

MINDMAPPER

PRESENTATION

<https://drive.google.com/open?id=0B4uL1OLRX318SkxkT1hrRDBnQmc>

CONSUMER NEEDS

“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. In so doing, it gives you the freedom to roam the infinite expanses of your brain.”

-Tony Busan, Inventor of Mind Mapping

Despite being such a powerful tool for brainstorming, learning, note taking and presentations, there is not a good electronic Map Mapping tool. Consumers are severely lacking intuitive options to use, and the gap is that none of the graphing tools are able to convert handwriting to electronic Mind Maps accurately. This application aims to do this.

GOAL

A simple tool that I can use to mindmap certain ideas in order to communicate them easily. This is an iOS mobile app (iPhone and iPad) that can detect handwriting and import hand-drawn Mind Maps and convert them into electronic Mind Maps efficiently.

In essence, the application should enable:

- Not having to use paper so the users can have electronic copies easily accessible
- Easy note-taking
- Present using mind maps

TARGET AUDIENCE

Working professionals and college students.

MONETIZATION

Freemium upgrade to a second tier for paid features.

USE CASES

Personas to take into account: College Students and Working Professionals

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

- Consumer facing app
- Focus on creating a mobile app for iOS for the first version of this tool since there are more iOS users than other mobile operating systems in the US
 - It has to be downloadable from the app store
- Premium upgrade to a second tier for paid features

WORKFLOW

On Invision using Wireframes: <https://invis.io/QNBMIJAPY>

INTERNATIONALIZATION

No internationalization for this version, US only. Future versions will be translated and adjusted for the target markets accordingly.

SECURITY CONCERNS

- Privacy
- App Permissions
- User data
- Account Management
- Sharing to other applications

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.

OTHER IDEAS:

- Text based ads on free version but not in the note-taking section, only in the menu sections, at bottom