UnPlug

Abigail Parrish, Will Bridgwater, Lexi Zemlyak, Reid Caldwell Section Number: 11889



INTRODUCTION

Introduction to Our Project

Goal

Our goal is to build a product that encourages users to stay off of social media through a fun and interactive experience.

Topic

We are creating a product that allows users to share their screen time with friends, compete with friends to decrease screen time, and create personal goals when it comes to staying off of one's phone.

Prior Findings & Context

Our prior research showed majority of our respondents were spending three or more hours a day on social media. This is considered addicted. These respondents were more likely to experience poor mental health and negative body image.





Secondary Research

Social Media and Body Image

Algorithms often promote unrealistic beauty standards, leading to negative comparisons and body dissatisfaction, especially in young users. This constant exposure can increase feelings of inadequacy, and distort perceptions of normal body types (Khalaf).

Social Media and Addiction

Social media engages users through variable rewards such as likes, notifications, and comments, activating dopamine pathways associated with motivation and addiction.

Based on the article "Addiction Help", over three hours of screen time is considered to be addictive (Hoffman).

RESEARCH

Primary Research

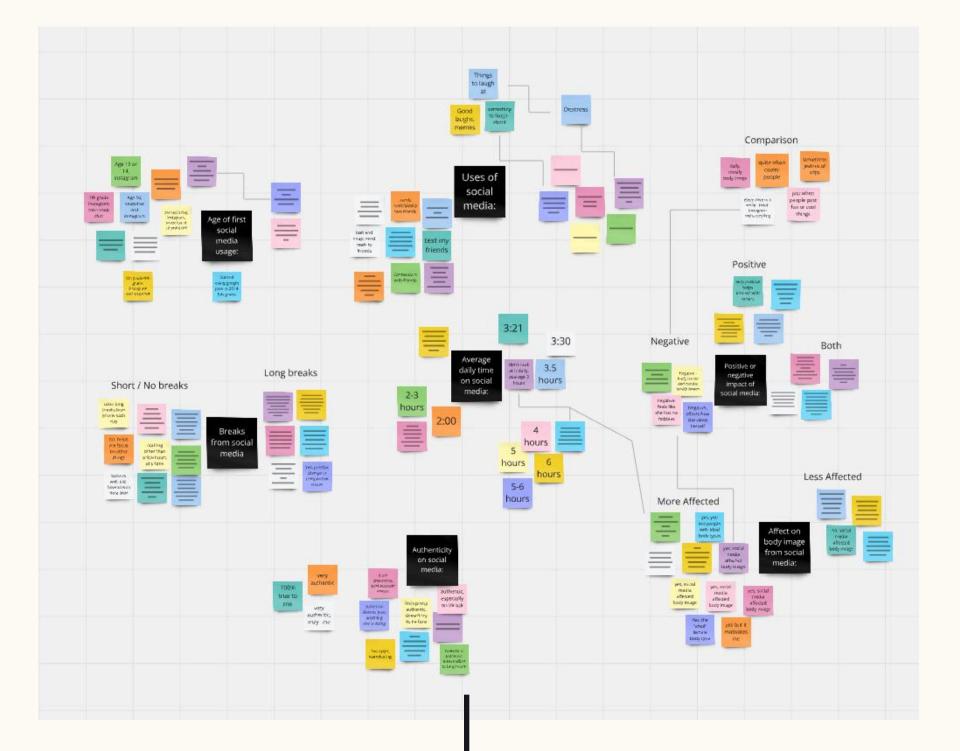
In our primary research, we interviewed 12 young adults and asked them the same 10 questions.

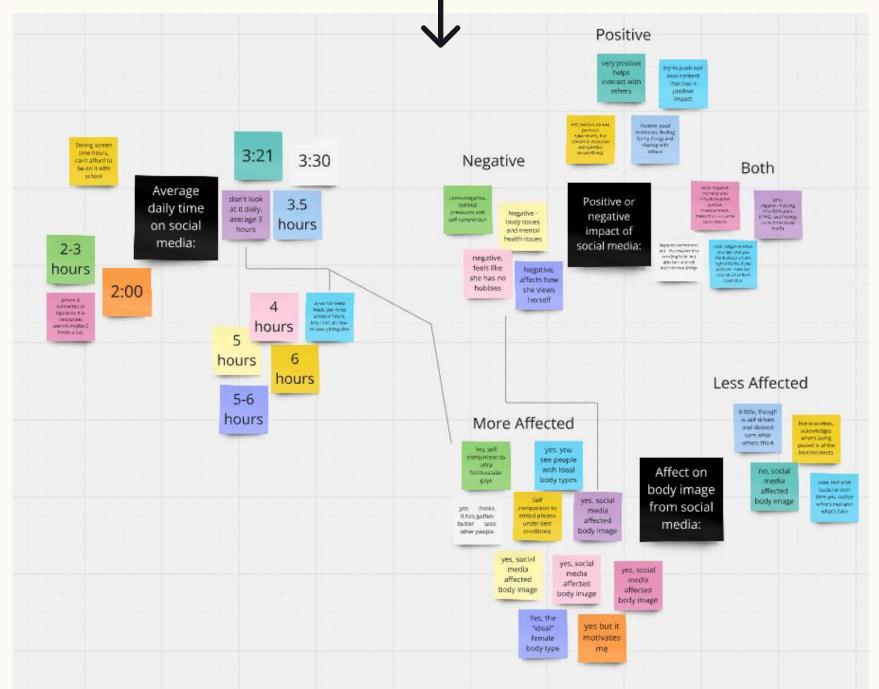
					Group Project				1
Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Q
Started	yes, you	TON TRULEVE	try to auth aut	mercer, with	pretty exchenels buy	=	go outside	otherces and	1
using google plus in 2014 6th grade	see people with ideal body types	because over three you makes what createred of any low	even connenti even nas-a positive import	tendam palipite until se, a serve gavections, aperte direccondite	sumetimes sur on a chorner persone		and stay active	so Sic orbitive and provincianitis fotosis and inve indicipations	
7th grade Instagram then snap	yes	daily, mostly body Imagu	ertertannten. ways to sociales	only talk to friends	don't photoshop, post accurate		only one an oling the number of calls for kippy regime one of the d strengthere of	high impact, buy vebat's	
chat	1.4				Imélia		silver	trendy	
es process guais intragran ano coapelar	umperdater 10 weiser produkt weiser produkt under Keiz genofitiers		Good laughs, memes	Konstally work set TepTer all et Write solar Unive Sa Scient Sate	Tou apen. oversha ing		Scheigenbern dem volum Carri Albert an De on Knofy servel	Heavie go each anns ant hopping ch tainide a the gate	
Ind galaxies with states managering managering distributions	yes	daily	Anternational Anternation Anternation	Taaniy ana Fransis Popula Raadiy Ana dis	and the set	-		bay products att at good influencers	
Age 10, strapchat and	A littler, filought in-self it from and storary t	Never	Destress	Listes mores on sourcedus, syurcedy in the	Doesn't make any	Monator grand	In use of parts to when on with maken visite	Has never folt	
histogram	Conters 1990	_	Things to laugh at	during lecture	posts on social media	Marrie Ing. Politig Marrie Mitigrand Marrie Mitigrand Marrie Mitigrand Marrie Mitigrand	effort non so be on Prancord family and thereit	Influenced	
Age 13 or 14,	Wes, self comparison to self/a	Consol Ages of the two company to		checks accounts in the happoints.	Feels he is		Tries to keep	Believes he	
Instagram	(K/minicide) 6199	ubryyn narwena Moern Ronyb	Standbarger Standbarger	tay extertain versi throughout the day	authentic, makes effors to be genuine	Lesers negotive sociesal pressures and comparison	thisy, stay octive, prioritize roal connections	has been internity unnaffected	
instragram-12 Shapchat 13	yes Brinks It has gotten	every oncy in a white dktok	what other	text and snap, send	very				
URICE-14/15 Institut-14/15	better soes odier poople	instagram mets, scrolling	doing clothes, Breas, Inspo	reels to friends	authentic, truly me	distanti some her- por steressmesne treasegness ha øteresse hars ordere soe hars	balance wolf, dict have screen time timit	certain Influencers, buying stuff, hairstyles	р С
sheponec 11 Instrugram 15 SkTulk-13	no	not often do it for	something to laugh	text my friends	100% true to	very positive	during free	Akos a	
		fun	about	menus	me	helps interact with others	time not during school	te doesn't do trends	
snapchar 10 instragreen-11 tiktok.conio	motivates	quite often cooler	sports highlights sole while college	sends reels/tiktoks	very	both	mons of a before going	sometimes	
	me	people	proget are doing	text friends	authentic		to ded wolking, co cliers	jealous of trips	
started using Instagram,	Yes	everyday		when weig up,	feels pretty authentic.	Negative body issues	sakes long breaks from	Sometimes	
snapchat at 10 years old	105	everyody	Enderthalmment	boned, while eating	doesn't by to be fake	and mental health issues	phone each diay	trends, but not actions	
Sith grace - score - s	Yes, the "ideal"	everyday	entertainment,	waking up	authentic,	Negative,	tries to	clothing and harristic	
mutically	female body type	with people she knows	funnty videous m skorte with thiends	and when bored	likes to post anything shirls doing	affects how she views herself	present with people	nothing morally	
9th grade - nusically and instagram in	VAS	just when people post		when bored and	authentic,	negative. feels like	Dies not to		
7th	yes	fun ar cool things	entenainment	going to becl	especially on tik tok	she has no hobbles	when with other people	nothing	





Primary Research







Primary Research

Positive Trends

The positive impact of social media is the ability to interact with others (family and friends), entertainment, and seeing/keeping good memories on a platform.

Negative Trends

The negative impacts of social media were defined by how people view themselves, both mentally and physically. Body issues, self comparison, and societal pressures were the main negative impacts reported.

Body Image & Addiction

Users who spend three or more hours a day on social media, were more likely to be negatively affected in terms of body image.

The more affected by body image, the more likely a user was to believe social media has had a negative impact on one's life.



CONCEPTS

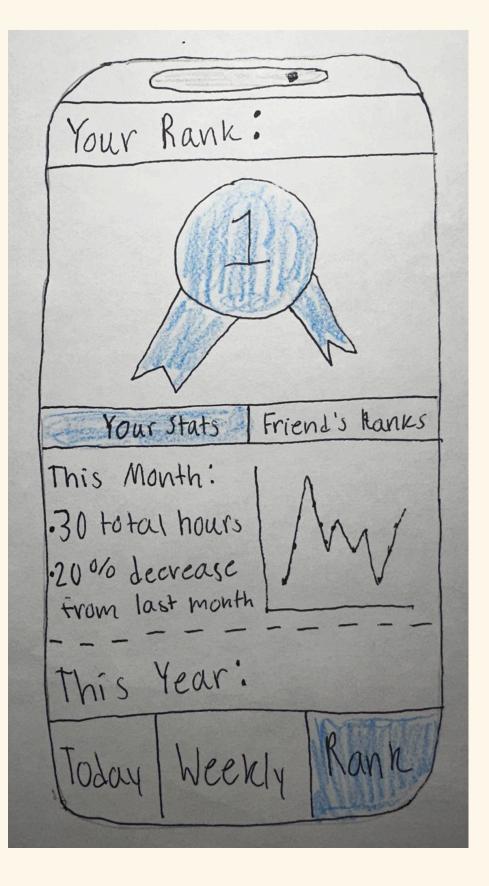
Idea #1

- An app that turns tracking screen time into a healthy competition between friends.
- Allows users to create private groups where people can track each other's screen time, with a display of each person and their weekly stats.



Name Daily Time Health bad 3 nours very bad 5 hours 9002 2 hours 0.75 hours great bad 4 hours great Lexie O hours Bluey 10 hours verybad Braeten 8 hours very bad Today Week Rank,

Weekly Time Health Name bad 10 hours Abbie 25 hours bad Lexi great 7 hours Will good 9 hours Reid good 12 hours Jon Lexie 3 hours great Bluey zo hours bad Braeten 25 hours very bod Rank/ Today Wee



CONCEPTS

Idea #2

- It will display all current social media platforms downloaded on one's phone, along with stats regarding usage of each.
- User can then set custom time limits for each app which can't simply be overridden by the user when locked.

Names Total Health Time Health	Settings	Profile
2 hours okay	Account: > BEdit Profile	
3.5 hours bad	Change Profile Pic Update Name	
9 _ I hour good	BB Manage Groups: >	M T W T F S S Oct 1 2 3 4 5 6
- 5 hours very bad	Group Name —	7 8 9 10 11 12 13
- 2 hours okay	Add Group: >	21 22 23 24 25 26 27 28 29 30 31
Today Weckly Rank This Diroup New Group	Logout: >	Total Screen Time: 3h 22m 1h 20m 1h 2m

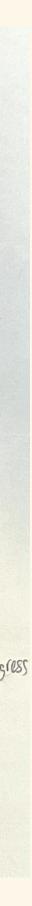


CONCEPTS

Idea #3

- Allows users to create screen time goals for themselves and then track their progress toward that goal while providing tips on reducing screen time.
- Everything in the app is voluntary, but the stats allow for someone concerned about their screen time to easily track their progress.

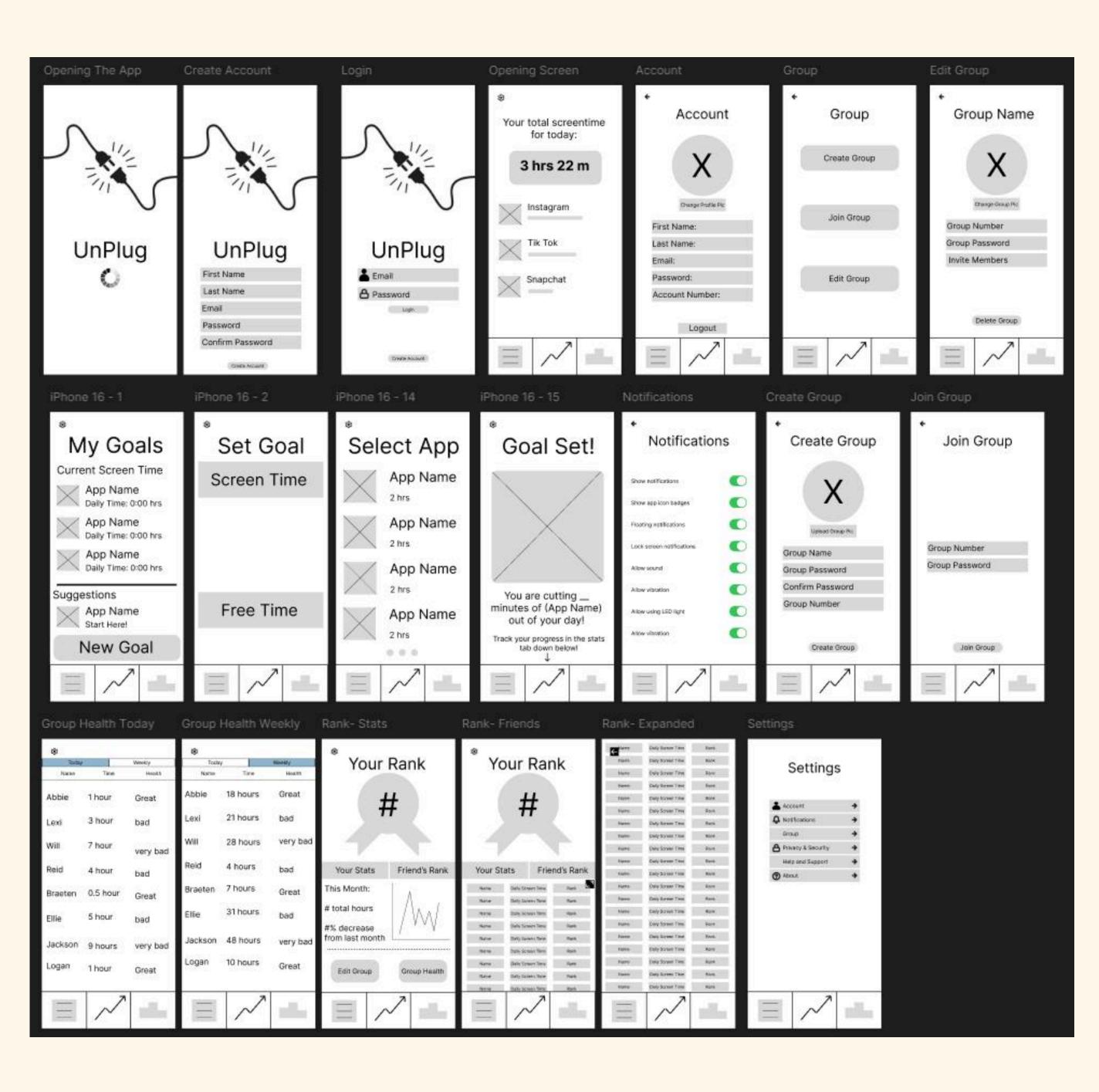
Goals	Stats
My Goals Lorrent Stats Set New boat Steen Time Steen Time Tree Time Sugestions Type Trefe Sugestions	App Use for c M ~ I time ~ () M ~ I time ~ () boul ~ () boul ~ () M ~ () boul ~ () boul ~ () M ~ () boul ~ () boul ~ () M ~ () boul ~ ()



Prototype 1

In our first Figma prototype we focused on mapping the rough layout ideas from our paper sketches onto a uniform set of wire frames showcasing core functionality.

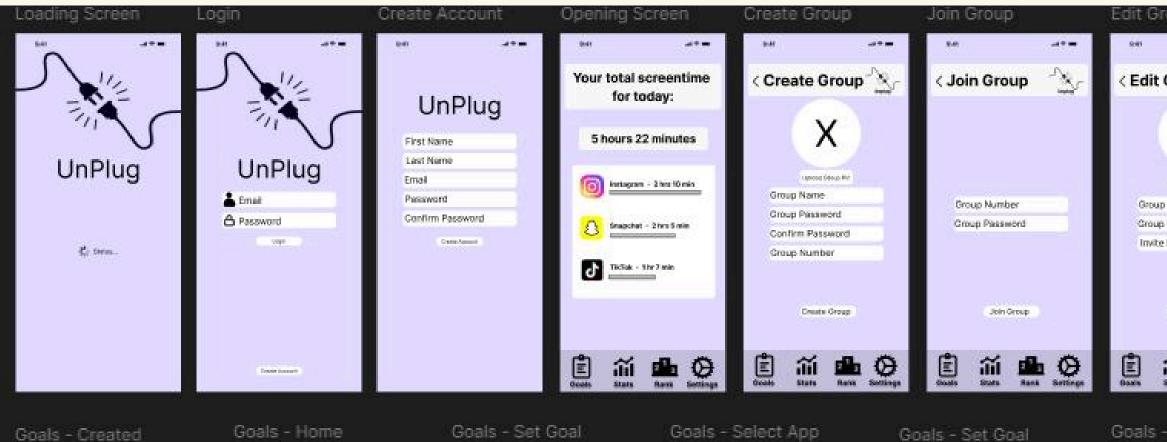
These wire frames served as a basis for informing later iterations based on feedback and critiques received.



Prototype 2

For our second prototype we began increasing the fidelity of our wire frames through the use of UI kits, images and color to provide a foundation for critiques that would ultimately inform the final prototype.

The functional prototyping elements of our wire frames were also refined, including the addition of pages for setting Free Time Goals to depict that function.







21 hours

4 hours

hours.

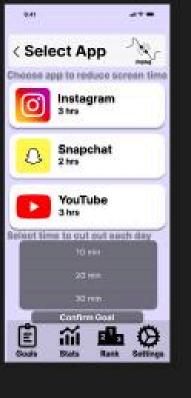
31 hours

10 hours

1

E Goods





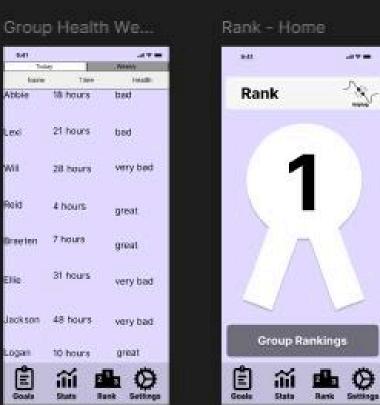
Goals - Set Goal

14.000



E

Train Nation	Take	Needly Headly
Abbie	1 hour	Great
Lexi	3 hour	bed
WII	7 hour	very bad
Reid	4 hour	bad
Braeten	0.5 hour	Great
Ellie	5 hour	bad
Jackson	9 hours	very bad
Logen	1 hour	Great
Ē	ai s	6



E .

ай Ш

B O

Barty

B.d.				
< Ra	ank	L.		
Rank	Name	W-L	Avg	
1	Reid	8-0	4 hr	
2	Braeten	7-1	7 hr	
3	Logan	6-2	10 hr	
4	Abbie	5-3	18 hr	
5	Lexi	4-4	21 hr	
6	Will	3-5	28 hr	
7	Ellie	2-6	31 hr	
8	Jackson	1-7	48 hr	

E iii Bank O

Group Settlings

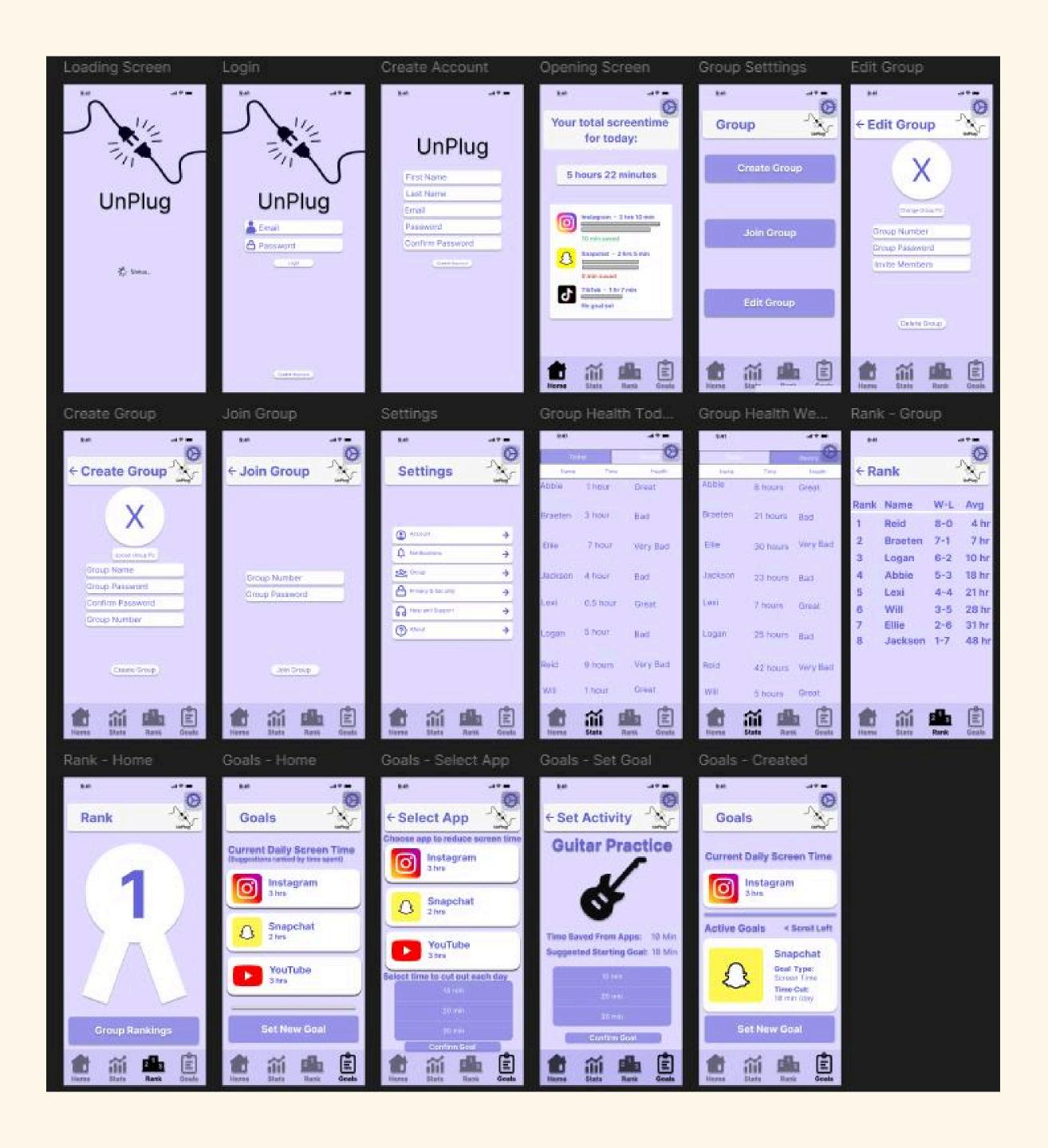
	12
Settings	.2
(1) NCENAR	
1 totherises	
2 ins	2.
A Procy Kanouty	59
O tele and Support	2
() ····	8
គិនាត	ዜሪ



Prototype 3

In our third iteration we used the feedback received from consultations to inform further updates.

- We relocated the settings icon to the top right and added a home button to the nav bar.
- We also made sure to clearly indicate which page was being accessed in the nav bar by darkening the icon of the page in use.
- The color palette was reworked to be more consistent and visually appealing.
- Status indicators were added for goals and home pages.

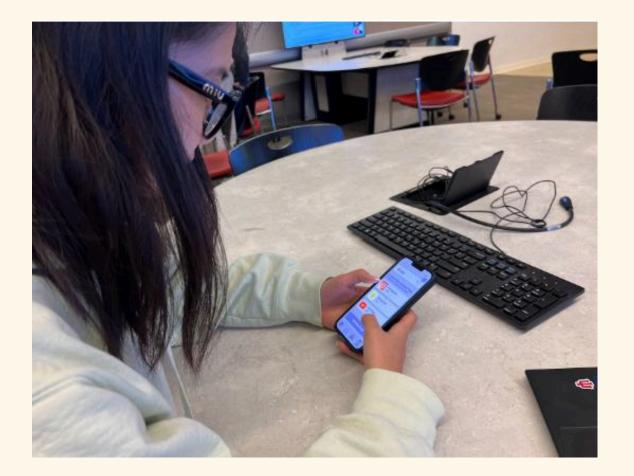


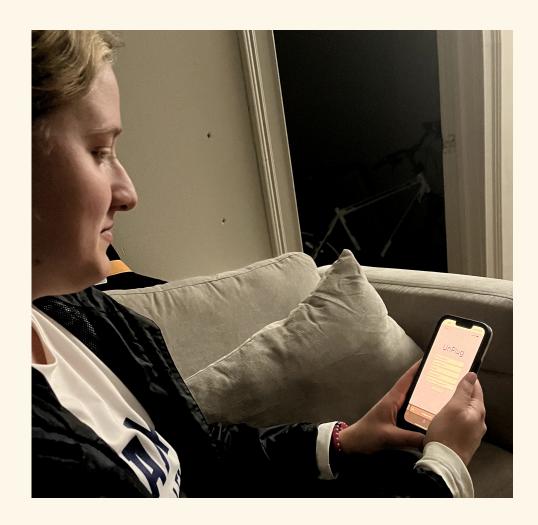
User Testing

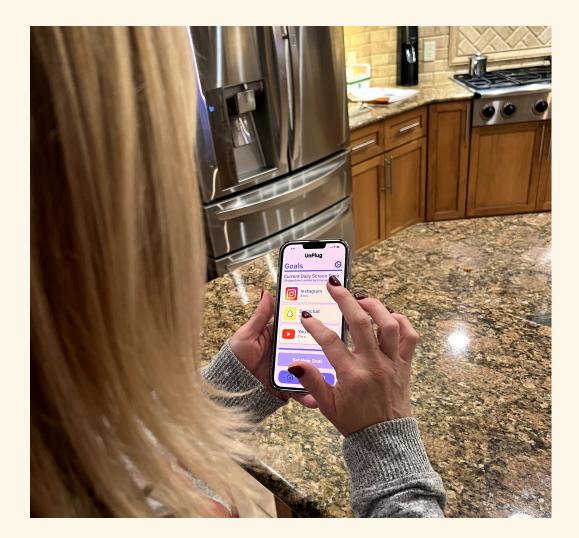
During our user testing, we tested our app with 4 participants by giving them certain tasks to complete on the app such as creating a group and setting a free time goal. Through observing their interactions and comments, we were able to get feedback on the potential issues future users would run into and what they would like. We were then able to use this feedback to address any issues and update them.

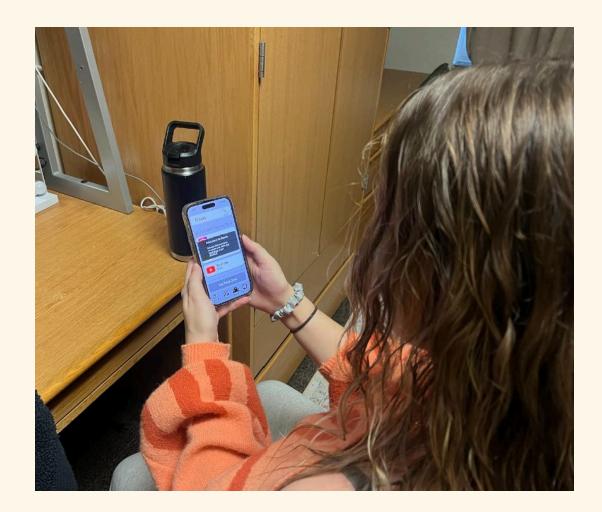
Most Common Feedback During Testing:

- Difficulty Creating a Group
- Login and Account Creation Visibility Issues
- Inconsistent Design Choices
- Clunkiness of Icons









BEFORE

UnPlug
Email Password Login
Create Account

AFTER

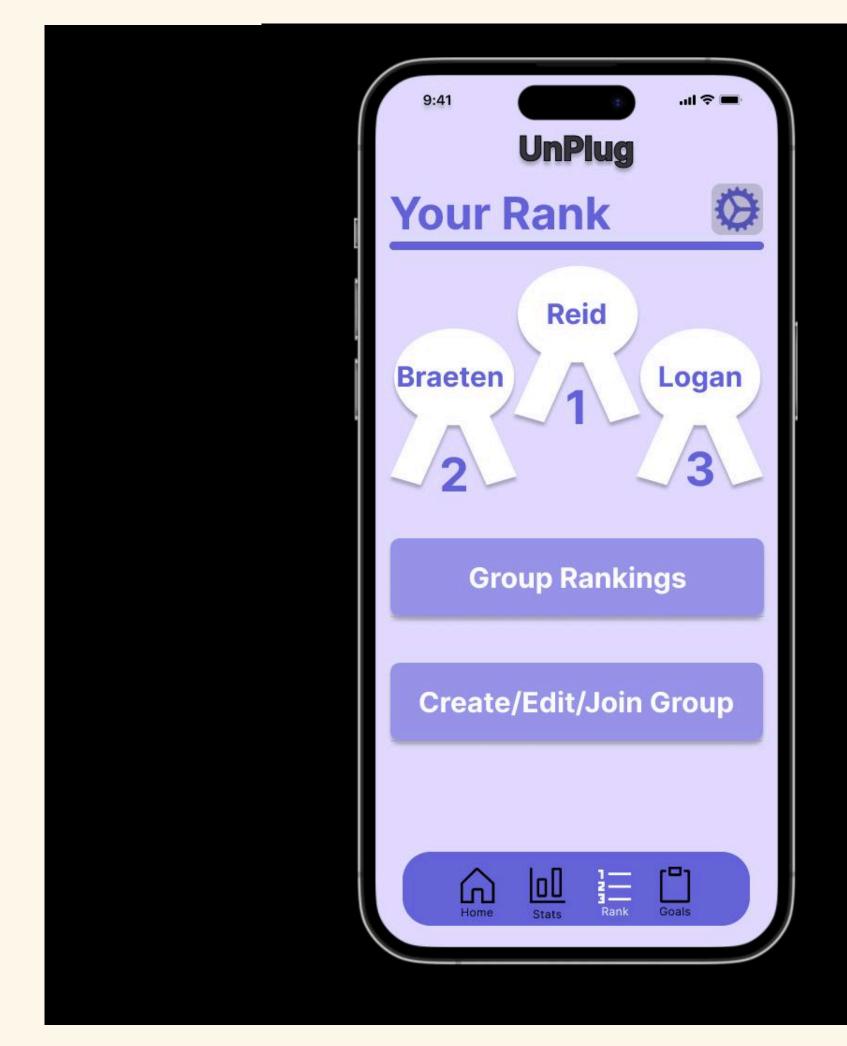




BEFORE



AFTER





BEFORE

9:41		■ \$ lh.
Tod	ау	Weekiy
Name	Time	Health
Abbie	1 hour	Great
Braeten	3 hour	Bad
Ellie	7 hour	Very Bad
Jackson	4 hour	Bad
Lexi	0.5 hour	Great
Logan	5 hour	Bad
Reid	9 hours	Very Bad
Will	1 hour	Great
Home	Stats R	1 ₃ ank Goals

AFTER

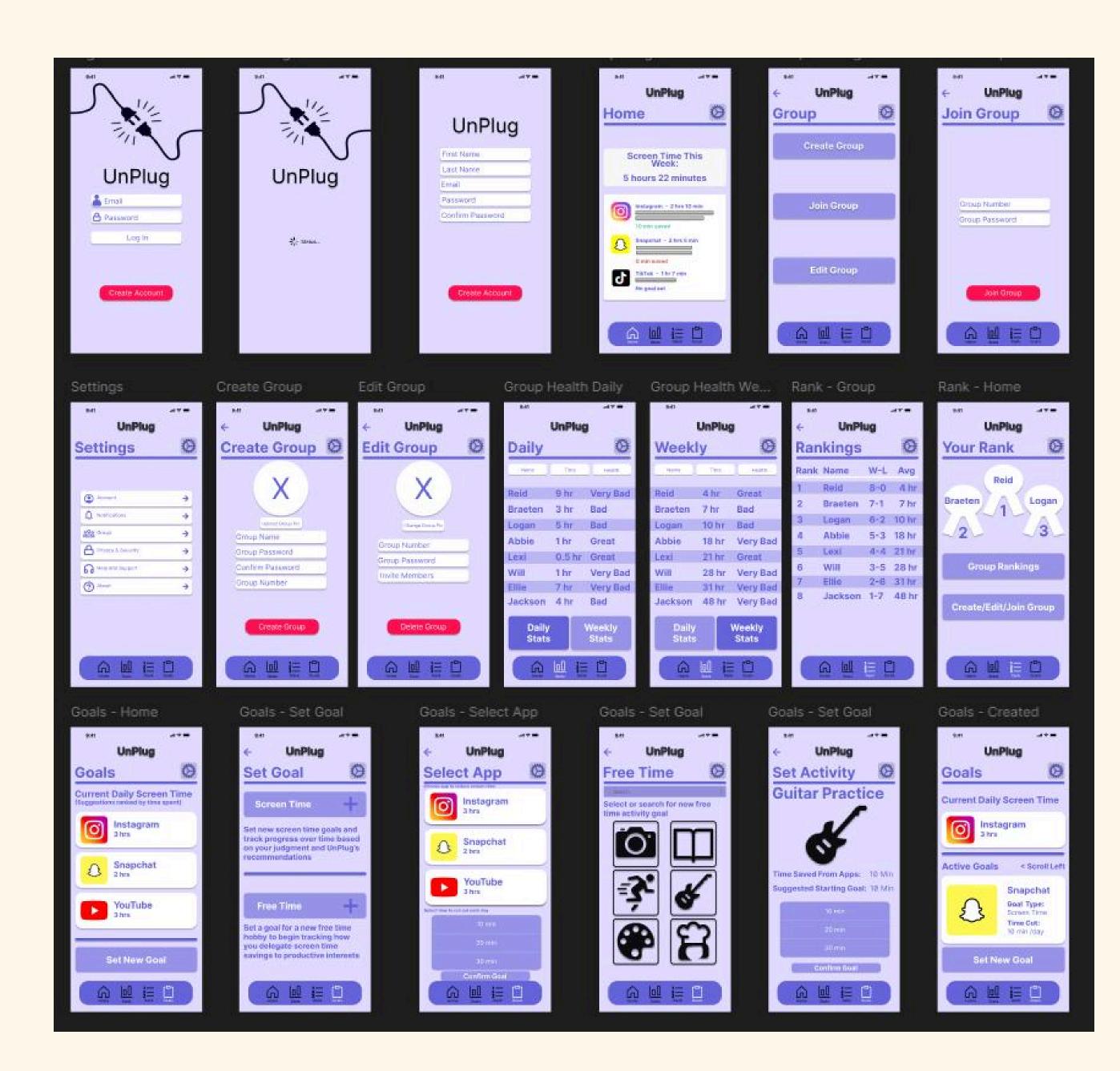
	9:41	UnPlug	.ul ≎ ■
í	Daily		\Diamond
	Name	Time	Health
	Reid	9 hr	Very Bad
	Braeten	3 hr	Bad
	Logan	5 hr	Bad
	Abbie	1 hr	Great
	Lexi	0.5 hr	Great
	Will	1 hr	Very Bad
	Ellie	7 hr	Very Bad
	Jackson	4 hr	Bad
	Daily Stats		Weekly Stats
	Home	Stats Rank	Goals



Final Prototype

Using the results of the user testing and additional critiques, we made final adjustments to the frames.

- The create account as well as create/join group buttons were enlarged and given a higher contrast color to improve visibility.
- The top card for each page was replaced by a cleaner title, making settings more visible, with the name of the app centered at the top.
- The nav bar was updated with cleaner icons and more minimalist appeal.
- The stats pages were striped for better visibility.



CONCLUSION

In conclusion,

UnPlug is a fun and interactive way to decrease a user's screen time. Users can set personalized goals for screen time usage and hobbies. Additionally, UnPlug tracks a user's screen time and compares it to friends within the app. This gamifies cutting back on screen time. Our end goal for our app is to decrease social media addiction among young adults, improve mental health, and improve body image.



