SAVEcase

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SAVEcase
Reducing Harmful Smartphone Use & Enhancing Productivity
1 The Problem
“Sometimes I genuinely don’t want to look at my phone, but I do anyway...

It’s like I’m stuck.”

- ERICA BLAIR, 2017

We are only just beginning to understand the repercussions that incessant digital consumption has on our lives. Not only does mindless phone use waste time in the present, but it catalyzes habits and patterns that represent huge long term repercussions.
How Much Time Are We Actually Spending?

Most people would say that they could benefit from spending less time on their phone, but don’t realize how much time they are actually wasting.
Most people would say that they could benefit from spending less time on their phone, but don’t realize how much time they are actually wasting.

3h 24m
2018 Avg. For daily media intake via smartphone
It’s Only Getting Worse

WE ARE USING OUR PHONES MORE AND MORE EVERY YEAR

Average daily media access via smartphone in the U.S. from 2012 to 2018
(In minutes)
Putting It In Perspective

WITH THE TIME SPENT SURFING THE WEB USING A SMARTPHONE, THE AVERAGE U.S. CITIZEN COULD GROSS OVER $8,000.00 AT A MINIMUM WAGE JOB.

\[
\text{Minutes per day} \times 203 \times \frac{365}{365} = 51.4
\]
How It Starts

WHAT MAKES US SO ATTACHED TO OUR SCREENS IN THE FIRST PLACE?

The mixture of visual and auditory feedback presented by a modern mobile device is magical to most children. Books, toys and games no longer stand a chance next to the allure of a modern day smartphone or tablet and in a society where these devices are omnipresent, it has become very difficult to keep our children completely sheltered.

These devices seem like the perfect modern solution to keep kids well behaved in public when parents have other things to keep their eyes on. After exposing young children to mobile devices more and more however, it becomes increasingly difficult to interest them in anything else.

Story time is no longer captivating without the visuals and sound effects that a phone can provide. How can Barbie ever compete with a catalogue of animated digital dolls who have animated expressions? The days of using your imagination for dress up and toy soldiers are coming to an end as they are replaced by their digital equivalents.
Long Term Impact

WHY ARE WE THE GENERATION WHO FEELS THEY DESERVES A TROPHY JUST FOR SHOWING UP? WHAT DOES THIS MEAN FOR OUR FUTURE?

Every time you check your phone you receive a dose of the stress hormone, cortisol. The act of switching tasks puts the prefrontal cortex (The portion of your brain that controls self control and reasoning) to sleep, and shoots you up with a dose of dopamine (the brains addiction chemical). The stress that we build by constantly trying to multi-task causes us to crave more interruption which in turn releases more dopamine and perpetuates the cycle.

The Standford Marshmallow Experiment is a well known study which documents the long term effects of delayed gratification. A group of pre-schoolers were each given a marshmallow and told that if they could wait a period of time without eating the marshmallow then they would be given a second one. The results show that the children who could delay gratification developed into significantly more competent adolescents then the children who could not. Follow up studies show that the ability to delay gratification also correlated with higher SAT scores and in general achieved more success later in life.

The recent pervasion of smartphones has placed the stress-pleasure addiction in our finger tips at a young age, and is preventing us from developing the ability to delay gratification. In other words, the generations who grew up with smartphones have significantly less grit. They feel entitled to things they have not earned and are not used to setting and accomplishing goals for themselves.

I BELIEVE THAT THE LACK OF GRIT DISPLAYED BY GENERATIONS Y AND Z IS LIKELY TO PREVENT MANY OF US FROM WORKING HARD AT ACCOMPLISHING GOALS AND WILL RESULT IN AN INABILITY TO FIND A REAL SENSE OF FULFILLMENT AND MEANING IN THE LONG TERM. OUR SMARTPHONES ARE TRAINING US TO BE UNHAPPY LATER IN LIFE.
The ground level solution required to prevent smartphone and social media misuse is a better public understanding of the negative effects associated with excessive use. Smartphone use needs to be controlled among younger generations who do not have the self control to do so themselves.

If parents understood the real harm that bad cell phone habits can have on their kids, they would be better about making sure those habits do not form in the first place.

I realized early on that the perfect solution is not product based, but that there needs to be a serious shift in understanding in order to capture that solution. I considered my personal exposure to the problem, and thought about all of the people I had talked to who had agreed that they probably used their phone too much. I recognized that a well designed product could help these people get control of their bad habits while also helping shift attitudes towards smartphones as a whole.

Younger generations are more likely to use their phones too much and experience the negative side effects as a result. I decided to focus my solution on these younger generations who realize they might have a problem but never developed the skills to make a change.
Having access to a large sample group of my target age range on campus allowed me to glean many useful insights through observation, survey distribution and other ethnographic research methods.

The first survey I distributed asked participants to identify whether or not they thought they could benefit from using their phone less. If the person identified “Yes, I would benefit” the survey then asked if they would like to participate in a larger survey by providing their cell phone number and email address. This initial survey reached over one hundred students and 95% of them identified that they would benefit from using their phone less. This confirmed that the user group I had targeted had a problem that they did not have the self control to solve on their own.

A follow up survey distributed via email asked students if they had attempted to reduce their daily phone use in the past and if so, what strategies they had used to do so. The survey also included a link to a mobile application called Moment. Moment tracks daily phone use and allows the user to view their use habits and set new use goals for themselves. In addition, Moment allows users to easily export their daily use statistics to document outside the app.
We recognize the urge but not the harm.

The Real Impact of Social Media

STUDIES SHOW A NEGATIVE IMPACT ON MENTAL HEALTH

According to Dr. Larry Rosen, a media psychologist who studies the impact of technology on health and performance, individuals who exhibit poor social media habits are more likely to develop or show symptoms of mental disorders. In his book, “iDisorder” Dr. Rosen identifies a number of symptoms common among heavy smartphone users and relates them to mental disorders that are associated with those symptoms. He then goes on to elucidate how those symptoms can compound and cause the user to develop a real mental disorder. Dr. Rosen is one among many specialists in the field who believe that there is a direct correlation between increased access to social media via smartphone and the increasing rate of depression in the world today.

DISORDERS ASSOCIATED WITH EXCESSIVE SMARTPHONE USE INCLUDE:

- ADDICTION
- ANOREXIA NERVOSA
- BIPOLAR DISORDER
- BULIMIA NERVOSA
- DEPRESSION
- NARCISSISTIC PERSONALITY DISORDER (NPD)
- OBSESSIVE COMPULSIVE DISORDER (OCD)
- SCHIZOID & SCHIZOTYPAL PERSONALITY DISORDER
“RESEARCHERS FOUND A SUDDEN INCREASE IN TEENS’ SYMPTOMS OF DEPRESSION, SUICIDE RISK FACTORS AND SUICIDE RATES IN 2012 - AROUND THE TIME WHEN SMARTPHONES BECAME POPULAR”

- DR. JEAN TWENGE
PROFESSOR OF PSYCHOLOGY

“REMEMBER WHEN EVERYONE THOUGHT THE MAYANS WERE RIGHT IN PREDICTING THE END OF THE WORLD IN 2012? PERHAPS, WITH THE RISE OF THE SMARTPHONE, IT DID.”

- ASHLING STANEK
ONLINE BLOGGER

“AFTER HOURS OF SCROLLING THROUGH INSTAGRAM FEEDS, I JUST FEEL WORSE ABOUT MYSELF BECAUSE I FEEL LEFT OUT.”

- CAITLIN HEARTY, 17
HIGH SCHOOL SENIOR

72% 27% 36%

OF TEENS FEEL ADDICTED TO THEIR MOBILE DEVICES.
OF TEENS FEEL THE NEED TO IMMEDIATELY RESPOND TO PHONE NOTIFICATIONS.
OF PARENTS FEEL ADDICTED TO THEIR MOBILE DEVICES.
OF PARENTS FEEL THAT THEY ARGUE WITH THEIR CHILD ON A DAILY BASIS ABOUT DEVICE USE.
Have you ever found yourself displaying any of the following behaviors regarding your cell phone use? Displaying any of these tendencies on a regular basis is a strong indicator that you are using your phone too much.

Texted in class knowing that it may hurt your participation grade

**Addiction**

Found yourself checking your phone anxiously, wondering whether plans are being made without you?

**FOMO**

Posted a picture that you happen to look really good in and checked back afterwards to see who liked it?

**Narcissism**

Pulled your phone out thinking it vibrated only to realize it didn’t? Also known as a “phantom vibration”?

**Schizophrenia**

Felt awkward around new people and looked at your phone instead of starting a conversation with someone?

**Social Anxiety**

“Stalked” someone that you don’t really know on social media and felt envious

**Social Voyeurism**

Felt like you would rather stay at home in bed or on the couch instead of going out with your friends?

**Social Withdrawal**
To the left are a number of phone related instances that interrupted the users life in a way very similar to the way a mental disorder might do so. Exhibiting any of these tendencies doesn’t mean that the user has the associated mental disorder, however repeatedly finding oneself in any of these situations could increase the likelihood of a user developing one of these tendencies over time.
As iPhone Sales have Increased, So has the Number of Depressed Teenagers...

PERCENT OF U.S. TEENS WHO SUFFERED A MAJOR DEPRESSIVE EPISODE IN RELATION TO IPHONE SALES.

(IN MINUTES)
These devices claim to connect us, but are our phones actually making us feel lonely?

TEENAGERS WHO AGREE WITH THE STATEMENT “I OFTEN FEEL LEFT OUT OF THINGS” OR “A LOT OF TIMES I FEEL LONELY”.

(IN MINUTES)

0 20 40 60 80 100 120

Often feel left out

Often Feel lonely


2007 - iPhone released
2 Research
Interacting with and observing the people around me was where I began my research. Almost everyone I talked to agreed that they would be better off spending less time on their cellphones. Many of these people had also tried some method of limiting their screen time at some point. I gathered a list of methods that had been used to try and curb their daily use and noted some repetitive methods.

- Placing phone face down on the table
- Leaving phone across room when studying
- Keeping phone in backpack while in class
- Keeping phone on “Do not disturb” mode
- Pomodoro method when concentrating
- Repeat alarms for daily reminders
Verified Research

The next part of my research consisted of learning as much as I possibly could about media psychology and methods for breaking related habits. I brought together a list of rehabilitation methods that are recommended by specialists and have shown a positive effects on the patients that have tried them. I compiled research from specialists such as David Giles, Pamela Rutledge and Larry Rosen. The most prevalent methods for reducing screen time include:

- Metacognition of compulsion
- Avoid multitasking
- Set use limit reminders
- Set realistic personal goals
- Promote real world interaction
- Take nature breaks
- Take tech breaks
- Check social capital goals
- Limit social media exposure
“Thoughtful, clearly written and full of ideas and data you’ll want to throw into dinner-party conversation.” —The New York Times

iDisorder

UNDERSTANDING OUR OBSESSION WITH TECHNOLOGY AND OVERCOMING ITS HOLD ON US

Larry Rosen, Ph.D.
Product Based Solutions

There are many products and services in circulation meant to combat addictive phone use. These range from mobile applications that remind you of your use, to phone cases that physically restrict phone contact. There are even immersive rehabilitation programs designed specifically for extremely heavy users. I organized these solutions into groups to evaluate their strengths and weaknesses.

Categories for product or service based solutions:

- **Mobile Applications**
- **Mobile Accessories**
- **Streamlined Phones**
- **Rehabilitation Programs**
I graded each classification of solution on their overall effectiveness in terms of how they helped users reduce their screen time. The grading criteria is as follows:

**Ease of Implementation:**
What is the process to implement this solution? Is it expensive?

**Required Self Control:**
Once applied, how much self control is required to continue using the strategy effectively?

**Level of Invasiveness:**
Does this solution interrupt day to day life in areas other than phone use?

**Level of Engagement:**
Does this solution engage the user enough to continuously nudge them in the right direction to combat the allure of screen time?

**Universality:**
Is the solution available to the largest percent of the target demographic possible?
Mobile Applications

One of the most common product-based solutions for reducing phone use. There are countless apps available on the IOS and Android Apps stores and vary in price from free to paid subscription.
Primary Insight: Assumes that the user has the self control to be on their phone without getting sucked into harmful behaviors.

**PROS**

+ Customizable to stay relevant to user
+ High level of engagement
+ Can update periodically to fit needs

**CONS**

- Requires user to be on phone
- Requires self control to use continuously
Mobile Accessories

This category includes physical products that come between the user and their phone. These solutions vary from simple pouches that obscure the phone from view to cases with secondary displays to show information without unlocking.
Primary Insight: Solutions that completely hide the screen from the user almost always reduce use.

**PROS**
- Physically block screen
- Provide physical protection

**CONS**
- Require self control
- Interfere with core functionality
Streamline Phones

Phones designed without non-essential features like Internet browsers, email access or app stores.
Primary Insight: The demand for less addictive phones is not strong enough for this solution to be viable.

**PROS**
- Eliminate social media
- Retain essential functionality

**CONS**
- Not enough demand to be a real solution
- Invasive and expensive solution
Rehabilitation Programs

There are rehabilitation programs designed specifically for cell phone and technology addiction that use various fully immersive techniques to help patients with serious issues.
Primary Insight: Help users change their habits and establish goal oriented behaviors but are not realistic solutions for most people.

**PROS**
- Provides users with personalized feedback to help curb addiction.
- Immersive program completely fills self control void
- Helps users change their habits for the long term.

**CONS**
- Very expensive
- Very invasive - seems too involved for a problem that most people don’t understand as a harmful addiction.
Mobile Peripheries
Secondary devices that display notifications and some information originally collected by the smartphone.
Primary Insight: Provides essential phone functionality without exposing user to interacting with primary screen.

PROS

+ Display essential information
+ Reduces FOMO

CONS

- Entices engagement from wider angle
- Most effective solutions are usually expensive.
Research Synthesis

After exploring numerous professional and product based ways to reduce unnecessary smartphone use, I amalgamated the list of pros and cons and searched for overlaps. With all of the strengths and weaknesses of the various methods in front of me I was able to draw actionable insight on how my solution could capitalize on the shortcomings of the current solution set.

This list of insights would drive my early development in terms of a general list of design criteria and would help me determine the most effective way to physically position my solution in relation to both the user and their device.
Visually obstructing screen helps mitigate compulsion.

Mobile apps do not bolster self control but are engaging and give personalized feedback.

Visualizing goals before wasting time helps self control.

The one time when almost everyone reduces phone use is when battery is low...
3 Initial Testing
Before diving into specific form driven iterations, I wanted to test some of the insights I had discovered in my research phase and validate their effectiveness. This would inform my preliminary iterative process with a set of quantifiable goals that would drive the form of my final solution.
Establishing A Test Group

Before testing my insights I needed to establish a group of participants who were willing to adapt their habits and provide useful feedback. I had a close network of friends and family who were willing to help, but in order to avoid biased feedback and diversify my testing group I reached out to all of the University outlets that I had access to.

Once I had a sturdy sample size of participants I needed a way to measure the effectiveness of my solutions and record my findings. I asked my participants to download the mobile app called Moment: Screen tracker. Moment tracks the amount of time that users spend on their phones each day and displays the date on an easy to read bar graph format. The app also allows users to easily export their use data which made it an extremely valuable tool for me to get an understanding of participants existing use habits. I was able to monitor how prototypes affected participants daily use in order to gauge their effectiveness.
Test 1: Visual Block

**Purpose:**

Determine the what effect hiding the view of phone screen has on one daily use habits.

**Materials Needed:**

- Moment app
- Folio style phone case

**Procedure:**

1.) Have participant download Moment app to establish use profile.
2.) Distribute simple folio style phone case.
3.) Encourage participants to leave case on for duration of test.
4.) Record resulting changes in use.

**Results:**

Limiting the visual contact with smartphone display utilizing a folio style phone case reduced daily screen time by 12%.
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Average Screen Time per Day

Oct '17 Nov '17 Dec '17 Jan '18 Feb '18

-12%
Test 2: Meta Message

Purpose:
Understand how personal messages can introduce metacognition and remind users that they wish to reduce their daily screen time.

Materials Needed:
- Moment app
- Folio style phone case with personal messages

Procedure:
1.) Have participant download Moment app to establish use profile.
2.) Distribute personalized folio case.
3.) Encourage participants to leave case on for duration of test.
4.) Record resulting changes in use.

Results:
Visually restricting the smartphone display and placing personalized reminders between the user and their screen reduced daily use by 26%.
Wes,

Is your phone helping or hurting you right now?

Matthew Napoli
45
Test 3: Phone Timer

Purpose:

Determine how use habits change when participants are urged to set a timer prior to interacting with their phone.

Materials Needed:

- Moment app
- Folio style phone case with interactive timer

Procedure:

1.) Have participant download Moment app to establish use profile.
2.) Distribute personalized folio case.
3.) Explain interactive case directions.
4.) Record resulting changes in use.

Results:

Implementing a alarm to remind user that the time they mean to spend on their phone has elapsed reduced daily use by 34%.
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4
Development
Design Criteria:

Combining insights from my research phase with the initial testing results allowed me to generate a list of design criteria to carry forward with and inform my iterative phase. This kept my conceptual phase focused and reduced the number of erroneous concepts by providing a list of specifications that each iteration must meet.
This solution must...

- Maintain core cell phone functionality
- Visually block screen
- Limit invasiveness
- Record & display use habits
- Provide personalized reminders & feedback
- Restrict social media & internet access
- Reduce FOMO
Initial Concepts
Form Direction
UI Development
Front Display:
- Display today's use
  - Compare to previous use.
  - Remaining use without penalty.
  - Tie to home screen visual

Setting up timer
- Visual feedback, reinforcement.
- Lengthy process for lengthy use session.
- Allow free periods
- Allow core functions:
  - Phone calls
  - GPS

Reminder of goals
- Display tasks
- Personalized message for metacognition

Show task list
- Complete tasks
- Personalized message for metacognition

Offer core functions
- Music control
- Flashlight access
- Answer calls
- Make calls
- Prompt set usage.

Case Display Site Map v1.0
5 Final Concept
SAVEcase

A phone case system that saves time by leveraging battery life
EMPLOYING VERIFIED REHAB METHODS IN THE FORM OF PRODUCT FEATURES
Set Timer To Limit Use

View goals and reminders as you set a use timer
SAVEcase

Matthew Napoli

"Matt, there are better ways to spend your time"}

Complete a task instead!

- Study macro
- Scholarship application
- Ethics essay
- Email professor

Task of the day:

Call someone close to you!
Battery discharges faster as productivity drops

Productive Habits
Battery indicator falls at normal rate when habits are good.

- Keeping daily use below average.
- Keeping task list updated periodically.
- Completing tasks.
Unproductive Habits
Poor habits cause battery percent to fall faster & wallpaper to lose focus.

- Excessive screen time.

- Ignoring unlock timer alarm.

- Refraining from updating tasks.
Case Features

Card slot holds up to 3 cards
Magnets hold cases together and allow single hand use.

Supports USB & Wireless charging
Case Features

Includes SAVEcase, SAVEshell & screen protector
"3.4 if you want the internship"

Complete a task instead!

- Study macro
- Scholarship application
- Ethics essay
- Email professor

Task of the day:
Call someone close to you!
Front Display

Limiting interactions to core cell phone functionality

AI assistant suggests tasks based on habits

Make / Receive Calls

Task List
Next Steps...

As I continue to develop the SAVEcase system there are a number of details that could be defined further. In addition to the UI of the E Ink front display, a mobile app would be required to communicate with the case and pull relevant data from the phone.

This solution is intended as a tool to help younger generations (18-25 yrs.) who see the value in using their phone less, but do not have the self control to act on it. The end goal is a better general understanding of the detriments associated with excessive social media and smartphone use. This system is a tool that can help to spread that understanding.
6 Design Details
Technical Drawings
Orthographic views & major dimensions

SCALE: 1:1
UNITS: inches
E-ink Display Stack

OEM display stack provided by E Ink Holdings Inc.

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<th>Parameter</th>
<th>DIM</th>
<th>Unit</th>
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<td>Display Resolution</td>
<td>540 (H) × 960 (V)</td>
<td>Pixel</td>
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<td>64.53 (H) × 114.24 (V)</td>
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<td>Outline Dimension</td>
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<tr>
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<td>g</td>
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<tr>
<td>Number of Gray</td>
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<td></td>
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<tr>
<td>Display Operating Mode</td>
<td>Reflective mode</td>
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SAVEcase
Internal Components

1.) 500 mAh li poly battery
2.) Power management IC
3.) Display Driver
4.) RAM
5.) Piezo Haptic Buzzer
6.) Haptic Driver IC
7.) Flash Memory
8.) Touchscreen Controller
9.) 1200 mAh li poly battery
Assembly Details

Slide lock system to save space & reduce hardware

Outer shell tab slides into place & pulls two halves together

Torx screws secure halves together locking shell in place
## Materials & Manufacturing

<table>
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<th>Name</th>
<th>Material</th>
<th>Process</th>
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<td>Phone Case</td>
<td>PC</td>
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<td>3.</td>
<td>E-ink stack</td>
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<td>4.</td>
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<td></td>
<td>OEM</td>
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<td>5.</td>
<td>500 mAh Li-poly battery</td>
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<td>OEM</td>
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<td>6.</td>
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<td>7.</td>
<td>Piezo Buzzer</td>
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<td>8.</td>
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<tr>
<td>18.</td>
<td>Back Flap</td>
<td>Vegan Leather</td>
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Packaging

What's included

- SAVEcase Sleeve
- SAVEshell
- Screen Protector
- Directions
SAVEcase

The helping hand needed to put your phone down & be productive