

## Problem

Individuals with ADHD, while being highly innovative and creative, often struggle with procrastination and time management, which impacts their productivity.

## Insight

There's a notable observation that people with ADHD can become remarkably efficient and focused as deadlines approach, turning imminent pressure into a productive force.

## Solution

Adobe, in partnership with ADHD-foreningen, has developed 'Deadline', an in-app function for Creative Cloud. This feature introduces a simulated two-hour deadline for projects, after which the project automatically shuts down. This mechanism is designed to mimic the urgency of a real deadline, inducing a hyper-focused and effective work state. By doing so, 'Deadline' strengthens the unique work ethic and productivity of individuals with ADHD, turning pressure into diamonds.

