

Goal

Audience

Technologies

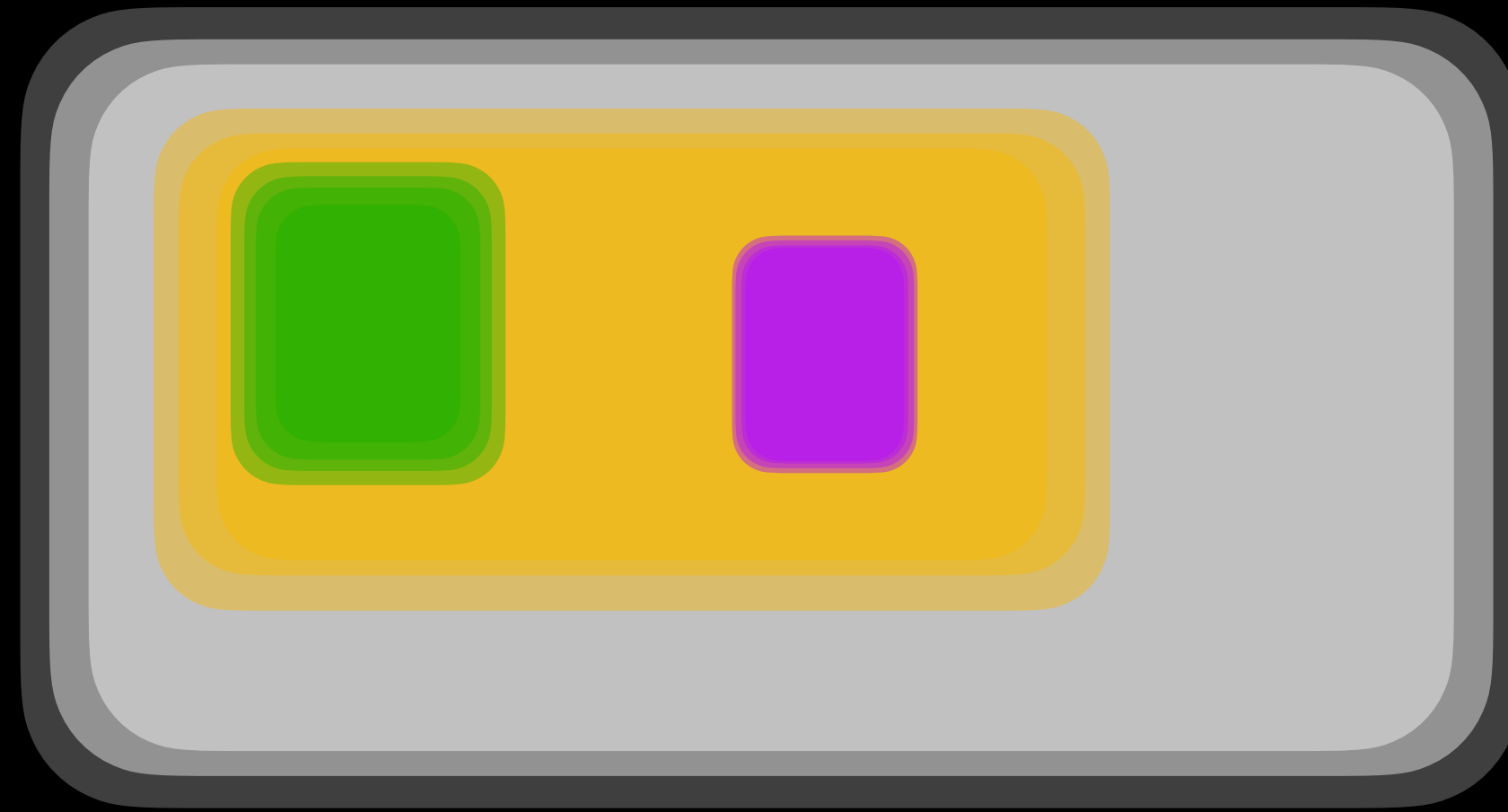
Design

Roadmap

Kard

Overview

Goal:



Spatial access to linked sets of media, for
the purpose of *manufacturing creative ideas*

A new way to collect and file digital possessions

Spaces to accumulate ideas

Canvas-based interactions

Goal:

“Writing is Rewriting.
Rewriting is Rearranging.”

A space for iterating symbolic and graphical “writing”

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



Audience:

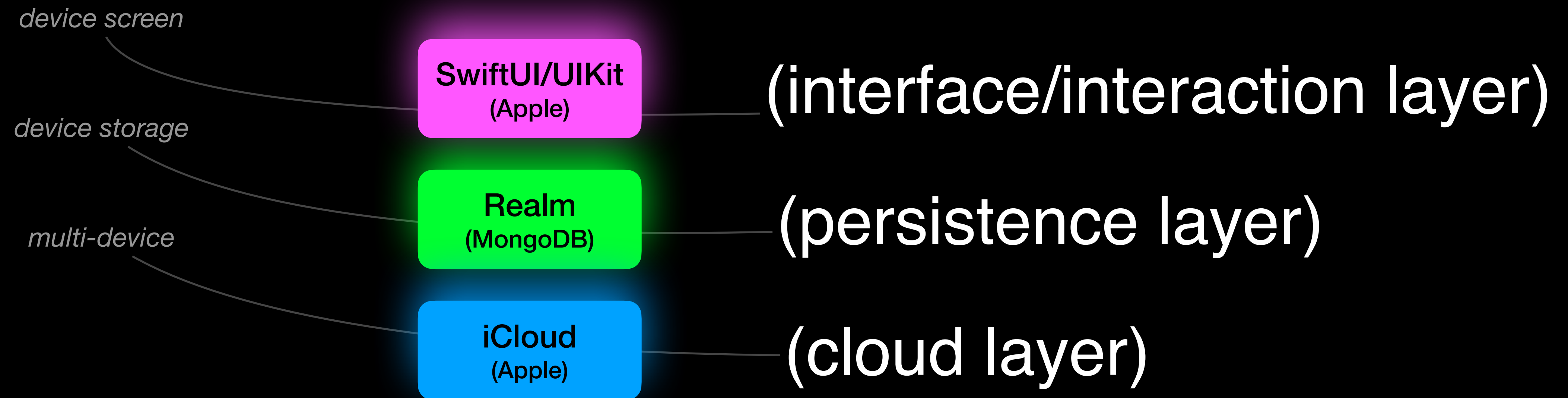
Anyone with an iPhone

(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:



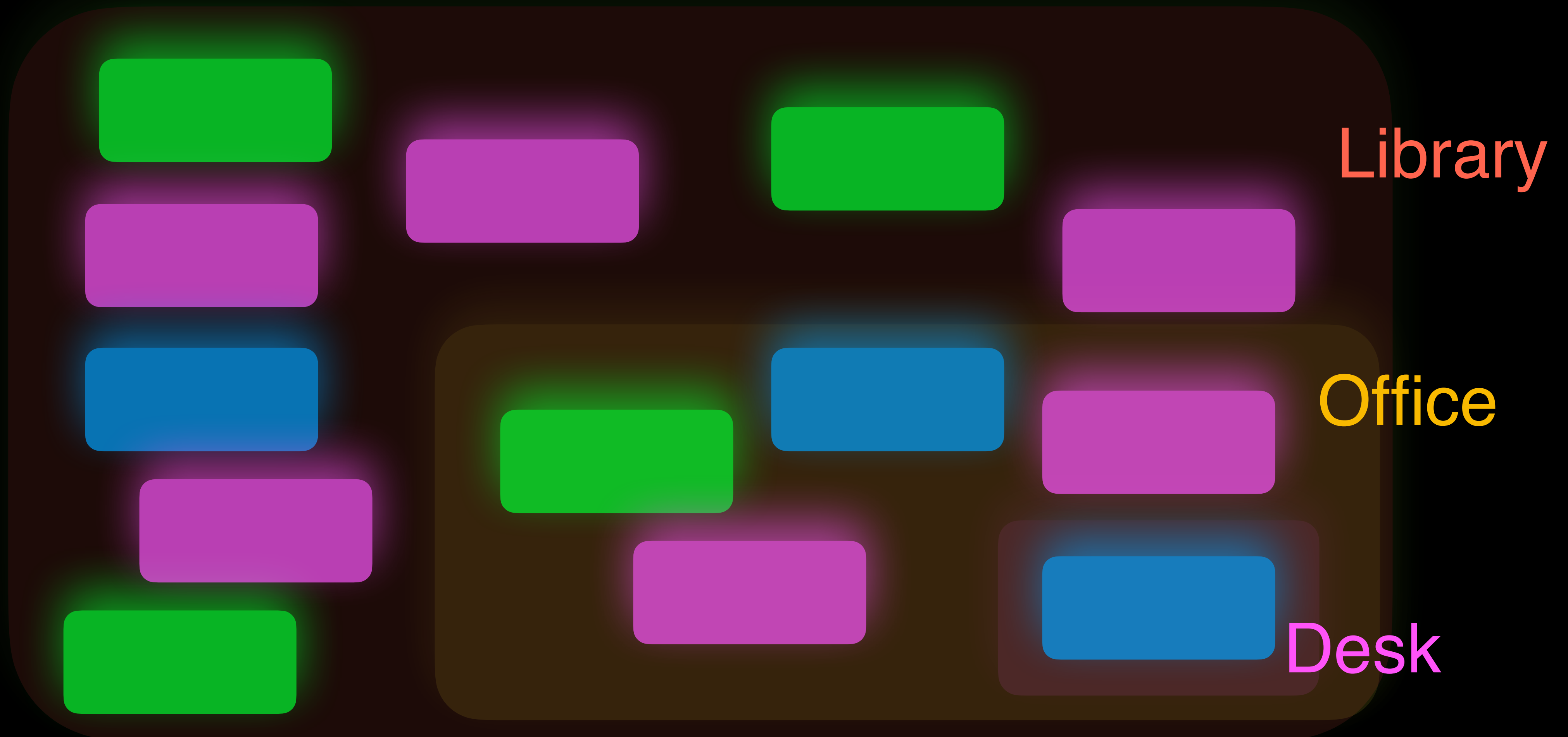
Design:

Information, Creative and Manufacturing architectures use 3 fundamental levels to control the flow of material

	<i>All</i> Storage	<i>Some</i> Setup	<i>One</i> Process
Information	Library	Office	Desk
Creative	Collection	Studio	Workspace
Manufacturing	Warehouse	Factory	Machine

Design: Core Interface Problem

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



Design: Data

All media (files) are **Items**

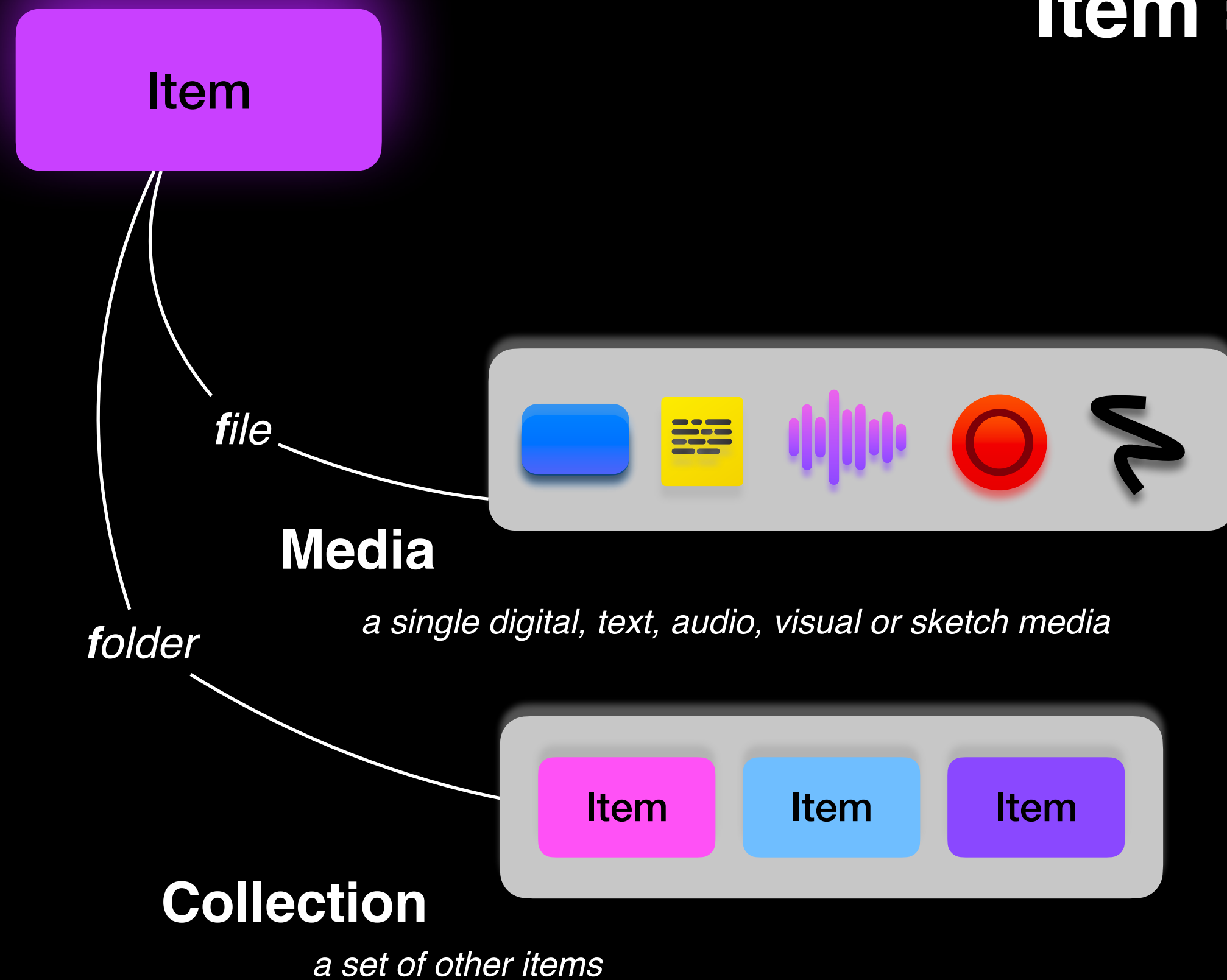
The **Library** holds all **Items**

Items can be viewed on **Desks**

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

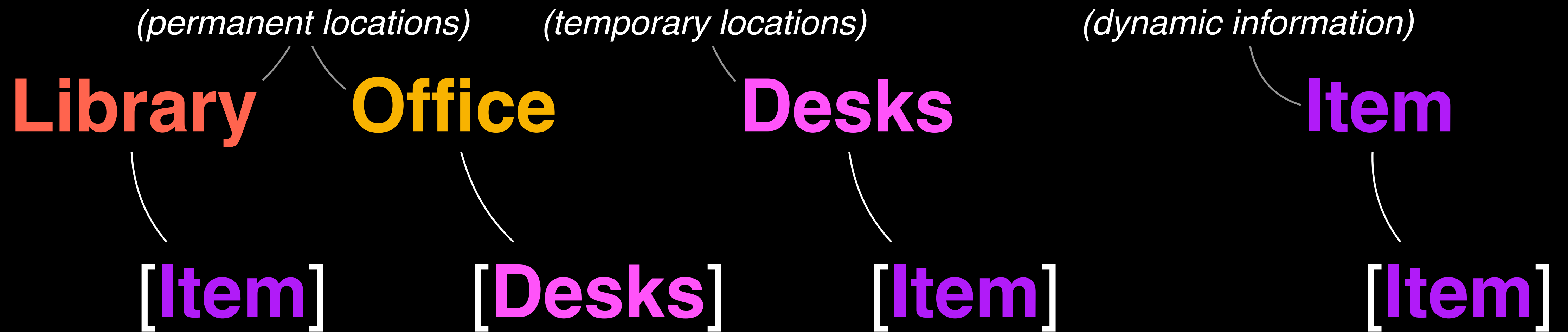
Design: Item

Item = File + Folder
(media + collection)



Design: Collections

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



Design: Collections

Library

[**Item**]

Office

[**Desks**]

Desks

[**Item**]

Item

[**Item**]

We make collections dynamic,
ordered, and shaped through:

Searching

Shaping

Filtering

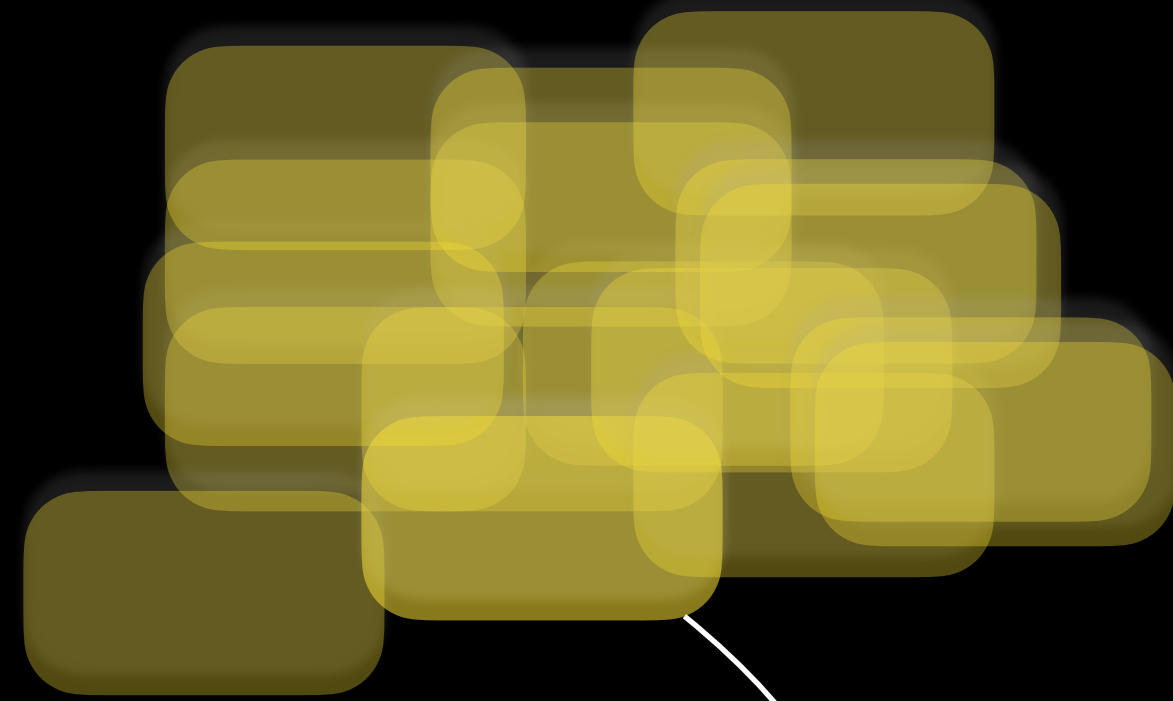
Exploring

Sorting

Editing

Design: Collections

(collection)



match text strings in exact or fuzzy ways

Search

Filter

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

Sort

arrange matched, selected items in a specific order

Shape

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

(ordered collection)

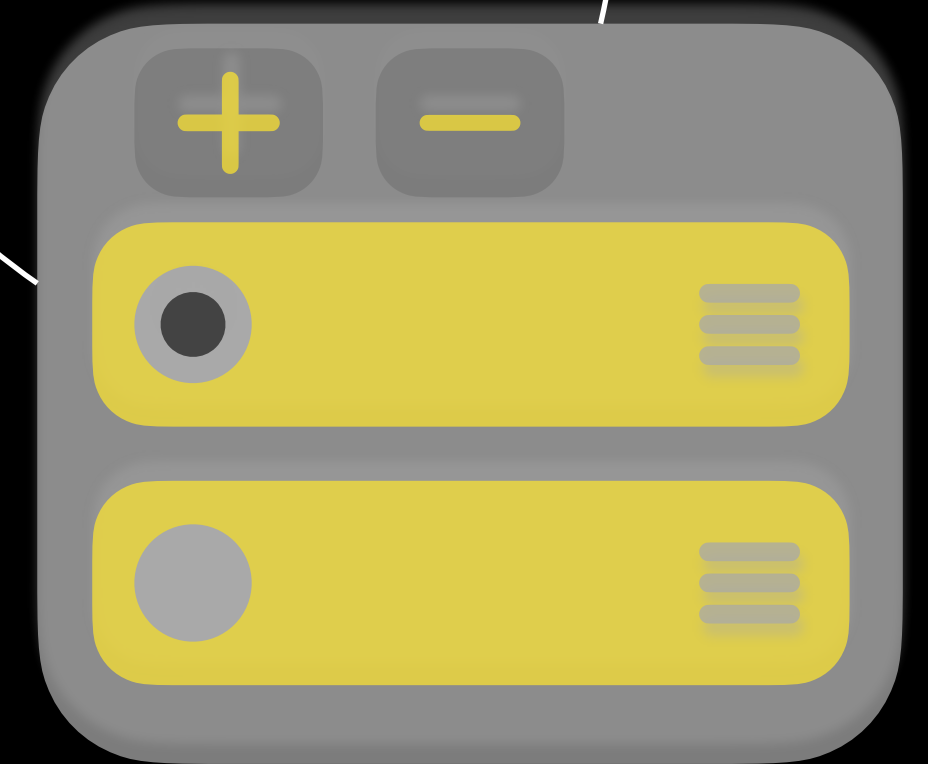
(shaped, ordered container)

Edit

add, delete, select, move,...

Navigate

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



(dynamic, shaped, ordered container)

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)

MVP

Sellable iOS app

Improved iOS app

watchOS app

MacOS app

iPadOS app

more media types, more complex interactions, more devices

By Summers End

By Years End

Next Few Years

Far Off in the Distant Future