

unping

Live a bit simpler

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**Research +
Strategy**

Questionnaire

33 participants aged 20-65

What's your phone use now? How do you feel about it?

Do you spend your time differently now than before you had a smartphone?

How did you spend your time before?

58%

people aged 20+ spend their time differently now than before owning a phone

48%

spend an average of 2–4 hours a day on their phone for entertainment purposes

33%

spend an average of 4–6 hours a day on their phone for entertainment purposes

9%

don't remember time before cellphones were common

“People lost the ability to celebrate and find joy in the simple things. We lack the quietness and time for a given moment. We are always connected to something [online] even when we eat”

Insight from an interview with my grandmother

Secondary Sources



The screenshot shows the European Commission website with a search bar and navigation links. The main headline reads: "Consumer protection: manipulative online practices found on 148 out of 399 online shops screened". Below the headline, there is a "Page contents" section with links for "Top", "Related topics", "Print friendly pdf", and "Contacts for media". The main text of the press release states: "Today, the European Commission and national consumer protection authorities of 23 Member States, Norway and Iceland (CPC Network), released the results of a screening ('sweep') of retail websites. This check covered 399 online shops of retail traders selling products ranging from textiles to electronic goods. It also focused on three specific types of manipulative practices that are often known to push consumers into making choices that may not be in their best interest, so-called 'dark patterns'. These include: fake countdown timers; web interfaces designed to lead consumers to purchases, subscriptions or other choices; and hidden information. The investigation showed that 148 sites contained at least one of these three dark patterns."

https://ec.europa.eu/commission/presscorner/detail/en/ip_23_418



The screenshot shows a podcast player interface for "The Blindboy Podcast". The title of the episode is "Speaking to a Cyberpsychologist about the psychology of online behaviour". The episode was released on June 21, 2022, and has a duration of 1 hour and 31 minutes. There is a play button icon and a "Listen later" option. The podcast cover image shows a person wearing a white mask with red markings and a black t-shirt with the text "The Blindboy Podcast".

<https://play.acast.com/s/blindboy/speaking-to-a-cyberpsychologist-about-the-psychology-of-onli>

EU Comission on dark patterns

EU Comission acknowledged that online environments (ecommerce) are designed in manipulative and deceiving.

"Dark patterns" were found in 148 out of 399 sites tested, which shows the scale of the problem in the online environment - the environment in which many of us spend a lot of our free time and attention.

Moral panic about phones

Dr. Nicola Fox-Hamilton talked about the psychology of online behaviour, social media platforms, trolls and the impact our phone use has on us.

Controrary to my assumption that phones are an issue, Nicola Fox explained how the same patterns of moral panic, found around rock music in the 80s, video games in the 90s-2000s are making a return in relation to smartphones. We should not blame phones for all the problems in our society - rather it is the lack of accommodations to solve societal issues.

Secondary Sources

LIFE

Young People Have No Idea What We Used to Do After Work. Let Me Regale You.

"I never knew what time it was, so I was constantly buying watches and losing them."

BY DAN KOIS JUNE 17, 2023 • 10:30 AM



<https://slate.com/human-interest/2023/06/life-before-cell-phones-internet-after-work.html>

Slate.com article

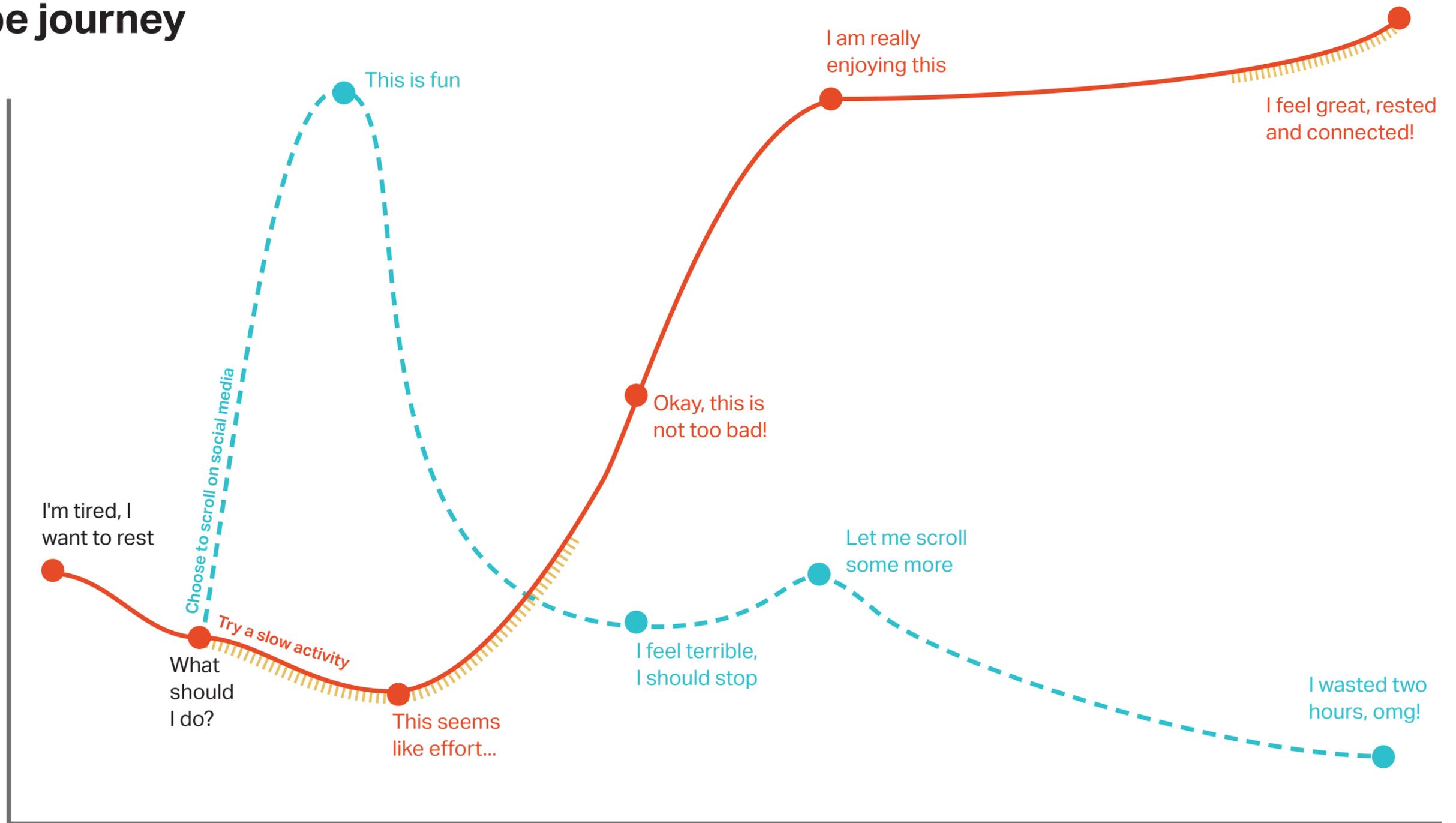
Insight into how young adults spent their time in early 2000s.

Young adults of today don't always remember the times before smartphones and what people used to do in their free time or how they socialised, etc.

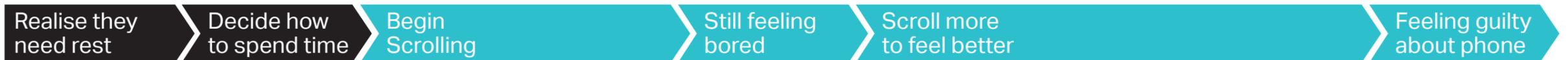
Shows how much simpler the times were back then in terms of the ability to switch off, rest and spend free time.

Some stories of analog things like VHS, tapes, telephones, answering machines, internet only at the office, etc. were very interesting.

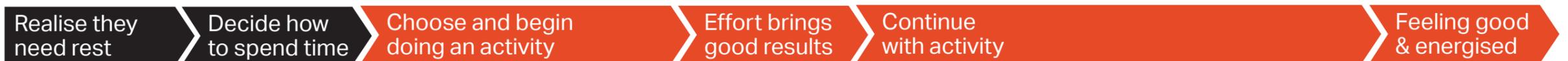
As is / To be journey



As is journey



To be Journey



Touchpoints

Help choose activity, make it easy to do & seem exciting

Analog habit tracker to reward behaviour

Strategy

Create a system of simple analog experiences that help people disconnect and reduce smartphone use without feeling guilty about their current habits.

Audience

Young adults (18-25)

They are gaining fuller control of their life, but might not necessarily know yet what to do with all that freedom. They are at the beginning of crafting their lives but might still have their teenage habits left over.

Adults (25+)

Adults face many responsibilities often forgetting the importance of fun and boredom. Ways to have fun before smartphones is often forgotten.

Design opportunity

Normalise disconnecting from the online world and make the real world, simple, activities rewarding again. This is relevant especially to young adults as people turning 17 this year are as old as the first iPhone and might not remember how the world looked like before smartphones were common.

Tone of Voice

Calm, helpful, friendly. Messaging should not be preaching to the audience, rather intrigue and guide.

Aim

Improve relationships with our phones through analog and physical interventions placed at home

Experience

Moments of wonder, playfulness, and mindful tech-free entertainment. Make the alternatives to scrolling on social media more appealing and rewarding to do.

How?

Make it easy to disconnect from our phone but stay reachable to avoid FOMO.

Bring back the idea of a house phone and reducing our reachability to unwind and spend time alone or with others in the real world.

Make it fun to be phone-free at home, show alternative ways to have fun that are easy to achieve.

Design

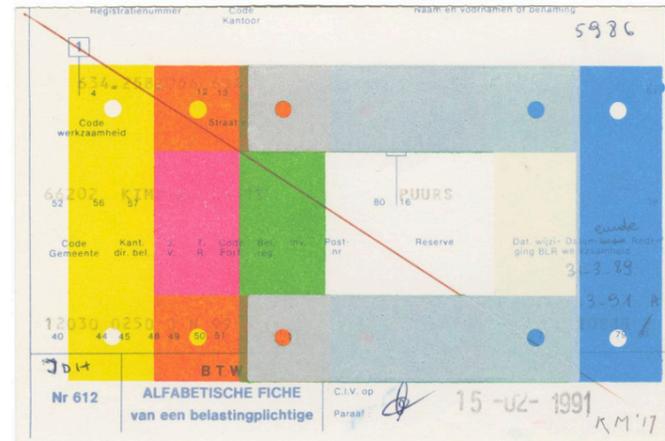
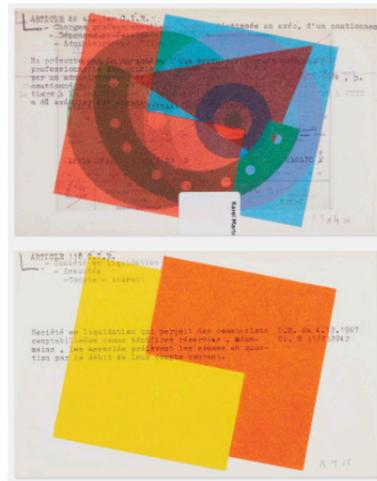
Development

Visual Research

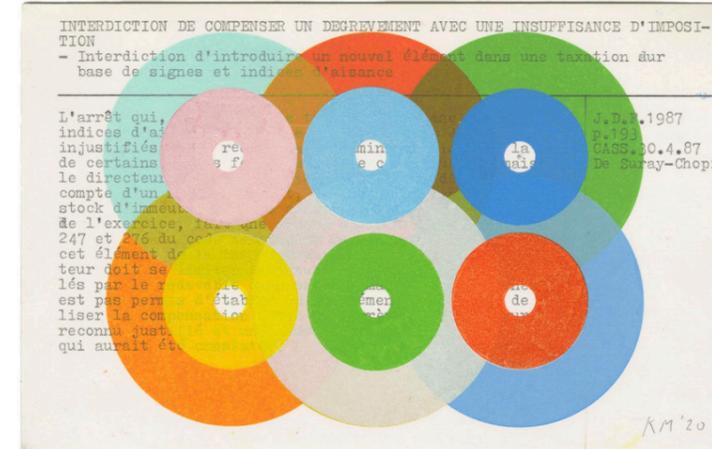
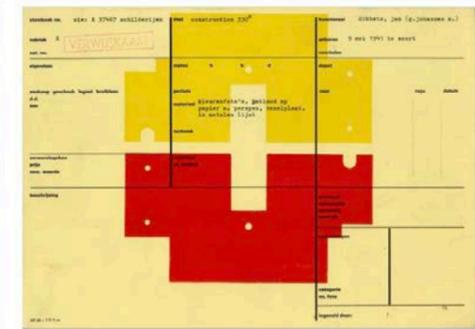
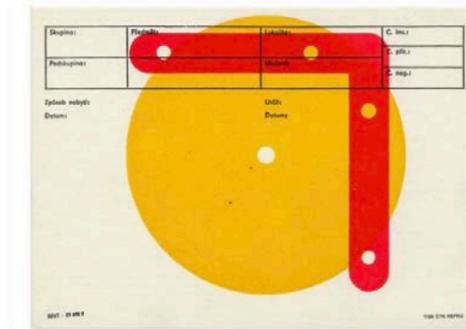
Karel Marents

Pattern and overprint on 'analog' papers

Simple block colours



Untiteld 2017 100x150mm - page: 3



Untiteld 2020 125x210mm - page: 41

Swiss grit - Chris Ashworth

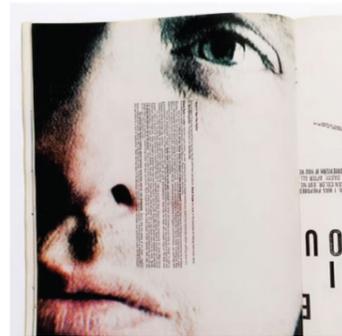
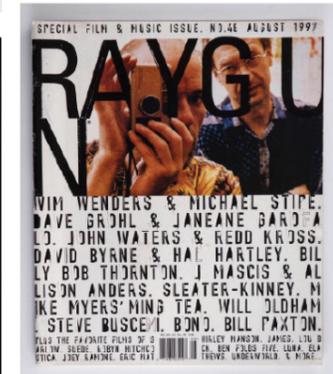
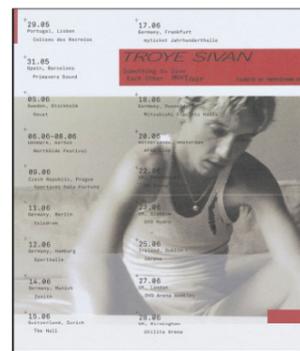
Really like the tactility

Fits in with the 'pre-tech' analog feel

**Chris Ashworth
Swiss Grit**



Bradley Pikerton (Instagram) ↑ ↓ ↶ ↷



Chris Ashworth ↑ ↷

Nan Goldin



Visual Explorations



VHS
tapas

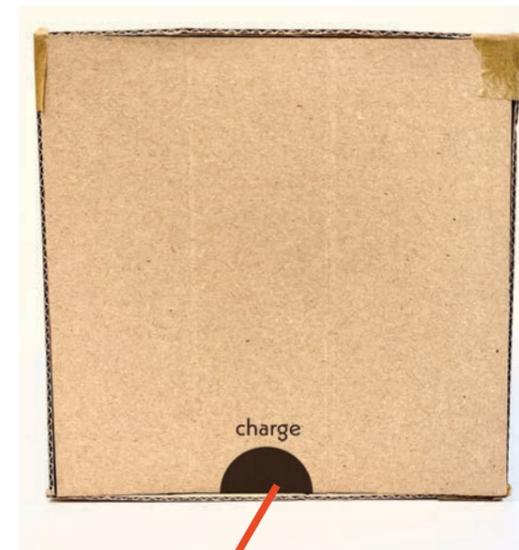
rented
bring
rent
to
whoever was currently
King of
VHS
tapas
decide.
decide



Concept Prototypes

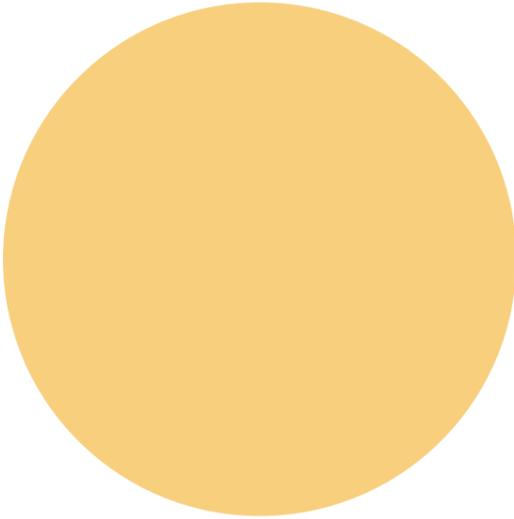
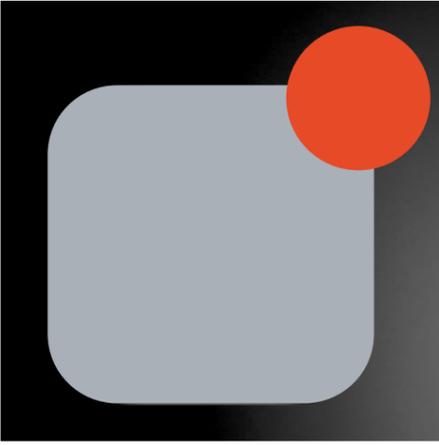
Phone Box

Providing a place to put the phone to keep it out of mind and out of sight to free time for meaningful tasks



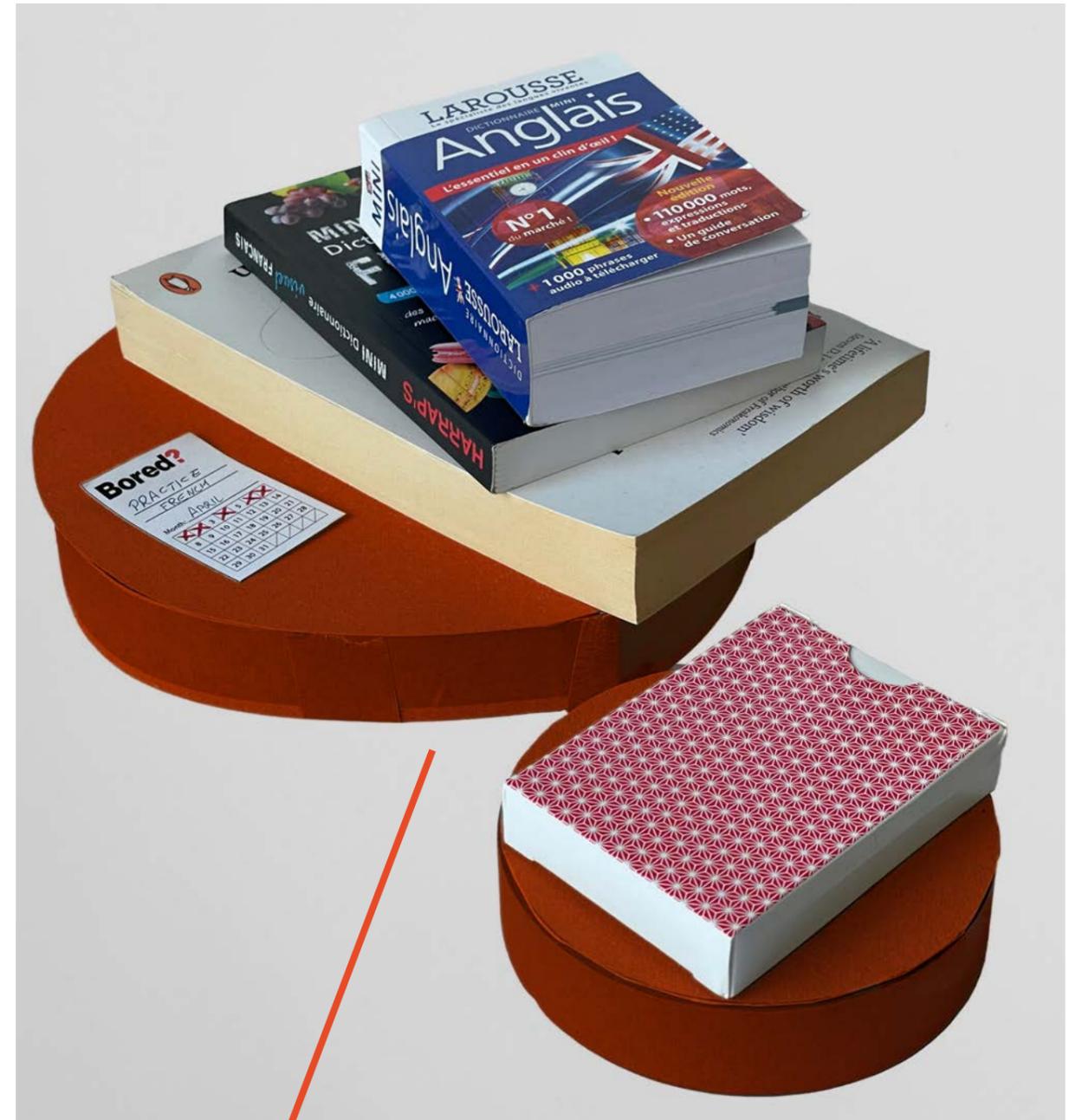
Habit Pedestals

Turning a notification form into a fun and helpful physical object that reminds us of good habits.





Habit tracking (X sheet)
to motivate keeping habits



Set of various sizes
to put around the house



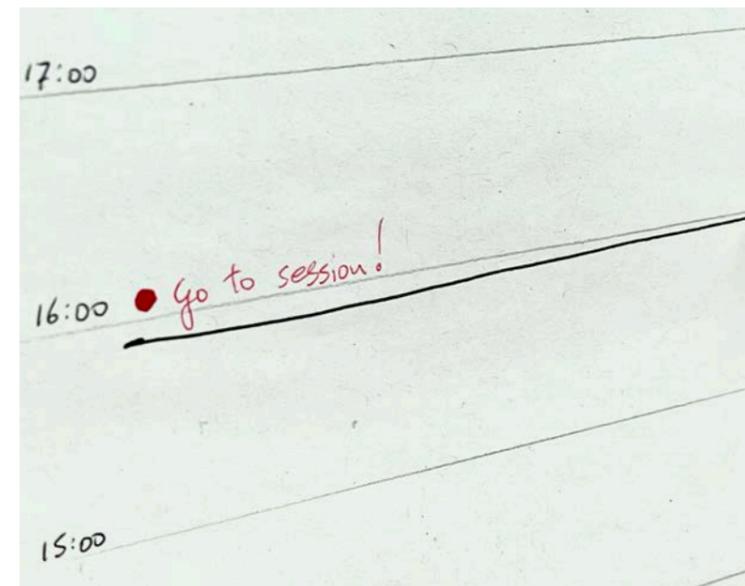
Activity Cards

Activity Cards were developed to help people who want to gain time free from phones but lack knowledge of alternative activities that can be done easily for entertainment that does not involve phones.



Analog Agenda

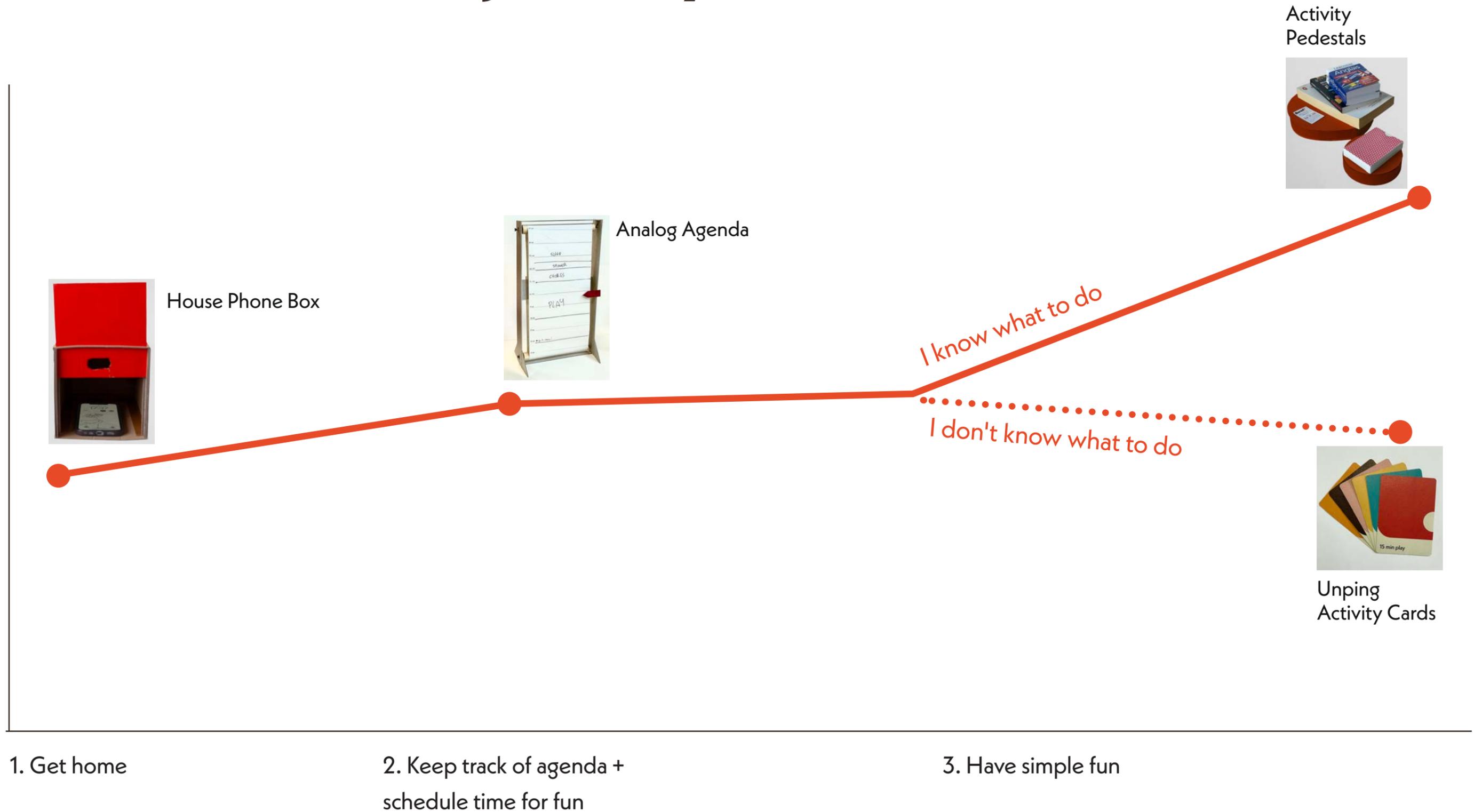
Agenda is made for those who like to plan or depend on their phone to keep track of busy plans. The product encourages to schedule time for play and rest as it slows down the planning process and allows people to reflect on how they are spending their time.





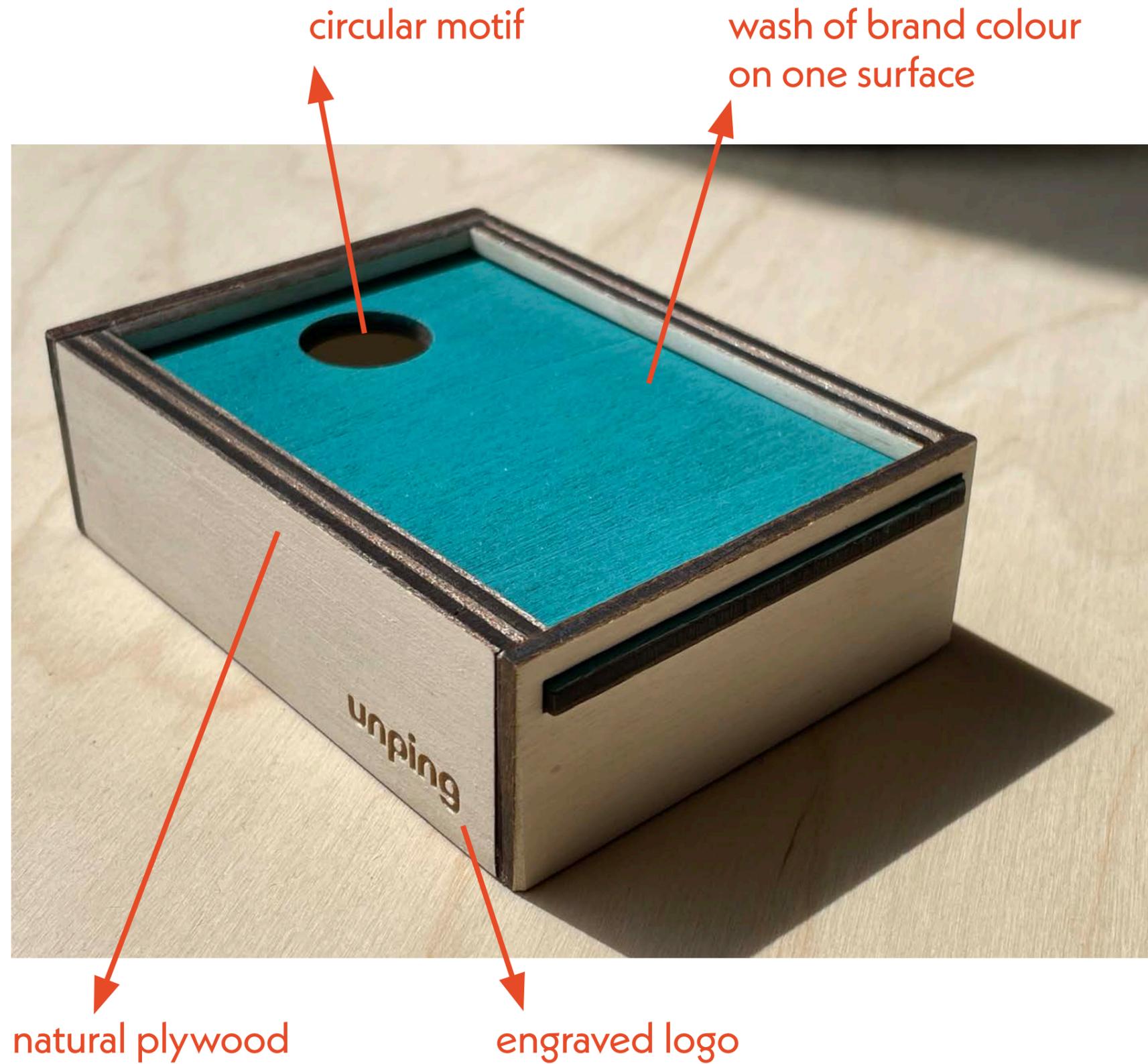
Each product followed an extensive iterative process to take it to the highest level of functionality and finish possible while fulfilling the intended goal.

Outcomes user journey

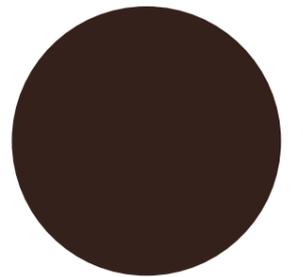
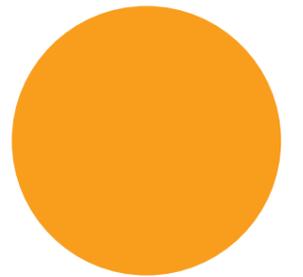
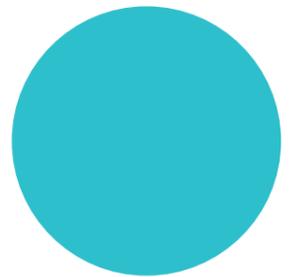
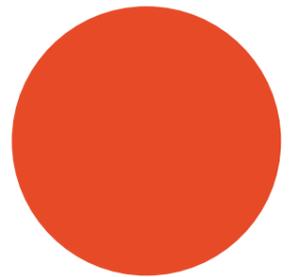


Final Outcomes

Branding



Brand Colours



Fonts

Neue Kabel

by Marc Schütz, Monotype

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Thin

XLight

Light

Regular

Book

Medium

Bold

XBold

Black

Remake of a 1924 Kabel by Rudolf Koch. Fitting with the Mid-century modern and vintage tone of unping, friendly and rounded + geometric.

Minor: promotional motion

Is your phone
distracting?

Daily pings
becoming
too much?

We box off
the noise

Your ~~smartphone~~
house phone

Keep track
of your plans



Placing

good

habits

front of mind

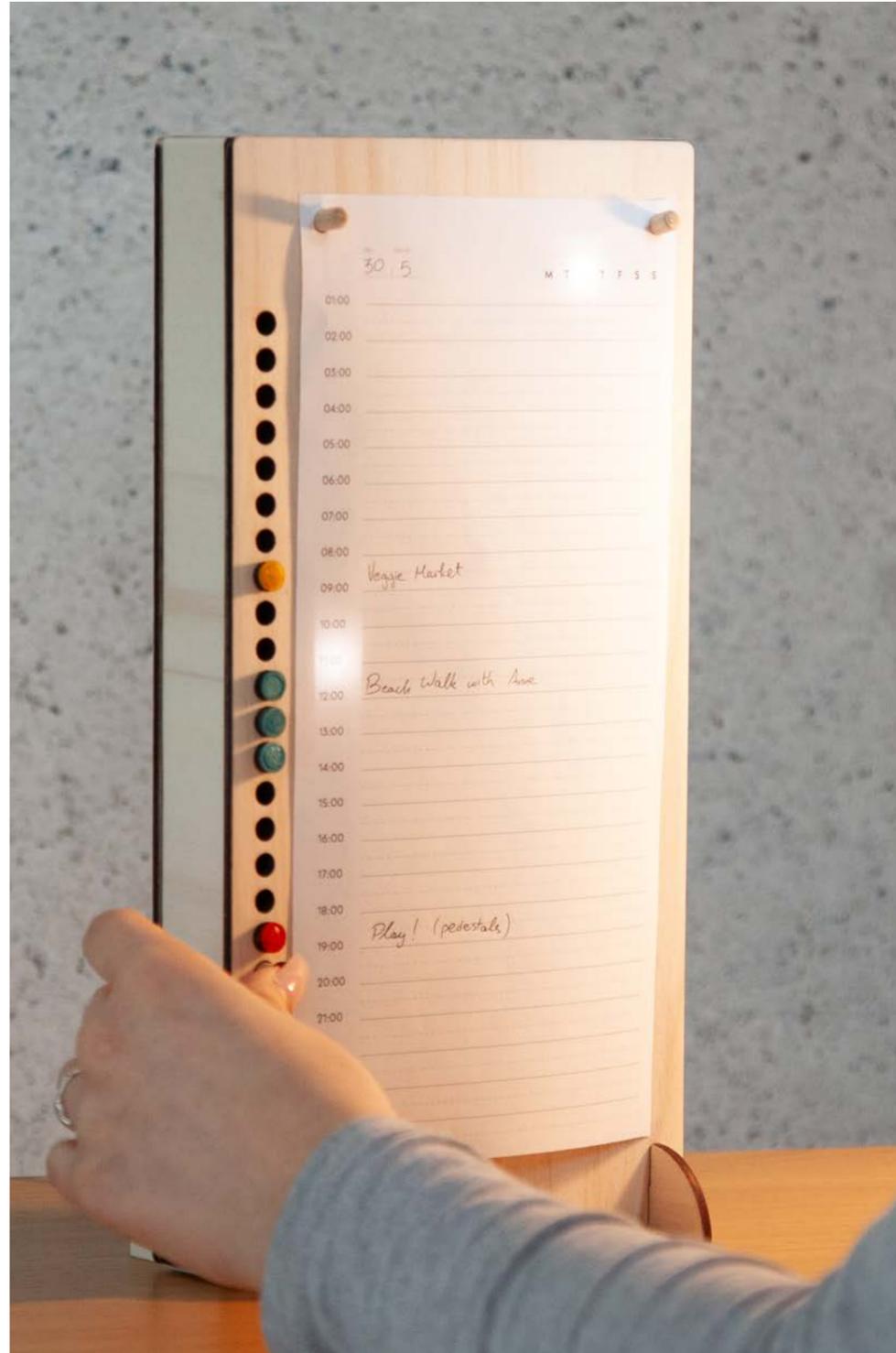
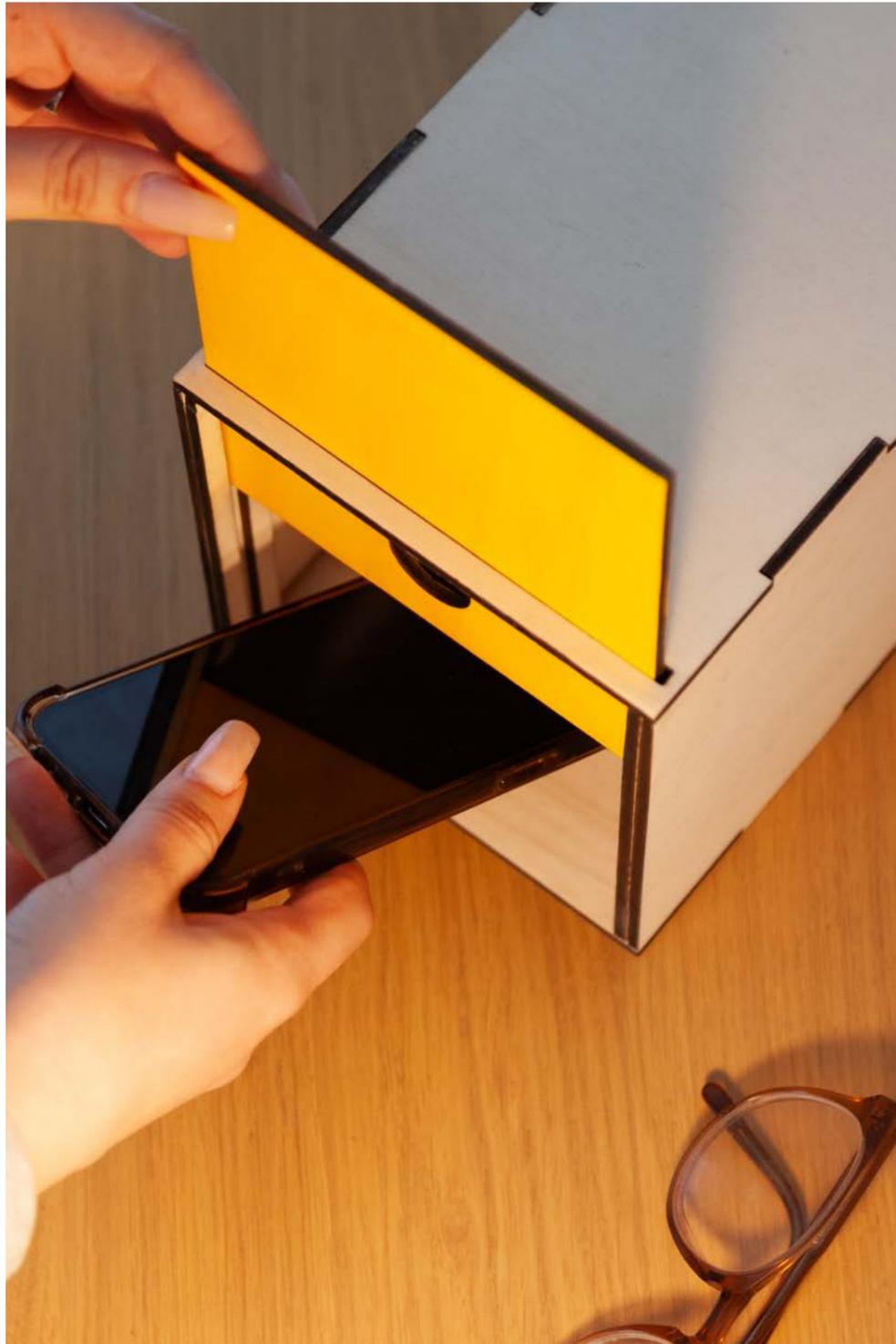
Ideas to have
scroll free fun

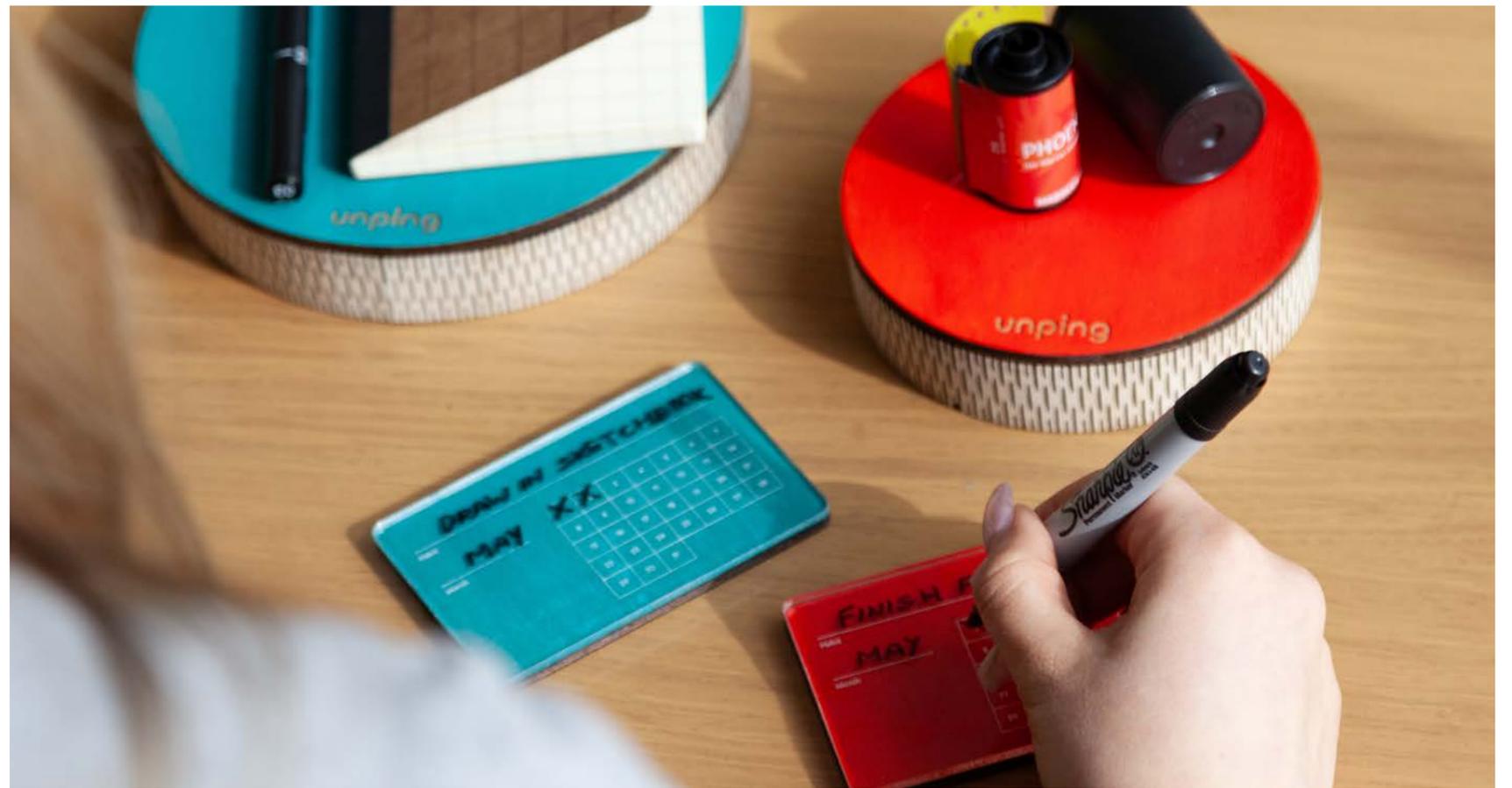


unping

Simple fun is back

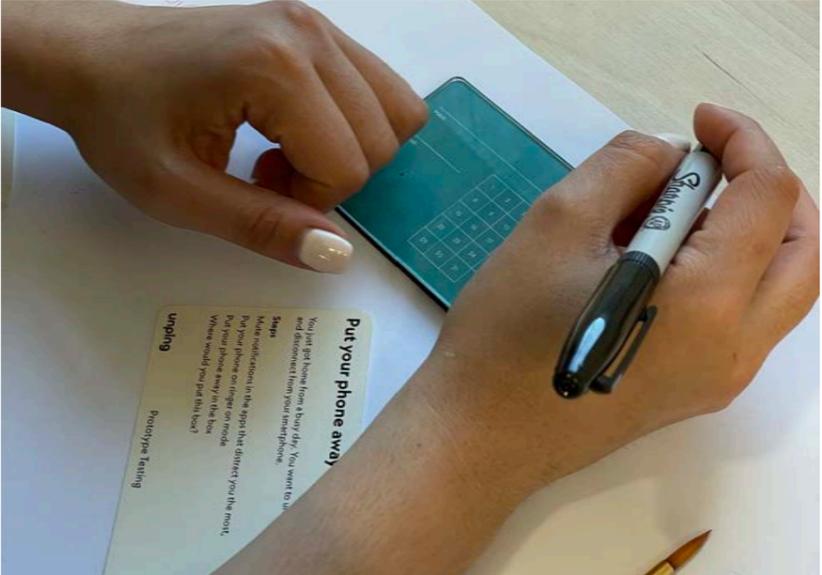
Major: physical products







User Testing



3 participants 5 tasks

22—24 years old

For insights, view usability report

Thank you!

Time to unping

now folks