

MindMapper: A side project

By: Tanu Chellam

Background on Tanu Chellam



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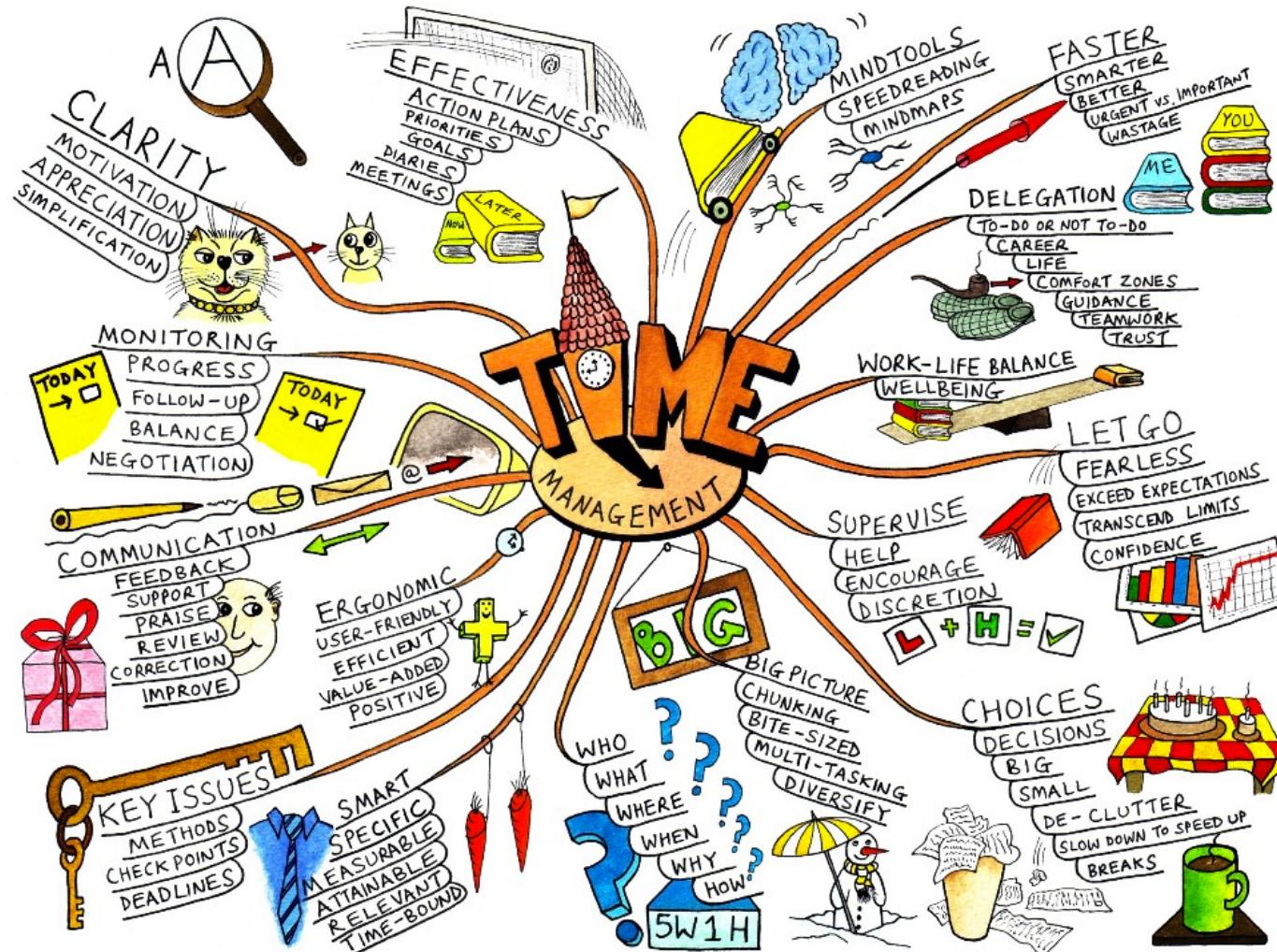


Founding Member, Business Strategy, Ombud, Engagement Lead



Business Manager, Internal Strategy

What is a Mind Map?



“

A Mind Map is a powerful graphic technique which provides a universal key to unlock the potential of the brain. It harnesses the full range of cortical skills – word, image, number, logic, rhythm, colour and spatial awareness – in a single, uniquely powerful manner.

”

Tony Buzan, Inventor of Mind Mapping

Target Audience: USA only for MVP

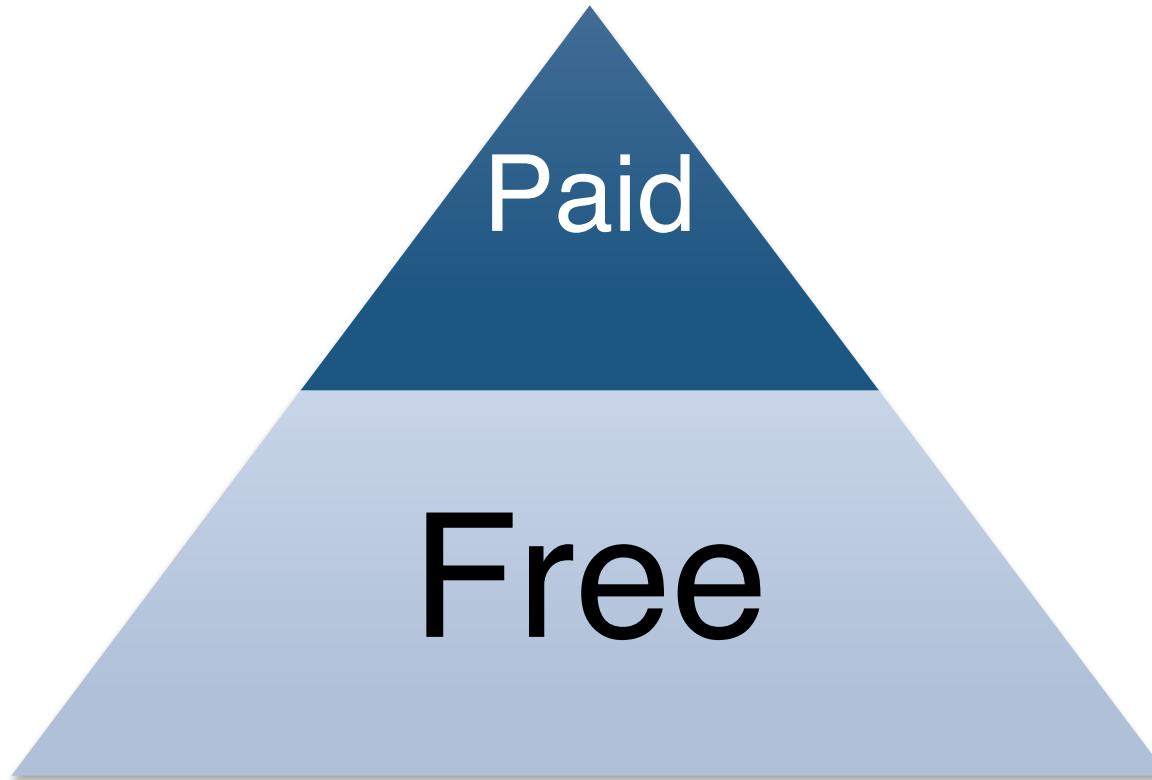


Working Professionals



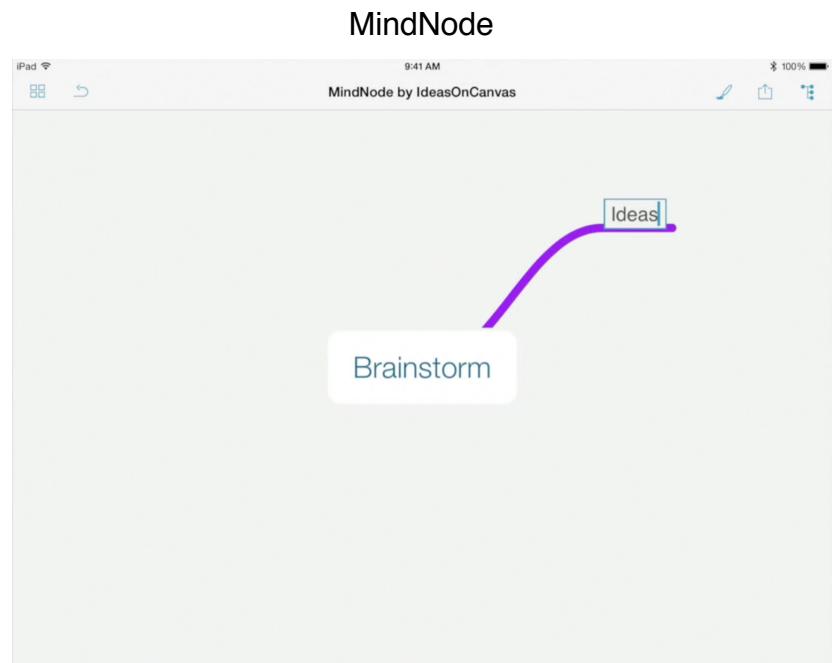
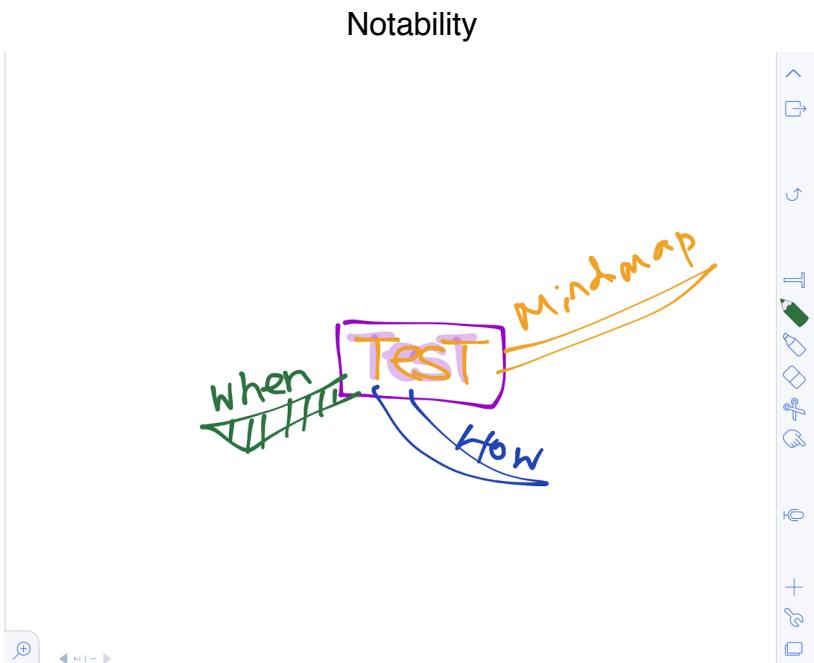
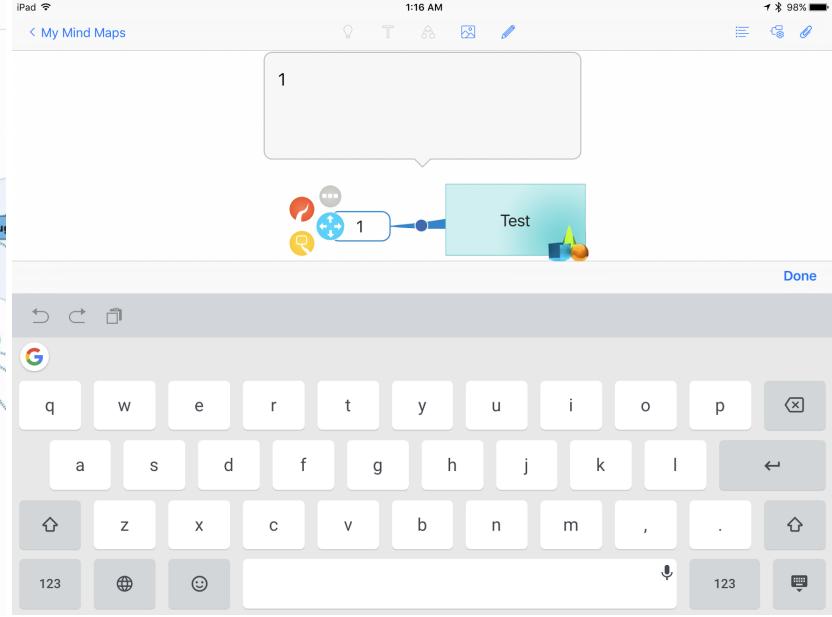
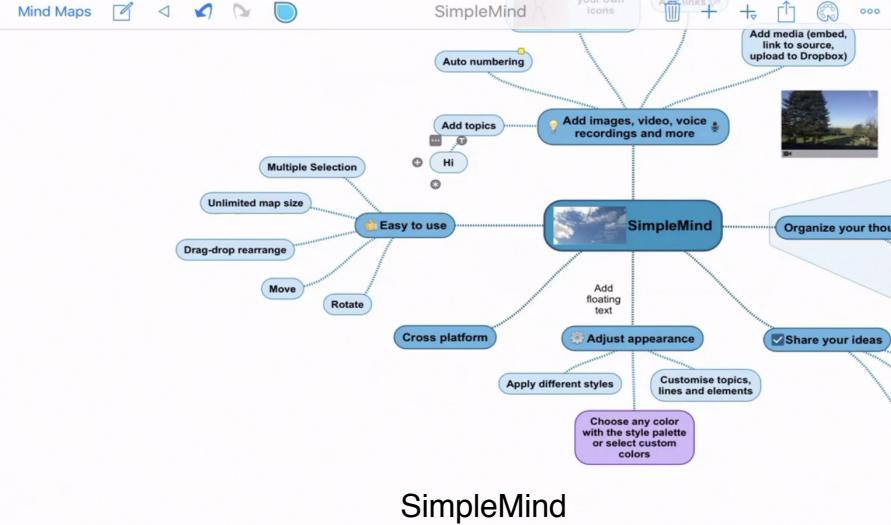
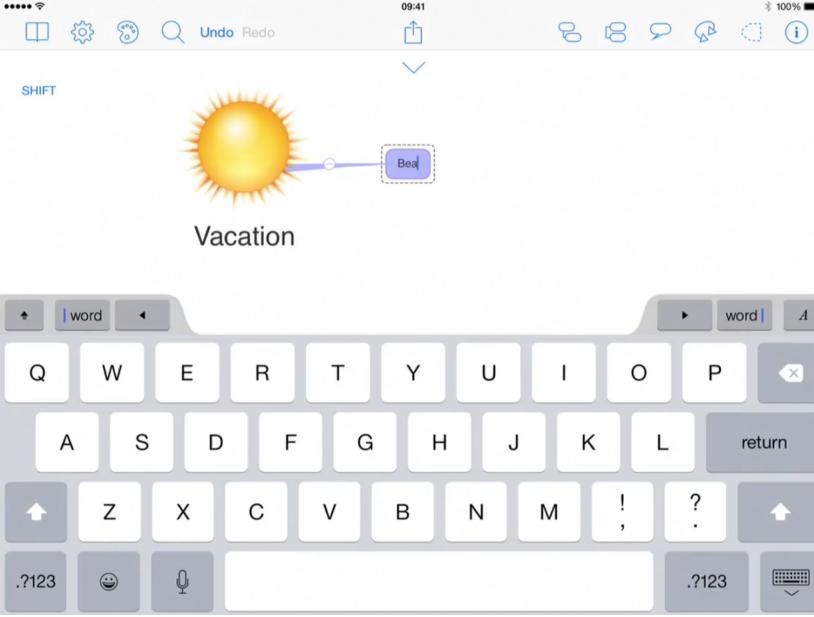
College Students

Monetization: Freemium

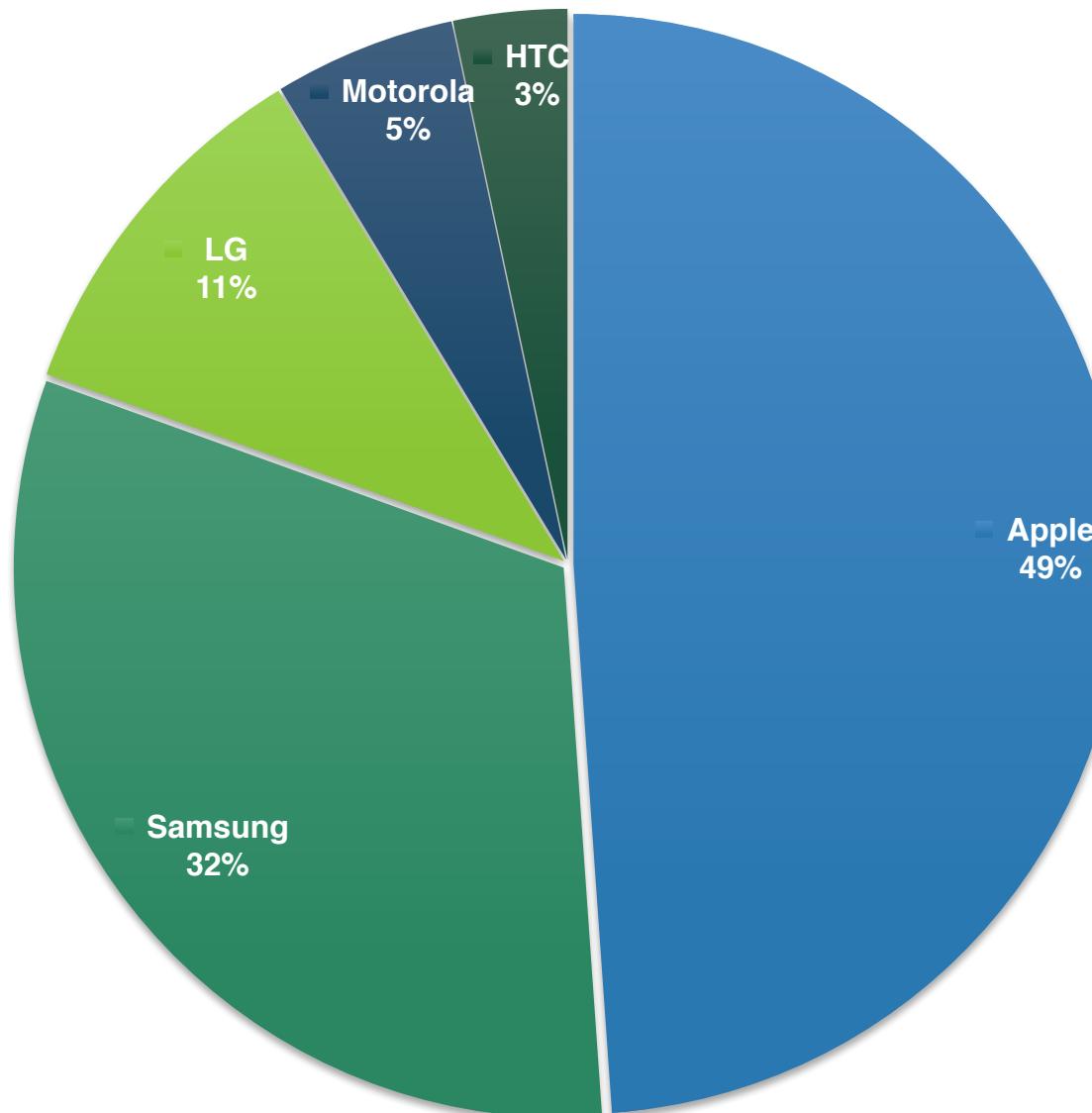


Top Use Cases

Paid?	Version	#	User Stories
	MVP	1	As a user, I want to be able to use a mindmapping tool on my iPad and then review it on my iPhone so that I can upkeep notes across iOS mobile devices while in meetings or discussions.
	MVP	2	As a user, I want to be able to Create, View, Edit and Delete mind maps, so that I can use it to take notes.
	MVP	3	As a user, I want to be able to type or draw to create the mind maps so it notes down my ideas and preserves them as recognized text automatically.
	MVP	4	As a user, I want to label mind maps with names so that I can refer to topics for clarity, or by default have it named by timestamp + location.
	MVP	5	As a user, I want to share my mind maps by exporting it to a common file type like PDF/JPEG/PNG so that my friends or coworkers can see my mindmaps.
PAID	MVP	6	As a user, I want to be able to scan a hand-drawn mind map that is converted into an electronic format with automatic text recognition so that I don't have to create it from scratch to create an electronic format.
	MVP	7	As a user, I want to be able to share or delete multiple mind maps at the same time so that I can perform bulk actions instead of clicking into each one separately.



Requirements: iOS App for MVP

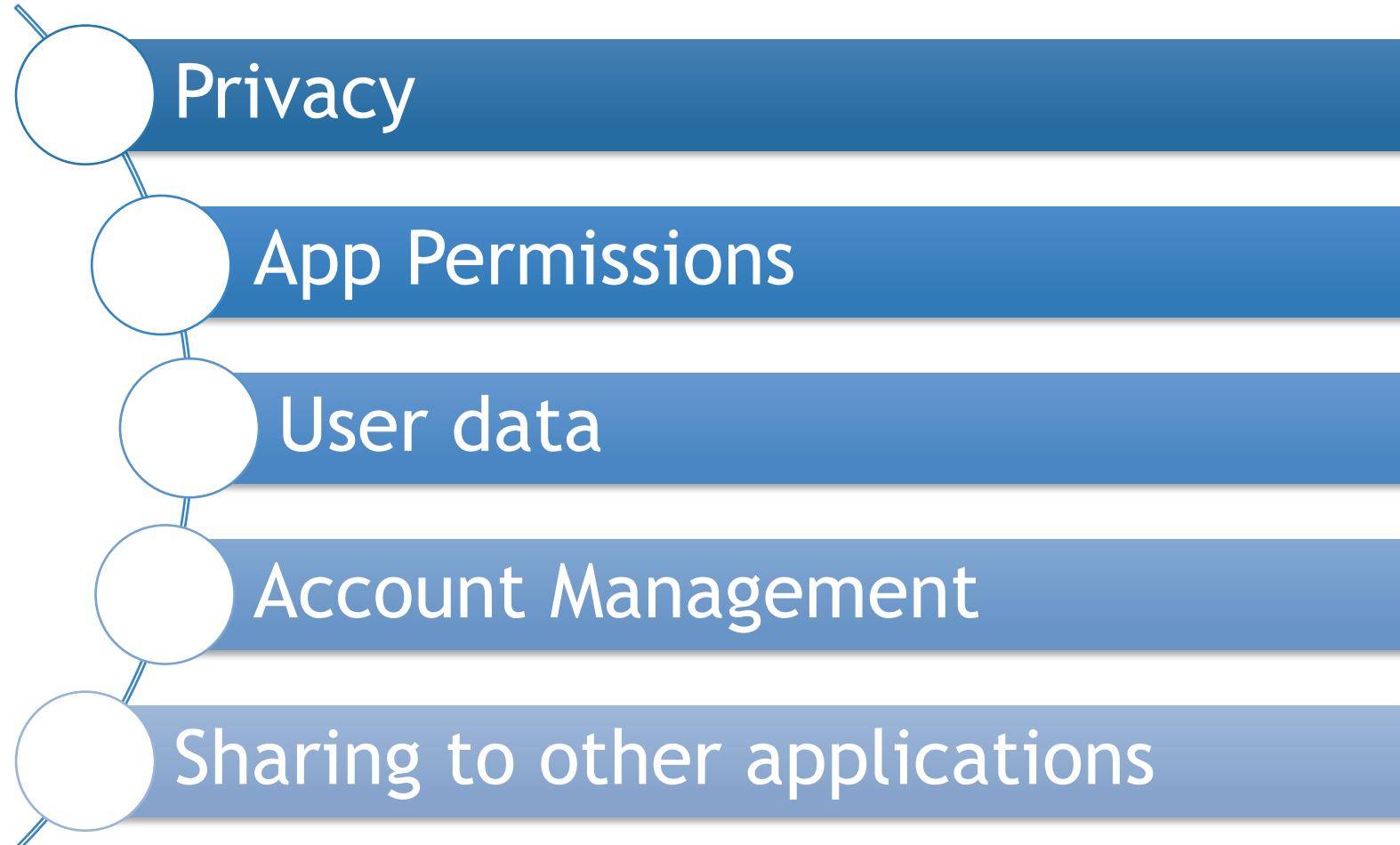


Workflow - Demo

<https://invis.io/QNBMIJAPY>

Internationalization and Security

No internationalization for MVP since only US

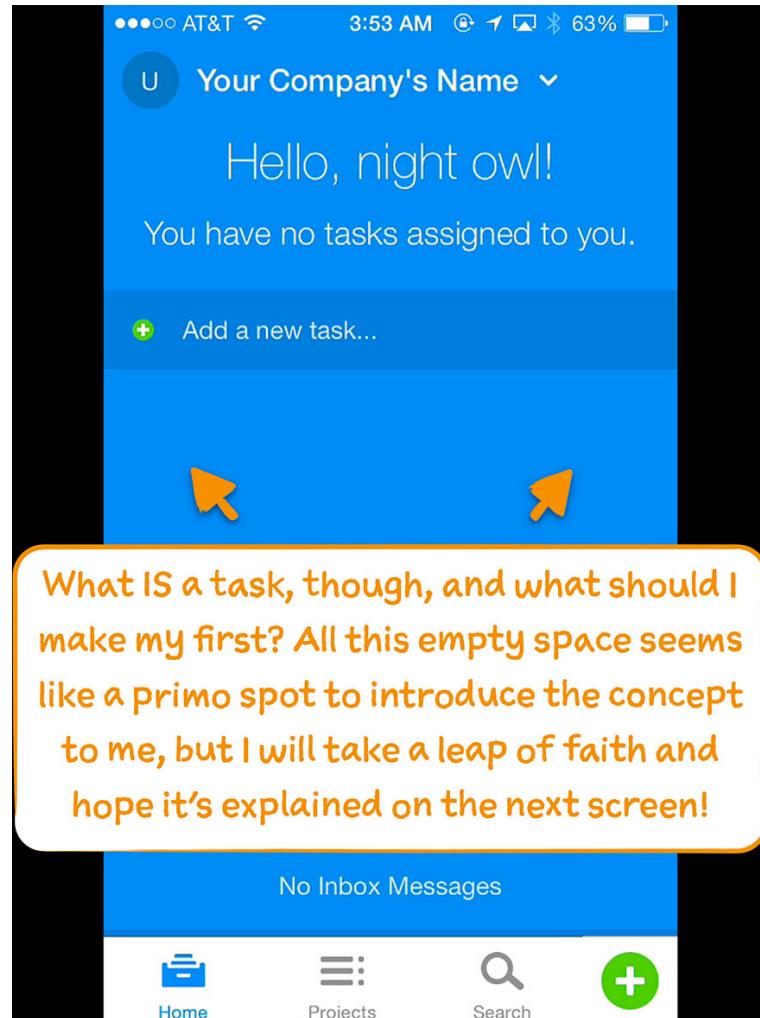


Future Versions

Paid?	Version	#	User Stories
	2	8	As a user, I want to group certain mindmaps together if they are related so I can organize them.
	3	9	As a user, I want to be able to label, tag, and color-code mindmaps for easier finding.
PAID	2	10	As a user, I want to be able to search mindmaps by looking for keywords instead of having to click through each mind map to find what I want.
	2	11	As a user, I want to be able to sort mindmaps on info such as date modified or name for better organization.
PAID	4	12	As a user, I want to have offline access to the more recent specific mindmaps I choose, so that I don't have to rely on my internet to access.
	5	13	As a user, I want to be able to collaborate with others so that we can work together to create mindmaps.
	2	8	As a user, I want to group certain mindmaps together if they are related so I can organize them.

Learning Points

First time user walk-through



iPad and iPhone experiences are related but not the same



Questions?

Thank you!