

AttenX

**A personalized productivity app
designed for ADHD minds.**

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Branding for Products
Cornell Tech SP2025



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Prototype Demo](#)

POSITIONING & BRAND PROMISE

WHO IS THE PRODUCT FOR?

Audience

ADHD individuals struggling with focus, task-switching, and motivation.

Positioning Statement

“The Duolingo of Productivity”

A productivity app that helps ADHD users balance focus and energy through adaptive workflows and gamified motivation.

Brand Promise

“Making focus fun and engaging for ADHD minds.
Stay productive—flexibly, effectively, and in control.”



BRAND CHARACTERISTICS

WHY ATTENX MATTERS?

1

Relevant

Designed for ADHDs:
a community often
underserved by rigid
productivity tools.

2

Differentiated

Offers AI-driven task-
switching, focus coaching,
and dopamine boosters.

3

Iconic

Sleek branding, motion-
based logo, and an
empowering tone of voice.

4

Consistent

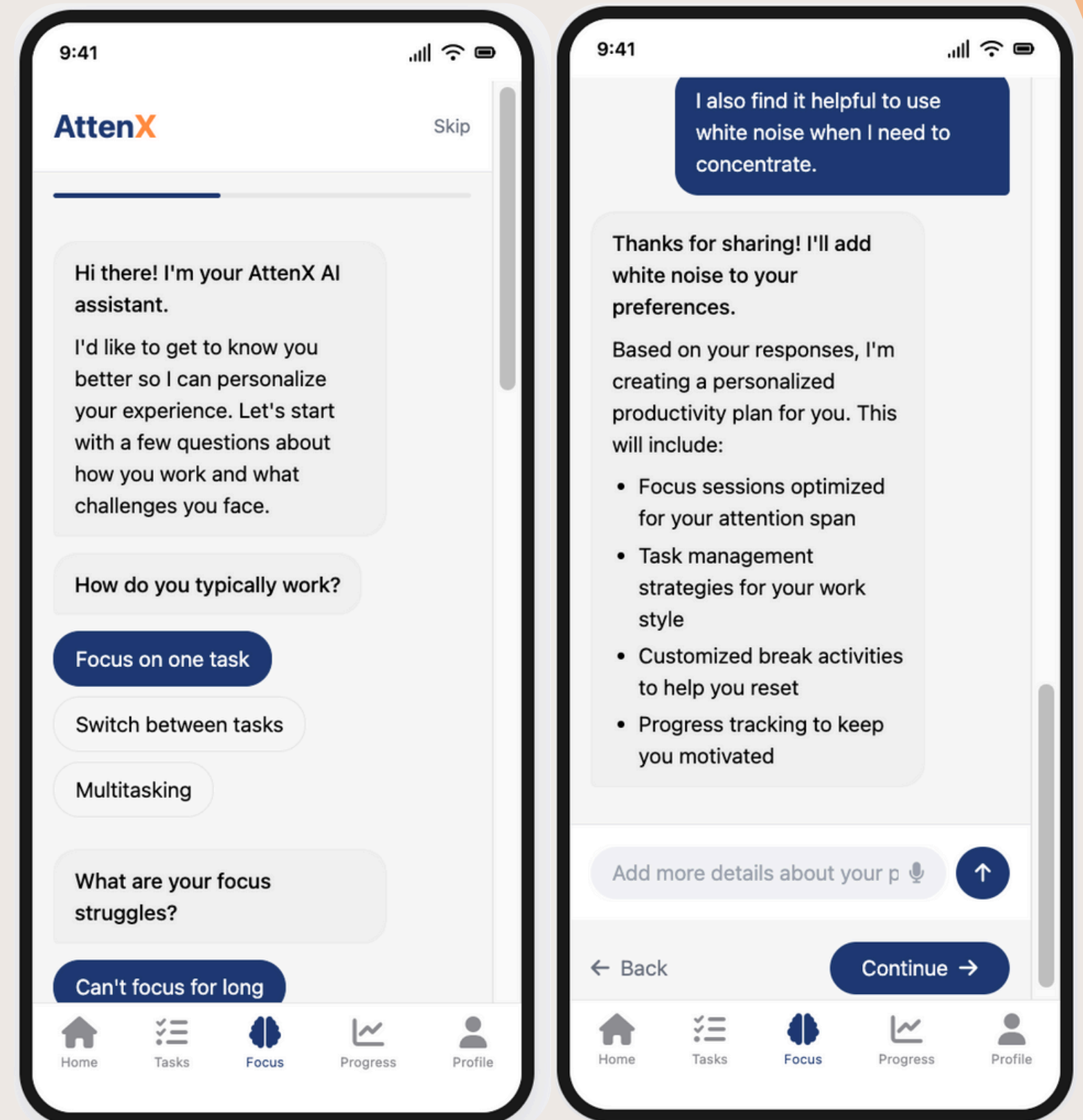
Clean, ADHD-friendly
interface with gamified
cues and smart transitions.

KEY PRODUCT MOMENT 01

ONBOARDING CHATBOT

- ✓ Welcomed by a friendly chatbot
- ✓ Answer questions on work style, focus struggles, relaxation habits etc.
- ✓ Get a customized productivity plan

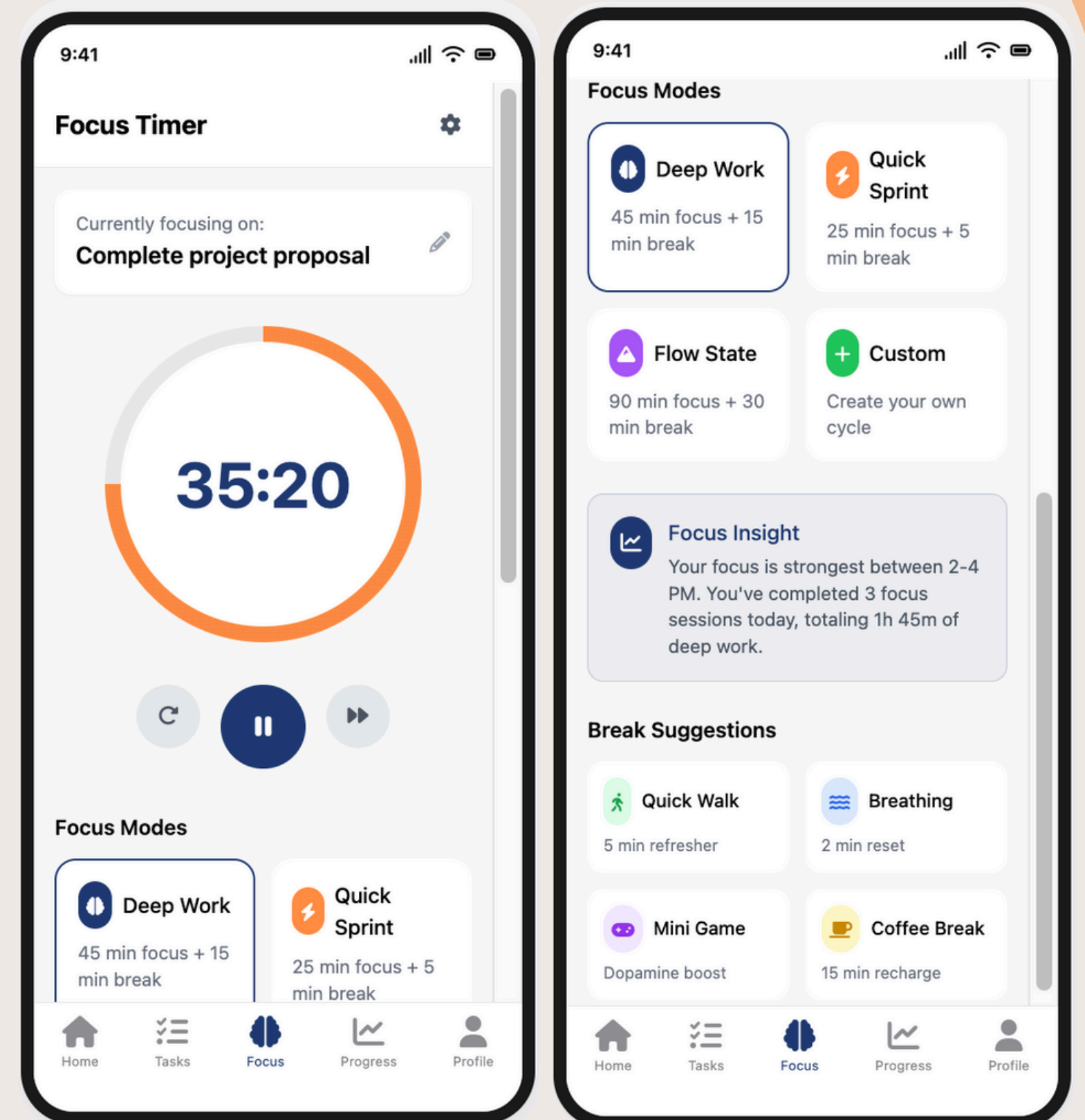
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KEY PRODUCT MOMENT 02

FOCUS TIMER & SMART BREAKS

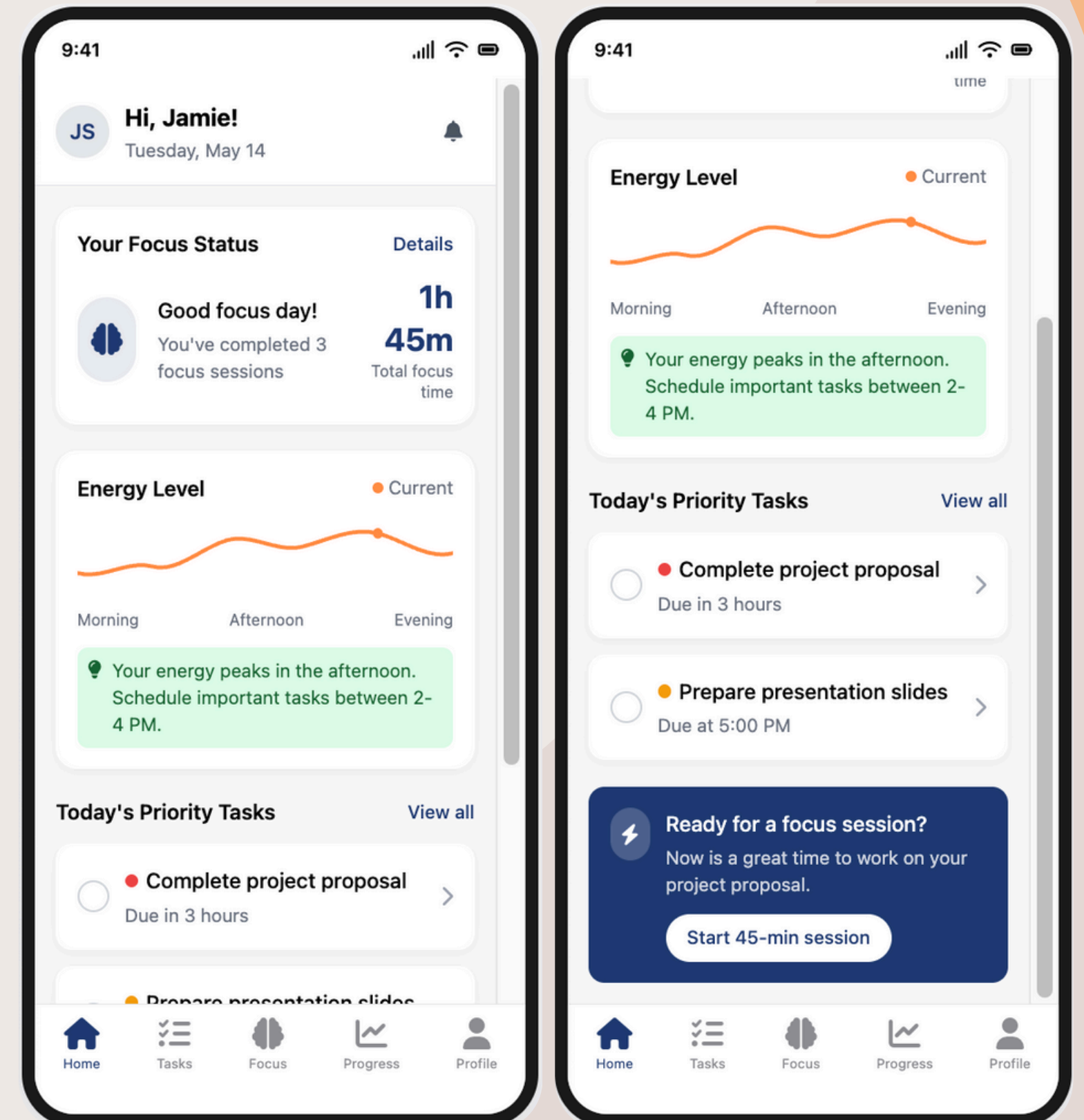
- ✓ Choose your preferred focus modes (e.g., Deep Work, Flow State) with tailored session lengths
- ✓ Get personalized real-time break suggestions (e.g. Mini Game, Quick Walk)



KEY PRODUCT MOMENT 03

ENERGY-AWARE NUDGES

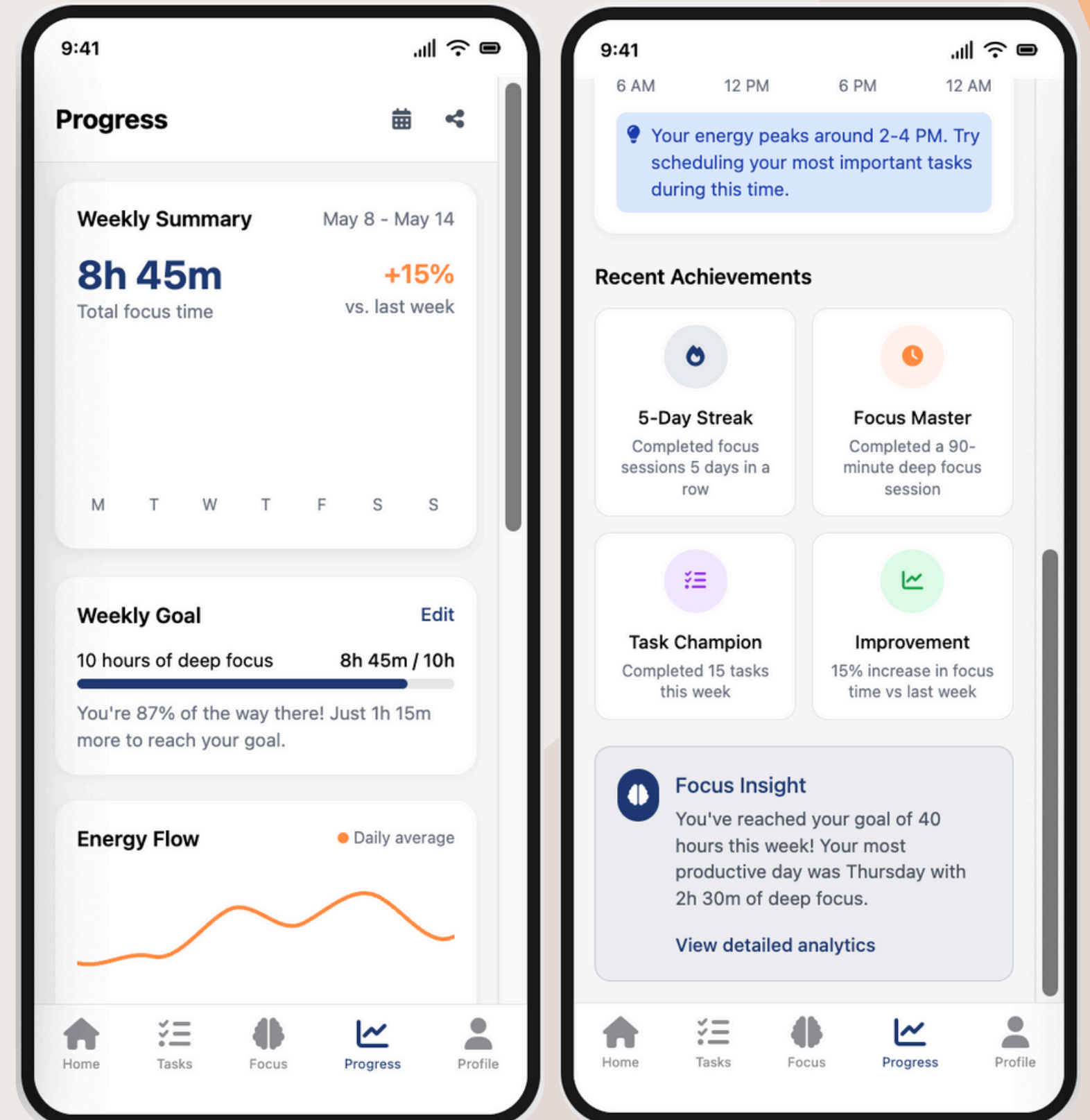
- ✓ Energy flow tracked throughout the day
- ✓ Get smart nudges to start tasks at the optimal times
(e.g. “Ready for a focus session now?”)



KEY PRODUCT MOMENT 04

PROGRESS DASHBOARD & GOAL TRACKING

- ✓ Manage tasks with dashboards of weekly total focus time, session count, and task completion %
- ✓ Celebrate small wins and get motivated! (e.g. Achievement Dashboard: “Focus Master”)



NAMING & DESIGN

— THE STORY BEHIND

“I’m not lazy. My brain just doesn’t follow the same rules—and most productivity apps don’t get that.” — Rachel, an ADHD user (age 23)

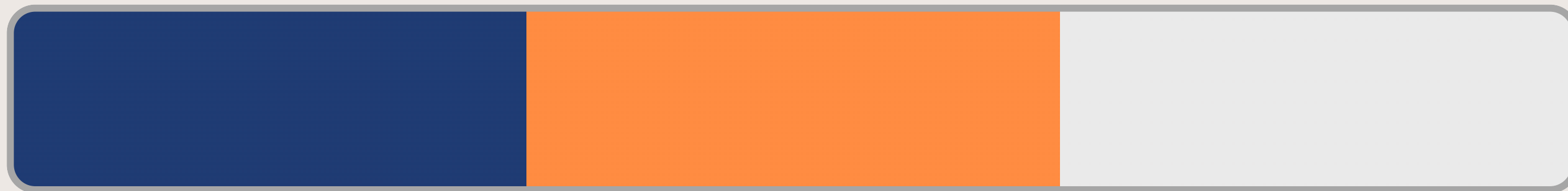
AttenX = “Attention” + “X”

There are unknown variables in everyone’s work style, but we allow for flexibility that ADHD minds need and we empower them by creating their own system.

NAMING & DESIGN

— THE STORY BEHIND

Color Palette



● Deep Blue

(#1F3B73)

Foundation of Focus
Stability, clarity, and
cognitive grounding.

● Bright Orange

(#FF8C42)

Spark of Motivation
Energy, dopamine,
and drive to start.

● Soft Gray

(#EAEAEA)

Calm in the Chaos
Neutral support for
less overwhelm.

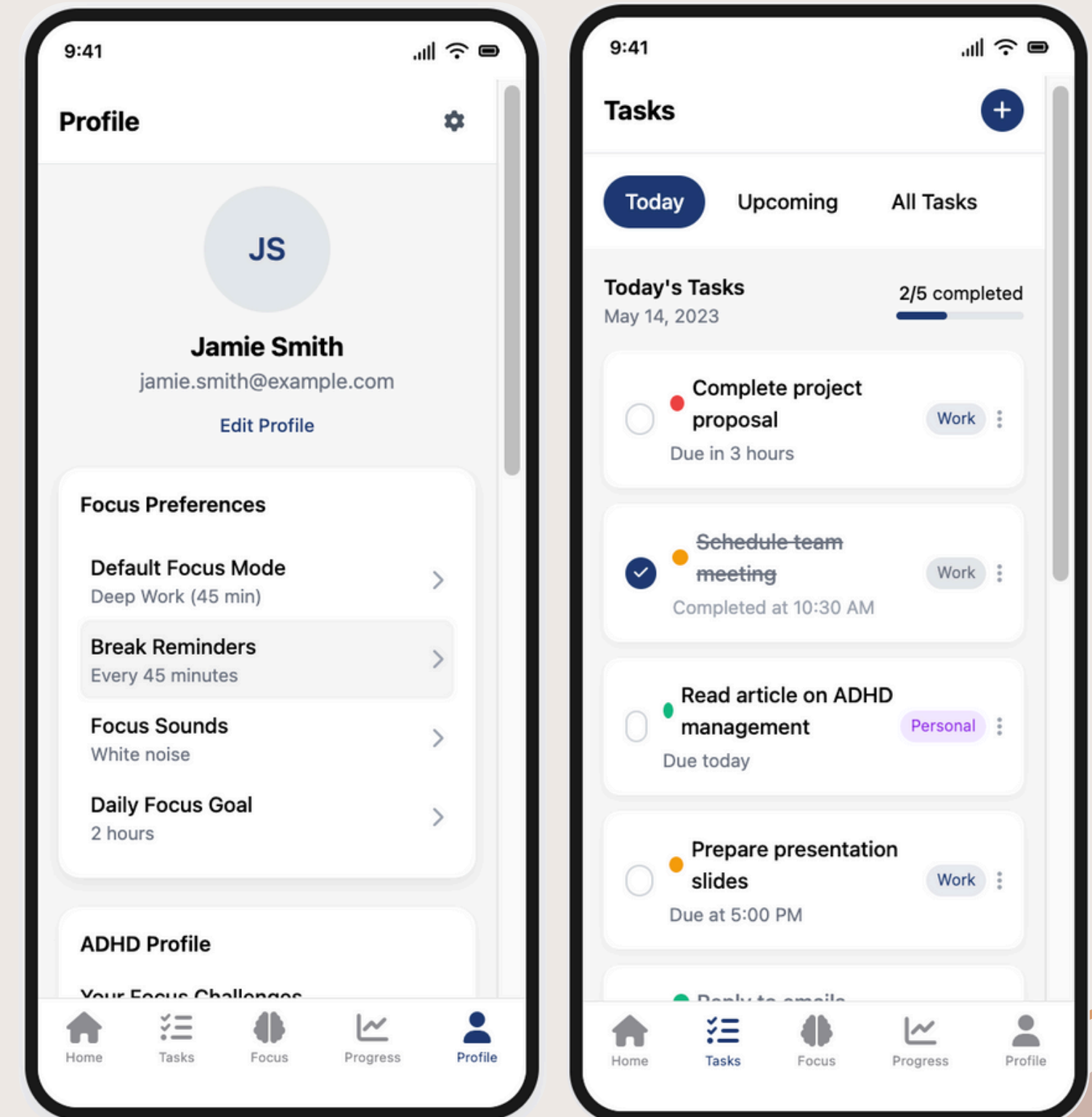
NAMING & DESIGN

— THE STORY BEHIND

Typography

Inter — a clean, accessible typeface

Designed for legibility and calm, supporting ADHD users with clear hierarchy and minimal distractions.



**AttenX isn't here to fix focus
—it's here to free it.**

For every ADHD mind that's ever felt
like productivity wasn't made for
them—**Now it is!**

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