**ForgetMeNot**

iPhone Application Design and Implementation - INB345 Project

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**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 etc., searchable, but the lack of a rigid classification system and unintelligent ways of searching, as well as it not being a primary feature detracts from the experience.

Even if the information was made easily searchable and categorised, then the question is how to get to that information when you need it, and how to use the information effectively in real life situations.

Introducing ForgetMeNot, initially an iPhone application to simply store, categorise, search and quiz yourself on personal information factoids like hobbies, schools, family, favourite movies and so on.

# Business Case

As covered in the introduction, there are a scant few people in the world with photographic memory. The core problem with most information is that it is rarely there when you need it. With the advent of mobile internet and the introduction of more and more mobile devices that are capable of harnessing the internet, this is becoming less of an issue.

ForgetMeNot is a production-ready mobile application that deals with a subset of the problem that