What is now?

• Do you ever find yourself spending an hour on what was only meant to be a “quick break”?

• Now helps you take a break in the best way possible.
How it works

Register on the app!

Select the apps you are overusing.

Set a timer and wait for the recommendations.
Privacy first!

NOW will give a brief but comprehensive review of the information collected by every connected app.

All the data is managed on-device. We will never see your information!
No third parties allowed!
Design manifesto

NOW is an AI-based application that attempts to reduce the addictive use of smartphone apps (especially social media apps). Traditional apps focus on revenue and transform the users into raw material just to feed off their information. NOW will use this exact same information to promote physical and mental well-being.

NOW will use the same information you are currently sharing with your most used apps and will use artificial intelligence to determine recommended activities. If your phone usage indicates you are feeling sad, for example, NOW will prompt you with the most convenient activity from opening the music app and playing your favorite songs to leading you to an online meditation session or planning a route for a walk or run. The suggestions will come from a selection of scientifically proven activities that can maintain or improve your well-being.

You only need to set a timer on the app and NOW will send a notification to see some recommended activities. NOW will not lock your phone but will take into consideration your response to the recommendations to continuously improve them.

One of the potential limitations of NOW is that users might eventually stop using the app and ignore the recommendations. To solve this problem further research is needed to find techniques that improves response. Apart from that, the financial viability of this app is not guaranteed since it will depend mostly on donations. A possibility is that contracts could be signed with fitness and music companies, but this will might favor some recommendations over others for reasons other than the user’s benefit.