StudiFoca

Coursework planning that works with your brain, not against it.

An iPhone & iPad app for college students, designed around how ADHD affects planning

THE PROBLEM

Conventional planners assume a brain many students don't have

Most calendars and to-do apps quietly assume a baseline of executive function—the ability to sense time, start tasks on demand, and stay organized without support. For many students, especially those with ADHD, that assumption is exactly where things break down. **StudiFoca is built around the failure points, not around a productivity ideal.**

Time blindness
A deadline three weeks out is functionally invisible until it's a crisis.

Task initiation
Knowing what to do and being able to start it are two different problems.

The shame spiral
One missed assignment becomes avoidance, and avoidance becomes more missed work.

HOW IT'S BUILT DIFFERENTLY

Designed around the points where planning breaks down

- **See what's coming, not just what's due**
  A workload heat map forecasts each day's load, exams and planned steps included, so "far away" stops meaning "invisible."
- **Syllabus in, plan out**
  StudiFoca reads a syllabus PDF for course details; on iOS 27 an optional setting finds the assignments and exams too. Students review everything first.
- **Start, don't just plan**
  Big assignments break into steps placed on specific days, unlocking one at a time, so "write the essay" becomes something you can actually begin.
- **Start from what the school publishes**
  Courses and due dates import from a Canvas or Brightspace calendar feed, so the term is in place before working memory has to carry it.
- **Reminders that fit the student**
  Notifications for the week ahead and the next few days, at an intensity the student chooses. Due dates and steps can go to the iPhone's Calendar and Reminders.
- **Built without shame**
  Missed work is handled matter-of-factly. The app never scolds, guilts, or punishes.

For your office & your students

No subscription, ever. The free tier includes every feature for one term and two courses; a one-time purchase (Full Load) covers a full course load.

Private by design. No account, no server, and "Data Not Collected" on the App Store. Syllabus text never reaches the developer.

Built by a neurodivergent developer who designed it around his own ADHD. Feedback genuinely welcomed.

iPhone, iPad & iPhone Duo, iOS 18.5 or later. On the App Store now.

Accessible. VoiceOver labels throughout, layouts tested at larger text sizes, and wording that describes instead of directing.

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ON THE APP STORE

Happy to send TestFlight builds, meet by video, or visit local campuses in person.