

Elpis

Providing hope to live a more productive life.

Spec Status: **Draft** / Peer Review / Mentor Review / Complete

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Last Updated: 04/05/24

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Summary:

Do you often feel overwhelmed and distracted by the incessant flow of social media, streaming platforms, and smartphone apps? Are you finding it difficult to stay focused on your objectives due to symptoms of ADHD? Introducing Elpis, the app designed to help you stay on track and remind you of your tasks and goals.

Problem Background:

With the increase of social media, streaming platforms, and various smartphone apps comes the increase of overstimulation and distractions for many individuals.

The prevalence of ADHD has been increasing over the years and is becoming a significant problem for many individuals, families, and society as a whole. According to the Centers for Disease Control and Prevention, the estimated number of children with ADHD in the United States has increased by 42% over the past decade. ADHD can significantly impact an individual's ability to focus, learn, and succeed in school, work, and personal relationships.

Elpis conducted [user research](#) and found that the biggest challenge for 53.3% of people dealing with ADHD symptom's biggest distraction was their phone/internet. With constant reminders and easy-to-use interface, Elpis helps keep you on track and minimize distractions. No more complex features or confusing interfaces that add to the problem instead of solving it.

A study published in JAMA Network Open found that the prevalence of ADHD in adults in the United States increased from 4.4% in 2008-2009 to 7.6% in 2016-2018. The journal PLOS ONE also found that internet addiction was associated with increased attention problems in young adults.

Many apps aim to help people who find it hard to focus stay on track, but users reported that many interfaces are too complex and have too many features. With Elpis, you'll have a powerful tool to help you combat ADHD symptoms and stay on track with your goals.

Goals:

Elpis aims to provide users with a simple platform to set reminders to complete various tasks and to help keep them on track in doing so. The Elpis app is designed to remind the user when it is time to complete a task and assist in eliminating distractions that may derail the user from performing their task/achieving their goal.

- Assist in reminding users when to complete various tasks.
- Eliminate mobile distractions getting in the way of the user's task.
- Provides opportunities for users to be more productive.
- Helps users keep track of progress toward larger goals.

User Stories:

- As someone with ADHD, I want to be reminded of certain tasks I need to get done so that I don't lose track of things that need to be done.
- As someone who gets easily distracted, I want a way to eliminate distractions, so that I can remain focused on the task at hand and complete it in a timely manner.
- As a user, I want to see how long I've been performing deep work on various tasks so that I can be motivated to achieve my goals.

Proposed Solution:

- To create a simple app with a clean interface that creates reminders for various tasks and helps to keep users on track towards completing tasks by assisting in eliminating various distractions.
- When reminders pop up, the user will be given the option to turn their phone off and into a timer until the task is complete.
- The only function of the phone at this time will be a screensaver showing a timer, and the phone call feature of the phone for emergencies.
- The app will keep a log of hours and time spent working towards larger goals.

Scenarios:

1. As a student dealing with ADHD, I am looking for a way to be reminded of certain tasks I need to be working on that I often forget about.
 - Scenario #1: Daily timed reminders of tasks to ensure completion.Acceptance criteria:
 - User will choose a time to be reminded of when to work on various tasks.
 - App will remind user automatically without having to be opened.
 - User will be assisted in staying on track.
2. As someone who spends too much time procrastinating, I want a method that will help me combat the increasing number of distractions I must deal with.
 - Scenario #2: Get work done with fewer distractions.

Acceptance criteria:

- App is aimed to eliminate the phone as a distraction altogether, by removing everything other than the calling feature for emergencies.
- A timer will start to indicate the time needed to be spent on the task at hand.
- The phone's only function will be to receive calls in case of an emergency.

3. As someone who spends a lot of time overthinking, I would like a way to keep my thoughts productive, rather than wandering from the task at hand.

- Scenario #3: Increased ability to remain focused on the task at hand.

Acceptance criteria:

- User will receive a notification after a continued stretch of work to take a break before starting another task.
- A timer will be constantly displayed on the phone screen as a visual reminder of the task that needs to get done.

4. As someone who doesn't accomplish many of my goals due to ADHD, I would like a way to make more strides in accomplishing these goals.

- Scenario #4: Ability to see progress being made

Acceptance criteria:

- After completing time on screen, progress gets tracked to see how much time has been spent working towards goal

5. As a person who gets visually distracted by a complex layout and too many features on an app, I am trying to find a way to be reminded of my tasks and goals in the most simple way possible.

- Scenario#5: Ability to set reminders and turn off distractions in an easy and distraction free way.

Acceptance criteria:

- A clean, simple user layout with minimal features designed to allow users to set reminders. When the reminder comes up, the user is provided with an option to turn the phone into a timer until the task is completed.

Measuring Success:

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

- Main Goal: To help Elpis users achieve small tasks and larger goals by providing them with a simple platform to set reminders and minimize distractions.
- User reports more productivity toward accomplishing a task/goal
- Users are satisfied with the app's features and interface.
- First user goal: 300 users after 3 months of launching the app.
- By demo day: A simple user-friendly app that allows users to accomplish their goal of working distraction free.

Product Success Metrics:

- Gain 20% more users through word of mouth ensuring app produces results

- 80% of user reviews at 4 or more stars
- Receive positive feedback through user surveys

Milestones & Timeline

Week 1: Basic functions of app determined.

Week 2: App layout mockup complete.

Week 3: Launch beta version of app w/ reminder and timer features complete.

Week 4: Add feature tracking time spent working on goals.

Week 5: Receive user feedback to make changes to app.

Open Questions:

- How will we measure positive results created by app?
- Should users have the option to turn app timer off?
- Should there be a desktop version of app that filters certain websites?

Appendix:

[1] [Forbes – 4 Reasons Why Workplaces Are Talking About ADHD](#)

[2] [Forbes – Adults With High Levels of ADHD At Greater Risk Of Anxiety & Depression Than Autistic Adults](#)

[3] [Psychology Today – ADHD In High-Functioning Adults](#)

[4] [New York Times – These Coaches Want To Help People Manage ADHD](#)