

FACILITATING PRESENCE IN A INCREASINGLY UNPRESENT WORLD

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RESEARCH

74%



of Americans feel uneasy leaving their phone at home

70%



of Americans check their phone within 5 minutes of receiving a notification

71%



of Americans say they check their phones within 10 minutes of waking up

43%



use or look at their phone while on a date

53%



say that they have never gone longer than 24 hours without their cell phone

61%



have texted someone in the same room as them before

47%



consider themselves "addicted" to their phones

48%



of people say they feel anxious when their phone goes below 20%

35%



use or look at their phone while driving

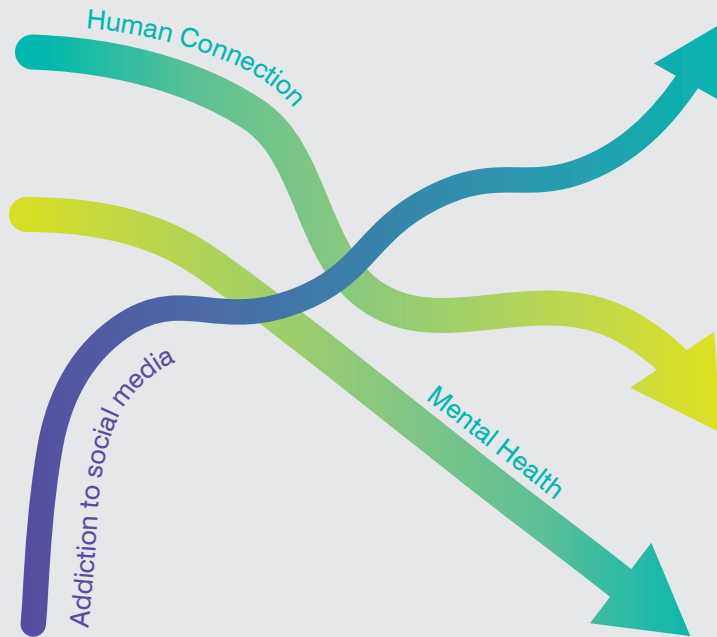
45%



say their phone is their most valuable possession

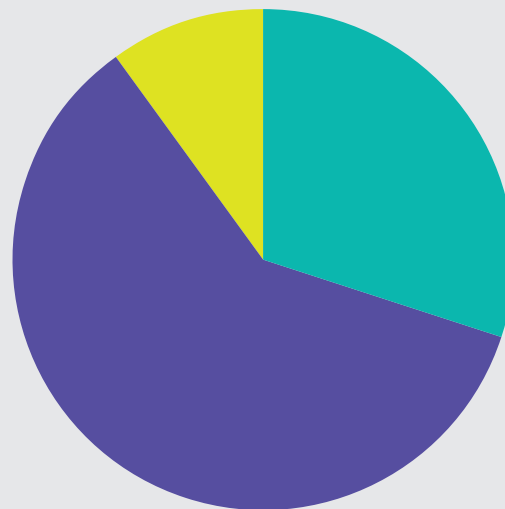
OUR PHONE ADDICTION & ITS EFFECT ON OUR MENTAL HEALTH





The research indicates that there is an unhealthy link between phone usage and mental health. Finding a way to break this addiction could result in a positive shift in mental health.

Americans spend **3 hours and 19 minutes** on their phone everyday.



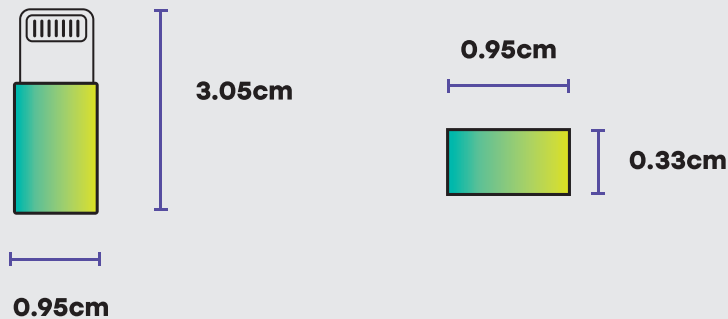
- SOCIAL MEDIA**
1 hr 29 mins
- WORK + GAMES**
1 hr 14 mins
- CALLING/TEXTING**
36 mins

OPPORTUNITY

**HOW MIGHT WE RESTORE
HUMAN CONNECTION WITHIN
THE VIRTUAL WORLD BY
FACILITATING SOLE PRESENCE?**

THE PRODUCT

HOW TO FACILITATE SOLE PRESENCE: THE PLUG



The plug allows access to a multitude of otherwise restricted apps in 3 main categories.

The goal of this plug is to provide the ability to connect fully with both the digital and physical worlds, it provides a sense of presence within the world you are engaging with. When a user plugs in their plug they are able to engage in a heightened social experience and work experience due to the amount of presence and engagement with the digital world. If we can learn to be present with the people around us and not plugged into both the digital and physical world, then we could increase human connection and reduce mental effects linked to phone usage. Also forcing people to be present online will allow people to connect better in the digital world which could also increase human connection and productivity in a workplace setting.



SOCIAL

This plug allows you to access work categorized apps and information, access is only allowed during work hours when the plug is plugged in.

WORK

You are only able to use this plug 3X in one day. When you use it, it no longer can be used - this forces people to cherish the time they have online

ENTERTAIN

This plug allows you to access games and entertainment apps, which is only able to be used 2X a day and can be used for parenting purposes.

HOW THE SYSTEM WORKS

1

PLUG IN

2

**SELECT ONE OF THE 3
CATEGORIES OF USAGE**

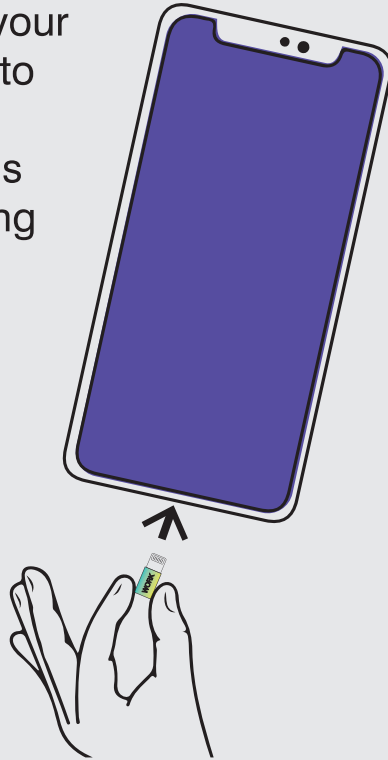
3

UNPLUG

PLUGGED IN

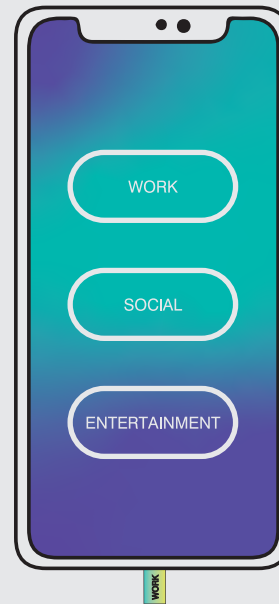
STEP 1

Insert your plug into your phone's charging port to begin your work day.



STEP 2

SELECT A CATEGORY

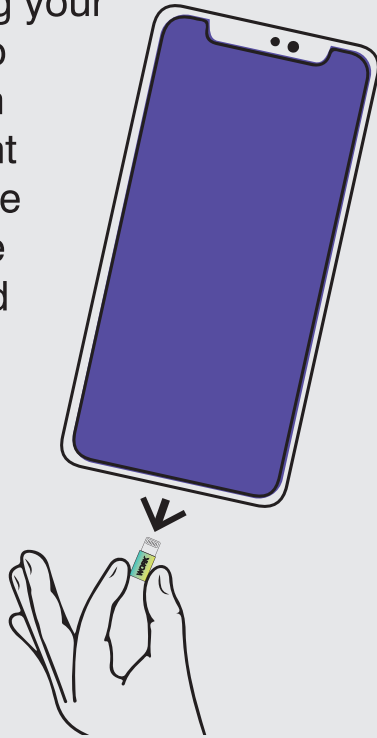


Your plug gives you access to 3 categories of access, each have different parameters and you can customize the contents/settings of each of them.

UNPLUGGED

STEP 1

Unplug your plug to remain present with the people around you



STEP 2

ACCESS TO LIMITED APPS

Your plug gives you access to the basic utility apps that don't have addictive features. This allows your phone to be useful, while not enticing addiction.

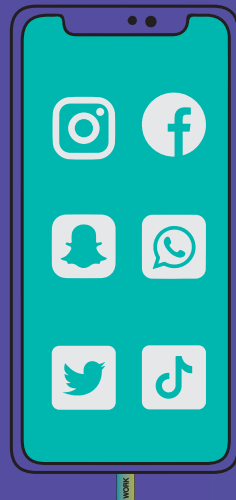


IF SOCIAL IS SELECTED...

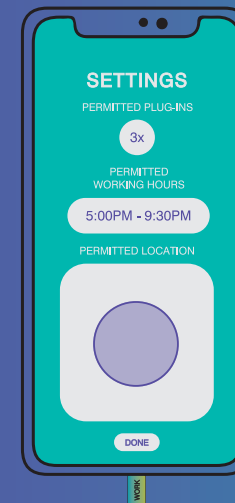
STEP 3 ACCESS ALL YOUR SOCIAL APPS

Once you plug in, you receive access to productivity apps on your phone, you get to decide what is included in that. Apps like:

- Instagram
- Facebook
- Snapchat
- TikTok
- Twitter



Everyone can customize and specify what parameters they want for their social apps. They can specify how many plug-ins they want to have access to, what hours they want to be able to access them and what location.



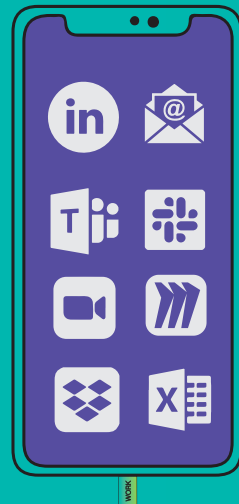
STEP 4 CUSTOMIZE SOCIAL LIMITS

IF WORK IS SELECTED...

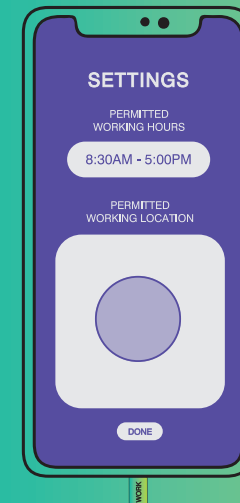
STEP 3 ACCESS ALL YOUR WORK APPS

Once you plug in, you receive access to productivity apps on your phone, you get to decide what is included in that. Apps like:

- LinkedIn
- Slack
- Email
- Teams
- Zoom



Everyone works differently, remote, in-office, these settings allow you or your employer to set parameters around when and where you are able to access work related information. Employers can incentivise employees by implementing these settings, to promote healthy work/life balance.



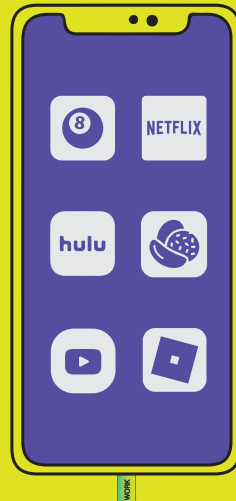
STEP 4 CUSTOMIZE WORKING LIMITS

IF ENTERTAINMENT IS SELECTED...

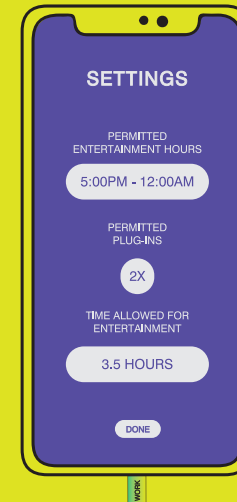
STEP 3 ACCESS YOUR ENTERTAINMENT APPS

Once you plug in, you receive access to productivity apps on your phone, you get to decide what is included in that. Apps like:

- Netflix
- Youtube
- Hulu
- Candy Crush
- Roblox



Customize where you watch and play or how many times a day you are allowed to engage in entertainment. This is also helpful for parents who want to set limits on the amount of games and TV their kids are watching.



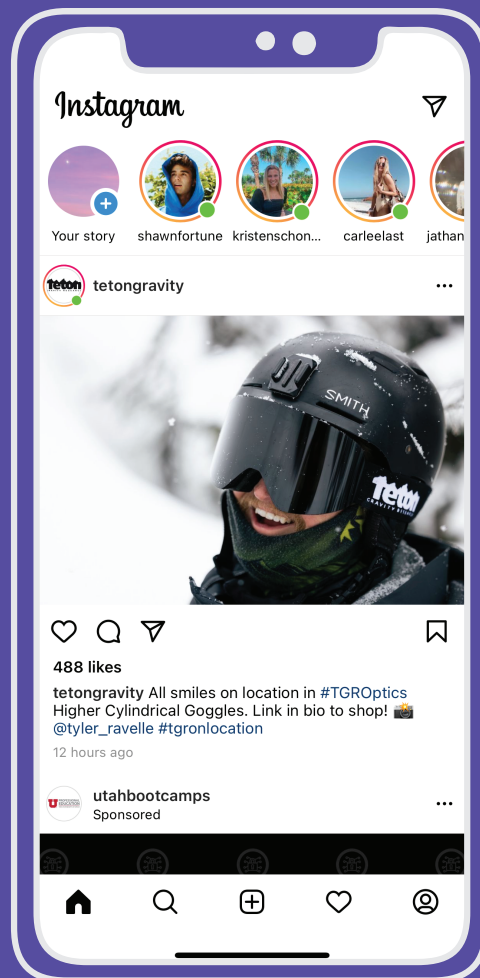
STEP 4 CUSTOMIZE YOUR ENTERTAINMENT LIMITS

HOW THE SYSTEM LOOKS

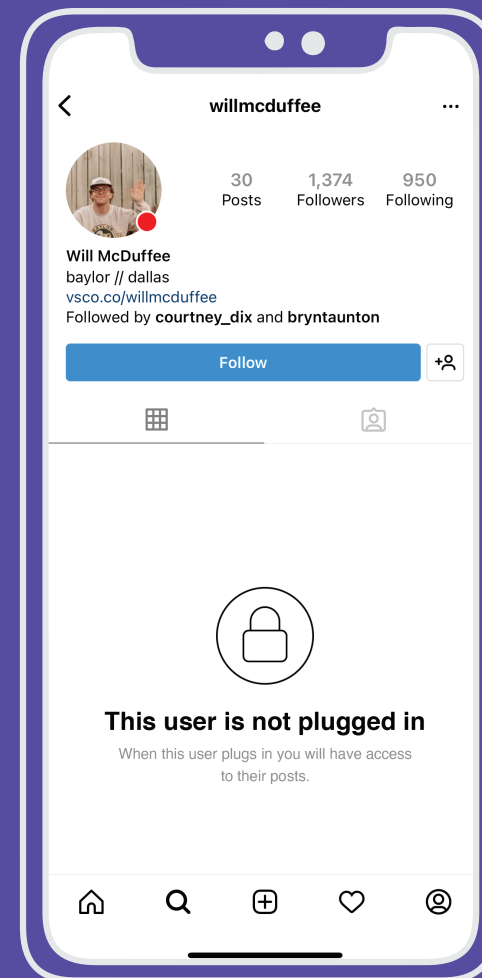
INSTAGRAM



PLUGGED IN



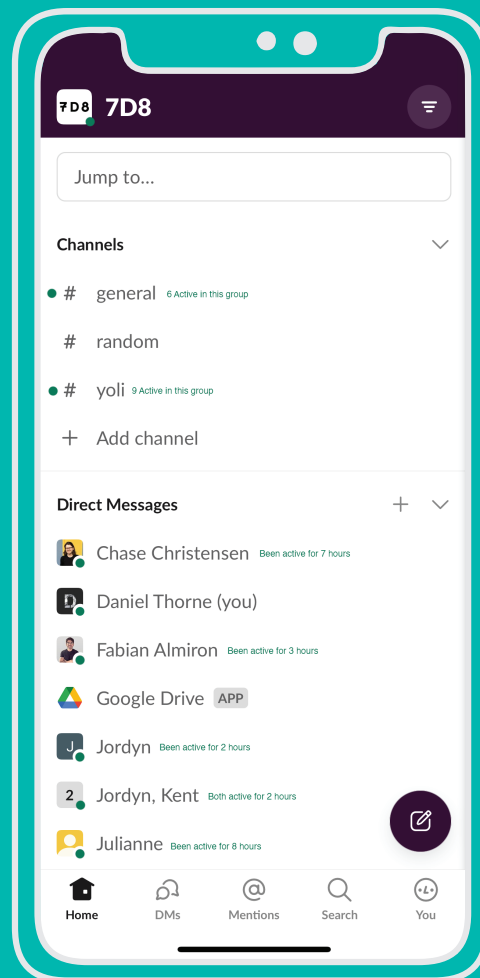
UNPLUGGED



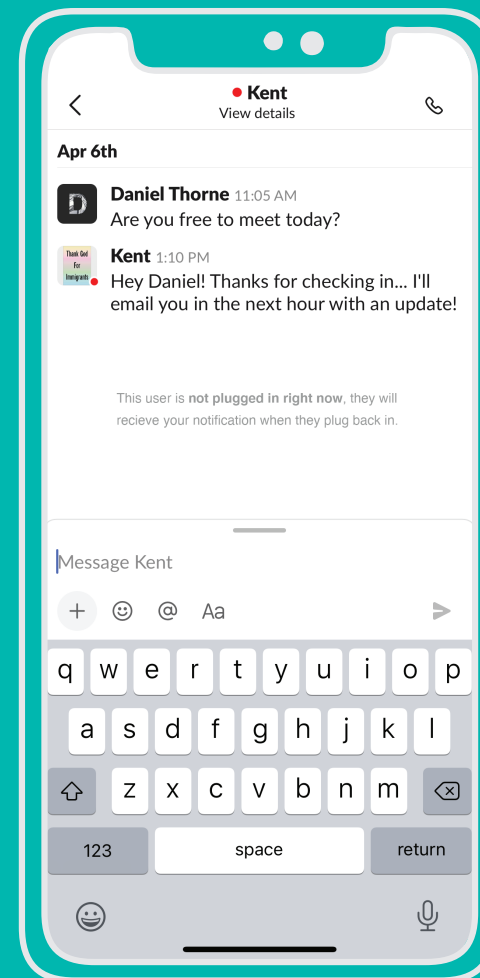
SLACK



PLUGGED IN



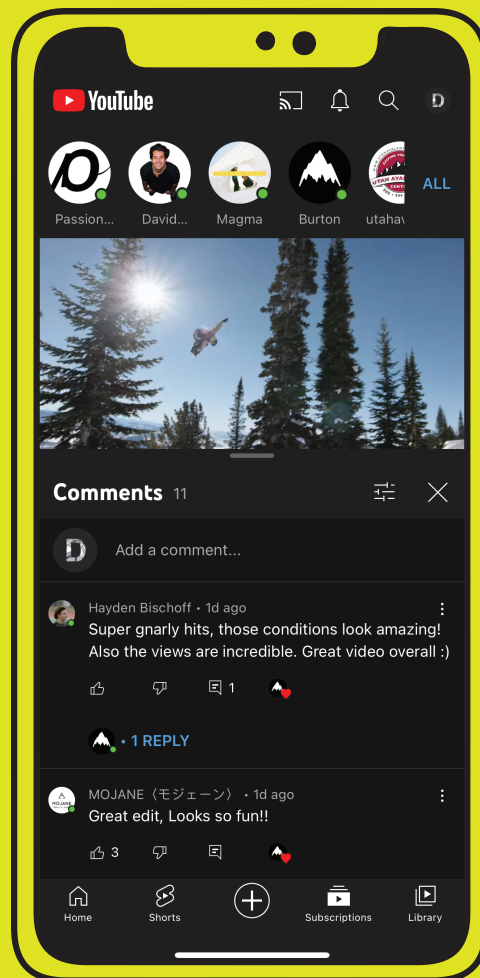
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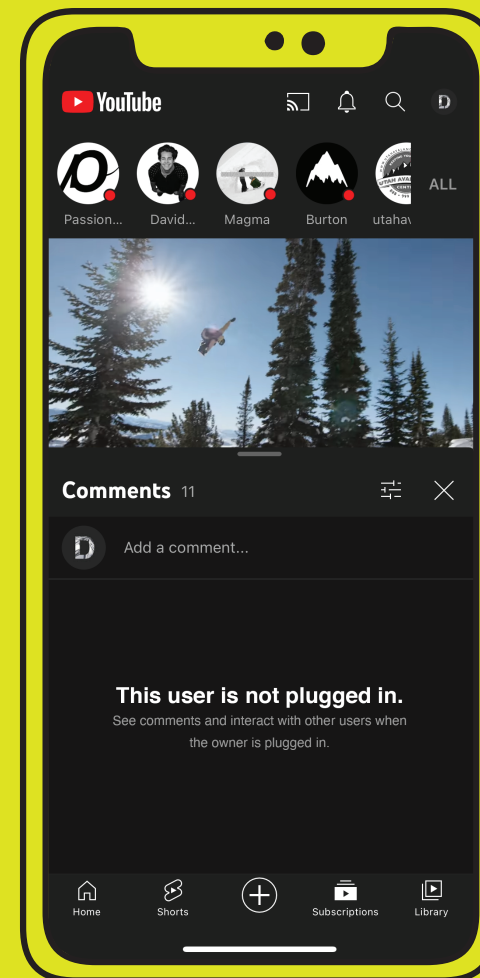
YOUTUBE



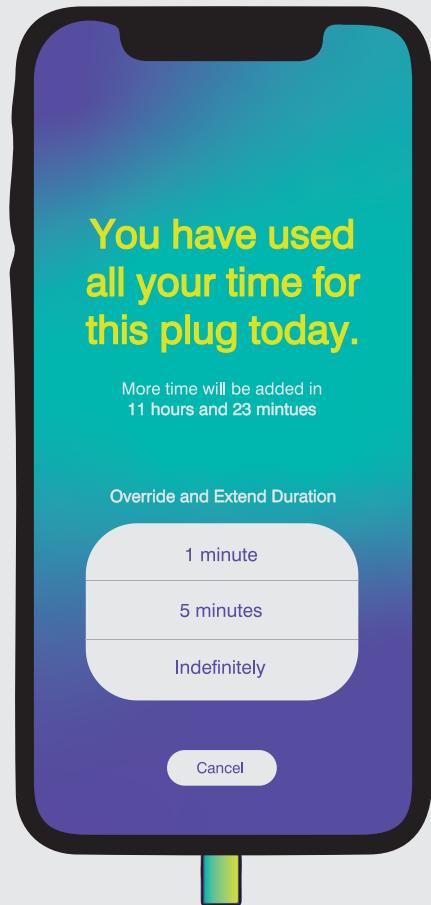
PLUGGED IN



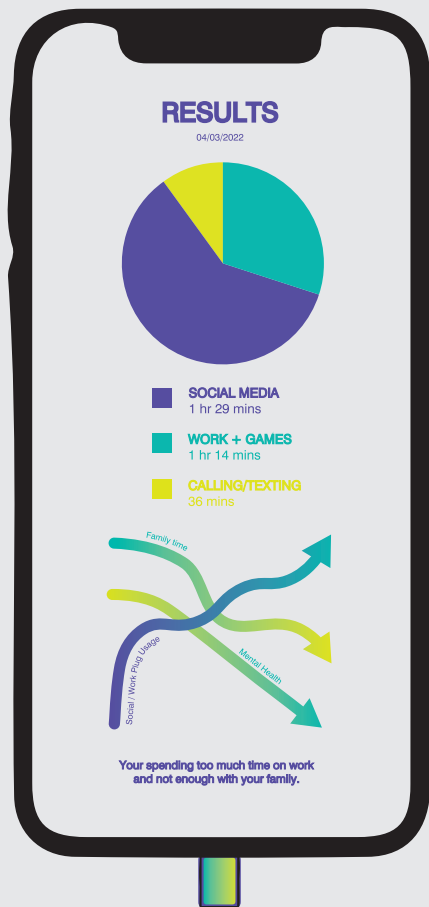
UNPLUGGED



OVERRIDING THE SYSTEM



The system will alert you when you are out of time, not in the right location, its the wrong time of day, or if you have used all your plugs for that day. When it does this you have the option to override it, however this choice will not go without having an effect on your data report.



The system can provide data in a report that allows you to see how you have been interacting with your phone and how it may be effecting your mental health. This data is driven by choices to override parameters, plug usage, and general health regulations on phone usage.

POTENTIAL IMPACT

PRODUCTIVITY

Cell phone usage is linked to distracting from productivity in various ways. Unplugging from social and entertainment platforms has proven to provide better focus and more productivity work hours.

MENTAL HEALTH

Cell phone addiction is linked to numerous mental health issues including the rise in depression and anxiety. Unplugging and providing limits to phone usage could reverse some of these effects.

RELATIONSHIPS

Cell phone addiction damages romantic, family, and friendly relationships. Unplugging provides more meaningful, deeper connections for people. This leads to healthier marriages and better friendships.

PHYSICAL HEALTH

Unplugging and setting parameters for phone usage frees up more time and headspace for getting outside, working out, and other healthy habits that would otherwise be curbed by phone usage.

HANGING WITH FRIENDS

This could allow for more friends to be present with each other while they are together. Here are some of the thoughts happening in regards to the plug.

I left my plug at home, but I wish I could post about being with all my friends. I guess I will just be present instead and enjoy dinner.



I want to post this meal, but I will waste a plug for the day.

A NEW JOB

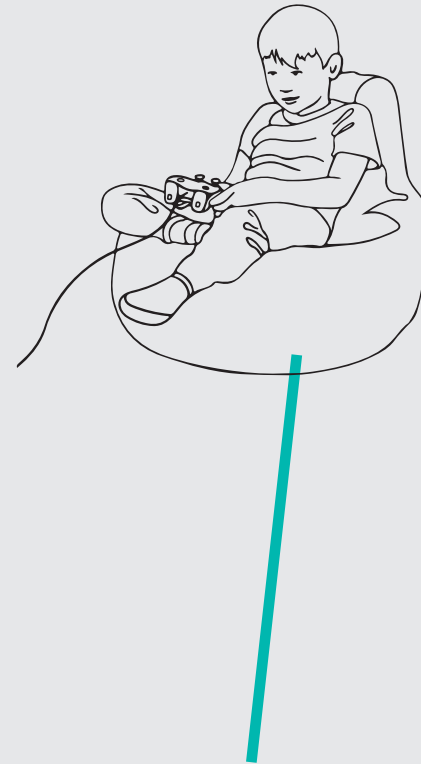
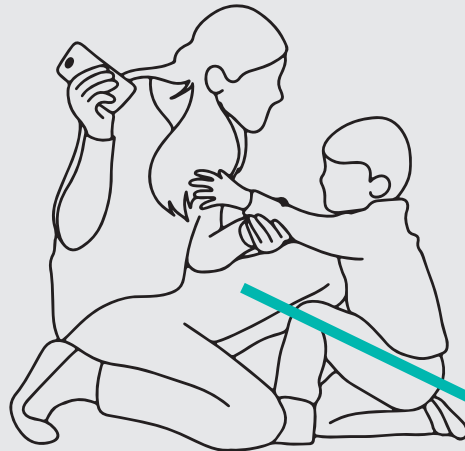
Employers can set limits on an employee's work-life balance by implementing working hours for the plug and having

I can be assured that the hours promised will be the only ones I am able to work physically with the plug. I also have the option to leave the plug at work.



PARENTING

This allows parents to control what their kids are seeing and interacting with on devices they give them, also limit and provide balance.



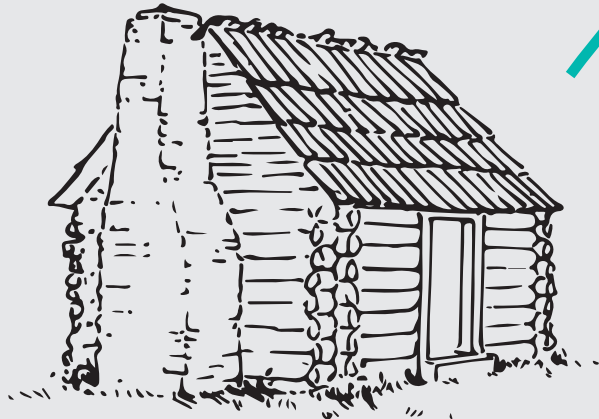
This mother is able to take away her sons ability to play games by taking away the plug he needs to use to play them. She can give him a different plug like a school plug that he can only access school work on.

FAMILY BONDING



The kids left their social plugs

This family decided to leave their work and social plugs at home which allows them to focus on each other.



The parents both left their work plugs

BIBLIOGRAPHY

