



Student



Parent



Businessman





John (16)

Junior @ Forethought High

“I use Instagram to watch my favorite Basketball videos”

Biography / Goals

John is a 16 y/o student at a local high school, who struggles with screentime addiction. He wants to continue using Instagram, because that's where he's connected with his friends, but also wants to separate himself from addictive scrolling.

Key Challenges Typical Usage

- Has tried many screen-blocking features before, but failed to commit to each one.
- Feels that he cannot control himself to not disable these features.

- Uses Instagram excessively, goes for 3-4 hour scrolling sessions.
- Starts by scrolling through his homepage/stories, and then moves to reels.

How could we explain to John why sessions would work better for him?

Should we make any changes to the design itself?



Christine (46)

Researcher @ Forethought Labs. Parent of two kids.

“I'm worried that my kids won't be able to control themselves!”

Biography / Goals

Christine is a forty-six-year-old with two kids (both teens) who are already struggling with Instagram addiction. Although she works at a research lab full-time, she notices that the two spend hours each day scrolling on the “Reels” tab of the app. She hopes her children will be less invested into the app, and spend more time authentically being social.

Key Challenges Typical Usage

- Has tried imposing screen-time limits on her kids externally to limited success.
- Uses social-media herself, but has self-discipline to avoid excessive usage.

- Uses Instagram moderately, spends a maximum of forty-five minutes each day.
- Sees children repeatedly scrolling during their usage.

How could we explain to Christine why sessions would work better for her?

Should we make any changes to the design itself?



Jack (32)

Businessman

“I hope to better understand my usage habits, and work toward less usage.”

Biography / Goals

Jack spends most of each day working as a consultant for a large business firm. He is hyper-aware of his productivity, and hopes to track his screen time progress over time. In college, he spent excessive amounts of time on the app, and while it's gotten better, he wants to see that he's still making progress.

Key Challenges Typical Usage

- Previous screen-time apps have worked, but he feels demotivated after a few weeks of using them.
- Thinks social media is an addicting, unhelpful place for gaining knowledge.

- Uses Instagram on lunch breaks, scrolling while he eats his lunch.
- Spends most of his time on Reels or reacting to Reels his younger siblings send him.

How could we explain to Jack why sessions would work better for him?

Should we make any changes to the design itself?

