

LIVE, REALLY



A project that utilizes B.J. Fogg's **persuasive design methodology** to develop a solution designed to help users **contextually disconnect from online activities**.

Summary

This project, Live, Really, is a project intended to help users **disconnect from online activities and improve their digital well-being**.

The design process aims to explore the **persuasive interaction design techniques**, based on B.J. Fogg's persuasive design methodology, to analyze and influence user behavior.

Key Questions:

- How can we guide users towards mindful device usage?
- How can persuasive design create meaningful behavior changes and positive social interactions?



Research



Design Process



Research:

Market research for studying the competitors.

Secondary research to understand the human behaviors from existing studies and the need of a product like this.

72 hour self-observation and **Diary study** to identify patterns in device usage.

User Research: Conducted **interviews** to understand user challenges and behavior patterns.

Analysis:

Identified the **insights** from the research data.

Identified the target audience and target behavior for interjections.

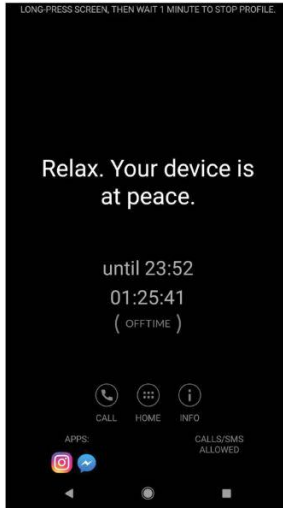
Studied **Fogg's 8 Steps of Persuasive Design** to understand opportunity areas in the context of user behaviors identified.

Design:

Developed **design principles** for the application design based on research insights and B.J. Fogg's model

Created UX prototypes for testing.

Market Research



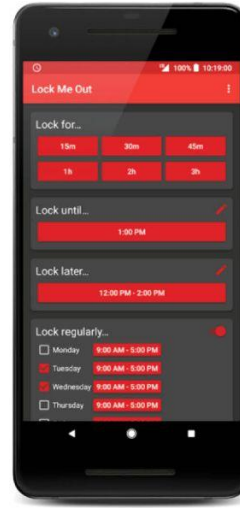
(Offtime)

- > Blocks all notifications, lets one make and receive calls.
- > Has Timer feature
- > Behaves like a lock-screen because all the apps are still accessible via home button.



The Light Phone

- > Basic function of being connected by call. Has a watch.
- > Omits out features that have become important for today's life such as maps, gps etc.



Lock Me out

- > Locks one out of their devices for a preset amount of duration.
- > Schedule feature available.

3 of the popular existing tools and technologies were studied to help users cut the digital noise and help in keeping focus, especially in relation to the mobile devices.

General Gaps Across All Tools:

Personalization: Lack of tailored experiences based on individual usage patterns.

Improvement: Utilize data analytics for personalized insights and adaptive recommendations.

Engagement: No focus on motivating user's social interaction.

Improvement: Integrate gamification and rewards to enhance engagement and sustain behavior change.

Secondary Research



New pathologies related to cellphone usage related disorders:

Nomophobia

No-Mobile-Phobia
Fear of being without a cell-phone.

FOMO

The fear of being without a cell phone, disconnected or off the Internet.

Textaphrenia

The false sensation of having received a text message or call that leads to constantly checking the device.

Textiety

The anxiety of receiving and responding immediately to text messages.

Gutiérrez, José De-Sola, et al. "Cell-Phone Addiction: A Review." *Frontiers in Psychiatry*, Frontiers Media S.A., 24 Oct. 2016, www.ncbi.nlm.nih.gov/pmc/articles/PMC5076301/

There are multiple pathologies that are identified and supported by the scientific communities in relationship to cell phone usage.

Strategies to address these pathologies through design:

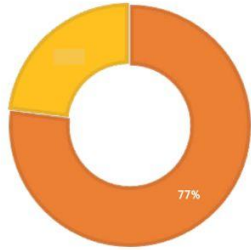
Empowering Users: Offering data-driven insights on phone usage and emotional triggers might help users make informed decisions.

Behavioral Nudges: Using gamification and visual benefits of reduced screen time might encourage users to check their phones less frequently.

Secondary Research

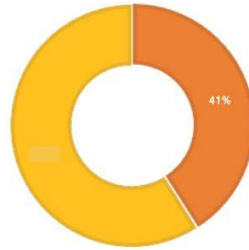
Some numbers about awareness:

Mutual feelings:



77% Parents

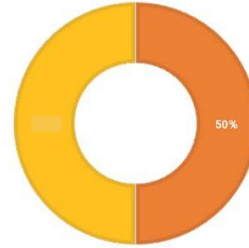
Feel their **teens** get distracted by devices and don't pay attention when they are together



41% Teens

Feel their **parents** get distracted by devices and don't pay attention when they are together

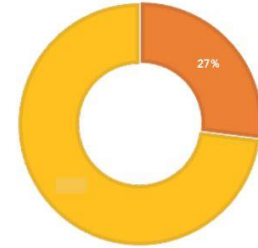
Self awareness:



50% Teens

Feel addicted to their mobile phones

1/2 Parents



27% Parents

Feel addicted to their mobile phones

1/3 Teens

Very often or occasionally try to cut down the amount of time they spend on devices.

User Research Methodologies



10 Diary Studies for:

- + **Real-Time Data Collection:** Captures user behavior as it occurs, revealing authentic usage patterns.
- + **Insights into Context:** Shows when and why users engaged with devices, identifying specific triggers and emotions linked to mobile usage.

10 Interviews (including participants from diary studies) for:

- + **Deep Qualitative Insights:** Provided in-depth understanding of users' motivations, challenges, and feelings regarding their device habits.
- + **Flexibility and opportunity to follow up on the diary studies:** Adapted to user responses in diary studies, to explore complex topics uncovering nuanced insights.

User Research

Key findings - Interviews and Diary studies



"Once I hear the sound, I touch my phone and see my email. I fall into a bad loop: Facebook (15 mins), LinkedIn (5 mins), Instagram (5 mins), Twitter (15 mins), and another loop again."

Distraction and Enticement: Incoming notifications serve both as distractions and enticements, pulling users back into a cycle of constant engagement with their devices.

Challenges with Self-Control: Users find it difficult to exercise self-control with their devices, often losing track of time when they are engaged with content or applications.

Trigger for Engagement: The easy availability of mobile devices and applications acts as a trigger for engagement, often leading users to start using their phones without a specific need or purpose.

Emotional After Effects: After extended use of social media or other applications, users frequently feel exhausted and guilty, realizing they have wasted significant amounts of time.

Impact on Social Presence and Relationships: Prolonged device usage can negatively affect users' social presence and relationships, as it reduces face-to-face interactions and can make individuals less available or attentive during social situations.

Analysis of B.J. Fogg's Model



Fogg emphasizes that the most effective way to change behavior is by focusing on simplicity through increasing ability and using effective prompts while considering motivation levels.

Hopes and fears
Pleasures or pain
Social acceptance
or rejection

Simplification through
time, money, effort,
brain cycles, social
deviance, and routine

Facilitator
Spark
Signal



Design

Target Audience:



*“I am addicted”
“I want to improve”
- A receptive audience*

The target audience for the project are the people who demonstrate following behaviors:

Aware of their addiction to mobile devices to some extent or more and acknowledge the need for change.

Desire to improve their habits regarding mobile device usage, specifically aiming to reduce the frequency and duration of their interactions with their devices.

Want to spend more time in face-to-face interactions with their loved ones, recognizing the negative impact that excessive device use has on their personal relationships and social presence.

Rationale: As per Fogg’s model, for a behavior change to occur, three elements must converge: Motivation, Ability, and a Prompt.

Selection of a receptive audience increases the likelihood of successful behavior change.

Target Behavior:



The target behaviors are focused on fostering healthier digital habits, specifically aiming to:

Decrease Daily Screen Time: Encouraging users to reduce the total amount of time spent on their mobile devices each day.

Minimize Unnecessary Phone Unlocks: Aiming to lessen the frequency with which users unlock their phones, particularly when not required, which helps in reducing habitual and mindless checking.

Reduce Social Media Consumption: Targeting a decrease in the time spent on social media platforms, which are major contributors to excessive screen time and can impact mental health.

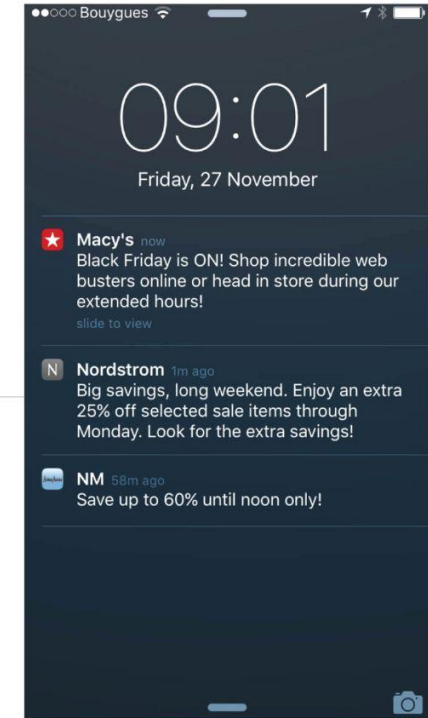
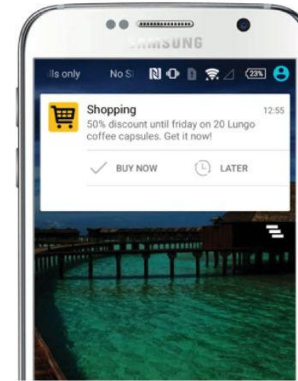
Increase Mindful Usage: Promoting awareness of when and why users are engaging with their devices, thus encouraging more deliberate and purposeful use.

Enhance Real-World Interactions: Encouraging more face-to-face interactions by minimizing distractions from mobile devices during social situations.

Choosing the right channel:

For this project, the right channel identified was the mobile devices themselves since the behavior to be modified directly involves these devices.

Using app notifications as timely prompts would ensure that the message reaches the user precisely at the **right time and in the context where the behavior needs to be managed.**

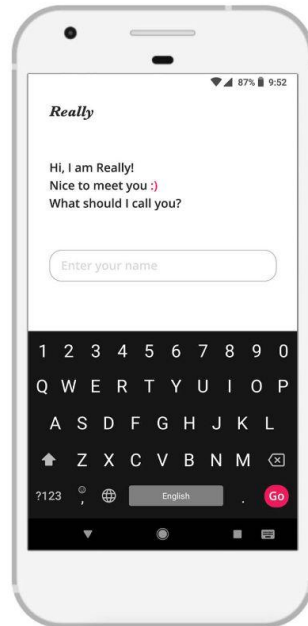


Live, Really

The Final Design of the Application

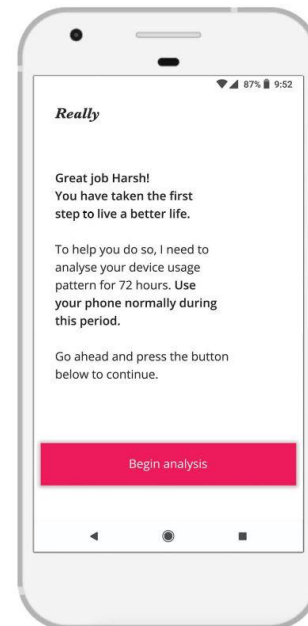


Splash screen



Customization

First time user onboarding



First start

Start 72 hours device usage analysis for the first time users

Persuasive Techniques used during onboarding:

Functional Triad - Social Actor

The app introduces itself and asks for the user's name as a conversation starter.

As a conversation flow, the application takes the user through a process meanwhile analyzing their behavior.

It is the first step to building the relationship.

Live, Really

The Solution

What and why?

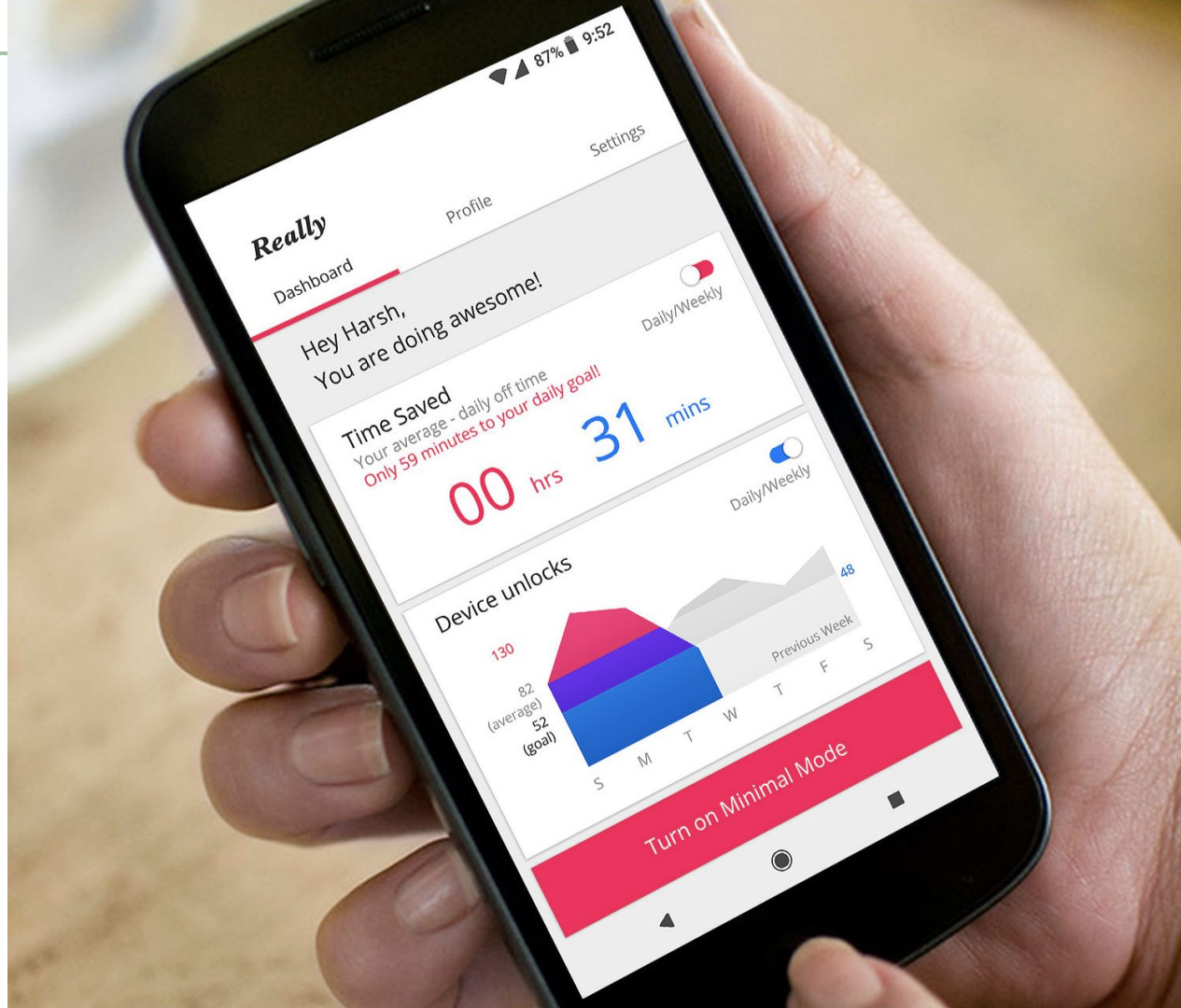
The Live, Really is a mobile application designed to address the **growing concern of excessive mobile device usage** and its impact on digital well-being.

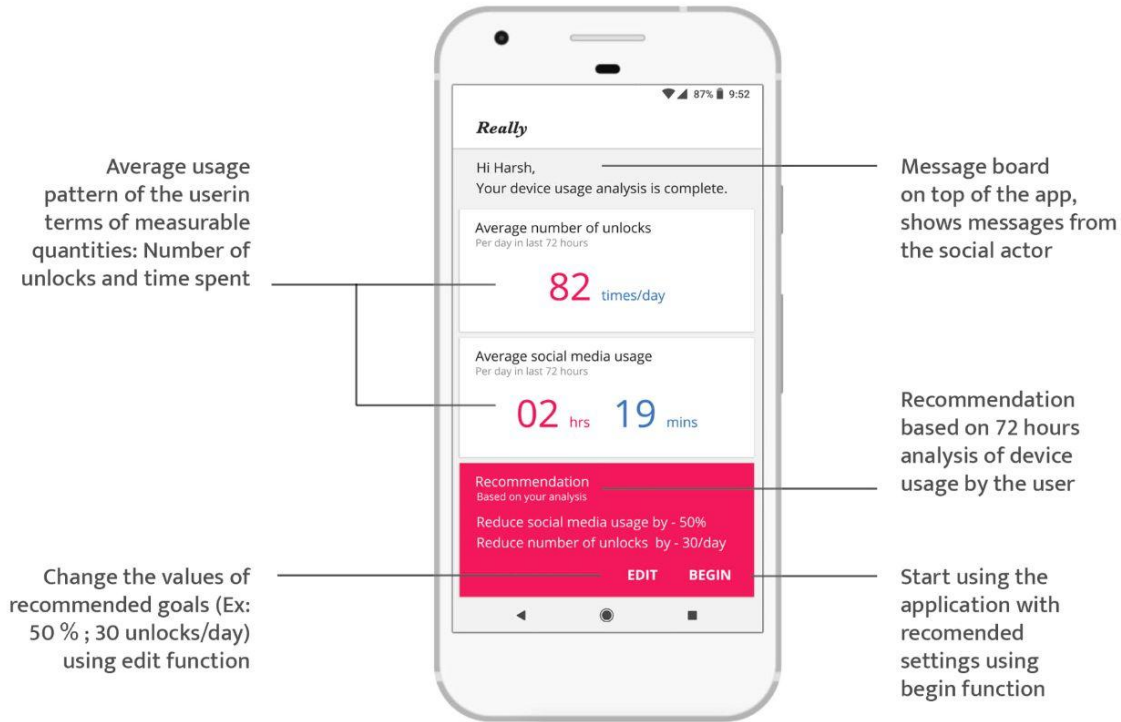
How?

The application aims to guide users towards more mindful device usage and foster positive social interactions by leveraging persuasive interaction design techniques based on **B.J. Fogg's persuasive design methodology**.

For whom?

The application, designed for **individuals seeking to improve their digital habits** and reclaim control over their time and attention.





First time Analysis

Persuasive Techniques used for first time analysis:

Functional Triad - Medium

The initial 72-hour user behavior analysis is presented through a medium that clearly provides insights into mobile usage, making data actionable and understandable.

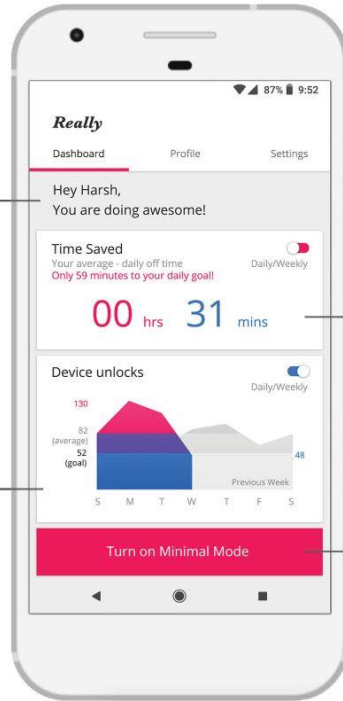
WYSIATI (What You See Is All There Is) - Base Rate Neglect

Displays only key usage metrics to focus user attention on important patterns and avoid overwhelming them with too much detail.

CAPT (Computer As Persuasive Technology)

Reduction: Displays only key usage metrics to focus user attention on important patterns and avoid overwhelming them with too much detail.

Suggestion and Tailoring: Provides tailored suggestions based on individual user behavior to enhance the relevance and effectiveness of the app's recommendations.



Dashboard

Friendly messages according to the user's performance

Displays the number of device unlocks per day. Weekly view/Daily view toggle available.

Displays the difference between the time for which the device was offline and average offline time of the user.

Minimal Mode

User can activate it manually from dashboard; Or it gets activated automatically when the user is in the vicinity of another user of this application.

Persuasive Techniques used for daily dashboard:

Functional Triad - Social Actors

Uses encouraging messages on the top panel to create engaging and humanized interactions, motivating users towards positive behaviors.

WYSIATI: Frame Effects

Frames usage data as "time saved" instead of "time spent," positively shifting user perception to emphasize productivity and encourage behavior change.

CAPT - Self Monitoring

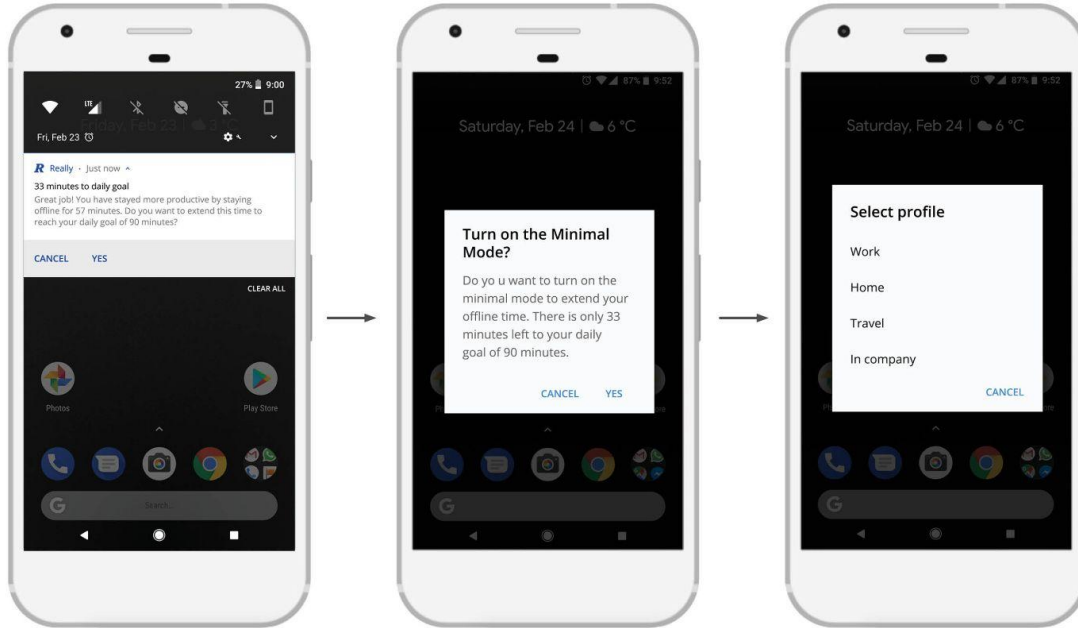
Provides a dashboard for easy tracking of daily or weekly device usage, increasing self-awareness and accountability.

CAPT - Reduction

Simplifies the user interface and narrows down choices, focusing on essential actions to reduce decision fatigue and promote positive steps.

Additional Features:

1) Notifications:



Notification when user unlock your phone in normal mode

Dialogue box if the user clicks yes on the previous screen

Dialogue to select the profile for Minimal Mode

Persuasive Techniques used for notifications:

Priming Effect

Uses familiar notification formats to mentally prepare users for quick and easy actions.

CAPT: Tunneling

Directs users through simple notifications to specific app features, simplifying the path to desired behaviors.

Areas of Influence - Commitment

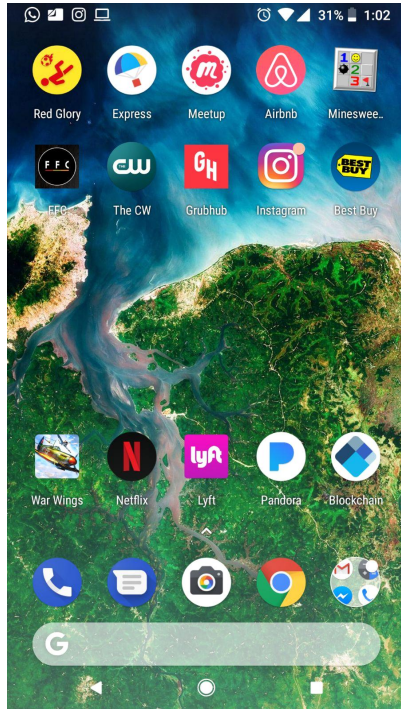
Directs users through simple notifications to specific app features, simplifying the path to desired behaviors.

Aristotle's Rhetorical Triangle - Kairos

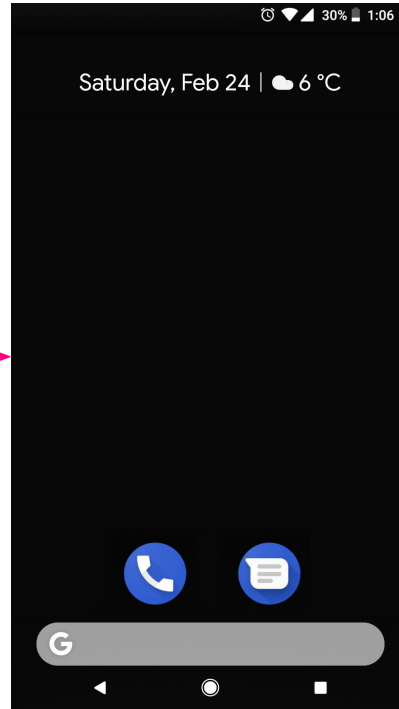
Directs users through simple notifications to specific app features, simplifying the path to desired behaviors.

Additional Features:

2) Minimal Mode:

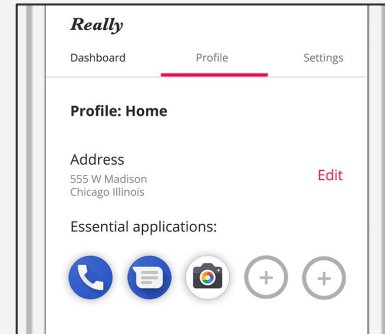


Normal Mode

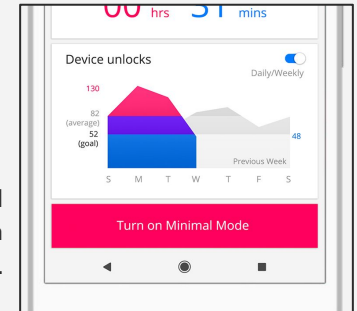


Minimal Mode

Activating Minimal Mode overlays the device's default home screen with a **minimalistic home screen** with essential applications.



Essential apps are selected by the user in the application's profile section and are limited up to five.



Minimal-Mode can be activated manually from the dashboard or can be set to automatic.

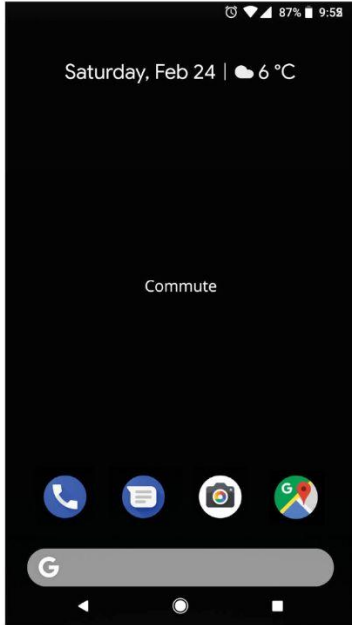
Persuasive technique used:

CAPT - Reduction

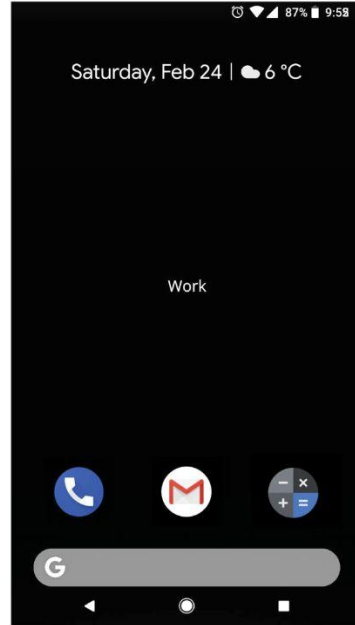
Six areas of influence - Social proof

Ethos - Code-grooming

1 a) Minimal Mode in Individual Setting:



When the user is travelling

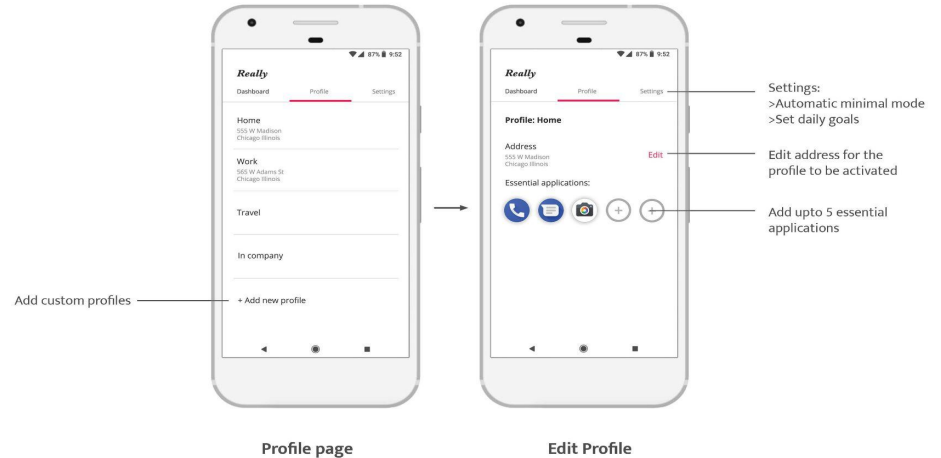


When the user is at their workplace

Context aware profile switching:

Using device's location and proximity to other devices using the application, **Really** can activate the respective profiles of Minimal-Mode.

Users can add and edit different profiles using the app settings:



1 b) Minimal Mode in Social Setting:

Users are away

Both the users are using the app - Really



Harsh's Phone
Normal Mode



Prapti's Phone
Normal Mode

1 b) Minimal Mode in Social Setting:



Harsh's Phone
Normal Mode

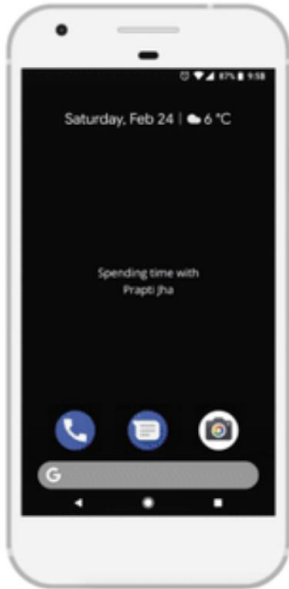


Prapti's Phone
Normal Mode

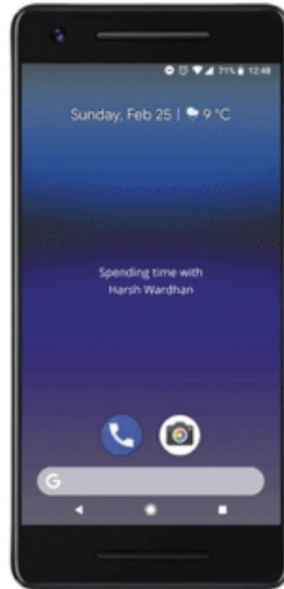
User comes into close proximity,

Really detects another device using device location.

1 b) Minimal Mode in Social Setting:



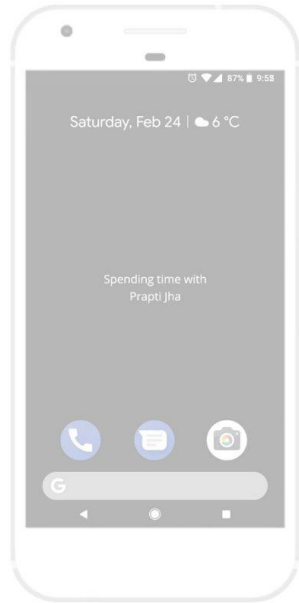
Harsh's Phone
Minimal Mode



Prapti's Phone
Minimal Mode

On automatic setting, **Really** switches to **Minimal-Mode** on both the devices.

1 c) Exiting the Minimal Mode



Harsh's Phone



Prapti's Phone



Press Home button for 5 sec, to exist

Persuasive Technique used:

Kairos

Pathos:

Persuasive emotions

Conclusion

Through this project, we explored a variety of persuasive design strategies like the **Functional Triad, WYSIATI, and CAPT**, among others which simplify complex information, tailor suggestions, and use timely prompts to guide user behavior.

Through features such as **Minimal Mode and carefully designed notifications**, the app empowers users to regain control over their digital habits and improve their overall well-being.

Ultimately, the “Live, Really” concept strives to empower users to live more fully in the present moment and create a more balanced and fulfilling lifestyle.



Thank You!

*“You live only once, so,
Live, Really”*

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