

# CASE STUDY

MOBILE APP PROPOSAL  
SAVED

# CREATIVE BRIEF

SAVED | 2

## SAVED

### CLIENT

#### Google Android

Google Android is a mobile operating system developed by Google, based on the Linux kernel and designed primarily for touchscreen mobile devices such as smartphones and tablets. Google Android currently have over 2 billion active users.

### THE PROBLEM

Today, we live in the digital age where writing information down and carrying around documents should be a thing in the past. There is also that constant fear of losing or misplacing that important information when you needed it most. This is where Saved comes into play.

### TARGET AUDIENCE

Students & Teachers

Businessman

Self-employed

### SOLUTION

Saved is a mobile app that lets you take a quick pictures of information and documents on the go that can be stored and organized in an appealing and easy to use manner for a later date when it's needed.

### PROJECT CONCEPT

Saved is designed to help everyone to be more organized and productive. The process should be as easy as taking a picture. Long gone are the days where we have to write things down with paper and pencil, carry around heavy stacks of papers, or having that constant fear of losing or misplacing that important paper when you need it most.

### USER VALUE PROPOSITION & BENEFITS

Improved organization on user daily lives

Boost productivity

Help user stay on task

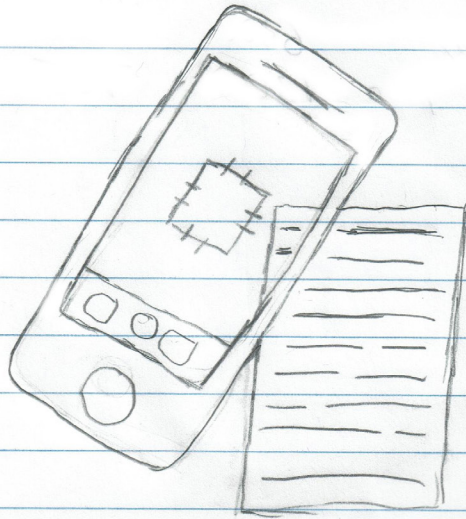
Free up personal carry loads

### 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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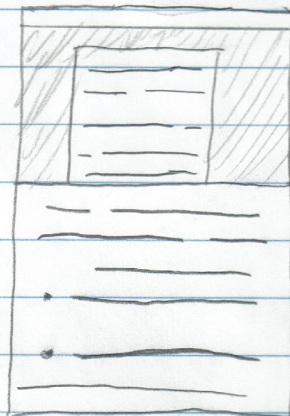
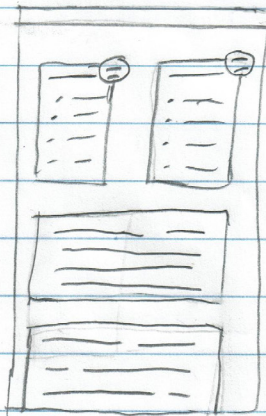


- Take pic of
- Recipe, Sign, Doc, Receipt

- Phone scan text for info

- Store pic as note

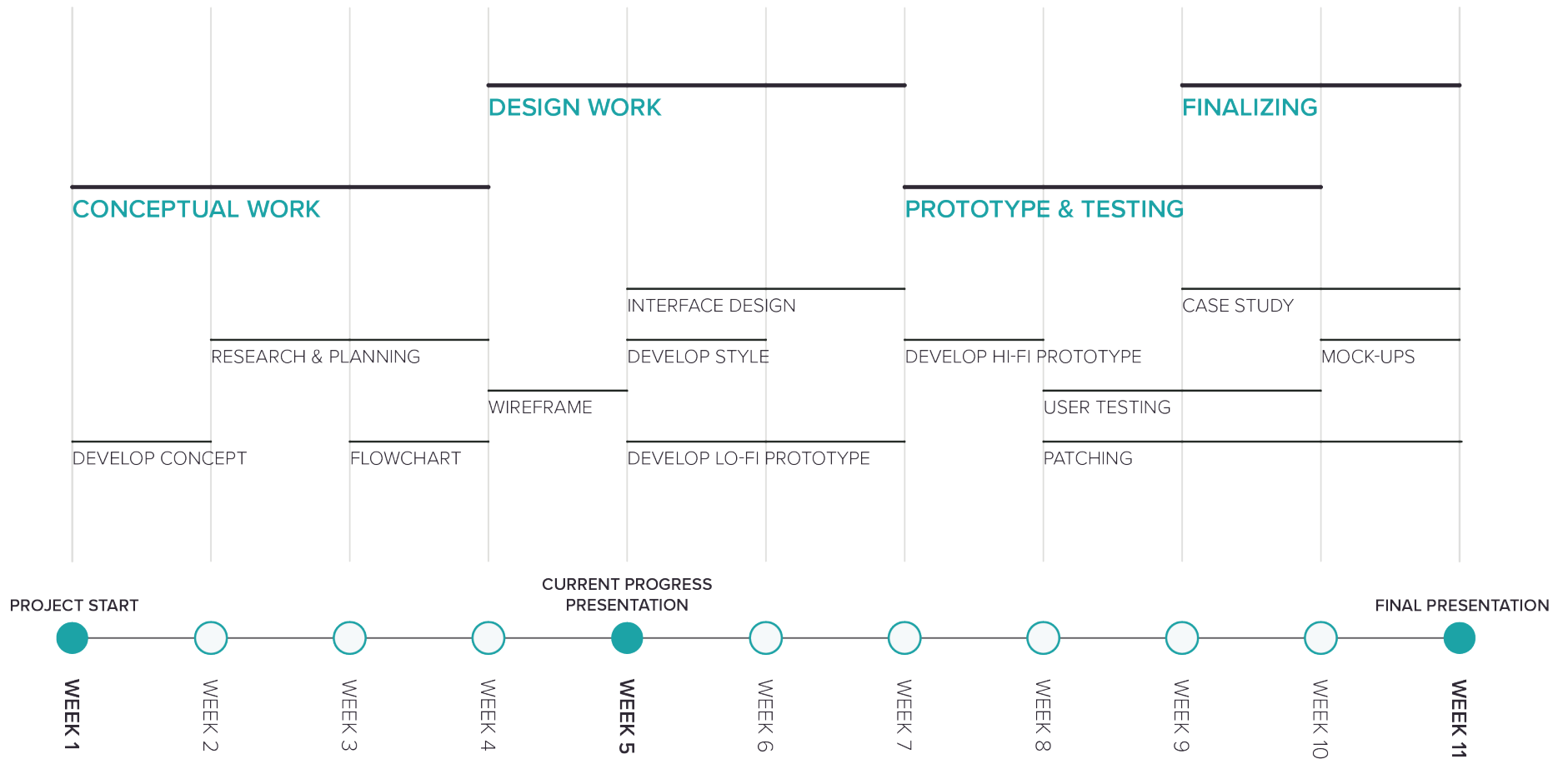
- Organized into section



The idea is to have an intelligent note taking app that does the writing, storing, and organizing all for you. The only thing that Saved require from you is to take a picture of the information you wish to save.

- Take picture of the recipe, sign, document, or receipt
- App will scan the image for information
- Information will be stored with original picture
- The app will intelligently organize the stored information into relevant sections

# TIME-LINE



# FEATURES

## CREATE NOTES

Users will have the ability to create quick notes with text, images, videos, audio, and files.

## QUICK SNAP

Users will have the ability to take multiple quick pictures using their smartphones camera and have it saved locally on their device or over a cloud service 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 edited, copied and pasted into other apps using the Saved intelligent AI system.

## MATRIX BAR CODES DETECTION

With the intelligent AI system, Saved will automatically detect and read a matrix bar code such as a QR code, GTIN bar code, UPC, Aztec code and many others using a picture, it will present the information in a well organized and easy to read manner.

## VIDEO AND AUDIO RECORDING

Along with pictures, users can also record videos and audio with the Saved app and have it stored locally on their device or over the cloud to view on other synced devices.

## SPEECH TO TEXT

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

## ORGANIZATION TOOLS

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

## SEARCH

The user will have the ability to search through their library of notes based on tags and key-terms.

## USER ACCOUNTS

The user will have the option to set up a cloud-based account 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

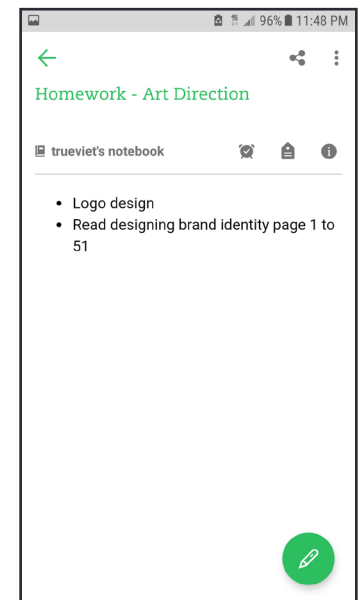
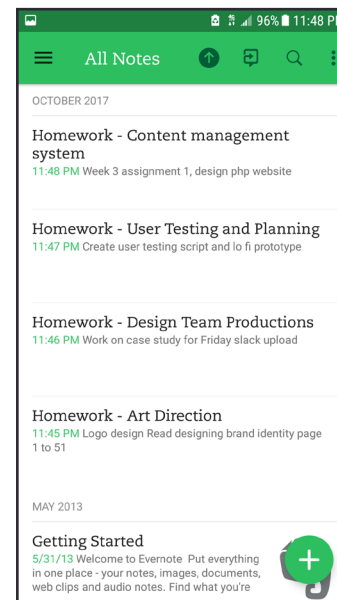
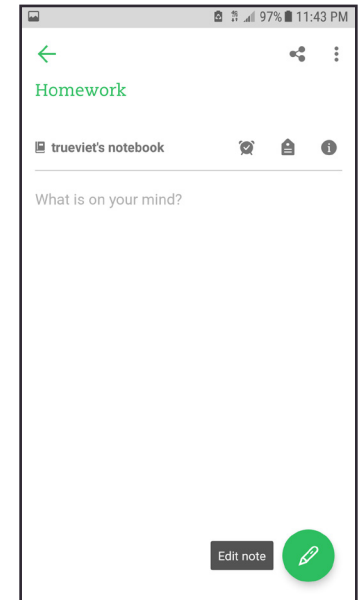
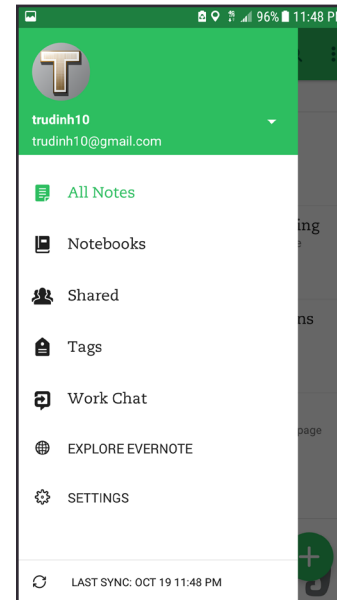
Work Chat

### DESIGN

A clean, simple, and modern design

Primary green color

Hamburger slide menu



# COMPETITIVE ANALYSIS

SAVED | 7

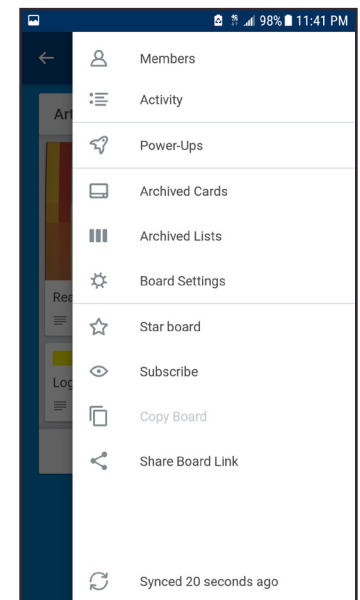
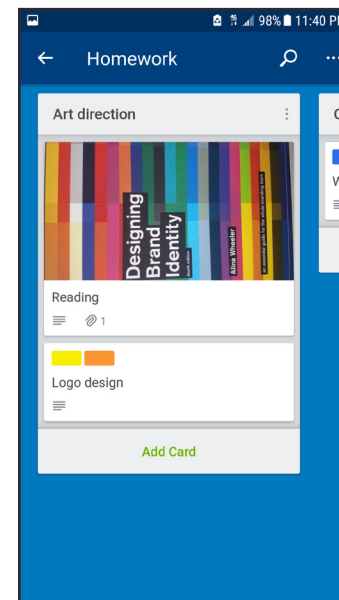
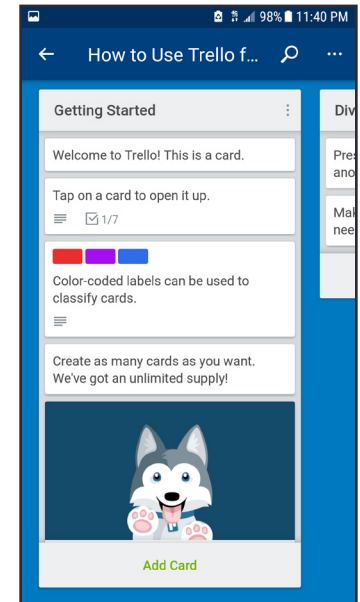
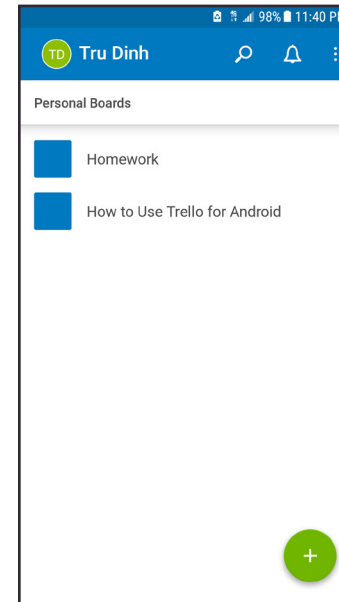
## TRELLO

### 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

SAVED | 8

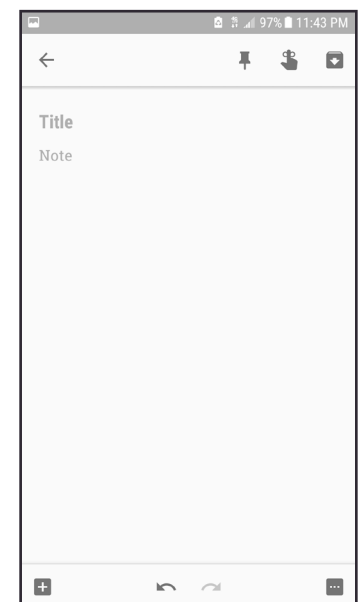
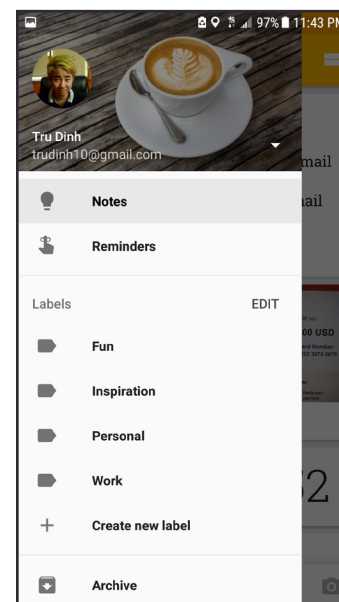
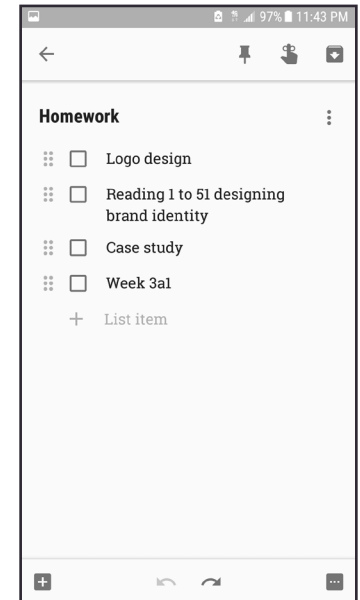
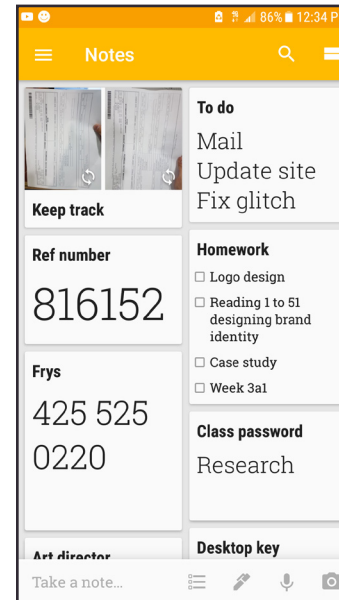
## GOOGLE KEEP

### 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

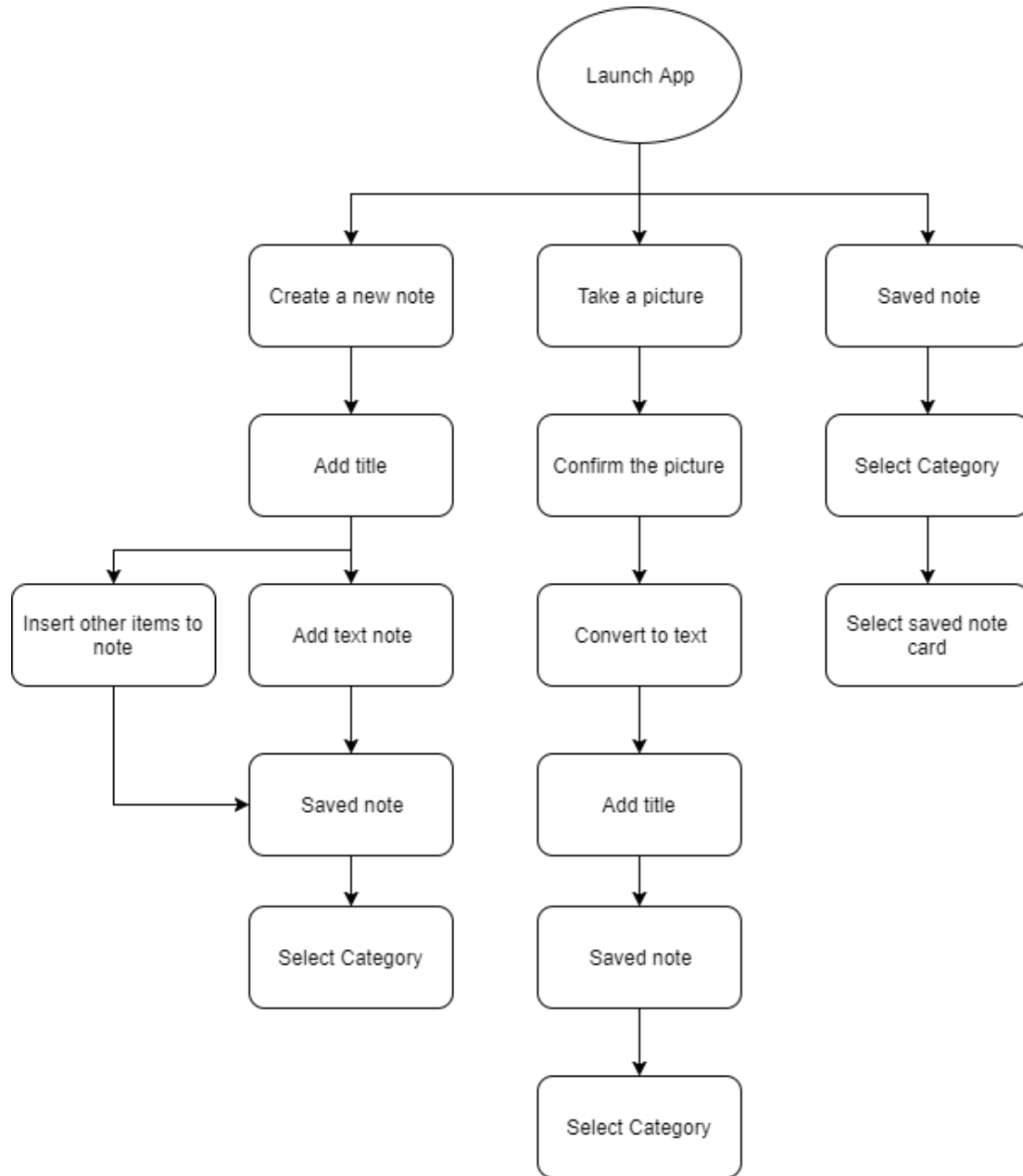
### DESIGN

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

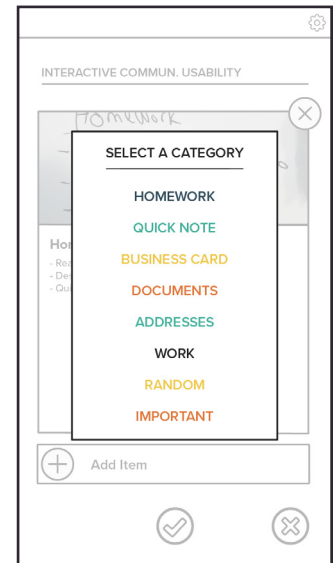
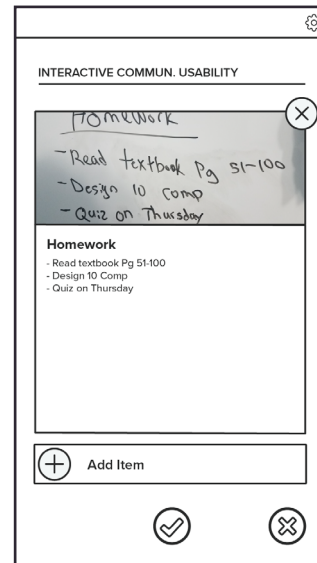
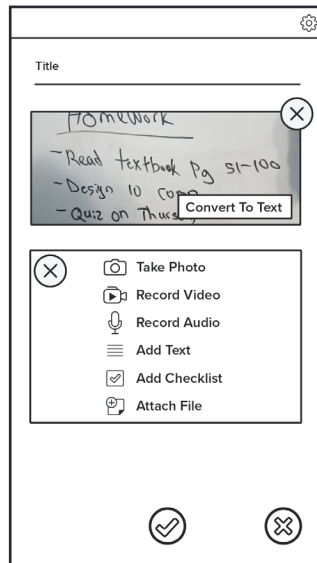
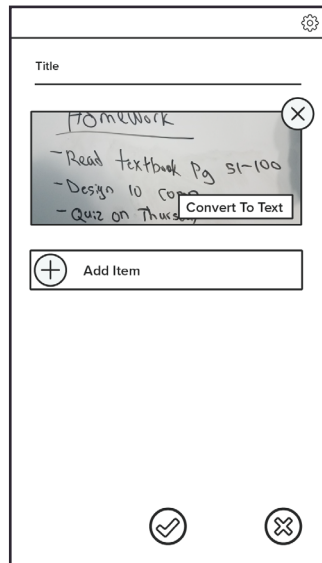
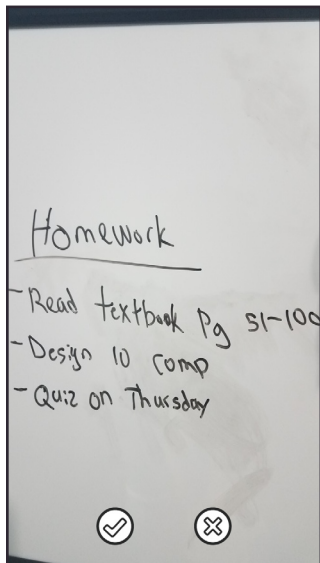
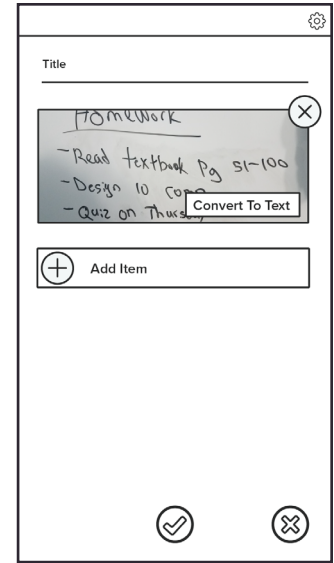
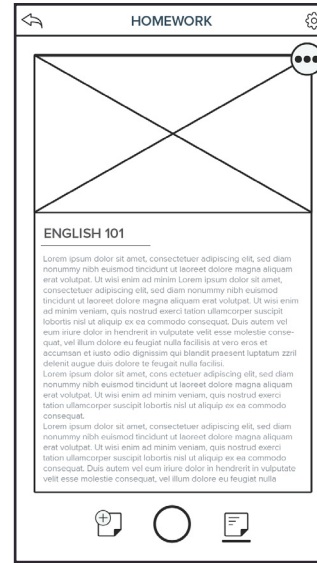
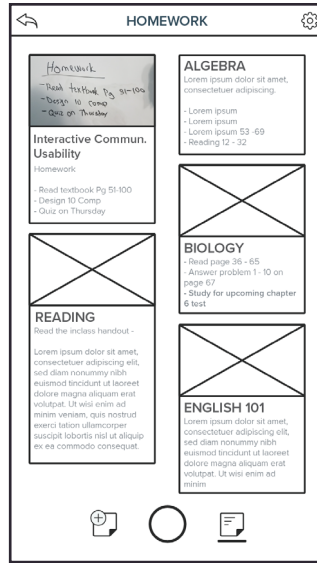
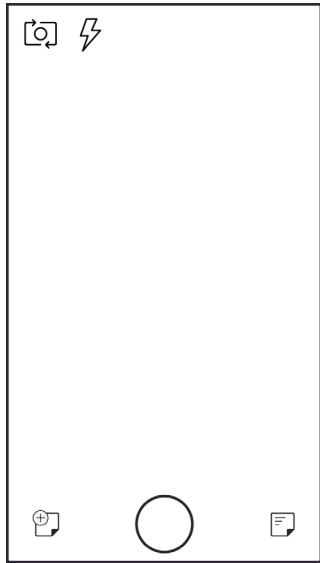




# FLOWCHART



# WIREFRAME



# LO-FI PROTOTYPE



# TEST REPORT

## 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 Homework Category

**Target completion time:** Less than 25sec

**Target error:** less than 1

## TEST 1

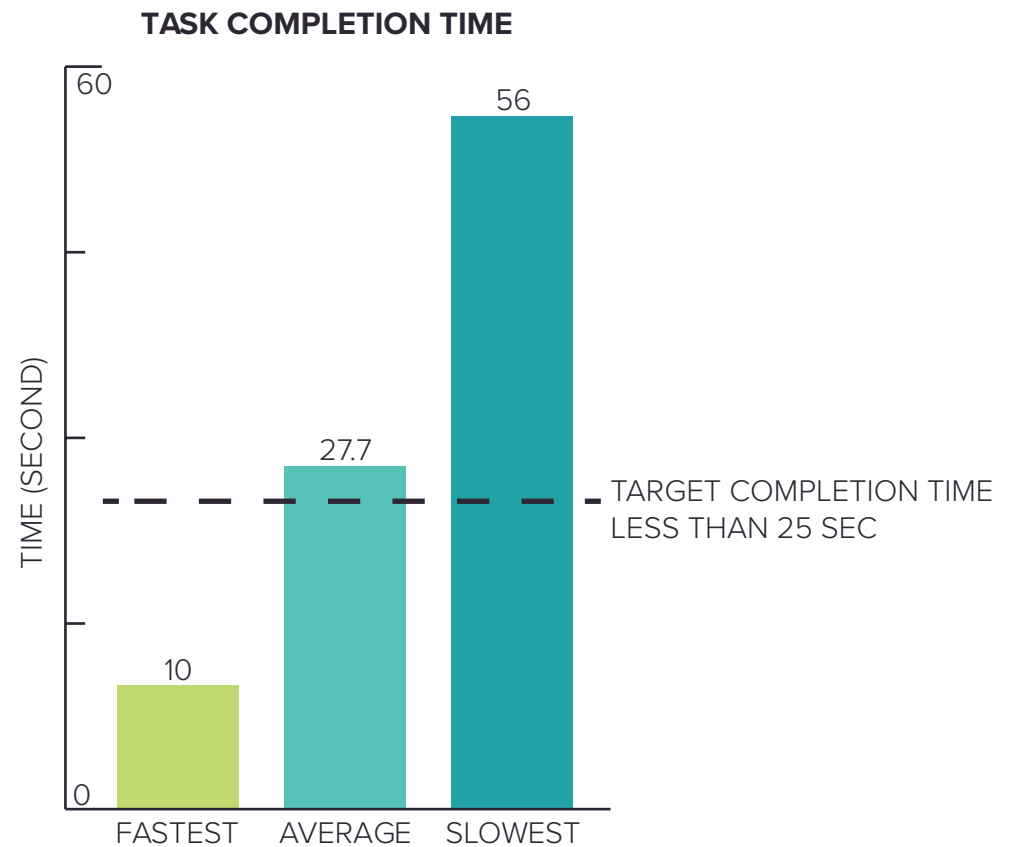
Time: 18s | Delay: 0 | Error: 1

### 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 skipped the scanning picture to text step
- User skipped 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

**AVERAGE NUMBER OF ERRORS**



**AVERAGE NUMBER OF DELAYS**



**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 skipped the scanning picture to text step
- User skipped 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



# LOGO DRAFT



# LOGO FINAL

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# HI-FI PROTOTYPE

PROTOTYPE: [goo.gl/mToSG8](http://goo.gl/mToSG8)

FULL PROJECT DETAILS: [TheTruDesign.com/saved/mobile-app-saved.html](http://TheTruDesign.com/saved/mobile-app-saved.html)

