

Homework II

App idea description

A codification of a productivity system I created. Essentially a cross between the Getting Things Done (GTD) system and Bullet Journaling.

A Google keep-lite style intake allows for all sorts of input from the chaotic world: pictures, sound recordings, text (long-form, bullets, &c). At the user's leisure and/or on a schedule the user is prompted to convert these into actions, events, and notes. Actions are handled by the todo system. Events are handled by Google calendar integration. Notes are handled by the collections system. Everything will leave a paper trail and will be easily syncable and indexed. Data will be routinely backed up to Google Drive.

Demographic

I am the target demographic. I've wanted to have this system for a long time -- other similar systems have never fitted my needs, and I have tried quite a few.

If I were to generalize, the demographic would be driven college students/early career professionals with ADHD. People who live an internet-driven lifestyle, but don't spend much time on social media. Basically people with a lot going on that drop balls easily and need a tool to keep them organized.

Price

I am designing this as a free app.

Those that need this app the most would likely be those in the worst position to pay for it (children or unemployed adults). Besides, I want to use this as a portfolio piece: so accessibility is everything. I will not have adverts because they disgust me. I may include an option to donate, but I don't expect it to get used. This is a passion project, and serves as a prototype for a more robust Augmented Reality application that I may develop in a decade or so when AR is more prevalent.

Mobile technologies

Camera, microphone, clipboard (text, image, url), document integration, google calendar api, google drive api, google authentication.

Market research

Evernote, Todoist, Remember the milk, Google calendar, a variety of todo list apps, trello, paper bullet journals, mindmap programs, journal apps. There are a lot of similar programs, but none have done what I want specifically. This has a simple UI, a clear purpose, pushy, and all of the required functionality. All other apps fail in one of these regards.

- Evernote and Google keep fail because, while they are broad, they are not structured for daily living. They also do not push the user to action (push notifications, &c.)
- Trello is structured but not broad enough. It also takes effort to set up, and requires system mastery to use to its full power. Most importantly, it is not intrusive enough into the user's life.
- Google calendar fails because it does not cleanly handle tasks that do not need to be completed at a specific time
- Todoist fails because it does not structure the chaotic world, but rather only accepts pre-structured input. Remember the milk and other todo apps have this same failing, although they have more besides.
- Journal and mindmap programs are incomplete. They do not handle contextual tasks, or tasks at all, cleanly. Besides, they are also not pushy enough.

Besides these issues, most of the above fail in transparency. A user ought to be able to easily find anything that they have created. Further, a user ought to be able to take their data elsewhere if and when they choose. With a lot of these programs, valuable things the user created will be lost if ever the app dies, and the user is locked into that platform. Also in most cases, a lot of valuable data is not archived, but expunged.

Wireframes

