

# Insights Presentation

Redhawk Design Collective



IMS 415

Spring 2026

# The Process

## Insight Statements

- Combined affinity-map themes into clear insight statements.
- Focused on user behaviors and why they matter for our potential solutions.

## How Might We's

- Turned each insight into an open “How might we...” question.
- Identified the design challenge without naming solutions.

## Brainstorming

- Used the HMWs as prompts to generate idea directions.
- Explored options for onboarding, navigation, glanceability, focus, and editing.

# Onboarding

# Onboarding

## Insight Statement

Users rely on built-in phone tools because they are fast, familiar, and require no setup, meaning a new timer app must provide clear, immediate value to justify use.

## How Might We Statements

How might we clearly communicate immediate value so users feel it's worth switching from default timers?

How might we integrate visual timers to new users in a way that immediately connects to their existing routines?

# Onboarding

## Problem:

Right now, Time Timer doesn't feel any faster or clearer than the built-in phone timer, so people don't see a reason to switch.

## Idea Examples:

- “First Timer” guided setup that recreates a timer they already use so it feels immediately relevant.
  - Side-by-side screen showing default numbers vs. the visual disk with a one-tap ‘Try it now’.
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# Glanceability

# Glanceability

## Insight Statement

Users prefer being able to quickly check progress without opening apps, indicating a strong preference for glanceable, low-effort information over active interaction.

## How Might We Statement

How might we allow users to check timer progress instantly without opening the app so that they aren't wasting time opening their phone?

# Glanceability

## Problem:

Right now, an active timer can only be shown while the app is open and the user's phone is on, increasing the distraction.

## Idea Examples:

- **Live Activity / Lock Screen Widget:** When the user sets a timer in the app, it will be shown on their lock screen with a timer countdown and a decreasing red disk to avoid opening the app.
  - **Multi device sync:** Once users set a timer in the app, it will automatically set on corresponding devices like an apple watch or MacBook, increasing a seamless experience.
  - **Time Timer Widget:** Allow users to add a widget to their phone of an active timer or preset timer options that they can quickly set
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# Focus Without Distraction

# Focus Without Distraction

## Insight Statement

While users depend on their phones for productivity, they also see them as their biggest source of distraction, meaning tools must support focus without increasing interaction or temptation.

## How Might We Statement

How might we support focus on mobile devices so that users can stay productive without increasing distraction or temptation?

# Focus Without Distraction

## Problem:

Having a mobile timer is convenient, but may also increase distraction if it encourages users to be on their phones and get off track.

## Idea examples:

- **Minimal Interaction Mode:** Users can set the home screen to only show the timer, limiting the app's functionality.
  - **Optional Focus Phone Lock:** When a timer is set, the user can choose to set a phone lock, meaning they can't access distracting apps while the timer is running.
  - **Automatically Silence Notifications:** When a timer is set, 'do not disturb' mode is turned on, reducing the risk of distractions.
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# Navigation & Discoverability

# Navigation & Discoverability

## Insight Statement

Users struggled to locate key actions like editing, grouping, and upgrading because navigation structure and iconography did not align with their expectations. They searched in familiar areas, misinterpreted icons like the plus button, and overlooked secondary menus, leading to confusion, trial-and-error behavior, and reduced confidence. When both structure and visual cues are unclear, usability and efficiency significantly decline.

## How Might We Statement

How might we align navigation and visual cues with user expectations so that key actions are immediately discoverable and users can confidently navigate without confusion or misinterpretation?

# Navigation & Discoverability

## Problem:

Users struggle to find key actions due to unclear navigation and misleading icons, leading to confusion, trial-and-error, and reduced efficiency.

## Idea examples:

- **Delete timer button outside of drawer:** Allow users to delete a timer on the home screen
- **Labeled Icons:** Redesign icons and label them to show their purpose clearly
- **Consolidate navigation section:** Keep main functions in one place so users don't have to lengthen their search

# **Editing Visibility & Accessibility**

# Editing Visibility & Accessibility

## Insight Statement

Users repeatedly failed to locate editing options, often abandoning tasks or recreating timers instead. This indicates that essential actions are not visible or clearly communicated, causing unnecessary friction and inefficient behaviors in completing simple tasks.

## How Might We Statement

How might we make editing actions more visible and accessible so that users can quickly modify timers without abandoning or restarting their workflow?

# Editing Visibility & Accessibility

## Problem:

Right now, key tasks are hidden between multiple navigation menus, so users get confused and led down multiple paths.

## Idea examples:

- **Always visible edit icon:** Keep the edit icon stable on the main page so users can make intuitive, consistent changes
  - **Save button when editing timers, instead of swiping:** Give users the confidence they need to confirm that their timer has been set
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# Next Steps

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Moving forward, we will refine and solidify the solutions we want to prioritize based on feedback.

From there, we will begin sketching and move into designing both low-fidelity and high-fidelity interfaces in Figma, while consistently documenting and logging our progress along the way.



# Thank You!

Any Questions