



Hyper-Focus. Unlocking true potential.

Problem:

People with ADHD can experience a Hyper Focused state, characterized by intense concentration and productivity. However, this state is easily disrupted by interruptions, such as notifications, making it hard to regain focus once it's lost.

Fact:

Current technological solutions require users to actively decide when to engage focus modes, which is not suitable for individuals with ADHD who often cannot predict or control when they enter a Hyper Focused state. This mismatch can lead to interruptions, reducing the natural periods of high concentration and productivity.

Idea:

Hyper Focus is a collaboration between ADHD-foreningen and Apple. This feature uses AI and facial recognition technology to detect when a user enters a Hyper Focused state and automatically turns off notifications across all iOS devices.

When the feature is activated and someone tries to contact the user, they receive a message that informs the contact about the user's current state of Hyper Focus.

This feature not only protects the user's focus but also celebrates this intense concentration state, thereby humanizing ADHD and showcasing it as a unique and powerful cognitive asset.