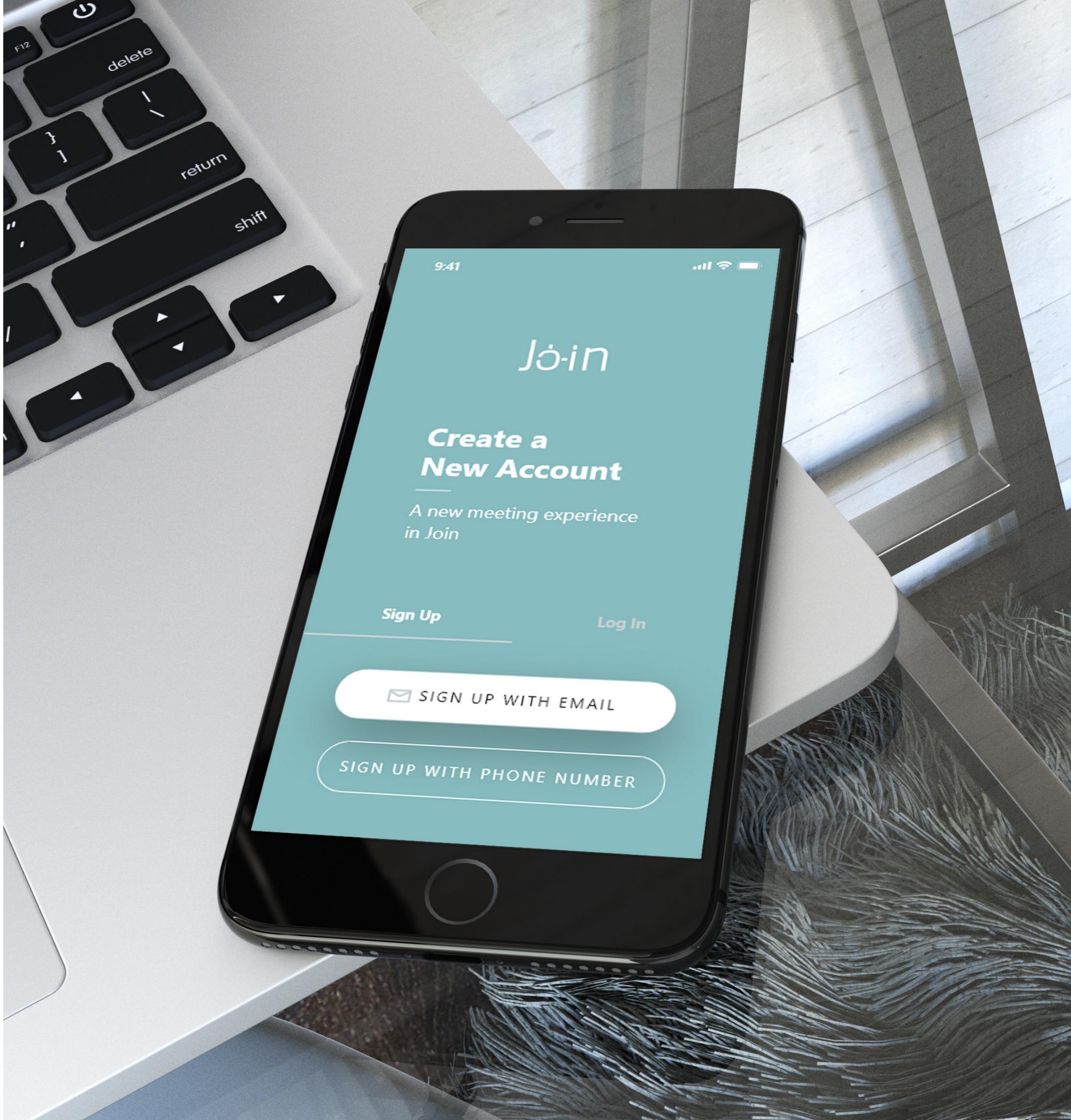
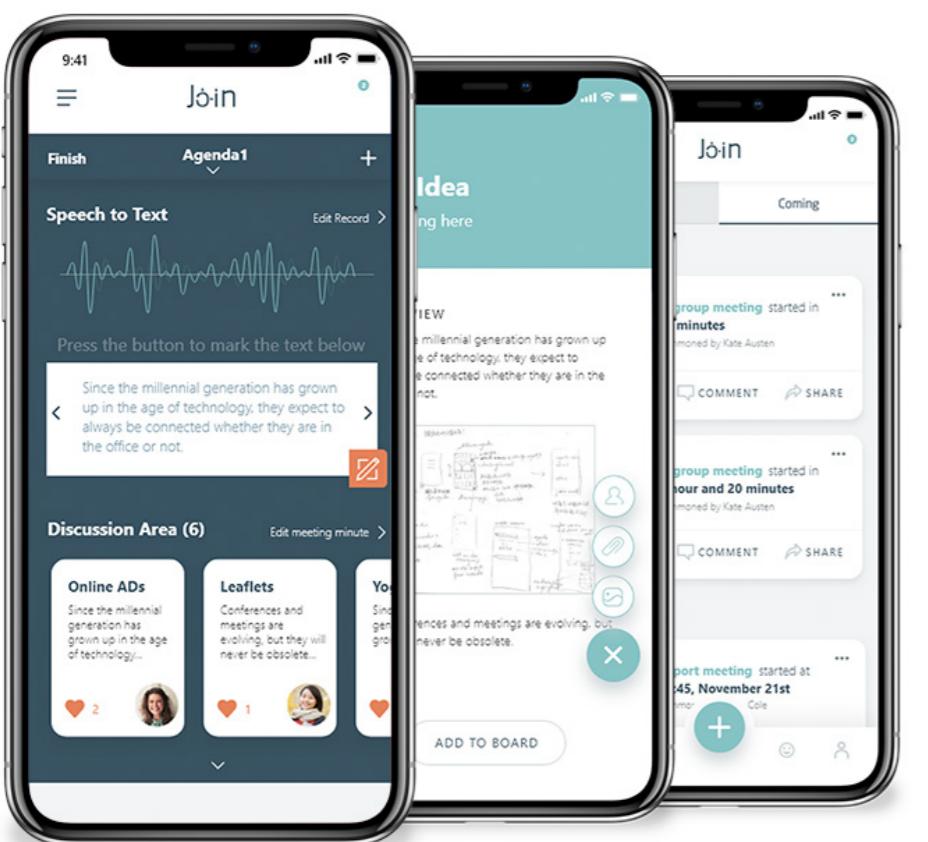




App Design | 2017 Sep. to Dec.

The Join APP is an app designed for Innovation conferences.

It allows users to perform real-time voice-to-text, and add remarks in a collaborative manner during a meeting, reducing the work load to organize meeting minutes. And simple and complex versions can be selected to meet the different needs.



Background

Methods of Taking Notes



Hand-Writing

Strengths:

1. Support sketches
2. Quick
3. Personal

Weakness:

1. Usually hard to understand
2. Less methodical



Laptop

Strengths:

1. Quick input
2. Search online

Weakness:

1. Less portable
2. Distracting



Smart Phone

Strengths:

1. Portable
2. Take photos

Weakness:

1. Slow input
2. Inconvenient typesetting
1. Difficult to edit
2. Lost easily



Voice Record

Strengths:

1. Complete

Weakness:

1. Hard to catch the points
2. Unwilling to listen



Pictures

Strengths:

1. Quick
2. Vivid

Weakness:

1. Difficult to edit
2. Lost easily

Competitive Analysis



OneNote

Digital note book supporting abundant forms of content.

Strengths

1. Design layout freely
2. Integrated with plenty of apps

single-featured

less organized

mobile phone

Weakness

1. Inconvenient to be used on mobile phone

full-featured

highly organized

laptop



Cogi Note

Capture and review the highlights of meetings.

Strengths

1. Easy operation
2. Capture only the key points

single-featured

less organized

mobile phone

Weakness

1. Lack of organization and logic

full-featured

highly organized

laptop

Mind Map



Requirements Definition



Online Meeting

transnational meetings,
during occasions



Offline Meeting

When

most of the time

Where

in the meeting room

What

important, complex,
professional issues

How

in-person

Requirements

1. Draw clear conclusions quickly
2. The meeting minute should include clear conclusions
3. Good network connection

1. Sufficient discussion
2. Keep everyone active
3. The meeting minute should include process as well as the final decision



Focus-group interview consisting of 3 interviewees.

Questions

- **What do you think should be included in a meeting minute?**
Deadline, work distribution, conclusions, inspiring ideas.
- **What tools do you use for taking notes?**
Paper & pen / Laptop.
- **Who will read the meeting minute?**
All the participants, relevant person, the boss.

Basic Information

Raven Zheng

Female, 25 yrs
Marketing

Mike Xu

Male, 23 yrs
Public Relations

Oliver Song

Male, 20 yrs
College Student

- **Who is responsible for taking notes?**
Someone most familiar with the content / The junior ones.
- **What difficulties are there while taking note?**
Sometimes it is hard to keep up with others while taking notes.
- **The importance of the meeting minutes?**
Useful when arranging further work, double-checking and project reviewing.

Pain Point Analysis

1. It is hard for the recorder to consider others' ideas and to work out good ideas while taking notes.
2. Most minutes include only the final decision, while the process and some deserted ideas are also important.

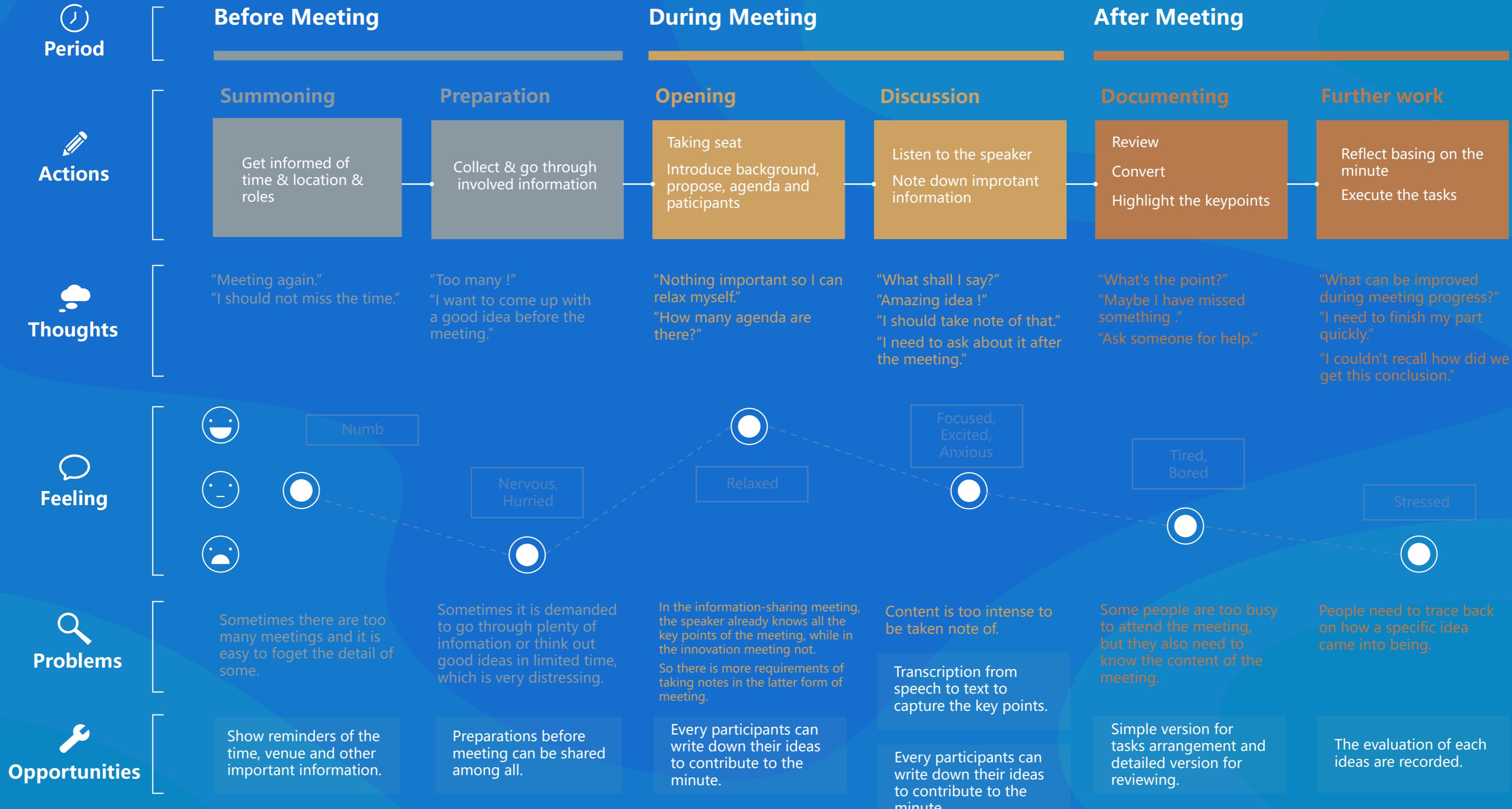
Key Insights

1. Participants can co-work to edit the meeting minute.
2. Use the technology of speech-to-text to reduce the burden.
3. The user can easily choose what should be included into the final meeting minute.

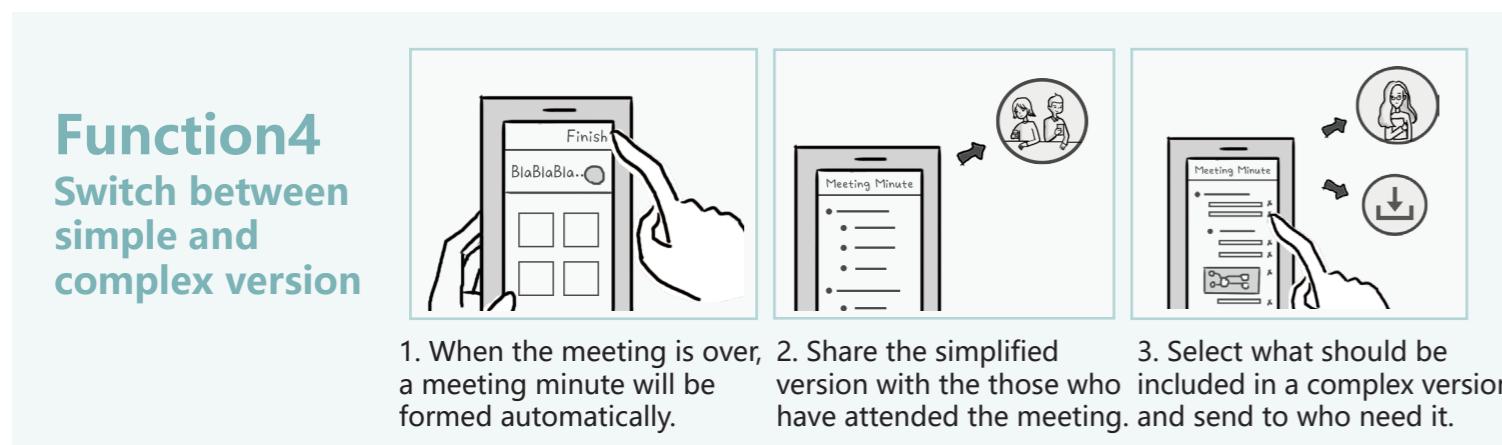
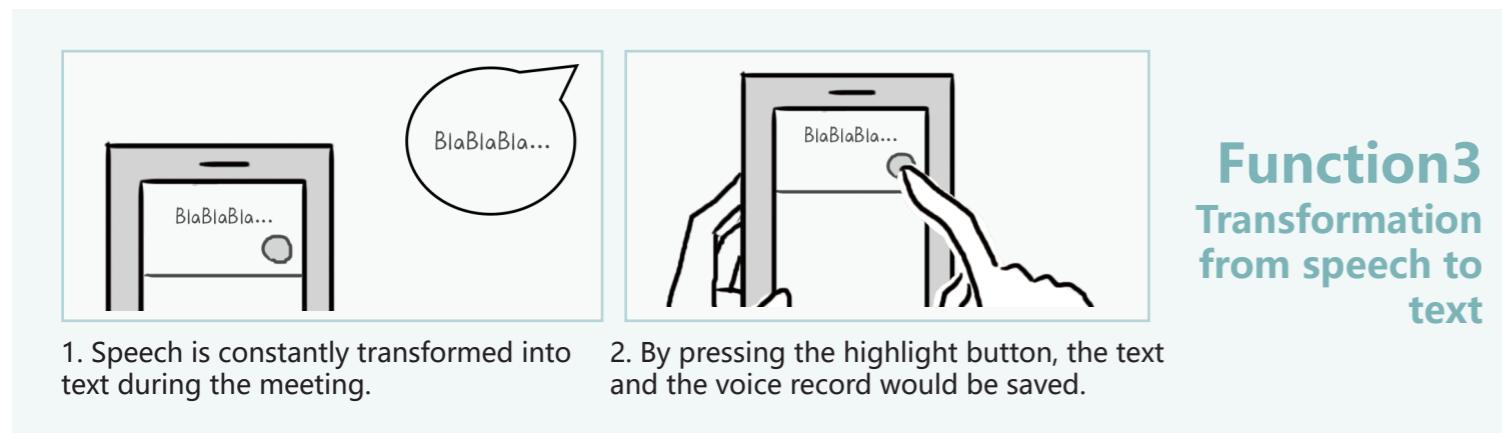
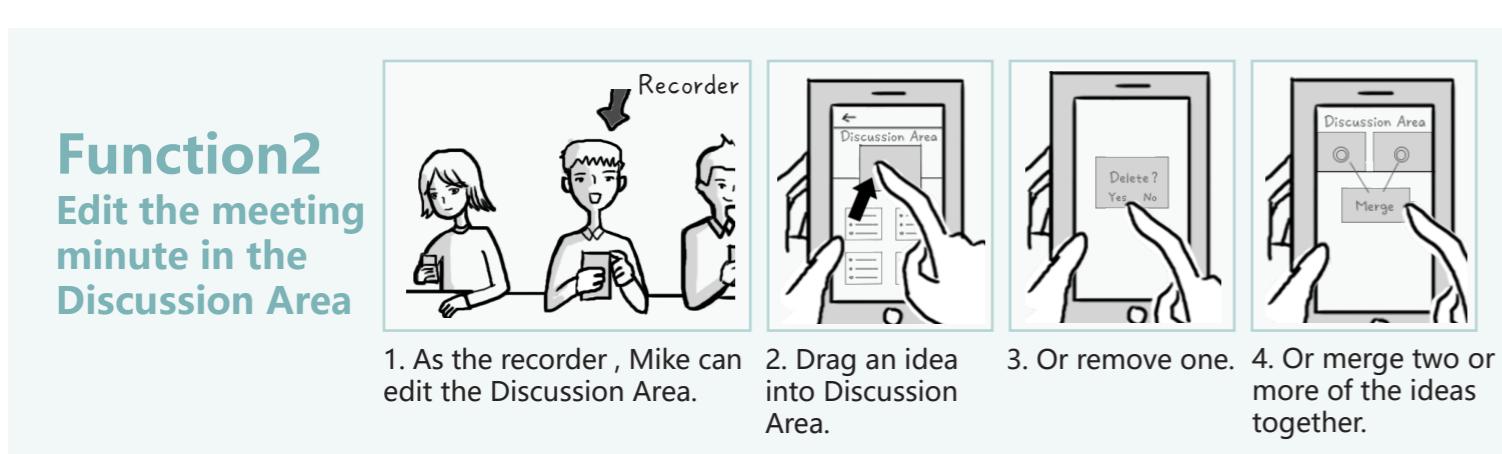
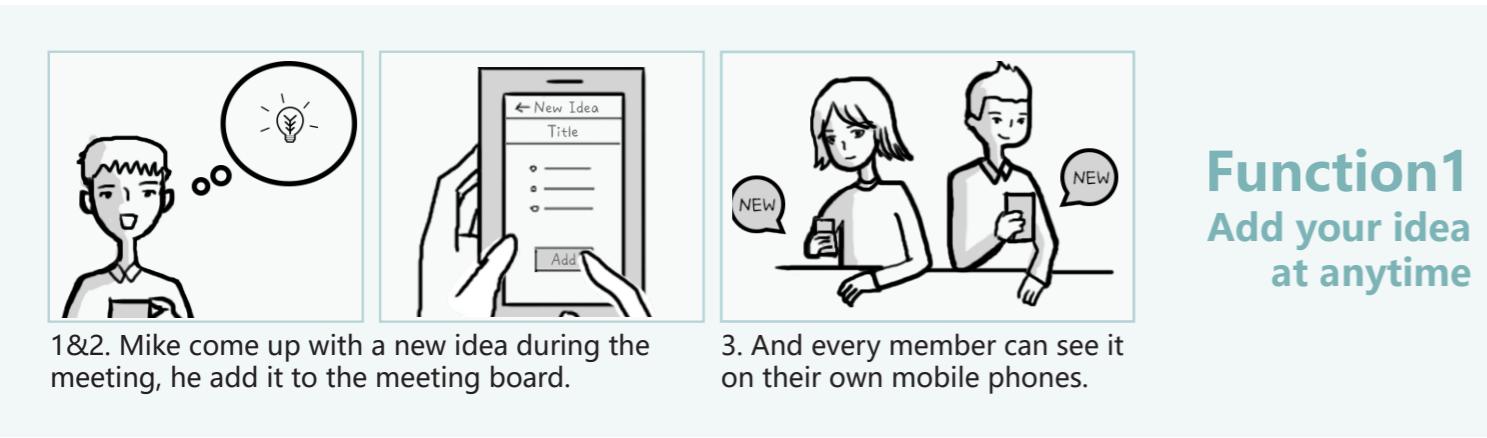
Focus-group Interview

UX Map

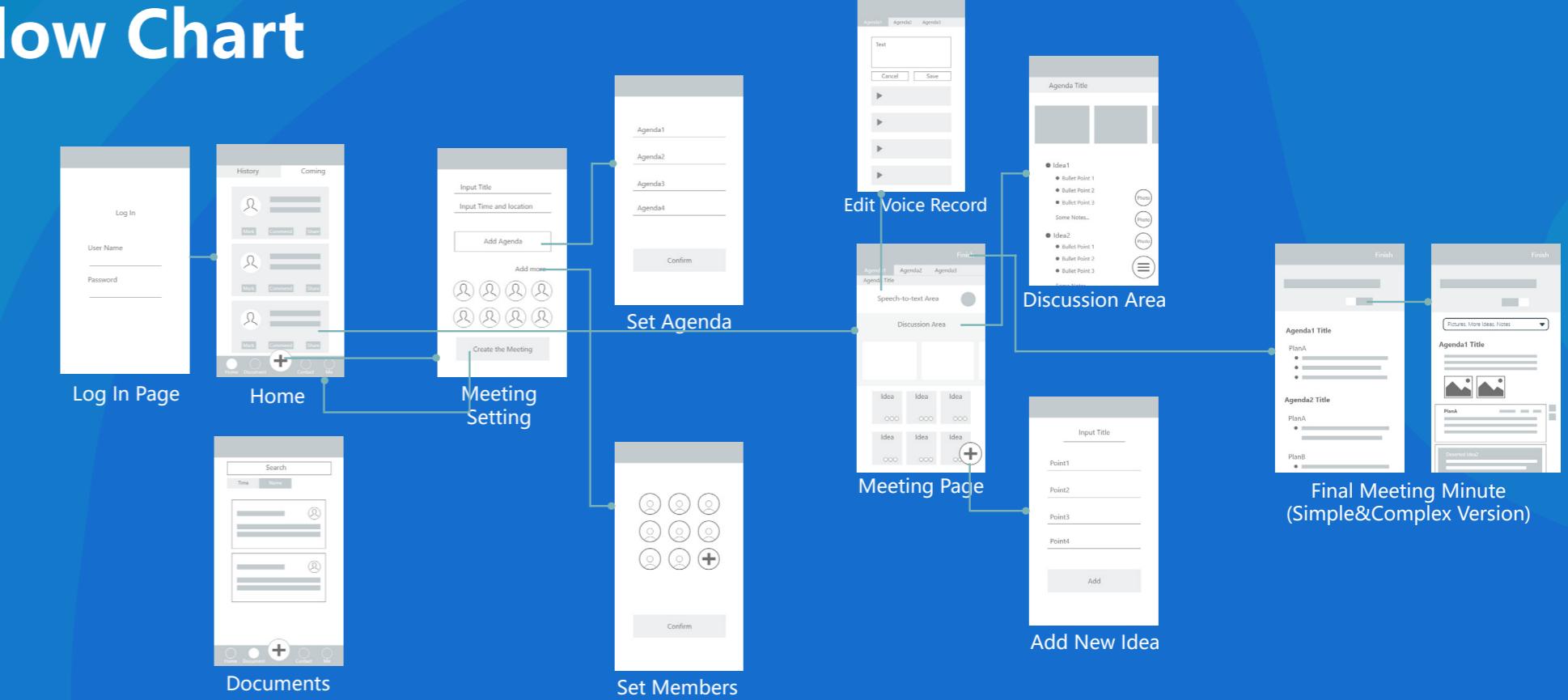
(Focus only on the innovation meeting)



Storyboard



Flow Chart



Colors And Logo

Primary Colors

	#87BCBF
	#C3CBCE
	#334856

Logo Design

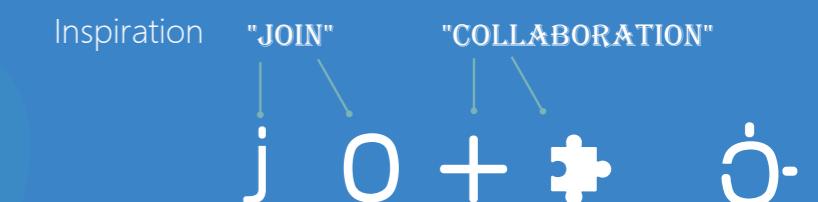
Sketch

Join Jö-in
Jö-in

Typography Colors

	#1B1C20
	#6E8CA0
	#FFFFFF

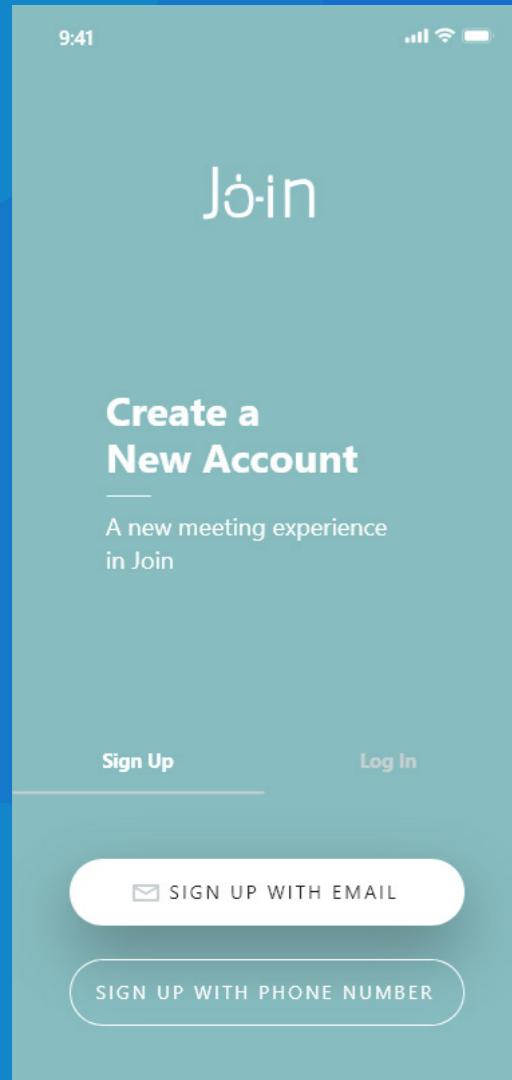
Inspiration



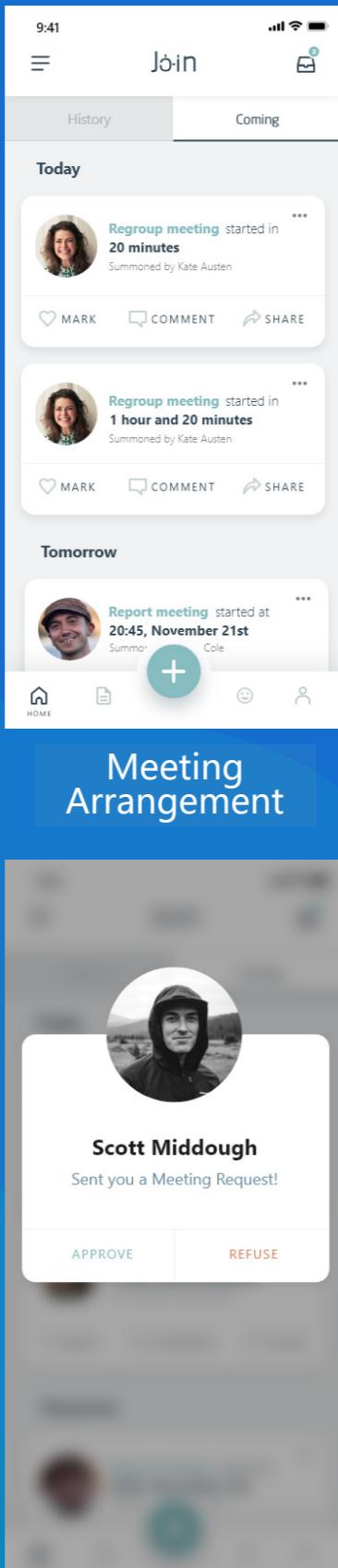
Jö-in

UI Design

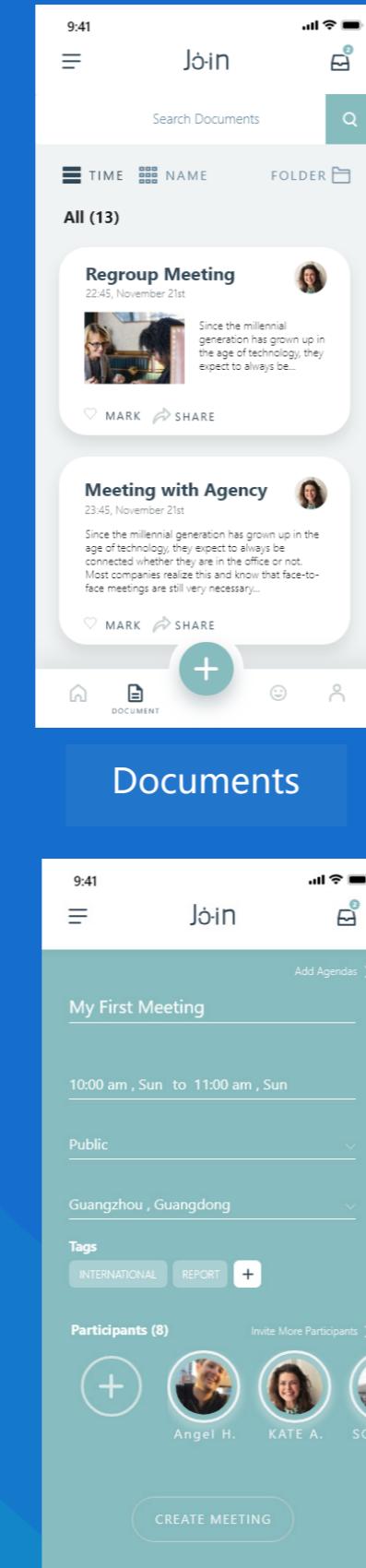
Before Meeting



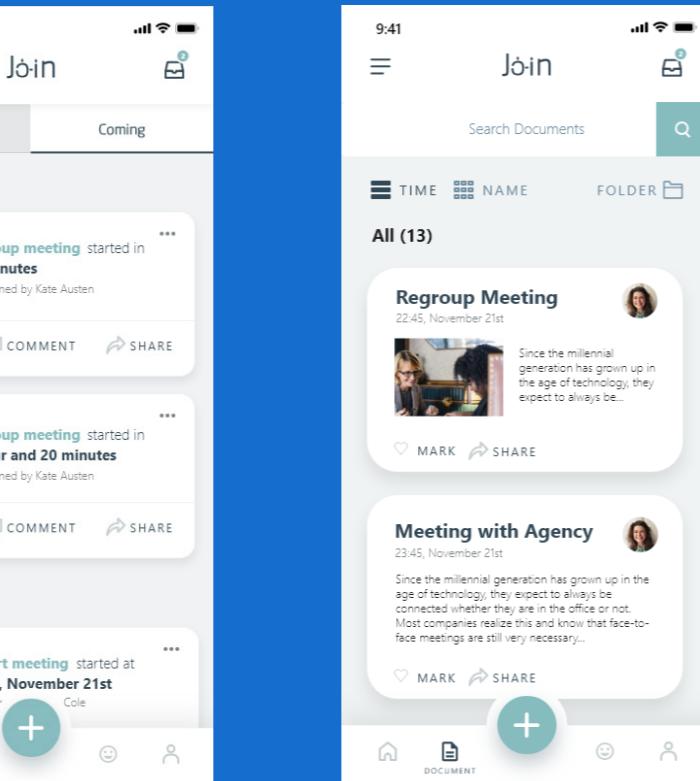
Log-in Page



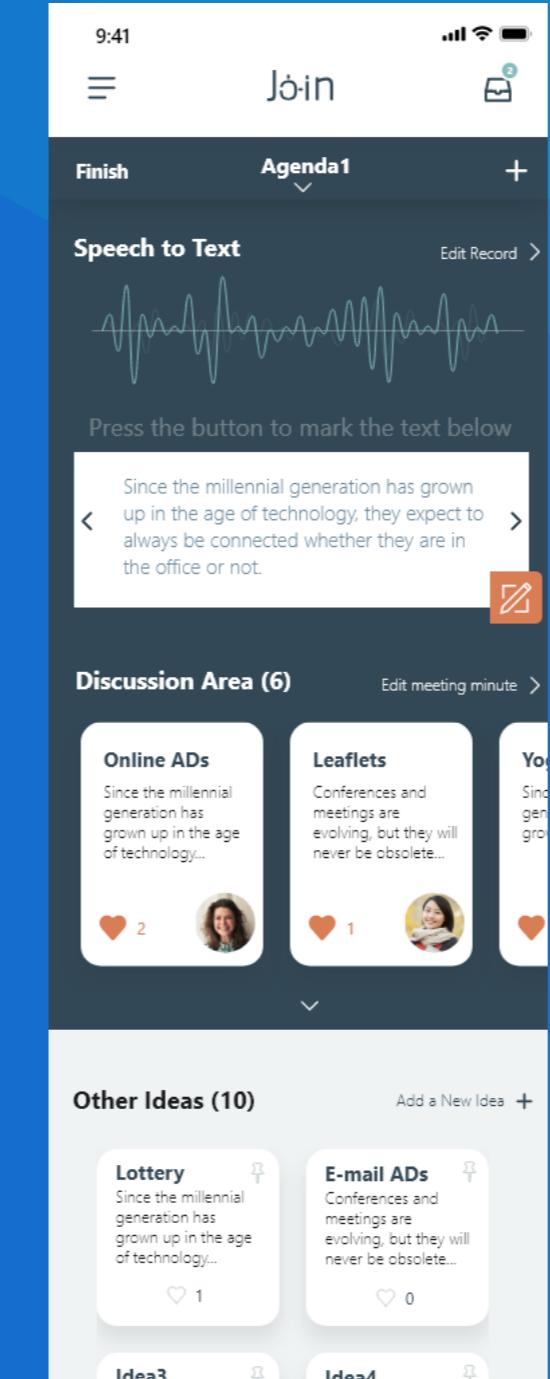
Meeting Invitation



Create Meeting

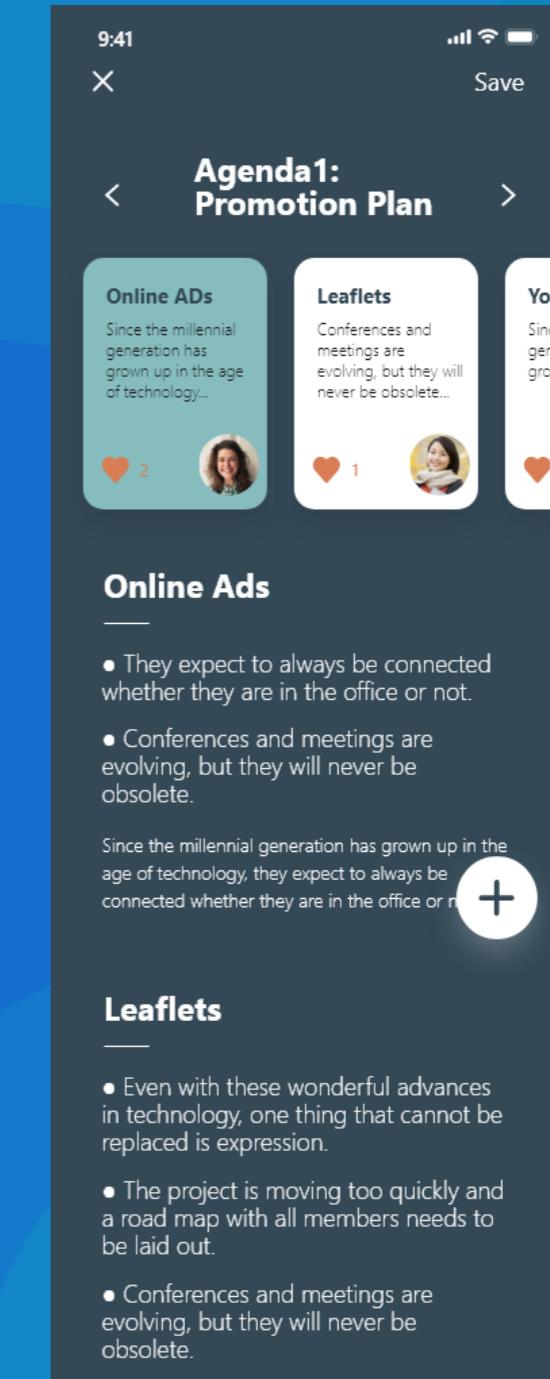


Documents



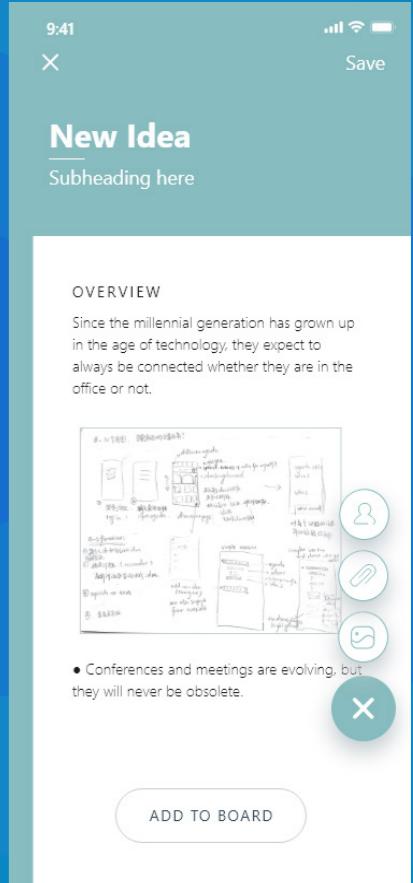
Meeting Board Page

Contains the Speech to Text Area, the Discussion Area and everyone's ideas.



Edit Minute Page

Enter the discussion area to edit the main points of the selected idea directly, and the changes will be recorded in the final meeting record.



Add New Idea

Able to contain images, links and names in a new idea

The Final Document

Simple Version

In the Simple version, only the final determined scheme and the points will be displayed.

Complex Version

The user can choose which kind of content is included in the final record file.

Content Options: Pictures, More Ideas, Notes

Agenda1: Promotion Plan

Online Ads

They expect to always be connected whether they are in the office or not. Conferences and meetings are evolving, but they will never be obsolete.

Agenda2: Target Users

Employees

Reviews and interviews to test culture fit. Online meetings tend to meander. Employees are not accountable for tasks.

Agenda3: Off-line Activities

Notes

Reviews and interviews to test culture fit. Employees are not accountable for tasks.

