

# Fly Mind

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Tablet Application Redesign User Research

# Beginning the Process



## Introduction

To create an intuitive and functional application, that allows the user to visually brainstorm, organize, share, and unpack their thoughts, in order to formulate ideas, and increase user productivity.

# Determining the Target Audience

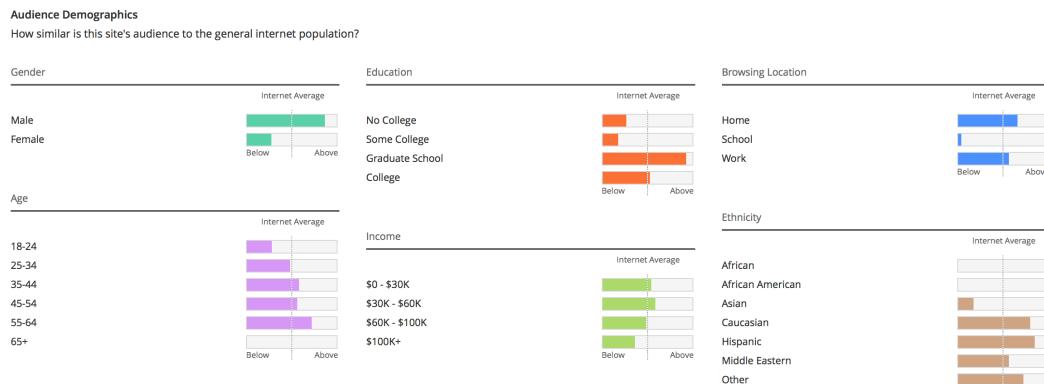
## Competitor Demographics

In order to get an idea of the potential market for this application, the commercial web traffic data and analytics software, Alexa.com, was utilized to determine the competitors demographics. When searching the keyword, Mind Mapping, on Google, the top web results included, Mindmapping.com, Mindtools.com, Mindmeister.com, Mindnode, and Mindmappingsoftwareblog.com.

### Mind Node



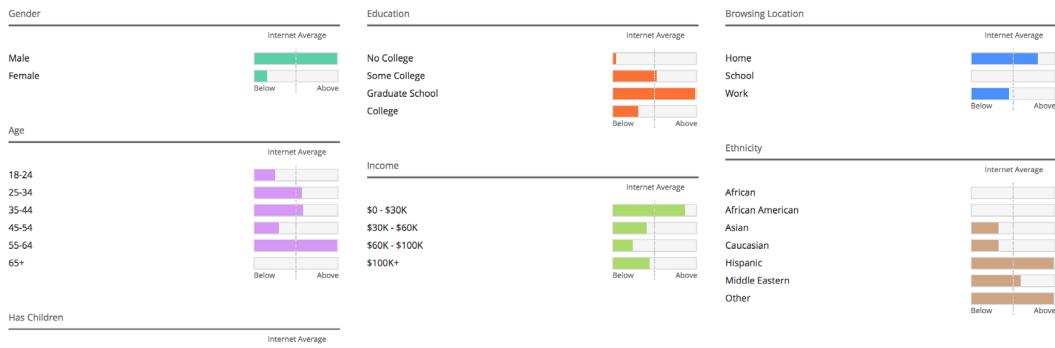
### Mindvector



imindmap

## Audience Demographics

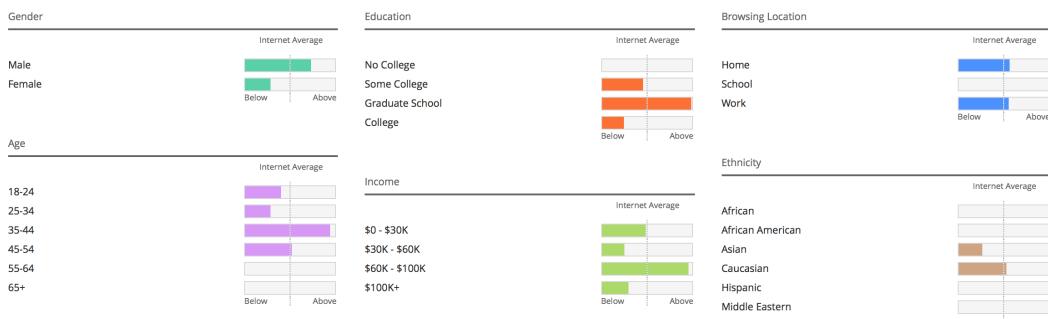
How similar is this site's audience to the general internet population?



[Mindmappingsoftwareblog.com](http://Mindmappingsoftwareblog.com)

## Audience Demographics

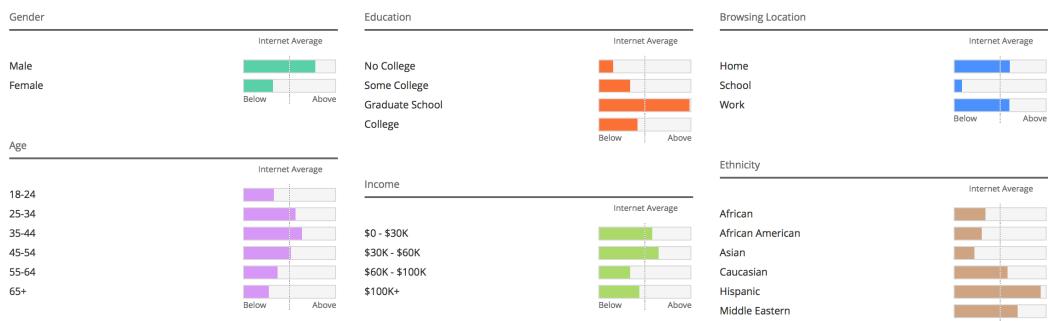
How similar is this site's audience to the general internet population?



Mindmeister

## Audience Demographics

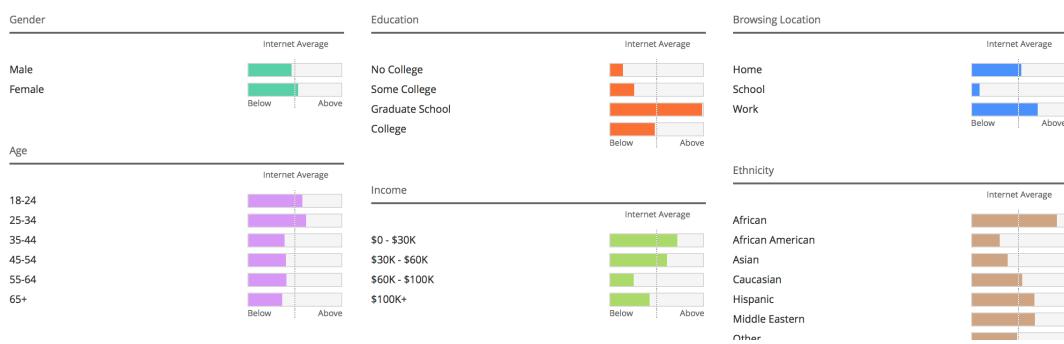
How similar is this site's audience to the general internet population?



## Mindtools

### Audience Demographics

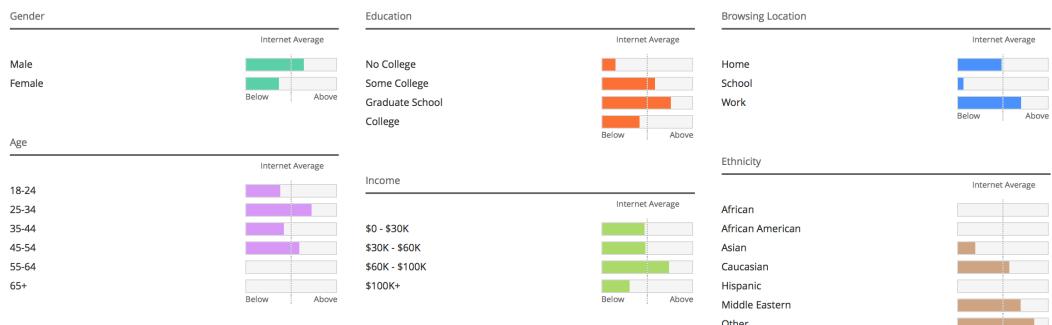
How similar is this site's audience to the general internet population?



## Mindmapping.com

### Audience Demographics

How similar is this site's audience to the general internet population?



# Analyzing Competitor Reviews

After comparing data from the top search websites related to mind mapping, we then used the app store for read consumer reviews of the top IOS applications.

## Mindnode

App Store > Productivity > IdeasOnCanvas GmbH



### MindNode – Delightful Mind Mapping 4+

IdeasOnCanvas GmbH >

Offers iMessage App for iOS Offers Apple Watch App for iPhone

[Details](#) [Ratings and Reviews](#) [Related](#)

### Description

MindNode has helped students, artists and project managers to be more creative with less effort. MindNode makes mind mapping delightful. Mind maps are a visual representation of your ideas, starting with a central thought and growing from there. MindNode allows you to brainstorm, organize & share your thoughts in an intuitive way, so you can focus on the idea behind it. The clean interface lets you concentrate on generating and connecting thoughts, and an infinitely expanding canvas means that no matter how big or complicated your project gets, MindNode can keep up.

## MindMeister



### MindMeister (mind mapping) 4+

MeisterLabs >

Offers Apple Watch App for iPhone

[Details](#) [Ratings and Reviews](#) [Related](#)

#### Screenshots

[iPhone](#) [iPad](#) [Apple Watch](#)

Collaboration

Create

### Description

MindMeister is the one and only mobile mind mapping app you'll ever need. Whether you're using it in the boardroom, the classroom, the presentation hall, or the lunch meeting, MindMeister can help you organize, prioritize, and even generate new thoughts. Designed from the ground up as an extension to our award-winning, browser based interface, the MindMeister app stores your mobile creations and seamlessly syncs them with your online account. Of course, you can also use MindMeister without an online account, as a stand-alone application on your iPad or iPhone.

# MindVector



+ Download ▾

Offers In-App Purchases

This app is designed for both iPhone and iPad

★★★★★ (36)

## Mind Vector- Mind Mapping & Brainstorming 4+

i2e Consulting LLC >

Offers Apple Watch App for iPhone

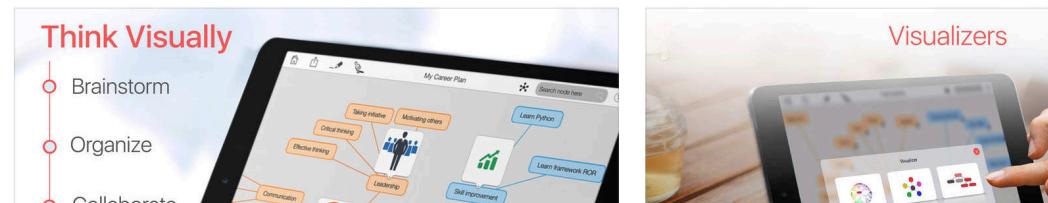
[Details](#) [Ratings and Reviews](#) [Related](#)

### Screenshots

iPhone

iPad

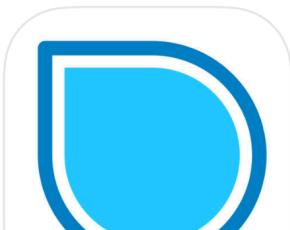
Apple Watch



## Description

Mind Vector is the best mind mapping software for all your needs. Whether you want to take minutes of the meeting, classroom notes, project plans, site map or presentations, Mind Vector is the right choice. Mind Vector on iOS allows you to put all your ideas in one place and convert them into actionable plan. You can also sync and save all your mind maps using Free Mind Vector Cloud and view the same map on Mac. You can also use the app as a stand-alone application if you do not want to use the Free Cloud.

# SimpleMind



## SimpleMind+ Intuitive Mind Mapping 4+

xpt Software & Consulting B.V. >

[Details](#) [Ratings and Reviews](#) [Related](#)

### Screenshots

iPhone

iPad

## Description

Mind mapping helps you organize your thoughts, remember things and generate new ideas. We've created a beautiful, intuitive app, so you can mind map wherever you are and whenever you want.

# Takeaways

- Ease of Use
- Functionality
- Customizable features
- Simple
- Flexibility
- Simple and effective
- Organized
- Sharing
- Intuitive Design
- Productivity

# Screening Participants

## *Questions*

- What is your Age?
- Gender?
- Level of education?
- Where do you live? Type of Environment? Lively city or small town?
- What is your current occupation? OR Describe your career path.
- Could you briefly describe your role and responsibilities?
- What are your general interests?
- How would you describe your personality in 5 words or less?
- What type of technological devices do you use on a regular basis? What platform
- do use?
- How would you describe your level of expertise with technology?
- What mobile applications do you use on a regular basis?
- What are your user experience expectations when using an IOS/mobile application
- What are your likes or dislikes about other IOS/mobile applications?

## User 1 Sample

**Age:** 54

**Gender:** Female

**Level of education:** The Atlanta College of Art, BFA, 1984

**Location:** New Haven, CT. Urban City, extremely lively.

**Occupation:** Professor and Director of Interactive Digital

Design Program at Quinnipiac University

**Could you briefly describe your role and responsibilities?** Chairperson of the Visual and Performing Arts department from 2010-13, teaching in the undergraduate BA program, which includes the design and delivery of online courses through QUOnline. Graduate student mentorship/critique for the Interactive Communications Masters program.

**What are your general interests?** Teaching, learning, traveling, designing.

**How would you describe your personality in 5 words or less?** Lively, Friendly, Inspirational, Intuitive, Efficient,

**Technological devices:** Mac(iOS), Iphone, Adobe Creative Suite, Ipad Pro

**How would you describe your level of expertise with technology?** Proficient in design software, Mac(iOS systems

**What mobile applications do you use on a regular basis?** Moodboard apps, Project Planning apps, Adobe Sketch, productivity apps.

**What are your user experience expectations when using an IOS/mobile application.** Simple design, that is also easy to use. Flexibility of what I can do with the app.

**What are your likes or dislikes about other IOS/mobile applications?** Slow apps that are not intuitive. Glitches are my biggest pet peeves.

# Usability Tests

One User Response/Test Sample

## Task 1

**Before you click on anything yet, Please give me your initial reactions to this page**

I have no idea what I am looking at, as soon as I open the app. The advertisement is very intrusive and is awkwardly placed near the central part of the screen.

**Please give me your initial impressions about the layout of this page and what you think of the colors, graphics, or text?**

Just by scanning the page, it is hard to tell what exactly app is, and the design already appears clunky.

**Without clicking on anything yet, please describe the options you see on the home page and what you think they do.**

There are only two options, so it is very limited. One button is a giant plus sign, the other is a question mark.

**Without clicking on anything yet, if you were exploring, what would you click on first?**

I would click on the giant plus sign button, because usually, a button that has a plus sign on it, will give me something that I am trying to add, which in this case is a mind map.

## Task 2

**Scenario: You are looking for new a way to organize your notes and ideas for an upcoming design concept you are planning. Set up a new Mind Mapping document, attach a new node and name it**

Observation: The user presses the plus sign in the middle of the app. She is confused at the initial page, and has no idea whether she has set up a new mind map or not. There is a timer floating on the side of the screen, which is what she clicks on first. The user wonders how to add a new node to the mind map, but complains as to how there is no indication as to how it is done. She has absolutely no idea how to use the app, and is becoming frustrated. After touching everything possible on the screen, when the background is hit, it gives the ability to attach a node to the mind map.

## Task 3

**Scenario:** You came up with a few design ideas for the main concept. Attach a child node to the parent, and name it.

Observation: The user taps on the node once, and is able to attach a child node by selecting the plus sign. The user expresses her dislike for the lack of differentiating size between child and parent node and explains how it can be confusing telling the difference between the two.

## Task 4

**Scenario:** The format of the mind map needs to be changed. Use the formatting features to change the formatting of the page

Observation: The user has no idea where to change the formatting of the app. She clicks the node, and taps one of the icons that pops up, and it brings up the keyboard, which allows her to edit the text in the node. This frustrates her as the icon was unclear as to what the function of it was. She clicks on the circled time button that is in the corner of the screen. The user expresses how she appreciates mind mapping apps that have a variety of customization features involving the document, node, lines that connect the node, and text styles. She clicks on the color changer icon, which had pre made formats. She disliked the color options, and how she was unable to view all of the different themes at once, as she is required to continue to click on the button to see each theme. When attempting to change the line type, she was surprised to see that it didn't change it at all, like expected, but just moved the lines on the mind map in different ways. She felt that this was misleading, and was disappointed with the lack of customization features.

## Task 5

**Scenario:** You want to share your design ideas to your colleagues. Share the mind map to someone else

Observation: Immediately, clicks on the circled time button, and selects the icon that she initially believed to be for sharing or exporting the map. Instead it takes her to the main home screen. She says the icon does not match up to the task and expresses how issues like this makes her workflow less efficient. She clicks back on the mind map she was working on, and again clicks on the circled time button on the screen, which is the only other available button with options, other than the node. She clicks on the camera, which screen shots the screen. Since there was no other way to share her mind map, the only other option was to press the camera option. She mentioned how the only she thinks she would be able to export the mind map is to leave the app, go to her photo library, and export it.

## Task 6

**Scenario:** You decide to discard one of the ideas you planned out. Delete one of the nodes.

Observation: She clicked on one of the nodes, and clicked on an icon labeled, "X". She mentioned how she liked that

the feature was available in the same place where she was able to attach a new node. At the same time, she wanted to see if she could add a note to the node, but could not find a way to do so. The user likes to expand upon her thoughts, and would rather attach long details in a note, as opposed to the node itself.

## Task 7

**Scenario:** After consideration, you decided to start over. Delete the entire mind map document

Observation: The user takes about 2 minutes to try and find where to delete the mind map, while still on the document. She decides to go back to the main screen. She is searching the screen, but sees no way to delete it. For the first time, she presses the question mark on the screen, which is a help menu. The user does not see an answer as to how to delete a mind map, despite looking at the help page. She returns to the main menu, and is at a loss of where to go, becomes so frustrated, and gives up.

# Post Interviews

*Questions | One User Response/Test Sample*

**What are your overall impressions of the App?**

There is a big advertisement blocking some of the screen that is distracting. The app opens up and it gives no indication as to what it is even about. There are many buggy moments when attempting to add new nodes, where the screen zooms in and out randomly, making it hard to smoothly transfer my thoughts and ideas quickly.

**If you had to give the app a grade, from A to F, where A was excellent and F was terrible, what grade would you give it, and why?**

I would give this app an F. Because it is extremely unclear of how to operate the app. There was no customization for each node. Also no way to export the mind map within the app. I had to do more work in order to export it.

**Name three words or characteristics that describe this app.**

The Fly Mind application is super simple, ineffective, and unadventurous.

**What are the three things you like best about the app.**

It is hard to say I like anything about the app simply because there is not much to it. The one thing I like about the app was when I tapped on the node, and it gave me the ability to attach or delete a node.

**What are the three things you like least about the app?**

Visually unappealing, Lack of customization, and Lack of node hierarchy between child and parent nodes. There is also no way to create an account, so I can be rest assured that if the app were to get deleted, my mind maps would still be saved

#### If you could make one significant change to this app, what change would you make?

One big thing I like about other planning or mind mapping apps is flexibility. With this application, there are very little features, not much direction as to how to use the app itself, and no way to create an effective mind map where I can unleash my thoughts.

#### Would you return to this app on your own in the future? Why/why not?

Absolutely not. The little features available were useless, and lacked flexibility. It is near impossible to navigate without getting frustrated. I need to be able to accomplish a simple task, without being confused on how to do it for 10 minutes.

#### What would you expect to be able to do with a Mind Mapping App?

I want to be able to solve complex issues, and place it into a visual representation of my thoughts and processes. With this app, I am having difficulties even setting up a mind mapping document. When I figure out how to create my first node, figuring out how to customize the features of the node, like text, color, or size, there are no options.

#### Did you find the customization features unhelpful or helpful when making a mind map? What features in particular?

I find none of the features to be helpful at all because I cannot locate them. Even when I did finally find them I did not like the customization features I was given.

#### How would you describe the level of difficulty of creating a mind map? Impossible.

Creating a mind map for my purposes in the design world would definitely become difficult. There tends to be a large amount of animations that slow the application down and do not have reasoning for being placed there. I think that creating a useful and working mind map with this application is nearly impossible. Many of the icons do not match up with their use, and it is a tireless task to figure out what once feature does. I use mind maps to unleash my difficult or complex ideas. I do not need the app to add on to the complexities. It is hard to create an aesthetically appealing visual mind map. The lack of clarity of how to create a mind map in this app, made the experience frustrating

## User Findings

- After conducting the usability tests, these were the most important takeaways after using the app
- Customization is an important feature when creating a mind map
- A brief tutorial on how to use the app initially makes using it less daunting

- More flexibility of what a user can do, by having more features
- Not having the ability to make the app appear more personable to each person that uses it. Ex. Creating an Account/ Log In, allows the user to access the mind map on any other device, as long as the app is downloaded.
- Having the ability to export mind map within the app itself, is preferable
- Consistency of functionality throughout the app.
- Clearer representation of what some of the icons have the ability to do.
- A more intuitive interface that does not distract from the user's ability from their main goal, which is to make a mind map.
- Having a buggy interface, in addition to limited feature, makes it harder to develop a mind map efficiently, without wasting too much time, and getting frustrated.

# Persona Development

## Persona 2



Rachel  
Smith

Happy | Interested | Energetic

"Proper planning can be the spark of innovative creativity!"

### BIOGRAPHY

My name is Rachel Smith and I am a designer located in Brooklyn, New York. I specialize in User Experience Design and really like to utilize the different features of process planning and preparation. Every day I travel to the city to go to work, and during my train ride I like to plan out my tasks for the week. I tend to use Mind Mapping and Mood Boards as a start to my preparation process, along with the different information architecture and interview methods that are used. I prefer before beginning anything to use the mind mapping software and lay my ideas out on a piece of paper. Once my ideas are laid out neatly, there is an opportunity for myself and my co-workers to see the thought process and the proper steps taken towards project management. Without mind mapping, I would not know how to properly put my thoughts and emotions into our work-flow. As a designer, I am constantly searching for an effective mind mapping software that I can use on the go.

### GOALS

- Plan my business ventures
- Unpack complex projects
- Become more organized
- Display thoughts in a clear and concise manner
- Visualize ideas much easier
- Plan events effectively, while on the go

### FRUSTRATIONS

- Being unable to unpack a problem
- Slow and choppy software that makes work harder to do
- Limited features on an app
- Lack of direction when using a program
- Inefficient work flow

### LIKES

- Planning events
- Working with others
- Organization
- Sharing ideas
- Traveling
- Being innovative

### DISLIKES

- Being Confused
- Slow apps
- Getting lost
- Disorganization
- Lack of Direction
- Unmotivated people

## Persona 2



Attentive | Serious | Open-minded

"I want to be able to efficiently plan out my work in a timely manner!"

### BIOGRAPHY

Hello everyone, my name is Alan Baker and I am the head of the major hedge fund in San Francisco called Rally Enterprises. I live in San Francisco, California and am the father of twin, ten year old boys named Alex and Jason. My wife does not work, so I am the sole provider within my household and need to ensure that my job is done properly with no issues. In order to make sure that this happens, I need an efficient work-flow and I tend to work from the early mornings until the late evenings. My team and investments that I watch over is everything and a small issue in the process can lead to a problem and a severe loss in assets and income for the company. I prefer to use mind mapping and other related methods to plan out my thoughts, to be able to share collaborations in a "to-do" list manner. It ensures that everyone is on the same page and there is no hesitation from the people on my team. I typically use Google Drive, when working with others, but the work flow is not smooth and it can be difficult to plan out projects. I want everyone to be on the same page and continue making a healthy income to provide for myself and my family.

### GOALS

- To lay plans out in a neat and thoughtful manner
- Time management
- Plan business speeches or presentations for meetings
- Work on collaborative projects
- Manage work and home life properly

### FRUSTRATIONS

- Being unable to unpack a problem
- Slow and choppy software that makes work harder to do
- Limited features on an app
- Lack of direction when using a program
- Inefficient work flow

### LIKES

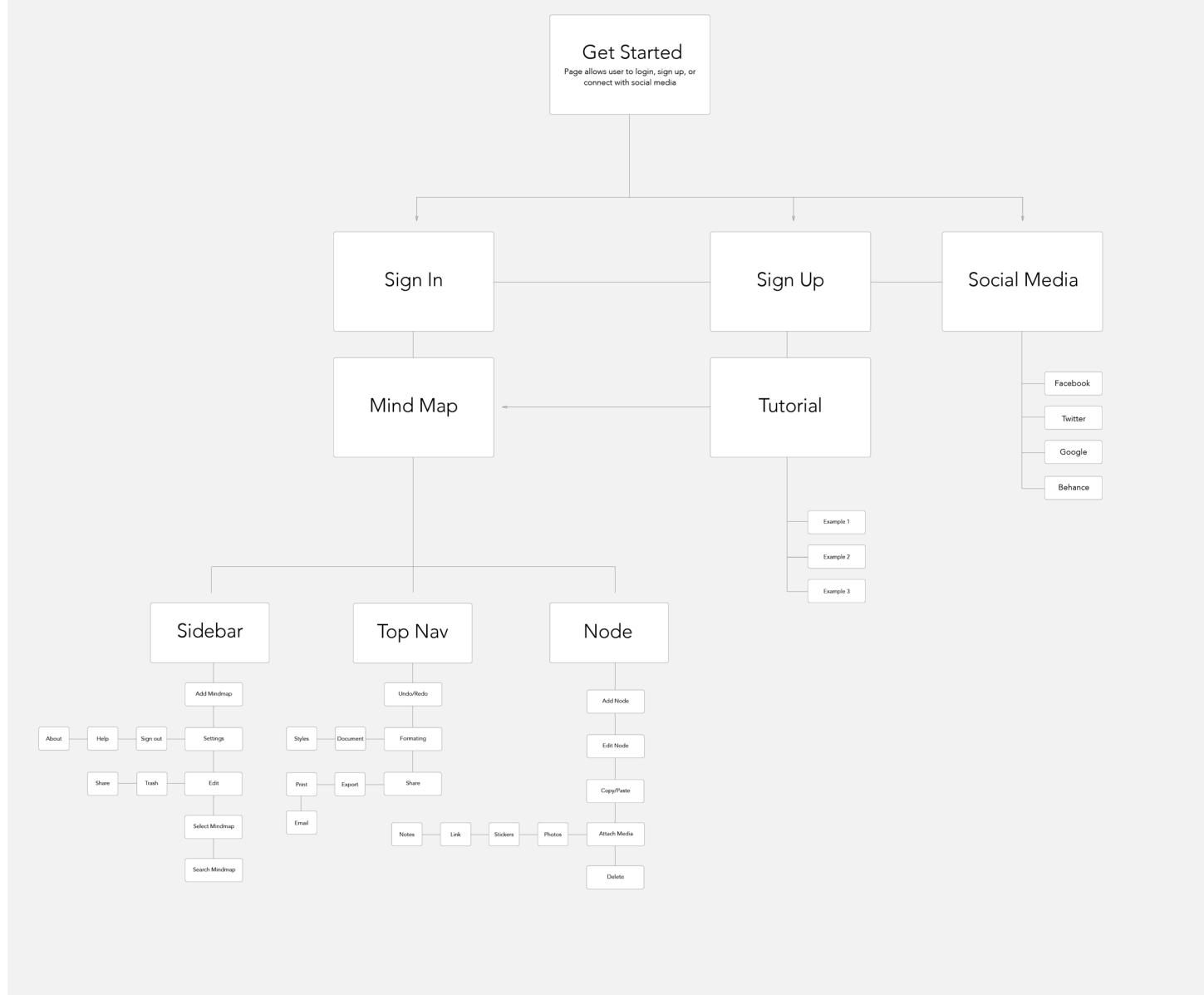
- Planning events
- Working with others
- Organization
- Sharing ideas
- Traveling
- Being innovative
- Multitasking

### DISLIKES

- Being confused and unable to solve a problem
- Malfunctioning devices
- Error prone software
- Limited and broken features on devices
- Late work due to inefficient work flow

# Information Architecture

## Information Architecture

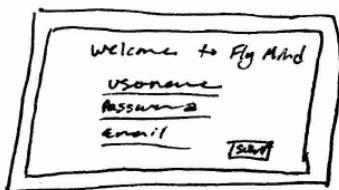


# Initial Wireframe Sketches

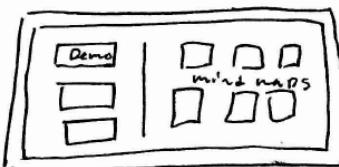
5/6/11

Wire Frame's → Fly Mind

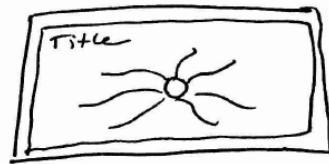
① Sign In



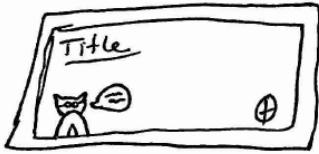
② Home



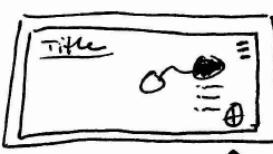
③ Demo



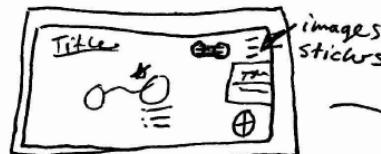
④ First  
your own mind map



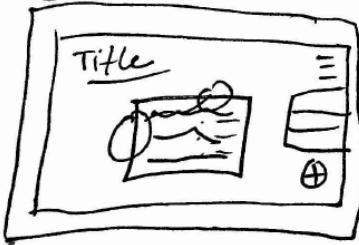
⑤



⑥



⑦ Share option



# Detailed Wireframes

After drawing out rough sketches, the wireframes were fleshed out and finalized more in Adobe Illustrator. These wireframes detail every possible screen in the app and the potential functions and features that will be available in the final prototype.



# Visual Design Explorations

Using Sketch, these are a few potential UI directions for each main part of the application.

Below is a detailed description of the UI components shown in the wireframes:

- Welcomepage:** A landing page with a large "Get Started" button and a "Sign In" button.
- iPad Landscape Copy:** A landing page with a "Get Started" button and a "Sign In" button.
- iPad Landscape Copy 42:** A landing page with a "Sign Up" button and a "Create an account" link.
- iPad Landscape Copy 43:** A landing page with a "Get Started" button and a "Sign In" button.
- Sign In:** A sign-in form with "Email" and "Password" fields and a "Sign In" button.
- iPad Landscape Copy 3:** A sign-up form with "Username", "Email", "Password", and "Repeat Password" fields, and a "Sign Up" button.
- Mind map:** A blank mind map canvas with a "New Mind Map" button.
- tap once:** A mind map canvas with a single node labeled "My Mind Map".
- iPad Landscape Copy 8:** A mind map canvas with a single node labeled "Business Strategy". A virtual keyboard is overlaid on the screen.
- iPad Landscape Copy 10:** A blank mind map canvas with a "Business Strategy" node.
- iPad Landscape Copy 4:** A mind map canvas with multiple nodes and a sidebar.
- iPad Landscape Copy 44:** A mind map canvas with a single node labeled "Business Strategy". A virtual keyboard is overlaid on the screen.
- iPad Landscape Copy 11:** A mind map canvas with multiple nodes and a sidebar.
- iPad Landscape Copy 12:** A mind map canvas with a single node labeled "Memory".
- iPad Landscape Copy 9:** A mind map canvas with multiple nodes and a sidebar.
- double tap:** A mind map canvas with a single node labeled "Business Strategy".