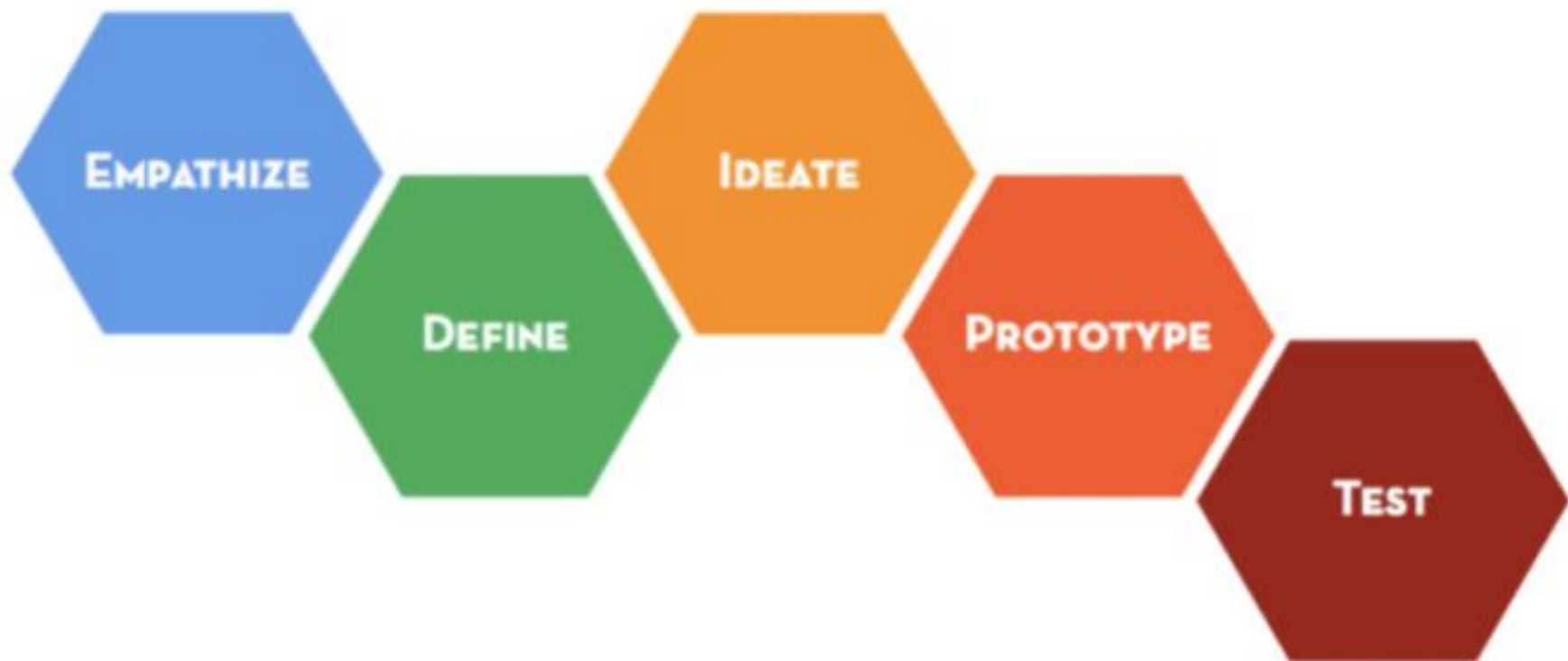
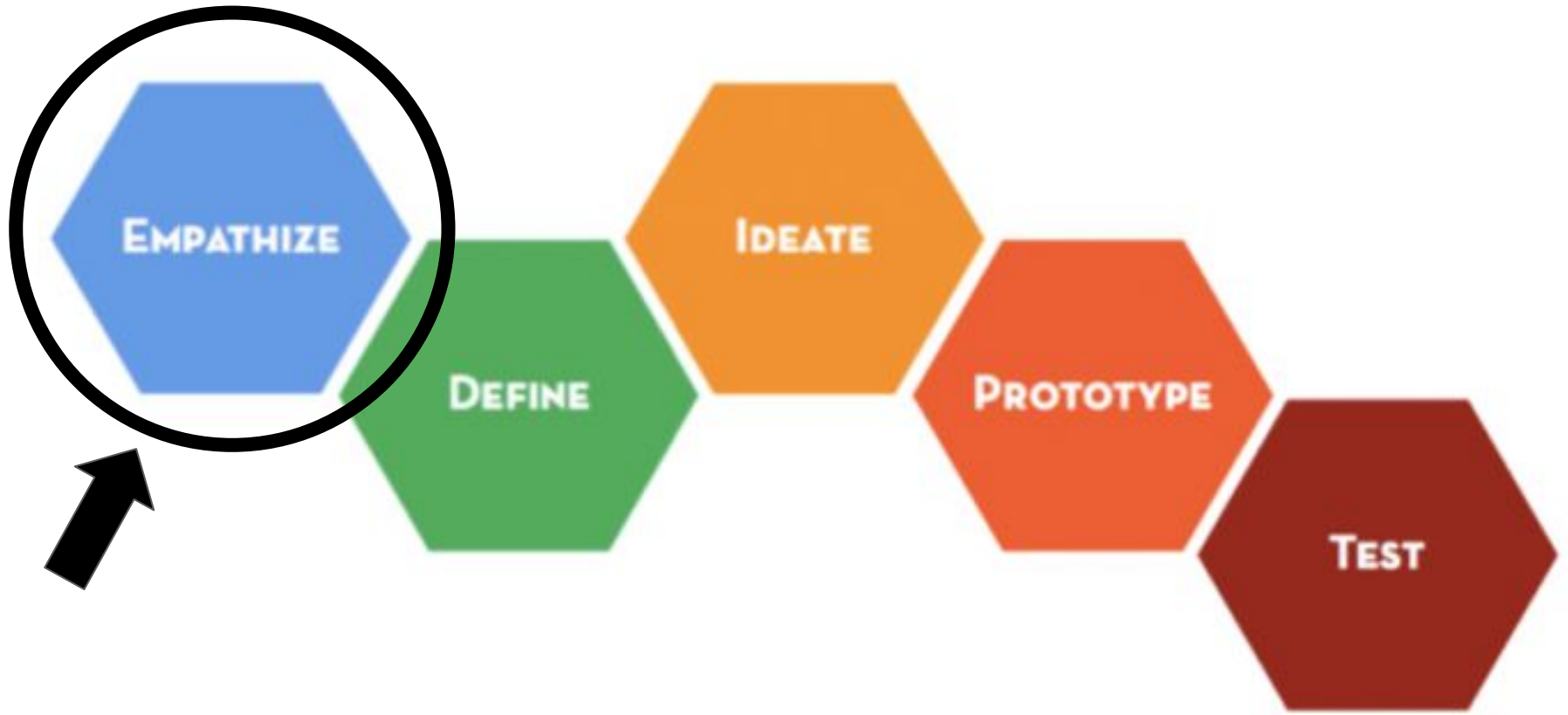


NEEDFINDING

Jocelyn Hickcox, Daniel Melendez, Ashley Mills

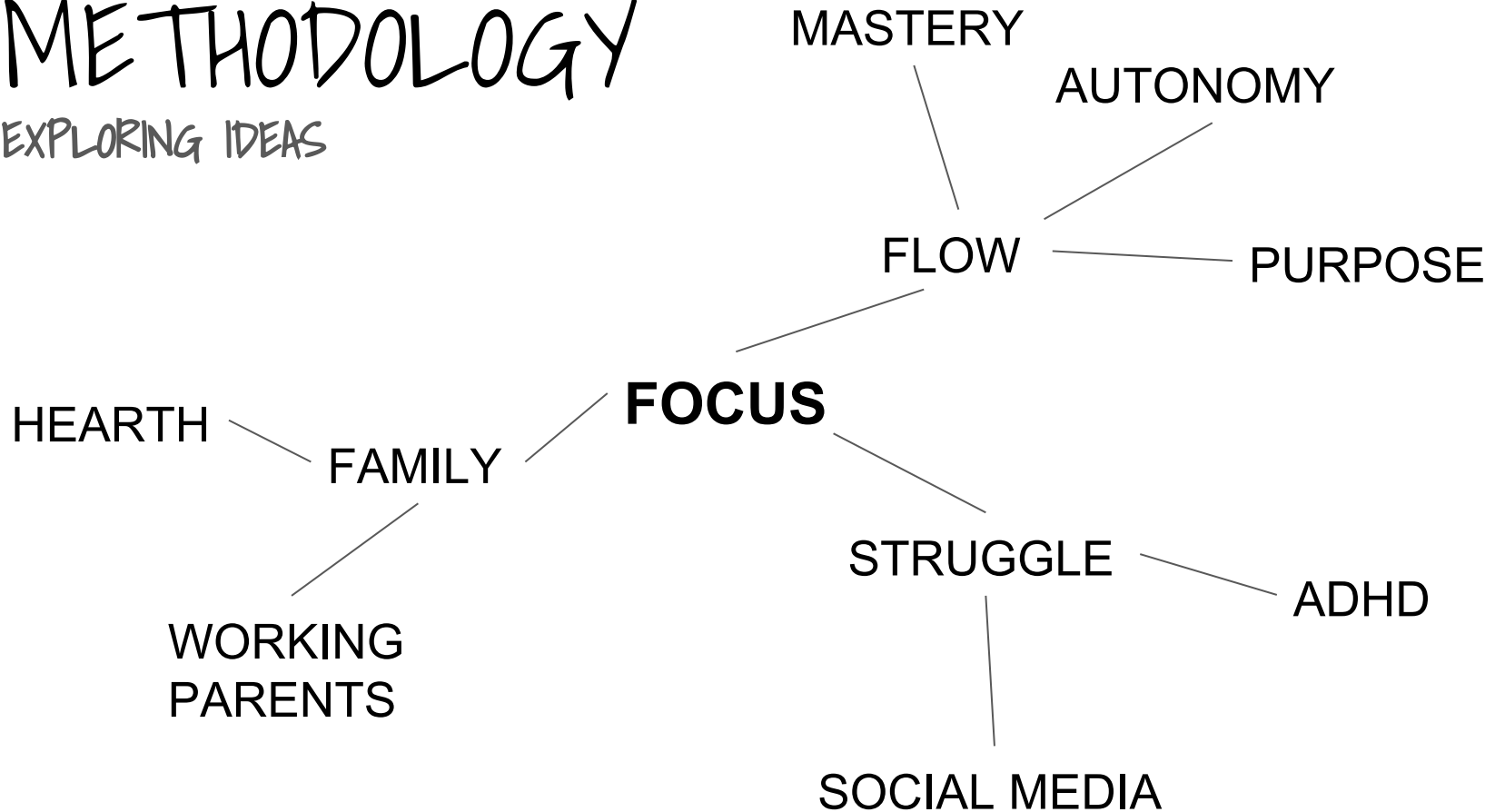




Learning about the audience we are designing for

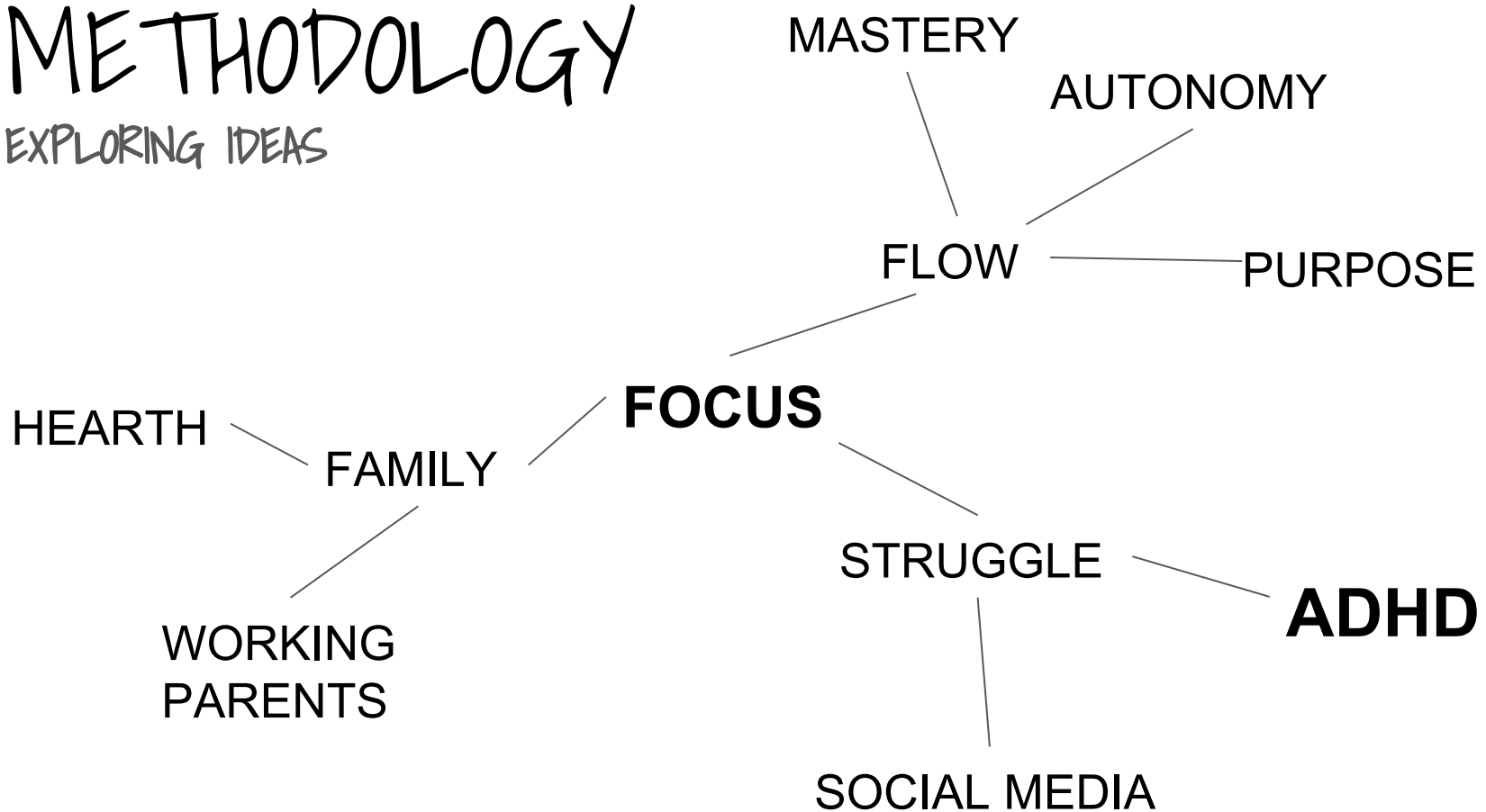
METHODOLOGY

EXPLORING IDEAS



METHODOLOGY

EXPLORING IDEAS



METHODOLOGY

NARROWING THE PROBLEM

- Disabilities that affect someone's ability to focus
- Chose to interview extreme users:
 - ADHD
 - OCD
 - Autism



METHODOLOGY

INTERVIEWING EXTREME USERS

- “What would surprise us about the way you handle focus?”
- “What frustrates you the most about that?”
- “What are some challenges you face on a day-to-day basis that you think most people don’t?”
- “Tell us about a strategy you use to stay focused or perform a task.”
- “What are you most proud of about what you’ve learned?”



ADHD

A photograph showing four hands holding up large, colorful letters that spell out 'ADHD'. The letters are: a blue 'A', a green 'D', a yellow 'H', and a red 'D'. The hands are positioned below the letters, with fingers gripping the bottom edges. The background is plain white.

We met Lauren, a learning specialist for ADHD at the Office of Accessible Education.

We were were amazed by how strongly she felt about the importance of guidance, encouragement, and a support system for those with ADHD.

EMPATHY MAP: ADHD

SAY

- “I’ll never be able to keep track of time”
- “My third grade teacher was the key to my success”

THINK

- This is just who I am- there’s nothing I can do about it
- I just needed someone to believe in me and support me

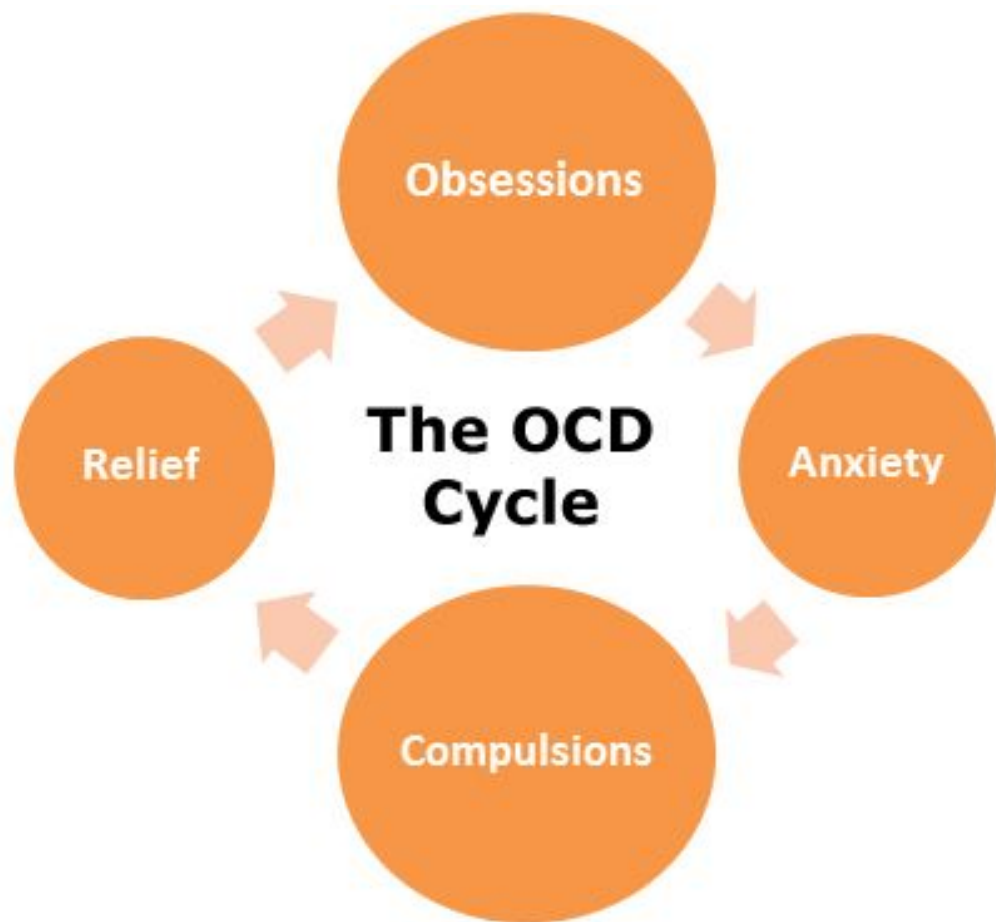
EMPATHY MAP: ADHD

DO

- Drawn to the most immediately interesting and satisfying thing
- Behave too impulsively for most environments

FEEL

- I do what's exciting- and I'm just being myself!
- I am inadequate and can't do anything right



We met Kristen, an elementary school teacher who struggles to manage her focus due to OCD.

We found it interesting that hyperfocus worked against her ability focus, rather than amplify it.

Her OCD created a forgetfulness she was very insecure and anxious about.

EMPATHY MAP: OCD

SAY

- "I'm constantly paranoid I'll forget something"
- "I feel like an impostor"

THINK

- I can't trust myself to remember everything
- Need to put on an act to look normal

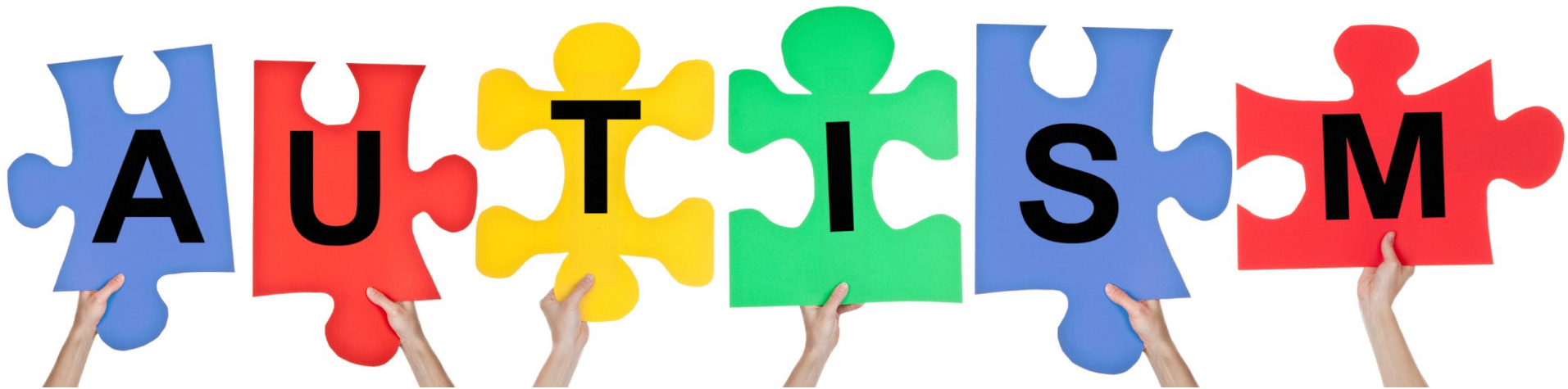
EMPATHY MAP: OCD

DO

- Intrusive reminders for everything
- Once she starts something, she has to finish it
- Socializes a lot

FEEL

- Scared of messing up and being a let-down
- Anxious
- Want to get out of my own head



A

U

T

I

S

M

We met Spencer, a Stanford student heavily involved in Autism Speaks and whose 17 year old brother is autistic.

We found it interesting that he preferred speaking to his brother with encouragement rather than with command to help him create his own language.

EMPATHY MAP: AUTISM

SAY

- Dismisses conversation with “Yes yes”
- “Tyler what time is it?” “People time”

THINK

- I know what I like. Conversation isn't important to me, but I know that I have to say something
- We need to mediate Tyler's interactions and direct his focus

EMPATHY MAP: AUTISM

DO

- Watches movies and listens to soundtracks over and over again
- Distracted by tech around him to a severe degree
- He can learn but not in all environments

FEEL

- I'm comfortable with what's familiar
- I'm annoyed I have pay attention to things I don't care about nor understand
- I want my parents to approve of me and be happy

INSIGHTS



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- **This assignment helped us understand how hard it can be for people who struggle with focus on an extreme level**

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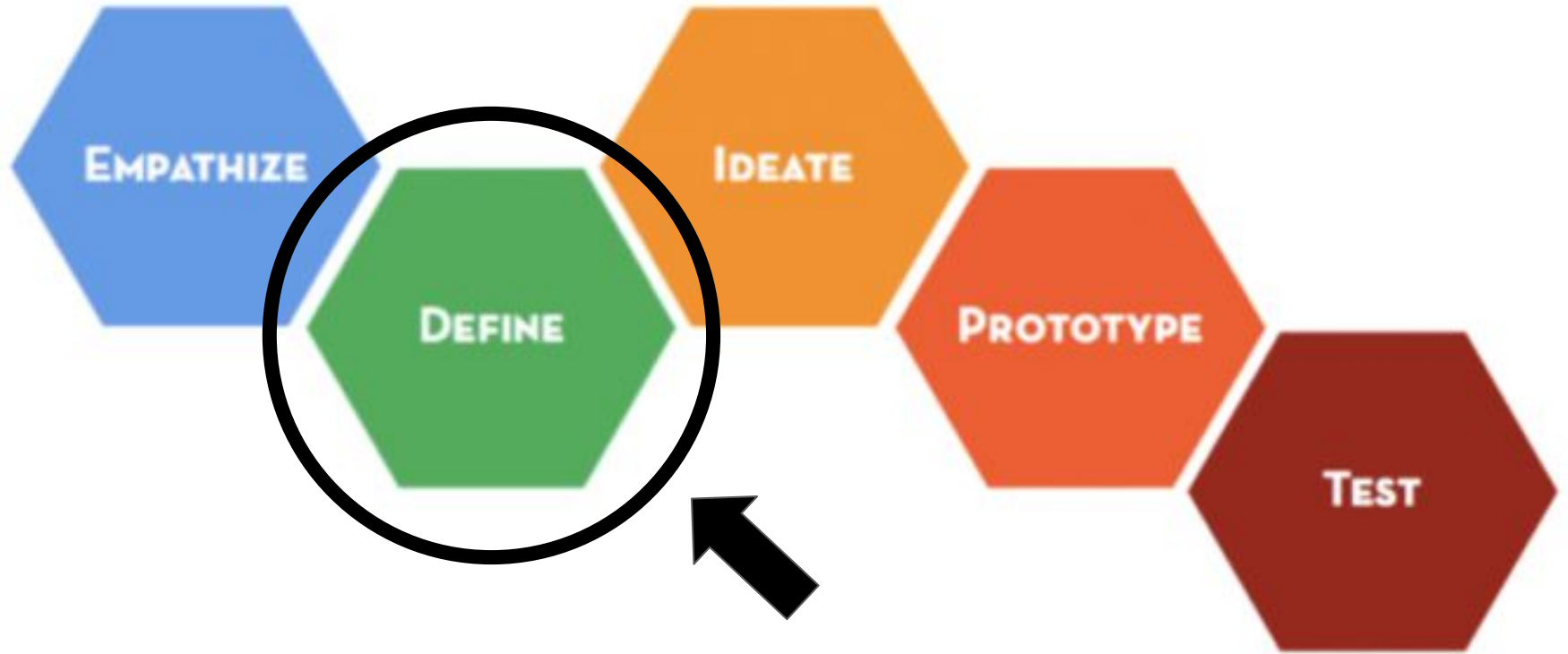
INSIGHTS

- This assignment helped us understand how hard it can be for people who struggle with focus on an extreme level
- It was eye-opening to learn about the frustration, shame, and desire to do better but not knowing how
- **It would be beneficial to create a system of support, reassurance, and self-reliance to build motivation and improve focus**

SUMMARY

Moving forward, how might we...

- lessen feelings of inadequacy and self-doubt surrounding focus?
- provide resources and strategies that help improve focus over time?
- create a safe and supportive environment that embraces creativity and scattered thoughts?



Next steps: defining a POV based on user needs and insights