Mobile App —— UI/UX —— April 2023

SHUT UP
MOBILE APP

Let's eliminate distractions using the "Shut Up" app.

OVERVIEW:

The "Shut Up" app is designed for busy individuals, who are annoyed by other people and would love to Shut them Up, but instead of saying it they would rather notify them by sound or funny noise. After undergoing testing in 160 languages, this app achieved an astounding success rate.

I used a 5 stage Design Thinking model proposed by the Hasso Plattner Institute of Design at Stanford (the "d.school"). The stages of the Design Thinking process are as follows:

- Empathize
- Define
- Ideate
- Prototype
- Validate

THE PROBLEM:

Many of us struggle with maintaining focus throughout the day, whether it's due to noisy neighbors, distracting coworkers, or simply a desire for uninterrupted work time.
After conducting extensive research, I discovered a gap in the market for a well-developed "Shut Up" app. While there are a few existing options, they often lack support for multiple languages and comprehensive functionality.

This led me to create "Shut Up," my debut mobile application. The aim was to make a fun app with great features for busy people.

THE SOLUTION:

The "Shut Up" app offers a comprehensive solution for managing interruptions and maintaining focus in today's fast paced digital world. By empowering users to take control of their distractions and optimize their work or study sessions, the app aim to enhance productivity, reduce stress, and promote a more balanced and fulfilling lifestyle. Moreover we can definitely cut those annoying individuals surrounding us.)

TARGET AUDIENCE:

The primary target audience for the "Shut Up" app includes:

0.1 Professionals and knowledge workers seeking to increase productivity and minimize distractions during work hours.

0.2 Students looking to enhance their concentration and study efficiency.

0.3 Individuals who want to manage interruptions and maintain focus during important tasks or creative endeavors.

COMPETITOR ANALYSIS:

As part of the Competitive Analysis, I conducted an analysis of four different "Shut Up" apps. I focused my research on User Interface elements and User Experience Flows – including the Sign-Up process, Recording stage, User Ratings and the Functionalities & Features. The key findings revealed that competing "Shut Up" apps lacked user- friendliness, had a confusing primary purpose, were not free, lacked focus, and offered fewer language options compared to the one I developed.

FLOW MAP:

During the flow mapping stage, I created diagrams to visualize the steps a user will take to accomplish specific tasks, based on their preference. This step helped me to understand the logical progression of screens and interactions, ensuring that users can navigate through the app efficiently.

PROTOTYPES:

The next steps were to do a **lo-fi sketch** using new user-flow I created. Here quickly I incorporated my brainstorming ideas into rough sketches and outlined the different "Shut Up" screens.

I designed the detailed "Shut Up" screens in Figma, using high-quality wireframes to enhance the visual appearance and interactive features.

VALIDATE:

I conducted tests with "Shut Up" involving five users who experienced genuine enjoyment while exploring the mobile app's features. Following these tests, I made enhancements to the Whitelist and Blacklist dropdown functionality, enabling users to swiftly select the most distracting individuals. This improvement in app usability has resulted in users achieving better focus and significantly boosting their daily productivity.

FINAL TAKEAWAYS:

In summary, the "Shut Up" app has shown great promise in my user testing. Users not only found it enjoyable but also experienced increased productivity and focus after using the app's enhanced features, particularly the Whitelist and Blacklist functionality. As I continue to refine and develop this app, it holds the potential to be a valuable tool for helping individuals manage distractions and improve their daily work performance. Further user feedback and fine-tuning will be essential in ensuring its continued success.

THANKS
FOR WATCHING

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