



HOOP

Find your focus in the hoops of time

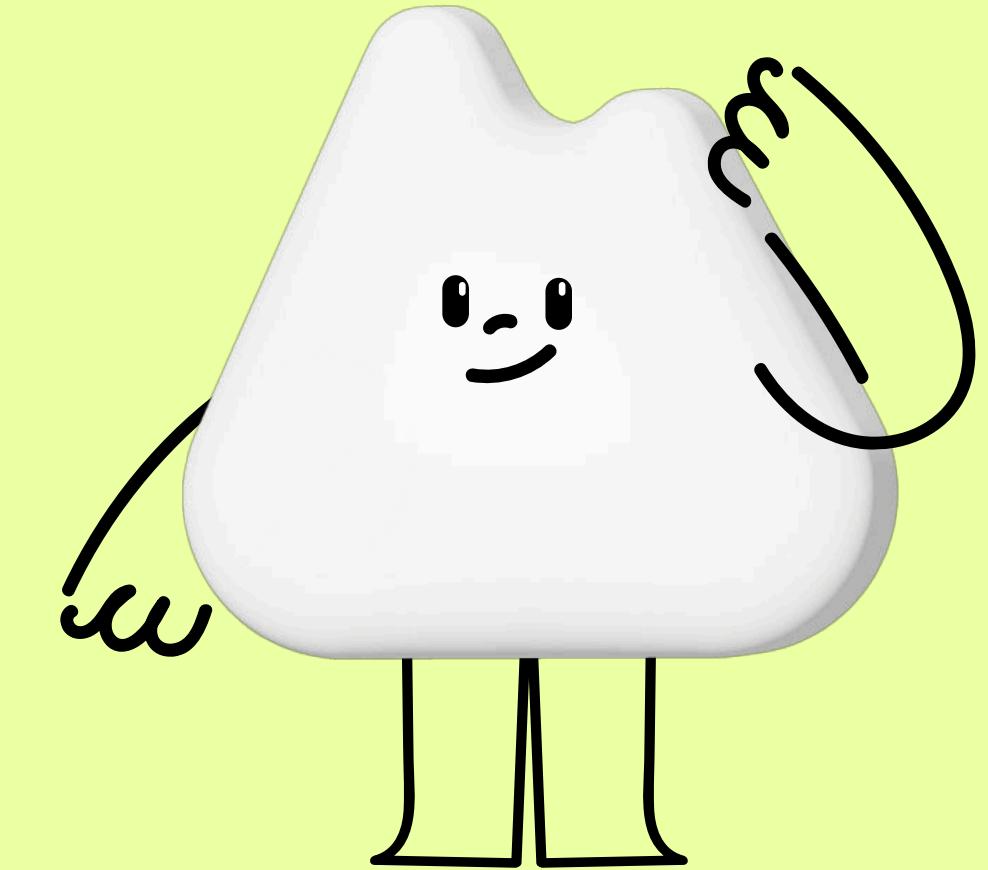
Chen Suyao Rasikarn Suwan Zha Yi

“

**Attention Deficit Hyperactivity
Disorder (ADHD) is a
neurodevelopment disorder that
affects 4-5% of adults worldwide.**

ADHD ?

Attention Deficit Hyperactivity Disorder



Mild Level

- Occasionally absent-minded and forgetful
- Poor time management
- Easily distracted but able to regain focus

Moderate Level

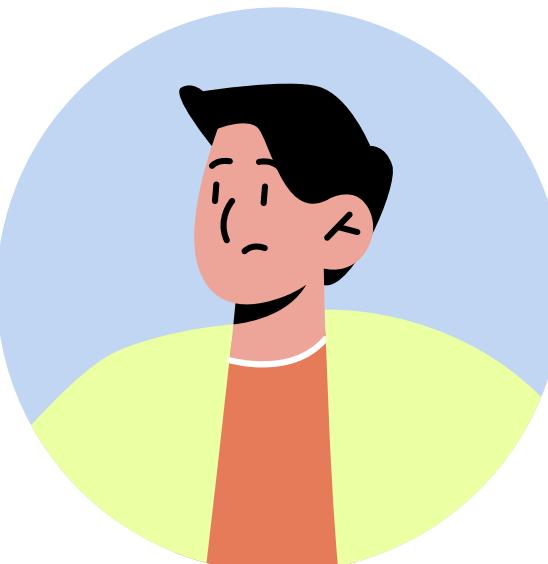
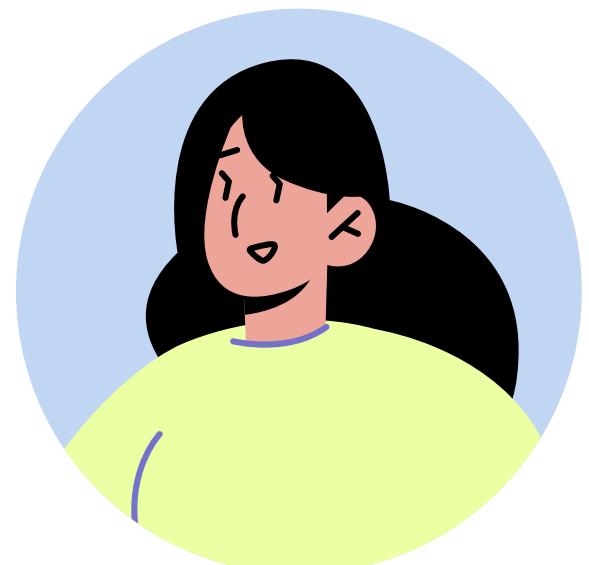
- Symptoms begin to affect school, work, or relationships.
- Some specialists may need to be treated.

Severe Level

- Inability to maintain attention for more than a very short time
- Impulsive behavior leading to social or legal problems
- Little to no independent study or work

Target Group

Young people aged 18-30
with varying degrees of ADHD



Difficulty
managing time

Procrastination
increases
anxiety

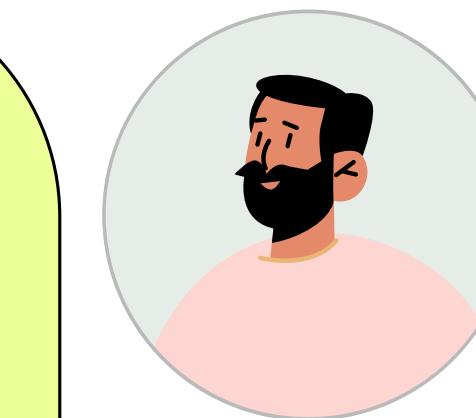
Unable to
focus for long

Existing tools
cannot meet
personalized
needs

Feeling
ineffective

Phat (29 years old) - Corporate Officer

"My biggest challenge at work is staying focused during long meetings or repetitive tasks, my mind tends to drift off pretty quickly."

Quan Mina (25 years old) - Freelance

"My focus usually lasts around 20 minutes before I get distracted. It's worse with boring tasks I end up procrastinating or jumping to something else without meaning to."

Zheng (21 years old) - financial statements

"Needs background noise (cartoons/music) to concentrate, struggles without it in-office."

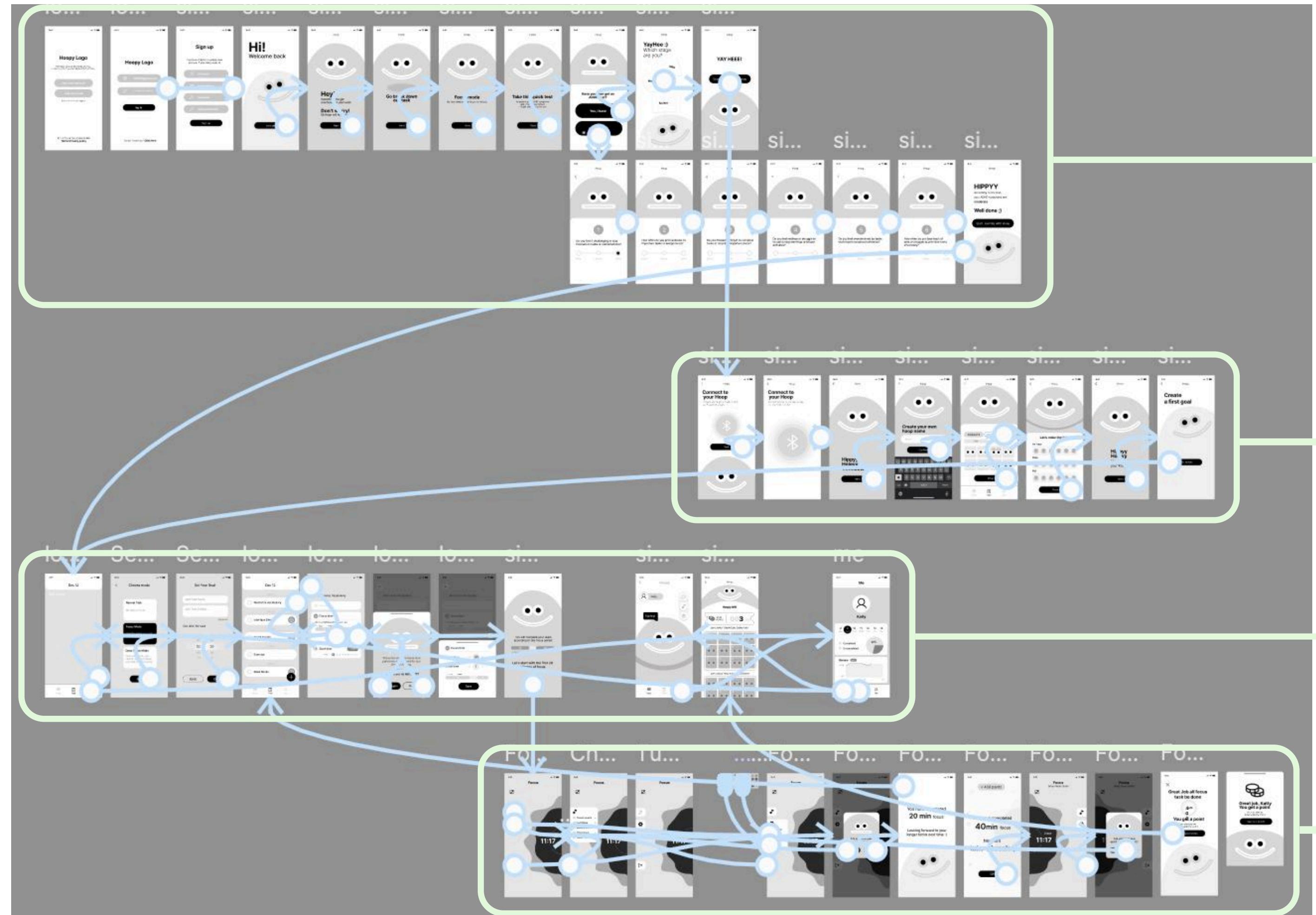
We Found

Procrastination and concentration problems are the most serious

Most users need background sound or animation to assist their work

Lack of task splitting system for ADHD users

Lo-fi Prototyping



Login and Registration Section

Includes simple testing and user identification

Personalization of the character (HOOPY)

Main functions

Results and Rewards

Color Usage

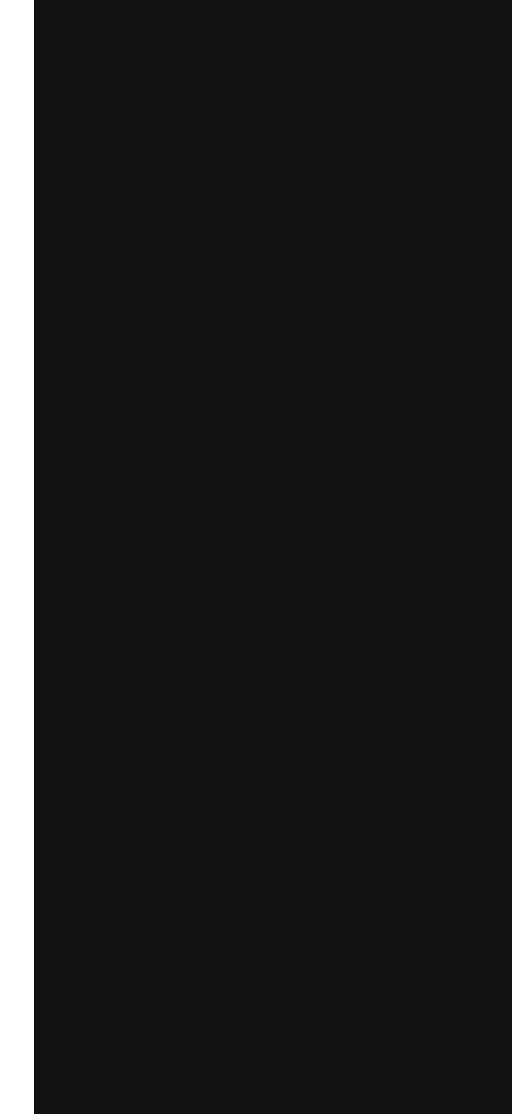
D2FFC8

EDFF8D

B1BCAE

E4EFFE

FFFFFF



Font Usage

Headline

Inter Bold

Sub-headline

Inter Medium

Text

Inter Light

User Test

Support more flexible time options (5/10 minutes)

Guide personalized mode, such as "super focus state".

Set small goals to achieve incentives.

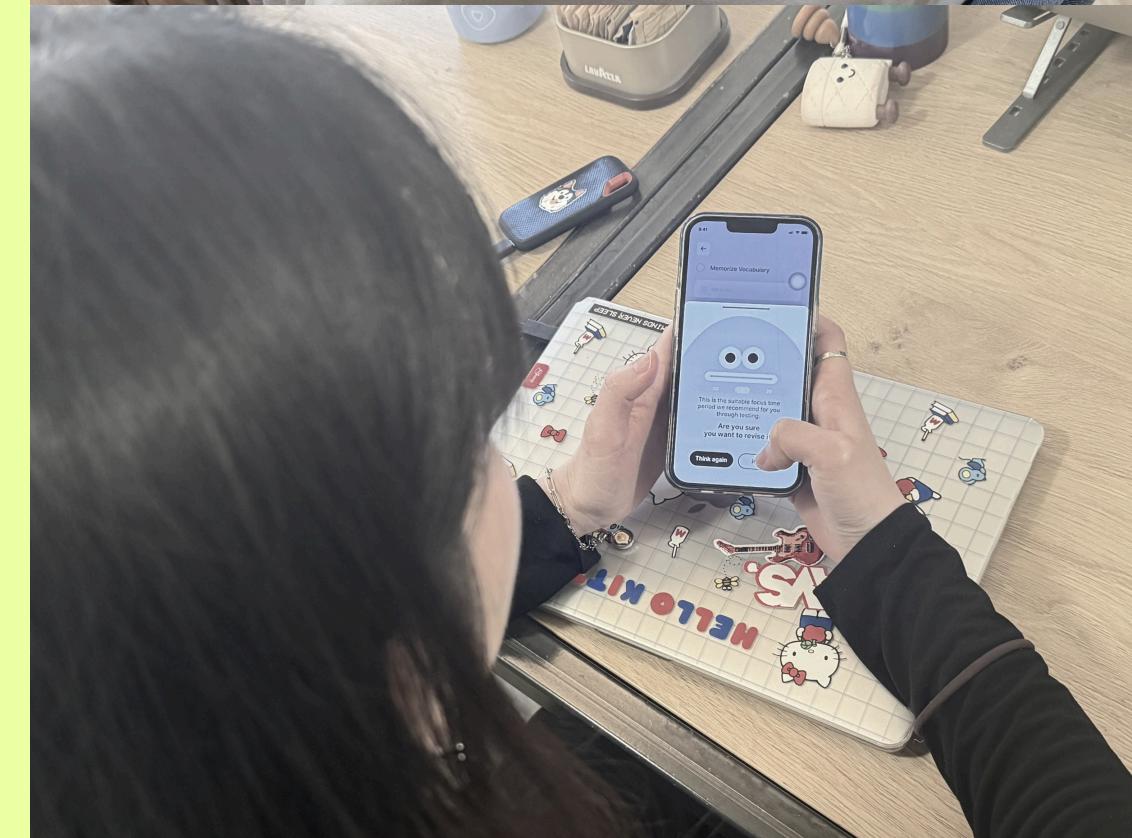
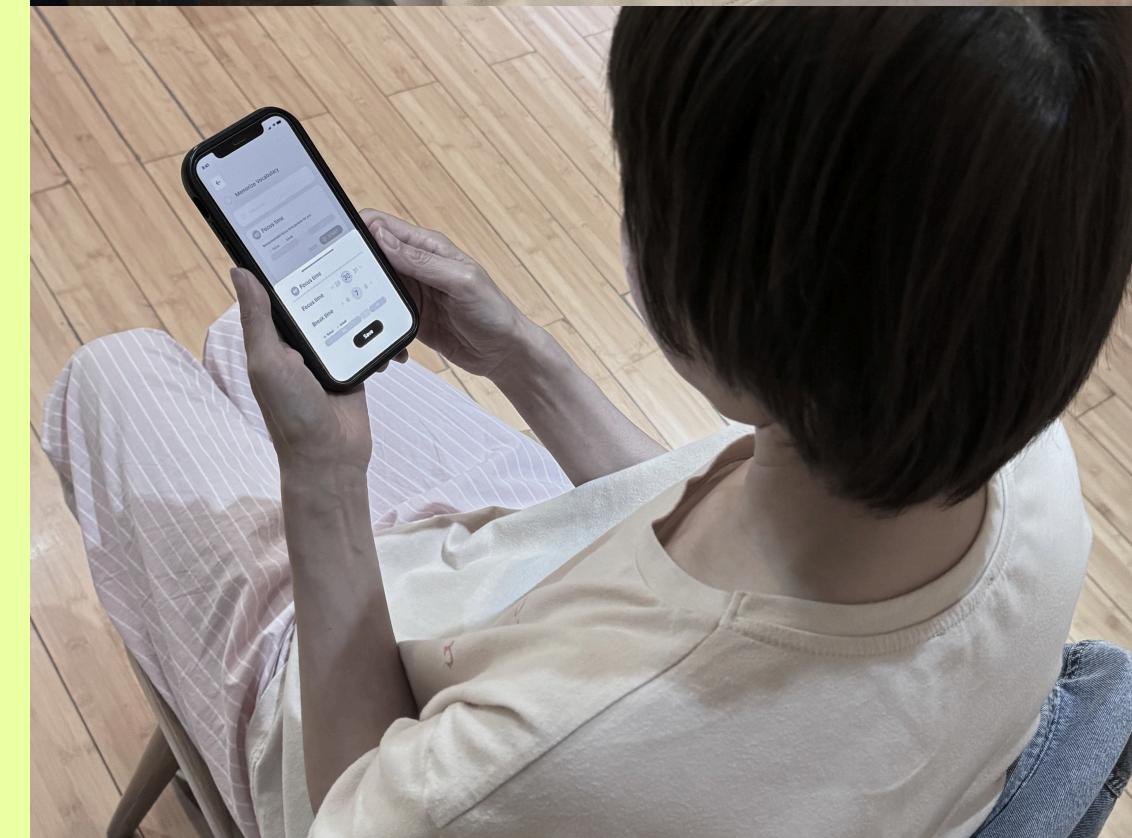
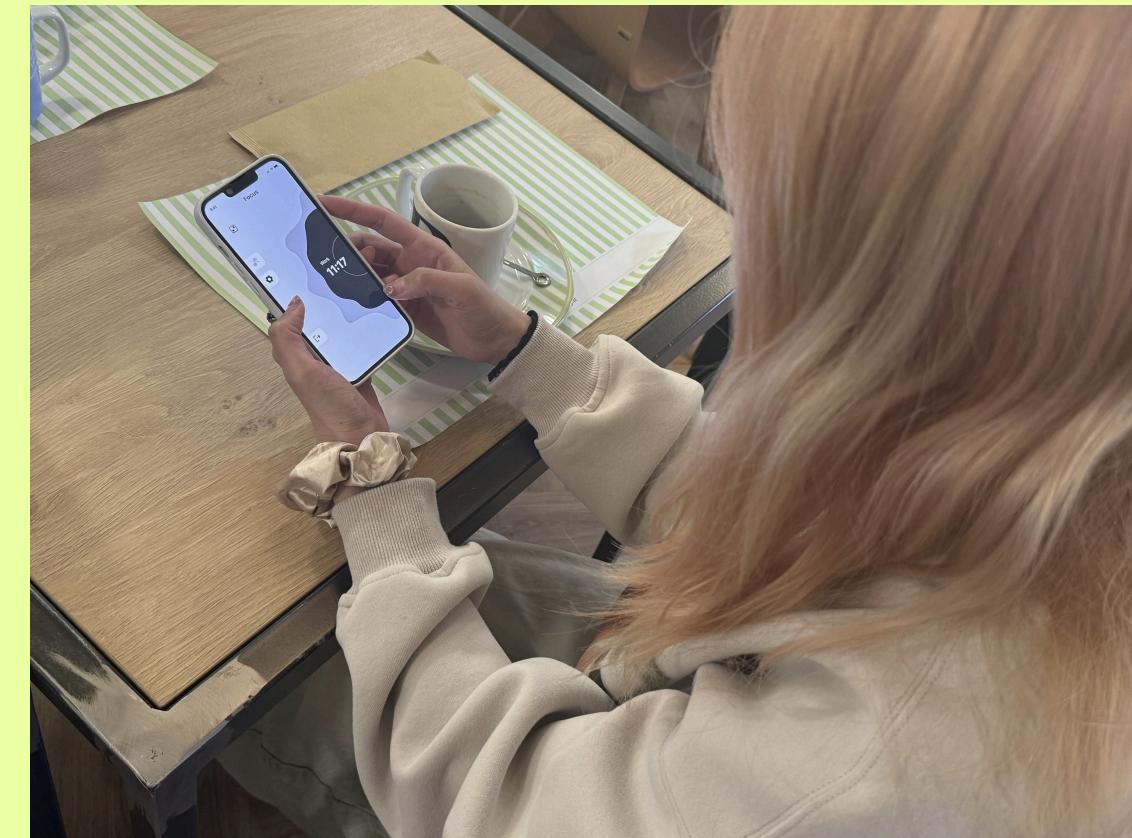
Introduce mobile phone lock function to reduce interference.

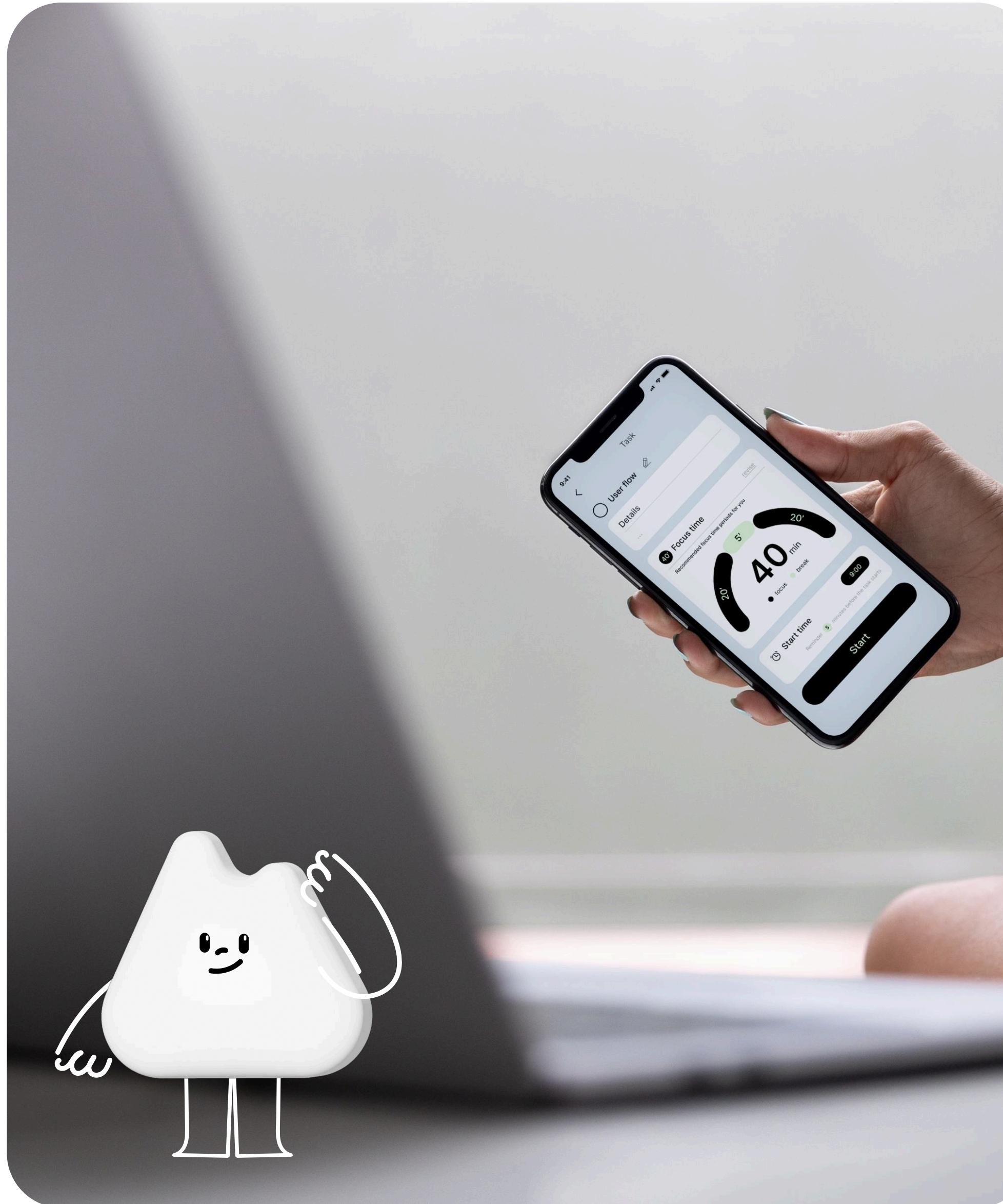
Task name occasionally flashes to remind you to focus.

The prompt is changed to neutral or positive expression.

Expand the types of white noise and add relaxation frequency.

Provide specific suggestions for rest (such as taking a walk).





Focus is your buddy

Make focusing not feel 'boring'
or 'forceful' like other
productivity tools.

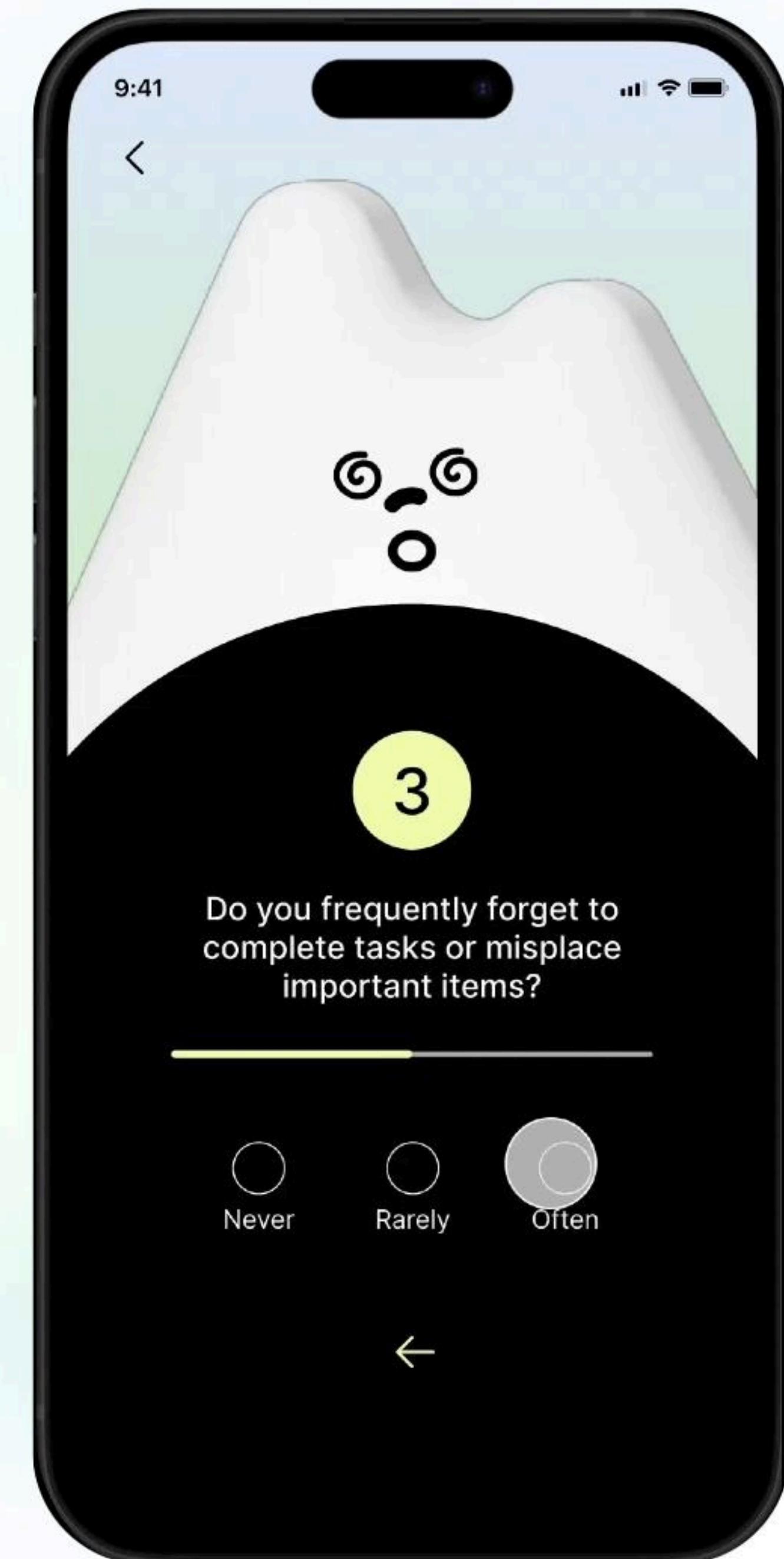
Introduce Unique features

0 ~ 0

Professional ADHD Symptom Level Test

Take the ADHD Level Test

Hoop uses an AI system to generate task management suggestions suitable for users based on their ADHD test results.



Personal task setting and time management

Users can choose from three modes according to users needs.

Normal task: no need to focus

Focus mode: start timing

Deep focus mode: users need to place the phone on the product to start the timing





Connect to
HOOPY & open
focus mode ;)

Deep Focus Mode

→ Place your phone on Hoopy to start the
timer (with animation & progress light)

Customizable Light Visuals – Make Focus Fun for ADHD Users

Users can choose colors, brightness, pulse speed, and animation style to match their mood or preference.

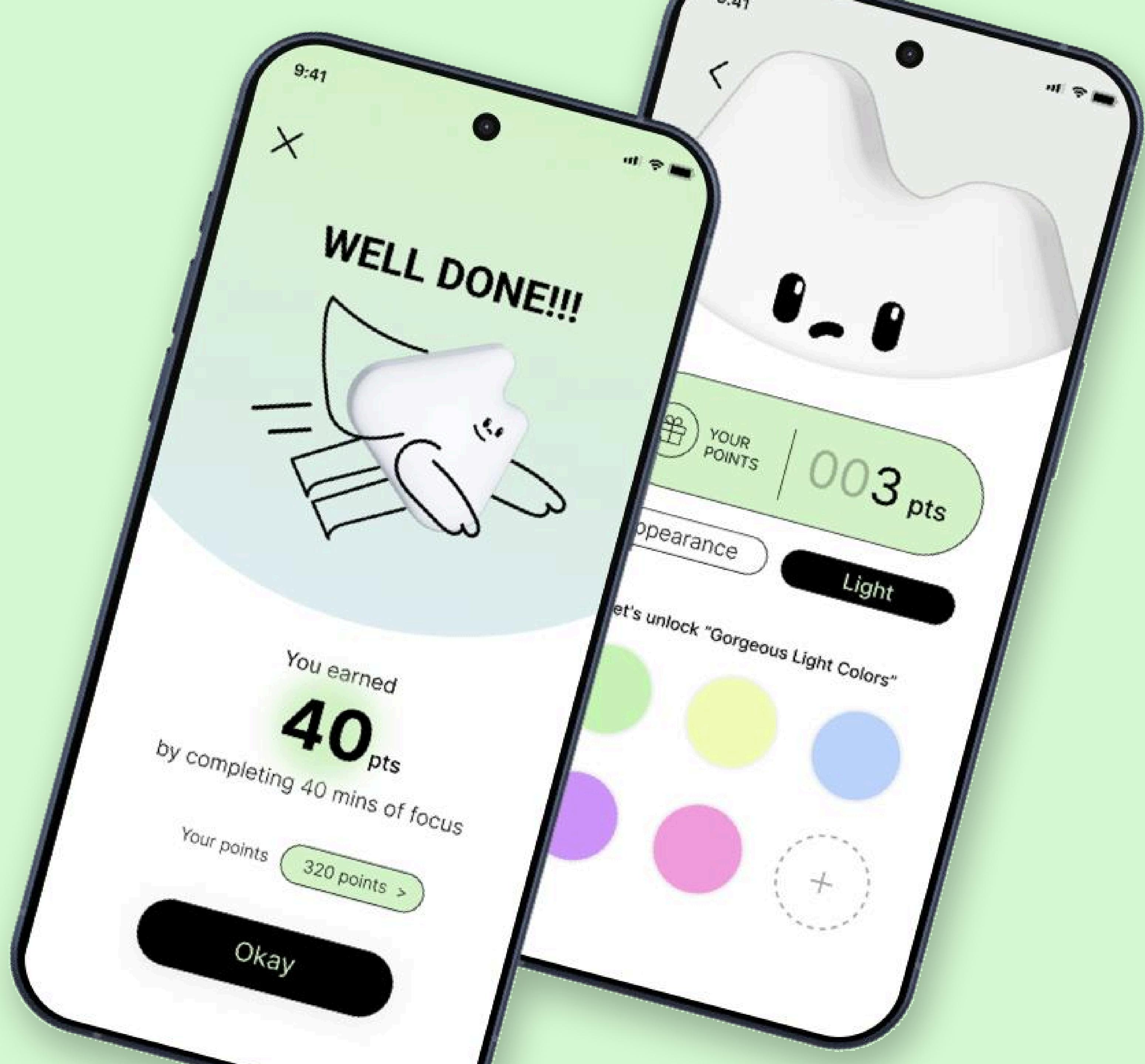
Unlockable Light Skins

Earn points from completed tasks to unlock rare light patterns, color palettes, and Hoopy personalities — turning focus into a game.



Reward mechanism and custom skin

To encourage people with ADHD to stick with the scientific countdown, users can use the points earned from completing Focus time to unlock new Hoopy expressions and light colors.



Personal homepage: Focus completion data visualization display

Dashboard summarizes the time you focused on each day/week
→ See progress

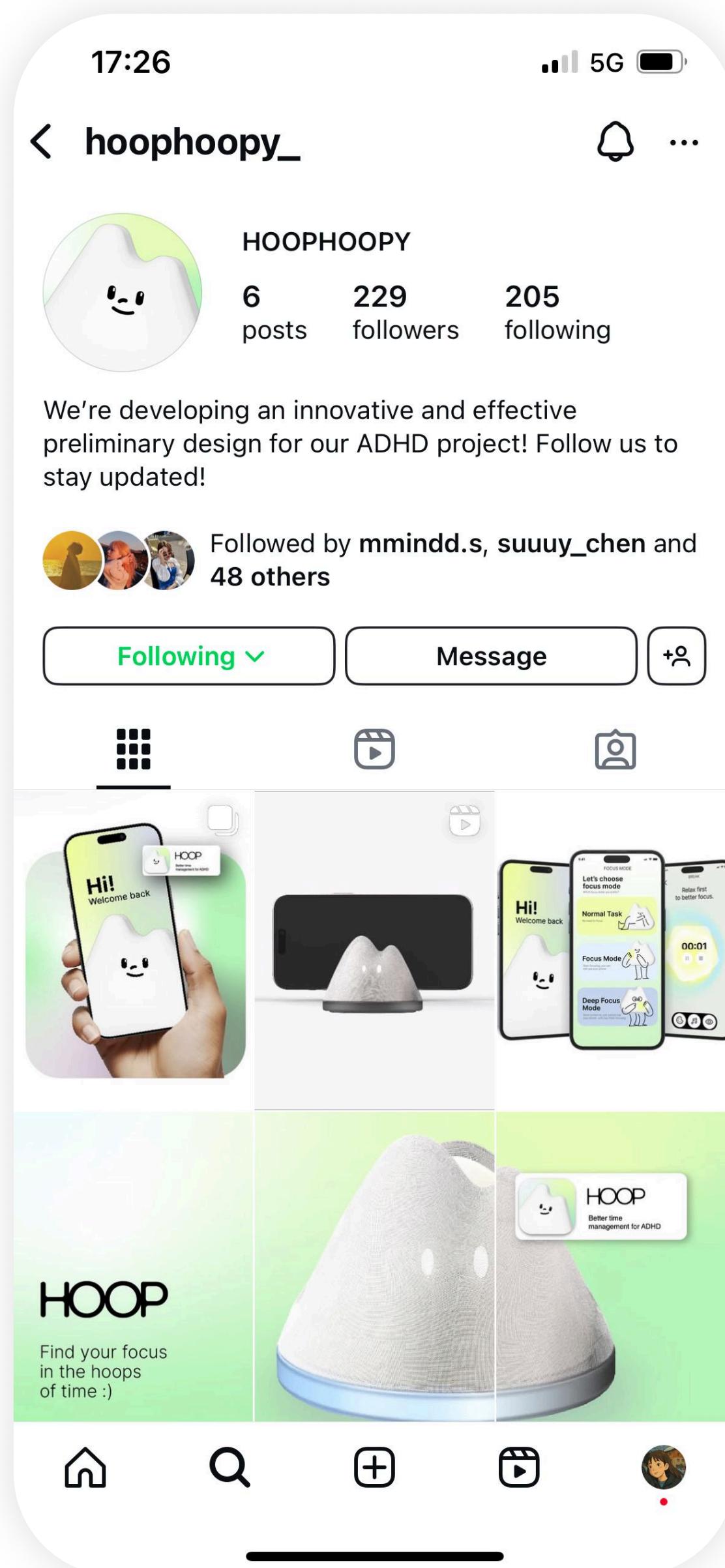


Prototype

<https://www.figma.com/proto/9gYMM4Pq1PAxIIQ1ZP57Ac/HOOP-prototype?page-id=0%3A1&node-id=1-2637&viewport=-196%2C89%2C0.12&t=bxW4txwhiY2F2Z8W-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A578>



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Promotional Video

https://drive.google.com/file/d/1LfA6QHyzPaKRgR0KdrNEV1syPultUh7V/view?usp=drive_link

Walkthrough Video

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