From the market research for note applications, it is concluded that this type of software can be divided into 2 groups.

On one hand, we have user-friendly applications that emphasize how easy the software is to use, simple design, and intuitive functionality management. These applications are always cross-platform, often embedded in operating systems, and are characterized by a lack of options in terms of font and category. They are mostly used for non-professional needs. Google Keeps, Sticky Notes, Material Notes are some of the applications that can be classified in the group explained earlier.

On the other hand, we have applications such as Evernote, Bear, Microsoft OneNote, which have a more professional approach when it comes to entering notes. They allow a lot of freedom in terms of layout and classification, but working with them is more difficult to get used to. There is also a delay in loading certain functions, most probably due to the high number of functionalities available. Often this type of application has different packages to select from - free with limited features or for personal use and a paid version with full functionality, or for business purposes.

Another distinction between the two types of software can be found in their design. The first one is similar to the actual paper notes scattered on most of the screen, while the other type is usually structured with a bar full of categories on the left, a field with font options at the top, and a list of all of the notes available/written.