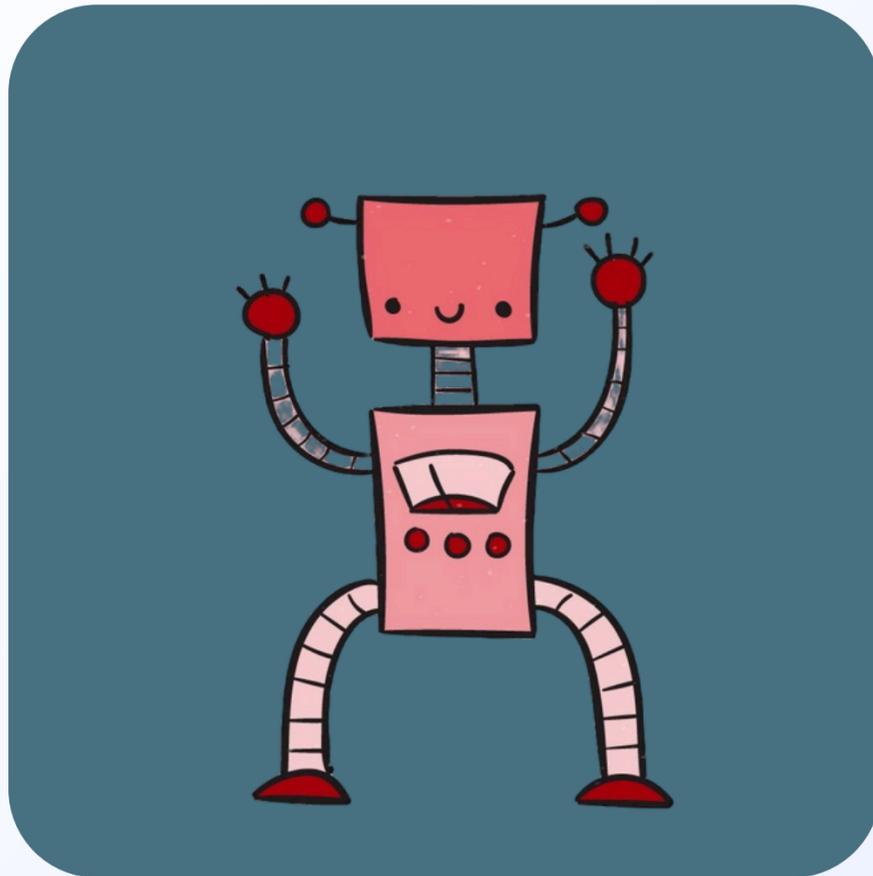


TaskTron



- Productivity app that allows you to focus on your work or study and reduce screen time while collecting coins to purchase additional time for downtime mobile phone usage
- Two main functions -
 - a. Focus mode to earn coins based on time phone was not used while working - through deep focus, the Pomodoro technique, or library mode.
 - b. Limit usage of certain apps that can be chosen. Once the limit is reached, the app cannot be used for the rest of the day. There are also notifications for this.
- Has a mascot - Nudger, that helps you stay on track and encourages you

Rhea D'Silva

USP - Limit your mobile phone usage and use in-app coins to buy more time on certain other apps.

Research

Ideation

- Need an app that boosts productivity and reduces screen time
- Name options ended with **TaskTron**
- Name options for robot finalised on **Nudger**
- Create widget for ease of access
- What should the app do?
- Include:
 - Pomodoro mode
 - To-do list
 - White noise
 - Library - to study/work with others
 - Sync with multiple devices

User Personas



Tabitha Abbott

39, Female
Textile Designer
London, UK

Goals:

- Prioritise work during business hours
- Minimise digital distractions
- Maintain balanced schedule

Frustrations

- Struggles to manage time with constant notifications
- Difficult to switch off from work
- Can't find good productivity tool

Tech use:

- Devices - Phone, laptop, tablet
- Screen time - 7-8 hours a day, 2-3 on social media



Veer Joshi

22, Male
Student
Manchester, UK

Goals:

- Focus effectively on his studies
- Minimise procrastination
- Improve self-discipline and productivity

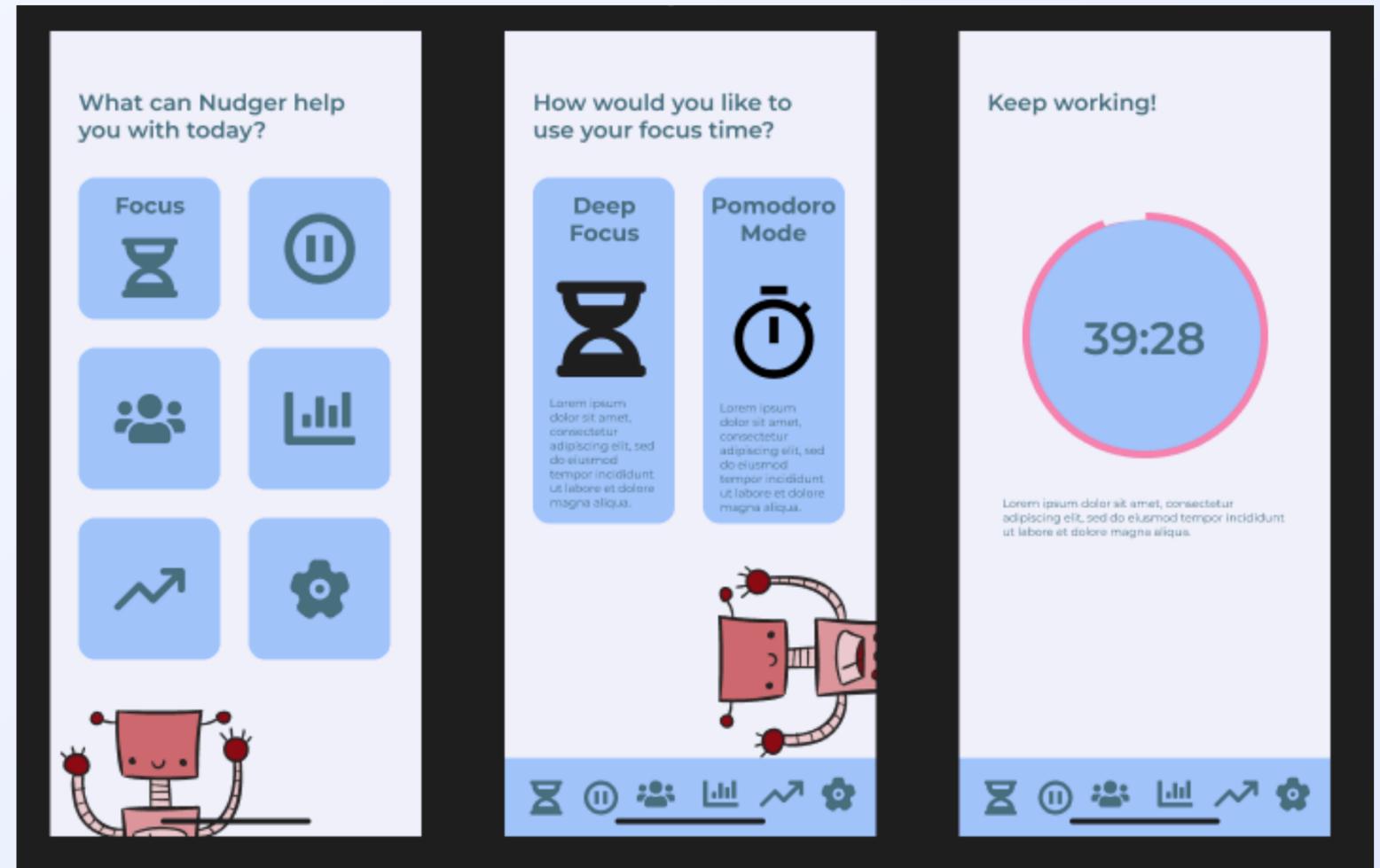
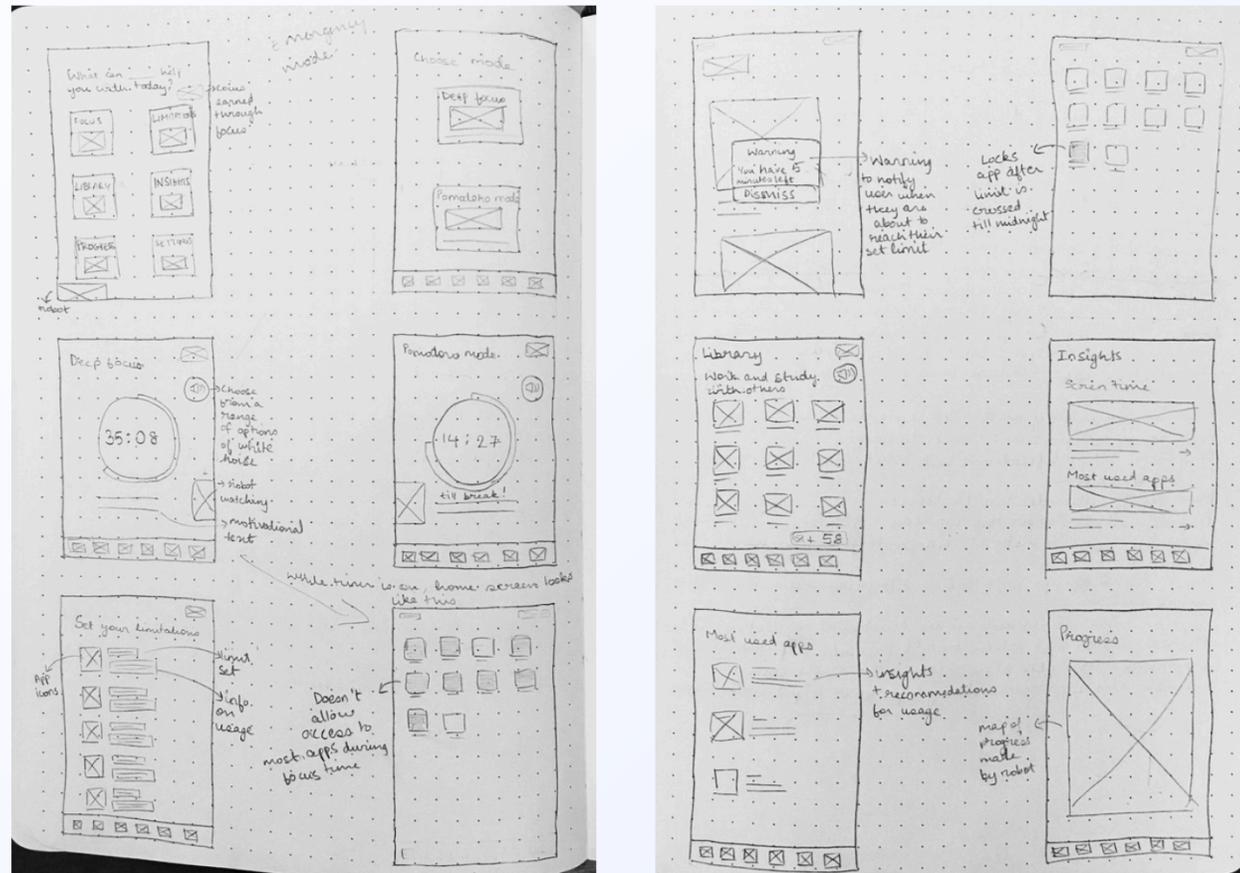
Frustrations

- Hard to stay focused with constant notifications
- Gets caught in procrastination loops
- Feels overwhelmed working

Tech use:

- Devices - Phone, laptop
- Screen time - 8-10 hours a day, 4-5 on social media

Wireframes



Icons from Iconify, IconDuck, Freepik

User Testing



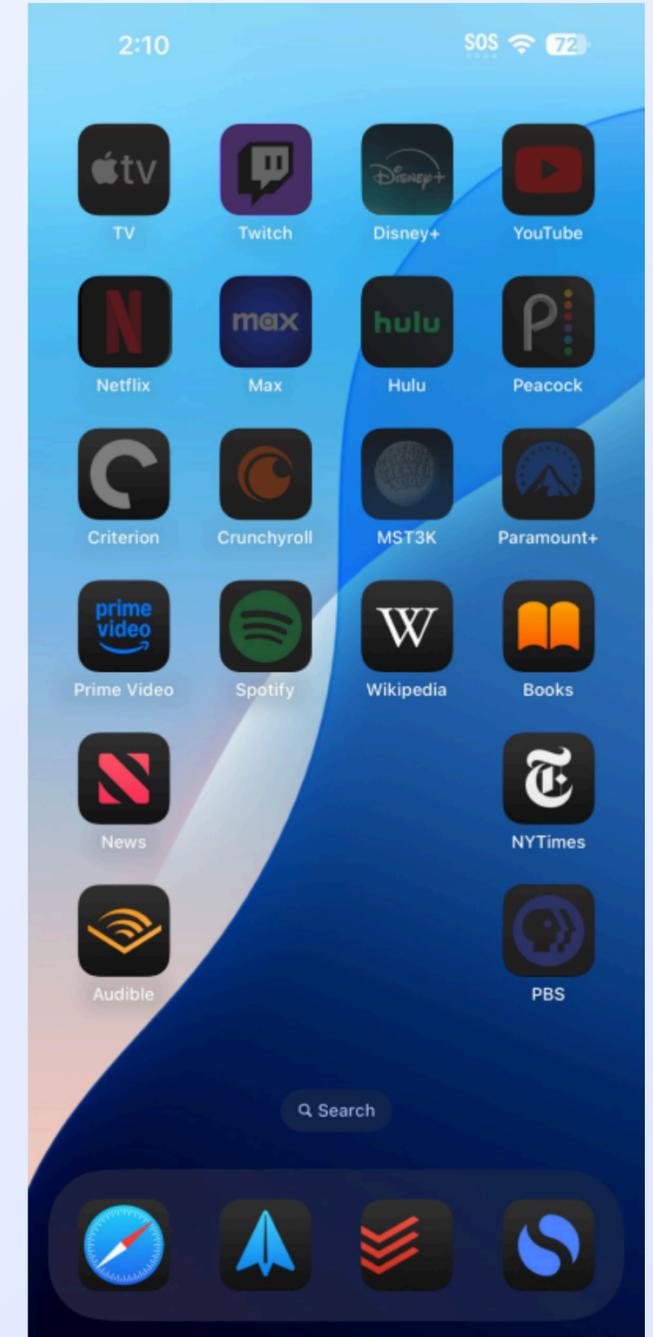
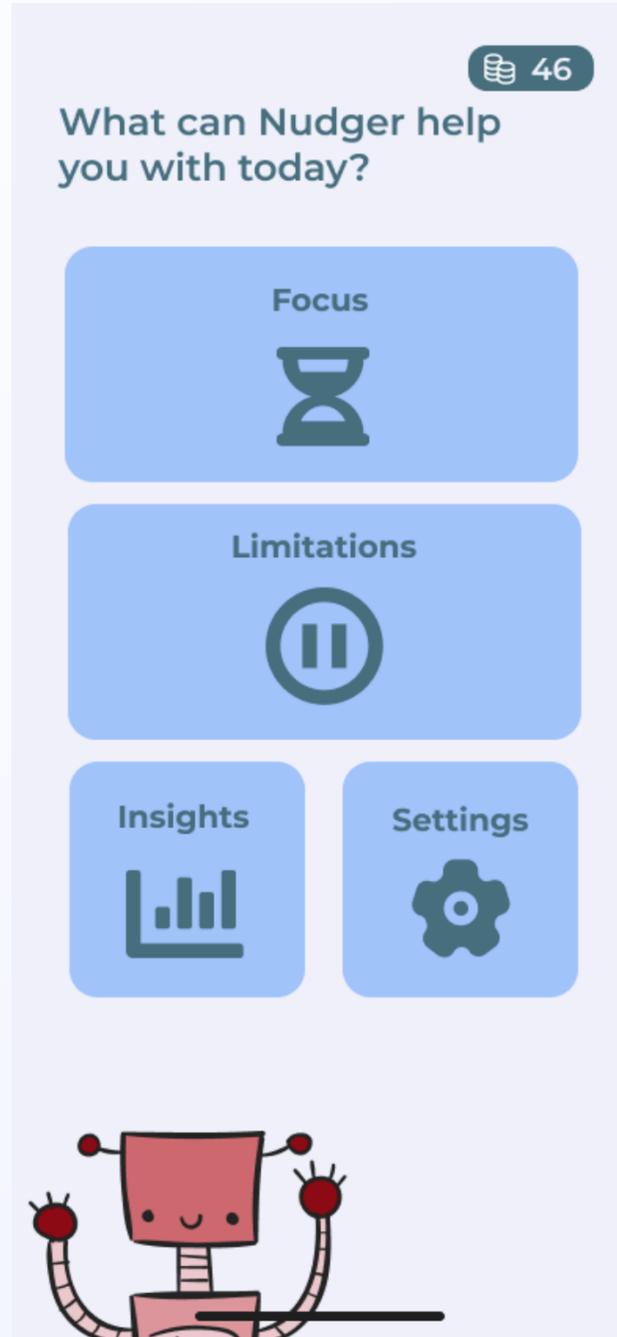
[Watch the video](#)



User Feedback: (5, female, students)

- Change layout - have a hierarchy for more important features.
- Don't try too many things - too many features may confuse users.
- General opinion was that gamification was good. They liked the idea of earning coins to spend.
- ~~One~~ All agreed that 100 coins for 1 minute was too extreme.
- One suggested 1 coin per minute - 60 coins = 1 hour of extra time.
- One suggested 10 coins per minute - keep at 100 coins = 1 extra minute.
- Have rewards for longer focus times. Add a multiplier.
- Count time spent off phone even after timer ends.
- Group apps together for limitations: Social media, Video apps, Music apps, Etc.
- Have an emergency mode - set up emergency contacts so that those notifications come through.
- OR show all notifications but limit/block app usage during focus time.
- More gamification ideas with coins:
- Buy different styles for the app icon with coins. Customise it in diff ways to make it unique to you. Also have themes & stickers.
- Have links/tie-ups with online libraries & use coins to unlock books.
- Have an e-pet to establish an emotional connection with the user. Also add option to add friends -> if you study/work together, the pets play & you earn more coins.
- You can also buy more things for your e-pet with coins.

Updated Mockup



Work

App for reduced screen time - Disconnect, be more present, focus on work

- to boost productivity
- Limit social media usage
- User group - 21+ year olds

Avg. time spent on phone?

Busy Bee TaskTron BuddyBot Central Circuit Quietron

Create a widget?
Provide data on usage
Things to maybe include:
Pomodoro mode
To do list
White noise
Library - study/work with others
Sync!

Aim to show people letting down cute characters
Have a mascot?
Bee!
Robot

USP -> most do only timer + data OR block apps + timer but no game. This will have a bit of both.

People - who? - 21+ year olds - curious based on marketing, looking for focus apps

Activities - Used for focusing on tasks. People trying to limit their screen time, curious about mobile marketing

Context - During work hours (focus); after work (to prevent doom scrolling)

Technologies - Mobile phones

User 1:
Tabitha Abbott, 39, Female, Textile Designer
About: Runs a small but reputed boutique textile design company. She manages projects & manages a small team from a small studio close to home. She also has twin sons (7 years old) and has to juggle parenting with work.
Goals: To prioritise work during business hours
To minimise digital distractions.
To maintain a balanced schedule spend more time with family.
Pain points: Struggles to manage time with constant notifications. Scrolls through social media out of habit. Difficult to switch off from work. Can't find a good productivity tool.
Tech use: Devices - Phone, Laptop, Tablet
Screen time - 7-8 hours, 2-3 hours on non-essential tasks.
Motivation: Desire to create successful sustainable business. Wants to use technology more intentionally.

User 2:
Veer Joshi, 22, Male, Student
About: International student from India pursuing Master's in accounting & hopes to get a good job after at a well known firm. Uses phone to stay connected, social media is most used.
Goals: To focus effectively on his studies.
To minimise procrastination
To improve self discipline & productivity & create a structured routine.
Pain points: Hard to stay focused with constant notifications from social media.
Gets caught in procrastination loops.
Feels overwhelmed when working but minute to complete tasks.
Struggles to identify & reduce time wasted.
Tech use: Devices - Laptop, mobile phone
Screen time - 8-10 hours a day, with 4-5 hours being on social media.
Motivation: Desire to graduate with distinction & get good job. Driven by idea of self-improvement & values things that build better habits.

Robot -> add story
On no! This robot is stuck on Earth's axis, how much time humans waste. Here to help limit. Mutually beneficial. More time focused = more parts built -> closer to going back.
out pollinating

What can Nudger help you with?

Three empty rectangular boxes for user input.