**ForgetMeNot**

iPhone Application Design and Implementation - INB345 Project

Jack Chen, Bodaniel Jeanes, Anthony Mittaz

**Abstract**

This document covers the business case, market research, user interface design of ForgetMeNot, an iPhone application designed to help with memorizing of facts about other people.

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# Introduction

Humans are forgetful. This is a fact. We were not born with infallible memories. Ever since the introduction of the versatile pen and paper, we have written down things we would forget and we would refer to them later on. Technology has improved and so have our abilities to store information. From notebooks, to organisers, to computers, to the internet, to PDAs and mobile phones, we have gained the ability to organize and search for information more effectively. With the advent of search engines such as Google, we have easy access to more information than ever. However, there is a frontier on the information front that has not been made easily searchable yet.

Web applications like Facebook and OkCupid have attempted to make personal information such as interests, hobbies and the such searchable