NEEDFINDING
TEAM 1

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AGENDA

Interview Summary

POV Summary

How Might We...

Solutions

Experience Prototypes

01

Interview Summary

Interview Summary

Claudia

28, law student, Always moving, New York

Maintaining friendships and community

Saheer

22, transfer student @ Berkeley

Mental health and family support around ADHD

Baker

23, student @ Stanford, heavy app user

Organisation tools to manage schedule

Kevin

18, Psych student @ Stanford

Academic stress and productivity

Chris

27, petition worker, unmedicated

Scheduling and organisation of work

Olivia

22, student @ Berkeley, loves lists

Navigating high-school to college transition

01

POV Summary

The Organisation Addict

01

We met:

Olivia, a 22-year-old Berkeley student majoring in American Studies, who was diagnosed with ADHD freshman year of high school

02

What surprised us:

Despite struggling with executive functioning in the past, especially pre-diagnosis, she now considers herself "addicted to being organized"

03

We wonder:

Beyond helping her complete her tasks, being well-organized **in of** **itself** gives her a sense of accomplishment (and dopamine rush)

Find a way to maximize sense of reward/accomplishment for people with ADHD.

The Organisation Addict

Find a way to maximize sense of reward/accomplishment for people with ADHD.

How might we...

- HMW begin a positive cycle of task accomplishment and emotional satisfaction?
- HMW create communities that encourage each other?
- HMW customize rewards based on different motivations?

The Frustrated Student

01

We met:

Baker, a 23-year-old student at Stanford studying CS and Education who uses apps heavily to manage his ADHD.

02

What surprised us:

He would feel frustrated sometimes when app-set alarms would go-off because he felt like he could afford a few more minutes on that day.

03

We wonder:

He disliked being externally managed and wants to be more in-control.

Find a way to balance structure and flexibility to give people with ADHD more agency over their schedules.

The Frustrated Student

Find a way to balance structure and flexibility to give people with ADHD more agency over their schedules.

How might we...

- HMW make reminders feel personal and friendly to reduce resistance?
- HMW provide structure without set time constraints?
- HMW help people with ADHD transition from break to work?

The Overlooked Patient

01

We met:

Saheer, a 22-year old transfer student at Berkeley, who was diagnosed with ADHD at age 11 & values personal relationships, her mental health, and understanding her family.

02

What surprised us:

It took her a long-time to move past a stigmatization of Adderal introduced by her parents. Her family was more accustomed to acknowledging depression/allergies than ADHD

03

We wonder:

Saheer needs more community support to manage her condition.

Find ways to grow local communities around ADHDers that challenge long-held negative self-beliefs.

The Overlooked Patient

Find ways to grow local communities around ADHDers that challenge long-held negative self-beliefs.

How might we...

- Provide structure to uncover damaging beliefs?
- Leverage the network effects of ADHD to help people better understand the condition?
- De-stigmatize ADHD diagnosis in underrepresented/immigrant families?

How Might We?

Diagnosis

HMW

Make accessing help/diagnosis for ADHD more streamlined/less repetitive?

Community

HMW

Leverage the network effects of ADHD to help people manage daily tasks / better understand the condition?

Relationships

HMW

Allow people with ADHD to maintain a "pulse-check" on their friendships?

Management

HMW

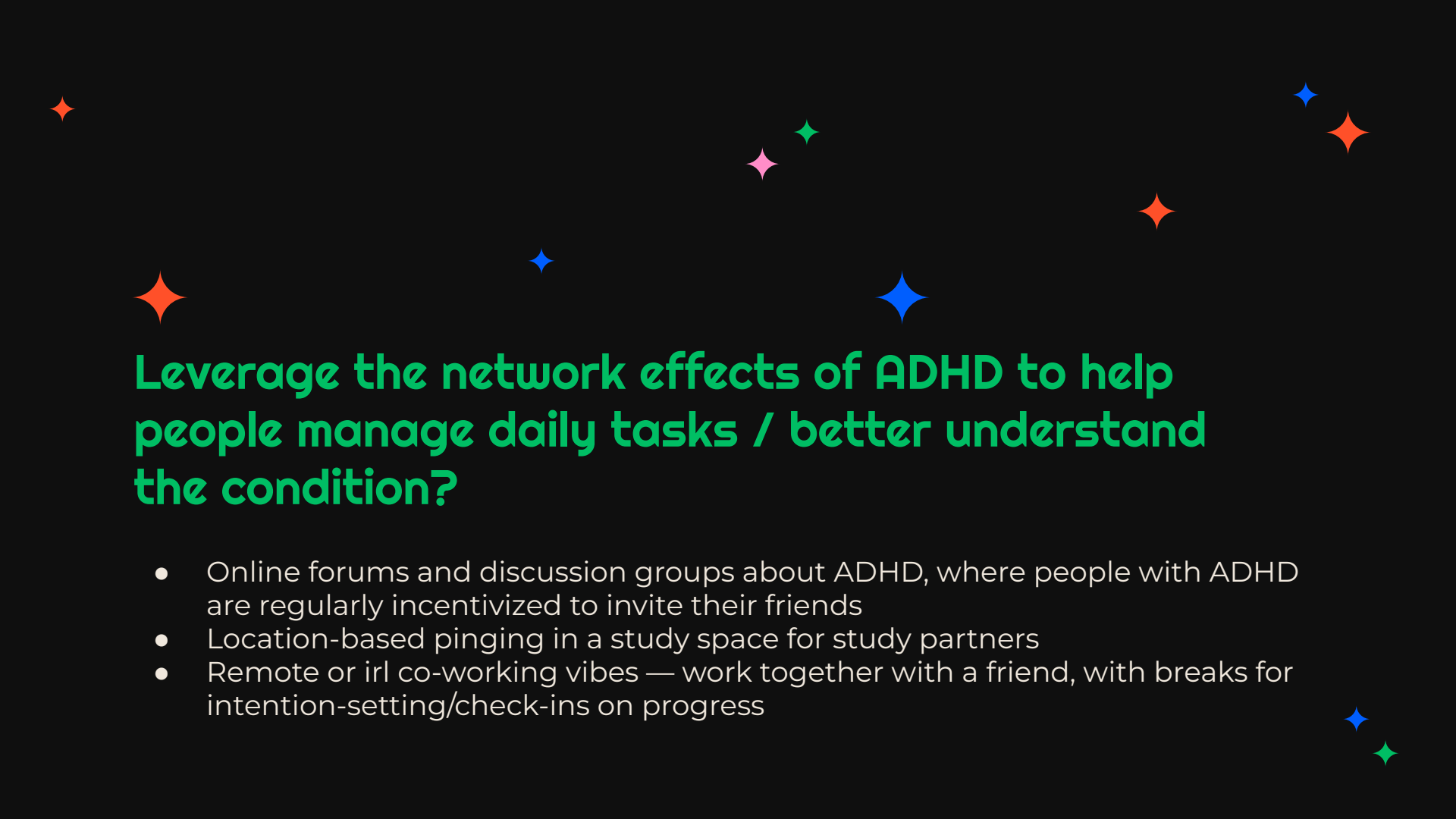Make organization fun/enjoyable/mindful instead of stressful?

HMW make accessing help/diagnosis for ADHD more streamlined/less repetitive?

- Connecting people with ADHD with testimonials/videos/live chats/calls with people from the area who have been previously/recently diagnosed
- Cache-ing questions that are commonly asked on ADHD diagnosis forms/pre-filling and submitting them to doctors as they are referred
- Can invite a friend as your buddy/monitor through the process and update them about your appts/visits/forms to submit so they can remind you

HMW allow people with ADHD to maintain a "pulse-check" on their friendships

- App that allows you to buzz someone with a message like "someone (user xxx) has been thinking of u"
- Maintain a list of people who you want to check in with + how regularly you wanna check in —> nudges/reminders/prompts to re-check in
- For long-distance friendships/relationships, keeping in touch via an ambient image/drawing/quick note

Leverage the network effects of ADHD to help people manage daily tasks / better understand the condition?

- Online forums and discussion groups about ADHD, where people with ADHD are regularly incentivized to invite their friends
- Location-based pinging in a study space for study partners
- Remote or irl co-working vibes — work together with a friend, with breaks for intention-setting/check-ins on progress

HMW make organization fun/enjoyable/mindful instead of stressful?

- Flexible timers (instead of set time; incremental timers)
- Really great to-do lists! (colorful by theme, fireworks going off, etc.)
- Calendar/scheduling tool that adapts/learns from your (re)scheduling habits and helps plan for the week ahead based on pattern

03

Solutions

Solution 01

Maintain a list of people and how regularly you wanna check in, with nudges to re-check in and the ability to buzz a random contact with a message

Assumption

People want to be reminded to check in with friends.

Experience prototype

Ask someone to call/text someone they haven't checked in with in a while on the spot, observe their reaction.

Solution 01

Maintain a list of people and how regularly you wanna check in, with nudges to re-check in and the ability to buzz a random contact with a message

Findings

People have friends they have not reached out to in a while that came up in their minds when prompted. They were open to being reminded to reconnect and viewed it as a necessary push, and finally reaching out is something that brought joy and relief.

Solution 02

Encourage co-working with a friend, with breaks for intention-setting/check-ins on progress

Assumption

People would want to check-in at pre-set times while they're working.

Experience prototype

Prearrange to be around someone as they're working and prearrange to check in; observe their reactions to being checked in.

Solution 02

Encourage co-working with a friend, with breaks for intention-setting/check-ins on progress

Findings

Coworkers did not stay in the same place due to external distractions, which made it extremely difficult to check in. It is important to create quiet times/places so both partners stay present.

Solution 03

Create online discussion group about ADHD, where people with ADHD are regularly incentivized to invite their friends who may or may not have been already diagnosed

Assumption

People with ADHD are eager to talk to others about their diagnosis/experience.

Experience prototype

Hold signs saying 'Got ADHD' and observe reactions of surrounding public, specifically if they are willing to talk about their experiences.

Solution 03

Create online discussion group about ADHD, where people with ADHD are regularly incentivized to invite their friends who may or may not have been already diagnosed

Findings

People with ADHD were enthusiastic about connecting with people who were willing to listen about their experiences.

FINAL SOLUTION

Maintain a list of people and how regularly you wanna check in, with nudges to re-check in and the ability to buzz a random contact with a message

Why?

Combines reminder + easy way to gently reconnect to address "lacking object permanence" and anxiety about reaching out.

Ethical issues

- Hacking friendships
- Abusing technology for networking

Communities

- ADHD + general public
- Larger networks
- Anxious about reaching out
- Leaves out communities without tech access/savvy

Any questions?