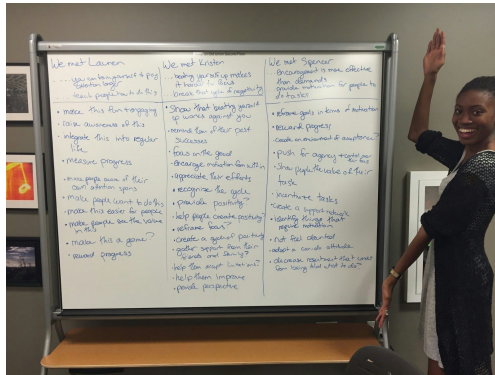
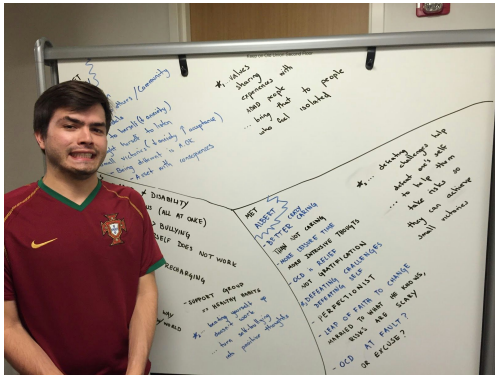


TEAM NAME

Focus Pocus



PROBLEM DOMAIN

Designing for people with ADHD & OCD to better handle anxiety surrounding focus.

INITIAL POV

We met Lauren. We were amazed that you can train yourself to pay attention longer. It would be game-changing to teach people how to do this.

We met Kristin. We were amazed that beating yourself up makes it harder to focus. It would be game-changing to break that cycle of negativity.

We met Spencer. We were amazed to find that encouragement is more effective than demands. It would be game changing to provide motivation for people to do tasks.

INSIGHTS FROM NEEDFINDING

Ollie

Ollie has ADHD. While having ADHD is tough on him, as it makes it hard to finish his work and ideas, he has come to accept it. However, it is hard for his friends without ADHD to relate or understand him. This leads to them classifying certain moments as 'classic Ollie', such as when he starts a story but does not finish it (due to his ADHD). But when Ollie is with a friend that also has ADHD, it is very easy for them to relate to each other. He can start a story, not finish it, and his friend will understand because they both have been there. They can talk about an ADHD moment in their day, and laugh about it together.

We wonder if because Ollie's normal friends can't relate to him, their relationship does not flourish as much as that with those who do have ADHD. This would mean that it is easier and potentially better for Ollie to have relationships with people with ADHD. We also wonder whether Ollie has many friends with ADHD which he can interact and feel comfortable with.

Alberta

Alberta has OCD. She gets intrusive thoughts which can only be dismissed by performing 'illogical' actions. They are illogical in the sense that although they don't actually do anything to help the situation, Alberta can only find relief after she has completed these actions. When in middle school, intrusive thoughts were especially prevalent and affected her life extremely. These consisted of thoughts regarding the death of family members. To find relief she would pray for up to 4 hours straight. One day, after fighting two bullies that constantly bothered her, Alberta never had to pray again.

We wonder if the defeat of these bullies was not just a physical victory, but also a mental or emotional one. This would mean that by defeating a challenging task which she was afraid of, Alberta not only conquered her assailants but, in the process, also conquered her psyche. Furthermore, this might mean that intrusive thoughts and the actions they procure can be fought indirectly through self-growth and taking on challenges.

Brian

Brian has ADHD. He comes from a family with ADHD. Brian knew he had a learning 'thing' but did not know it was ADHD until he came to Stanford. Brian takes pride in how much he can accomplish even with his 'disability'. He has worked the system to make school work for him. He is frustrated by the fact that people think having ADHD means they have failing grades, but he has pockets of hyperfocus that allow him to get a lot of work done. He finds ADHD mentally exhausting but would not trade his experience for any other. He believes that ADHD is a blessing, it allows him to work on multiple things at once and have a different way of looking at

and approaching life. He also believes that ADHD people do not need a product, but an attitude shift.

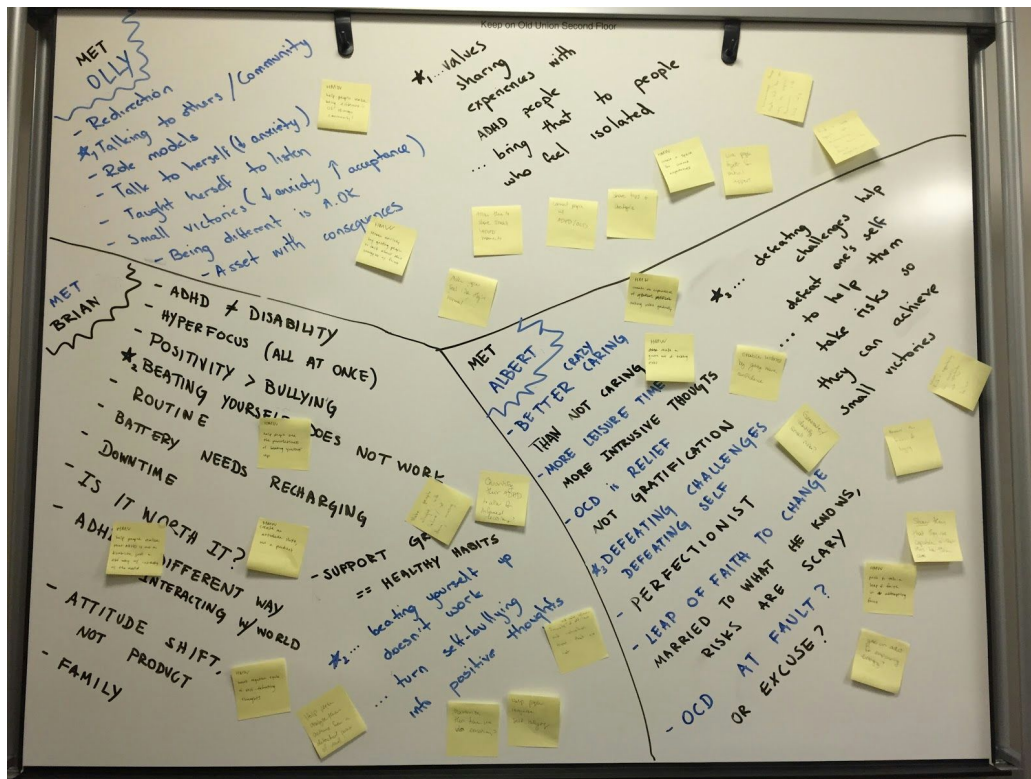
We wonder if the reason behind Brian's success is his positive relationship with focus. Knowing that sometimes he'll have a harder time than other people and accepting that. This would mean that developing healthy habits and coping mechanisms allows those with ADHD to better handle their day to day tasks. Furthermore, Brian's belief in an attitude shift rather than a product, might mean that we should design to help change a negative attitude to a positive one.

REVISED POVs

We met Ollie. We were amazed to find that he values sharing experiences with ADHD people. It would be game-changing to bring that to people who feel isolated.

We met Brian. We were amazed to find that beating yourself up doesn't work. It would be game-changing to turn self-defeating thoughts into positive ones.

We met Alberta. We were amazed to find that defeating challenges helps to her to defeat herself- her negative thoughts specifically. It would be game-changing to help people take risks to achieve small victories.



HMW GENERATION

- Link people together for mutual support
 - Find a safe space, not distracting, for them to share experiences
 - Encourage those that feel the same way to express themselves and find help
 - Create a space for shared experiences
 - Connect people with ADHD/OCD
 - Share tips and strategies
 - Allow them to share small 'ADHD' moments
 - Make people feel like they're home
 - Help people realize being different is ok through community
 - Help people realize that ADHD is not a disability, just a different way to interact with the world
-
- Help people see the pointlessness of beating yourself up
 - Create an attitude shift, not a product
 - Break negative cycle of self-defeating thoughts
 - Help people analyze their actions from a detached point of view
 - Make people alright with potential failure/not doing amazing
 - Help people recognize self bullying
 - Maximize their time via emotion
 - Promote self-appreciation and motivation to those that do not believe in it
 - Quantify their ADHD to allow for informed decisions?
-
- Create an experience of taking risks gradually
 - Make a game out of taking risks
 - Fight a perfectionist mentality
 - Enable victories by giving more confidence
 - Generate/identify small risks
 - Give an outlet for impairing energy
 - Push to take a leap of faith in attempting focus
 - Show them that they are capable or that others like them are
 - Remove the fear of trying
 - Make them believe/understand that a risk is an opportunity for success, not an opportunity for failure

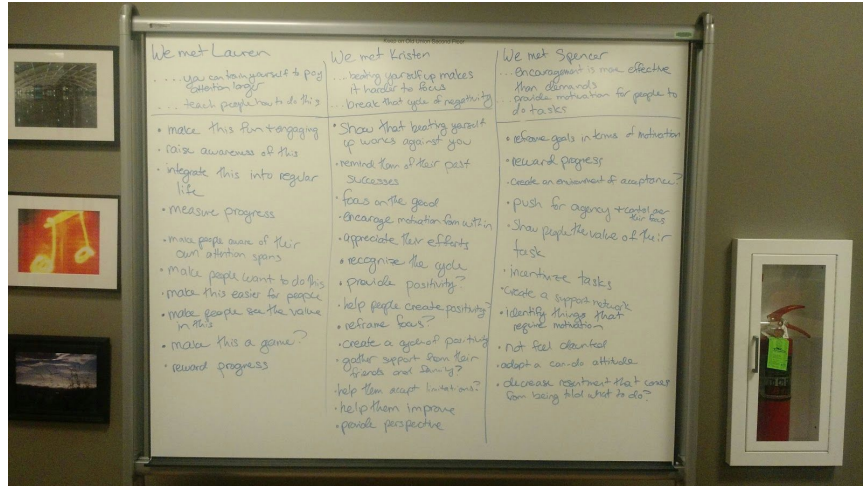
BEST HMWs

HMW

... lessen anxiety by getting people to talk about their struggles with focus?

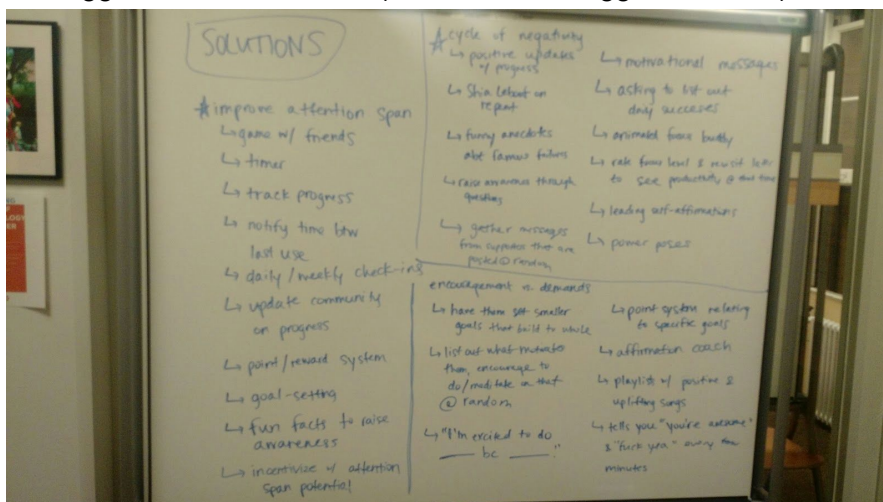
...gamify leaving your comfort zone by reframing it as an opportunity for success rather than failure?

...teach emotional maturity in handling struggle to break the cycle of negativity?



SOLUTION BRAINSTORMING

- Matchup people with ADHD that are close to each other
- Focus therapy support group
- Forum for strategies and struggles
- Have anonymous 'Yik Yak' like place for posting small thoughts
- Online forum for people with ADHD/OCD
- Generate small bucket lists + make it social
- Mobile game integrated into environment 'head into this park...'
- Online journal with links to experts/therapists/other community members
- Fun facts about overcoming lack of focus
- Venting space to talk about struggles, then discuss/type up solutions for self
- Positive videos for inspiration "you CAN focus"
- Ask users biggest to smallest risks (with common suggestion risks)



EXPERIENCE PROTOTYPES

PROTOTYPE 1:

HMW gamify leaving your comfort zone by reframing it as an opportunity for success rather than failure?

SOLUTION

Game that trains your focus and improves attention span

- starts out with low time limit on how long to focus
- encourages user focus on one task at a time
- increases by a few minutes every time the succeed, gain points
- lowers time every time they lose focus (e.g. check texts, browse web), lose points
- leaderboard/ranking/point system

[see attached PDF for prototype]

FEEDBACK:

- very playful
- really appreciated the timing system- adding time when successful, lowering time when not
- leaderboard makes it competitive and engaging

PROTOTYPE 2:

HMW teach emotional maturity in handling struggle to break the cycle of negativity?

SOLUTION

Learning specialist- client connection: a walk-through for positive self-talk

- neutralizes frustration and anxiety surrounding one's ability to focus
- Learning specialist/therapist recommend daily/weekly strategies to clients, tailored to client's specific needs (journaling, listing successes or frustrations)
- Keeps track of user's progress and reminds them of past successes
- "Daily dose" of positivity, inspirational quote about focus or an affirmation for user to say aloud
- Resources page with links to existing apps that encourage focus- blocking websites for period of time, timed focus training, testing attention span, study tips for ADHD, etc.

[see attached PDF for prototype]

FEEDBACK:

- most salient
- very interesting approach to improve focus by connecting therapists to their clients

- concept gets to the root of what limits focus, not just in people with attention disorders
- loved the resources option
- daily dose of inspiration was refreshing

PROTOTYPE 3:

HMW lessen anxiety by getting people to talk about their struggles with focus?

SOLUTION

Matchmaker for staying focused- connecting “focus buddies” based on similar interests

- hold each other accountable
- coach each other on strategies for specific situations
- daily check-ins on struggles and achievements

[see attached PDF for prototype]

FEEDBACK:

- Felt that launch screen was a great way to narrow down initial search, help people get a feel for what they are trying to get out of the service
- Find Friends page was popular, loved that you can scroll through people with similar interests
- Appreciated that you can only DM people, not post on their profiles
- Encouraged to add FB friends as a category in Find Friends feed
- Resources page with links was well received
- Has potential to be another distraction
- Updates, posts and newsfeed is overwhelming

NEXT STEPS:

Our goal moving forward to is to reframe “I’m doing my best... but can’t do any better” into:

- ... and I can do better
- ... and I know my limits and accept where I am
- ... and I need external support