

The general idea of this brief shows quite a few features shown commonly in cloud storage applications. In an effort to try to put some of these feature ideas into a specific topic, I have chosen to explore the idea of creating a food social app used through an internet accessible web app, as well as dedicated mobile app.. That will be the basis of answering the questions below.

Review the client's brief again, and compile a list of problems this product could solve for its users. These problems will guide the decisions we'll make in future checkpoints.

How do you save content on various devices?

- *Using an internet browser from a Desktop*
 - Upload content using a 'upload' button located on site. User could select specific files and click another button to upload.
 - Dropping content directly into an upload modal.
 - Using a small applet that was attached to the browser, either in toolbar or below toolbar, could give the functionality of selecting content on screen and saving to app cloud storage. Clicking on the applet would create a selection cross and the user could select a screenshot, a video, or the whole page to save.
- *Using an internet browser from a Mobile Device*
 - With the installation of a mobile app, the install could overlay a FAB on the lower-left side of the screen not to conflict with scrollbars or always on top button placement. User would tap the button to access options on what content to save. Tapping on the button would save content to the users account in the cloud

How do you view content on various devices?

- *Using an internet browser from a Desktop*
 - User could log into the website to access content.
 - User could access favorited content through special toolbar or applet.
- *Using an internet browser from a Mobile Device*
 - Users could log in using web browser and access content. Depending on task, functionality may be limiting due to browser constraints.

- User could be prompted to download the dedicated app that would make their tasks much easier to complete.
- *Using a Mobile Device*
 - Users could download a dedicated app that could give more options that accessing the content through a browser.

How would the content be organized?

- *Using an internet browser from a Desktop*
 - Through the website, users would be able to categorize content based on collections, groups or specific tags based on need. Uploaded content would go in a specific folder unless it was related to a specific food topic or recipe.
 - This would not be done using small browser applet.
- *Using a Mobile Device*
 - A file manager could be built into the native app that would make working with content much easier that through the web app.

How would you go about creating content?

- *Using an internet browser from a Desktop*
 - A notes text option would be accessible and content created here would be able to be linked to new recipes, blogs, etc.
 - Photos uploaded would go to an unsorted section unless specifically tagged to a particular recipe.
- *Using a Mobile Device*
 - Users would be able to access the notes text tool within the dedicated app to add content.
 - They also would be able to access an interface template based on what they are trying to accomplish. Upload a recipe, post a challenge, speak about a cooking blog topic, etc.

How would you go about uploading videos, images, PDFs?

- *Using an internet browser from a Desktop*
 - Within the web app, there would be an online drag and drop editor to clean up random information that's been dropped into the cloud storage.
 - Upload content using a 'upload' button located on site. User could select specific files and click another button to upload.
 - Dropping content directly into an upload modal.
- *Using an internet browser from a Mobile Device*
 - The FAB button could be used to select and upload specific information the user was to encounter in their searches.
- *Using a Mobile Device*
 - Photos, text documents could be accessed through an upload portion of the app, and after adding specifics as to where it would go, the user could upload it from there.
 - Content that uploaded that was not given context i.e from a web search, would go into an unsorted bin. The user could give further context and upload when done.

How would you go about sharing a single item with someone else (and vise-versa)?

- *Using an internet browser from a Desktop*
 - An item, recipe, blog post, etc could be shared individually with another person through the browsers share button, email, or through a message service. The recipient would be able to see the content and comment on it if necessary.
 - They could edit the content only if given permission by the original user. If edits were ok'd and performed, the original user would get a message through either notification or email that their content had been edited.

- *Using a Mobile Device*
 - The user could select the article, recipe, etc to be shared and send through email or message app.
 - Functionality would be the same as above for desktop.

How would you share a folder or group of items with someone else (and vise-versa)?

- *Using an internet browser from a Desktop*
 - A collection or group of items could be shared with a group of people through the browsers share button, email, or through a message service. The recipient would be able to see the content and comment on it if necessary.
 - They could edit the content only if given permission by the original user. If edits were ok'd and performed, the original user would get a message through either notification or email that their content had been edited.
- *Using a Mobile Device*
 - The user could select the collection or group of items to be shared and send through email or message app.
 - Functionality would be the same as above for desktop.

How do you see connecting with other users for real-time collaboration in notes or documents?

- *Using an internet browser from a Desktop*
 - A recipe, blog post, etc, could be marked for collaboration and be shared with an individual or a group of people to contribute within the browser.
 - Comments could also be open to the public that could also be added to the document in future revisions by the original user.
- *Using a Mobile Device*
 - A recipe, blog post, etc, could be marked for collaboration and be shared with an individual or a group of people to contribute within the browser.
 - Comments could also be open to the public that could also be added to the document in future revisions by the original user.

- This would be functional but maybe would be a better experience using more screen space.

The client said they don't have a clear vision in mind for this project. That means there's a lot about the direction of this project that still needs to be decided. These are decisions you will need to make as the designer, and the following checkpoints will help you do that. Put together a list of questions you will need answered if this project is going to be a success.

- Does the budget for this project include development for native apps, web apps, or both?
- Would you be open to exploring other markets that feature some features of your requirements, but not all of them?
- Can you summarize the vision of your app beyond the sum of its features?
- Who is the demographic for this application?
- What do you see as a differentiator between what you want for features and what others are currently doing? How do you fit in?
- What is the primary goal of this application?
- What is the most unique feature that you want to include in your product and why?
- What are the business objectives for this application?
- What are the problems that you want to solve for your users by creating this app?
- What does the success of this app look like to you?
- What is the story of this product?
- Why do you believe that these set of features will be successful for use in this app?
- Do you see this app being developed with long term or short term goals in mind?
- Do you have any fears about the creation and development of this product?
- Are there any experiences that you've been a part of that you'd like to avoid?
- What is the development timetable?
- What constraints will I be working within?
- What will be the marketing efforts to get this app noticed?