**Contact App Design Brief**

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**About AppDemoVideos.com**

AppDemoVideos.com creates promotional, training, and fundraising videos for technology products.

We increase client revenue through expertly crafted app store, social media, and sales conversion videos that drive new users to their products.

Our short, easy-to-digest training offerings help clients reduce support costs and churn rates while improving customer satisfaction. A quick feature demo can solve users’ problems more quickly and effectively than text tutorials or waiting on hold for phone support.

AppDemoVideos.com also helps start-ups connect with investors and find new markets through concept, pitch and crowdfunding videos. Remove the stress of live demos while showing your product in the best light.

**How the idea for this app came about:**

I wanted a way to reduce the use of paper business cards and the associated waste as well as solve the problem of getting people’s information when they don’t have a card.

I created a workflow/shortcut in Apple’s Shortcuts app that collects someone’s email address and name and sends my contact information to them in the form of a VCF file. It also emails me their information, adds a reminder to follow up with them, and sends their information to our hubspot CRM system.

Whenever I use this tool, people ask if it’s an app that they can download, so it seems like there is a demand for this. Additionally, as an app promotion/marketing business, it would be very beneficial to us to have an app of our own so that we can test app store optimisation techniques, the impact of App Previews, and gain other insights that are only available to app developers themselves.

**App Description:**

The app should enable a user to capture contact information from a person they’ve met, while also sharing the user’s own contact information in a convenient form. Creating follow up reminders and including some limited ability to add contact data to a CRM (even if that’s just through email) are also important features.

Optionally, the app could also send an image of a “business card” that was either uploaded or created in the app.

Here’s a link to view how the Shortcuts prototype of this app works: <https://f.io/aaMr1GvU>

**App Objectives:**

* Enable fast, easy, sharing of contact details on the go via email (and potentially SMS), especially at networking events and conferences
* Create reminders to follow up with new contacts
* Support CRMs or notification of 3rd parties via email (or other systems if feasible)
* The app should work entirely on the phone, without an internet connection or servers/cloud storage (both for practical reasons and privacy concerns)

Not essential, but nice to have:

* Being able to create more than one card
* Being able to see a record of people you’ve shared cards with
* iPad compatible interface
* Data collection mode
* On the main screen, the data entry boxes appear one by one after being filled in

**Target Audience:**

* Broadly, people who meet others and want to exchange contact information
* Specifically this would be appealing to those who regularly attend networking events and conferences
* Men and women
* Ages 25-55
* Industries: business, finance, tech, hospitality, telecommunications, education, +others

**Platform:** iPhone native app

**Description of Key User Experiences:**

* Collect Names & Email addresses
* Potential option to add other user-defined fields (phone, company, title, etc.)
* Add your own contact information/ business card (possibly more than one)
* Configure settings related to reminders & CRM/CC options

**Section Details:**

1. Main screen: collects name & email address
2. Screen to choose which business card to share (option that is only available if the user has more than one card stored)
3. Settings: select reminder & CRM preferences
4. User’s Business Card(s): Enter details (e.g. name, title, company, email, phone, etc.), and possibly upload/create a card image
5. iPhone Today Widget

**General Design Guidelines:**

* Font: Default iOS system font (I think it’s called San Francisco)
* Universal Screen Design (so that elements resize based on device screen size)
* Background color: solid white or gray
* Text box color: light shaded color (e.g. gray or a pleasant contrasting color)
* Font colors: open to suggestions
* Prefer curved boxes/elements to squared-off edges

**App Screen Examples & Likes/Dislikes**

See separate file with screenshots: <https://www.dropbox.com/s/9gdvbp85wof07fs/Contact%20Share%20App%20Screens.pdf?dl=0>

Mostly Good:

* Footpath
  + Clear information
  + Basic, professional color scheme
  + Nice call-out boxes
* Fantastical
  + Simple, elegant design
  + Functional
  + Clean and clear
  + Looks modern and like it “fits in” to the iPhone interface
* Wolfram Alpha
  + Simple interface elements
  + Clearly delineated sections
  + Simple color scheme
* Shortcuts
  + The shaded box with rounded corners would make a nice interface element for the data entry screen. Ideally, the box label would disappear and be replaced by the text as it is typed.

Some Good and Bad

* AirVisual
  + Like: The way the information is organised is easy to understand
  + Like: The tiles are well done
  + Don’t like: the smiley face graphics
  + Don’t like: the green color
* Fitbit main screen
  + Like: Nice icons
  + Like: Clear display of information
  + Like: Different font sizes that work well together
* Fitbit detailed sections (e.g. Exercise screen)
  + Don’t like: The gradient at the top of the screen
  + Don’t like: How this, and other, screens are so different from the main screen. It’s jarring and feels like an entirely different app.

Mostly Don’t like:

* Weatherzone
  + Don’t like: photographic backgrounds
  + Don’t Like: Large unused space at the top of the screen
  + Don’t Like: Information seems visually convoluted (hard to glance at and understand)
* Dyson Link
  + Don’t like: House/city background graphics
  + Don’t like: Information at top and bottom of screen rather than top and middle
  + Don’t like: Feels busy but empty at the same time
* GoodReader
  + Don’t like: app color scheme
  + Don’t like: the way the icons and text on the bottom bar fit together. Line weight doesn’t match.
  + Don’t like: the icons in general -- too thin and slightly cartoon-y
  + Don’t like: everything feels too close together -- e.g. the file size is too close to the right side interface
* WeWumbo Form
  + Don’t like: Default text (“type here”) is too faint
  + Don’t like: Data entry boxes are also faint
  + Don’t like: Everything feels to small
* Qantas
  + Don’t like: Squared off boxes don’t fit in with iPhone interface
  + Don’t like: Font is too narrow
  + Like: Size and spacing is okay