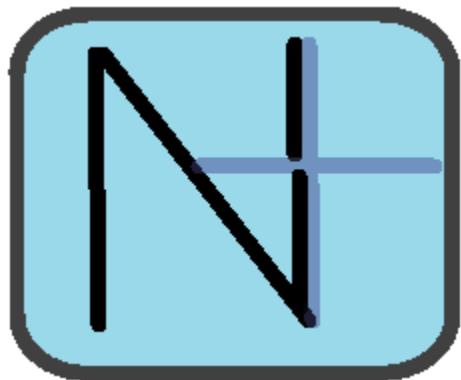


NotePlus



GitHub - <https://github.com/Oreboat/Noteplus>

Team:

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Product Vision:

- FOR creative workers / gamers
- WHO need an organized way to store notes related to specific applications
- NotePlus is a notepad application
- THAT can allow the user to take application-specific, organized notes at the push of a key combination.
- UNLIKE Notion,
- OUR PRODUCT allows users to see notes without a web browser, to organize their notes in sets, and to seamlessly switch to NotePlus with a custom key combination.

Market Analysis:

Target Audience:

- Desktop users with a need for a functional note-taking application that offers seamlessness and organization for any task

Competitors:

- Windows Notepad app
 - Notes are always on your laptop and can't be sorted into sets
 - Must switch tabs, have an extra monitor to view notes
- Mac Stickies
 - Stickies tend to be difficult to manage and take up a majority of the screen
 - Cannot be organized into sets
- Notion
 - Not user-friendly, the user must open up a browser tab to pull up all of their notes
 - Cannot be organized into sets

The major difference between NotePlus and its leading competitors is organization. NotePlus aims to provide a seamless transition between your main activity and your note sets while also allowing for the creation of note sets to keep all of your ideas in one place.

Commercialization Plan:

- Youtube Advertising:
 - Short 15-second ads targeting college students and video game players.
 - Using cookies to target specific audiences
- Academic Packages:
 - Provide academic licenses for any level of educational facility to purchase for students to use and collaborate with each other
 - This will allow for our product to expand to a very large academic audience
- Partner Deals on Social Media:
 - Propose advertising deals with content creators in the following genres:
 - Music Producing
 - Puzzle Games
 - Art and Design
- Donation campaigns:
 - Since Noteplus is a free product, advertising, maintenance, future development will be funded by donations from users through various crowdfunding platforms:
 - GoFundMe
 - Buy Me a Coffee

Personas:

1. Steve, 26, is a freelance video editor from Oregon. He grew up lower-middle class and still lives with his parents, though his dream is to live in New York City. However, he cannot afford to make the move nor sustain the cost, so Steve figures he ought to really step up his workload to make more dough.

This comes at a cost, though: Steve needs to take on more projects than he can keep balanced in his head, and he needs a convenient way to keep track of all of them without interrupting his workflow. This is where Noteplus comes in, being an application that hangs out in the background until called with a hotkey combination and displays notes he's taken about video projects. Being able to call up Noteplus and minimize it easily with the same key combo, Steve can easily keep track of all of his ideas for however many video projects he takes on at a time in a way that can seamlessly blend in to his already existing workflow.

1. David is a 17 year old megafan of adventure games. He doesn't have much of his own income so he tries to squeeze out every bit of content he can out of the games he already has. He spends all of his free time trying to totally complete every game. Since adventure games are so large and have so many places to go, it is easy for David to forget about paths he has saved for later and miss that part of the game, hurting how reasonable it is to do everything without needing to look at wikis since David always felt like that was cheating.

With Noteplus, David can see a fork in the road, note it down in an instant with the key combination to bring up the application, and then get back to playing his game without needing to worry about missing any content. This way he can remember where he hasn't been yet which helps him have a consistently fun experience without getting frustrated by not knowing where he must go next. Since Noteplus is free as well, David doesn't need to worry about spending money on his organization method so he can keep saving for his next game.

Scenarios:

The Art of Management:

Toby is a freelance artist that draws commissions on X for a living. He often has many works of art in progress going at once and works on all of them a little at a time per workday. Toby is looking for a tool to help him have all of his requirements from his commissions in one place so he doesn't have to keep flipping in and out of his X direct messages.

Toby hears about Noteplus, and decides to incorporate it into his workflow. He uses it to jot down all of the requirements that he gets from the commissioner as well as some of his own ideas in the same place. Toby finds that instead of having to flip between direct messages, he

can have all of the requirements in one note, or he can split it up into however he chooses to organize his memos. Once Toby is done copying and pasting the requirements, he minimizes Noteplus instantly with his keybind and gets to drawing. Now Toby can switch to whatever projects he wants to whenever he wants to, and his genius will always be one keybind away.

You'll never see it coming:

Joe Kurr is a huge fan of games that involve breeding monsters for stats so he can battle with them, however the combinations can get hectic and it becomes a bit hard for him to manage. He tried keeping a notebook but those pile up and make an unorganized mess, so he takes to the internet for a digital solution that could let him organize this a bit better.

Joe stumbles upon Noteplus and tries it out. It allows him to keep track of stats of individual monsters and what new monster he gets out of breeding two of them together. It even allows him to keep track of entire trees of evolution and what monster he'll get from what. With noteplus he no longer takes up a ton of room on his desk to keep playing his favorite games and it lets him find what he's looking for much quicker as well.

User Stories:

- As a video editor, I want to easily take notes of ideas I have in a convenient place without disrupting my workflow.
- As a gamer, I want to be able to jot down places I want to go later so I can go everywhere that interests me without forgetting about them.
- As a programmer, I struggle to memorize the general keyboard shortcuts when writing out code and the provided reference sheets are rather big for the workspace im using.
- As a huge fan of games where nobody tells me where to go, I tend to forget which doors are important and where some traps are so I don't get lost on repeat playthroughs.
- As a youtuber keeping track of what I want to add before I take a break is convenient and makes it so I don't need to stress myself as much.

Functional Requirements:

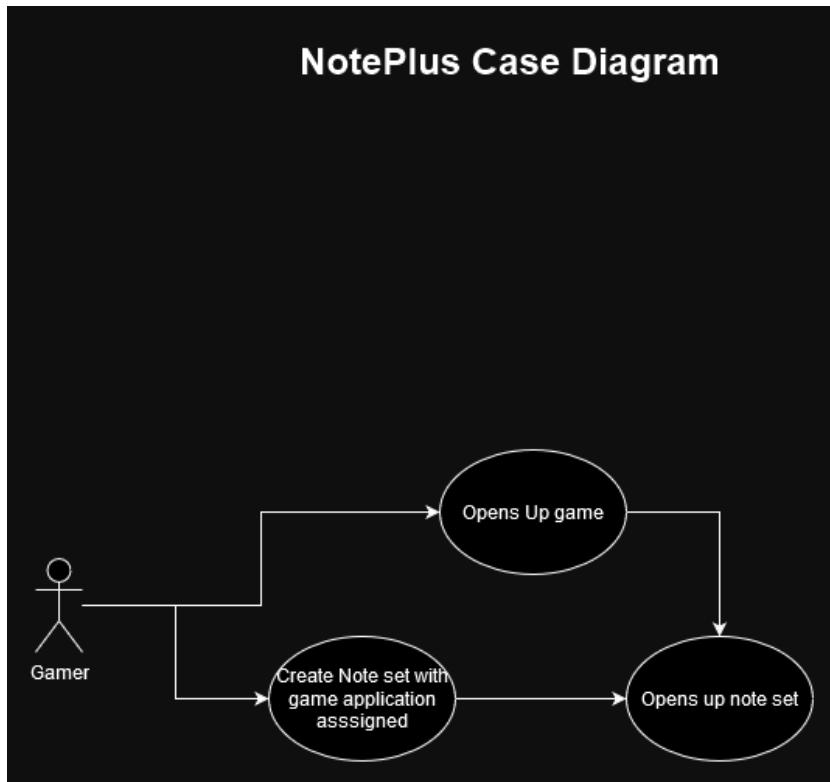
Functional:

- A user must be able to type in each individual note, allowing to format it with text resizing, underlying, and bolding.
- A user must be able to create a note set that they will be able to keep specific sorts of individual notes within.
- A user must be able to create individual notes for the note set and be able to place them wherever on the desktop.
- The user must be able to give the program a specified path to another program when creating a note set.
- When the program is active in the background it should detect when a specified program is opened and then open the note set associated with the program.

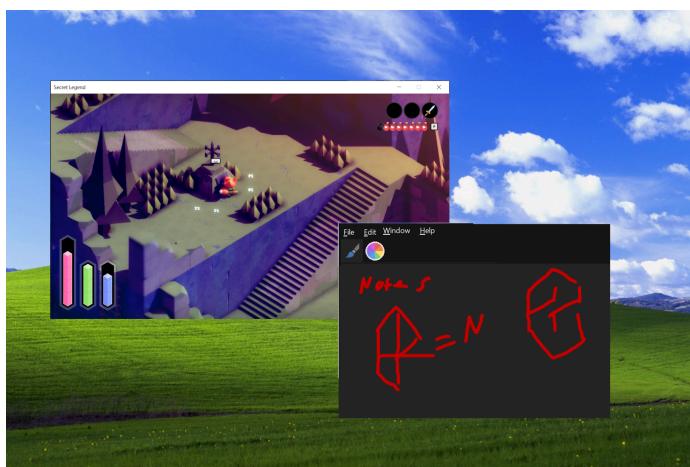
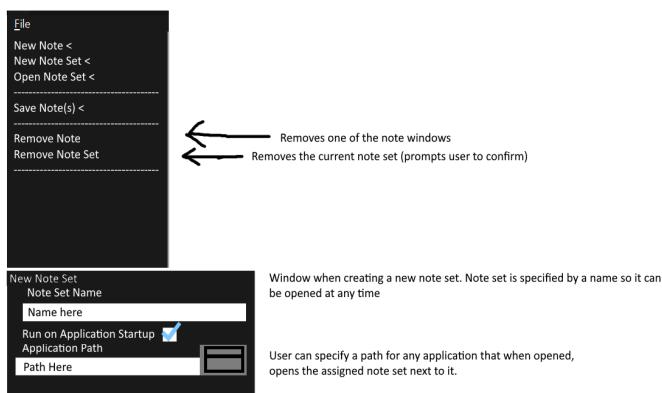
Non-Functional:

- The program must comply with the user settings including if the user prefers for the program to not run on system startup
- The text system of the notes should be able to be read by screen readers to allow for accessibility, following the [WCAG Accessibility Standards](#)
- Hotkey combination should open Noteplus within 10ms
- The program must not create files/folders outside of the installation folder
- Specific text formatting shouldn't conflict, i.e. characters can be both italicized and bolded.

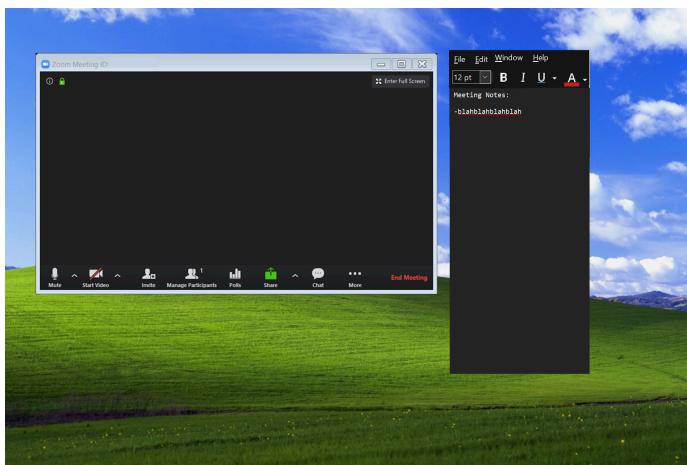
Case Diagrams:



Mock-ups:



Using the program to keep track of notes in puzzle heavy games, the game depicted here is Tunic (highly recommend this game its awesome)



Using the program to keep track of meeting notes during a zoom meeting



Using the program to keep track of building materials and info needed for a minecraft base