

DoTHAT

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What is DoTHAT

DoTHAT is a company that helps nerodivergents manliy people with ADD/ADHD keep and maintain a scheduale as they enter the app they can have a repetitive schedual that you make chenges to when needed you can also choiose to schedual spicific days ahead. one thing that is uneque about this product if you do things within the app like make your first schedual or cheeck something off you gain points and can use that to go twards a reward available through the app you can also wait and let points build and let the reward be bigger and better

Competitive Analysis

me+

They make it easy to add and mark complete tasks they have it set up so you can look through daily tasks and select that you want makes it more accessible to a more variety of people.

Doodle

This is more of a tool for in the work place making it easy to share and work on project while tracking time management.

Booksy

This mainly used with business as a front desk help to check people in it uses time blocking as well as allows you to see others you work with schedules.

Trends

There is a increased peardonlization as within how they get reminders sent as well as a followup of happy with the service. They aslo sometimes have the use payment

Empathy Map

Who are we empathizing with?

Who is the person we want to understand?

A person that is diagnosed with ADD/ADHD

What is the situation they are in?

They might be struggling with day to day task as well as emotions
they might also have other disabilities as well

What is their role in the situation?

They are more likely to develop (trama) anxiety or depression
They might not be social as well as can't understand how to control their emotions(get work up or overwhelmed easily and lash out at parent or person)

What do they need to DO?

They benefit from routine?

They could also benefit from daily or task praise when completing the activity

What job(s)do they want or need to get done?

They might want to get diagnosed(if they are not already)
If this is about work options they want something fast pace where they can do many different tasks as they are flexible and focused

What decision(s) do they need to make?

they might want to find activities or task they could do when they could use to stay on track

How will we know they were successful?

They might not be overwhelmed as well as they are sticking to a routine

What do they SEE?

What do they see in the marketplace?

They have apps out there about organization as well as therapy apps but they don't combine the two as well as bring together people that think similarly to one another

What do they SAY?

What have we heard them say?

I have tried using one but I never continue using it because it's too much work

What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing from colleagues?

What are they hearing second-hand?

What do they THINK and FEEL?

Pains

What are their fears, frustrations, and anxieties?

Gains

What are their wants, needs, hopes and dreams?

Personas

Meet Sam ,

I have known most of my life that I have ADD/ADHD but in the beginning they thought I was depressed or something as I wasn't overly active I would rather sleep than run around, once I was finally diagnosed they thought I didn't need medication as I found out later that I was "masking" my self to make me seem normal and with other learning disabilities I became very self-aware of my differences to others so I would always put myself down for not being good enough in school I would always try and hide that fact about me until I hit my breaking point

Age: 28
Marital Status: Engaged
Work: Interior Designer
Location: St.Paul, MN



Personality

shy Loyal to those she knows enjoys nature and being outdoors
struggles remembering things runs late half the time losses items that just had

Goals

have a place to be myself and know that I'm not by myself
have a place that would keep me moving and motivate me
help find help to get mental health professionals like therapy

Needs

Wants to not worry about doing and turning things on time wants to have a better understanding on how to communicate without going overboard and over share

Frusturations

I feel stressed when I start something that I get really into like a book I enjoy so much so that I often have a hard time stopping even when I know I have things more important things like sleep or homework to get done, today I only have alarms to try and get me to shift my mind but its not enough to make me actually stop what I'm doing.

Experience solutions

Had an appointment with a client and she ended up running all around the house because she forgot she had the appointment as well as she couldn't find her keys ended up showing up 25 minutes late

Meet Clark ,

I was someone who was diagnosed with ADD when I was in first grade. I was not put on any medication until high school. I did on the other hand get help from his school on how to manage the best he can. I still struggled with staying focused for tests as well as getting homework done and turned in on time, as I often forgets when things are due in relation to the day of the week it is.

Age: 22
Relationship Status: Dating
Work: Student
Location: Seattle, WA



Personality

Loves to play sports Going out with friends life of any party
Always wants others feel like they belong loves animals will be there for people when they feel down

Goals

Wants to not show up late for important events
Wants to have to the focus to get work(homework) done so doesn't fail classes

Needs

Wants to not worry about doing and turning things on time wants to have a better understanding on how to communicate without going overboard and over share

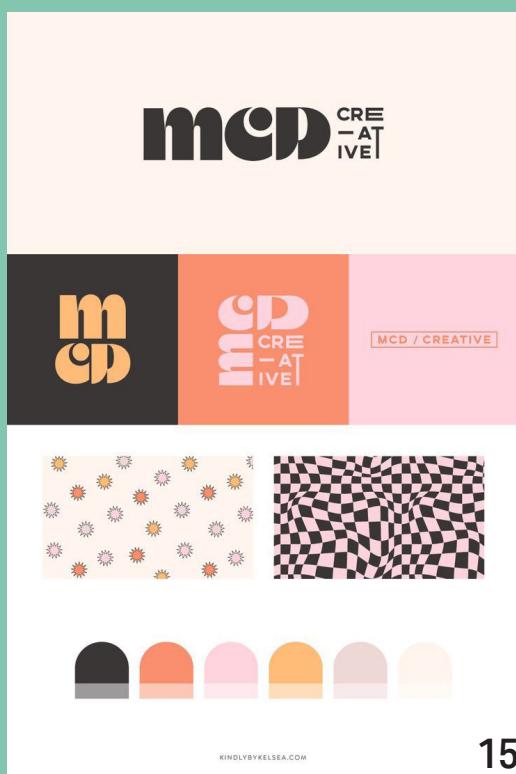
Frusturations

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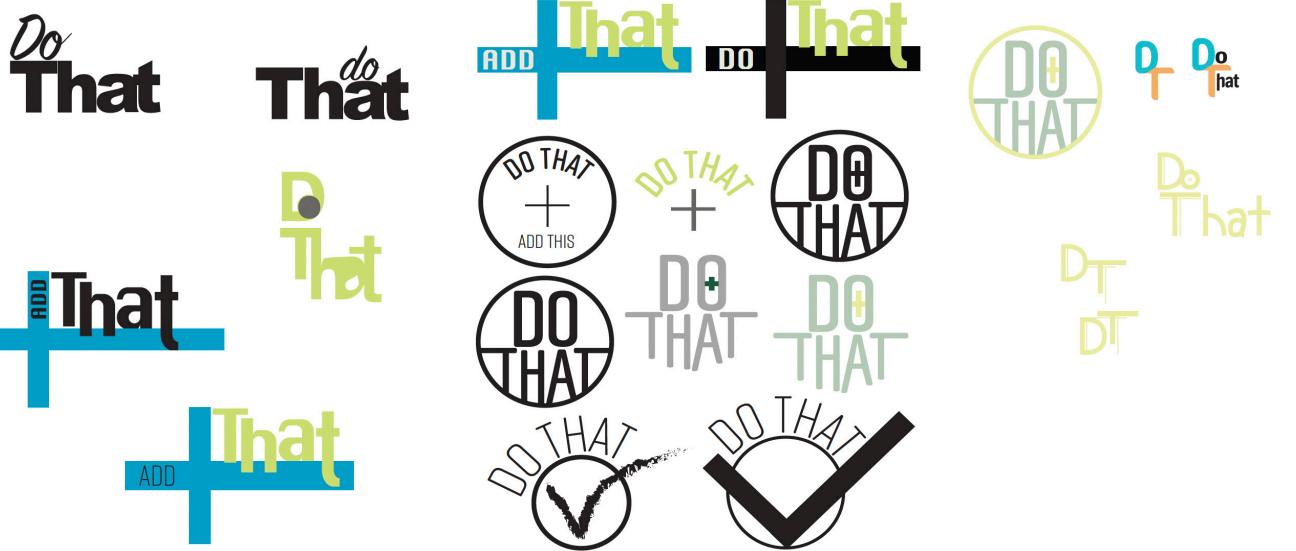
Experience solutions

As a social butterfly he tends to lose track of time as he with spend all his time with friends and will end up forgetting about homework or other plans that he had for the night if it wasn't for friend in his classes he would never get homework done on time

Inspiration

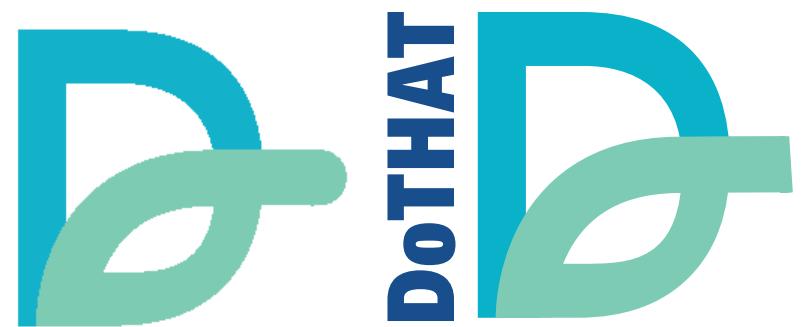


Logo's



The image displays four distinct letter 'D' characters arranged in a 2x2 grid. The top-left 'D' is a light blue color with a thick, rounded black outline. The top-right 'D' is dark navy blue with a thin, rounded black outline. The bottom-left 'D' is dark navy blue with a thick, rounded black outline. The bottom-right 'D' is teal with a thin, rounded black outline. Each letter features a light green, flowing, ribbon-like shape that loops around its vertical stem.

Final



Typeface

Aktiv Grotesk Cd

Light

Regular

Bold

Black

Colors



#00B2CA



#1D4E89



#7DCFB6

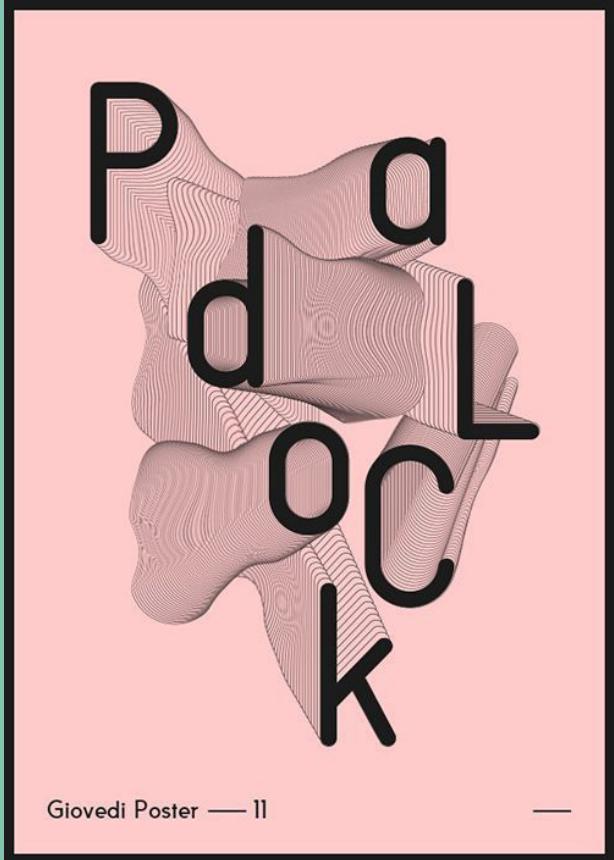


#FBD1A2



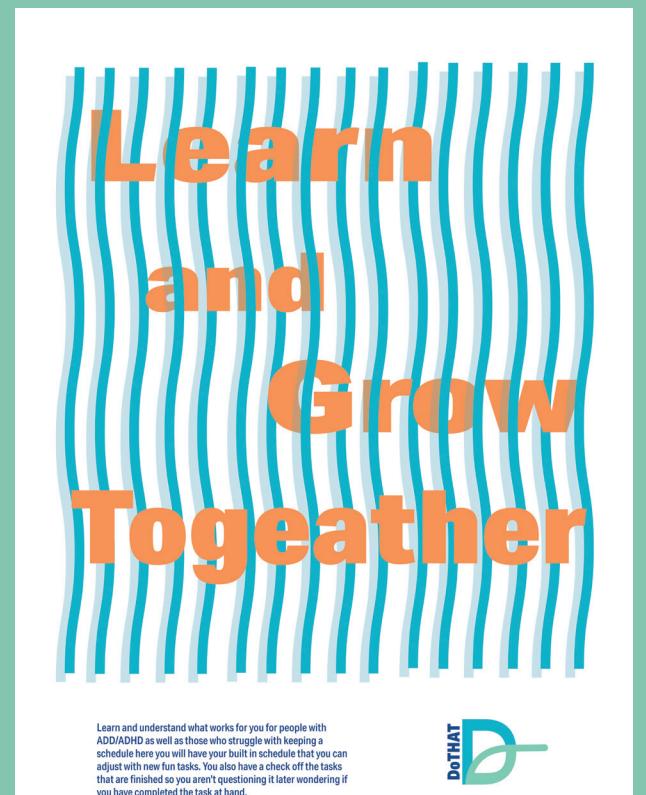
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Poster Inspiration



Final Posters

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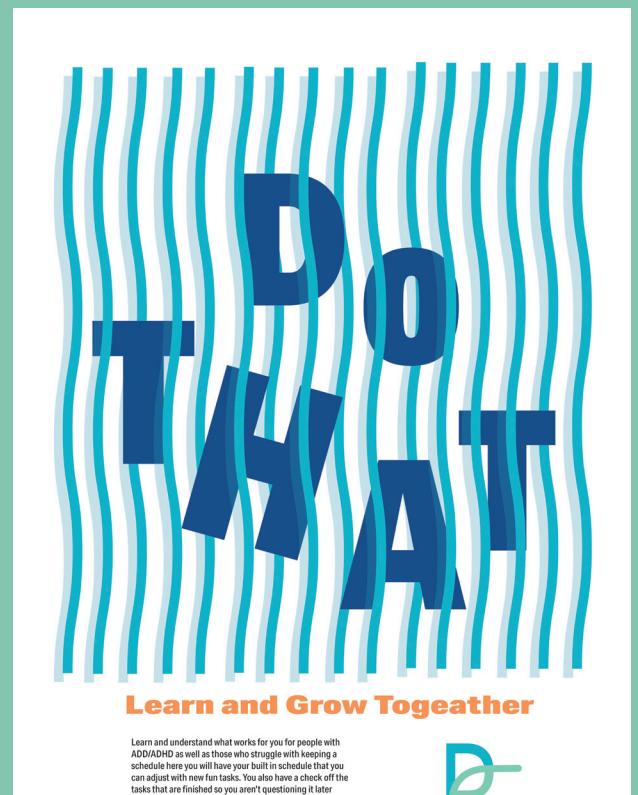


Learn and understand what works for you for people with ADD/ADHD as well as those who struggle with keeping a schedule here you will have your built in schedule that you can adjust with new fun tasks. You also have a check off the tasks that are finished so you aren't questioning it later wondering if you have completed the task at hand.



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LEARN AND GROW TOGETHER
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Learn and Grow Togeather

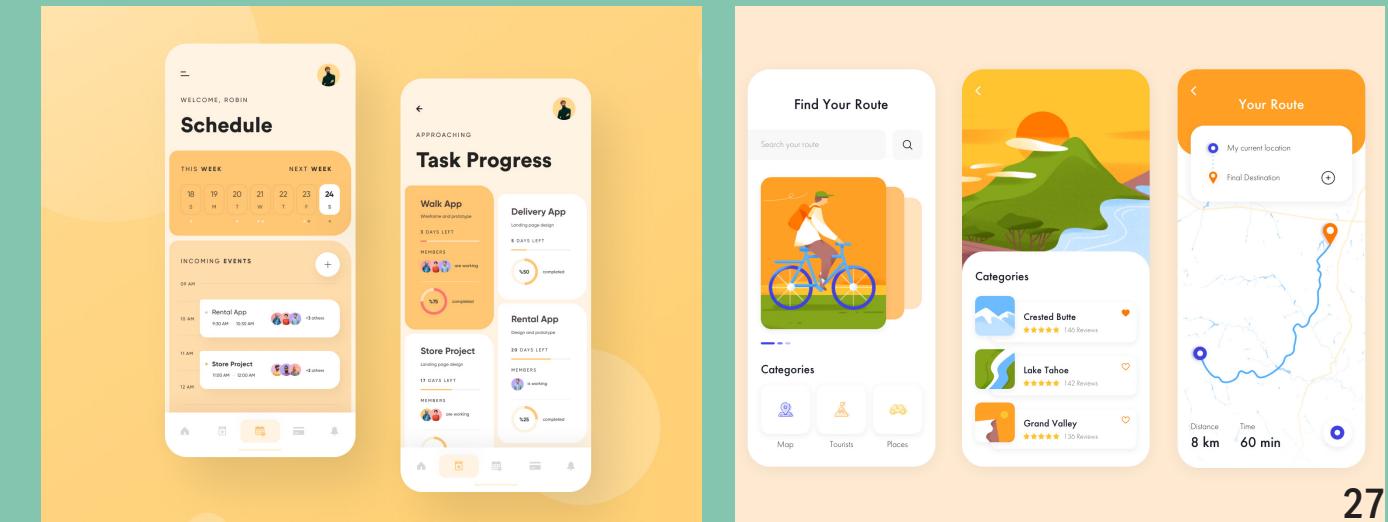
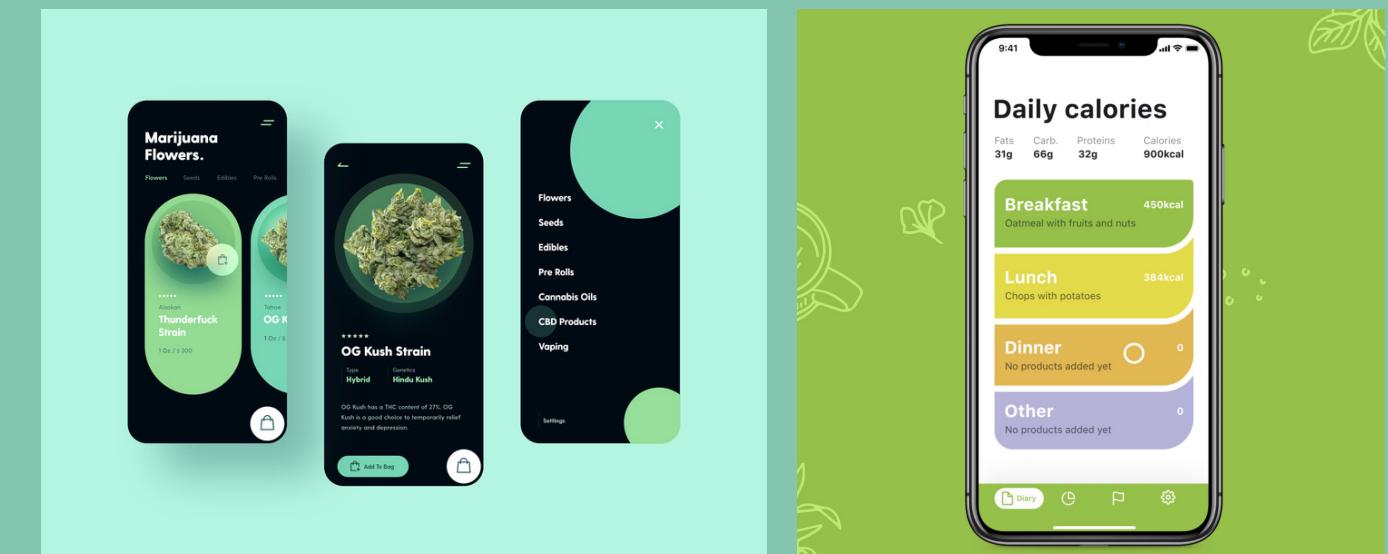
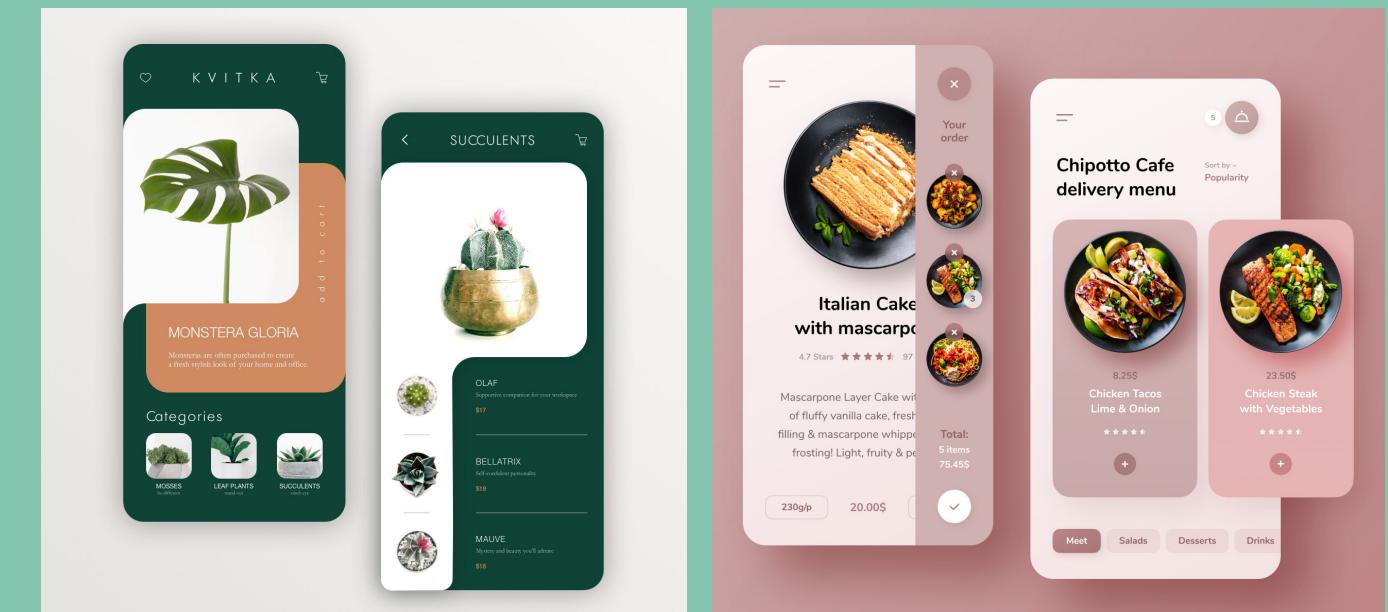


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LEARN + GROW
TOGETHER

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Mobble Application Inspiration



Mobble Application Final



Mock-ups

