

APRIL 2025

MOXIE TEAM NAME: [TK]

MOXIE PROJECT—Gamifying Task-making & Emotional Wellness for ADHDers

NAME: TaskTrailmaker

(alt names—TrailQuest, MapMyDay, or GoalBuddy)

PRESENTATION OUTLINE:

1. SETTING UP THE PROBLEM

A. Prompt Scenario

“As AI continues to advance, how can we empower our clients and their brands to leverage these technologies in ways that elevate and enrich the human experience—while maintaining a focus on authenticity and accuracy?”

B. Our Original Insight

Besides having QOL affecting difficulties with maintaining attention, executive function, and working memory, 30–50% of people with ADHD experience co-occurring depression—and as many as 50% also experience an anxiety disorder.

- <https://chadd.org/about-adhd/overview/>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC2695217/>
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC5581282/>

C. Clarifying the Problem

- ADHDers don't just struggle with attention—they also struggle with structure, motivation, and momentum.
 - **Meaning:** ADHDers are more likely to give up on digital tools that don't adapt to their fluctuating energy, motivation, or emotions. **Without personalization and playfulness, productivity tools can actually cause more guilt and avoidance.**
 - <https://ot4adhd.com/2022/05/23/adhd-and-motivation/>
 - <https://www.verywellmind.com/task-snacking-11713065>
- ADHD brains are motivated by interest, novelty, challenge, urgency, and passion—not just routine.
 - **Meaning:** Tools that fail to spark one or more of those motivators are unlikely to stick. A checklist may work for a week, but **a sense of “adventure” could help build a sustainable habit loop.**
 - <https://neurodivergentinsights.com/adhd-motivation/>
 - <https://www.getinflow.io/post/adhd-motivation-incup>
- Emotional dysregulation is one of the most frustrating, under-treated symptoms for ADHDers.

- Meaning: Motivating task completion through gamification is helpful, but **without incorporating emotional validation, it can fall flat—or worse, backfire.**
- <https://pubmed.ncbi.nlm.nih.gov/articles/PMC4282137/>
- <https://add.org/emotional-dysregulation-adhd/>
- <https://existentialpsychiatry.com/adhd-emotional-dysregulation/>

Ultimately: ADHD support tools that only focus on getting things done miss the mark. Emotional motivation matters just as much as executive function—and the best tools **help people feel progress, not pressure. That’s where TaskTrailmaker comes in.**

2. CLIENT PARTNERSHIP: QELBREE/SUPERNUS PHARMACEUTICALS

A. Qelbree Overview

[Qelbree](#)[®] (viloxazine ER) is a novel, non-stimulant ADHD treatment for both children and adults. It works by selectively inhibiting norepinephrine reuptake with added serotonergic activity, targeting attention and emotional regulation pathways. Supernus markets it as a patient-centered option—one that reduces symptoms without the risks of stimulants. Their brand strategy *emphasizes emotional regulation*, non-stigmatizing messaging, and authenticity.

B. Opportunities for Expansion

- Build stronger emotional touchpoints with patients through personalized digital support
- Extend Qelbree’s reach into lifestyle and wellness spaces
- Fill real-world gaps in ADHD emotional management unmet by medication alone

C. Why Qelbree? Why Now?

Qelbree already acknowledges patients’ need for emotional regulation—TaskTrailmaker builds on that. This lightweight, gamified tool gives Qelbree a way to show up between doses—supporting self-trust, resilience, and day-to-day progress. It’s not a shift away from the brand—it’s a step deeper into patients’ lives.

3. WHAT IF WE COULD DO MORE?

A. Challenge Statement

How might we reimagine ADHD as an emotionally rewarding adventure—one that sparks creative motivation, celebrates effort, and meets patients where they are?

4. THE INNOVATION & SOLUTION

A. Introducing: **TaskTrailmaker**

An AI-powered adventure that transforms your daily to-dos into a gamified journey—think *Oregon Trail* meets ADHD resilience.

B. The **WOW**

TaskTrailmaker reimagines the daily grind as a guided, virtual adventure. It helps users set a personal goal as their destination (“Finish my novel,” “Just get through this week”), then maps out a flexible, scenic trail—complete with bite-sized tasks, mini-milestones, and adaptive rest stops or detours when mood or energy dip.

Each small win reveals a new piece of the path—building momentum and turning everyday effort into a story worth celebrating.

C. The **HOW**

i. **First, pick your destination**

- The app kicks off with a fun, low-pressure goal-setting chat or quiz—perfect for ADHDers who don’t always know what they want.
- Whether it’s “write a novel,” “ace finals,” or “just keep my plants alive,” TaskTrailmaker helps you name your goal—and feel good about taking the first step.

ii. **Then, build your map**

- The AI automatically breaks big goals into bite-sized steps like “open the doc,” “write one sentence,” or “reward myself with chocolate.”
- Each task gets charted as a visual stop along your trail.
- Customize your trail’s vibe to your mood or preferences—mountains? ocean? spooky swamp? Yes please.
- Every completed task = visible progress along your path—dopamine unlocked.

iii. **Feeling off? Your trail adjusts**

- TaskTrailmaker checks in via quick voice/text chats (“How ya feeling?”) or mood-tagging (“Which emoji fits you right now?”).
- If your energy or emotions dip, the trail reroutes—offering easier tasks, scenic detours, or mood-boosting rest stops.
- Bonus: Syncing wearable tech lets the AI catch signs of stress *before* it becomes burnout.

iv. **Wins actually feel like wins**

- Each mini-milestone you hit unlocks something fun: badges, bridges, new trail art, animations, even mini-games.
- The goal: celebrate effort, not perfection—and make showing up feel like leveling up.

- v. **End your day with a look back—and a look ahead**
 - See your daily progress with a trail recap (“You crossed 3 bridges today!”)
 - Didn’t finish it all? No sweat—any step was a move forward.
 - You set tomorrow’s pace, vibe, and focus—like a mood-based GPS for your goals.

- vi. **It’s brand-friendly from the jump**
 - Seamless opt-ins can invite ADHDers into Qelbree’s CRM or digital landscape—without feeling inauthentic or pushy.
 - The app can live in welcome kits, wellness hubs, or emotional support programs—making Qelbree a present, trusted partner, not just a prescription.

D. The POW

Why TaskTrailmaker is a dream fit for Qelbree/Supernus:

- i. **Delivers on Qelbree’s Promise**
Turns emotional resilience into something authentic that patients can *see*, *feel*, and *celebrate*—mirroring Qelbree’s mission to support the whole person, not just manage symptoms.

- ii. **Lowers the Barrier to Entry**
Lighter than therapy. More inviting than a productivity app. Perfect for patients just starting to self-manage.

- iii. **Opens a New Creative Frontier**
Campaign-ready concepts like “Your Path, Your Pace” or “Small Steps=Big Adventures” position Qelbree as the champion of real-life ADHD journeys.

- iv. **Creates Smart, Human Insight**
Optional, anonymized user data could inform smarter CRM messaging and better-timed outreach—driven by real-world emotional patterns.

- v. **Flexible, Scalable, Sticky**
Could launch as unbranded, co-branded, or fully owned. Easy to integrate into welcome kits, wellness hubs, or emotional support platforms. Low lift. High loyalty.

5. BRINGING IT HOME

A. Final Spark

TaskTrailmaker transforms ADHD management into a journey worth taking.

It reframes productivity as progress, checklists as adventures, and every small win as a step toward emotional strength, momentum, and self-trust.

PRESENTATION SKELETON:

[SLIDE 1 – TITLE]

Presented By [TK Team Name]

[SLIDE 2 – PROBLEM]

ADHD patients aren't just battling distraction.
Most productivity tools don't flex with ADHDers' fluctuating energy, emotions, or executive function—and instead pile on guilt when they fall behind.

[SLIDE 3 – CHALLENGE]

How might we reimagine ADHD as an emotionally rewarding adventure—one that sparks creative motivation, celebrates effort, and meets patients where they are?

[SLIDE 4 – IDEA/SOLUTION]

Big Idea: TaskTrailmaker

“Oregon Trail” meets ADHD resilience.

TaskTrailmaker transforms daily tasks into a gamified, goal-based adventure. It helps users define a personal goal, then maps it out as a destination along a flexible scenic trail—divided into bite-sized milestones, adaptive mood-based detours, and dopamine-boosting wins that build real momentum.

**Not a checklist, but a joyful journey of structure, play, and resilience.
Built for how ADHD brains *actually* work.**

[SLIDE 5 – ONGOING OPPORTUNITIES]

- Expanding Qelbree's promise of emotional balance and self-compassion
- Offering a playful, low-barrier entry point into daily ADHD support
- Unlocking bold new creative territory for branded content and community
- Powering brand-safe CRM, onboarding, and emotional wellness touchpoints
- Positioning Qelbree as the ADHD brand that *authentically supports the whole patient*—not just symptom control