



Design & Development Brief

Executive Summary

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Mission

Goal

Team

iDK's Mission

"iDK takes the drama of our personal dilemmas, synthesizing the best critical thinking during critical situations so you can calmly and confidently move forward."

Goal

To bring personalized life consulting services to consumers via a reliable, visually-engaging online platform that highlights iDK's unique positioning at the intersection of advice, wisdom, research, and data.

Team

Apophenia is a small boutique design consultancy based in Boston that specializes in the generation of innovative, empathy-driven design solutions. Our namesake, the technical term for the tendency to make novel connections and uncover meaningful patterns, is the foundation of our design process.

Our team's diverse backgrounds in social psychology, education, improvisational comedy, interior decorating, psychotherapy, graphic design, and community building, affords a wide array of entry points to connect with and analyze your userbase so that we can develop the most comprehensive design solutions possible.

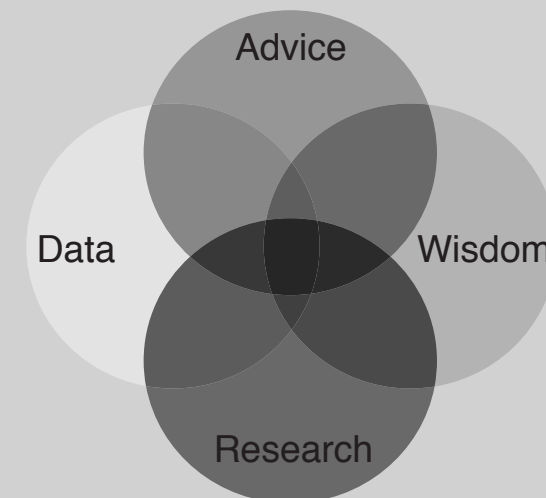


Executive Summary

About iDK

About iDK

iDK has the opportunity to position itself as a new online lifestyle design tool that unites advice, wisdom, research, and data.



iDK will pioneer the personal consulting field, expanding a market traditionally geared toward business interests and refining and expanding the business models established by prestigious consulting firms.



iDK = Consulting Firm + Advice Column

Executive Summary

Problem & Solution

Problem

As goods and services across various sectors fight to retain relevancy in the information age, the advice column has somehow managed to continue to capture public interest despite its antiquated format and heavy ties to rudimentary print predecessors. Although the mediums by which consumers can solicit and access advice have evolved over the past sixty years and consumers can now access advice online through videos, podcasts, or crowdsourced, searchable databases, the format of the online advice column remains unchanged: one question and one or more “experts” answering the question by offering their opinions. Thus, in 2015, in the age of personalized data, people still have no reliable source of factually-sound, research-based, data-driven, synthesized personalized advice.

Advice Column Development Timeline



Solution

iDK offers its members personalized Q&A reports that synthesizes available advice, wisdom, research, and data in an easily-digestible, visually-engaging report formatted for convenient downloading and printing.

Executive Summary

Competitors

Competitors

While there are many competitive sources of advice, iDK currently offers the sole source of unbiased, reliable, timely, and cost-effective online advice. iDK also has plans to add a comprehensive search database to its platform.

	Freedom From Bias	Reliability	Timeliness	Cost	Searchability
Print Advice Columns	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Online Advice Columns		<div></div>	<div></div>	<div></div>	<div></div>
Online Crowdsourced Advice	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Therapist or Life Coach	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Friends & Family	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
iDK	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

The two main online competitors, Yahoo! Answers and Quora, attract major internet traffic. In 2010, Yahoo Answers had an estimated 24 million visitors per month for a total of 62 million visits per month, in other words 1% of Yahoo!’s total traffic. In 2013, Quora had an estimated 1.1 to 2 million monthly users, with 4 thousand people connecting to the site each day. While iDK is not a free platform like Yahoo Answers or Quora, its unique feature set and strategic branding should allow it to draw a financially-lucrative portion of the userbase from these two online advice powerhouses.



Executive Summary

Finances

Progress

Contact

Finances

iDK was generously funded through the support of a \$100,000 American Psychological Association Broader Impacts Grant to “reinvent the modern-day advice column and bring it into alignment with currently available psychological data and research practices.”

Progress

We have initiated development of the wireframes and personas, which will be completed as of September 25, 2015, as part of Phase 1 of our deliverables.

Contact

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Design & Development Brief

Personas

Personas

Persona 1: Trisha



Trisha

“I would never hesitate to hire a consultant at work. Why wouldn’t I want one for my personal life?”

Solutions Simple, efficient interface with touch of glamour
Obvious site organization
Visiting the site should feel like a respite

Job	VP of Marketing at McKinsey
Education	Harvard BA in History, Wharton MBA
Age	33
Relationship	Just started dating a man from her office building
Children	No children
Home	Lives in small apartment in Upper West Side

Attributes	Guilty pleasures are Cosmo and The Bachelor Is a pro at skimming; big fan of the hashtag #tldr Frequently works 16-hour days; stressed and looking for time-saving tips
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Personas

Persona 2: Jeff



Jeff

“I’m always looking to learn more, really about anything actually. I like grounding things in terms of data and numbers. They’re most reliable.”

Solutions Engaging presentation of figures and data; infographics
Reliability emphasized, key part of brand
Platform encourages self exploration

Job	College student
Education	University of Connecticut BA in Computer Science
Age	20
Relationship	Single, but hoping to ask his CS 304 partner out
Children	No children
Home	Lives in a dorm on the Storrs campus

Attributes	Enjoys using StackExchange for coding problems—it’s collaborative, yet solitary Reluctant to confide in other people; not yet fully out of the closet Doodles constantly; thinking of started to take graphic design classes
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Personas

Persona 3: Adrian



Adrian

“Life is a journey in which it is your job to create the map. I’m always looking to build my cartography skills.”

Solutions Platform encourages repeated use, builds habit
Easy-to-read, large graphic buttons
Reports act as jumping-off points not final verdicts

Job Sociology professor at UCSF
Education University of Nevada BA in Art; University of Oregon PhD in Sociology
Age 55
Relationship Divorced but now happily married for 9 years
Children 2 children; 1 grandchild on the way
Home Lives in a condo in Oakland

Attributes Meditates for an hour daily; every January goes on 10-day silent meditation retreat
Loves his Fitbit tracker but has trouble reading small screen
Has high emotional intelligence but quick-tempered



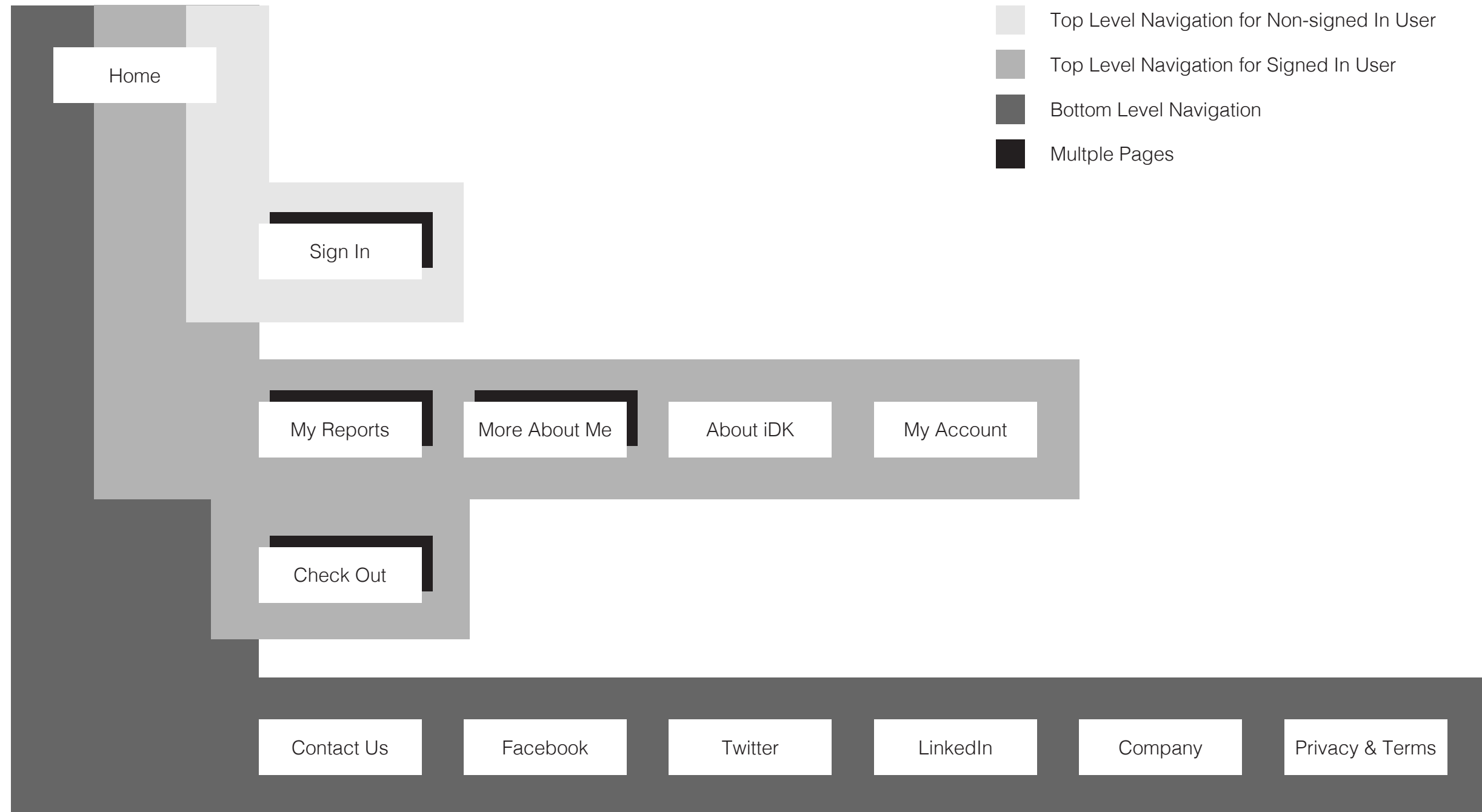


Design & Development Brief

Design Plan

Design Plan

Sitemap



Design Plan

Feature Set

My Account

- Sign In
- Sign Out
- Change account name
- Change account email address
- Change account password
- Retrieve and change forgotten password

Landing Page

- Read about how iDKworks
- Read testimonials
- Watch iDK explainer video
- Preview sample report

My Reports

- View reports
- View report status
- View reports' last update date
- Download reports
- Use table of contents to navigate reports
- Be notified when reports are ready
- Delete reports and report requests
- Request advice
- Receive email updates to continue report request
- Submit background information
- Be informed of when report will be ready
- Pay via credit or debit card or PayPal
- Review order
- Print order receipt
- Easily create an account

More About Me

- Option to fill out more surveys to further tailor reports
- View surveys' last update date
- View and edit previous surveys
- Be notified when new surveys available to be completed
- Clear survey data
- Resume surveys where left off

Contact Us

- Email iDK with any questions, comments, and concerns

Company

- Read technical information about iDK

Privacy & Terms

- Read Privacy & Terms





Design & Development Brief

Wireframes

Wireframe 00.00.00.00

Landing Page

Default

- A Takes to Preview Report (00.01.00.00)
- B Takes to Request Report (02.00.00.00)



Your Personal Life Consultant

Don't know what to do?



- 1 Request Report
- 2 Pay \$99
- 3 Receive Report

Let our team of Ivy League graduates scour and synthesize the available research, data, wisdom, and advice. We will help you make the best informed decision possible.

Receive a comprehensive report in response to your advice request in only 5 business days. Our downloadable reports are reliable, free from bias, timely, and cost effective.

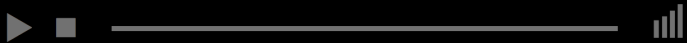
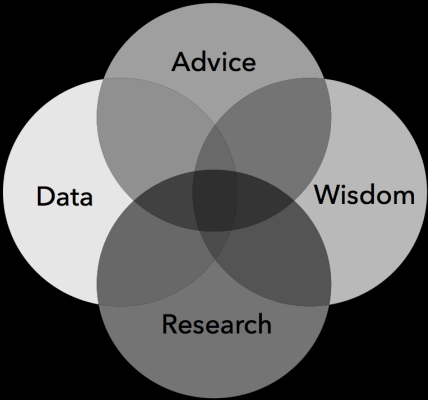


Contact Us Company Privacy & Terms

Sign In

A

Preview Report



"Meticulous! iDK takes all of the guesswork out of people's major life dilemmas."

-The New York Times

"Treat yourself to iDK—an easy way to give your personal development the time and attention it deserves."

-Oprah