

## BACKGROUND



ADHD Diagnosis typically occurs between the ages of 6 and 12. If parents do not promptly recognize ADHD symptoms in their children, the quality of the child's social development may be compromised. However, the exact cause of ADHD remains uncertain; nonetheless, genetic factors play a significant role, along with other factors such as chemical exposure, environmental pollution, and alcohol consumption during pregnancy.

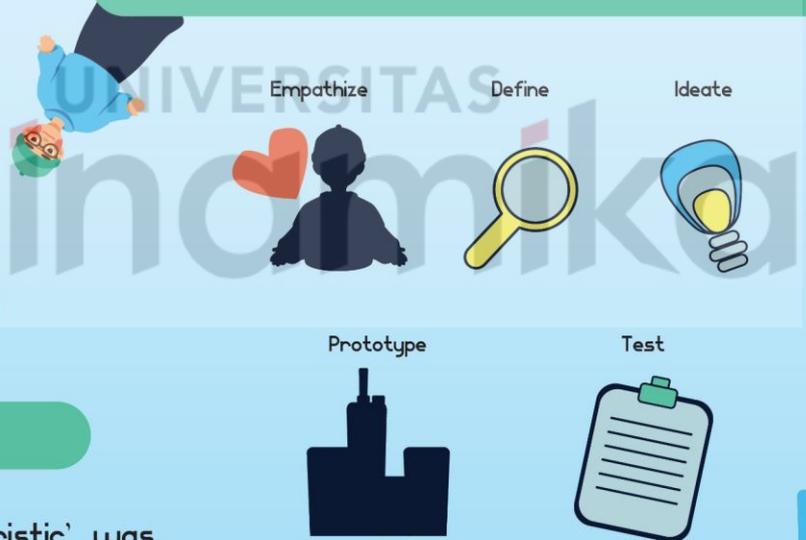
## GOALS

To provide support and knowledge regarding parenting for children with ADHD, and to assist parents who feel confused and overwhelmed.

## DESIGN PROJECT

Based on the analysis, the keyword 'heuristic' was identified. Heuristics can be defined as processes that enable rapid judgment by reducing complex cognitive loads. In the design of Educational Support Videos for Parents of Elementary School Children with ADHD, the 'heuristic' approach aims to deliver valid messages and information using easy-to-understand language. This is intended to prevent doubt and misunderstanding among the audience, particularly parents.

## DESIGN METHOD : DESIGN THINKING



## FINAL DESIGN PROJECT

