UnPlug

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Section Number: 11889

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).

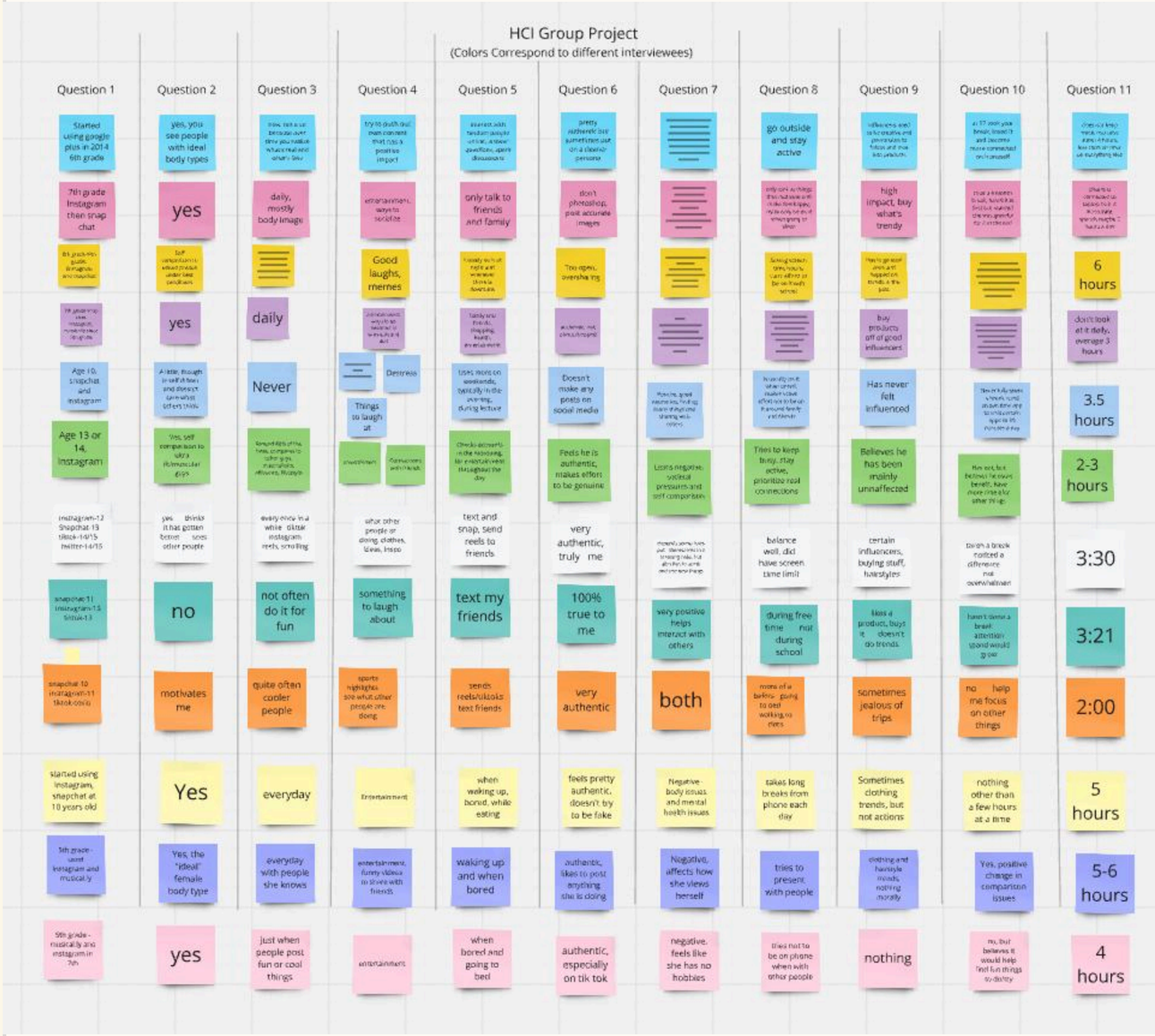
Social Media and Addiction

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

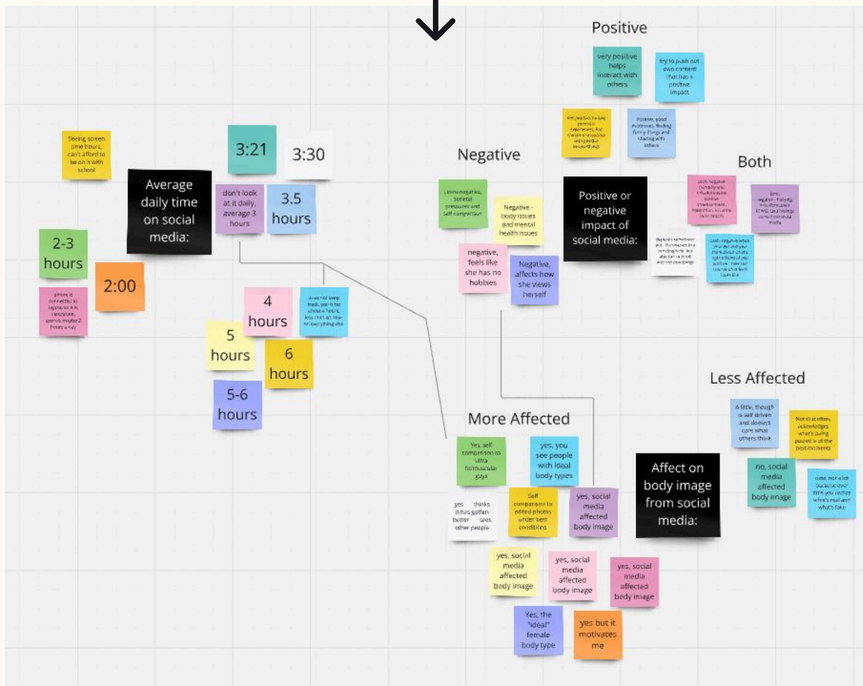
Based on the article “Addiction Help”, over three hours of screen time is considered to be addictive (Hoffman).

Primary Research

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



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

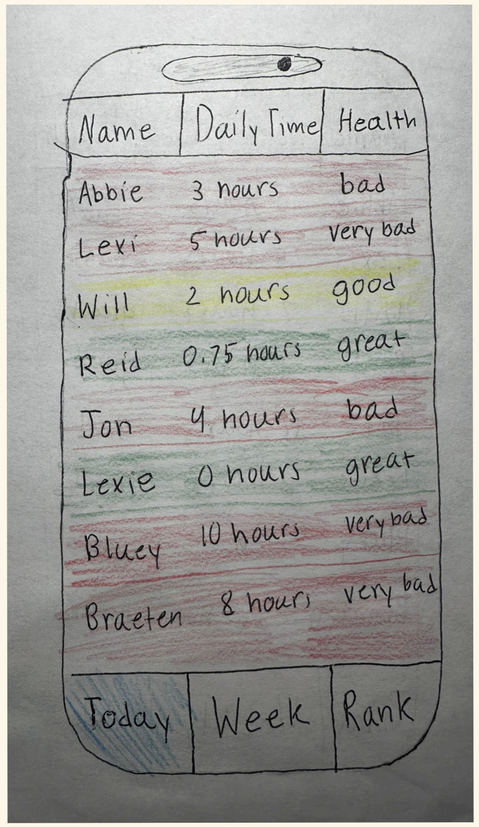
Users who spend three or more hours a day on social media, were more likely to be negatively affected in terms of body image.

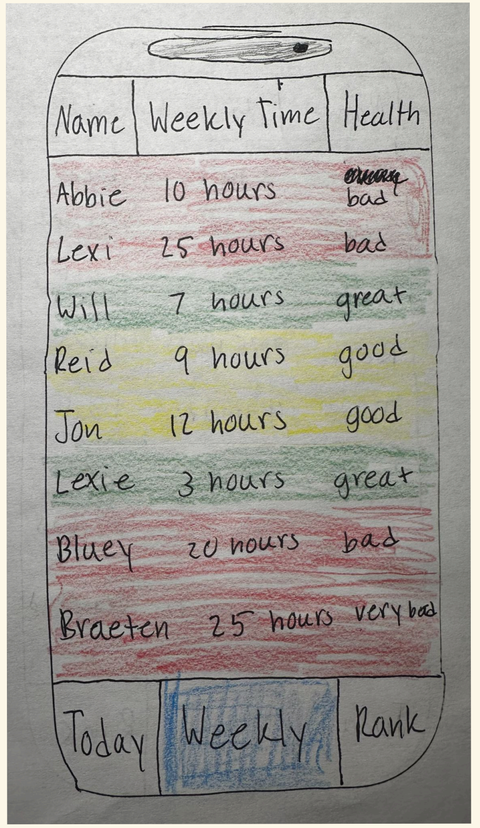
The more affected by body image, the more likely a user was to believe social media has had a negative impact on one's life.

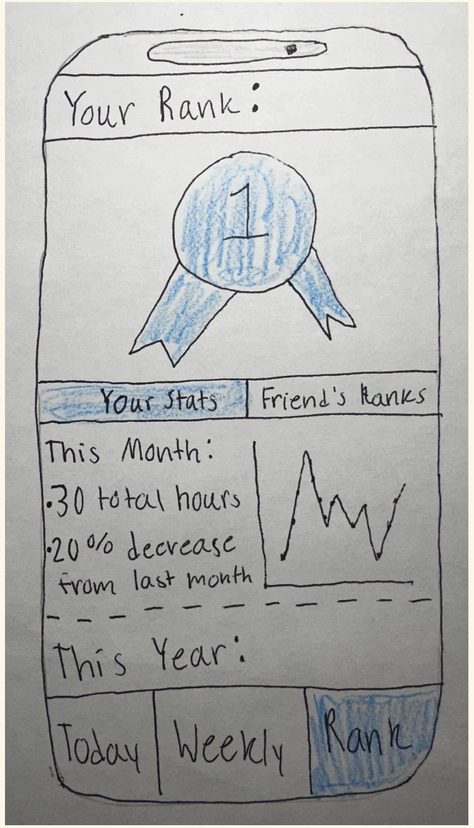
CONCEPTS

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.

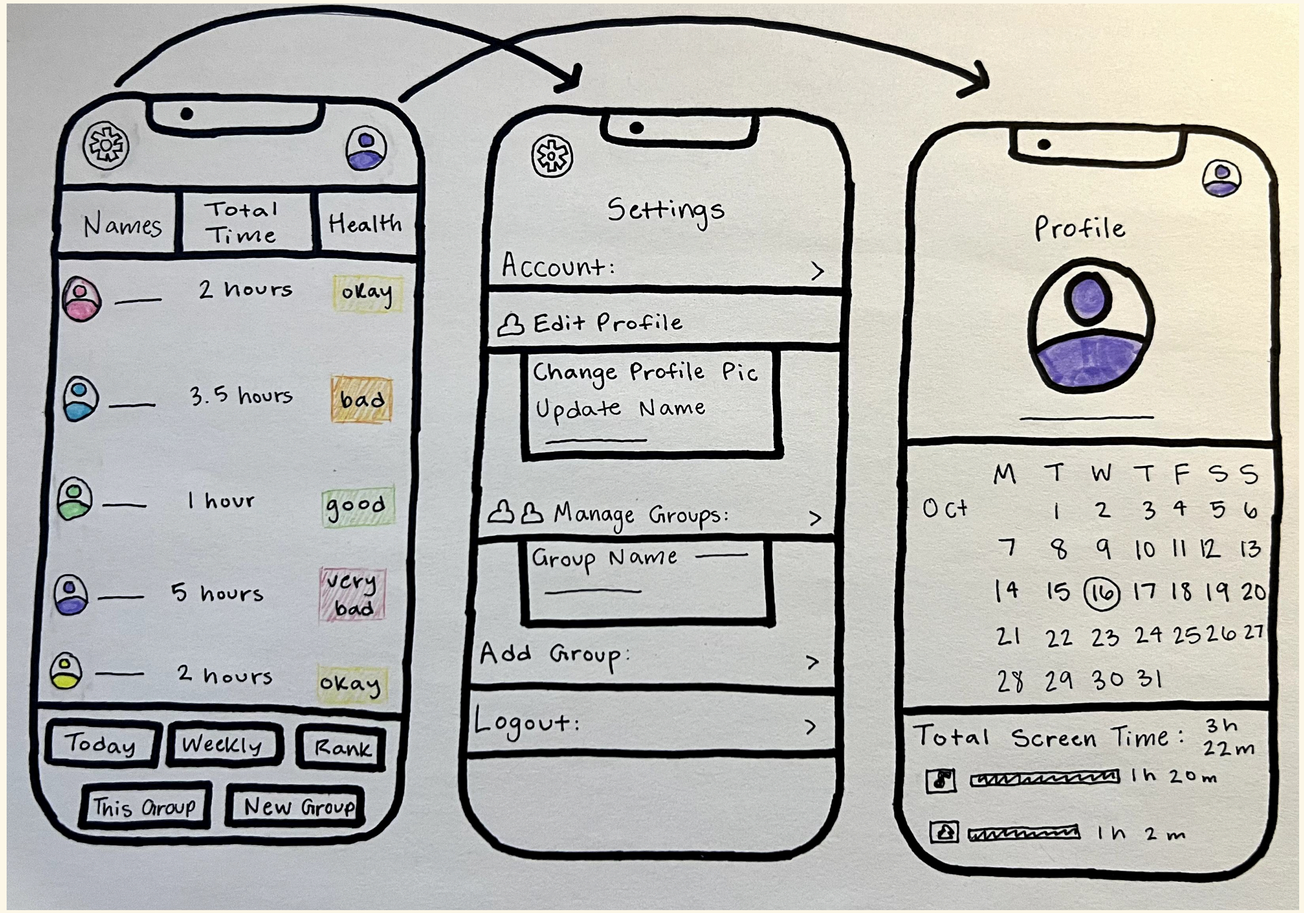






Idea #2

- 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.



Idea #3

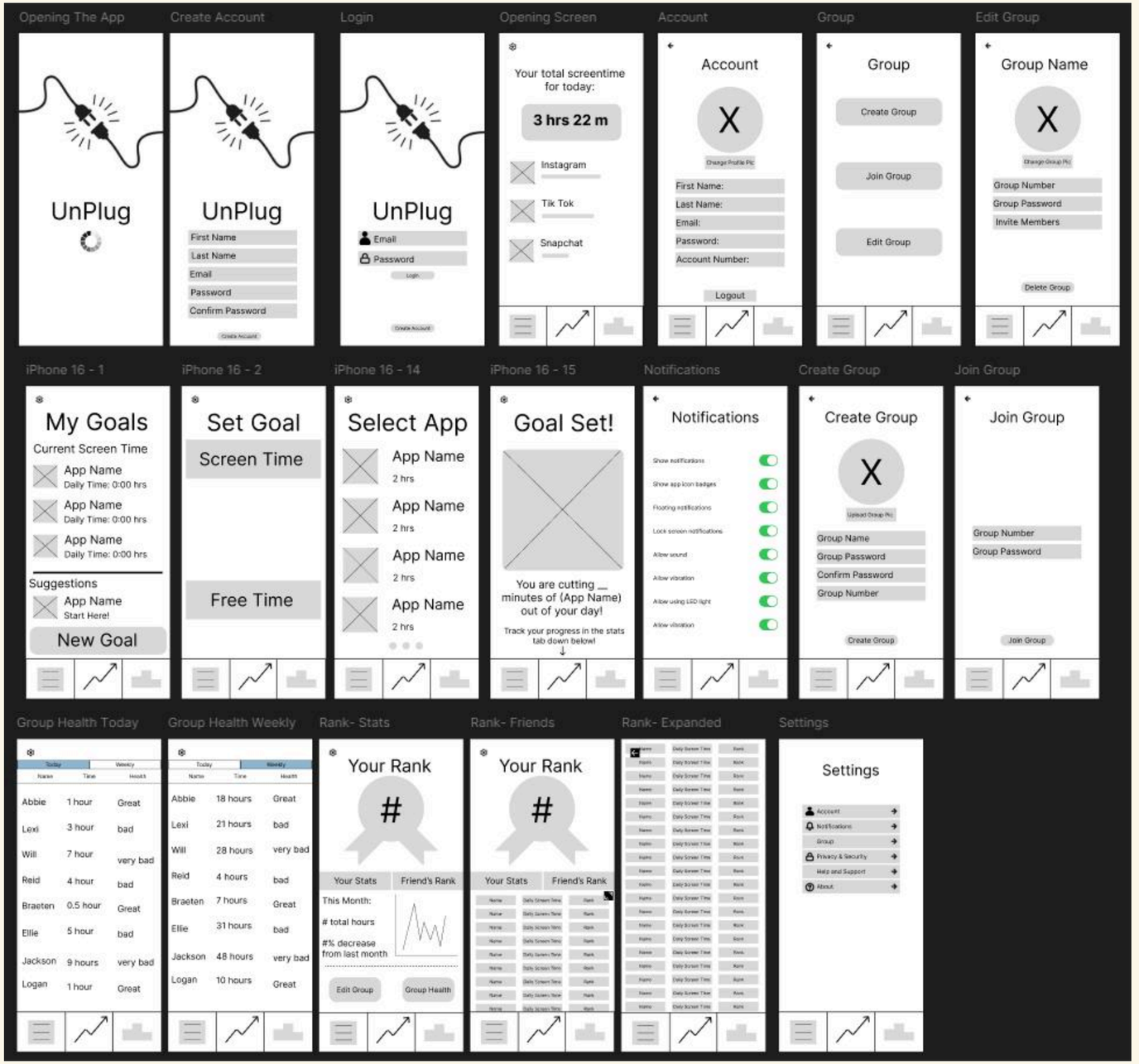
- Allows users to create screen time goals for themselves and then track their progress toward that goal while providing tips on reducing screen time.
- Everything in the app is voluntary, but the stats allow for someone concerned about their screen time to easily track their progress.

PROTOTYPING

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.

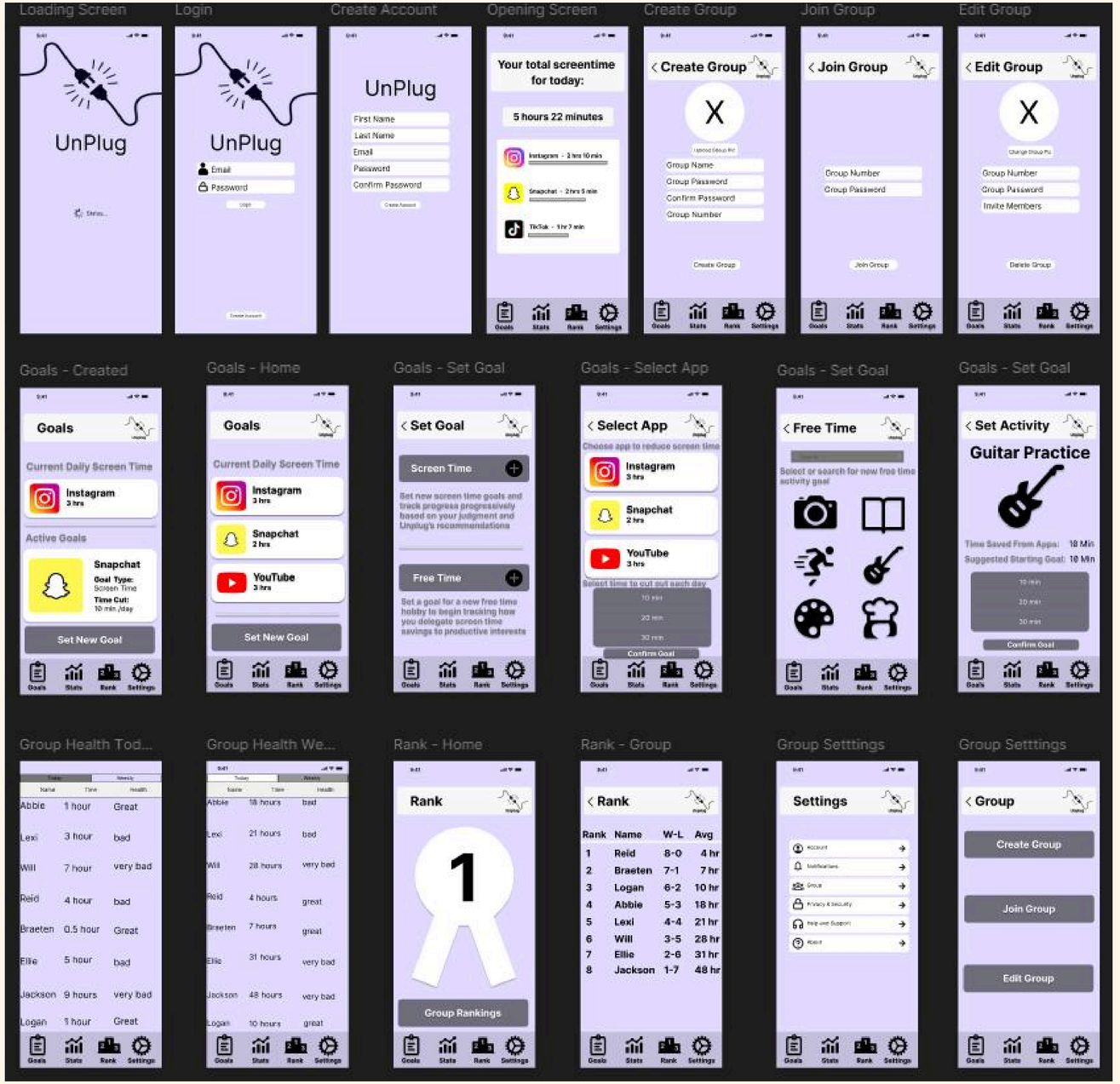


PROTOTYPING

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.

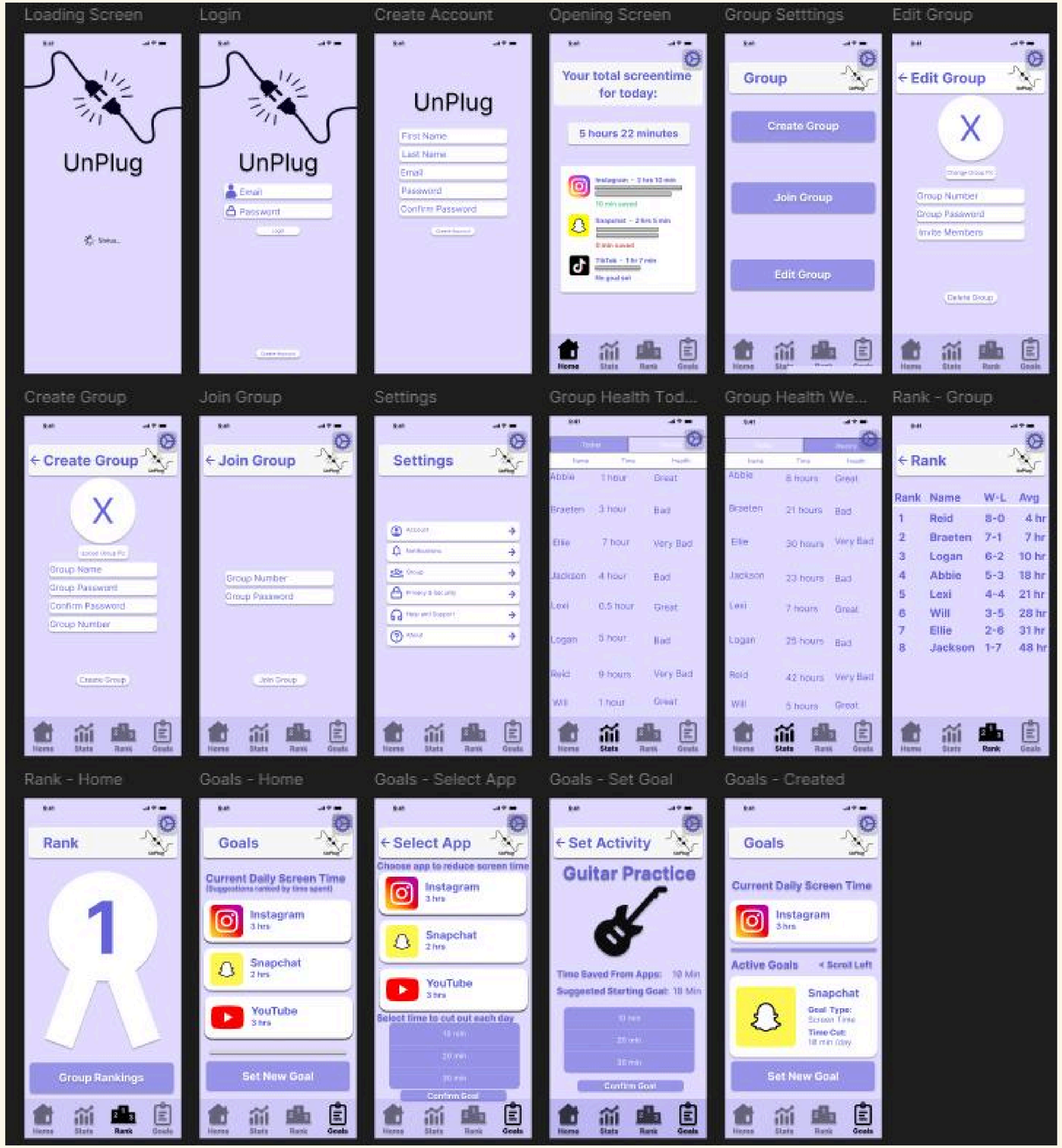


PROTOTYPING

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.



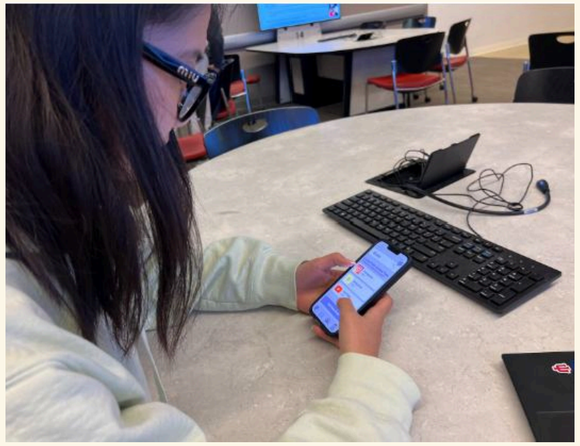
USER TESTS

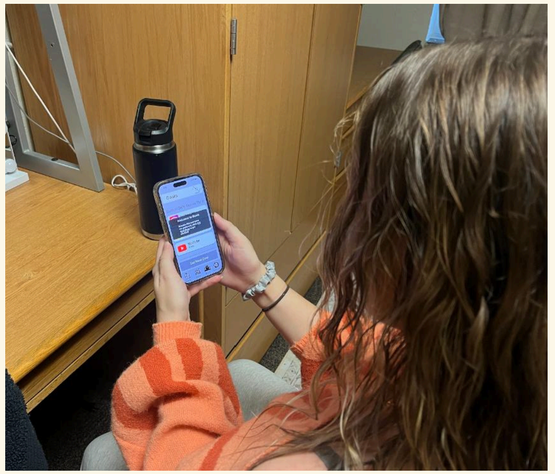
User Testing

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





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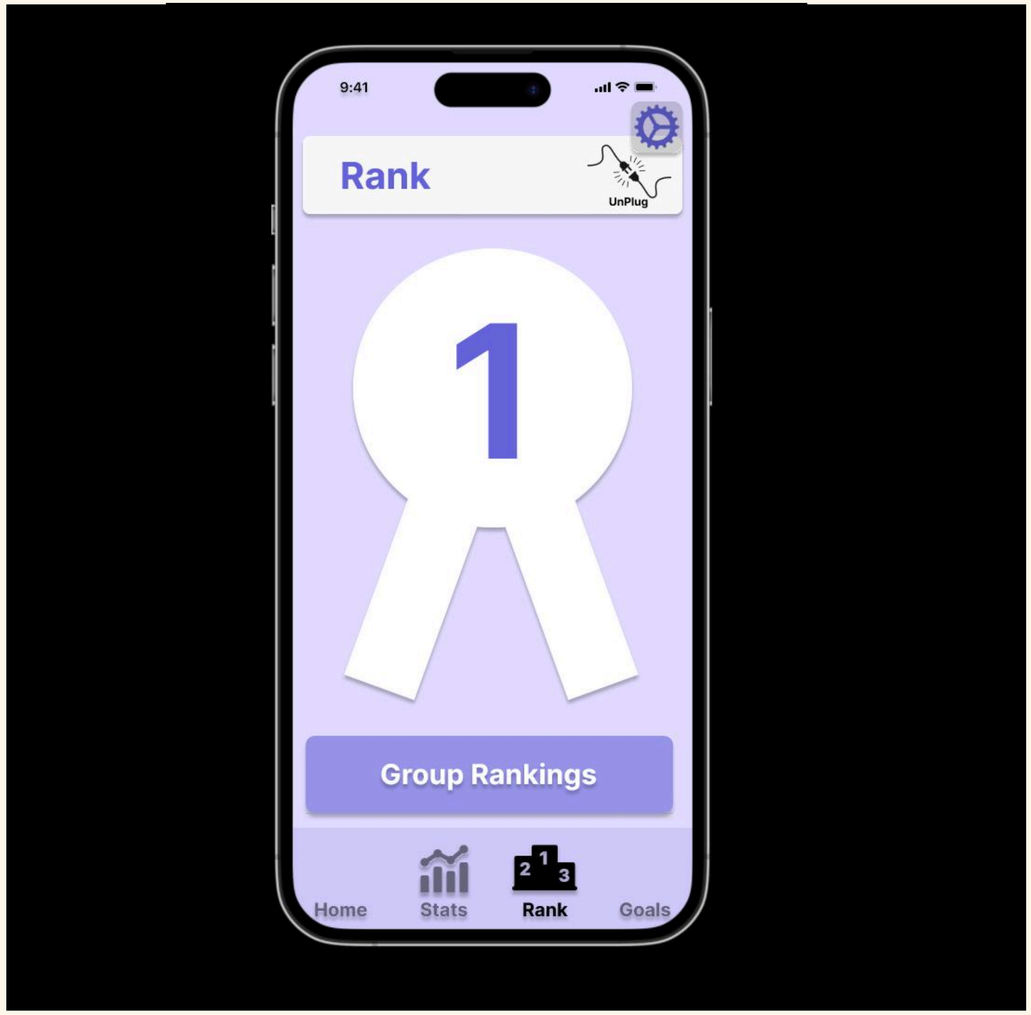

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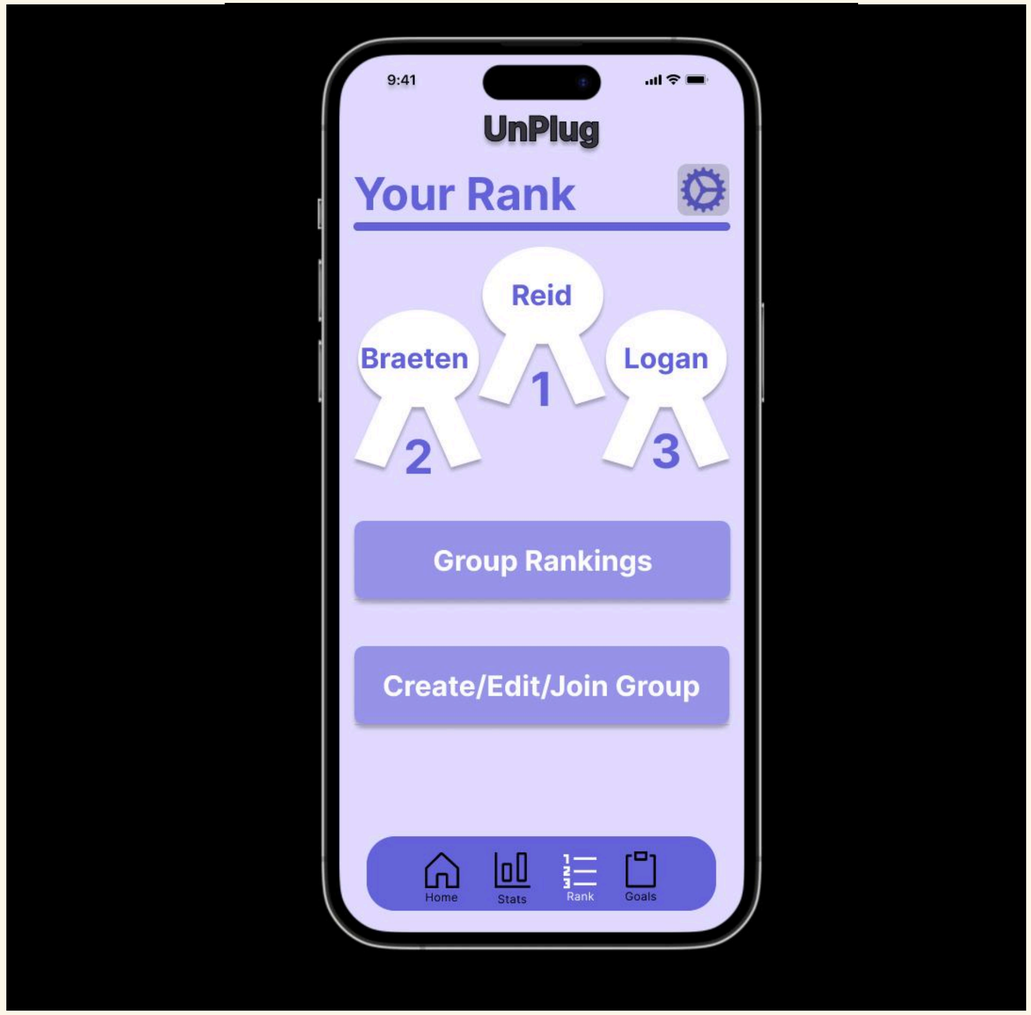

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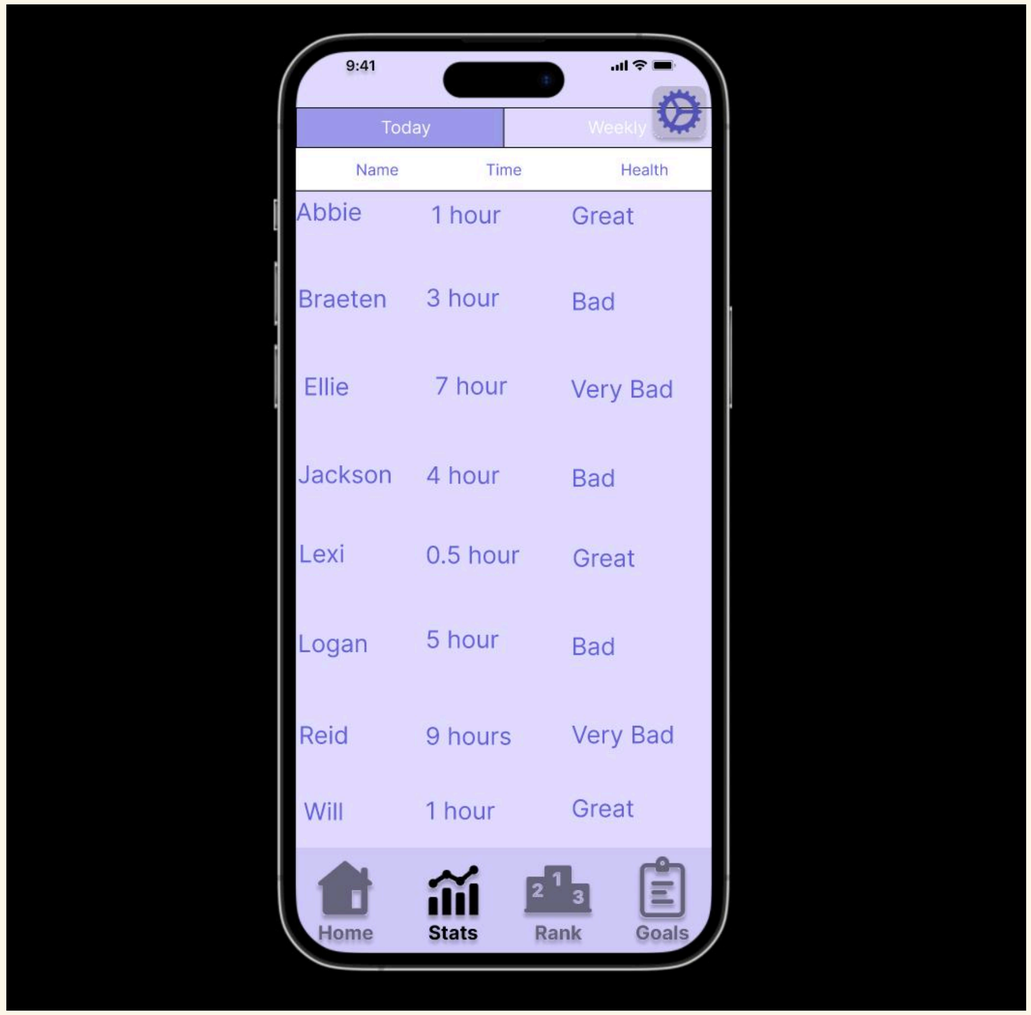

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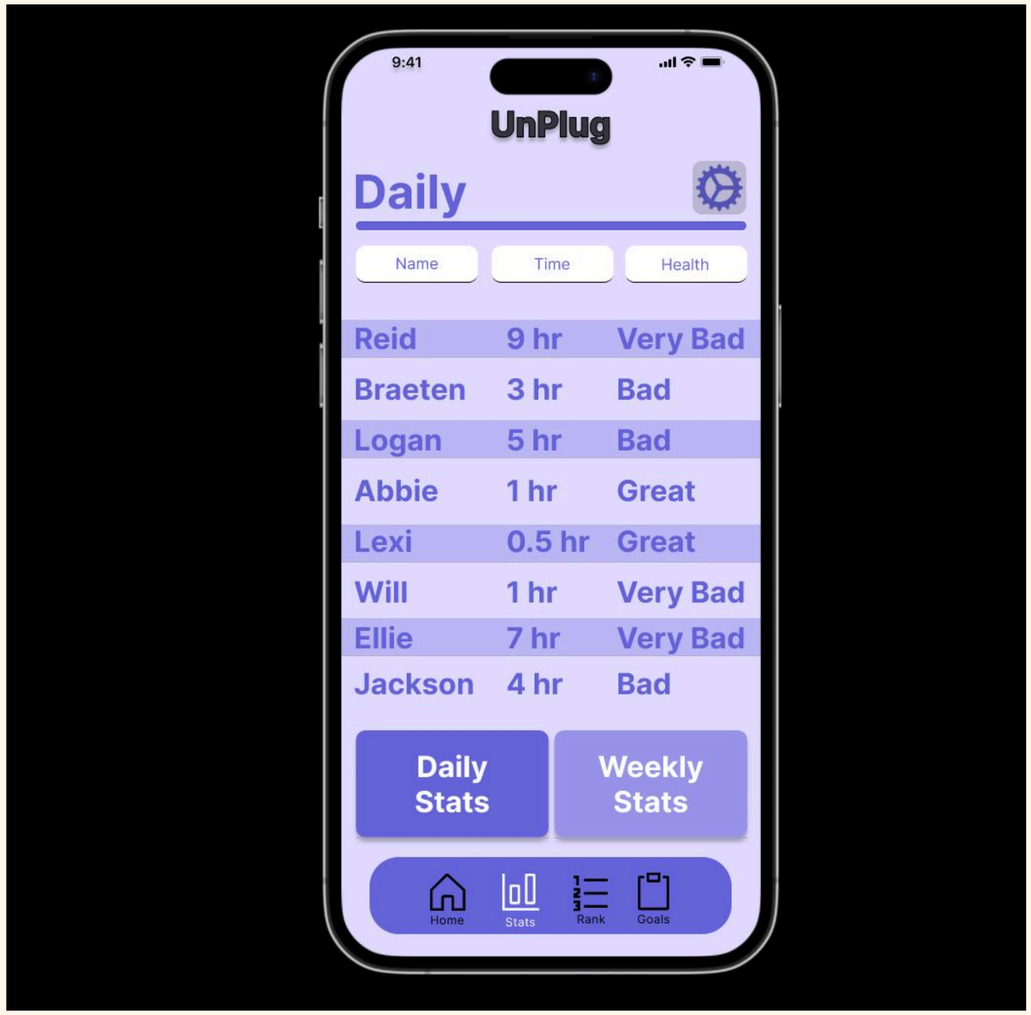
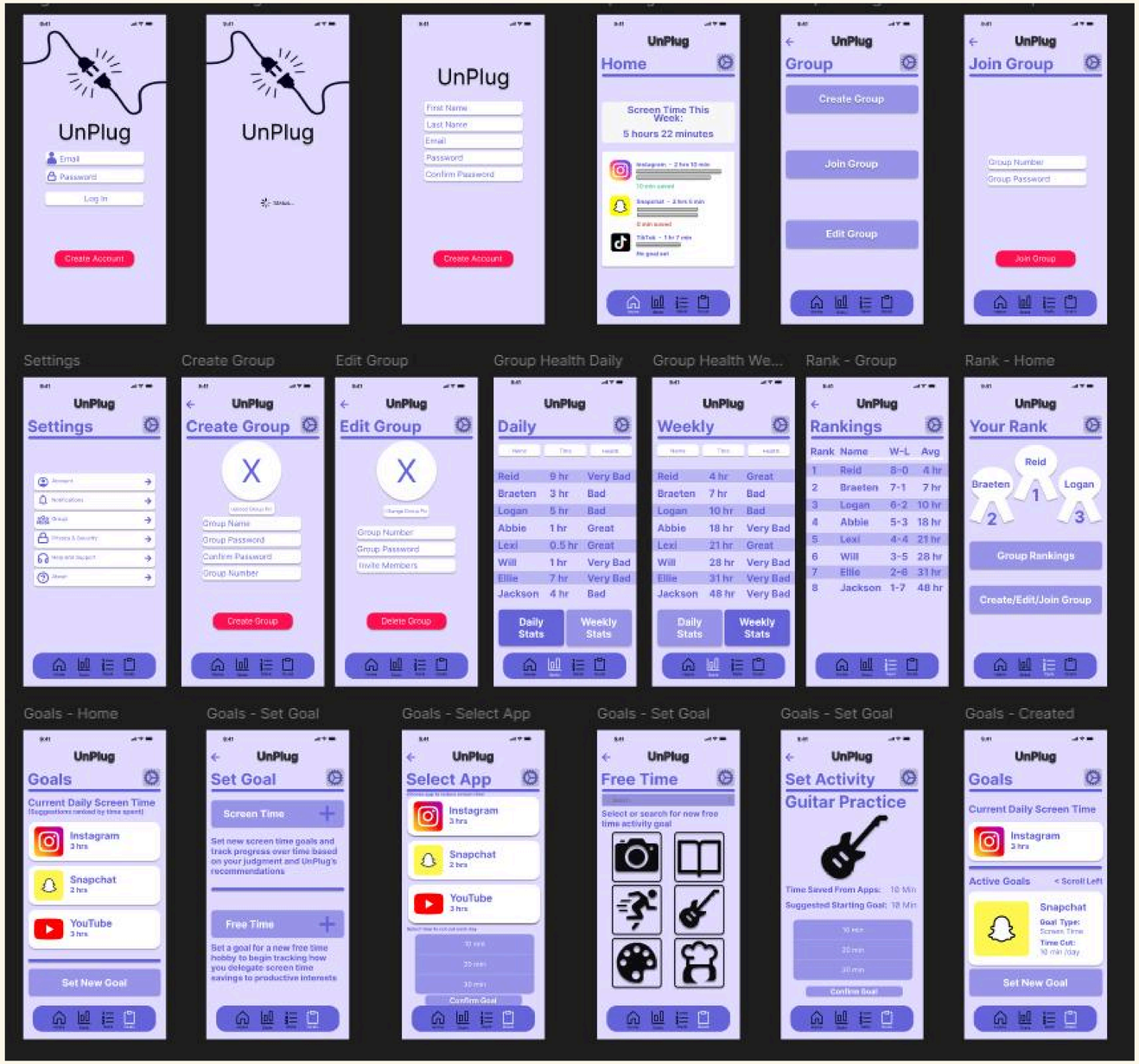


PROTOTYPING

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.



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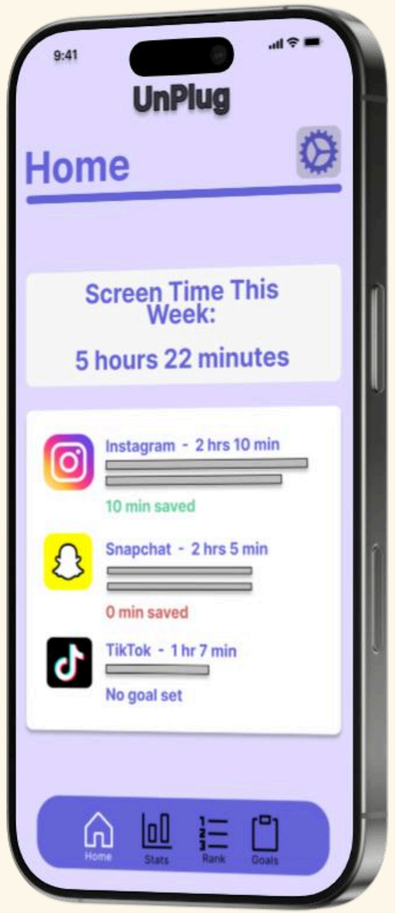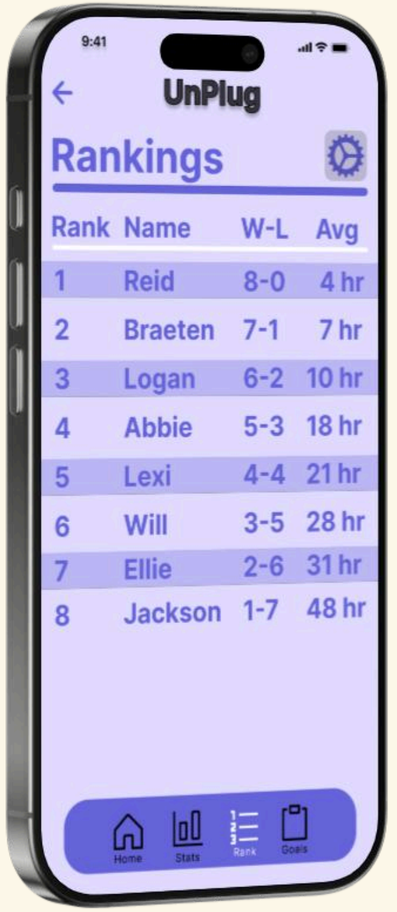
UnPlug is a fun and interactive way to decrease a user's screen time. Users can set personalized goals for screen time usage and hobbies. Additionally, UnPlug tracks a user's screen time and compares it to friends within the app. This gamifies cutting back on screen time. Our end goal for our app is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