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# CS147 Assignment 4: Concept Video

whisper

Accessibility Studio

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# **whisper: sort through the noise, focus on what matters**

- Helping people with ADHD focus on what they care about by giving them the tools to navigate time-blindness
  - Why “whisper”?
    - To us, “whisper” connotes a soft yet reliable helper. Our tool is just that: a murmur the user can rely on to navigate their upcoming tasks and explore past habits for better future time management.
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# Problem/Solution



*The Persistence of Memory, Salvador Dalí*

*People with ADHD often struggle with time distortion and/or blindness, which can affect all aspects of their life and make it difficult to craft / maintain a realistic schedule*

**whisper helps users plan their schedule, tracks time needed to complete individual tasks, & provides gentle suggestions that help people w/ ADHD meet their task & time management goals.**

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# Market Research

Competitor /Feature	Whisper	Motion	30/30	Clockwise	2do
Main Value Prop	Insights, scheduling assistance, and time blindness awareness for people with ADHD	AI assisted calendar planning for general population	Task organization and time awareness for people with ADHD	AI Assisted calendar optimization for team meetings	Task organization and awareness for people with ADHD
ADHD-Focused	Yes	No	Yes	No	Yes
Personalized Insights//Planning Assistance	Yes	Yes	No	Yes	No
Time blindness sensitivity (compare expect/actual time use)	Yes	No	Yes	No	Yes
Calendar Management	Yes	Yes	No	Yes	No
Task/Meeting Prioritization	Yes	No	Yes	Yes	Yes

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# Our values in design



## Simple and intuitive

- Make unplanned tasks easy to hide and access at a later time to reduce overwhelm
- Make next steps/calls to action visible, prominent, consistently located, and accessible throughout the task flow



## Friendly + encouraging

- Define a brand voice that is friendly, and utilize consistent voice/language throughout the design
- Be gentle and encouraging, rather than creating shame, stress or panic



## Easily customizable

- Adapt to user-specific needs
  - Understand each individual's experience with ADHD
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# Tasks

## Simple

- Task 1: Flexibly set personal calendar based on upcoming to-dos

## Moderate

- Task 2: Coordinate schedules with others to optimally plan meetups
- Task 3: Improve awareness of time through time visualization

## Complex

- Task 4: Adjust schedules based on previous habits/patterns to improve overall executive function
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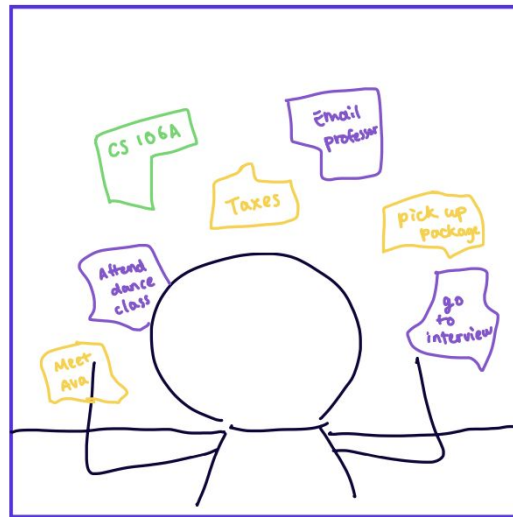
# Storyboard



PI sits on chair in dorm.  
Text bubbles pop up: (15s)

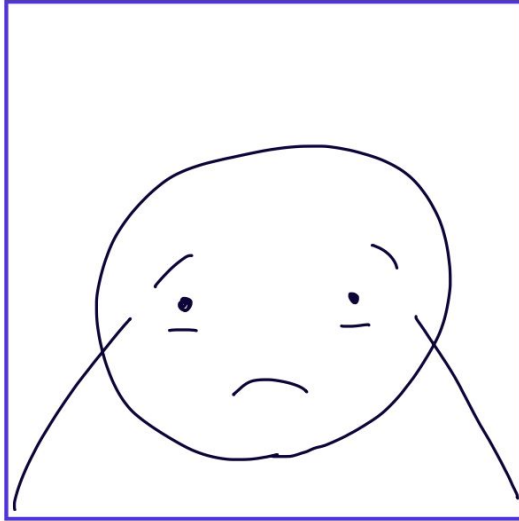


Closeup of PI's face: they are  
concerned / stressed, drop of sweat  
beads down face (5s)

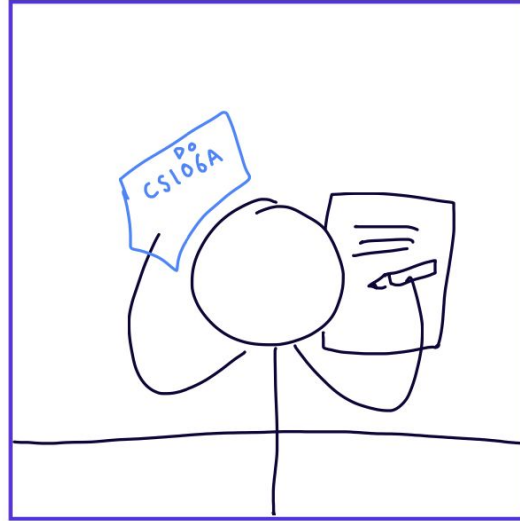


PI's head / shoulders & desk has colorful  
puzzle pieces with tasks; PI tries to  
arrange pieces but they don't fit into  
a square (15s)

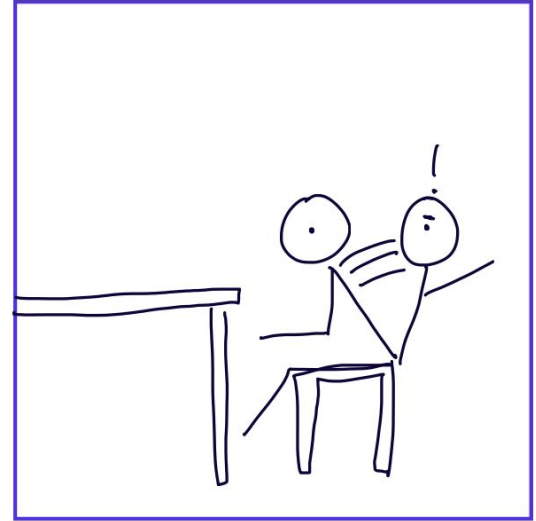
# Storyboard



PI looks defeated.



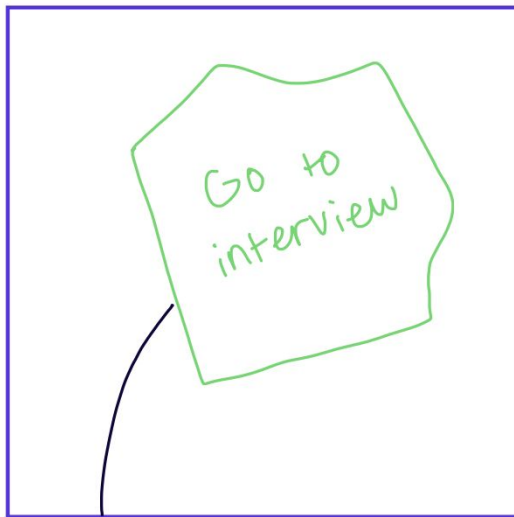
PI picks up card from pile & begins working on paper with pencil. (25s) Time lapse for 3s.



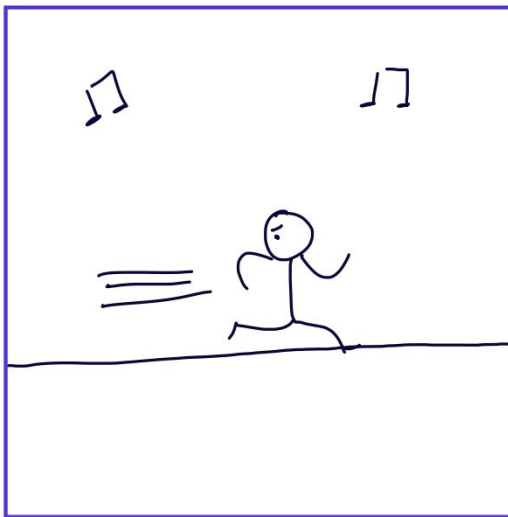
PI suddenly remembers something and jolts backward in chair. (1s)



# Storyboard



PI picks up a card for the task they forgot!! (closeup). (15)



Music crescendoes. PI desperately sprints in informal dress.



Interview at end of table with resume in front, checking watch & tapping foot impatiently. They close folder, stand up, and walk out. (10s)

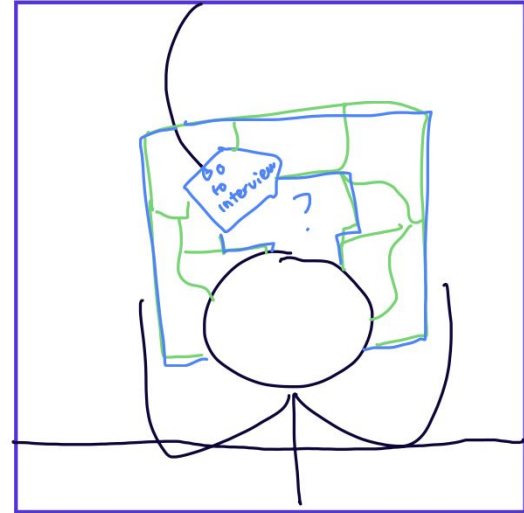
# Storyboard



play previous scene backwards quickly with rewind sound effect (2s)

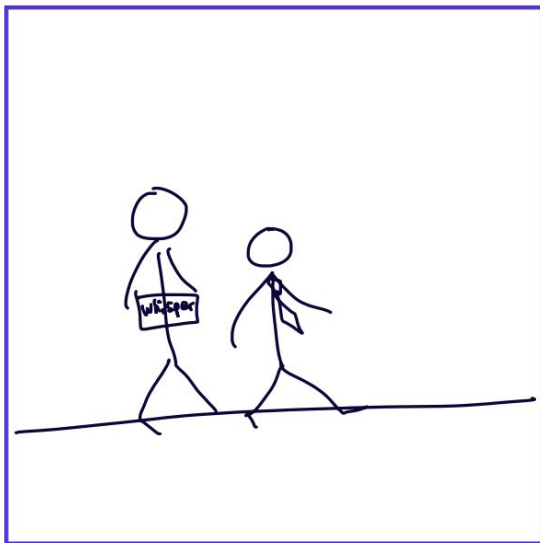


PI sat at table in dorm with task cards. Whisper crawls out from under desk. (3s)



Whisper picks up last puzzle piece and hands to PI to fit it into the puzzle (3s)

# Storyboard



PI and Whisper walk across screen  
in formal wear. (2s)



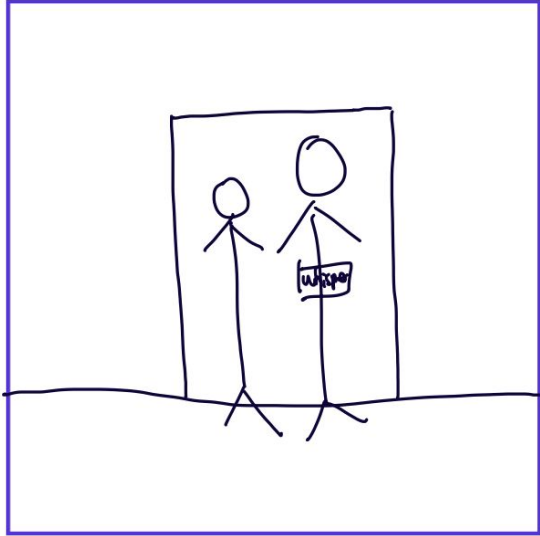
PI and whisper walk into room, PI  
shakes interviewer's hand, both PI and  
whisper sit down. (10s)



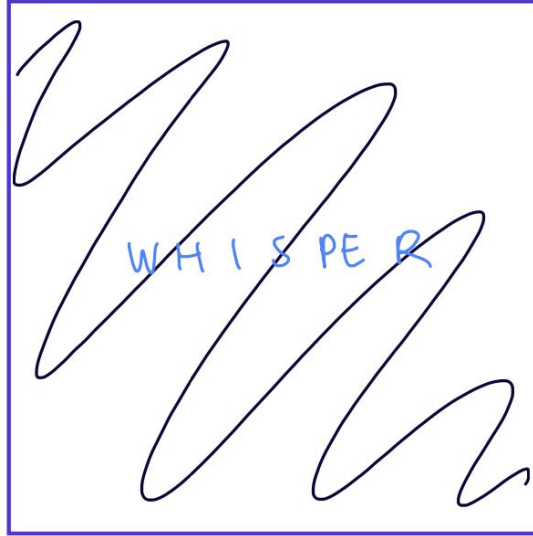
PI get up, smiling. Whisper  
whispers in their ear, they nod.  
(5s)

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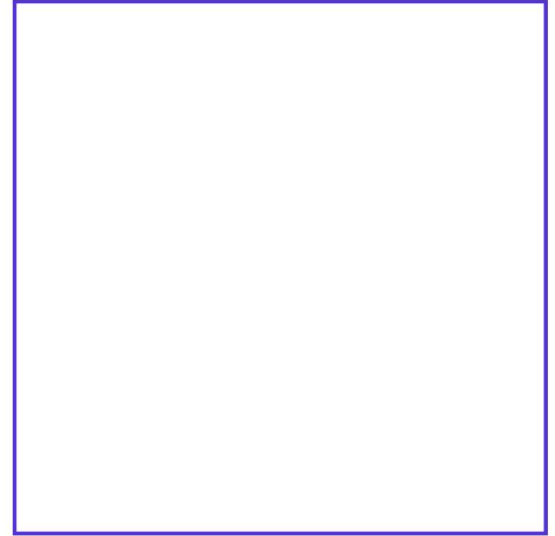
# Storyboard



pl and whisper exit the room together. (15)



Title & tagline displays. (25)



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# Link to Video

- Youtube [Link](#)

