



fitbit®

screen time

General Assembly



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Executive Summary

Product: Fitbit Screen Time

Presented By: General Assembly UXDI

Team Members: Maxwell Black, Aldo Santa Ines, Joseph Cimino

Overview

Our hyper-connected culture is spending more and more time looking at electronic screens, and this is having detrimental effects on our society.

Research Findings

- Our research data is consistent with published reports; American adults are spending an average of almost 11 hours a day looking at digital screens.
- Most screen time is spent on computer monitors at work or school. After that, mobile is the screen of choice.
- 67% of people screened say they spend most of their time gazing at smart phones during evening hours.

Key Takeaway: After long days staring at computer monitors, adding personal screen time equates to an average of 11 hours a day.

Health Studies

A 2016 Nielsen ratings report revealed that US adults spend 10 hours and 39 minutes each day consuming media content, and the effects on health are as follows:

- **Sleep:** Blue-light emitted by digital screens decreases hormones associated with sleep
- **Vision:** Strained, dry eyes, blurry vision
- **Addiction and Reward Seeking:** Notifications and new posts give users a dopamine rush that keeps them returning
- **Weight:** content is typically consumed sitting down

User Interviews

Users we interviewed are aware of the health risks associated with excessive screen time. As such, they're open to increased awareness and behavioral changes to help limit their exposure.

Problem Statement

People need a way to monitor and control their exposure to digital screens in order to improve overall health.

Solution

Called simply, Screen Time, this application addresses the problems outlined above by raising awareness of screen time usage and allow users to take measures to control it.

Screen Time promotes personal productivity, better sleep, and overall health improvements.

We encourage Fitbit to add this as a feature to their current offering as a way to foster Fitbit's mission to help users stay fit, motivated, and empowered.

Competitive Advantage

This is a unique opportunity for Fitbit to introduce a new aspect of health.

There are no competitors within the Fitness Tech Space that is considering screen time as a factor of overall health.

Along with sleep and activity data currently provided by Fitbit, screen time data can be analyzed to show correlations.

Technology

Fitbit's app runs on the most popular mobile platforms, Apple's iOS and Android by Google.

Being open source, Android provides API's to interact with usage of other apps, as well as block other third party apps.

iOS is restrictive due to user privacy policies. While Screen Time may not be able to "block" another app, pop-ups make app usage inconvenient.

For app usage, iOS stores statistics within the OS itself, and can be opened to developers.

Additionally, we've designed Screen Time for Fitbit's Blaze smart watch for easy access to Screen Time statistics.

Personas

Primary Persona



Ryan Jellie

IT SYSTEMS ADMINISTRATOR

“

I've read about phone addiction; am I addicted?

DEMOGRAPHICS

Hollywood, California

25 Years Old

College Graduate

ABOUT RYAN

Ryan is an IT Systems Administrator who loves gadgets. He spends about 8 hours a day looking at his computer at work. Then, when he leaves work he uses his phone on his commute, at home, and even in bed. He also wears a Fitbit which shows he hasn't been sleeping well or getting enough exercise. He decides to use the new Screen Time feature on his Fitbit in order to remind himself to spend less time on his phone and more time taking care of his overall health.



PERSONAL NEEDS

- A way to monitor screen time
- A way to stay motivated and off the phone
- Better sleep
- More exercise

PAIN POINTS

- Spends 10+ hours a day looking at screens
- Trouble sleeping at night
- Not getting enough exercise
- Constantly feels the need to look at his phone

FAVORITE APPS



Secondary Persona



Jill Marmalade

PUBLIC RELATIONS SPECIALIST

“

I am *not* on my phone all the time the way my kids are.

DEMOGRAPHICS

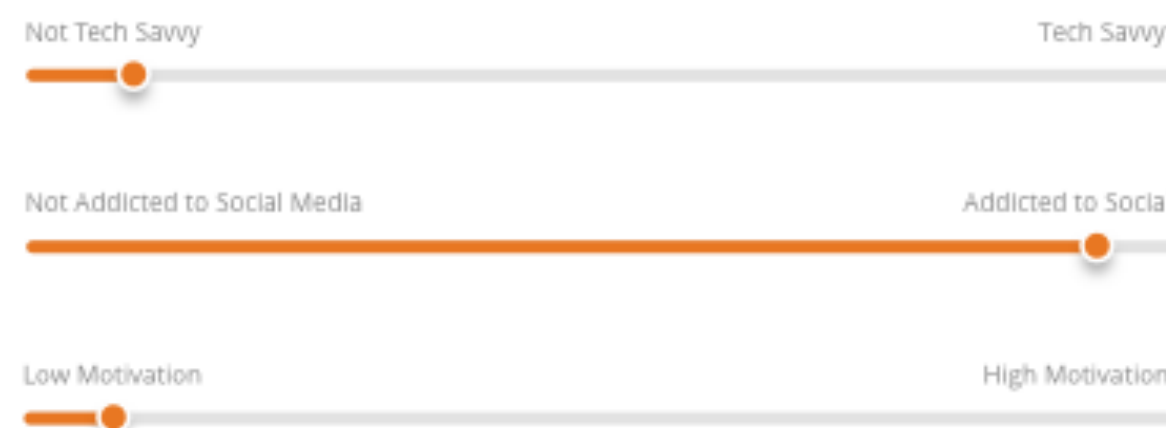
Boca Raton, Florida

47 Years Old

Casado • Primaria completa

ABOUT JILL

Jill is a 47 year old mother of 3 who mocks her kids for being on their iPhones too much. Once she got an iPhone herself, her kids noticed her using it more and more to look at friends & family on Instagram, but Jill is in denial. The kids then downloaded the Fitbit application to show their Mom how much she is using Instagram.



🔗 RATIONAL NEEDS

- Awareness of her app screen time
- Reminders to use certain apps less
- An ability to share progress with family & friends
- A reward feature to stay engaged

😞 PAIN POINTS

- Family & friends are concerned about screen time
- Has no motivation to change behavior
- Less engaged with family at the dinner table

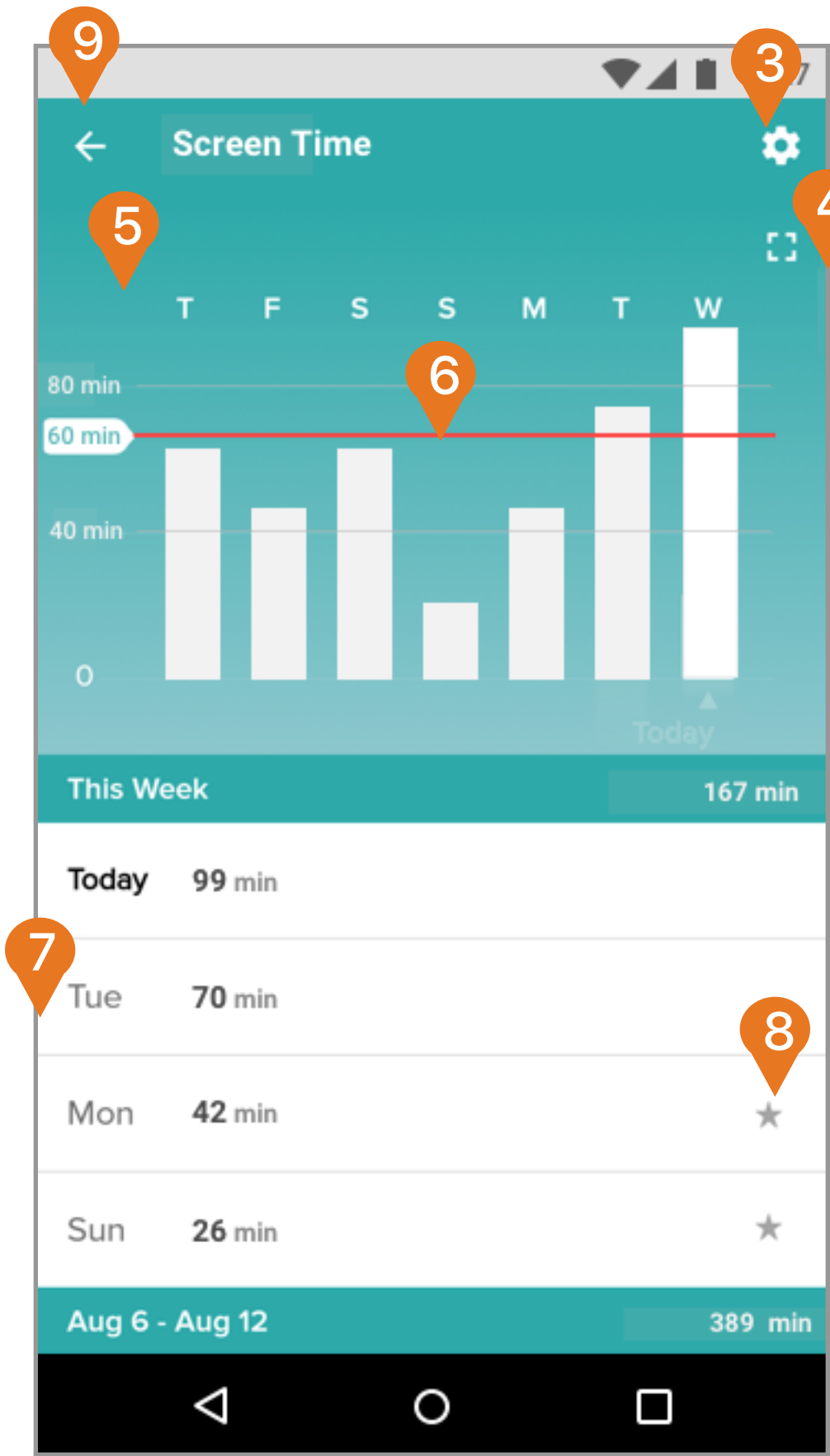
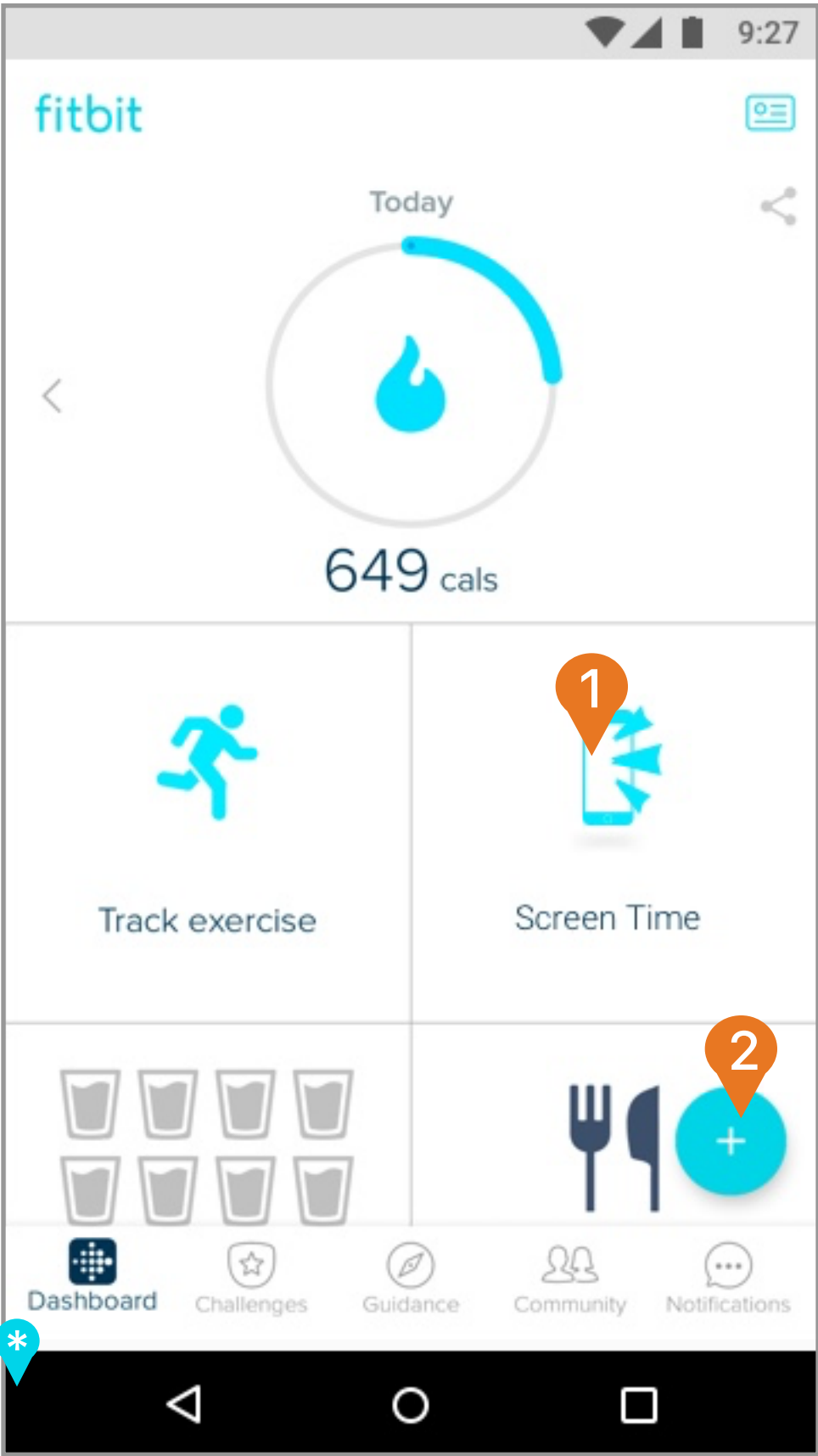
📱 FAVORITE APPS



High-Fidelity Mock-Ups With Annotations

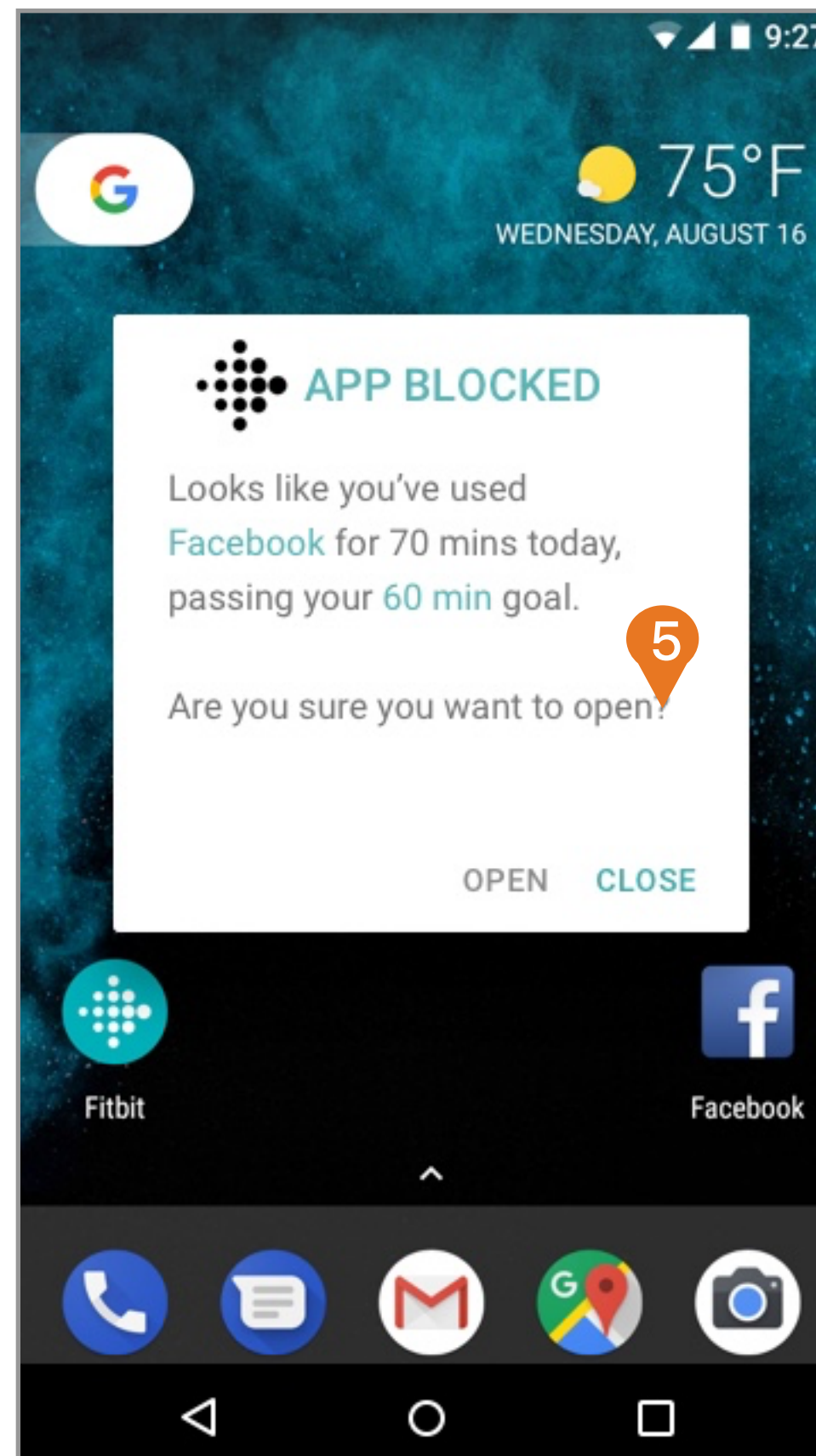
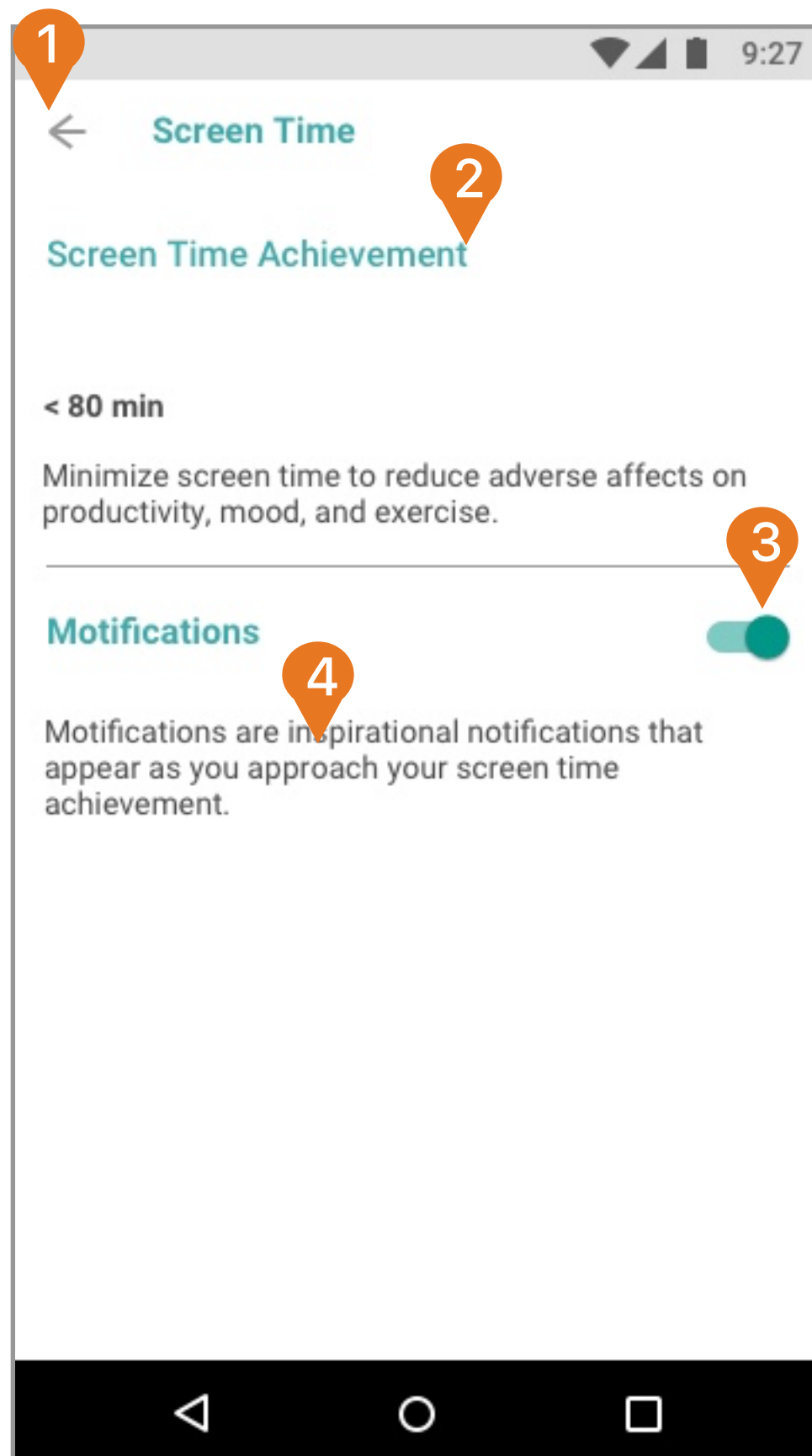
Android High-Fidelity Mock-Ups With Annotations

Android Mockups with Annotations



- 1 Screen Time tile to enter usage overview.
- 2 Floating Action Button provides a shortcut for adding activities such as Tracking Exercise, Logging Water, Screen Time, etc.
- 3 Gear to enter Screen Time settings.
- 4 View button takes user to expanded graphs that displays screen time by week, month, or year.
- 5 Screen Time graph shows week view of user's screen time measured in minutes.
- 6 Screen Time quota bar displays user's goal.
- 7 Days, when tapped, show Screen Time details, such as screen time by app.
- 8 Star indicates that Screen Time goal was achieved.
- 9 Back button, when tapped, pushes Screen Time graph page right to return user to home screen.

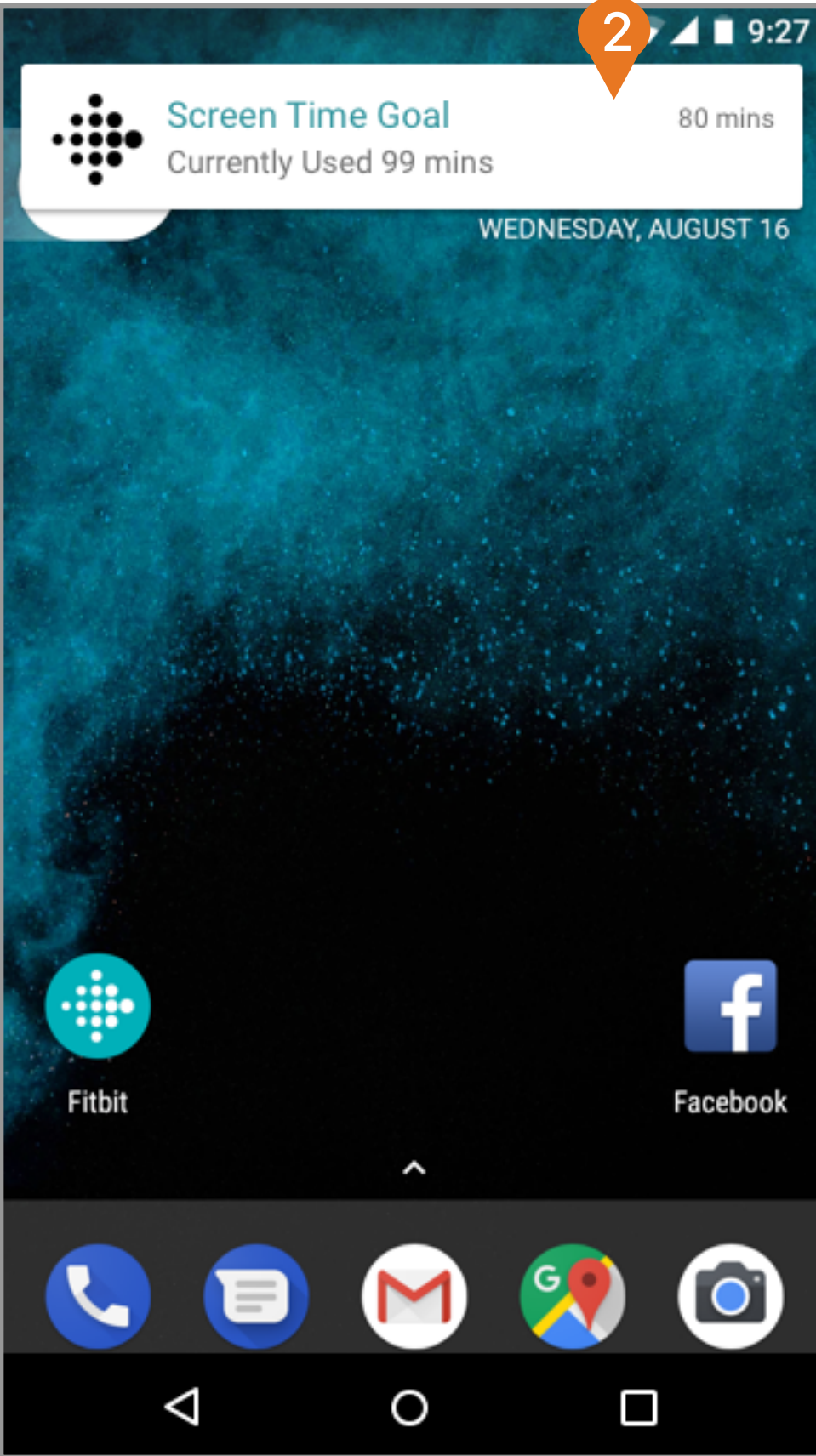
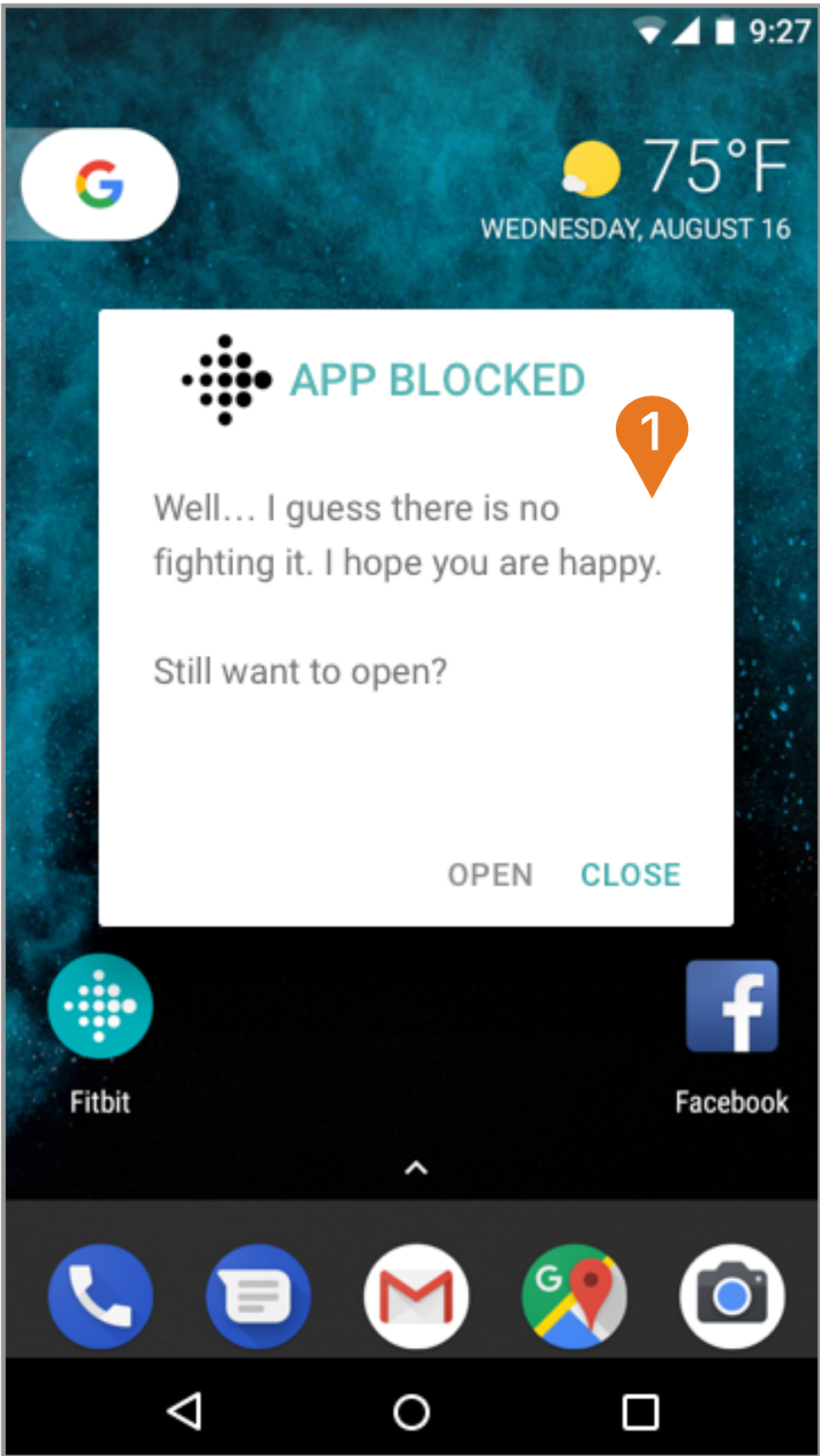
Android Mockups with Annotations



- 1 Back button, when tapped, takes user back to Screen Time activity page.
- 2 Screen Time Achievement, when tapped, takes user to time picker in order to set a Screen Time quota.
- 3 Motification Toggle allows user to enable periodic banners with motivational notifications, and progress towards goal.
- 4 Microcopy to provide user a short description of what motivations are and what they will be doing.
- 5 Modal pop up prevents user from accessing blocked apps

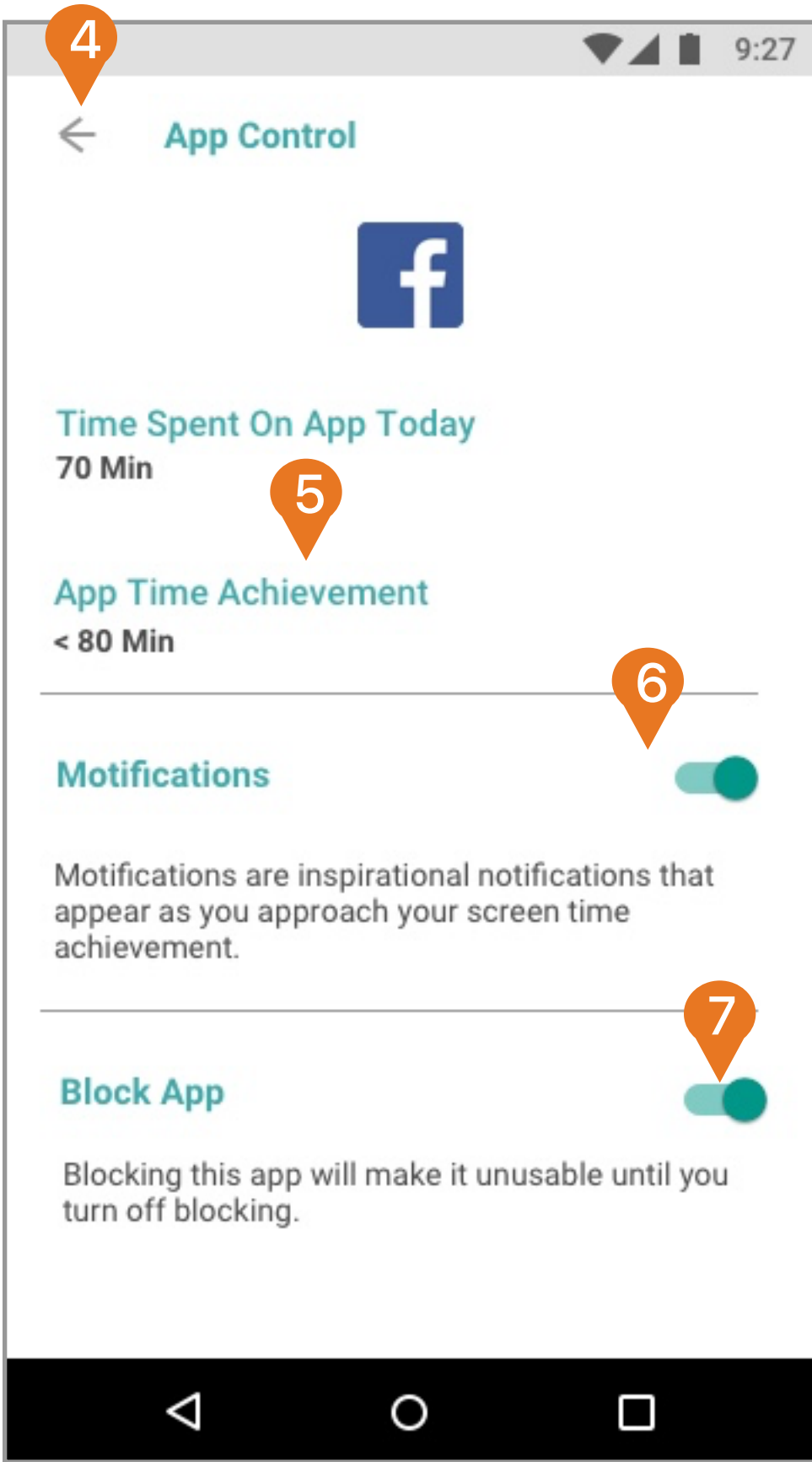
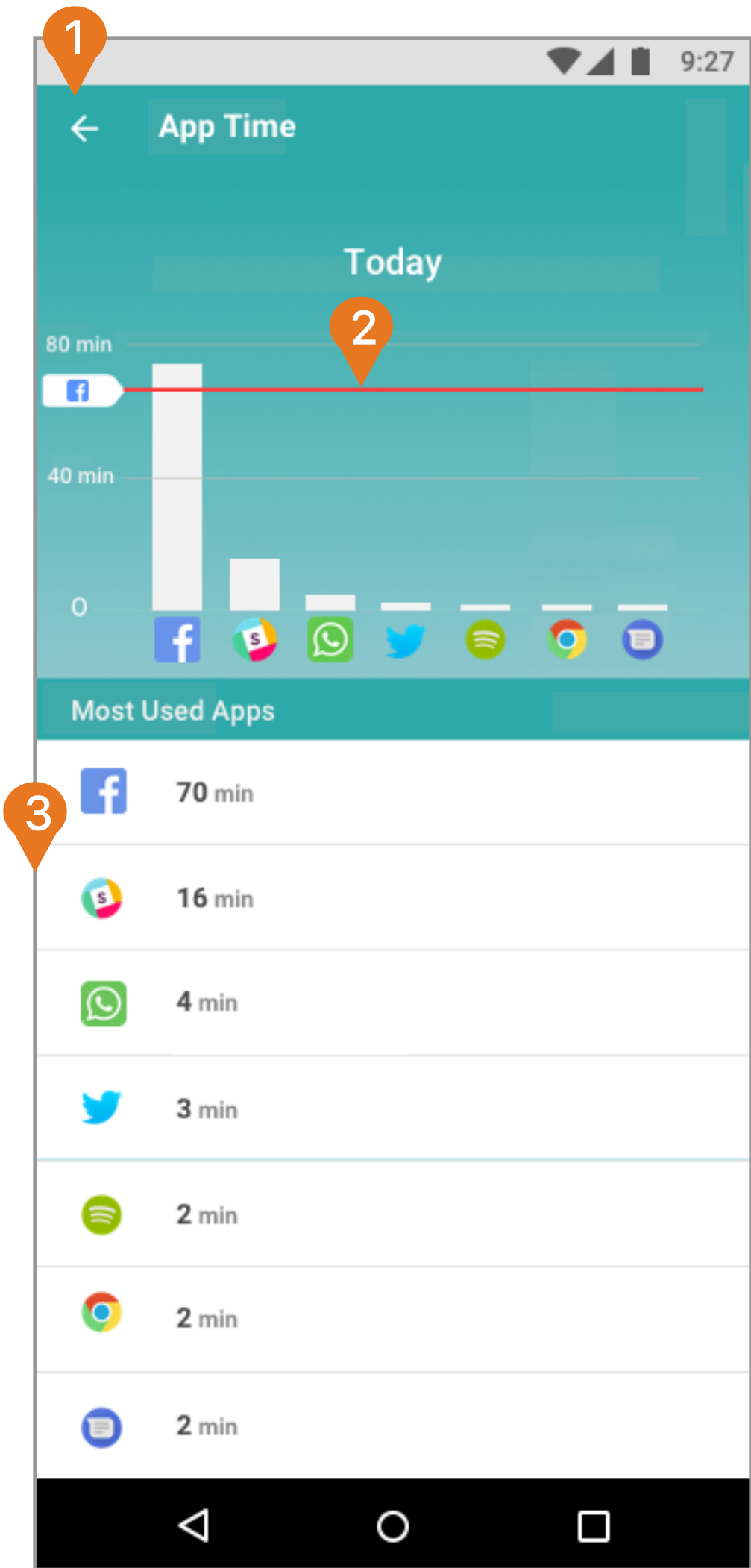


Android Mockups with Annotations



- 1 Modal pop-up prevents user from accessing blocked apps.
- 2 Banners appear periodically to remind user of their screen time and goal progress.

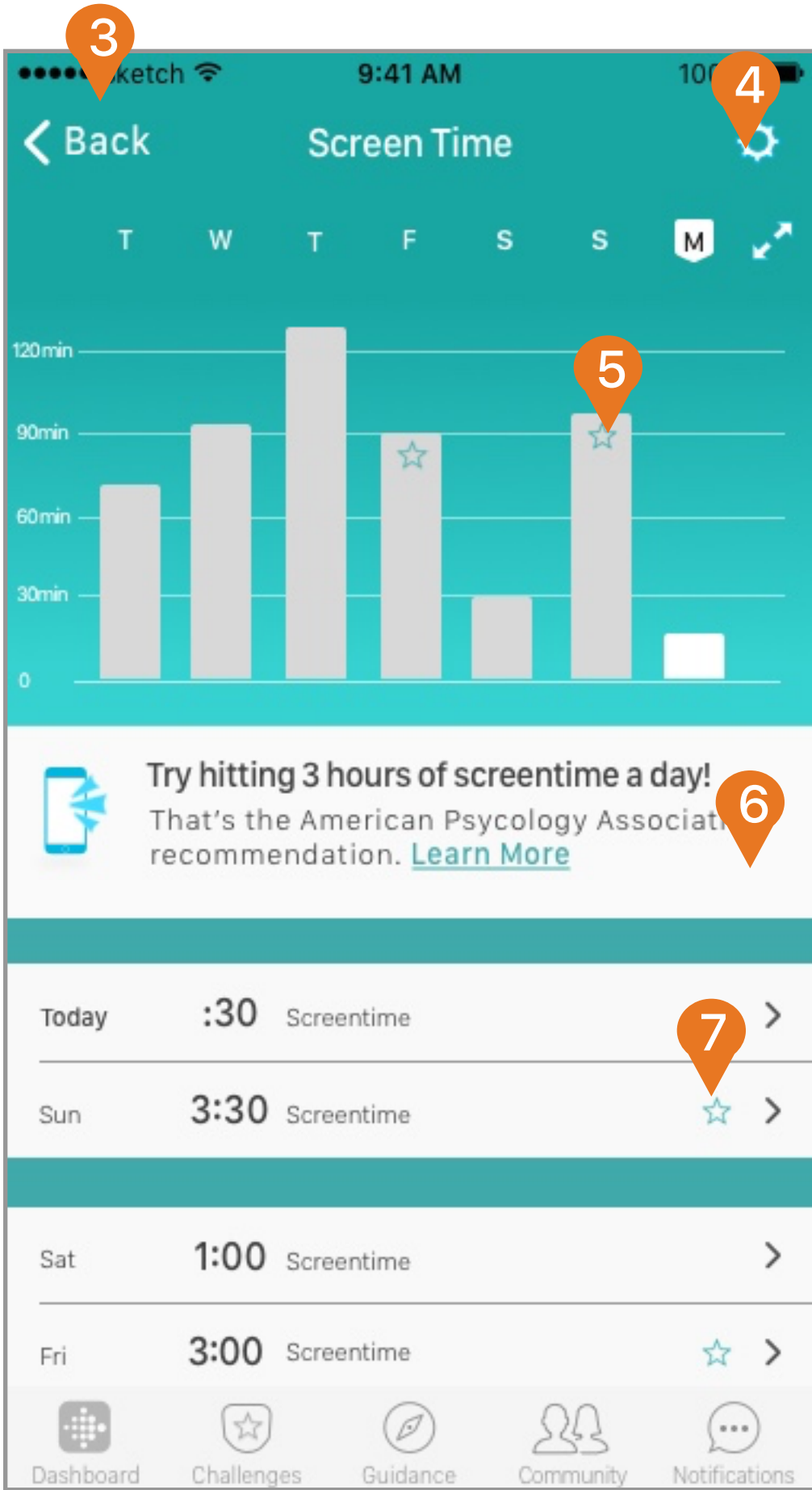
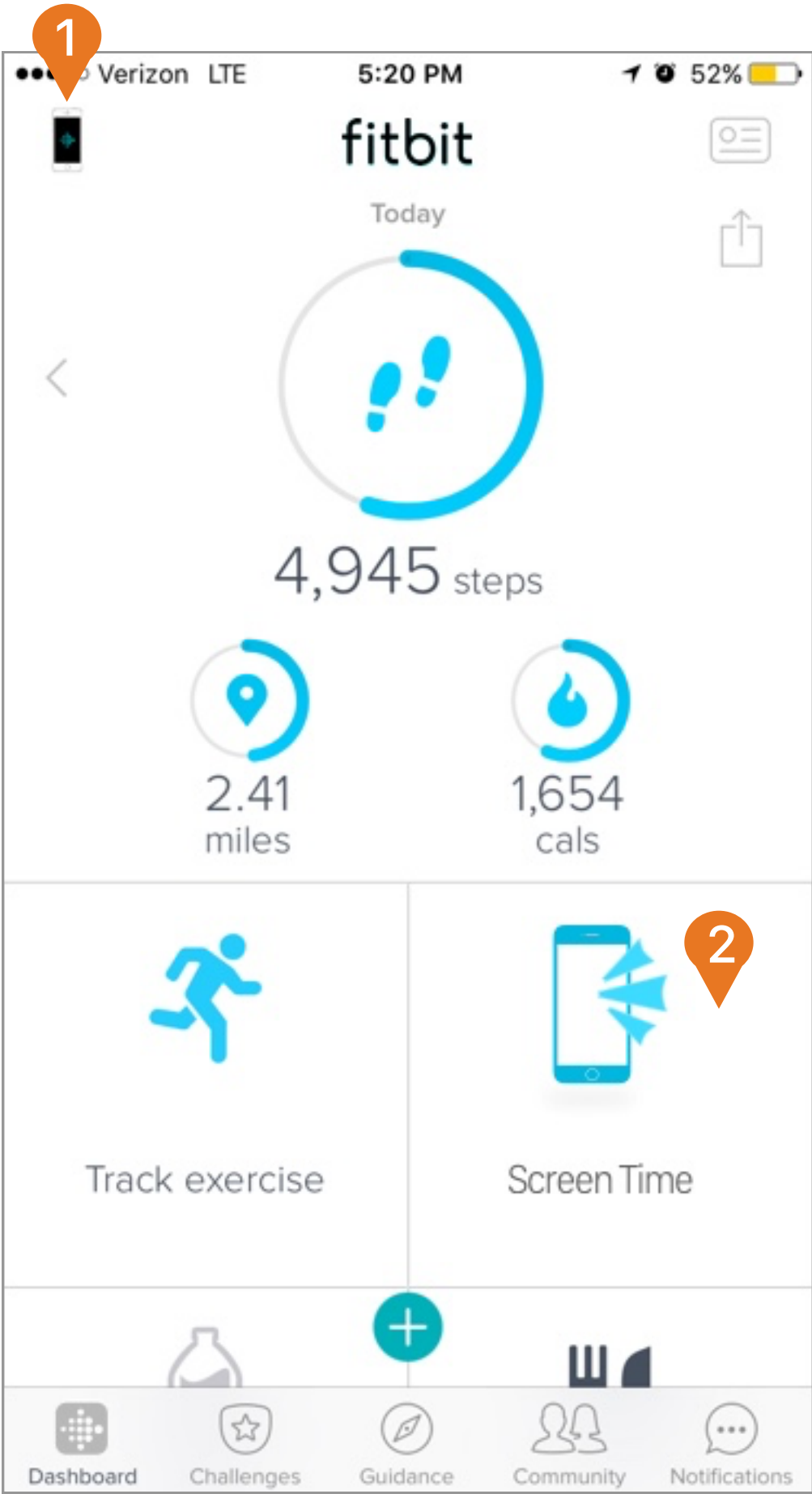
Android Mockups with Annotations



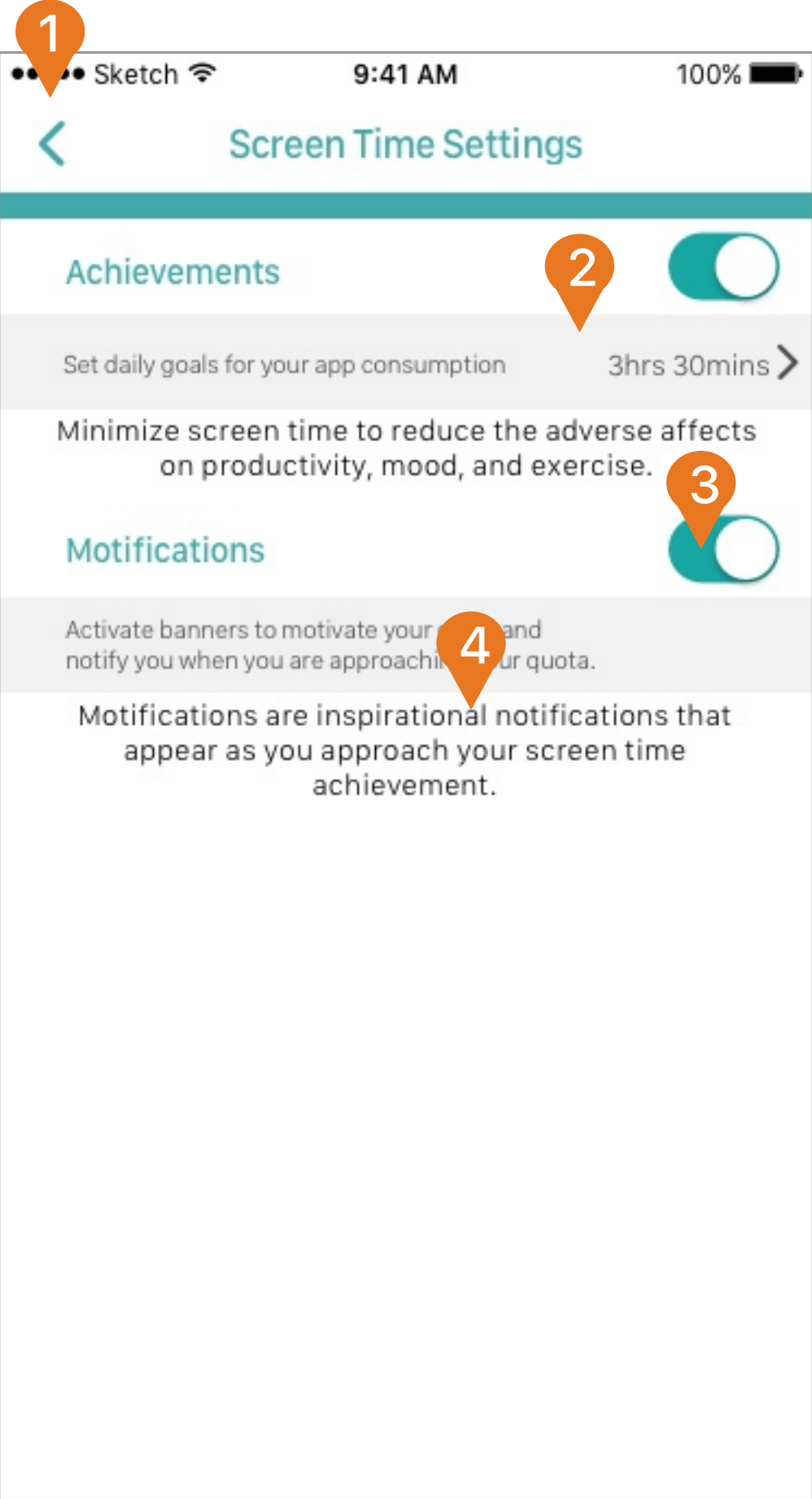
- 1 Back button, when tapped, pushes Screen Time graph page right to return user to App Time activity page.
- 2 App Time quota bar displays user's goal.
- 3 App icons, when tapped, displays app control settings.
- 4 Back button, when tapped, pushes App Control page right to return user to App Time activity page.
- 5 App Time Achievement, when tapped, displays Time Picker in order to set an app time quota.
- 6 Motivation Toggle allows user to enable periodic banners with motivational notifications and progress towards a goal.
- 7 Block App Toggle allows user to block the app.

iOS High-Fidelity Mock-Ups With Annotations

iOS Mockups with Annotations

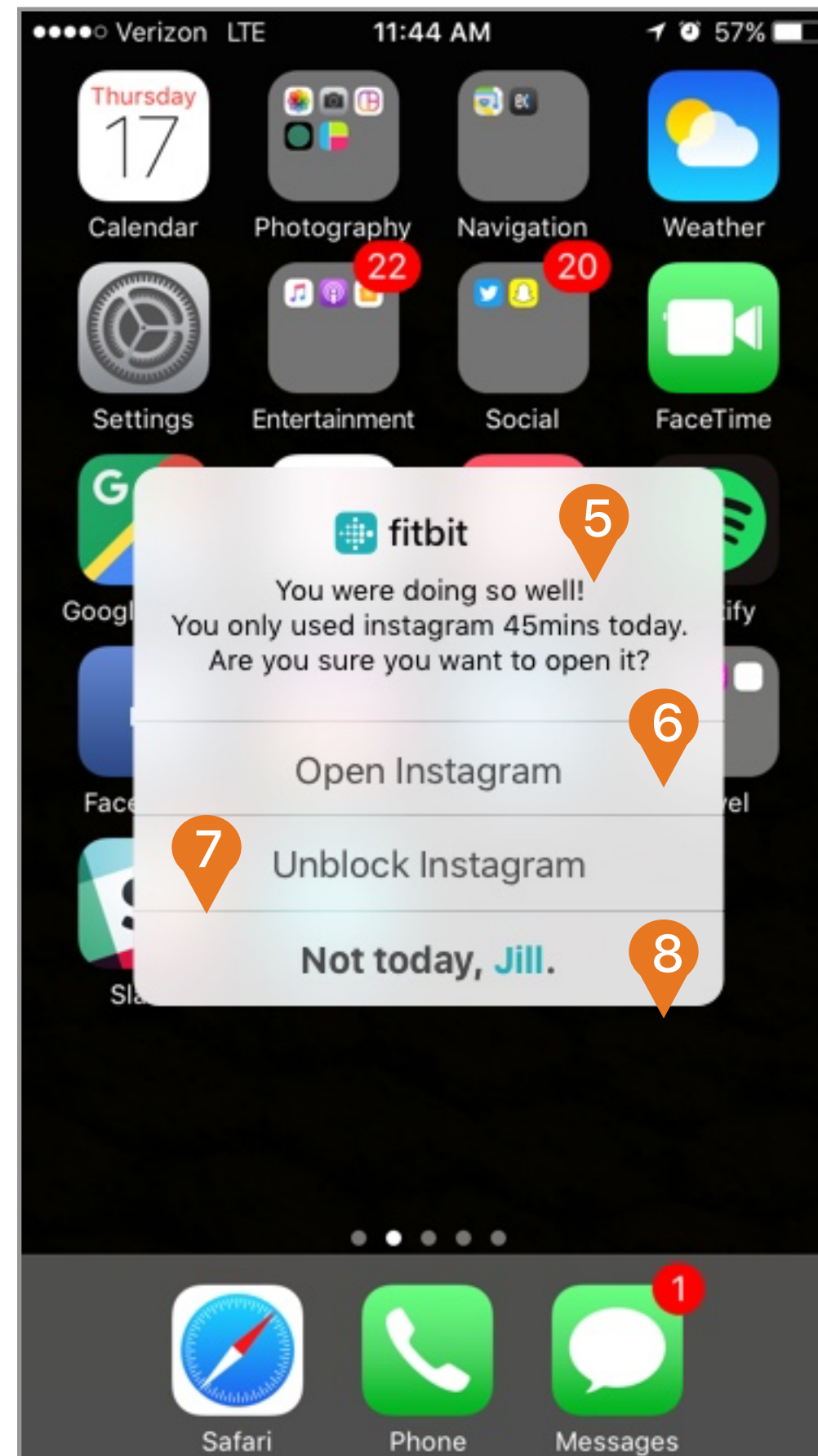
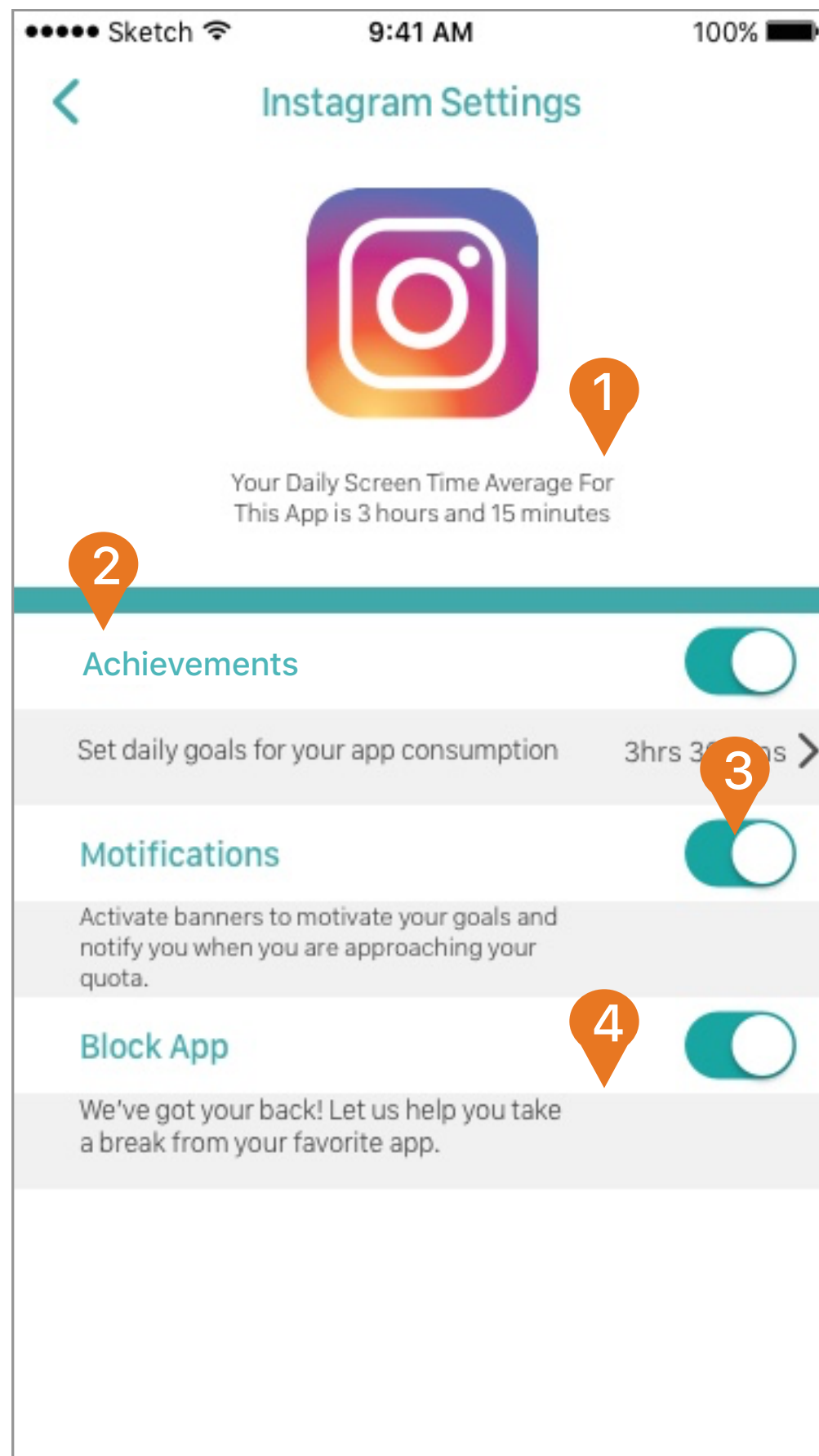


- 1 iPhone icon, when tapped, pushed home screen to fitbit tracker connection page.
- 2 Screen Time tile to enter usage overview.
- 3 Back button, when tapped, pushes Screen Time graph page right to return user to home screen.
- 4 Gear to enter Screen Time settings.
- 5 Screen Time graph shows week view of user's screen time measured in minutes.
- 6 Daily recommendations and facts.
- 7 Star indicates that Screen Time goal was achieved.

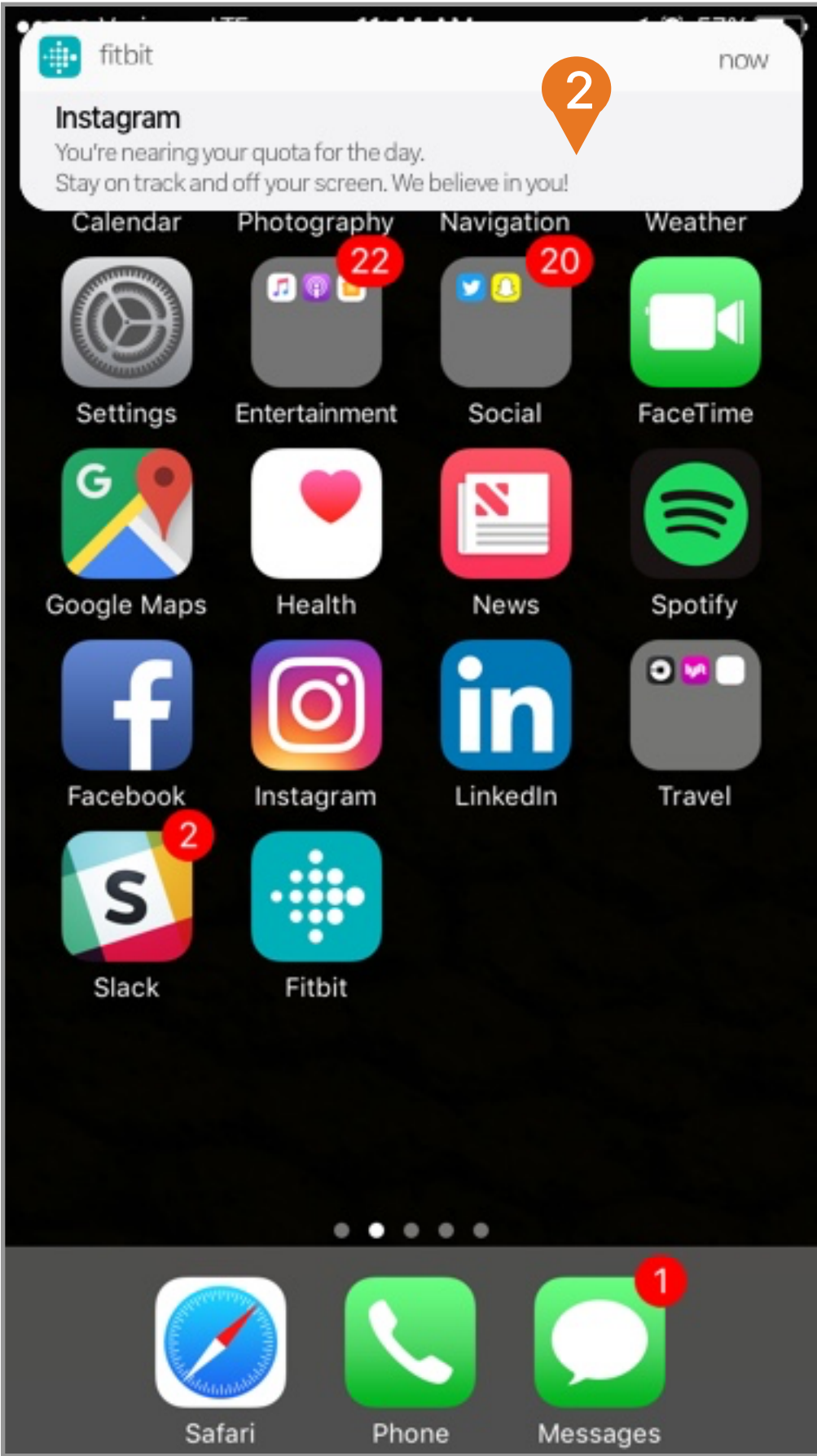
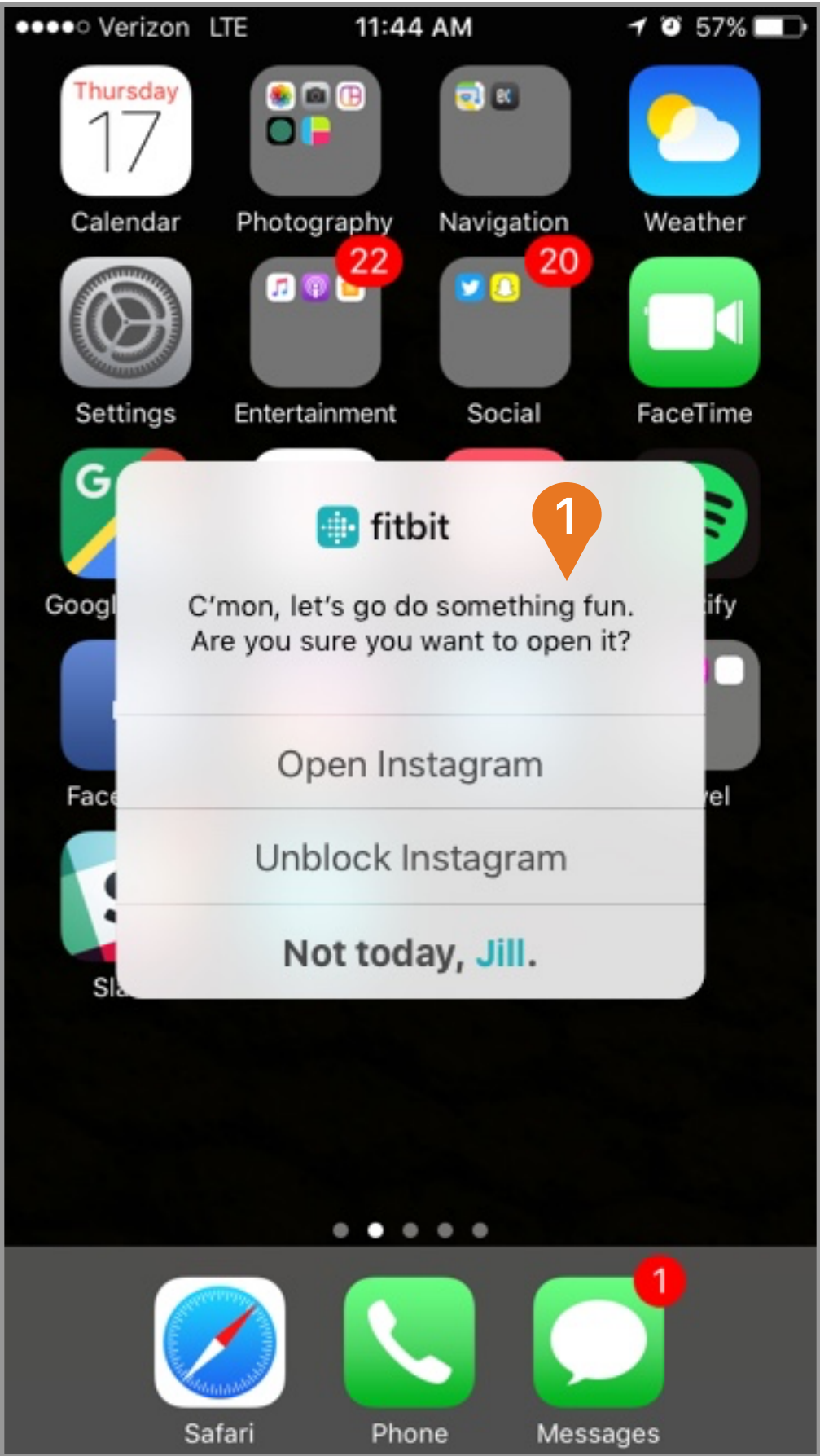


- 1 Back button, when tapped, takes user back to Screen Time activity page.
- 2 Screen Time Achievement, when tapped, takes user to time picker in order to set a Screen Time quota.
- 3 Notification Toggle allows user to enable periodic banners with motivational notifications, and progress towards goal.
- 4 Microcopy to provide user a short description of what notifications are and what they will be doing.
- 5 App icons, when tapped, displays app control settings.
- 6 App icons displays users target screen time.
- 7 App icons, when tapped, displays app control settings.
- 8 Back button, when tapped, pushes App Control page right to return user to App Time activity page.

iOS Mockups with Annotations

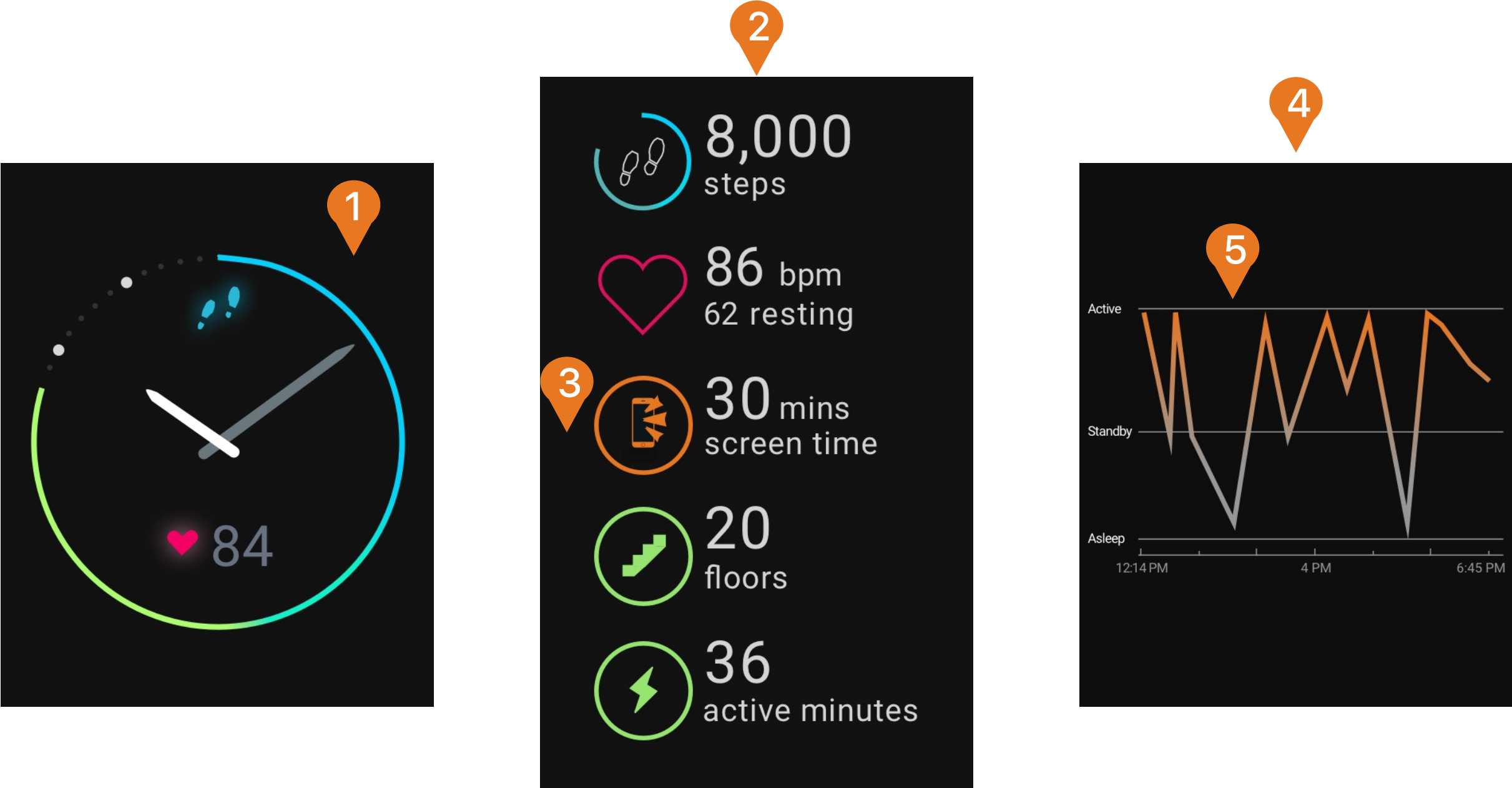


- 1 Microcopy which displays average screen time usage for the current app.
- 2 App Time Achievement, when tapped, displays Time Picker in order to set an app time quota.
- 3 Motification Toggle allows user to enable periodic banners with motivational notifications and progress towards a goal.
- 4 Block App Toggle allows user to block the app.
- 5 Modal pop-up prevents user from accessing blocked apps.
- 6 Open Button that allows user to open desired app but provides another modal pop-up when tapped.
- 7 Unblock Button that allows user to unblock app from the home screen.
- 8 Cancel Button with motivational copy that encourages user to not open the desired app.



- 1 Additional modal pop-up that appears when user decides to open the desired app and deters user from accessing blocked apps.
- 2 Banners appear periodically to remind user of their screen time and goal progress.

fitbit Blaze High-Fidelity Mock-Ups With Annotations

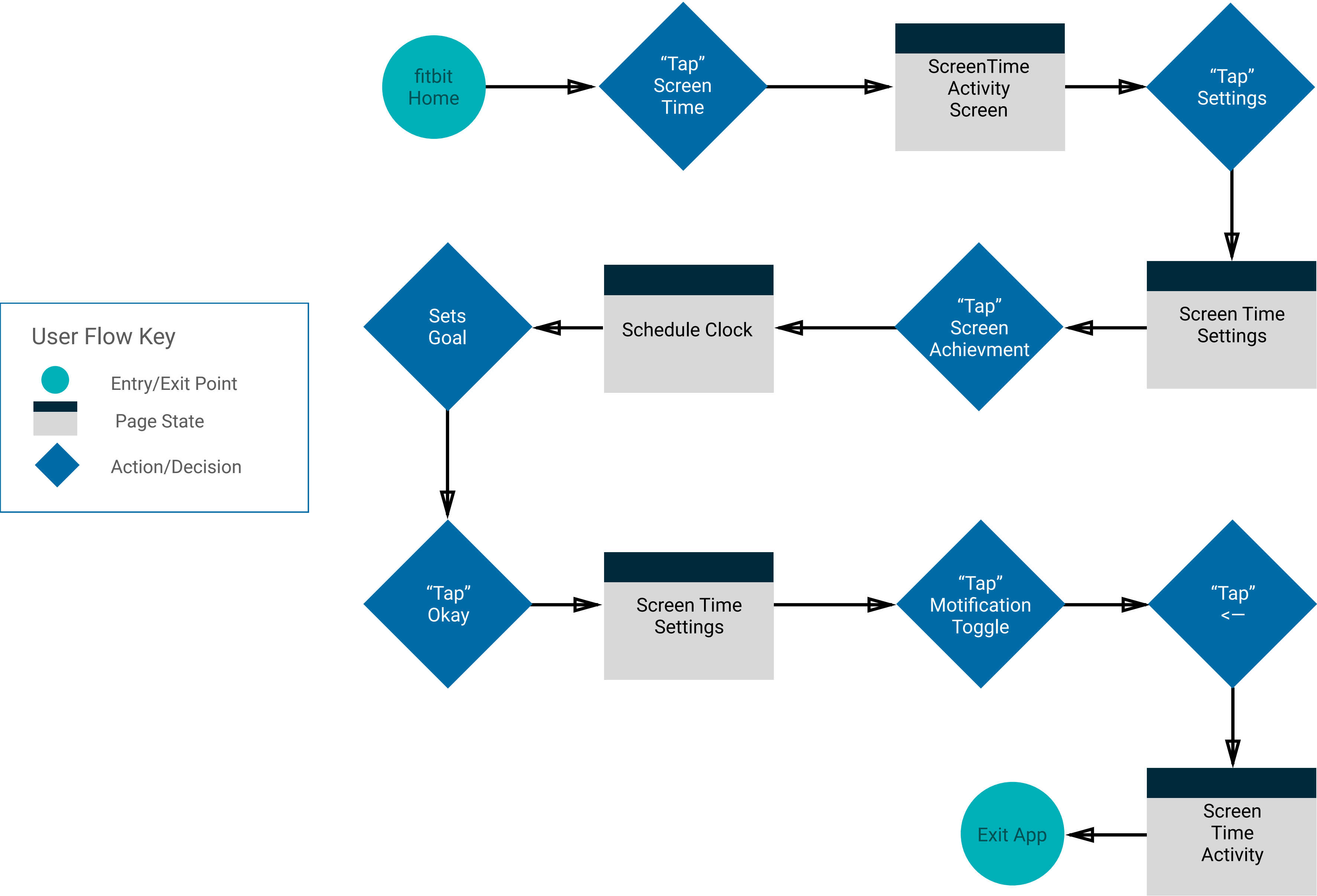


- 1 Digital watch face where user can interact by tapping on the screen.
- 2 List of fitbit features that can be accessed via the fitbit Blaze wearable.
- 3 Access to the new fitbit feature Screen Time.
- 4 User can access Screen Time metrics right from the fitbit Blaze interface.
- 5 Summary of daily Screen Time activity.

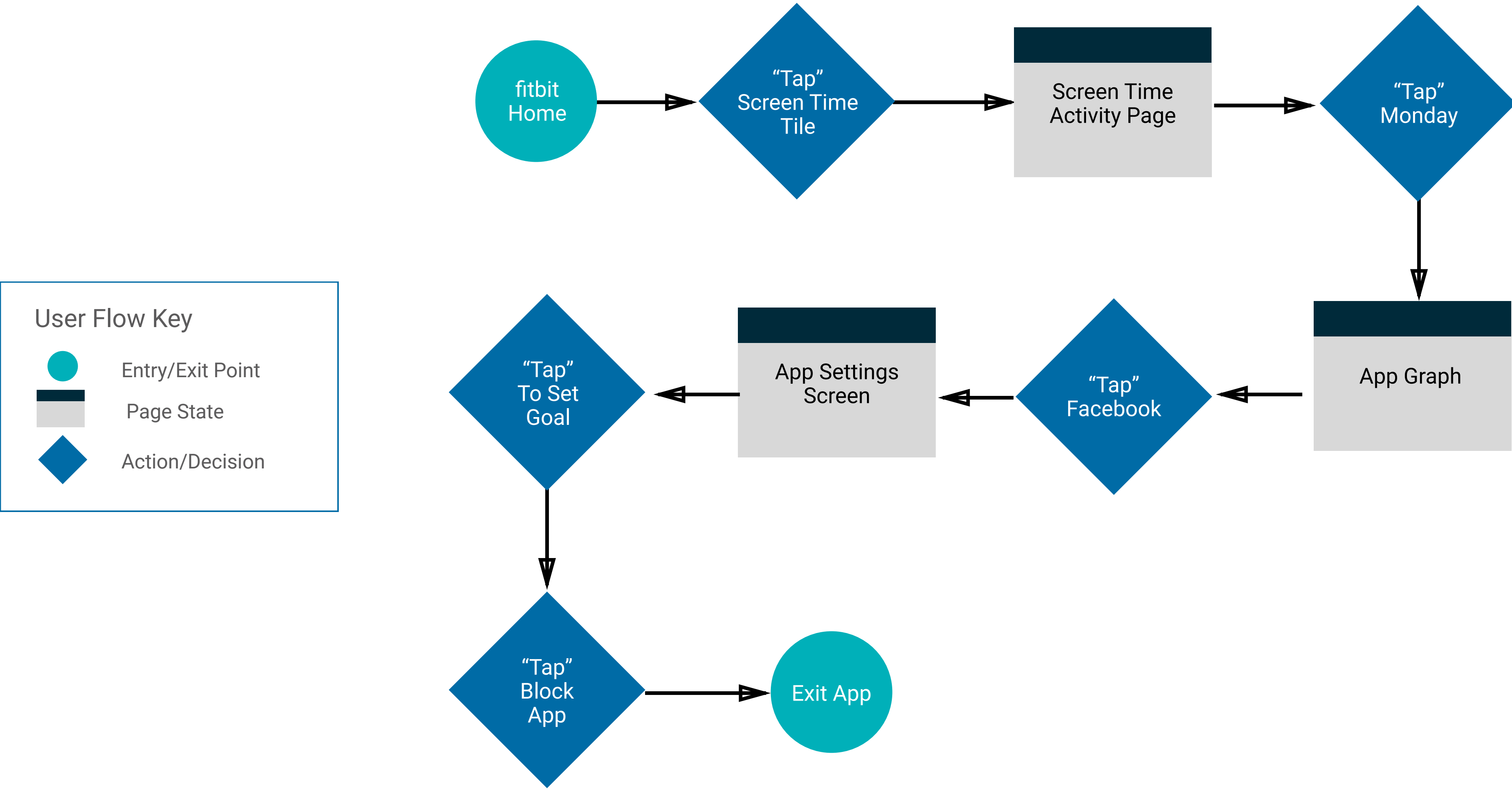
User Flows

User Flows

Primary Person: Ryan Jellie



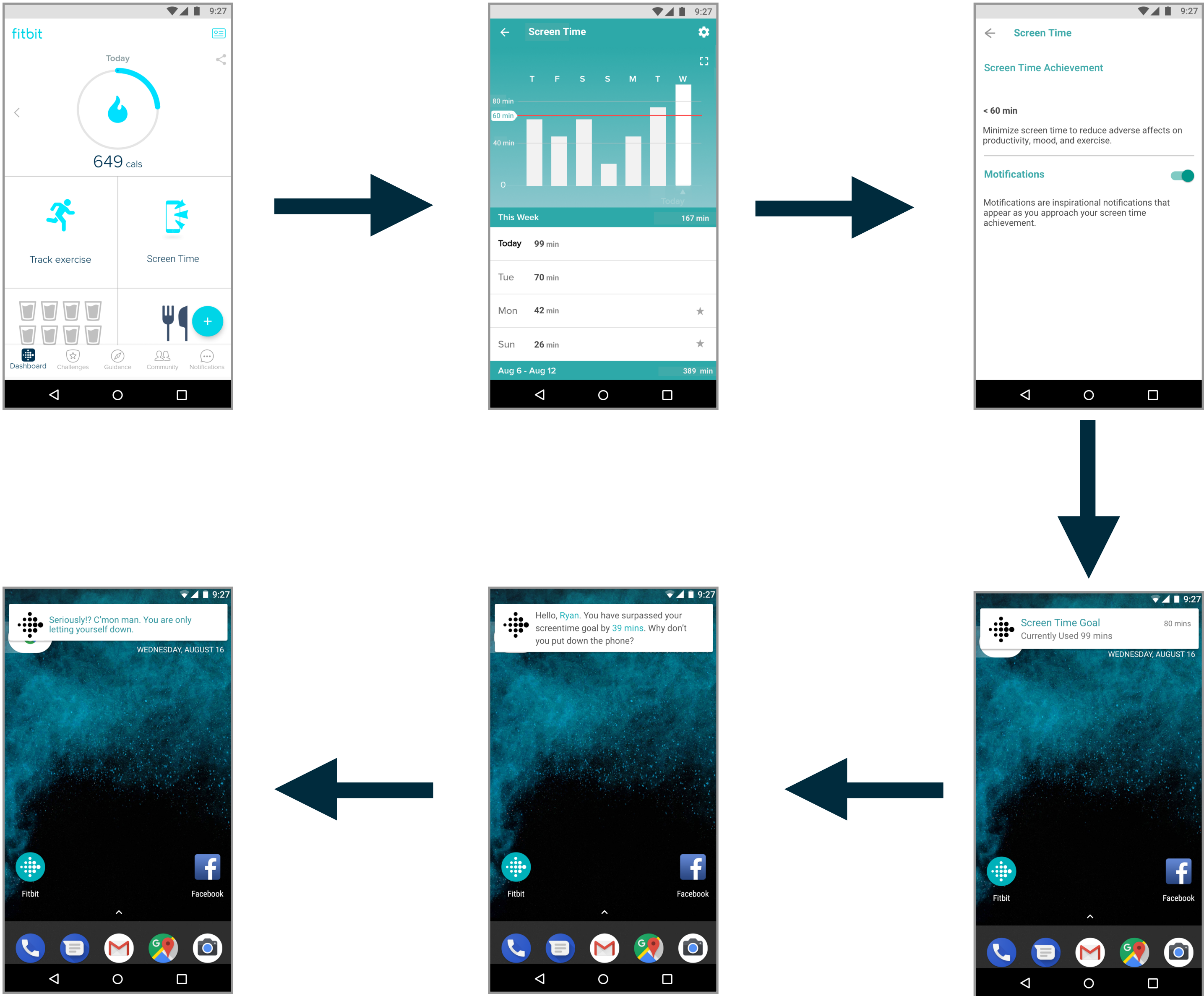
Seconday User: Jill Marmalade



Screen Flows

Screen Flows

Android Screen Flow



Screen Flows



iOS Screen Flow



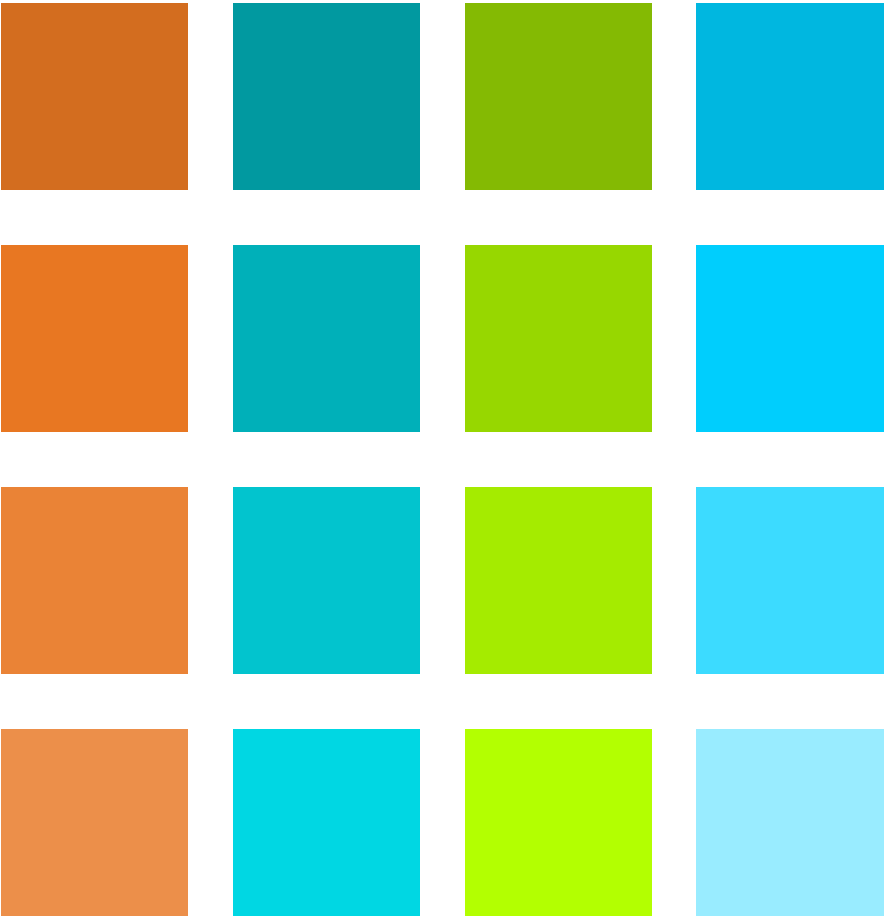
Style Guide

Primary Colors



Teal, white, midnight and slate are Fitbit’s primary colors. In design, our primary colors should appear more prominent than our secondary ones.

Gradients



Fitbit’s color palette is distinct and vibrant. It represents the energy and vitality of their brand and reflects the active lives of their customers.

Fonts

Roboto

fitbit for Android
fitbit for Android
fitbit for Android
fitbit for Android



San Francisco

fitbit for iOS
fitbit for iOS
fitbit for iOS
fitbit for iOS



Roboto

fitbit for Android
fitbit for Android
fitbit for Android
fitbit for Android

