Week 1: Reduce

Objective: This week's goal is to minimize the clutter on our phones. Most people have around 80-100 apps installed, but we aim to cut that down to 30 or fewer. Below, you'll find some of the most popular apps—some essential, others less so.



Need, Want, Eliminate

With your phone in hand, go through all the apps and categorize them.

Need

Essential apps you rely on daily for work or important tasks. Removing these would get you fired or disrupt life significantly.

Want

Apps that add value and enjoyment but aren't essential. They bring positive benefits without creating distraction.

Eliminate

Apps that drain time or energy without real value. Removing these would likely improve focus and reduce distractions.

My Top 30

Why 30? Research shows that most people use about 30 apps regularly over a month. For some, a lower number might work even better. Place the apps you want to keep from the “need” and “want” categories.

Next Steps

Take this exercise beyond your phone—apply it to your laptop, tablet, and other devices to declutter all your digital spaces. This week, try living with only your chosen apps. If you need to download something new, remove another app to keep your total at 30. If you’ve missed an essential app, you’ll notice quickly, and can adjust as needed. Keeping it to 30 or fewer will help prevent clutter.

Next week, we’ll evaluate whether all your devices are necessary based on your top 30 (or fewer) apps.

Bonus Resources

Here are some tips to help you stick to your 30-app limit:

Guides on disabling the App Store: iOS || Android (Remove) || Android (Disable)

Changing your phone’s look to a minimal aesthetic: iOS || Android

Additional strategies to support your commitment to simplicity: iOS || Android