

APP DESIGN | UX/UI | PROJECT 1

Gift Idea App:

Type in person's special interests, favorite brands, previous suggestions, and social media name, demographics.

App generates gift ideas based on criteria and has stores, deals, + sites that carry those options.

* Uses social media mentions from friend/what brands they openly follow - Nothing too intrusive.

Demographics:

- Age
- gender

User will fill out brief questionnaire or add interests/current gift ideas or brands to page, and app generates gift list.

Price Range Filters included:

- \$10.00 and under
- \$25 - \$50.00
- \$60 - \$100.00
- \$150 - 250.00
- Sky's the Limit.

Allow Access to contacts to get early reminders a birthday or holiday is coming up, and ability to add anniversaries.

★ Gift List is shareable + editable invites to split costs with Family or give ideas to others. ★

Names?

- Gifty
- Nifty Gifty
- Wish List
- Wrap it up!
- present pal
- wrapped up



CREATIVE BRIEF

GIFTING APP

CONCEPT

An app which helps frustrated friends and family members come up with ideas for loved ones that are hard to shop for. By setting up budget filters, the user can browse suggestions for gifts that fall into their price range. In order to get the best gift suggestions, the user can fill out a short survey, set demographic options, or type in certain brands to browse through. There are also options that allow the app to send notifications to your phone to kindly remind the user of special anniversaries, birthdays, holidays, weddings, or baby showers and more! The app also keeps track of items previously purchased to ensure no double gifting, and has a package tracker so you can see when your gift is on route.

GOAL

The app's goal is to help keep users in budget, offer great options for gifts, and overall give them peace of mind in their gift giving experience. The app will cut out all the time wasted wandering the aisles and eliminate the stress of missing important dates or losing a package in transit.

TARGET AUDIENCE

The target audience is fairly broad for the app. Since its main feature includes online ordering, the minimum age of the audience would be 18 (the age of those eligible for a credit card). The style will be catered toward a more modern layout, so the age range of appeal would most likely cut off at 45. However, the format should be easy enough to navigate across all ages.

COLOR THEMES

The color schemes used throughout the app will consist of light rustic colors. The colors will be natural shades, but tinted to keep a airy and inviting tone for potential app users.

TYPOGRAPHY

Type used throughout the app will be sans-serif to keep the layout clean and readable. Headings and the app logo will also have a sans-serif base, but with a chic and identifying modification to make the identity memorable and individualistic.

LAYOUT

Layouts will be simple in nature and be built to ease the user through the gift-buying process. Sections will be suggested through color changes, and subfolders will take the user to other pages to avoid crowding screen space. The layout should capture modern styles and be easy to navigate and explore for all.

NAMES

Gifty
Nifty-Gifty
Spree
Gifted

CENSOR APP:

censors social media posts by keywords.

[Facebook, Instagram, Twitter]

Type in topics, keywords, contacts or usernames software then selects out all posts that meet criteria.

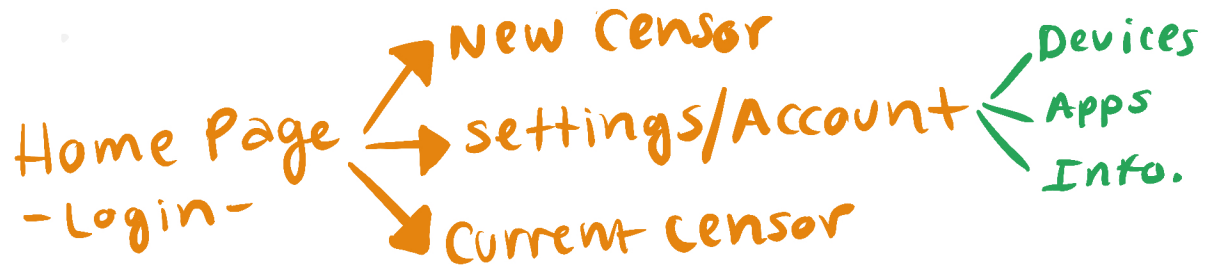
EX: Nothing about... Politics

can be turned on and off for detox days. Helpful for not unfollowing someone but not seeing posts.

EX-BF/GF Annoying friends
COVID Family Drama
FINALS POLITIC ARGUMENTS
Etc.

NAMES:

- snoozed
- censored
- peace-out
- Filter



Also could be used as a parental filter on child's device:

Block out: Adult content, curse words, violence...

CREATIVE BRIEF

CENSORING APP

CONCEPT

An app that is directed towards helping the user detox from certain social media advertisements, posts, or people. The app censors all social media in accordance to keyword and username submission. As topics, keywords, and people's names are entered, the app clears posts that feature those parameters off social media platforms. The app can also restrict email and call and text notifications to your phone as well to entirely shift one's focus to family or rest without feeling tempted from notifications.

GOAL

The app's goal is to give mental breaks to users who need a break from negative people, stressful news updates, and annoying topics without unfollowing and blocking them. The app is meant to be a positive option for people to unplug from negative influences without disconnecting entirely from social media and friends.

TARGET AUDIENCE

The target audience is between the ages of 20-60. It's really aimed to all who want a simple way to unplug for mental health and get different options on how to achieve that.

COLOR THEMES

The color scheme will feature a aquamarine blue and green, with possibly lavender and white accents. These colors are common in their uses to give people a sense of peace and relaxation.

TYPOGRAPHY

Type used throughout the app will be sans-serif to keep the layout clean and readable. The sans-serif will be a light weight and kept well-spaced and thin. No frills and light strokes will keep the app easy to read and more open in format.

LAYOUT

The layout of the app will emphasize a wide open space. The whitespace available and minimalistic layout should hint at the way the app's function should make the user feel. The lack of clutter and wide spacing should also allow for easy navigation and have a modern look to it.

NAMES

CENSORD

Snooze

Time-out

MUTE

AUDIENCE RESEARCH | USER PROFILES

AUDIENCE RESEARCH

GIFTING APP

TARGET AUDIENCE

The target audience is fairly broad for the app. Since its main feature includes online ordering, the minimum age of the audience would be 18 (the age of those eligible for a credit card). The style will be catered toward a more modern layout, so the age range of appeal would most likely cut off at 50. However, the format should be easy enough to navigate across all ages.

MAJOR DEMOGRAPHIC GROUPS

The major demographic groups this app is aimed towards are composed of highschool students, college students, and young adults in the 18-25 age range, working adults and parents in the 30-50 age range. There will be a primary focus on more avid app users, which align to the nature of younger age ranges. These groups are also familiar and comfortable with online ordering and often prefer the ease of online shopping as compared to driving to stores and malls.

18-25 YR. YOUNG ADULTS & STUDENTS

This group is a major group that are in a phase of life full of schooling, first jobs, and maturity. This group is very familiar with online shopping and apps to make life easier. They will find value in the budget-friendly options the app will provide and the idea generation for hard-to-shop for loved ones. They are informed enough with design and trends to be picky with app aesthetics. This group will be largely considered in the budget-friendly portions of the app and the design choices made for app presentation and navigation.

30-50 YR. WORKERS & PARENTS

This large group is full of parents, workers, and established individuals. They are savvy to technology and app usage, and are the second group on the scene that turn to online shopping in conjunction with traditional window-shopping. This group has more

financial stability and would be more likely to browse pricier gift options on the app. Busy and knowledgeable, this group will be considered a bit in design aesthetics, but mainly in app navigations and functionality. This group will most likely make up a large majority of users on the app and should be treated accordingly.

OVERALL ASSESSMENTS

Both groups will play a huge role in the design processes of the gifting app. The two groups have very similar design aesthetics, but the older group values app ease and usability higher than the younger audience. Both groups are also familiar with online shopping and the headaches it can cause. This app intends to address those issues and not only be trendy, but also helpful and quick to use- from ideas, to browsing, to purchase, to shipping.

USER PROFILES

GIFTING APP

USER 1

20 YR. ADULT STUDENT

Jordan is a 22 year old college student who needs to find gifts for her siblings during the holidays. She only works part time on college breaks, so she has trouble finding the perfect gifts for her family that also fits her budget. Not to mention she has limited time to shop because of finals and homework.

She decides to download the app to give her the inspiration she needs for gift giving and options that fit her budget. The app also gives her the flexibility of online shopping and sends her updates for when her package is on route!

USER 2

50 YR. WORKER & PARENT

Jen is a 55 year old bank manager with two adult children. She has always been good at gifting, but not keeping up with the latest trends. She wants extra ideas for birthdays on what to give her children. She has the budget to buy nicer gifts, but wants to make sure that what she's buying is actually worth the money.

Jen finds the gifting app to give her ideas that are relevant to the upcoming trends and are from reliable brands. She also loves the notifications for important dates and how easy the app is to use.

USER 3

30 YR. WORKER & FAMILY MAN

Devon is a newly married 31 year old, and learned he's going to become an uncle. He has trouble keeping track of all the anniversaries, birthdays, and now baby shower dates of all of his friends and family. Even if he does remember, gift giving is not his thing- he often gives people the same thing over and over because he forgets.

Devon downloads the app not only to get inspiration for gifts for all these different events, but to also remind him of important dates coming up that he needs to shop for. The app also has a handy feature that keeps a history of his purchases so that he can avoid double-gifting. This app gave him the organization he needs for all of these new events happening in his life.

AUDIENCE RESEARCH

CENSORING APP

TARGET AUDIENCE

The target audience is between the ages of 20-60. It's really aimed to all who want a simple way to unplug for mental health and get different options on how to achieve that.

MAJOR DEMOGRAPHIC GROUPS

The major demographic groups this app is aimed towards are composed of college students and young adults in the 20-30 age range, working adults and young parents in the 30-45 age range, and mature adults and retiring workers between the ages of 50-60. There will be a primary focus on more avid app users, which align to the nature of the two younger age ranges. However the older demographic will still be taken into an amount of consideration.

20-30 YR. YOUNG ADULTS

This group is the most prevalent audience that would be interested in using apps of this censorship nature. This group has grown up with technology and its negative effects for a large portion of their lives, and are at an age of maturity to recognize they might want to start making more mentally healthy choices when it comes to managing and using technology or social media platforms. This group is familiar with app platforms and are commonly updated on all of the most recent design trends. The app's construction and design choices will keep this demographic in mind- that it will expect a larger amount of it's audience to be familiarized with how apps function and will have a larger unrealized need for clean and contemporary design layout.

30-45 YR. WORKERS & PARENTS

This hardworking and worldly group are in an era of life where they are overwhelmed with jobs, families, and large life changes. They have more changing views on the importance of social media and may want to clean up their feeds to simplify their already overwhelming load, or to keep new priorities in line. They are self-aware and would seek this app out to either take personal mental breaks, or introduce to their families as a new and easy way of self-monitoring and parenting. This group also has a strong grasp of navigating technology and may also have preferences towards modern design aesthetics. This group meshes well with the 20-30 year old group ideals and will also be heavily considered in the design process.

AUDIENCE RESEARCH

CENSORING APP

50-60 MATURE ADULTS

This group is the last portion of app users who may be interested in this censoring app. Not as fluent to newer technology as the two younger audiences, this group may want to download this app due to reminicing back to simpler days with less over-saturation of media. This group has adapeted to newer technology, but has a strong grasp on pre-social media values and mental health. This group may not have as much of a dependance on social media as the two younger groups, but still want to limit its use and effects on their current lives and routines. A majority of this group may not care as much about design styles, but would rather focus on the functionality of the app. This group will be considered in the navigation development of the app, but not so much in the design aesthetics.

USER PROFILES

CENSORING APP

USER 1

19 YR. STUDENT

Mason is a 19 year old entering his second year of college. He notices that he has been wasting time on social media, and even when he gets onto the platforms he sees posts about his ex-girlfriend who's now dating a classmate of his. Though he blocked her, he is reluctant to unfriend his classmate.

Mason decided to use the censor app to deny access to time-wasting apps when he needs to study. He also typed in his ex's name, social media handle, and contact so that he can still follow his classmate but not see some of his gushy unwanted posts involving his ex.

USER 2

62 YR. RETIREEE

Ben is a newly retired 62 year old who never really enjoyed technology. However he decided to join facebook to stay in touch with family members and old work friends. Though retirement has been great, he's gotten quite annoyed with the political arguments and ads that start popping up in his feed. He didn't join Facebook just to see a bunch of fighting about news.

Ben decides that enough is enough and acquires the censor app to clean up his feed. He types in keywords such as "election" "democrat" "republican" and so on as well as candidate social media handles so that his feed is once again about family and friends. He'd rather get his political news fill from the newspaper.

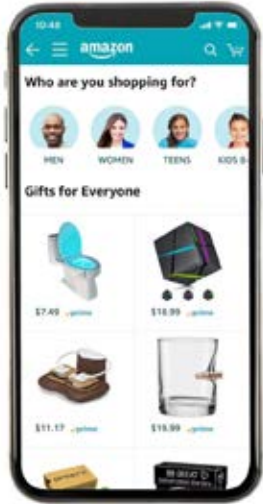
USER 3

40 YR. WORKER & PARENT

Leena is a 42 year old mother who of a preteen and just got a promotion at work. She tries hard to have intentional family time every night, but often gets distracted by work emails. She's considering getting her daughter a phone for her upcoming 13th birthday, but is afraid that it might distract her from school and family time-not to mention the world of adult content that could show up on her feed.

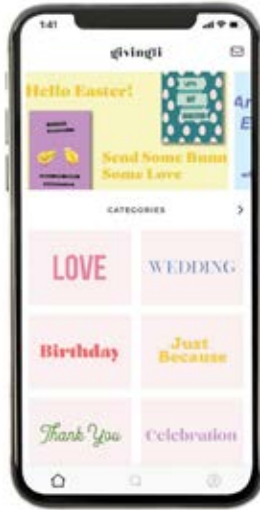
Leena downloads the censor app for both herself and her daughter's new phone. She turns on a setting that blocks work notifications for herself after 5:30 pm so she can focus on family. She also sets up the app on her daughter's new phone and blocks social media during school and family hours, as well as filter out certain topics she doesn't want her child exposed to.

COMPETITIVE RESEARCH



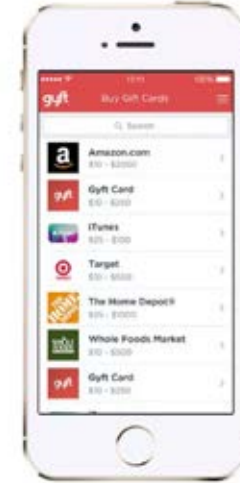
Amazon

When in doubt, we always trust that Amazon has our back. If you need to figure out a perfect present, their gift search feature allows you to browse by each specific person. And we all know about their quick and efficient shipping process.



Givingli

One new app that'll solve your gift-giving woes is Givingli. The chief technologist at the Good Housekeeping Institute, says it's a platform to give digital cards with digital gift cards. They're adorable, and your environmentally-conscious pal is sure to love it.



Gyft

Gyft keeps all of your e-card info on your iPhone, so it's easy to take advantage of your prepaid shopping endeavors. Choose from dozens of retailers and have e-cards delivered to your friends in no time.



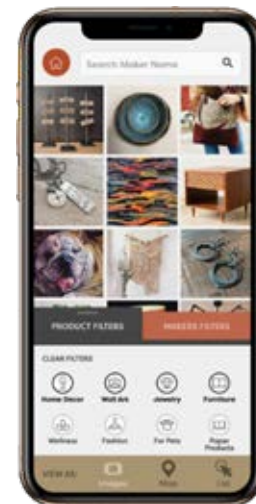
Giftster

Ever get stuck on that one picky relative? We do too. Giftster is here to save the day as it allows you to invite family and friends to join a group, where everyone can share the items they'd love to have. This is the ultimate app for your next Secret Santa, but you can use it all year.



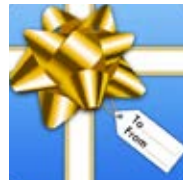
Giftgram

Giftgram syncs up with your contacts to deliver a gift right to their door. Along with curated gift packages (desserts, technology, plants, and more), they also have a reminder tab to ensure that you never miss a special day. Great app for gift organization and utilizes other phone applications.



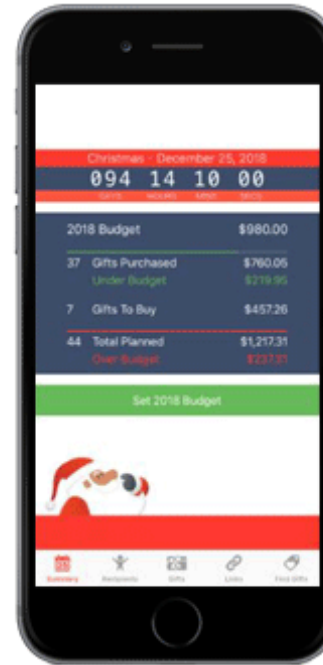
Maker Town

The Maker Town app links you to Northeast Ohio makers, artists, boutiques and galleries where you'll find handmade goods near you. Filter by category or price for an interactive directory of maker locations and websites. Then, click through the listings to shop online or learn more about a local store.



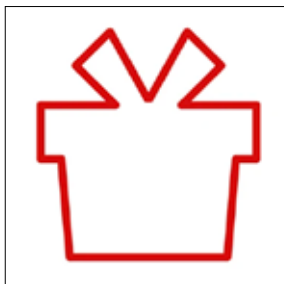
Gift Planner

Keep your gift plan information, such as gifts and ideas, stores and prices, purchase statuses, order and tracking numbers, photos, links, and more. Used for your Christmas list, birthday gifts, or special events.



Santa's Bag

Santa's Bag is a fun and easy-to-use app to help you manage Christmas gift recipients, planning, shopping, and budgets. Each detail of the app is carefully designed to make sure you don't forget anyone or anything. Christmas shopping has never been easier or more fun! Also comes with a christmas countdown clock and chatting rooms available for friends.



Gift List

Stressed over finding a great Christmas gift for your friend who has everything? Simply check out their list and never give a bad present again! Frustrated showing up Christmas morning with the same present as someone else? Chat with mutual friends, suggest new

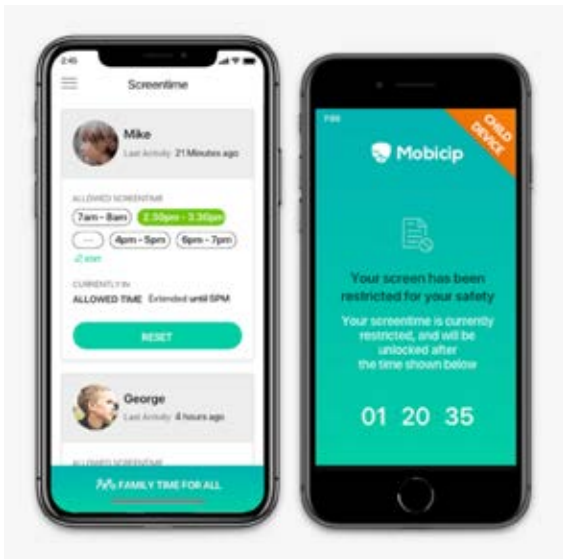
gift ideas, and reserve items on our gift tracker to ensure duplicate presents are a thing of the past! This app allows fellow users to get ideas from one another and get peace of mind on gifting occasions



Unique Gift Shop

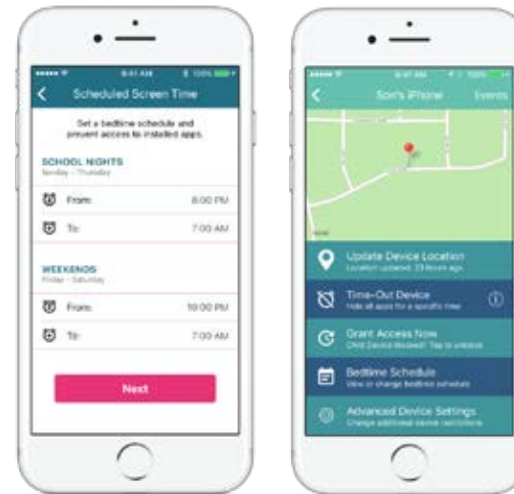
Unique Gift Shop is an ecommerce platform to fit any size of business which deals with gifts. We're providing an authentic ecommerce service app product with several features creating instant online access to customers.

*App descriptions were used from sites and may be slightly modified for usage.



Mobicip

Advanced Internet Filtering helps parents create a productive learning environment by keeping kids safe and on task. Beyond just URL and keyword search, Mobicip uses state-of-the-art technology to carefully browse through the internet to allow only the appropriate content for each user in the family across all major browsers. Restricts screentime, blocks apps, and gives a daily report of usage on the device's apps.



Boomerang

Daily time allocation and a schedule for when usage is allowed – including a bedtime shutoff time. You may also set ad hoc time outs that disable all device features, all except any emergency calling until parental approval is granted. Lets you choose select conversations or words to monitor on Android devices, or to collect a total SMS history. You can also select who your child can and can't communicate with.



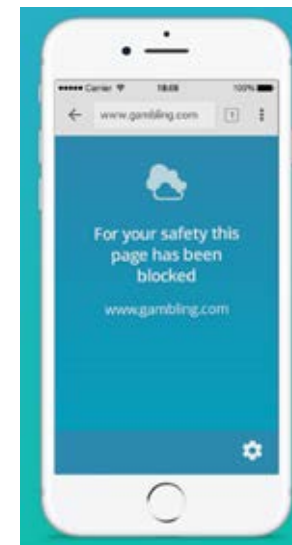
SPACE

You can customize the app usage tracker according to your phone usage habits & preferences. It provides you with the opportunity to set & define your goals regarding your phone. It tracks your phone usage behaviour and shows you the progress that you have made within 2 months. It also sends non-intrusive notifications to intrude when your screen time bypasses the limit & alerts you to stay focused.



Freedom

This app works for your phone, tablet, or computer, allowing you to block any distracting websites, apps, or even emails. Freedom uses a VPN to stop these apps from receiving new content and flooding you with notifications. According to the site, since the VPN never connects to a server, your browsing information will never leave your phone, making your data secure and private.



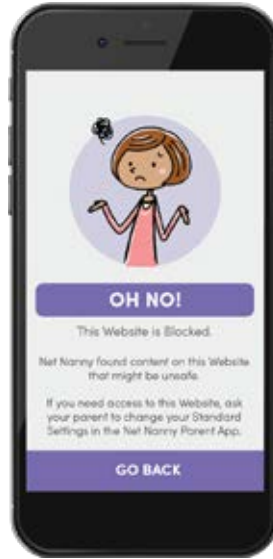
Qustodio

It blocks inappropriate content across browsers, even in private mode, and shows a timeline with previews of all the sites your child visits. You can set limits for screen time across all devices, with schedules for total device and specific app usage capped by a total time allotment across all devices. The program monitors time spent on social networks as well.



Offtime

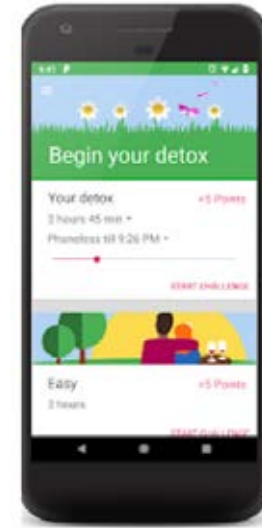
This app helps users unplug by blocking distracting apps like Facebook and games and filtering communications. It includes information on how much you actually use your smartphone. You can choose tailored modes like Work, Family, or Me Time to ensure that you have access to the things you need, but aren't distracted by what you don't. Analytics of your phone and app usage can be an important wake-up call, and can help you curb your habits.



Net Nanny

Uses a dynamic Internet filter to contextually analyze the content of a webpage. This top-rated technology has allowed millions of families to limit the amount of inappropriate content their children are exposed to, while still allowing their family to access Internet.

Internet filter is able to provide Internet protection for your family the instant a website is loaded.



App Detox

Hooked on mobile games? Can't stop refreshing Twitter? AppDetox can help you get your fixation under control if apps are your kryptonite. You can set your own parameters on an app-by-app basis so you can have access when it's not a disruption. Every time you break one of your own rules, the app reminds you to put down your phone.



Cold Turkey

Cold Turkey Blocker is, in a word, customizable. Install this site-blocking app, and you can create lists of websites and desktop apps to block, then set a schedule for blocking. You could, block social media and video sites during every work day. You could also block work apps, when the work day ends.

Or, if you prefer, you can turn blocking on and off manually. There's even a mode called Frozen Turkey, which prevents accessing your computer entirely: turn it on, and you'll see a blank screen until your scheduled outage is over.



Flipd

Track and tag every activity and keep them organized in your productivity stats. Measure your progress like average productive time, time on break, day streaks, milestones, and more. Push yourself to reach your goals and compete with others with daily, weekly, and monthly leaderboard challenges.

Stay motivated and focused toward your goals by locking away your most distracting apps and games. Create a whitelist of only the apps you really need!

*App descriptions were used from sites and may be slightly modified for usage.

GIFT APPS

COLOR SCHEMES

The color schemes of the more successful gifting apps that appear to be popular and chic are natural and pastel color palettes. Nothing that is too artificial or bright, but a toned down neutral collection of softer colors to accent the design layouts of the app.

The recurring colors also previewed in several of the applications were graphic holiday colors and even some additional neon accents. These color choices accompanied apps that had good concepts, but poor user interface execution.

FONTS

Fonts used in the apps were all fairly similar. The common theme were thin sans serif fonts with a unique twist to select letters to make identifying style. Other successful apps use a classic modern serif as headers and logo. Overall fonts present as clean, light, and act as simple textural accents to the app layout.

LAYOUT SUCCESSES

Commonalities in layouts to make navigation easier for users included visuals and several tools. Visual indicators of sections or folders were always present- whether for photography or clipart. There were also the inclusions of filters and folders for different categories and settings the user may want to access. Lastly the corresponding shopping list per person had their profile picture and name heading their section. Written and visual identifiers will be key in the layout design of the app, as well as folders and filters being important in creating a easy navigation experience.

NANNY & DETOX APPS

COLOR SCHEMES

The color schemes most occurring in the detoxing and parental sensing apps are soothing colors of aquamarine greens, blues, and even light purples. These colors are rich, deep, and reflect the peaceful state of mind these apps are trying to provide their users.

Subtle gradients were implemented in some of the apps, or solid basic color illustrations. These layerings and accents give the app another element of relaxation and even some subtle depth.

FONTS

Unlike the gifting apps, the font used in these detoxing apps were sans serifs but with no frills. Very clean-cut, easy to read, and non-distracting. For apps marketing to make censoring easier or to detox, they made sure to cut out any additional noise from their design to give the eyes a break. Simple font choice also made the many folders and settings less overwhelming to navigate and read.

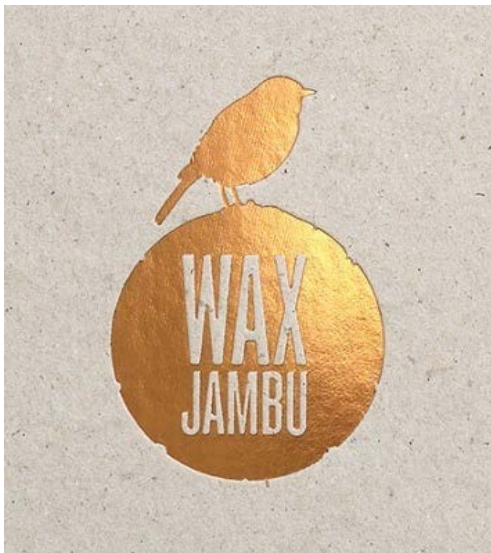
LAYOUT SUCCESSES

The biggest success of these apps is the thought to space everything out. Social media is overwhelming and we take in so much information at once- these apps are built to help ease that anxiety. There is ample whitespace, folders for each basic category, and have simple timers that fill the entire screen. The linework is also limited in the app layouts. Instead of hard line barriers separating sections and boxes for organization, instead many use color blocks to separate, making the organization softer but still identifiable.

MOOD BOARDS

NEO DECO TYPEFACE
A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

**cab
inet.
sauvi
gnon**



THE SUN
MERCURY
VENUS
EARTH
MARS
JUPITER
SATURN
URANUS
NEPTUNE
& PLUTO



**GIFT NOOK
SPREE
GIFTED
NIFTY GIFTY**

GIFT NOOK
SPREE
GIFTED
NIFTY GIFTY





SNOOZE
snooze

SNOOZE
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SNOOZE
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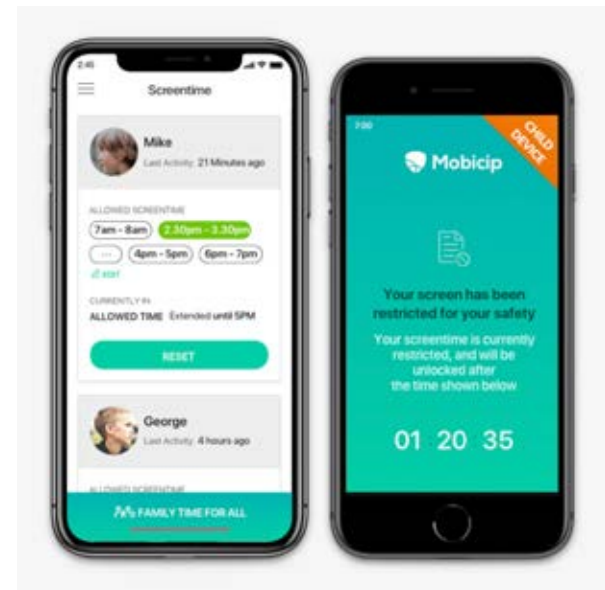
SNOOZE
snooze

SNOOZE
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SNOOZE
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SNOOZE
snooze



APP SCREEN LAYOUT SKETCHES



LANDING PAGE

UP + MINIMIZE TRANSITION



SPACED OUT MORE!



SCROLL DOWN ↓

demographics



notes
key words
price filter.

SEARCHING

cheap
(color coded)
↓



INDIVIDUAL LISTS



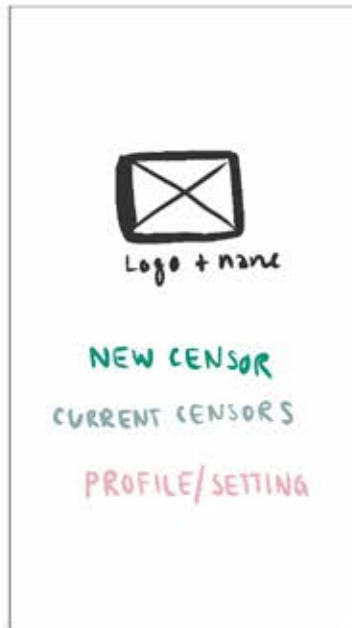
Scroll month by month ↓



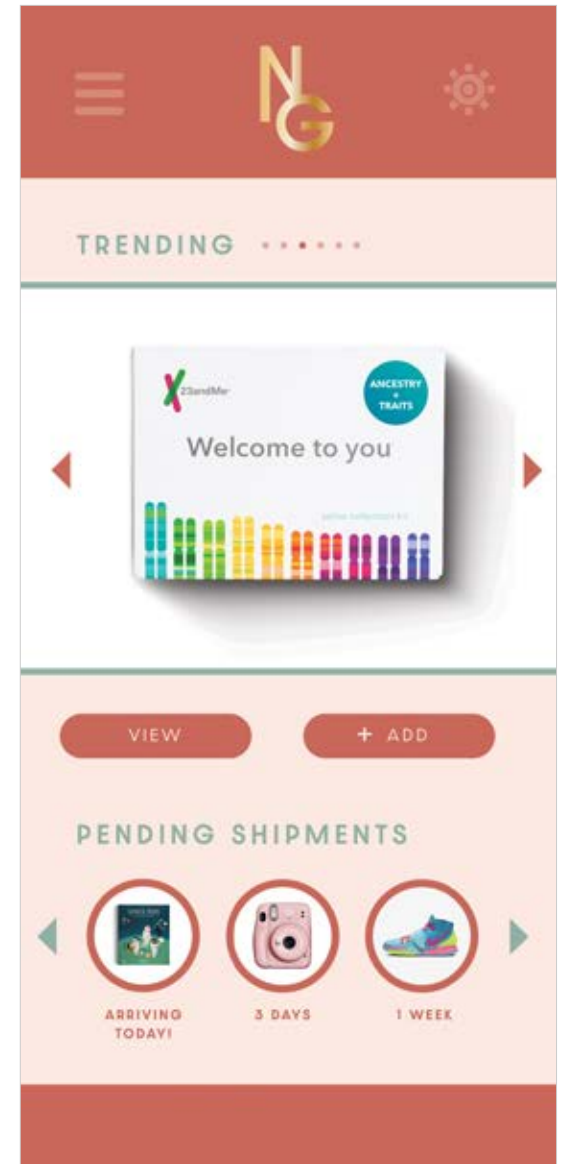
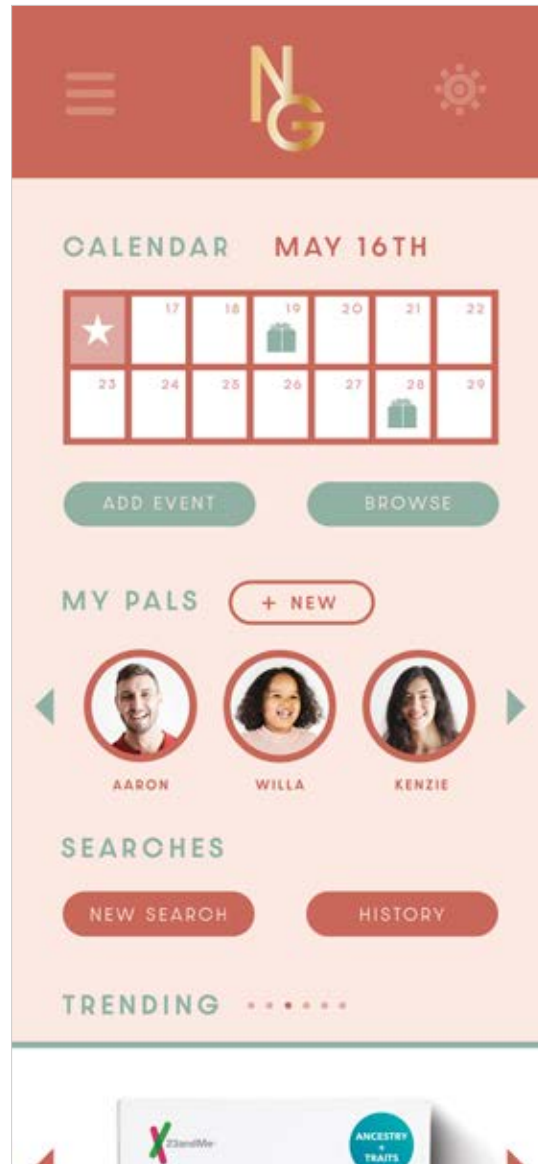
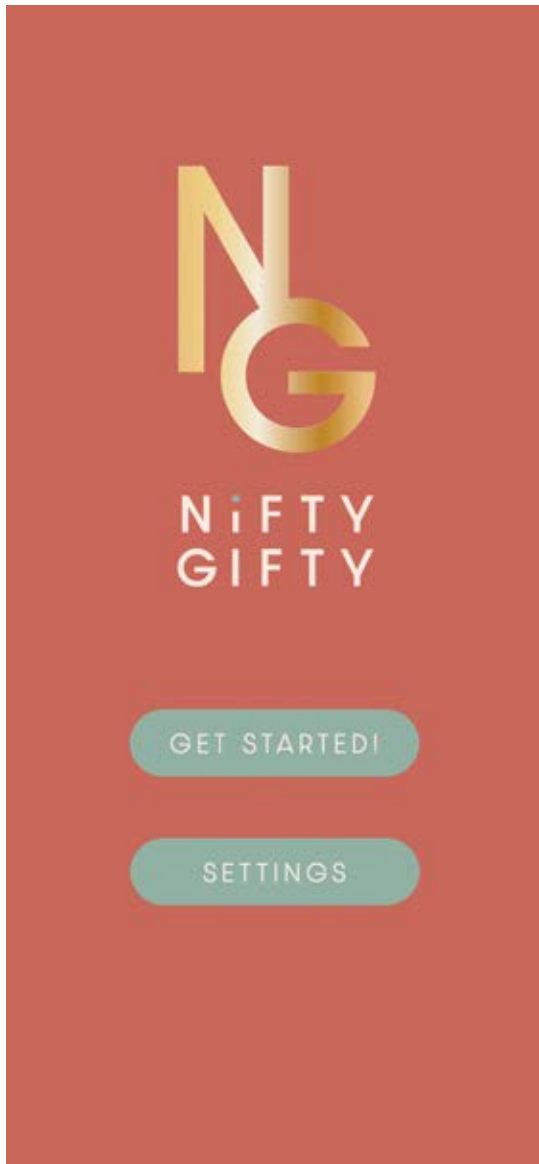
DROP MENU.

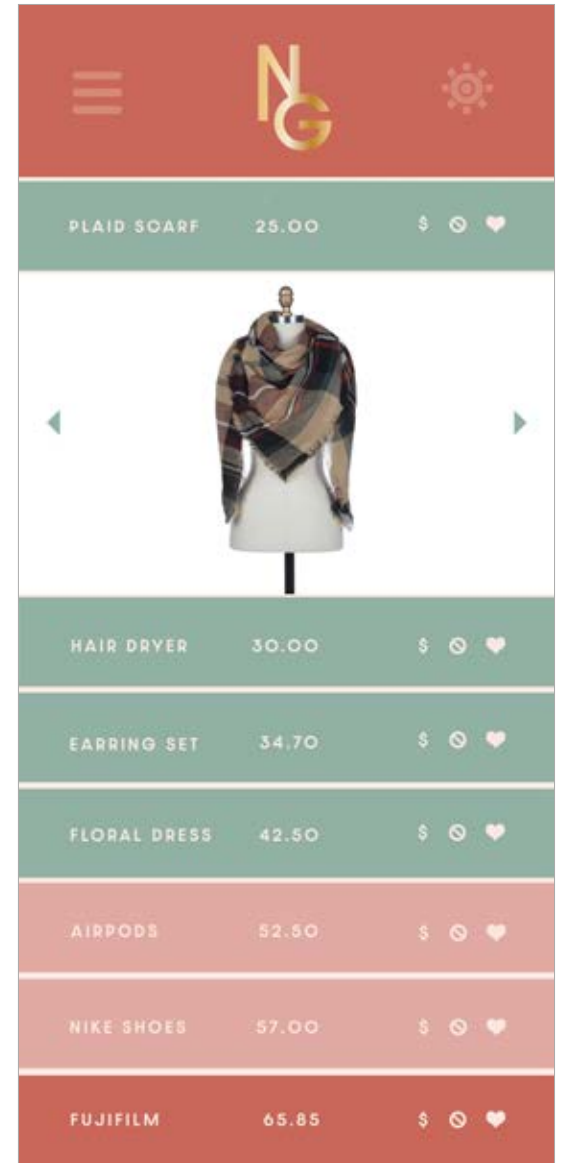


Start-up - Fade.



SCREEN LAYOUT RENDERS | LOGOS







NiFTY
GiFTY



NiFTY GiFTY



NiFTY
GiFTY



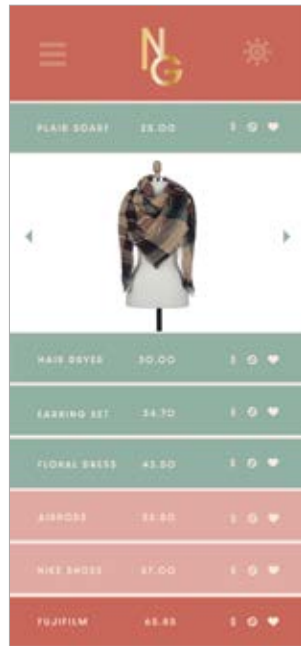
NiFTY
GiFTY

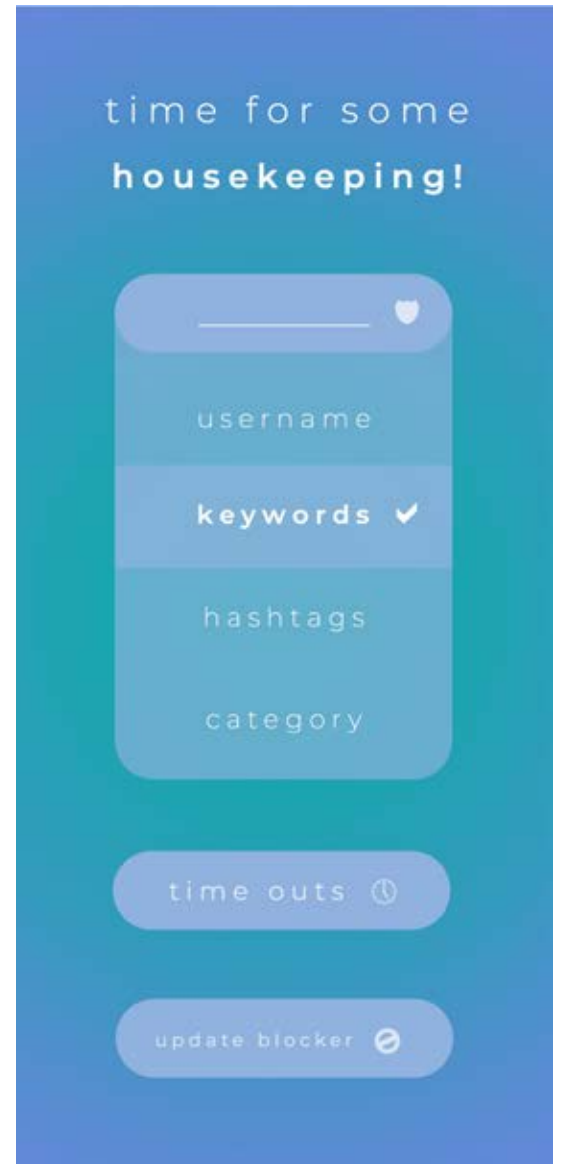
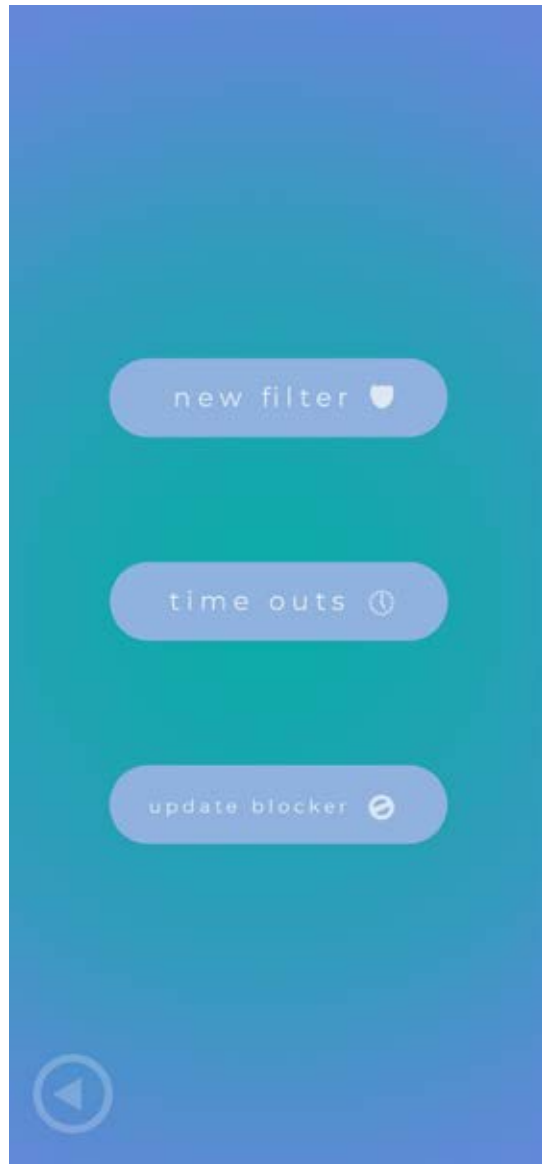
NiFTY
GiFTY

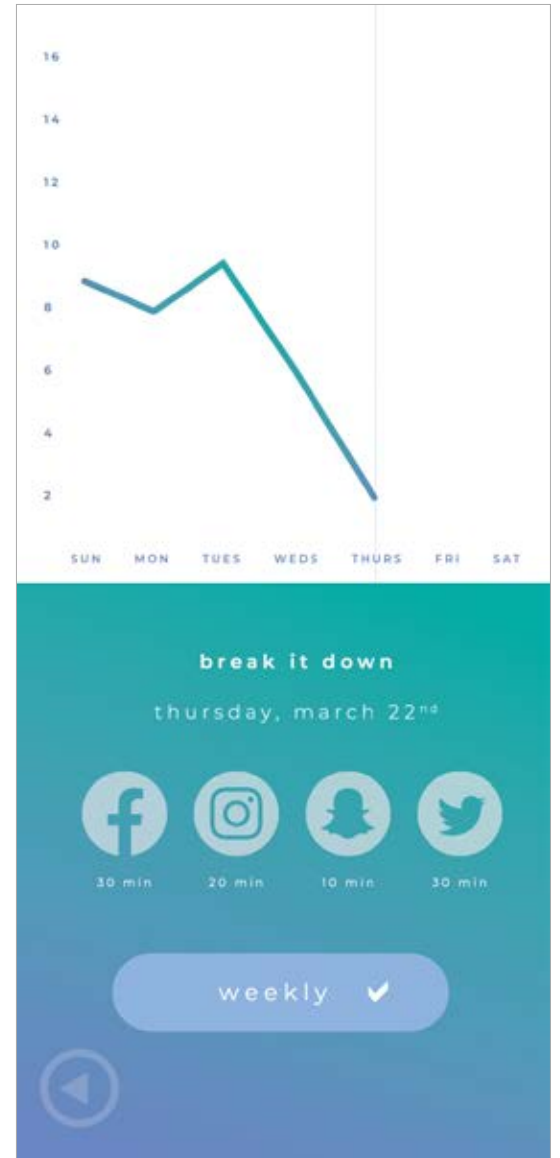
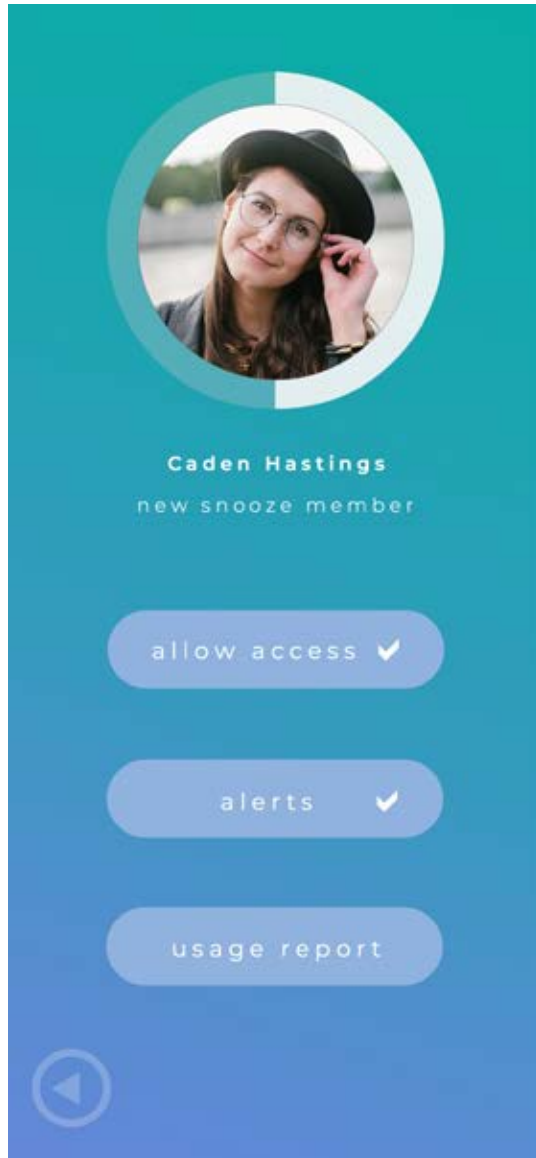
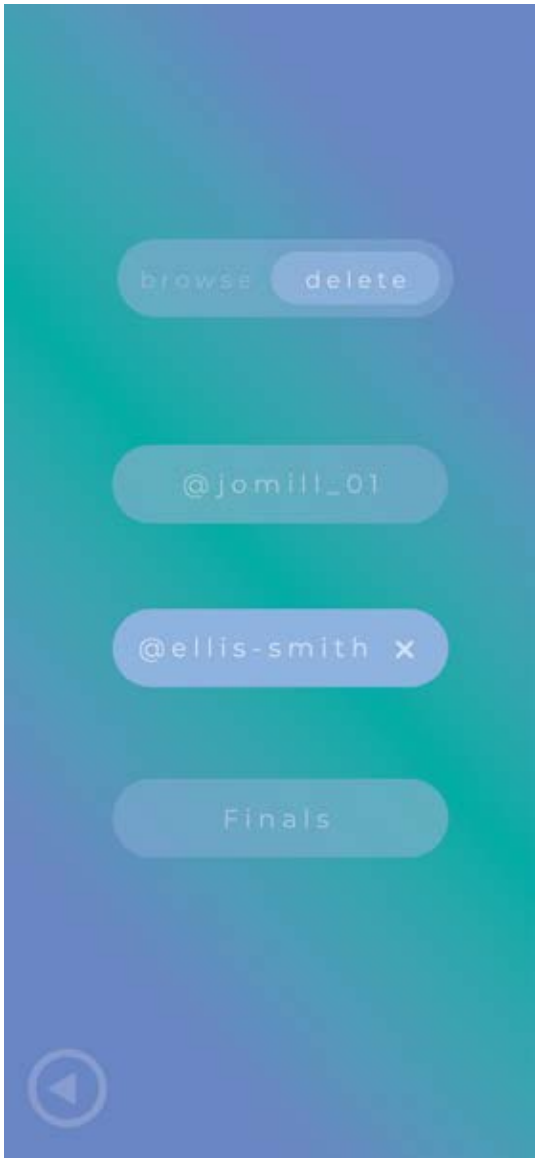
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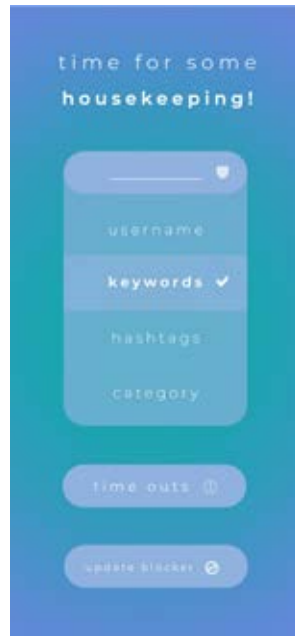
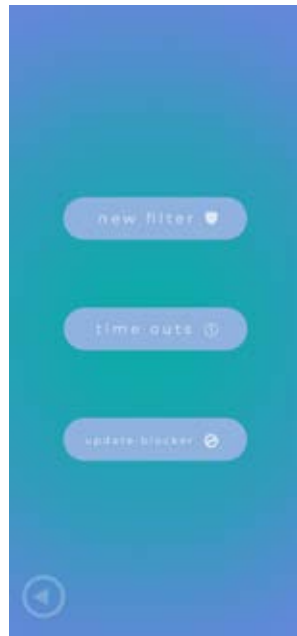
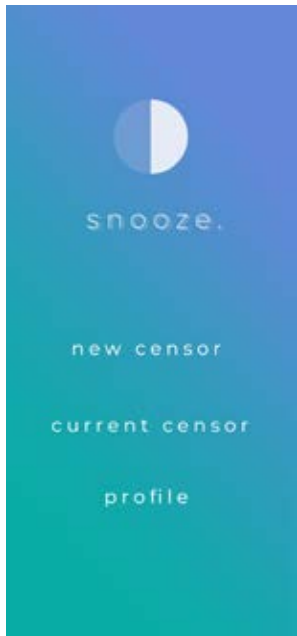
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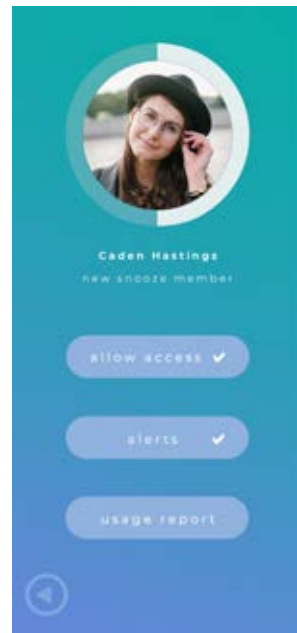


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FINAL MOCKUPS | PRESENTATION

WHAT IS SNOOZE?

CENSORING snooze is an app primarily centered around censoring your social media and notification feed- ridding you of those annoying ads, stressful news, or toxic people. You don't need to unfollow only to create drama or refollow later, just snooze and they'll never know and neither will you.

TIMING OUT snooze is all about taking mental priority, and sometimes that means forcing a portion of your day away from your phone and more on work, family, or sleep. Timers can be edited to either shut down selected apps or the phone entirely.

STAYING ON TRACK snooze wants you to see your progress in kicking that social media addiction. It records how much time you spend on apps you select and gives a daily, weekly, and monthly report so you know where your extra minutes are adding up. Helpful graphs give you the exact rundown!





USER 1

19 YR. STUDENT

Mason is a 19 year old entering his second year of college. He notices that he has been wasting time on social media, and even when he gets onto the platforms he sees posts about his ex-girlfriend who's now dating a classmate of his. Though he blocked her, he is reluctant to unfriend his classmate.

Mason decided to use the censor app to deny access to time-wasting apps when he needs to study. He also typed in his ex's name, social media handle, and contact so that he can still follow his classmate but not see some of his gushy unwanted posts involving his ex.



USER 2

62 YR. RETIREE

Ben is a newly retired 62 year old who never enjoyed technology. However, he decided to join facebook to stay in touch with family members and old work friends. Though retirement has been great, he's gotten quite annoyed with the political arguments and ads that start popping up in his feed. He didn't join Facebook just to see a bunch of fighting about news.

Ben decides that enough is enough and acquires the censor app to clean up his feed. He types in keywords such as "election" "democrat" "republican" and so on as well as candidate social media handles so that his feed is once again about family and friends. He'd rather get his political news fill from the newspaper.

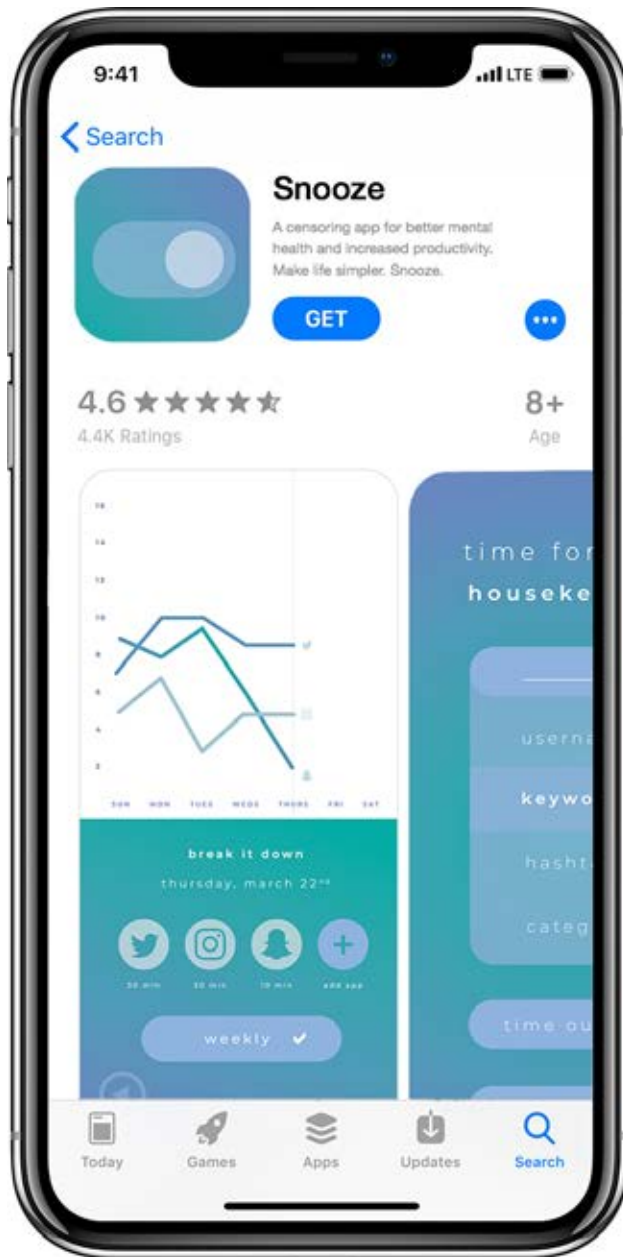


USER 3

40 YR. WORKER & PARENT

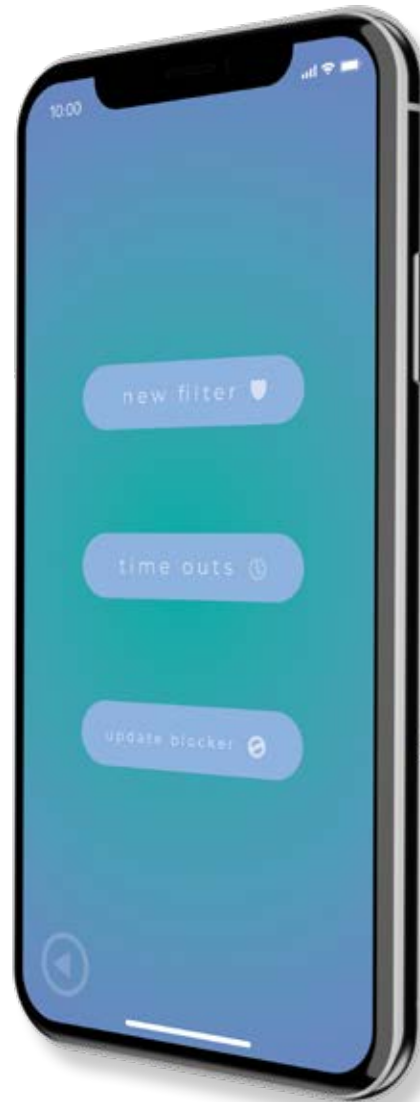
Leena is a 42 year old mother who of a preteen and just got a promotion at work. She tries hard to have intentional family time every night, but often gets distracted by work emails. She's considering getting her daughter a phone for her upcoming 13th birthday, but is afraid that it might distract her from school and family time- not to mention the world of adult content that could show up on her feed.

Leena downloads the censor app for both herself and her daughter's new phone. She turns on a setting that blocks work notifications for herself after 5:30 pm so she can focus on family. She also sets up the app on her daughter's new phone and blocks social media during school and family hours, as well as filter out certain topics she doesn't want her child exposed to.



Snooze.

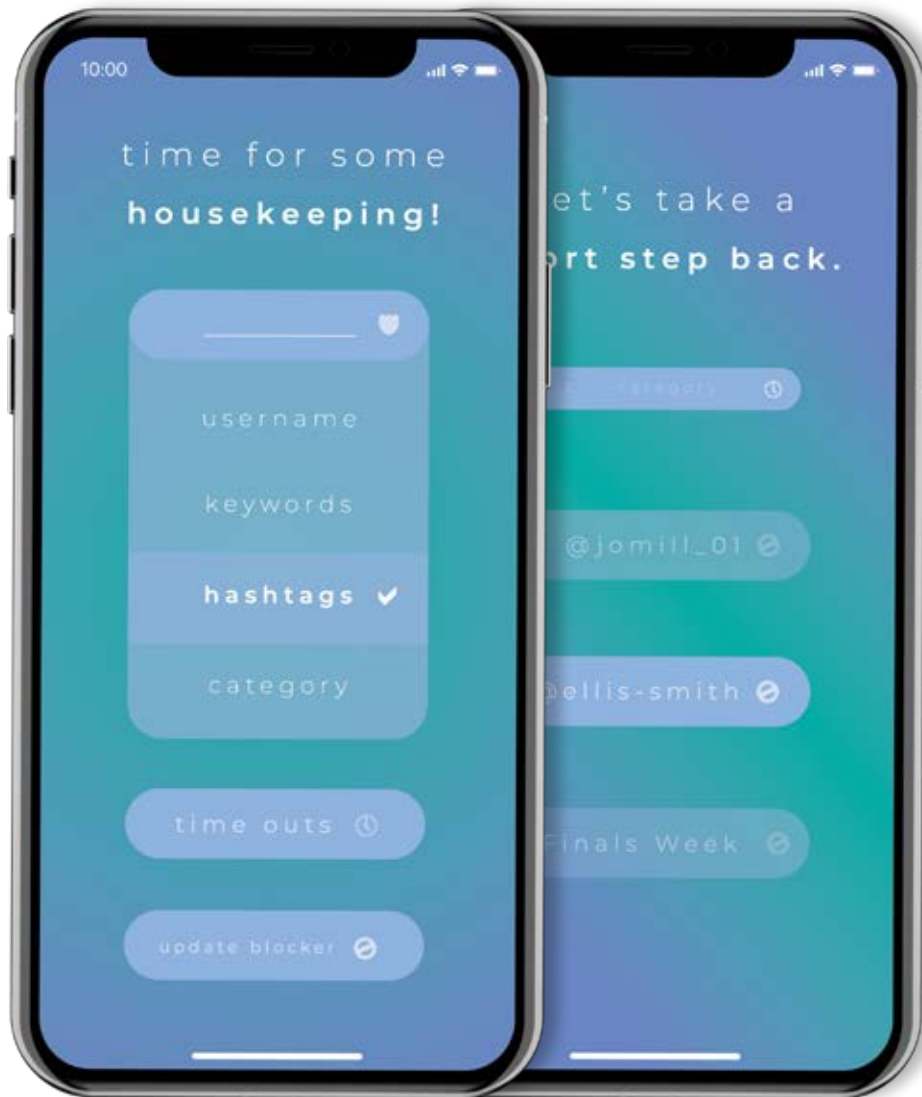
Welcome to Snooze. A censoring app for better mental health and increased productivity. This application is here to make your life simpler and clear your mind as well as your feed. Snooze has many features to help accomplish your goals for a more minimal lifestyle. Complete with a simple censoring process, user-set timers, and a detailed activity log to keep you on track. Simply download the app, install its widget option, and snooze will take it from there. Make life simpler. Snooze.



GETTING STARTED

With snooze, functionality is key. Its easy to use layouts are well spaced, minimally designed, and thoughtfully built to be the best tool used for social media detoxing. Throughout the app are straight forward layouts to help guide users through the process of starting healthy habits, cutting out toxicity, or even kicking a pesky social media addiction.

The home screen and options page are most reflective of the app's thought and design. Clean, modern. and helpful for a future of mental clarity.



SET UP & MANAGE YOUR FILTERS

Creating a new censor has never been easier. Simply select the field which the censor applies to, type in the search bar, and that's it! With its user-friendly interface, you can simply browse or cancel your filters any time.

Categories include hashtags, keywords, categories, and usernames. These can be applied to any applications you choose to be censored, such as Twitter, Facebook, Instagram, TikTok, YouTube, and so many more.



CENSORING MADE EASY

What happens if you want to manage existing censors? Well, the process is quite simple. By clicking the censor in the browsing options, you are taken to a breakdown of its settings. Notes, duration, applications its applied on, and censoring history will appear and the user can edit, add, and adjust the filter. There's even an option to switch the censor off but not to delete it entirely...just in case you want it later.

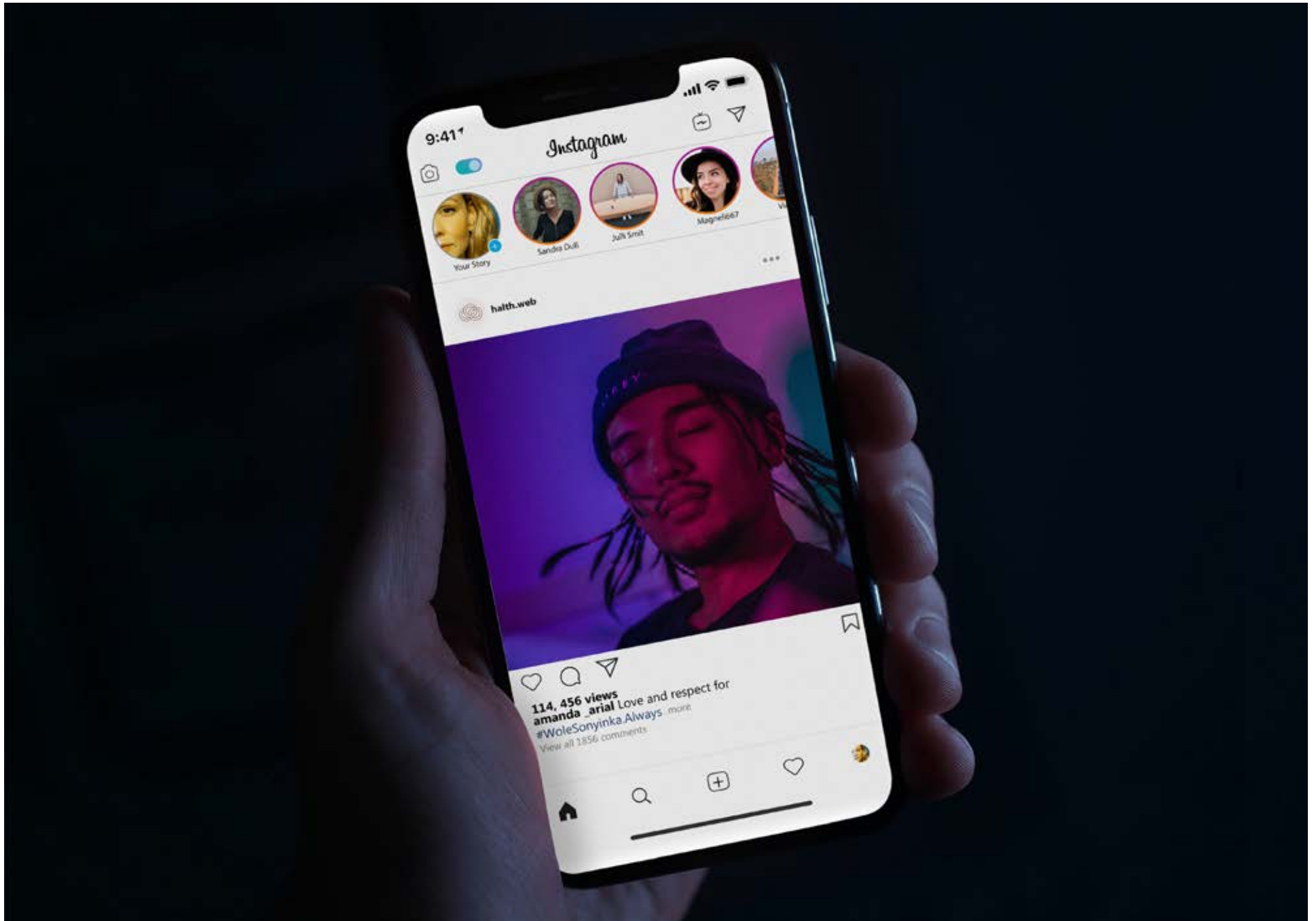
Want to delete the censor for good? Easy. Just click on the delete icon and confirm that you definitely want the censor cleared from snooze!



NOTIFICATIONS & WIDGETS

Snooze has many features to check in on its users mental health and be as available as possible. If notifications are enabled, snooze sends easy reminders to check in on current sensors, your weekly usage report, or when an app timer lock has been disabled.

Widgets also make the user experience even more involved. A user can display their current activity graph on their screen homepage to view easily throughout the day, or switch to view sensor recaps. snooze's widget for social media apps are also discreetly placed so censoring is easily enactable without the search or screen hogging.





10:00

today's activity

total sleep: 24.12 min

Caden Hastings
new snoreze member

allow access ✓

alerts ✓

full activity log



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click here to test it out

<https://projects.invisionapp.com/share/KN10EUQZYT6F#/screens/447221700>