

Team Hawking





What is IDD?



“A person who, at young age, has shown signs of low IQ and of not being able to adapt to social stimulus”

Day to day

Daily Activities



Independence



Design devices and activities

Cognition



Constant stimulation



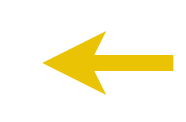
Communications



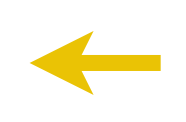
Adaptabilities



Gradual yet expanding formats



Retention

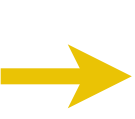


Scaling

Interaction

Final Solution

Improvement



Importance and belief



Motivational solutions



Sustenance



Medication

Health

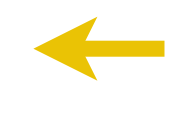
Skill enhancements & placements



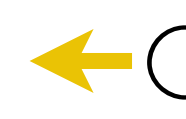
Opportunities



Training



Independence

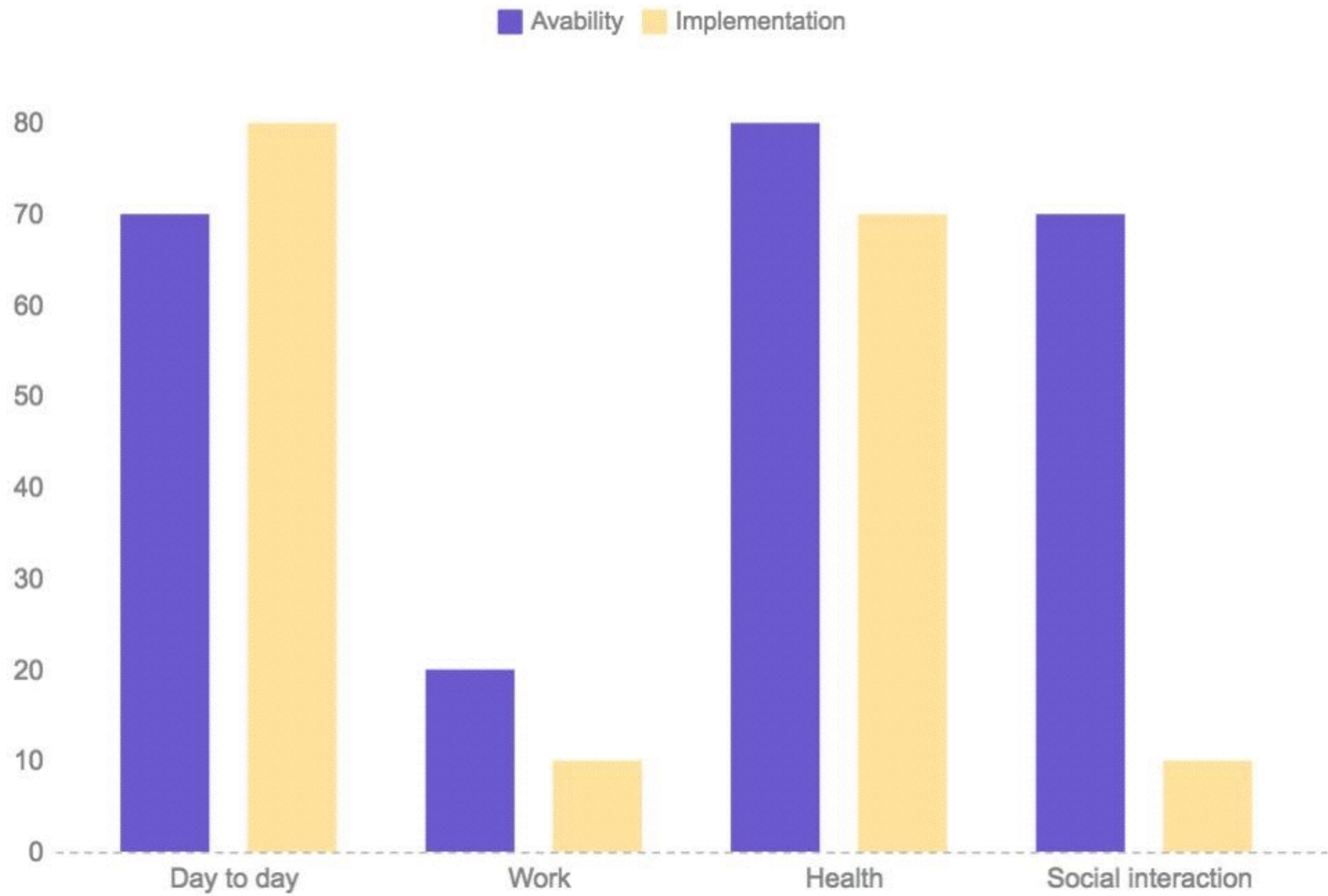


Contributor

Work



What is already out there?







Key elements

Technology

A lot is available in the market but the percentage of implementation is really low

Social

Most of the people are ignorant about the situation, hence, the levels of interaction and efforts for interaction is low.

Sympathy way more than Empathy

Personal

Future is what we think is the future. With the advancements, we just need to think beyond our expectations and we can create a solution for it.

Target



Who?

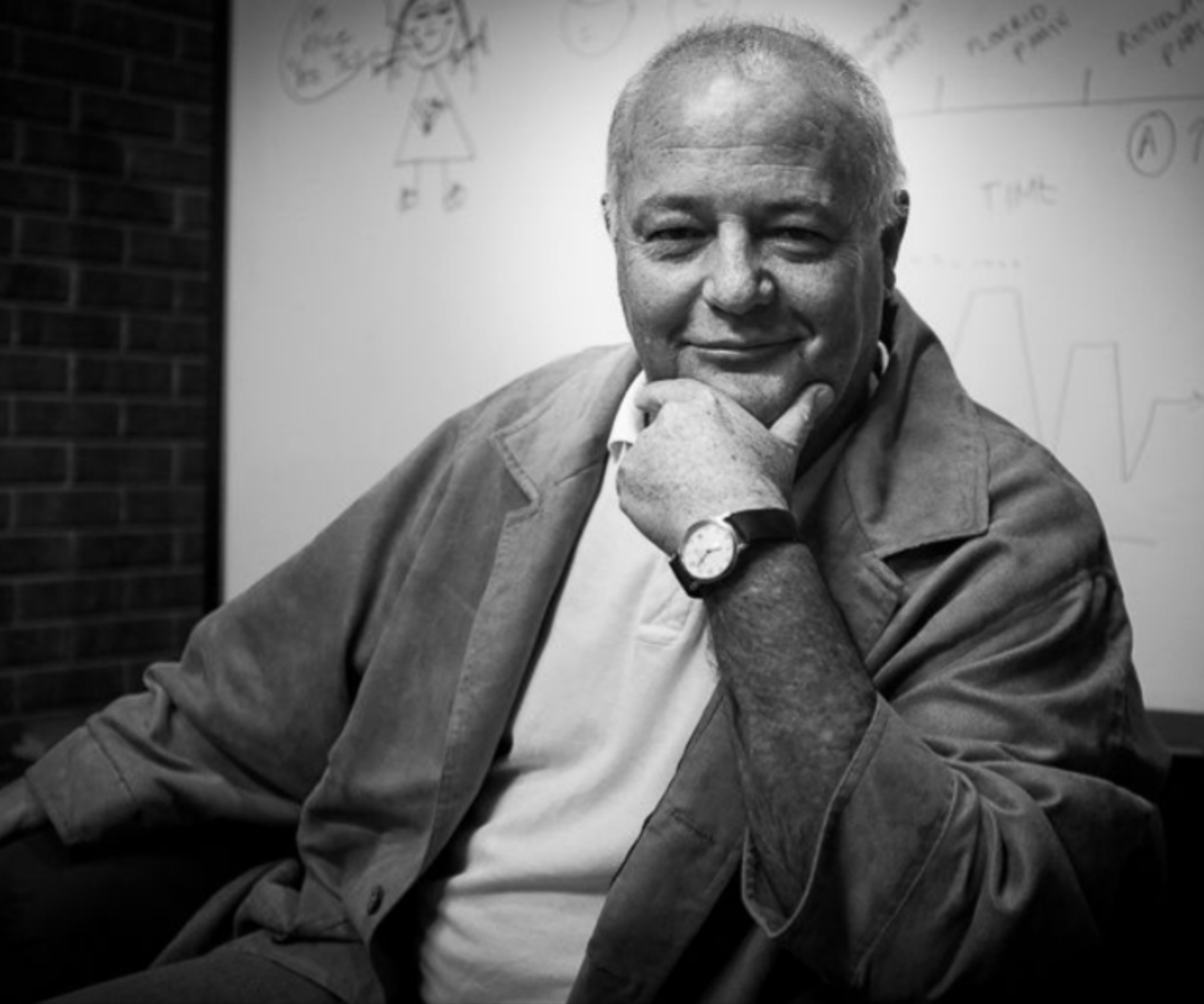


Ann Dreher

30 years old

Teacher

Ann is working in a **special class** for student with intellectual disability. She loves her job and it's really stimulating. However, it is hard to **manage many students with different needs** at the same time. Also, it often happens that many of them requires attention at the same time. She is also worried and sad about the fact that her students have to **leave school after they are 18**, even if they are not ready or if they have no other support system than the school.



Henry Halford

57 years old

Psychologist

Henry has been working for the last 30 years with disabled people. He had worked with various disabilities. He made a lot of progress with his autistic clients through a new **humanist therapy**. He knows that the best help possible in these scenarios is to have an **extend support system**, but it's sometime difficult to involve **all actors** in the plan of treatment (family, friends, doctors, etc.)



Jane McGillans

45 years old

Mom - used to be in sales

Jane have **three children** including one with the down syndrome. She stays at home in order to have time and energy to **provides all the cares needed for her children.** She is amazed by the happiness of her kid and the love they have for their family. However, sometime she feels she doesn't have the means to make sure her kid is **stimulated enough to grow.** Also, she is worried that her other kids are not receiving all the attention they deserved.



John Keller

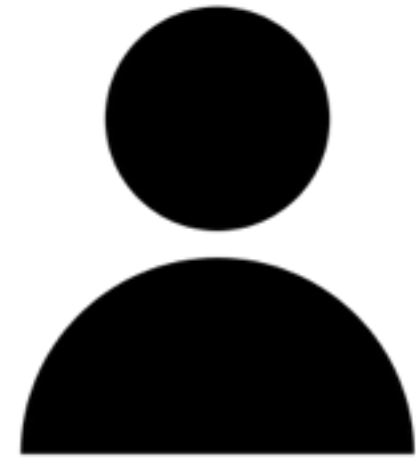
13 years old

Stranger - student

John was playing in the park and a **boy with autism approach** him to play football. He didn't understand exactly what he was saying and, therefore, got uncomfortable. When playing John realises that the other kid was not really good and laugh about him. At one point, the kid starts screaming and John thought he was getting violent. John **left because he was scared.**



Target



Persona

Bob, 45, rich family
from USA

Kelly 11, normal
family from Spain

Bianca, 18, poor
family from Greece



Syndrome

Down

Autism

Communication
disability

Coordination disability



Problem

Day to day

Work / school

Health

Social interaction



Target



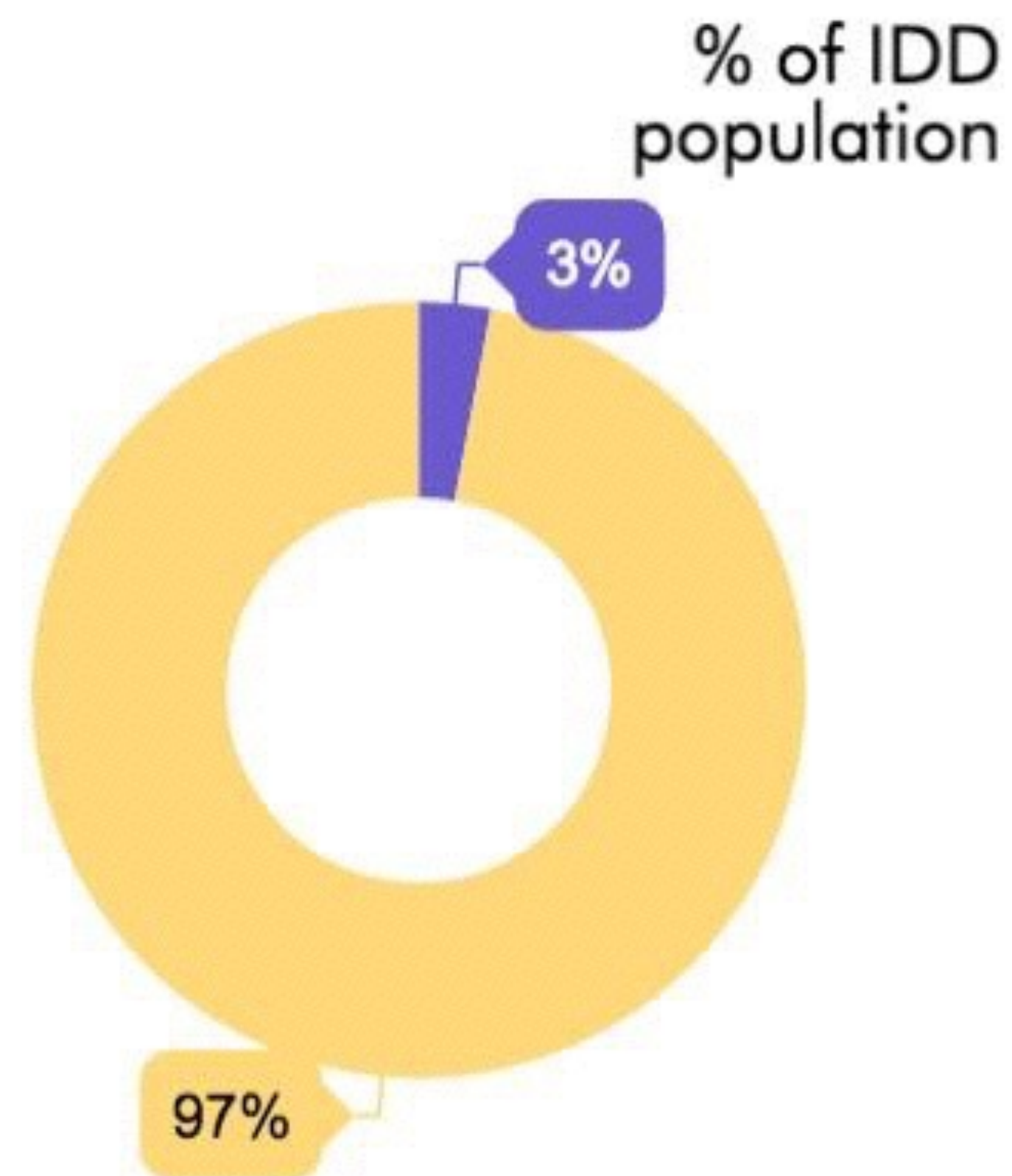
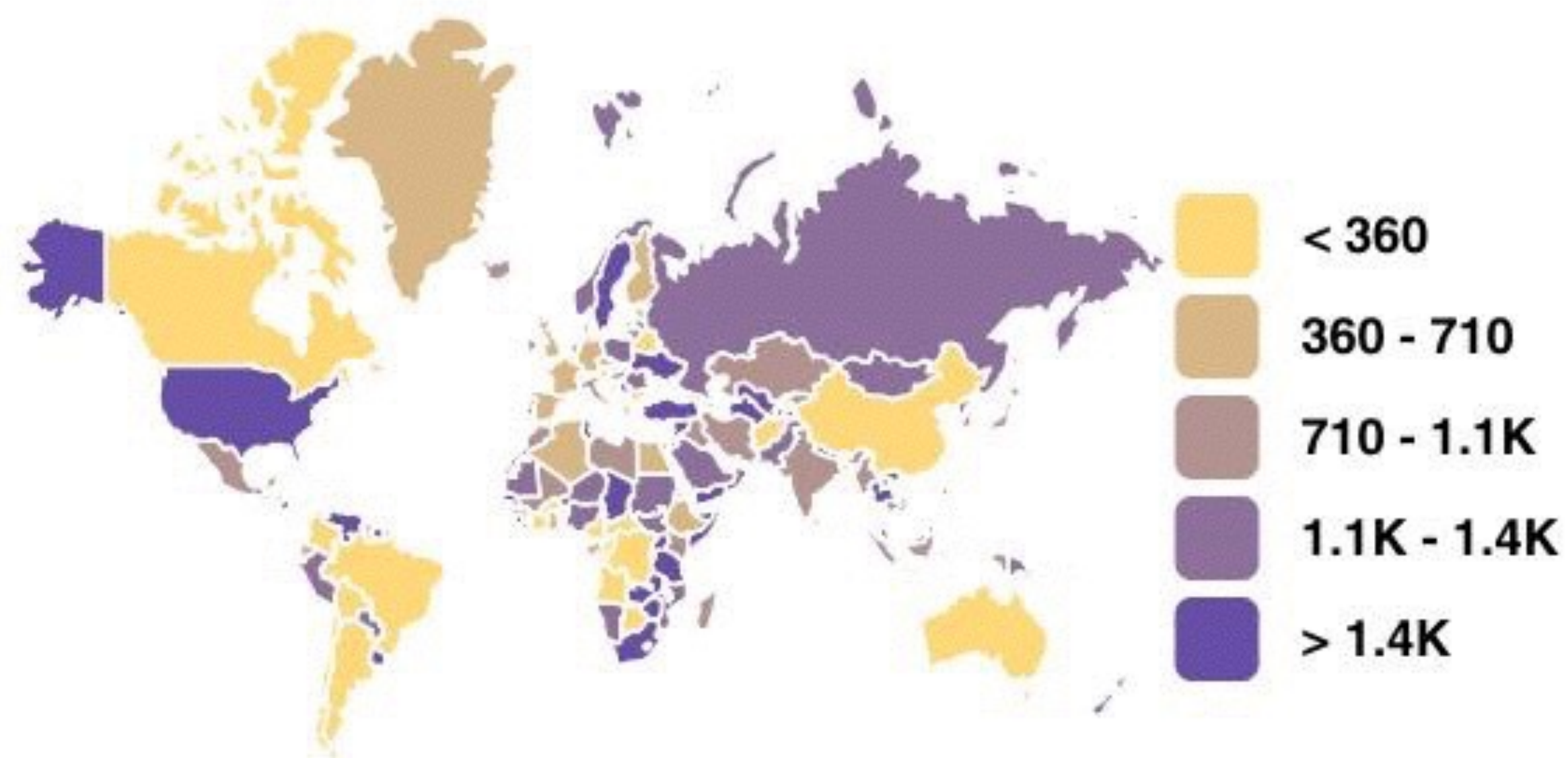
Our potential criteria

1. Market size

IDD STUDY

world

200 M

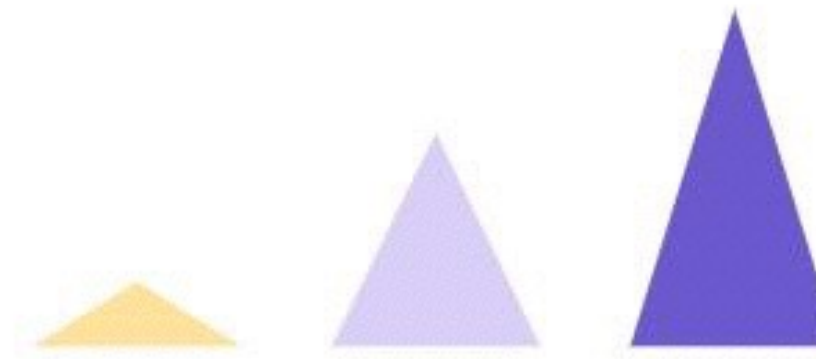




20 %
of the world's
poorest people
have disability



■ Access education(63%)
■ No education(37%)

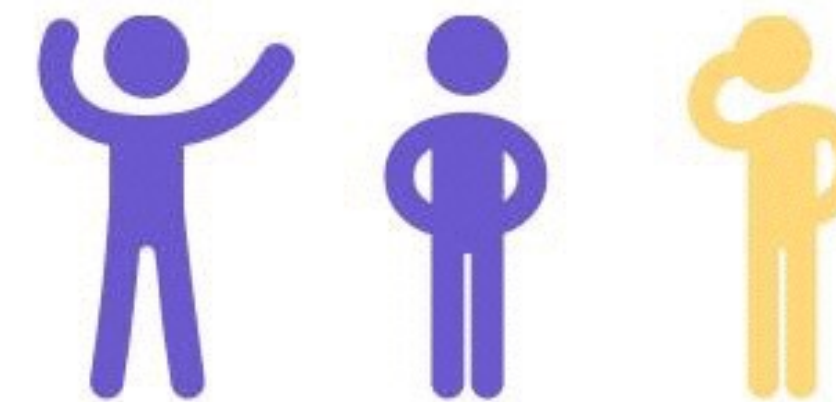
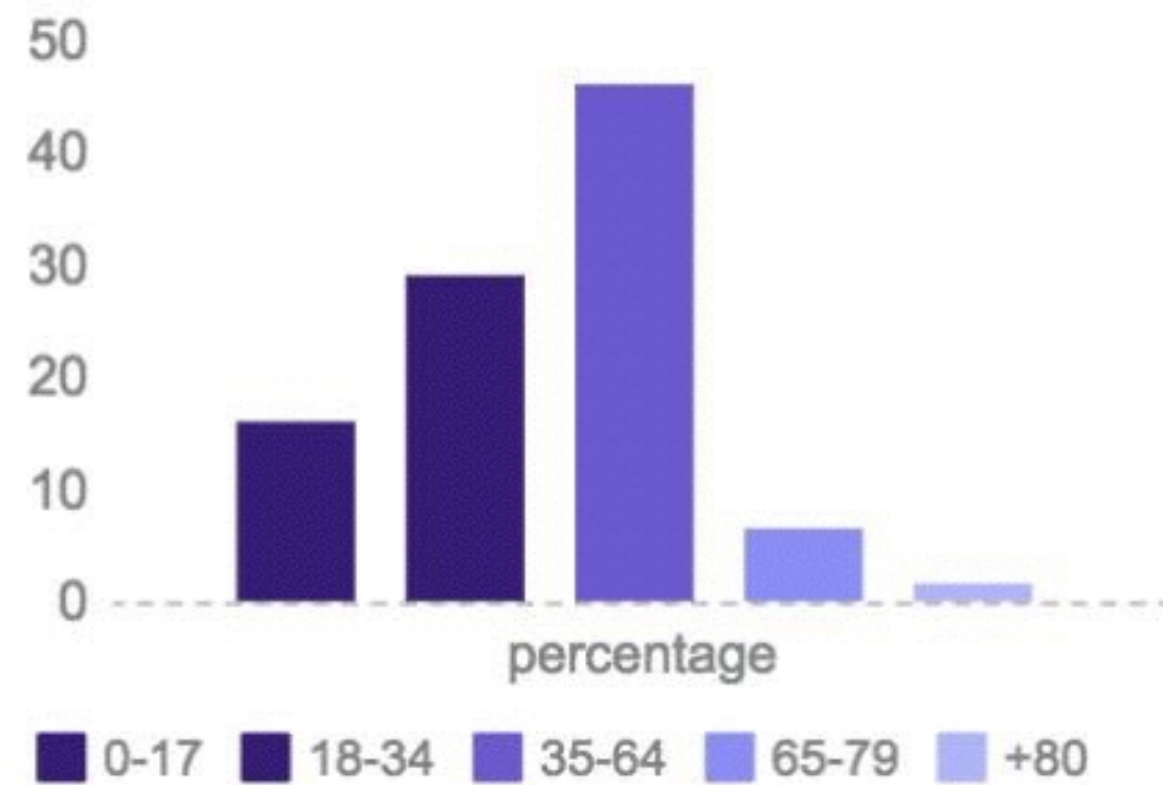


■ classroom ■ work ■ School

Environment where person
with IDD feel included



Ages

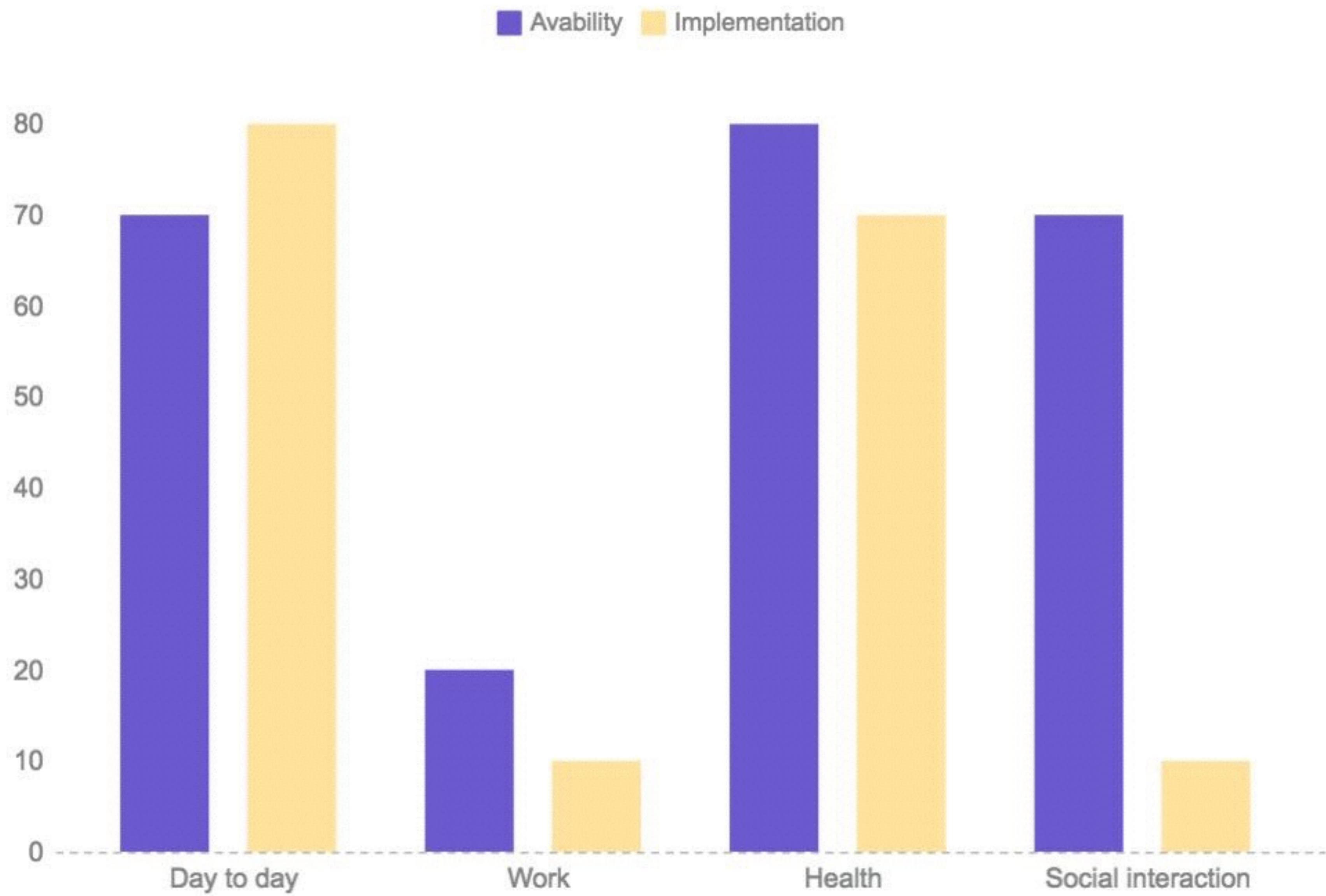


2 out of 3 people with
IDD don't find a job
when looking for one.



Our potential criteria

1. Market size
2. Competitive market





Our potential criteria

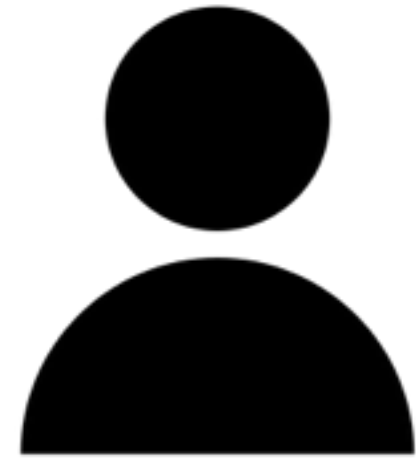
1. Market size
2. Competitive market
3. Our moral values





Where are we going?

Opportunities



Persona



Syndrome



Problem



Bob, 45

Down

Day to day

Kelly, 11

Autism

Work / school

Bianca, 19

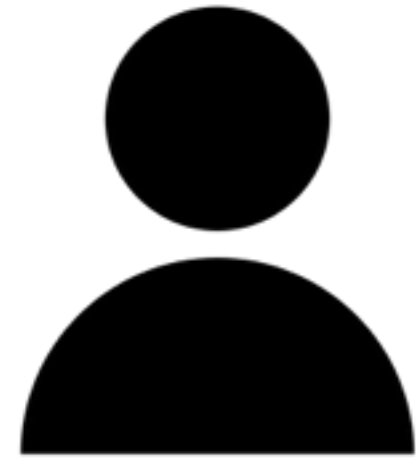
Communication
disability

Health

Coordination disability

Social interaction

Opportunities



Persona



Syndrome



Problem



Bob, 45

Kelly, 11

Bianca, 19

Down

Autism

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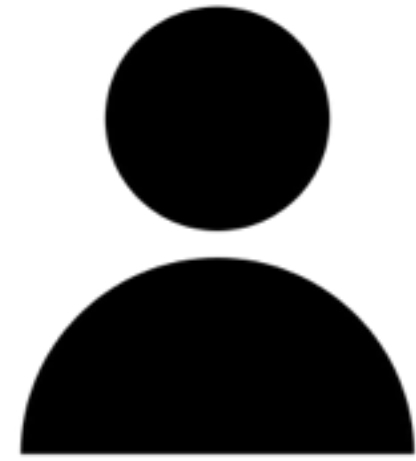
Day to day

Work / school

Health

Social interaction

Opportunities



Persona

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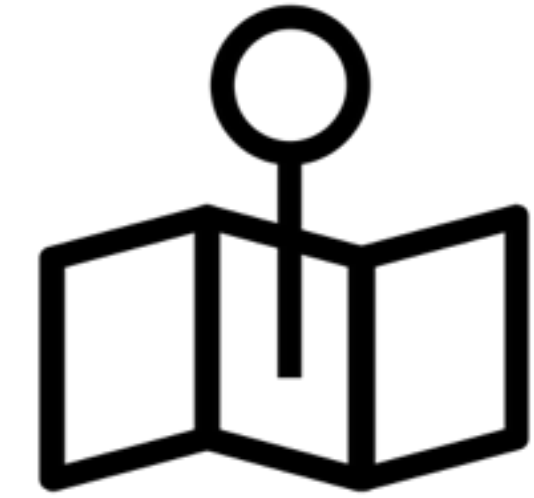
Syndrome

Down

Autism

Communication disability

Coordination disability



Problem

Day to day

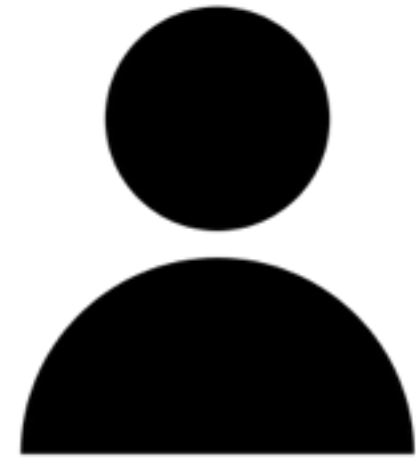
Work / school

Health

Social interaction



Opportunities



Persona

Bob, 45

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Syndrome

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Problem

Day to day

Work / school

Health

Social interaction





What do we want to investigate?

Focus In

Day to day

- Looking for memorise tools
- Daily activities and chores
- Managing expectations

Work/school

- Mixed or not with non-disable people
- How to give them valuable roles
- Promote comforting/safe environment

Health

- Info in social network groups
- Methods of integration in society
- Types of approach to persons with IDD
- Removal of a social stigma
- Raise awareness
- Reduce digital dependency
- Empathize

Social interaction

- Mixed or not with non-disable people
- How to transform an old therapy to a tech therapy?
- Include interaction in therapies
- Alternative therapies





Side effects to avoid

- Too much tech = Disconnection from real world
- Overdependence on the solution
- Forgetting what they've learnt
- Excluding stakeholders
- Promoting frustration
- Unpersonalized treatment
- Our view as external people



Next steps



Meetings

Planned meetings:

Fri 16th Skype with "Fàsia" (IDD school).

Wed 21st Meeting with "Fundació Finestrelles".

Expected meetings:

Meeting with "La Fageda", foundation to give work to IDD people.

Visits

School for IDD.

Work environment for IDD people.

Tasks

Reach out to contacts/book more interviews

Choose the syndrome/symptom



Path definition after interviews.

Focusing on one IDD or on a symptom/shared need?

Finding the “ignored” group

The group there are no solutions for.



How are we going to make it happen?



Team management

Rotating Team Leads - Time based

- The leader would then delegate the work
- Task leader

Mandatory Work-Team-Feedback sessions

Planning for the future

- Reassessing the plan
- Adapt the plan

Tools

Planning software

- Tuleap
- Google services
- Office tools

Design Tools

- Pictochart
- Illustrator
- InDesign



AWESOME TEAM

Team Hawking



Questions