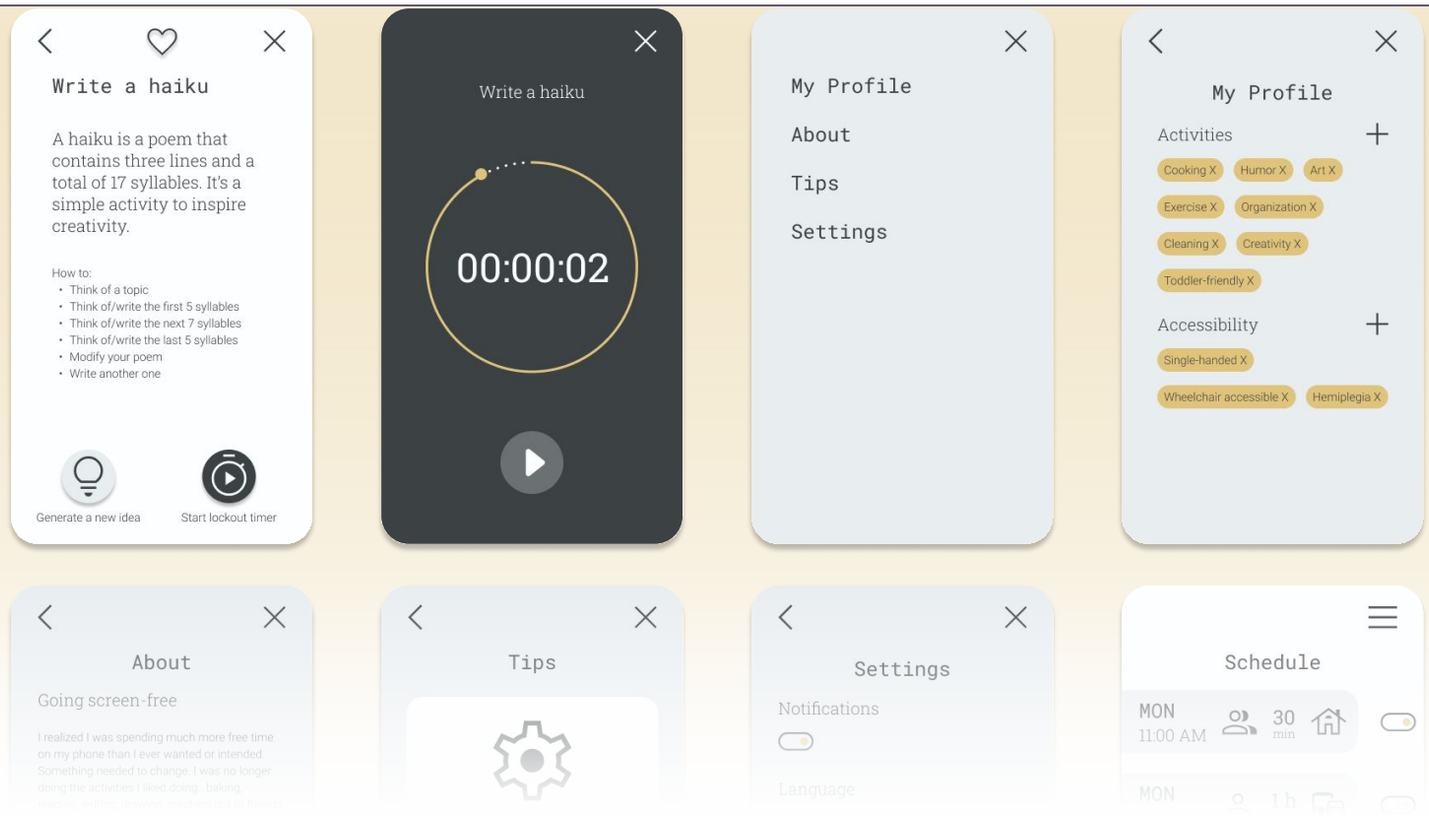


UX Design

ACTIVITY GENERATOR

Design for Social Good

Client

A fictitious company meets users where they are to promote digital well-being. For many of us, our devices have become a powerful and problematic source of addiction. The goal is to offer resources to help wean us off and improve our digital hygiene, leading to better mental health and quality of life outcomes.

Problem Statement

Device-addicted users need help replacing their unfulfilling screen-time with meaningful activities because they want to improve their well-being.

My role

UX Design
User research: personas, journey maps, interviews, surveys, affinity mapping
Competitive analysis
Wireframing
Prototyping
Usability testing
Content creation

AGILE DESIGN

Empathize | Define | Ideate | Design | Test

USER RESEARCH

PERSONA 1

Sam Adlawan

Software Engineer

About

28

BS Computer Science

Employee

San Francisco

Description

Sam's job is demanding and he's often drained at the end of the day. He turns to easy entertainment on his phone, but doesn't feel rested after. Chores and responsibilities seem to pile up as he gets sucked into his phone each day. He is not meeting his personal fitness goals nor does he feel like he's able to truly engage in other activities he'd like to do.

Goals

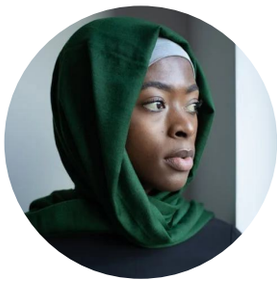
- Lose weight and get back into shape
- Rediscover his creative energy in the kitchen
- More quality time with his partner
- Try something new, like learning a new skill, but doesn't know where to start
- Fill his free time, even small transitions, with meaningful activities

Pain points

- Lack of energy and motivation
- Apps and parameters he's tried don't work long-term
- No ideas of alternative activities he can do

"I feel tired all the time and frustrated with myself. I feel like I'm no longer able to do the things I love because I just get sucked into my phone or the TV. I wish my screen time would help bring more value to my life."

PERSONA 2



Fatima Sawadogo

Business Owner

About

Description

Fatima is a new mom who is struggling to feel fulfilled. Since Fatima owns her own company, she is still working while on maternity leave. She's exhausted and barely has time for herself. When breastfeeding or holding her sleeping baby, she can have one hand free to look at her phone for silent entertainment (reading, scrolling, etc.) or to get some work-related tasks done. When her baby wakes up she feels too drained to think of baby-friendly ways to engage with her child.

Goals

- Spend quality time with her baby

33

BA Textile Design

On maternity leave

London

- Cook, clean, and organize, at least a bit, every day
- Feel better rested
- Use her phone less and take time to do something for her own self-care every day without feeling guilty about it

Pain points

- Tired all the time
- Unable to think of quiet, fulfilling activities she can do while holding a baby
- Lacks motivation to get tasks done

"Being a new mum is absolutely exhausting. Some days I just want to cry. My only entertainment is my phone and it's starting to kill me. I need to do something nice for myself every day."

User Journey Map

Action	Task List	Feeling Adjective	Improvement Opportunities
Find entertainment	A. Open device B. Select an app C. Open app	Calm, excited, indecisive, tired, overwhelmed	• alternative convenient, screen-free suggestions catered to goals • ability to filter based on accessibility needs (one-handed, quiet, seated) • suggested on-screen entertainment catered to goals • suggested time limit • reminder of pre-set goals/schedule
Consume	A. Watch &/or read content B. Continue consuming	Entertained, bored, happy	• time limits to consumption • interrupt consumption after a certain amount of time to stop/switch activities
End entertainment session	A. Stop consuming B. Close app C. Put device away	Sad, empty, disappointed, reluctant	• suggestion of where to put phone so you aren't tempted to get it • option to lock screen/apps for x amount of time • suggested prep to do before next session of free time • encouraging message • encouragement to do a specific 5 min wellbeing activity • reminder of pre-set goals/schedule
Resume other tasks	A. Start on chores, work, etc.	Tired, unmotivated, overwhelmed, self-deprecation	• break down chore/work into manageable chunks • help create a balanced schedule based on needs & time • rewards for staying on track • accountability • auto-play a happy playlist to accomplish the task

COMPETITOR ANALYSIS

Direct and indirect competitors

- Bored
- Horizon
- Success LifeCoach
- HapDay
- Offscreen
- Flora

After researching apps seeking to help reduce screentime, these gaps were identified:

- Lack of apps that offer customized activity generation to a general population
- A considerable focus on enhancing productivity rather than improving well-being
- Limited instruction on/integration with native phone settings to enhance digital well-being
- Some apps targeting digital well-being may be contributing to issues themselves (addictive gamification, creation of yet another social media platform within the app)

USER NEEDS

Idea Generation

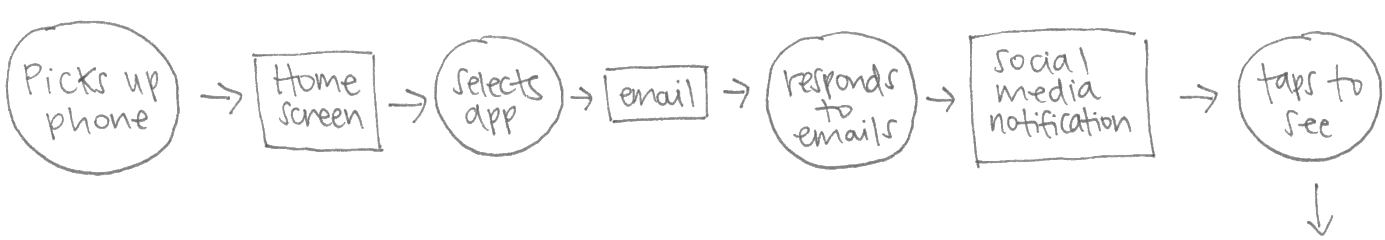
Schedule

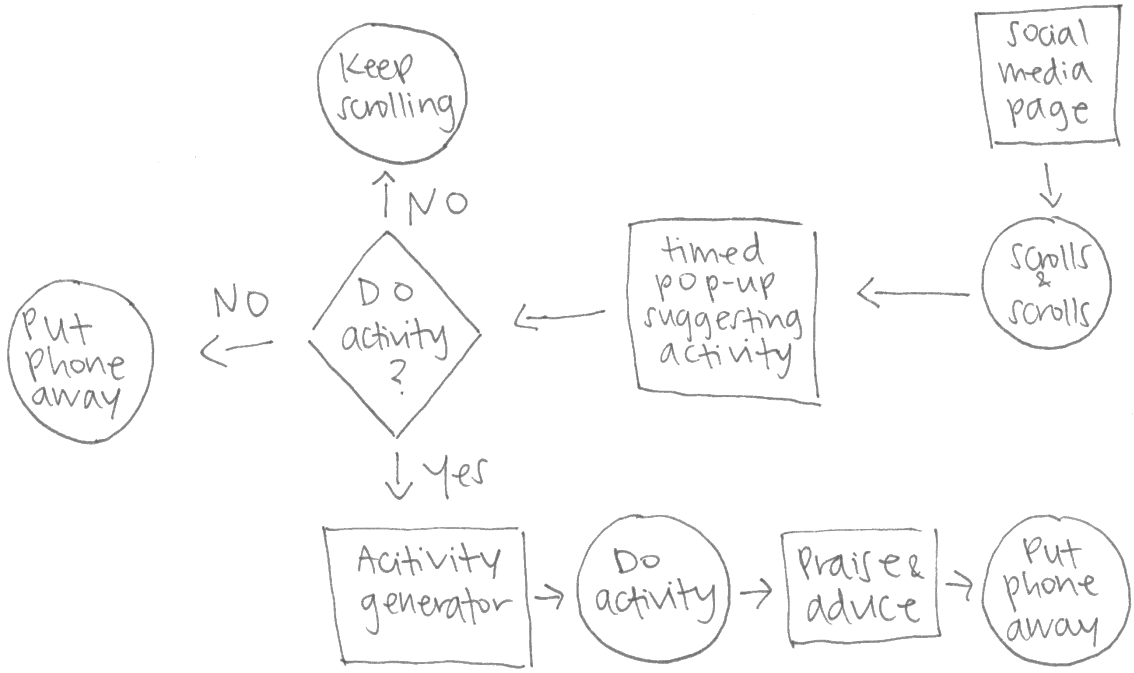
Off-device Access

Tips

Needs		Ideated solutions
Manageable, screen-free activity ideas catered to users' goals and schedule	→	A quick and easy way to generate ideas that meet users' criteria; possibility of integrating AI
Reminders to motivate users to do an activity	→	A feature to schedule activity notifications
Activity ideas without using a device	→	The ability to save and print activity ideas for another time
Coaching on effective strategies to reduce device usage	→	Tips and strategies to help reduce excess screen-time

USER FLOW

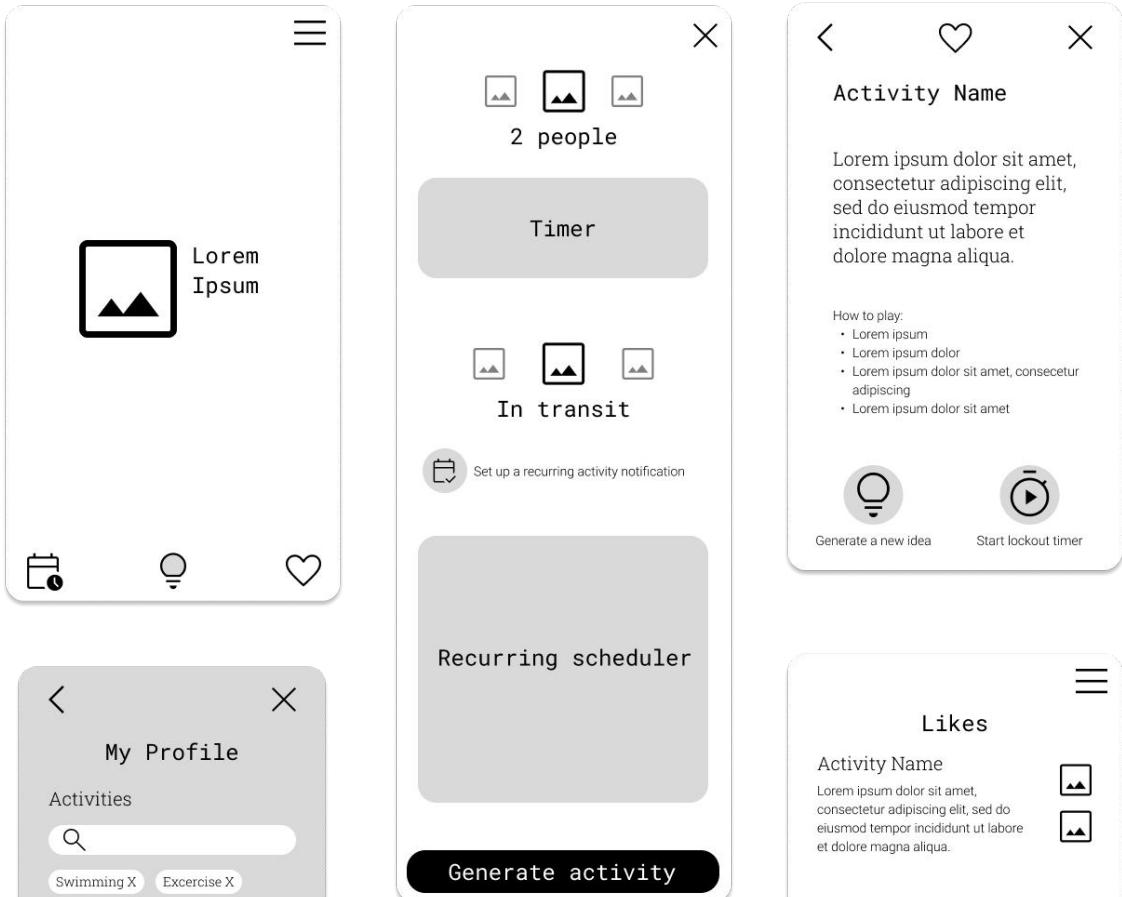


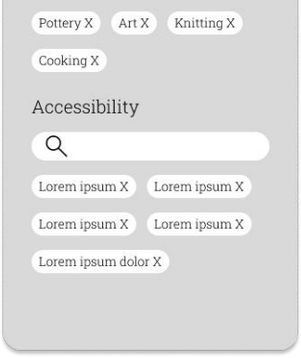


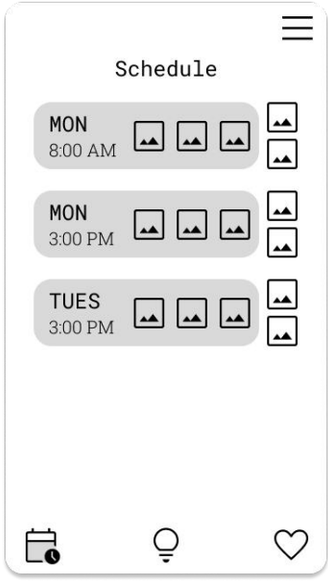
LOW-FIDELITY WIREFRAMES

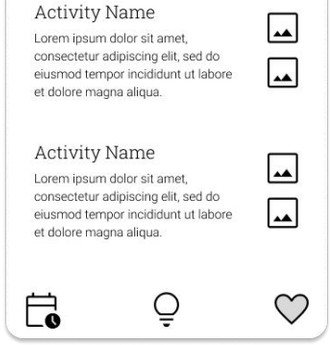
I first sketched wireframes on paper before transitioning to basic sketches in Figma.

Prototype









USABILITY STUDY

I conducted a remote, moderated usability study with five participants to gather feedback before progressing.

Findings

Filters

Users should be able to edit the filters as a one-time action and as an app-wide preference.

Home Page

The home page should have a clear, large call to action button.

Scheduling

More functionality in the scheduling page, such as toggling schedules on or off and less clicks overall.

Simplicity

Users appreciate the simple, clean design. They find the app easy to navigate.

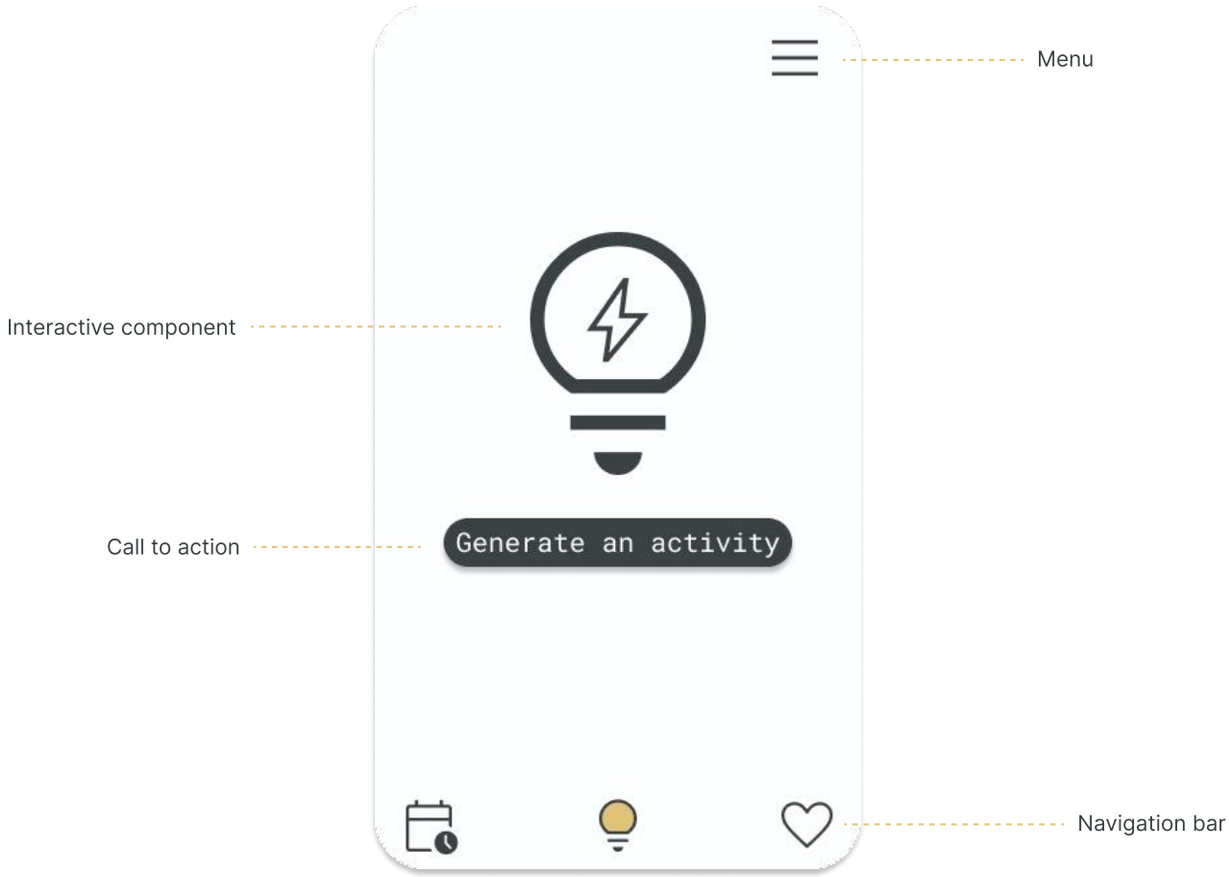
DIGITAL WELL-BEING STRATEGIES

- De-clutter and reorganize home screen apps
- Create an app shortcut for a black and white filter
- Set screen-time limits for particular apps in settings
- Turn your phone over or keep it out of reach
- Restrict notifications to certain people and times
- Incorporate screen-free activities into your routine

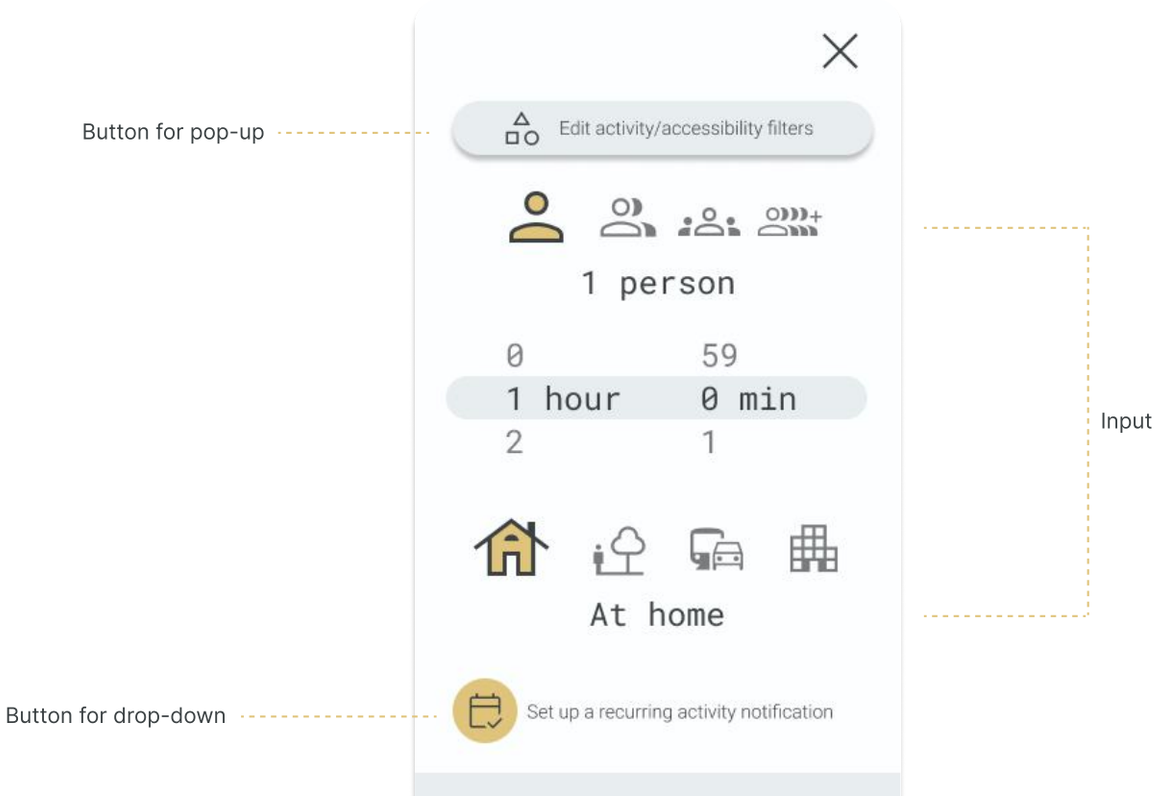
MAJOR SCREENS

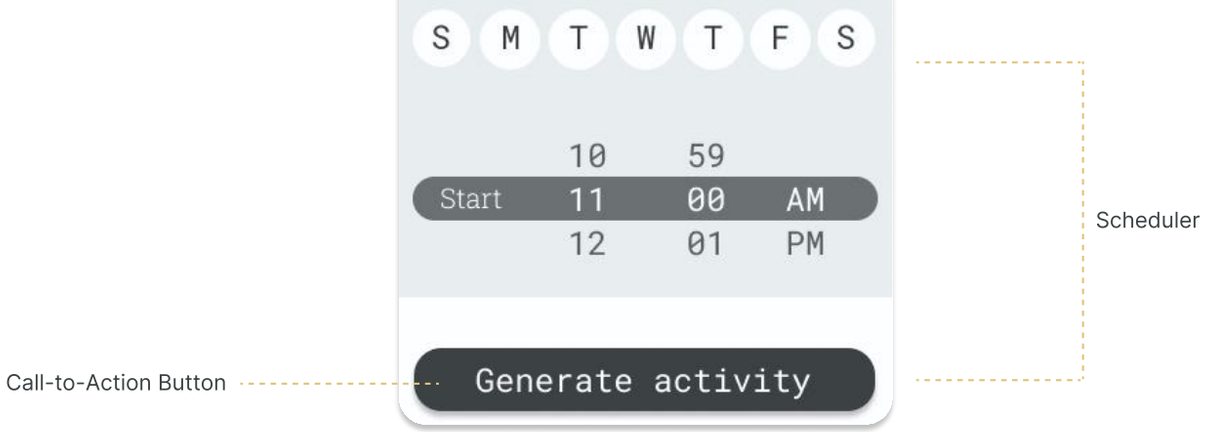
The color palette, typeface, and design were all chosen to ensure the app itself would not become a distraction. The app is stripped to the bare necessities so it can best serve users' needs.

Home Screen

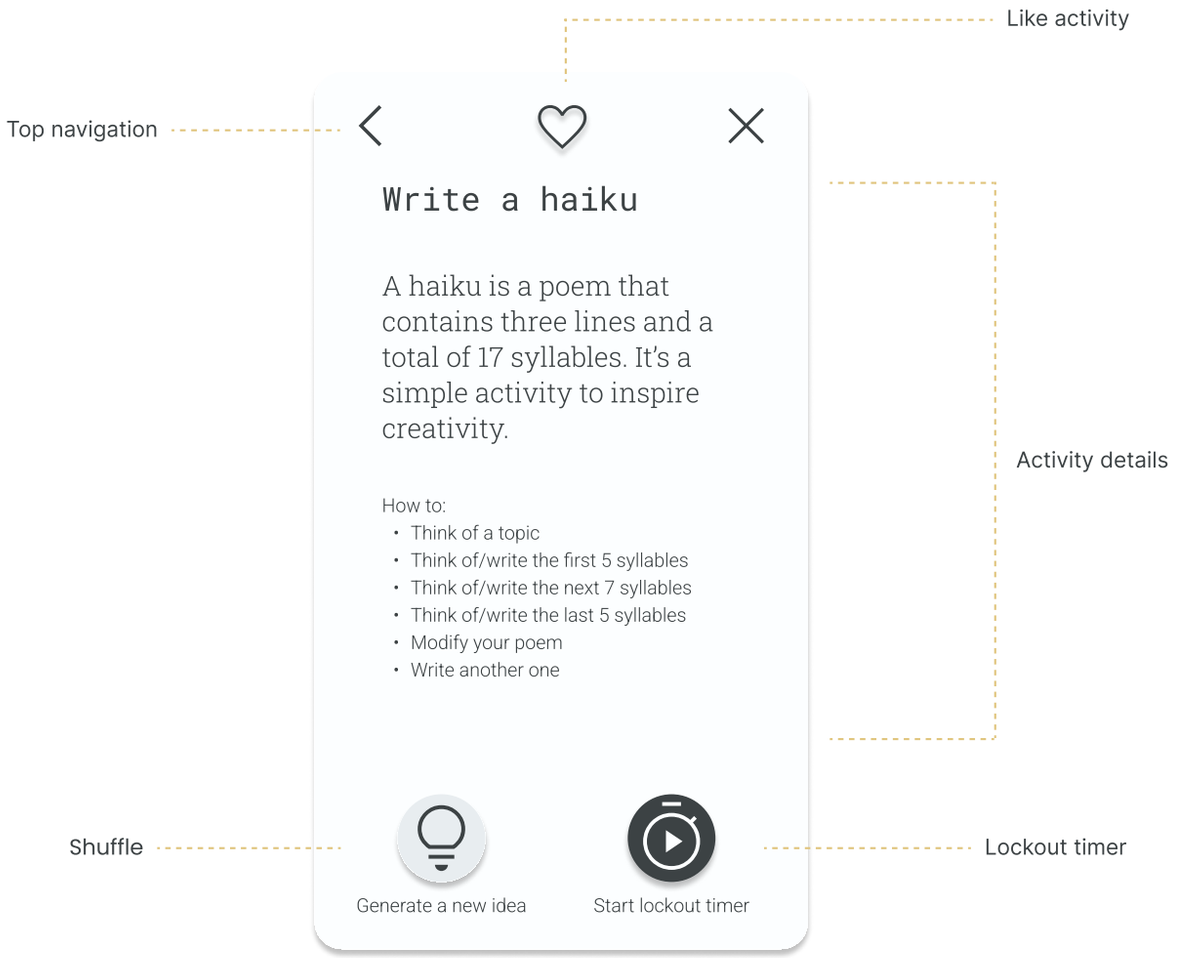


Activity Generator Input



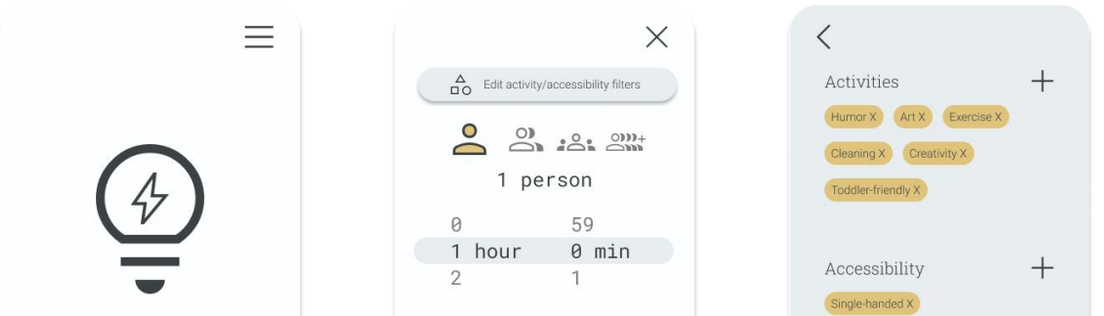


Activity Generator Output



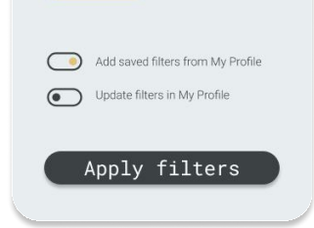
HIGH-FIDELITY MOBILE DESIGN

Explore the prototype to see all the designs.



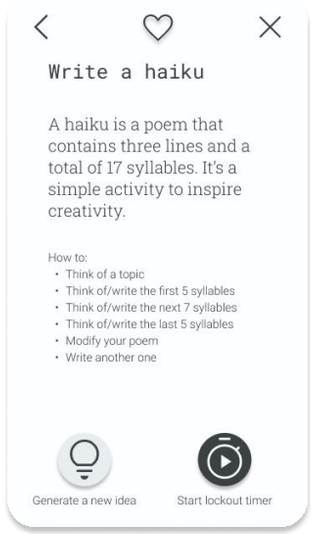
The home screen is simple, presenting navigation items and a large call to action.

Users set the basic criteria for the activity they want to generate. They can choose to make it recurring.

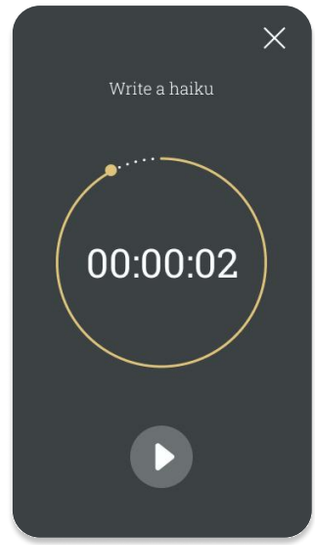


They can add more advanced criteria accounting for mood and situational accessibility.

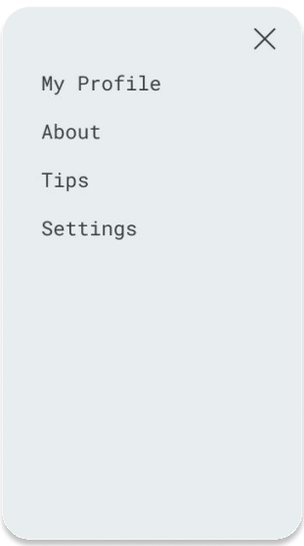
I created a simple animation allowing for load time.



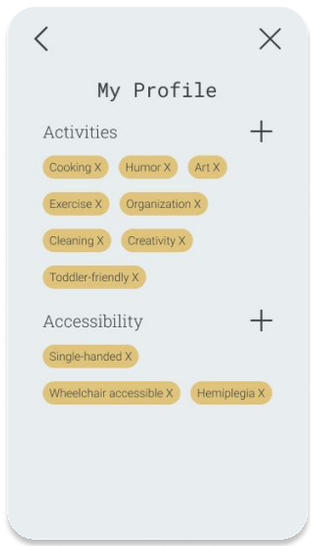
Each activity contains a title, description and how-to. Users can like, pass, start a lockout timer or exit.



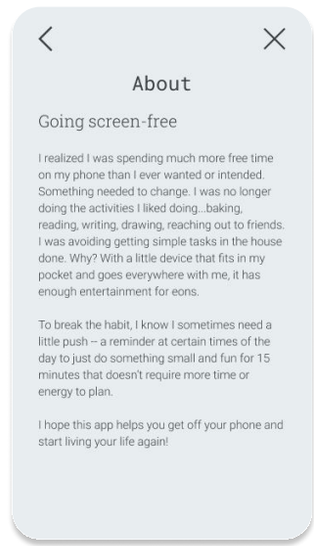
The lockout timer can be paused, replayed or closed so users can see the description again.



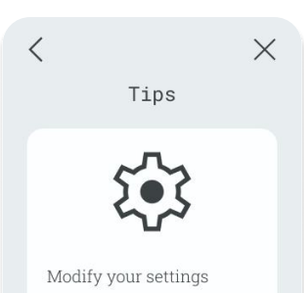
The hamburger menu contains links to four other pages.

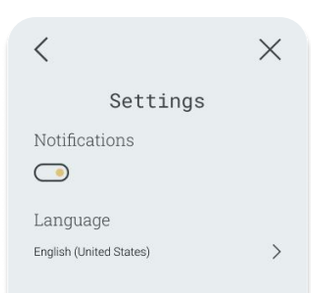


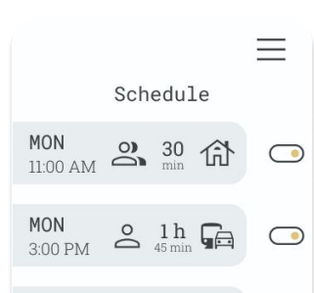
In "My Profile," users can update their global activity preferences.

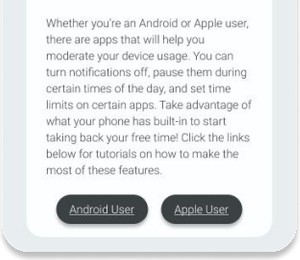


The "About" page empathizes with user pain points, offering support and a solution.

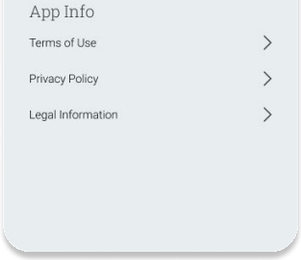




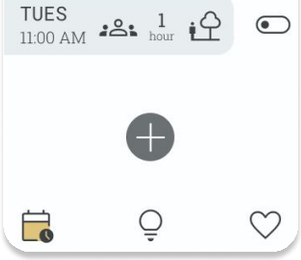




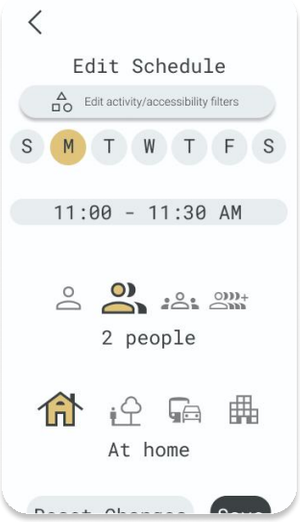
"Tips" offers brief descriptions of actions users can take to improve their digital well-being.



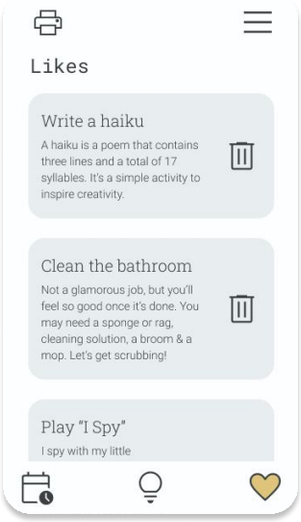
A typical "Settings" page offers users more control over the app and access to legal information.



Users can create, edit, and delete scheduled activity notifications.



Edit a pre-existing schedule.



Users can see past activities they have liked and print them so they can access these ideas off-screen.

Clicking each "liked" activity expands the view.

FUTURE DEVELOPMENT

1. Analyze the effectiveness of the app by comparing well-being scores in conjunction with measuring free time spent on screen pre and post usage.
2. Integrate accountability with a friend, family member or coach.
3. Provide more resources that can be accessed off-screen to help users organize their schedules.
4. Help users evaluate which apps bring them value and which ones don't.
5. Explore other features that would be beneficial to users.

CONCLUSION

In the research stage alone I was receiving a lot of interesting feedback from participants who were thankful for the opportunity to participate. Some of the participants told me the initial survey really gave them something to reflect on.

Given that so much of the world's population uses a smartphone, the hope is that this will help offer something to those who are looking to reduce their screen-time and live more meaningful, fulfilling lives.

What I learned:
For this project I wanted something simple so I could develop skills using auto layout and performing more complex interactions within Figma.

I challenged myself to work within constraints that would mimic deadline and budget considerations that many companies face.

I also learned a lot of strategies to help curb my own device usage.

THANK YOU

WRITE A THANK YOU NOTE

Practice gratitude

Find some paper and a writing utensil. Describe your heartfelt thanks. Not only will the recipient be delighted, but you too will feel happier.