**1-4 Assignment: Users and Solutions**

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CS-360-T4230 Mobile Architect & Programming 23EW4

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March 5, 2023

**Application Design and Purpose**

First, when users open the App or visit their website, they are greeted with a green Rocketbook logo and the tagline that says, "REUSEABLE NOTEBOOKS AND PLANNERS." This is a clear visual branding that indicates the overall objective of Rocketbook's mission. Which is to be a smart, digital alternative to traditional notebook paper.

Next, the main function of the App is to digitize handwritten notes and sketches, which is specially presented with a "scan" button on the home screen. The App then digitizes the user's notes and sends them to a predetermined cloud destination that the user sets. This can be the user's email, cloud drives (google, OneDrive, iCloud, etc..), or store the notes within the App itself, or a specific file on their phone.

Lastly, the App is intuitive and user-friendly. The design incorporates a minimalistic aesthetic with a clean white background. Additionally, the typography is sophisticated and easy to read. The simplicity and ease of use convey a modern and technological sophistication.

**User Needs**

The Rocketbook app serves users who want a digital solution for note-taking and sketching while also minimizing paper waste. This includes students, professionals, artists, and anyone who regularly takes notes or sketches by hand.

The users can accomplish several goals with this App. Users can digitize their handwritten notes and sketches for easy access and organization. The creators of this App keep in mind that some users may want to reduce their paper waste by using reusable notebooks. Additionally, users can share their notes and sketches digitally with others. Furthermore, the App can transcribe handwritten notes into digital text for easier editing and sharing and improving readability.

The App supports user goals by providing a simple and intuitive interface for scanning and organizing notes, integrating with popular cloud storage services for easy access, and including features such as transcription and smart syncing for seamless sharing.

**Specific Features**

In terms of design elements and features, the App includes clear and intuitive buttons that allow users to take actions such as scan, edit, and share. Furthermore, their website features blogs and how-tos so that users can fully utilize the App's potential. Users can also suggest features they would like to see and even share their own designs. For instance, users found a way to link the google calendar app, so users can now automatically add important dates and reminders by simply scanning their notes.

 Users can use the App to scan their notes using specially designed paper. The App then stores the user notes in an online storage database. While the App encourages users to purchase a Rocketbook notebook to take advantage of its reusable and erasable capabilities, it does not aggressively persuade users to take any other actions beyond this. Users can choose which features to use and which cloud storage services to integrate with, depending on their preferences and needs. Additionally, users can download for free, templates and pages and print them at home. The site also shows users how they can create their own beacons using orange tape or markers so that users can scan meeting notes from class or at work from a whiteboard or digital screen.

Overall, the main features allow users to scan and save, transcript handwritten notes into digital text, cloud integration, erase and reuse, and automatically store files in locations using "Smart Titles."

**Identifying Additional Critical Design Requirements and Information**

If I were responsible for designing the Rocketbook app, I would like to know the demographics of my potential users. I would like to know the age, occupation, education, and technical experience. Having this information will help me understand how complicated I can make the App.

 I would want to understand the primary goals and motivations of my users when it comes to note-taking and sketching. This might include organization, productivity, creativity, or environmental sustainability goals. I would also want to know my users' specific needs regarding note-taking and sketching. For example, notes may need to be accessed and searched quickly and shared with others, as well as transcribed into digital form.

In terms of user experience, I would gather data on how users interact with the App, including which features they use most, which functions they find confusing, and which design elements appeal to them. This information would help me refine and improve the App's interface and features to meet user needs and preferences better.

Then I would want to gather user feedback through surveys, focus groups, or other feedback mechanisms to better understand their experiences with the App and gather ideas for potential improvements or new features. By gathering this information, I would be able to create a more comprehensive and user-centered design for the Rocketbook app, with features and design elements that meet the specific goals, needs, and experiences of my target user base. This would lead to a more successful app with higher user engagement and satisfaction.

Once the information above is gathered, it will help me as an application designer to be able to create a more comprehensive and user-centered design for the Rocketbook app, with features and design elements that meet the specific goals, needs, and experiences of my target user base. This would lead to a more successful app with higher user engagement and satisfaction.

**Resources:**

*How Does Rocketbook Work? (n.d.)*. GetRocketbook. Retrieved March 4, 2023, from https://getrocketbook.com/pages/how-rocketbook-works.

*Terms of Service* . (2020, November 2). GetRocketbook. Retrieved March 4, 2023, from https://getrocketbook.com/pages/terms-of-service.