

App of the week for college students: Forest App – Stay Focused

10 October 2019



This app by Seekrtech Co. is perfect for students who have a hard time focusing. It features a sapling in the center of the screen that grows the longer you stay on the screen— causing the user to stay off of their phone while doing homework, or other productive activities. Leaving the app causes the tree to wither away. Over time, the user earns coins and can use these coins to unlock new kinds of trees.

The app uses more than just empathy towards a cartoon tree to get users to stay focused. There is even a feature where users can link with one another, so that if one person leaves the screen everyone's tree dies.

In the right hand corner of the screen, calming music can be turned on if the user wishes. On the left hand side of the screen, there is a section that says "Forest." This has all of the progress the user has made by day, week, month and year. The user creates a forest with all of their study time, which is a good motivation.

The most impressive feature of the app is that for 2,500 coins, users can plant trees in real life. Since partnering with an real-tree-planting organization, Trees for the Future, 530,535 trees have already been

planted because of the game. There is a section of the app that also shows users where their real trees are planted. The reward is so great and genuine just for staying off the phone and focusing on important tasks.

This app is available for \$1.99 on the App Store or Google Play. The only downside to the app is that it does take a long time to build up coins without in-app purchases, however, the pros far outweigh the cons on this one.

Source: <https://amherstwire.com/30137/lifestyle/app-of-the-week-for-college-students-forest-app-stay-focused/>