

INKredible

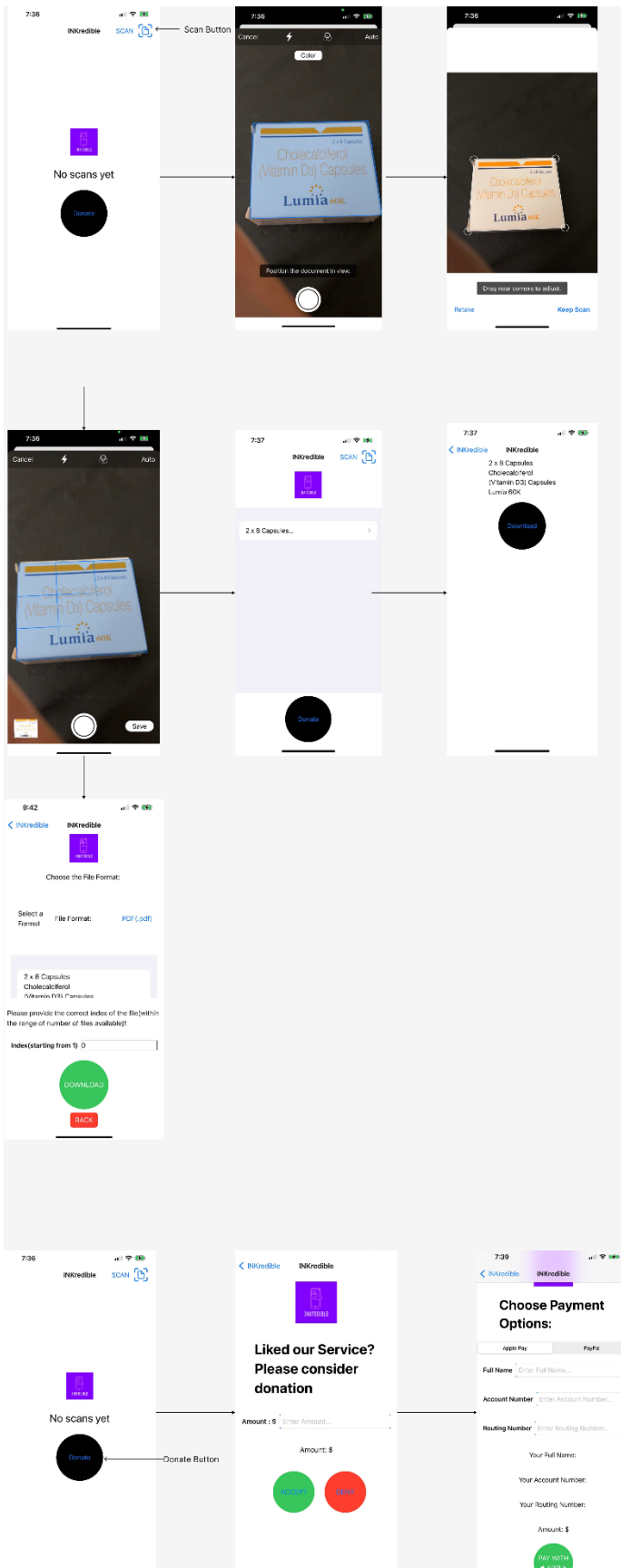
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Introduction

Our application is designed with simple UI/UX design and low barrier of entry in mind. Application does not have any login/registration requirement as we have identified this will not be needed for our offering. User can simply download application from store and start using it right away. All the component displayed on the screen are absolutely required and we have eliminated any button or selection that is redundant. We believe this simplistic design approach will offer user seamless experience without compromising any core aesthetic of the application.

Final Design:

Scan Flow and Payment Flow



Golden Path:

- User will click on "scan" button on the top right corner of the screen
- User will be directed to camera view
- User will capture picture of document
- User will be provided preview of picture and crop option and "keep scan" button to get cropped part of image
- User will save the image
- User will be directed to the page where they can see list of documents scanned during the current session as list
- User will select the desired document
- User will be presented with preview of document and download button
- User will be directed to the page where they can select file type and enter file index from previous list
- File will be downloaded to user's file manager

Success Criteria

- Translation without error: Handwriting and doodle varies based on persons and handwriting patterns. We would like to achieve 95% or higher accuracy on translation to consider a translation successful.
- Number of application downloads: As application is designed to be self-contained application without login requirement, we will be relying on number of downloads to estimate success of our application. For marketing, we will rely on recommendations from user and expect number to grow gradually.
- Number of successful executions: We will provide user option to report crash and 99.9% or higher successful execution will be marked as success. Also, we will log Google's API response to track over success/failure transaction.