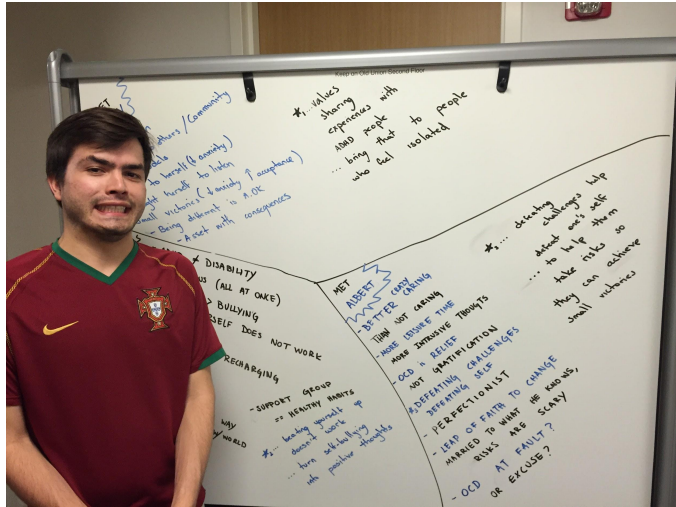




# FOCALPOINT

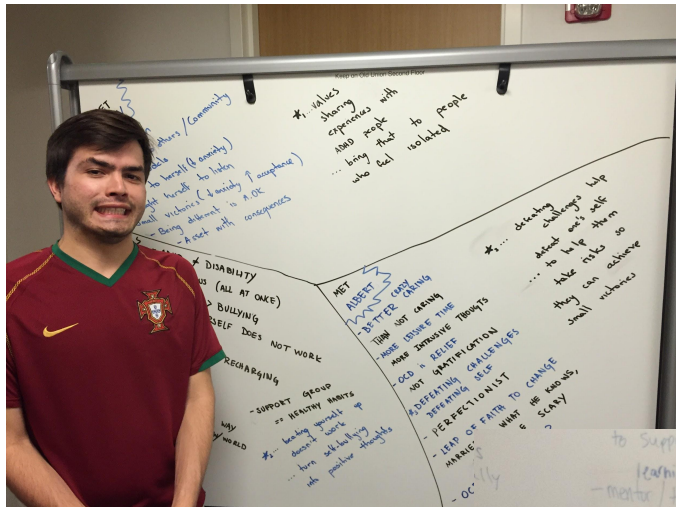
Jocelyn Hickcox  
Daniel Melendez  
Ashley Mills



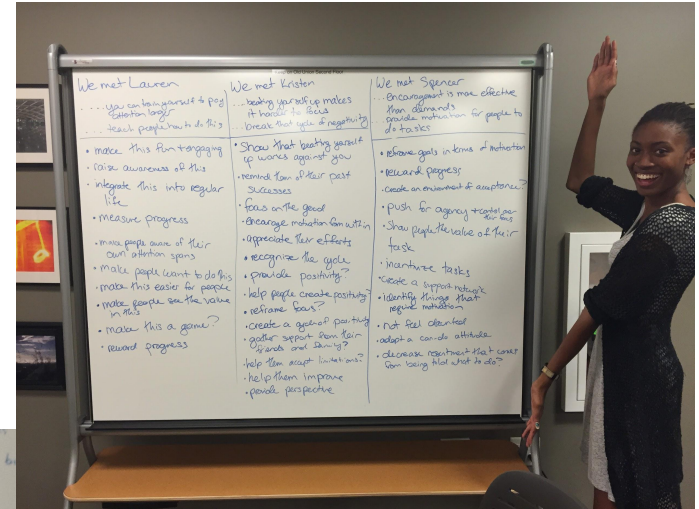
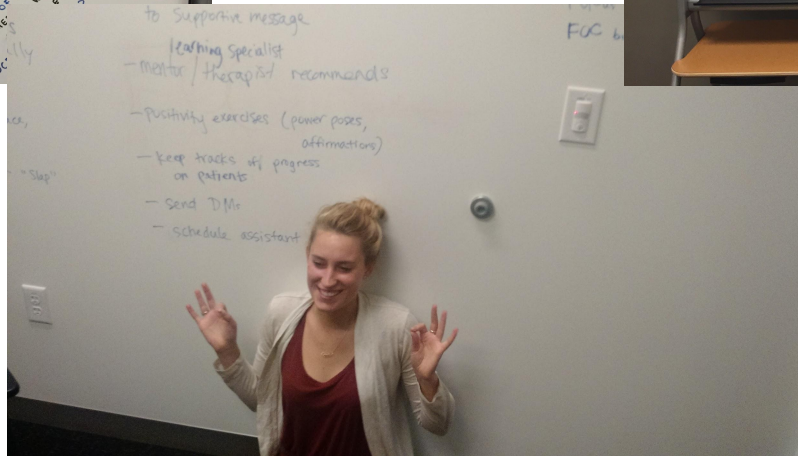
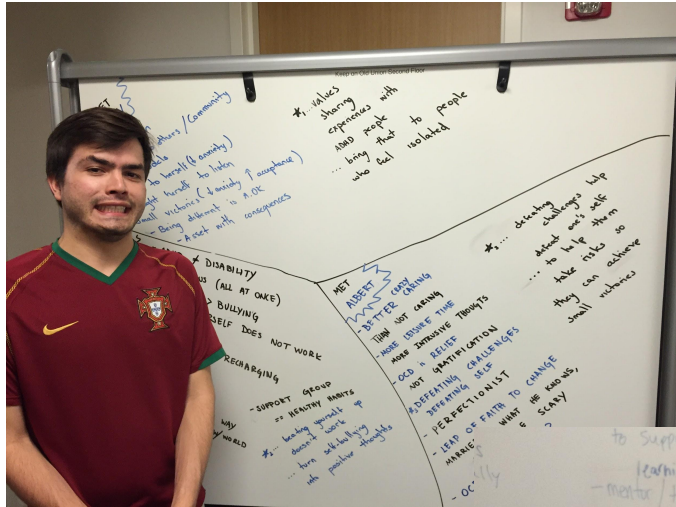


Us

Us



Us



## PROBLEM DOMAIN

designing for people with attention disorders → **to better handle anxiety surrounding focus**

# Initial POVs

- *It would be game-changing to:*
  - *teach people how to train themselves to pay attention longer.*
  - *break the cycle of negativity that makes it harder to focus*
  - *provide motivation rather than demand for people to do tasks*

# NEEDFINDING RESULTS

We interviewed **Ollie**, **Alberta**, and **Brian**.



# NEEDFINDING RESULTS

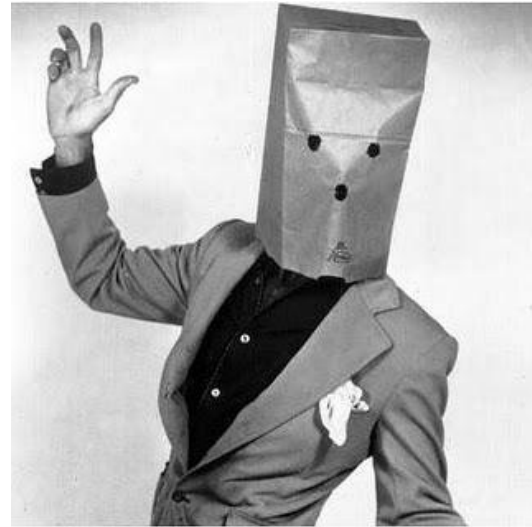
We interviewed **Ollie**, **Alberta**, and **Brian**.





# NEEDFINDING RESULTS

We interviewed **Ollie**, **Alberta**, and **Brian**.



# NEEDFINDING RESULTS

- Support from family and friends is very important
- ADHD is not a disability--it's a different way of seeing the world
- ADHD people do not need a product. They need an attitude shift
- Overcoming obstacles can boost your confidence and allow you to overcome personal struggles

# POVs & HMWs

We met **Ollie**, who has ADHD.

We were amazed to realize that he values sharing experiences with other people with ADHD.

It would be game changing to bring that connection to people who feel isolated.

[POV 1]

## HOW MIGHT WE...

- Find a safe space, not distracting, for them to share experiences
- Help people realize being different is okay, through community
- Lessen anxiety about focus using discussion

[POV 1]

We met **Brian**, who also has ADHD.

We were amazed to realize that beating yourself up  
“doesn’t work.”

It would be game changing to turn self-defeating thoughts  
into positive ones.

[POV 2]

## HOW MIGHT WE...

- Raise awareness of negative thought cycles
- Promote self-appreciation and motivation to those that do not believe in it
- Teach emotional maturity in handling negative thoughts

[POV 2]

We met **Alberta**, who has OCD.

We were amazed to realize that overcoming external challenges helps her overcome her inner challenges.

It would be game changing to help people take risks to achieve small victories.

[POV 3]



## HOW MIGHT WE...

- Make taking risks and accomplishing things fun
- Show people that they are capable of success
- Gamify leaving your comfort zone by reframing it as an opportunity for success

[POV 3]

EXPERIENCE  
PROTOTYPES

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# EXPERIENCE PROTOTYPE TESTING

- Sketched some UIs on paper
- Tested each of them with 3 Stanford students



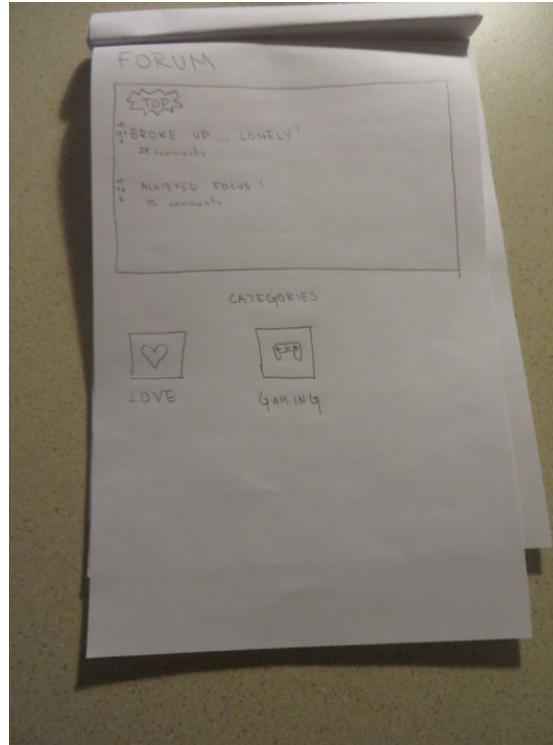
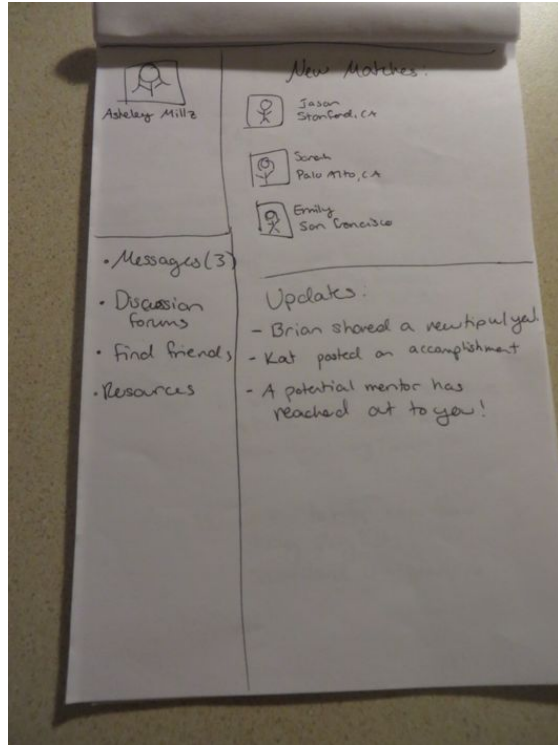
## EXPERIENCE PROTOTYPE [ 1 ] - Focus and Chill

Motivation: people want to meet people with ADHD who won't judge them for being different

**Solution: Online community that connects people with ADHD for friendship or mentorship**

- send private messages & meet-up invites
- find resources
- discuss issues

# EXPERIENCE PROTOTYPE [ 1 ] - Focus and Chill



# EXPERIENCE PROTOTYPE [ 1 ] - Focus and Chill

Worked:

- Looking for and providing mentorship is cool
- Location-based matching

Didn't work:

- Profile page with "wall" -- don't be another social website

## EXPERIENCE PROTOTYPE [ 2 ] - Focal Point

Motivation: therapy is a good way to turn negativity around

**Solution: “ADHD homepage” for a more centered experience**

- make appointments or talk to your doctor
- surround yourself with positivity
- find resources

# EXPERIENCE PROTOTYPE [ 2 ] - Focal Point

APPOINTMENTS	
DOCTOR'S NOTE	Dr. Chahal has recommended for you to:
DAILY DOSE	
RESOURCES	

10/7 LIST OUT 3 THINGS YOU'RE PROUD OF ACCOMPLISHING TODAY

---

10/4 WHAT DID YOU HAVE TROUBLE W/ TODAY?

---

10/3 REPLACE AT LEAST ONE NEGATIVE THOUGHT W/ POSITIVE SELF-TALK

---


10/1 :  
:

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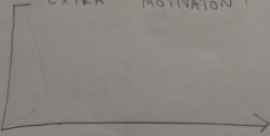
9/27 :  
:

DAILY DOSE

YOU GOT THIS!



KNOW THAT WE BELIEVE IN YOU AND THAT YOU ARE CAPABLE OF ANYTHING! SWIPE RIGHT IN CASE OF EXTRA MOTIVATION!





# EXPERIENCE PROTOTYPE [ 2 ] - Focal Point

Worked:

- Variety of resources
- Gets to the root of ADHD
- Lauren, a learning specialist from the OED, loved it

Didn't work:

- A bit clinical
- Need more free resources

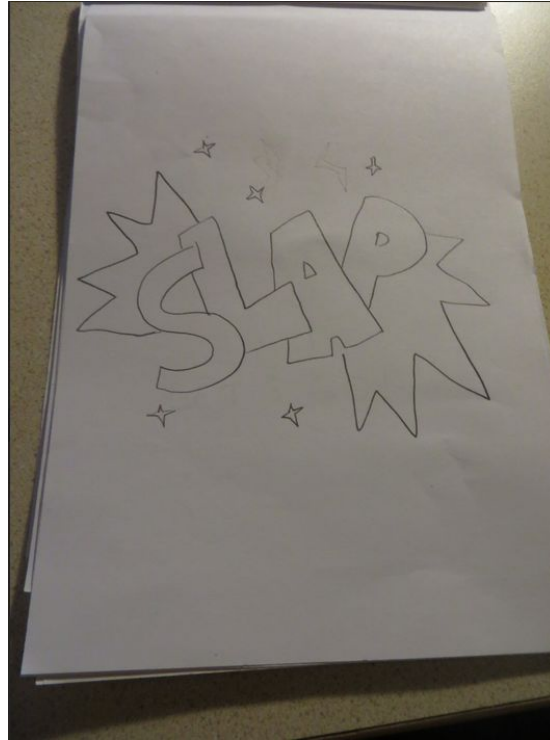
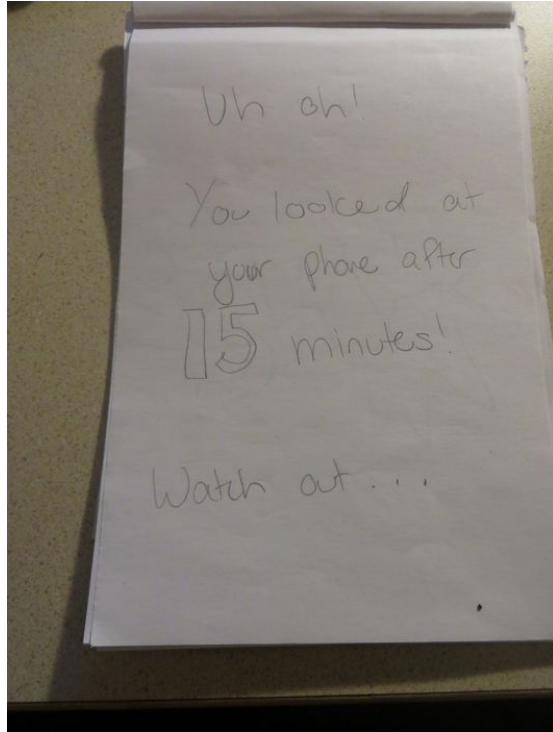
## EXPERIENCE PROTOTYPE [ 3 ] - Slaptitude

Motivation: being silly and having fun makes you more willing to test your limits

**Solution: Simple game that pushes the limits of your attention span**

- If you look at your phone before the time is up, you get “slapped”
- Increase or decrease your time limit depending on success
- Leaderboard with all your friends

# EXPERIENCE PROTOTYPE [ 3 ] - Slaptitude



Leader Board

☑ Sir Slapsalot	255
☑ Slapshot	212
☑ Slap happy	199
☑ Slapattack	174
☑ Slaptastic	148
☑ Bob	110

# EXPERIENCE PROTOTYPE [ 3 ] - Slaptitude

## Worked:

- Very playful and accessible to everyone
- Leaderboard makes it competitive and engaging

## Didn't work:

- Maybe not physical slaps?
- Could make it more game-like: "help Mario cross the bridge!"

# NEXT STEPS

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

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



QUESTIONS?

