

Swiping Left on Phone Addiction.

The Proposal

By Jordan, Ashlee & Josh

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Design Proposal 2019
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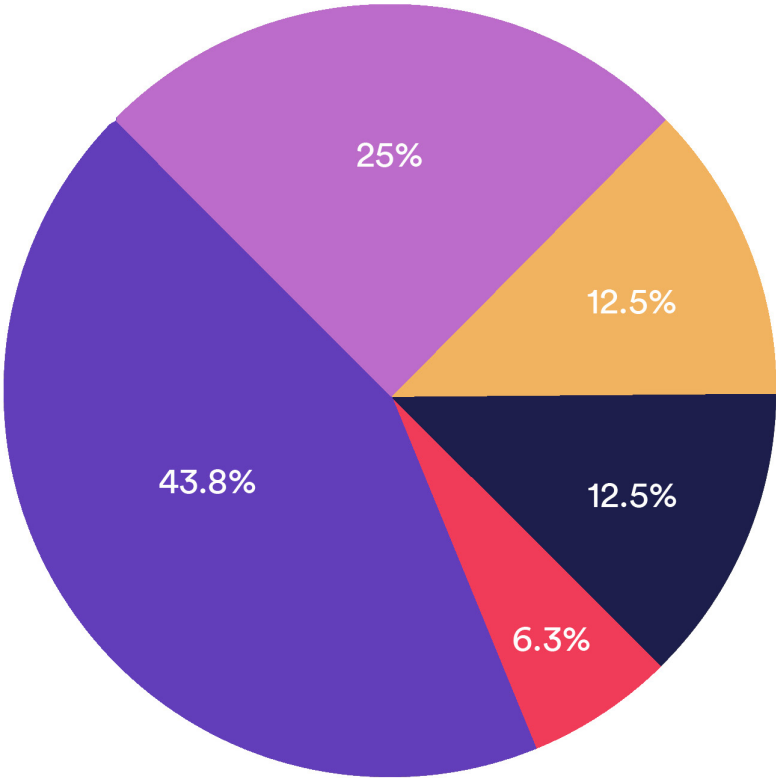
Audience

THIS IS KEVIN



Kevin is a 20 year old male university student, living in an urban area. He is anxious due to a heavy workload and stays up late at night. He tends to keep his phone with him at all times. He uses it whenever he can, sometime a little too often.

Exsiting Situation



The amount of time students spend on their phones:

- 1-2 hours
- 2-3 hours
- 3-5 hours
- 5+ hours
- Unsure

Exsiting Situation

Smartphone Addiction

Smartphone addiction in students is increasing rapidly. Because of this, many of them are generally spending more time looking at screens rather than physically socialising.



Life of Kevin

Kevin brings his phone with him everywhere and uses it very frequently, even if he doesn't need to. Because of this, he lacks the motivation to utilise his social time well and doesn't see many people in person.

Existing Situation

86%

of university students we surveyed by us consider themselves to use their phones too much.

50%

spend 3-5 or more hours online in an average day.

Exsiting Situation



"Compulsive use of the Internet and smartphone apps can cause you to neglect other aspects of your life, from real-world relationships to hobbies and social pursuits" (Melinda Smith, M.A., Lawrence Robinson, and Jeanne Segal, Ph.D. Last updated, 2019).

"One in five university students are at risk of smartphone addiction, which is a serious issue that may interfere with their abilities to live healthy lives." (Asian Nursing Research, 2017).

**"HUMANS
NEED REAL-
TIME, REAL-LIFE
INTERACTION
NOT JUST SOCIAL
INTERACTION"**

Power to change

There needs to be a way to generate the motivation to change phone habits and make people care about their phone addiction. This could be done through creating an awareness around the negative impact that smartphones addiction has on our social lives. There needs to be a push on promoting social interactions in person rather than on social media.



Life of Kevin

Give Kevin the awareness he needs to change his phone habits, and give him a safe environment where he feels comfortable socialising without his phone.



Barriers and Identified Opportunities

1 in 4 students would be **devastated** if they had no access to digital technologies for a month.

(SOURCE)

Barriers

Through our primary research we were surprised that half of the answers were that they don't try limit their phone usage at all.

People know that they're addicted to their phones but don't care enough or have a good enough reason to change their habits.

There are already initiatives implemented to help on smartphones such as screen-time blocker, but they aren't that effective according to our survey.

Opportunities

The other half of students limit their phone usage by keeping their phone in a separate area and/or turning it on silent or off.

Through our primary research many students showed an interest in reading in a situation where they didn't have a phone.

Because students know phone addiction is a problem there is opportunity for change in attitude with the right push.



Life of Kevin

Kevin doesn't have the sufficient motivation and information to provoke action.

The average screen time is

4 hours

a day.

That is

1,460

hours a year.

If worked, that equals to

\$25,842

extra a year

**Spend your
time more
wisely.**

**How
might
we...**

**Create motivation
in the target
audience to
put down their
smartphones
and want to
physically connect
with others?**

**"CELL PHONES
ARE SO
CONVENIENT
THAT THEY'RE AN
INCONVENIENCE"**

Client

Connecting with others

MAWSA (and other uni student support) - "We speak up on your behalf, listening to your needs through class reps in each course and the annually-elected student executive, making sure students' views are represented at all levels of decision making throughout the university, by appointing students to sit on college boards and representatives on a number of other university committees."
(Mawsa) can help implement events/clubs

Mentalhealth.org.nz and health.govt.nz - can help us to raise awareness

Volunteeringnz.org.nz - can collaborate to get people volunteering in social places e.g. soup kitchens, old folks home

Precedents



Like minded projects

Screen time apps

This app is designed to monitor your screen time on smartphones and also connecting you with real life interests to encourage you to get out and do other things. You can add goals and everything.

Massey Makery

Creative DIY sessions, such as beeswax wraps, weaving, language skills etc, aimed at learning new practical skills, building community and making friends, and then being able to pass this knowledge onto the wider massey community. May also be a focus on sustainability and mindfulness when producing these new products.

Board game cafes

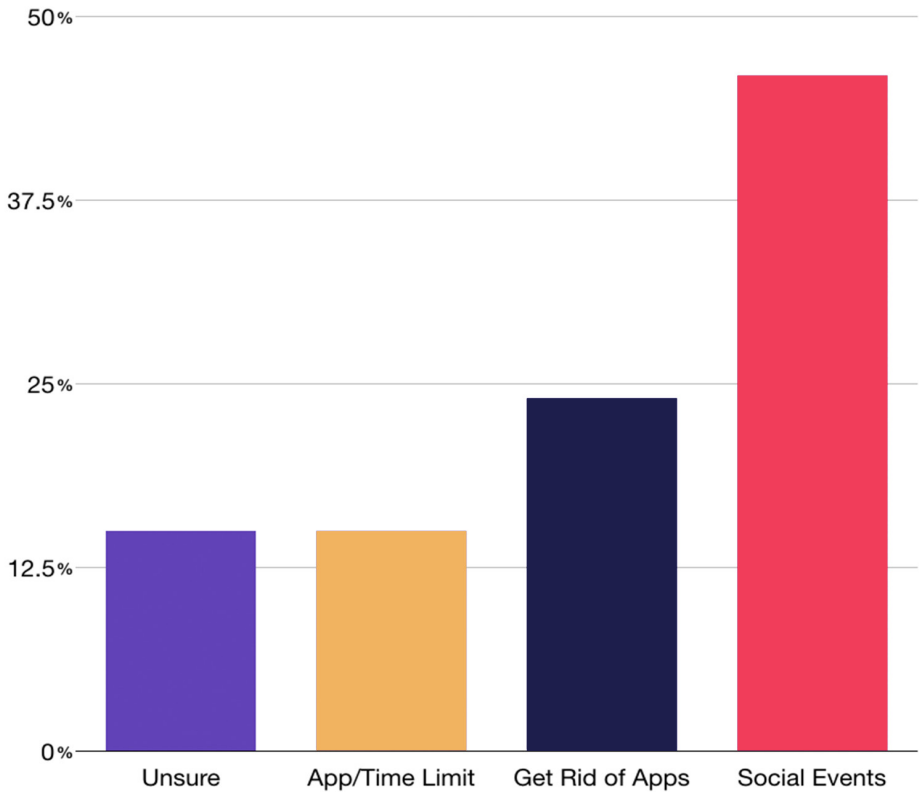
Counter Culture Cafe in Wellington is a cafe where people can put their phones down and socialise over food and board games.

Social media banners

Slavo Glinsky created digital banners to warn people against social media addiction that showed up on their newsfeeds.

Hunches

What students think would decrease their phone usage:



Hunches

What can we do?

Phone free areas, such as office spaces, cafes or hubs.

Social event that gets people to put away their phones and connect with like minded people.

Swap your phone for an animal initiative - could help looking after spca pets.

Phone usage awareness alerts - could include suggestions of what to do instead of using phone.

Analog cafes where you can write notes or draw or read, but you can't use your phone.

Volunteering - can help connect to the wider community and can be very socialable.



Life of Kevin

If Kevin had more social events or things to distract himself he would be more likely to put his phone down. This would make a happy Kevin.

Proactive mindset

Take notice of the amount of time phones occupy in our lives and try to limit it.



Be active in getting your hands busy off the digital keyboard and into the real world.



Make real life connections with people, not online connections. So you can connect with other to benefit your wellbeing and stay away from your phone.



Bibliography

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