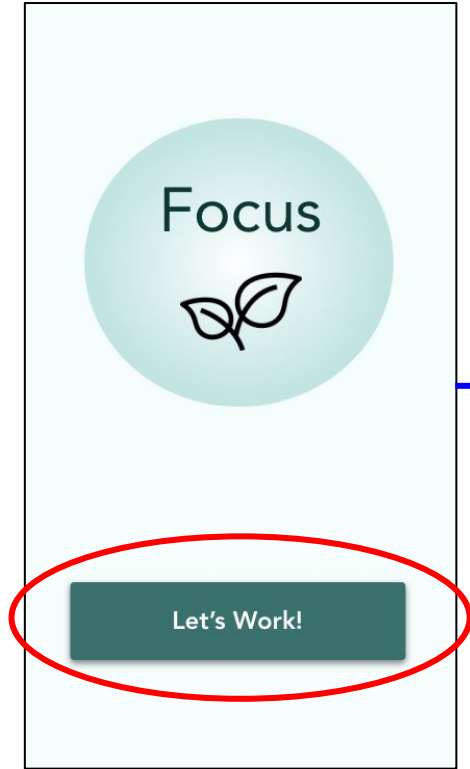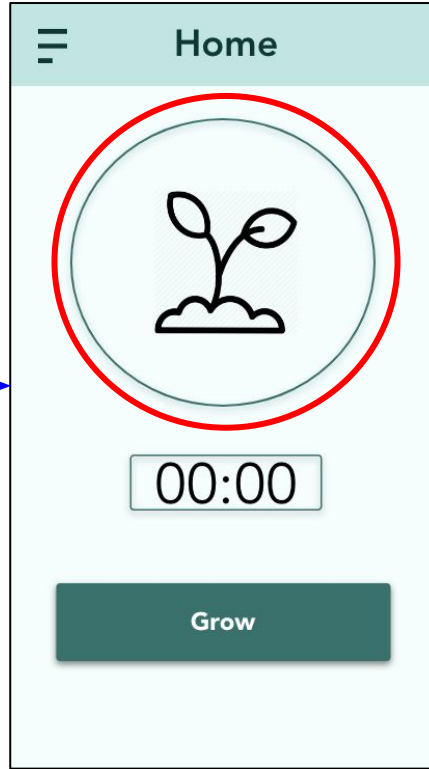# Focus

Uyen Bui, Susana Gonzalez
DESN 483/583
May 13, 2020
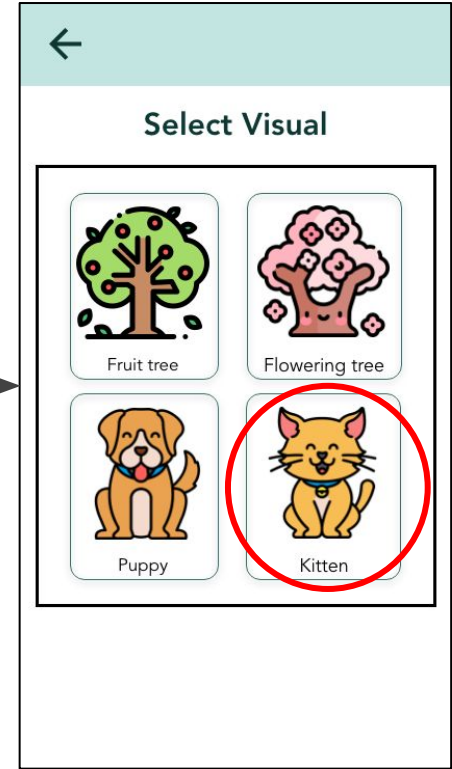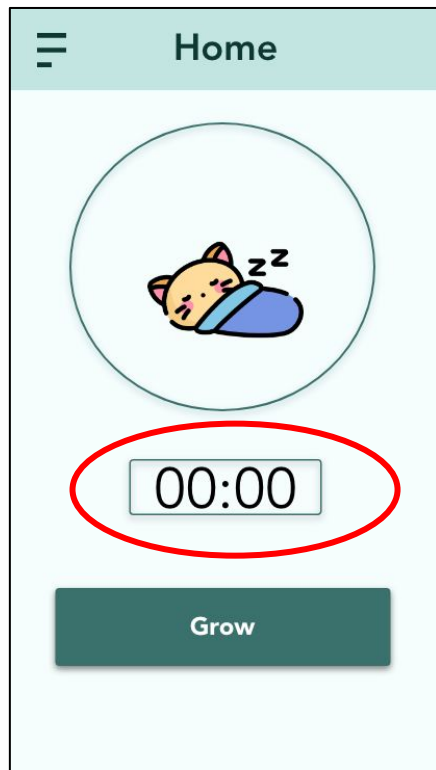
Tap "let's work!" to begin working

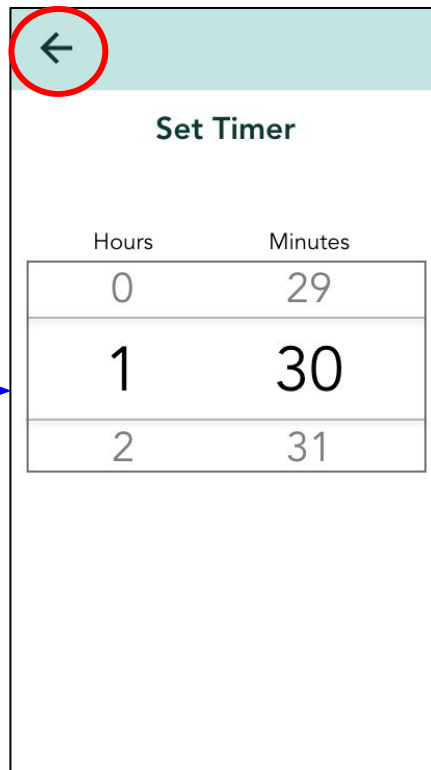Tap the image in the middle to choose the visual incentive

Tap on a visual incentive. We will choose the kitten.

After choosing your visual, tap the time to set the timer.

Scroll to set the hours and minutes on the timer. Tap the back icon when done.

Tap "grow" to start the timer

Home

00:00

Grow

← **Set Timer**

Hours	Minutes
0	29
1	30
2	31

Home

01:30
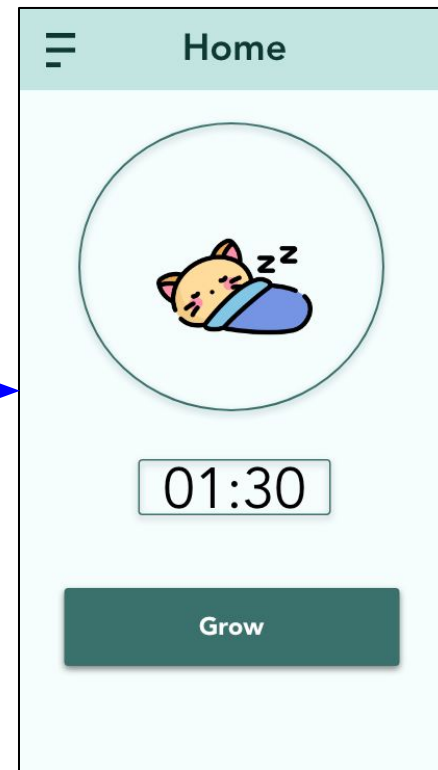
Grow

The timer will now run.
The user may stop the
timer, by tapping "give up"

Giving up will give you a sad
kitten. Tap the "back" icon to
return to the home screen.
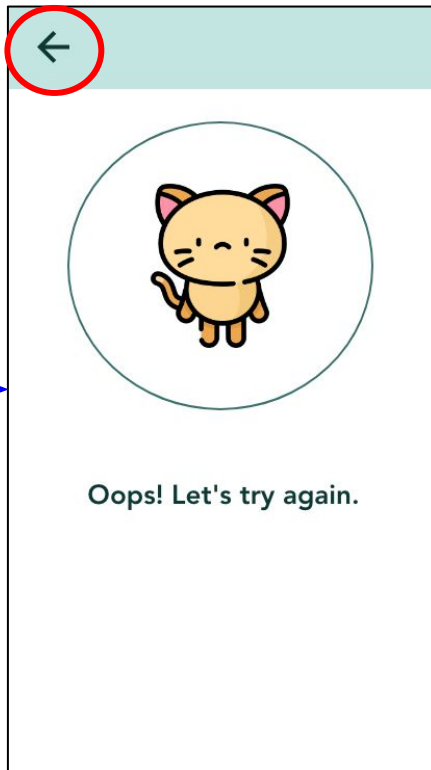
Tap "grow" to start the session
over.

If the user lets the timer run without exiting the app or tapping "give up" the kitten will have grown into a cat. Tap the "back" icon to return to the home screen.

Home

01:29

Give Up

Hooray! You grew a cat!

To access the menu, tap the three horizontal lines on the homepage

Tap "collection" to view all possible visual incentives

Tap lines to return to menu

Tap "Growth" on the menu to track progress and view past productivity sessions

Focus

🏠 Home

🌱 Collection

📊 Growth

⚙️ Settings

Growth

Track your progress!

You've worked a total of
650 minutes !

Past Growth

4/24
90 min

February
2020

April
2020

Tap "Settings" on the menu to view app settings

Focus

🏠 Home

🌱 Collection

📊 Growth

⚙️ Settings

Settings

Countdown notification

Whitelist *Select*

Wither when app closes

Nightmode

Change Language *English*

Share Prototype

https://xd.adobe.com/view/19857aea-e8c7-49a8-57e9-26530e08f057-6fb4/

Bibliography

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Leaf - https://ya-webdesign.com/image/photography-logo-vector-free-download-png/582574.html / 200424

Fruit tree - https://www.flaticon.com/free-icon/fruit-tree_708464 / 200501

Blossom tree - https://www.flaticon.com/free-icon/tree_2204441 / 200501

Dog - https://www.flaticon.com/free-icon/dog_1462040 / 200501

Cat - https://www.flaticon.com/free-icon/cat_1864643 / 200501

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Sad kitten - https://www.flaticon.com/free-icon/kitty_763744 / 200501

Home - https://www.flaticon.com/free-icon/home_1946488 / 200503

Flag - https://www.flaticon.com/free-icon/waving-flag_82083 / 200503

Settings - https://www.flaticon.com/free-icon/settings_2099058 / 200503

Chart - https://www.flaticon.com/free-icon/growth_1152952 / 200503

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Collection - https://www.flaticon.com/free-icon/growth_1460537 / 200503

Focus: The Productivity App

Uyen Bui, Susana Gonzalez
DESN 483/583
May 15, 2020

App Proposal

Students may lack motivation to do schoolwork, or may be distracted by other elements in their environment (e.g smartphones), which ultimately affects their productivity. In order to promote student productivity, we propose the creation of a productivity mobile application (app). For inspiration, we evaluated three existing apps: Forest, Plantie, and Focus Keeper. We aim to combine the strengths of each app and improve upon the weaknesses when creating our new productivity app.

Forest and Plantie both use a growing tree as motivation and a means of tracking length of productivity, as the tree will grow during the time they are productive but wither if they leave the app. Meanwhile, Focus Keeper is a simple timer without additional visuals. A common issue is that these apps have too many options in the menu, including options only for PRO or Premium users. Additionally, not all users may feel motivated by seeing a growing tree or may require more motivation than a timer.

In our productivity app, users may select a growing tree, a simple timer, a growing cat, or another option to motivate themselves. Regarding the menu, there will be a "settings" option, which will contain notification settings as well as a "whitelist" option to allow users to access certain apps without being punished. However, if the user exits the productivity app and goes to an app outside of the whitelist, the user will end their productivity session. There will also be a tracker, which will show users their productivity sessions across multiple days in order to encourage further productivity. If there are paid features, they will be contained in a single area on the menu as free users may be annoyed when they constantly come across features they cannot access. As for other features, the user will be able to manually input the amount of time they wish to be productive. The color of the backgrounds will be gentle on the eyes—perhaps either pastel or warm colors, and help will be available on each page in case users do not understand something. Overall, the app will be very minimalist and provide the user with just enough options to stay productive and motivated.

Team members: **Uyen Bui, Susana Gonzalez**
Your project name: **Productivity App**

Competitive App: **Focus Keeper**

What is the problem that the app solves? (Goals / Functions) **Helps you put down the phone and be productive with time tracker**

How can your app be
    Different **-Include an incentive instead of just providing an in-app timer**
    Provide better functionality **–Reduce amount of "pro" features to broaden app abilities and amount of interested users**
    Simpler to use **–Simplify instructions and settings page**
    Be more innovative **–Provide a more modern, clean aesthetic that appeals to people**

Heuristic Evaluation Checklist

Website Name: Website URL:

Heuristic	Rating	Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying		
Primary goal/purpose is clear	☆ ✓⃝ ✖	Directions were slightly hard to understand
Clean, simple design	☆ ✓⃝ ✖	Design is not cluttered
Pleasing color scheme	☆ ✓ ✖⃝	Heavy usage of red, not a calm color
Appropriate use of white space	☆⃝ ✓ ✖	
Consistent design	☆⃝ ✓ ✖	
Text and colors are consistent	☆⃝ ✓ ✖	
Icons are universally understood	☆⃝ ✓ ✖	Simple, effective icons
Images are meaningful and serve a purpose	☆⃝ ✓ ✖	
Content – Users are at your site for the content – make it easy for them to find and use your site.		
Major headings are easy to understand	☆⃝ ✓ ✖	
Easy to scan	☆ ✓⃝ ✖	App is a bit cluttered, not that easy to scan
Minimal text/information presented	☆⃝ ✓ ✖	
Clear terminology, no jargon	☆ ✓⃝ ✖	
Links are clear and follow conventions	☆ ✓ ✖⃝	No visible links
Help is available on every page	☆ ✓ ✖⃝	Help is hard to locate everywhere
Important content is above the fold	☆⃝ ✓ ✖	
Search box is easy to identify and easy to use	☆ ✓ ✖⃝	No search bar available
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.		
Consistent Navigation	☆⃝ ✓ ✖	
Easy to identify your location on the site (breadcrumbs, headers, colors)	☆⃝ ✓ ✖	
Consistent way to return Home	☆⃝ ✓ ✖	
Limited number of buttons & links	☆ ✓⃝ ✖	Heavy amount of buttons in settings
Organization of information makes sense	☆⃝ ✓ ✖	

Team members: **Uyen Bui, Susana Gonzalez**
Your project name: **Productivity App**

Competitive App: **Plantie**

What is the problem that the app solves? (Goals / Functions)
Helps promote productivity and time management by growing virtual fruit trees

How can your app be
　　　Different –**Explore alternative incentives to being productive**
　　　Provide better functionality –**Allow users to review instructions instead of showing it one time when app is downloaded**
　　　Simpler to use –**Provide straightforward settings, allow some apps to be accessible**
　　　Be more innovative -**The incentive the app offers for being productive is low/not worth it**

Heuristic Evaluation Checklist

Website Name: Website URL:

Heuristic	Rating			Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying				
Primary goal/purpose is clear	☆	✓	✗	Short, simple introduction
Clean, simple design	☆	✓	✗	
Pleasing color scheme	☆	✓	✗	Use of blues/greens is calming and pleasing
Appropriate use of white space	☆	✓	✗	
Consistent design	☆	✓	✗	
Text and colors are consistent	☆	✓	✗	
Icons are universally understood	☆	✓	✗	Pleasing, clear icons
Images are meaningful and serve a purpose	☆	✓	✗	
Content – Users are at your site for the content – make it easy for them to find and use your site.				
Major headings are easy to understand	☆	✓	✗	Clear direction in app
Easy to scan	☆	✓	✗	Simple to scan
Minimal text/information presented	☆	✓	✗	
Clear terminology, no jargon	☆	✓	✗	
Links are clear and follow conventions	☆	✓	✗	Easy link, but no warning of opening a new tab
Help is available on every page	☆	✓	✗	Help is hard to find after the initial introduction
Important content is above the fold	☆	✓	✗	
Search box is easy to identify and easy to use	☆	✓	✗	No search box available
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.				
Consistent Navigation	☆	✓	✗	App is easy to navigate
Easy to identify your location on the site (breadcrumbs, headers, colors)	☆	✓	✗	
Consistent way to return Home	☆	✓	✗	Always horizontal three lines and then "Task"
Limited number of buttons & links	☆	✓	✗	
Organization of information makes sense	☆	✓	✗	

Team members: **Uyen Bui, Susana Gonzalez**
Your project name: **Productivity App**

Competitive App: **Forest**

What is the problem that the app solves? (Goals / Functions) **Promotes productivity by discouraging use of "unproductive" apps (e.g. Twitter). Exiting the app withers a plant that is growing during the time one wishes to be productive.**

How can your app be
    Different – **Use something other than growing trees/plants for tracking progress or motivation**
    Provide better functionality – **Include whitelist function for free (feel more in control rather than leaving "productive"/"unproductive" up to Forest's discretion, block notifications**
    Simpler to use – **Hide/do not include PRO functions if using free version, include help on each page**
    Be more innovative – **Do not include PRO functions in list of options if user is using the free version**

Heuristic Evaluation Checklist

Website Name: Website URL:

Heuristic	Rating	Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying		
Primary goal/purpose is clear	⭐✔✘	Initial launch clearly describes app goals/purposes
Clean, simple design	⭐✔✘	Only image of tree and "start planting" (or timer)
Pleasing color scheme	⭐✔✘	Gentle green and yellow color scheme
Appropriate use of white space	⭐✔✘	Appropriate spacing between images and text
Consistent design	⭐✔✘	Uses green backgrounds, same tone, art style
Text and colors are consistent	⭐✔✘	Same color and font for text, green backgrounds
Icons are universally understood	⭐✔✘	Icons correspond to function
Images are meaningful and serve a purpose	⭐✔✘	Image of tree growing = motivation
Content – Users are at your site for the content – make it easy for them to find and use your site.		
Major headings are easy to understand	⭐✔✘	Clear and concise headings
Easy to scan	⭐✔✘	Simple design - easy to scan for important info
Minimal text/information presented	⭐✔✘	Only necessary info is presented on home screen
Clear terminology, no jargon	⭐✔✘	"Phubbing" maybe unfamiliar, but otherwise clear
Links are clear and follow conventions	⭐✔✘	No links—this is N/A
Help is available on every page	⭐✔✘	No "help" option for most functions
Important content is above the fold	⭐✔✘	Don't need to scroll for important information
Search box is easy to identify and easy to use	⭐✔✘	Only for "tags," but otherwise easy to use
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.		
Consistent Navigation	⭐✔✘	Three lines - see all functions, back button
Easy to identify your location on the site (breadcrumbs, headers, colors)	⭐✔✘	Darker green background for other functions (other than home page)
Consistent way to return Home	⭐✔✘	Back button always returns to Home
Limited number of buttons & links	⭐✔✘	Many functions, could be minimized or combined
Organization of information makes sense	⭐✔✘	List of functions – reorganize so more important info on top

3

General Statement

Students may lack motivation or be distracted by elements in the environment, such as their smartphones. Lack of motivation and presence of distractions can negatively impact their productivity when it comes to important activities, such as schoolwork. The purpose of our research is to develop a productivity mobile application (app) that will motivate students to be more productive in their everyday activities. In order to develop the app, we must determine what users would want and/or not want in a productivity app.

Research Overview

- Heuristic Evaluation of 3 existing productivity apps
- Conducted a survey using Google forms
    - 20 questions
    - 40 participants
    - All participants were students
- Formed graphs from survey to help analyze data

User Persona

- 18-24 years old
- Student
- Digital native
  - Present on social media apps (Twitter/Instagram), comfortable with technology
- Has trouble staying productive
  - Especially schoolwork
  - Distracted by smartphone
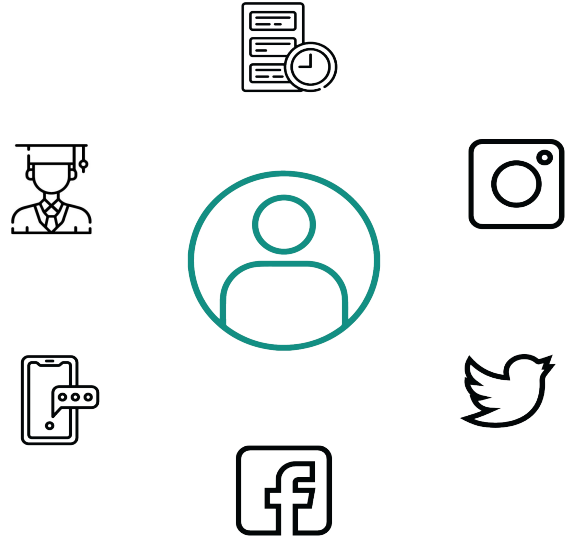
Assumptions & Hypothesis

- Smartphones are a big distraction when it comes to being productive
- Students do not use productivity time wisely
- An incentive may be needed to motivate students to complete tasks

Our hypothesis is that students will become more productive when an outside factor (a productivity app) is able to keep them focused and away from other smartphone apps.

Dashboard

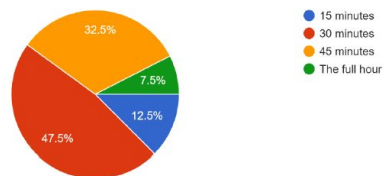In which situations do you have the most trouble being productive? Select all that apply:

40 responses

Doing schoolwork	30 (75%)
Exercising	20 (50%)
Working at job	9 (22.5%)
Housework (e.g. cleaning the house)	17 (42.5%)
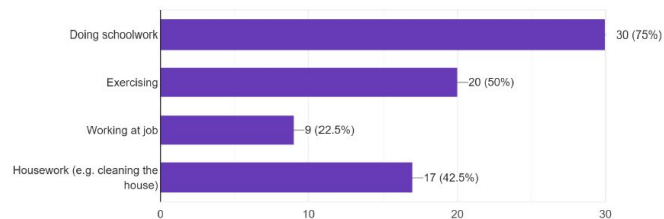
On a scale from 1 to 5, how productive are you when doing schoolwork?

40 responses

1	2	3	4	5
0 (0%)	12 (30%)	23 (57.5%)	5 (12.5%)	0 (0%)
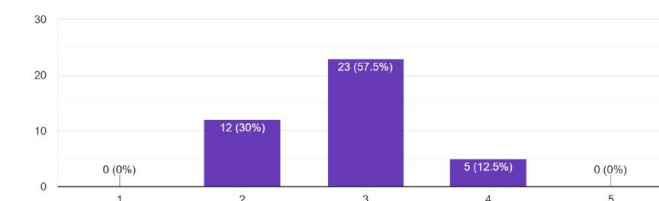
If you set aside an hour to do schoolwork, approximately how much of that time would actually be spent working?

40 responses

- 15 minutes — 12.5%
- 30 minutes — 47.5%
- 45 minutes — 32.5%
- The full hour — 7.5%

All of our participants were students. Therefore, we assumed that schoolwork would be the situation in which participants have the most trouble. 75% of participants selected schoolwork as a situation in which they have trouble being productive. It was interesting to see a lot of participants select exercising and housework (could be future area of study).
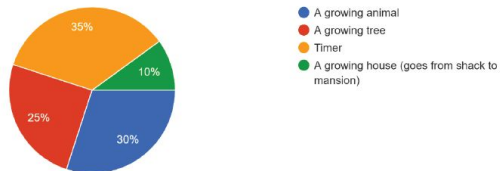
Most participants rated their productivity as a 3 on a 5-point Likert scale. This is reflected in the response to another question, where participants stated they would be productive for 30 to 45 minutes if they set aside an hour for schoolwork.

Dashboard

Which visual incentive would motivate you the most to stay productive?
40 responses

- A growing animal
- A growing tree
- Timer
- A growing house (goes from shack to mansion)

35%
10%
25%
30%

If the visual incentive in a productivity app is a growing animal, which of the following animals would you enjoy raising the most?
40 responses

- Kitten
- Puppy
- Bunny
- Fish
- Chick

15%
12.5%
37.5%
27.5%
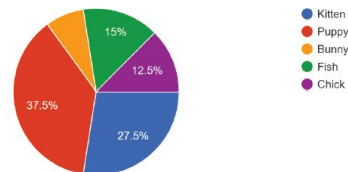
If the visual incentive for a productivity app is a growing tree, which of the following trees would you enjoy growing the most?
40 responses

- Forest trees
- Fruit trees
- Tropical trees
- Flowering trees

40%
35%
20%
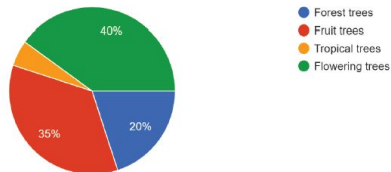
These questions helped to determine which visuals a productivity app user would enjoy. The preferences for visual incentives is surprisingly spread out, with a simple timer having a slight edge. A growing animal and growing tree, however, were not too far behind.

The next questions tried to narrow down preferences if visual incentives were either a growing animal or tree. Most respondents would prefer puppies or kittens for the animal, and flowering trees or fruit trees for the tree. This makes sense since participants may have their own pet dog or cat, and fruit or flowering trees may be considered more visually appealing than a plain forest tree.
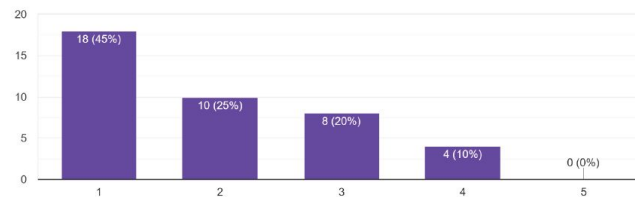
Dashboard

How helpful would a whitelist* function be in a productivity app?
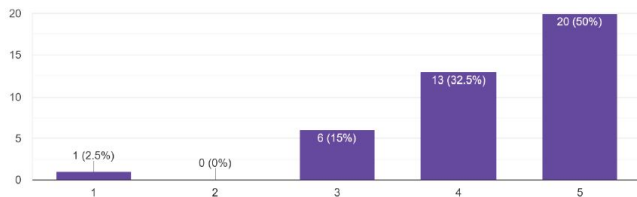40 responses
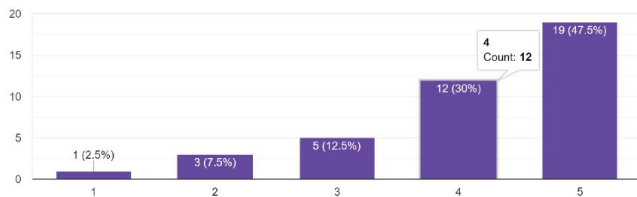
What is your attitude towards premium app features that you are able to purchase?
40 responses

How would you feel about having a progress tracker on the app that allows you to view past productivity sessions?
40 responses

We examined app features that users may or may not find useful or enjoyable in a productivity app. Participants answered that they would find a whitelist function (allows access to certain apps while the productivity app is running without punishment) useful, they would favor being able to see past productivity sessions, and premium app features are viewed negatively. In short, it seems participants would like some control over which apps they can be punished for accessing, they would like to view their "progress" regarding productivity, but they would not like to pay for any premium app features.

Focus

Let's Work!

Home

00:00

Grow

Select Visual

Fruit tree

Flowering tree

Puppy

Kitten
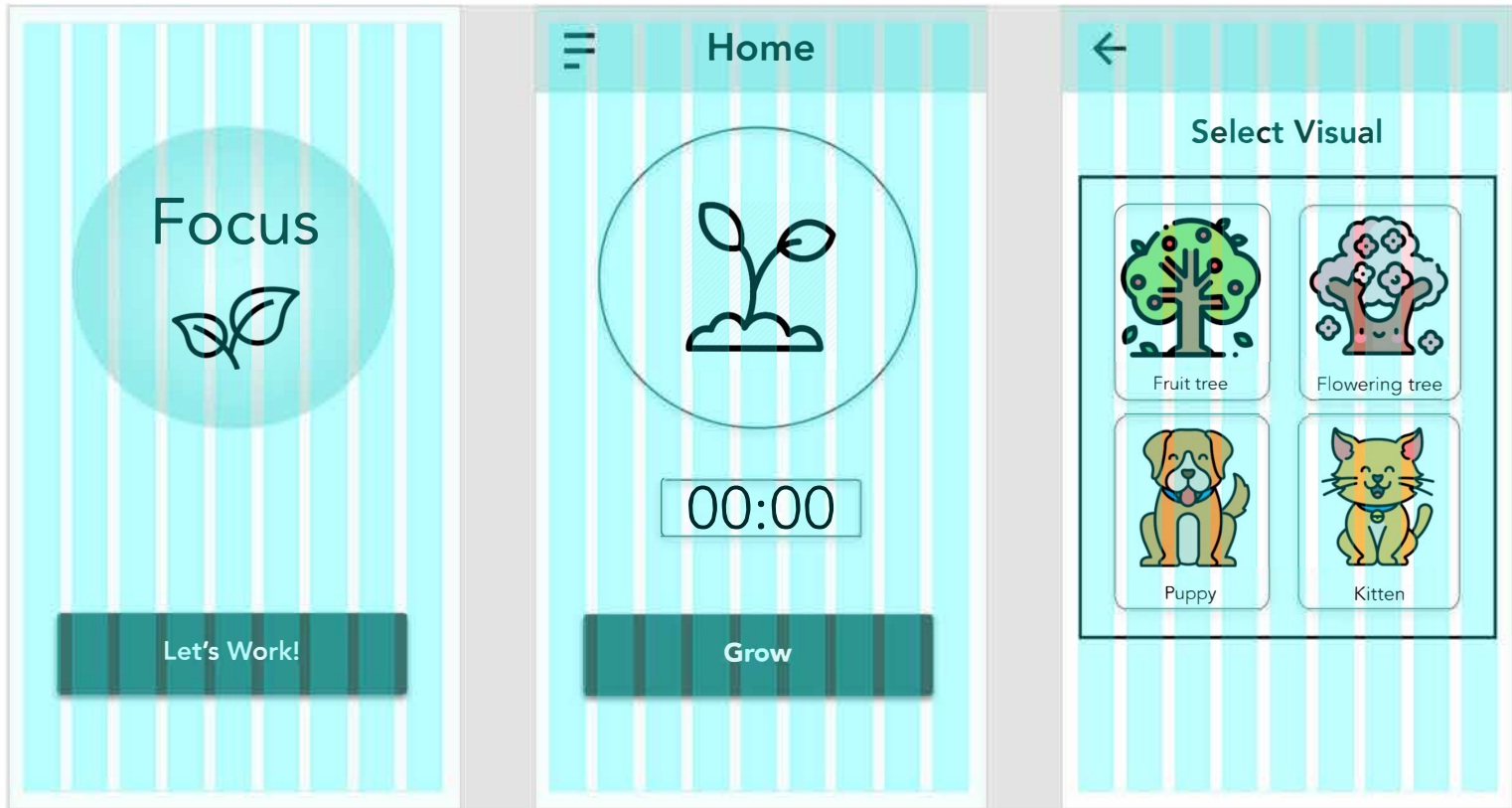
Grid

From the home screen, users can select their visual incentive by tapping on the image in the center. They can also set the timer by tapping on the time (default is "0:00").

If the user taps on the horizontal three lines in the upper left-hand corner of the home screen, they can access the menu. Tapping "Collection" will show all possible visual incentives. Tapping "Growth" allows users to view their progress and past productivity settings. Tapping "Settings" will open app settings.
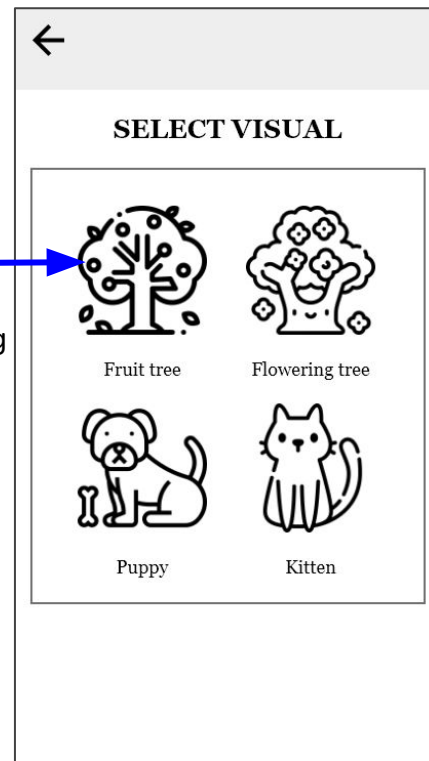
Wireframe Sketch

1.1 Welcome screen

Focus
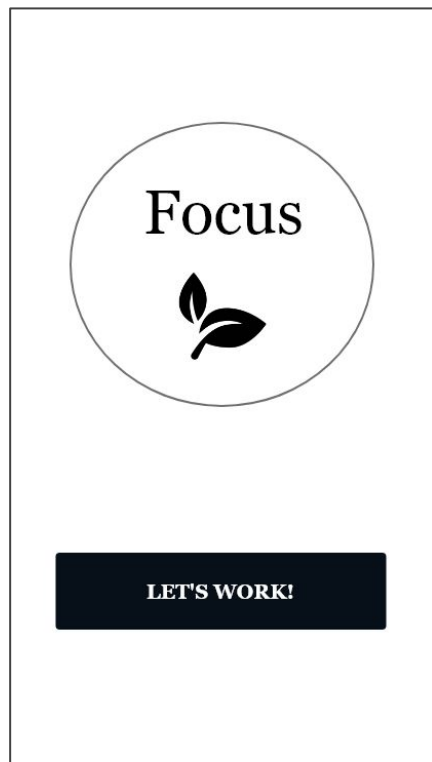
LET'S WORK!

Tap "Let's work!" to begin using app

1.2 Home screen

HOME

00:00

GROW
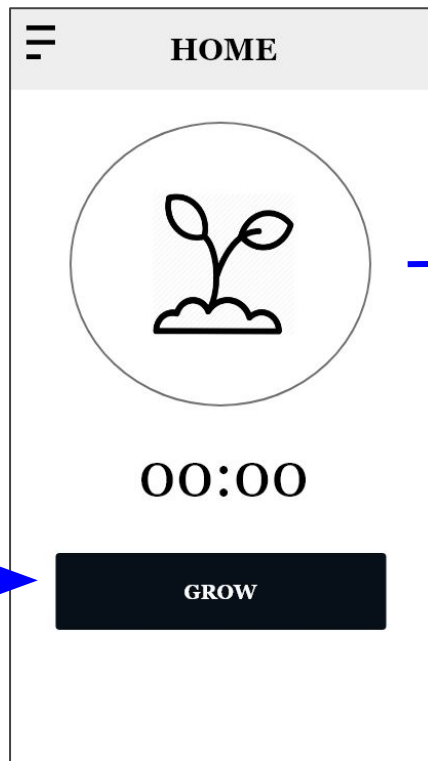
Tap sapling to select visual incentive

1.3 Select visual screen.

SELECT VISUAL

Fruit tree

Flowering tree

Puppy

Kitten
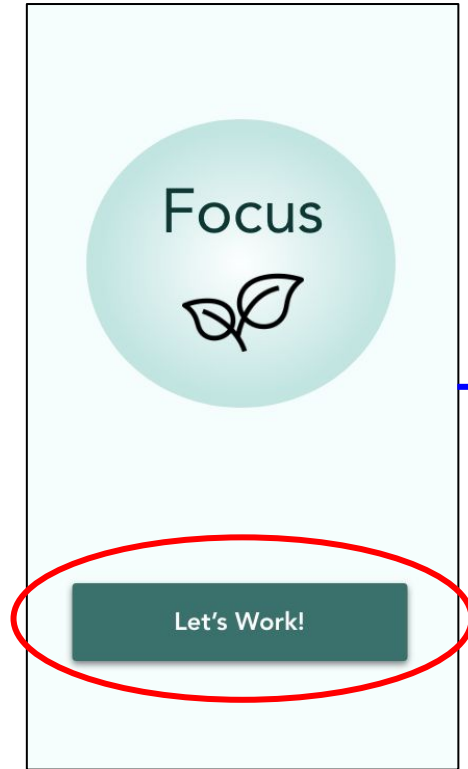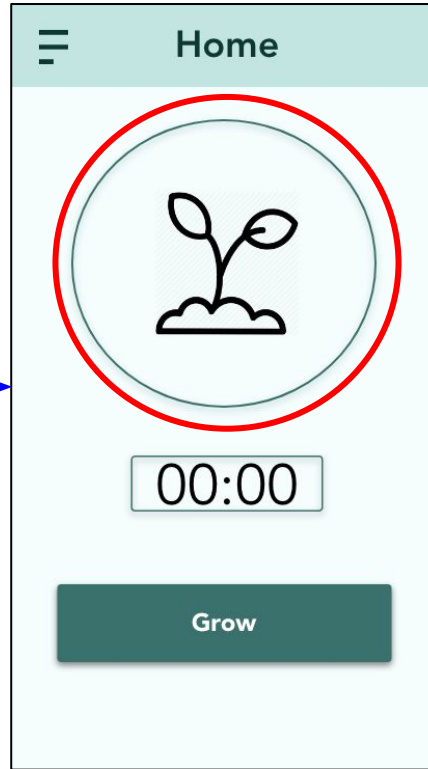
Tap a visual incentive (specific tree or animal)

Low Res Wireframe

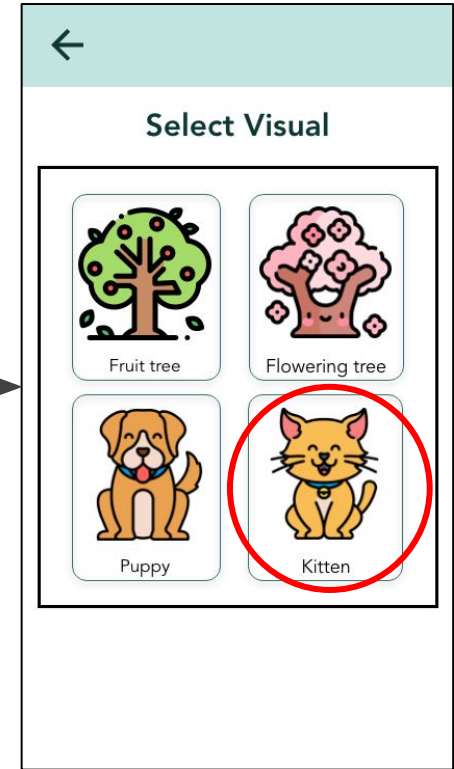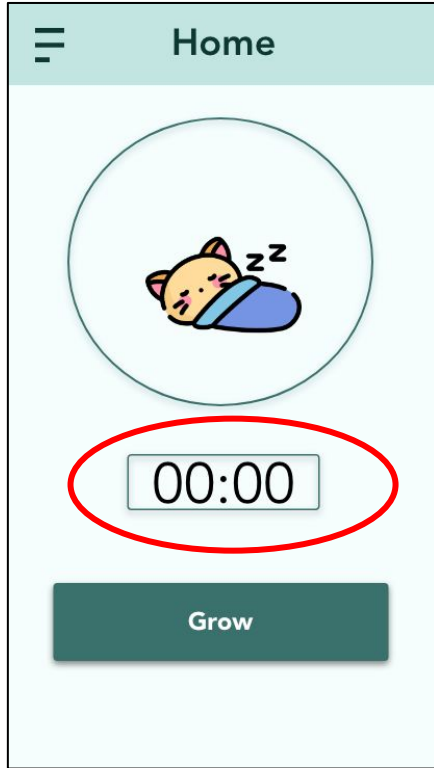Tap "let's work!" to begin working

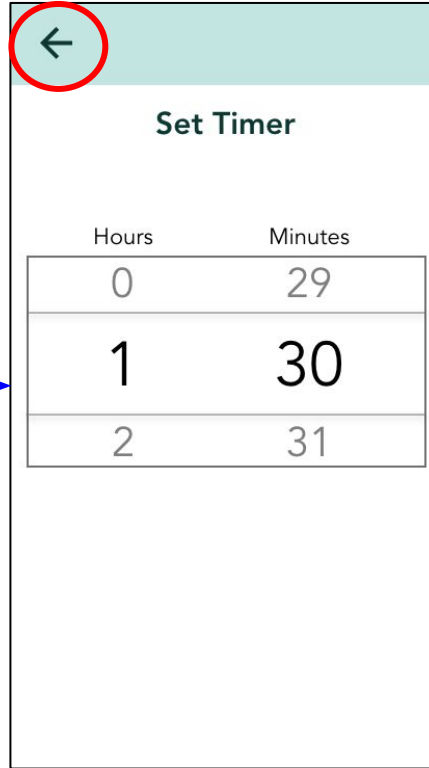Tap the image in the middle to choose the visual incentive

Tap on a visual incentive. We will choose the kitten.

Focus

Let's Work!

Home

00:00

Grow

Select Visual

Fruit tree

Flowering tree

Puppy

Kitten

Hi Res Wireframe

After choosing your visual, tap the time to set the timer.

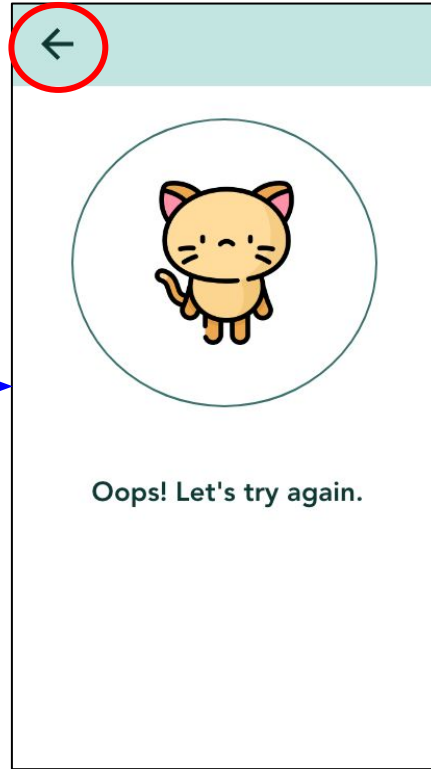Scroll to set the hours and minutes on the timer. Tap the back icon when done.

Tap "grow" to start the timer

Hi Res Wireframe

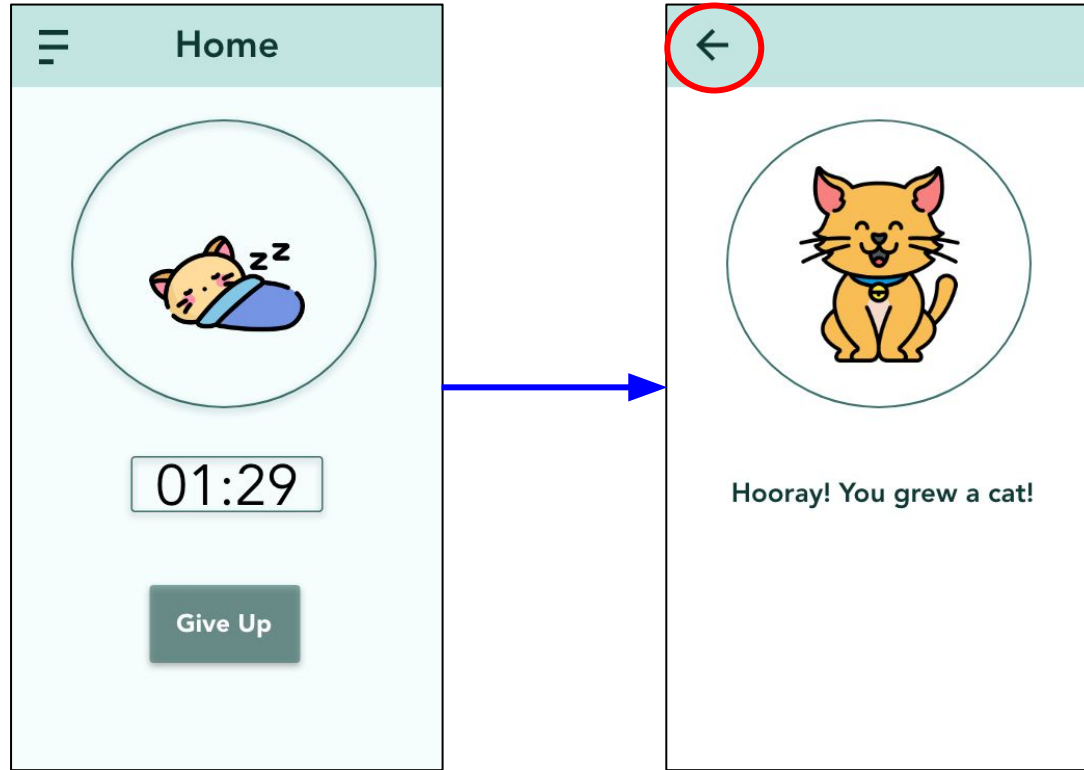The timer will now run. The user may stop the timer, by tapping "give up"

Giving up will give you a sad kitten. Tap the "back" icon to return to the home screen.

Tap "grow" to start the session over.

Home

01:29

Give Up

Oops! Let's try again.

Home

01:30

Grow

Hi Res Wireframe

If the user lets the timer run without exiting the app or tapping "give up" the kitten will have grown into a cat. Tap the "back" icon to return to the home screen.

Home

01:29

Give Up

Hooray! You grew a cat!
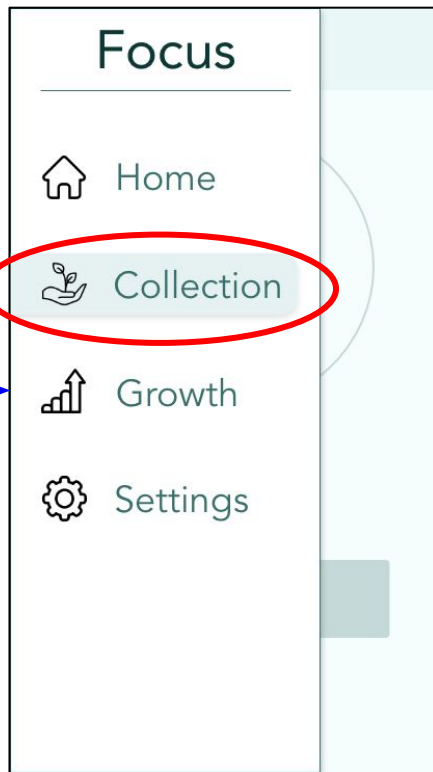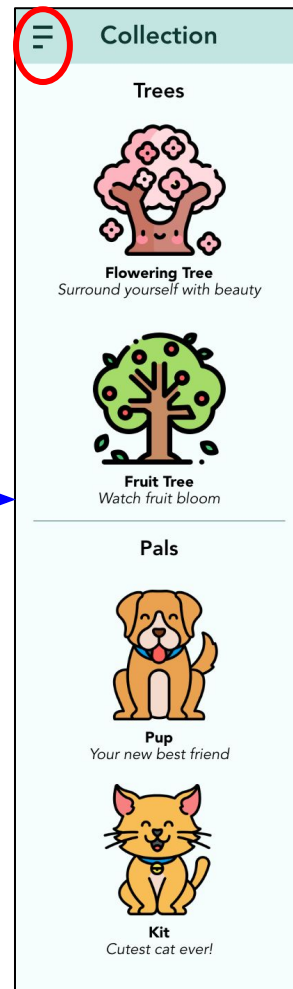
Hi Res Wireframe

To access the menu, tap the three horizontal lines on the homepage
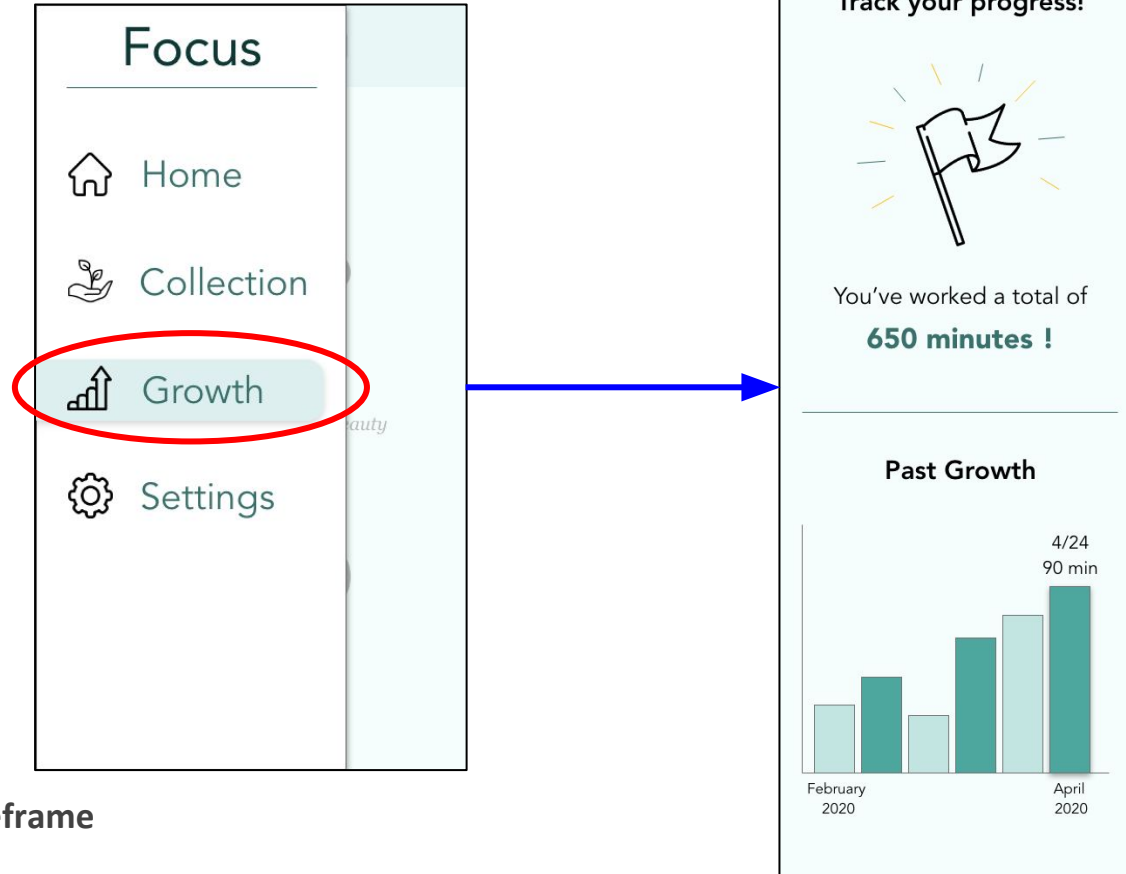
Tap "collection" to view all possible visual incentives

Tap lines to return to menu

Tap "Growth" on the menu
to track progress and view
past productivity sessions

Focus

🏠 Home

🌱 Collection

📊 Growth

⚙️ Settings

Growth

Track your progress!

You've worked a total of
650 minutes !

Past Growth

4/24
90 min

February
2020

April
2020

Hi Res Wireframe

Tap "Settings" on the menu to view app settings

Focus

🏠 Home

🌱 Collection

📊 Growth

⚙️ Settings

Settings

Countdown notification ⬤━

Whitelist *Select* ⬤━

Wither when app closes ⬤━

Nightmode ━⬤

Change Language *English*

Hi Res Wireframe

Share Prototype

https://xd.adobe.com/view/19857aea-e8c7-49a8-57e9-26530e08f057-6fb4/

Focus – Heuristic Evaluation

Heuristic Evaluation Checklist

Website Name: **Website URL:**

Heuristic	Rating			Comments
Appearance/Aesthetics – First impression are important – it can make the difference between users staying				
Primary goal/purpose is clear	★	✓ (circled)	✘	Could add in brief instructions on welcome page
Clean, simple design	★ (circled)	✓	✘	Only contains necessary elements (visual, timer)
Pleasing color scheme	★ (circled)	✓	✘	Green is pleasing to the eyes
Appropriate use of white space	★ (circled)	✓	✘	Words and icons are spaced apart
Consistent design	★ (circled)	✓	✘	
Text and colors are consistent	★ (circled)	✓	✘	Same sans serif font and green color scheme
Icons are universally understood	★ (circled)	✓	✘	
Images are meaningful and serve a purpose	★ (circled)	✓	✘	Images for visual incentives, visualizing progress
Content – Users are at your site for the content – make it easy for them to find and use your site.				
Major headings are easy to understand	★ (circled)	✓	✘	
Easy to scan	★ (circled)	✓	✘	Only most important information displayed
Minimal text/information presented	★ (circled)	✓	✘	
Clear terminology, no jargon	★ (circled)	✓	✘	
Links are clear and follow conventions	★	✓	✘ (circled)	Not applicable – no links in app
Help is available on every page	★	✓	✘ (circled)	Should include help/instructions on each app page
Important content is above the fold	★ (circled)	✓	✘	
Search box is easy to identify and easy to use	★	✓	✘ (circled)	Not applicable – no search box in app
Navigation – Makes getting around your site easy and takes out the guess work of a user's visit.				
Consistent Navigation	★	✓ (circled)	✘	Include back button when navigating menu pages
Easy to identify your location on the site (breadcrumbs, headers, colors)	★ (circled)	✓	✘	Headers indicate location
Consistent way to return Home	★	✓ (circled)	✘	Maybe create "home" button at bottom of screen
Limited number of buttons & links	★ (circled)	✓	✘	Only important buttons are shown
Organization of information makes sense	★ (circled)	✓	✘	

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