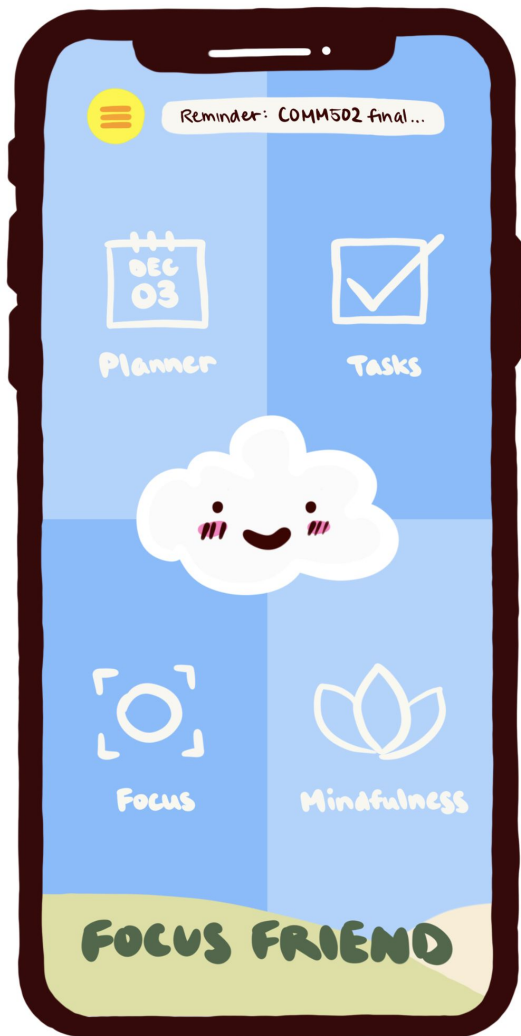




FOCUS FRIEND

Audrey Lin
Kimberly Hardy
Taylor D'Ambrosio

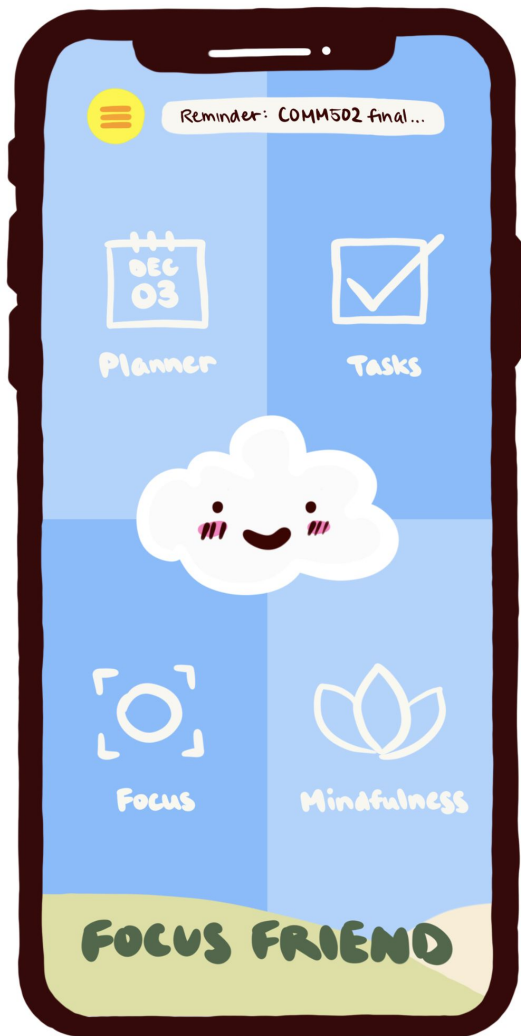


Focus Friend

An app/virtual assistant that is a holistic approach to managing distractions, staying organized, on-task and on-time, specifically designed for those with ADHD.

ADHD

- Adult prevalence is 4.4%, but likely vastly underestimated
 - Hyperactive type more common in males, inattentive type more common in females
- Some key issues:
 - Poor **planning** and **time management** skills-- “time blindness”
 - **Disorganization** and difficulties **prioritizing**
 - Problems **focusing** on a task, following through and completing tasks
 - **Executive dysfunction** (struggle to organize and regulate behavior in ways that will help accomplish long-term goals)
- When unmanaged, can lead to:
 - Difficulties in school and/or work
 - Chronic lateness (missed appointments etc.)
 - Low self-esteem

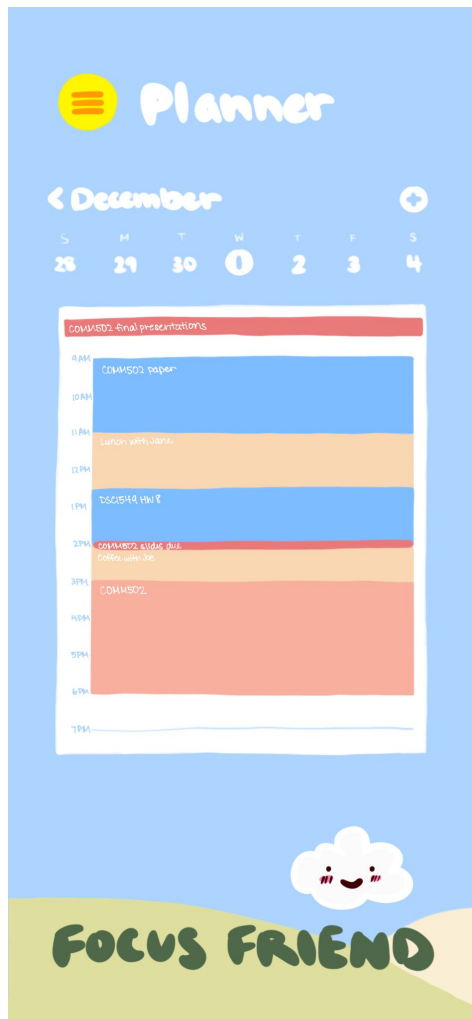


Focus Friend

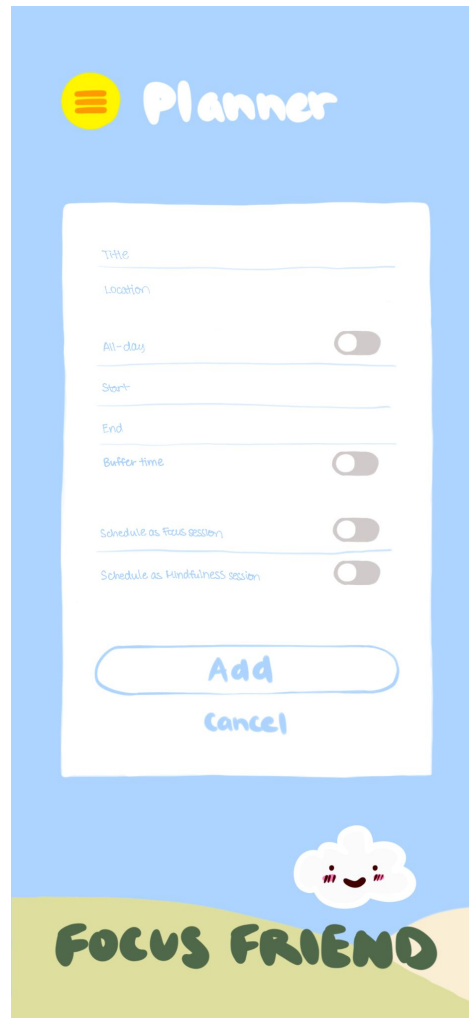
Four integrated features:

- Scheduler/Planner
- Task Organizer
- Focus
- Mindfulness

Time management



Combating chronic lateness



The image shows a mobile app interface for a planner. At the top, there is a yellow circular icon with three horizontal lines and the word "Planner" in a white, rounded font. Below this is a white card with a light blue border. The card contains several input fields: "Title", "Location", "All-day" (with a toggle switch), "Start", "End", "Buffer time" (with a toggle switch), "Schedule as Focus session" (with a toggle switch), and "Schedule as Mindfulness session" (with a toggle switch). At the bottom of the card are two buttons: "Add" and "Cancel". The background of the app is light blue. At the bottom, there is a green hill and a white cloud with a smiling face. The text "FOCUS FRIEND" is written in a bold, green, rounded font.

Planner

Title

Location

All-day ☐

Start

End

Buffer time ☐

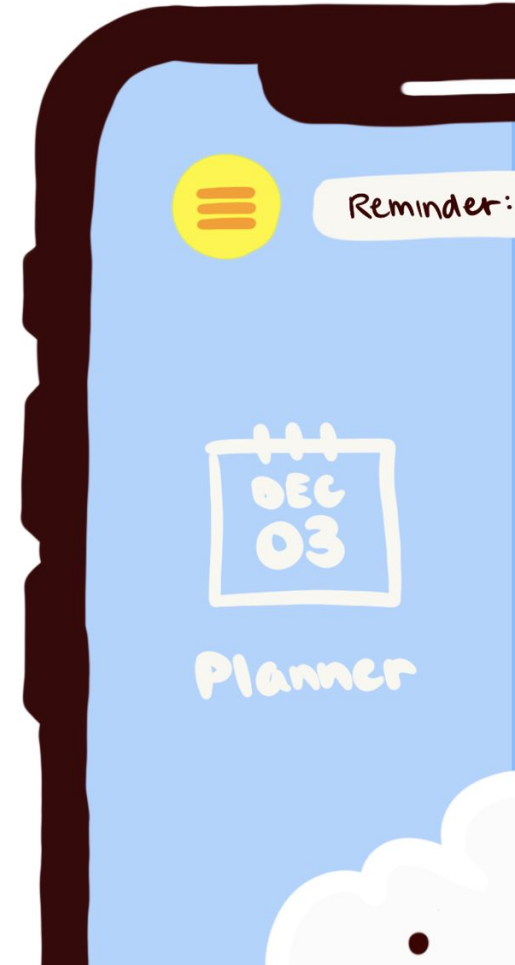
Schedule as Focus session ☐

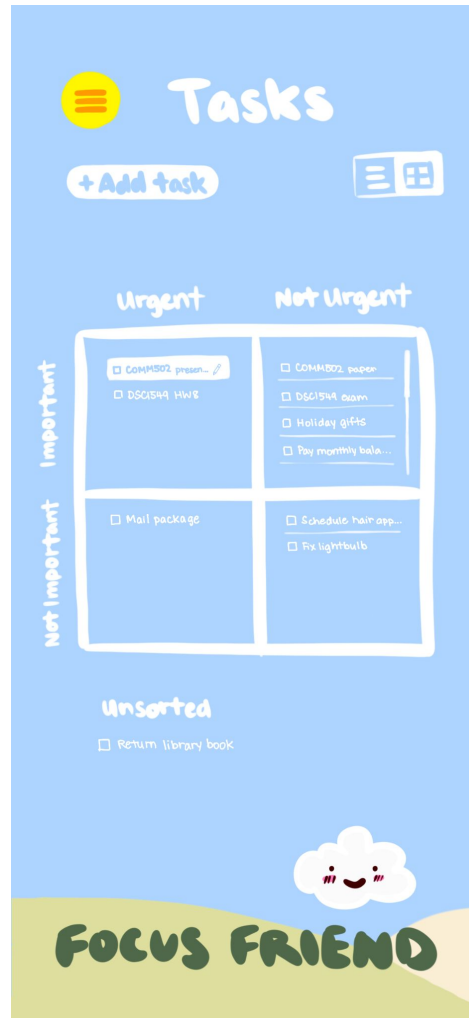
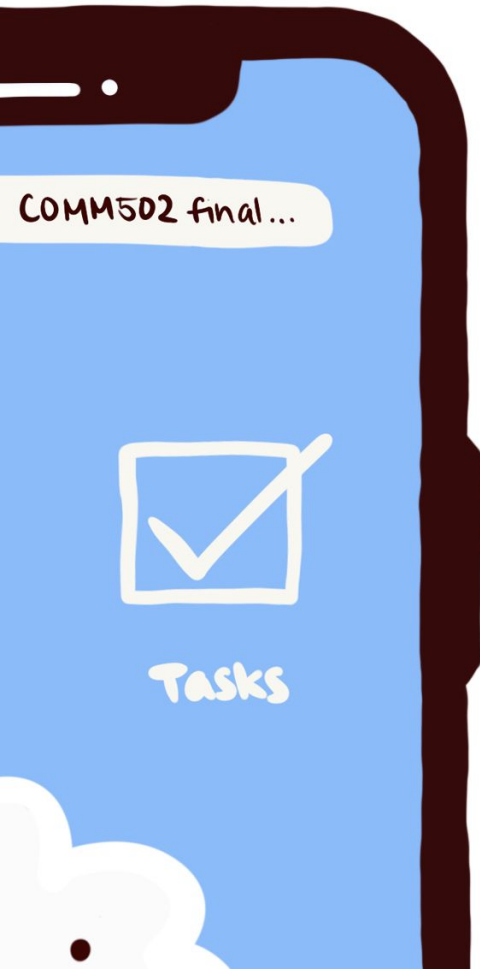
Schedule as Mindfulness session ☐

Add

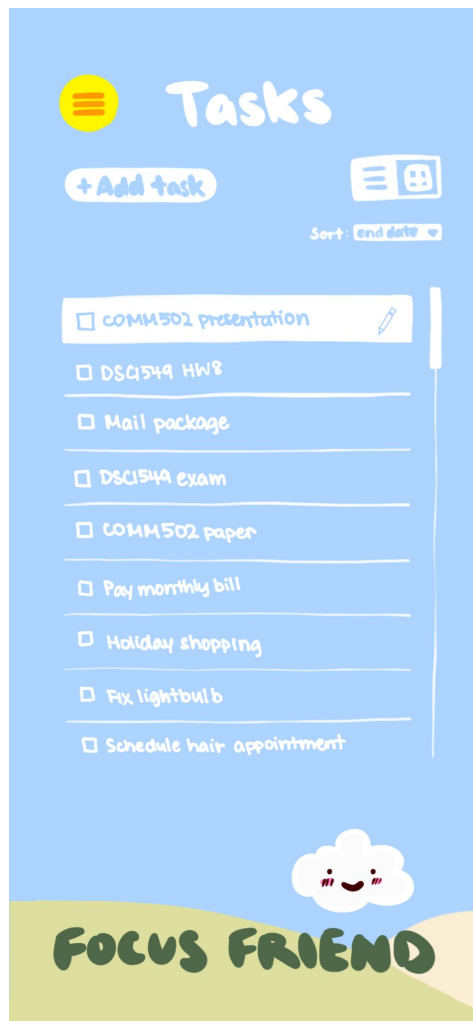
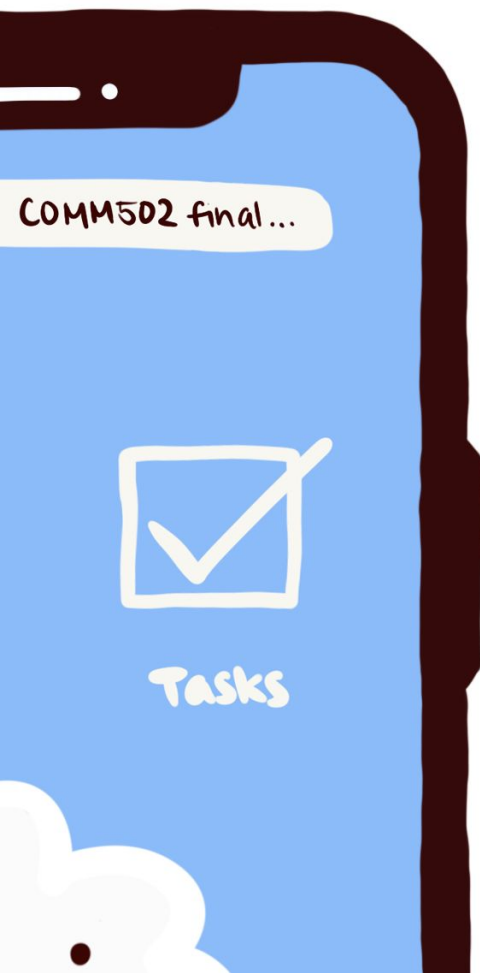
Cancel

FOCUS FRIEND

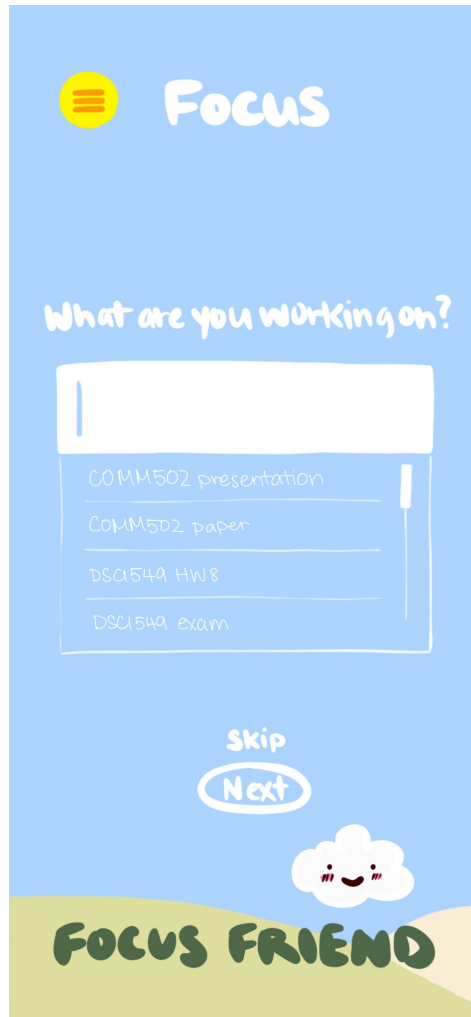




People with ADHD are
“trapped in the now”



Success starts with awareness,
but requires intention.





Focus

Session length.

Start

9:00 AM

End

11:00 AM

Select from planner

Back Skip

Next



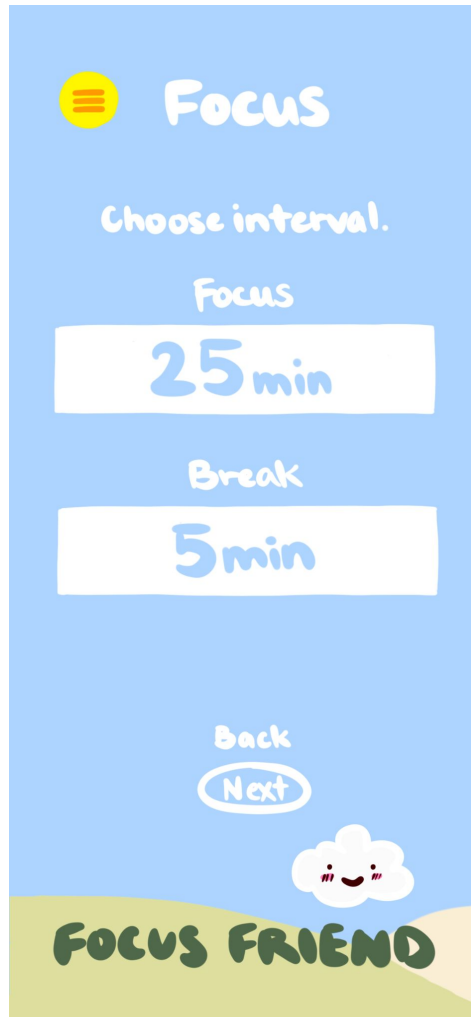
FOCUS FRIEND



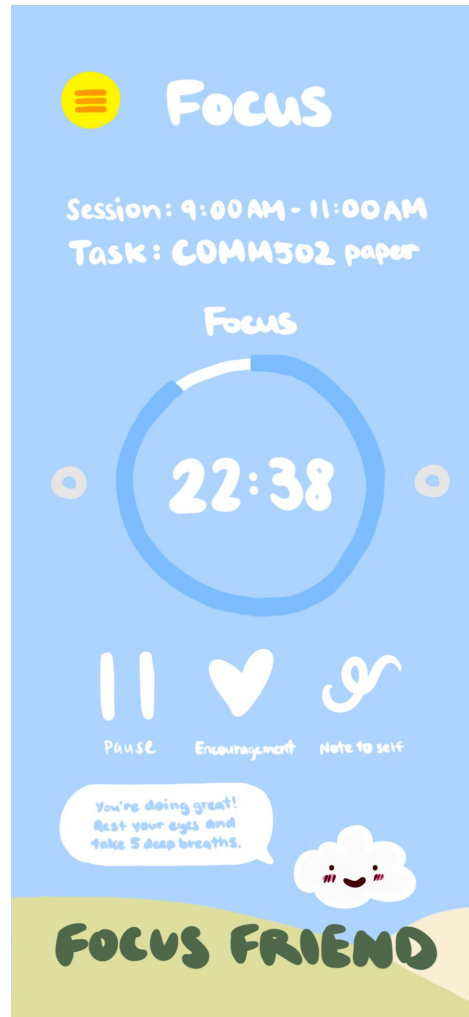
Focus

FOCUS F

Pomodoro Technique.



See time by externalizing it;
feel time by maximizing
motivation.





Focus

Session complete!

How did that go?



Notes

Check d-clearance approval



Throw out arugula

How big is the biggest dog in the ...

Call mom

Start new session

End



FOCUS FRIEND



Focus

FOCUS F





Execution plan: Budget



Initial Budget: \$72,000

- 6 Developers, Social Media Influencers, and PR/Marketing Team

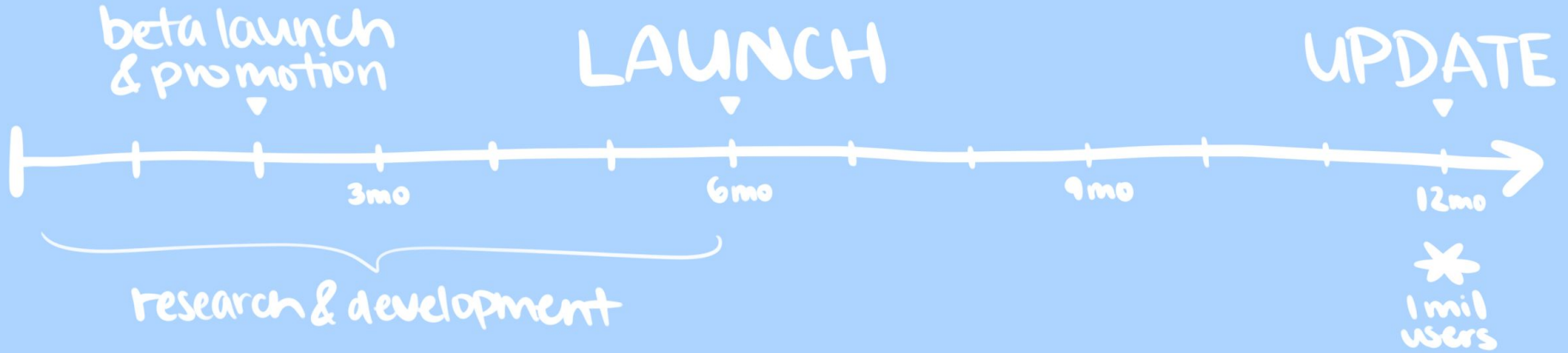
Maintenance of app: \$14,400/yr

- Licensing, Monitoring, Hosting, and Engagement

Cost of Focus Friend: \$3/download

- Need 28,800 paid downloads to break even, 4,800 download/yr for maintenance

Execution plan: Roadmap



Competitive landscape



Designing for disability
is designing for all.