

- **Project Team:** Social Media Addicts Anonymous- Jessie Bart, Josie Light, Claire O'Brien, Austin White
- **What I Did:** I acted as the team manager, scheduling meetings, facilitating brainstorming, submitting deliverables, and communicating during a virtual semester. The group ideating was a collaborative process, evenly split between us.
- **Timeline:** January 2021 - April 2021



**\*Motivation:** I am a self-identifying social media addict, so this design was largely inspired by something I would find useful. It was reassuring to hear my group members relate.

- **How Might We:** Given the fact that students and teachers are feeling aware and concerned by the amount of time students spend on social media, how might we

motivate students to be more attentive during Zoom class with little to no effort from them?

- **User Research Summary:** We found that students in general go on social media fairly regularly during class, and recognize it might not be a good habit. Students do not typically monitor their social media screen time currently, but seem to respond well to positive reinforcement and many students would be motivated to log off social media for a reward such as discounts on items of particular interest. We also found that some students find social media useful for connecting with classmates during a Zoom learning semester such as this one.

In particular with interviews, we had some insight on how there are both disadvantages and advantages to online learning and in particular, phone usage through screen time. Students seem to have some common agreement that social networking is extremely useful when using their phone, that they cannot 100% confidently say that using their phone with zoom is a disadvantage. The disadvantage they brought up about their phone usage was that during class is the time they go on their socials, rather than using it for networking. They came to the conclusion that online learning gives them the ability to reach out to people easier, but at the same time, if there was a way to implement positive and motivating notifications to get them off their phones, that it would be useful. By doing this, both interviewees said that if there was a point system or tracking system of how many hours you spent on your phone lead to claiming a prize or gift card at the end of the week or month, that it would slowly start the habit of getting them off their phone in their daily lives.

- **Key Takeaways:**
  - Many students feel they are on social media a lot or too much during Zoom class.
  - Students reported to be motivated by positive reinforcement and potential discounts/ free handouts
  - We found a teacher who said they were willing to promote this product, as they have noticed students being more active on social media/absent from participation during class.
- **Personas and/or Infographics:**

## PERSONA + SCENARIO WORKSHEET

**NAME** Social Media Sarah **DESCRIPTION** CU student with all remote classes and 3 different social media accounts

Pick a name that is easy to remember.

Name a trait, such as The Hoarder, The Explorer, or The Maker.

**BACKSTORY** Sarah has always used Instagram, Snapchat, and Twitter for fun in between classes and after school. Once classes went remote, Sarah naturally felt it was more tempting to use these apps during class since no one could see her. Sarah acknowledges this as an unproductive habit, but no one is holding her accountable in an isolated learning environment. She's a comm major and enjoys doing art and hiking.

List characteristics and experiences such as education, nationality, work history, hobbies, and family life.

**RESOURCES** Sarah is a junior at CU, and is very active on Instagram and Snapchat. She always has access to her phone, making the distraction so accessible. She does not have any classes on campus, but if she did, she feels Zoom has permanently changed her behavior during class, and staying off her phone would be a challenge in person too.

Is the persona an expert or a novice? What abilities or resources do they have, and what obstacles do they face?

**EMOTIONS** Sarah is not up at night because of her bad habit, but she finds herself frustrated with her behavior and it feels uncontrollable at this point. It's just one more thing to work on and it is upsetting.

How does the persona feel about the challenge? Anxious or confident, excited or bored?

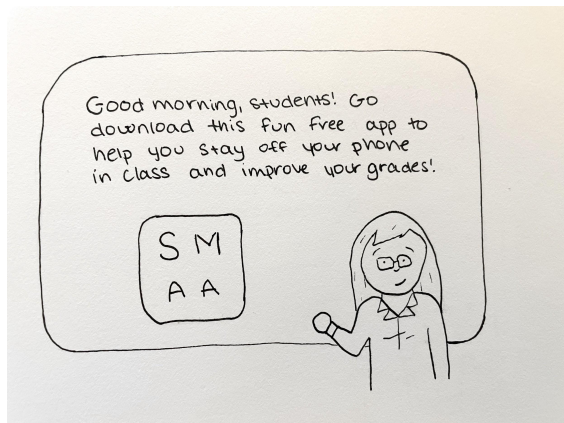
**GOALS** Sarah wants an effective but realistic solution that will be free of charge and not impact other aspects of her stressful pandemic lifestyle. She wants to break the habit but is not looking to put effort into it.

What action does the persona want to complete?

**SCENARIO** Sarah takes three minutes to download the app we created and enters her preferences and class schedule. The next day, 20 minutes into her first class at 10 am, Sarah picks up her phone to open Instagram, clearly bored. As soon as she enters her password, a pop-up with a picture of Sarah's favorite art supply store appears and reads "hey! You're in COMM 2131 right now. If you put your phone down and listen to the lecture for 30 more minutes, you'll earn 10% off at Johnson Craft Supplies. Enjoy your class and dive into the learning- you got this". Sarah rolls her eyes and smiles as she puts down her phone and turns back to lecture.

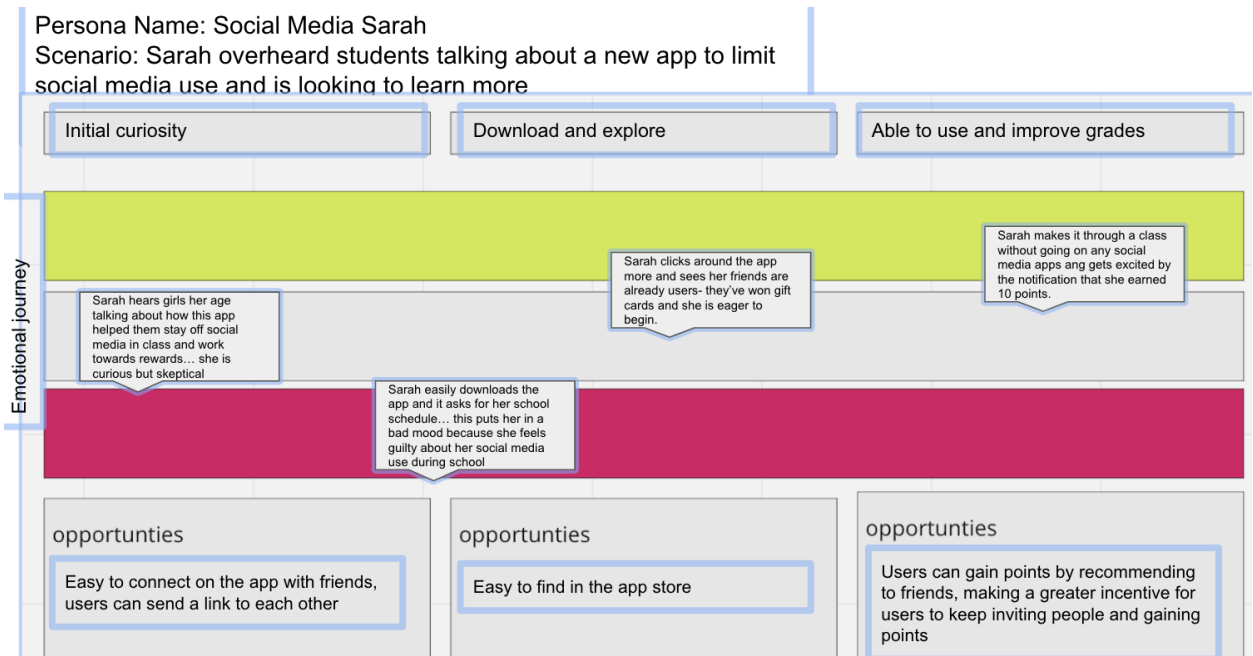
Write and/or sketch a scenario about how the persona accomplishes their goal.

PERSONA WORKSHEET inspired by "The Persona Core Poster," Creative Companion (May 5, 2017), <https://creativecompanion.wordpress.com/2017/05/05/the-persona-core-poster/>. Creative Commons Attribution Share-Alike.

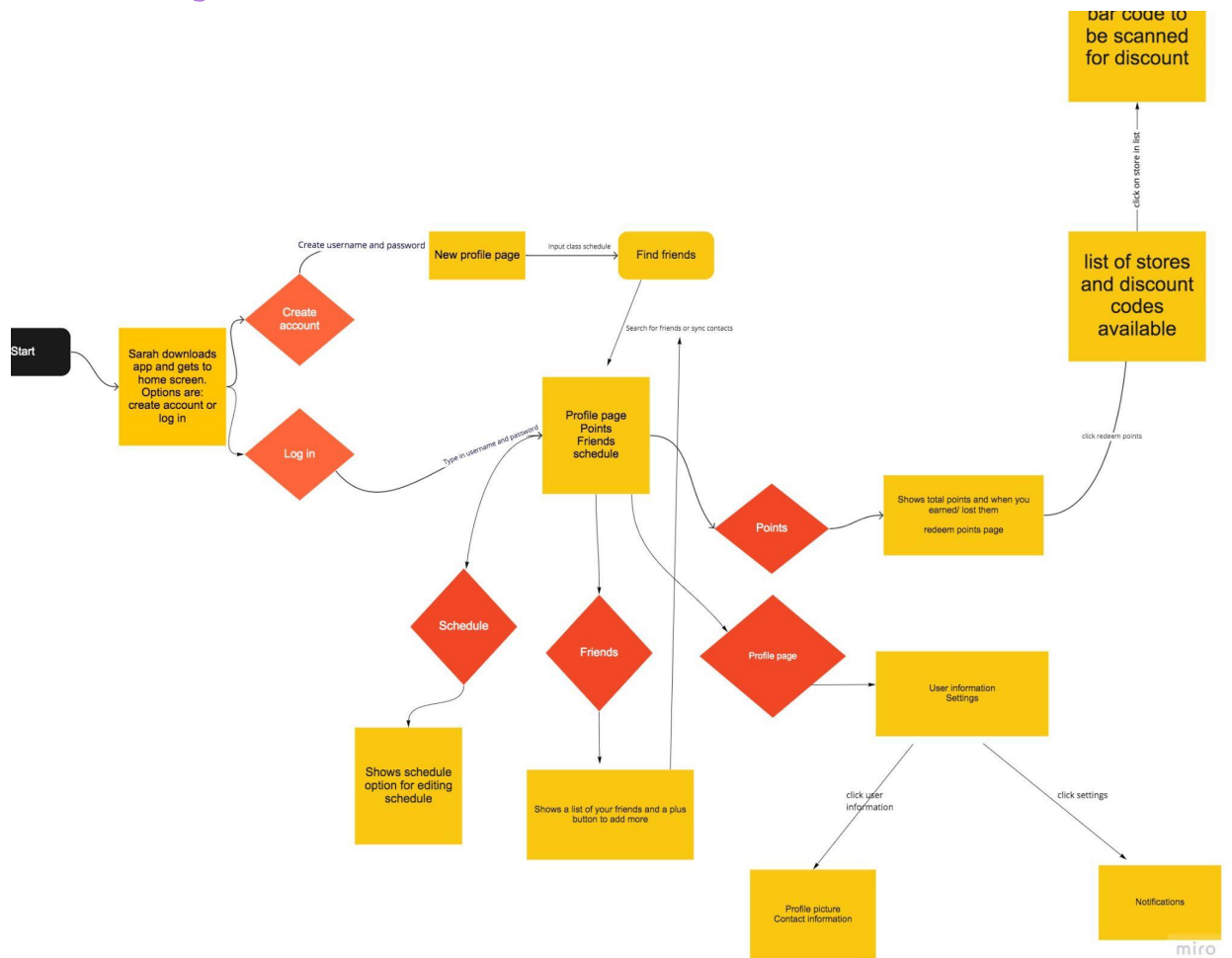




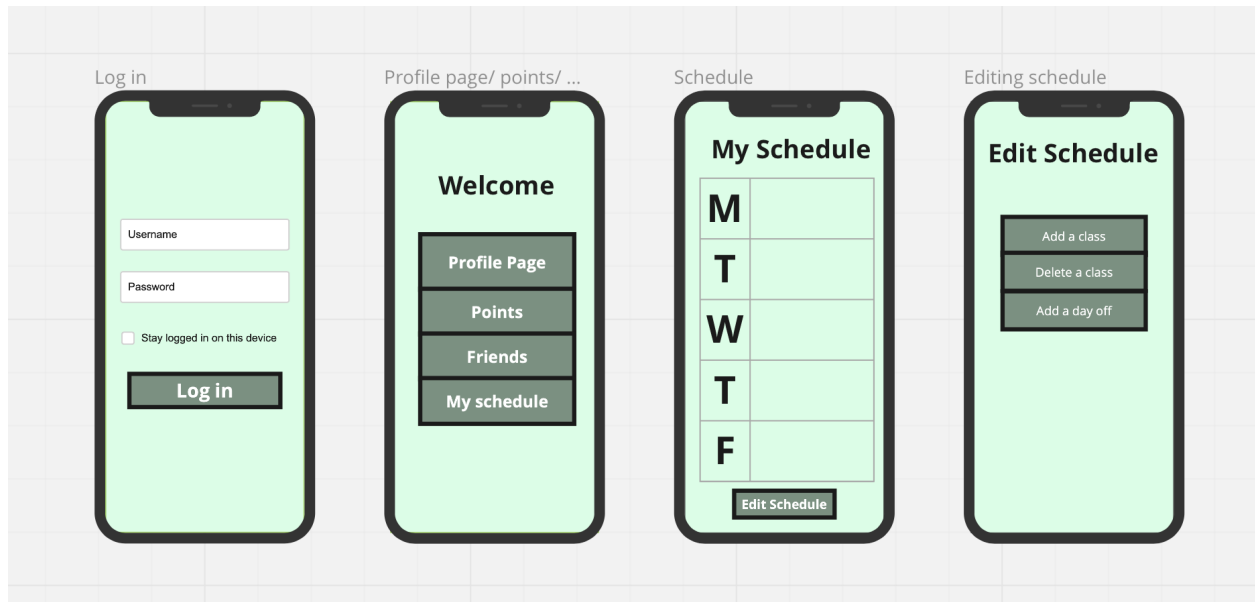
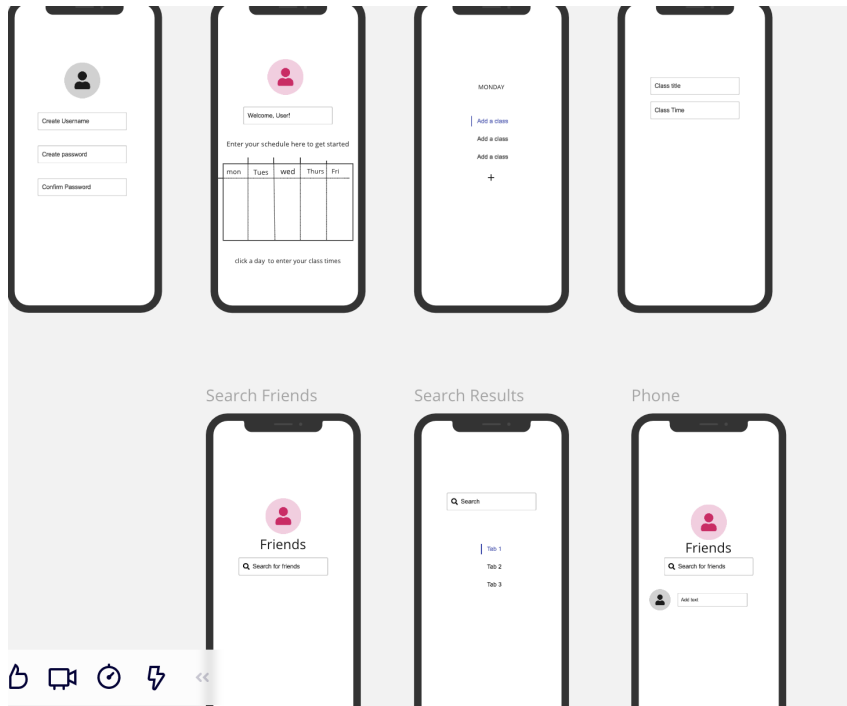
- **Journey Map:**

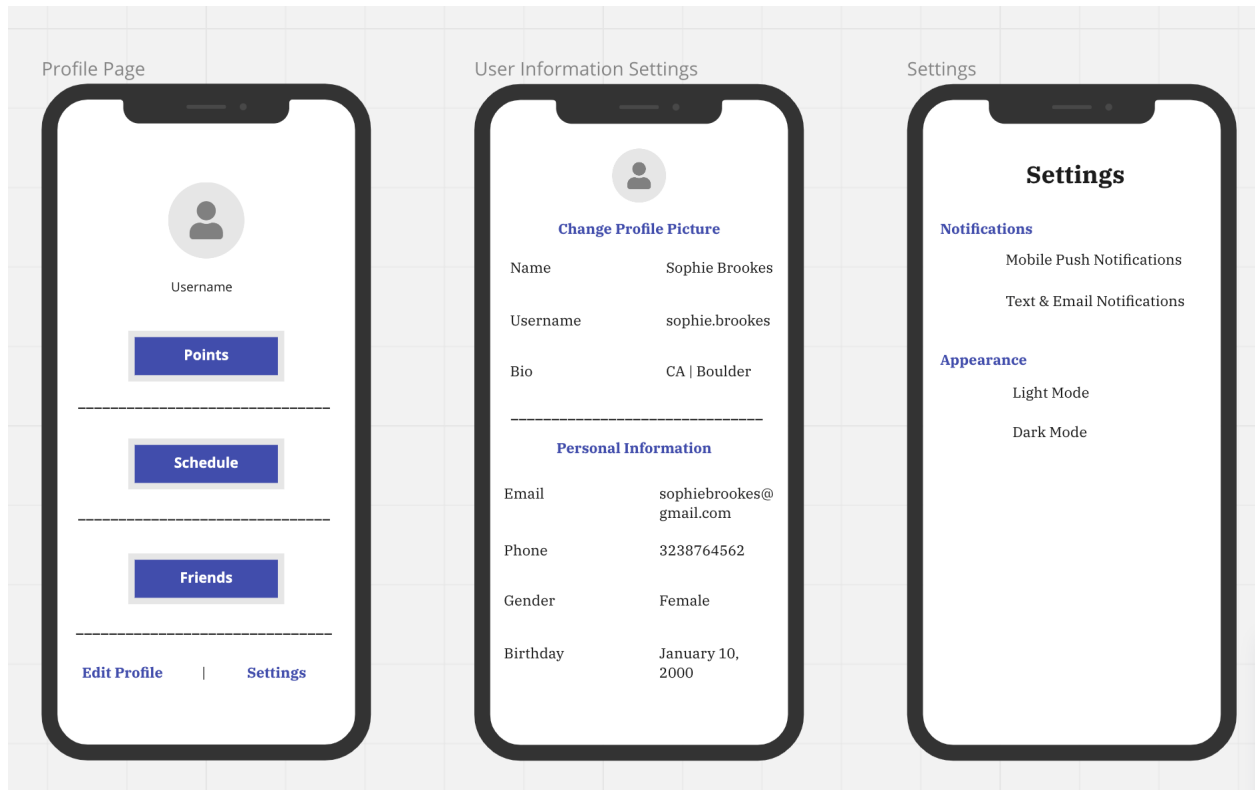


- **User Flow Diagram:**



- **Wireframes:**





- **Pain Points:**
- Searching for friends- confusion about whether to type in a username or full name
- Schedule could be more specific and aesthetically pleasing
- Tester feels like users should enter email address in order to have a backup way to secure account
- Doesn't have a back button, can't get back to main screen
- Schedule is kind of small, could make it so you can click on every day individually so it's bigger and easier to see
- There isn't a screw symbol for settings and personal information, but rather just a tab for each one
- Settings and editing profile are two separate things?