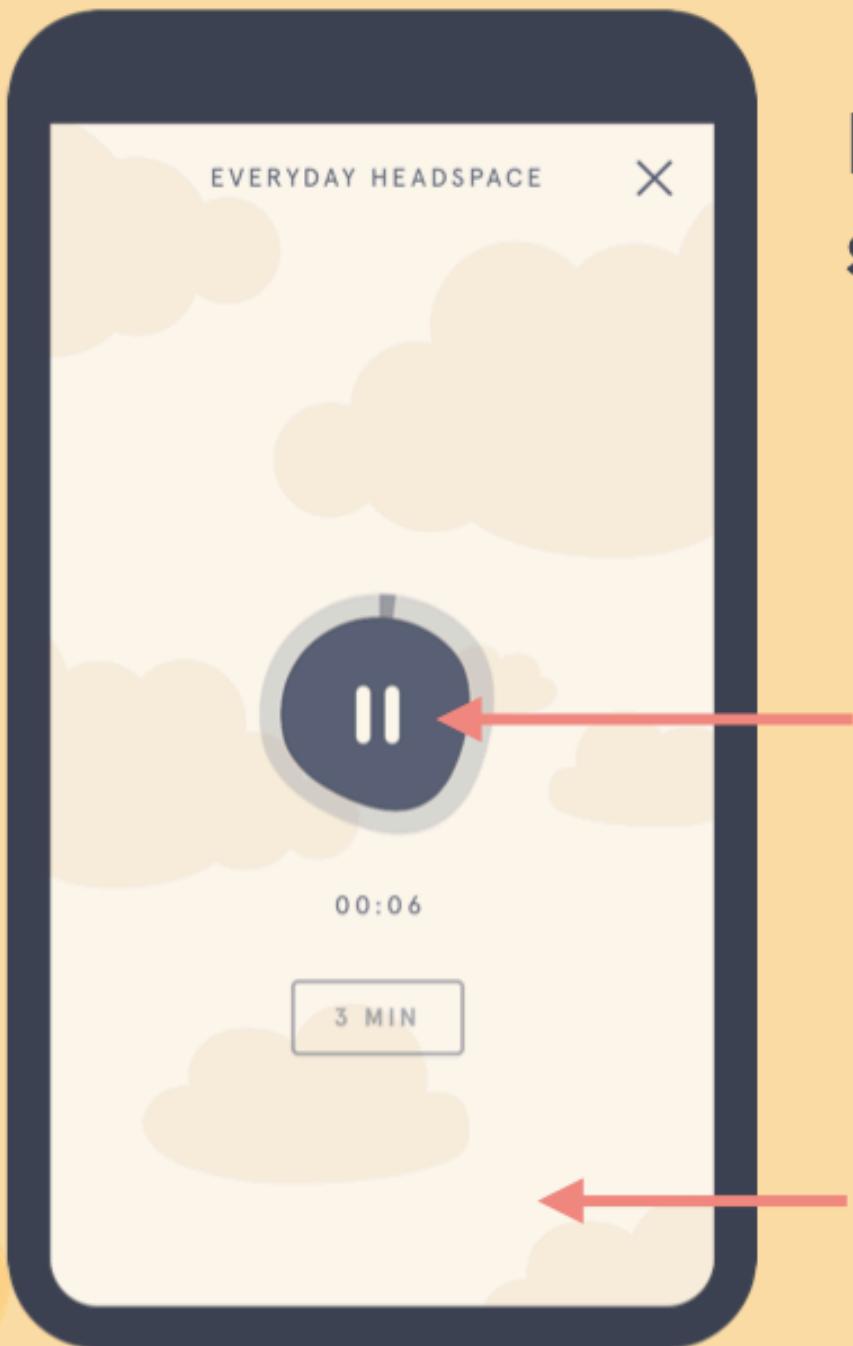


**Create a focus mode
for your main functionality**

Focus mode

- no tab bar or menu
- limited actions
- 1 background color
- no distractions

1. Sharpen the focus

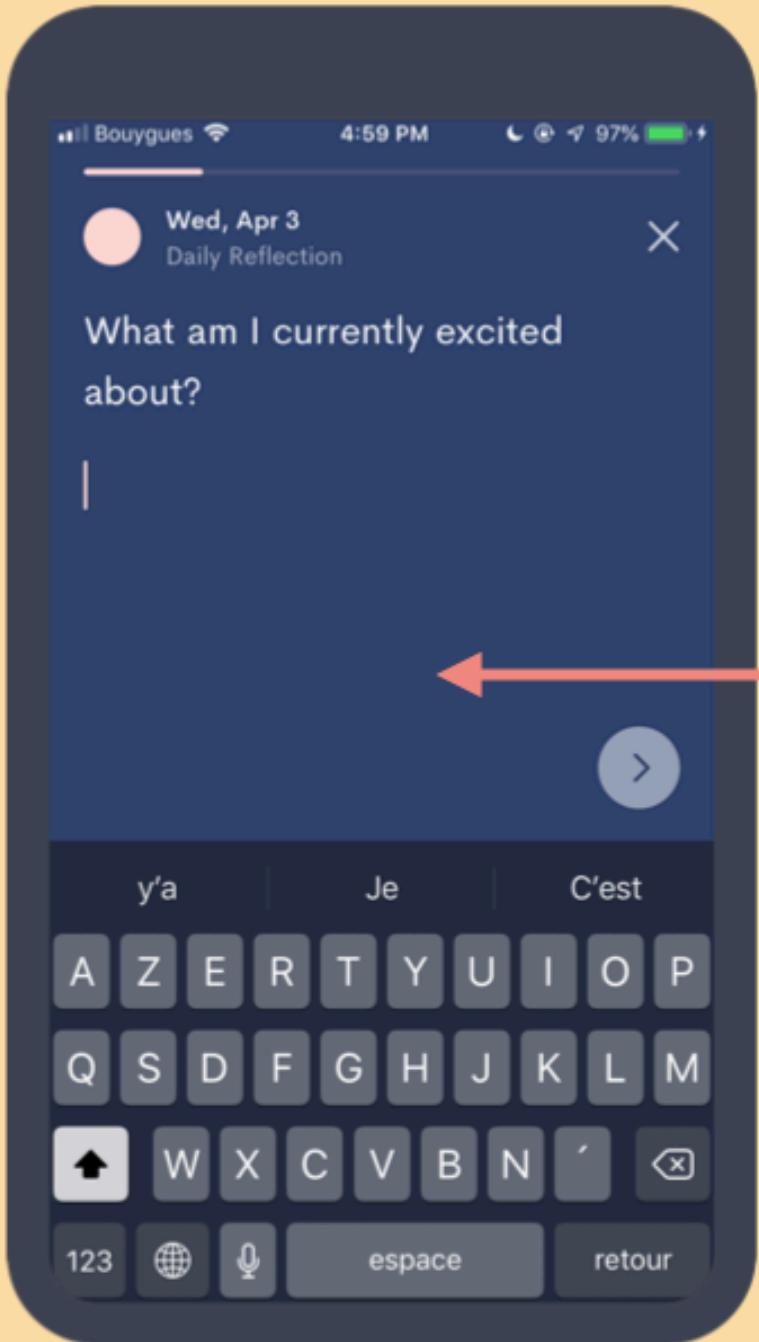


Listening to a meditation session in Headspace

Main actions:
play/pause and navigate through the session

no menu

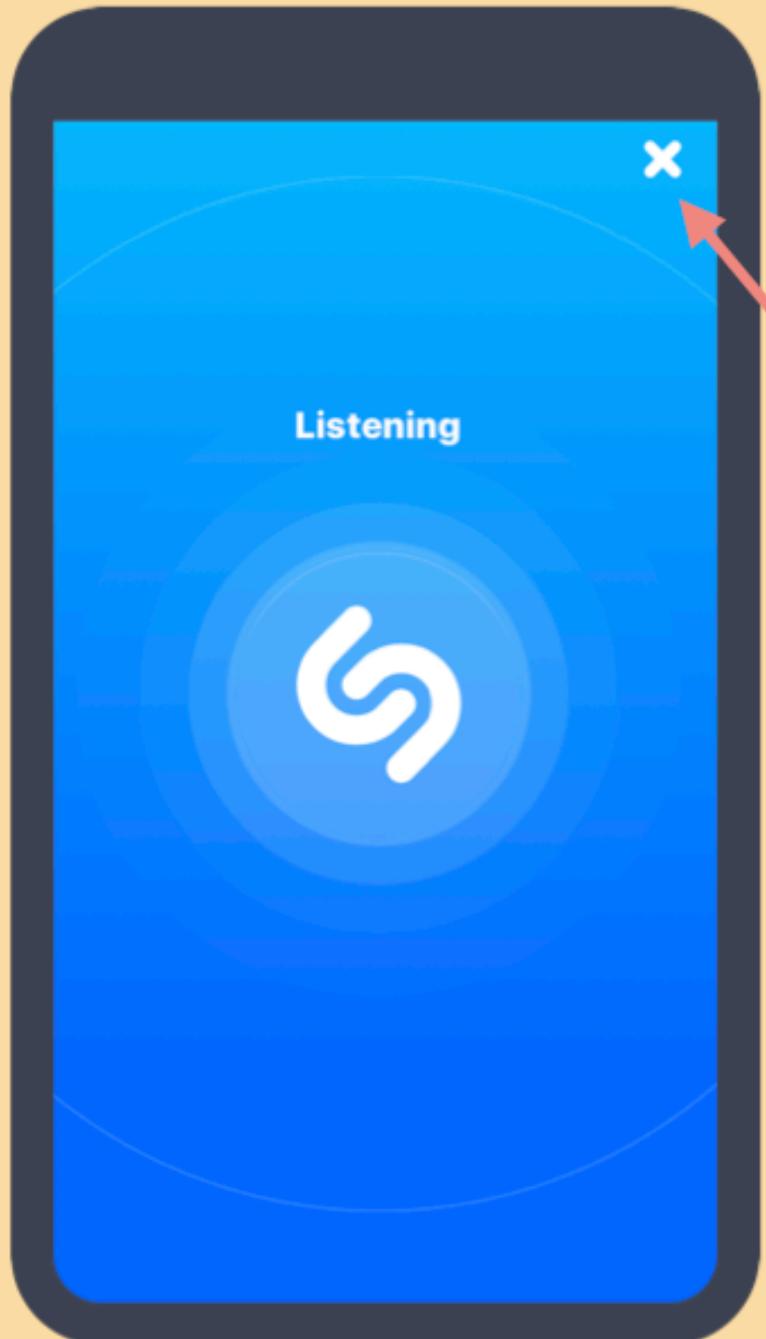
1. Sharpen the focus



Journaling in Jour

1 color for the whole screen

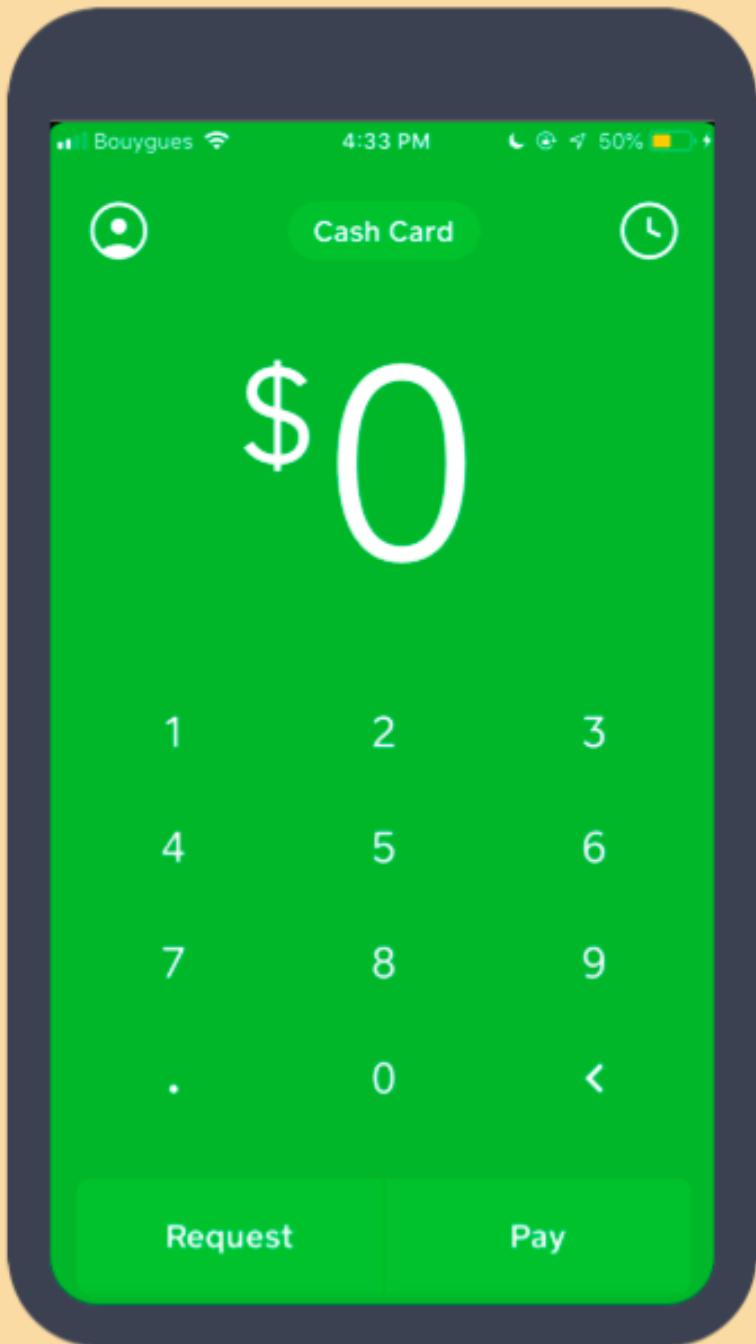
1. Sharpen the focus



Finding a song in Shazam

Only action: stop searching

1. Sharpen the focus



Reimbursing a friend in Cash

Their homepage became a focus mode itself, with very limited menu options.

1. Sharpen the focus



Be bold with key information

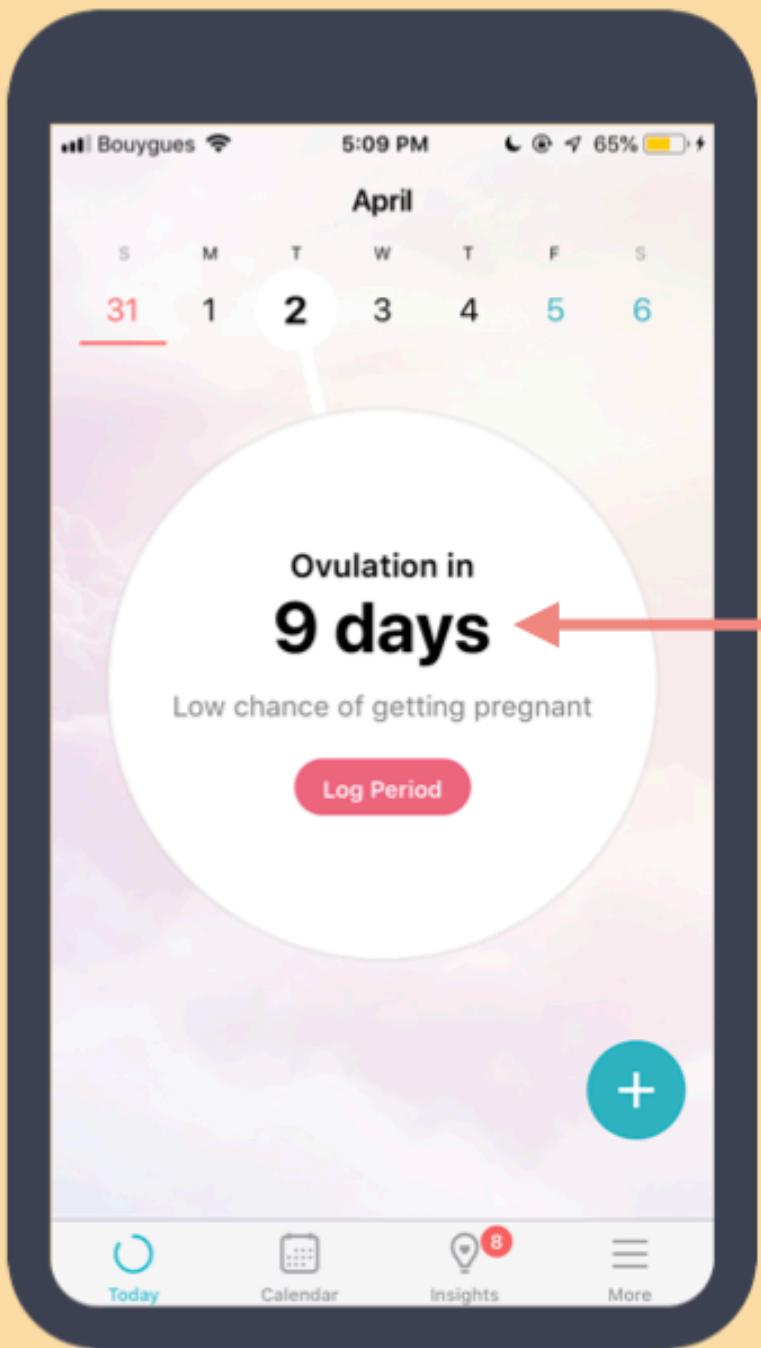
1. Sharpen the focus

Don't be afraid to let your main piece of info take the whole screen space.

1. Sharpen the focus

This will avoid users to spend precious minutes looking for the one thing they always need.

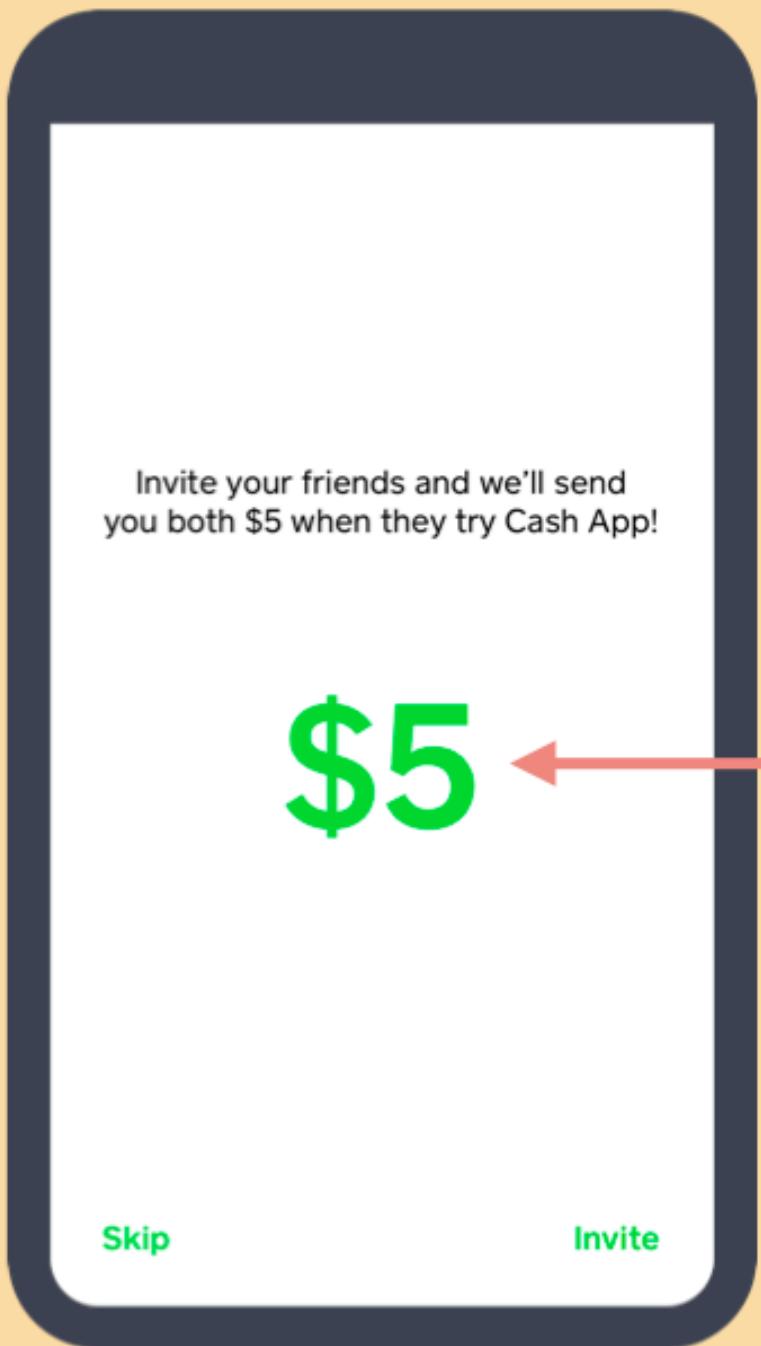
1. Sharpen the focus



Keeping track of menstrual cycles in Flo

Main piece of info takes a good part of the homepage

1. Sharpen the focus



Inviting friends in payment app Cash

The important part!

1. Sharpen the focus



**Keep your screens minimalist
and calm**

1. Sharpen the focus

Users will loose their focus if they feel rushed and tap things by mistake.

1. Sharpen the focus

THIS OPTION

3

OPTIONS

CLICK NOW

**Users will loose their focus if they
feel rushed and make a mistake.**

NEW

ADD ANOTHER ITEM

ADD AN ACCOUNT

SHARE

OR TAP HERE



1. Sharpen the focus

**Use black & white
+ 1 main color**

1. Sharpen the focus

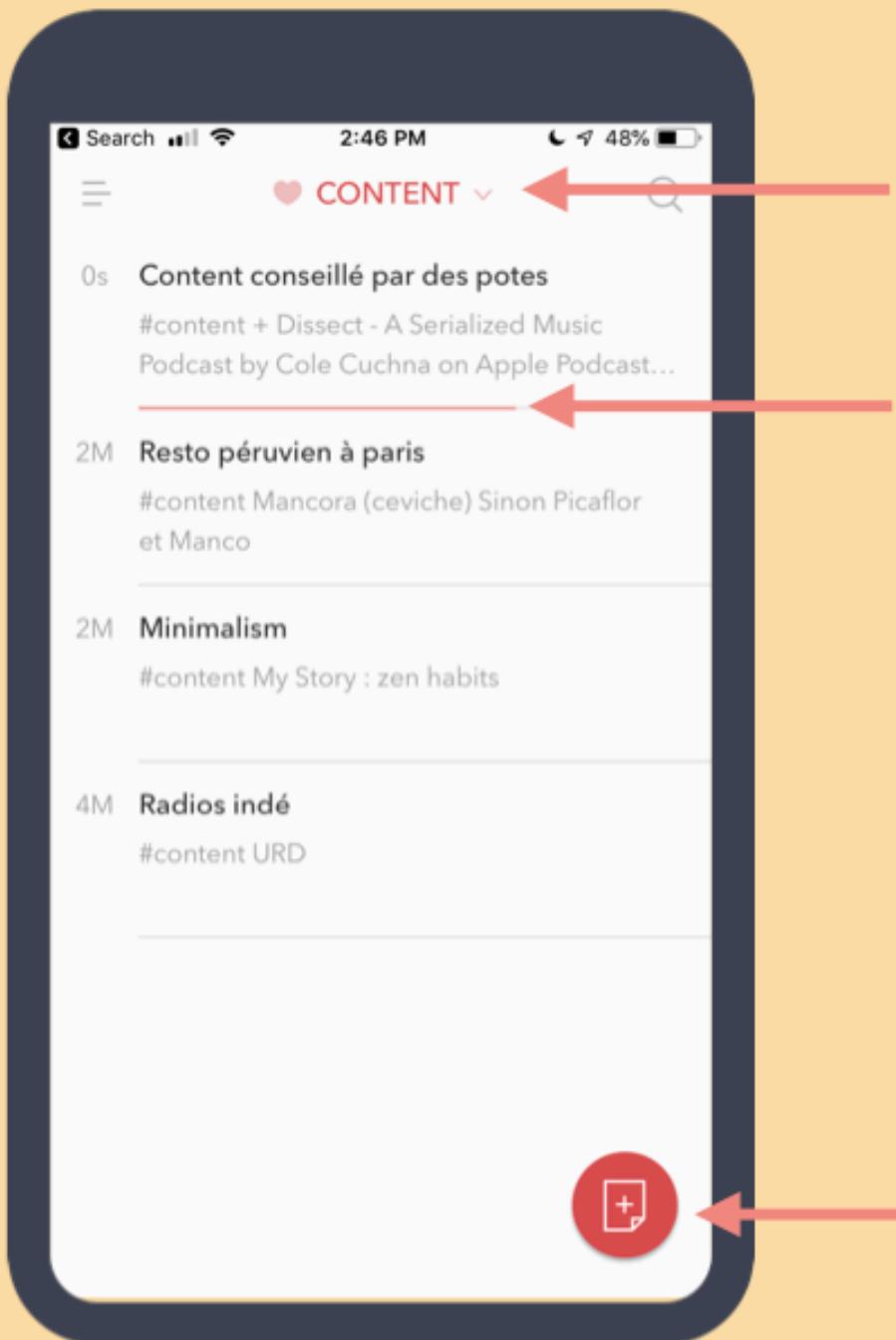


Bear Notes

Black and white interface.

The red color is used to drive behavior and show the most important parts.

1. Sharpen the focus



Note Category

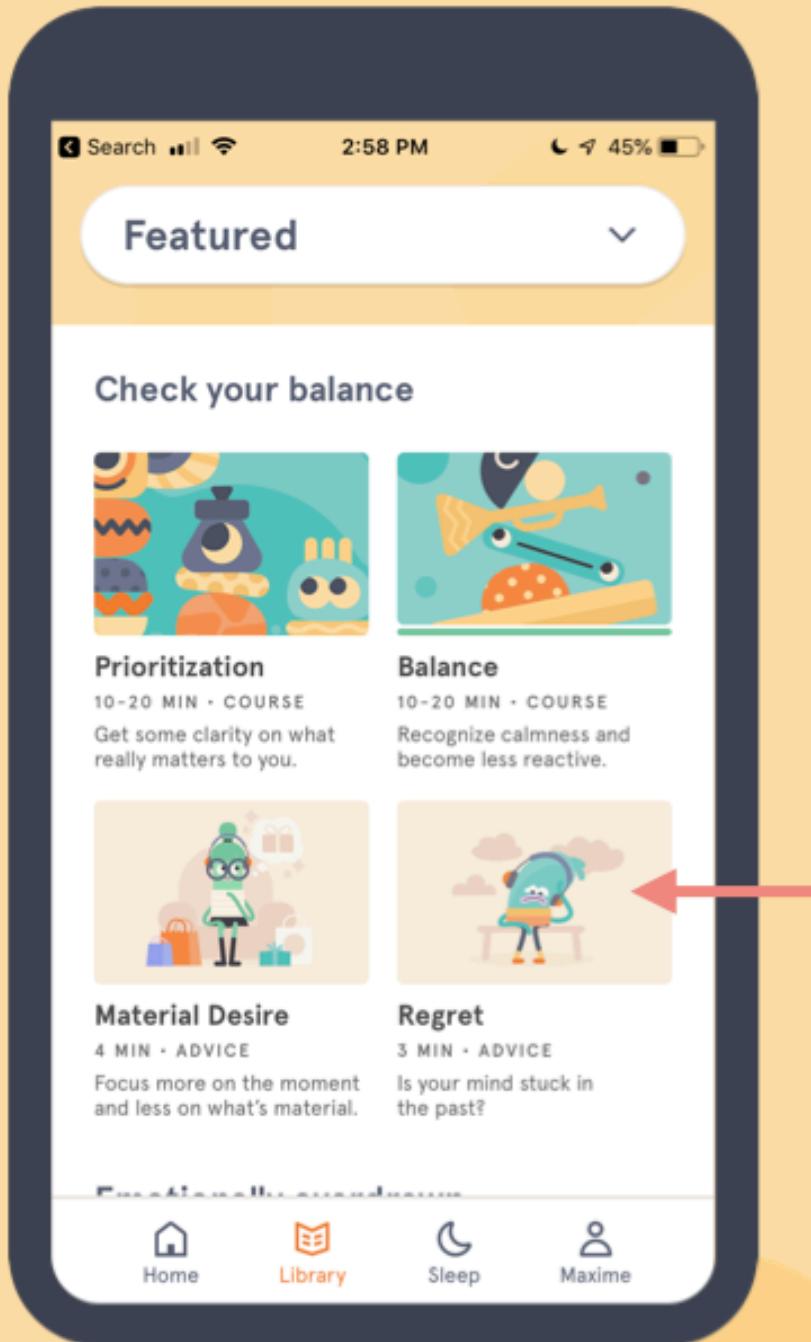
Checklist's progression

Main CTA (call to action)

1. Sharpen the focus

**Alternative option:
pastel colors**

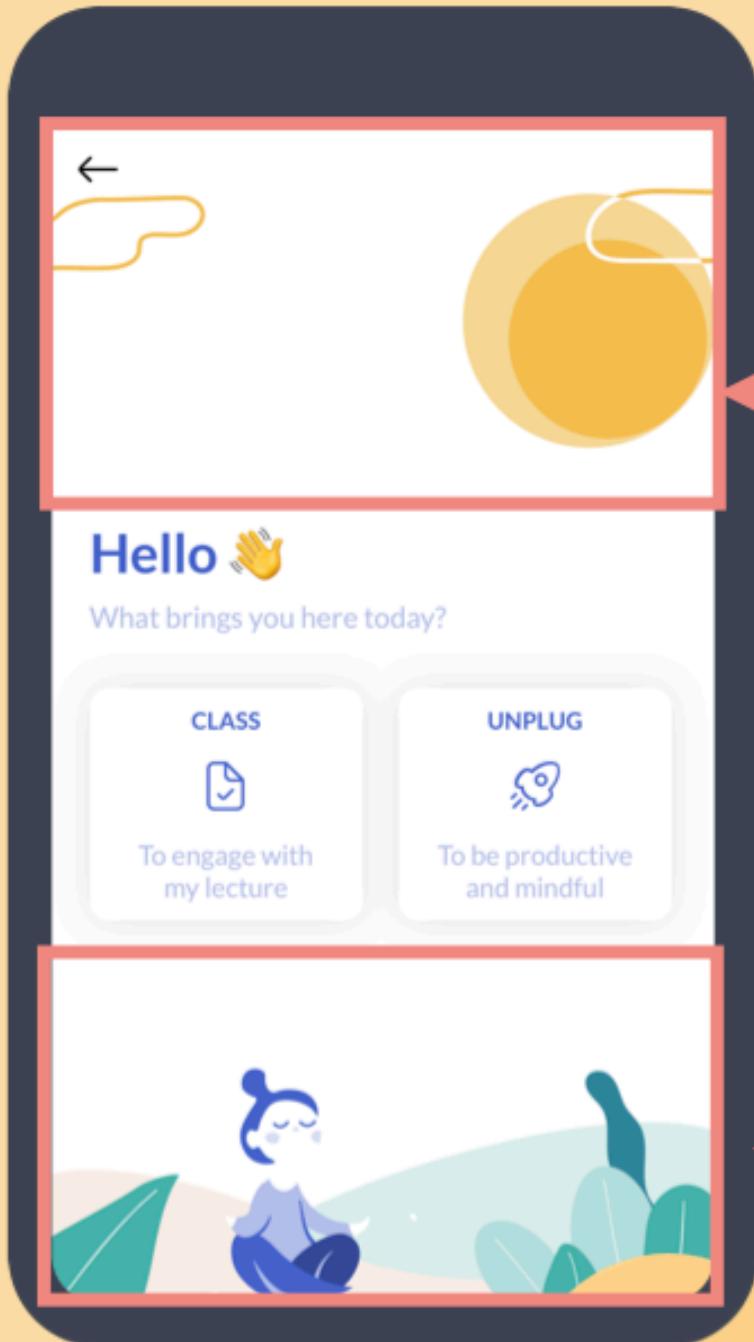
1. Sharpen the focus



Headspace Meditation app

Pastel illustrations
for categories

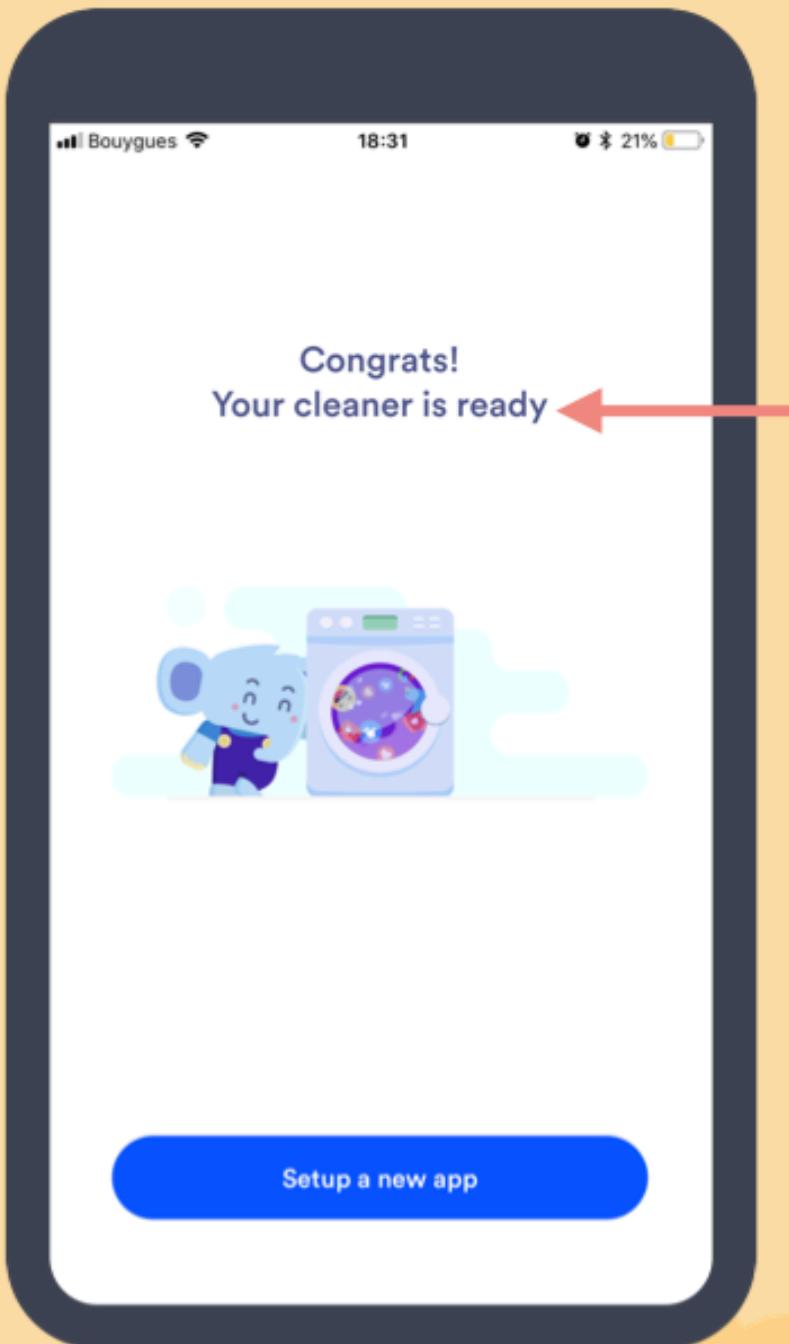
1. Sharpen the focus



Flipd
Productivity app

Lots of blank space
with feel-good pastel
illustrations :)

1. Sharpen the focus

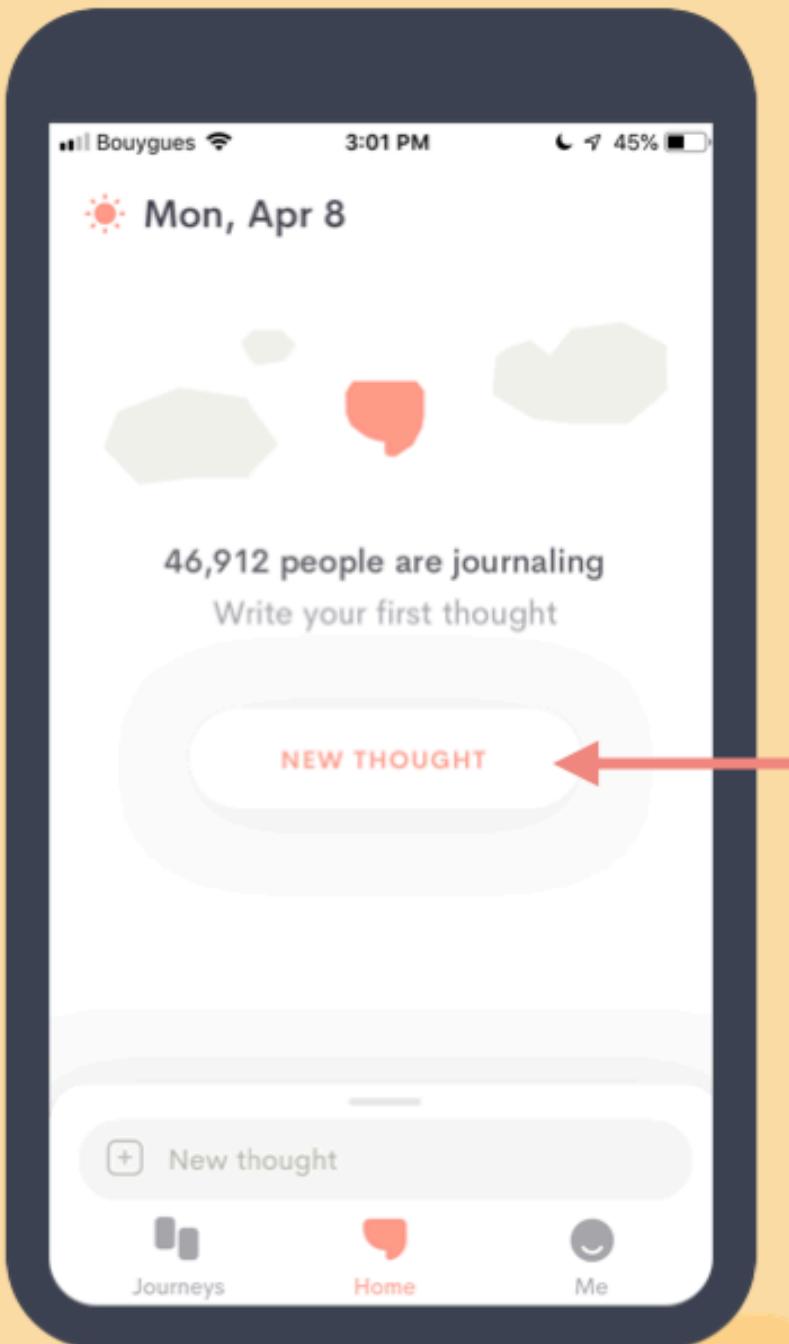


Jumbo

Privacy app

Less words for more clarity

1. Sharpen the focus

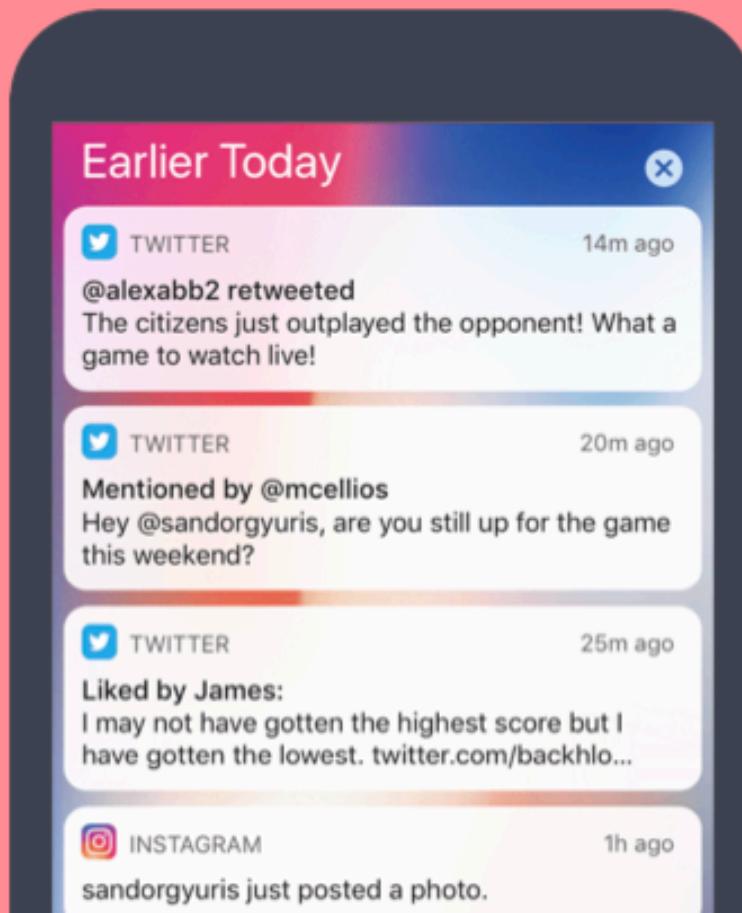


Jour
Journaling app

No need for fluo colors,
even on CTAs!

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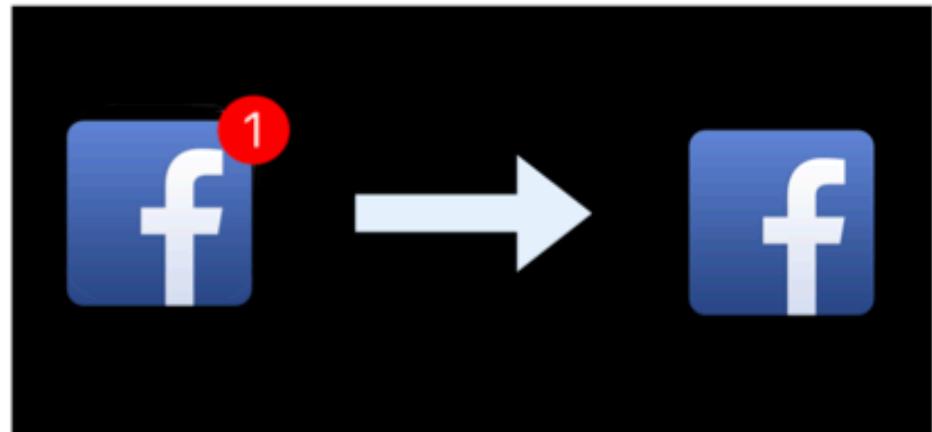
Notification floods endanger people's mindfulness.



2. Regulate notifications

Mindfulness blogs advise to block most notifications to avoid getting sucked in apps.

2. Regulate notifications



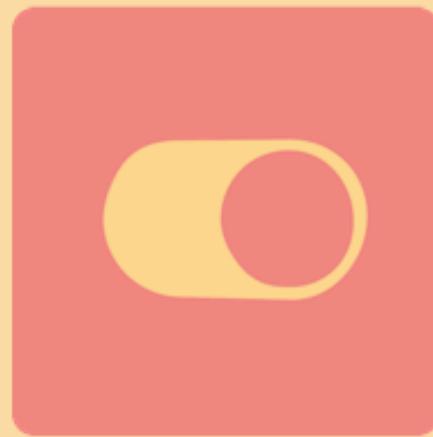
Turn off all notifications except from people.

Notifications appear in RED dots because red is a trigger color that instantly draws our attention. But most notifications are generated by machines, not actual people. They keep our phones vibrating to lure us back into apps we don't really need to be in.

Visit **Settings > Notifications** and turn off all notifications, banners, and badges, except from apps where *real* people want your attention; e.g. messaging apps like WhatsApp, FB Messenger, Signal, Telegram, WeChat etc.

Center for Humane Technology

2. Regulate notifications



**Offer notifications as an option
and not a mandatory thing**

2. Regulate notifications



Sweatcoins Cryptocurrency app

Explain why your notifications can be useful

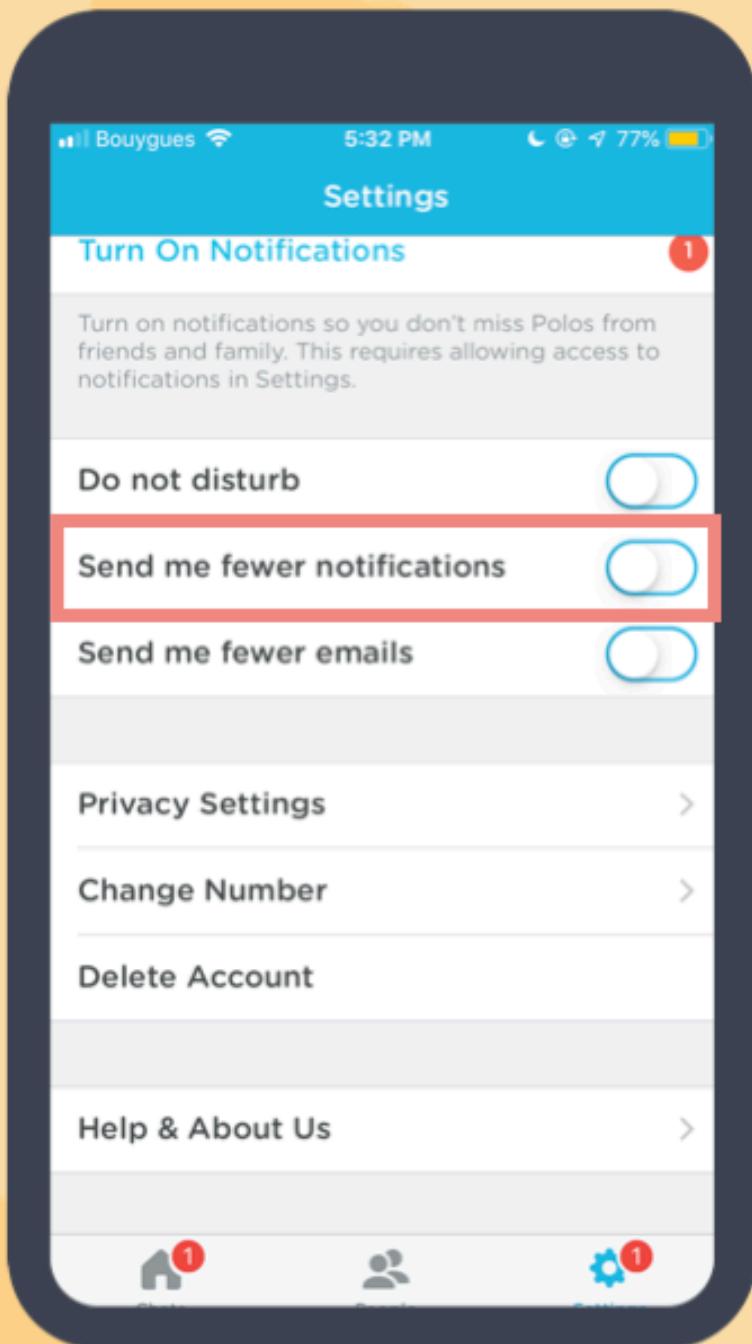
Give a real choice

2. Regulate notifications



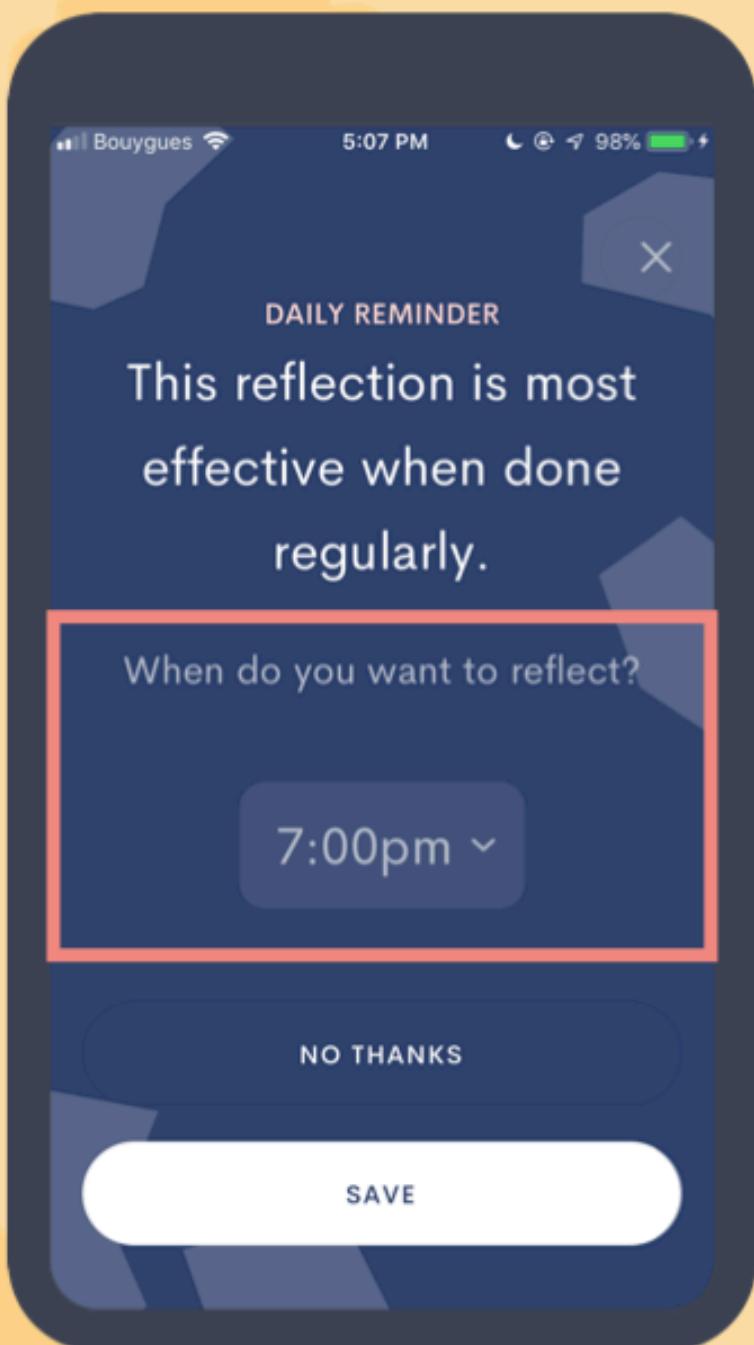
**Let users choose their
notification settings**

2. Regulate notifications



Marco Polo (video chat app) offers a « fewer notifications » option

2. Regulate notifications



The journaling app Jour lets users choose when they want to be notified.

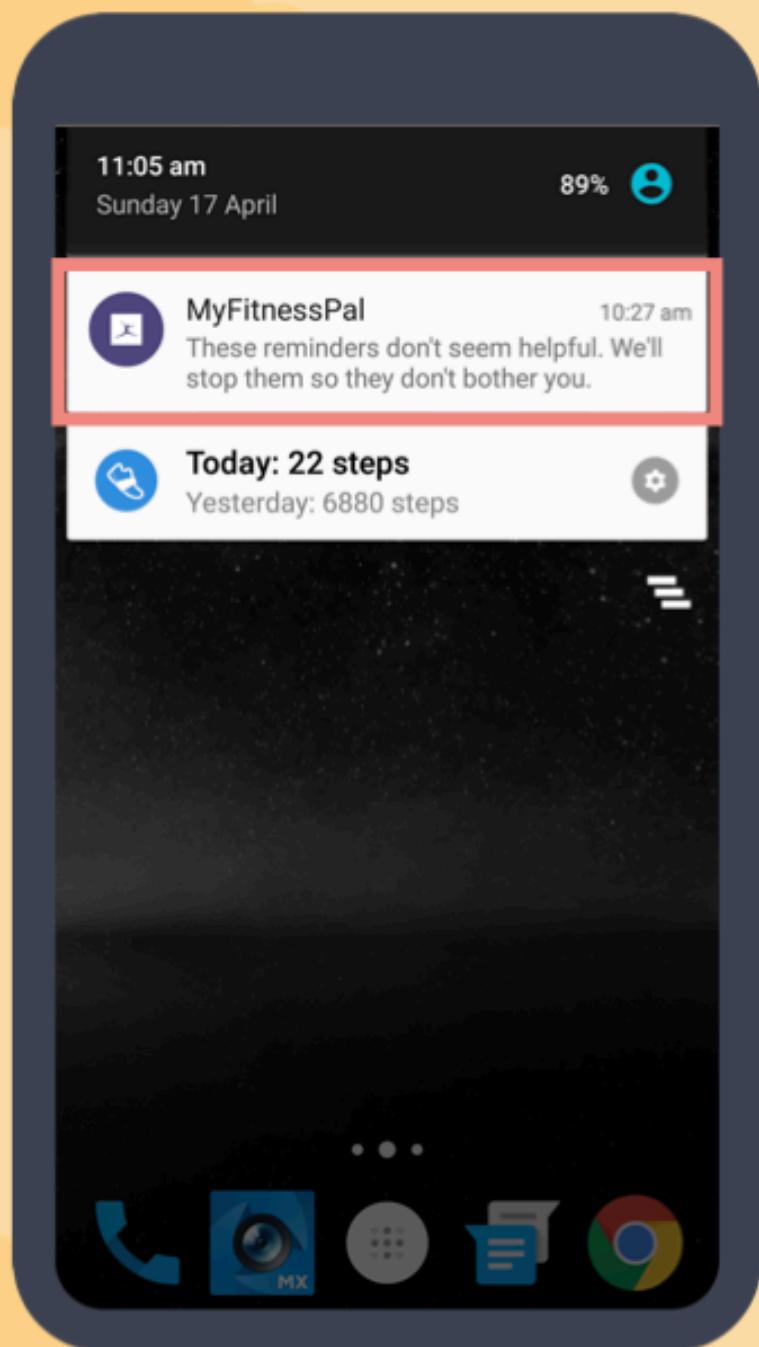
2. Regulate notifications



**Pause notifications
if they don't work**

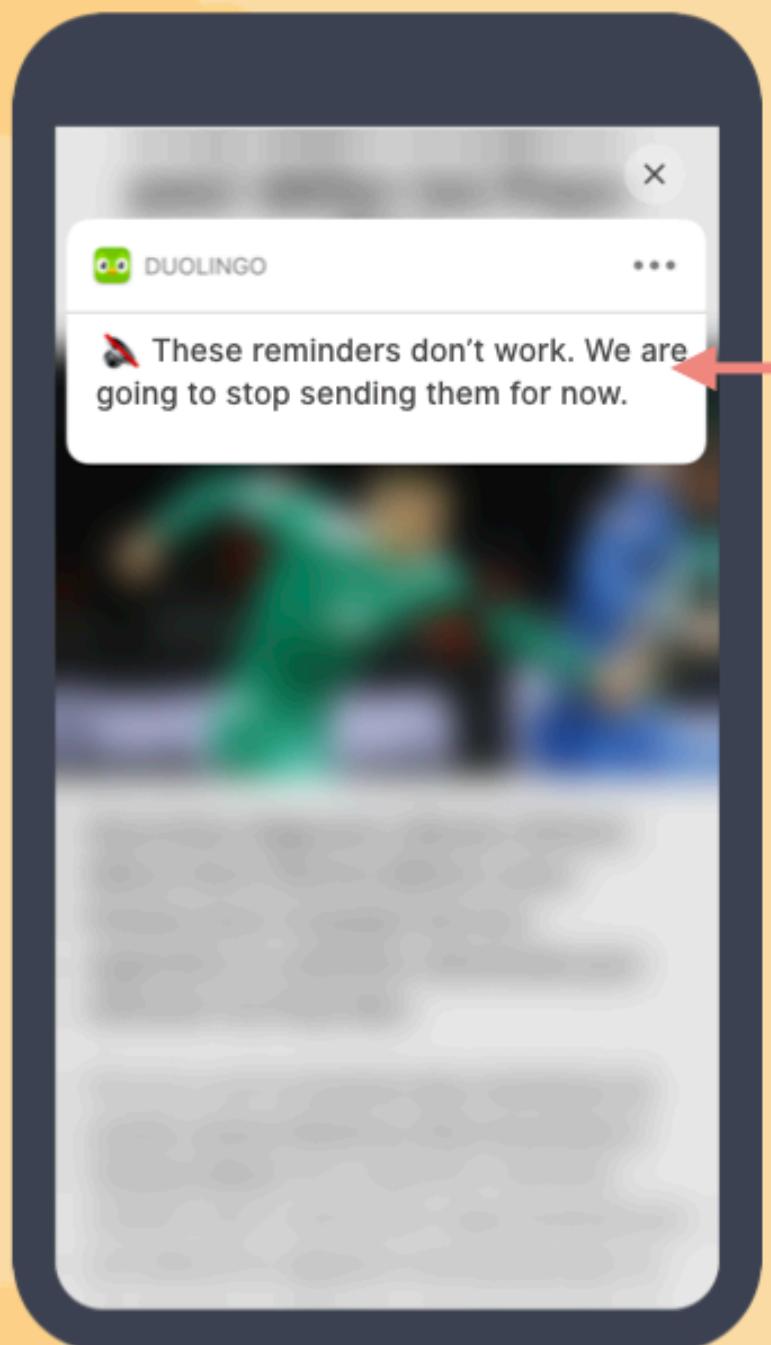


2. Regulate notifications



MyFitnessPal removes notifications if they're never opened.

2. Regulate notifications



Same thing with the learning app Duolingo.

You can always try to reactivate them later

This is not possible if users remove notifications by themselves.



1. Sharpen the focus
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6. Don't rely on ads

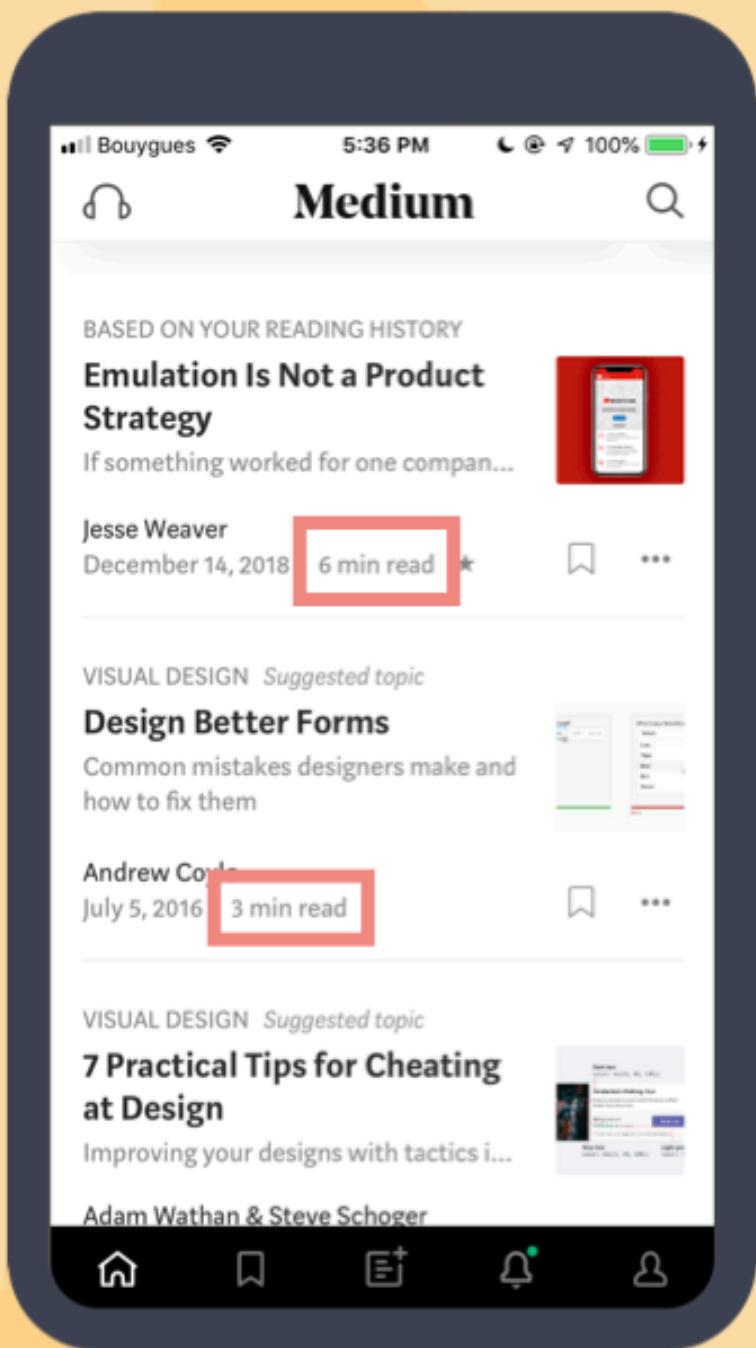
3. Display time upfront

**Show your users that you know
that their time is precious.**

3. Display time upfront

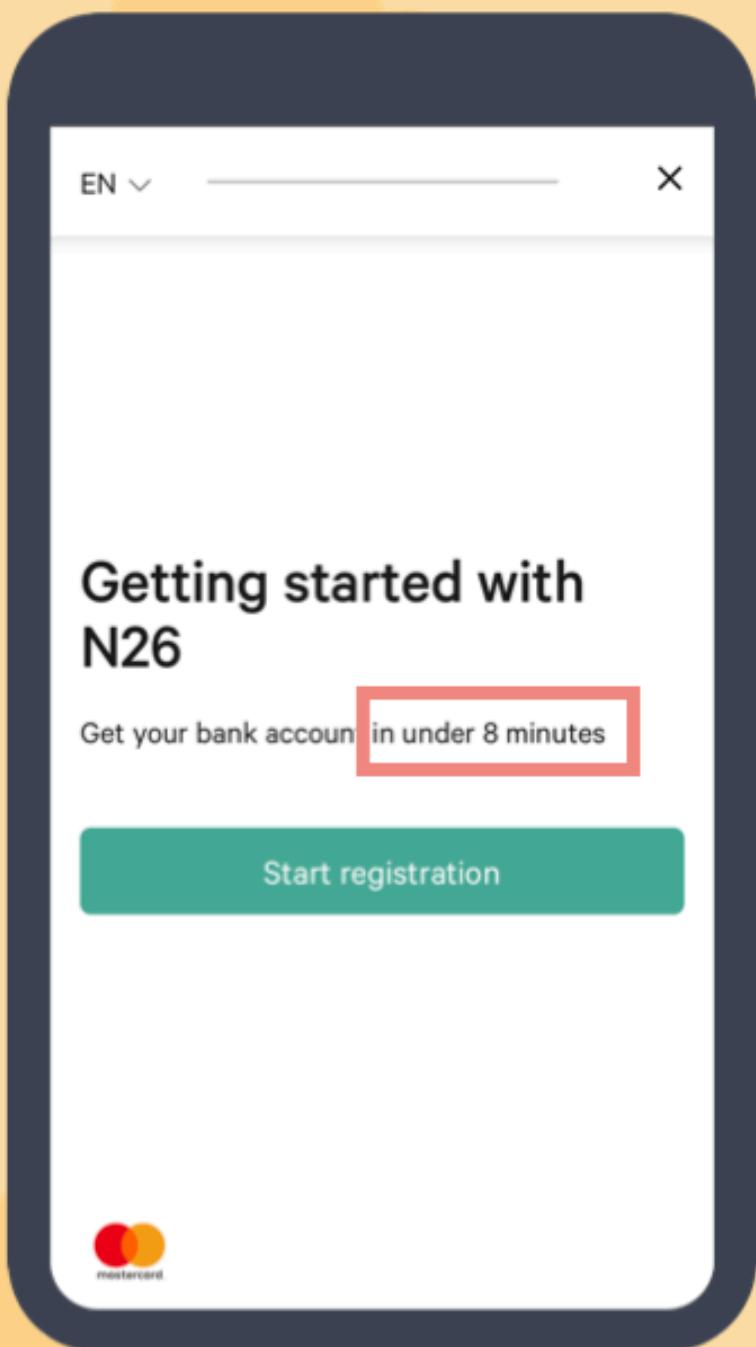
Be transparent about the amount of time required for every action that takes more than 1 min to do.

3. Display time upfront



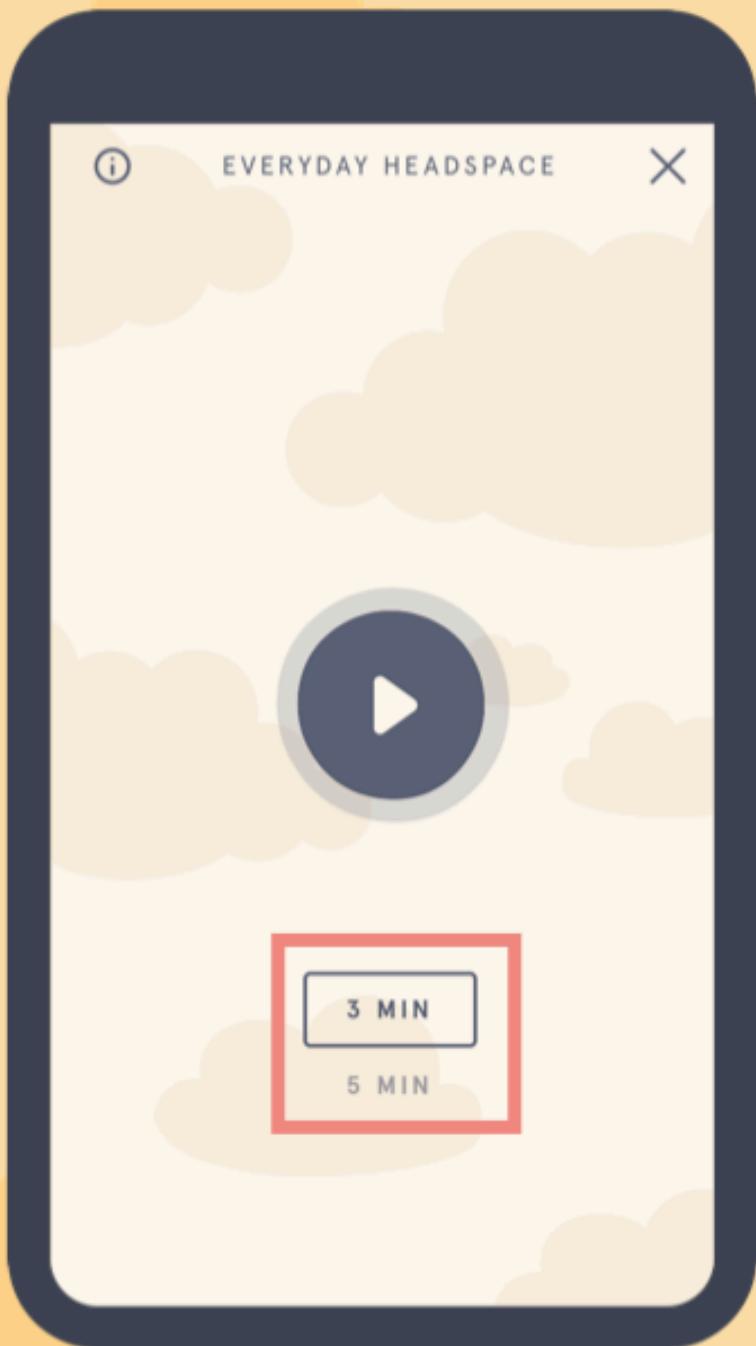
Medium displays how much time is needed to read each post.

3. Display time upfront



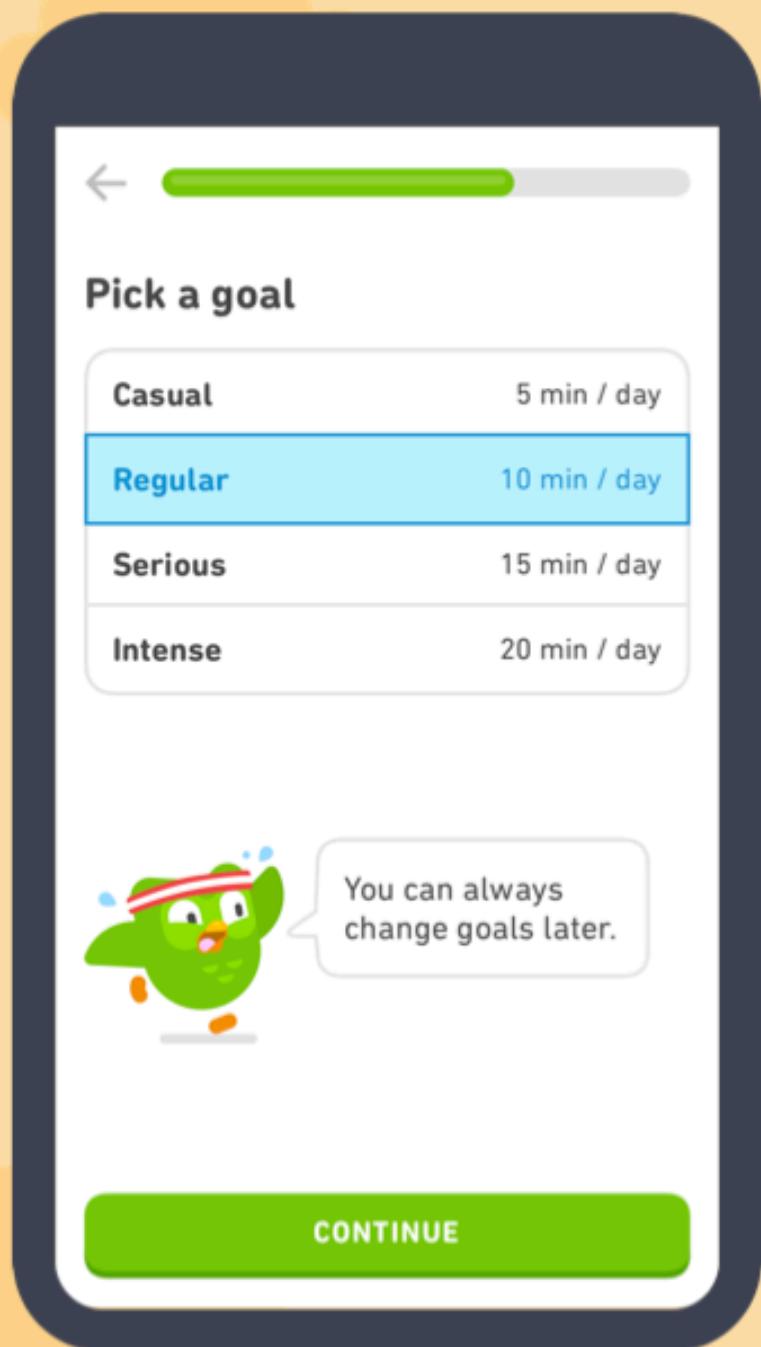
The banking app N26 shows signup time upfront.

3. Display time upfront



Headspace (meditation app) lets you choose between different sessions lengths.

3. Display time upfront

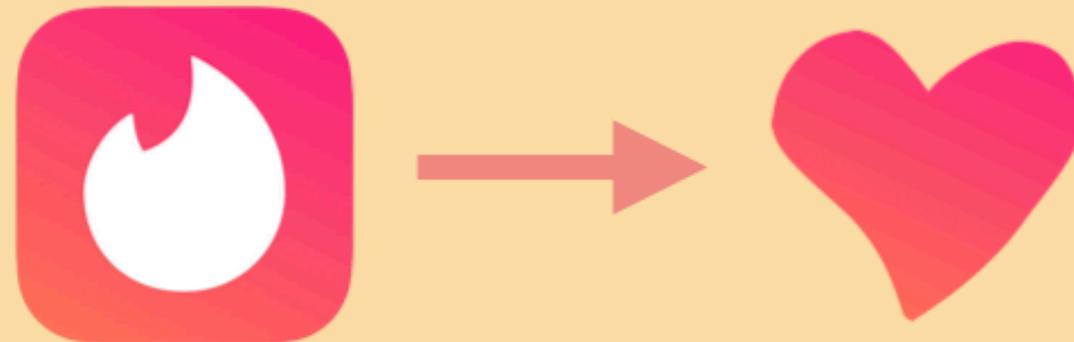


With Duolingo, you can decide how much time you want to spend learning per day.



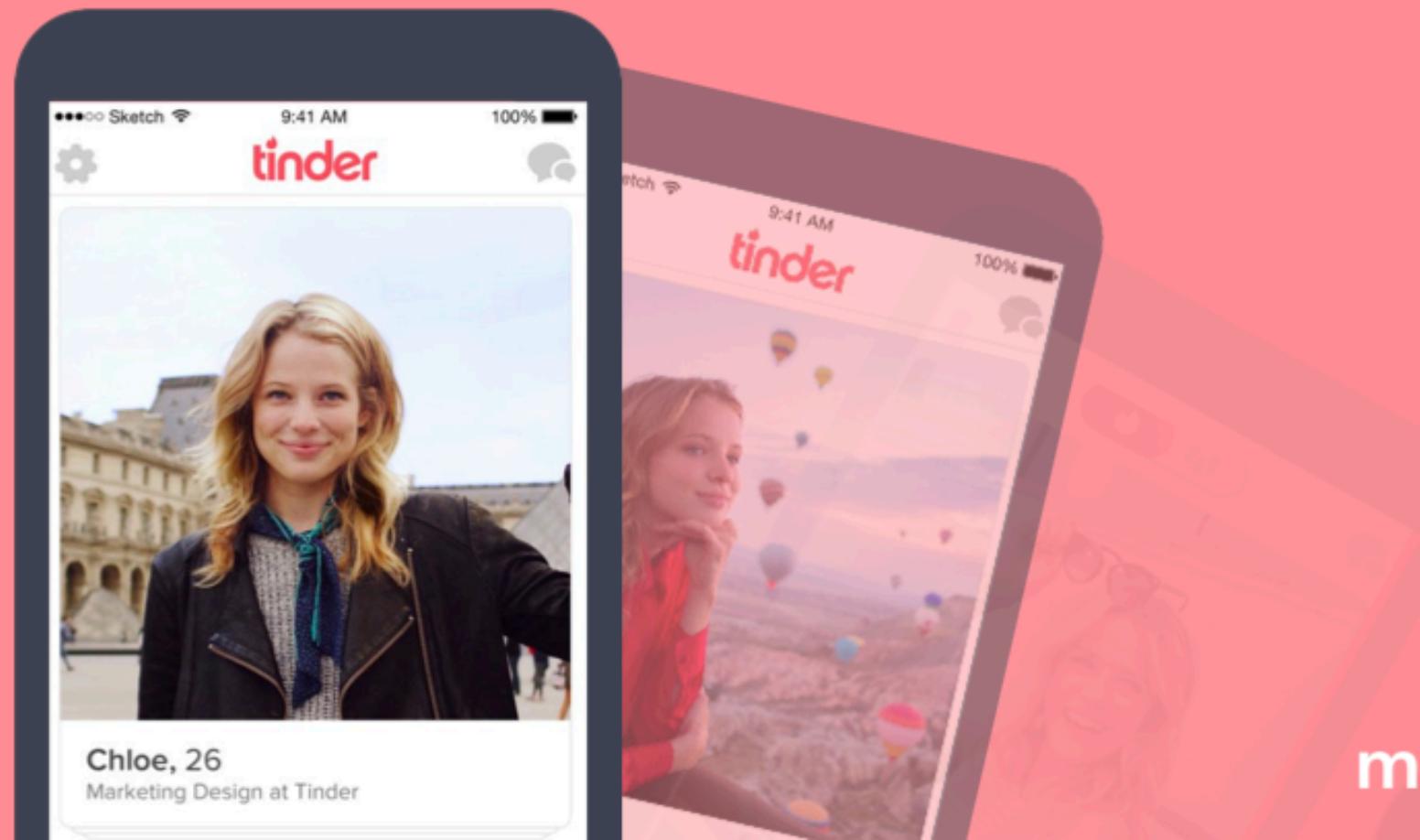
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4. Encourage offline life



People download apps for real life benefits, like finding love.

**But in the end, most of them
spend hours swiping daily and
never meet people.**



Most dating apps make their users very unhappy.

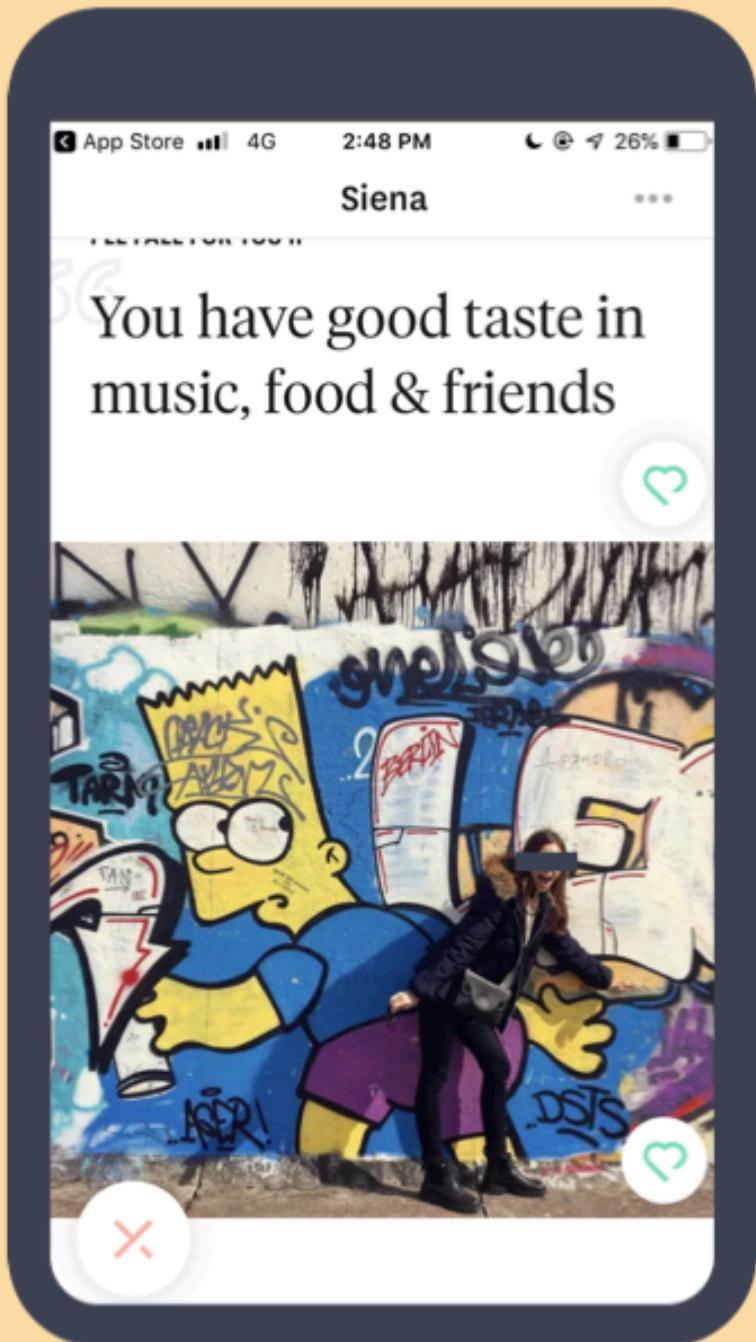


**56% unhappy users
on Tinder**



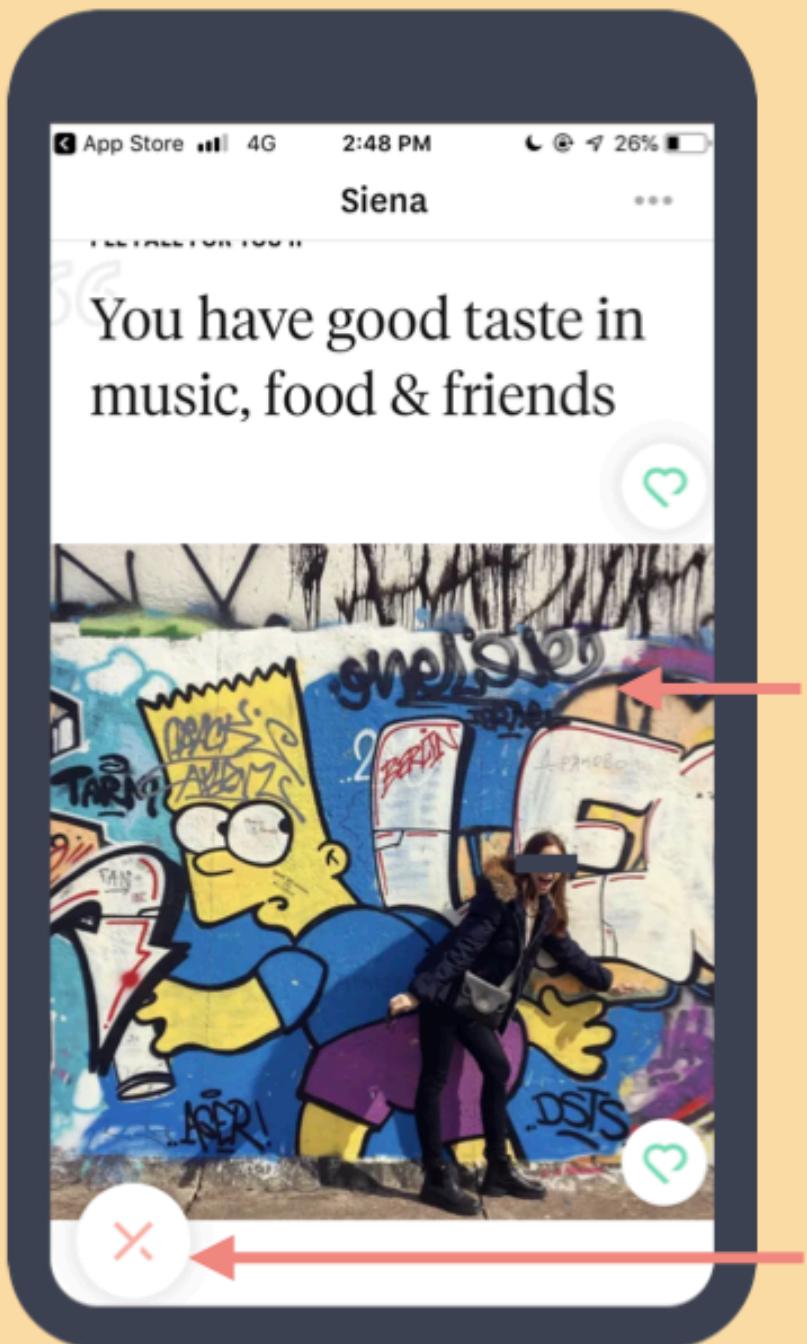
**77% unhappy users
on Grindr**

4. Encourage offline life



Hinge (#3 dating app in the US) doesn't allow users to swipe quickly between profiles.

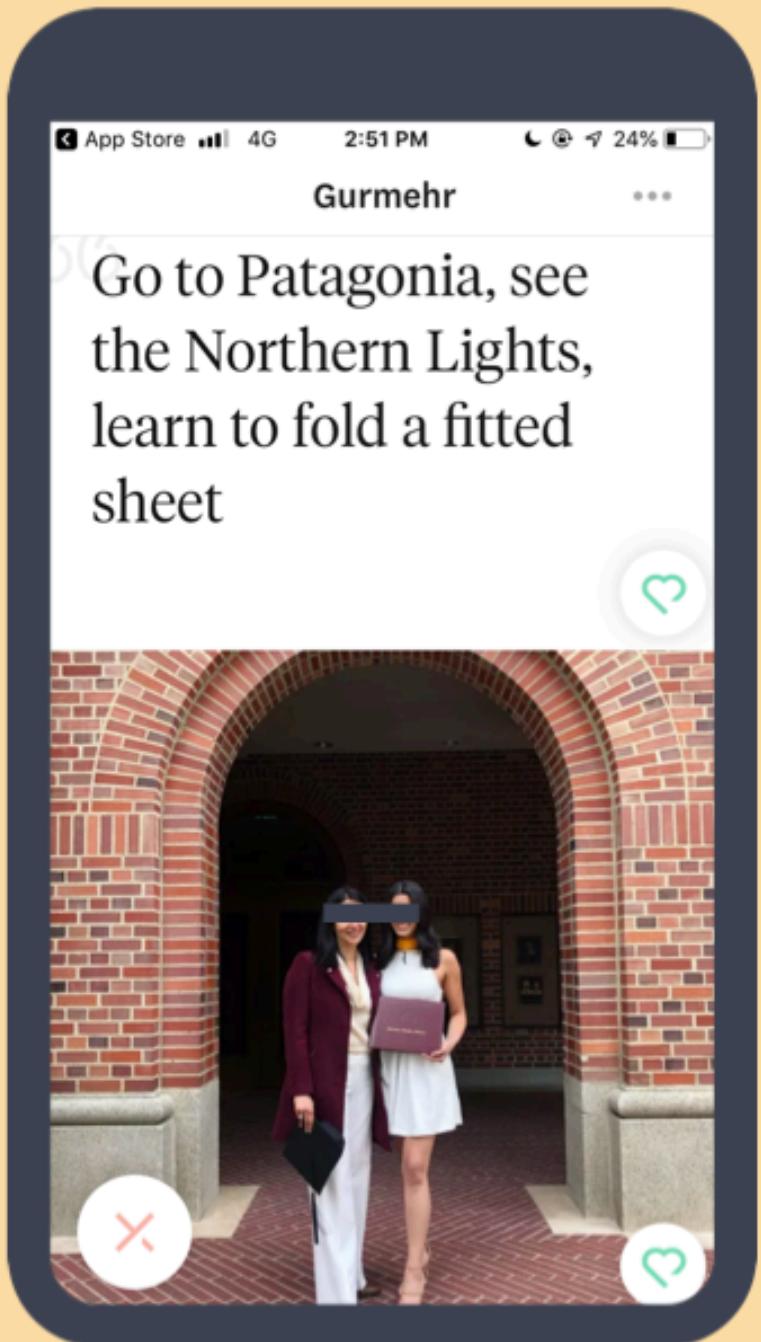
4. Encourage offline life



Full-size scrollable profile so you can really know more about the other person

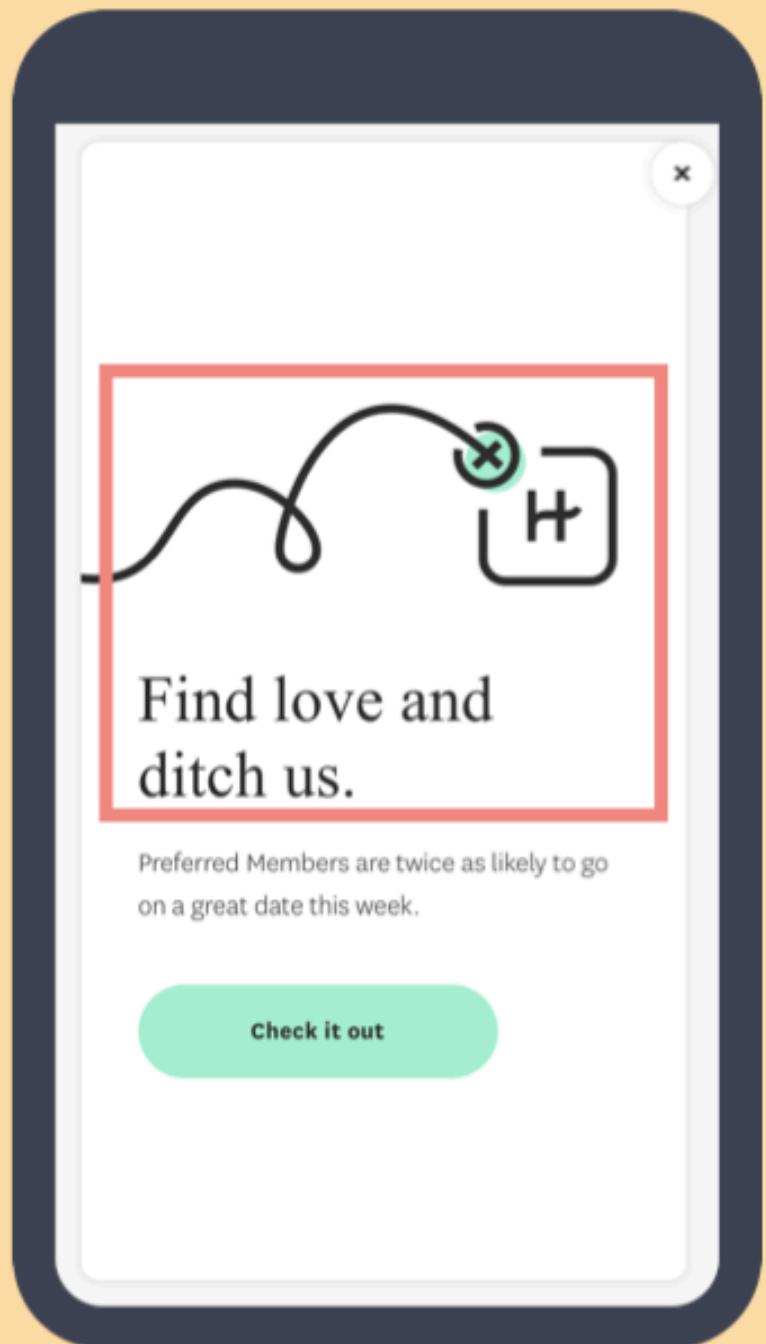
Tiny CTA to go to the next profile

4. Encourage offline life



They don't want their users to spend hours swiping on their app.

4. Encourage offline life



They want them to pay for the service, find love as quickly as they can and then leave the app.

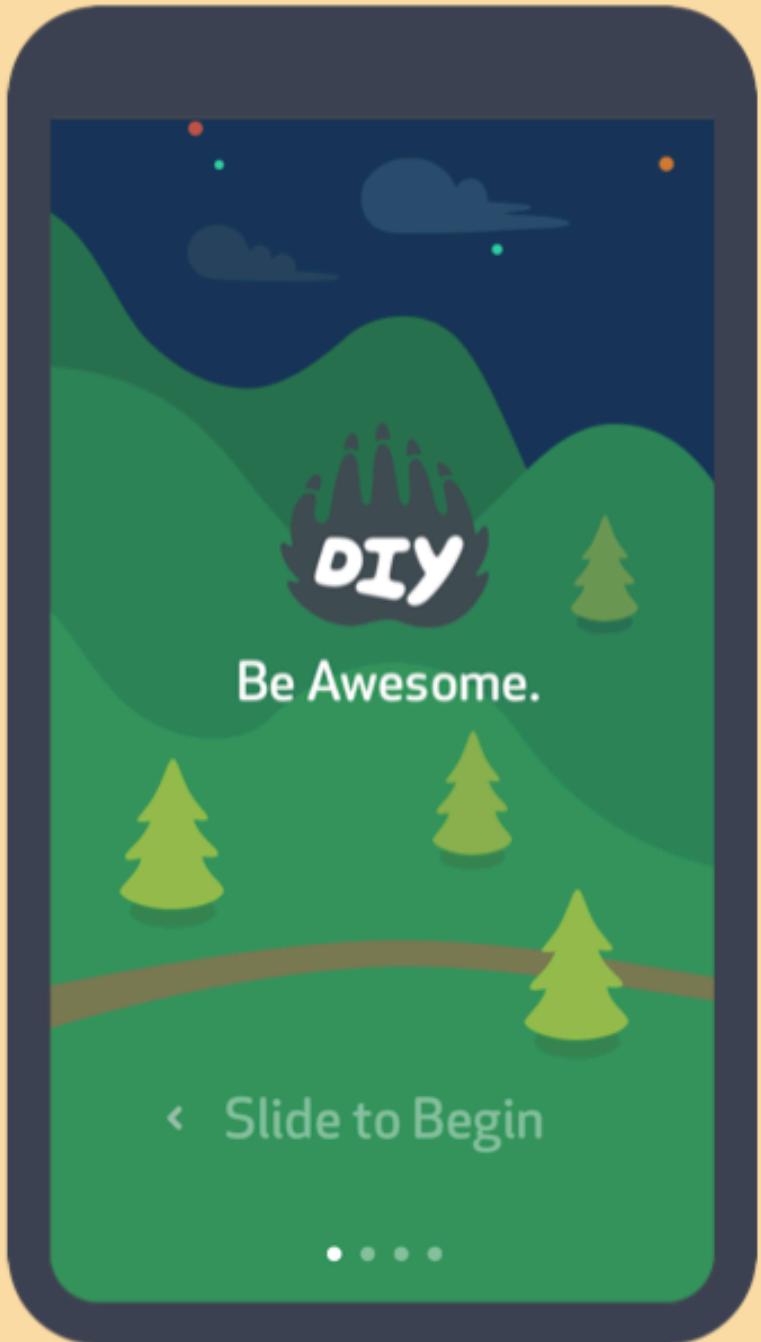
4. Encourage offline life

**What happens offline is
hard to track.**

4. Encourage offline life

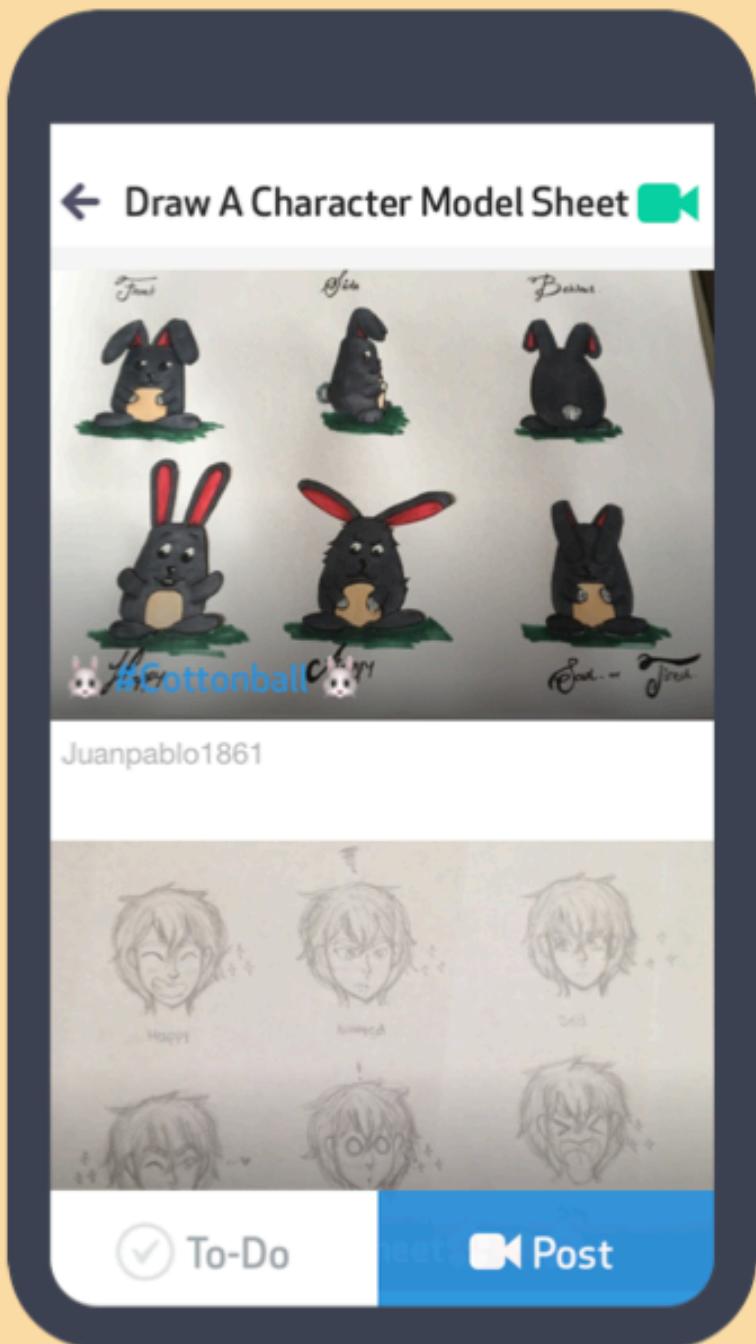
But it's often the key to your users' happiness.

4. Encourage offline life



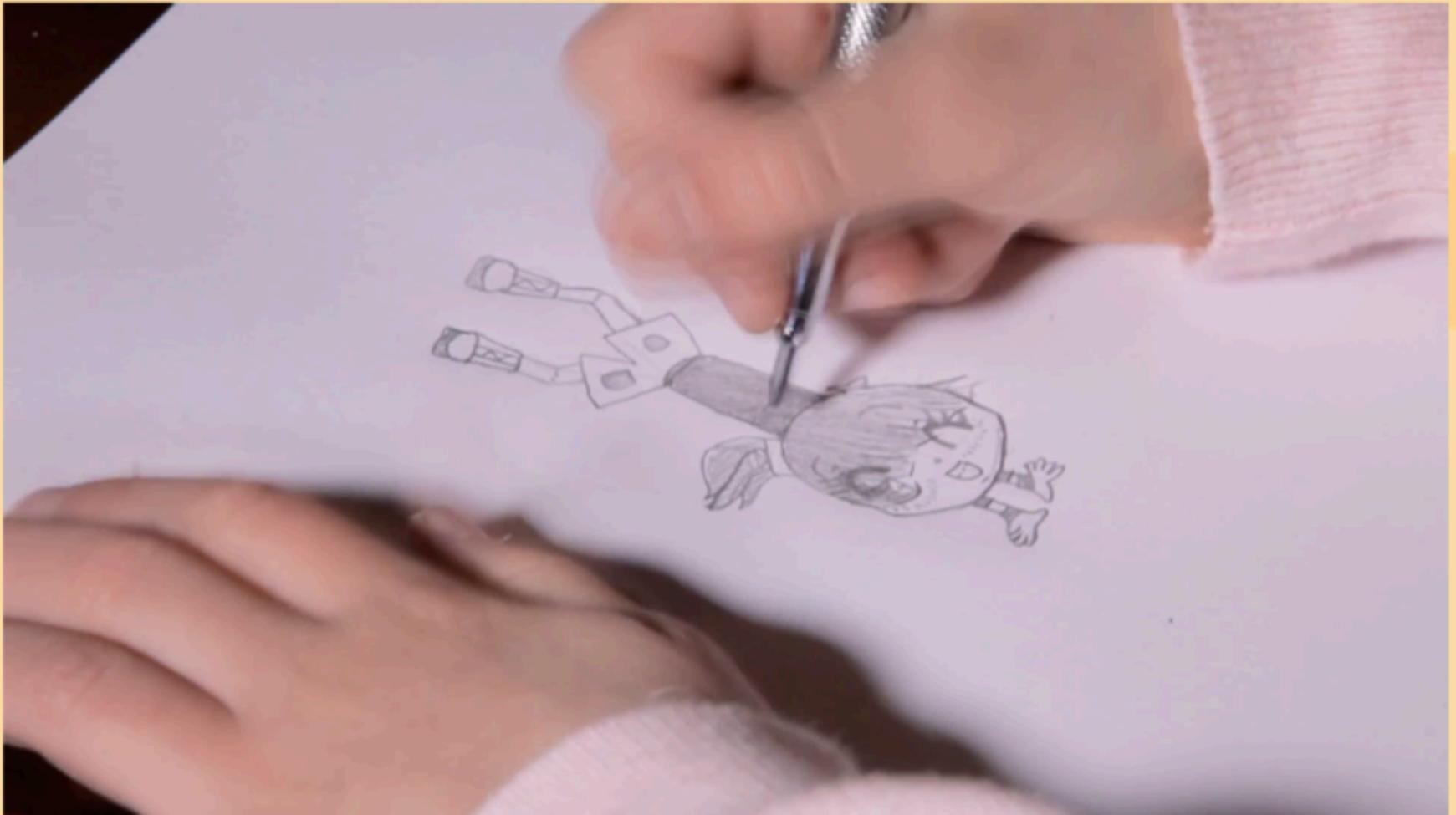
DIY fosters offline activities.

4. Encourage offline life



It encourages children to create stuff in real life, and then showcase them to the community.

4. Encourage offline life



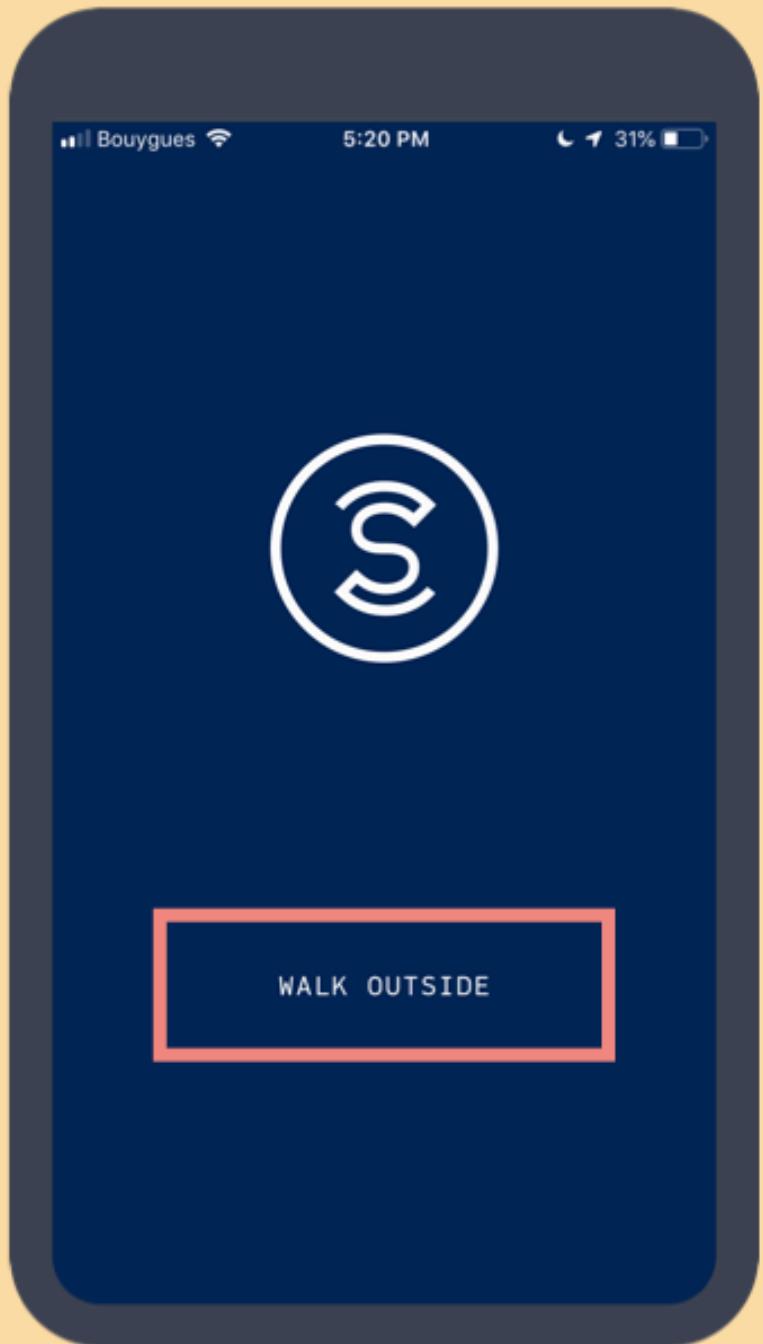
Most of the activity they encourage won't appear in their analytics, which is pretty counterintuitive.

4. Encourage offline life



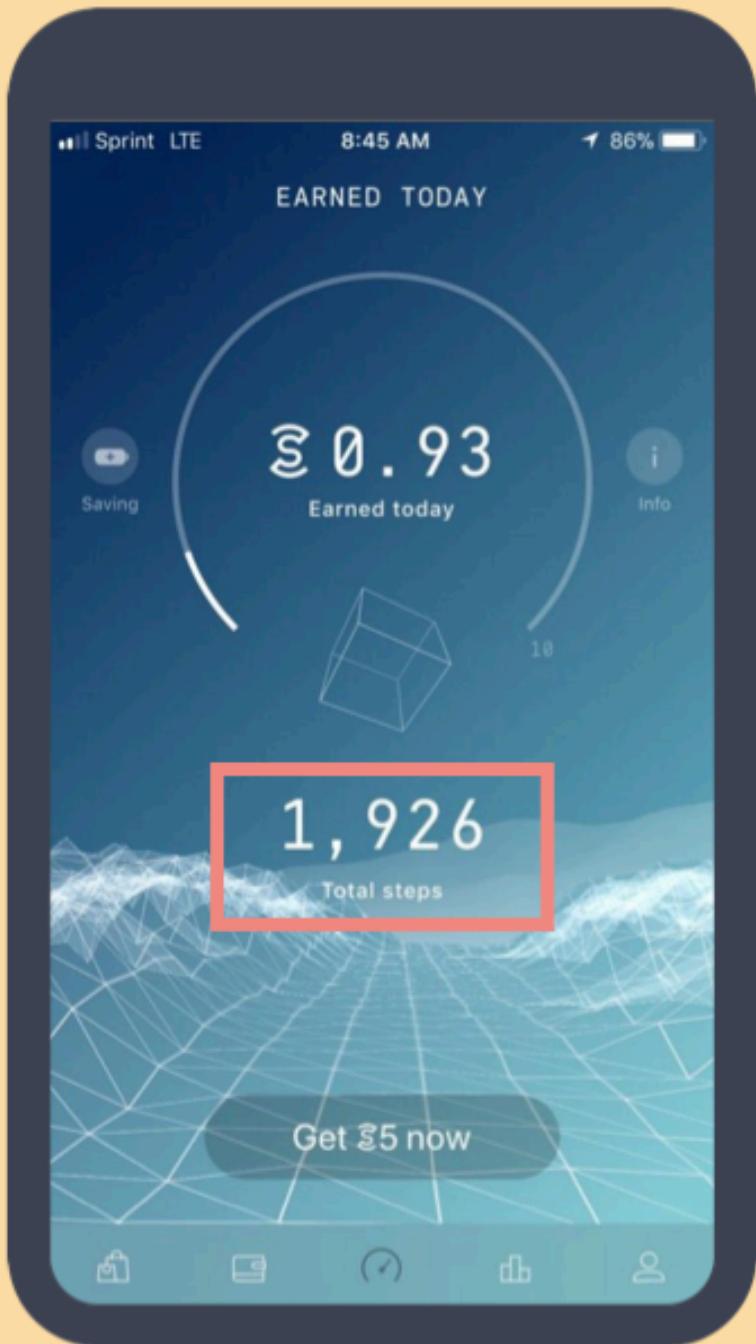
But they are creating a lot of value for their users who are very likely to stick to their service and to their brand.

4. Encourage offline life



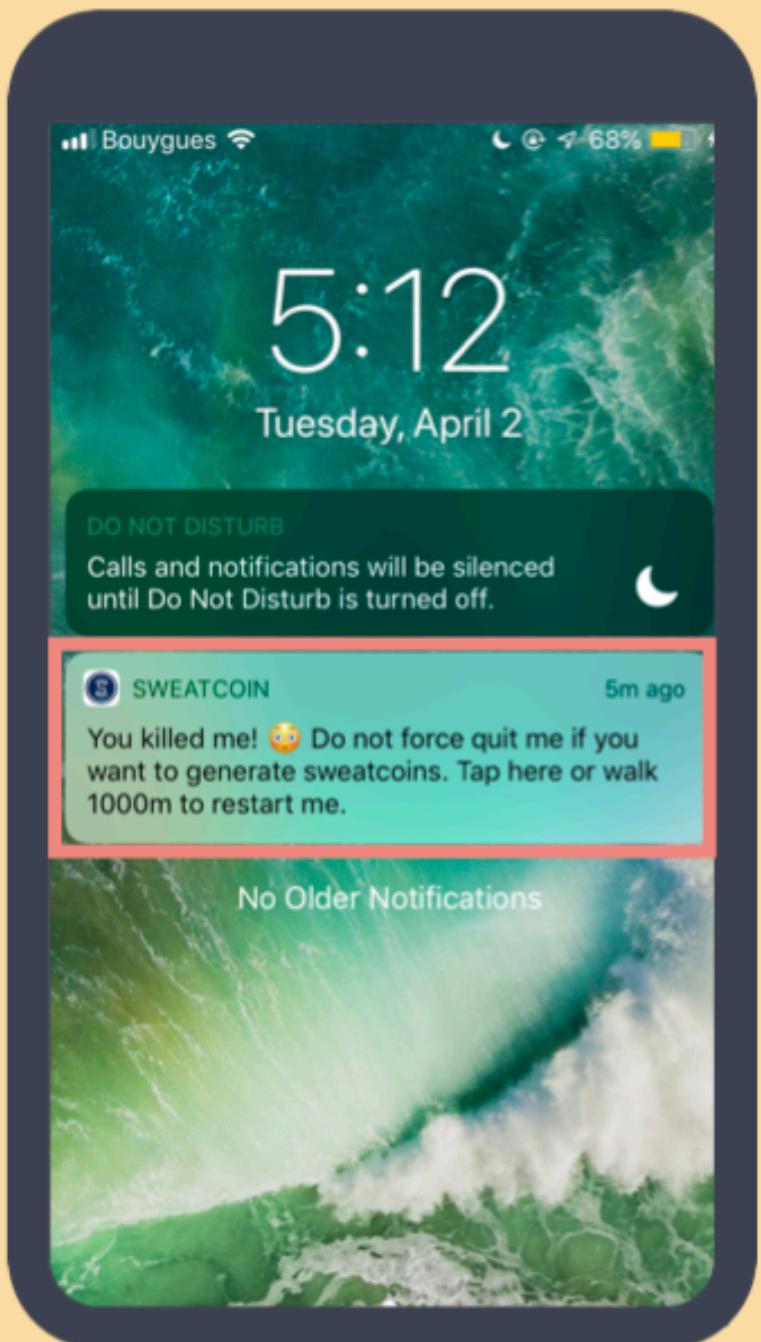
**Sweatcoin (crypto app)
encourages you to close the
app, and go take a walk.**

4. Encourage offline



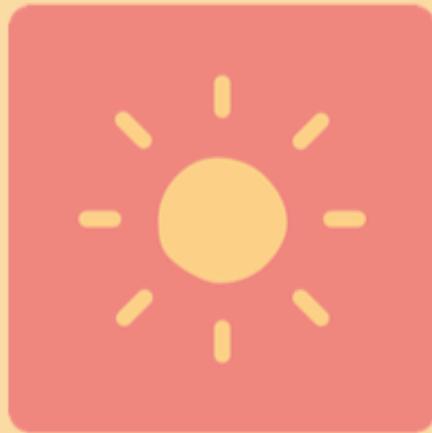
You make money by moving outside and not by staying glued to the screen.

4. Encourage offline life



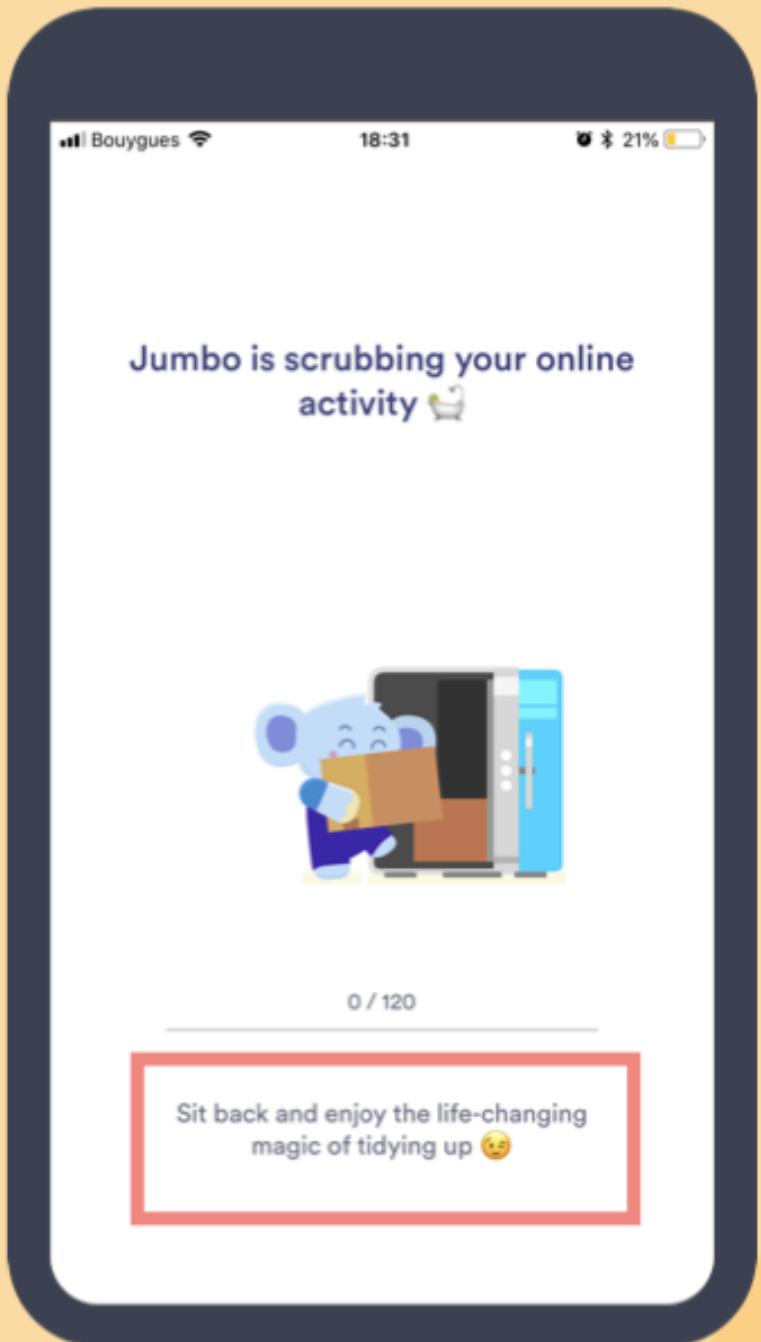
The app doesn't even need you to open it if you restart your phone. It automatically starts if you walk 1000m!

4. Encourage offline life



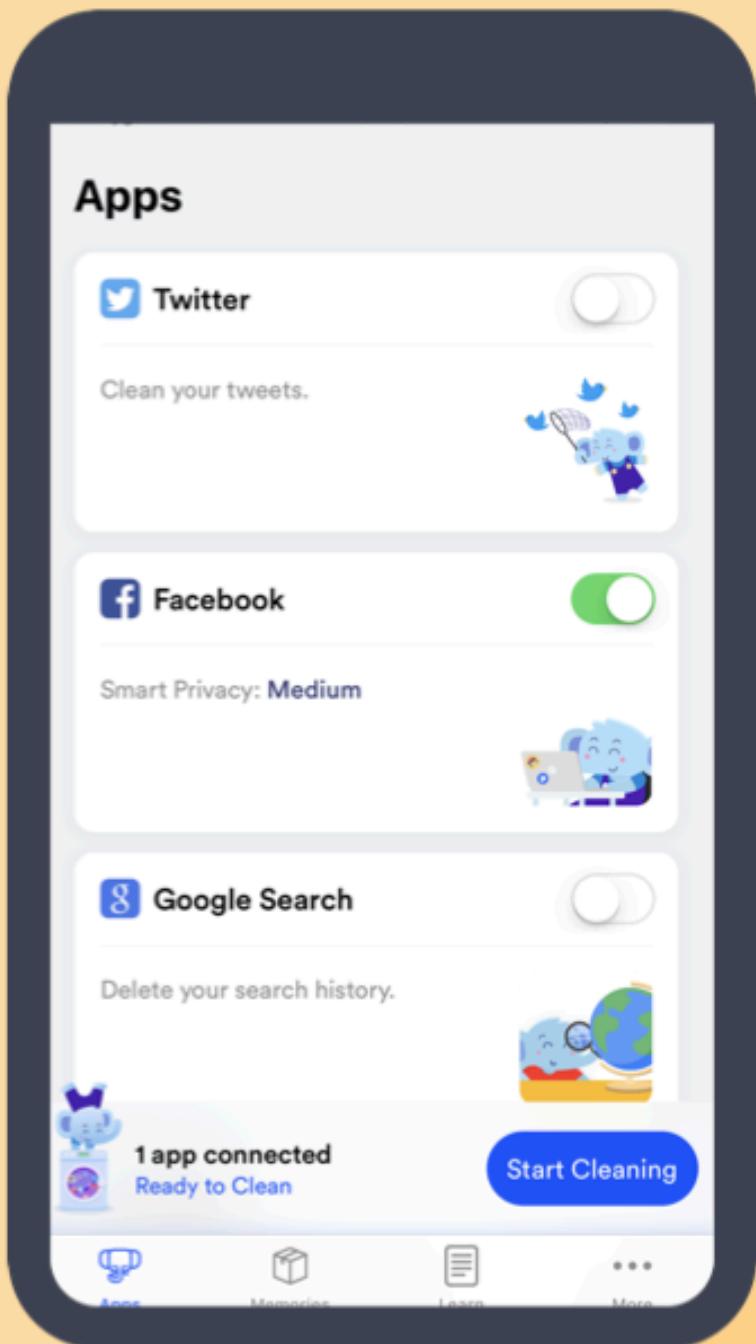
**Encourage people to enjoy
life outside of the screen**

4. Encourage offline life



Jumbo wants you to relax while it works for your privacy.

4. Encourage offline life



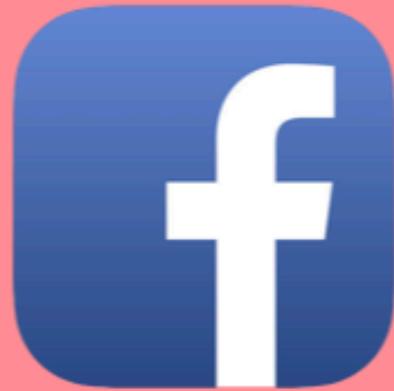
The app handles your day-to-day privacy settings on social networks without you ever bothering about them.

4. Encourage offline life

**You get value off this app
while you sit in the sun!**

1. Sharpen the focus
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Spending several hours a day on social apps tends to isolate people and can make them feel bad about their bodies or opinions.



**59min daily average
64% unhappy users**

Facebook



**97min daily average
62% unhappy users**

WeChat



**73min daily average
57% unhappy users**

Weibo



**54min daily average
51% unhappy users**

Instagram



**61min daily average
50% unhappy users**

Snapchat



**Youngsters crave for likes and
followers instead of deepening
relationships with their peers.**

5. Humanize your community

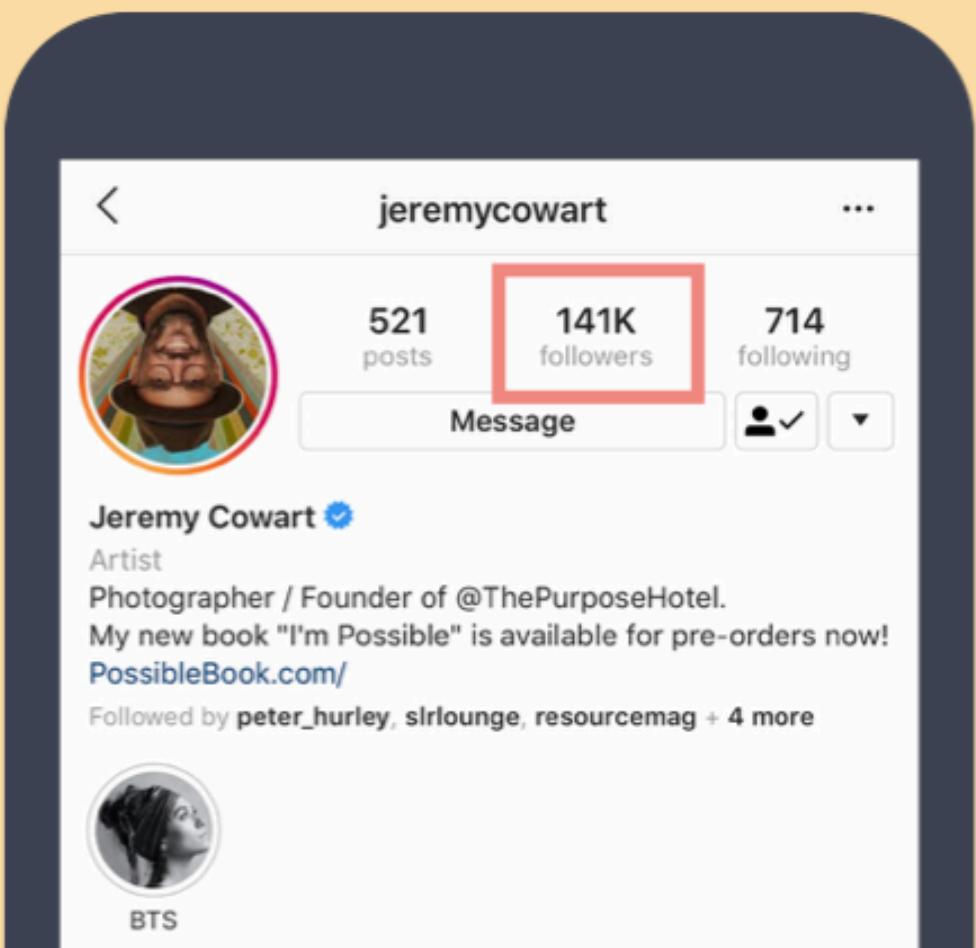


**Put less emphasis on figures and
more on real connexions.**

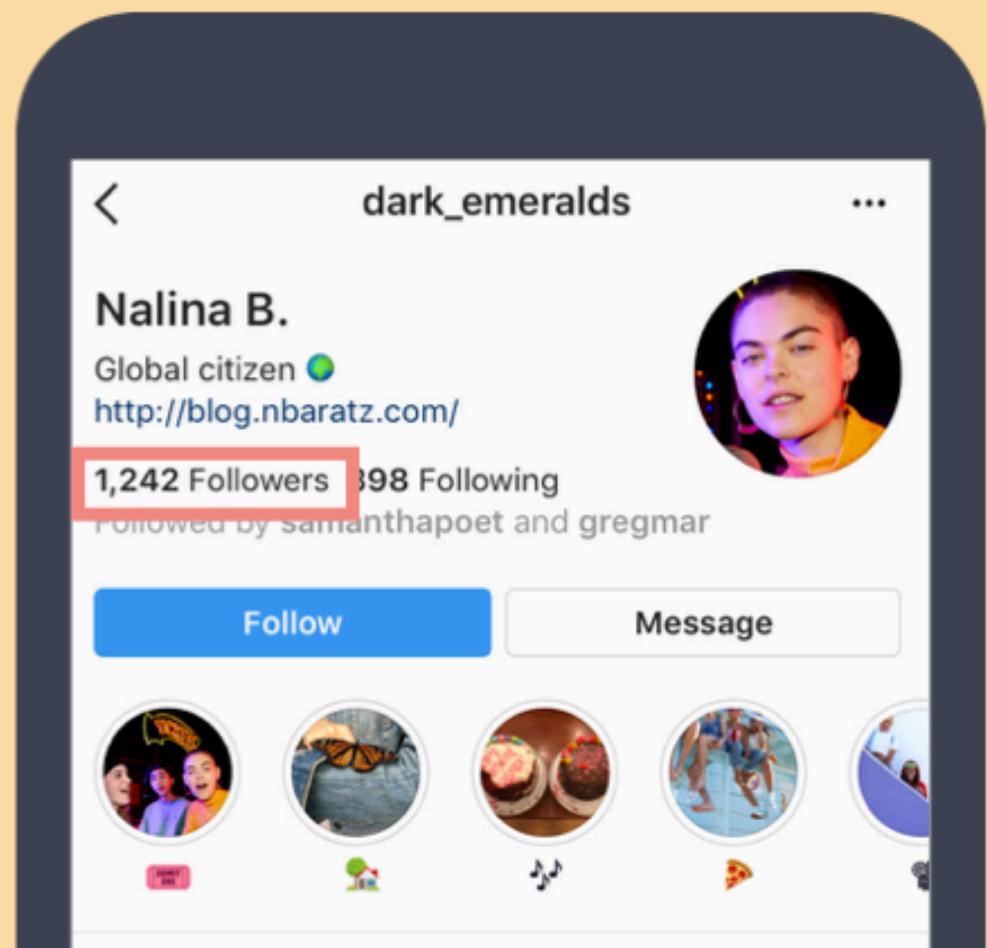
5. Humanize your community

Instagram redesigned its profile page to show more about the person and less about its number of followers.

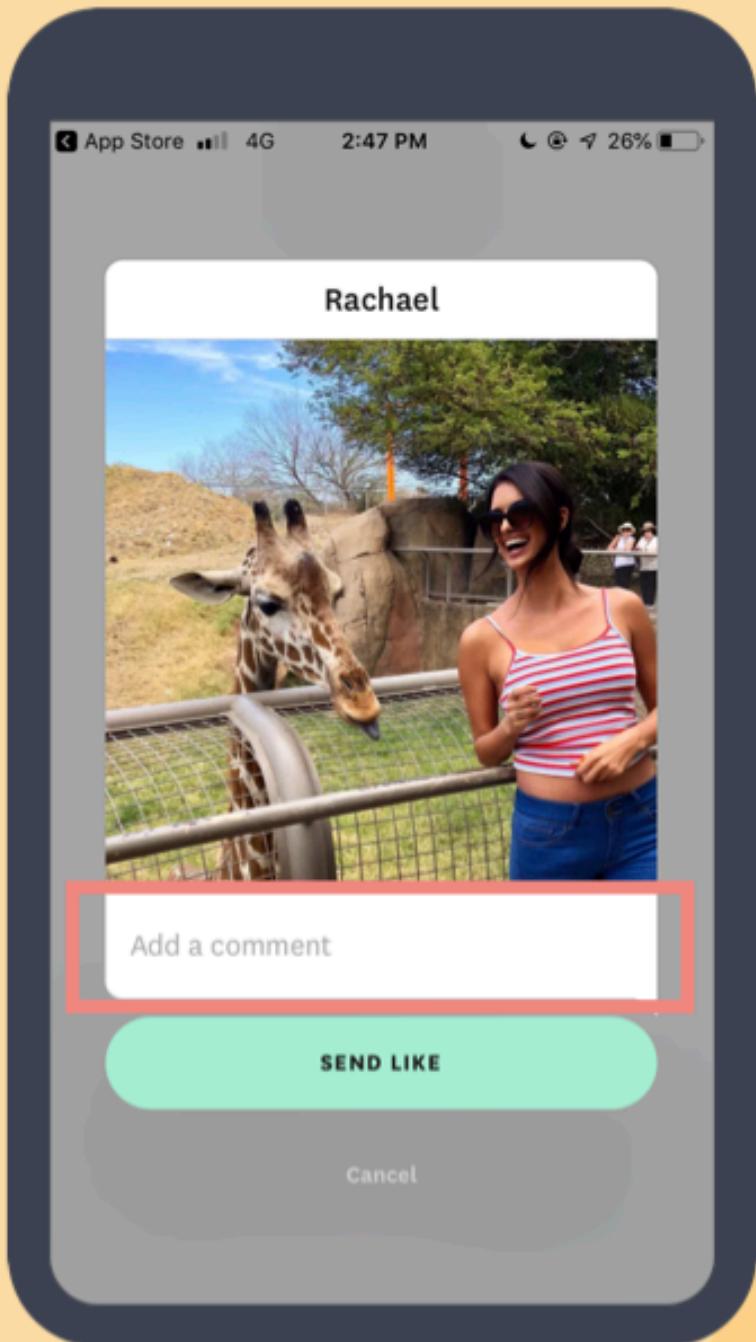
Before



After

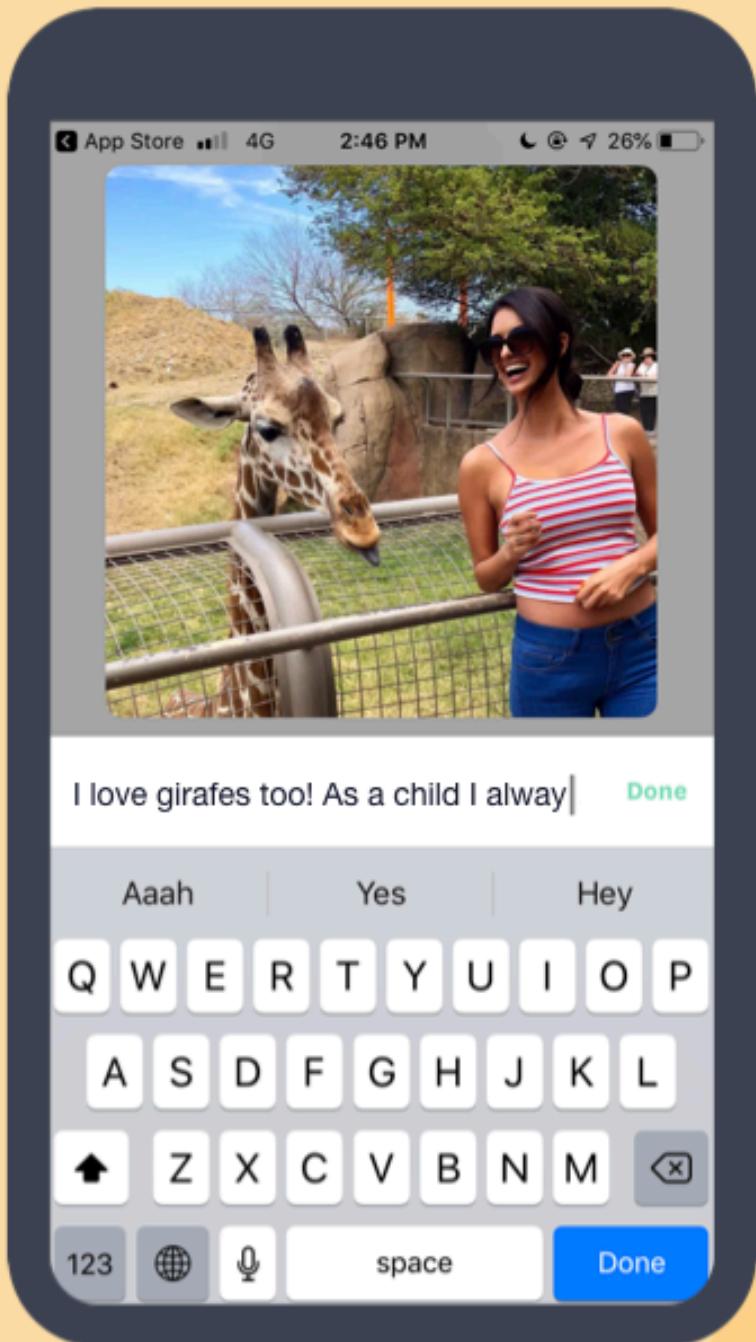


5. Humanize your community



Hinge strongly encourages you to add a real message with each like.

5. Humanize your community



This feels way more human than a cold like!



Instagram like count



Possible alternative

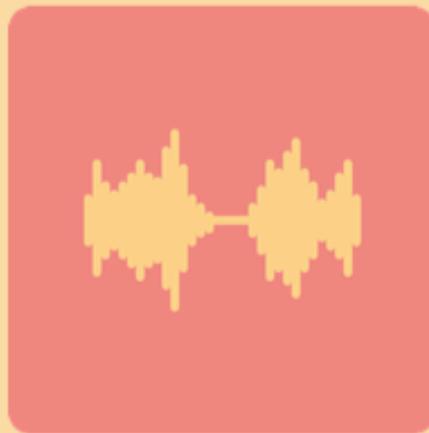
Try replacing like counts with profile pics of users who liked. It fosters a community feeling instead of useless competition.





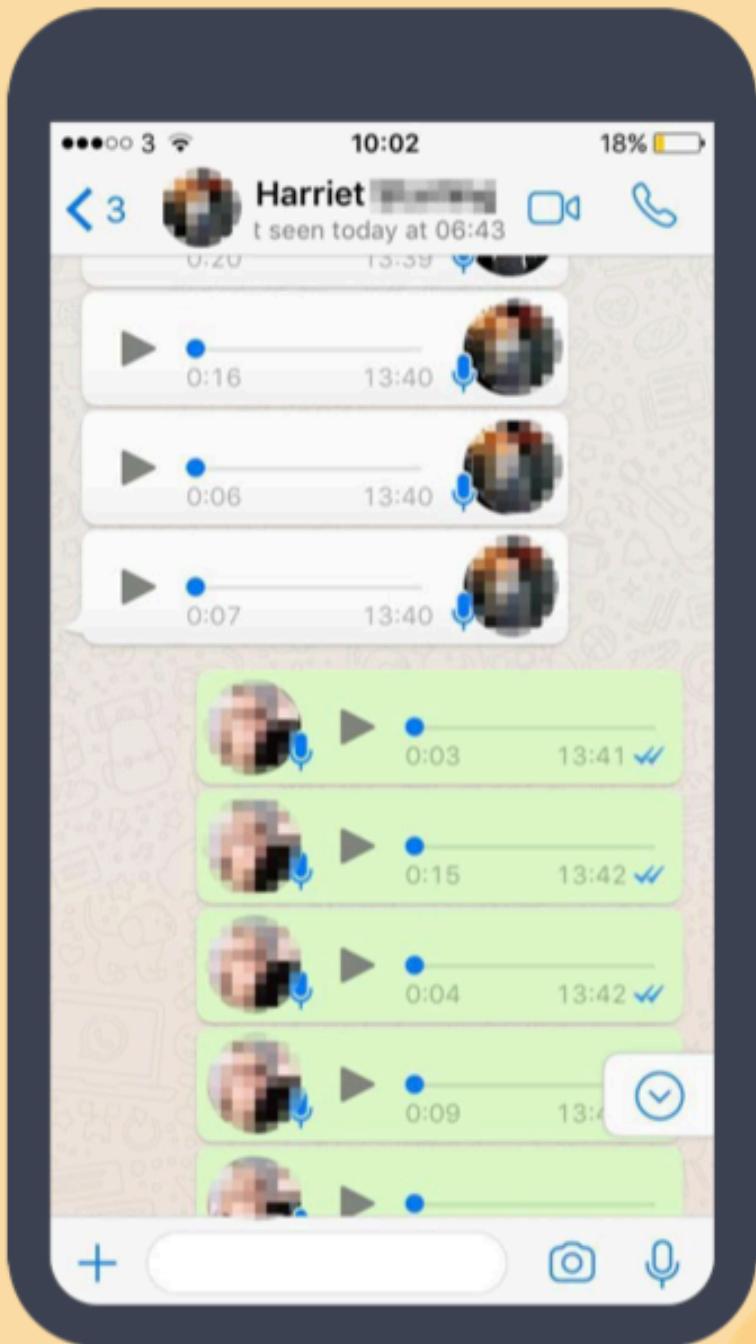
Text messages carry little emotional connection and a high risk of misinterpretation.

5. Humanize your community



Enable voice or video messages to bring humanity back into your community.

5. Humanize your community



**200 million voice messages
are sent per day on
WhatsApp.**

5. Humanize your community



Voice messaging is the most demanded feature on Twitter.

5. Humanize your community

Video chatting apps Marco Polo and Houseparty both reached the top 20 mobile social networks in the US.

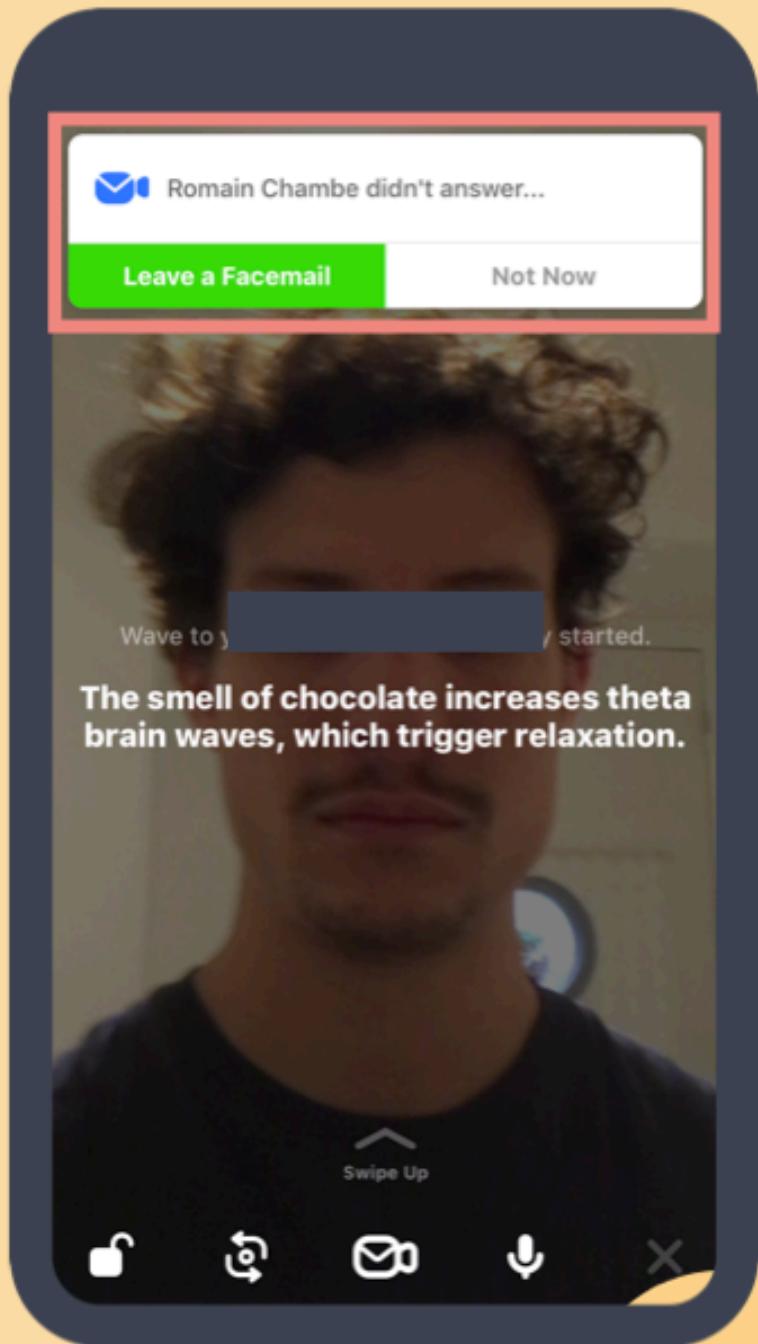


Houseparty
700K downloads/month



Marco Polo
500K downloads/month

5. Humanize your community



Houseparty replaced classic text messages with video ones named “Facemails”.

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Ad-based revenue models are the main reason mobile startups want users to stay glued to their screen.



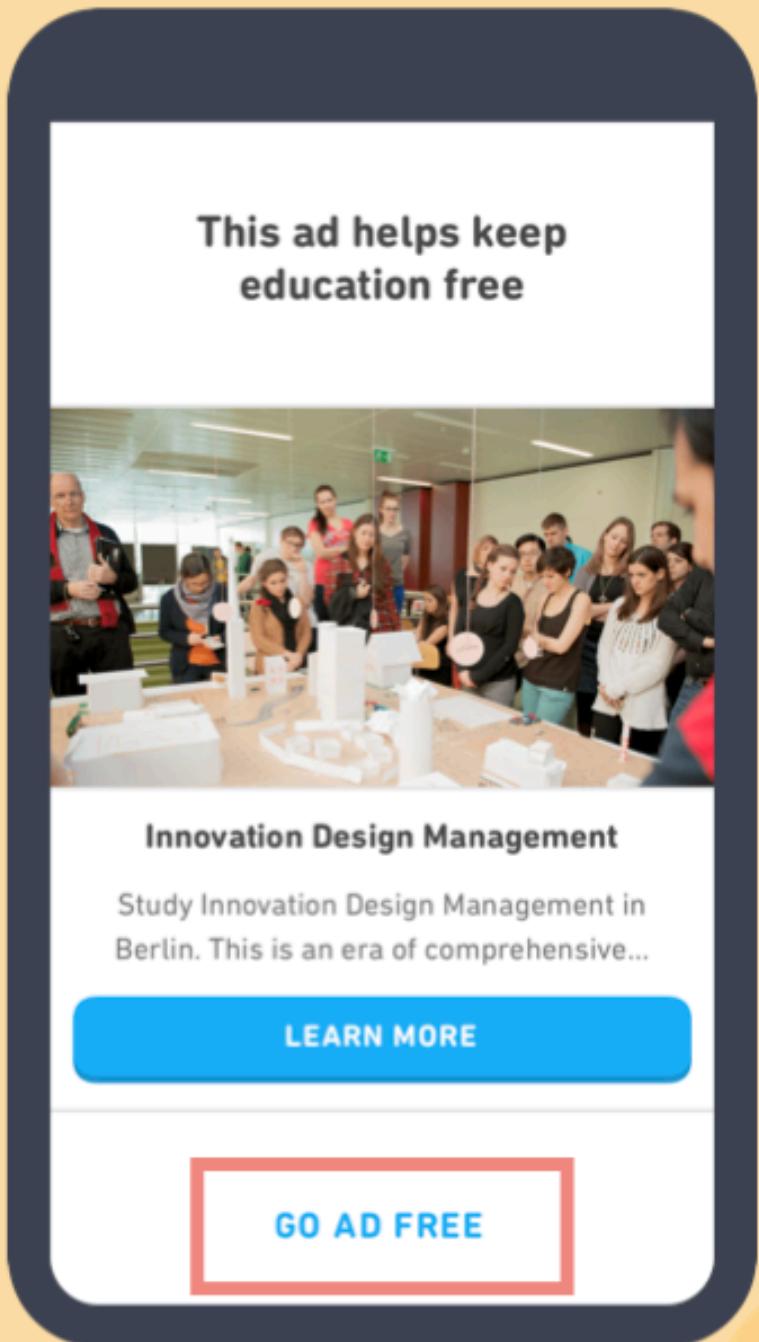
And with less time on screen, the mobile ad market will get slower.

6. Forget Ads



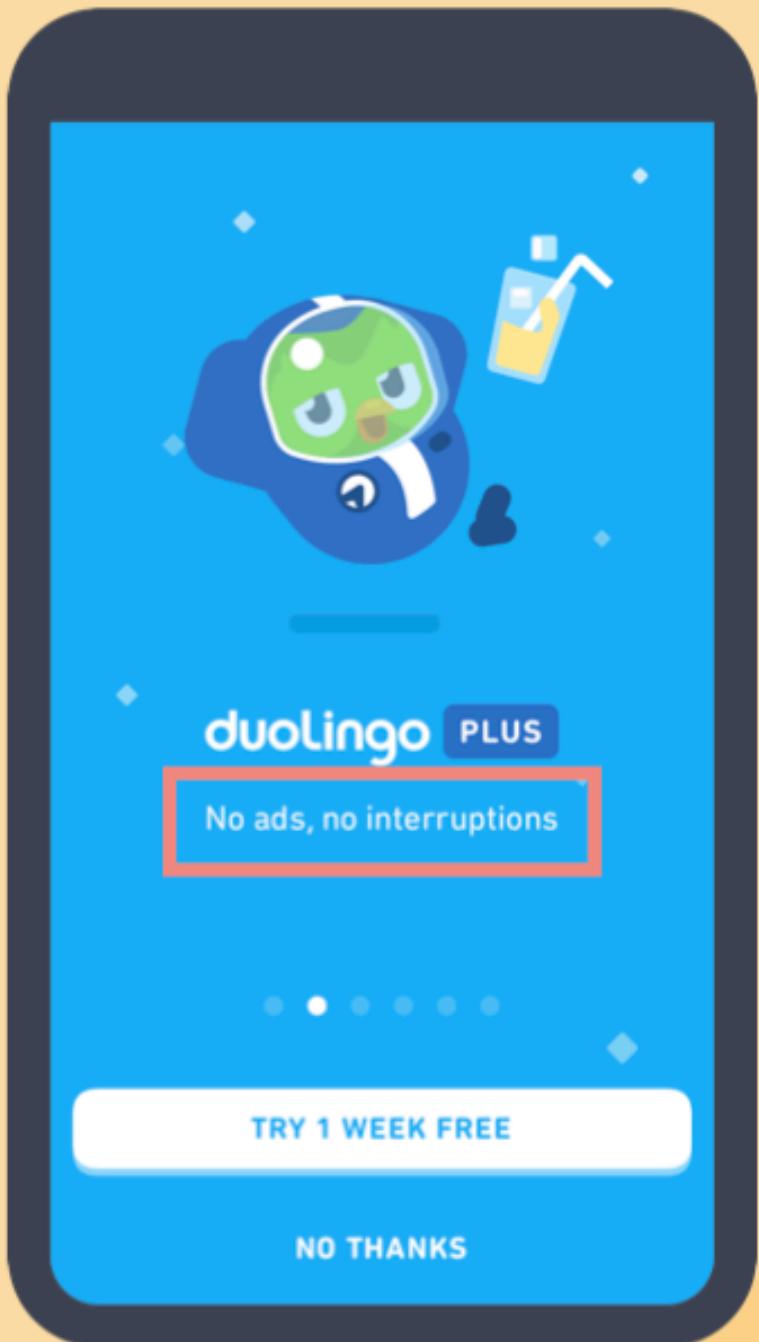
**Use this as an opportunity to
ditch ads and offer more focus
to your users.**

6. Forget Ads



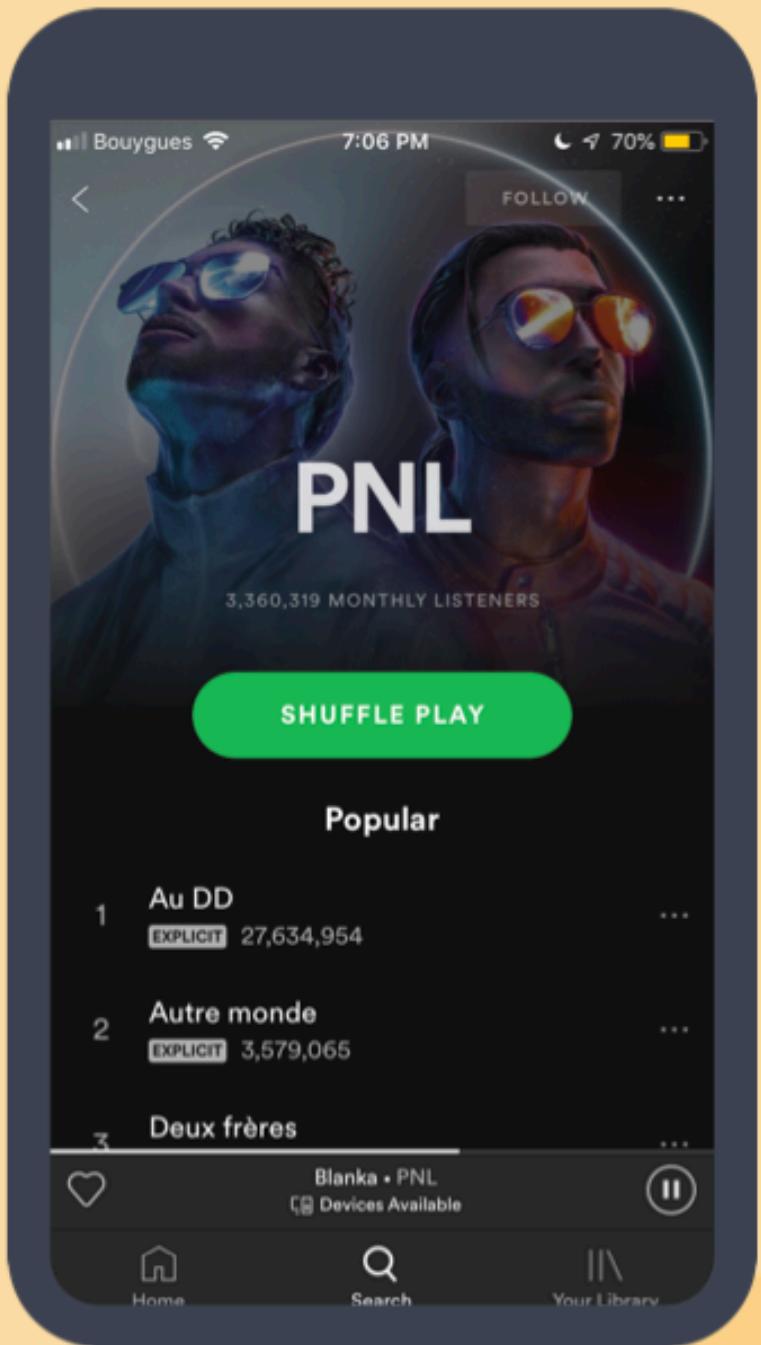
Duolingo enable users to get rid of ads by switching to their paid plan.

6. Forget Ads



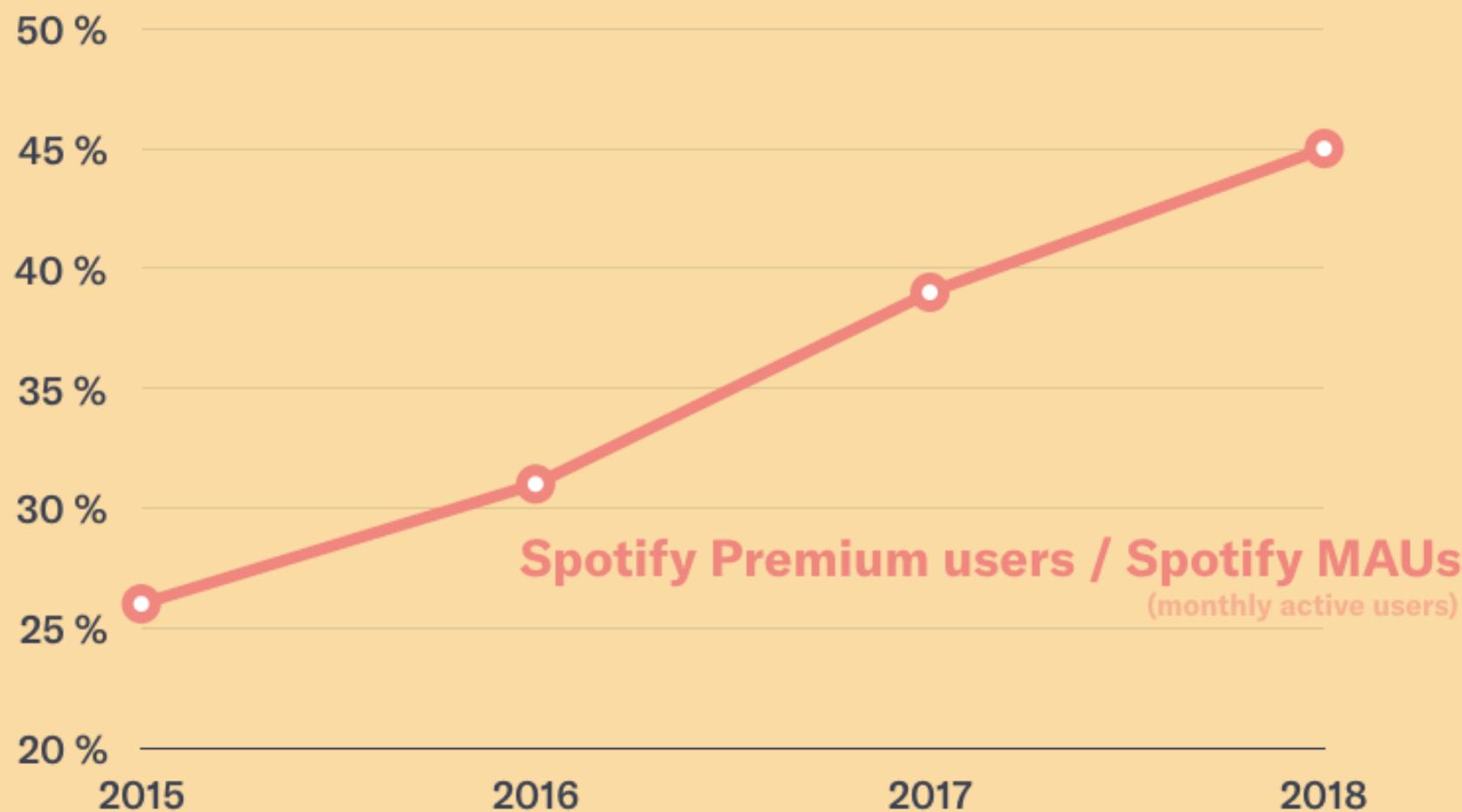
Being less interrupted is now one of their best selling points.

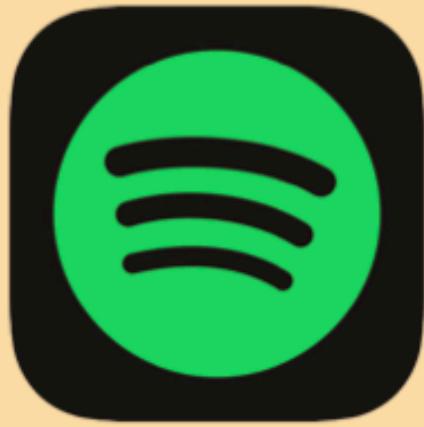
6. Forget Ads



And the success of paid plans like Spotify Premium proves users are more and more willing to pay to avoid ads.

Spotify Premium members now represent almost half of the app's users each month.





Spotify now makes 90% of its revenue from its paid plan.



**And reached an amazing
95% share of happy users!**

**Do you want to make
your users happy too?**



we can help!





**Reach our crew of
mindful product designers at**

hello@mozza.io

**Discover our best UX recipes at
mozza.io**

