



● ORIGIN OF THE PROJECT

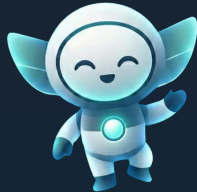
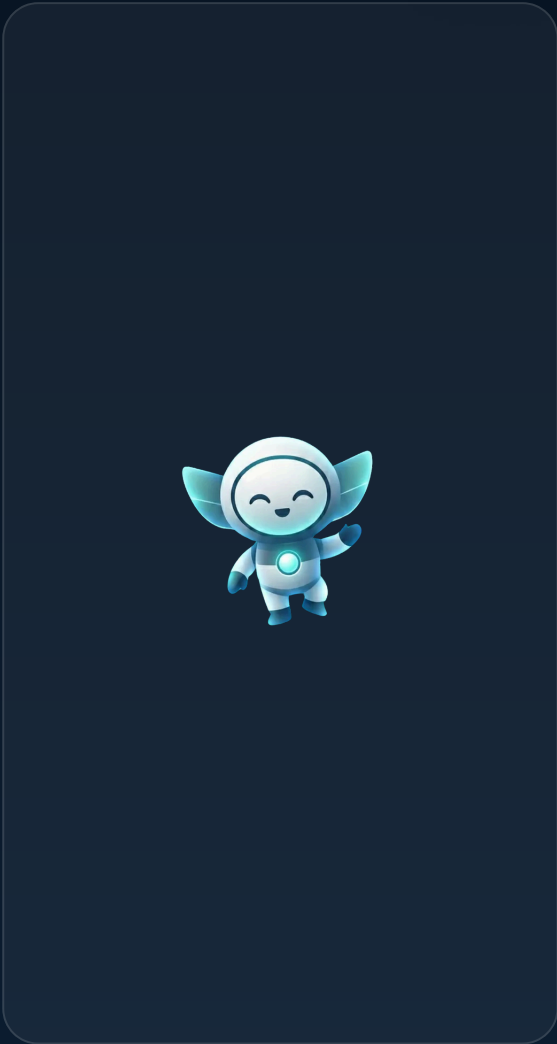
AXIS started from a very personal need: finding a system that helps action happen when motivation is not enough.

The project was shaped by lived experience, then strengthened through research, design, and sustained work. What follows is not only a presentation of an app, but the rationale behind an ecosystem built to reduce friction, support consistency, and make progress visible.

My name is Alex, and I am one of the founders of this project. I have lived with ADHD for years, and that reality is exactly where AXIS begins. I spent a long time trying planner apps, task managers, reminder systems, and habit tools. At one point I had six different apps on my phone, yet most of them were eventually deleted because using them required too much energy just to stay organized.

What I kept searching for was one place that could bring together organization, clarity, structure, and real support during the moments when starting a task felt the hardest. I wanted something more useful than a simple planner: a system that could help me move through difficult or boring tasks without creating even more cognitive pressure.

During my internship at ICI, I proposed the first version of this idea. Later, after a great deal of research and theoretical work, Bogdan and I returned to it through the JAR competition and turned it into a real project. AXIS is something I personally want to use every day, and something we hope can support many other people as well.



BUILT FROM
Experience

DESIGNED FOR
Clarity

FOCUSED ON
Action

"AXIS is not just a productivity concept. It is an attempt to transform fragmentation into structure, and effort into something understandable, visible, and sustainable."



The current landscape is full of tools, but still missing a coherent system that matches real daily functioning.

Through analysis, market observation, and direct surveys, we identified six recurring structural problems that shape the opportunity behind AXIS.

1

Fragmented solutions

Most apps address only isolated parts of the same broader difficulty: tasks, routines, habits, planning, or motivation. Users often end up switching between multiple tools, losing time, energy, and attention in the process.

2

Superficial progress tracking

Many productivity systems reduce progress to simple points or completed checkboxes. They rarely capture real effort, task difficulty, emotional weight, or how exhausting the planning process itself can become.

3

Little contextual adaptation

Current apps seldom adapt to weather, location, routines, mood, energy level, or collaboration needs, even though these factors can directly influence a person's ability to act consistently.

4

Weak privacy confidence

In mental health and wellbeing contexts, privacy is not optional. Independent reports have repeatedly raised concerns about the handling of sensitive user information, exposing a real trust gap in the market.

5

Demand is growing, value is uneven

Our surveys and SEO work indicate increasing interest in organization, productivity, and support tools. Still, many existing products rely on expensive subscriptions or intrusive advertising that weakens the user experience.

6

AI inside current apps is often limited

Built-in assistants are frequently rigid, shallow, or poorly integrated. As a result, many users prefer to go directly to platforms such as ChatGPT, Gemini, or Claude instead of relying on weak in-app support.

OUR MISSION

What AXIS is built to protect, integrate, and improve



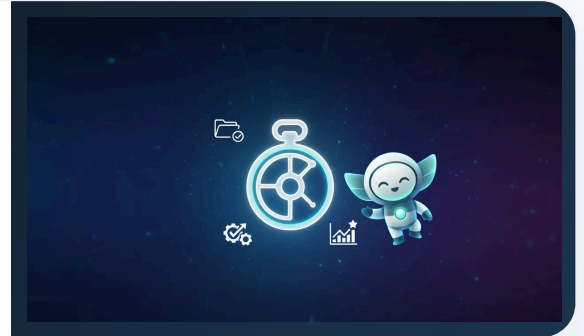
AXIS aims to become a secure, adaptive, and deeply customizable ecosystem, not just another task app.

Our mission is expressed through five practical directions: privacy-first architecture, integration, personal adaptability, meaningful progress evaluation, and long-term usefulness for both users and professionals.

● INTEGRATED ECOSYSTEM

One coherent space instead of multiple disconnected tools

AXIS is designed to bring assisted task management, notifications, context-based suggestions, progress analysis, and supportive structure into one unified environment.



● MISSION 01

Protect user data at the core

Security and privacy are not side details for AXIS. The system is conceived to minimize exposure, restrict unnecessary access, and preserve user control over sensitive information from the start.

● MISSION 02

Build a fully integrated workflow

The goal is to reduce planning friction by combining organization, reminders, recommendations, routines, and support mechanisms in one place that feels coherent and easy to return to.

● MISSION 03

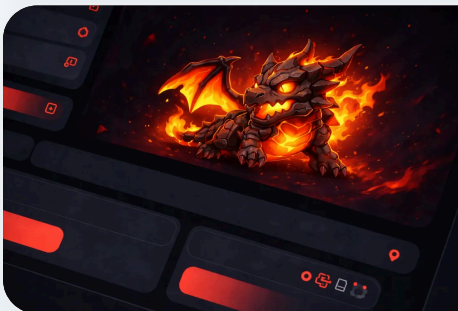
Offer deep customization

Through a configurable AI assistant, adjustable interface, themes, templates, and personalization layers, each user should be able to shape AXIS around their own rhythm and style of functioning.

● MISSION 04

Redefine progress evaluation

Our task quantification and reward system is intended to reflect real effort by considering perceived difficulty, actual difficulty, emotional cost, sleep, task steps, and other relevant parameters.



● MISSION 05

Support specialists without exposing private content

AXIS is also designed as an indirect support tool for doctors, psychologists, and therapists by offering a clearer overview of evolution and progress without disclosing sensitive personal material unnecessarily.



AXIS is an integrated digital ecosystem designed to turn paralysis into action, chaos into structure, and effort into visible progress.

Inspired by the real needs of neurodivergent individuals, yet useful for any user, AXIS combines organization, AI assistance, personalization, gamification, and privacy within one coherent product direction.

CORE FRAMEWORK

At a general level, the application works through a simple interface, an assisted mode that helps turn vague intentions into concrete steps, the integration of contextual data such as weather, location, and routine, and a progress system designed to make personal effort more understandable.

The platform is envisioned without intrusive advertising, with strong emphasis on security, long-term sustainability, and a user experience that reduces friction instead of adding more. In a later stage, AXIS will also include a dedicated specialist-facing layer able to summarize progress without compromising sensitive information.

The ambition is not only to help users remember what they need to do, but to help them start, continue, and understand their own progress in a way that feels cognitively supportive.

Positioning

1 system

Organization, AI support, contextual adaptation, progress analysis, and personalization in one space.

Design principle

Low friction

Every feature should reduce cognitive load rather than create another layer of management overhead.

KEY DIFFERENTIATORS



Intelligent organization

Personalized recommendations and structure that adapt to real-life context.



AI that can break down complexity

Assisted task decomposition for moments when starting feels difficult.



Advanced customization

Interface, assistant behavior, themes, templates, and interaction style can be shaped around the user.



Gamification with purpose

Rewards, points, and skill-card logic are meant to support continuity, not distract from it.



Future specialist integration

Professionals may gain meaningful summaries without access to private content.



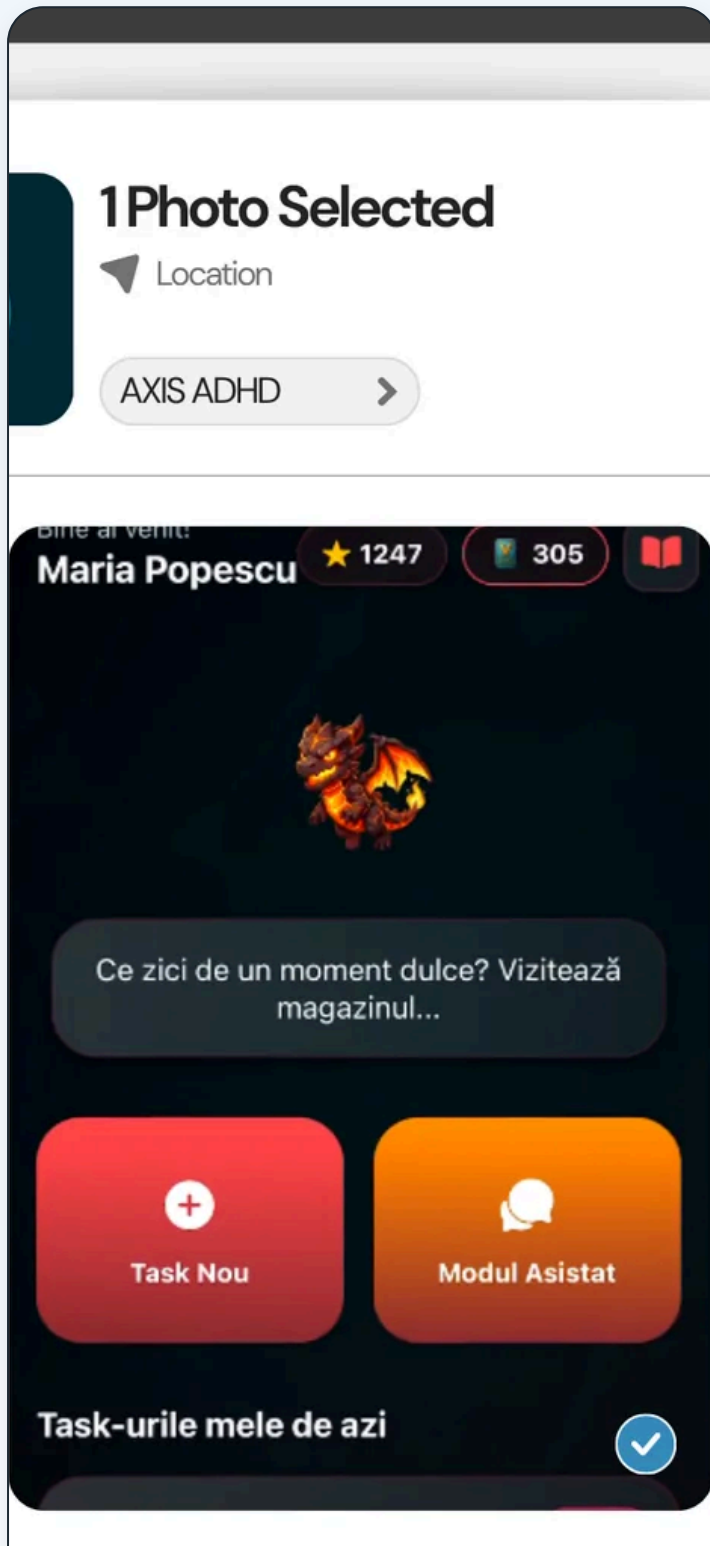
Real-effort measurement

Progress is conceived as something richer than completed checkboxes.



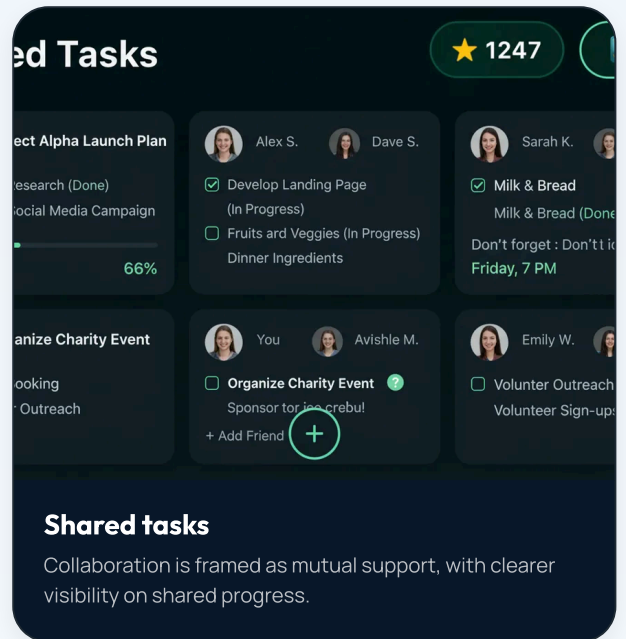
The interface aims to feel visually guided, rewarding, and easy to parse at a glance.

These visuals illustrate different parts of the AXIS product direction, from reward logic and shared workflows to task views and profile-based interaction surfaces.



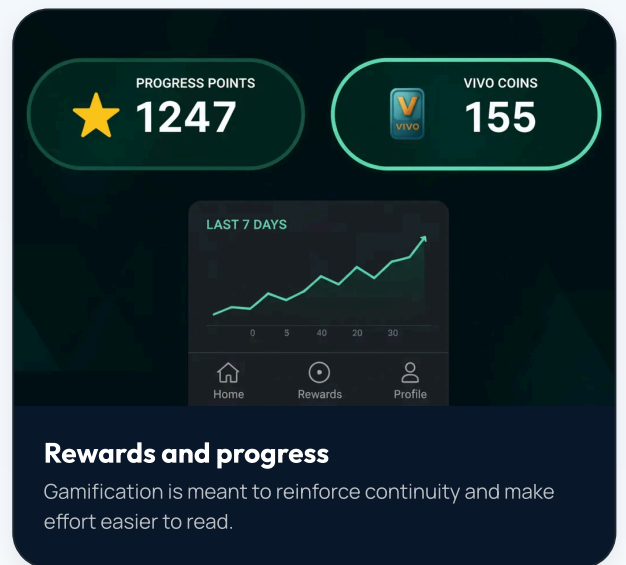
Task flow

Assisted action and contextual entry points inside the main experience.



Shared tasks

Collaboration is framed as mutual support, with clearer visibility on shared progress.



Rewards and progress

Gamification is meant to reinforce continuity and make effort easier to read.

INTERFACE DIRECTION

Additional screens cover secondary views, alternate task states, and modular reward surfaces while keeping the core interface visually stable and easy to scan.



The conceptual foundation of AXIS is rooted in research on adult ADHD, treatment limits, and the gap between clinical reality and daily support.

The project is not positioned as a replacement for treatment. It is conceived as a practical digital layer that responds to unmet everyday needs identified through research.

● PILLAR I

Adult ADHD as a persistent reality

The AXIS project begins with the recognition that ADHD is a stable neurodevelopmental condition that often remains insufficiently addressed in adulthood. Research considered symptom persistence, the difficulty of obtaining accurate diagnosis, and the gap between estimated prevalence and the real number of diagnoses in Europe and in Romania.

In this context, AXIS is not framed as a generic productivity tool. It is built around the real needs of people for whom organization, consistency, and task initiation are ongoing functional challenges rather than simple issues of discipline.

● PILLAR II

The limits of treatment and the need for daily support

The underlying paper examines both pharmacological and non-pharmacological interventions, showing that while these approaches can offer meaningful benefits, they do not fully cover the difficulties of everyday functioning between consultations.

AXIS is positioned inside that gap: not as treatment, but as a complementary tool able to offer monitoring, structure, and practical support on a daily basis, while potentially giving specialists a clearer long-term picture of progress.



● PILLAR III

The limits of existing applications and the real opportunity for development

Current digital solutions usually address only fragments of a larger problem: motivation, routine, concentration, time management, or emotional support. For people with ADHD, that fragmentation becomes an extra barrier in itself.

At the same time, research points to rising public interest in ADHD and mental health applications, including in Romania, where online searches suggest a real and growing need. Even so, there is still no specialized application that has clearly become a strong reference point.

● PILLAR IV

Translating research into AXIS architecture

AXIS translates research into concrete mechanisms: initial psycho-behavioral profiling, fragmented tasks, an adaptive reward system, contextual data, and AI-based support calibrated to the user's needs.

The system is built on the idea that people with ADHD do not respond well to rigid and uniform tools. They need a framework that is flexible, personalized, and able to reduce cognitive pressure. Even the visual language is shaped by principles of color psychology to convey calm, clarity, balance, and focus.

● CONCLUSION

The scientific basis of AXIS emerges from the convergence of four directions: the clinical reality of adult ADHD, the limits of treatment without daily support, the shortcomings of existing digital products, and the translation of these findings into an adaptive application guided by cognitive ergonomics and color psychology.

● DOCUMENTATION NOTE

For reasons related to copyright, conceptual protection, and the security of the methodological elements included in the paper, the full documentation will not be distributed publicly. It may be shared on request by email with specialists, collaborators, interested individuals, or potential partners.



● FOR USERS

Planned user-facing growth

- Access to progress charts and a visual system for tracking personal development.
- Access to an integrated in-app store where earned points can be used in useful and motivating ways.
- The ability to connect with friends through a "Clans" system built around mutual support.
- A dedicated space for memories and important personal moments integrated into the AXIS ecosystem.
- Extended compatibility with spreadsheet-style files and Excel-like structures.
- Connections with IoT and wearable devices such as smartwatches, smart rings, and similar tools.
- A "Find a Doctor" menu that helps users quickly identify specialists based on location.

● FOR SPECIALISTS

Professional environment in progress

This section is currently in the design and prototyping stage.

- The ability to connect directly with users or patients inside a dedicated professional environment.
- Access to infographics and visual representations of user progress.
- Access to the priority areas in which the user invests activity and daily effort.
- An integrated in-app chat system for collaboration between doctors and therapists.
- The ability to schedule consultation sessions directly through the platform.
- Local promotion options through the "Find a Doctor" menu.
- Access to a progress history of up to two years in a format relevant for monitoring and evaluation.



Validation is still developing, but the signals already point to genuine need and credible potential.

To gain a clearer perspective on the project, we focused on two main validation directions: opinion surveys and direct consultation with specialists.

● SURVEY SIGNAL

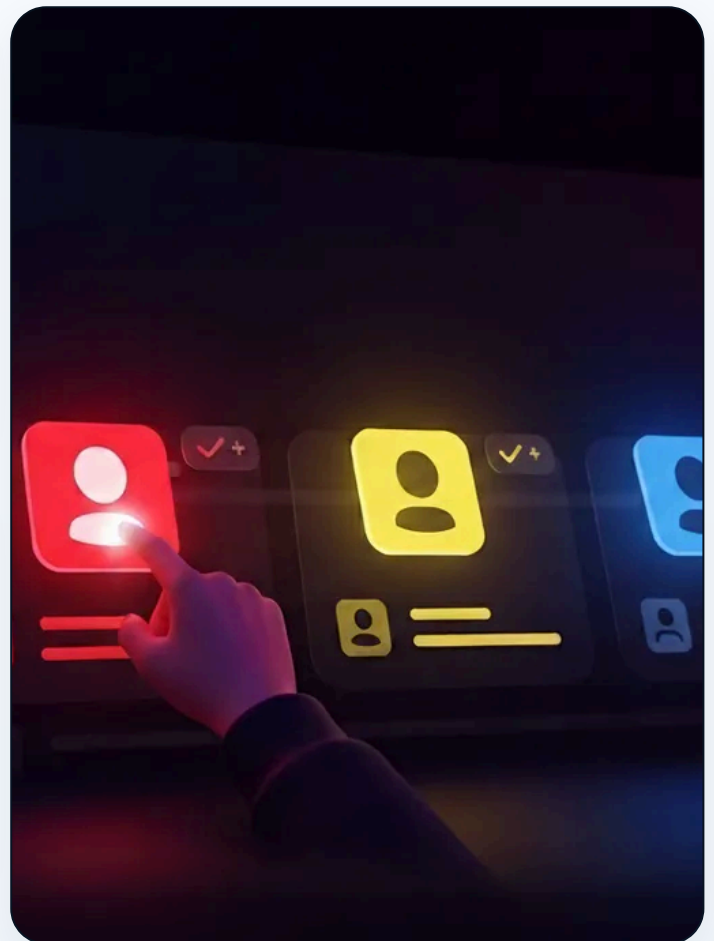
Survey responses indicate real interest in an application that supports organization, progress, and the management of daily routines. Many answers remain general, yet this is meaningful in itself: people clearly recognize the need for such a tool even when they cannot fully define the ideal feature set.

● SPECIALIST CONSULTATION

Following a consultation with **Dr. Corina Zinca, psychiatrist**, we received valuable feedback on the concept. Although the application has not yet been tested directly, the idea was described as interesting and especially promising among younger users.

● CURRENT PERSPECTIVE

The medium-term value of AXIS was highlighted both for the user, in tracking progress, and for the doctor, in understanding evolution more clearly. Validation remains open, and we are awaiting additional specialist perspectives to refine the direction even further.



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Early specialist feedback points to a concept with strong potential, especially if AXIS can continue to translate personal progress into a format that is useful for both the user and the professional.

CONCLUSION

Team, gratitude, and contact point



● CLOSING NOTE

AXIS is the result of teamwork, sustained effort, and the support we received from collaborators throughout the development of this complex project. For their guidance, feedback, and contribution, we express our sincere gratitude.

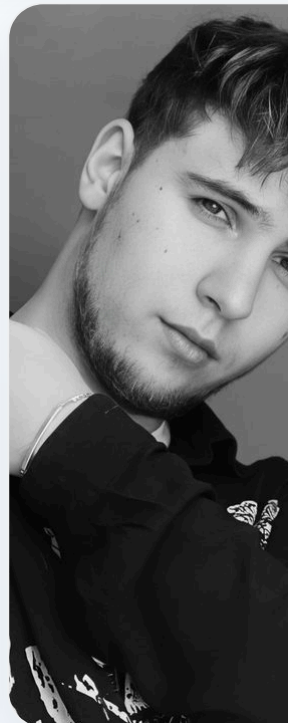
At this stage, the application is still under development, with the goal of becoming a relevant, secure, and genuinely useful digital ecosystem for its future users. Our team is currently made up of two members, both contributing across multiple roles and most parts of the project.



● OUR TEAM

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For more information

Visit the official AXIS website or contact the team for further discussion.

axisadhd.online