

TouchLab

Google-Now Thread-Like App



What are your
overall objectives
for the project?
What problem(s)
are you solving?
What user goals
are you making
possible?

Useful app
Clean design
Relevant cards
Interactive cards
Activities are processed/done in app
Information rapidly updated on the various cards
Landscape and portrait mode

What is/are the main takeaways from your research findings? Briefly recap what you learned.

Our target market does NOT want

- Something useless
- Something exactly like Google Now (or they'll just use Google Now)
- Something cluttered with crap
- Something cheap looking
- Something that is read-only (lacks ability to send tweets)
- Something that just redirects you to a website

Who is your target audience?

Recent Graduate | Tech Industry | Android Developer

Key Characteristics	ContentProviders	APIs
they are multitaskers	Calendar	Trello
they are connected	Contacts	Meetup, Twitter, Facebook, LinkedIn
they are tech-savvy		TechCrunch,
they want instant gratification & recognition		LinkedIn
they want work-life balance & flexibility	Photo of the day (balance)	VolunteerMatch
they want collaboration (team oriented and want to build friendships)		GitHub, Venmo
they want transparency		GlassDoor, Yelp
they are recent graduates		
they are tech-savvy		

	Prioritization
Facebook for connecting	1
Twitter for connecting	1
Calendar or Trello for scheduling	1
LinkedIn for connecting and applying to jobs	2
Github for assignments	6
Slack for collaborating	3
VolunteerMatch for volunteering	4
Meetup for networking	5
CrunchBase for job research	7
Daily Algorithms Website for practice	
Android Documentation for studying	
Notepad for last minute ideas	
Flashcards for java questions	
Map for getting to interviews	
To-do list or Trello for keeping track of tasks	
Weather to dress and plan accordingly	

What features will you include? They should map to your user goals. Make sure you offer a coherent rationale for why they were chosen

Features of our Google-Now thread-like app

- RecyclerView
- CardViews
- ContentProvider integration
- Twitter API integration
- Facebook API integration
- Notification functionality
- Network connection availability
- Layouts for landscape and portrait orientations

How will this
differentiate from
your competitors?
What pain points
are being
addressed?

Our app will have functionality-enabled Cards - while Google Now simply passes the user from app to app (e.g. Google Now to Google Maps) our app will give users abilities/functionality within the app's Cards and not force them to be passed off.

For example, the Twitter Card will not be read-only. The user will be able to share, post, etc from within the Card; therefore not being forced to leave our app for another.

Are there any constraints you have to work with? (e.g. technological, timing, content, etc.)

- Time Constraints
 - Five Days
- Technological/Content Constraints
 - RecyclerView
 - 2 Card Views
 - API - Retrofit2.0 - Twitter/Facebook
 - Content Provider - Alarm, Reminders
 - Services
 - Notifications
 - AsyncTasks
 - User decision on which cards to show

Is there anything
else you think
might help your
stakeholders
understand what
you're proposing?

We are not trying to copy Google Now.

We are making an app that feels like Google Now in terms of looks.

But we will offer certain functionality not available in Google Now in order to distinguish us from them.