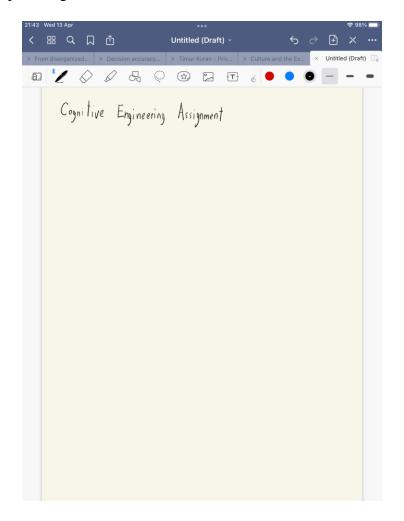## Goodnotes (5)

The technological product I chose is an app on iPad, Goodnotes (5). It's a note-taking app that also allows us to upload digital documents, such as PDF files, and interact with them.

The main strength of Goodnotes is the responsiveness that mimics the real note-taking experience. In my opinion, the general feature of Goodnotes support Nielsen's second principle well since most of the icons of different tools either correspond to the real world concepts, such as pens, highlighters, and erasers, or utilize icons prevalent in other software that we are familiar with such as the lasso tool common among image editing software.

In regard to Nielsen's eighth principle of minimal design, the app attempts to minimize the space occupied by other features to leave as much space as possible for the main notetaking functionality. This is crucial because depending on the device of the user the space for notetaking can vary and that will determine how close the user experience is to the real notetaking

experience. Another feature relevant to the aesthetic of the app is that it allows users to customize the appearance of the notes such as including lines, using a diary format, etc.

Therefore, one notable tradeoff between the second and the eighth principles is that the existence of tabs in the app that reduces the minimalism and consequently the space for notetaking. However, without the tool tab, the app will either reduce functionality or the clarity of how to use different tools for notetaking.

One of the UX laws that the app utilizes is Jakob's Law. Jakob's Law states that users prefer the app to work similar to other existing apps to leverage their existing mental models of the world. In Goodnotes, there are tools that imitate the functionality of other apps such as the lasso tool that allows users to flexibly select objects on the notes and manipulate them. Another law of UX that the app utilizes is Miller's Law. Miller's Law states that people have limited cognitive capacity to maintain approximately 7 items in their working memory. As a result, Goodnotes contains only around 7 different tools in their tabs to not overload users working memory and allow better learning experience.

Another downside of the app is energy consumption, which is potentially a tradeoff for richer functionality and better user experience in general. Nevertheless, I consider that Goodnotes has an overall great user experience.