



focusflow

Case Study

A Mobile Productivity App Designed to Combat
Procrastination Through Focused Work Sessions

UX/UI Design • Mobile Development • 2026

The Problem Worth Solving

Focus Flow is a mobile productivity application that combines task management, Pomodoro focus sessions, and progress tracking with motivational elements to help users combat procrastination and build better work habits.

The app features email/password and social authentication, a task list with quick-add functionality, a 25-minute focus timer with break mode and customizable presets, a progress dashboard with daily goal tracking, and full dark mode support.

Core Insight:

Users don't lack motivation — they lack structure. The gap between knowing what to do and actually starting is where most productivity breaks down. Focus Flow bridges that gap with timed, committed sessions.

Role	Product Designer & Developer
Timeline	3 weeks (2026)
Platform	Mobile Web App

Understanding the User

The primary audience includes students, freelancers, and remote workers who need structure in their workday but lack external accountability. These users value flexibility but struggle with self-discipline when working independently.

01

The Pomodoro Technique

Research validates that 25-minute focused intervals significantly improve concentration and reduce mental fatigue. Long enough for deep work, short enough to feel achievable.

02

Competitive Landscape

While many timer apps and task managers exist separately, few combine both with meaningful progress tracking. The opportunity was an integrated experience addressing the full productivity workflow.

03

User Pain Points

Difficulty maintaining focus for extended periods, lack of a structured approach to task management, no visibility into productivity patterns, and no motivational reinforcement.

04

Mobile-First Rationale

Productivity happens everywhere — coffee shops, libraries, commutes. A mobile-first approach ensures users can maintain their focus routine regardless of location.

DESIGN PROCESS

How It Came Together

01

Feature Planning

Identified core features to support the full productivity workflow: authentication for data persistence, task management for planning, a timer for execution, and stats for reflection.

02

Information Architecture

Navigation is built around a three-tab system — Tasks, Timer, and Stats — keeping the primary workflow front and center. A hamburger menu houses secondary features: My Goals, Achievements, Streak History, Profile Settings, and Preferences. The focus session is always one tap away.

03

Visual Design Evolution

Initially explored purple-pink gradients for a modern, energetic feel. After review, pivoted to flat #5271FF blue for better readability and a more focused, professional aesthetic.

04

Typography & Branding

Selected DM Sans for the wordmark — varied weights (300 for "focus", 400 for "flow") create visual rhythm while maintaining cohesion. The hourglass logo symbolizes time management and continuous momentum.

KEY FEATURES

The Mechanics That Matter

Authentication

Email/password login is the primary entry point, with Google and Facebook as alternative sign-in options. Data persistence keeps tasks, stats, and preferences synced across sessions.

Task Management

Tasks are added via a quick-entry field directly on the dashboard. The empty state prompts immediate action — no onboarding friction before users can get to work.

25-Minute Pomodoro Timer

Focus and Break modes with Start and Reset controls. A Settings modal offers manual duration input plus three Quick Presets — Classic (25/5), Long (50/10), and Short (15/3) — so users can match the app to how they actually work.

Progress Dashboard

A four-tile dashboard shows Tasks Completed, Focus Sessions, Minutes Today, and Day Streak. A Daily Goal tracker (0/4 sessions) gives users a concrete daily target rather than open-ended data.

Full Dark Mode

Every screen — Tasks, Timer, Stats, and Menu — is fully themed. Toggled via the sun/moon icon in the header without interrupting the active session.

Persistent Motivation

A motivational quote anchors the bottom of every screen — reinforcing tone and encouraging users without competing with the primary interface.

USER FLOW

From Sign-In to Habit

1

Sign In

User lands on the sign-in screen, enters email and password or continues with Google or Facebook. New users tap "Sign Up" to create an account.

2

Dashboard / Task Entry

Arrives at the Tasks tab. Quick-entry field at the top lets users add tasks immediately. Empty state prompts action — no friction, no onboarding screens to sit through.

3

Timer Tab

User switches to the Timer tab. Selects Focus or Break mode, optionally opens Settings to choose a preset (Classic, Long, or Short), then hits Start. A progress bar fills as the session runs.

4

Session Completion

Timer completes. Achievement feedback reinforces the win and prompts the next session.

5

Stats Review

User taps the Stats tab — Tasks Completed, Focus Sessions, Minutes Today, and Day Streak. Daily Goal progress bar shows where they stand against the 4-session target.

6

Secondary Features

Hamburger menu provides access to My Goals, Achievements, Streak History, Preferences, and Profile Settings — available when needed, never in the way.

7

Habit Formation

User returns daily. Streak tracking and the daily goal create a natural loop — each session builds toward both the daily target and the longer-term streak.

DESIGN DECISIONS

Why We Made Each Call



Why Flat Blue Over Gradients?

While gradients feel modern, they compete for attention during focus sessions. Flat #5271FF creates a calmer aesthetic that doesn't distract from the user's work. Blue is psychologically associated with trust, stability, and focus.



Why Tab + Hamburger Navigation?

The three-tab bar (Tasks, Timer, Stats) keeps the core workflow always visible. The hamburger handles everything else — Goals, Achievements, Preferences — without cluttering the primary interface. Focus first, configure second.



Why Quick Presets?

Not every user works in 25-minute blocks. Classic (25/5), Long (50/10), and Short (15/3) presets let users match the app to their working style without manual entry — lowering the barrier to starting.



Why a Daily Goal?

The 0/4 sessions tracker gives users a concrete daily target. Rather than open-ended data, it creates a finish line — reinforcing the habit loop with a clear sense of completion each day.



Why Achievement Celebrations?

Behavioral psychology shows that immediate positive reinforcement strengthens habit formation. Toast notifications provide the instant feedback loop that makes users more likely to return.



Why Dark Mode?

Full dark mode reduces eye strain during extended focus sessions. Toggled via the sun/moon icon in the header — accessible from any screen without breaking flow.

OUTCOMES

What Was Built

Focus Flow successfully integrates authentication, task management, timer functionality, and statistics into a cohesive experience. The result feels like one unified tool rather than separate features bolted together.

6

Core Features Shipped

3wk

Design to Prototype

3

Timer Presets

100%

Mobile Responsive

REFLECTION

What I'd Do Differently

The pivot from gradient to flat blue was a valuable lesson — what looks impressive in isolation may not serve users best in practice. Given more time, I'd add advanced analytics (weekly trends, productivity heatmaps) and calendar integration to sync focus sessions with scheduled tasks.

Biggest takeaway:

Mobile-first design forces prioritization. There's no room for unnecessary features. This constraint actually strengthened the product by ensuring every element serves a clear purpose in the user's productivity workflow.

TOOLS & METHODS

How It Was Built

Figma	Figma Make	React	Tailwind CSS
React Router	DM Sans	Google OAuth	Facebook OAuth
Local Storage	Competitive Analysis	Information Architecture	Mobile-First Design

CONCLUSION

The tab-based navigation keeps the focus session one tap away. The Quick Presets respect that not everyone works in 25-minute blocks. The Stats dashboard gives users a clear daily target rather than open-ended data. Dark mode makes extended sessions easier on the eyes without requiring any setup.

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Combat procrastination. Build better habits. Stay focused.