



MindFree

'Disconnect to Reconnect'

A Digital Detox App

The Team

>>>>



Arya



Priyanka



Kali



Bella



Problems



Existing tools
**lack engaging,
habit-forming
alternatives**



Struggle to disconnect
due to **boredom,
habit, and addictive
scrolling**



Stuck in a cycle
that affects
**focus,
well-being, and
growth**

MindFree as a Solution

**Gamified
challenges, AR
escapes, and
mindful routines**

Offers **engaging,
habit-forming
alternatives** to
screen time

Makes digital
detox
rewarding and
personalized

Impact

98%

**TASK COMPLETION
RATE**

Users navigated through
setting detox goals in
under a minute

40%

**INCREASE IN USER
ENGAGEMENT**

MindFree engaged users
more than comparable apps,
aiding habit formation

Affinity Map

Six individual interviews in
the **age range of 25-35**
years old.

Our objective:
Gauge how people view
their screen time and what
habits they wish to break.



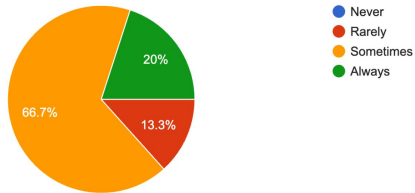
So quality of
sleep, distractions
and postponing
what I want to do
are some of the
things excessive
screen time
affects me with

only allowing
calls, text,
and maybe
emails at
most

Survey

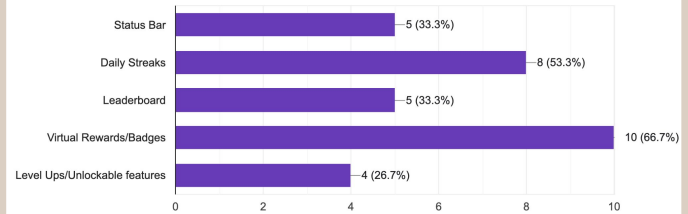
Has screen time ever interfered with your sleep, focus, or mood?

15 responses



How would you want your progress to be tracked or rewarded?

15 responses

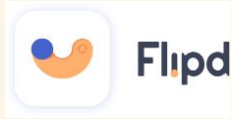


Disseminated a curated survey and received over 15 responses.

Almost 70% users expressed:

- Need for **guided habits through engaging offline alternatives.**
- Concern that **mindless scrolling disrupts sleep and routines**

Competition Analysis



Can earn streaks and achievement badges

Advanced features like stats and focus rooms require a paid upgrade



Set limits for apps and track weekly consumption

App penalizes users who give up instead of offering motivation



App redirects users from distractions to mindful focus

Subscription cost is considered high vs free alternatives



Provides guided meditations, sleep aids, focus music, and breathwork

Not a dedicated digital detox app; limited free access

Strengths

Weaknesses



Holly Meyers

- Age: 28
- Lives in Philadelphia
- Works in Finance

User Persona

Motivations:

- **Mental health and self care**
- **Improve quality of sleep**
- **Find time to pick up new hobbies**
- **Reward based system**

Pain points:

- **Struggles to stop scrolling**
- **Takes longer to get tasks done due to distractions**

Goals:

- **Reduce screen time**
- **Not get distracted so easily**
- **Improve her overall mental fitness**

Prioritization Matrix



Our must have features include the following-

Virtual rewards
- AR

Timer/Widget -
maybe to record
detox activities

- Setting their own personal goals
- Tracking them daily - progress bars, success stats/metric, leaderboards



Value Proposition Statement

MindFree empowers users like Holly to break the cycle of digital overload by transforming screen-free time into a meaningful, rewarding experience. Through a unique blend of **gamification**, **AR features**, and **personalized detox goals**, we help users reclaim focus, improve well-being, and reconnect with what truly matters **without guilt or friction**.

User Journey Map

Doing

Holly is spending a lot of time on her phone which affects her work

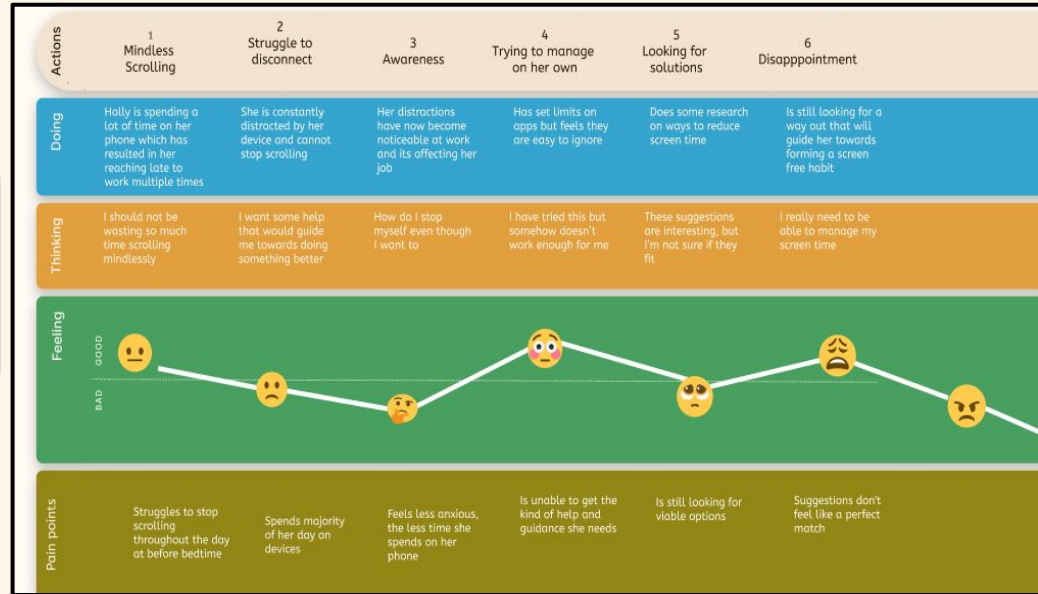


Pain Point

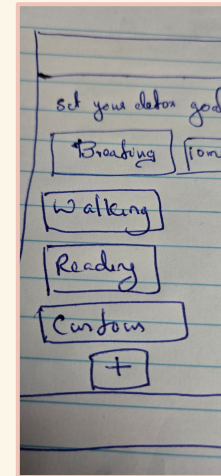
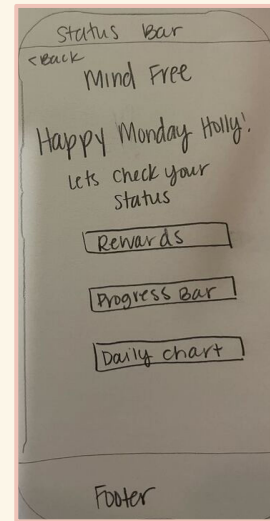
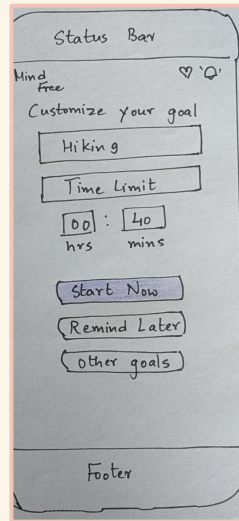
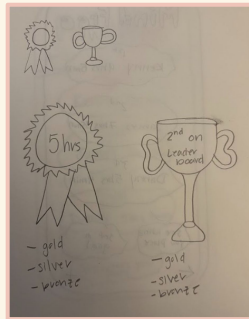
Struggles to stop scrolling on her phone, not finding the guidance and help she needs

Thinking

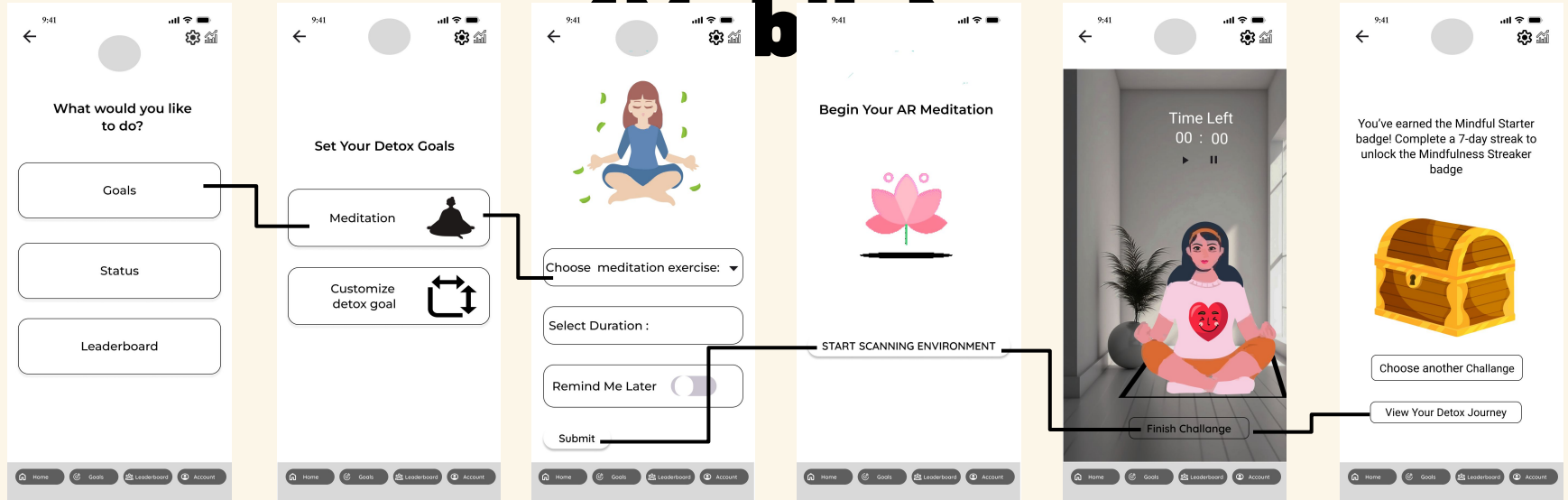
How do I stop myself? Even though I want to...



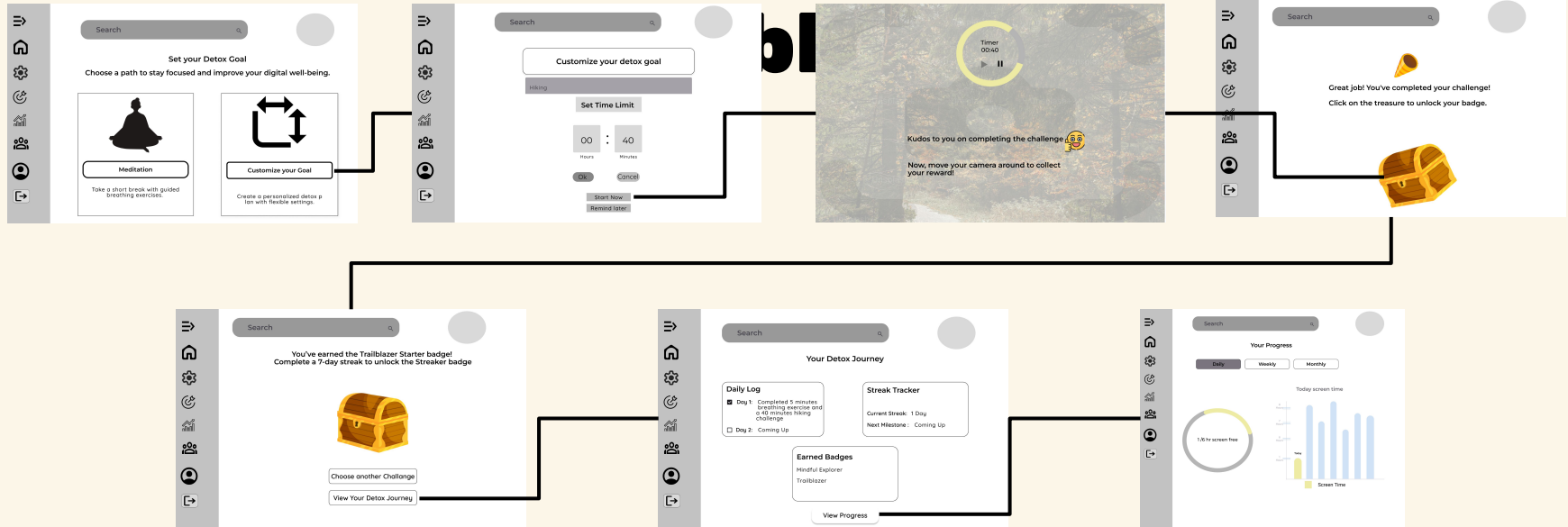
Sketches/Paper Wireframes



Mid-Fidelity Wireflows

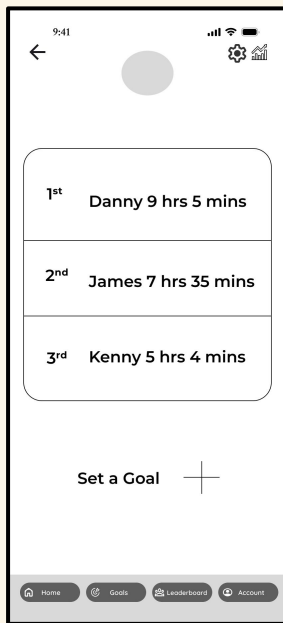


Mid-Fidelity Wireflows



A/B Testing

A



B

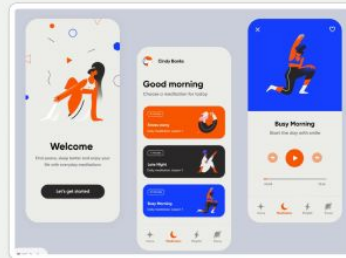
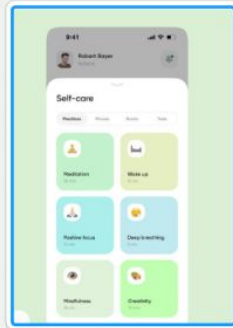
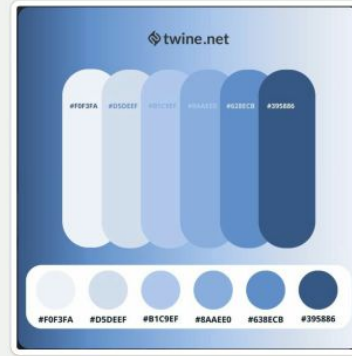


Users preferred a combination of
leaderboard A and B

Mid-Fidelity Testing Feedback

- Users disliked **being forced into goal-setting** before seeing home screen
- **Post-submission notification** needed after completing meditation to maintain engagement
- All **permissions/acceptances** should happen at start as interruptions during detox flow are disruptive
- Progress screen shows both **"Journey"** and **"Leaderboard"** buttons, but both lead to the same screen which was confusing
- Users wanted **footer icon labels** below for enhanced clarity
- Users wanted **leaderboard plus icon on left** as it aligns with standard app UI norms
- **Ensure all the footer buttons are functional**, as most are currently unclickable

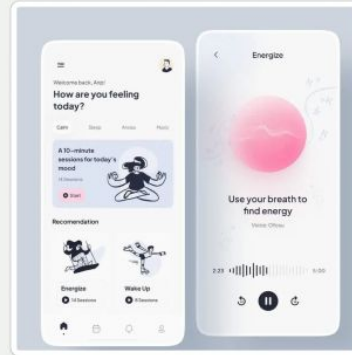
Moodboard



Quicksand

Quicksand is a mobile app.

Whereas disregard and contempt for human rights have resulted



Style Guide

01. Colors

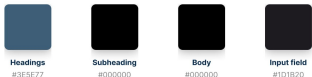
Brand Colors



Other Colors



Text Colors



Grey Colors



02. Typography Mobile

Montserrat

Google Fonts

Name	Font size	Line Height
Heading 1	24 px	32 px
Subheading	22 px	28 px

Aa
Heading

02. Typography Tablet

Montserrat

Google Fonts

Name	Font size	Line Height
Heading 1	28 px	32 px
Subheading	26 px	28 px

Aa
Heading

02. Typography Mobile

Quicksand

Google Fonts

Name	Font size	Line Height
Body	16 px	20 px
Button	20 px	20 px

Aa
Body/Button

02. Typography Tablet

Quicksand

Google Fonts

Name	Font size	Line Height
Body	20 px	20 px
Button	24 px	20 px

Aa
Body/Button

Hi-Fidelity Testing and Feedback

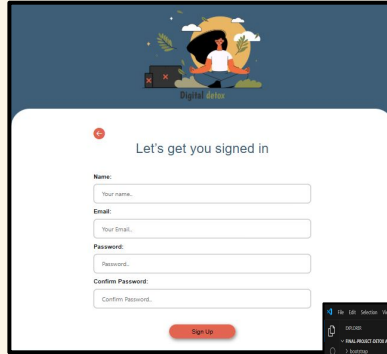
- Appreciated functionality, ease of use, and overall visual appeal
- Increased interest due to gamification and AR features



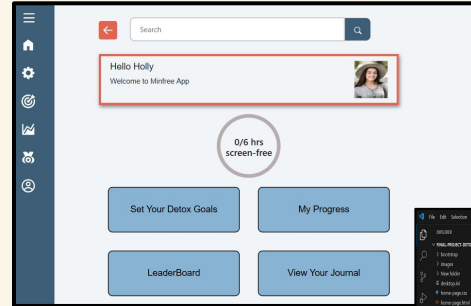
- Were more motivated and enjoyed the engaging experience



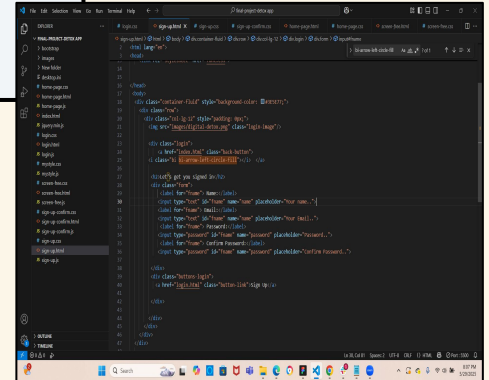
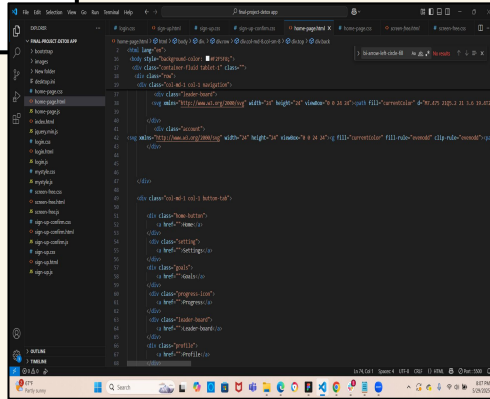
Coding



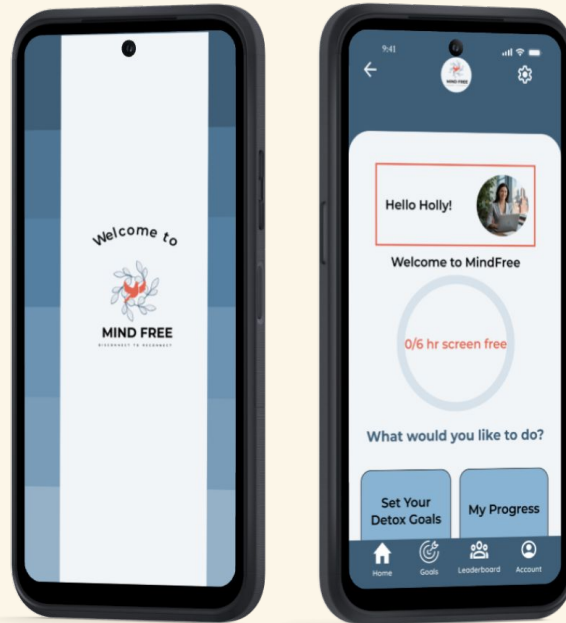
On boarding screen



Home page screen



Clickable Prototype (Mobile)



[Explore MindFree](#)

Clickable Prototype (Tablet)

[Explore MindFree](#)

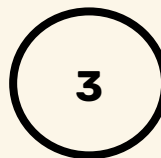


Closing Thoughts - What we learnt

- Users respond better to **motivation over restriction**
- **Personalization and positive reinforcement** increase long-term engagement
- **AR and immersive elements** deepen user experience and retention
- Screen-free goals must feel **achievable, trackable, and meaningful**



Next Steps



Settings

Adding a **dark mode** feature

Detox goals

Create daily **detox goal presets**

Gamification

Adding more **themed badges**

AR

Enhancing AR with **quests** and **rewards**