

 **FACEBOOK** 10:20 AM
Sam commented on your post

 **TWITTER** 10:21 AM
@Jerry mentioned you

 **WHATSAPP** Now
Message

 **INTAGRAM** Now
John liked your post

MEDIA DETOX

LESS SCROLLING
MORE LIVING 

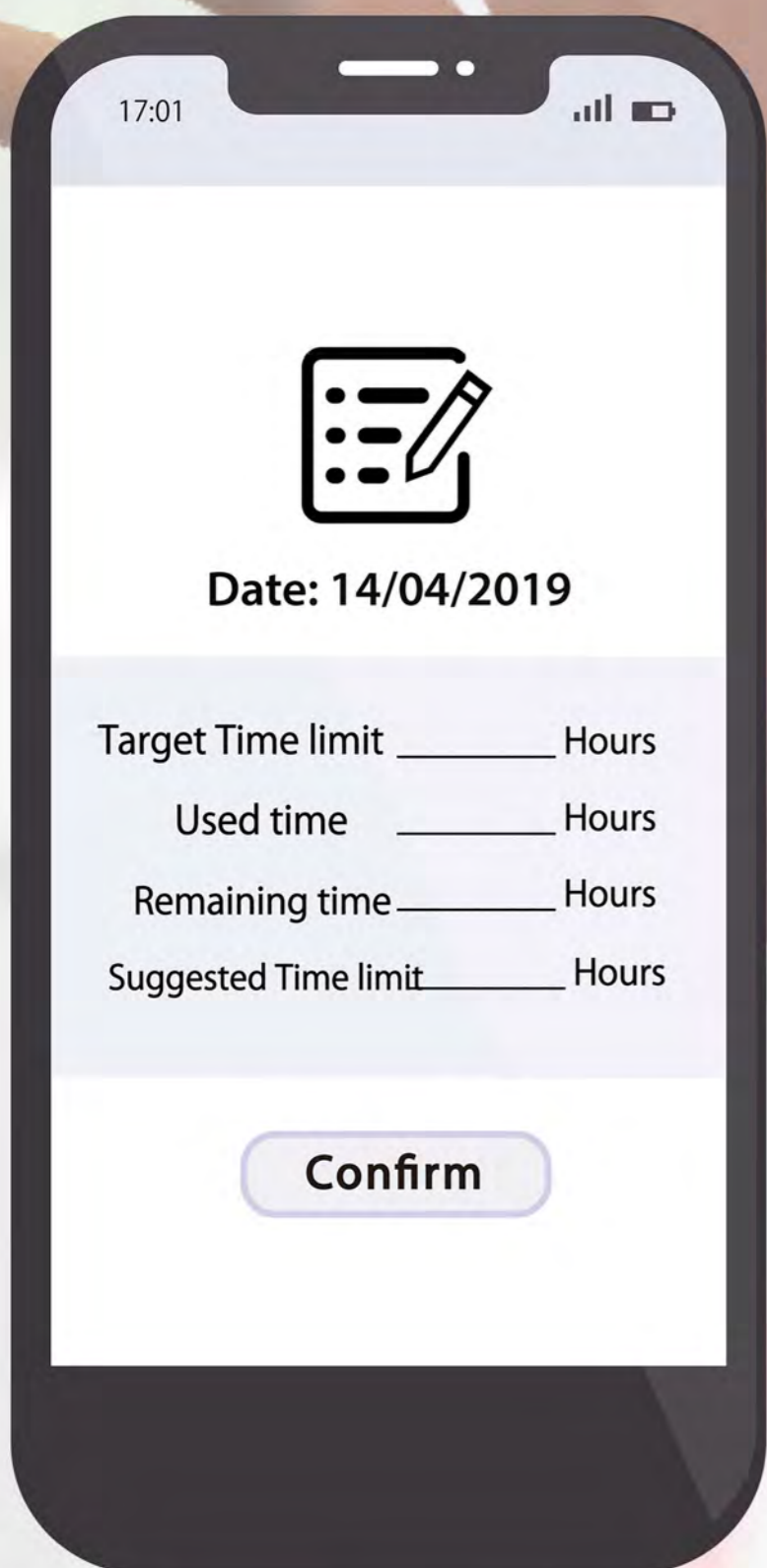


Scan the QR code and check our VIDEO now!

Problem Statement: Social media addiction is a form of digital media overuse, which could be considered as someone having a compulsion to use social media constantly — such as repeatedly checking Facebook status updates or "stalking" people's profiles on Facebook. Social media addiction may present symptoms such as anxiety and depression, bring constant distractions in one's daily life.

Targets:

1. Through the use of narrative video to overcome resistance and promote the app.
2. Use app to reinforce and promote behavior change.



Planning

Function:

Users are required to set the time limit of social media usage for the day, week and month. The App creates detailed exercising plans based on their goals and personal information by splitting the big plan into small missions

Theory:

- Implementation intention
- Self-efficacy

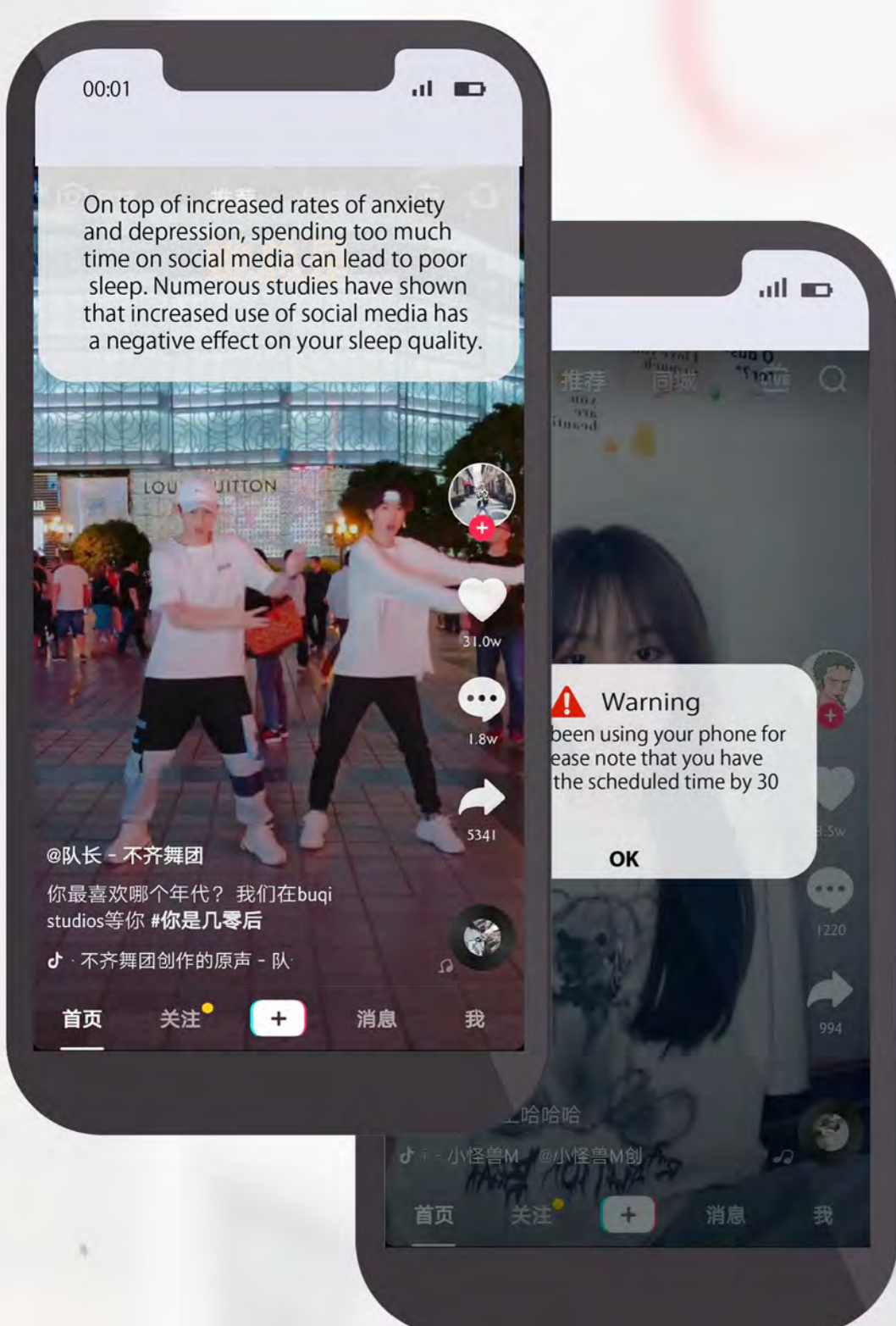
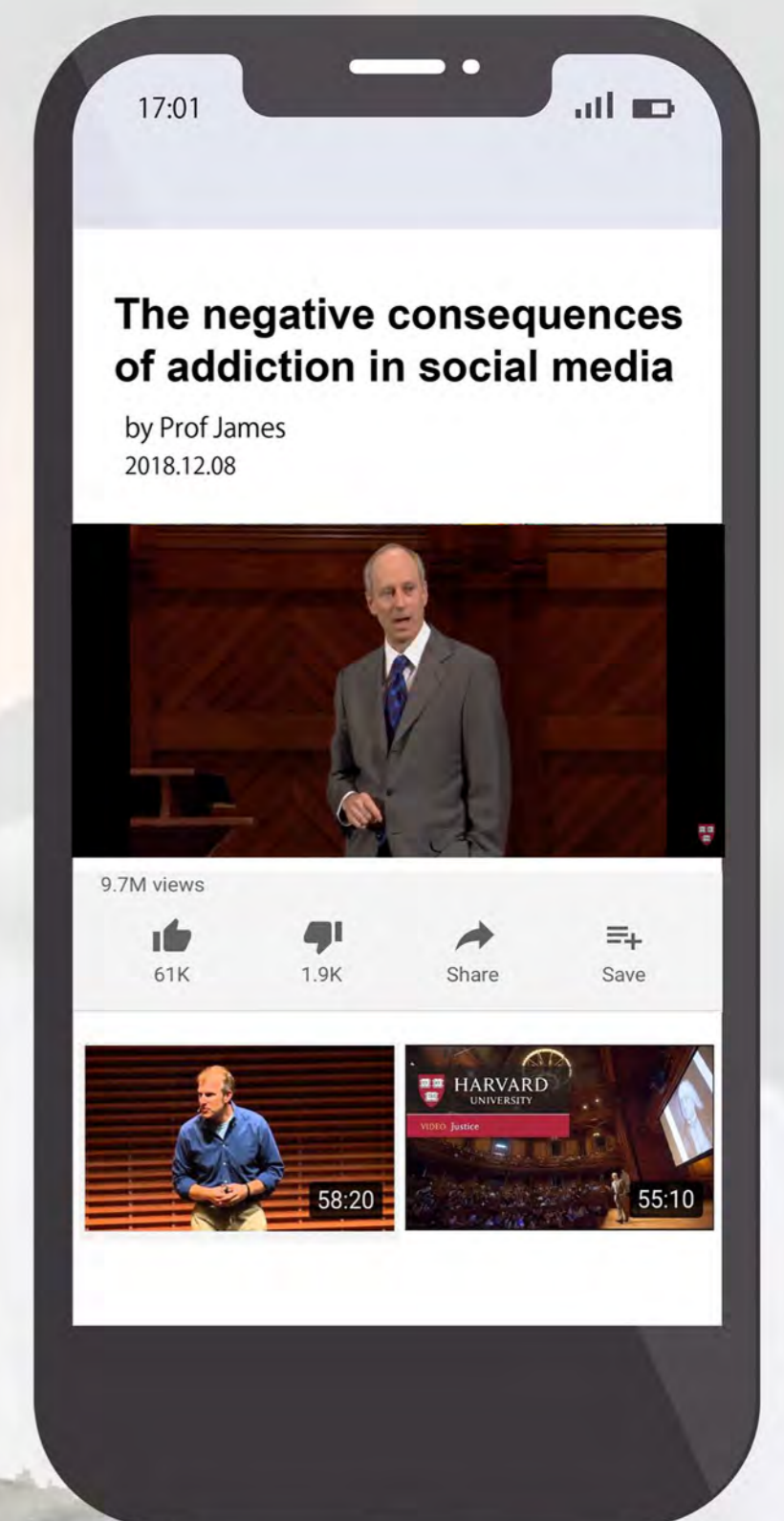
Lecture Hall

Function:

We invite some professionals and celebrities to give our users lessons and share their stories in the way of Live or recorded video, for better understanding the negative effect of social media addiction and how to overcome it.

Theory:

- Parasocial interaction (PSI)



Pop-ups

Function:

Notifications of negative consequences are sent to users sometimes. Such notifications would be sent more frequently if the user never opens the APP for several days. Also, warning message appears when the social media usage is beyond the planned limit.

Theory:

- Cognitive dissonance

Sharing Society

Function:

Users are required to set the time limit of social media usage for the day, week and month. The App creates detailed exercising plans based on their goals and personal information by splitting the big plan into small missions

Theory:

- Social cognitive theory (SCT)
- Self-efficacy
- Outcome expectancy

