

Cork



Cork discourages people from opening social media apps by making them aware of the unconscious action of clicking an app icon.

Spec Status: Draft / **Peer Review** / Mentor Review / Complete

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Summary

Cork is a digital solution that makes users aware of their actions when opening a social media app. Cork will let users understand the unconscious action of opening an app when facing a moment of boredom and let them regain agency over this unconscious behavior.

Problem Background

The target customer is a compulsive social media user looking to gain agency over their usage. Since social media apps have evolved to maximize user engagement, users have struggled to regulate their behavior in limiting their app usage. This has led to rising levels of mental health issues directly linked to increasing social media usage. 85% of users reported they were unhappy with their current social media usage and wanted to reduce their social media usage. 40% of users reported they close disconnect from their social media app because of a change in their physical environment.

Goals

In surveys, users indicated that they open social media apps 10+ times daily, using them for 10-15 minutes per use. We want to help people reduce app usage frequency by making them aware of their actions as they open the app.

User Stories

- “As a user, I want to reduce my social media usage to improve my mental health”
- “As a user, I want to have more autonomy over my social media usage so I can have more time for myself”
- “As a user, I want to see less Instagram so I can feel better about myself”
- “As a user, I want to control my impulse to open a social media app so I can interact with the people around me”

Proposed Solution

Users indicated that they are most likely to close a social media app due to changes in their physical environment. We want to make users aware of their actions as they open their social media app through physical stimuli (device vibration and intermittent flash) so they can have a moment of realization and regain control over a compulsive action.

Scenarios

In surveys, users indicated that they would most like to be discouraged from opening their social media apps to regain control of their social media usage. Therefore, the common key scenario for all user stories is at the moment of clicking open a social media app - as once inside the app, users lose agency because of the engagement features of the app. Therefore,

Key scenario: Control over the moment of opening a social media app

Definition of done: Allows the user to regain conscious control over the moment of them opening an app

Measuring Success

Allow users to program the app to alert them of their actions as they are opening a social media app and discourage them from doing so.

The product should be able to alert users strongly enough to allow users to snap out of compulsive behavior.

Product Success Metric: a reduction in the frequency of social media usage (current average: 7 times/day) is considered a success.

Milestones & Timeline

Timeline	Milestones
Week 1	Ideation, research through surveys and interviews
Week 2	MVP wireframing
Week 3	Solution prototyping
Week 4	User testing
Week 5	Prototype improvement, based on user feedback
Week 6	Documenting feedback, improvements and building the beta version
Week 7	Beta rollout

I hope to continue working on this project after Co.Lab to bring people's attention to the problem of social media abuse and help people regain agency over their actions by using Cork.

Open Questions

1. Will regain control over their social media usage? Even though users have indicated they want to reduce their usage in our surveys, real-life behaviors may differ.