



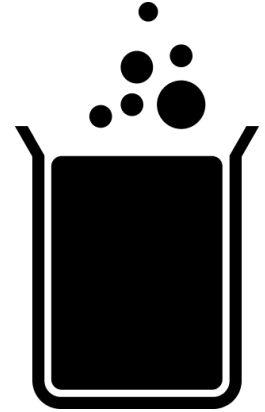
PHOCUS



**MISSION
& VALUE**



**PROTOTYPE &
TASK FLOW**



EXPERIMENT



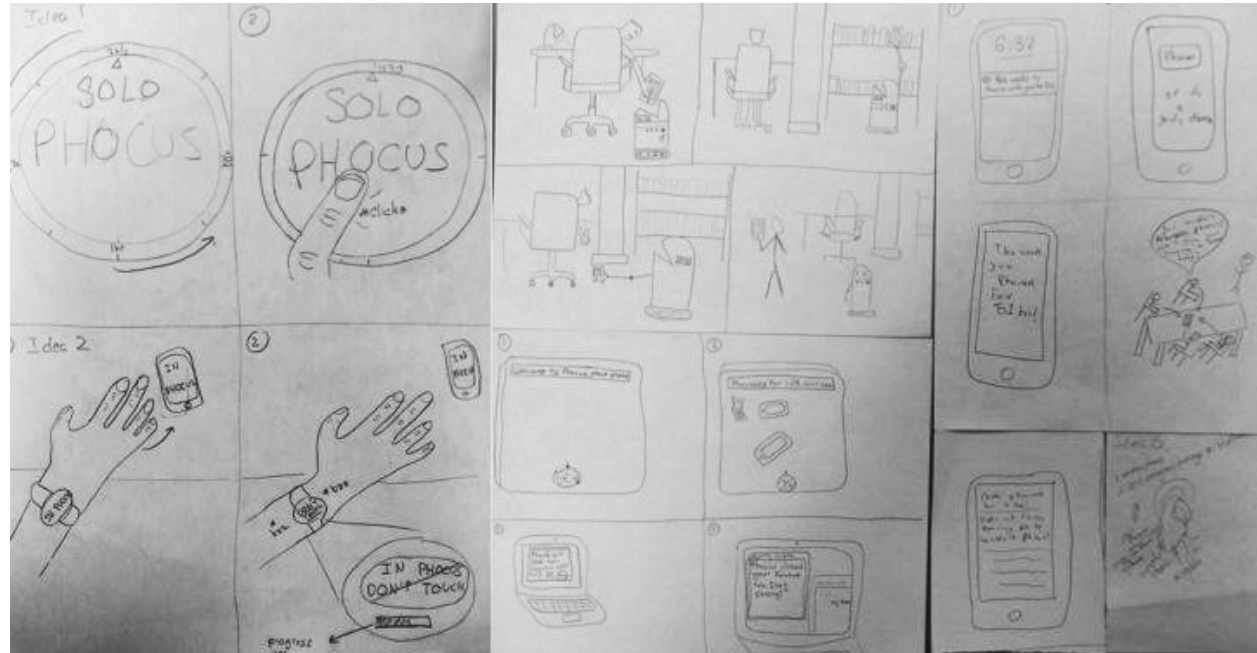
Time Well Spent.

Phocus helps individuals and groups spend their times without the distraction of electronic devices.

We achieve this through a platform where people share their focusing successes and failures.

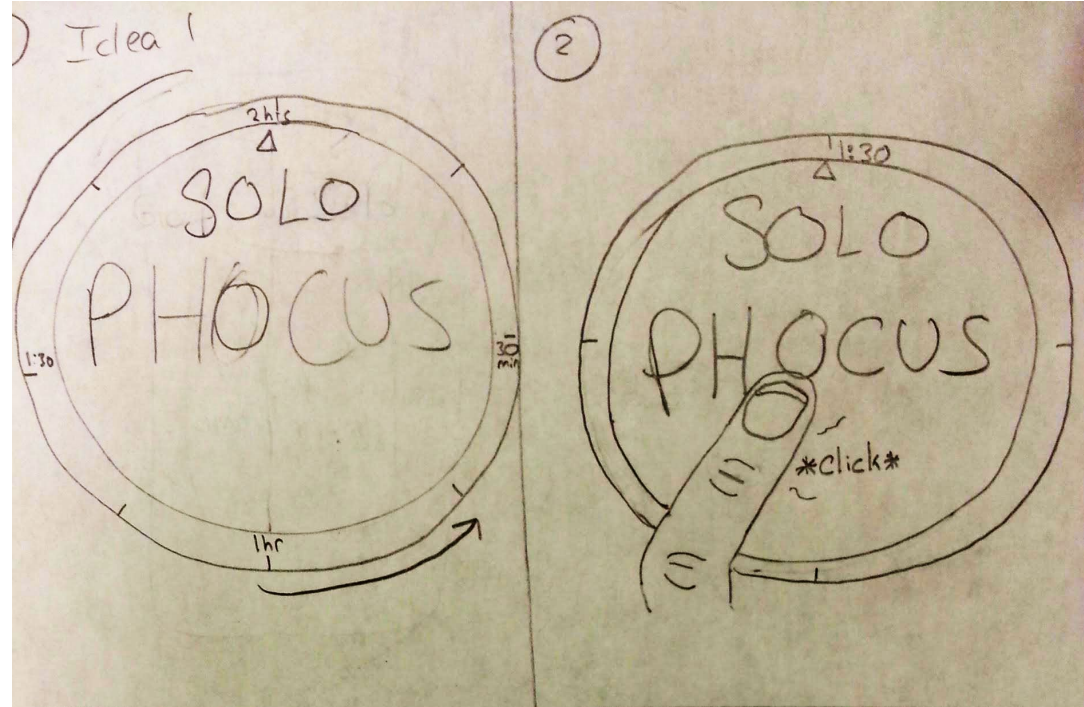


Sketches!



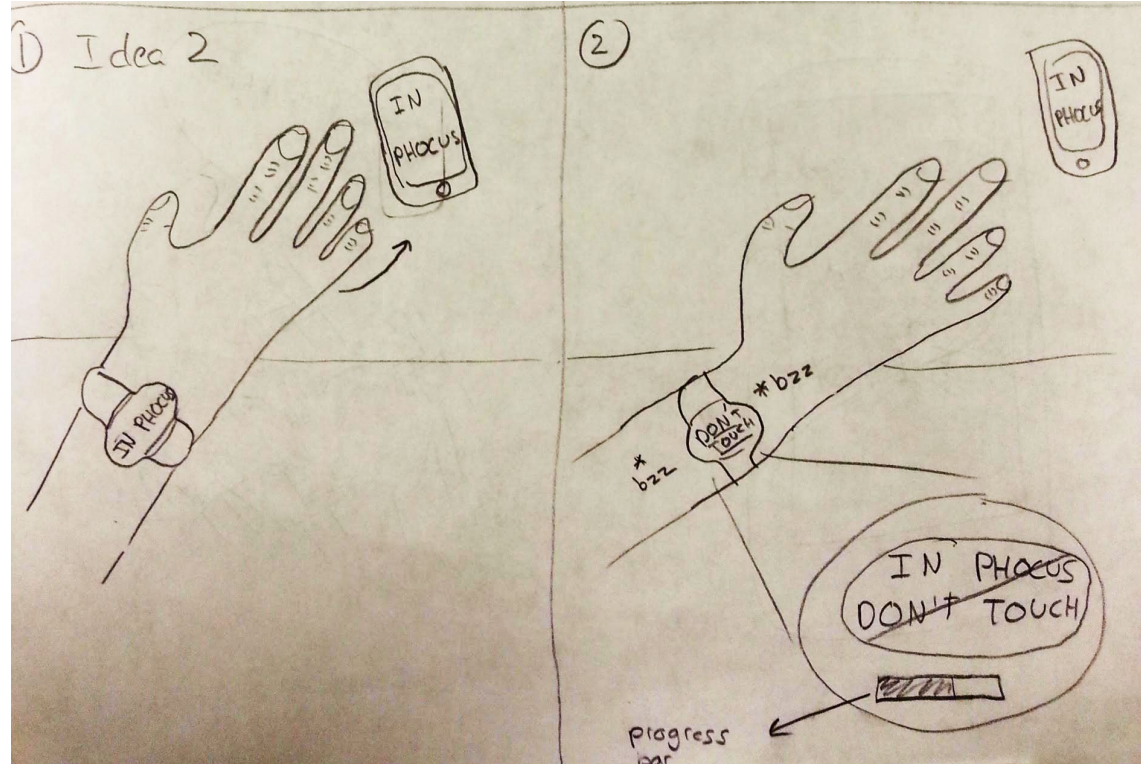


Sketches!



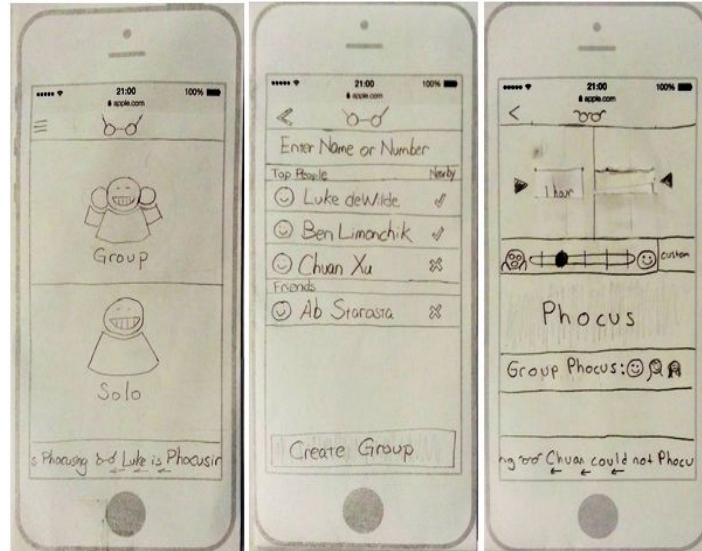


Sketches!





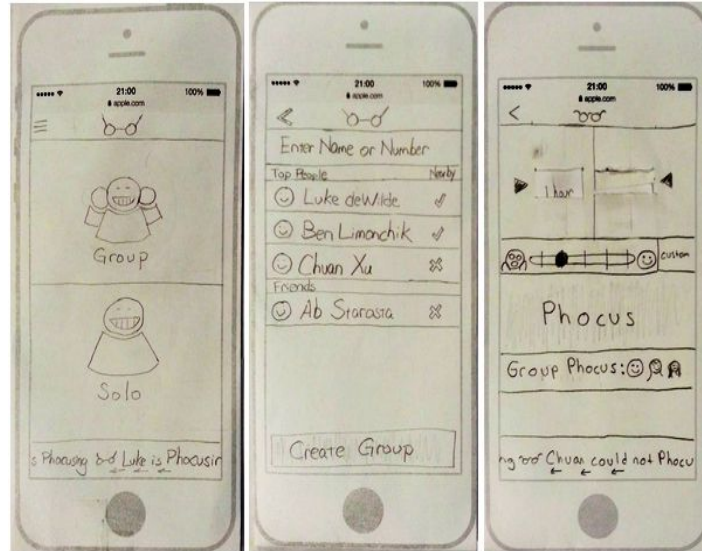
Selected Interface



Adoption



Selected Interface

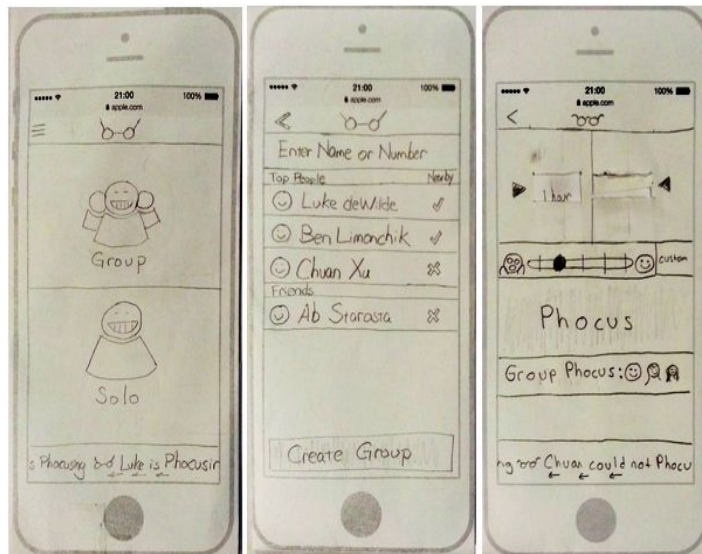


Adoption

Ease of Use



Selected Interface



Adoption

Ease of Use

Social



Task #1

John wants people in his group to stop being distracted by their phones and focus on conversation



customize focus session



Lock Phone



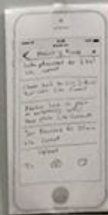
John uses his phone and fails to focus

Task #2

John is working hard, and wants to concentrate without the distraction of his phone

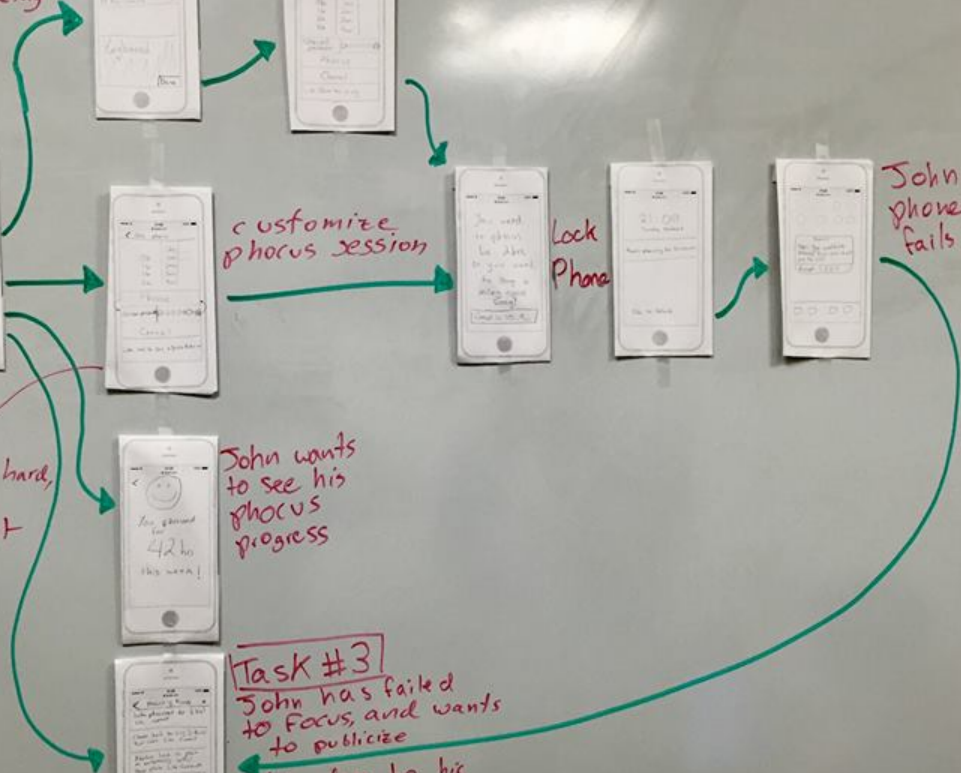


John wants to see his focus progress



Task #3

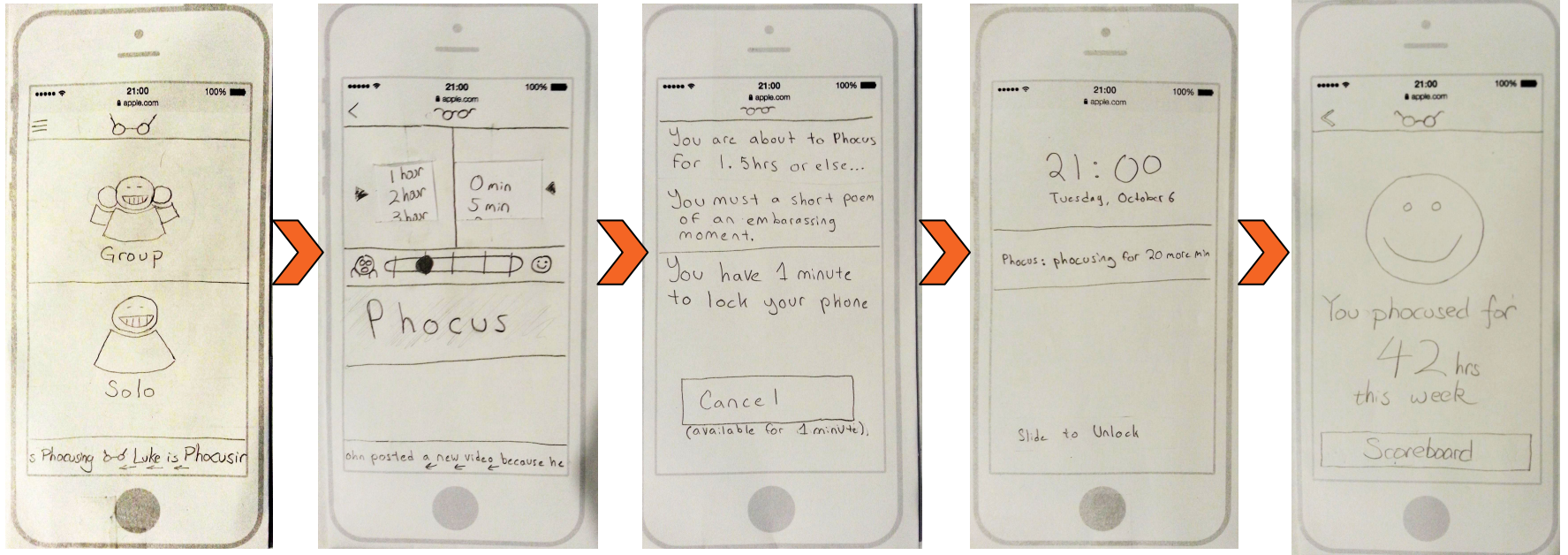
John has failed to focus, and wants to publicize his dare to his friends





Task 1 & Task Flow

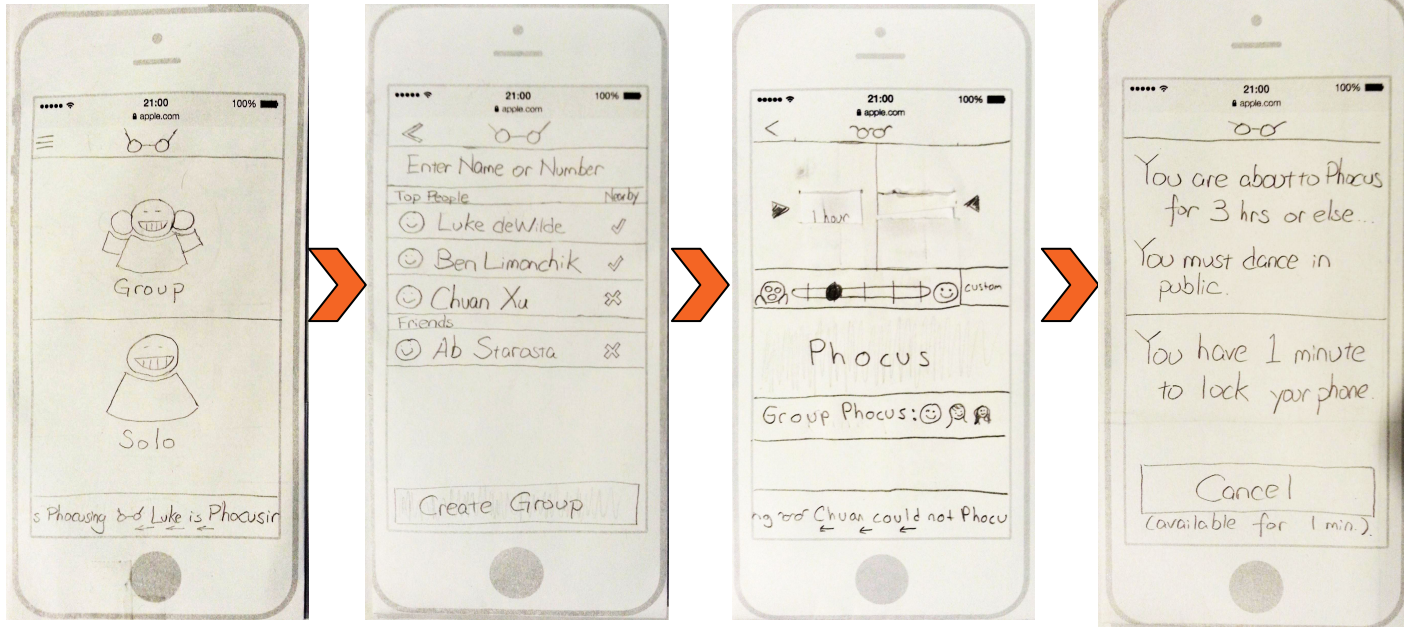
An individual wants to focus on his or her work





Task 2 & Task Flow

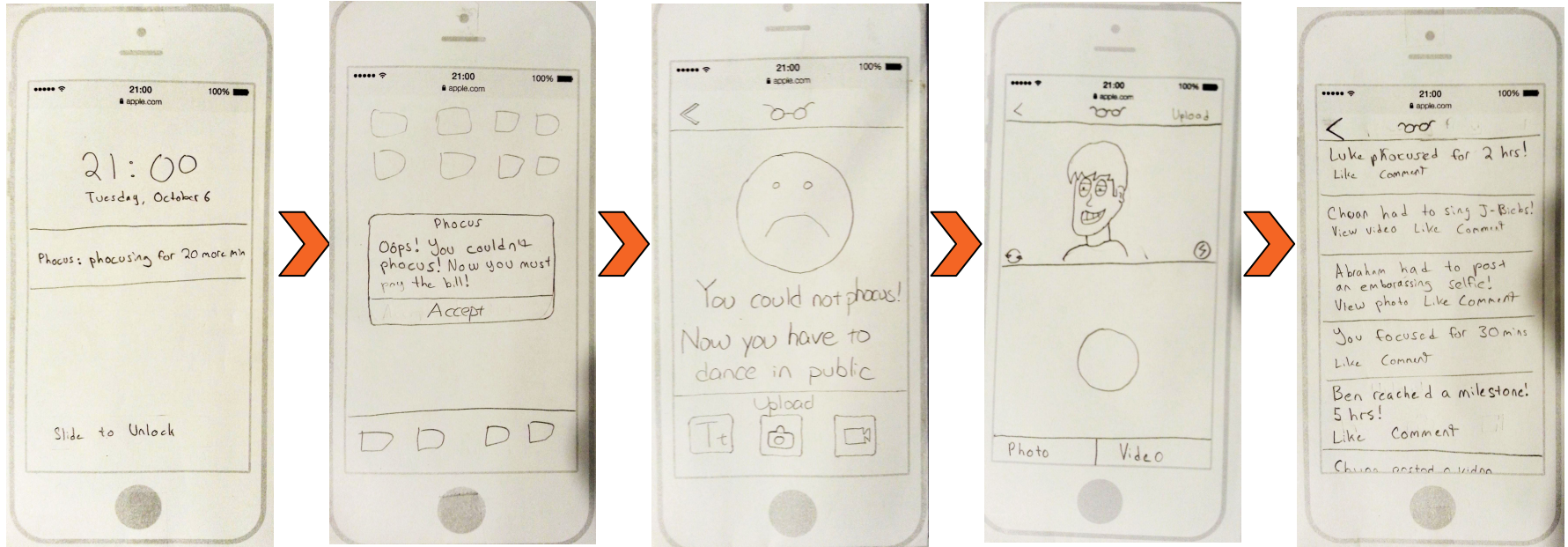
An individual wants a **group** to put away their phones and focus





Task 3 & Task Flow

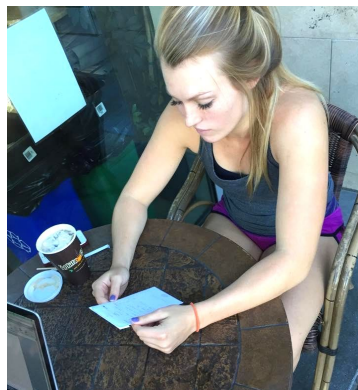
An individual **fails** to focus and must rise to the “dare” challenge





Methods

3 Interviews at Philz Coffee





Let the user decide.

Observe and listen.



Where did users get confused?

What did the users find cool?

How did users operate differently?

....



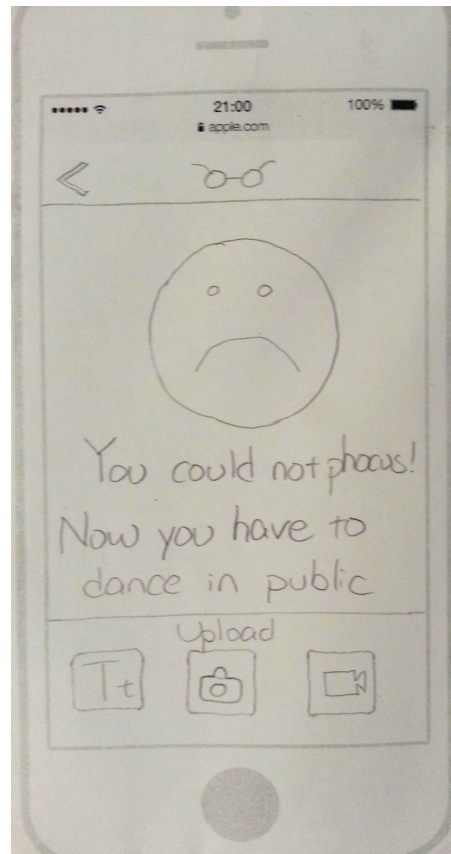
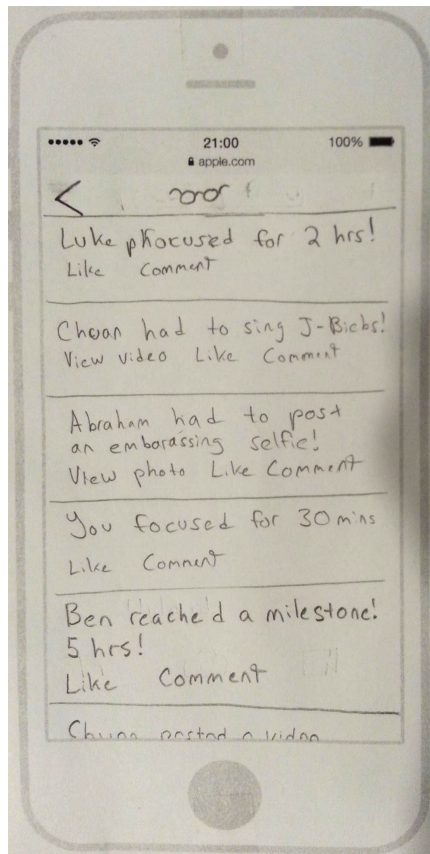
We look for expressions:

Happy, Surprise,
Confusion, Frustration,
Curiosity...



Results

- Generally Intuitive
- Love the concept



Most Popular Features



Results

- Participant 1: I might cop-out if I fail to focus...



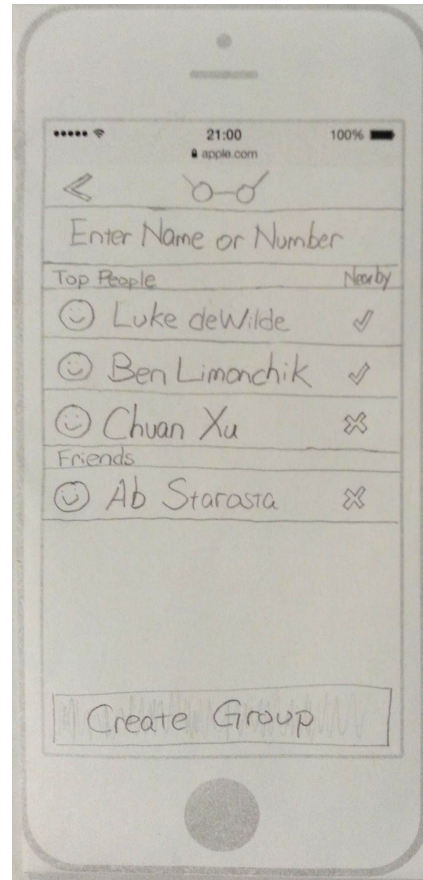
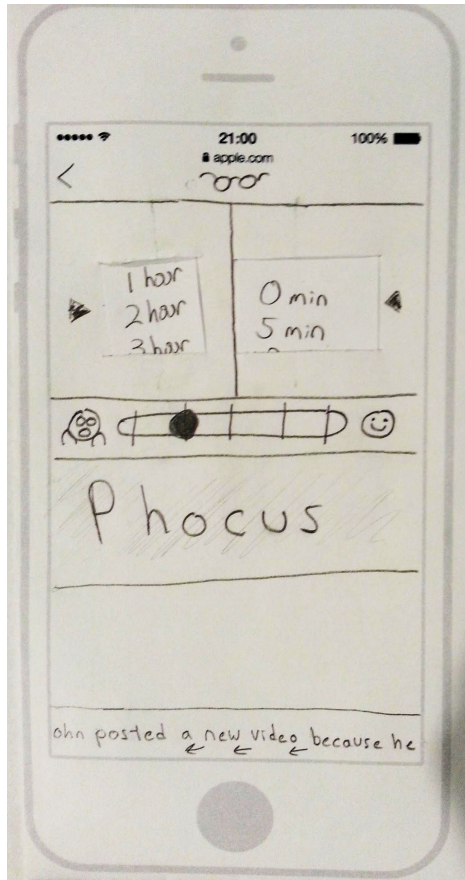
Results

- Participant 1: I might cop-out if I fail to focus...
- Participant 2: I might not want to do the challenge because it is not personalized



Results

- Participant 1: I might cop-out if I fail to focus...
- Participant 2: I might not want to do the challenge because it is not personalized
- Participant 2/3 confused by the Phocus Settings Screen



Most Confusing Screens



Next Step

- For solo sessions, record the challenge before starting to phocus



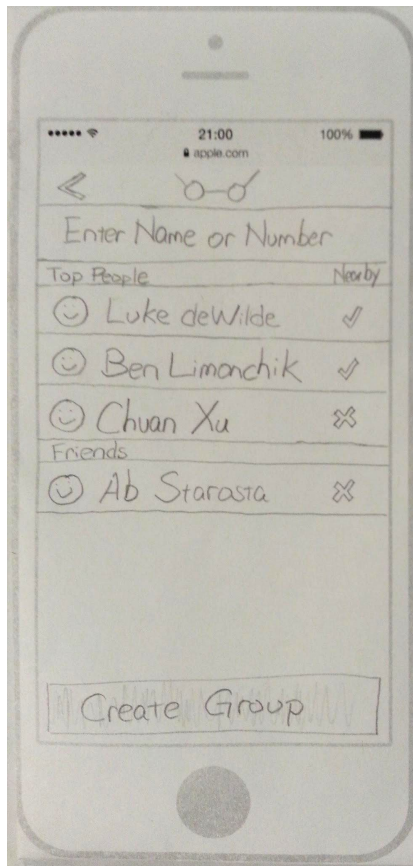
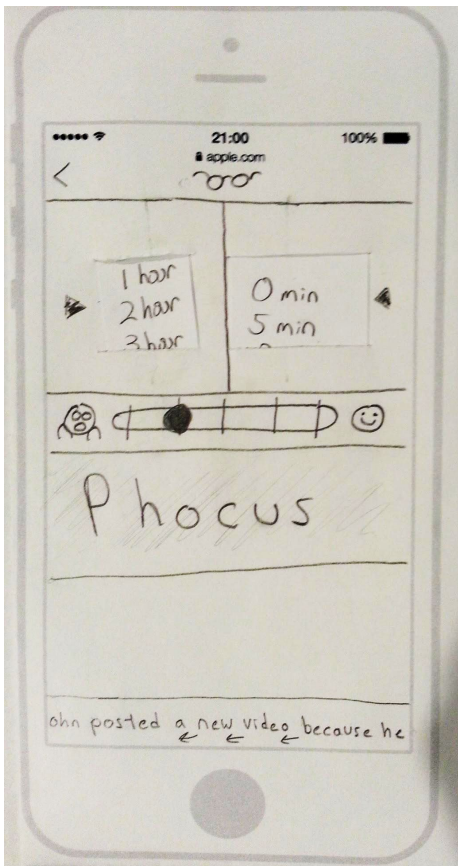
Next Step

- For solo sessions, record the challenge before starting to phocus
- Let users suggest punishments to their friends to add a more personal component

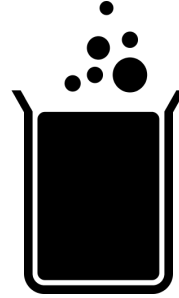


Next Step

- For solo sessions, record the challenge before starting to phocus
- Let users suggest punishments to their friends to add a more personal component
- Add colors!



Switch flow and re-make Phocus Settings Screen





Our low-fi prototype interviews confirmed our confidence in the Phocus App idea



Our low-fi prototype interviews confirmed our confidence in the Phocus App idea and inspired us to make three key design changes.



PHOCUS