Audience
Technologies
Design
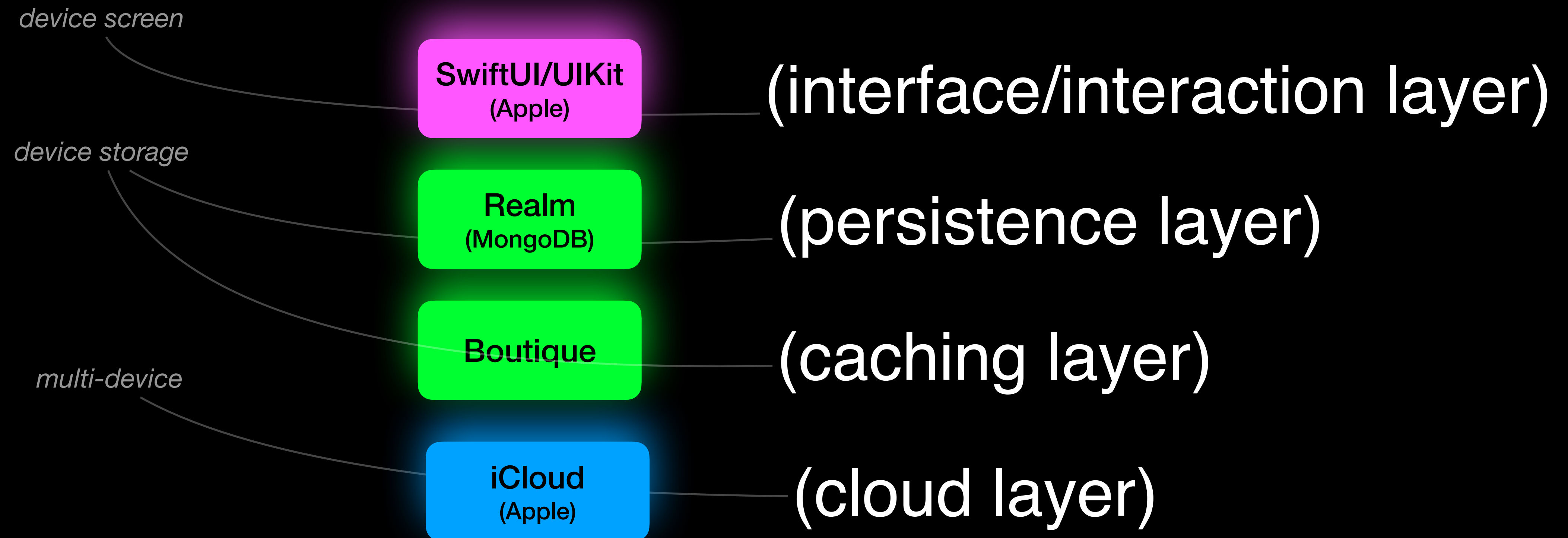Roadmap

Kard
Overview

Audience:

Anyone with an iPhone
(appealing specifically to collectors, creators)

"this app should come with the phone"

*should feel like a familiar experience
to all who've used an iPhone*

Technologies:

Design:

Motivations

Collecting, Creating, Connecting

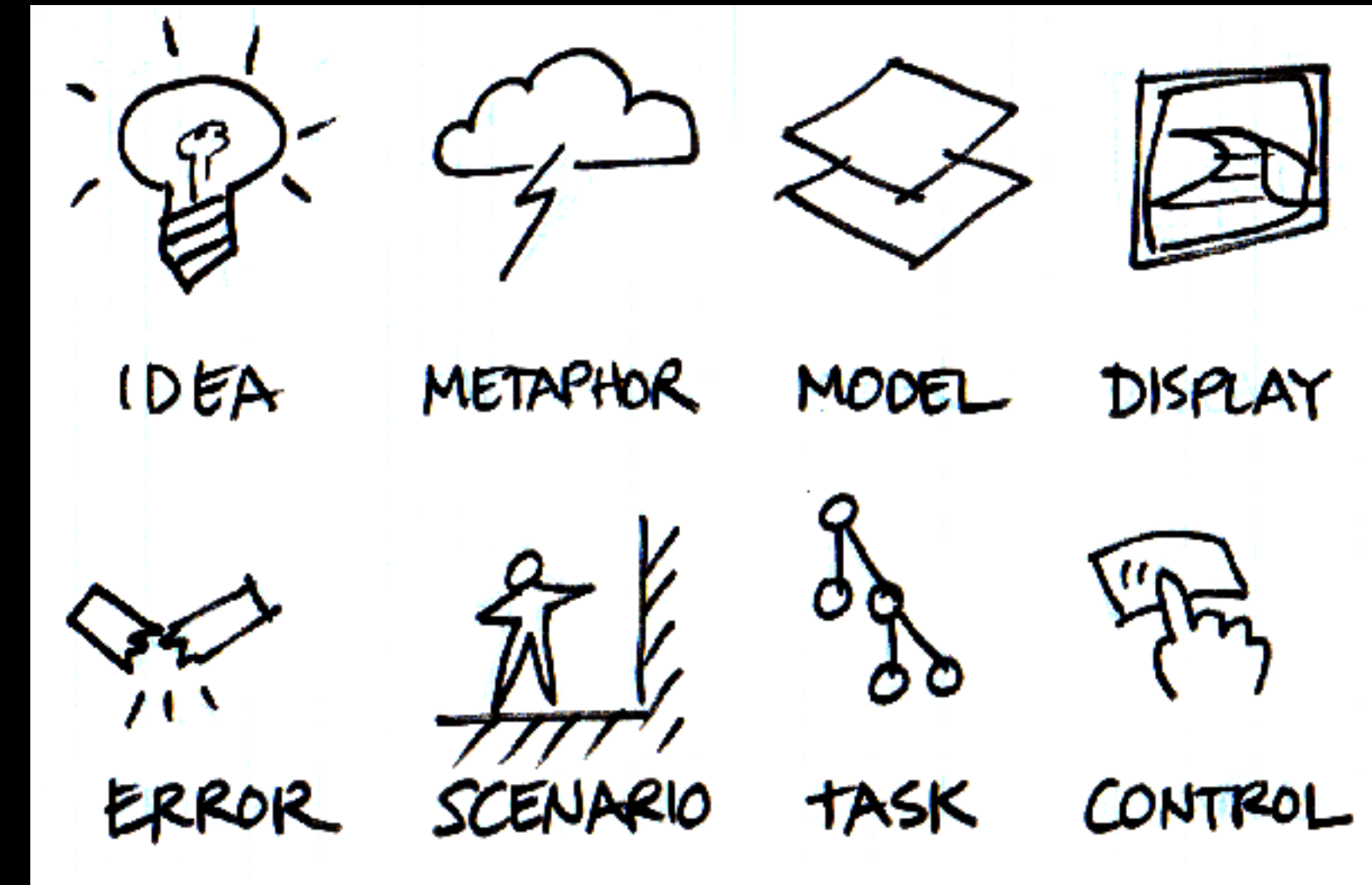## Meanings

Library, Office, Desktop, Cards

Modes

Desks, Items, Tags

Mappings

Canvas, Drawer, Sheet, Dialog, Card, Slider, Editors…….

motivations   meanings   modes   mappings

IDEA   METAPHOR   MODEL   DISPLAY

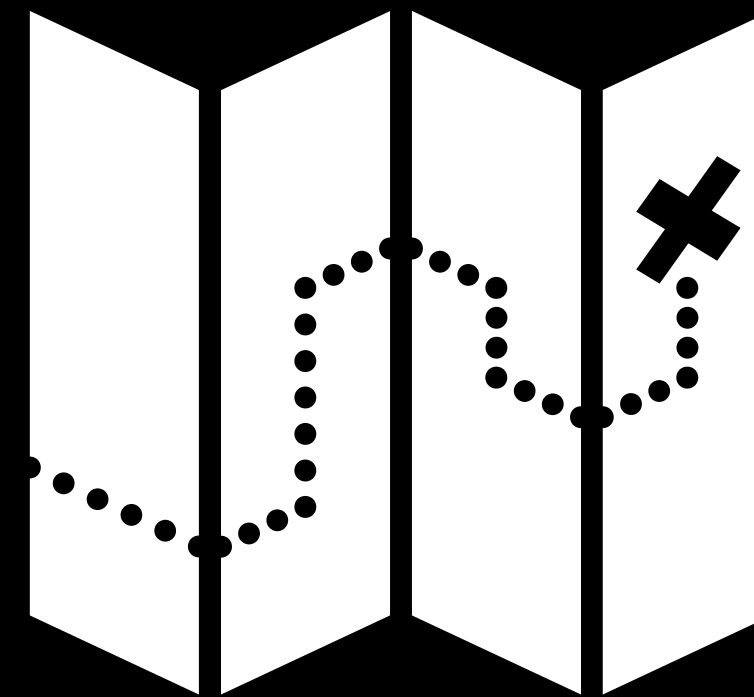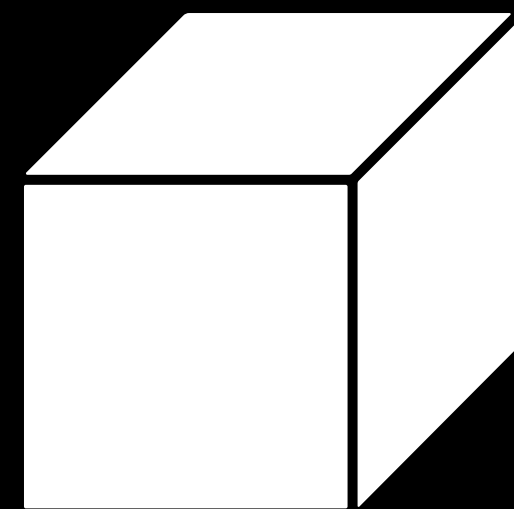ERROR   SCENARIO   TASK   CONTROL

Bill Verplank

Interaction Design
Sketchbook

Design:

Motivations

Collecting, Creating, Connecting

Space to accumulate digital **matter** over **time**

A space where it's easy to store things, easy to find things
and easy to build collections and collages of content

Design:

Motivations

"Writing is Rewriting.
Rewriting is Rearranging."

Collecting, Creating, Connecting

Spatial access to linked sets of media, through **Cards** and **Canvases** for the purpose of *manufacturing creative ideas*

A space for iterating symbolic and graphical "writing"

Design:

Information, Creative and Manufacturing use 3 architectural levels to control the flow of material (Storage, Cache, Process)

Meanings

Library, Office, Desktop, Cards

	Storage (All)	**Cache** (Some)	**Process** (One)
Information	**Library**	**Office**	**Desk**
Creative	**Collection**	**Studio**	**Workspace**
Manufacturing	**Warehouse**	**Factory**	**Machine**

Design:

How do you arrange these 3 levels into a single phone screen?
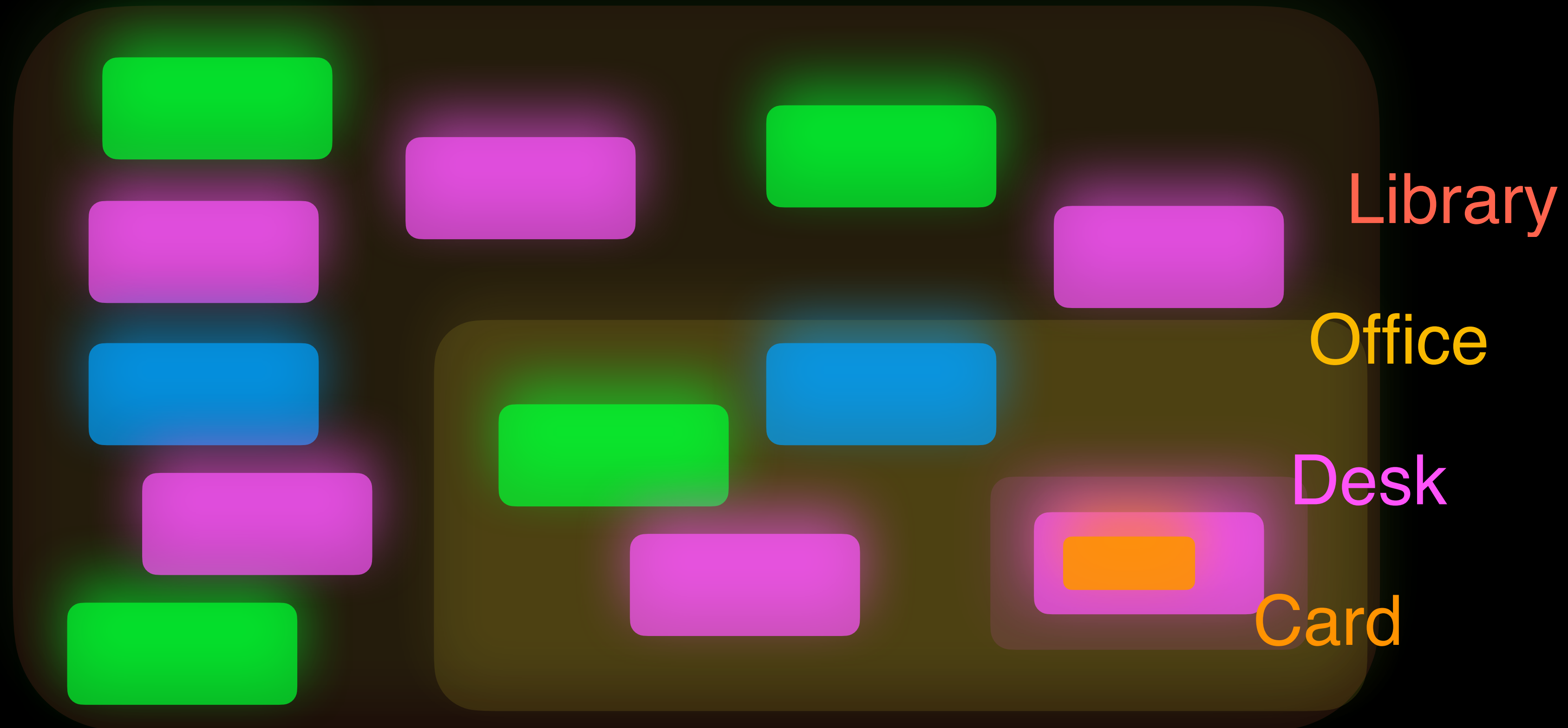
Meanings

Library, Office, Desktop, Cards

Library

Office

Desk

Card

Design:

Meanings

Library, Office, Desktop, Cards

Storage (All)

Finder   **Files**
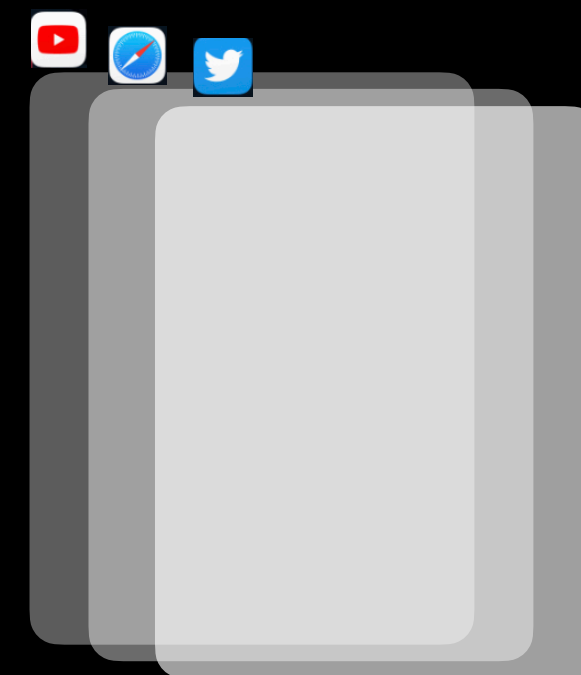
(MacOS)   (iOS)

Cache (Some)

Tabs
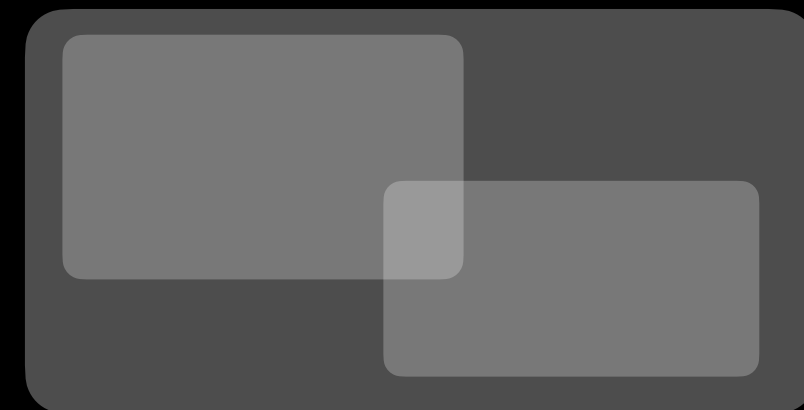
Apps

(MacOS)

(iOS)

Process (One)

Windows
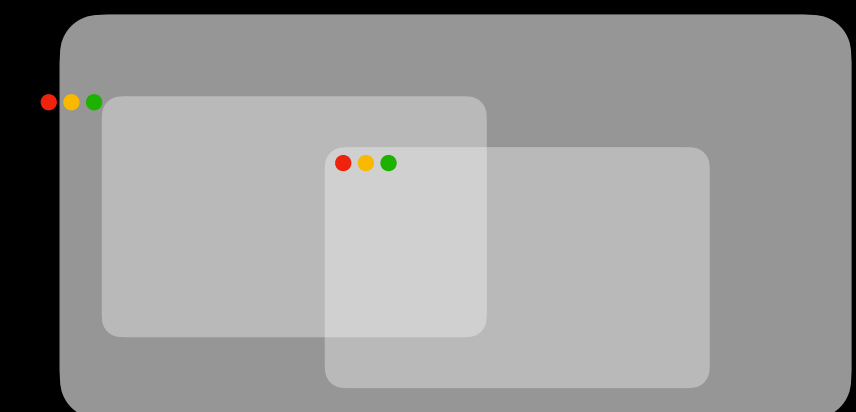
(MacOS)

Design:

Modes

Collections, Items, Tags

Desk, Office, Library

All media (files) are **Items**

The **Library** holds all **Items**

Items can be viewed on **Desks**

The **Office** holds all **Desks**

Design:

Goal is to turn collections (**Items**, **Desks**, **Office** and **Library**) into dynamic, shaped, ordered containers

Modes

Collections, Items, Tags

Desk, Office, Library

(permanent locations)

(temporary locations)

(dynamic information)

Library   **Office**   **Desks**   **Item**

[**Item**]   [**Desks**]   [**Item**]   [**Item**]
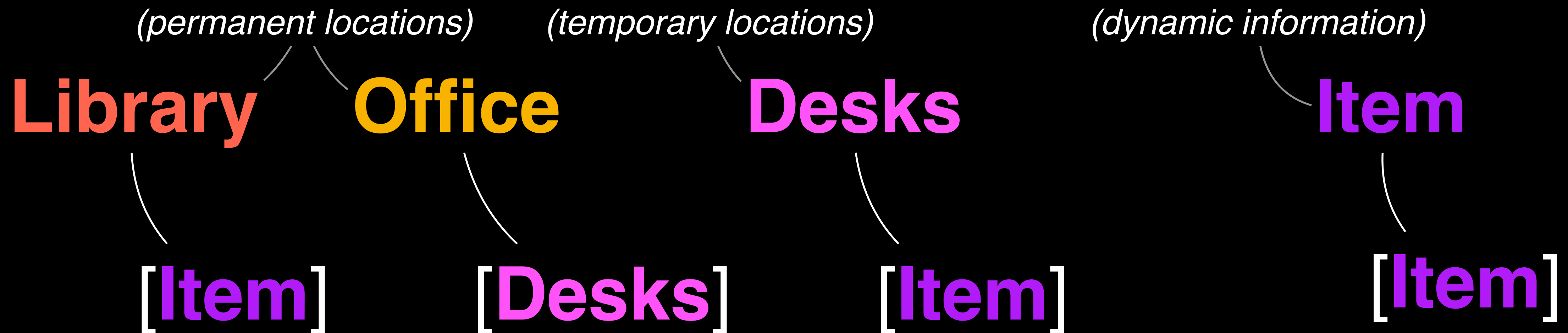
Design:

Modes

Collections, Items, Tags

Desk, Office, Library

We make collections dynamic, ordered, and shaped through:

Searching **Shaping**

Filtering **Exploring**

Sorting **Editing**

(collection)

Model | Task

(shaped, ordered container)

match text strings in exact or fuzzy ways

Search

select only items with properties equal to a discrete value, or within the range of a continuous value

Filter

Shape

Navigate

navigate inside container (scroll, zoom, page,…), or open item

Edit

add, delete, select, move,…

arrange matched, selected items in a specific order

Sort

apply a shape to items and lay them out in a container (list, grid, canvas,…)

(ordered collection)

(dynamic, shaped, ordered container)

Design:

Modes

Collections, **Items**, Tags

Desk, Office, Library

Item = File + Folder

(media + collection)

Item

file

Media

a single digital, text, audio, visual or sketch media

folder

Item Item Item

Collection

a set of other items

File

Note **Photo** **Video**

Web

Digital Text Audio Visual Sketch

Graphic

Drawing

Podcast **Song** **Recording**
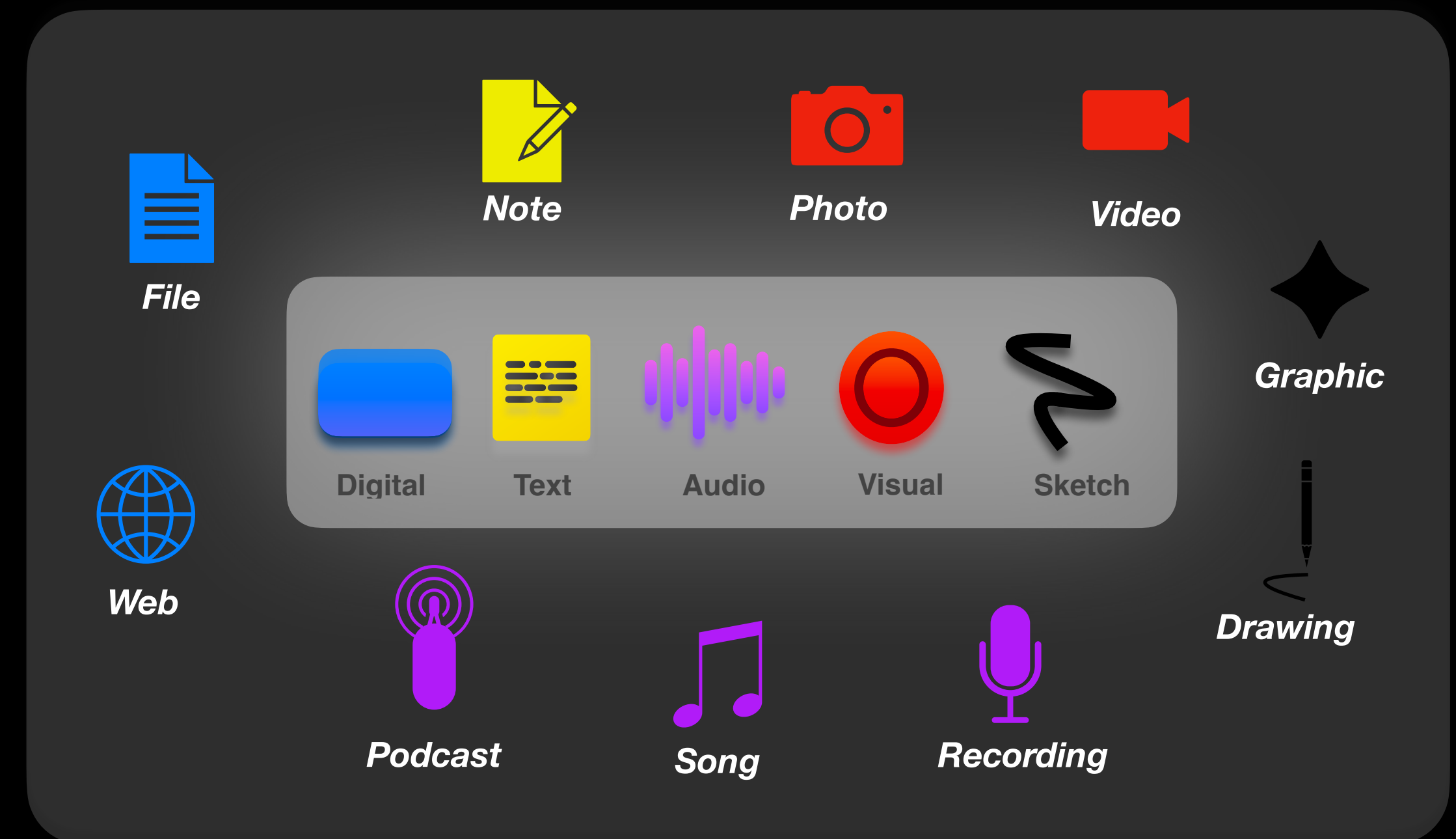
Design:

Mappings   Item, Desk, Office, Library

Canvas, Grid, List, Card, Slider, Editors…….

Content, Drawer, Sheet, Picker, Menu, Dialog, Toast

Roadmap

- Basic View and Data Architecture
  - Item, Media (some)
- Media: Text and Images
  - Plain Text
- Core Interactions:
  - Navigation
  - Share
  - Card Actions
  - Card Dragging
  - Card Selection
  - ...

- Expand and Refine View and Data
  - Add Tags, more Media
- Media: Recording, Music, Web, File, Sketch
  - Rich Text
- Some Media Interactions:
  - trimming
  - filtering
  - stylizing

- Expand and Refine View and Data
- Round out more Media types
- Implement more sophisticated card and media interactions (layouts, editing)

Improved iOS app

MacOS app

Sellable iOS app

watchOS app

iPadOS app

MVP

more media types, more complex interactions, more devices →

By Summers End

By Years End

Next Few Years

Far Off in the Distant Future

Basic Version

Phase 1

- Text
- List
- Card
- Color
- Font
- Search
- Filter
- Sort

Phase 2

- Images
  - Picker
  - Camera
- Card
  - Move
  - Scale
  - Rotate
- Grid
- Selection

Phase 3

- Audio
  - Recorder
- Music
- Files
- Web
- Canvas
- Cache

Phase 4

- Animation
- Haptics
- ….