

GENERATIONAL IMPACT:

Identifying and addressing mental health issues affecting Gen Z.

13% of Gen Z is diagnosed with ADHD.

2/3 of those diagnosed also suffer from anxiety & or depression.

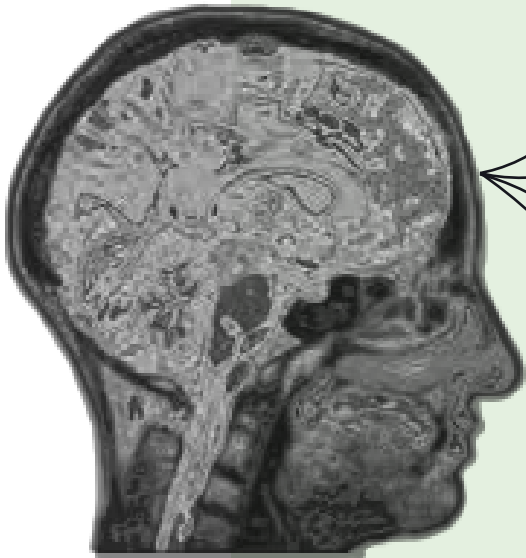
Gen Z & ADHD

Gen Z (ages 11-26) is facing unprecedented social turmoil, digital overload, and environmental crisis. Many are diagnosed with ADHD, which can exacerbate the symptoms of anxiety & depression. Disorganized environments, missed deadlines, and forgotten items can all be caused by ADHD, leading to greater feelings of powerlessness.

BACKGROUND:

Secondary research.

What is ADHD?



- 01. Short working memory**
ADHD brains lose short-term information almost immediately.
- 02. Stimulus Sensitivity (Focus Dysfunction)**
ADHD brains are extremely stimulus sensitive, and can only focus on appropriately stimulating activities.
- 03. Reward Failure (Executive Dysfunction)**
ADHD brains lack sufficient “reward” neurotransmitters, and fail to make people feel happy for completing tasks. There is no incentive to complete tasks.
- 04. Decision Paralysis**
Short working memory and executive dysfunction make the decision making process nearly impossible, leading to an inability to decide.

PRIMARY RESEARCH:

Interviews and observations.

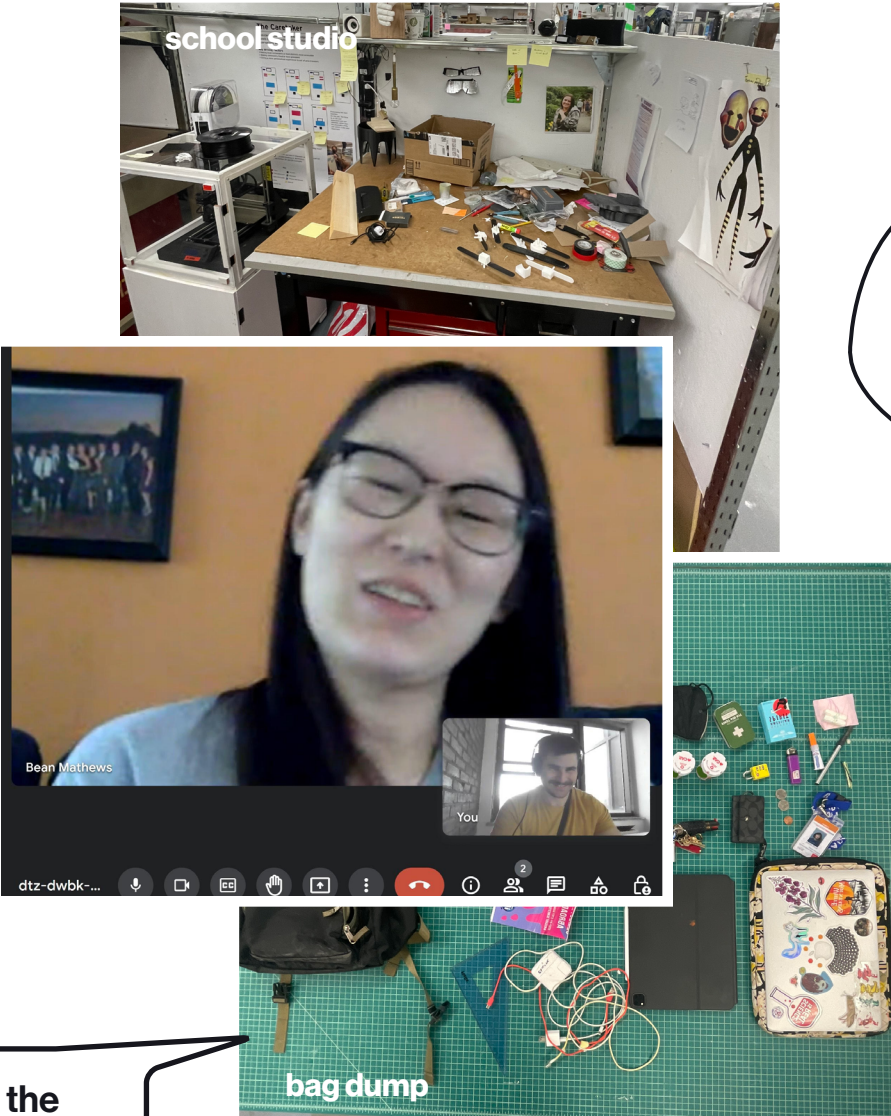
No Control

No matter how badly you want to do something, sometimes it can be impossible. Diagnosis and medication are not always accessible. Participants noted common coping mechanisms typically necessary for basic functioning, but they still require immense practice and effort:

- 01. **Curating stimulation**
Adjusting lights, sounds, & other sensory experiences.
- 02. **Visualizing information**
Writing down/displaying task hierarchy & current task.
- 03. **Dopamine decorating**
Creating a playful space full of items that bring joy.

“I definitely have to manage my stimulation, pushing through never works.”

“I’d rather leave stuff out than put it away in the wrong place. Things need to be together”

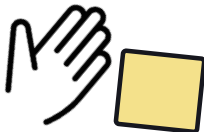


SYNTHESIS:

Oh yeah, it's all coming together.

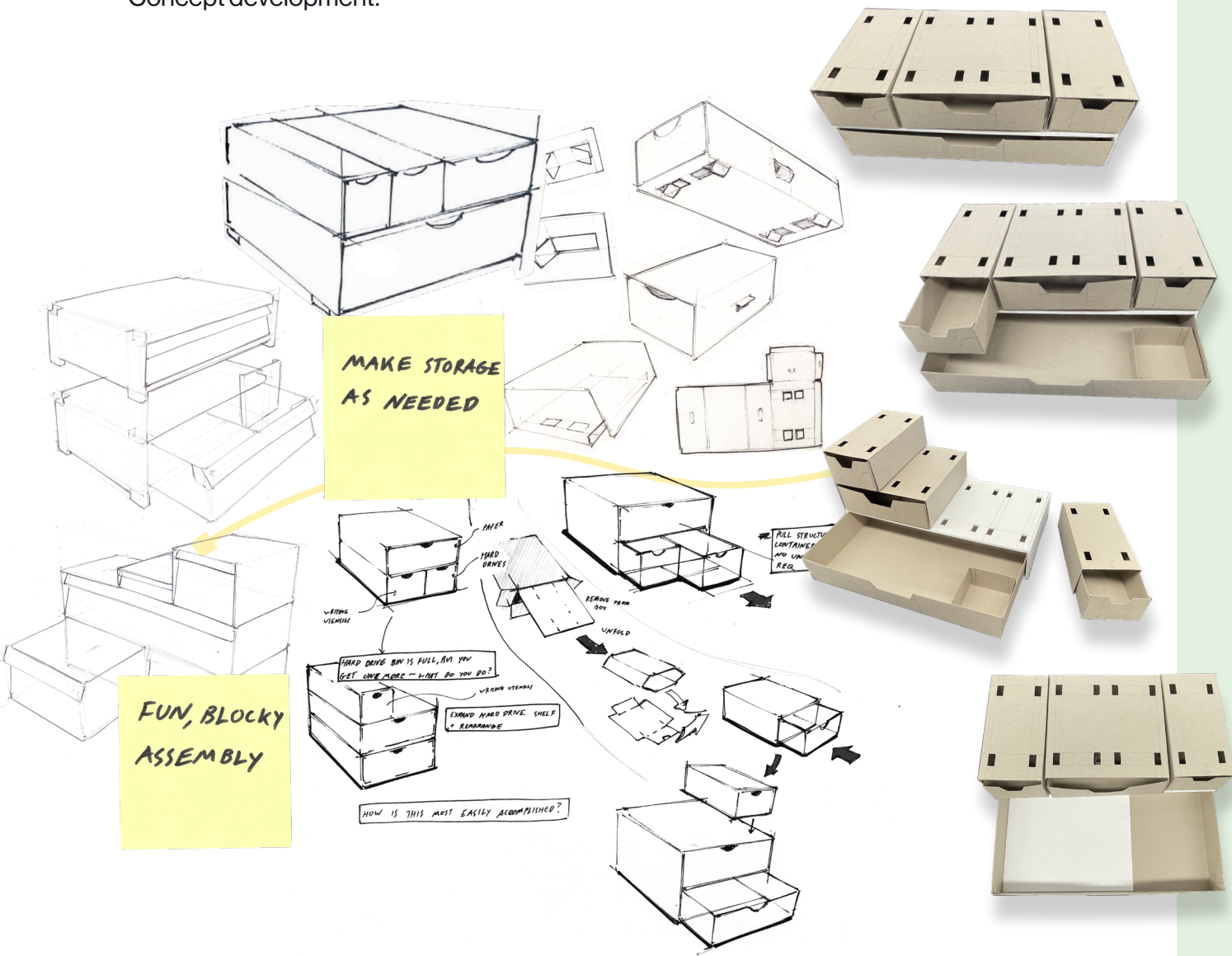
With ADHD, you live subject to your brain's criteria for function and focus. If you want control, you have to curate your environment and activities to fit these criteria.

! When you live with ADHD, you have to guide your action and attention externally.



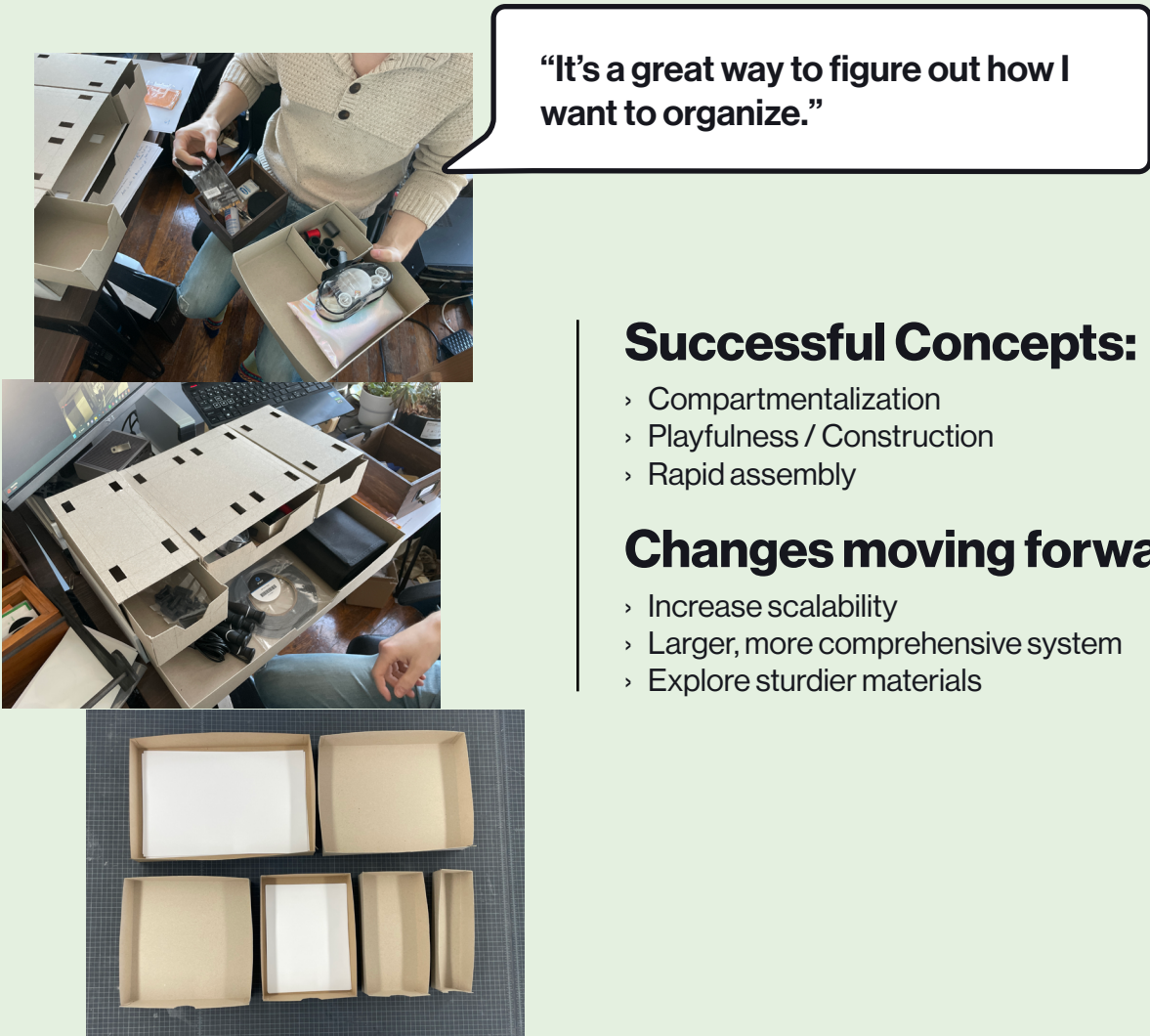
PROTOTYPE:

Concept development.



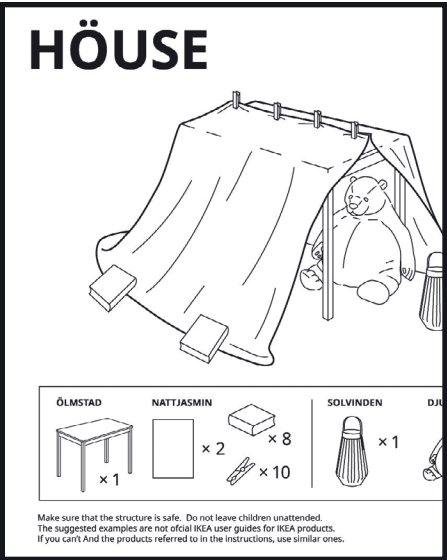
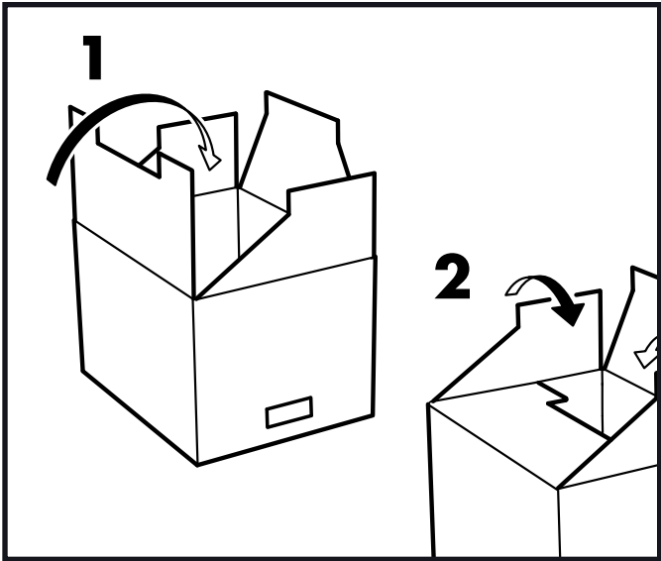
TESTING:

User feedback.



MOODBOARD:

Natural materials, soft primary colors, playfulness.

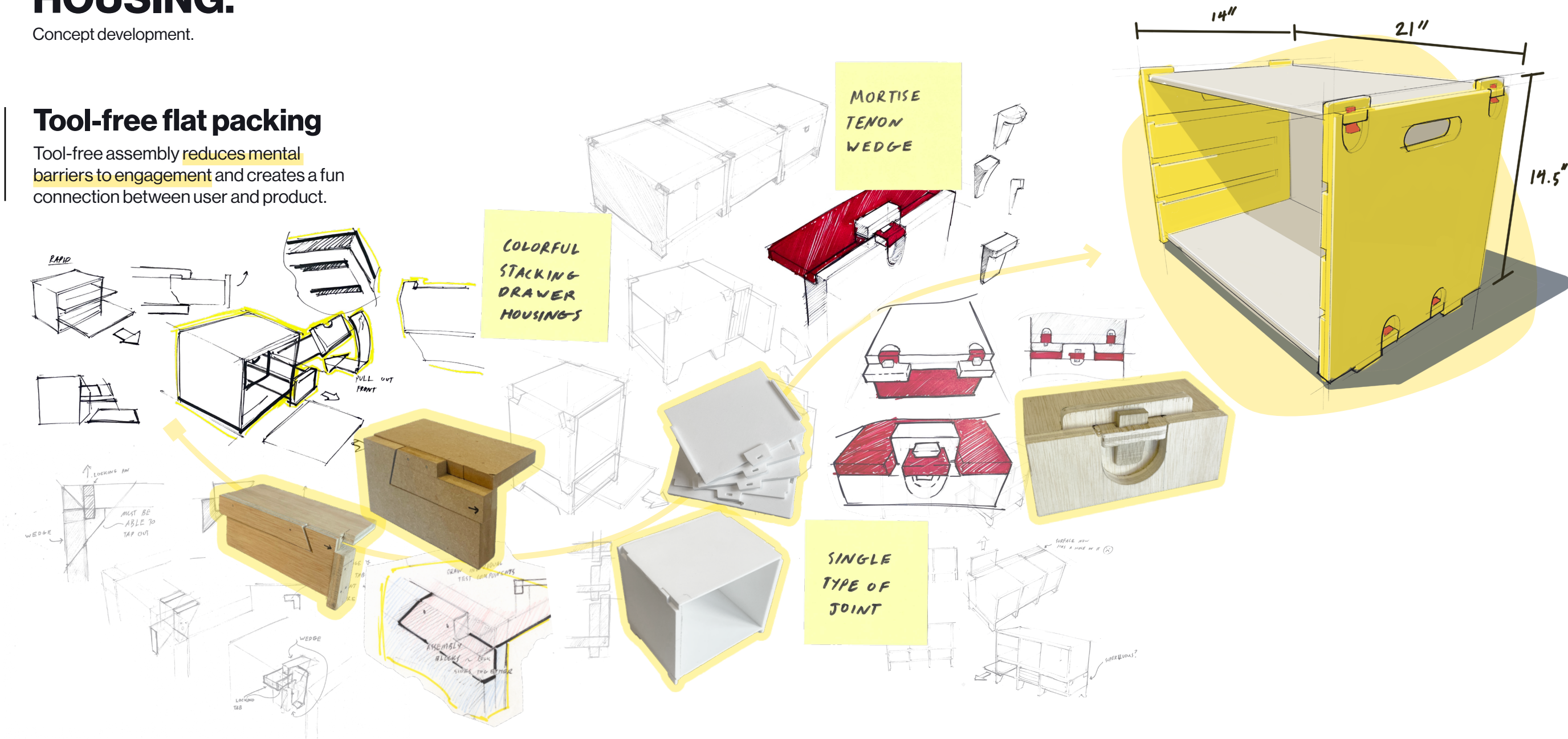


HOUSING:

Concept development.

Tool-free flat packing

Tool-free assembly reduces mental barriers to engagement and creates a fun connection between user and product.



FEEDBACK & FINAL DIRECTION:

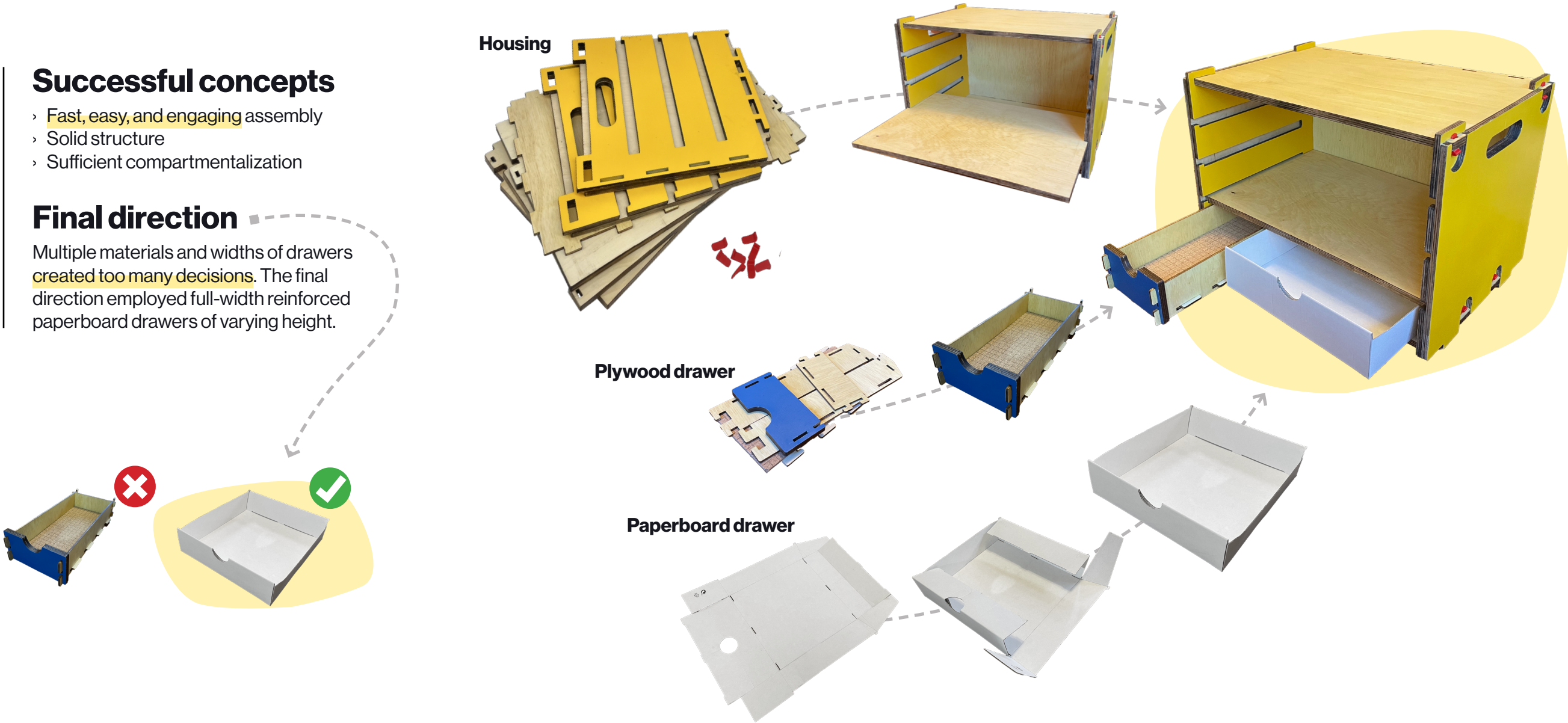
Concept development.

Successful concepts

- › Fast, easy, and engaging assembly
- › Solid structure
- › Sufficient compartmentalization

Final direction

Multiple materials and widths of drawers created too many decisions. The final direction employed full-width reinforced paperboard drawers of varying height.



BLOCK PARTY!

Final concept.

Intentional space, immediately:

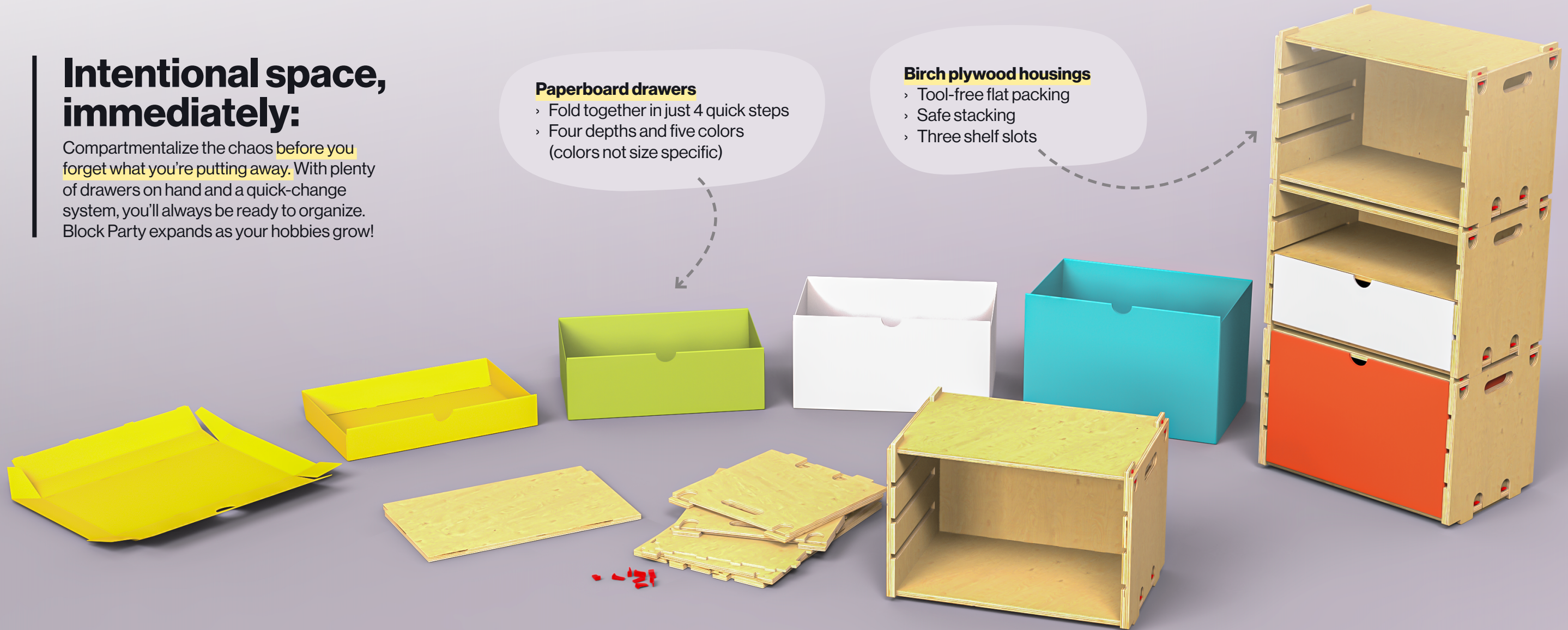
Compartmentalize the chaos before you forget what you're putting away. With plenty of drawers on hand and a quick-change system, you'll always be ready to organize. Block Party expands as your hobbies grow!

Paperboard drawers

- › Fold together in just 4 quick steps
- › Four depths and five colors (colors not size specific)

Birch plywood housings

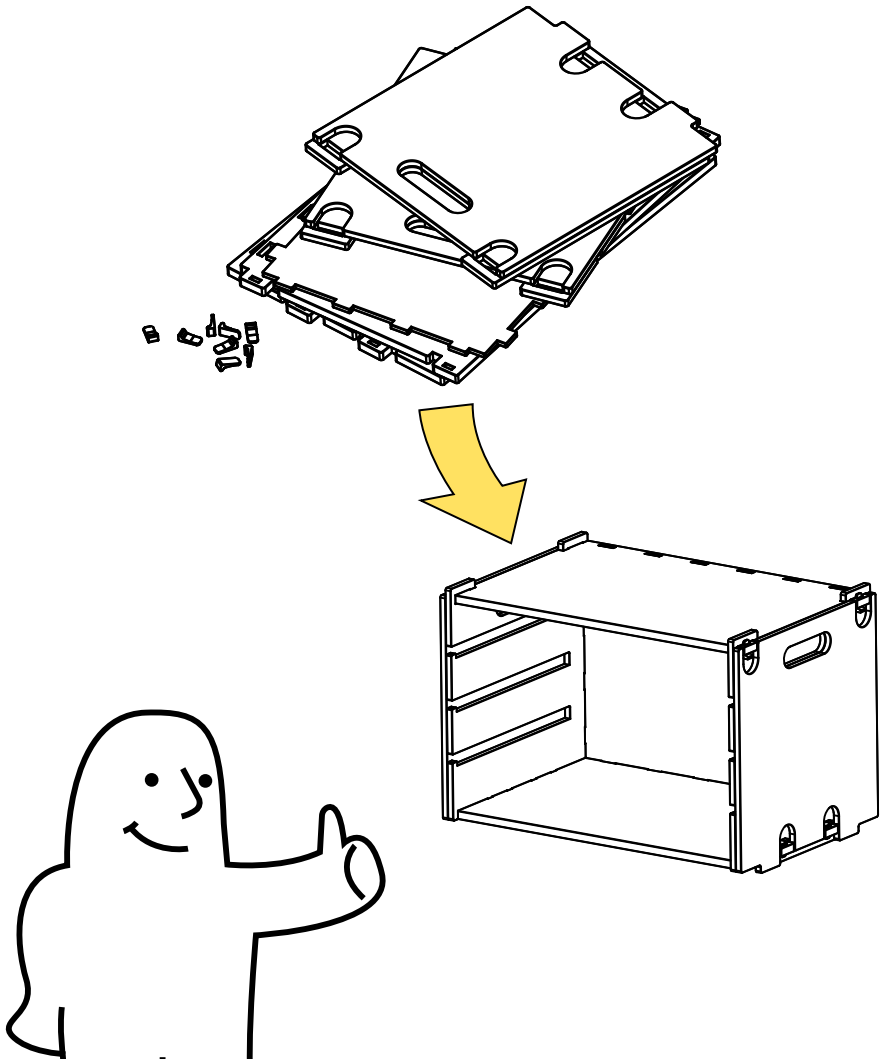
- › Tool-free flat packing
- › Safe stacking
- › Three shelf slots



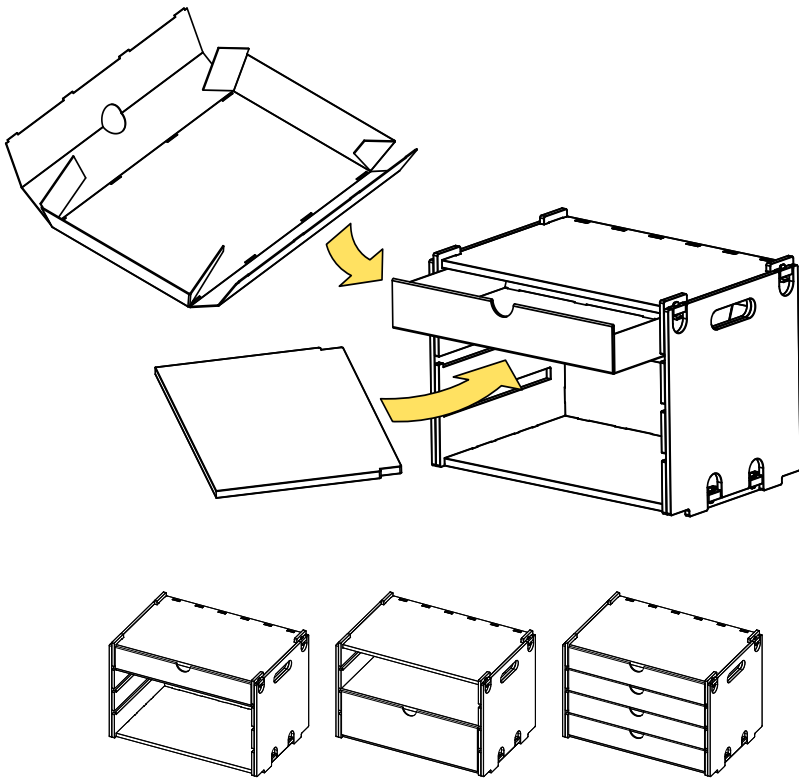
HOW TO USE BLOCK PARTY!:

General instructions.

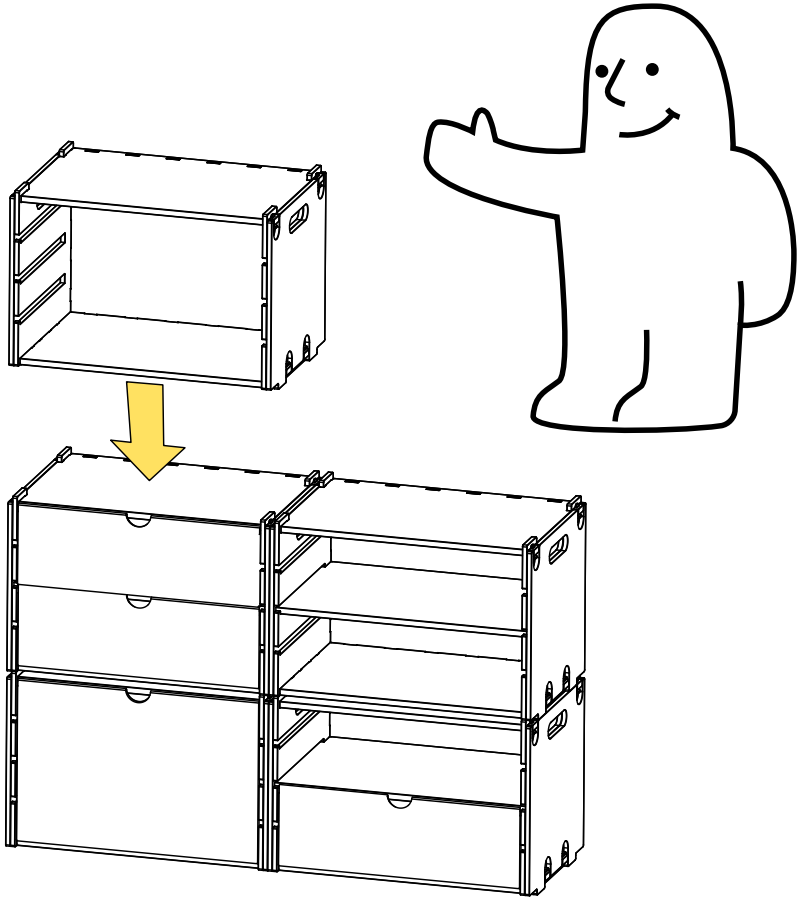
01. Assemble housing.
(fun!)



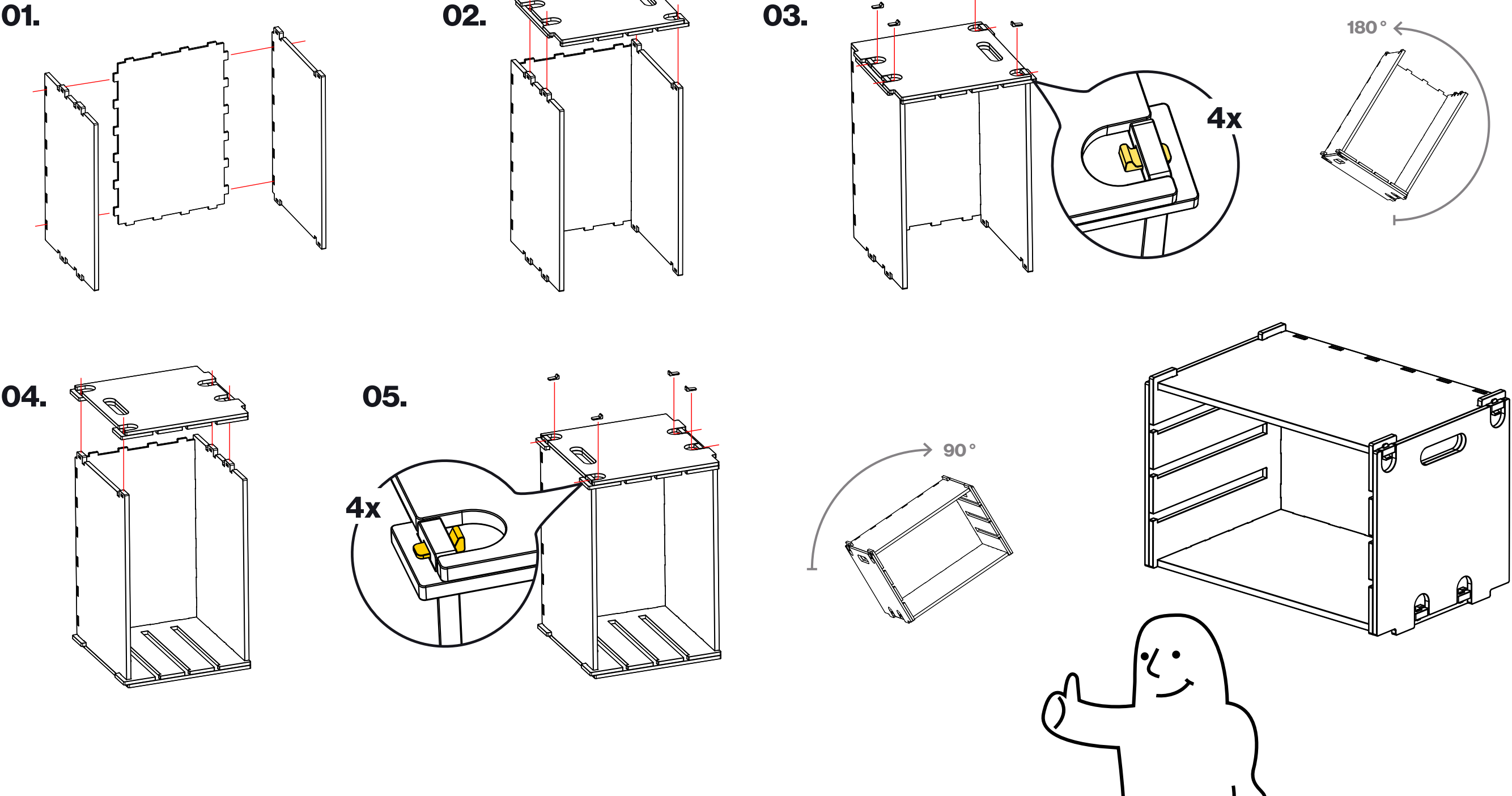
02. Fold drawers & experiment.
(find what works for you!)



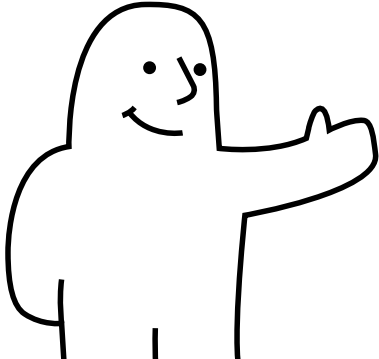
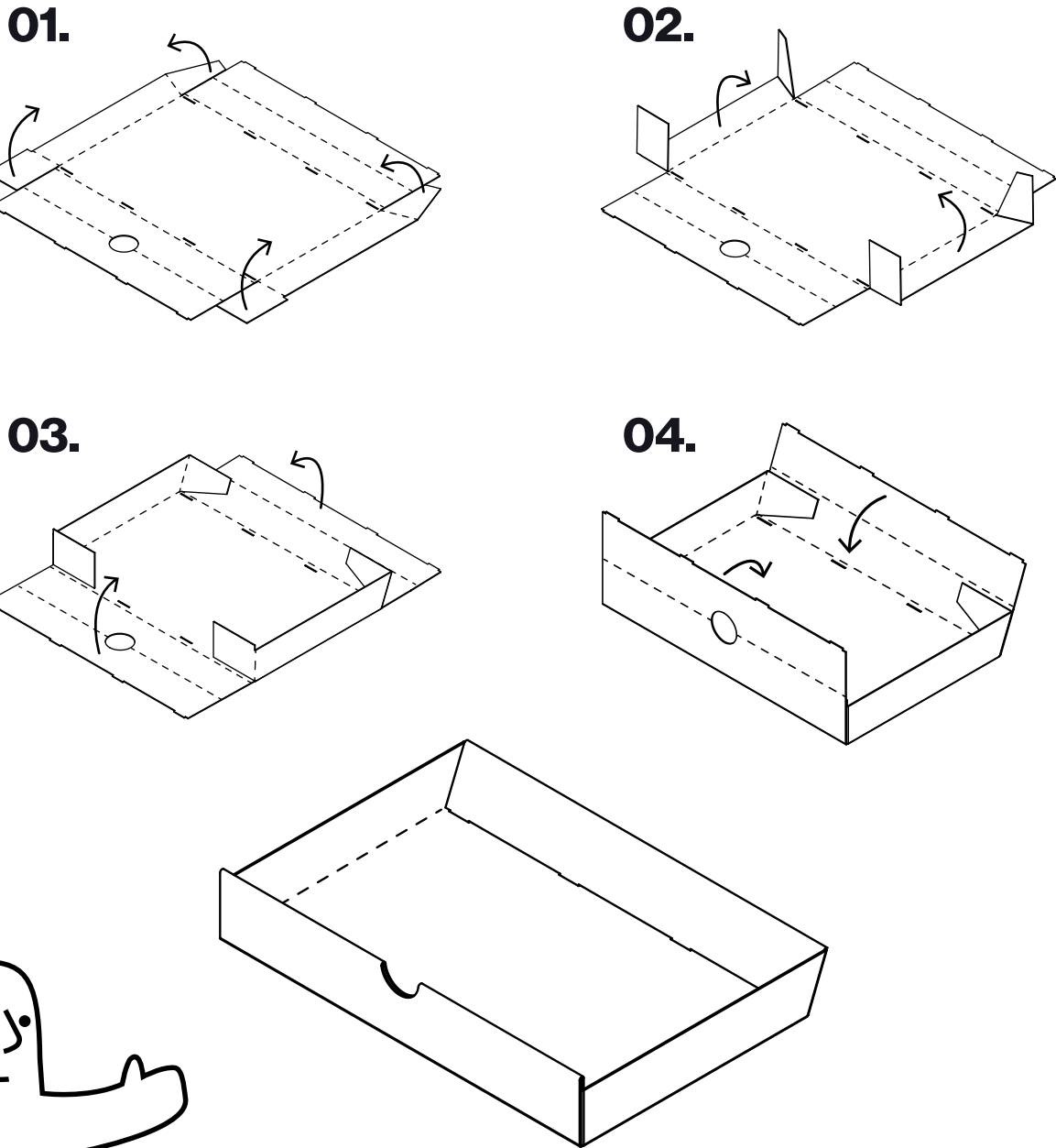
03. Add more units to expand
(rearrange your room at 3:00 AM!)



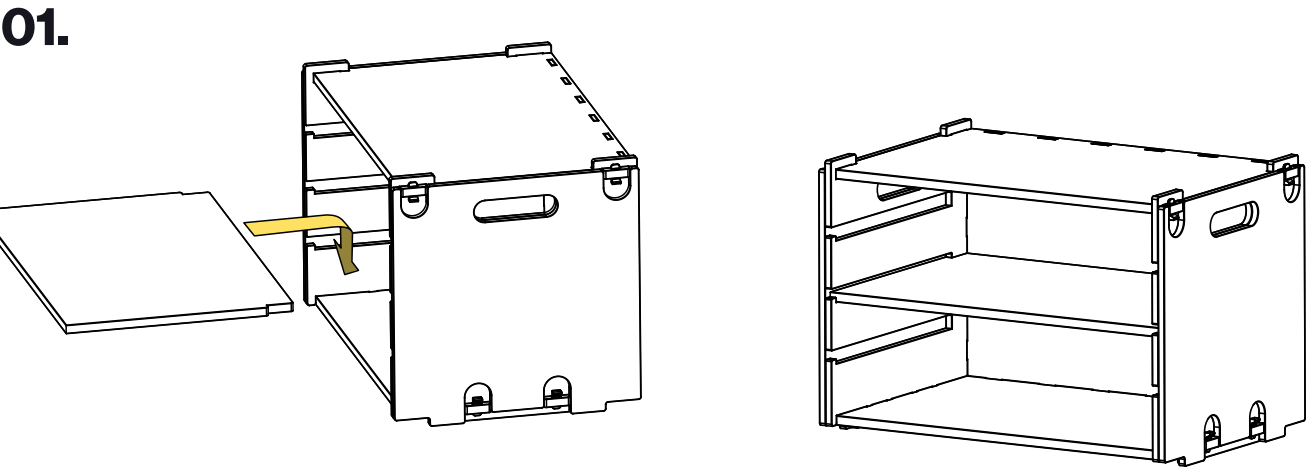
Housing Assembly



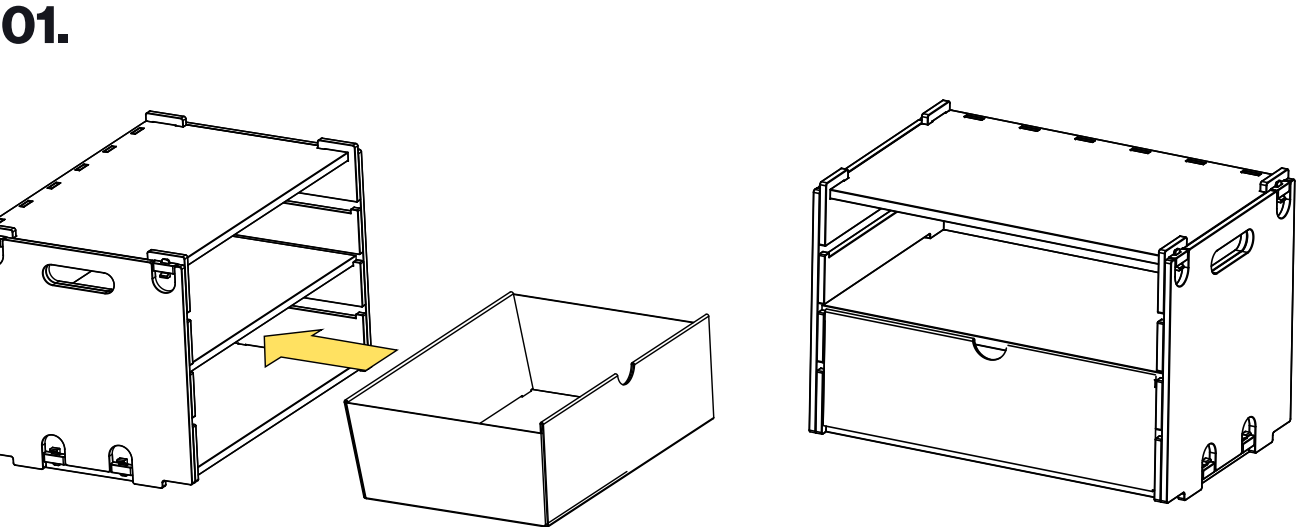
Drawer Assembly



Shelf Installation



Drawer Installation



Block
Party!

