OceanPeace - a Digital Wellbeing App

Mateusz Bis

Google

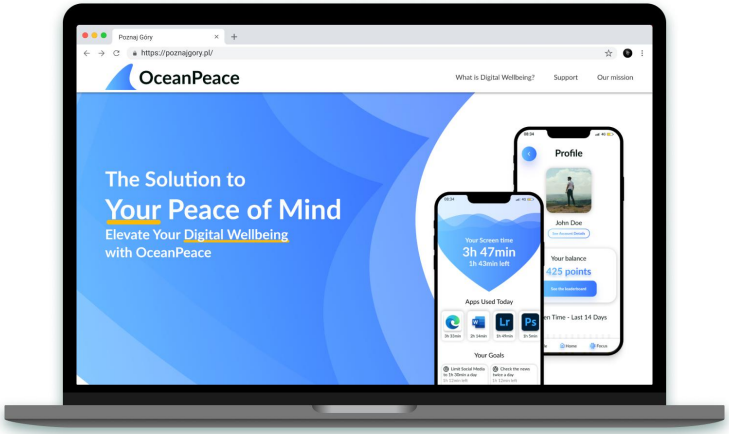
Project overview

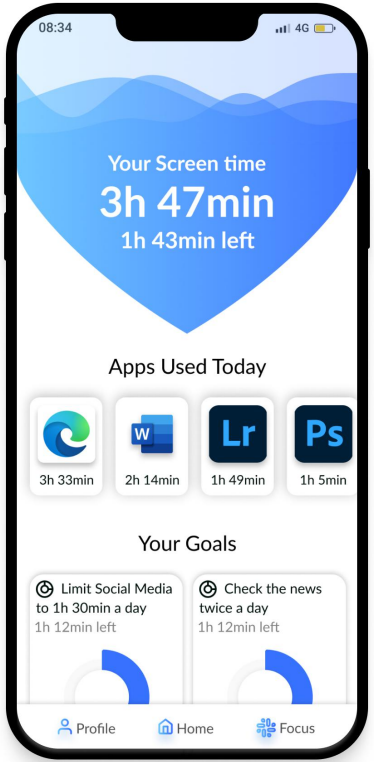
The product:

The app is designed to help people find the golden mean in using their phone. It also has a companion responsive website as an advertisement.

Project duration:

Dec 2021 - Feb - 2022





Project overview

The problem:

With technology being so ubiquitous, many people, struggle to maintain common sense and spend too much time in front of various screens. Even though there are already many wellbeing apps, no one provide a real motivation to limit screen time and focus only on one platform: mobile.

The goal:

Create an app and a companion website that will use friend rivalry and an achievement system to help people regain the control of their screen time, not only on their phone but also on every device they have.

Project overview

My role:

lead UX/UI designer and lead UX researcher

Responsibilities:

- Design Thinking research - emphasize, define, ideate,

- conducting interviews, surveys, usability studies

- createing wireframes and prototypes

Google

Understanding the user

- *User research*
- *Personas*
- *Problem statements*
- *Competitive audit*
- *Ideation*

User research: summary

I used the Design Thinking scheme to emphasize with users, define their needs and ideate possible solutions. In the process I created:

- Empathy map, personas based on 8 interviews with people how use their desktop more than 2 hours a day

- user journeys, user stories & problem statements based on personas

- ideated solutions with CrazyEights and Value proposition sticker board

Google

Persona 1: Agnieszka Zalewska

Problem statement:

Agnieszka IS A student on hybrid education studies WHO NEEDS TO find a efficient way to avoid distractions at school BECAUSE she wants to keep her grades up.

Agnieszka Zalewska

Age: 24

Occupation: student, remote, graphic designer

Location: Kraków

Interests: gaming, illustrations, art

Education: ongoing tertiary

Bio

Agnieszka is an ambitious student in the third year of graphic design. After school, she works as an intern for a creative agency. Her work and studying mainly involve working on a computer thus she spends over 8 hours a day in front of a screen. In her surrounding, people use technology a similar amount of time, some also suffer from FOMO. She happens to get distracted herself, but thankfully she still manages to say "halt" to tech by taking regular breaks at work.

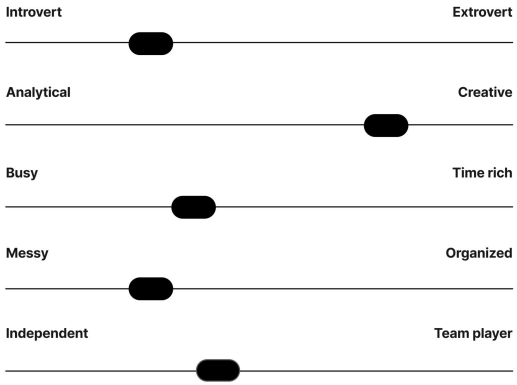
Goals

- Sprending time efficiently in from the of the computer for work and studying purposes
- limit FOMO
- stop having problems with misusing tech in her free time

Frustrations

- She find it diffiult to get to work, she sometimes watches Youtube videos before starting

Personality



The user journey of....
Agnieszka Zalewska

User goal or problem

limit FOMO i distracting factors for the time of work

Open the computer	Pepare the workspace	work	turn off the computer

User action

What actions are they currently taking? How are they doing it? What information are they seeking?

• set the goals • check on email & notifications	• open necessary software & browser tabs → click on ads	• react to incoming PC notifications • react to incoming Phone notifications	• clear the workspace • Surfing the web so as to "unwind"

Quotes and sentiment

How do they feel in this moment?

Drag one of these stickers or write a quote...

Opportunity

What are some things that could improve this moment? Could this be skipped or solved elsewhere?

• Provide a to-do list • provide a "focus" mode • provide a list of things that will help you relax after works	• block distracting sites and ads • remind of what you have to do	• allow only important notifictions • set aside unimportant one for later	• complete the relax list that you prepared at the beginning

Google

Persona 1: Iza Górska

Problem statement:

Izabela IS A law office manager WHO WANTS TO keep fit while at work BECAUSE she doesn't want to experience backache and other ailments related to sitting at a computer.

Izabela Górska

Age: 35

Occupation: accountant

Location: Kraków

Interests: phychology, sport

Education: master's degree in law

Bio

As the manager of a law office, Izabela ensures that her colleagues handle all the cases on schedule. On a daily basis, she assigns tasks, supervises the schedule and in high traffic time, she runs cases herself. It all involves a lot of screen time in front of a computer but she doesn't mind as she claims that this is a natural consequence of the technological advancement of humanity. Anyway, she likes to have a computer detox from time to time. She has happened to use digital wellbeing apps, which helped her gain persistence.

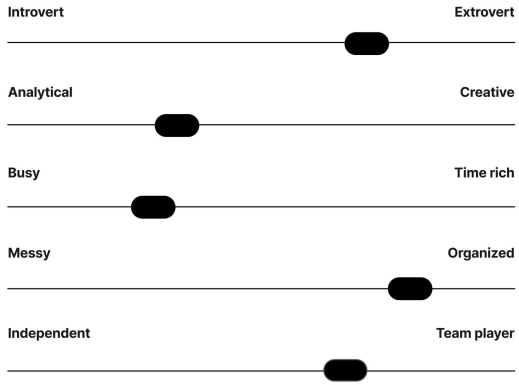
Goals

- take care of her health while long-standing use of computer
- accasionally cut off from technology

Frustrations

- some wellbeing apps that are said to help, only make things worse
- in stressful situations she reaches for electronics

Personality



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The user journey of....
Iza Górska

User goal or problem

sprawne zarządzanie w pracy, zapobiegnięcie nadmiernemu korzystaniu z komputera w sytuacjach stresowych,

Commute to work	socialise with colleagues	work	take regular breaks	sum up the day

User action

What actions are they currently taking? How are they doing it? What information are they seeking?

• take the bus • sit there of 30 min • check on emails and other phone stuff	• conversations with colleagues • set up the day schedule • open the computer	• answer mails and notifications • reach for social media when stressed • resist pop-up, news	• forget to take a break • social media • talk to colleagues • think of the upcoming work	• sum up the progress • conversations • prepare for the next day • go home

Quotes and sentiment

How do they feel in this moment?

Drag one of these stickers or write a quote...

Opportunity

What are some things that could improve this moment? Could this be skipped or solved elsewhere?

• propose self-development tasks • provide a to-do list of what to expect throught the day • provide a digest of notifications	• turn off possible distractions	• propose yoga/ composure exercises	• remind of the necessary breaks • provide a digest of work	• turn notifications on back

Google

Competitive audit

I compared and identified three types of competitors:

- Direct - digital wellbeing for desktop-only

- Direct - digital wellbeing for mobile-only

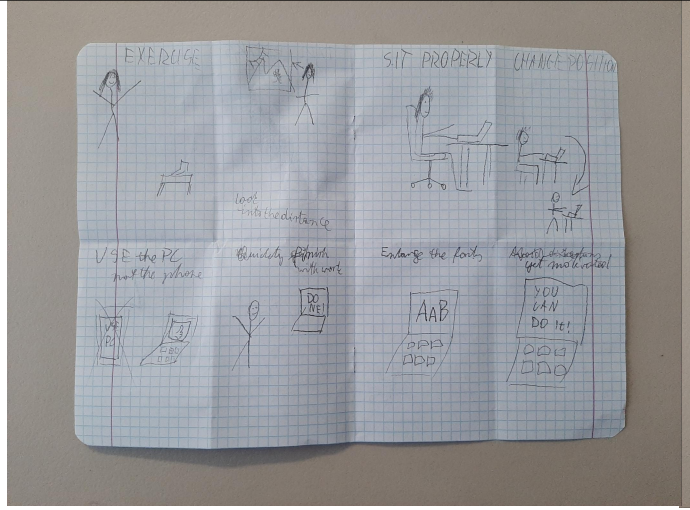
- Indirect - parental control

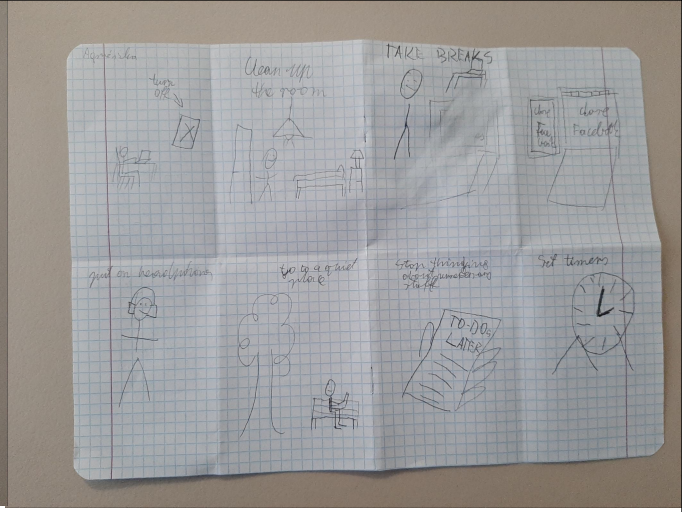
[link to the spreadsheet]

General information

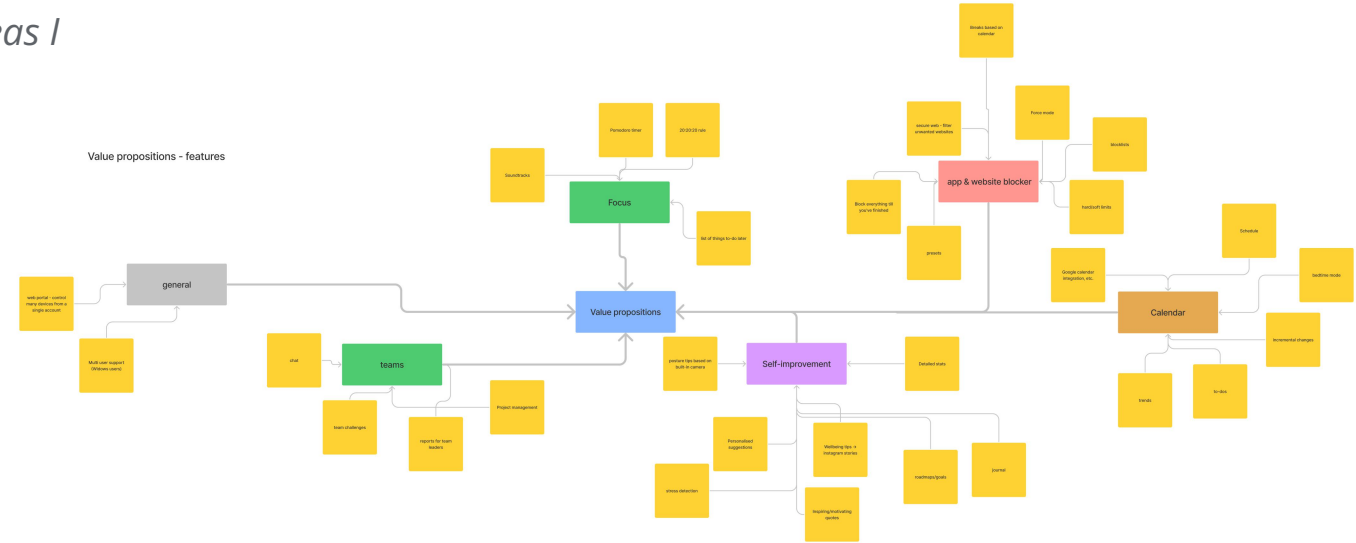
	Competitor type	Type of Research	Supported devices	Product offering	Price	Voted to	Business size	Target audience	Unique value proposition
Cold turkey	direct	primary	PC	Block websites, games and applications to boost your productivity and reclaim your free time.	Free - 80PLN za jeden	https://getcoldturkey.com/	medium	Windows users	Writer Schedule breaks Inspiring quotes
Freedom	direct	primary	PC Phones ChromeOS Web	Create blocklist on your digital devices so you don't get distracted while working	Free trial Subscription Lifetime	https://freedom.to/?utm=t1733057.d2be3	medium	People who want to: focus on their work. change a bad habit! improve their relationship with technology.	Blocklists Schedule Soundtrack add multiple devices locked mode - you cannot escape Freedom
FocusMe	direct	primary	PC Phones Web	FocusMe is a fully-customizable tool that "walls off" online temptation to instantly increase personal efficiency and take countless hours of your life back	$6.99 - monthly $39.99 - yearly $79.99 - every 3 years	https://focusme.com/?ref=186	medium	FocusMe is the most powerful app available for online workers who want to lock themselves out of Websites, Apps, and Games on their phone or computer.	Pomodoro Timer Force Mode - works almost like nanomware block a locations in windows explorer
Clockify	indirect	primary	Windows Chrome extension Android iOS	an app and website for time management at work, it measures how you spend time at the computer while working and a certain project	free, więcej opcji za 5-7$/miesiąc	https://clockify.me/windows-time-tracking	small	firmy IT freelancerzy spędzający sporo czasu przed komputer, nad różnymi projektami	- tworzenie projektów, zarządzanie czasem który poświęcasz na dany projekt - dodawanie klientów - integracje z Jirą i innymi
Qustodio	indirect	secondary	Mac Windows iOS Android ChromeOS Web Kindle	a highly configurable, easy-to-manage parental control tool for keeping track of your child's activity	$54.95/y - 5 devices $96.95/y - 10 devices $137.95/y - 15 devices	https://www.qustodio.com/en/	medium	Parents who care about their children's digital wellbeing	- auto adjust limits to kids' age and maturity - tracking kids' position - "pause" a device - set "rules" for each devices - custom profiles - eligible for schools
Norton Family	indirect	secondary	Windows Android IOS	Norton Family provides parents with the information they need to help keep their child safer and focused when online.	124 zł/rok	https://pl.norton.com/norton-family	large	- Rodzice którzy nie ufają swoim dzieciom - rodzice którzy chcą pomóc dzieciom się skupić na nauce zdalnej	- Nadzorowanie wideo - zobacz co twoje dziecko ogląda na yt - prośba o dostęp - MIC się z dzieckiem do gdi apek powimo miec dostep - internetowy Portal rodzica - Alerty e-mail - czas szkolny - Ochrona Sieciowicma - rodzic może zablokować dziecko w ułamku sekundy! - Domowe Zasady - ustalaj restrykcje z zależności od wieku dziecka - dostęp do lokalizacji, apek, historii przeglądania, najczęściej wyszukiwane słowa
Samsung Digital Wellbeing	indirect	primary	Android z One UI	digital wellbeing and parental control for Samsung phones	free	https://www.samsung.com/pl/support/mobile-devices/how-to-use-digital-wellbeing-feature-in-samsung-smartphones/	large	użytkownicy telefonów Samsung, którzy nie chcą tracić czasu na telefonie	- bedtime mode
Apple ScreenTime	indirect	secondary	IOS IpadOS	digital wellbeing and parental control for IPhones and Ipads	free	https://support.apple.com/en-us/HT208982	large	- rodzice, którzy chcą wiedzieć co robią ich dzieci na telefonach - ludzie którzy chcą polepszyć swój dobrostan cyfrowy	none
Forest: Stay focused	indirect	primary	Android IOS	an app helping users focus in a Pomodoro style with a Tycoon theme. the goal is to grow a forest by not using the phone. before each session the user chooses how long to focus and what tree to grow. if they manage not to use their phone during the set time, a tree in their forest will grow	- Freemium - darmowa ale możesz sobie dokupywać gatunki drzew oraz soundtracki na skupienie - wieczysta licencja bez reklam i kposzymi statystykami za ~10zł	https://www.forestapp.cc/blog/play-google-com/store/apps/details?id=cc.forestapp	medium	Ludzie którzy chcą być motywowani w przyjemny i zabawny sposób	- unikalny motyw tworzenia lasu - możliwość porównywania lasów przyjaciół - możliwość zlecenia zasadzenia prawdziwego drzewa w potrzebującym obszarze ziemi
Intellect: Create a better you	indirect	primary	Android IOS	Instagram-lime stories with the aim of enhancing the user's mindfulness, awareness and composure. It is supposed teams and individual users achieve certain goals (e.g. become more productive)	Darmowe cennik indywidualny dla firm	https://intellect.co/blog/?play.google.com/store/apps/details?id=co.intellect.app	medium	- Firmy które chcą zmniejszyć stres i niepokój użytkowników - ludzie którzy chcą zwiększyć jakość i satysfakcję z życia	- sesje typu Instagram Story - sesje w formie audio - przygotowane przez psychologów

Ideation





To come up with more ideas I went for Craze Eights, whereas to sum up all the ideas I created a value proposition white board.

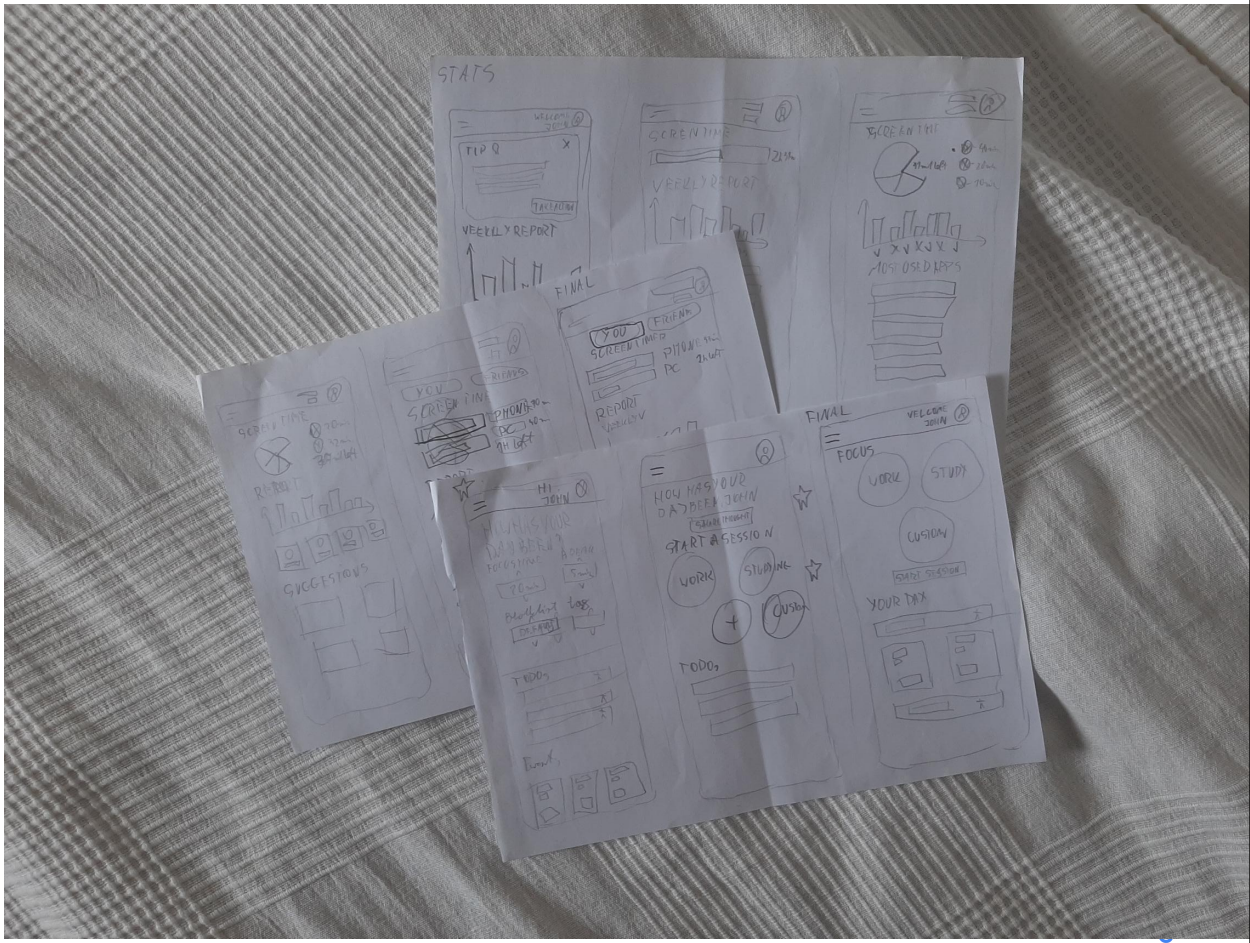


Starting the design

- *Paper wireframes*
- *Digital wireframes*
- *Low-fidelity prototype*
- *Usability studies*

Paper wireframes

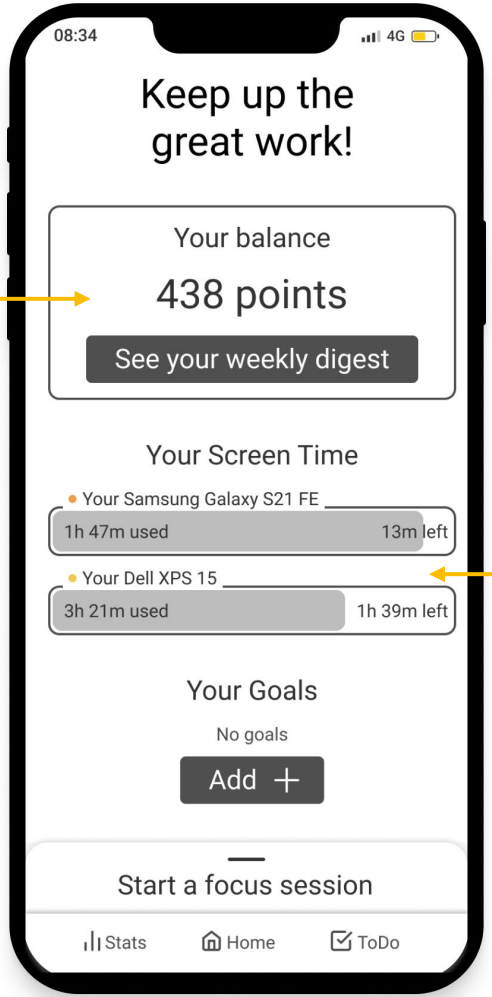
I love starting with paper, as my mind is usually full of ideas and pencil is the easiest way to realize them before they slip my mind.



Digital wireframes

Having a paper wireframes at hand made creating the digital counterparts much easier. Of course the process wasn't free of problems - some elements that looked good on paper didn't shine on the screen. I had to work that out but it only added to the joy!

Collect points for focus sessions so as to later compete with friends



Track screen time of different devices

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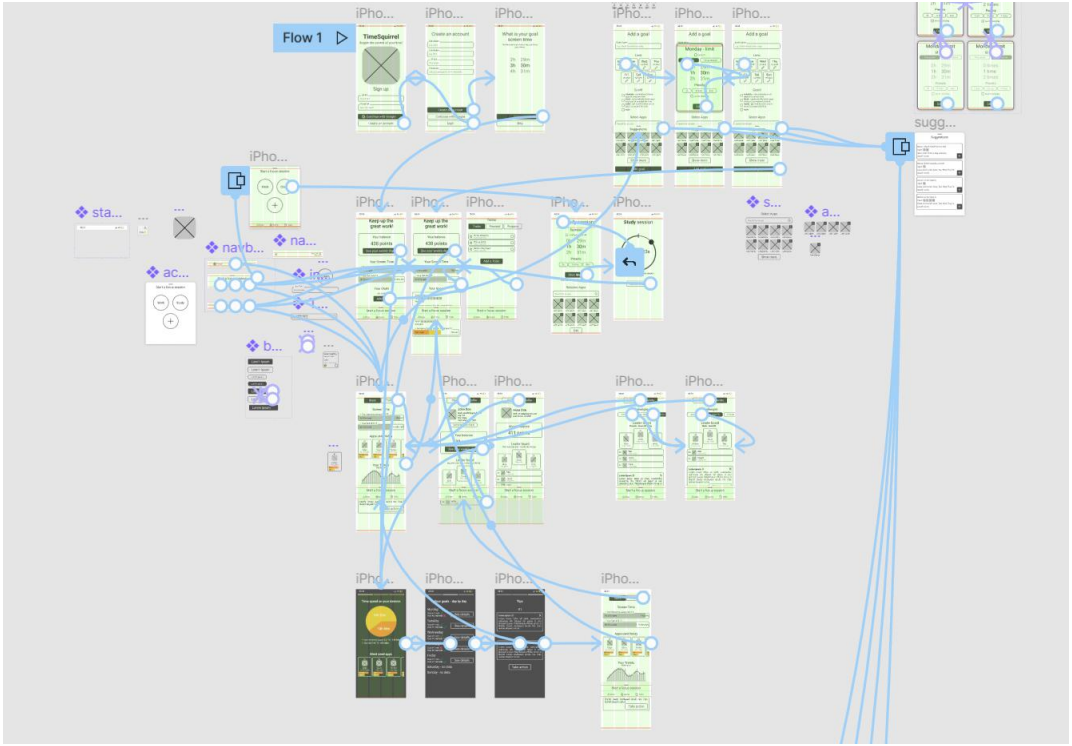
Low-fidelity prototype

https://www.figma.com/file/NmkglOyOBEA4yf2yLrS9wA/Wellbeing---prototypes?node-id=0%3A1



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Usability study: parameters

Study type:

Unmoderated usability study on maze.co

Location:

Poland, remote

Participants:

7 participants

Length:

15-25 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

P0

Finding

the difference between the digest and goals is not explicit enough - goals, a core functionality is difficult to use

P1

Finding

the focus session overlay is not clear to users

P2

Finding

users expect to see all the content above the fold - some elemnets require scrolling

Google

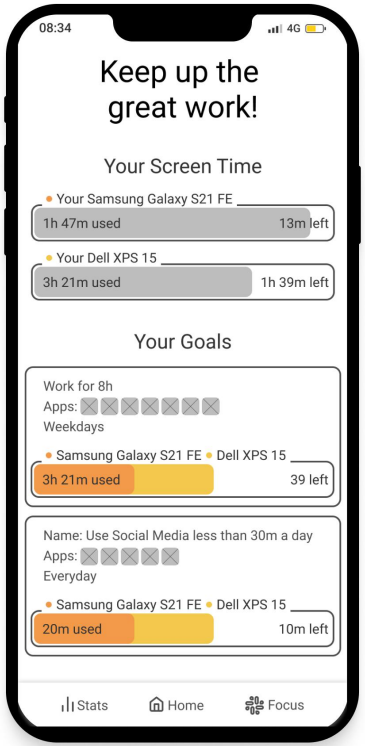
Refining the design

- *Mockups*
- *High-fidelity prototype*
- *Accessibility*

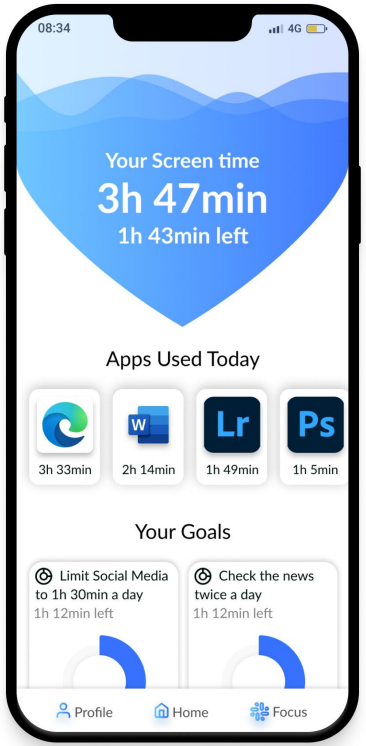
Mockups

I tried to use creative shapes like waves and fins to distinguish the design from the “ocean” of other apps.

Lo-Fi wireframe



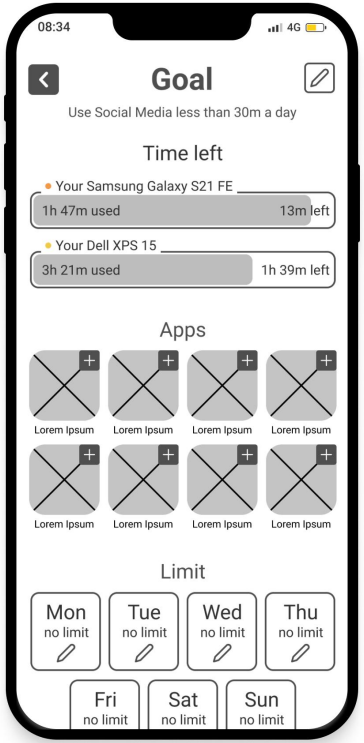
Hi-FI mockup



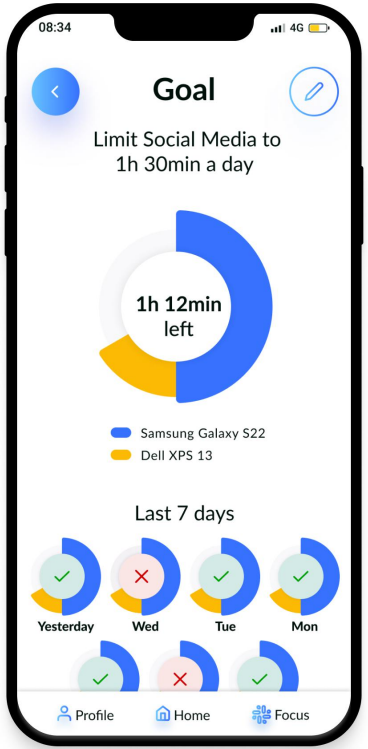
Mockups

I knew that stats are important. The users want to see their successes and the stats help them take it in

Lo-Fi wireframe



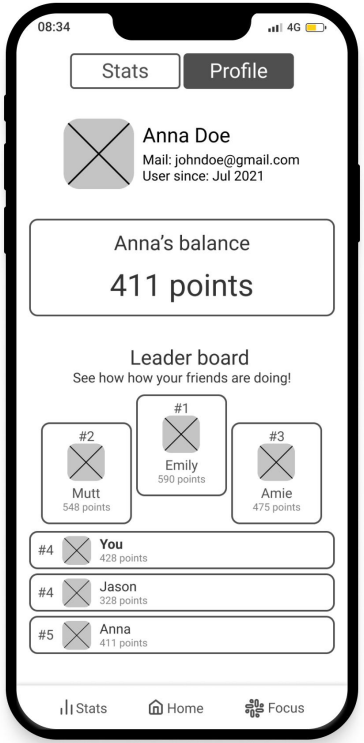
Hi-FI mockup



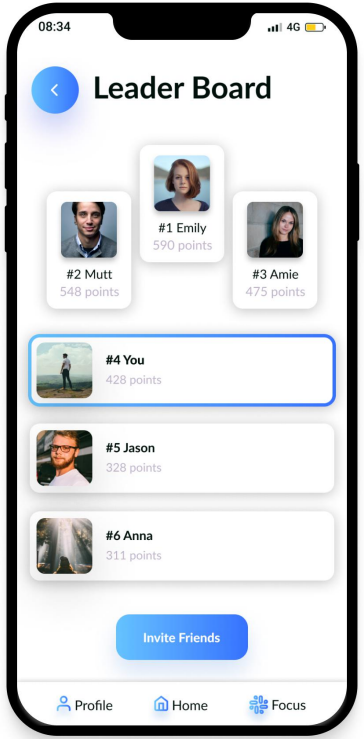
Mockups

There is nothing better than being motived by the ones you like or love.

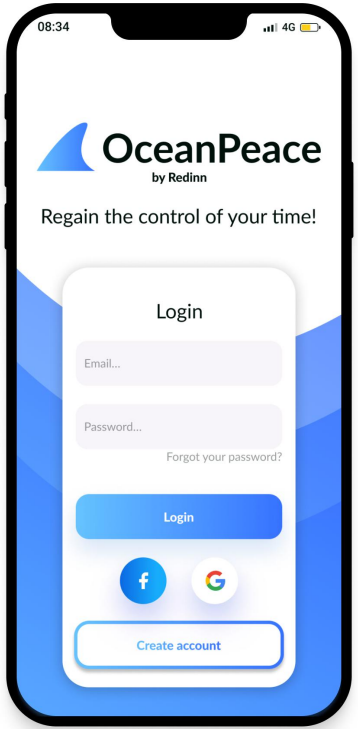
Lo-Fi wireframe

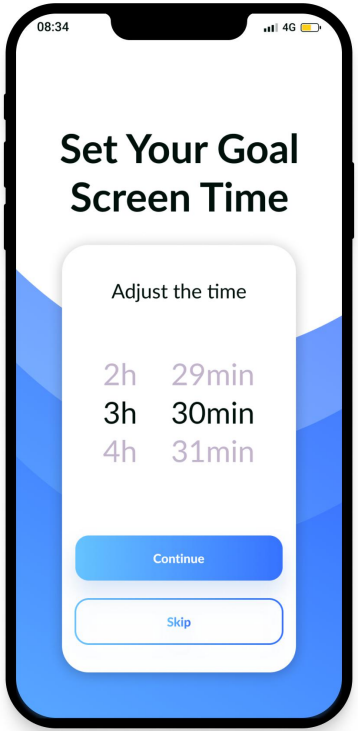


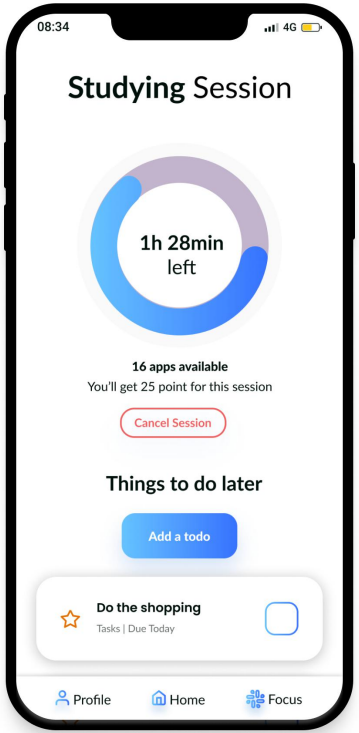
Hi-FI mockup

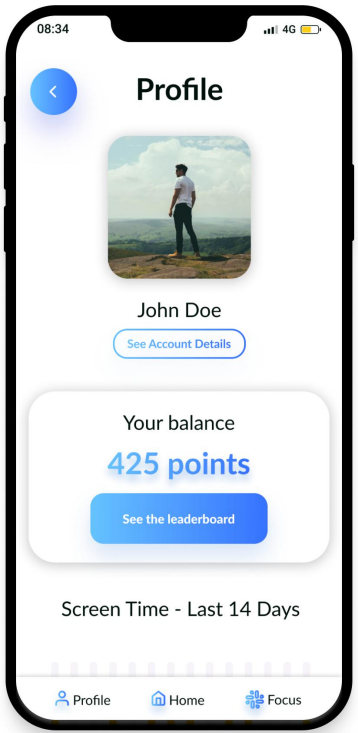


Mockups


08:34
4G
OceanPeace
by Redinn
Regain the control of your time!
Login
Email...
Password...
Forgot your password?
Login
Create account

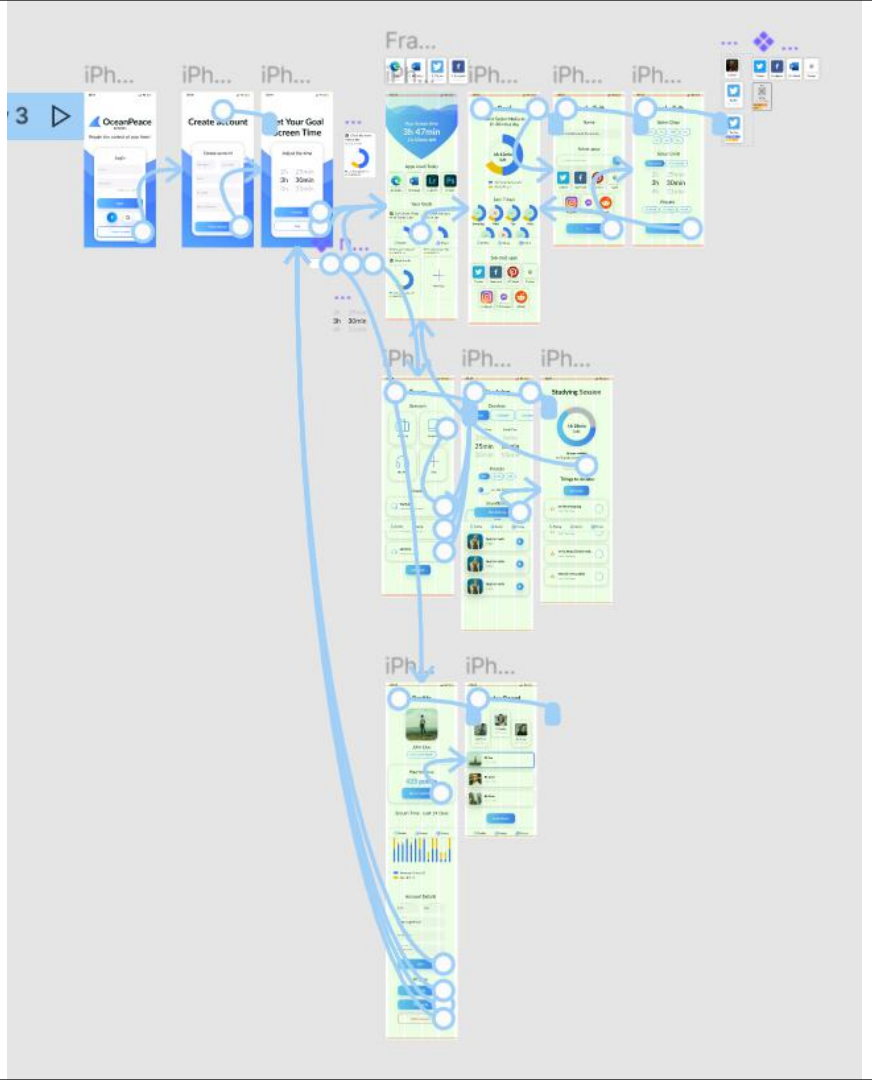

08:34
4G
Set Your Goal
Screen Time
Adjust the time
2h 29min
3h 30min
4h 31min
Continue
Skip


08:34
4G
Studying Session
1h 28min
left
16 apps available
You'll get 25 point for this session
Cancel Session
Things to do later
Add a todo
Do the shopping
Tasks | Due Today
Profile
Home
Focus


08:34
4G
Profile
John Doe
See Account Details
Your balance
425 points
See the leaderboard
Screen Time - Last 14 Days
Profile
Home
Focus

High-fidelity prototype

https://www.figma.com/file/NmkglOyOBEA4yf2yLrS9wA/Wellbeing---prototypes?node-id=0%3A1


Fra...
iPh...
iPh...
iPh

Accessibility considerations

1

The blue background passes the WCAG AA test

2

Support page - users can visit the companion website if they need any help related to the app experience or digital wellbeing in general

3

Large CTA's ensure that users make no misclicks

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Responsive Design

- *Information architecture*
- *Responsive design*

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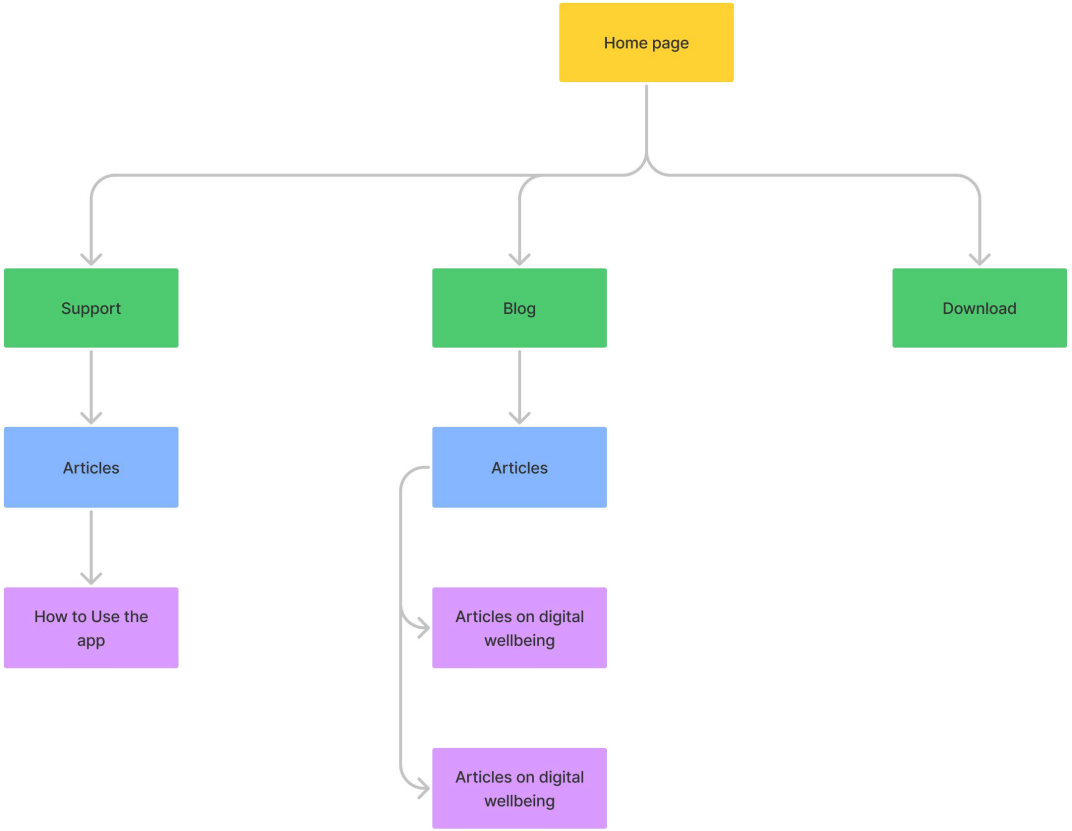
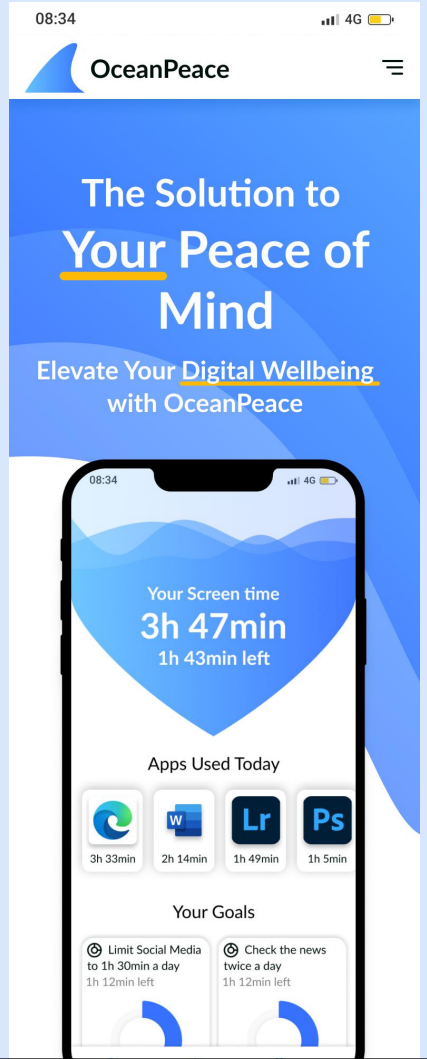
Sitemap

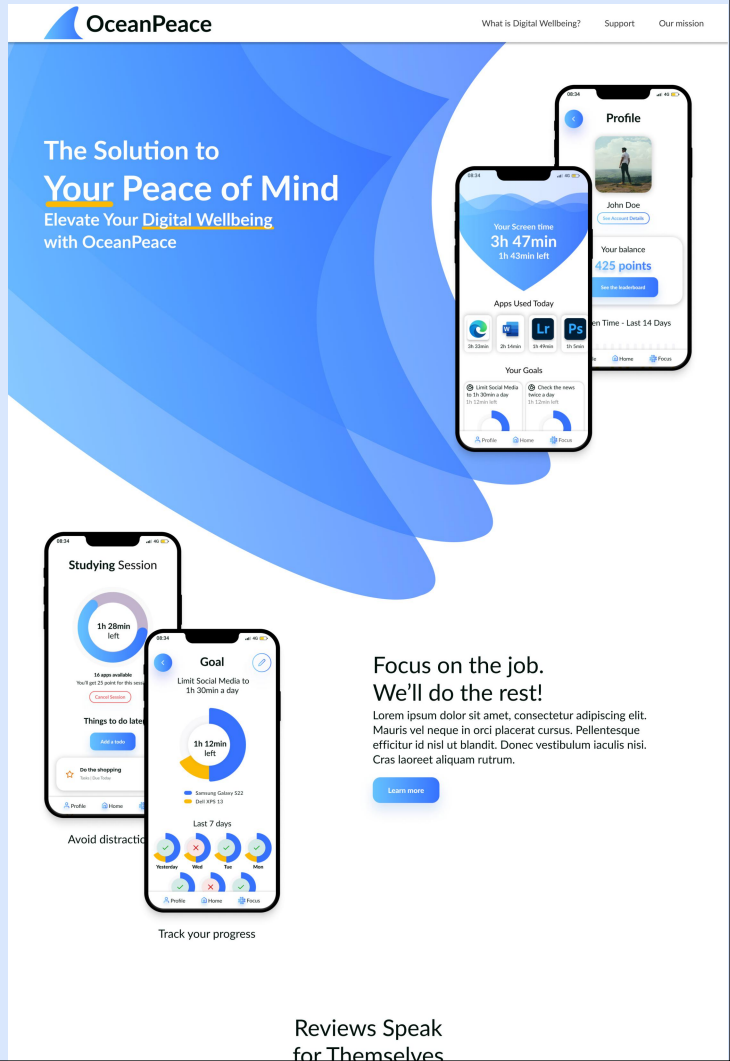
I tried to make the website as simple as possible to so it smoothly complemets the app.



Responsive designs

To keep up the momentum I tried to utilise the fin shape to make the design more playful and interestimg





Going forward

- *Takeaways*
- *Next steps*

Takeaways

Impact:

”I think it is quite straightforward and well designed. Great work! ”

What I learned:

I- the Design Thinking methodology

- creating mockups, wireframes & prototypes

- practising creating responsive websitets

Google

Next steps

1

Hand off the designs to the engineers

2

Measure KPIs and collect user reviews

3

Create version of the app for other platforms: Smart TV, Desktops

Google

Let’s connect!

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Behance: mateuszbis
Twitter: @matb85

Google