

NEEDFINDING FOR ADHD

Justin Tinker, Michelle Gan, Ting Lin, Cole Lee



ROADMAP

01

TEAM + PROBLEM

Team member
Introductions

02

METHODOLOGY

Participants, Interviews,
Questions

03

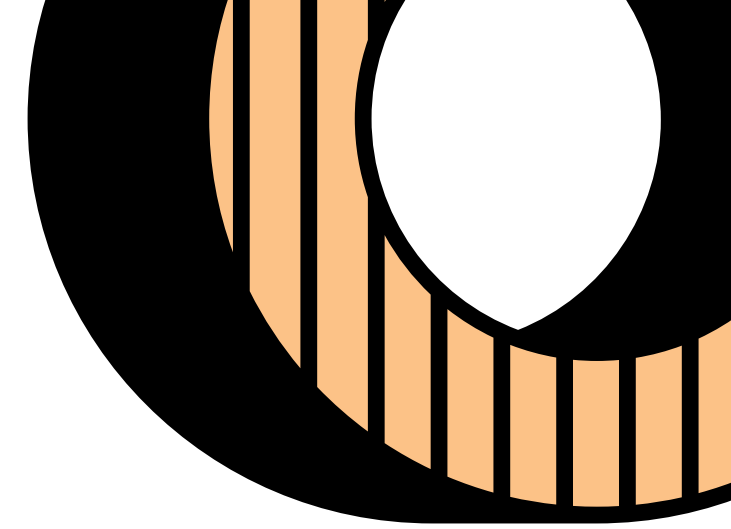
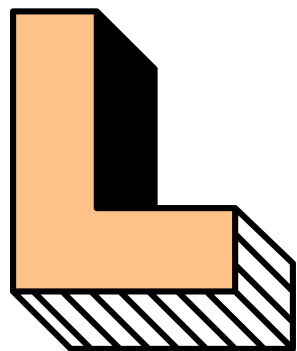
RESULTS AND ANALYSIS

Extreme User,
Takeaways, Empathy
Map

04

WHAT'S NEXT?

Key learnings





OUR TEAM



MICHELLE GAN



JUSTIN TINKER



TING LIN



COLE LEE



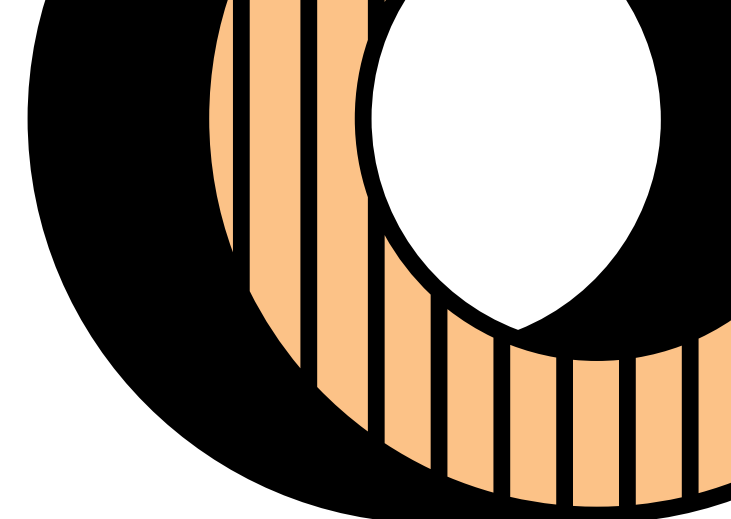
PROBLEM STATEMENT

HOW CAN WE HELP **HIGH-ACHIEVING ADULTS WITH ADHD** BETTER MANAGE THEIR CONDITION?



“[BEFORE GETTING DIAGNOSED], I THOUGHT I WAS NORMAL. I KNEW I WASN'T 100% NORMAL LIKE OTHER PEOPLE BUT I JUST THOUGHT I WAS ECCENTRIC AND THOUGHT 'THIS IS HOW I AM, THIS IS HOW I DO THINGS'. I'D USE GIFTS [FROM ADHD]— HYPERFOCUS, ENERGY — TO OVERCOMPENSATE FOR THE TIME I'D LOST.”



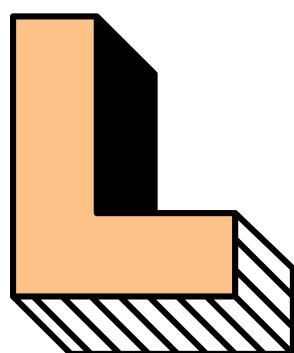


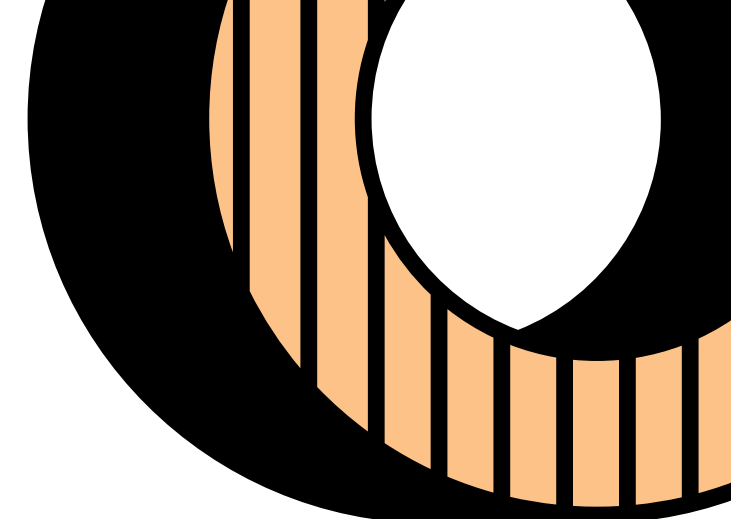
ADHD QUICK NUMBERS

03

TYPES OF ADHD

Hyperactive,
Inattentive, Combined





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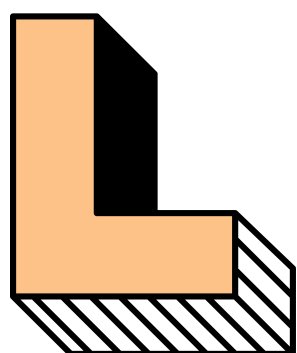
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PERCENT OF CHILDREN

Diagnosed with ADHD
In the US





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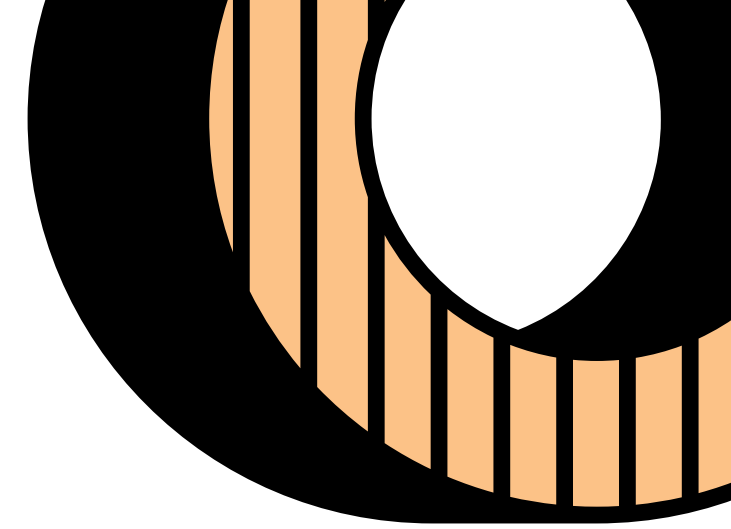
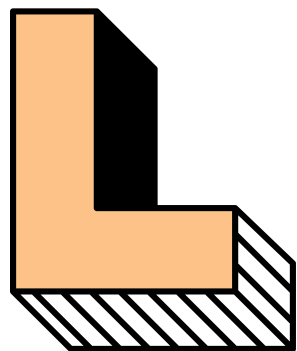
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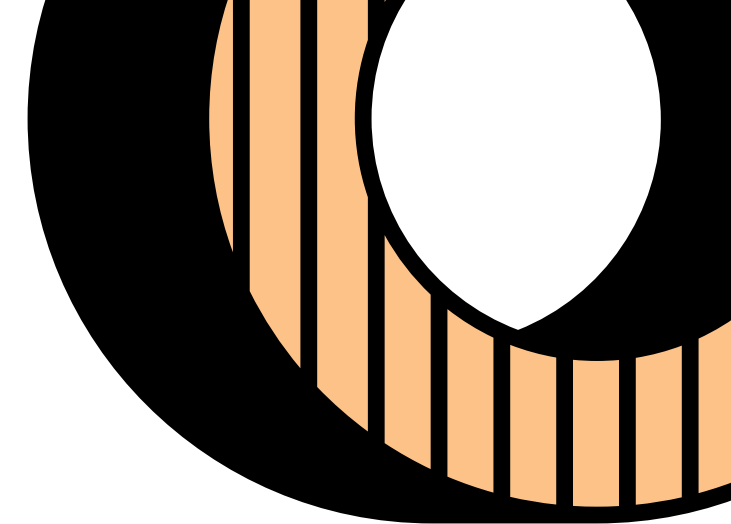
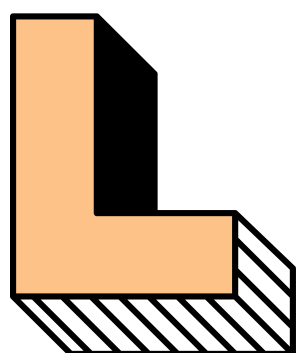
PERCENT OF ADULTS

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11

TIMES LESS LIKELY

For children with ADHD
to hold jobs or be in
school as young adults



WHAT WE THINK OF ADHD

- Children
- Hyperactive
- Difficulty in school

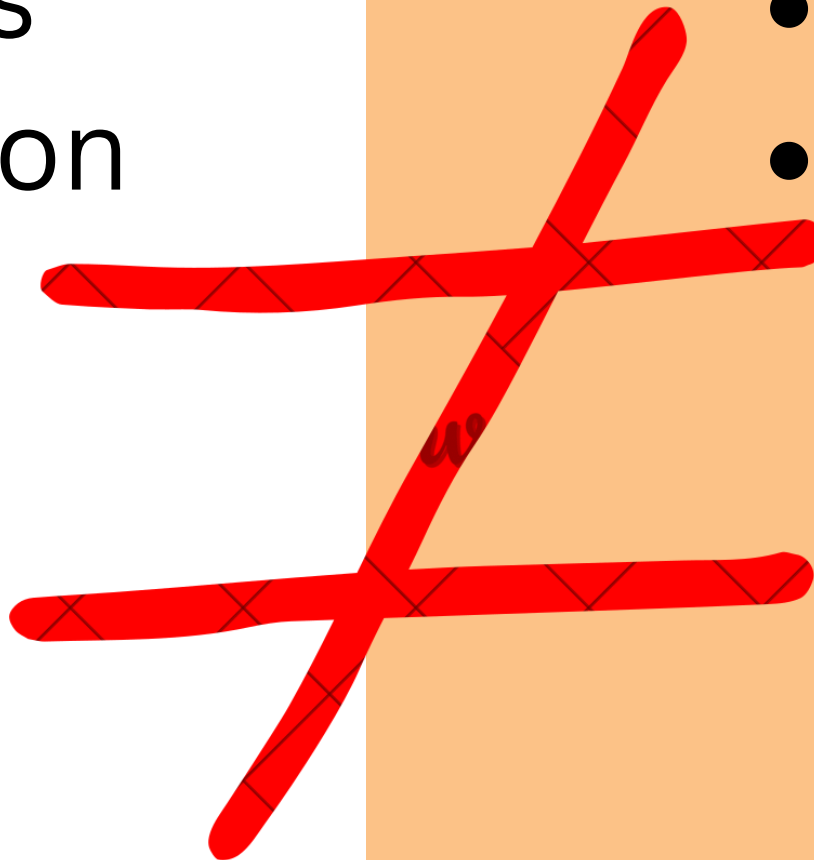


HIGH ACHIEVING ADHD

- No disruptive behavior
- Outward-facing success
- Hidden anxiety, disfunction
- Late dropoff/burnout

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Identity Crisis



NEEDFINDING METHODOLOGY: GOALS

DEMOGRAPHIC DIVERSITY

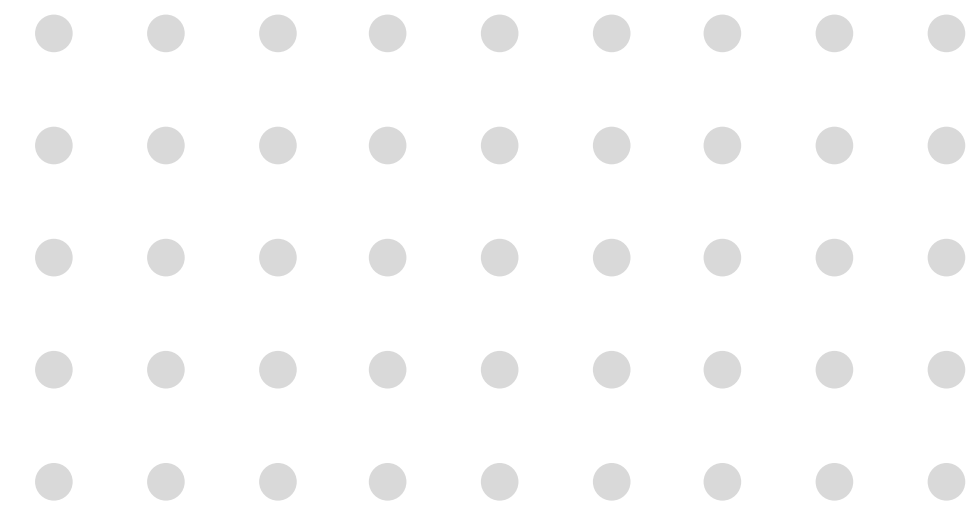
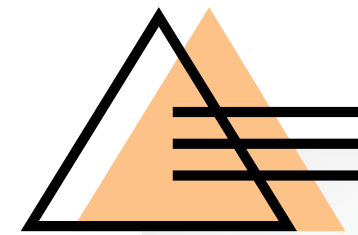
Age, gender, race, stage of life

DIVERSITY OF LIFE GOALS

Explore different ways ADHD impacts life,
different journeys to diagnosis

DEPTH

People eager to share their experience, who
have tried multiple approaches





INTERVIEWS



BAKER

JUSTIN + TING ON CAMPUS

22-year-old, 5th-year undergrad
CS + Education
Diagnosed over pandemic
Avid technology user



KEVIN

COLE ON CAMPUS

18-year-old, Psychology
undergrad
High achieving



CLAUDIA

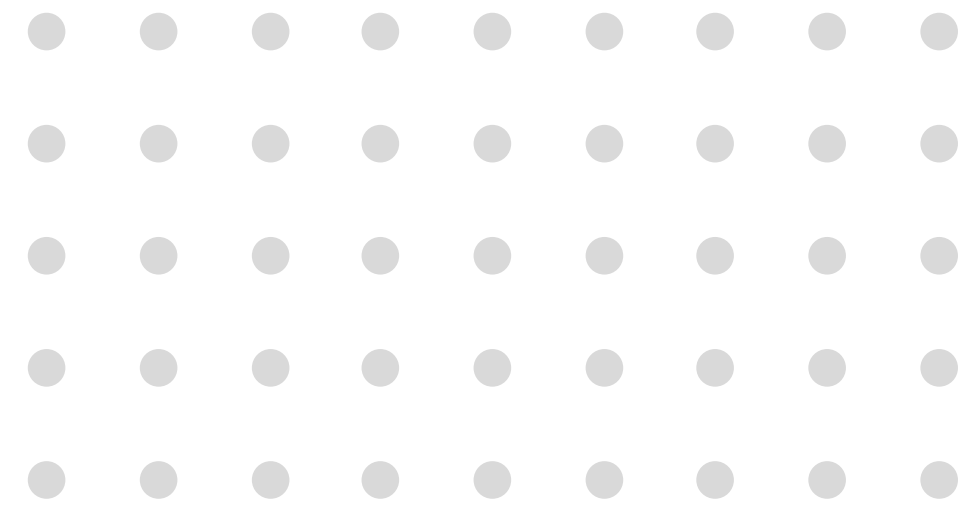
MICHELLE VIA ZOOM

28-year-old law student from
Kenya
Diagnosed at Oxford late 2021
High Achieving





INTERVIEW QUESTIONS



DISCOVERY

Tell me about your experience with ADHD
Can you walk me through how you discovered you had ADHD?

IMPACT

Can you describe a time when ADHD has affected your personal life?
Can you describe a time when ADHD has affected your work?

MANAGEMENT

Can you describe any tactics you use to manage your ADHD?
What was the process of getting diagnosed/medicated like?

COMMUNITIES

Can you describe the community that you have around ADHD?





EXTREME USER

BAKER

Superuser of apps (ex. specialized times and website blockers) to help him complete tasks.



AVID USER OF TECHNOLOGY SOLUTIONS



HIGH AMOUNT OF ITERATION

EMPATHY MAP!

Baker

Says

- Relies on the structure of school to complete tasks
- had terrible experience during online COVID quarter
- **frequently compared the effort of executing a task (ex. showering at night) to the effort of silencing the alarm**
- involving friends in his management system proved too complicated
- finds himself very susceptible to notifications on his phone
- **technology solutions stigma and medication stigma are different**
- had desire to speak to a psychologist
- has a better relationship with his computer than with phone w.r.t. distractions b/c of his time management app
- has decent system for sleep hygiene now
- **having agency was important for following through**

Does

- Seeks out dopamine-inducing distractions when understimulated
- **uses special app-based alarm to complete sleep/morning routine**
- **During internship, was only able to complete work in the office**
- Constantly shifting feet during interview
- **finds himself in destructive loop at night if he misses the alarm**
- Has strong urge to check notifications on his phone
- Overcompensated for unproductive times
- **places phone and pills in strategic positions next to his bed to en/discourage use**
- Blocks all apps on laptop; can see for set time
- **Resists external supervision when not pre-arranged**
- Goes to phone for easy entertainment/distraction

Thinks

- **Tech-based solutions are less stigmatized than meds**
- Balancing all his different needs is hard but important
- The right/perfect management system configuration will be able to help him set a good routine and solve most of his problems
- **Trying out solutions is essential work he needs to do**
- **Support systems sometimes take away agency**
- Being able to hyperfocus is a benefit of ADHD
- All details and possibilities in daily life should be considered
- Successful ways of dealing with ADHD are more self-sustained and internally-powered
- Stigma of medication comes from people misusing Adderall
- **People with ADHD can be self-critical and feel guilty for factors beyond their control**

Feels

- **Insecurities about ADHD + unable to function like other ppl at first**
- Frustrated that the specific functionality he wants in apps he uses don't exist
- **Stressed that he is sometimes unable to be productive**
- Worried about falling behind because of unproductivity
- **Dreads stages of understimulation**
- **More in-control now than when first starting process**
- Ambivalent towards psychiatry
- Hopeful that he will eventually figure out what works best
- Resistance/frustration towards systems of restriction where he has little agency to change
- **Sometimes overwhelmed by small changes in routine that disrupt his scheduled alarms/settings**



INTERVIEW RESULTS

GETTING DIAGNOSED IS HARD

Involves executive function Incompatible with ADHD, rhetoric around different types confusing.

STRUCTURE AND AGENCY ARE IMPORTANT

People rely on routines and set spaces/times, but value ability to make decisions.

ADHD IMPACTS MULTIPLE LIFE AREAS, CAN INVOLVE SHAME

Affects social life, academic life, and work life. Hard to distinguish habits from brain function.



“GETTING DIAGNOSED IS REALLY DIFFICULT. WHY ARE YOU ASKING ME TO FILL OUT ALL OF THESE QUESTIONNAIRES? YOU QUESTION WHETHER YOU REALLY HAVE IT.”



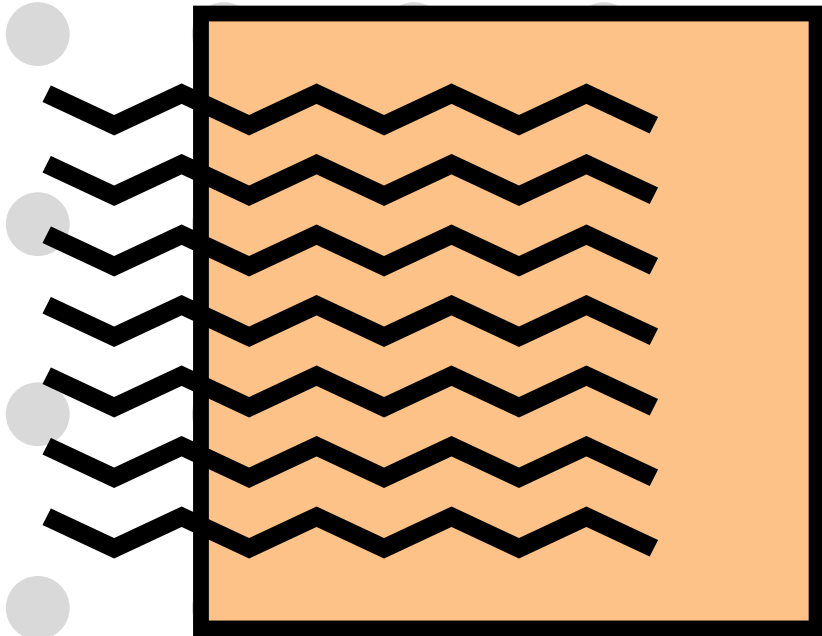
“FINDING SOMETHING THAT WORKS IS ABOUT BALANCING ALL THESE DIFFERENT THINGS: FLEXIBILITY, MAKING IT SOMEWHAT HARD TO SNOOZE, BACKUP WAYS, HAVING ENOUGH MOTIVATION”



“I FEEL LIKE I AM COMPETING AGAINST MY OWN PRODUCTIVITY”



“I’VE LOST MANY FRIENDSHIPS BECAUSE OF ADHD. PEOPLE ARE LIKE ‘I COULD NEVER BE FRIENDS WITH SOMEONE WHOSE LATE’”



**THANK YOU!
QUESTIONS?**