Overstimulation Design Brief

Michael James
Digital Media
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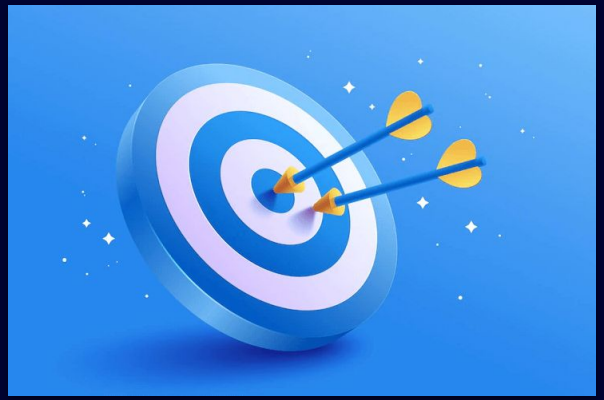
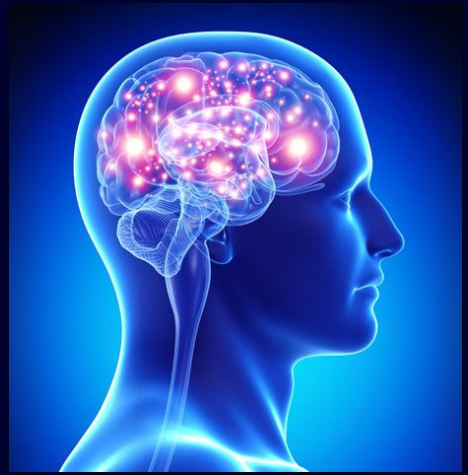
Project aim

The **aim** of this project is to **design** a **solution** that helps individuals effectively manage and cope with **overstimulation** in their daily lives. The solution should provide tools and strategies to reduce the overwhelming **effects** of excessive sensory input, information overload, and cognitive strain.



Current Situation

In our modern, fast-paced world, people are constantly bombarded with an influx of **stimuli** from various sources, such as digital devices, social media, work demands, and busy environments. This constant barrage of information and sensory input can lead to overstimulation, which can have **negative** impacts on mental health, **productivity**, and overall well-being.



Who for?

The target audience for this project includes individuals who struggle with **overstimulation**, such as those with conditions like ADHD, autism spectrum disorders, or sensory processing disorders. However, the solution could also benefit a broader audience, as overstimulation is a common issue in today's society, affecting individuals from various walks of life.

Who will it impact?

The solution developed through this project has the potential to positively impact individuals experiencing overstimulation, as well as their families, colleagues, and communities. By providing effective tools and strategies to manage overstimulation, individuals may experience improved mental health, increased productivity, and enhanced overall well-being.

Practical Constraints

- Limited budget and resources
- Accessibility considerations for individuals with diverse needs
- Compatibility with various devices and platforms
- User adoption and engagement challenges

Design Challenge

The main design challenge is to create a solution that effectively addresses the complex issue of overstimulation while being user-friendly, accessible, and engaging. The solution should strike a balance between providing practical tools and strategies for managing overstimulation, while also considering the unique needs and preferences of the target audience.

Main constraints

- Ensuring the solution is **intuitive** and **easy** to use for individuals with varying levels of technical proficiency
- Addressing the diverse needs and preferences of the target audience, including individuals with sensory processing disorders or cognitive impairments
- Incorporating evidence-based approaches and techniques for managing overstimulation
- Promoting long-term engagement and sustainable behavior change