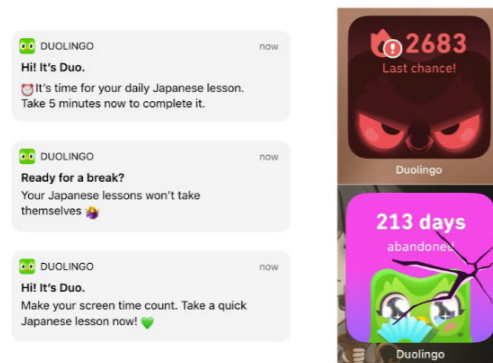


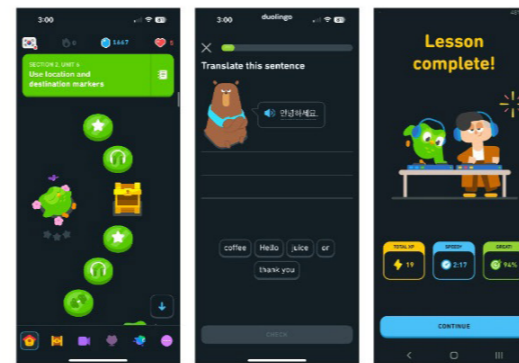
Case Study (Duolingo, Apple Fitness)

DUOLINGO

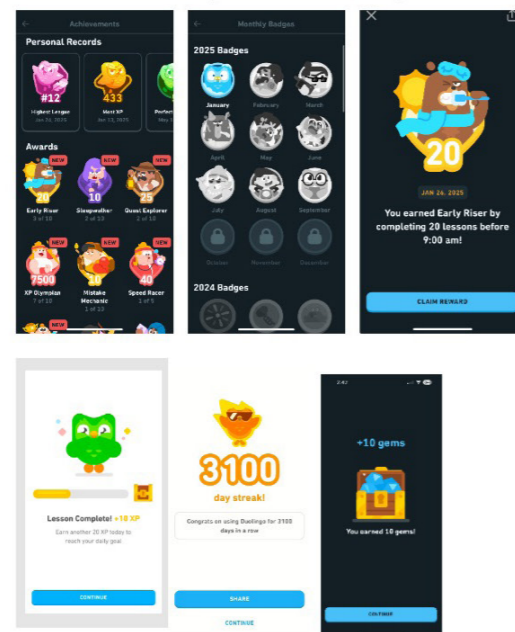
Triggers = Daily reminders, streak notifications, and progress alerts



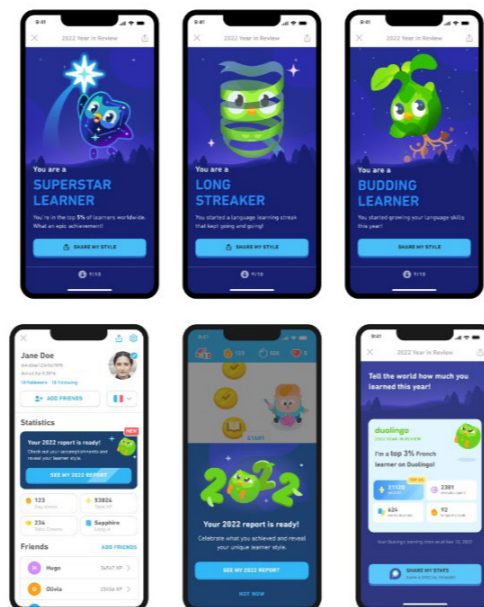
Action = short, easy tasks (Duolingo's micro-lessons)



Variable Rewards = points, streaks, badges

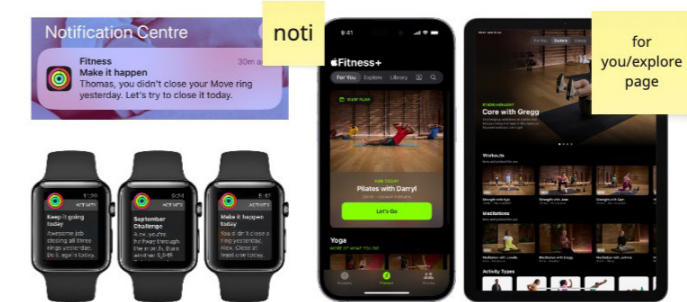


Investment = time spent, progress tracking, year review

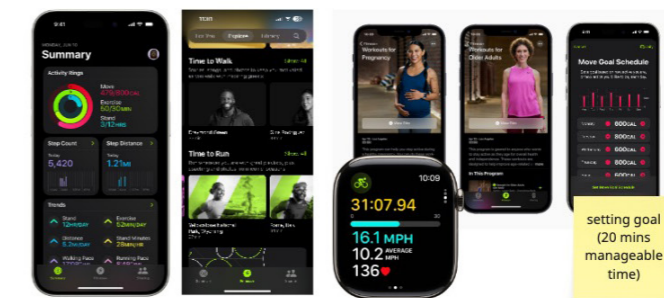


Apple Fitness

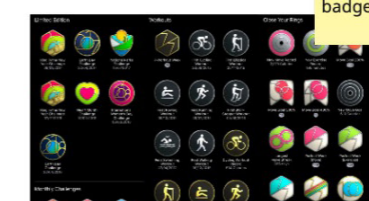
Triggers: Daily reminders, personalized suggestions ("For You" page), and integration with Apple Watch encourage consistent engagement.



Action = Short, structured workouts (10-30 minutes) achievable and manageable



Variable Rewards = Metrics tracking, milestone celebrations, and achievement badges



Investment = Users log progress, set goals, history summary

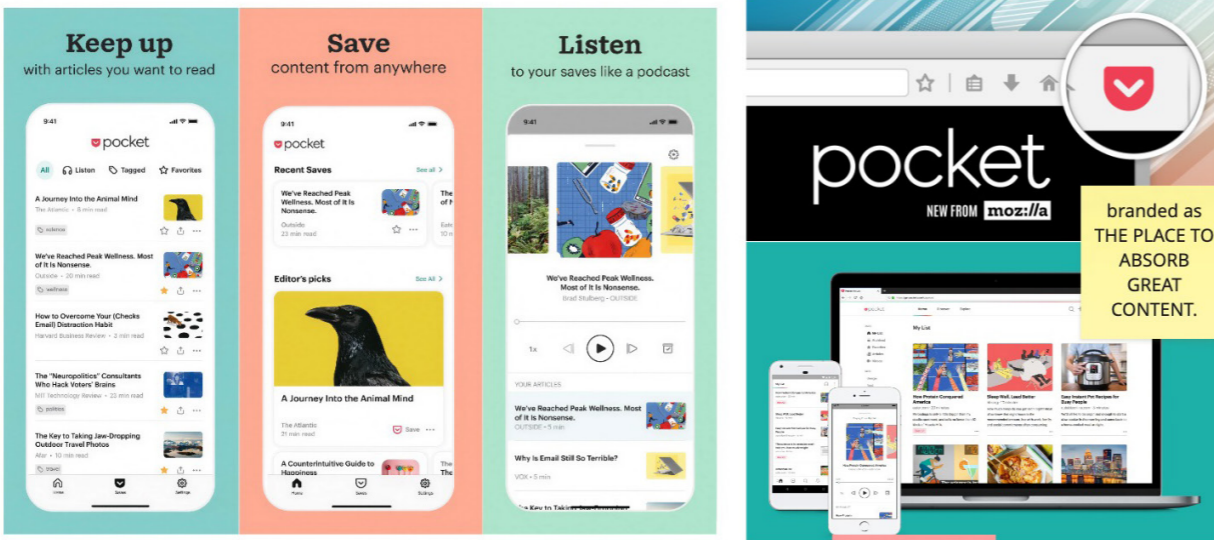


Considering the feedback I received during the Big Crit, I conducted case studies on Duolingo and Apple Fitness+ as two successful habit-forming apps, analysing how they hook users and sustain habits. I examined their mechanisms through **the Hook Model** — identifying how triggers, actions, rewards, and investment work together to cultivate consistent behaviour. These examples demonstrate how long-term skill-building can be designed as a habitual and rewarding experience, offering insights directly applicable to encouraging long-form media engagement.

Case Study (Pocket & Opal)

I analysed Pocket and Opal because they share MediaBar's goals. Pocket encourages long-form reading while Opal promotes focus through screen-time tracking.

Pocket (a read-it-later platform for saving articles) (shut down alr recently)



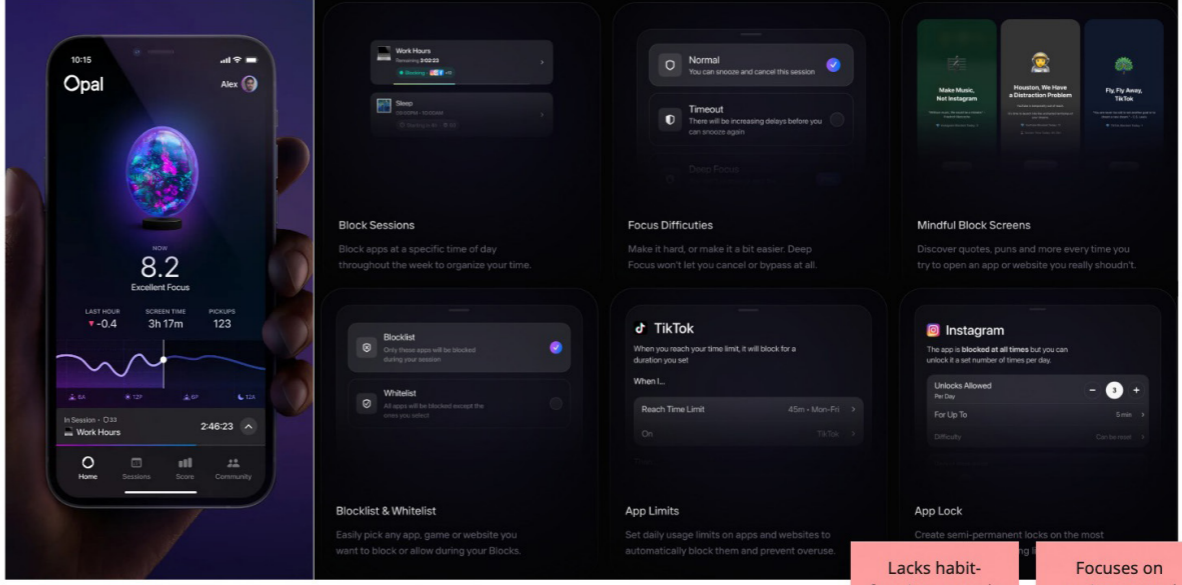
branded as THE PLACE TO ABSORB GREAT CONTENT.

Relies on self-motivation; lacks reinforcement mechanisms.

Core Function:

- Collects and stores long-form articles for later reading.
- Supports habitual reading through accessibility and organisation.
- Allows saving and categorising content by interest or learning goals.

Opal (Focus app)



Core Functions:

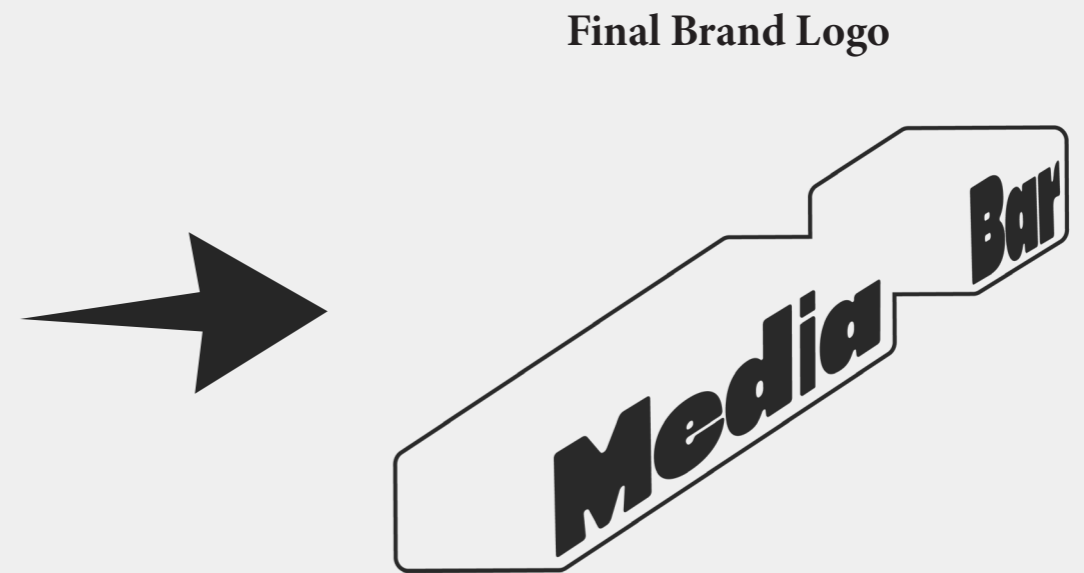
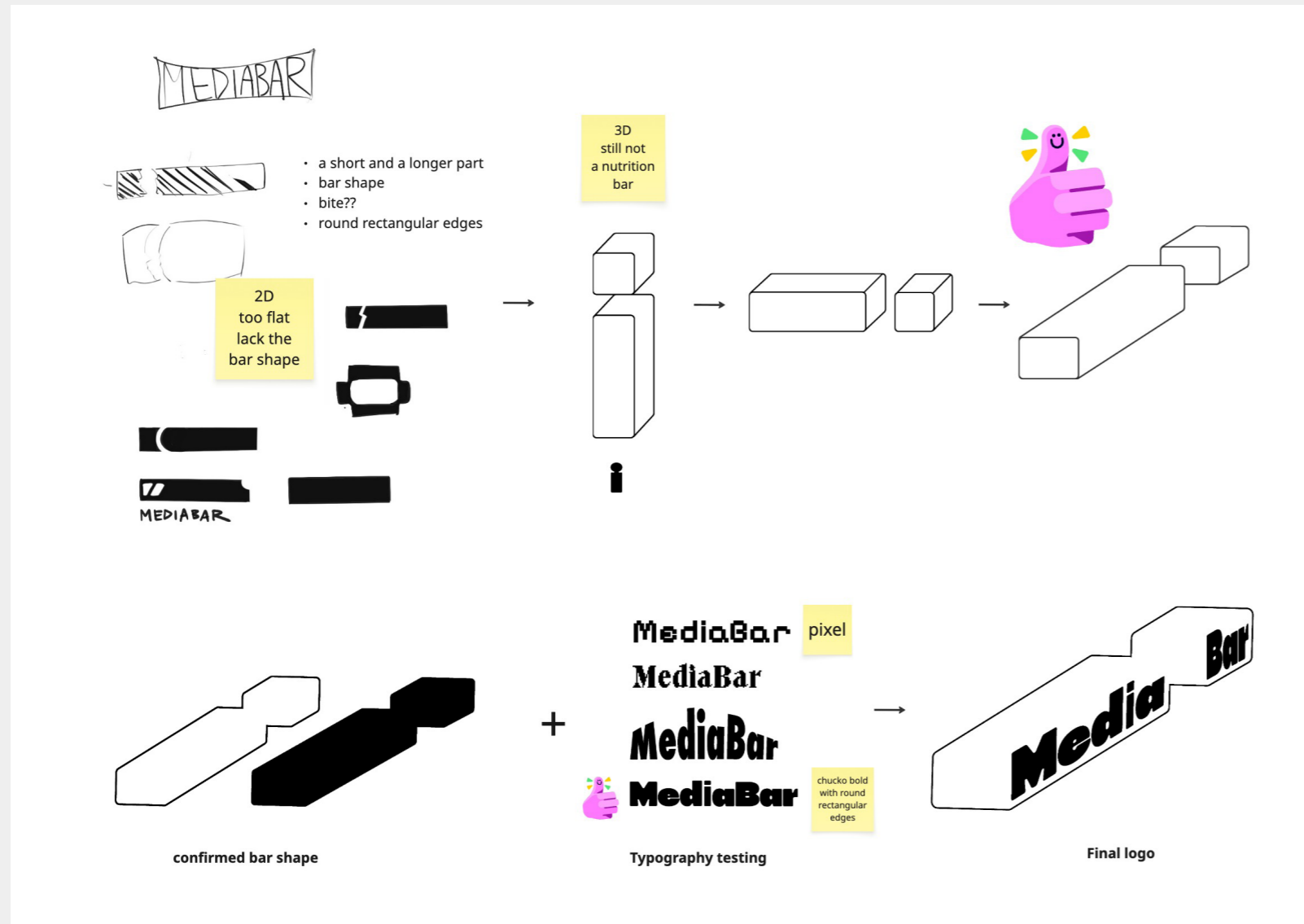
- Tracks screen-time usage and provides a real-time Focus Score, focus report.
- Includes app blockers and timed focus sessions to reduce distractions.

Lacks habit-forming rewards or motivational systems for sustained growth.

Focuses on environmental control and self-regulation, not content engagement.

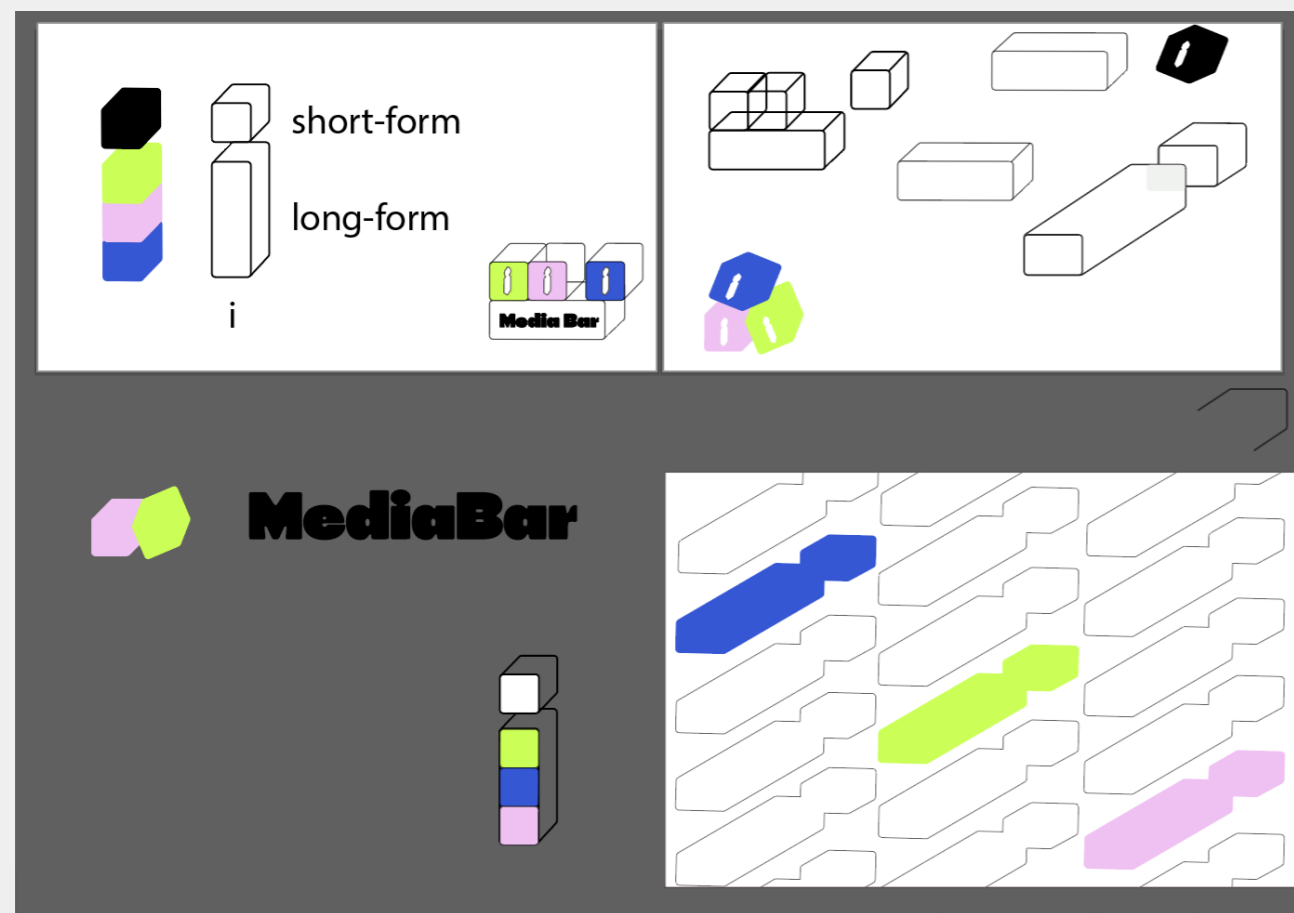
These case studies show the potential of combining Pocket's accessibility, Opal's focus and self-regulation, and the habit-forming mechanisms of Duolingo and Apple Fitness+. MediaBar can bring these strands together, creating a system that makes long-form content accessible and embeds rewards to sustain meaningful engagement.

Brand Logo

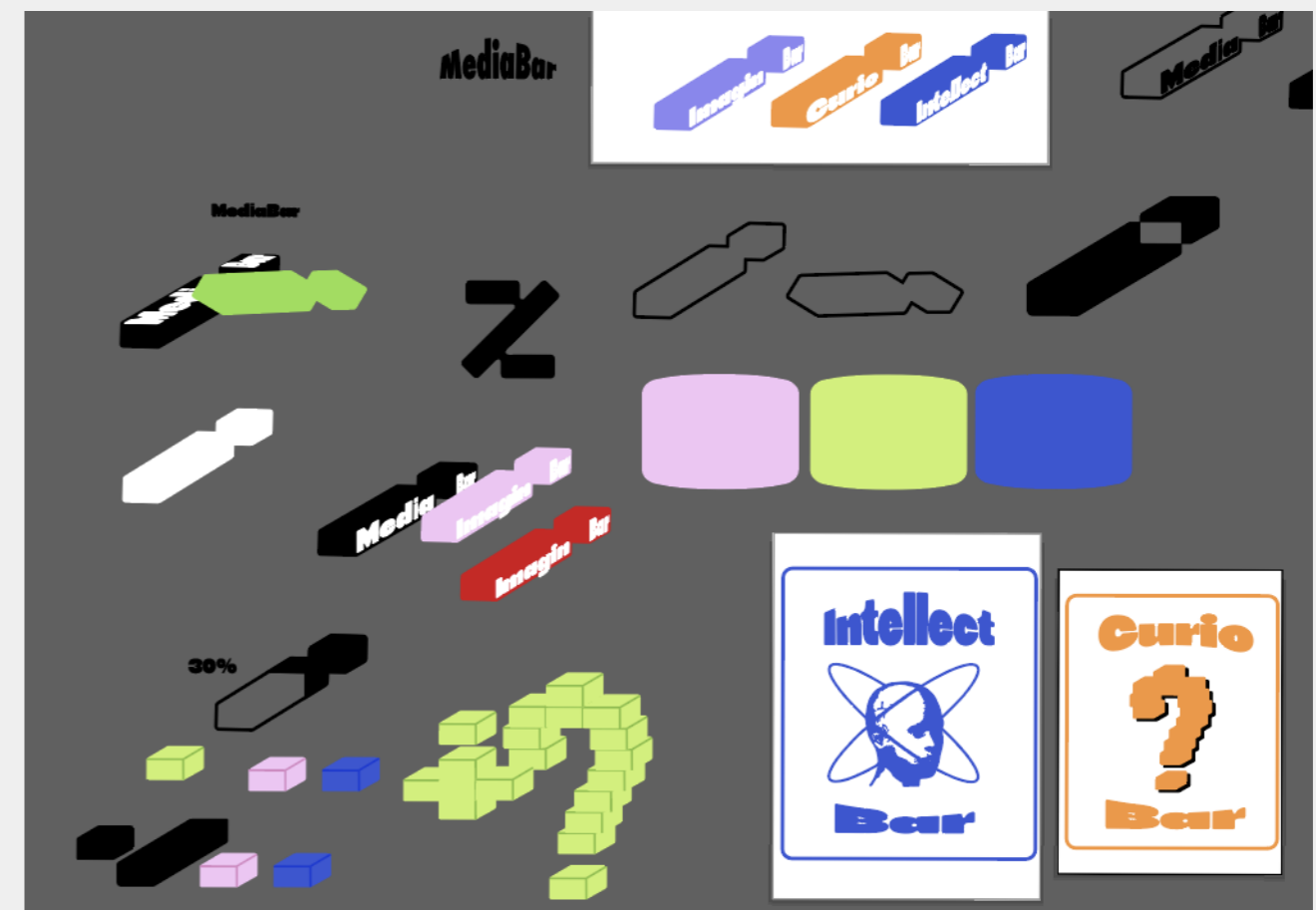


Iterative Process in designing logo

Visual Experimentation Process



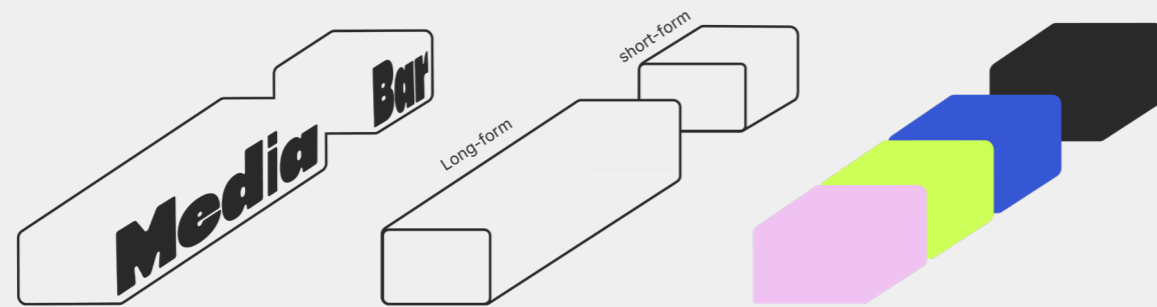
How I experimented with different forms of the MediaBar logo to develop brand identity



Experimenting with different colors and visual styles e.g. Techretro/ pixel lego style

Establishing Visual Language

Logo



Color Palette



Nutritions

intellect
insight
imagination



Typography

Chucko Bold

Visual Direction

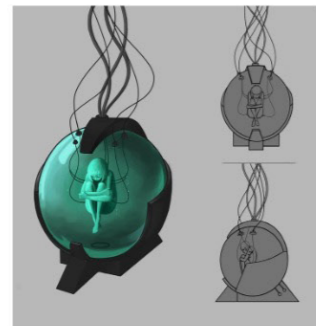
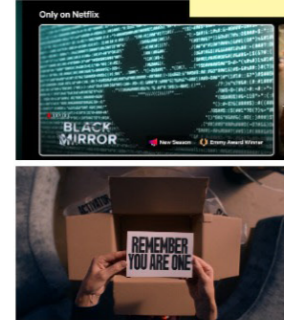
1. Speculative/Dystopian Direction

Branding of Blade Runner



Looks like you walked into a feed, shimmering screen of short form content.

Black Mirror



Media Self?



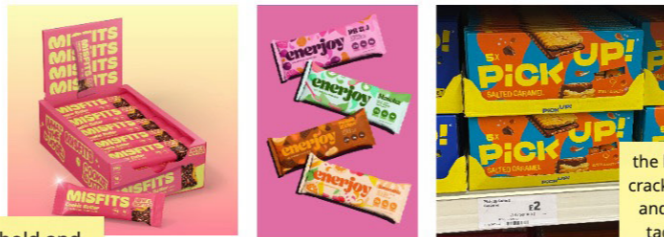
Futuristic Packaging

Branding of Substance



this packaging looks very speculative

2. Reference to Nutrition Bar Brands



the biscuit crack visual and bold tagline

bold and clean visual & word

half wrapper half ingredients



Studying nutrition bar brands at the supermarket

3. Case Study Inspiration - Duolingo

emotional design

play with the brand mascot!!!!

bold, simple and friendly brand language

app icon

guilt trap

streak in widget



it's duo or die!!! use emotional design to guilt trap users

My Process on Miro

After finalising my brand logo and colour system, I further explored possible visual directions to apply this brand language. I experimented with three distinct approaches: a more speculative, tech-oriented style; a nutrient bar-inspired direction that emphasised clarity and health; and a Duolingo-inspired direction that employed bold, playful visuals and character design with **emotional storytelling**.

Media Self

Reference



gym bro Food related mascot simple character

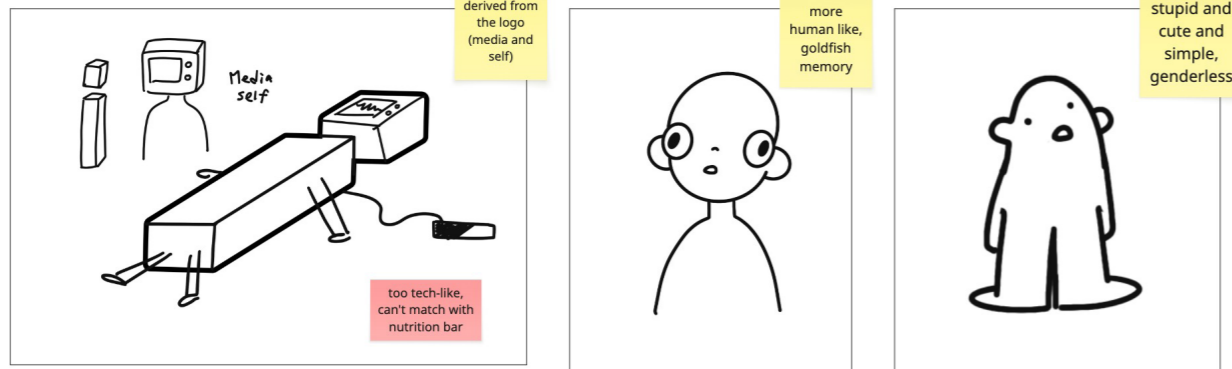
Case Study



Constitute of simple shapes

Simplicity!!!

Draft



derived from the logo (media and self)

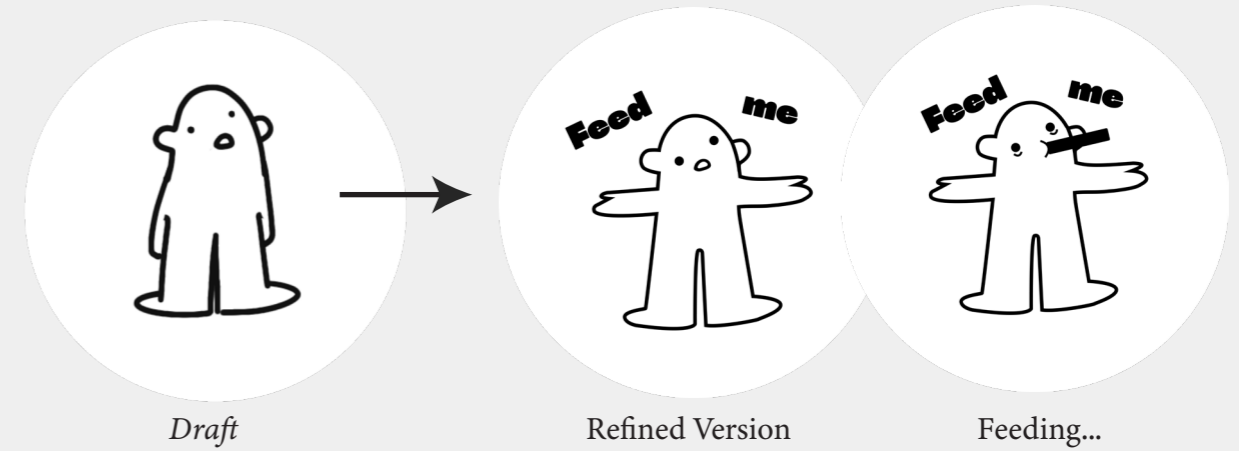
more human like, goldfish memory

stupid and cute and simple, genderless

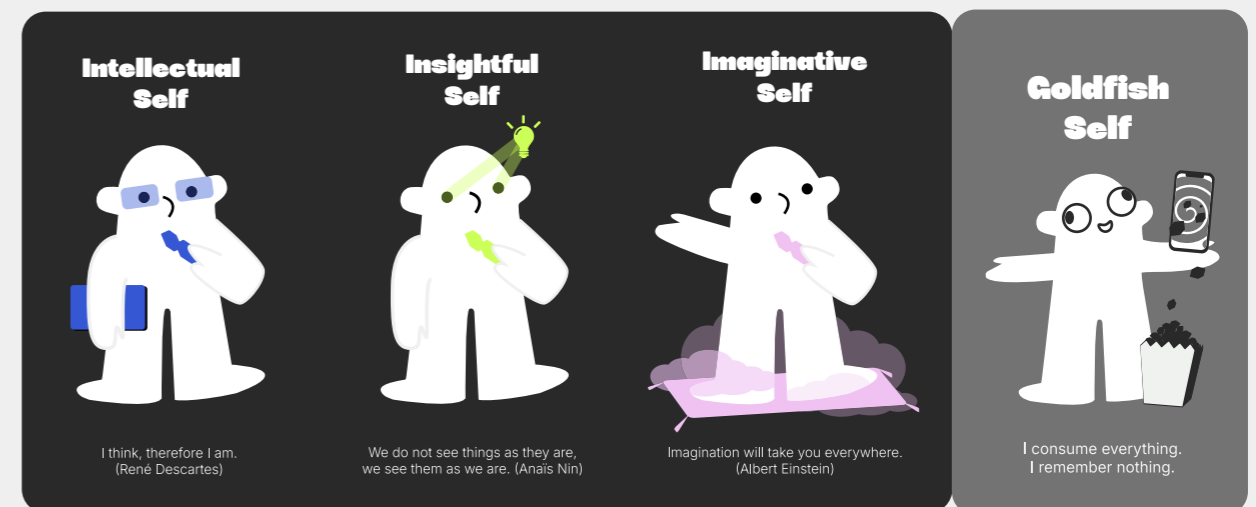
too tech-like, can't match with nutrition bar

Design Process

Final Media Self



The MediaSelf is a character that grows alongside users' media consumption. Its simple design — rectangular limbs with rounded edges — reflects the brand's "bar" aesthetic while leaving space for future evolvment and expansion. In general, it can evolve into three core categories of self, each aligned with one of the nutrients — Intellect, Insight, and Imagination. Like a **Tamagotchi**, it continues to develop over time, with the potential to branch into new forms as users keep engaging with the system. Conversely, overconsumption of junk media produced a malnourished "goldfish self" — a metaphor for distraction and short-term memory.



Intellectual Self

Insightful Self

Imaginative Self

Goldfish Self

I think, therefore I am. (René Descartes)

We do not see things as they are, we see them as we are. (Anais Nin)

Imagination will take you everywhere. (Albert Einstein)

I consume everything. I remember nothing.

Media bar

Physical Bar

Case Study: Nutrition Bar nakd



Nutrition label



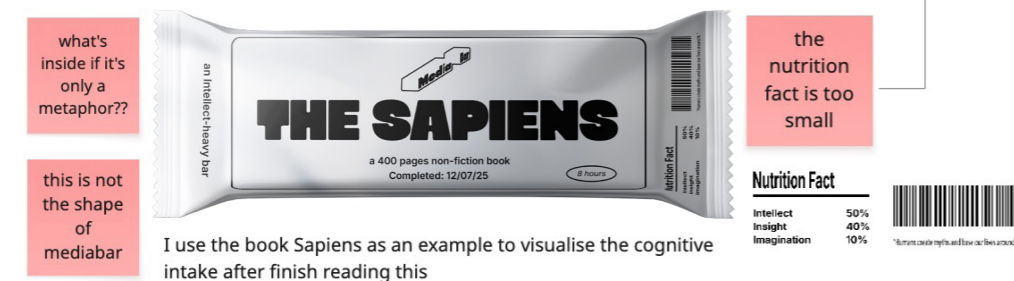
Style Reference:



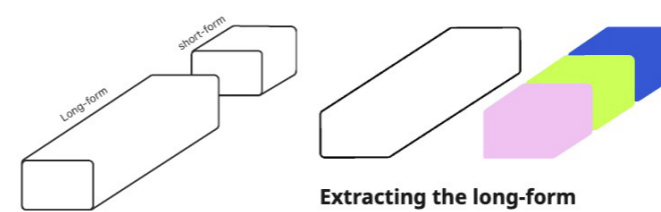
futuristic (media & speculative vibe)

Each bar visualise the nutritional value of the media consumed

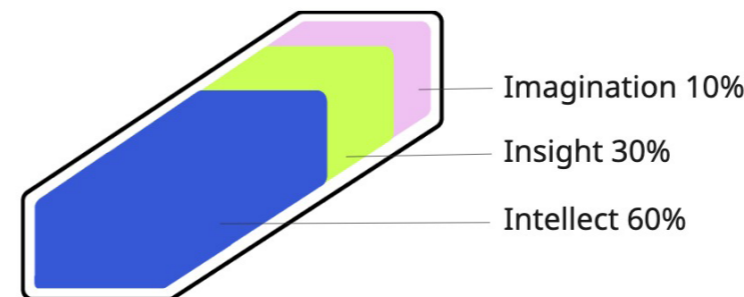
DRAFT:



What if it's just a metaphorical bar?



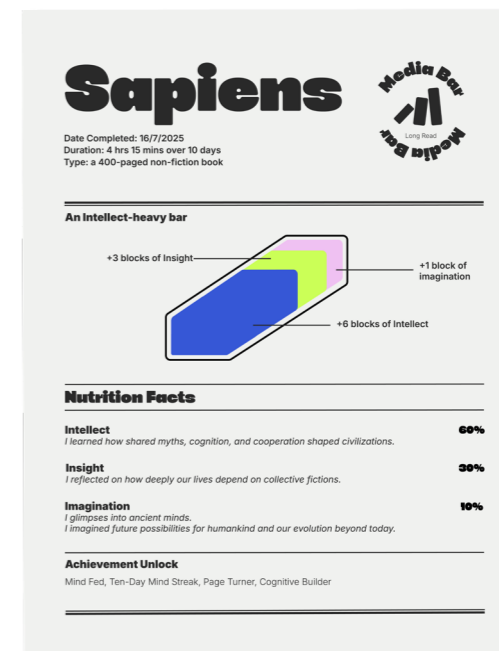
MediaBar



Nutrition Report

- type of media
- Date completed
- Summary of what i've logged and turn it into different nutritional value
- achievement (reward)

Draft Design



Design Process

For the MediaBar, I initially planned to design a speculative silver wrapper to make it feel like a physical product. However, I realised it would be more effective to emphasise its nutritional value by visualising three coloured blocks. I therefore returned to a more metaphorical bar format and built a nutrition report around it.

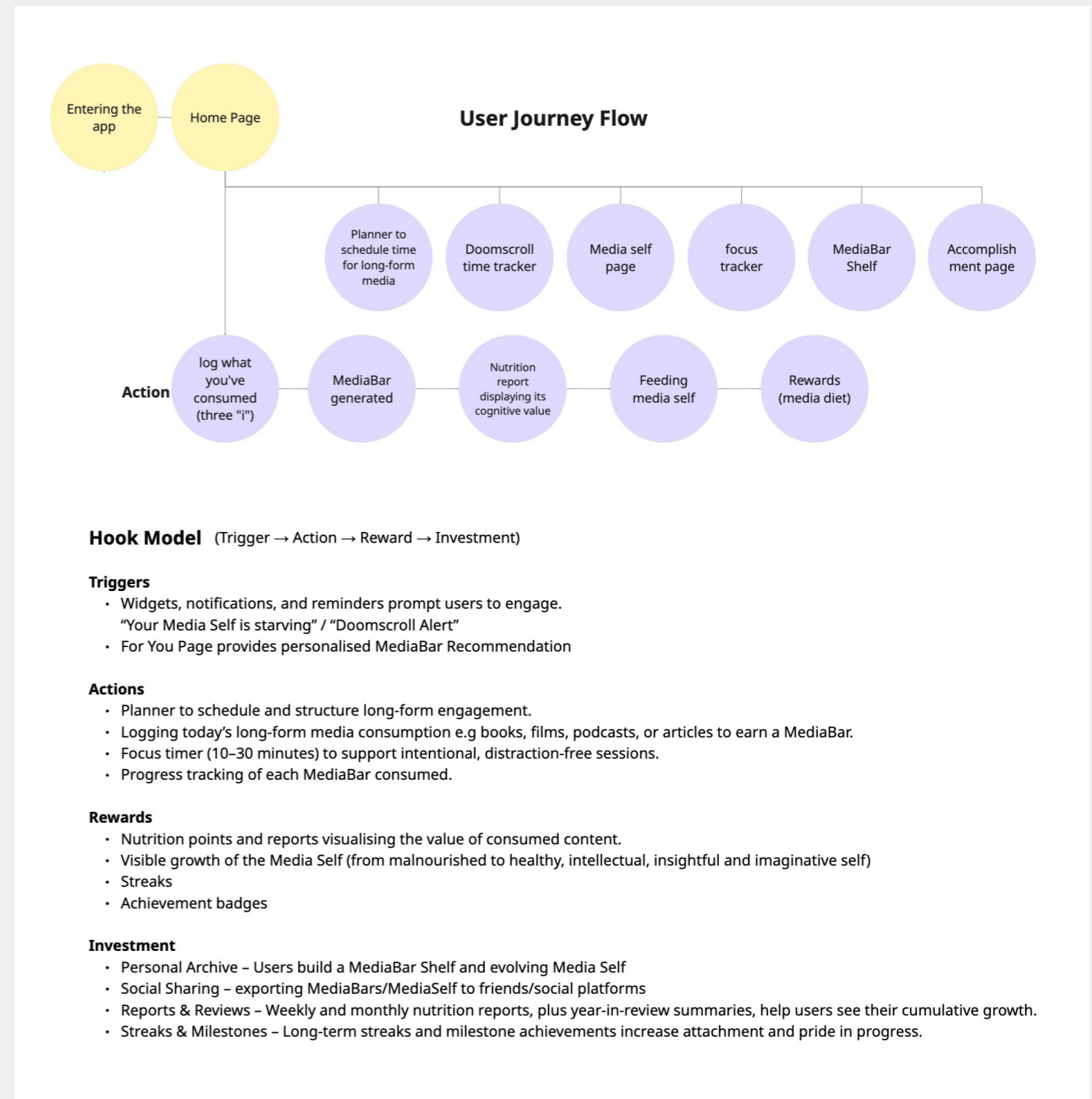
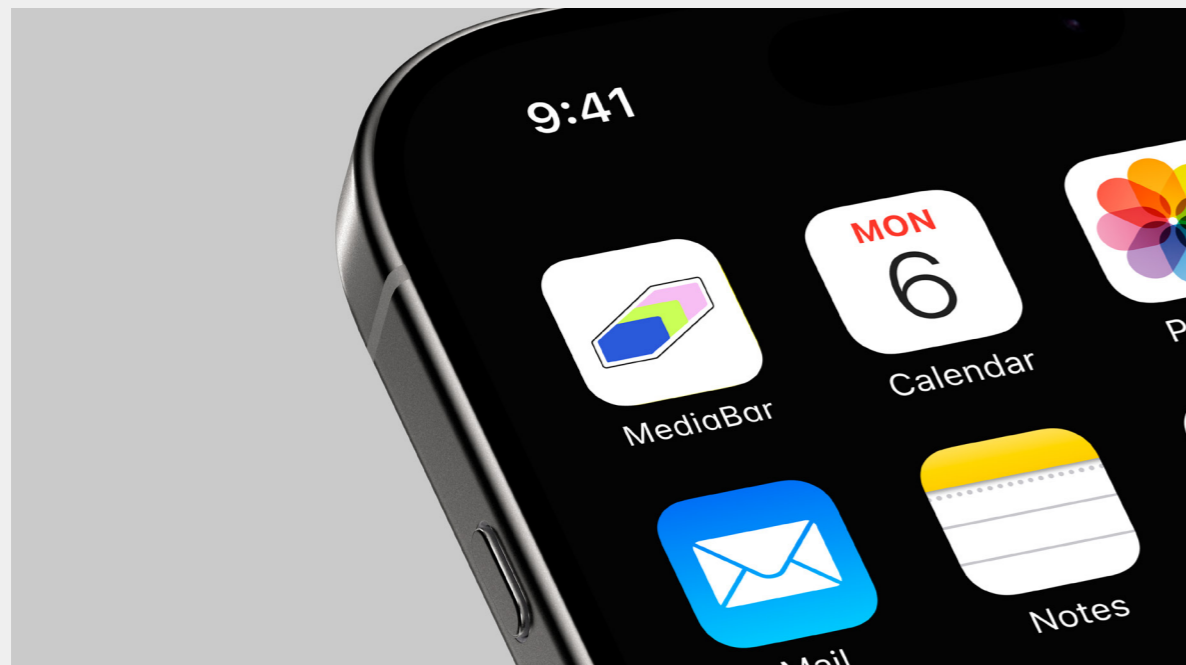
Brand Experience



app icon

The core brand experience of MediaBar takes the form of a habit-tracking app. For the app icon, I chose to use the metaphorical MediaBar itself.

I proceeded to map out the user journey to visualise how audiences would use the app.



User journey mapping, Designing with Hook Model

Media Diet

When developing the reward system, I began to explore **how different types of media engagement** — such as light versus complex content, morning routines, or balanced consumption — **could be represented visually**. Returning to the media diet metaphor, I experimented with symbolic forms derived from the MediaBar's nutrition blocks: toast to signify absorbed content, a cereal bowl to represent balance, popcorn as junk and empty calories, and skewered nutrient blocks to visualise streaks. By iterating through these forms, I began to construct a richer system of symbolic artefacts that make invisible attention habits tangible. These free associations expanded MediaBar into a broader media diet framework, enriching the reward system with more nuanced and symbolic ways of representing long-form engagement.

Reward system

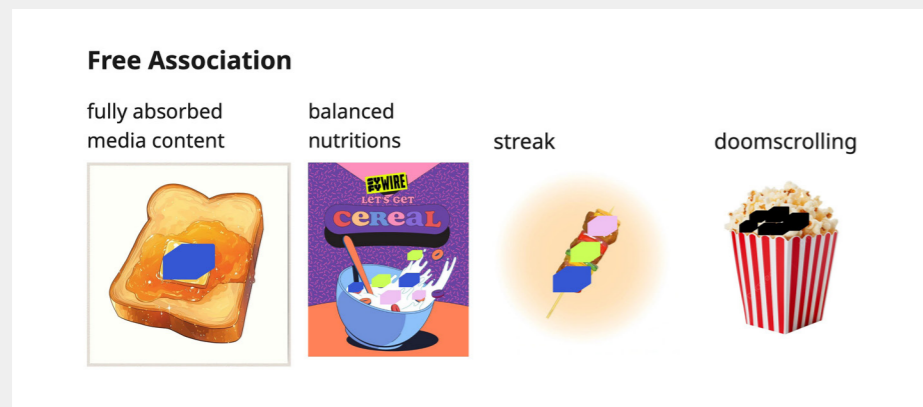
- Things to reward**
- Balanced consumption of media
 - light versus complex content
 - morning routines
 - fully absorbed media content (intellectually, imaginatively, insightfully)
 - consume during commute?
 - streak

Visual direction



Design Process

Outcome



Experimentation Process

(Nutrition blocks as major visual unit of building media diet)



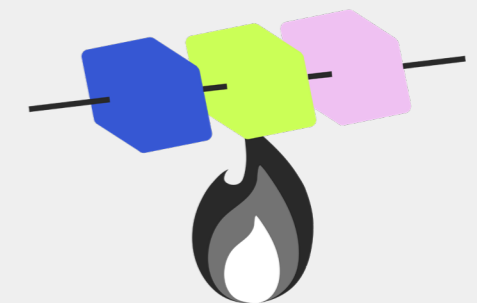
Balanced consumption



Absorb content intellectually



Doomscroll



Streak

PG Show

App Guide

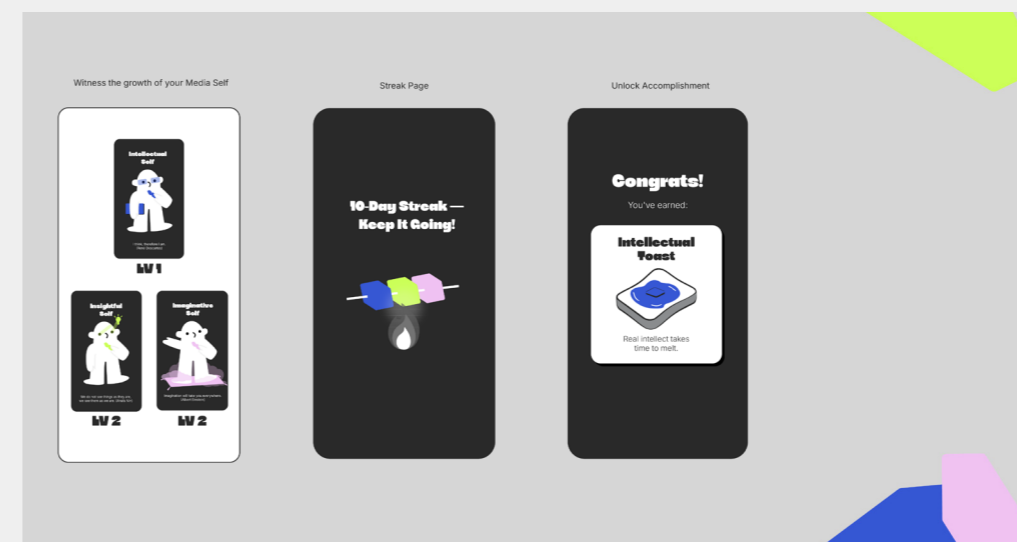
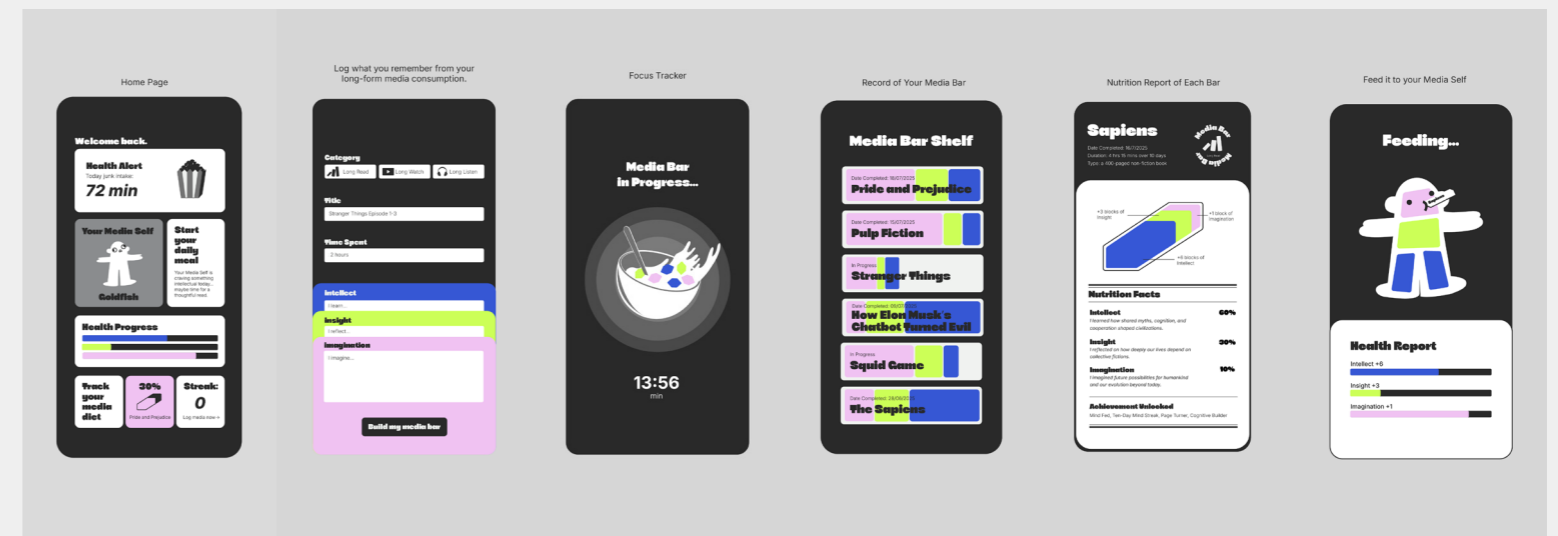
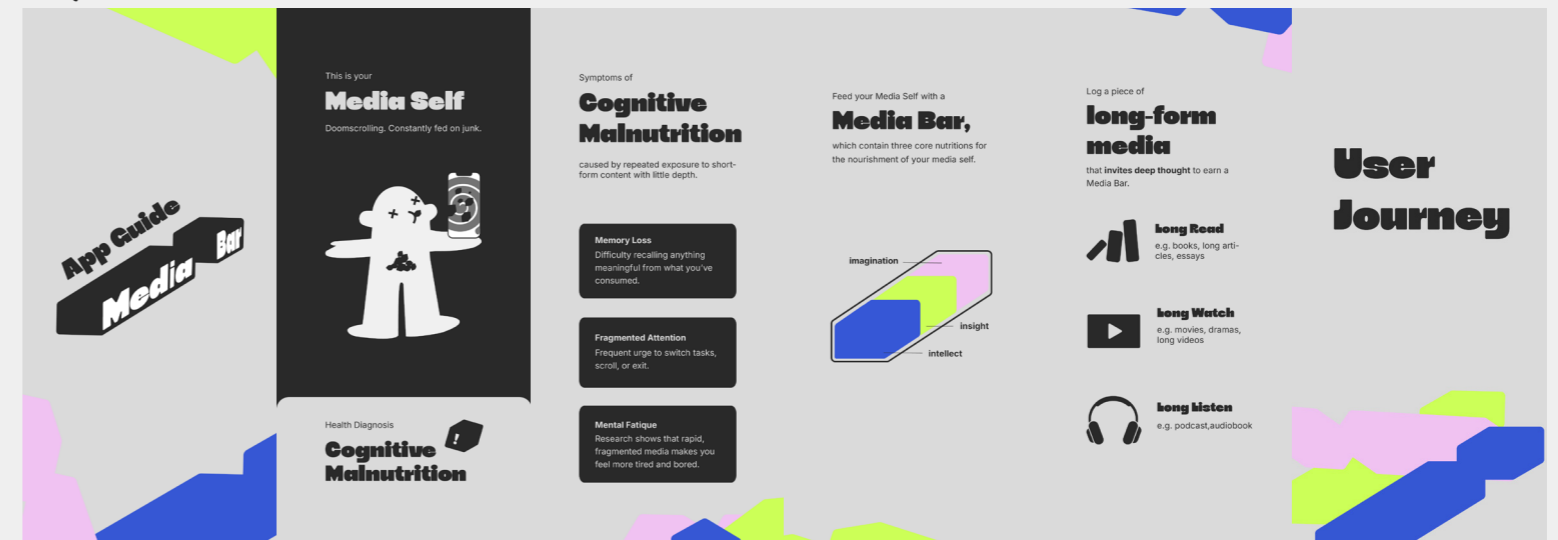


During the PG show, I created an app guide to explain the user journey of MediaBar.

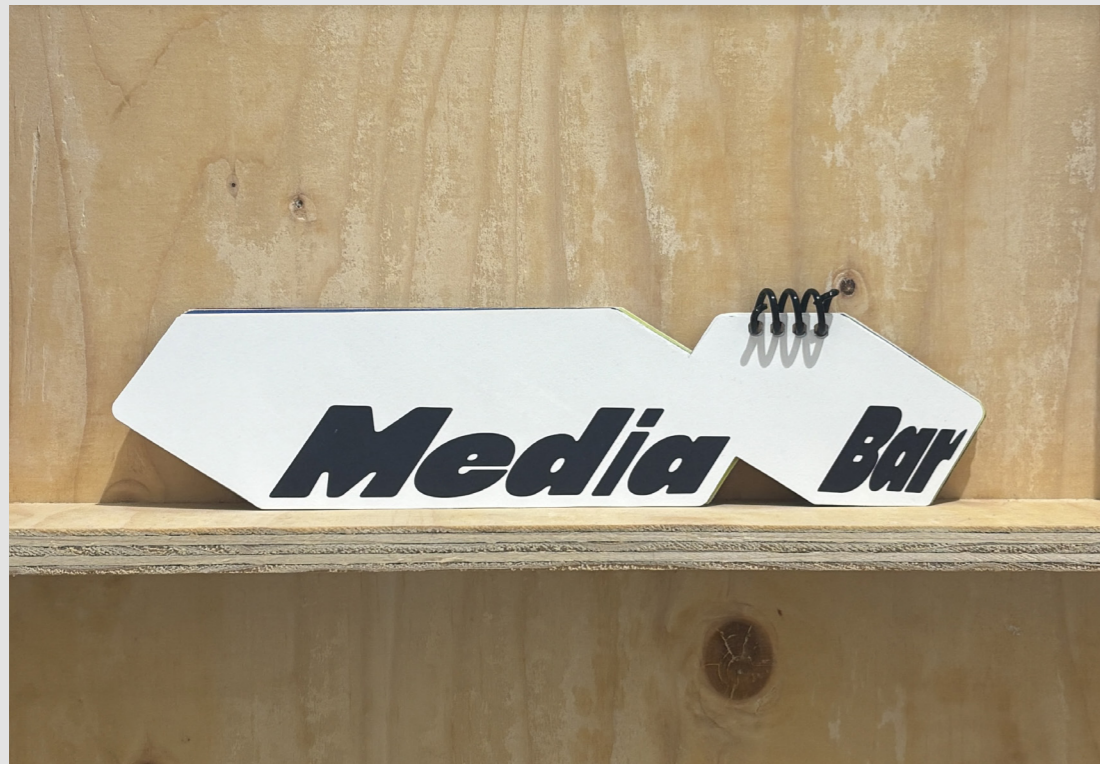


App guide in the making

Layout

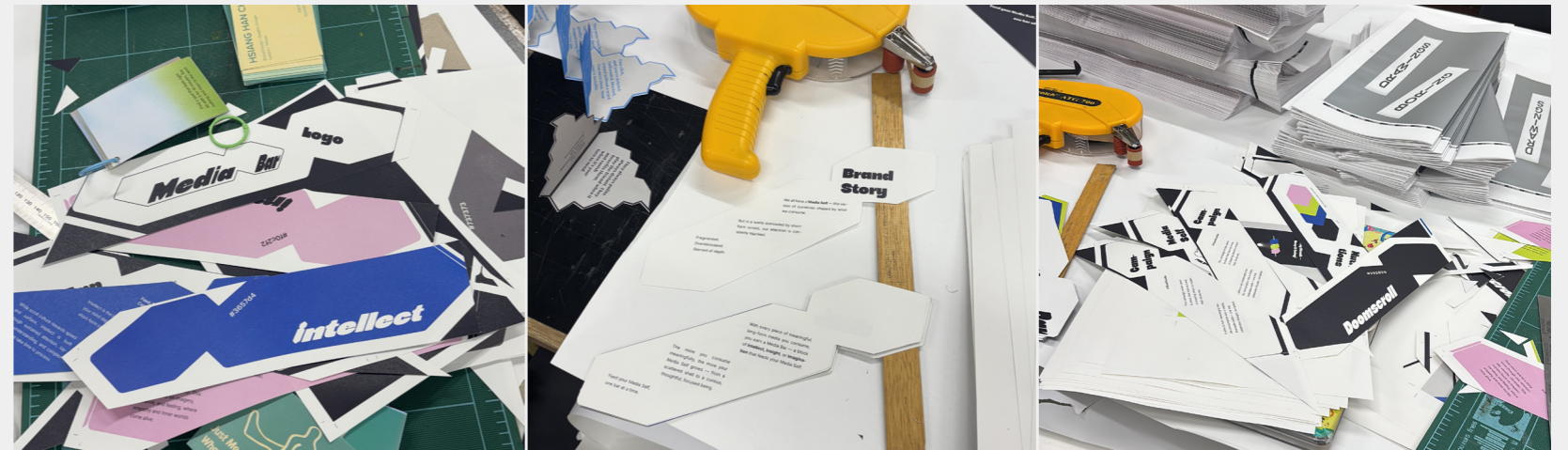


Brand Book



I designed the MediaBar brand book in the physical shape of a bar, directly echoing the brand's logo and core metaphor. I used wire-loop binding to hold the pages together, giving the book a tactile, crafted quality while allowing it to open fully and be handled easily by visitors.

Process



Cutting out its bar shape one by one.

PG Show



Visitors viewing my brand book.

Media Bar

Feed your Media Self, one bar at a time.

Brand Story

We all have a **Media Self** — the version of ourselves shaped by what we consume.

But in a world dominated by short-form scrolls, our attention is constantly hijacked.

Fragmented. Overstimulated. Starved of depth.

Media Bar was created as a form of resistance to short-attention culture — a system to reclaim your focus and reframe long-form media as nourishment.

It forgets what it just consumed. It can't focus. It feels full, yet malnourished.

With every piece of meaningful, long-form media you consume, you earn a **Media Bar** — a block of **Intellect, Insight, or Imagination** that feeds your **Media Self**.

The more you consume meaningfully, the more your **Media Self** grows — from a scattered shell to a curious, thoughtful, focused being.

Feed your **Media Self**, one bar at a time.

Vision

MediaBar envisions a world where Gen Z redefines media consumption, transforming passive scrolling into a nourishing journey that cultivates intellect, imagination, and insight.

Media Bar

logo

Long-form
Short-form

Nutrients

Junk
three core media nutrients (36)

intellect #3657d4

Feed: Focus — Comprehension — Cognitive Stamina

Intellect is the nutrient that gives your mind depth — the very thing short-form content strips away.

While scroll culture rewards speed and surface, **Intellect** is built through sustained attention, layered understanding, and complex ideas that take time to process.

insight #ccff57

Insight forms when you reflect, connect ideas, and see things in a new light. It's about growing from what you consume.

Feeds: "Aha" Moments — Reflection

Insight is the nutrient that turns input into meaning. It's what short-form media doesn't give you time for — the pause, the personal "I see" moment.

imagination #f0c2f2

Feeds: Emotion · Sensory Memory · Visual Thinking

Imagination is the nutrient that brings your media to life. Short-form floods your senses, but never lets you feel.

Slow down and let a story move through you: emotionally, visually, viscerally. This nutrient feeds on imagery, narrative, and feeling, where empathy and inner worlds come alive.

Screen #ffffff

Doomscroll #292929

Focus #737373

Media Self

Feed Me!

It's a cute, blank mascot that evolves as it feeds on nutrient bars from your media consumption.

App

A habit-tracking app that helps users build a balanced media diet by logging long-form content.

tracking focus time, and reflecting to earn cognitive nutrients — Intellect, Insight, and Imagination.

Campaign

#ShareYourBar

This campaign invites users to share their bars as a way of inspiring others to reclaim their minds too.

It aims to turn meaningful media consumption into a visible, shareable habit — one that celebrates thought, not speed.

Share Your Bar!

Here are some **Media Bars**.

Write down a recent media piece you finished that felt nourishing.

What did it feed in you — your intellect, your insight, or your imagination?

Share It!

Evaluation



way of evaluation during the PG show



cutting out each mediabar



Visitor writing feedback

Feedback

Positive Feedback:

- cute and eyecatching visuals
- nice metaphor
- effective reward system

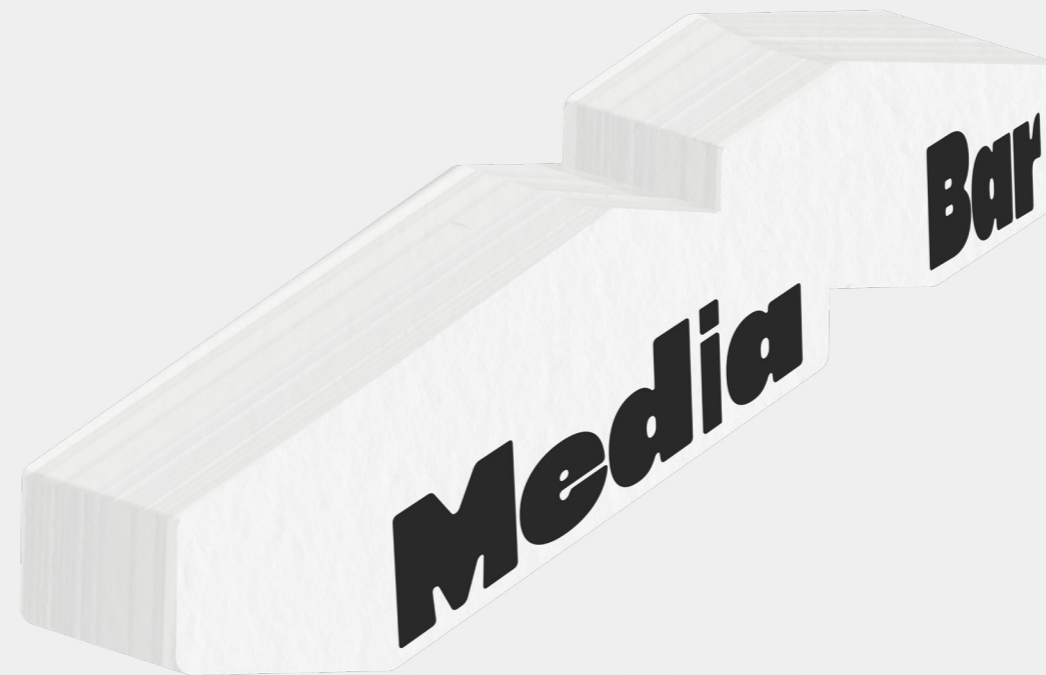
Room for improvement:

- lack motivation and incentive
- stronger association between nutrition bar and mediabar
- more emphasis on “i” element

Brand Book

Thin on meaning. Thick with depth.

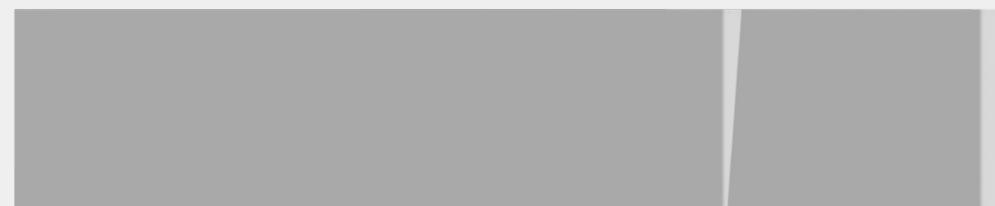
During the show, I received feedback that the brand book appeared too thin to represent the idea of “long-form.” To address this, I recreated the book as a thick, weighty volume to better embody the depth and density of long-form content. Alongside it, I produced a contrasting thin “junk book”, designed to appear flimsy and insubstantial, as a metaphor for the fleeting and superficial nature of short-form media.. This physical contrast reinforces the core concept of Mediabar — long-form as nourishment, short-form as junk.



Long-form brand book



Short-form junk book



Thick



Thin