

# Daybreak

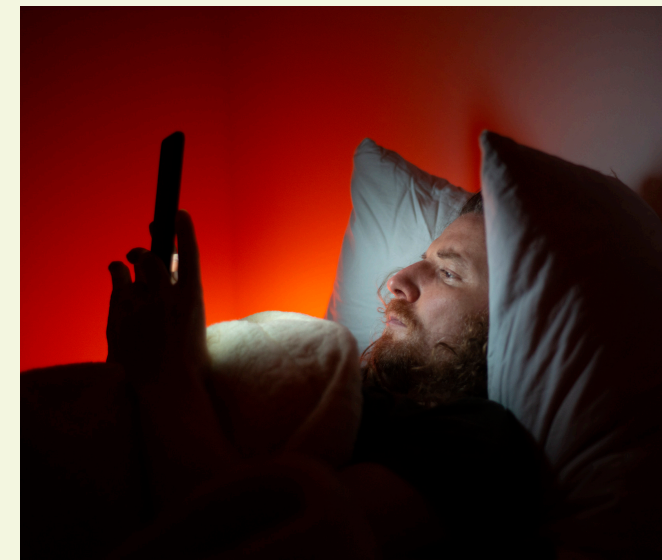
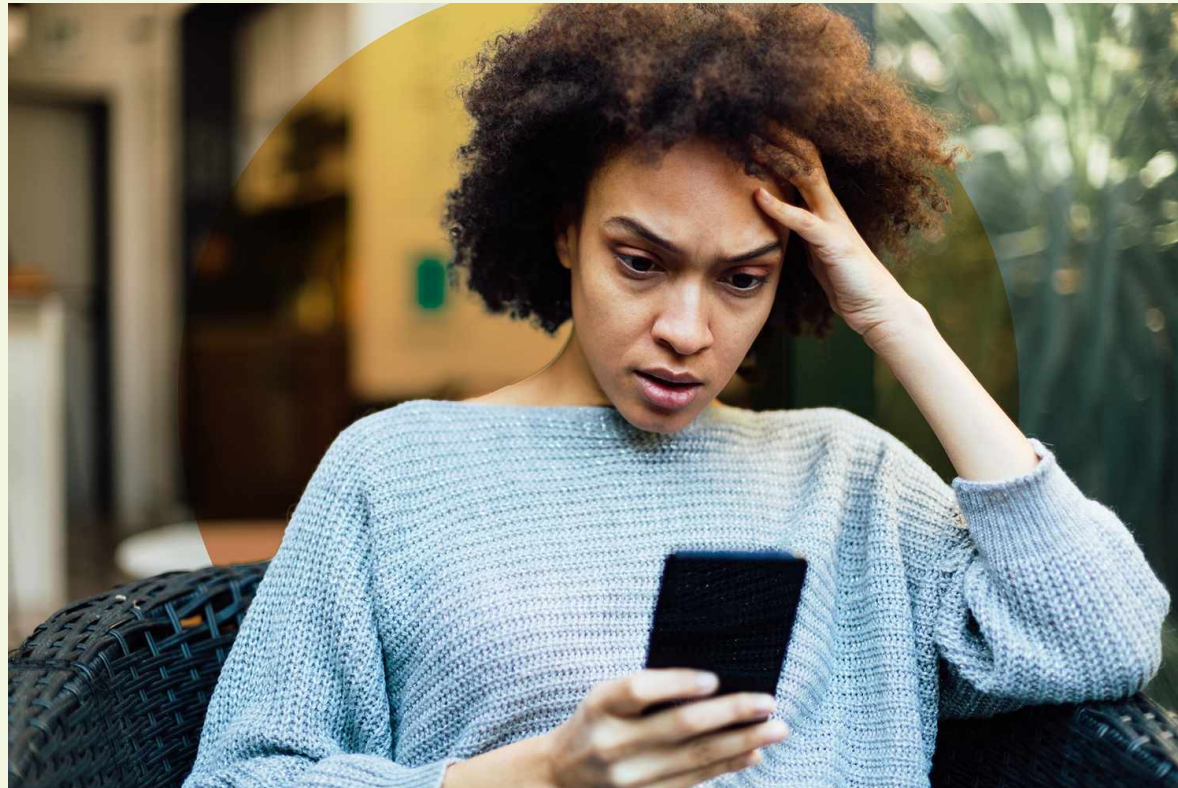
By Team Sparkle

@annbeaver @marytucker



# Phubbing

the practice of ignoring one's companion or companions to pay attention to one's phone or other mobile device.



# Doom Scrolling

the act of spending a lot of time reading negative news online, or consuming a lot of short-form videos vertically for an extended period of time.

8:43

LIVE Following Shop For You

CAN I GET ON SCREENS?  
DID YOU...

- ✓ **Clean your room:** all clothes in drawers or hung up. No garbage. Bed made. Toys put away.
- ✓ **Do your chore.**
- ✓ **Pick up the upstairs and downstairs:** no garbage on the floor, toys and clothes put away.
- ✓ **Homework done:** or have you readf  
e least 15 mins?
- ✓ **Exercised:** 1 mile on treadmill (can be walked, jogged, or run) Or 20 minutes in another exercise (basketball, climbing, lifting weights).
- ✓ **Ready for next day:** lunch made, shoes, jacket located and in proper place for next day
- ✓ **Toilets:** are the toilets in the house flushed?
- ✓ **Laundry:** Is your laundry done?  
Is your upstairs clean laundry basket empty & returned upstairs?

The question is, (6)

Richard Wadsworth ✓

#greenscreen #parenting #parentingtips

Home Friends + Inbox 4 Profile

Michelle

I am an adult addicted to my screens, need to do this for myself 😂

5d Reply 316

— View 3 replies

Alexis Girard

I'm so bad about letting my kids have too much screen time 🤦 I need to make a list to make us all accountable! I've been meaning to implement chores anyway

3d Reply

Thor\_Corn

Even I'm addicted to this screen. I have to tell myself to put it down all the time and I'm a grown adult. Kids definitely need this!

1d Reply 272

— View 2 replies

K Hop

I'm finding it trickier to regulate screens now that my daughter has a phone. If I lock the phone away, it kind of defeats the the purpose of having one. Any tips?

2d Reply

user5778466223899

That's how addicting it is!!! 😳

2d Reply

Brianne Shackelford

We've been implementing this policy in our home for a little over a year. Even our 3 year old follows these habits. It has made our home a happier place.

5d Reply 15

.

I need someone to do this for me (im 28)

5d Reply 2,195

# What does the research say?

- Social media usage level significantly predicts level of neuroticism/anxiety one year later ([Andrews et al., 2020](#))
- Presence of a mobile phone can lead to reduced feelings of empathy, trust, and a sense of closeness among pairs of strangers ([Przybylski & Weinstein, 2013](#))
- Children under age 14 spend almost 2x as long with tech devices as they do in conversation with their families ([Donnelly, 2019](#)).
- 50% of Americans report that their partner is often or sometimes distracted by their devices when they are trying to talk to them ([Vogels & Anderson, 2020](#))

# Diary Study

## Research questions

👤 How do different events, moments and moods impact phubbing throughout the day?

👤 How often do people engage in phubbing? How long do phubbing sessions last?

👤 Who are they with when phubbing?

👤 How do they feel after engaging in phubbing?

## Hypotheses

😞➡️📱 Phubbing will be preceded by feelings of boredom, discomfort, and other negative emotions.

📱➡️😞 People will feel more negatively after phubbing sessions.



# Diary Study

## Method

✍️ Participants log and answer a few quick questions every time they "ignore their companions to pay attention to their phone or mobile device"

## Participants

😞 People who feel they spend too much time on their phones but haven't found a solution to use their phone less.

# Why do people phub and doom scroll?

 Boredom

 Avoidance

 Habit

 Awkward



**What do people do  
when phubbing?**



People are spending too much time on their phone leading to disconnection.

People cite boredom as a key driver in maladaptive phone usage.

**What's out there today?**

# The Light Phone

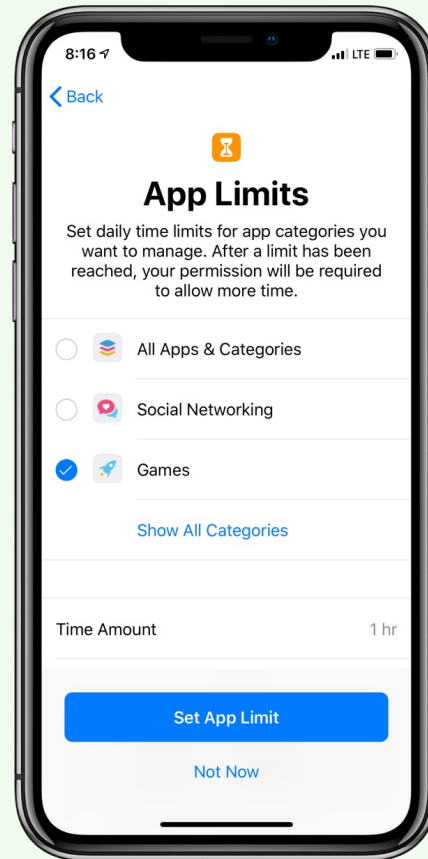
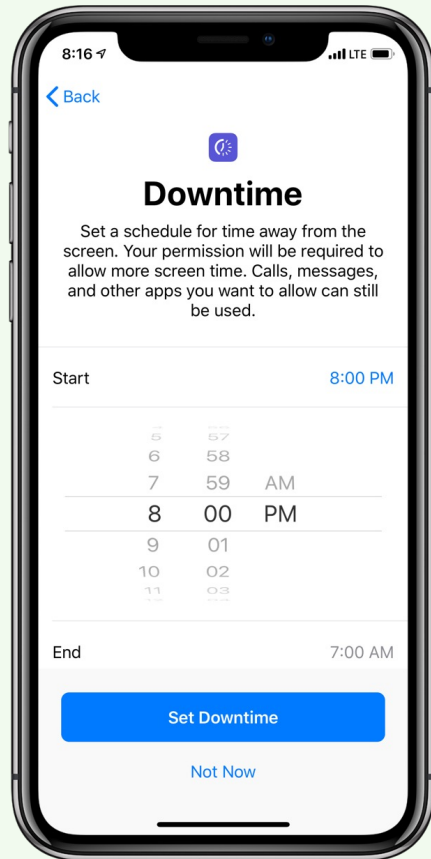
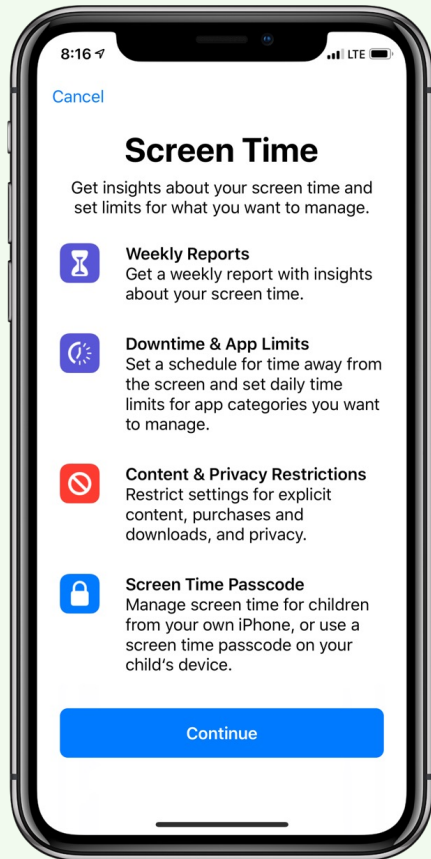
Barebones

Ink screen = annoying

Native tools only

Really missing the ability to take pictures 😞





# iPhone limits

Set limits to screens and apps

Easy to bypass isn't solving the emotional need that using the phone serves.

Foundationally, the phone is not designed to be put down.

# The AI Pin

Completely screenless

On-hand display

Desktop website

You still need to carry around  
your smart phone for navigation





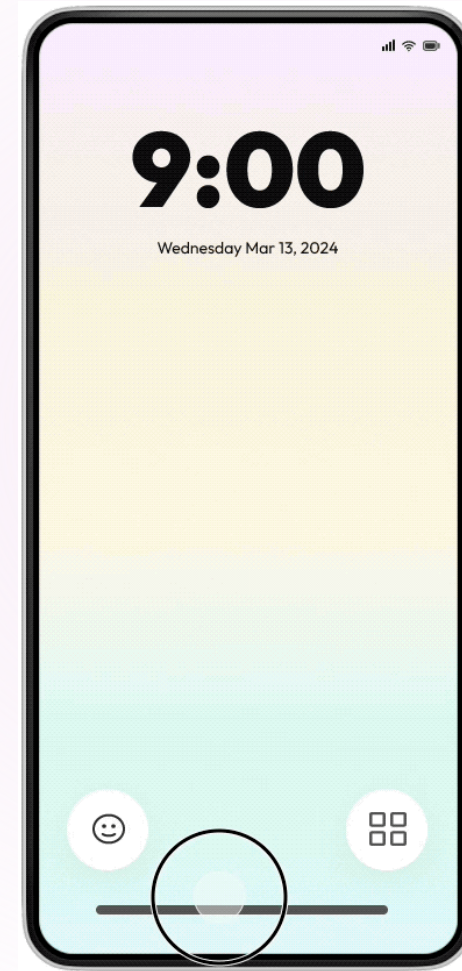
**There is a gap.**

Introducing

# Daybreak

The first smart phone operating system that focuses on enabling real life connection to others and the world.

A phone designed to put down.



# Just right...

Disengagement  
model



The Light Phone

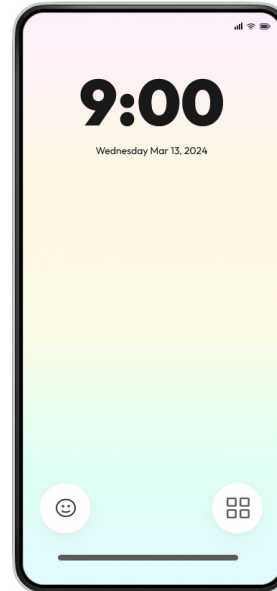


No apps at all  
No camera  
Limited tools

Intentional  
engagement model



Daybreak



Feeds based on emotional needs  
Freedom mode  
AI toolbox

Engagement  
model



iPhone, Android



Doom scrolling on social media  
Games  
Web browsing

# Goals

~~Phubbing~~ Presence

~~Doom scrolling~~ Distress tolerance

~~Constantly available~~ Freedom

~~Leaves you wanting more~~ Leaves you satisfied

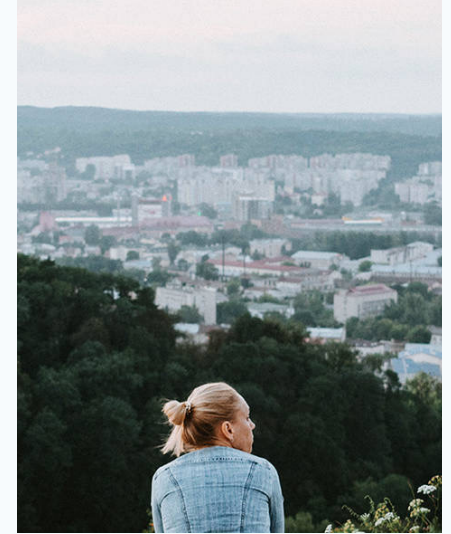
# Key Performance Indicators

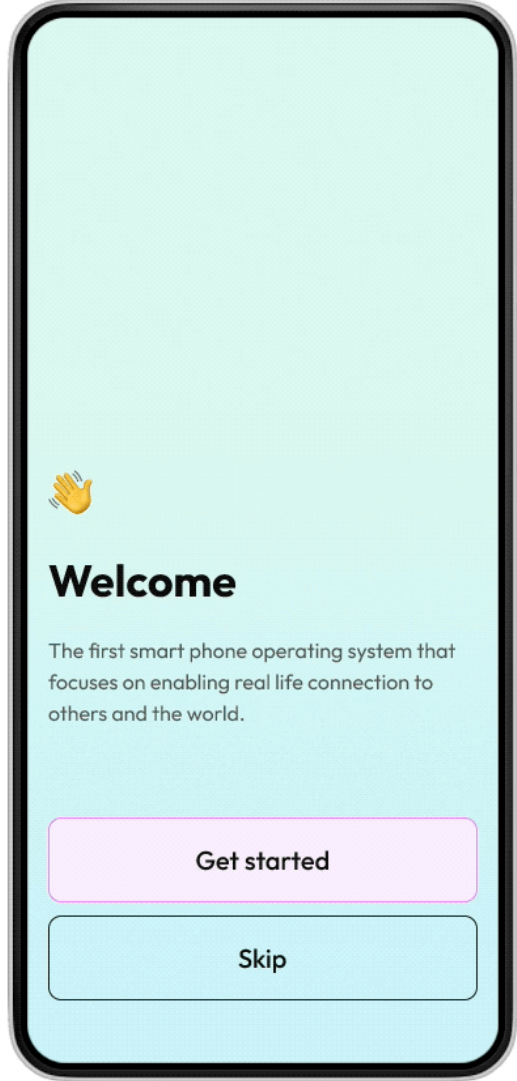
Increase IRL activities reported during freedom mode

Decrease amount of time spent using our distress tolerance tools and increase time in freedom mode

Increase in happiness and feelings of freedom over time

Disengagement model, not engagement model





Technology often capitalizes on the potency of **wanting**, providing endless possibilities for seeking but few experiences that **satisfy**.

-Center for Humane technology



### **Start freedom mode**

Designed to remove the distraction of a phone, all notifications are held until you decide to look at them.

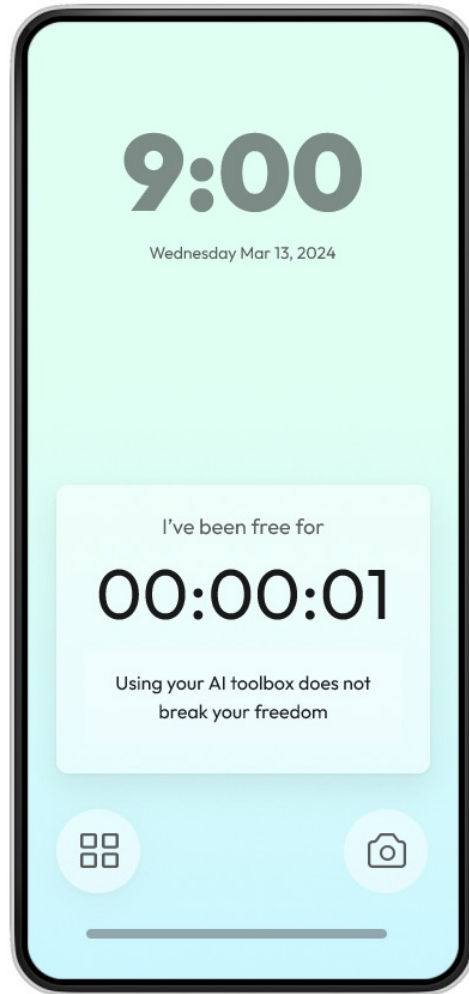
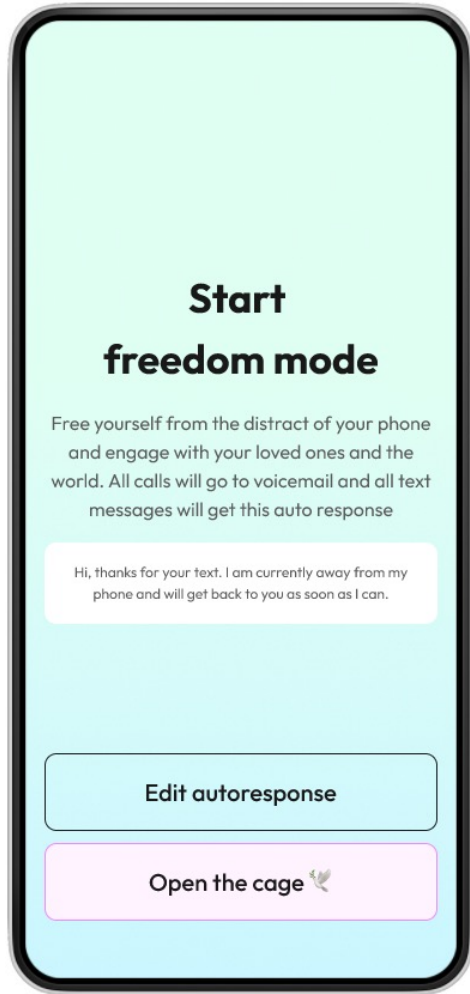
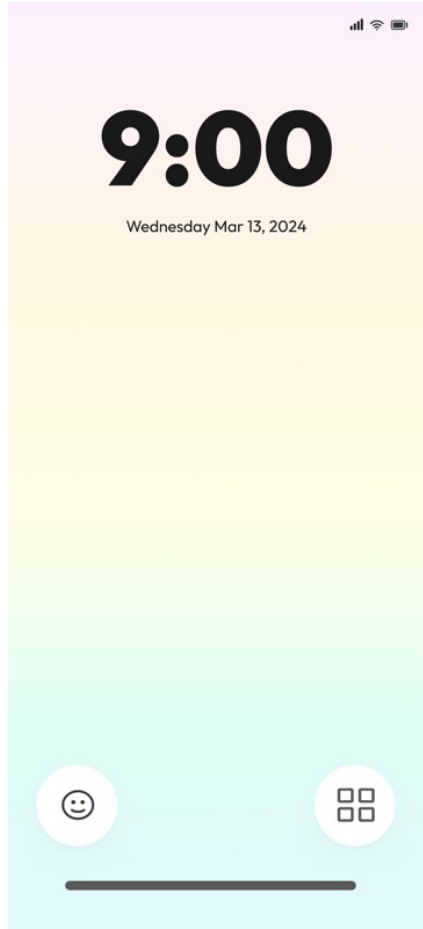
All text messages get an auto-response you configure.



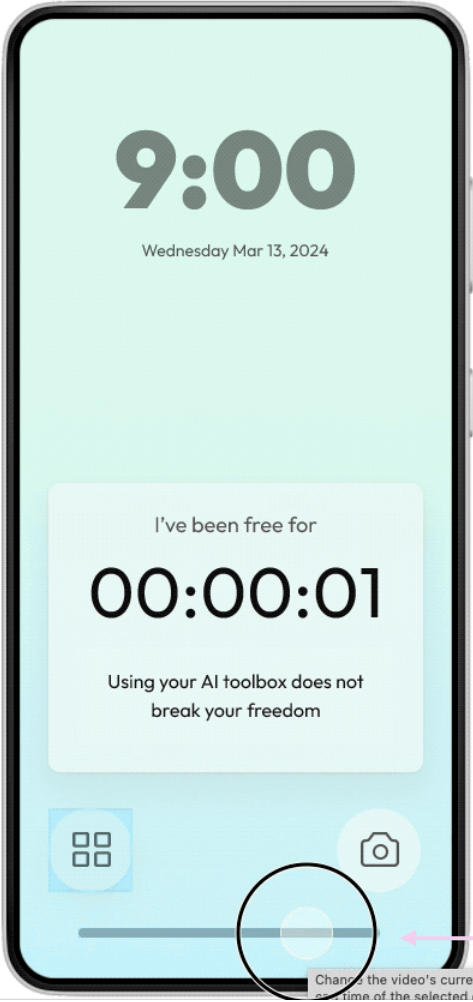
### **AI Toolbox**

Quickly ask Sparkle, our AI questions or access essential tools.

- Calculator
- Timer
- Navigation
- Music player
- Notes
- Weather
- Photos
- Camera
- Banking apps
- Authentication apps
- Settings
- Email
- Text messages



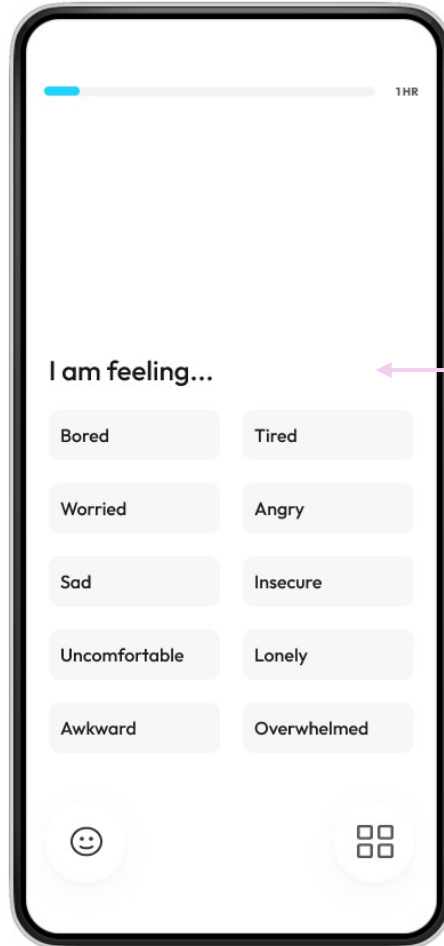




**See the value of freedom**

Break freedom mode anytime by swiping up to unlock. Quickly enter an optional report on your freedom. This is logged and can be viewed at any time.

Change the video's current time of the selected clip



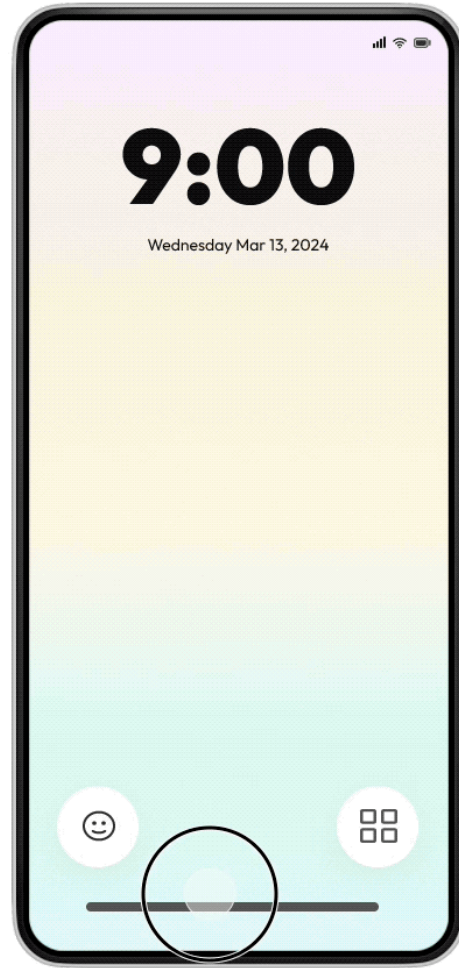
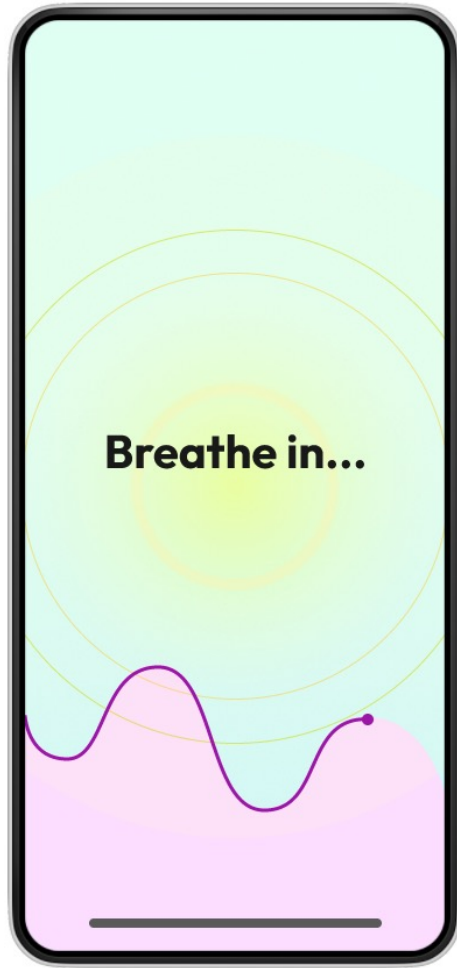
### **Homepage with a purpose**


How many times have you opened your phone, stared at the apps, and closed it again?


The Daybreak homepage starts with checking in.

A feed of options designed not for unsatisfactory, never-ending doom scrolling, but for your deeper emotional need is generated.

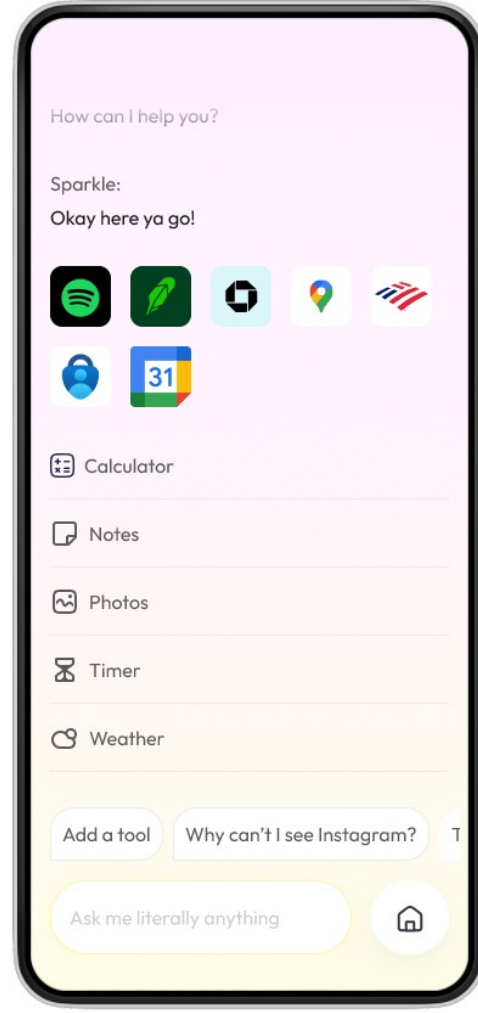
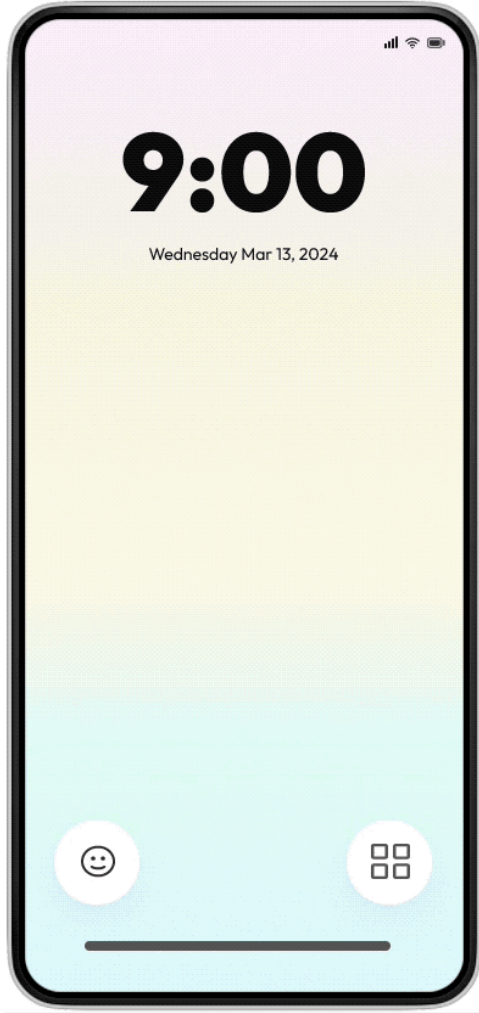
This feed is meant to satisfy you as quickly as possible and get you back into the world.



 **Steak dinner instead of Doritos**  
Feel satisfied after using your phone, with "just right" amounts and science-backed experiences for developing adaptive responses to emotions.



**Gratitude meditation**  
Brene Brown  
5m



Take a picture

Text my sister "Hello"

Remind me to give Ginger her meds everyday at 8am and 8pm

Who is running for president in 2024?

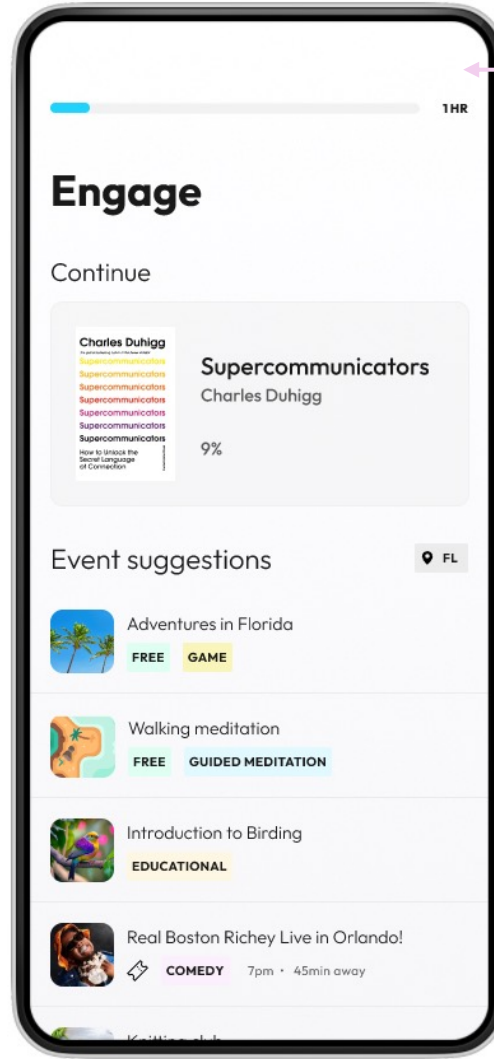
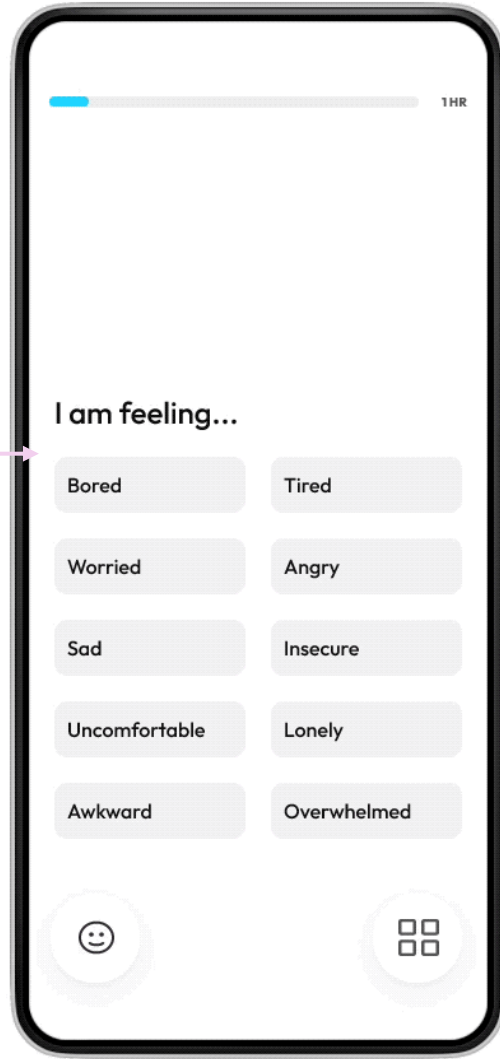
What's 300,000 divided by 12?

**You can't improve what you don't measure**

Understand your usage and adjust settings to create boundaries for technology usage.

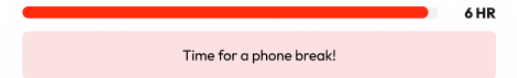
## Settings

Auto start freedom mode after 6hr of phone usage



**Building usage awareness**

Understand your screentime at all time from the top bar which shifts when you've been on your phone for a long time.



# Thank you

@annbeaver @marytucker

2024 Design-a-thon