Project Proposal

1 General information

- **Group ID:** 03
- **Project name:** Memoir

Team members:

No.	ID	Name	Note
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2 Introduction

a) **General Idea:**

- This application is designed to help users remember and manage personal relationships by centralizing important information in one place.
- Users can store names, birthdays, photos, contact details, meeting locations, personal notes (e.g., hobbies, impressions), and apply tags (e.g., #family, #workfriend) for easy organization.
- Key features include calendar views for important dates, map integration for meeting locations, and visualizations of relationship networks and statistics.

b) **Reason:**

- In the digital age, people often rely on apps to store information, but existing tools only support basic data and lack personalization.
- Meanwhile, personal connections—from friends to colleagues—are essential in life. Forgotten names or shared memories can create awkward moments or weaken bonds.
- This app meets the growing need for a flexible tool to save, organize, and reflect on relationships—enhancing communication and maintaining meaningful connections.
- It is also useful in fields like education, HR, and teamwork, where remembering and managing interpersonal details can improve collaboration.

3 User interviews

- To better understand user needs, we interviewed several university students and gathered their opinions about current problems and expectations.

1. **Challenges Faced by Users:**

- Easily forget names, birthdays, and personal information of acquaintances not seen for a long time.
- Frequently miss important events such as seminars and birthdays.

- Notes are often mixed with study or work notes, lacking clear categorization.

- No synchronization tools, leading to data loss when switching devices.

- Difficulty finding common topics to reconnect with old acquaintances.

2. **Experience with Current Tools:**

- Users currently rely on:

    + Built-in note-taking apps (e.g., Samsung Notes, Apple Notes)
    + Zalo Notes
    + Google Contacts
    + Facebook
    + Excel spreadsheets

- Problems identified:

    + Lack of automatic reminders
    + Unfriendly user interfaces
    + No tag-based categorization
    + Poor data synchronization

3. **User Needs and Expectations from the Application:**

- Fully record personal information: name, birthday, photo, meeting location, emotions, and relationship type.

- Features for relationship analytics and interaction insights.

- Storage of photos, short videos, and notes to help recall memories.

- Data synchronization across multiple devices with backup and restore capabilities.

4. **Desired Features and Priorities:**

Feature	Priority
Birthday and important event reminders	High
Notes with photos, names, and relationships	High
Categorization by tags or groups	High
Personalized, user-friendly interface	High
Relationship statistics by season/quarter	Medium
Suggestions to reconnect with old contacts	Medium
Data synchronization and cloud backup	High

5. **Conclusion & MVP Recommendations:**

- Users need an application that effectively supports remembering and managing personal information to avoid forgetting important details.

- Existing apps do not sufficiently meet the need for personalized relationship management and data synchronization.

- The MVP should focus on these features:

    + Comprehensive note-taking with personal details (name, birthday, meeting place, photo).

+ Tagging and categorization of contacts.

+ Reminders for important dates.

+ User-friendly and intuitive interface.

+ Data synchronization across devices and secure backup.

4   Target Users and Environments

- The insights from the previous section help us clearly identify the target users and the appropriate environment for using the application.

a) **Target Users:**
   - The application is designed for people who need help managing and organizing information about their personal relationships. This includes:

   - People who often forget details about friends, family, or coworkers.

   - Those who want to keep memories, meeting times, or special events related to their contacts.

   - Professionals such as teachers, HR staff, or managers who need to manage information about many people.

   - Users who want to maintain social connections like birthdays or anniversaries.

   - People who want to add personal notes about their relationships, such as preferences or meeting places.

   -> This application is suitable for anyone who has many relationships and wants an easy way to organize their information.

b) **Usage Environment:**
   - The application is intended for use on mobile devices.

   - We chose mobile because it best meets user needs, allowing them to use the app anywhere and anytime.

   - Mobile apps can work offline, so users do not always need internet access.

   - For syncing data between devices, we plan to offer an optional user account feature. This gives users flexibility and helps keep their data consistent across devices when needed.

5   Key features

5.1   Key features for users:

- Store and display detailed information about each person, supporting rich text formatting such as Markdown.

- Automatic reminders to notify users of important dates like birthdays, anniversaries, and other special events, helping to maintain relationships.

- Calendar view to highlight important dates including anniversaries, birthdays, and special occasions.

- Visual map feature to help users track frequently visited meeting locations.

- Tagging system to categorize and manage groups of contacts, such as #colleagues, #class12A1, #family, and #childhood_friends.

- Support for data synchronization and cloud backup to ensure data consistency across devices.

- **User-friendly interface:** A simple, personalized, and intuitive UI that enhances user experience and engagement.

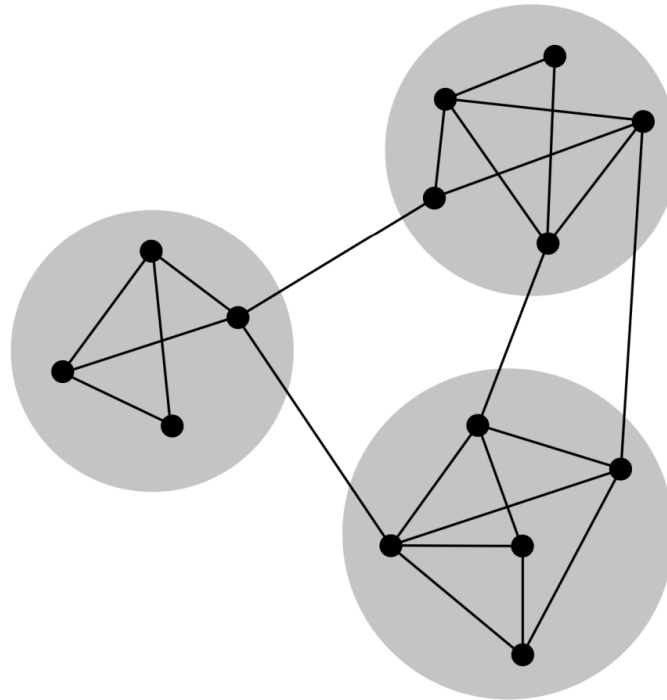- Graph visualization of relationships, providing users with an overview of their social groups.

Figure 1: Graph visualization

5.2   Key features for admin:

1. User Management

   - Account list: View list of users (ID, email, registration date).
   - Activate/Deactivate accounts: Enable or disable accounts when needed.
   - Reset password: Support users who forgot their passwords.
   - View user info: See basic details such as registration date and last active date.

2. General Statistics (View only)

   - Number of users: Statistics by day/month/year.
   - Storage usage: Total storage used for images and videos.
   - User distribution: By age groups, gender, tags, etc.
   - Most used features: E.g., Reminder, Calendar, Map, etc.

3. Feedback Management

   - Collect user feedback: Receive suggestions or opinions from users.
   - Handle bug reports: Users can report bugs; admin reviews and resolves them.

- Manage FAQs: Create and edit a list of frequently asked questions.

4. Basic System Management

- Send global notifications: For maintenance or app updates.
- Data backup: Perform regular (automatic) backups.
- View system logs: Check logs of errors or app crashes.

5. Simple Reports

- New user charts: Weekly or monthly reports.
- Storage usage report: Warn when server storage is nearly full and notify users if needed.

6 Interview materials and results

- Link to the interview question list and results: Click here
- Link to the interview recordings and transcripts: Click here