

How to build the ultimate ADHD platform for young people with ADHD

BUSINESS OBJECTIVES

Takeda has the ultimate goal to build a platform for young people with ADHD and the people around them. It should be a platform that seamlessly connects with them and what they experience. In this way Takeda can become the expert and partner for all involved with ADHD.

To build a platform that caters to the needs of all involved with ADHD, it is important for Takeda to understand what people with ADHD need to feel supported, informed and understood.

OUR APPROACH

Takeda specifically asked for an agile set-up where they – during the development of the platform by the creative agency – had the ability to gain insights from the target group by asking questions and proposing ideas. So Ipsos proposed a community with a duration of 4 months with 35 participants (children, teenagers (and their parents) and young adults).

Agile Method:

We worked in a triangle with Takeda, the creative agency and the Ipsos team. We started each month with mapping out what we needed to learn to fill the ADHD platform with relevant and engaging content. After each month Ipsos reported back on the insights. And every new month we developed new research and engagement activities that were relevant for that moment and the development phase of the platform. While the community was running the creative team worked on the ADHD platform simultaneously, making use of the insights that we uncovered.

IPSOS CLIENT OUTCOMES

The project and its insights allowed Takeda to create an platform with suitable and engaging content. In the beginning of July 2022 they launched their full ADHD platform which contains a website (www.adhdjemaaktwatmee.nl) and socials.

Quote:

"The results of this study gave us the necessary information to make profound adjustments to the website. We can now say with confidence that the website has been build for - and by - people with ADHD!"

HOW TO BUILD THE ULTIMATE ADHD PLATFORM

Deliverables Snapshot

CASE STUDY		
Healthcare	Community	NL.

Website: www.adhdjemaaktwatmee.nl



De community

Nieuws & informatie >



Hoe vond jij de community over ADHD?

Dit was het antwoord: 4 maanden lang een community over ADHD. We willen je ontzettend bedanken voor je deelname. Je openheid en inzet waarderen we enorm!

Wij vinden het super leuk en hebben onwijs veel van jullie geleerd.

Lees meer

Activiteiten



Tip van de Week

Laatste bericht: Tip over werken met ADHD

Berichten: 30 | Reacties: 4



Ik ben een kind/ tiener

MEUW: Activiteiten maand 4
Kijk hier als je kind (5-12 jaar) of tiener (13-17 jaar) bent. Je kunt altijd starten met de vragen, ze staan al voor je klaar. V...



Ik ben een ouder/ verzorger

MEUW: Activiteiten maand 4
Kijk hier als je ouder/ verzorger bent. Je kunt altijd starten met de vragen, ze staan al voor je klaar. V...



Ik ben een jongvolwassene

Wie & hoe
Community Managers

Aankondigingen

Welkom in onze ADHD community!
De vragen staan voor je klaar onder de activiteiten. Hier staat: Vragen of hulp nodig? Stuur even een mailtje naar: support@speculix.nl

Veelgestelde vragen

Categorie
Dashboard

Communitybeheer

Categoriebeheer

Veelgestelde vragen aan behoort