

TIMEOUT

# TimeOut

Influence of user experience design on behavior  
to reduce smartphone use

Thesis Proposal | Visual Communication Design

Oct 28, 2014

**TejalSampat**

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## Thesis Committee

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“While we may fear the absence of our smartphones, unplugging does have its benefits: Taking 10-minute breaks can improve your productivity. And practicing mindfulness or the act of being present (read: not buried in your phone) has been shown to reduce stress, ward off symptoms of depression and anxiety and improve the ability to focus.

[http://www.huffingtonpost.com/2013/02/27/unplug-from-technology\\_n\\_2762116.html](http://www.huffingtonpost.com/2013/02/27/unplug-from-technology_n_2762116.html)

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We are more connected than we used to be but people are getting **disengaged from the real world**.

Are smartphones a blessing or a bane? That depends on how we use it. Being hooked to your smartphone while interacting with our family or friends is a definite no-no.



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## Problem Statement

- Defining the problem
- Goals and Objectives to help solve the problem



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## Defining the problem

Can user-centric research be integrated into a mobile application to influence young adults to **limit their smartphone usage** in social gatherings and situations?



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## Goals and Objectives

- Utilize information and UI/UX design to **influence social behavior** and impact smartphone usage
- Enable **user initiated anonymous nudges** to make obsessive smartphone users aware of their distractive social behavior
- **Design icons and emojis** to positively impact social behavior
- Achieve this objective with **limited interactions**



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## Situation Analysis

- The **younger generation** are hooked to their smartphones.
- We are so **reliant on our smartphones** that we cannot imagine stepping out without it.
- This **adversely** affects their conduct around other people.
- Some users may be **perceived as rude**, when checking their phones at parties or meetings.



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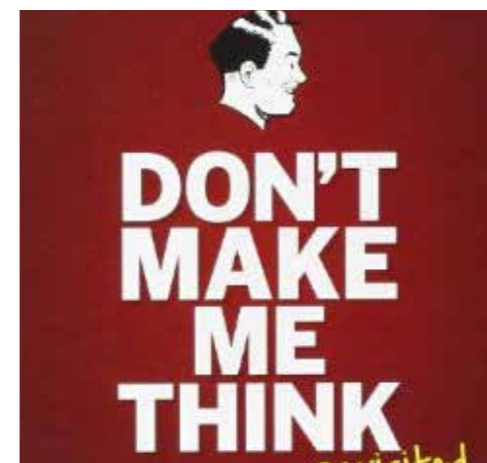
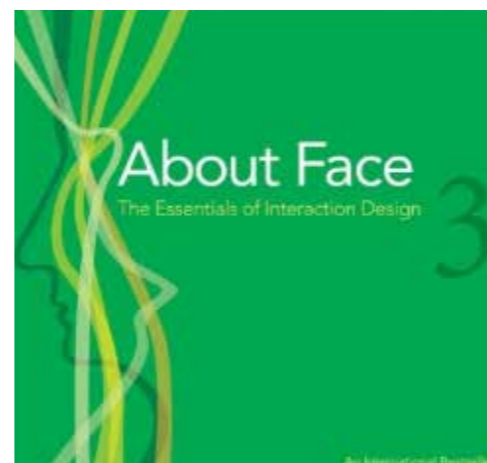
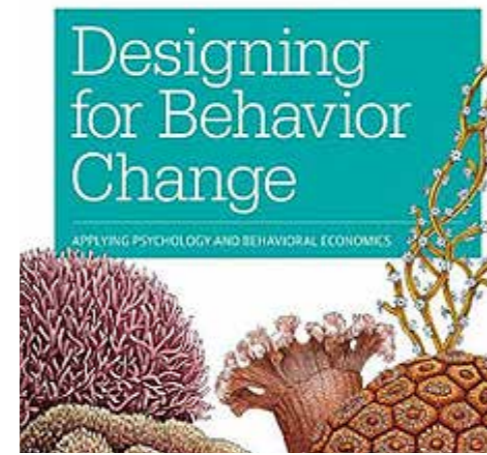
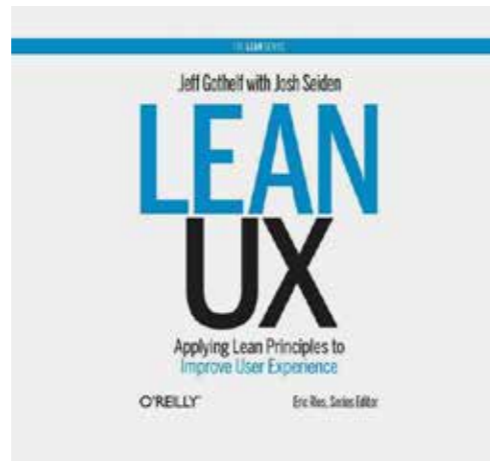
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## Survey of Literature: Design



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## Survey of Literature: Subject Matter

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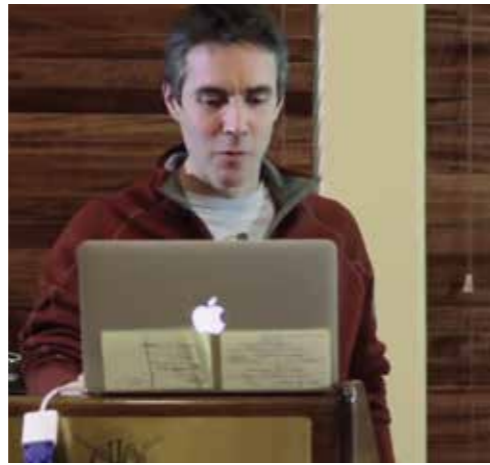
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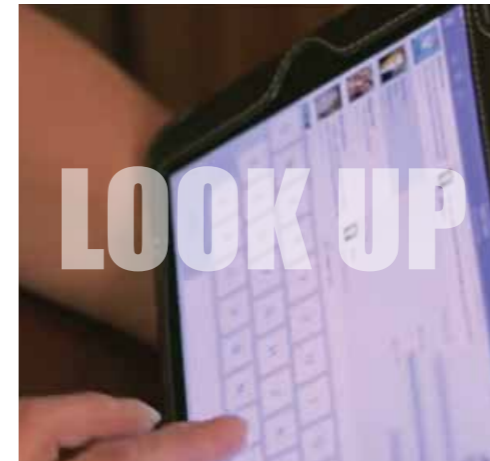
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ADDICTED TO CHECKING OUR PHONES

8%  
SMARTPHONE USERS

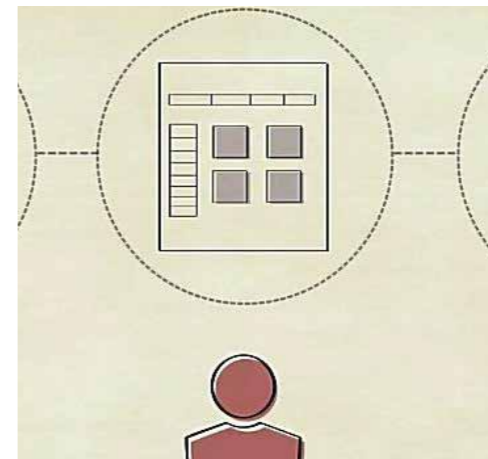
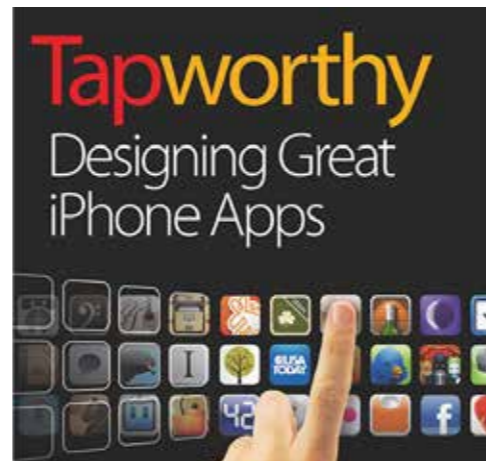
DON'T GO  
HOUR  
WITHOUT CHECKING  
YOUR PHONES



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## Survey of Literature: Technology



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## Comparative Analysis

	Existing Products	Restricts Use	Sends Alerts	User Generated prompts	Influences behaviour	Anonymous Nudges
	RescueTime (Website)	✓	✓	✗	✓	✗
	Lunecase (Hardware)	✗	✓	✗	✗	✗
	Checky (App)	✗	✗	✗	✗	✗
	21 Habits (App)	✗	✓	✗	✓	✗
	Moments (App)	✓	✓	✗	✗	✗
	<b>TIMEOUT APP</b>	✓	✓	✓	✓	✓



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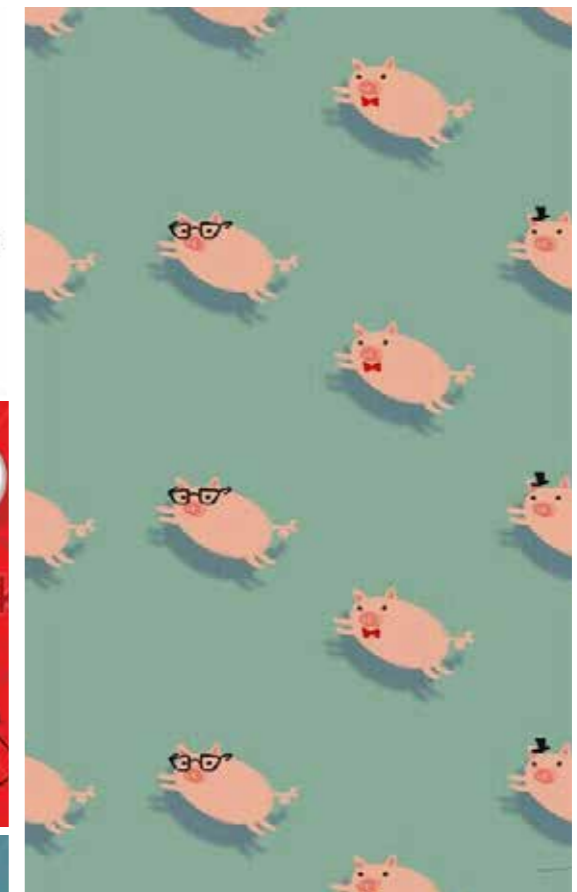
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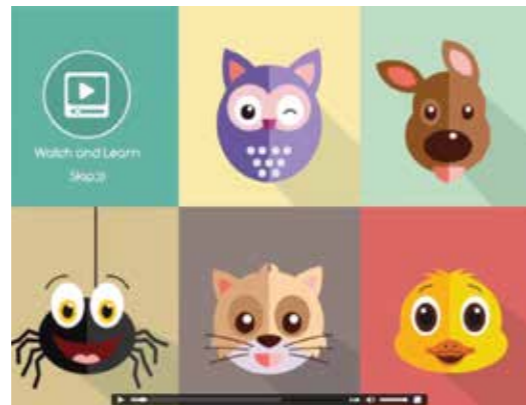
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## Personal Style





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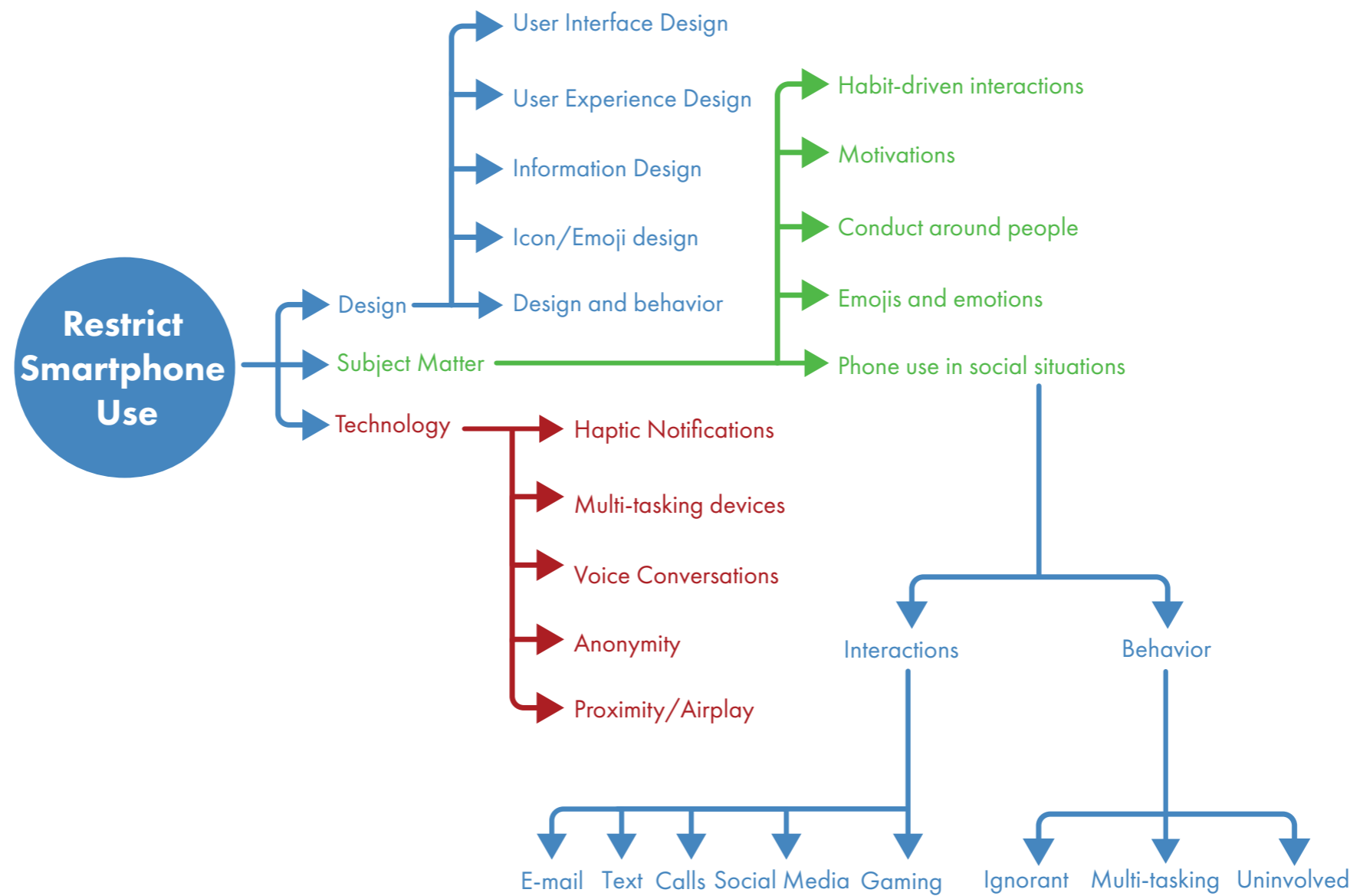
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## Mind Map



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## User Persona: Responsible Smartphone User



### Neil Anderson, 24

**Background:** Environmental journalist and Innovation Earth columnist

**Lifestyle:** Lives in an apartment in Boston. Enjoys discovering the local shops and entertainment in the city.

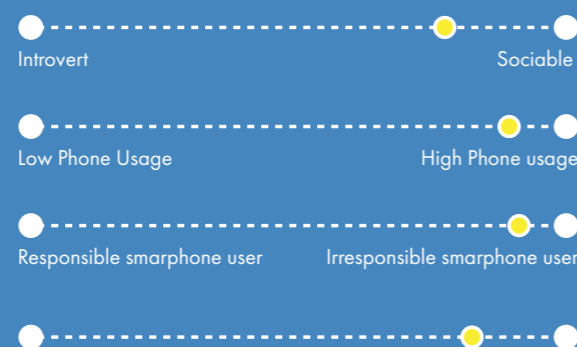
**Personality:** Playful, Responsible, Sensitive and Selfless

**Interests:** Backpacking, Entertaining, Socializing

**Goals and tasks in relation to app:** Hates having to have a conversation with someone when they are busy browsing their phones. Wants his friends to be aware of their habit-driven interactions, but doesn't want to confront them.

**Environment:** Relaxing and unwinding at a coffee shop

"The Internet is so big, so powerful and pointless that for some people it is a complete substitute for life."







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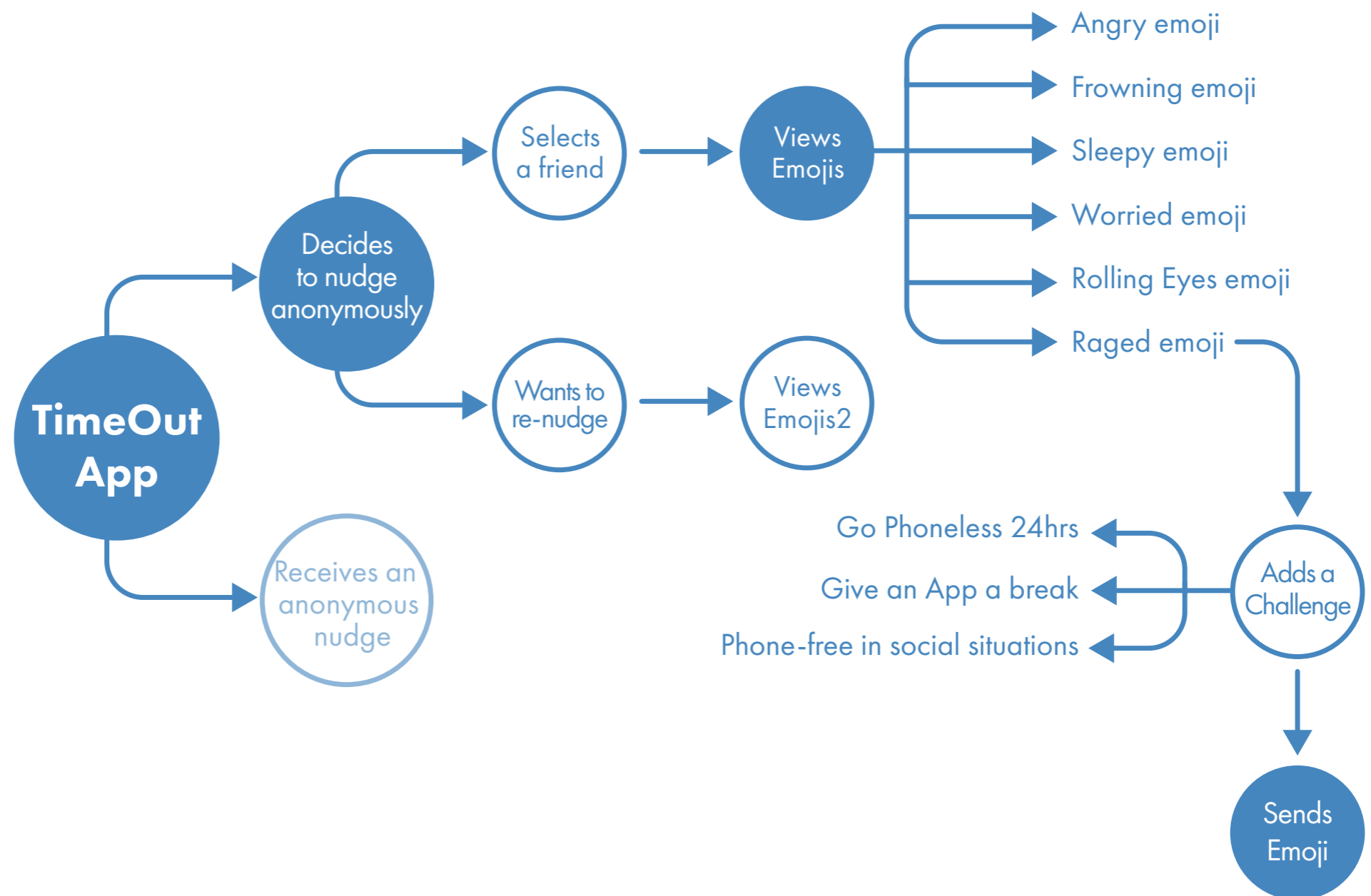
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## User Workflow: Responsible Smartphone User



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## User Persona: Obsessive Smartphone User



### Jennifer Smith, 22

**Background:** Just started her first job as an architect at SHoP architects.

**Lifestyle:** Lives in a studio in Manhattan. Loves socializing, parties and is a fashionista.

**Personality:** Amiable, Sociable, Spontaneous, Dominating and Emotional

**Interests:** Shopping. Meeting with friends. Exploring new places

**Goals and tasks in relation to app:** Is hooked to her phone. She is gradually getting disconnected from the world. She has gotten her friends annoyed and walks into people while browsing her phone.

**Environment:** Is always multi-tasking.





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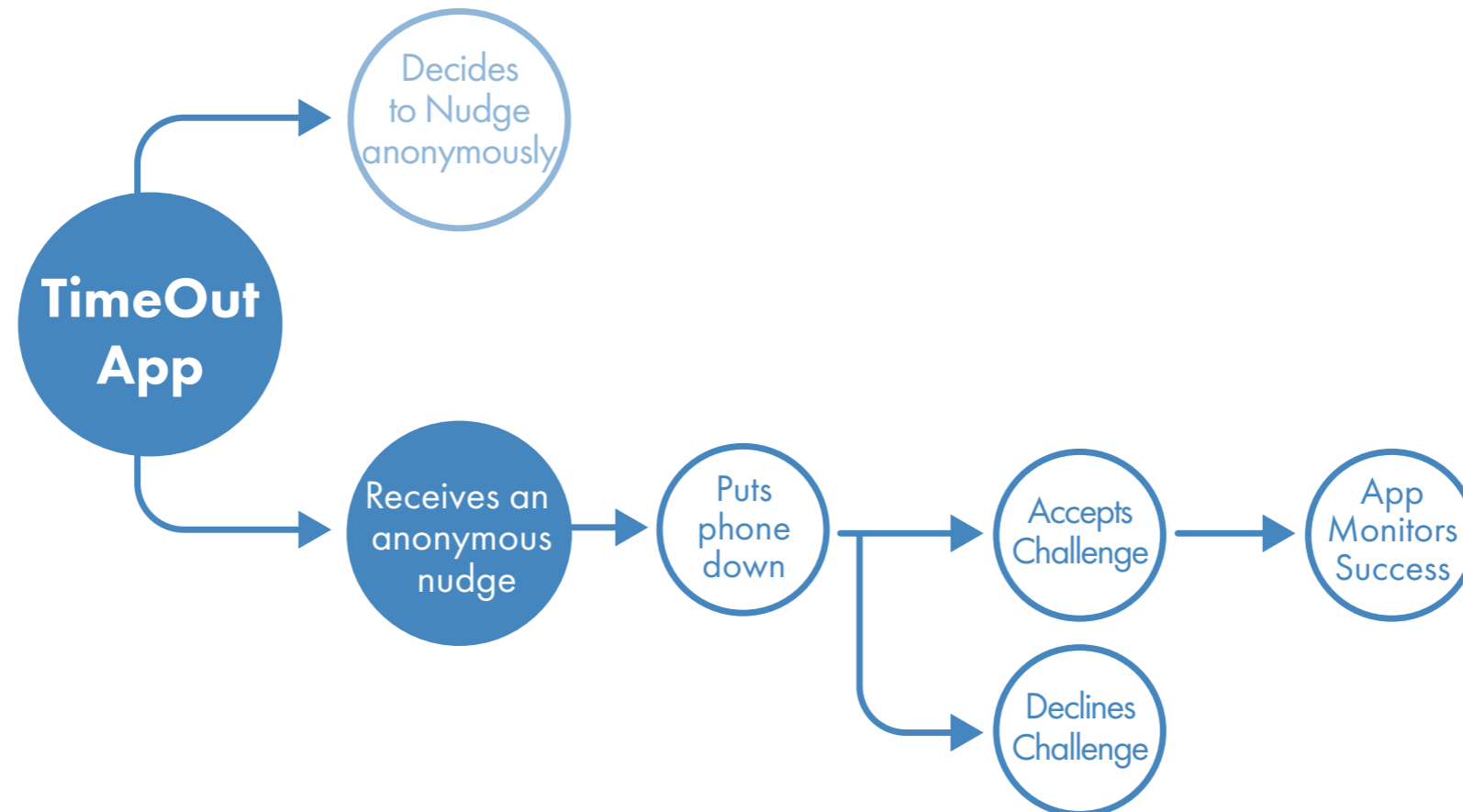
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## User Workflow: Obsessive Smartphone User



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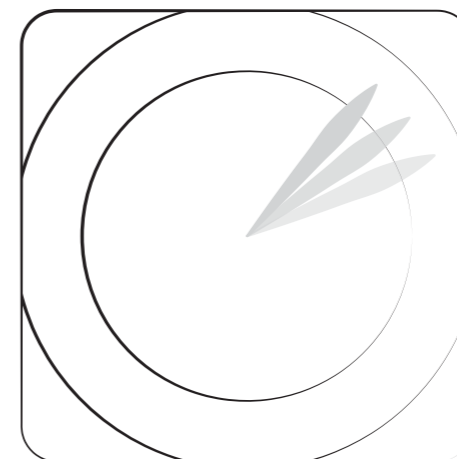
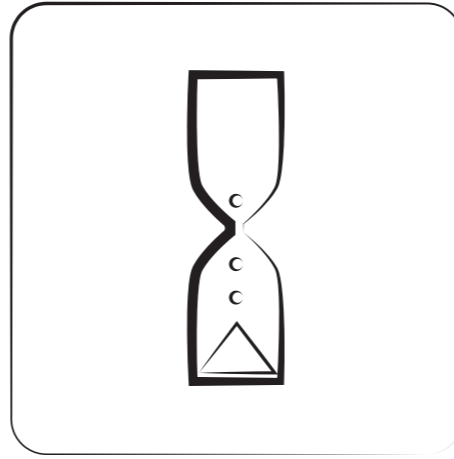
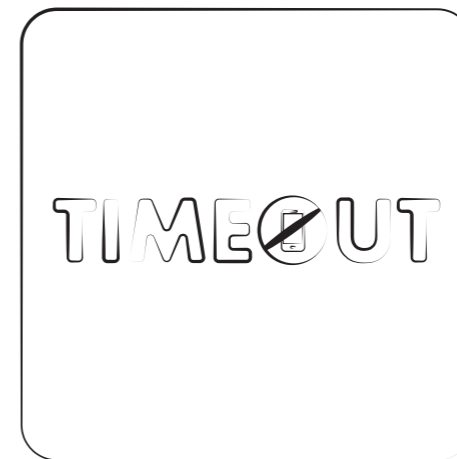
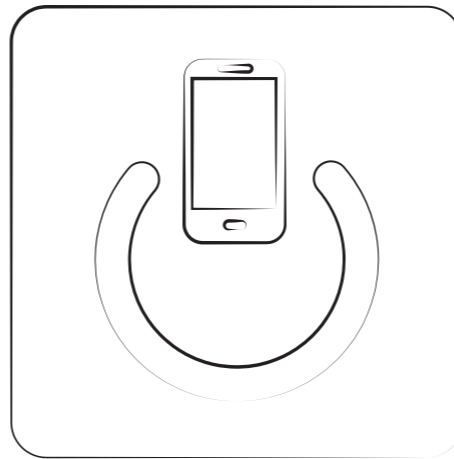
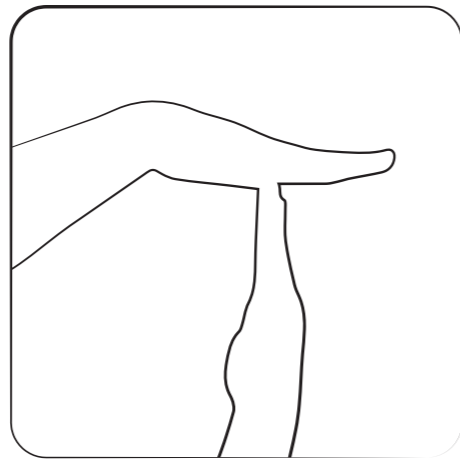
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## Logo Design





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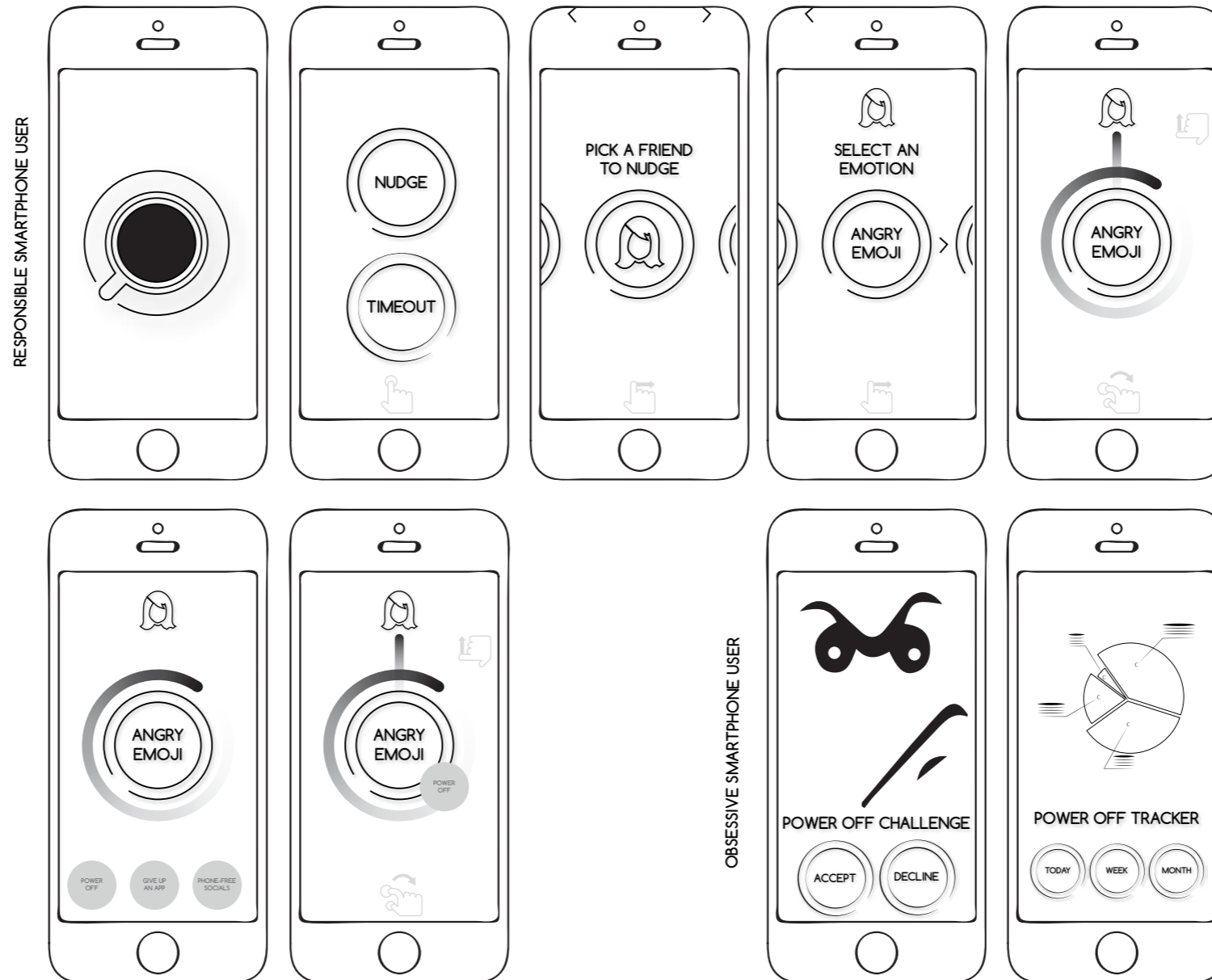
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# Wireframes





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## Methodology

- Research theoretical and technical aspects
- Collect and document literature
- Conduct surveys, evaluate and assess current needs
- Speaking with neglected and obsessive smartphone users(Age 18-24)
- Design icons and Emoticons to express moods
- Usability testing
- Final Production and Presentation

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## Deliverables

### Promotional Website

To provide information on the project

### Mobile Prototype

To demonstrate it's user interface and user experience design.

### Motion Graphics / Promotional Video

To provide an overview of the main aspects of the project and demonstrate the features of the project.



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- Interface design for the iPhone app (10 screens)
- Welcome/Splash Screen
- Logo Design
- Design emoji's (6 different expressions)
- Icons for the app (TBD)
- Motion Graphics/Promotional Video (90 secs)
- Comparative charts for challenges (3)



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## Implementation

**User Interface:** A prototype of an iOS-based mobile application, which will be tailored for iPhone 5, 6

**Interaction:** Interactions between friends in close proximity and nudges/prompts for obsessive smartphone users to make them aware of their smartphone use.

**Motion Graphics:** To demonstrate any interactive



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## Dissemination

To promote the thesis project, content will be posted on a **personal blog**, as well as on design community websites such as vimeo and dribbble to obtain both traffic and feedback. The project will be submitted to various **design competitions** such as:

The 2015 RAF ADDY Awards

HOW Interactive Design Awards

AIGA (Re)design Awards

AIGA Design Ignites Change Fellowship

Communication Arts Interactive Competition

Adobe Design Achievement Awards



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## Implications

The results of this research will provide an insight on how **user-centered design, information design and user interface design** can **influence behavior** to reduce smartphone usage.

The goal of the project is to demonstrate how interface design can be used to promote **human contact** in this technology driven world.

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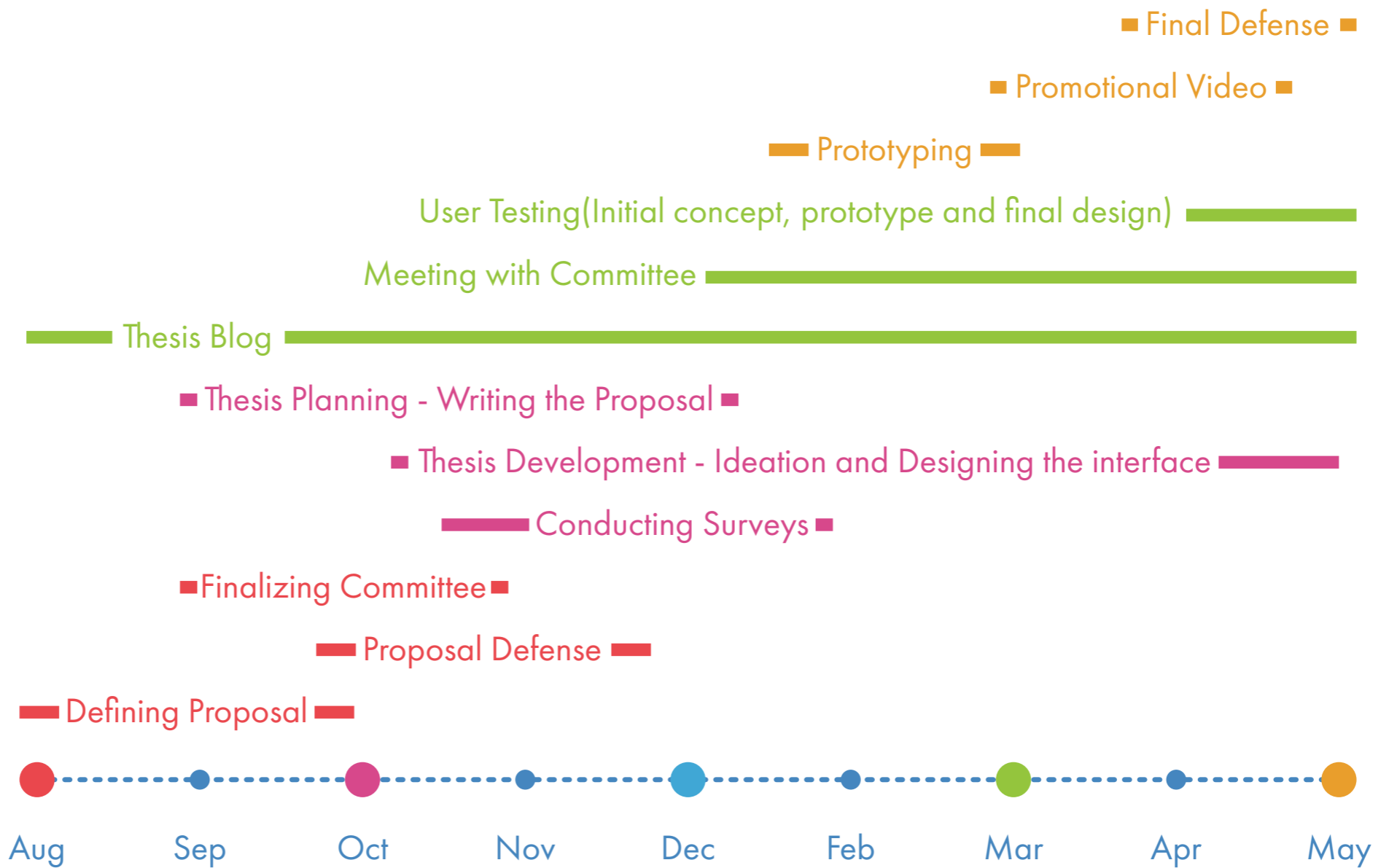
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