## Assignment Brief: What’s the problem – GenZ and screen time

The use of screens, including smartphones, tablets, and computers, has become an integral part of our daily lives. While these devices offer unprecedented access to information, entertainment, and connectivity, they also present challenges, particularly among young users. High levels of screen time have been associated with various health and developmental concerns, leading to public scrutiny and ethical considerations for technology providers.

You work in an innovation team at Lava International Ltd, which manufactures mobile hands for Indian and international markets. Currently more than a third of the phones that your company manufactures are exported to markets including Mexico, Africa, Southeast Asia and West Asia. (You can find more information about Lava [here](https://www.ibef.org/industry/electronics-system-design-manufacturing-esdm/showcase/lava-international) and more information about he Electronics System Design & Manufacturing (EDSM) industry in India [here](https://www.ibef.org/industry/electronics-system-design-manufacturing-esdm/showcase/lava-international))

The leadership team have tasked the innovation team with reaching a better understanding of the way that young people (GenZ) use smartphones. The board is aware of negative publicity involving the overuse of devices by young people world wide, and wants to explore ways that it can respond to the potential hazards associated with misuse of its products. Before deciding whether to initiate an innovation project, your boss has asked you undertake some design thinking research to better understand and define the problems associated with the use of smartphones by young people, and to prepare a design brief supported by an annotated portfolio demonstrating the research you’ve undertaken to arrive at your brief.

This assignment will require you to apply design thinking tools to understand and define a project that addresses the problem of excessive screen time.

## Explore this problem

As mentioned above, research indicates that young people in India and elsewhere are spending an increasing amount of time on screens. This trend raises concerns about physical health, mental well-being, and social development. Your focus should be on GenZ – those born between 1995 and 2009. The following academic studies will provide a good starting point for you to think about the problem generally – though as part of the innovation team the expectation is that you’ll focus on your own ethnographic research:

Dar, S.A. and Nagrath, D. (2022) ‘The Impact that social media has had on Today’s Generation of Indian Youth: An Analytical Study’, *International Journal of English Literature and Social Sciences*, 7(4), pp. 048–056. Available at: <https://doi.org/10.22161/ijels.74.8>.

Fairclough, S.J. (2021) ‘Adolescents’ digital screen time as a concern for health and wellbeing? Device type and context matter’, *Acta Paediatrica*, 110(7), pp. 1985–1986. Available at: <https://doi.org/10.1111/apa.15843>.

Niaz Ahmed (2019) ‘Generation Z’s Smartphone and Social Media Usage: A Survey’, *Journalism and Mass Communication*, 9(3). Available at: <https://doi.org/10.17265/2160-6579/2019.03.001>.

## Expectations from you:

**This assignment does not require you to identify a potential solution.**  In fact, if you move forward too quickly to a solution you will likely limit your opportunities to do well in this assignment.  In the next course, you will be working as part of a team and you will take the work that you are doing to deeply understand and connect with the problem in this course with you to share with your teammates as you work with them to create an innovative solution.

To summarise, the key deliverables from you would include:

1. **Annotated portfolio** created using the **artefacts** that you worked on during the course, incorporating a final Design Brief which clearly articulates the problem that you think Lava should focus on.
2. **Reflections** on the artefacts
3. **Additional slides and reflections relating to the teamwork activities.**

Your submissions should be in the form of a PowerPoint presentation (50-100 slides) based on the provided template