Nobody likes an attention seeker

A calming alternative to phone notifications
Take a minute to close your eyes and focus on your thoughts.
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Oh wait. There goes your phone again.
We live in an era of interruptive technology, where notifications constantly demand our attention.

Studies show that the average American checks their phone **96 times a day**.
Do Not Disturb features are not always the answer.

Even on Do Not Disturb mode, once my phone lights up, there’s text I can read, so I immediately do it; and then I find myself stuck in the loop.”

- Anahita Dasgupta, Student

“DND features are also tempting to turn off.”

- Joanna Veleris
People miss being able to interact with objects without having to look into a screen. However, we can’t seem to keep away from our phones.
There is a desire for a calming display that sits between the digital and the analog, and feels personal, yet connected. We miss the fuzziness, blurriness and saturation that analogue can give us, but need the efficiency and cost-effectiveness of digital formats.
A low resolution, customizable ferrofluid desk display, that only seeks your attention when absolutely necessary, and enables you to work efficiently.
Osmo uses the magnetic properties of ferrofluid to come alive, as the soothing colours of light indicate the type of notification displayed.

Presentation countdown?

Meeting in 10 minutes?
The soft light and movements will notify you from the corner of the eye, and will not distract you from your work.
You can also remove the bottle and manually fidget with the ferrofluid. Physical movements serve as an outlet for stress, and increase concentration.
Osmo’s calming nature, reliability, beauty and ease of use help you focus on your work.

Non-textual cues do not pull attention away.
It's time to take control of your attention.
Its time to stay away from distractedness and missed deadlines.
It's time to get notified, not stressed.
Thank you.
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