

ReTime

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Introduction

The ReTime mobile application is for people who feel that they start using their smartphone, too much, or in another word — "addicted." This application allows you to "control" your time consuming on your smartphone including using social media application such as Facebook, Twitter, Instagram or recreational purposes application like games or video streaming. ReTime allows you to create a time limit on the screen based on application categories which mean, it will be suitable for your need in different situations. Let's put your phone down and concentrate on your work, spend more time with people you care or have more time for yourself, and even you keep picking your smartphone up, this application always be there to help you. Not only prevent you from using your phone, but this application also allows you to track your usage. Tell you how long you spend on each category, and more detail, on which applications. This information will let you know which apps that you need to be more carefully use if you want to get better on addiction. It will help you reduce overall time spend on your smartphone and help you lower the level of addiction to a smartphone, improve the quality of life. Because we want to encourage you to be away from the screen, our application use points system to show that you get better on every day. You also can use your points to get a reward from many brands that they want to help to fight this problem. And not just you, if you feel that your friends are addicted to their phone, too. You can challenge them to have a competition and see who are the best of stay away from their phone — or if you feel this problem happens to your family, you can ask them to join the group challenge, and we will better together.



Problem Statement

After the smartphone era, I see one problem in particular. People start to addict to their smartphone. In fact, teen spends nearly nine hours every day consuming media (The Washington Post, 2015) and if asking about adult or millennials about the number of hours on social media only, they still spend over six hours per week but more shocking is they are in the second place. The group is on lead is Generation X (ages 35-49) who spends almost seven hours per week. (Nielsen, 2016). Daily time spent on social networking is getting increasing while the time goes. People around the world were spending 90 minutes on social networking in 2012, but now in 2017, the number goes up to 135 minutes (Statista, 2018) and it seems like it will continue increasing.

This situation becomes a problem because it began to affect people lives. They can't concentrate on their work or their study. It also effects on their personal life because they start ignoring people around them including friend and family. Some people even seeking help because they feel they glued to their phone. They found that whenever they want to look at their phone for a few seconds, they up losing at least half an hour. (Quora, 2016)

Project Goals

From the problem that I found from the research I want to design the UI/UX of a smartphone prevention application call "ReTime." This application intends to solve the problem of smartphone addiction including using social media application, using entertaining application, etc. It aims to reduce overall screen time for people using the smartphone. The name ReTime come from three different aspects which consider being my project goals.

- **“Re-Concentrate”** with your work
- **“Re-Connected”** with people you care
- **“Re-Lax”** with yourself

Target Audiences

According to research that mentioned in the problem statement it seems like right now people almost every age range also have smartphone addiction problem. (Teens (ages 15 - 18), Millennials (ages 18 - 35), Generation X (ages 35-49)) Therefore, I decided to cover this group as a target audiences.

Monetization Plans

The most common way of earning money from mobile application is banner ads. However, because the goal of the application is reduced users screen time, banner ads on this application seem to unfit as a monetization method. Generally, banner ads require users to spend more screen time looking at advertisements. And if I actually implement this application, I want them to be in most people's hand as possible. Paid apps also against this nature. These are some monetization methods that I think it will suit as a function of the app.

Co-branding Reward System

The competitive elements including leaderboard and challenges are essential features that can motivate people to continue using the app. However, to help people stay away from a smartphone, I want some feature that involves real-life experience. Therefore, I come up with a rewarding and points system. Every time you complete the tasks, for example, stay away from social media application for 2 hrs. You will get 20 points. Hence, how this involves monetizing? This application will collaborate with brands and offer people free items or discounts. Even it sounds easy for users to get benefits, but it is not that simple. Users still need to use points to exchanges for rewards which mean they need to keep decreasing their screen time to get more and more points. On the banner of the brand side, I will choose only the brand that has positive effects to smartphone addiction problem.

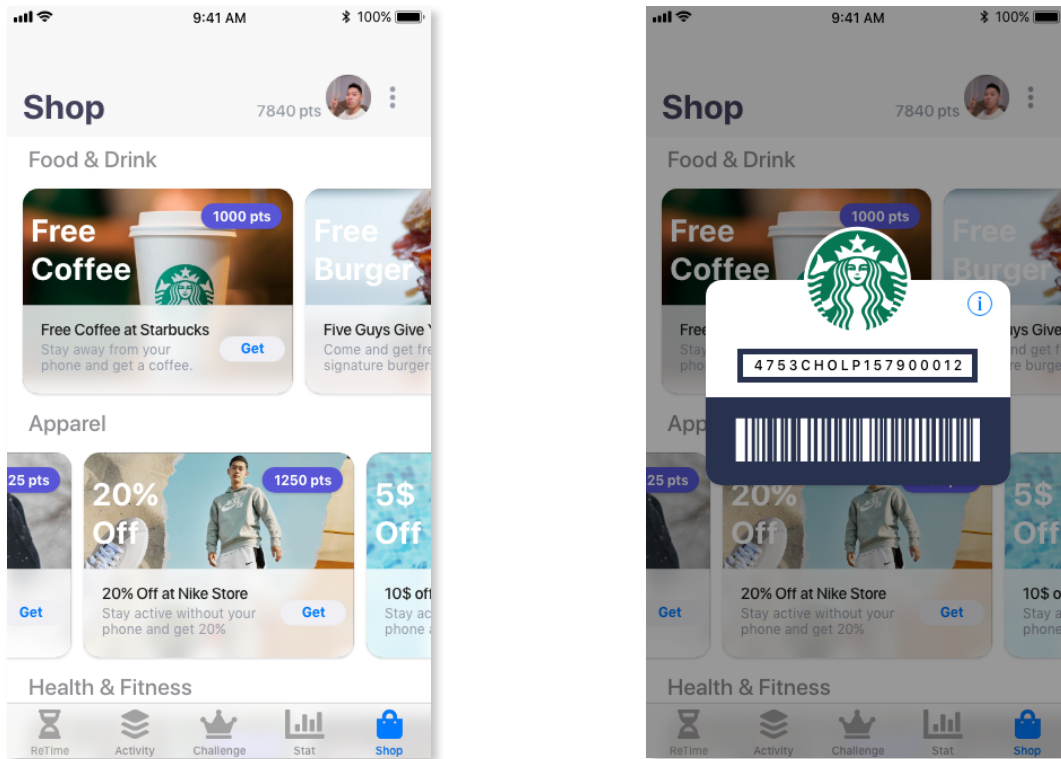


Fig. 1 : Example of Co-branding Reward System

For example, I will select to collaborate with Nike to give 20% off of running shoes instead of co-operating with Rovio to provide a free Angry Birds game. Brands also have small space to write some quotes to motivate people to stay away from their phone and come to get their reward in store. With this system not only drive people to stay away from their phone but also create a positive reputation for a brand.

Sell to an Organization

Because this application is about staying away from a smartphone, I see the opportunity to market or work with an organization like school or workplace — release School Edition or Workplace Edition. Teachers can you this application in a classroom or company can use in their workplace. This application will help them be more productive than before.

Design Process

Initial Idea and interview

This project was happening with just a simple word "Smartphone Addiction Prevention Application" and "ReTime." As I mentioned in the project goals "ReTime" comes from three words, "Re-Concentrate" with your work, "Re-Connected" with people you care and "Re-Lax" with yourself. Therefore, The first design of the application has only three modes and ability to track the smartphone application usage. I called it version 1.0.

- **Work Mode** for ignoring everything except to work-related apps and call.
- **Family Mode** for ignoring everything and spend time with your family.
- **Me Mode** for ignoring everything to focus on yourself.

After I talked with my advisor, Mike (Michael Flint), he commented that it sounds interesting because this problem starts to become a controversial issue, but he still doesn't know if he wants to use it. In others world, it lacks function to motivates people to use or try. Therefore, I started to think about another feature that will be appealing to users. Thus, I come up with a bunch of elements that improve on function and effectiveness. (Version 1.5)

Challenge System

Application gives specific challenges to user Daily, Weekly. For example, stop using a phone for 2 hrs.

Points and Reward

Every time users compete for a challenge, they get points and can exchange for rewards.

Competitive System,

User will be Able to give a challenge to their friends and family.

Preset Message

Be able to set preset message and automatically reply to the people who try to call or text to users

Parenting Control

Let parent install the app in their children phone and use this application to control their kids' behavior.

Strong Penalty System

If users try to use their phone the app will deduct users' points and have a lengthy process 15 minutes required to unlock the app or phone.

I decided to interview ten people to see which feature will be more or less attractive to them. The result was interesting. Interviewee like the ideas of the challenge system, they said they would be eager to give their friend challenges. They are also looking forward to using the points for rewards. Though, the function of enforcement receives negative feedback. On parenting control, even it sounds like a good idea, but it seems like it depends on who I interviewed. If I talk with people who old enough to have children, they said it is a good idea, but when I spoke with teen and adult they didn't like at all. Even the vote is not unanimous after I considered for while it needs to be removed because adding this feature will conflict with the idea of a competitive element that the app has penalty system that users need to wait at least 15 mins after user broke the rule also too strong for most of the people.

Even though I got the valid result from the questions about my existing new feature, I real big help had come when I started talking freely with them about all possible feature. One of the interviewees told me if she has an application help her on smartphone addiction, she wants a function to that to prevent her from watching TV series at night. At that moment, it changed everything. I realized the problem it is not just the phone itself, but mostly it depends on the application. It is not only about people want to put their phone down to concentrate on their work, or be with family, but they have some app in particular that they addicted to. Therefore, I decided to changed my application core from three modes based on work, family and yourself to categories based. This not just only easier for users to understand but also more directly to the problem. After I gathered all the answer, I need I started the design phase.

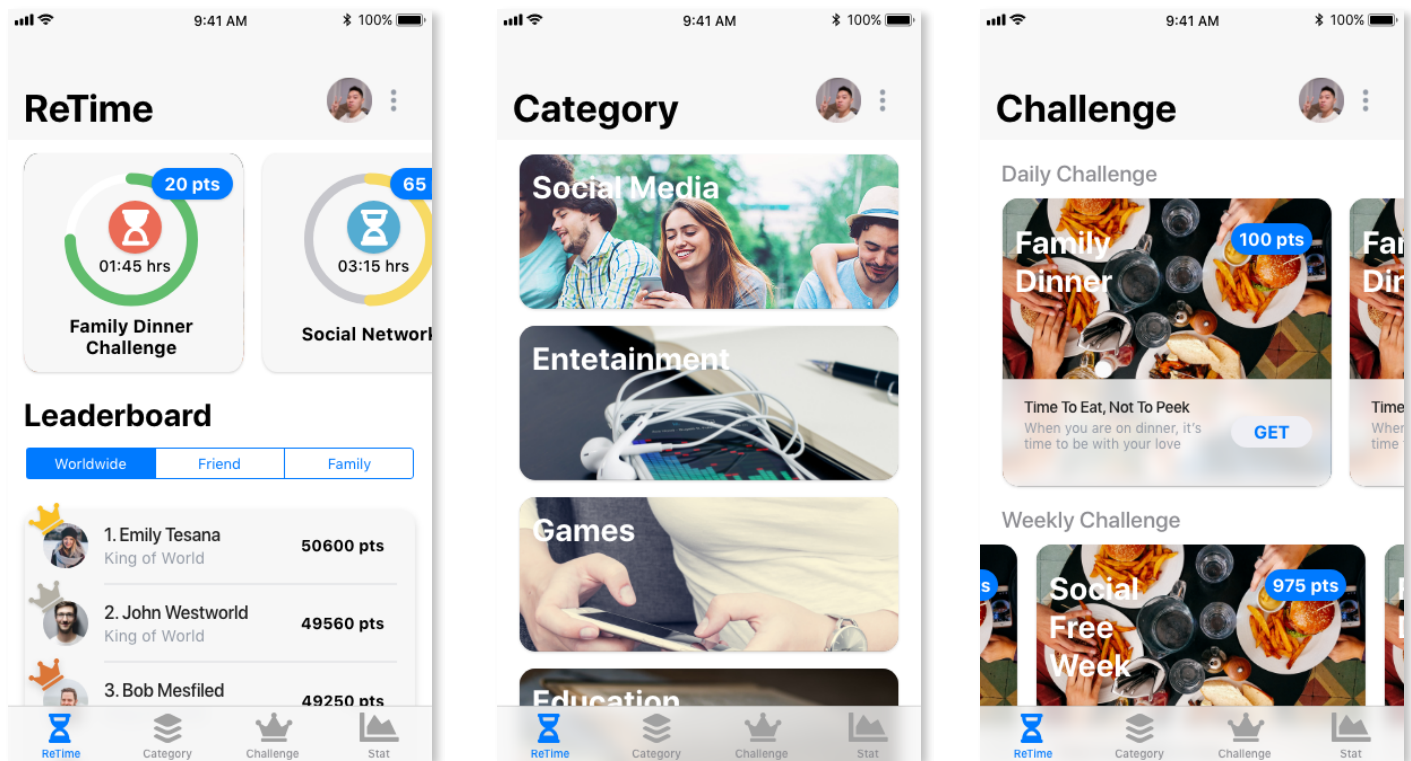


Fig. 2 : Dashboard, Category and Challenge page version 2.0

Design and Refinements

Fig. 2 is an original screen on for version 2.0. That includes a dashboard, categories page, and status. On the dashboard panel, it introduces an activity's card that shows currently running challenge with countdown hourglass. For example, stop using social media for 4 hrs. It also has a small bubble to indicate the points that users will get if they complete the tasks. The countdown progress circle also help users quickly understand visually. It also includes a leaderboard for competitive elements. On categories page, users will be able to select categories to create their challenges. On challenge page, the application will provide a daily and weekly challenge to motivate people to stop using their smartphone for particular tasks. For example, Family Dinner challenge that you can ask people in your family to join when they want to put their phone down for dinner.

I was running the test with the same group of people. So far they like the visual style, but they also thought the proportion of icons and elements in the user interface is a little bit big. On function side, they also suggest putting favorite categories on top.

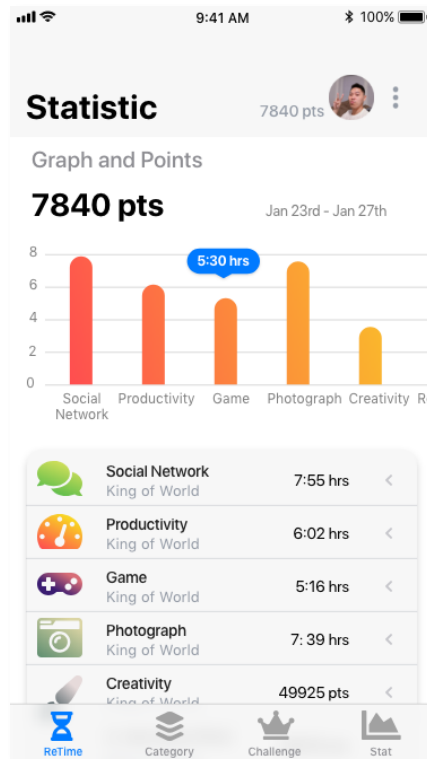
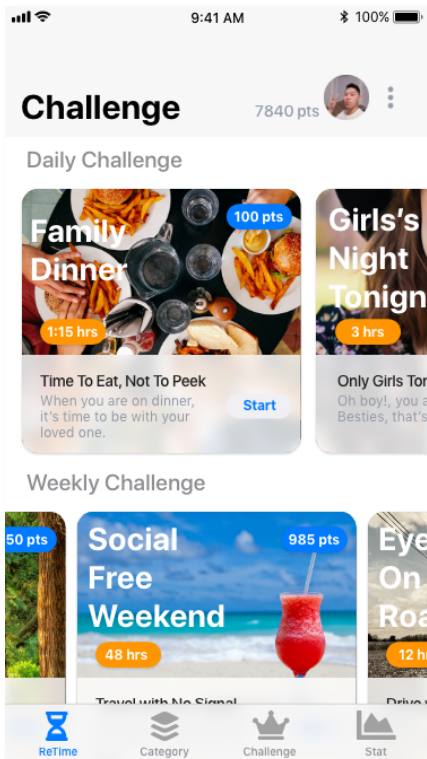
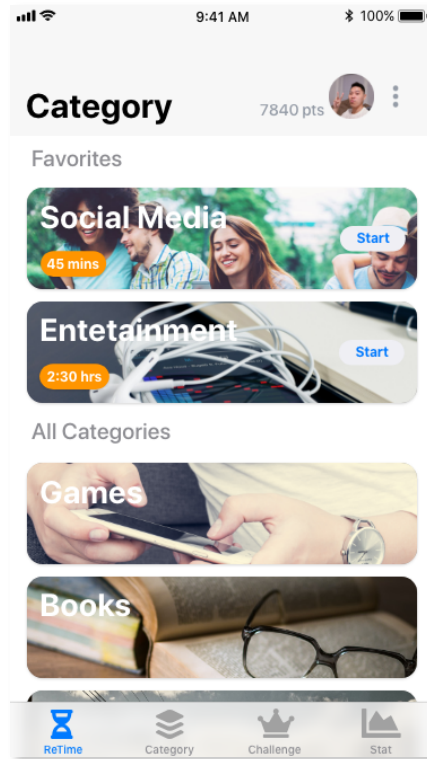
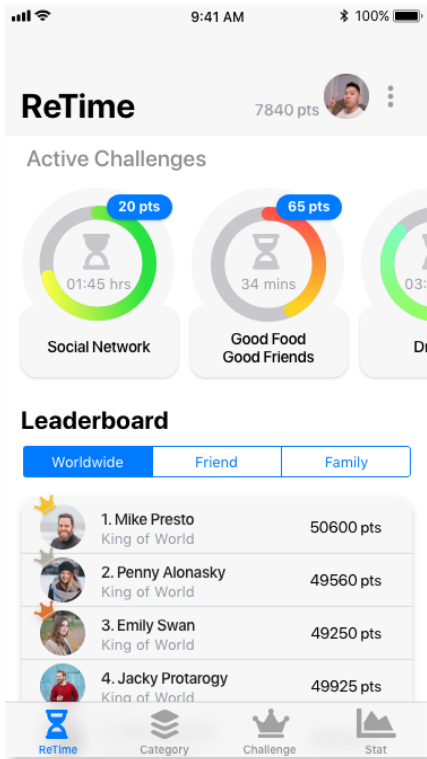


Fig. 3 : Dashboard, Category and Challenge page version 2.4

Fig. 3 shows the more refined versions of the first three pages and also introduces static page. The significant change was adjusting the size of the user interface to be more visible in the small screen. On the dashboard, I added text "active challenge" to let users understand what this card, I also the shape of the card and add guardian color to be more appealing and match with iOS design style. On the category page, I added a favorite section to make it easier for users to perform frequent tasks. On challenge page, I put time indicator on the card to make it easier for users to know the length of activity at a glance. In this version, it introduces static page to give users way to track their smartphone usage for better understanding on their addiction stage. The report separated by categories.

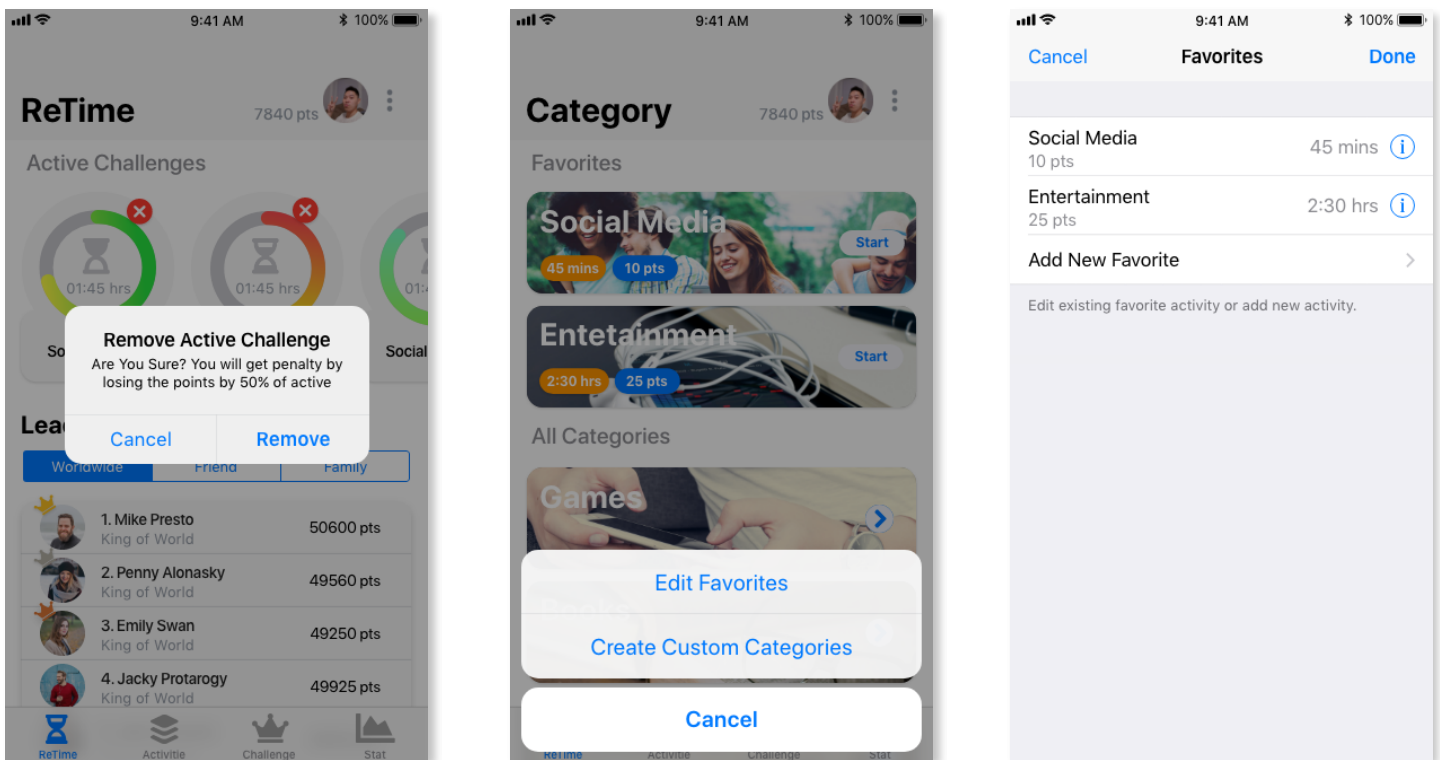


Fig. 4 : Interaction in version 2.4.4

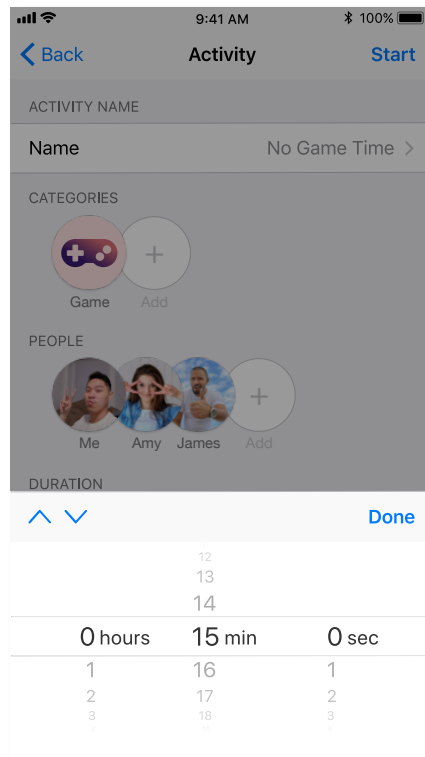
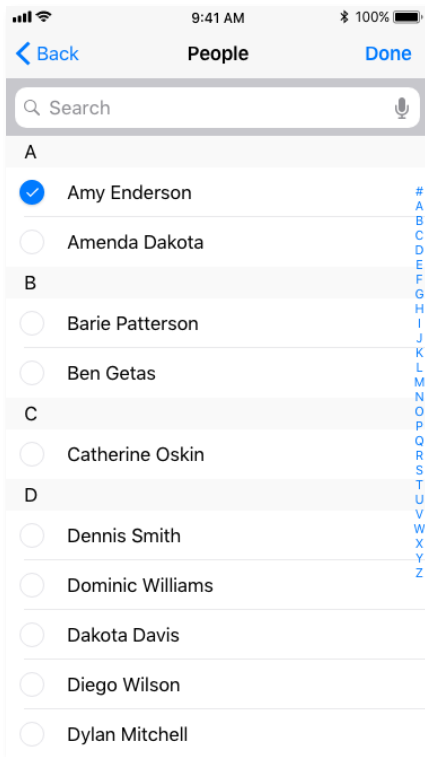
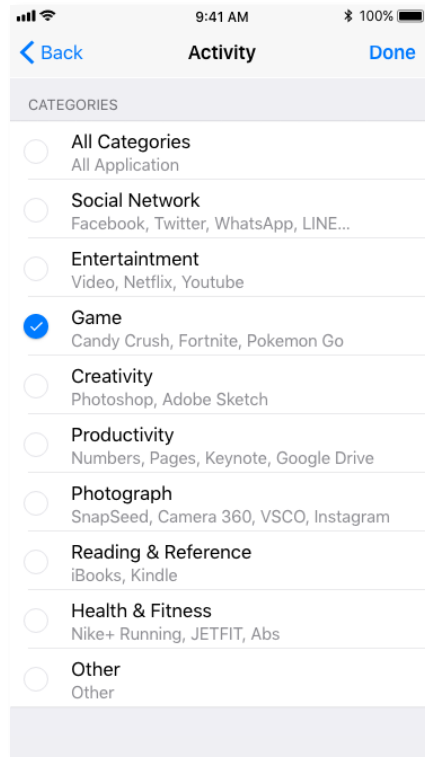
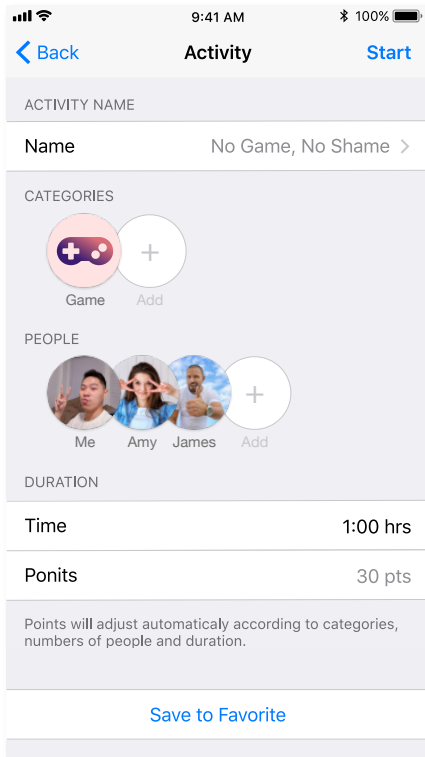


Fig. 5 : Interaction for Activity in version 2.4.4

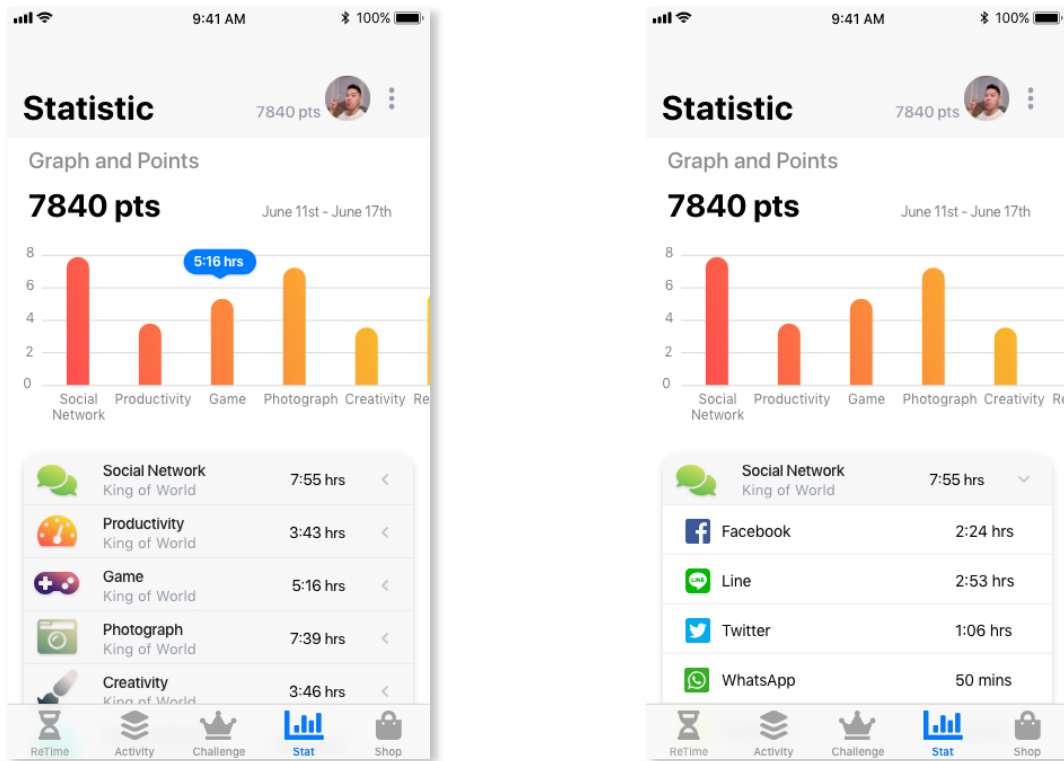


Fig. 6 : Interaction for Static in version 2.4.4

In version 2.4.4, I started to design sub-interaction pages. First, introduced the penalty system If users try to quit the challenge before complete. Also adding the ability to add, remove or modify favorite category's activity that shows on Fig.4. In Fig. 5 is an in-depth on interaction in Activity page including adding categories in Activity, invite more people and setting activity's duration. Fig. 6 is interaction on the Static page include the hover effect when users tap on each graph and ability to see more detail on which app users use the most in each category to help them get better on their behavior.

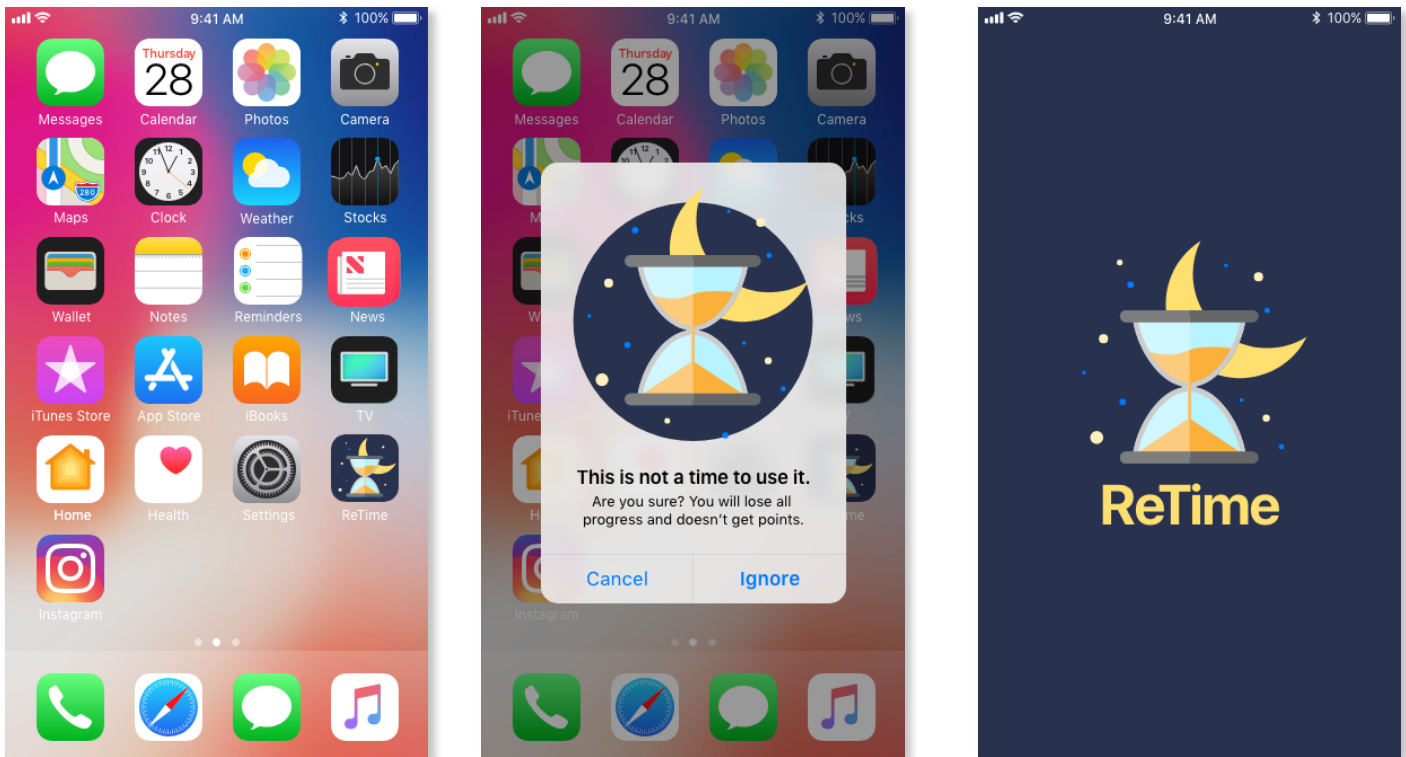


Fig. 7 : Logo, Warning Screen and Launch Screen in version 3.0

Every application needs to have their Logo to show their unique, therefore, in version 3.0, I decided to design a logo. Since the application is focusing on time-consuming and also named "ReTime," I use an hourglass to represent the time that you will get back if users using the app. I put the logo on the app's icon and Launch Screen. And this the first time that I design a warning when users try to open the app on their phone while the challenge is still running. In this version, I also introduce "Shop" that let users using their points to get the reward in the real world. (Fig. 8) The page and card design to match with Challenge's page. It also has a purple bubble to indicate how many points that user need to pay for an exchange. When users decided to get the reward, the will provide the barcode to use in store.

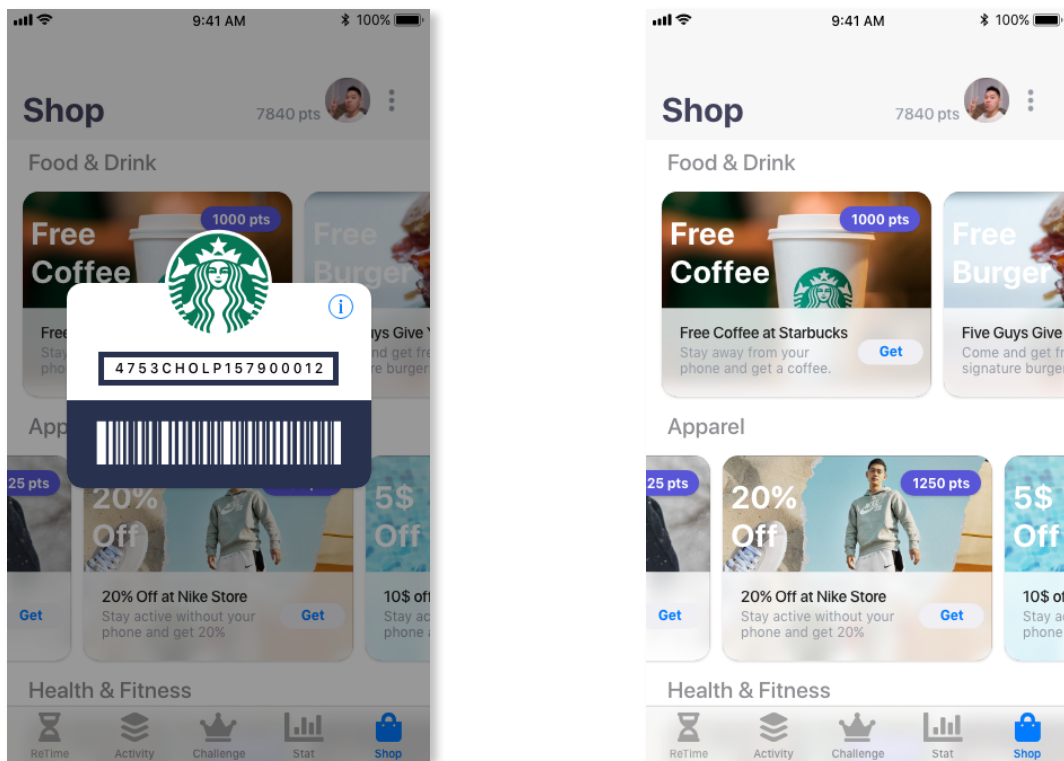


Fig. 8 : Shop and Reward in version 3.0

In Fig. 9, I also designed expanded version of a card in Challenge to let users see more details of the challenge and also can have quick action within in the card. The piece of information includes a number of participants, category, popularity, the number of competitors. The quick action comprises adding people to the challenge, adjusting the time and giving a rating to the challenge. You may also notice the difference on the right corner that It has date indicator. After I show Version 3.0 to my advisor — Mike, He suggests that daily challenge might lead people to too addicted to this application. Instead of being better on smartphone addiction. Users might keep checking the app for more reward and better score on the leaderboard. Hence, he suggested changing from daily challenge to weekly challenge. Give users an option to accept a challenge for once, and it will run automatically throughout the week. Consequently, I decided to add the day indicator on the card and also an ability to set the date and time. In this setup, users seem likely to reduce the level of attachment to this application.

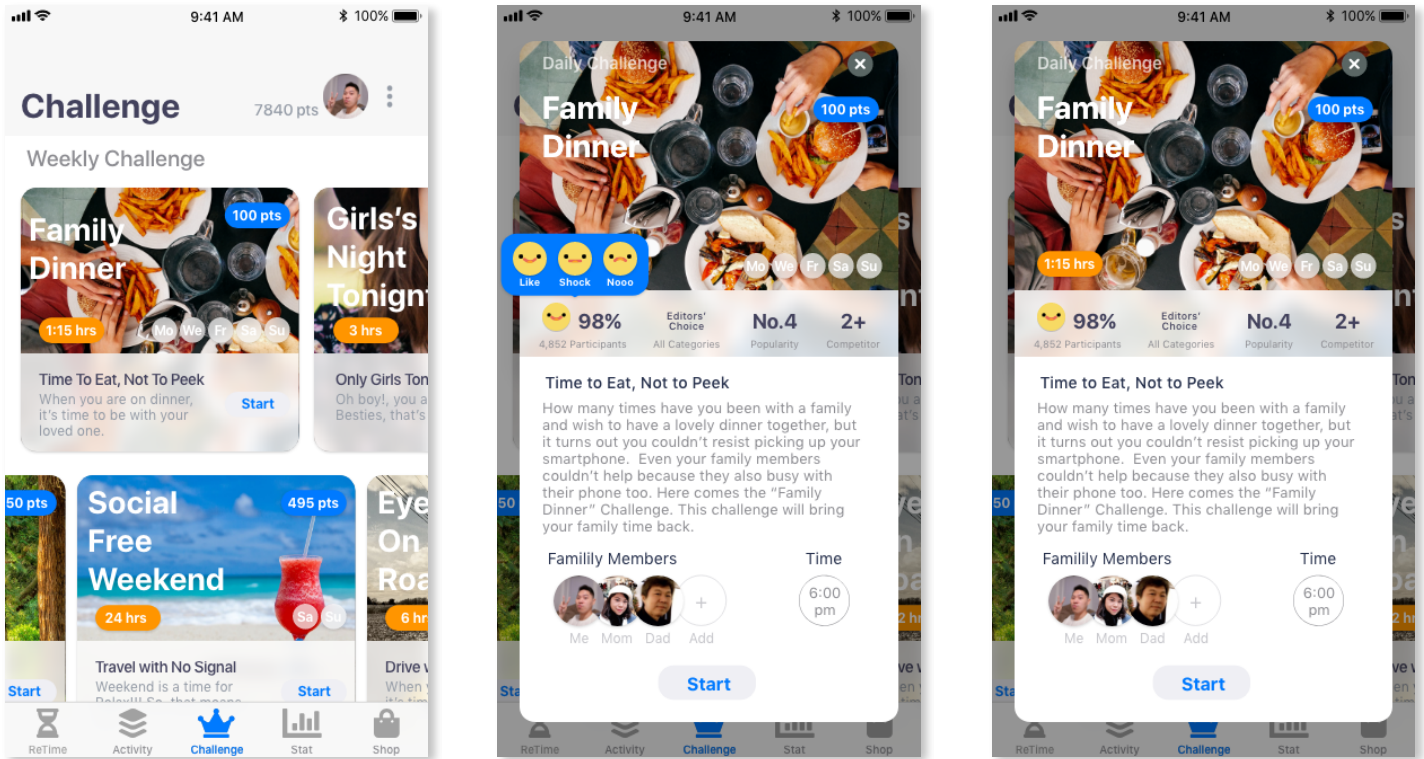


Fig. 9 : Refining on cards and expanded card style in version 3.2

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