iBrainstormer

<http://www.youtube.com/watch?v=LecmJUYUYoY&feature=youtube_gdata_player>

App Definition Statement

Great Mind Mapping tool with awesome features at an attractive price! Brainstorm, To-do Lists, Spider Graphs, you name it! One of the only mind mapping tools that allows printing and the addition of pictures.

Just double click to make a Node!

Dropbox, BUMP!, Printing, PDF, Email, and Pictures!

Features

- Add Pictures

- Start Date/End Date

- Change Colors

- Add Notes

- Upload to Dropbox

- Download from Dropbox

- Bump integration

- Undo/Redo

- Printing!

- Save as PDF

- Email Picture, PDF, or BSMM File

If you’re looking for a mind-mapping app that can do it all... Then you've found it.

# User Personas and Scenarios

## Persona 1

I am a college student

## Scenarios

1. I am brainstorming a group paper and need to create an interactive mind map that I can send to my teacher and teammates quickly.
2. I have a incredibly busy schedule and I need to make a visual to-do list with pictures.

## Persona 2

I am a busy mother

## Scenarios

1. I need to brainstorm activity ideas for my kids
2. I need to create a visual representation of my to-do list with pictures.

# User Survey Questions

1. What is your age?
2. What is your occupation?
3. What is your nationality?
4. How much schooling have you completed?
5. On a scale of 1 to 10, how technical are you?
6. What tasks do you see yourself performing with iBrainstormer?
7. What features would you want the most in this app?

# Competitive App Analysis

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| --- | --- | --- |
|  | **SimpleMind+** | **iThoughts** |
| **Analyze the aesthetic (brand).** | Very Simple them and UX components. | Extravagant UI. Almost a bit overbearing. To many custom UI elements and seems a bit flat |
| **Analyze the flow.** | The views all seem to come in a predictable manner accept when adding icons | App has a lot of features and is more suited for “Power users” Seems a bit overkill. Hard to do anything, but simple tasks. |
| **Analyze the interactivity.** | You can double tap to make a node or drag a plus sign. I think you just need a double tap | Hard to do much more than make a simple mind map. App has tons of features that less tech savvy users wont use. |