

I GET IT DONE

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The Science-Backed Task App
That Finally Works.

Your Brain Isn't a Filing Cabinet. So Why Do Your Apps Treat It Like One?



Ever wonder why traditional to-do apps leave you feeling more overwhelmed than organized? The problem isn't you.

It's that most apps are built for a single type of brain, ignoring how millions of us actually think, focus, and get motivated.

50 Million

Over 50 million adults struggle with ADHD-like symptoms, and millions more feel traditional productivity hacks simply don't work for them.

We Built an App Based on Your Brain, Not a Productivity Guru's Checklist.

We didn't just build features that sounded good. Every design decision is backed by peer-reviewed research on how brains with ADHD and similar executive function challenges actually operate.

This isn't just an app—it's neuroscience-based assistive technology disguised as beautiful design.



47 scientific studies
informed our feature development

Brain imaging studies
showed us what truly motivates.

Randomized controlled trials
proved our methods work.

End “Choice Overload” with a System Your Brain Craves



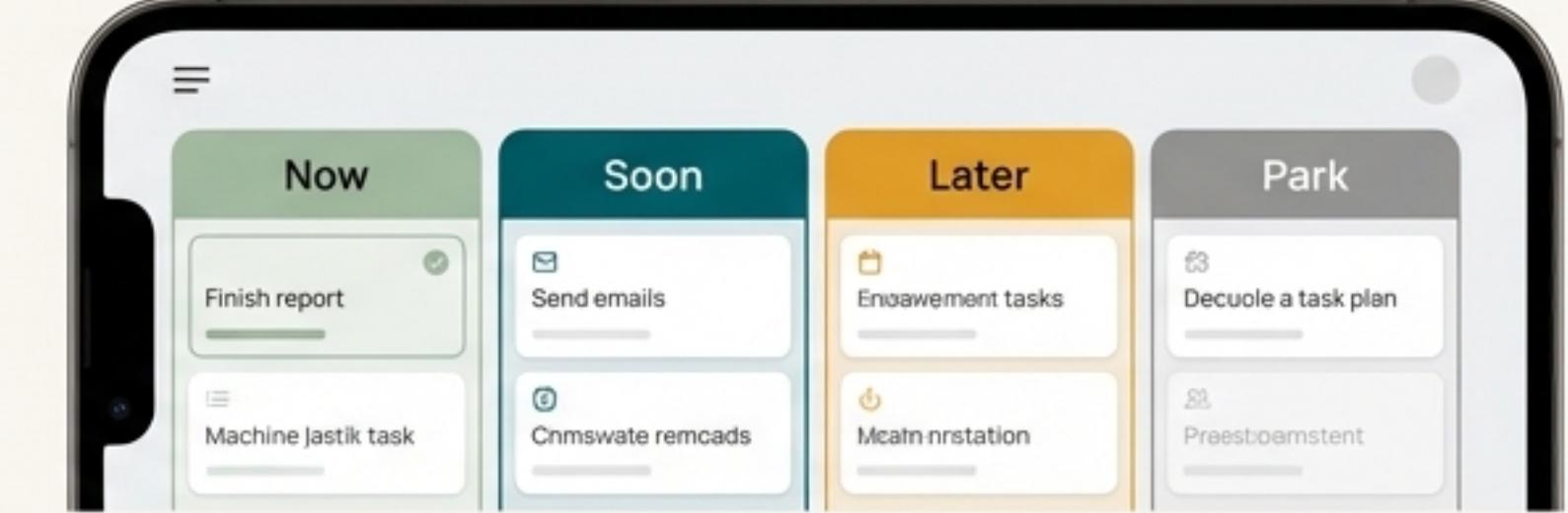
The Problem

Traditional apps throw everything into endless lists. Research shows this creates “choice overload,” where your brain freezes because it has too many options.



38-57%

Kofler et al. (2018) found 38-57% of organizational problems in ADHD stem from working memory overload. By reducing decisions to 4 categories, we free up your brain’s processing power for *doing*, not just organizing.



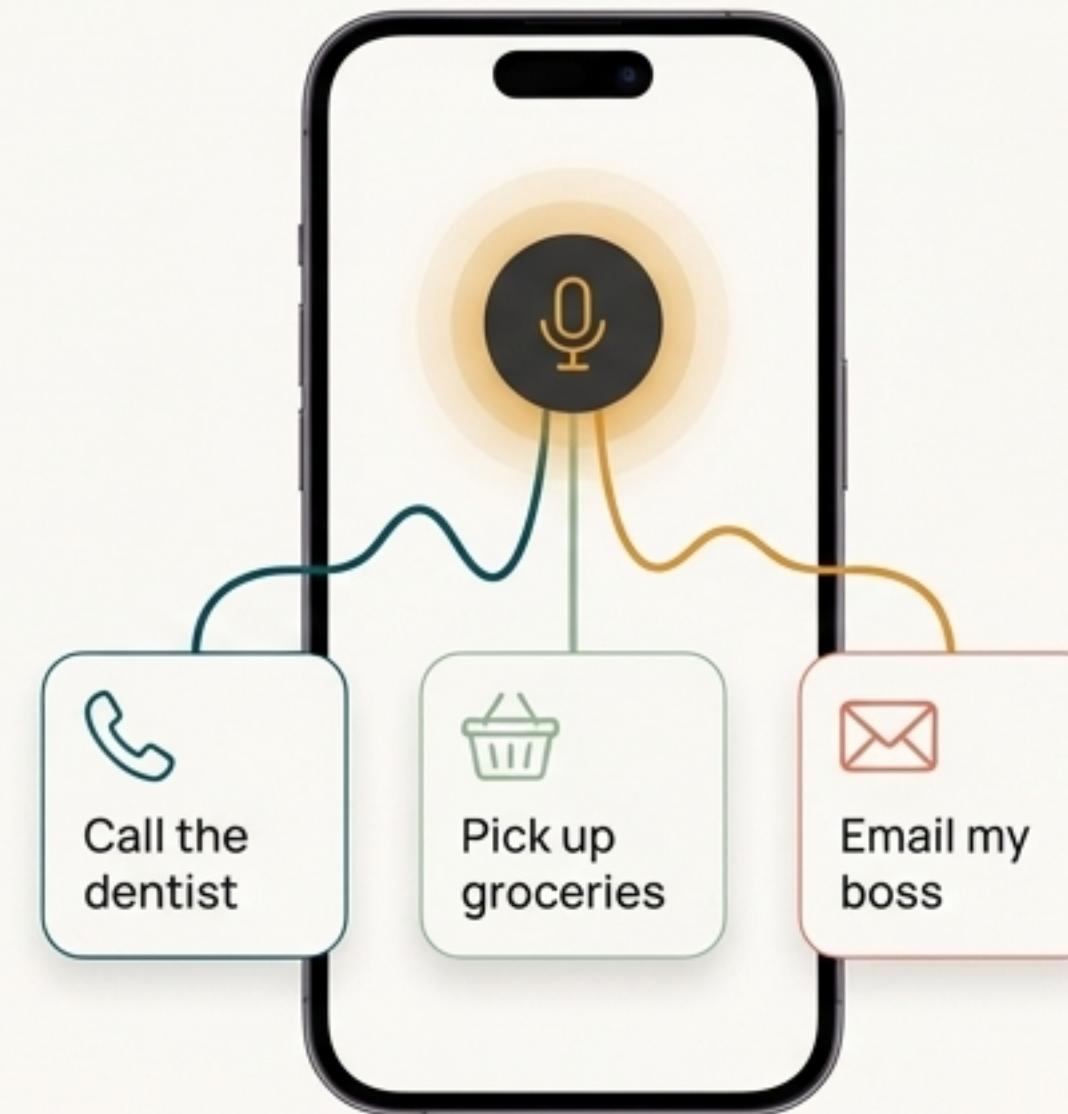
The Solution

Four simple, visual lanes: **Now / Soon / Later / Park**. Tasks are organized instantly, reducing decision fatigue.

Capture Every Brilliant Idea Before It Vanishes.

The Problem

ADHD brains are idea machines, but thoughts disappear fast. Fumbling to type, categorize, and save a task means most ideas are lost.



The Solution

Quick Dump + Voice Capture. Tap one button and speak. Our AI instantly converts "I need to call the dentist, pick up groceries, and email my boss" into three separate, organized tasks.



Desrochers' research (2019) showed that ADHD individuals abandon digital tools when too many steps are required. We reduced the barrier from multiple taps to a single voice command.

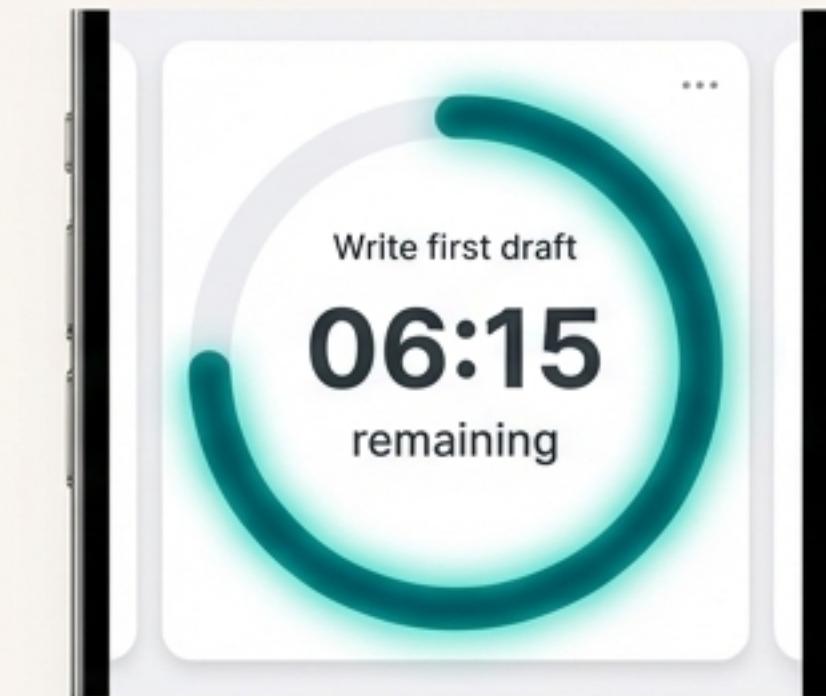
Make Time Visible for a ‘Time-Blind’ Brain

The Problem



“Time blindness” is a real neurological difference. Brains with ADHD struggle to perceive how much time has passed or how much is left.

The Solution



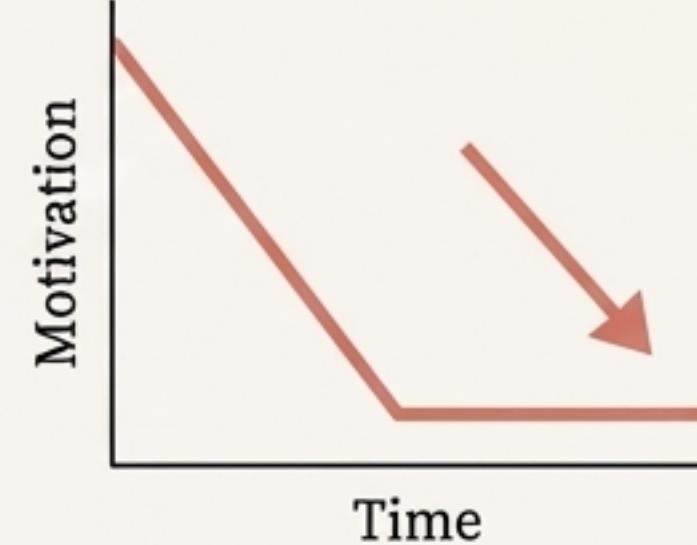
The Focus Timer. A visual countdown ring shrinks as time passes, making the abstract concept of time concrete and manageable. Preset durations (10/15/25 mins) are based on optimal attention spans.



A randomized controlled trial by Wennberg (2018) showed that visual time-assistive devices **significantly improved time perception ($p=0.019$)** and task completion.

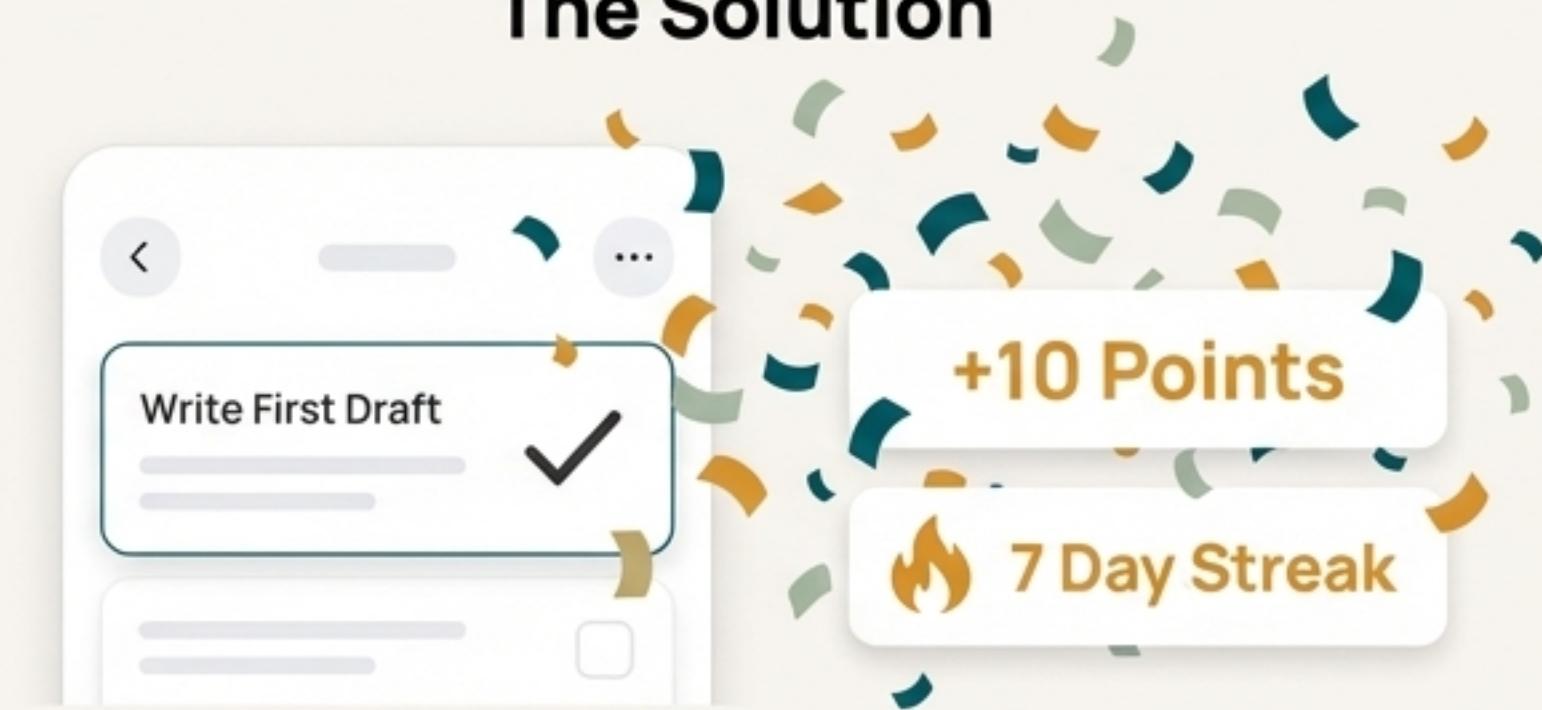
Feed Your Brain the Dopamine It Needs to Stay Motivated.

The Problem



ADHD isn't a lack of motivation; it's a brain that needs *more* frequent rewards to feel motivated. A simple checkbox isn't enough.

The Solution



Science-Backed Gamification. Earn points for every task and subtask. Build streaks. Unlock achievements. Every small win delivers an immediate reward.



Science Section

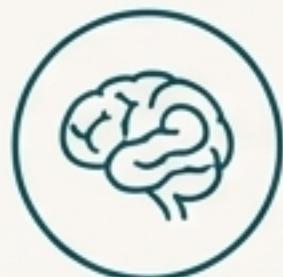
Volkow's brain imaging studies (2011) proved ADHD brains have fewer dopamine receptors in reward circuits. Tripp & Wickens (2008) showed that **immediate reinforcement** is crucial for this neurotype.

Turn Overwhelming Mountains into Manageable Molehills

The Problem

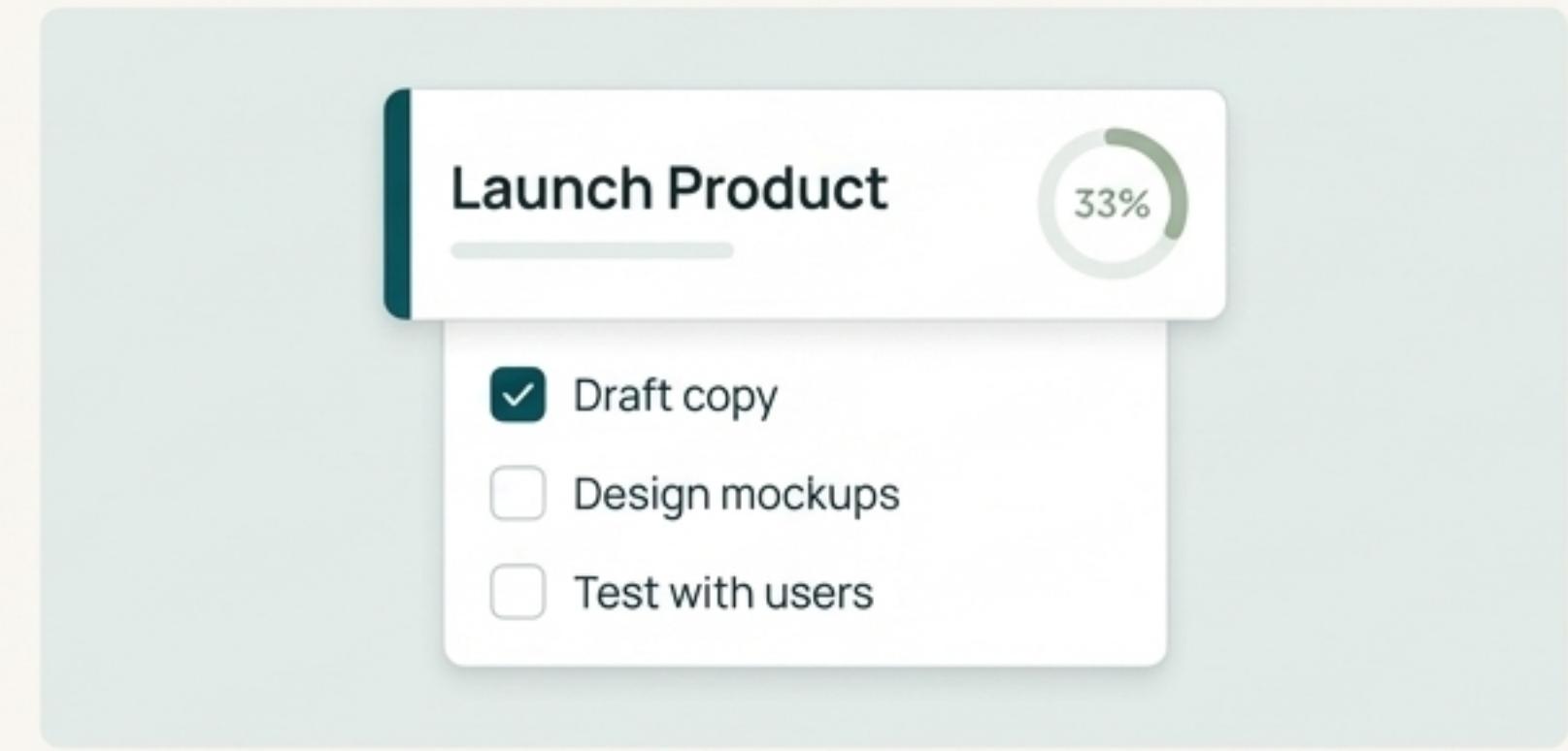


Big, vague tasks like “Write quarterly report” trigger avoidance. Your brain sees an insurmountable wall and shuts down.



Jérôme’s study (2018) found that **chunking academic work into smaller pieces significantly improved task completion** in ADHD students.

The Solution



Break It Down. Tap any task to break it into bite-sized subtasks. A visual progress ring fills as you complete each piece, creating momentum that carries you through to the end.

Offload Your Mental Load, from Team Projects to Personal Wins.

Team Hub

Team Tasks

Search

Finalize Marketing Deck
In Progress 75%

Review Q3 Budget
Needs Review

Client Onboarding Setup
Assigned

Stop tracking 'who's doing what' in your head. Delegate tasks with one tap and track progress with visual status updates.



Cognitive offloading research (Ballinger, 2023) shows externalizing tracking frees up critical working memory.

Weekly Reset

Weekly Summary

Your Weekly Wins
Oct 23 - Oct 29

Tasks Completed: 45/50

Day	Tasks Completed
Mon	1
Tue	2
Wed	1
Thu	0
Fri	1
Sat	1

1200 Points Earned

Top Performer

5-Day Streak

Goal Smashed

Your brain has a negativity bias and forgets successes. Every week, see a summary of what you accomplished, points earned, and streaks earned, and streaks maintained.



This provides external scaffolding for impaired metacognitive ability (Butzbach et al., 2021).

Built for ADHD Brains. Brilliant for Anyone Who Feels Overwhelmed.

For Diagnosed ADHD



Students: Capture lecture ideas by voice, chunk assignments, use Focus Timer.



Entrepreneurs: Brain dump ideas, delegate to team, track projects without overload.



Parents: Manage family schedules, assign chores, remember all the little things.

For Anyone Who Struggles



Chronic Procrastinators: Break projects into ‘can’t fail’ first steps.



Busy Professionals: Voice-capture tasks during your commute, visualize priorities.



Creative Types: Dump ideas without losing your flow state, then organize later.

“This is the first task app that doesn’t make me feel like a failure.”

“

First task app that doesn’t make me feel like a failure.

— Sarah, Marketing Manager

“

The voice capture is a game-changer. I can dump ideas while walking the dog.

— Mike, Entrepreneur

Finally stopped losing track of what my team is working on.

— Jennifer, Small Business Owner

My therapist recommended this and it’s honestly changed my life.

— David, Graduate Student

Why Traditional Productivity Advice Fails You

“Just write it down”

- Your brain dumps a million tasks with no organization.

“Just prioritize”

- Everything feels equally urgent when you’re overwhelmed.

“Just focus”

- Impossible when your working memory is already maxed out.

“Just be consistent”

- Without rewards, your motivation dies after day 3.

**I GET IT DONE works because it assumes
your brain is different—not broken.**

Answering Your Questions

Q: Do I need an ADHD diagnosis to benefit?

A: Not at all! Anyone who struggles with traditional task apps will love the visual organization, voice capture, and reward systems.

Q: How is this different from [other task app]?

A: Most apps add features randomly. Every feature in I GET IT DONE is based on specific research to solve root neurological challenges, not just symptoms.

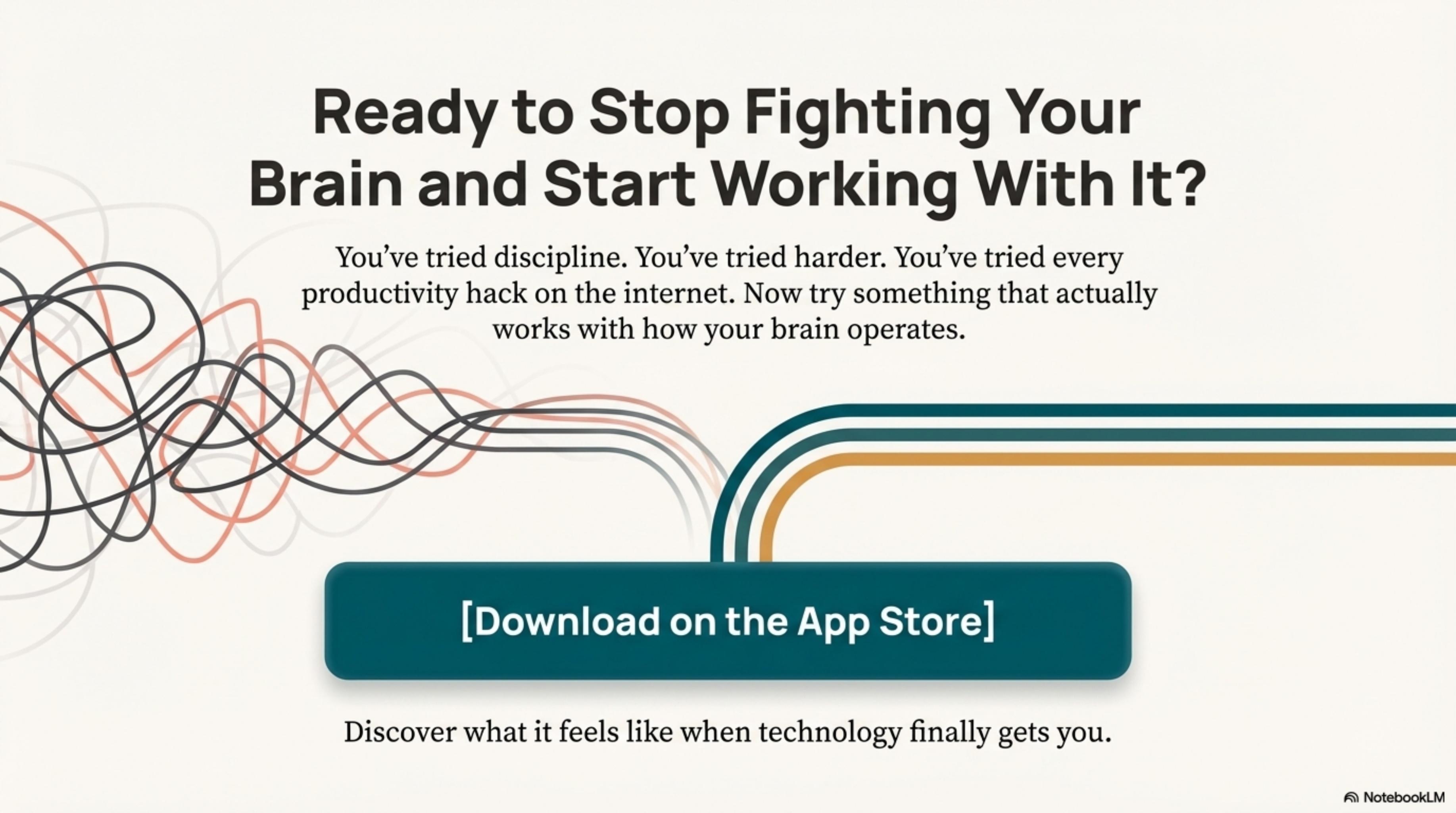
Q: Is it easy to use?

A: It's designed for simplicity. If you can swipe and tap, you can use it. The voice feature means you barely need to type.

Q: Is it for individuals or teams?

A: Both! Use it personally, or invite team members to collaborate. Perfect for small businesses, creative teams, or family organization.

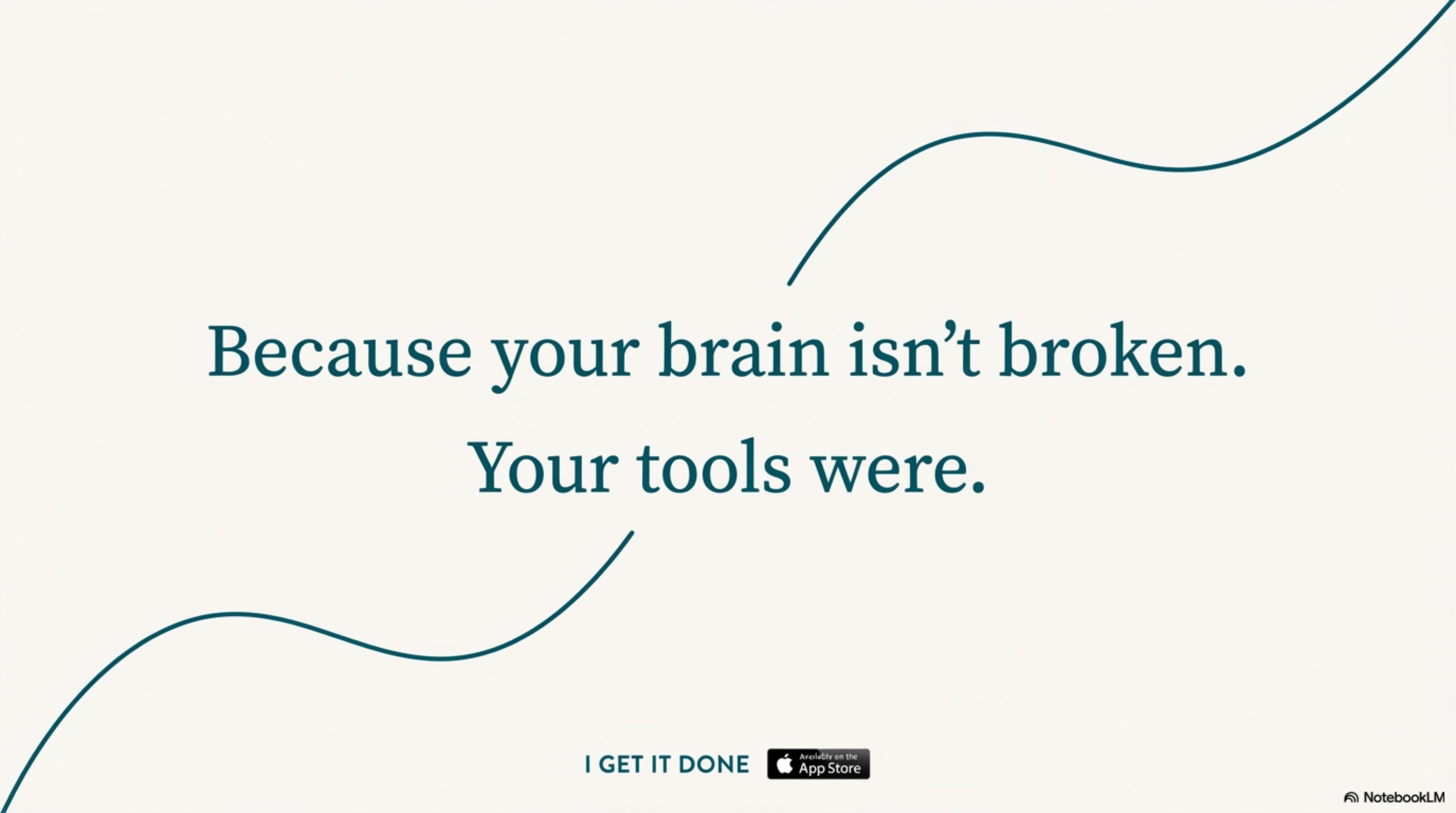
Ready to Stop Fighting Your Brain and Start Working With It?



You've tried discipline. You've tried harder. You've tried every productivity hack on the internet. Now try something that actually works with how your brain operates.

[Download on the App Store]

Discover what it feels like when technology finally gets you.



Because your brain isn't broken.
Your tools were.

I GET IT DONE

