

OVERVIEW

MOBILE APP PROPOSAL
SAVED

BRIEF

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SAVED

THE PROBLEM

Today, we live in the digital age where writing information down and carrying around documents should be a thing in the past. This is where Saved come into play. Saved is a mobile app that let you take quick picture of informations and documents and stored and organized them in a appealing and easy to use manner for a later date when you need it.

TARGET AUDIENCE

Students & Teachers

Businessman

Self-employed

PROJECT CONCEPT

Saved is designed to help everyone be more organized and productive. Long gone the days where we have to write things down on paper and pencil, carry around heavy stack of paper around the campus, or having that constant fear of losing or misplacing that important paper when you needed it most.

USER VALUE PROPOSITION & BENEFITS

Improved organization on user daily lives

Boost productivity

Help user stay on task

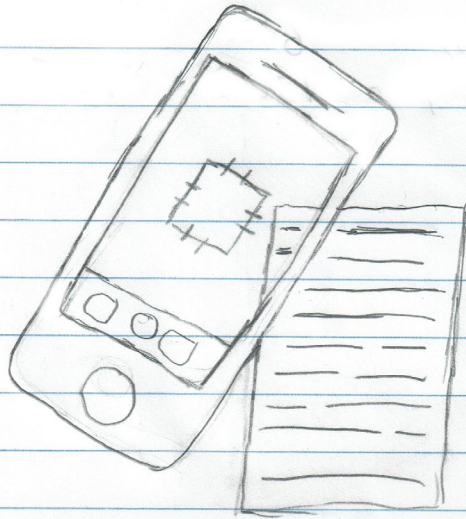
Free up personal carry loads

ASSUMPTIONS AND RESEARCH

Research are done by looking what other notes taking apps, task management apps, and organizations tools offers to the users that are beneficial and find ways to incorporate those features into Saved. Examples of apps with bad characteristic will also be analyzed to avoid poor user experience design decisions.

CONCEPT

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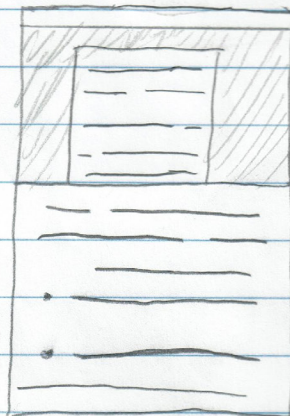
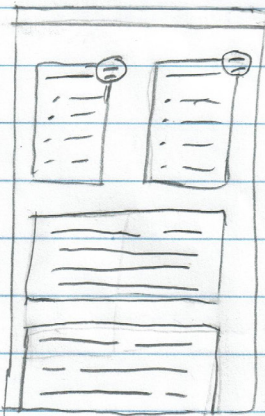


- Take pic of
- Recipe, Sign,
Doc, Receipt

- Phone Scan
text for info

- Store pic as
note

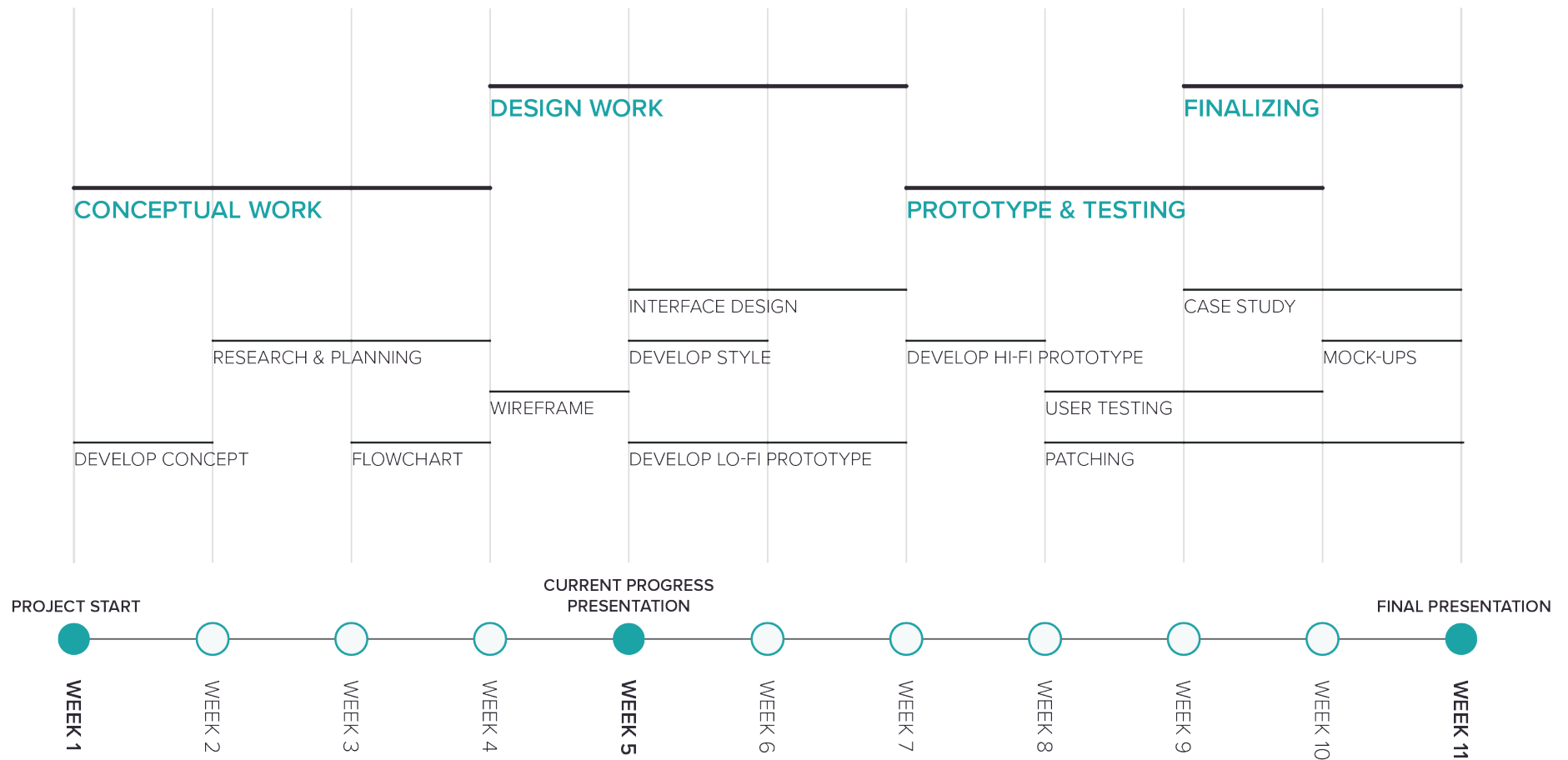
- Organized into
section



- Take picture of recipe, sign, document, and receipt
- App will scan the image for information
- Information will be stored with original picture
- App will intelligently organized the stored information into relevant section

TIME-LINE

SAVED | 4



FEATURES

CREATE NOTES

User will have the ability to create quick notes with texts, images, videos, audios, and files.

QUICK SNAP

User will have the ability to take multiple quick pictures using their smartphone build in camera and have it saved locally on their device or over the cloud to view on other synced devices.

PICTURE TO TEXT SCAN

User can scan a picture taken by Saved or an existing picture on their device and convert the detected text within the picture into rich text that can be edit, copy and pasted into other apps using Saved intelligent AI system.

MATRIX BAR CODES DETECTION

With intelligent AI system, Saved will automatically detect and read matrix bar code such as QR code, GTIN bar code, UPC, Aztec code and many more within an picture and present the information in a well organized and easy to read manners to the user.

VIDEO AND AUDIO RECORDING

Along with pictures, user can also record videos and audios with the Saved apps and have it store locally on their device or over the cloud to view on other synced devices.

SPEECH TO TEXT

With Saved intelligent AI system, user will have the ability to convert recorded audio into rich text that can be edit, copy, and pasted into other apps.

ORGANIZATION TOOLS

Saved will have organization tools that will help the user organize their notes. Tools such color coded notes, categorized folders, pinned important notes, tags for easy search and many more.

SEARCH

User will have the ability to search through their library of notes base on tags and key-terms.

USER ACCOUNTS

User will have the option to set up an cloud-based accounts with limited storage to store their notes for viewing and editing on other synced accounts.

COMPETITIVE ANALYSIS

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EVERNOTE

FEATURES

Notebooks

Tags

Share

Attaching images, videos, audios, and files

Account sync between multiple accounts

Set reminder

Search

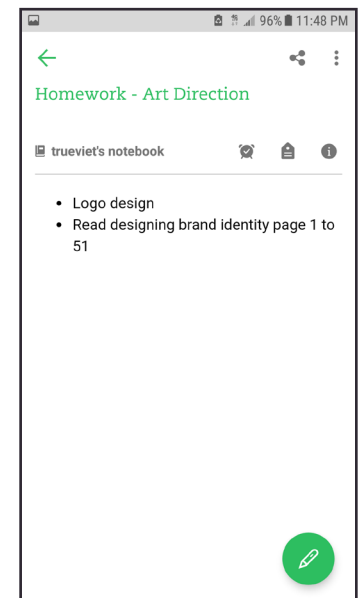
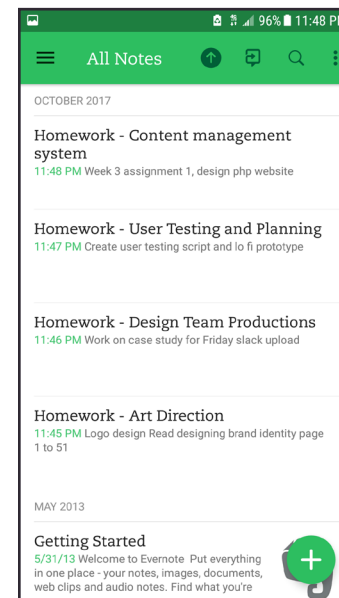
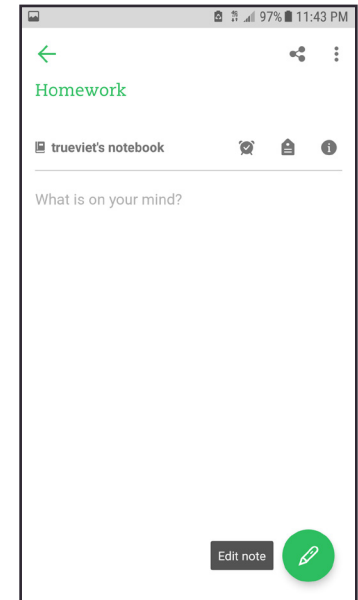
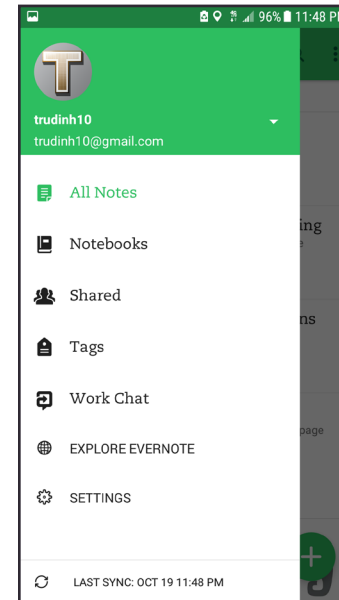
Work Chat

DESIGN

A clean, simple, and modern design

Primary green color

Hamburger slide menu



COMPETITIVE ANALYSIS

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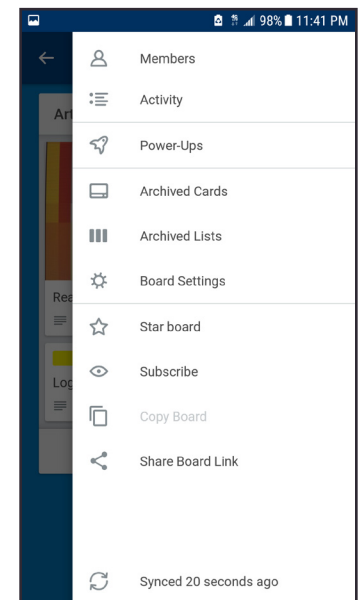
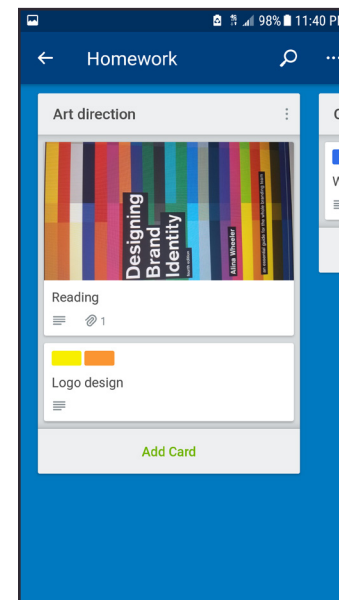
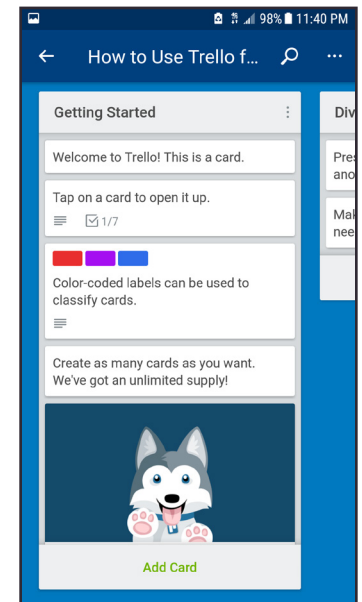
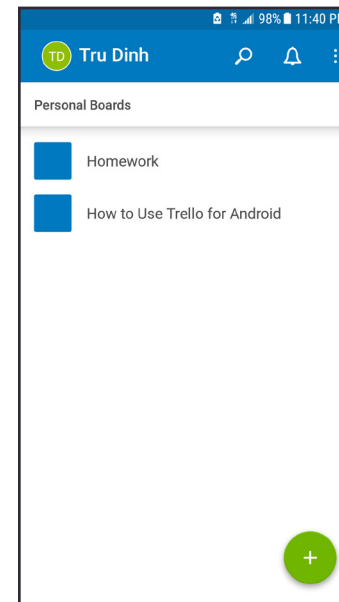
TRELLO

FEATURES

- Boards
- Cards style notes
- Share
- Attaching images, links and files
- Account sync between multiple accounts
- Search
- Add due date
- Add other members to your board
- Set labels on card

DESIGN

- A clean, work feel design
- Card style design layout
- Primary blue color (can be changed for personalization)
- Hamburger slide menu



COMPETITIVE ANALYSIS

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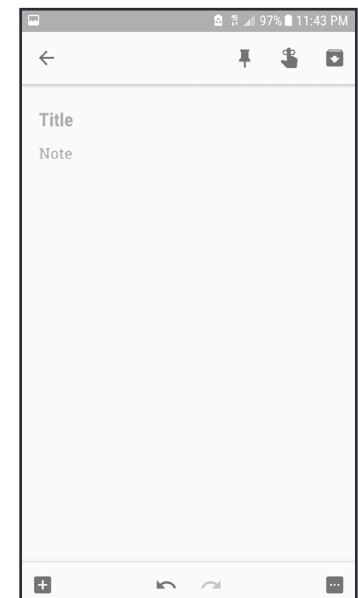
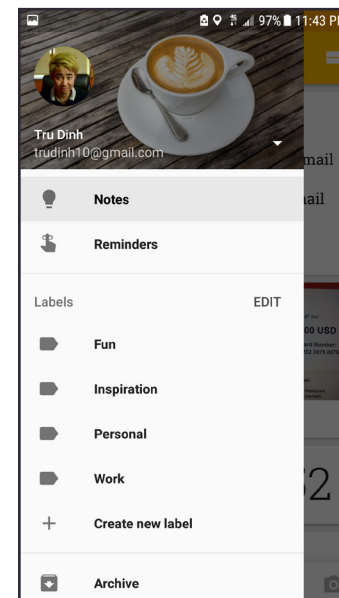
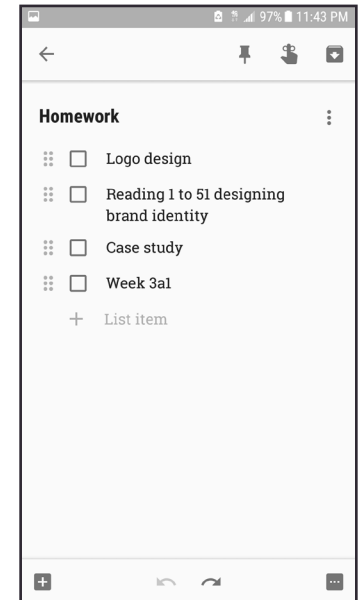
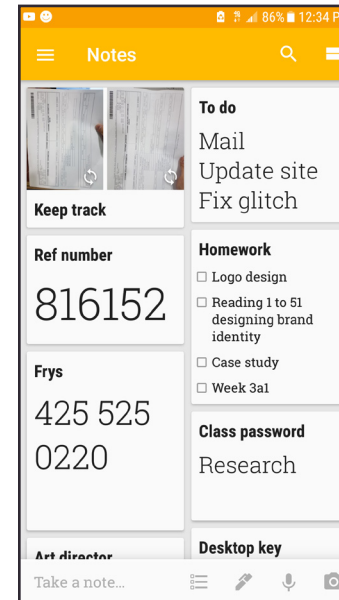
GOOGLE KEEP

FEATURES

- Cards style notes
- Pin card
- Attaching images, links, audios and files
- Account sync between multiple accounts
- Set reminder
- Search
- Set labels on card
- archive notes

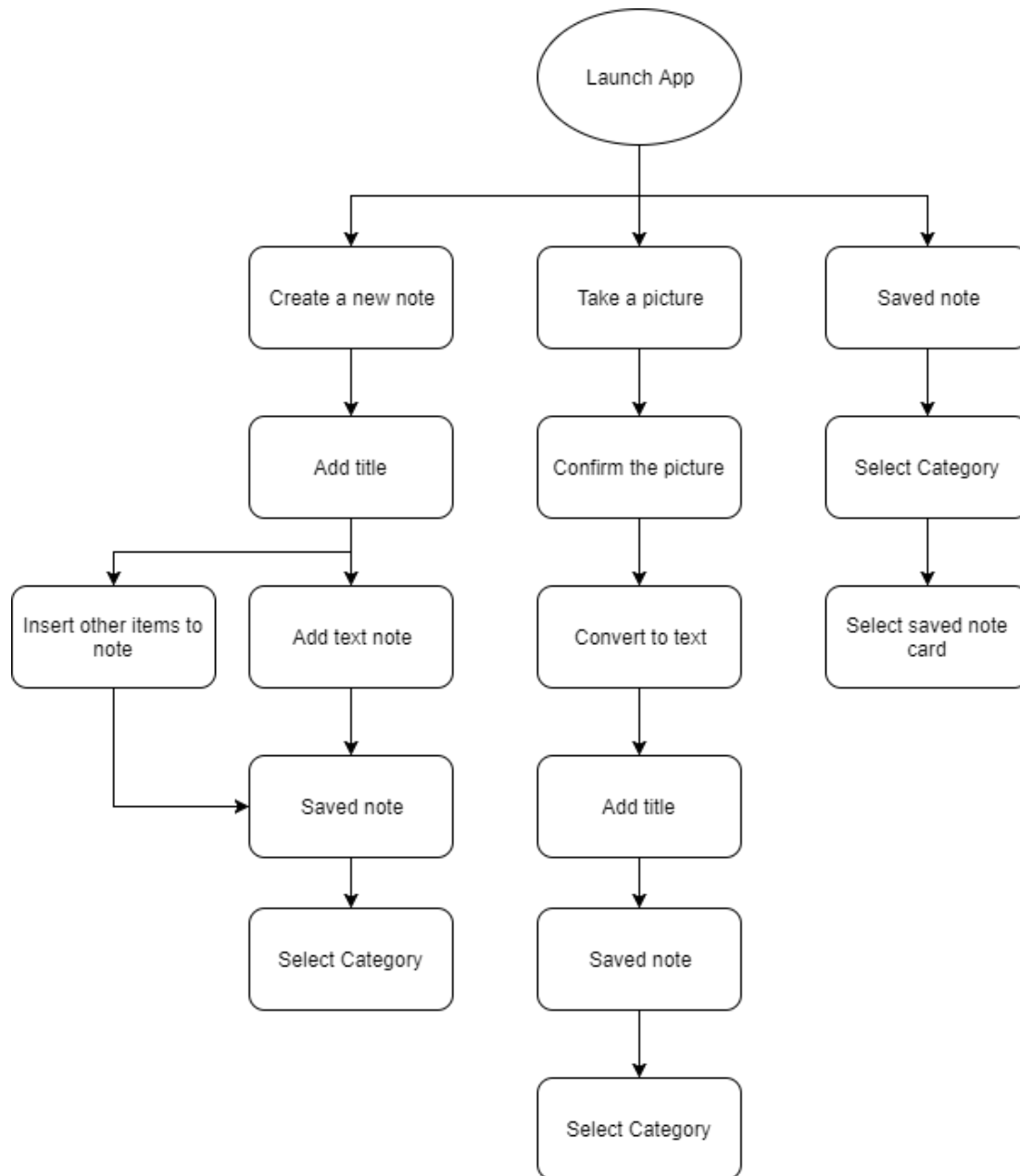
DESIGN

- A clean and simple design
- Card style design layout
- Primary yellow color
- Hamburger slide menu



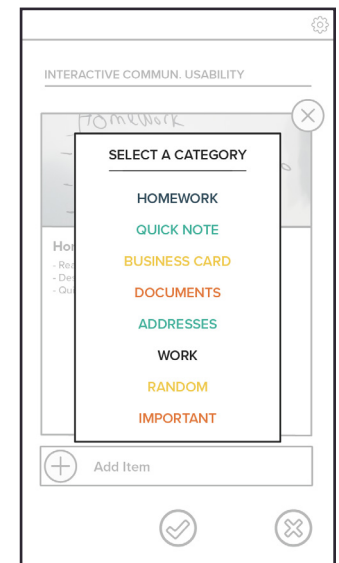
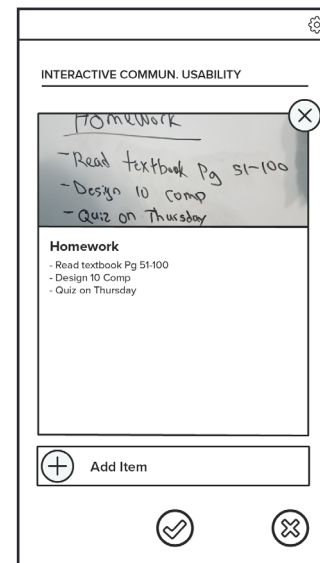
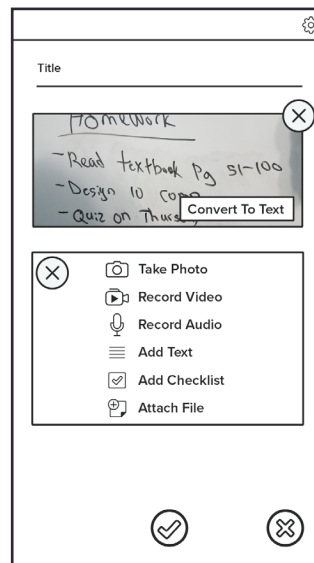
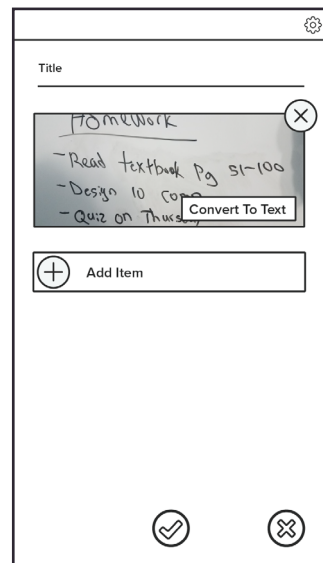
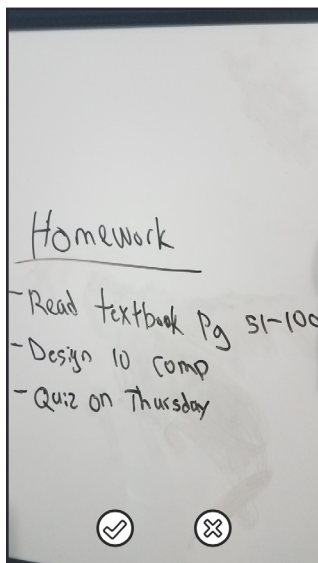
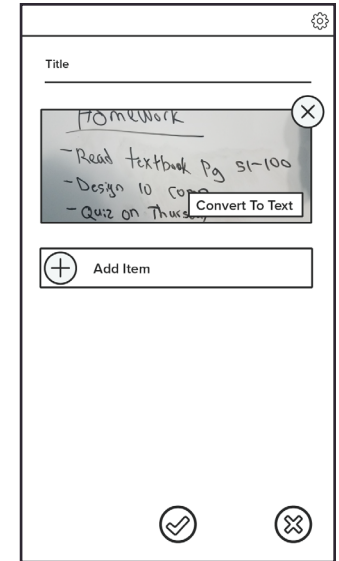
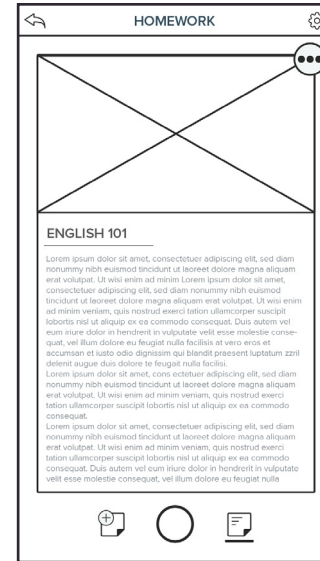
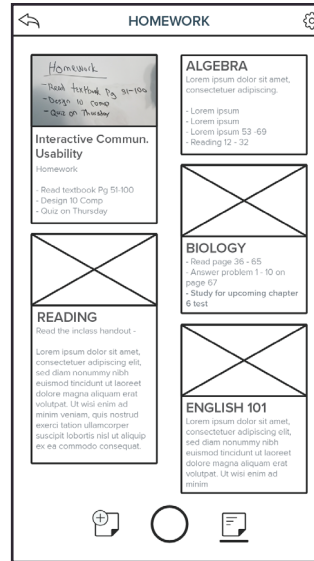
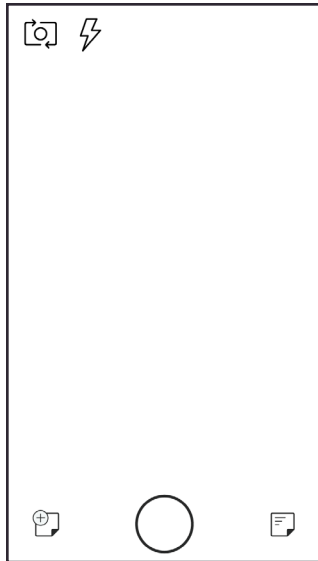
FLOWCHART

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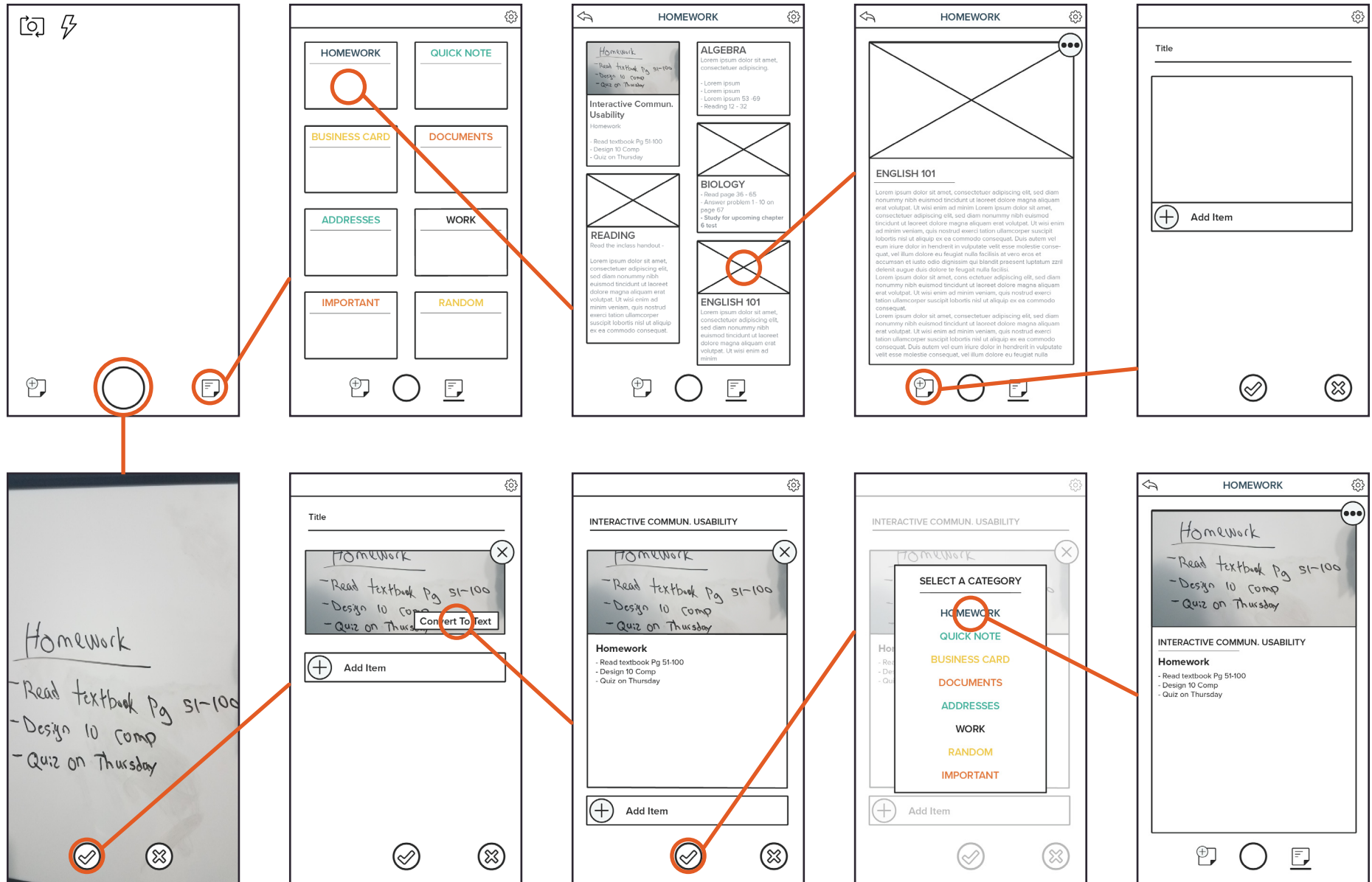
WIREFRAME

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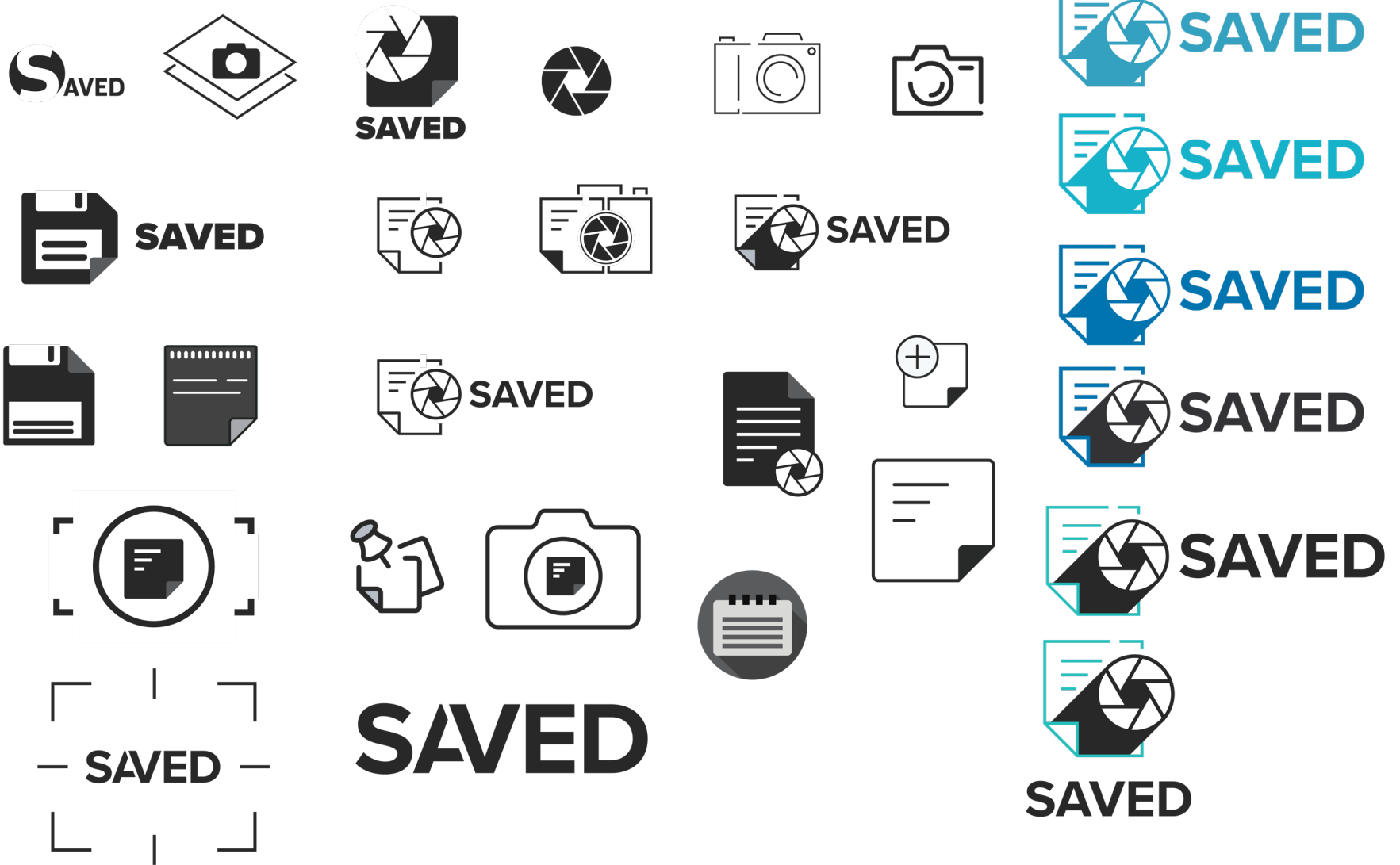
LO-FI PROTOTYPE

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LOGO DRAFT

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LOGO FINAL

SAVED | 13



TEST REPORT

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TASK

Take a picture of the homework assignment, scan the image to text base note, and save the note after done.

Steps:

- Take picture
- Confirm picture
- Add a title
- Scan the image
- Save the note
- Select Home Category

Target completion time: Less than 25sec

Target error: less than 1

TEST 1

Time: 18s | Delay: 0 | Error: 1

Observation

- User ran through the task very quickly
- User got confused on the scan features
- After explaining the concept of the scan features, user came to a clearer understanding

Comments

- Body text needed to be larger
- Back button icon is too small
- Look good, clean and simple

TEST 2

Time: 22s | Delay: 1 | Error: 0

Observation

- User take a quick paused after taking and confirming the picture
- User ran through the given task very quickly

Comments

- Simple and easy to understand
- Add some color to the design

TEST 3

Time: 36s | Delay: 1 | Error: 2

Observation

- User skip the scanning picture to text step
- User skip the adding a title step
- User got confuse on with the modal “selecting a category”
- User took some time to finish the task
- User was confused about the app
- After explaining more about the app and its function user came to a clearer understanding

Comments

- Design look very clean and good
- Add some color
- No history with any note apps so was confused about the app

TEST 4

Time: 21s | Delay: 0 | Error: 0

Observation

- User ran through the task with 0 mistake
- User was on spot, quick, and knew what he was doing

Comments

- It's a nice concept and the implementation was quick and simple
- The design is a bit lacking
- The body text size needed to be a larger for readability

TEST 5

Time: 28s | Delay: 1 | Error: 2

Observation

- User skipped the adding a title step
- User tapped the wrong category at the "select a category" modal
- User was confused at what the note was about but quickly figured it out when he read "Homework" from the image
- Completed the task with 2 minor error in a well-timed manner

Comments

- Change "add item" to "add notes"
- Adding color would help the interface be more easily to understand
- Overall well designed and it's a good app idea

TEST 6

Time: 47s | Delay: 1 | Error: 1

Observation

- User take a quick paused after hitting the "scan" button
- User accidentally hit the "x" button to closed out the "adding note screen"
- User wanted to restart the task from the beginning
- User ran through the given task very quickly after restarting

Comments

- Add a confirmation pop up message after hitting the "x" button
- Design is simple and clean, look like snapchat

TEST 7

Time: 20s | Delay: 0 | Error: 0

Observation

- User ran through the task very quickly
- User Completed the task with 0 error

Comments

- Like the idea of the app launching directly to the camera
- Look good, clean and simple
- Get the job done and easy to use

TEST 8

Time: 10s | Delay: 0 | Error: 2

Observation

- User skip the scanning picture to text step
- User skip the adding a title step
- User completed the task extremely fast
- User was confused about why the task was so simple
- After explaining more about the app, its function, and the steps that they had skipped over, user came to a clearer understanding

Comments

- Recommended to add some color
- The text in some screen is too small, hard to read
- Does not like the 3 dots menu icon
- Like the logo

TEST 9

Time: 19s | Delay: 0 | Error: 0

Observation

- User ran through the task with 0 mistake
- User completed the task exactly how it was intended
- User enjoyed the app concept

Comments

- It's a nice apps idea
- "would be something I would download and use"
- Don't like the design looks and feel
- Like the logo at the beginning

TEST 10

Time: 56s | Delay: 4 | Error: 0

Observation

- User did not start the task like intended
- User tapped on the "create new note icon"
- User took an extra step
- User took many pauses from screen to screen (new note screen, add item menu, scan button, select category)
- User took some time to finish the task
- User was confused about the app
- After explaining more about the app and its function user came to a clearer understanding

Comments

- Never used a note taking apps before and so was confused about the idea
- Like the idea
- No other comments

IMPORTANT NOTE

- Lots of user skipped the "add title" and "scan picture" steps
- Add a confirmation screen when tapping the "x" button
- Adjust text size
- Change some design elements
- Adjust navigation button size
- Change some languages for a clearer understanding of function
- Add small pop up reminder to add title

HI-FI PROTOTYPE

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Prototype Link: goo.gl/mToSG8

