



PGP-UXD Capstone Project

Milestone #1

Presented by:

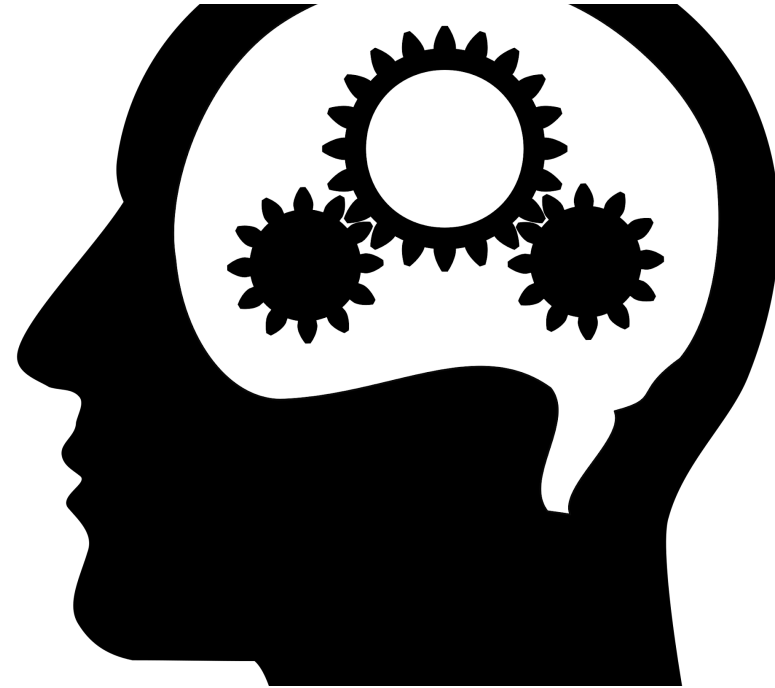
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Problem Statement: Second Brain Note Taking and Organization

We constantly need another brain.

In this era of information overload, individuals often struggle to manage and organize the vast amount of knowledge they encounter daily. A "second brain" application serves as a digital repository for capturing, organizing, and retrieving valuable insights, ideas, and resources.

We're here to build a robust second brain application that facilitates seamless knowledge management and retrieval.



Team Members



Stephanie Onyiorah
Stephanie is a educator who brings her love for art and design into the UX world.



Drew Morgan
Drew has experience as an elementary teacher and is excited to bring the creativity found in education to the design field.



David A. Bernal
David is a lifelong learner with global experience in growth strategy, transformation, technology, innovation, and education.



Jessica Lee
Jessica is a UX designer, researcher, and marketer dedicated to revolutionizing the client experience.



Stephanie Lu
Stephanie is a graphic design student who is passionate about incorporating creative processes into UI/UX.



Enam Rabbi Adnan
Enam is an architectural designer and passionate about making user experience, virtual or real-better.



Contents

Executive Summary

1. User Research

1.1. Define research objectives and methodologies

1.2. Identify target audience demographics and preferences

1.3. Gather insights into users' needs, pain points, and behaviors related to the problem

1.4. Explore existing solutions and gather feedback from users on their experiences with similar apps or devices

2. Competitor research: UI/UX audits of 3 competitors' websites or apps

2.1. Analyze existing apps/websites in the industry

2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

2.3. Extract insights to inform the development of an MVP for your app

3. Create user personas & empathy maps

3.1. Develop two user personas based on the research findings

3.2. Develop an empathy map corresponding to each user persona

4. Appendix

Executive Summary

Executive Summary - 1/3

User Research Insights:

- ✓ Target audience include professionals and students with their main purpose being personal organization and content organization needs.
- ✓ We analyzed the needs, requirements and challenges of multiple audiences either by age group, and profession to understand nuances and implications for app design
- ✓ On average 50% of users are neutral and are not loyal to any particular note taking/organizational app. Users are neutral in terms of their current satisfaction of their preferred app
- ✓ Users collaborate frequently and value the ability to integrate with other apps. Older users tend to value collaboration more.
- ✓ Challenges identified include limited features, finding content, poor interface, and lack of integration
- ✓ Most desired features include: search, tags, calendar, email, integration, collaborations, and cloud synchronization

Competitive Analysis Insights - 2/3

What We Discovered:



Explored Top Leaders: Apple Notes, OneNote, Evernote, Notion, Roam Research, and Obsidian.



Two Key Trends: Basic tools excel in user experience; advanced tools are powerful and cater towards tech-savvy individuals.



Our Goal: Merge advanced capabilities with an exceptional, intuitive user experience.



Key Learnings and Impact: We identified a need to balance simplicity with advanced capabilities, guiding our design to enhance usability while offering powerful features.

MVP Insights - 3/3

What We Discovered:



The user research and competitive analysis gave us insight about the potential list of features that we may need to implement in the MVP to make it competitive



The user research indicated that Laptop and Smartphone are the most used devices which means we may need to prototype those screen sizes



As a finding of the user research, we identified the key design principles that users will value the most in application



The competitive analysis gave us guidance about the possible positioning of our app in terms of user experience and features in comparison to leading applications

Summary and the Road Ahead

What We Did:

Defined research goals and methods to guide our user understanding.

Identified target audience demographics and preferences for targeted design.

Collected user insights and feedback via survey to address real needs and pain points.

Conducted a competition audit of the industry leaders to benchmark features and user experience.

Created two user personas and empathy maps to humanize and focus our future design efforts.

What's Next:

Choose an app development to align with user preferences.

Define the MVP and key user flows to focus on essential features and interactions.

Create the Information Architecture to organize content effectively.

Design key user flows for the MVP to streamline user navigation.

Develop low-fidelity wireframes to visualize layout and functionality.



User Research

We articulated 7 key research objectives to ensure we fully understand the needs and requirements of the users of note-taking a organization tools

- 1 Understand User Demographics and Usage:** Identify who uses note-taking and information organization apps and how their usage differs.
- 2 Identify User Needs and Challenges:** Discover the specific challenges users face in managing and organizing information.
- 3 Explore User Behaviors and Preferences:** Determine key behaviors, device preferences, and satisfaction levels related to organizing information.
- 4 Assess Integration and Collaboration Needs:** Understand how important integration and collaboration features are for users in note-taking.
- 5 Identify Information Capture and Retrieval Needs:** Find out what types of information users typically need to capture and retrieve.
- 6 Evaluate Current Apps and Switching Factors:** Learn what users like and dislike about current apps and what it would take for them to switch to a new one.
- 7 Determine Valuable Features:** Identify the features and functionalities that users value most and possible ways to differentiate your product.

We translated each of the key objectives in relevant questions for an online survey administered via google forms



- **Survey structure:** the survey composed of 15 questions
- **Survey responses:** 27 responses received almost doubling the requirement of 15
- **GenAI usage:** we leveraged GenAI tools to brainstorm about the objectives, and help us finetune survey questions
- **Administration method:** Survey given remotely via Google forms

PLEASE REFER TO THE APPENDIX FOR THE DETAILED SURVEY ANALYSIS

We crafted a questionnaire with 15 questions that resulted in 27 responses

Used Questionnaire

- Q01.** What is your age group?
- Q02.** What is your occupation?
- Q03.** How often do you use note-taking and organizational tools?
- Q04.** How do you access your note-taking and organizational tools?
- Q05.** How satisfied are you with your current note-taking/organizational tool/app?
- Q06.** What are your main purposes for using note-taking tools?
- Q07.** How important is it for your note-taking and organization tool to be able to integrate with other tools (i.e. calendars, task managers, or other tracking)?
- Q08.** How often do you collaborate or share notes with others?
- Q09.** What would make you switch to a different note-taking and organizational tool? (Please check all that would apply)
- Q10.** What do you like about note-taking and organizational tools/apps?
- Q11.** What types of information do you typically save? (Select all that apply)
- Q12.** What challenges do you face with your current note-taking and organization tools? (Select all that apply)
- Q13.** Which note-taking and organization apps have you used in the past? (Select all that apply)
- Q14.** How do you usually organize your notes and ideas?
- Q15.** Which features do you find most valuable in a note-taking and organization tool? (Select all that apply)

CLICK HERE TO SEE
SURVEY

https://docs.google.com/forms/d/1LS1_Fs871v40g1pxl_vy3dPA7lknsVXjH8rdm11hEVE/prefil

CLICK HERE TO SEE
SURVEY RESULTS

<https://docs.google.com/spreadsheets/d/1jxO7oc9UCVPZWWkLVd01QJFvX1a09RsOXXf0HQIXec/edit?usp=sharing>

We translated each of the key objectives in relevant questions for an online survey administered via google forms that provides with multiple insights by demography, age and occupation groups - 1/2

RESEARCH OBJECTIVE	All Groups	By Age Group				By Occupation	
		16-24	25-34	35-44	45+	Students	Professionals
Occupation	60% professionals, 40% students	90% college students	78% professionals	100% professionals	100% professionals	16-24 = 82%, 25-34 = 18%	45+ = 44%, 25-34 = 44%, 35-44 = 12%
App usage frequency	60% use it daily	44% use it daily	78% use it daily	50% daily	57% daily	Daily 55%, weekly 18%, rarely 27%	Daily 63%, weekly 25%, Monthly 6%, rarely 6%
Device usage	48% laptop, 41% phone	56% phone, 45% laptop	44% laptop, 33% phone	50% laptop, 50% phone	57% laptop, 29% phone	Laptop 46%, smartphone 46%, table 9%	Laptop 50%, smartphone 38%, desktop 13%
Current app satisfaction	52% neutral, 48% satisfied	44% neutral	67% satisfied	100% neutral	71% neutral	Neutral 46%, Satisfied 27%, very satisfied 27%	Neutral 56%, Satisfied 38%, Dissatisfied 6%
Integration with other apps	64% believe is very important	45% important	55% important	50% important	57% important	Very important 18%, important 36%, Not important 36%	Very important 25%, important 44%, Not important 20%
Collaboration frequency	53% never or rarely collaborate	45% rarely	44% frequently	50% never	71% frequently	Rarely 45%, never 36%, 9% frequently,	Occasionally 38%, frequently 31%
Main usage purpose - Mentions	41% personal organization, 37% for project	42% personal organization	47% personal organization	67% personal organization	67% project management	Personal organization 42%, education study 33%, work/project 25%	Work/project management 50%, personal organization 41%, education/study 9%

We translated each of the key objectives in relevant questions for an online survey administered via google forms that provides with multiple insights by demography, age and occupation groups - 2/2

RESEARCH OBJECTIVE (mentions)	All Groups	By Age Group				By Occupation	
		16-24	25-34	35-44	45+	Students	Professionals
Switching drivers	38% better functionality	35% better functionality	37% better functionality	35% ease of use	46% better functionality	Better functionality 32%, improved design 25%	Better functionality, 42%, improved design 23%
Info type used	50% MS office	33% MS office	34% MS office	33% text	32% MS office	Text notes 25%, MS office and PDF 50%	Text notes 24%, PDFs 17%, MS office related 34%
Current challenges	28% Limited features	38% limited features	25% poor interface	50% search	36% limited features	Limited features 33%, search 17%	Search 23%, Limited features 23%
App most cited	30% Apple notes, 28% OneNote	40% Apple notes	28% Apple notes, OneOne	67% Apple notes	33% OneNote	Apple notes 31%, OneNote 23%, Notion 23%	Apple Notes 30%, OneNote 30%, Evernote 12%
Content organization -	41% by project, 36% by date	43% by project	47% by project	50% by date	67% by project	By project or topic 39%, by date 33%, using keywords 28%	By project or topic 42%, by date 38%, using tag o keywords 13%, don't organize them 8%
Most valuable features	24% Search tags 16%	28% search	20% search	100% search	18% search	Search 25%, tags and categorization 18%, integration with other tools 35% (i.e. email, calendar), cloud synchronization 9%	Search 22%, integration with other tools (i.e. email, calendar) 50%, tags and categorization 14%, collaboration features 12%, cloud 5%, security 5%

When asked about what they would like about the applications they use, respondents provided a clear assessment of what the design principles for “perfect” note-taking application might look like

- **Simplicity:** Emphasized multiple times; users prefer the app to be simple, both in functionality and design.
- **Organization:** Users appreciate the ability to organize activities, notes, and tasks in one place.
- **Ease of Use:** Many respondents highlighted how easy the app is to use, making it accessible for various tasks.
- **Speed and Convenience:** Users value the ability to quickly take notes and access them from anywhere.
- **Customization:** The ability to customize templates and organize content according to personal needs is important to users.
- **Integration and Tracking:** Features like calendar integration, reminders, and the ability to track tasks help users stay on top of their responsibilities.
- **Visual Appeal:** Some users appreciate the app's design and find it visually appealing.
- **Functionality:** The app's ability to streamline processes, group related topics, and allow easy categorization of notes is valued.
- **Accessibility Across Devices:** Users appreciate the app's ability to sync and update across different devices.
- **Support for Various Tasks:** Whether for work, research, or study, the app helps users stay organized and manage their time efficiently.

1.4. Explore existing solutions and gather feedback from users on their experiences with similar apps or devices

“
OneNote has great integrations...but every User Experience details falls short and frustrates me
”

“
Security is a crucial aspect of note taking apps, and while Apple Notes does offer the ability to lock notes, this feature becomes practically useless when it excludes notes with attachments
”

“
...search features became clumsy... formatting often doesn't cut and paste into other documents well
”

-One Note User
App Store Review

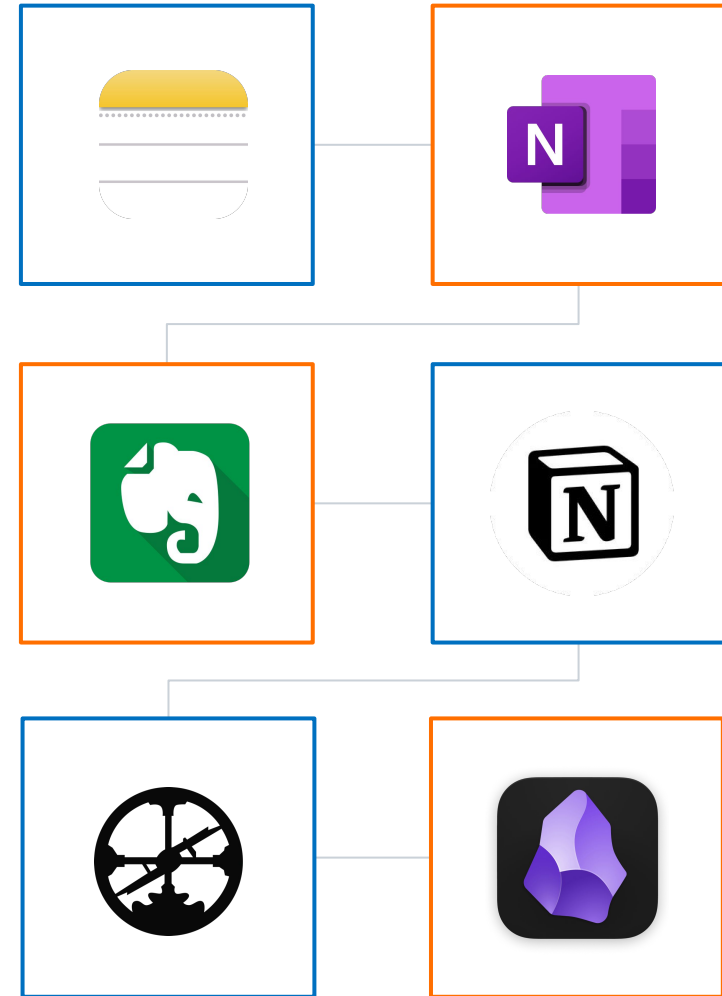
-Apple Note User
App Store Review

-Ever Note User
App Store Review

- **One Note:** users are frustrated with the user experience of its current features (i.e. search capabilities, notebook grouping, and integration with different iOS versions)
- **Apple Notes:** users are concerned about security features and inability to lock notes on different attachments (PDFS, images etc)
- **Evernote:** users are concerned with slow lagging times across different platforms, limited search capabilities, and some features not formatting well when transferring to different platforms

Competitors Research

Exploring Top Note-Taking Leaders:
Apple Note, OneNote, Evernote, Notion,
Roam Research, and Obsidian.

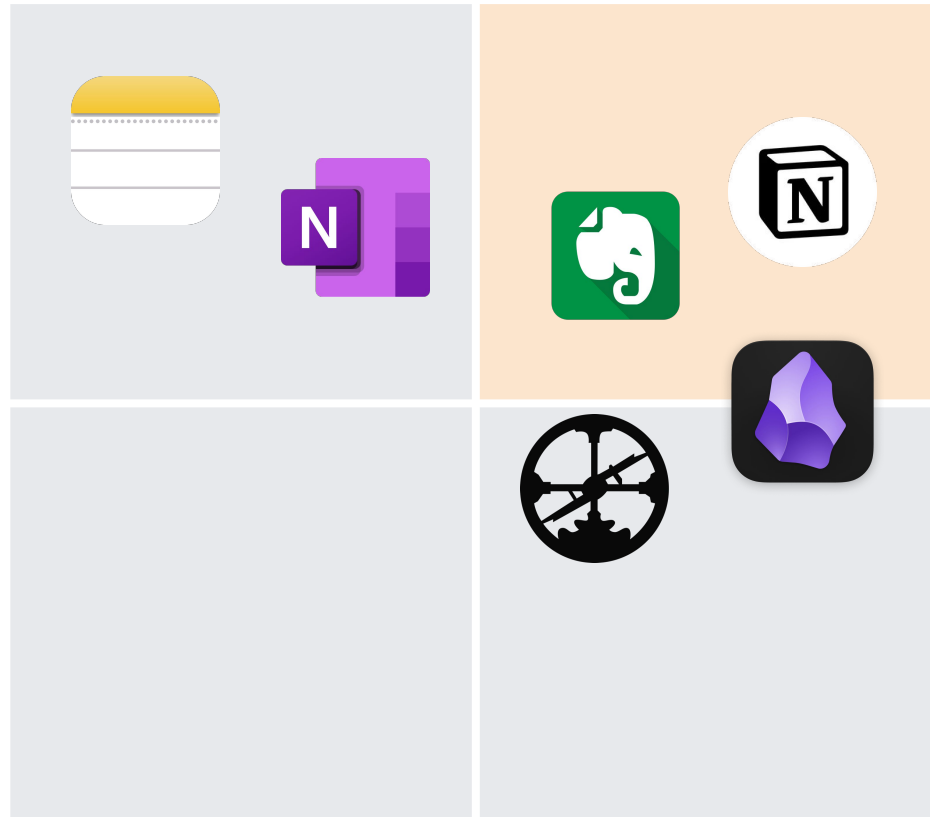


Comparing Industry-Leaders

	Apple Notes	OneNote	Evernote	Notion	Roam Research	Obsidian
Competitive Advantage	Simplicity Apple Integration	Free Microsoft Integration	Comprehensive Features Web Clipping	Flexibility Templates Collaboration	Non-Linear Notes Graphing Backlinks	Local Control Customization Markdown
User Reviews	4.9/5	4.7/5	4.4/5	4.7/5	3/5	4.5/5
Key Features	Basic Note Taking Apple Sync	Rich Formatting Microsoft Integration	Comprehensive Features Web Clipping	All-In-One Workspace Databases Collaboration	Graph Database Backlinks Infinite Canvas	Local-First Internal Linking Customization
Target Users	Apple Ecosystem Users	Windows Users Students Professionals	Individuals Students Professionals	Teams Students Professionals	Researchers Students Professionals	Developers Professionals Researchers
App Downloads	700M+	500M+	100M+	10M +	10k+	1M+
Pricing Model	Free on Apple devices	Free on Microsoft devices	Freemium/Subscription	Freemium/Subscription	Free Trial/ Subscription	Freemium/Subscription
Other Notes	Pre-Installed on Apple devices	Integrates with Microsoft products	Designed for Long-Term Storage	Free Plan with Limitations	Non-Linear Approach	Open-Source Customizable

Source: Search Engine, App Store, Google Play Store, and Business Articles

High User Experience



Basic Features

Complex Features

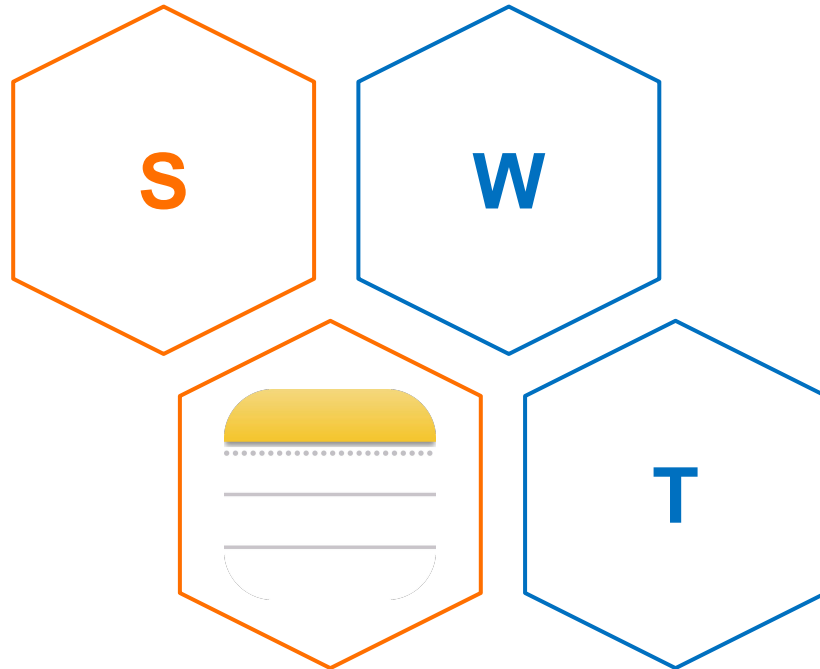
Low User Experience

Finding the Balance

We found that competitors either excel in basic note taking with great user experiences or offer advanced features for tech-savvy users.

Our goal was to combine advanced capabilities with an outstanding user experience.

Apple Notes



Strengths

Seamless iCloud Integration, Ease of Use, Free and Daily Use

Weaknesses

Limited Collaboration, No Version History, Fixed Formatting, and Lack of Internal Linking

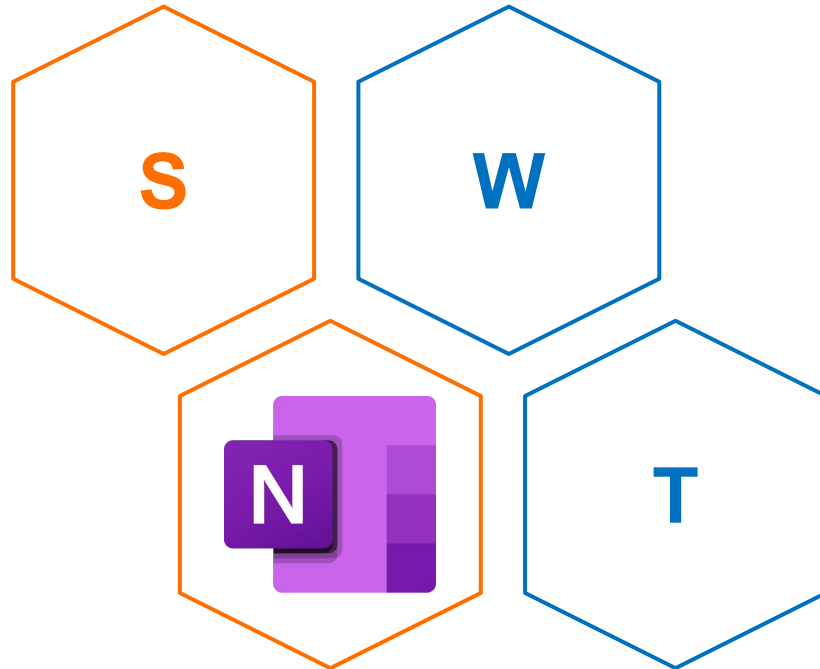
UI/UX Best Practices

Accessibility, Hierarchy, and Integration

Threats

Increased competition from new entrants, Shifting consumer preferences due to technological changes, limited accessibility to non-Apple users

OneNote



Strengths

Simple interface, integrates with Office Suite and Teams, and syncs notes across devices.

Weaknesses

Compatible with non-Microsoft systems, but may be hard for those unfamiliar with Office, has limited storage, offline capabilities, and customization compared to other tools.

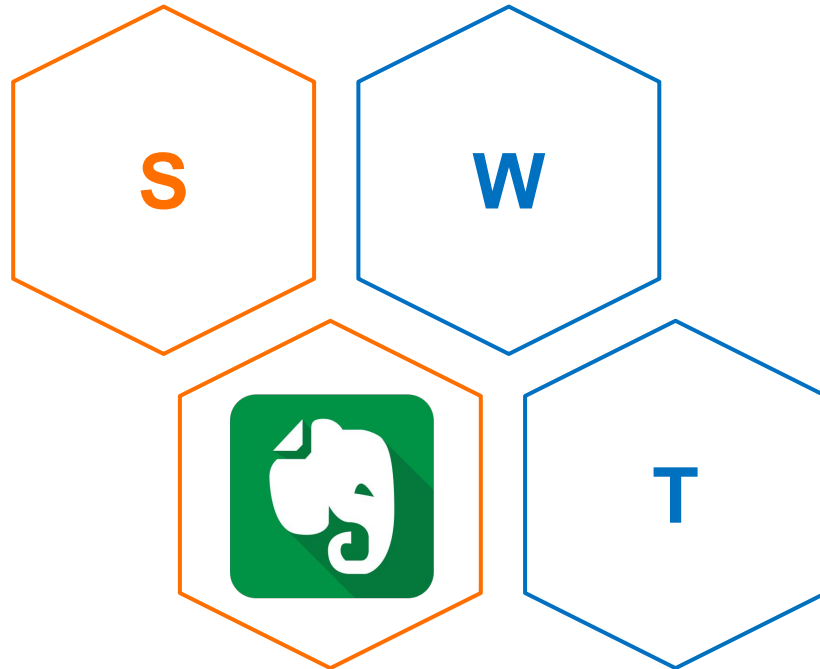
UI/UX Best Practices

Simplicity, Colors, Hierarchy, Navigation, and Note Creation

Threats

Rising competition, changing consumer preferences, and limited accessibility for non-Microsoft users.

Evernote



Strengths

Intuitive notes, flexible organization, cross-platform consistency, rich text formatting, and basic accessibility

Weaknesses

Compatible with non-Microsoft systems, but may be hard for those unfamiliar with Office, has limited storage, offline capabilities, and customization compared to other tools.

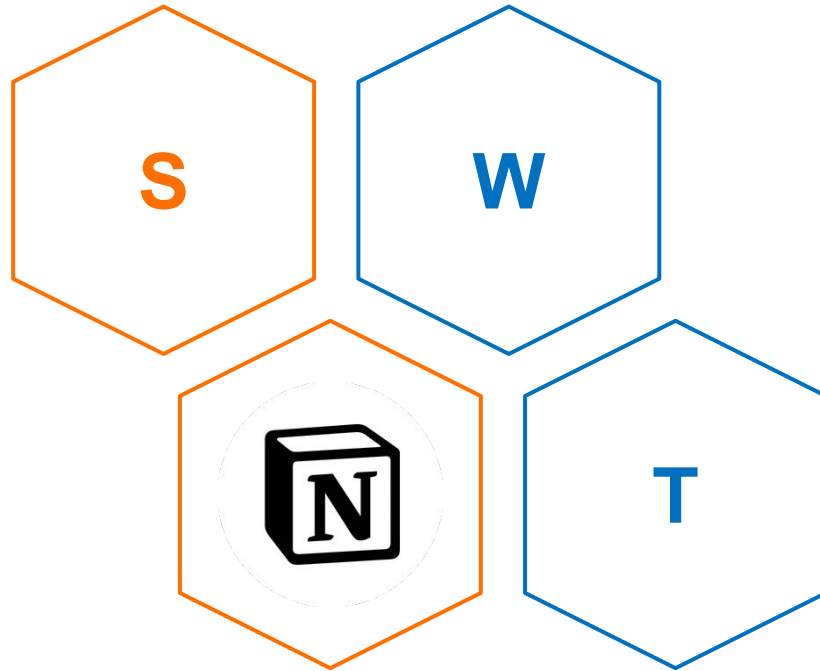
UI/UX Best Practices

Usability, Simplicity, Hierarchy, Accessibility

Threats

Rising competition, changing consumer preferences, and weak accessibility

Notion



Strengths

Customizable with tailored templates, Notion AI, and collaboration tools for school, personal, or team use.

Weaknesses

The side navigation is complex and confusing, the color scheme reduces contrast, and there's no standout homepage.

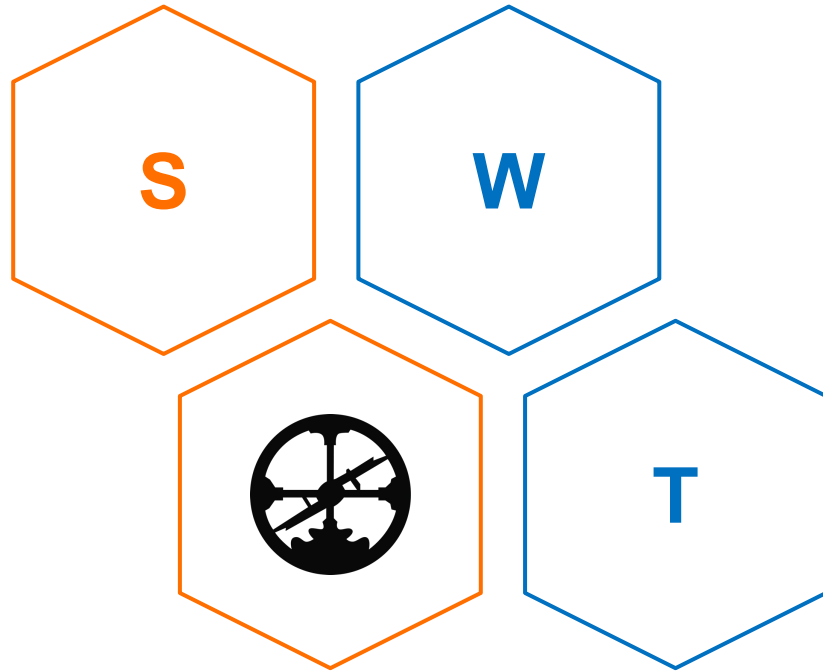
UI/UX Best Practices

Support, Flexibility, Commands, and Updated

Threats

Rising competition and changing consumer preferences

Roam Research



Strengths

Powerful features: bi-directional linking, flexible outlining, daily notes, tagging and metadata, graphing, etc.

Weaknesses

Challenges include a steep learning curve, cost, limited offline access, performance issues, no native mobile app, and privacy.

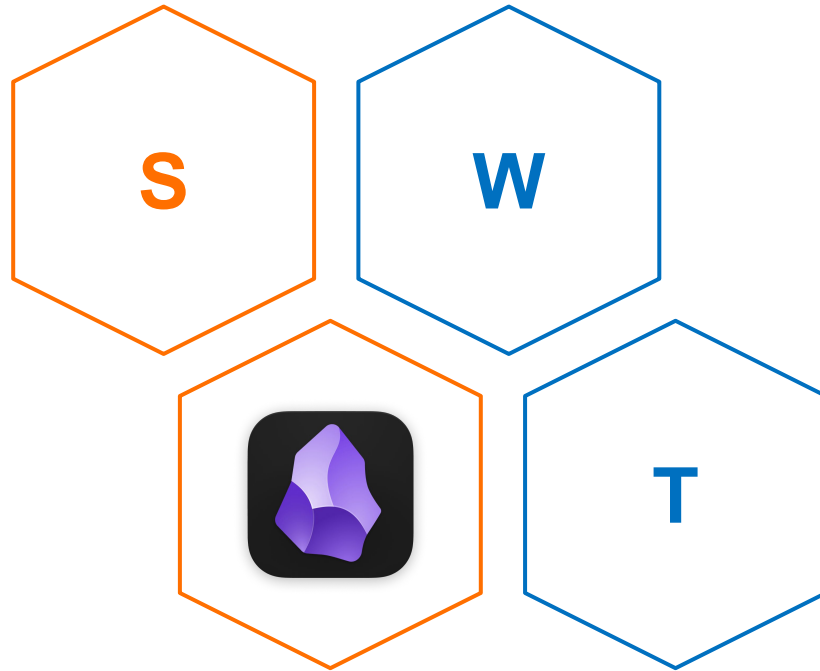
UI/UX Best Practices

User-Friendly Design, Personalized Experience, Simplicity, Consistency, and Design.

Threats

Rising competition, complexity, and changing consumer preferences

Obsidian



Strengths

Easily downloadable, powerful with customizable templates, integrations, secure access, and advanced visualization features.

Weaknesses

Steep learning curve, complex, and requires users to be tech-savvy

UI/UX Best Practices

Visual Consistency, Functional Consistency, Simplicity, and Responsiveness/Loading Speed.

Threats

Rising competition, complexity, and changing consumer preferences

Combining results from our survey and competitor analysis, we can infer that successful note-taking apps include the following:

Simplicity

- A simpler interface eliminates learning curves for less tech-savvy users

Personalized experiences/flexibility

- Users can customize their experience to their liking based on personal prefs/uses

Search feature

- Users are able to find notes/content with ease

Accessibility

- Notes can be accessed from other devices
- Application can be downloaded on various devices

Responsiveness

- Applications are quick to load and respond to commands easily

Organization

- Notes can be organized to user's liking

Using these insights, we can infer that an MVP would include the following

Search Feature

- allows users to search for content

Basic Formatting

- allows for users to format notes as they please
- (italics, bold, bullet points, font size, highlight, etc)

Note tabs

- allows for basic organization

Export/share feature

- users can share notes to other platforms
- users can access notes on other devices

Simple interface

- The interface is basic and intuitive and avoids over complication



User Personas and Empathy Maps

3.1. Develop two user personas based on the research findings

User Persona #1 - Marianna



Demographic Profile:

- **Age:** 22
- **Gender:** Female
- **Occupation:** College student studying International Relations
- **Location:** New York City, USA

Back Story	Marianna moved to NYC to pursue her degree in International Relations. She is a task-oriented and detailed person, meaning that she wants all of her notes in one place. She uses both her phone and laptop to take notes daily. She feels neutral about her current note-taking application, and desires better organization features to improve searchability.
Challenges	<ul style="list-style-type: none">• Searchability: She is struggling to find an application that is easily searchable, so that she can find the correct note across her application.• Integration: Because she uses both her phone and tablet, she also requires an app that has adaptable interfaces for both devices.• Paywalls: Requires full features, but cannot afford the applications currently on the market.
Behaviors	<ul style="list-style-type: none">• Device Switching: Switches between using her phone and her laptop for note taking, which means it's important that she can access her notes across multiple devices.• Folders: She uses her current app for personal and class notes, and needs an easy way to separate the two from each other.• Cost-effective: Requires a free to use option.
Goals & Motivations	<ul style="list-style-type: none">• Organization: She uses her strong sense of organization to help her achieve a 3.8 GPA.• Efficiency: Requires an app that loads quickly and does not lag.•

3.1. Develop two user personas based on the research findings

User Persona #2 - Alex



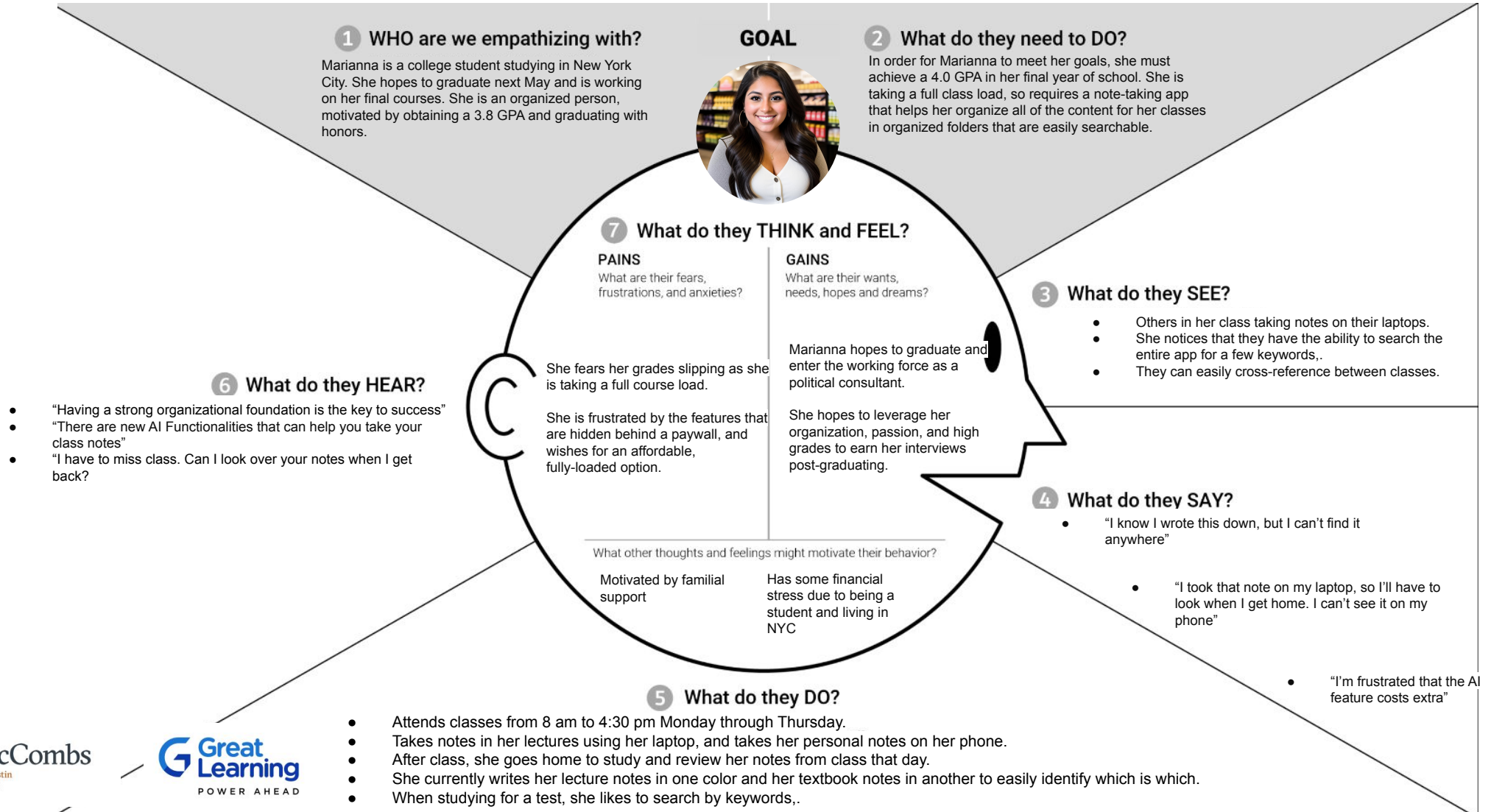
Demographic Profile:

- **Age:** 32
- **Gender:** Male
- **Occupation:** Marketing Manager at a multinational company
- **Location:** London, UK

Backstory	Alex is a fast-paced marketing professional who juggles multiple projects simultaneously. He relies heavily on technology to stay organized and efficient. With a demanding job, Alex often finds himself collaborating with colleagues on various marketing campaigns and strategies.
Challenges	<ul style="list-style-type: none">• Collaboration limitations: Often struggles with real-time collaboration on notes with team members.• Note organization: Difficulty in finding specific notes within a large volume of information.• Device synchronization: Experiences delays or inconsistencies when syncing notes across devices.• File formats: Limited support for various file formats (e.g., PDFs, videos) can hinder workflow.
Behaviors	<ul style="list-style-type: none">• Frequent note-taking: Constantly jotting down ideas, meeting notes, and research findings.• Device switching: Uses a variety of devices throughout the day (laptop, tablet, smartphone).• Collaboration: Shares notes with colleagues for feedback and input.• Organization: Regularly reviews and reorganizes notes to maintain efficiency.
Goals and Motivations	<ul style="list-style-type: none">• Efficient note-taking: Needs a quick and easy way to capture ideas, meeting notes, and research findings.• Collaboration: Requires a platform to share and collaborate on notes with team members.• Organization: Needs a system to organize notes effectively for easy retrieval.• Accessibility: Requires access to notes across multiple devices (laptop, tablet, smartphone)

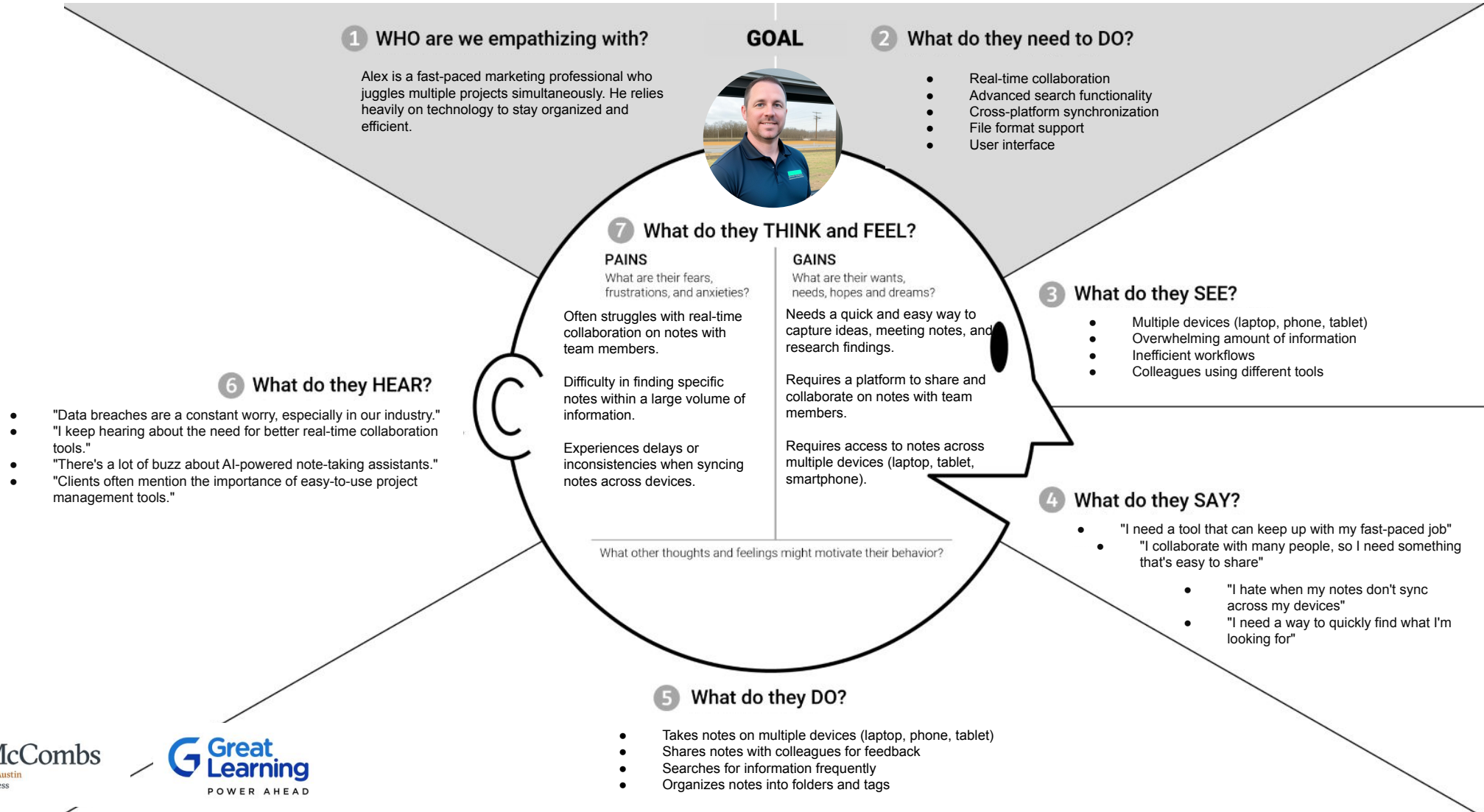
3.2. Develop an empathy map corresponding to each user persona

User Persona #1 - Marianna



3.2. Develop an empathy map corresponding to each user persona

User Persona #2 - Alex





Appendix

1. Survey design and results

1.1. Survey questionnaire and resulting dataset

1.2. Survey results - Question by Question

2. Competitor UI/UX audits

2.1. Apple Notes Apple notes, OneNote, Evernote and Notion

2.2. OneNote

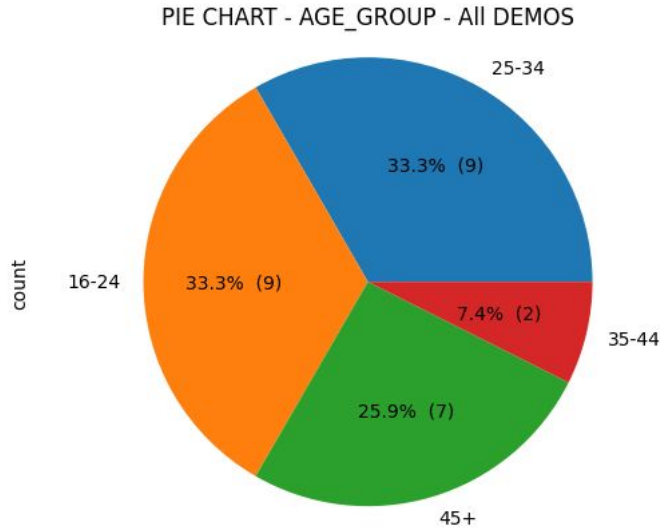
2.3. Evernote

2.4. Notion

2.5. Roam Research

2.6. Obsidian

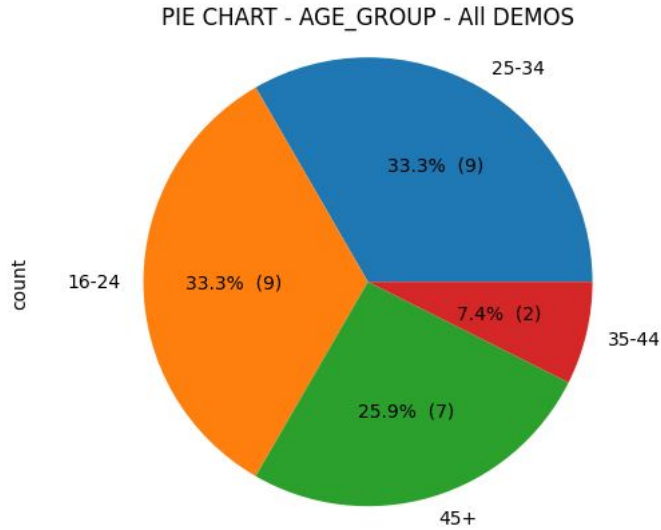
First, we analyzed the results of the survey evaluating the 27 responded vs each of the research objectives across all age groups resulting on the following insights - 1/2



33% of the respondents were in the 16-24 age group, 33% in the 25-45, 7% on the 35-55 and 26% in the 46+

- **Occupation:** 60% of respondents were professionals, and 40% were students. Either college students (33%) or graduate students (8%)
- **App usage frequency:** 60% of respondents use a note taking app daily, 22% weekly, 4% monthly and 15% rarely.
- **Device usage:** most of the respondents use a laptop to access their note taking app (48%), followed by their smartphone (41%), their desktop (7%) and tabled (4%)
- **Current app satisfaction:** 52% are neutral with their current app, 45% are either satisfied or very satisfied and 4% and dissatisfied.
- **Importance of integration with other apps:** 64% believe that integration is important or very important, with 26% stating that is not important at all.
- **Collaboration frequency:** only 23% of users collaborate frequently using this app. More than 53% never or rarely collaborate using a note taking app

First, we analyzed the results of the survey evaluating the 27 responded vs each of the research objectives across all age groups resulting on the following insights - 2/2



33% of the respondents were in the 16-24 age group, 33% in the 25-45, 7% on the 35-55 and 26% in the 46+

- **Main usage purpose:** 41% use note taking apps for personal organization, 37% for work/project management and 22% for educational purposes.
- **Potential switching drivers:** 38% may consider switching to a new app that has better functionality, 24% to an app with improved design, 17% for better pricing and 17% for better integration
- **Types of information used:** 25% of respondents use text as main type of information, 16% PDFs, 32% office related documents, 12% links, 12% images nad 4% audio and video.
- **Current challenges:** the most cited challenges include limited features (28%), finding content (21%), poor interface (19%) and lack of integration (11%)
- **App most cited:** they include Apple Notes (30%), OneOne(28%), Evernote (11%), Notion (11%), Google Keep (9%) and others (about 10%)
- **Content organization:** users organize their notes mostly by project (41%), then by date (36%) and then by tags or keywords (19%). 5% do not organize them.
- **Most valuable features mentioned** include search (24%), tags (16%), calendar (13%), email (13%) integration (13%), collaboration (8%), cloud synchronization (7%) and others (less than 10%)

Second, we analyzed the data by age-group to identify nuances and differences in needs, requirements and behaviors - 1/2

RESEARCH OBJECTIVE	16-24 - 9 Respondents - 33%	25-34 - 9 Respondents - 33%	35-44 - 2 respondents - 7%	45+ - 7 Respondents - 26%
Occupation	90% are college students and 10% are graduated students	78% are professionals, 11% graduate student, 11% college student	100% professional	100% professionals
App usage frequency	44% used daily, 22% weekly, 33% rarely	78% used daily, 11% weekly and 11% monthly	50% daily, 50% weekly	57% daily, 29% weekly, 14% rarely
Device usage	56% use a smartphone, 45% use a laptop	33% use smartphone, 44% a laptop, 11% tablet, 11% desktop	50% smartphone, 50% laptop	29% smartphone, 57% laptop, 14% desktop
Current app satisfaction	44% are neutral, 22% satisfied, 33% very satisfied	33% are neutral, 67% satisfied	100% are neutral	71% neutral, 14% satisfied, 14% dissatisfied
Integration with other apps	important 45% not important 45%	important or very important 55%, not important 33%	Very important 50%, neutral 50%	57% important, 43% very important
Collaboration frequency	Rarely 45%, never 33%, frequently 11% and occasionally 11%	Rarely 33%, never 11%, frequently 44%, and occasionally 11%	Nevel 50%, Frequently 50%	Rarely 14%, never 14%, frequently 71.4%
Main usage purpose - Mentions	Personal organization 42%, education/study 37%, work/project management 21%	Personal organization 47%, work / project management 40%, education/study 13%	Personal organization 67%, work/project management 33%	Work/project management 67%, personal organization 22%, education study 11%

Second, we analyzed the data by age-group to identify nuances and differences in needs, requirements and behaviors - 2/2

RESEARCH OBJECTIVE	16-24 - 9 Respondents - 33%	25-34 - 9 Respondents - 33%	35-44 - 2 respondents - 7%	45+ - 7 Respondents - 26%
Potential switching drivers - Mentions	Better functionality 35%, better pricing 25%, improved design 25%, more integrations 15%	Better functionality 37%, improved design 23%, More integrations 18%, better pricing 14%	Ease of use 25%, better functionality 25%, improved design 25%, better pricing 25%	Better functionality 46%, improved design 23%, more integrations 23%, better pricing 8%
Types of information used - Mentions	Text notes 28%, links 14%, MS office related 33%, images 10%, audio and video 7%	Text notes 20%, PDF, 17%, MS office 34%, images 18%, links 9%, audio and video 3%	Text notes 33%, links 17%, PDF 17%, MS office 32%	Text notes 25%, PDFs 17%, MS office related 32%, links 12%, images 8%, audio and video 4%
Current challenges - Mentions	Limited features 38%, poor interface 19%, difficulty finding content 19%, data security concerns 13%	Poor user interface 25%, limited features 20%, sharing notes 15%, lack of integration 15%, search 10%	Search 50%, poor interface 25%, storage 25%	Limited features 36%, search 29%, lack of integration across devices 15%, sharing 7%, interface 7%
App most cited - Mentions	Apple notes 40%, OneNote 20%, Notion 20%, Google Keep 10%, Evernote 10%	Apple notes 28%, OneNote 28%, Notion 17%, Google Keep 6%, Google Docs 6%	Apple notes 67%, OneNote 33%	OneNote 33%, Evernote 27%, Apple Notes 20%, Google Keep 13%
Content organization - Mentions	By project 43%, by tags or keywords 29%, by date 29%	By date 47%, by project or topic 29%, by tag 18%, don't organize 6%	By date 50%, Do not organize them 50%	By project 67%, by data 22%, by tag 11%
Most valuable features mentioned - Mentions	Search 28%, tags 19%, data encryption 9%, cloud synchronization 9%, integration with other tools 9%	Search 20%, tags 17%, integration 14%, calendar 14%, email 14%, collaboration 9%, cloud 6%	Search functionality 100%	Search 18%, integration 15%, email 15%, calendar 15%, tags 12%, collaboration 12%, cloud 6%

Finally, we analyzed the data by occupation to identify nuances and differences in needs, requirements and behaviors - 1/2

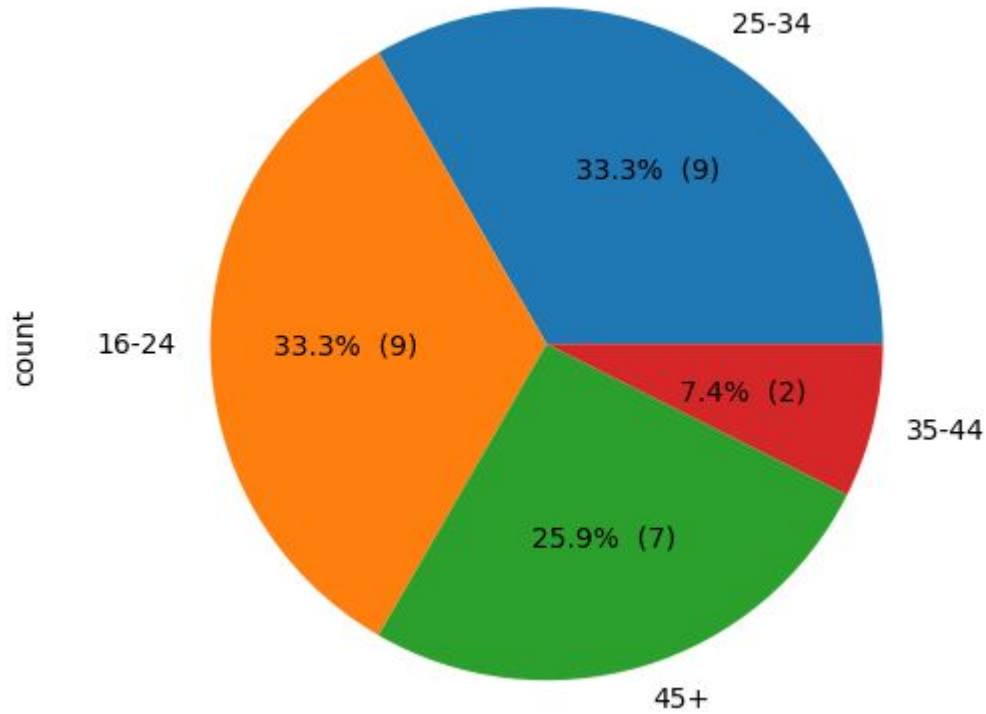
RESEARCH OBJECTIVE	STUDENTS	PROFESSIONALS
Age group	16-24 = 82%, 25-34 = 18%	45+ = 44%, 25-34 = 44%, 35-44 = 12%
App usage frequency	Daily 55%, weekly 18%, rarely 27%	Daily 63%, weekly 25%, Monthly 6%, rarely 6%
Device usage	Laptop 46%, smartphone 46%, table 9%	Laptop 50%, smartphone 38%, desktop 13%
Current app satisfaction	Neutral 46%, Satisfied 27%, very satisfied 27%	Neutral 56%, Satisfied 38%, Dissatisfied 6%
Integration with other apps	Very important 18%, important 36%, Not important 36%	Very important 25%, important 44%, Not important 20%
Collaboration frequency	Rarely 45%, never 36%, 9% frequently, 9% occasionally	Occasionally 38%, frequently 31%, rarely 19%, never 13%
Main usage purpose - Mentions	Personal organization 42%, education study 33%, work/project management 25%	Work/project management 50%, personal organization 41%, education/study 9%

Finally, we analyzed the data by occupation to identify nuances and differences in needs, requirements and behaviors - 2/2

RESEARCH OBJECTIVE	STUDENTS	PROFESSIONALS
Potential switching drivers - Mentions	Better functionality 32%, improved design 25%, better pricing 21%, more integrations 18%, accessibility 4%	Better functionality, 42%, improved design 23%, more integrations 16%, better pricing 13%, ease of use 3%, better formatting options 3%
Types of information used - Mentions	Text notes 25%, MS office and PDF 50%, images 12%, links 12%, audio and video 7%	Text notes 24%, PDFs 17%, MS office related 34%, links 11%, images 11%, audio and video 2%
Current challenges - Mentions	Limited features 33%, search 17%, lack of integrations across devices 13%, poor user interface 13%, security 8%	Search 23%, Limited features 23%, poor interface 23%, sharing notes with others 13%, lack of integration across devices 10%, data security 3%, storage 3%
App most cited - Mentions	Apple notes 31%, OneNote 23%, Notion 23%, Google keep 7%, evernote 8%, Goodnotes 8%	Apple Notes 30%, OneNote 30%, Evernote 12%, Google Keep 9%, Notion 6%
Content organization - Mentions	By project or topic 39%, by date 33%, using keywords 28%	By project or topic 42%, by date 38%, using tag o keywords 13%, don't organize them 8%
Most valuable features mentioned - Mentions	Search 25%, tags and categorization 18%, integration with other tools 35% (i.e. email, calendar), cloud synchronization 9%	Search 22%, integration with other tools (i.e. email, calendar) 50%, tags and categorization 14%, collaboration features 12%, cloud 5%, security 5%

Q1. What is your age group?

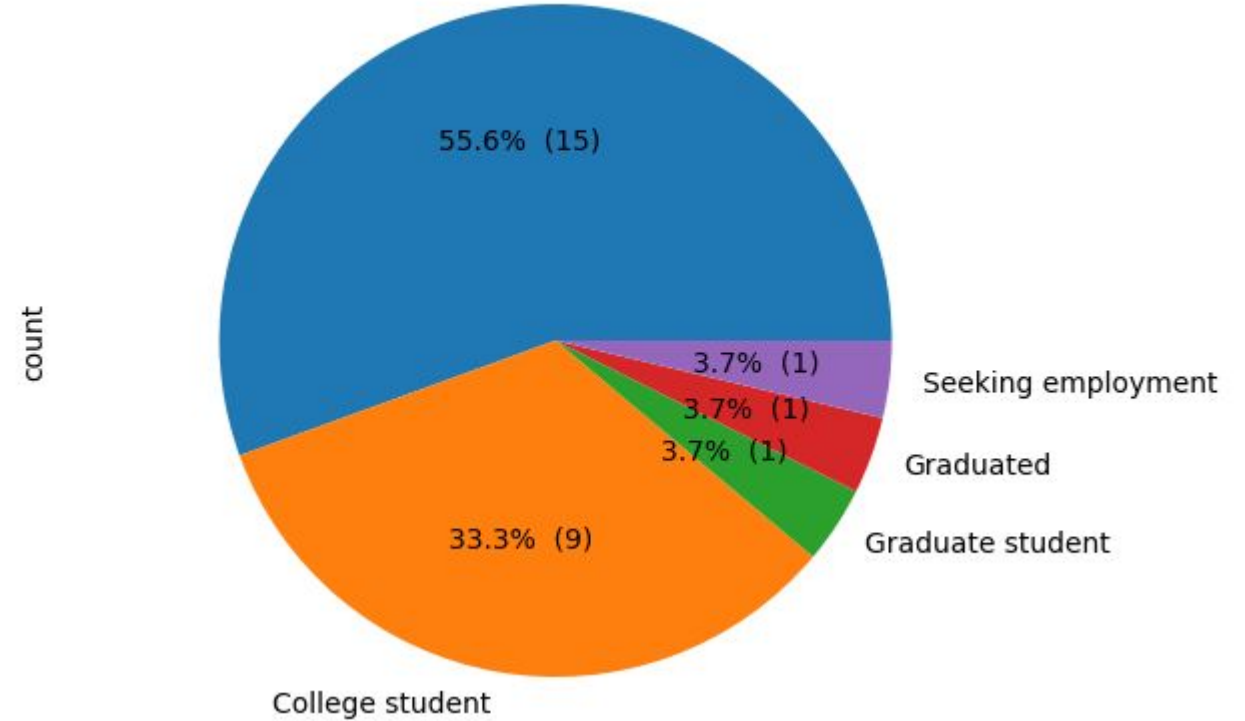
PIE CHART - AGE_GROUP - All DEMOS



- 66% of the respondents were between 16-34 years old

Q2. What is your occupation?

PIE CHART - OCCUPATION - All DEMOS
Professional

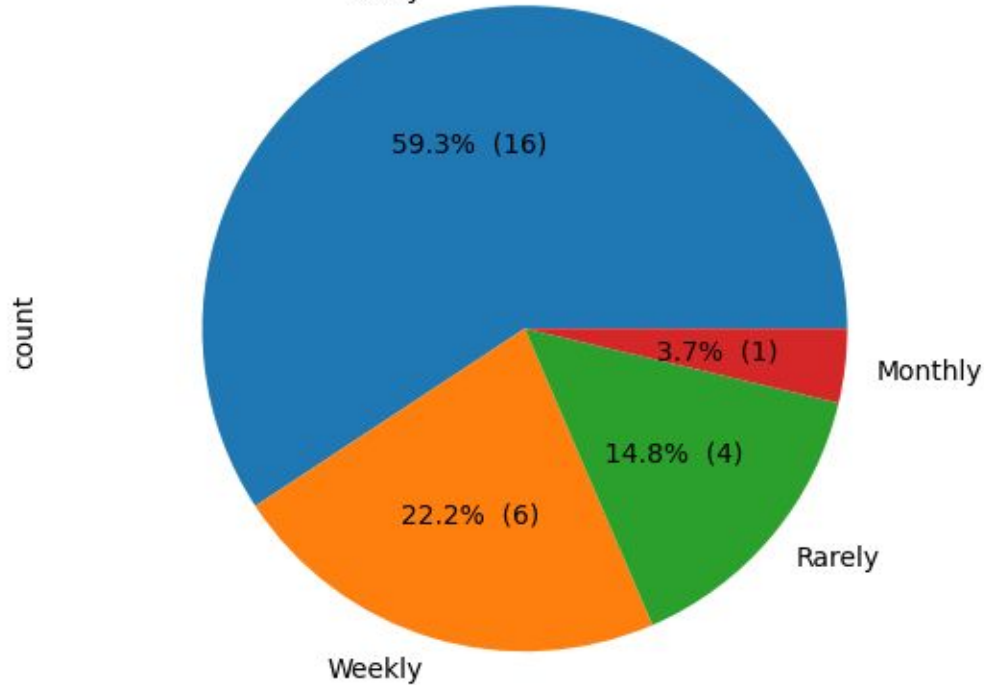


- Almost 95% of the respondents were either professionals or students (i.e. colleague or graduate)

Q3. How often do you use note-taking and organizational tools?

PIE CHART - FREQUENCY - All DEMOS

Daily

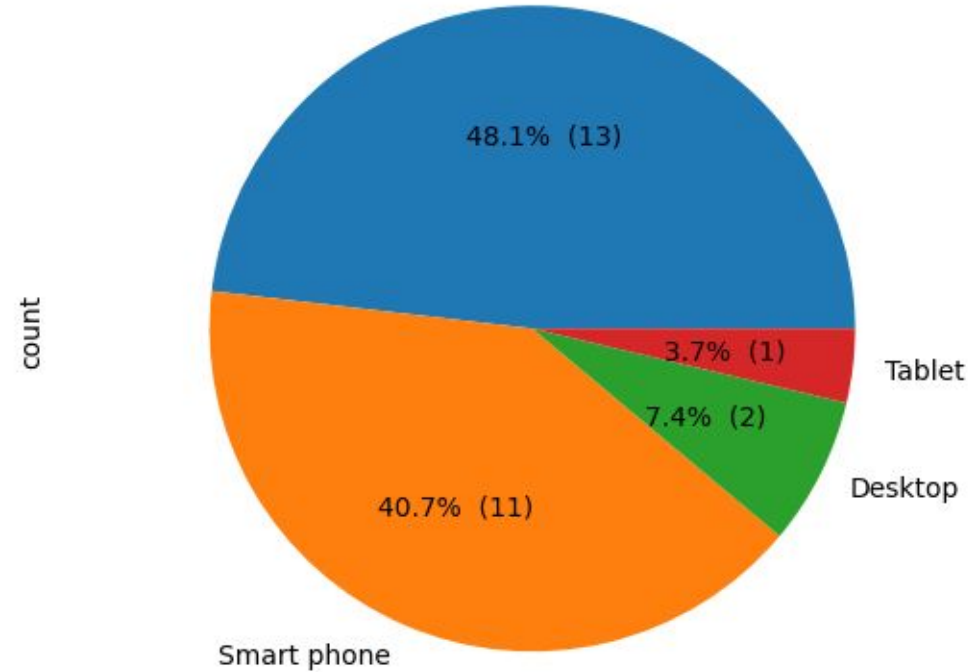


- About 60% of the respondents use this kind of app daily

Q4. How do you access your note-taking and organizational tools?

PIE CHART - DEVICE - All DEMOS

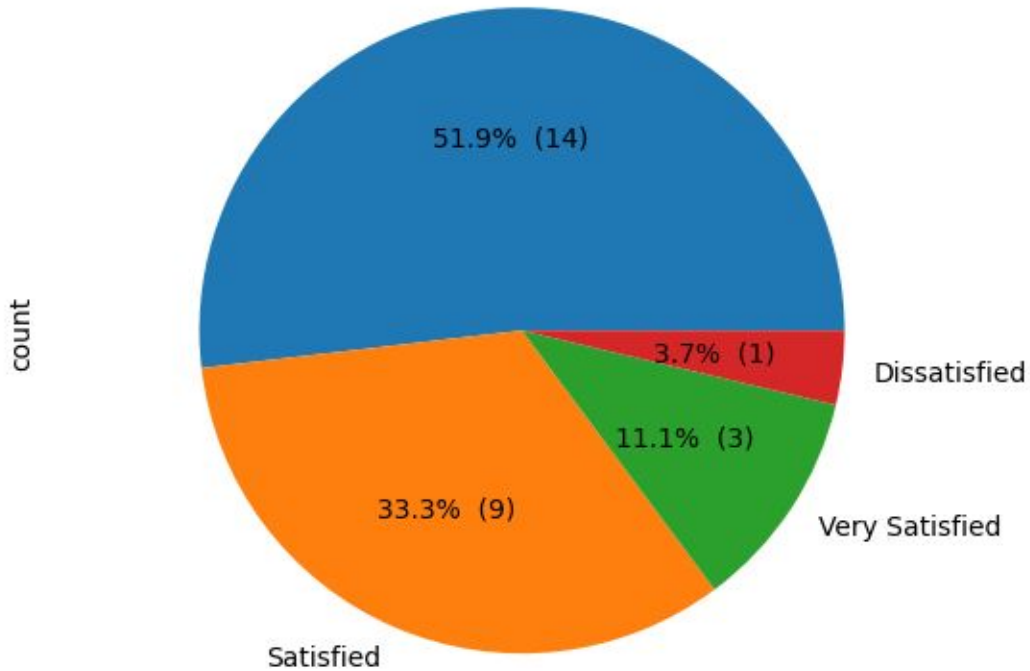
Laptop



- Almost 50% of the respondents access this kind of apps using a laptop, followed by a 40% accessing the app from their smartphones.

Q5. How satisfied are you with your current note-taking/organizational tool/app?

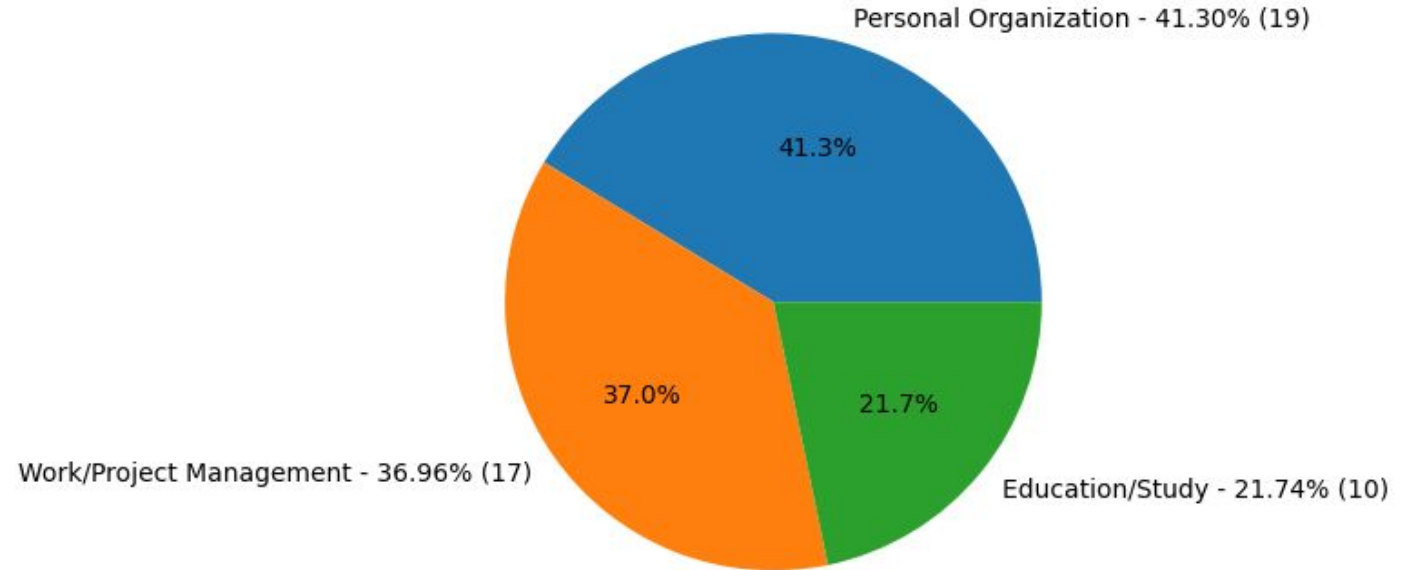
PIE CHART - SATISFACTION - All DEMOS
Neutral



- More than half are neutral about their satisfaction level with the current note-taking apps they use
- Only less than 4% are dissatisfied.
- Close to 45% are either satisfied or very satisfied

Q6. What are your main purposes for using note-taking tools?

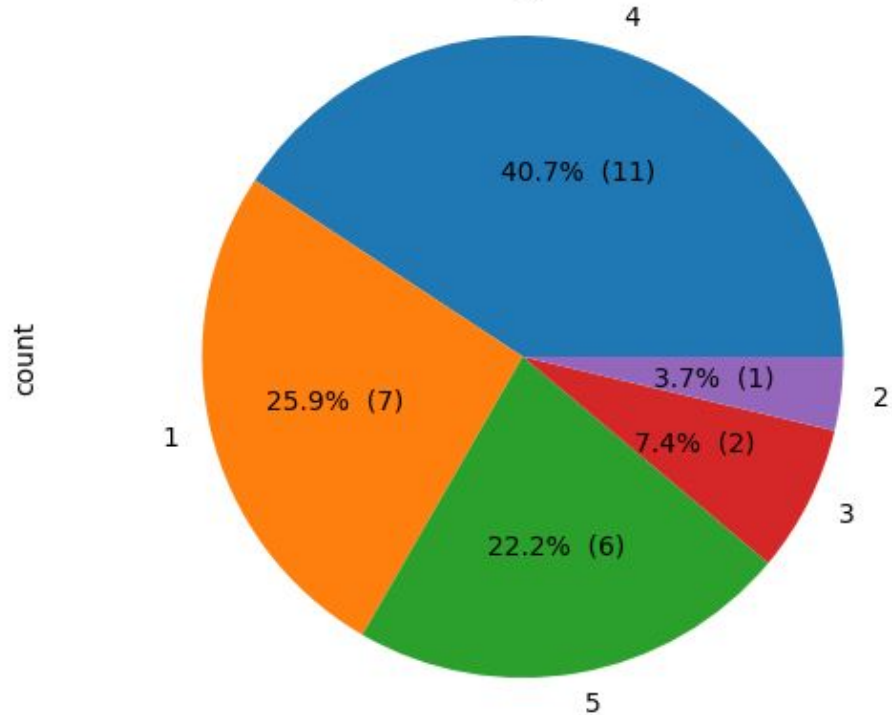
PURPOSE FREQUENCIES - ALL DEMOS



- 80% of the versions cover either personal organization or work/project management as being the main purposes of using note-taking tools

Q7. How important is it for your note-taking and organization tool to be able to integrate with other tools (i.e. calendars, task managers, or other tracking)?

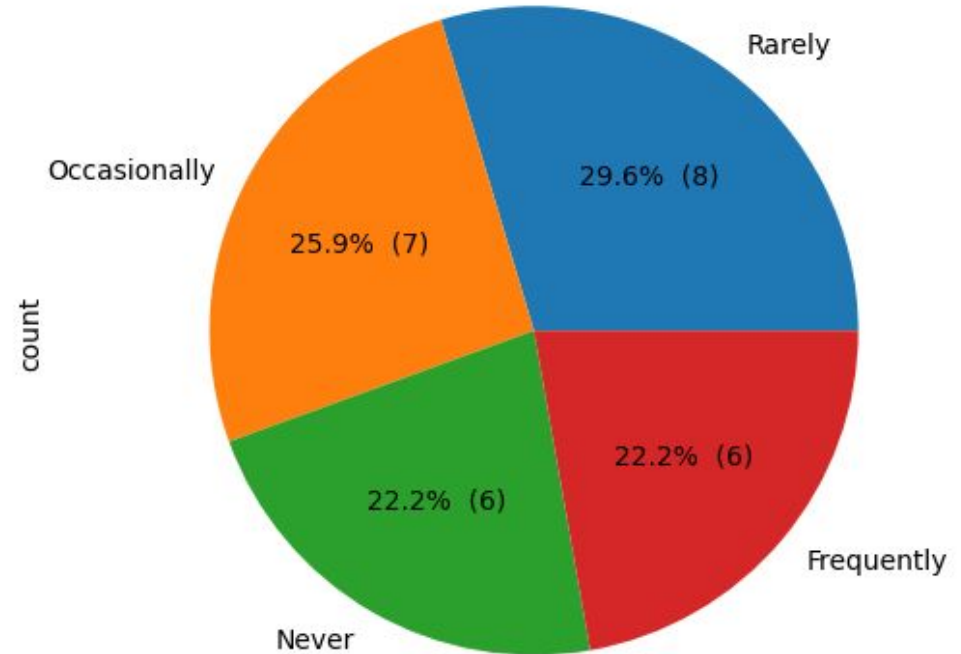
PIE CHART - INTEGRATION_IMPORTANCE - All DEMOS



- Integration seems to be quite important as more than 60% of the respondents believe this important or very important

Q8. How often do you collaborate or share notes with others?

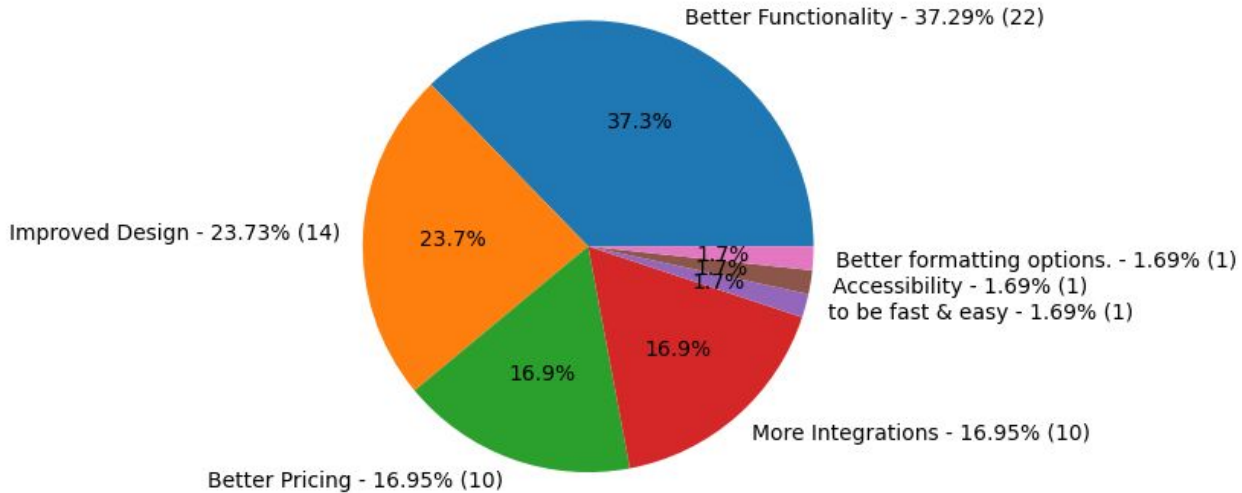
PIE CHART - COLLABORATION_FREQUENCY - All DEMOS



- Only ~20% of respondents share notes with others
- More than 50% rarely or never share notes with others

Q9. What would make you switch to a different note-taking and organizational tool? (Please check all that would apply)

SWITCHING_REASON FREQUENCIES - ALL DEMOS



Q10. What do you like about note-taking and organizational tools/apps?

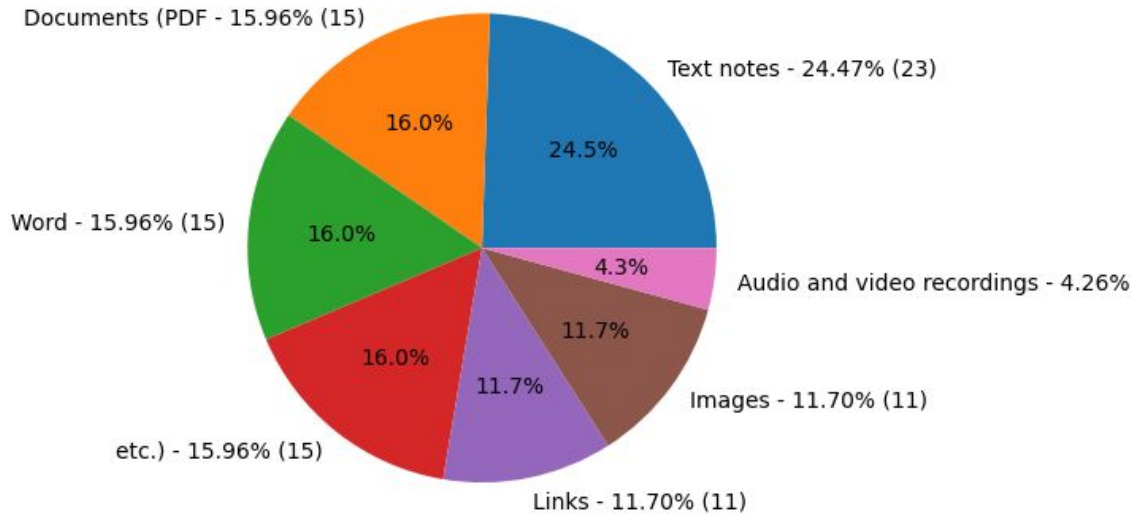
- **Simplicity:** Emphasized multiple times; users prefer the app to be simple, both in functionality and design.
- **Organization:** Users appreciate the ability to organize activities, notes, and tasks in one place.
- **Ease of Use:** Many respondents highlighted how easy the app is to use, making it accessible for various tasks.
- **Speed and Convenience:** Users value the ability to quickly take notes and access them from anywhere.
- **Customization:** The ability to customize templates and organize content according to personal needs is important to users.
- **Integration and Tracking:** Features like calendar integration, reminders, and the ability to track tasks help users stay on top of their responsibilities.
- **Visual Appeal:** Some users appreciate the app's design and find it visually appealing.
- **Functionality:** The app's ability to streamline processes, group related topics, and allow easy categorization of notes is valued.
- **Accessibility Across Devices:** Users appreciate the app's ability to sync and update across different devices.
- **Support for Various Tasks:** Whether for work, research, or study, the app helps users stay organized and manage their time efficiently.

- Close to 80% may switch tools either with better functionality, improved design or better pricing

- Key satisfaction drivers include: (1) Simplicity, (2) Organization, (3) Ease of Use, (4) Speed and Convenience, (5) Customization, (6) Integration and Tracking, (7) Visual Appeal, (8) Functionality, (9) Accessibility Across Devices and (10) Multi-task support.

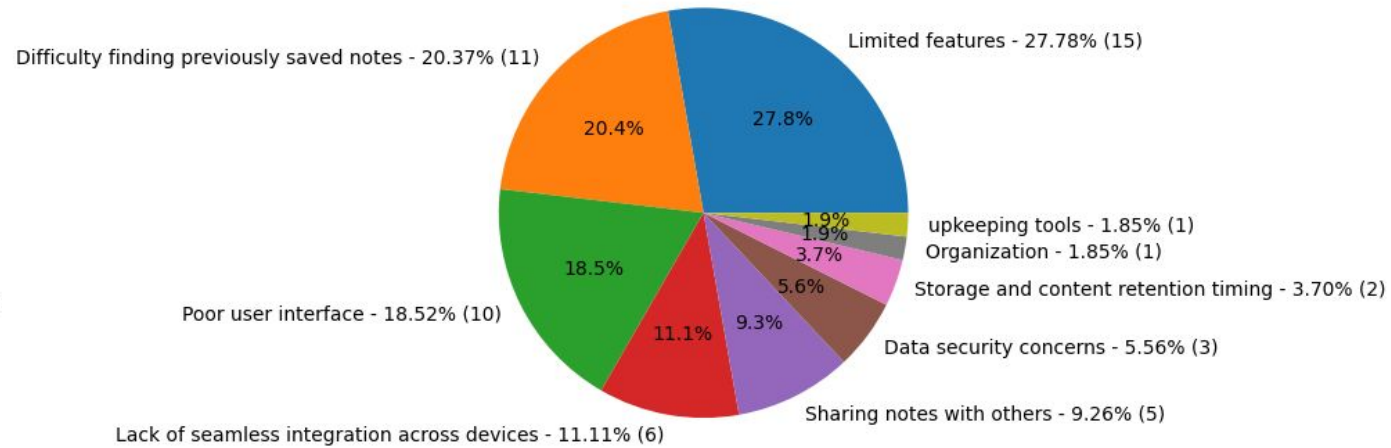
**Q11. What types of information do you typically save?
(Select all that apply)**

TYPES_OF_INFORMATION_USED FREQUENCIES - ALL DEMOS



Q12. What challenges do you face with your current note-taking and organization tools? (Select all that apply)

CURRENT_CHALLENGES FREQUENCIES - ALL DEMOS

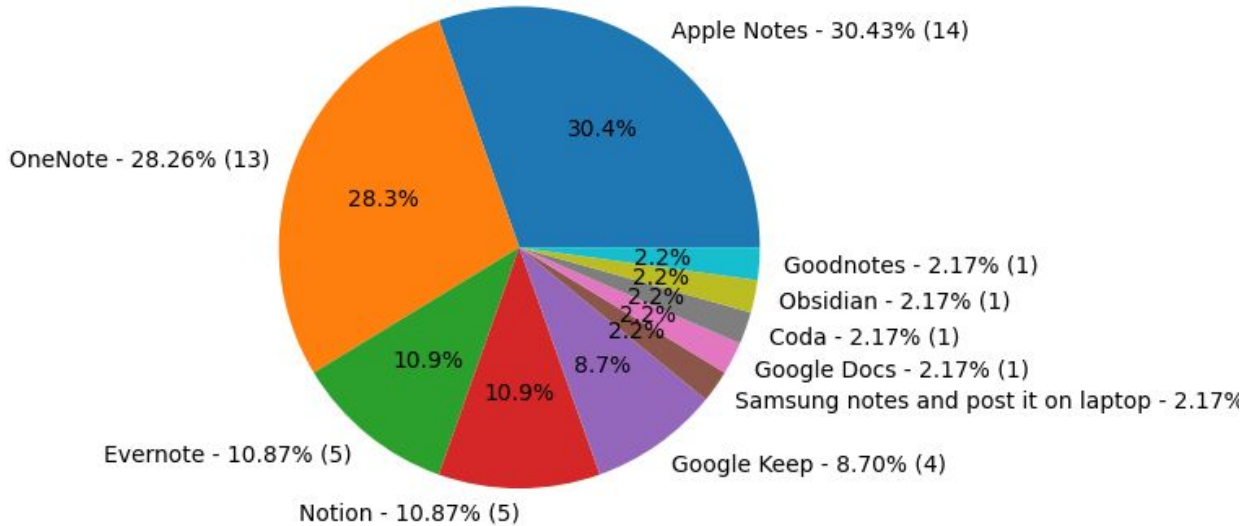


- Most of the respondents use text. Images, audio and links count for less than 30% of the mentions

- 4 reasons account for close than 80% of the challenges using current tools (i.e. limited features, difficulty finding saves notes, poor interface and lack of multi-device integration)

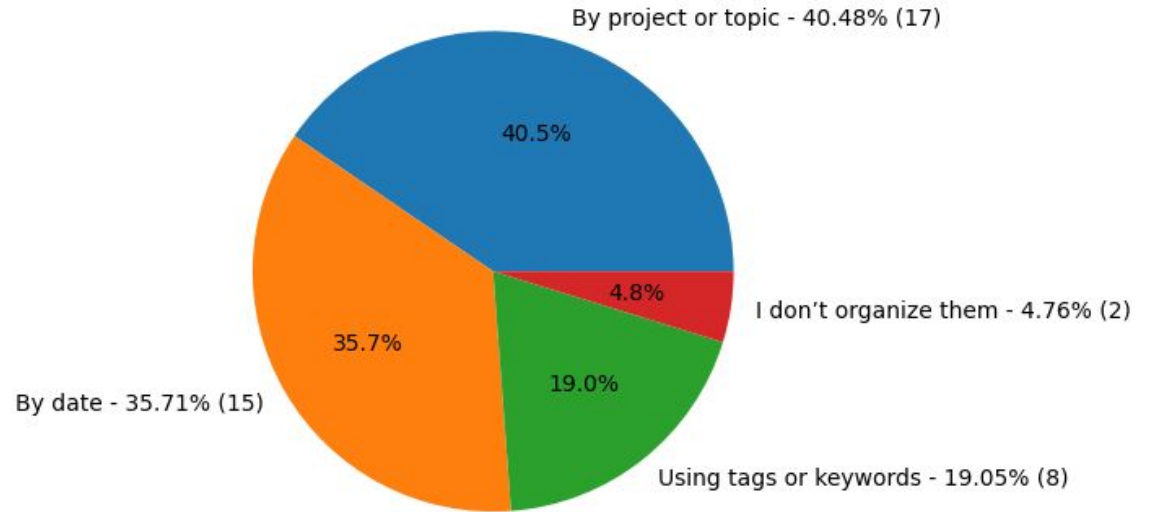
Q13. Which note-taking and organization apps have you used in the past? (Select all that apply)

APPS_USED FREQUENCIES - ALL DEMOS



Q14. How do you usually organize your notes and ideas?

HOW_ORGANIZED_CONTENT FREQUENCIES - ALL DEMOS

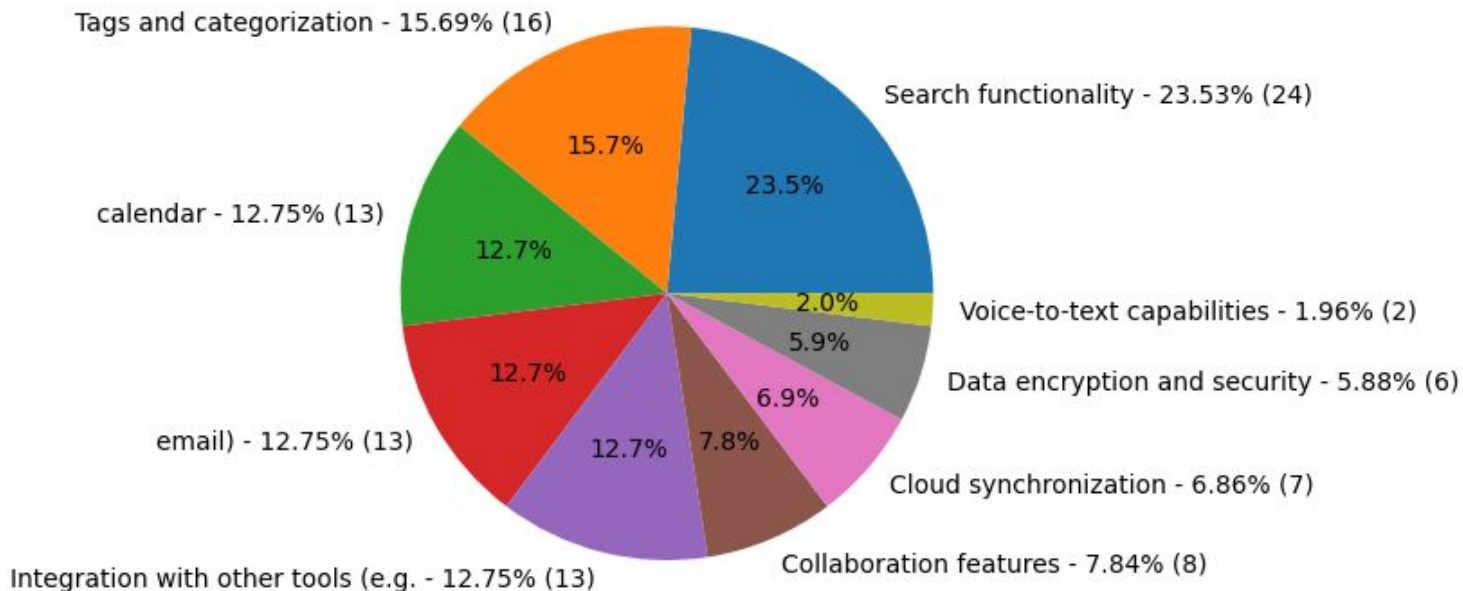


- 80% of the mentions cover only 4 apps (i.e. Apple notes, OneNote, Evernote and Notion)

- Only 3 ways to organize notes account for close to 95% of the mentions (i.e. Project/topic, date and tags)

Q15. Which features do you find most valuable in a note-taking and organization tool? (Select all that apply)

MOST_VALUABLE_FEATURES FREQUENCIES - ALL DEMOS



- The top figures include (1) search, (2) tags and categorization, (3) calendar, (4) email and (5) integration with other tools.

Recommendations Rating Scale

S0	Not a Usability Problem. Other Related Thing.	E0	Super Simple Fix. Minimum Dev or Design Required.
S1	Cosmetic UI Problem. Usability Not Impacted.	E1	Relatively Easy Fix. Doesn't Require Much Dev or Design.
S2	Minor Usability Problem. Low Priority Fix.	E2	Medium Effort Fix. Requires Some Dev or Design.
S3	Major Usability Problem. High Priority Fix.	E3	High Effort Fix. Requires High Amount of Dev or Design.
S4	Usability Catastrophe. Must Fix Before Release.	E4	Extreme Effort Fix. Requires an Extreme Amount of Dev or Design.

Apple Notes

<https://www.icloud.com/notes>



Notes

Capture thoughts or detailed notes. Your notes are always up to date on any device and on the web.

Best Practices in UI/UX Design Demonstrated

- **Accessibility:** User has the choice between both light and dark modes to support visual and neurological impairments.
- **Hierarchy:** The folder system is easy to navigate to find notes.
- **Integration:** Seamless integration across all Apple devices to ensure you can always find your notes, no matter where you are.
- **Searchability:** Both typed and handwritten notes can be searched using key terms.


Strengths

- Seamless integration with Apple products.
- Notes available across all Apple devices tied to one iCloud account.
- Able to create tabs to easily group notes together.
- All notes are searchable, including handwritten notes.
- Can add photos and links to the note.
- Use the camera to scan the document.

Weaknesses

- Limited collaboration features; can only view or edit.
- Does not save version histories.
- One-size-fits-all approach to formatting; cannot change line size, or font.
- No internal linking to easily move from one section of the note to another.

2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>Apple Notes</p> 	<ul style="list-style-type: none"> • Works smoothly with Apple devices using the same iCloud account. • Organize notes by creating tabs. • Search through all notes, including handwritten ones. • Ease-of-use when adding photos, links, and scanning documents directly into notes. 	<ul style="list-style-type: none"> • Limited Collaboration; view or edit only. • No version history saved. • Fixed formatting options: no changes to line size or font. • No internal linking to navigate between sections. 	<ul style="list-style-type: none"> • Accessibility: Choose between light and dark modes for better visibility. • Hierarchy: Easy to navigate the folder system. • Integration: Syncs smoothly across all Apple devices. 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change • Lack of accessibility for non Apple users.

2. COMPETITOR UI/UX AUDITS

Apple Audit - Built & pre-installed to be integrated across all iOS devices 1/2

What this company does?

Apple Notes is a note taking app for iOS users and devices. Notes sync to the iCloud, which makes them accessible on all Apple devices owned by the same account.

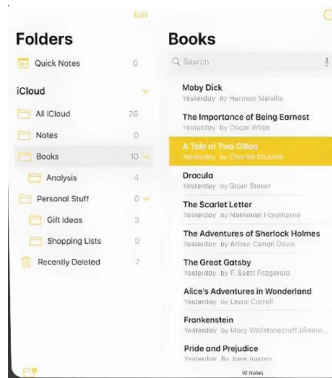


Notes

Capture thoughts or detailed notes. Your notes are always up to date on any device and on the web.

Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

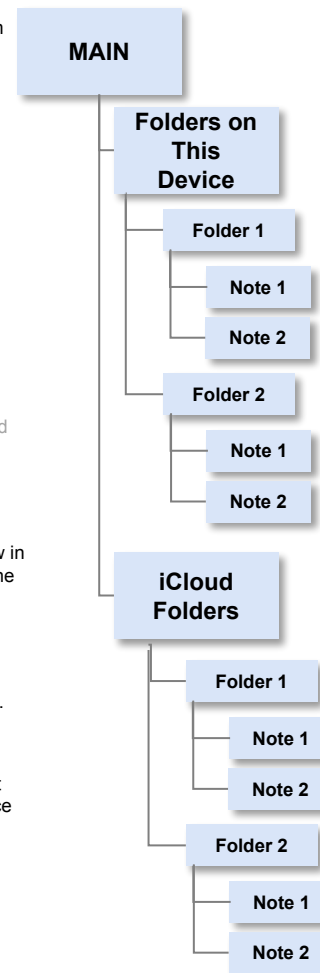


Findings

- Inability to Reorder**
The folders, and notes within, are ranked by the most recent document. There is no way to manually change the order of the folders, and have them remain in that set formation.
- No Whole Application Search**
There is no function to search the entire application by keyword. It is necessary to go into each folder to search its contents. This makes cross checking documents from different folders difficult and time consuming.

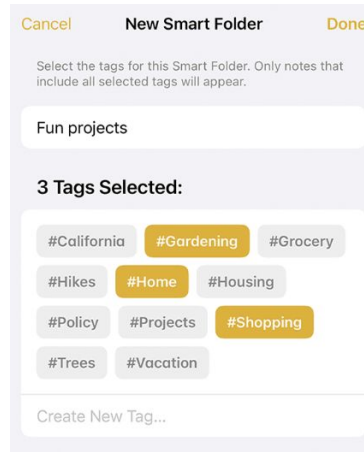
Identified Navigation Tree

Below please find the current navigation tree identified



Content Evaluation:

Is the content relevant and helpful? Does it engage the user and meet their needs?

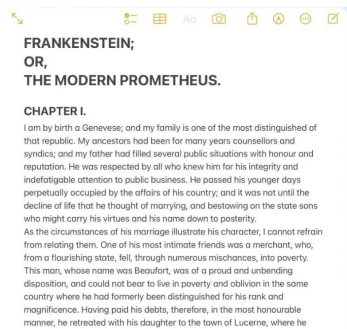


Findings

- Ready to Use**
Because Apple Notes comes preloaded on all Apple devices, it is ready to use as soon as you open the app. There is no login screen, and all folders are automatically visible.
- Smart Folder**
In a recent update, Apple introduced Smart Folders, where the user can automatically save their notes in folders using hashtags.

Visual Design:

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

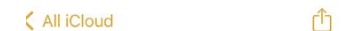


Findings

- Color Scheme**
The yellow icons at the top of the screen are difficult to view in Light Mode, and are much more apparent in Dark Mode. The simple colors of yellow, black, and white are not over-stimulating.
- Iconography**
Icons are easily recognizable as they are used across all iOS applications. This is intuitive for the user to understand.
- Dark Mode**
The interface background can be black which is convenient to those who have visual impairments or require an interface that is easier on the eyes.

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



Findings

- Limited Editing Functions**
Apple Notes is missing key functions, such as the ability to highlight text and to view edit histories. This makes it difficult to draw readers' attention to the most important details of the note, or to revert back to previous copies.
- Pasting Links**
When adding a link to a note on a Macbook, it is not possible to paste it in. Instead you must navigate to the top, click insert, and then insert the link to make it clickable.
- Limited Collaboration Functions**
It is not possible to collaborate anonymously. It is also not possible to highlight a collaborator and follow their changes in real time.

2. COMPETITOR UI/UX AUDITS

Apple Audit - Built & pre-installed to be integrated across all iOS devices 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?

🔍 Ad 📄 📅 📧

🔒 🔒 🔒

Findings

May 30, 2022 at 1:03 PM

Things to do tomorrow

- Art museum
- Return books to the library
- Get hair products from Lush
- Find/buy charging adapters
- Dinner at home

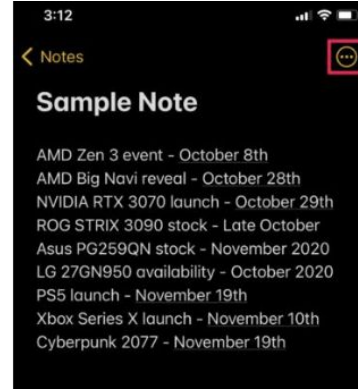
Sunday to do

- Clean out fridge
- deep clean apartment
- Start packing

- 1 Quit Unexpectedly**
While gathering data for this audit, the application quit & deleted the current open note.
- 2 Handwritten Notes**
Handwritten notes load slightly slower than typed notes.

Accessibility:

Can users with disabilities easily access and navigate the site?



Findings

- 1 Dark Mode**
The high contrast of white text on a black background is helpful for sensitive eyes.
- 2 Speech-to-Text**
There is no speech-to-text option for taking notes on a Macbook, which makes the application inaccessible to those who would find typing difficult.

Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S2E1	Searchability <ul style="list-style-type: none"> There is no ability to search the entire application, only the ability to search within each folder and each note 	Add Search Feature I would recommend adding a feature that allows the user to search the entire application by keyword, rather than just each folder.	HIGH
S0E3	Functionality <ul style="list-style-type: none"> When collaborating with others, it is not possible to view their changes in real time. It's important to have this feature to ensure consistency and effectiveness of changes. 	Spotlighting Create a feature similar to Figma's highlighting, which would allow one creator to follow the work of their collaborator in real time.	MEDIUM
S3E1	Accessibility <ul style="list-style-type: none"> The yellow icons at the top of the screen are difficult to see in light mode, creating eye strain for those with visual impairments. 	New Color Screen Use a different color, like a light blue, for the icons in Light Mode.	LOW

OneNote

<https://www.microsoft.com/en-us/microsoft-365/onenote/digital-note-taking-app>

Microsoft OneNote
Your digital notebook

One cross-functional notebook for all your notetaking needs.

[Sign in](#) [Sign up](#)

Best Practices in UI/UX Design Demonstrated

- **Simplicity:** Clean design and minimal aesthetic. familiar and recognizable notebook layout/ notbook grid lines that reduce users need to learn new information.
- **Colors:** Color and fonts are consistent through the design.
- **Hierarchy:** Clear Hierarchy show between note section and navigation bar
- **Navigation:** is uniform throughout the design. One offers a top navigation bar that is consistent with Microsoft office.
- Users can create different notes via various different mechanism such as video and audio

Copilot in OneNote

Copilot in OneNote

As your notetaking partner, Copilot in OneNote uses your prompts to draft plans, generate ideas, create lists, organize information, and more. Get it now when you add Copilot Pro or Copilot for M365 to your M365 subscription.

[Learn what's possible with Copilot >](#)


Strengths

- Simple interface with Universal Iconography that are consent and familiar throughout Microsoft Office
- Easily compatible with Microsoft Office Suite and Microsoft Teams
- Storage feature compatible with Onenote
- Search function: that allows users to search recent notes
- Notes are synced and searchable across different devices

Weaknesses

- Compatibility with non Microsoft platform (IOS, Android, MAC etc)
- Users may have difficulty learning the platform if unfamiliar with Microsoft Office.
- Limited Storage Capabilities
- Offers restricted offline capabilities
- Offers customization such as page colors, gridlines, and page versions but customizations are limited compared to other organizational/ note taking tools.

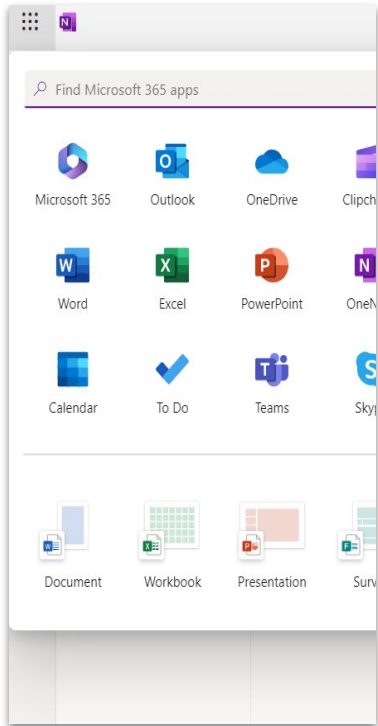
2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>OneNote</p> 	<ul style="list-style-type: none"> • Simple interface with Universal Iconography that are consistent and familiar throughout Microsoft Office • Easily compatible with Microsoft Office Suite and Microsoft Teams • Storage feature compatible with One Note • Search function: that allows users to search recent notes • Notes are synced and searchable across different devices 	<ul style="list-style-type: none"> • Compatibility with non Microsoft platform (IOS, Android, MAC etc) • Users may have difficulty learning the platform if unfamiliar with Microsoft Office. • Limited Storage Capabilities • Offers restricted offline capabilities • Offers customization such as page colors, gridlines, and page versions but customizations are limited compared to other organizational/ note taking tools. 	<ul style="list-style-type: none"> • Simplicity: Clean design with familiar notebook layout. • Colors: Consistent colors and fonts. • Hierarchy: Clear distinction between notes and navigation bar. • Navigation: Uniform, with a top bar similar to Microsoft Office. • Note Creation: Options for video and audio notes. 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change • Lack of accessibility for non Microsoft users.

OneNote Audit - Familiar Microsoft brand tool with limited Search options - 1/2

What this company does?

OneNote helps users to create, share and organize notes that are easily accessible across existing Microsoft Office platforms



Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

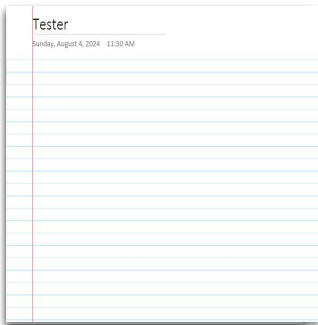
Findings



- 1 Universal Icon Design**
Icons are consistent with Microsoft Office and familiar to returning users of the platform
Icons appear to consistent in size throughout the design and are highlighted whenever selected
- 2 Navigation**
Navigation is consistent through the design and searchable/ previous notes
Navigation is located horizontally at the top of the site

Visual Design:

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

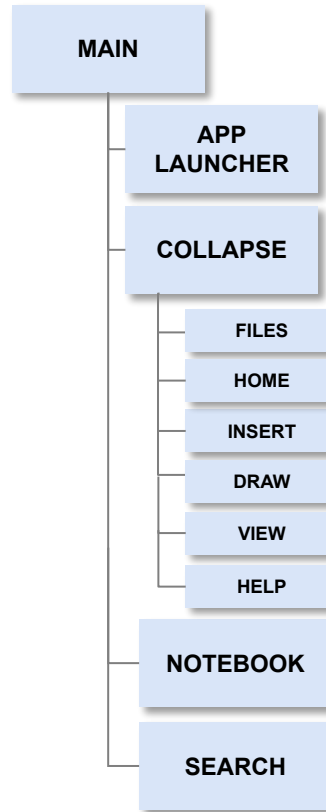


Findings

- 1 Visually Appealing**
Design mimic a physical notebook
Offers a clean and simple design pattern that is consistent throughout the design
- 2 Familiar Design**
Site offers familiar visual design for Microsoft users. Returning users or fans of the Microsoft brand will have little new information to learn when adapting to this site.
- 3 Minimal Design**
Site offers minimal design consistent aesthetic that users will find appealing

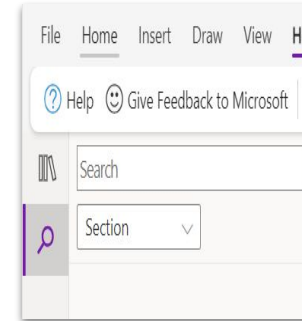
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Content Evaluation:

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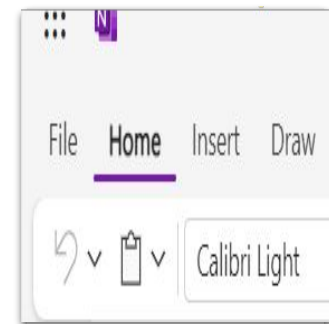


Findings

- 1 Content**
Content is relevant and provides many features that users may need to organize/ create notes such as grid lines audio/ video media files, version features, syncable and storage
- 2 Support**
Site offers help functions and search bar but search function are limited and advance search capabilities are non existent.
- 3 Sync**
Content can me shareable across all Microsoft Office platform, but loading times can be slow

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



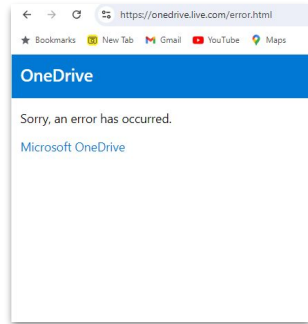
Findings

- 1 The site provide visual cues and interactive features**
As we can see on the left, includes elements such as an interactive navigation bar, and mouseover color changes to signal users about actions
- 2 Each page always includes a call to action**
However their isn't a the phone number and email link of the company
- 3 No broken links or non-responsive elements found**
It seems that the site is well-maintained as no technical issues were found when browsing.

OneNote Audit - Familiar Microsoft brand tool with limited Search options - 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?



Findings

- 1 **Performance**
When syncing with other compatible Microsoft Office brands, loading time are slow
- 2 **Page Syncing**
Site produces long loading times over 2 minutes when syncing pages
- 3 **Load Times**
On occasion site produces long loading times over 5 minutes when loading website which may deter users from using the site

Accessibility:

Can users with disabilities easily access and navigate the site?



Findings

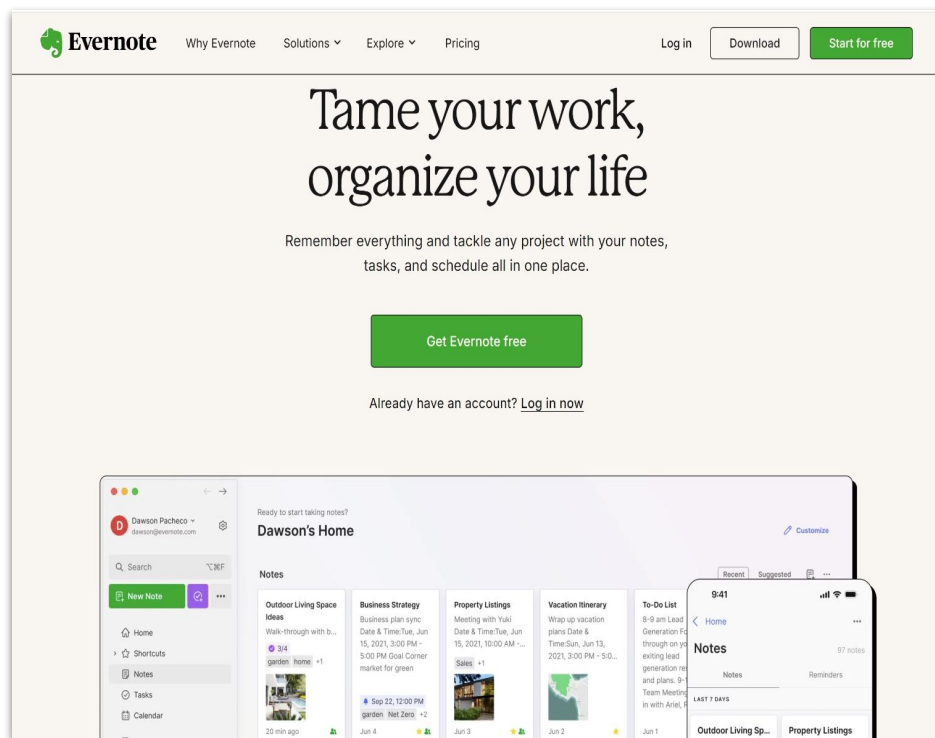
- 1 **Fonts/Icons**
All fonts and icons follow universal practices with clear hierarchy, size and color which add in user readability.
- 2 **Customization**
Users can customize font, text and text color to personal preference which adds to user readability
- 3 **Audio/ Dictation**
Site offers dictation feature where users can dictate text and increases inclusivity for the site.
- 4 **KeyBoard Shortcuts**
Offers universal keyboard Shortcuts, however, more accessibility can be offered to increase inclusive

Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S3E3	Performance <ul style="list-style-type: none"> Site offers long load times and slow performance Syncing pages also offers long load times 	Reduce Content Possibly reducing the number of content options per page many increase loading issues.	HIGH
S2E2	Content Evaluation <ul style="list-style-type: none"> Support options are limited. Users have limited search tools and no direct link to contact support if needed 	Advanced Support Options Offer more advanced search options and tools. provide a direct link for further support while using site	MEDIUM
S2E1	Accessibility <ul style="list-style-type: none"> Offers universal keyboard Shortcuts, however, more accessibility features can be offered to increase inclusive 	Increased Accessibility feature Offer more accessibility features such as like modified keyboard function or link/page to find more inclusive features in the site	LOW

Evernote

<https://evernote.com/>



Best Practices in UI/UX Design Demonstrated

Usability: Evernote excels in providing a simple and straightforward interface for creating notes. Hierarchical notebook structure is effective, but could benefit from more flexible tagging and labeling options.

Simplicity: Evernote effectively focuses on the core task of note-taking. The main interface is generally clean and uncluttered.

Hierarchy: The notebook and note structure provides a clear hierarchy for organizing information. The app effectively uses visual cues to differentiate between different types of content within notes (text, images, etc.).

Accessibility: Evernote includes some accessibility features, such as font size adjustments and high contrast mode. Could benefit from more robust accessibility options, such as screen reader compatibility and keyboard navigation enhancements.


Strengths

- Intuitive Note Creation
- Flexible Organization System
- Cross-Platform Consistency
- Rich Text Formatting
- Basic Accessibility Features

Weaknesses

- Search Functionality Limitations: While Evernote offers search, it can be slow, especially for large notebooks.
- Note Collaboration Challenges: While sharing notes is possible, real-time co-editing and version control features are limited.
- Onboarding Experience: New users might find the app overwhelming due to its numerous features.
- Accessibility Limitations: improved screen reader compatibility and keyboard navigation.

2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>Evernote</p> 	<ul style="list-style-type: none"> • Intuitive Note Creation • Flexible Organization System • Cross-Platform Consistency • Rich Text Formatting • Basic Accessibility Features 	<ul style="list-style-type: none"> • Search: Can be slow with large notebooks. • Collaboration: Limited real-time editing and version control. • Onboarding: May be overwhelming for new users. • Accessibility: Needs better screen reader and keyboard navigation support. 	<ul style="list-style-type: none"> • Usability: Simple interface for note creation; effective hierarchical structure with room for improved tagging. • Simplicity: Clean, focused on note-taking. • Hierarchy: Clear organization with visual cues for different content types. • Accessibility: Basic features like font size and high contrast. Could benefit from more robust accessibility options, such as screen reader compatibility and keyboard navigation enhancements. 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change • Weak accessibility.

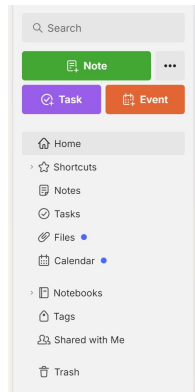
Evernote - Prioritize Accessibility, Performance, and Mobile Usability Enhancements to Improve Overall User Experience - 1/2

What this company does?

With Evernote, you have everything you need to keep life organized. Use it for note taking, project planning, and to find what you need, when you need it.

Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

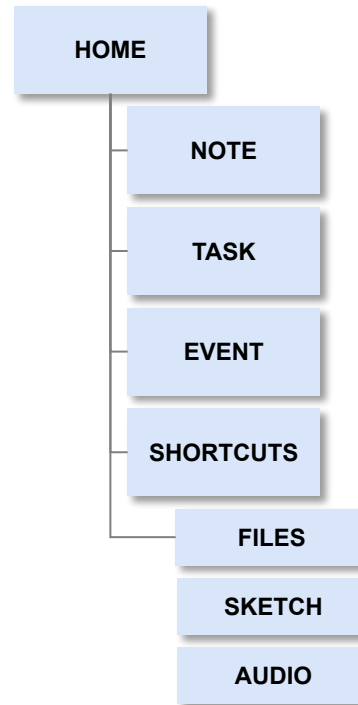


Findings

- Notebook Structure:** While the hierarchical notebook structure is effective, there could be more flexibility in organizing notes, such as allowing for multiple parent notebooks or tag-based organization.
- Task Flow:** The process of creating, editing, and sharing notes should be streamlined with fewer steps.
- Consistent Actions:** Clicking on links or tags works the same way everywhere, making navigation predictable.

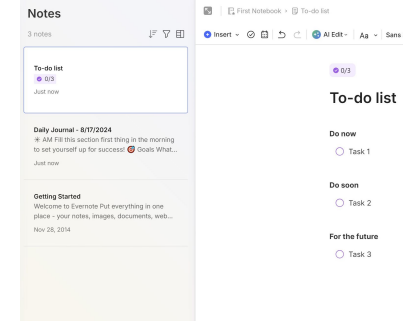
Identified Navigation Tree

Below please find the current navigation tree identified



Content Evaluation:

Is the content relevant and helpful? Does it engage the user and meet their needs?

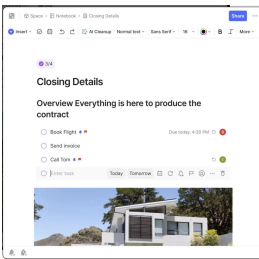


Findings

- Content Organization:** The app provides robust tools for organizing content, such as tags, notebooks, and search filters.
- Rich Content Support:** Evernote supports a variety of content types, including text, images, PDFs, and audio, making it versatile for different needs.
- Inconsistent Formatting:** There can be inconsistencies in text formatting when notes are copied from other sources, leading to a fragmented appearance.

Visual Design:

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

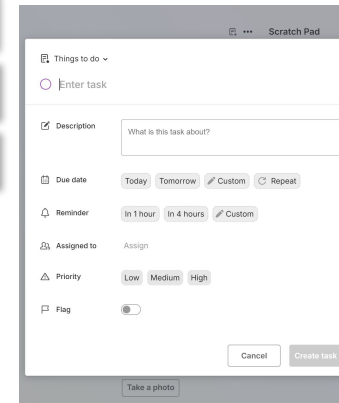


Findings

- Clean and Professional:** The overall visual design is clean and professional, with a focus on functionality and readability.
- Consistent Use of Colors:** The app uses a consistent color scheme, which helps in creating a cohesive visual identity.
- Outdated Aesthetics:** While functional, the design could benefit from modernization to align with current design trends.
- Lack of Visual Hierarchy:** In some areas, the lack of clear visual hierarchy can make it difficult for users to distinguish between primary and secondary actions.

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



Findings

- Smooth Interactivity:** Interactive elements in Roam Research, like linking notes and using the Graph View, are highly functional and easy to use, enabling seamless navigation and content management.
- Immediate Feedback:** Actions such as creating links or adding tags provide instant visual feedback, ensuring users know their input has been registered, which enhances usability.
- Reliable Performance:** The app generally offers responsive interactions with minimal lag, making the overall user experience smooth and efficient.
- Consistency Across Elements:** Interactive features like buttons, links, and tags work consistently throughout the app, reducing the likelihood of encountering broken links or non-responsive elements, which contributes to a reliable user experience.

Evernote - Prioritize Accessibility, Performance, and Mobile Usability Enhancements to Improve Overall User Experience - 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?

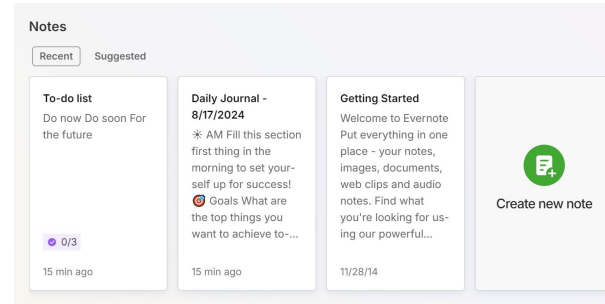
Findings

- 1 **Loading Times:** Users may experience slow loading times, especially with large notebooks or extensive search queries
- 2 **Background Processing:** The app handles background syncing and note saving efficiently, reducing interruptions.
- 3 **App Crashes:** Some users have reported occasional crashes, particularly when using resource-intensive features like image processing.

The Evernote app remains a powerful tool for note-taking and organization, with many strengths in its core functionality, cross-platform consistency, and integrations. However, there are areas for improvement, particularly in simplifying the user experience, modernizing the UI, enhancing accessibility, and optimizing performance

Accessibility:

Can users with disabilities easily access and navigate the site?



Findings

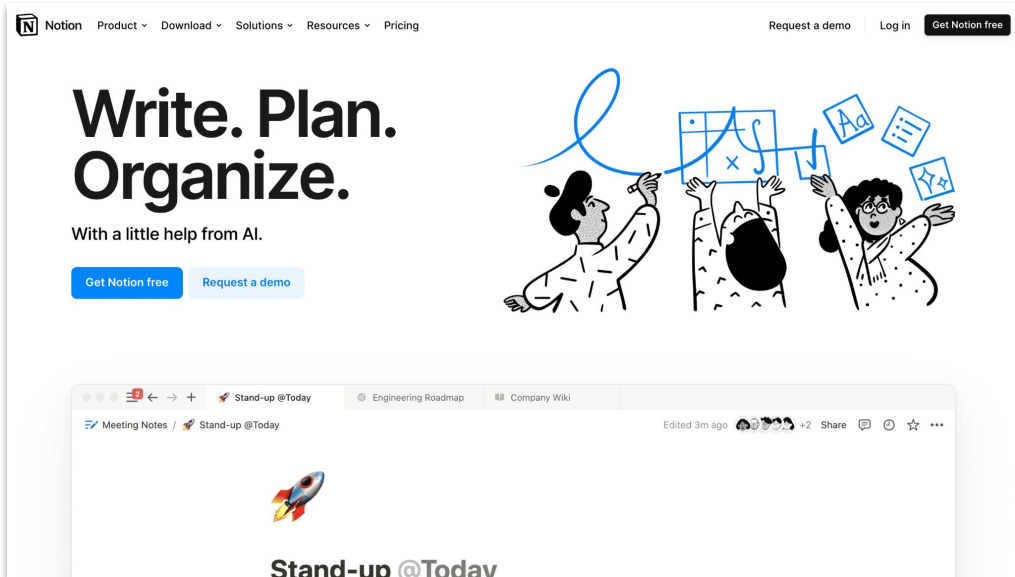
- 1 **Screen Reader Support:** Evernote provides reasonable support for screen readers, making the app more accessible.
- 2 **Keyboard Navigation:** While basic keyboard navigation is possible, it is not fully optimized, potentially making it difficult for users who rely on keyboard shortcuts or screen readers.
- 3 **Visual Design Considerations:** The minimalist design and clear typography are positive, but the lack of customizable contrast or font size options may hinder accessibility for users with visual impairments.
- 4 **Inadequate Text Size Options:** Users have limited options to adjust text size, potentially affecting those with visual impairments..

Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S2E2	Limited Accessibility Features: Some interactive elements are not easily accessible via keyboard navigation, limiting usability for users who rely on keyboards. Users have limited options to adjust text size, potentially affecting those with visual impairments.	Ensure all interactive elements are fully navigable via keyboard shortcuts. Expand Text Customization: Offer more text customization options, including adjustable sizes and font choices.	HIGH
S1E1	Limited Integration Issues: Setting up integrations can be challenging for less tech-savvy users. Occasionally, updates roll out inconsistently across platforms, causing discrepancies in features.	Provide guided setup processes with clear instructions for integrating third-party services. Ensure updates are consistently rolled out across all platforms to maintain feature parity.	MEDIUM
S1E2	Limited Search Functionality: The current search options are basic, making it hard to find specific information in large databases	Enhance search with filters for tags, dates, and content types.	MEDIUM

Notion

<https://www.notion.so/notes>



Best Practices in UI/UX Design Demonstrated

- Demonstrations: opens immediately to instructions on how to use for convenience
- Flexibility: notes can be as complicated or as simple as the user pleases
- Commands: offers keyboard shortcuts that make it easier to access certain features, also includes a tutorial page for using commands
- Inbox: inbox feature allows user to stay updated on mentions, page activity, and page invites


Strengths

- Customizable experience based on user needs (school/personal/team)
- Offers templates based on user needs
- Notion AI feature built in for convenience
- Collaboration feature for team projects

Weaknesses

- Side navigation bar is slightly overcomplicated
- Organization of navigation bar is slightly confusing
- Lack of color scheme feels disorganized and also decreases contrast
- Lack of main page/homepage doesn't stand out
-

2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>Notion</p> 	<ul style="list-style-type: none"> • Customizable experience based on user needs (school/personal/team) • Offers templates based on user needs • Notion AI feature built in for convenience • Collaboration feature for team projects 	<ul style="list-style-type: none"> • Side navigation bar is slightly overcomplicated • Organization of navigation bar is slightly confusing • Lack of color scheme feels disorganized and also decreases contrast • Lack of main page/homepage doesn't stand out 	<ul style="list-style-type: none"> • Demonstrations: opens immediately to instructions on how to use for convenience • Flexibility: notes can be as complicated or as simple as the user pleases • Commands: offers keyboard shortcuts that make it easier to access certain features, also includes a tutorial page for using commands • Inbox: inbox feature allows user to stay updated on mentions, page activity, and page invites 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change

2. COMPETITOR UI/UX AUDITS

Notion Audit - Convenient and flexible, slightly disorganized - 1/2

What this company does?

Notion is a note-taking app that provides a personalized experience based on user needs

Notion Product Download Solutions Resources Pricing

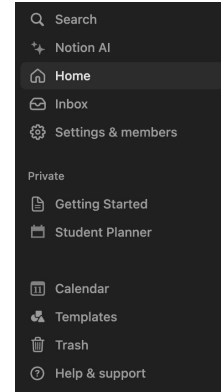
Write. Plan. Organize.

With a little help from AI.

Get Notion free Request a demo

Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?



Findings

- Over Complication**
Several pages within the navigation section feel like they could be consolidated. For example, the Templates page feels a bit unnecessary and could perhaps be incorporated into the user flow when creating a new note.
- Disorganization**
The navigation is split into three distinct sections, but the groupings feel a bit confusing. For example, the Templates and Trash pages are both in the lower section, but it feels as though there is no correlation between the two to validate this grouping. Additionally, only the second section has a title, "Private", which also feels a bit out of place.

Visual Design:

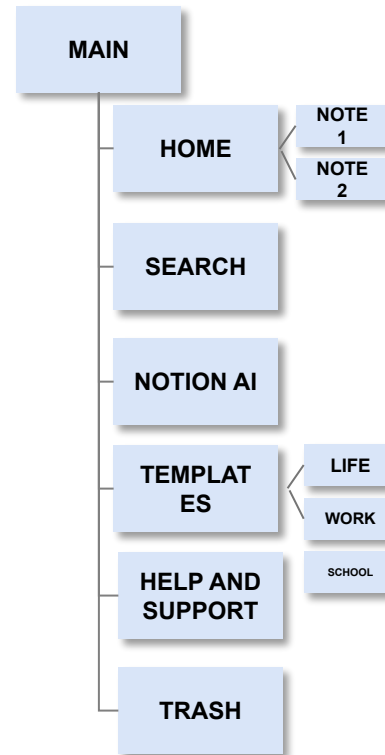
Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

Findings

- Simple Color Scheme**
The color scheme is made up of black and white, with occasional added color in icons, images, etc. While this makes it visually simple, it is not very visually appealing and feels incohesive
- Iconography**
Navigation icons are very straightforward. Icons used in samples are actually emojis and a little more complicated and perhaps distracting
- Dark Mode**
The interface background is black which is convenient because it isn't too harsh for the eyes.

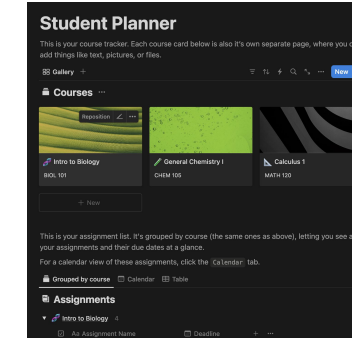
Identified Navigation Tree

Below please find the current navigation tree identified



Content Evaluation:

Is the content relevant and helpful? Does it engage the user and meet their needs?

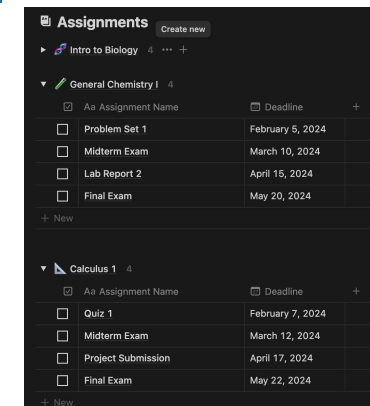


Findings

- Personalized Experience**
Upon creating an account, the user is asked what they are using the app for (school, personal, team, etc). Templates are given based on these needs for convenience.
- Tutorials**
The app automatically opens to a "Getting Started" page with instructions on how to navigate, basic commands, and key features of the app.
- Notion AI**
An AI feature is built into the app as an aid to the user. It includes prompts that are relevant to note taking, such as creating a table/flowchart, brainstorming ideas, summarizing text, etc

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



Findings

- Hover**
A small box pops up on hover that explains what text/icons mean, which helps the user navigate and improve usability.
- No Technical Difficulties**
It seems that the site is well-maintained as no technical issues were found when browsing.

2. COMPETITOR UI/UX AUDITS

Notion Audit - Convenient and flexible, slightly disorganized - 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?

Findings

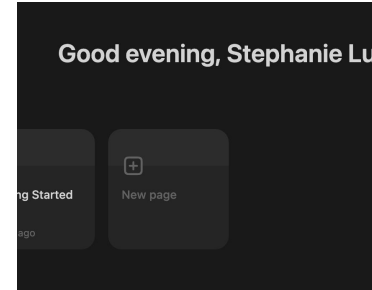
- 1 No Performance Issues**
The app loads quickly, there are no delays

Accessibility:

Can users with disabilities easily access and navigate the site?

Findings

- 1 Contrast**
Because the interface is mostly black and white, there is a high contrast that allows for better visibility, and it isn't too harsh on the eyes. However, certain features are a dark grey that don't contrast well with the black background



Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S3E2	Navigation <ul style="list-style-type: none">Over complication: the navigation feels a bit overwhelmingDisorganization: the sectioning of the navigation doesn't feel intuitive	Consolidate I would recommend reducing the navigation by consolidating pages. For example, the Templates page can simply be included in the user flow when creating a new note. The Calendar page is a promotional, so it doesn't need to be in the navigation, and ends up being more distracting.	High
S1E2	Visual Design <ul style="list-style-type: none">Lack of visual consistency: there is no clear color scheme other than black and white, which makes the interface feel incohesive	Color Scheme I would recommend including blue in more of the images/icons, even if it's just a sample. While there are hints of it here and there, it isn't enough to feel like a color scheme. This would create a more cohesive feel and a clearer hierarchy in each page.	Medium
S2E2	Accessibility <ul style="list-style-type: none">Contrast: some sections are too dark of a grey and blend in with the background, which affects the visibility of the interface.	Increase Contrast I recommend using a lighter grey to increase contrast. This would also be a good place to incorporate color (see above), to create a cohesive feel while also improving visibility.	Low

Roam Research

<https://roamresearch.com/>



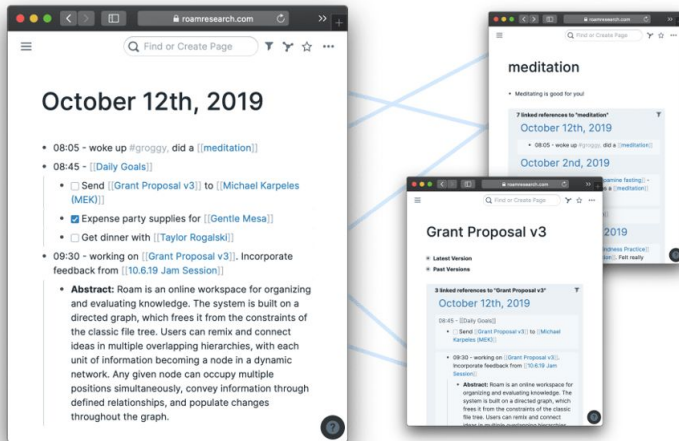
A note-taking tool for networked thought.

As easy to use as a document. As powerful as a graph database. Roam helps you organize your research for the long haul.

Sign Up



Also available on macOS and Linux



Best Practices in UI/UX Design Demonstrated

- User-Friendly Design: (1) Flexible Organization: Lets users structure notes their way, (2) Personalized Experience: Adapts to individual workflows.
- Simplicity: (1) Clean Layout: Minimal distractions, focused on note-taking, (2) Clear Structure: Outlines make complex ideas easier to manage
- Consistency: (1) Uniform Experience: Same actions work the same way across the app, (2) Cohesive Design: Consistent visuals make navigation easy.
- Bi-Directional Linking: (1) Easy Connections: Links between notes help users see relationships, (2) Quick Access: Related info is always just a click away.


Strengths

- Bi-Directional Linking
- Flexible Outlining
- Daily Notes
- Tagging and Metadata
- Graph View
- Collaboration
- Markdown Support

Weaknesses

- Steep Learning Curve
- Cost
- Limited Offline Access:
- Performance Issues
- No Native Mobile App
- Privacy Concerns

2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>Roam Research</p> 	<ul style="list-style-type: none"> • Bi-Directional Linking • Flexible Outlining • Daily Notes • Tagging and Metadata • Graph View • Collaboration • Markdown Support 	<ul style="list-style-type: none"> • Steep Learning Curve • Cost • Limited Offline Access: • Performance Issues • No Native Mobile App • Privacy Concerns 	<ul style="list-style-type: none"> • User-Friendly Design: (1) Flexible Organization: Lets users structure notes their way, (2) Personalized Experience: Adapts to individual workflows. • Simplicity: (1) Clean Layout: Minimal distractions, focused on note-taking, (2) Clear Structure: Outlines make complex ideas easier to manage • Consistency: (1) Uniform Experience: Same actions work the same way across the app, (2) Cohesive Design: Consistent visuals make navigation easy. • Bi-Directional Linking: (1) Easy Connections: Links between notes help users see relationships, (2) Quick Access: Related info is always just a click away. 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change • Lack of accessibility for non Apple users. • Lack of everyday users due to the complexity of the application.

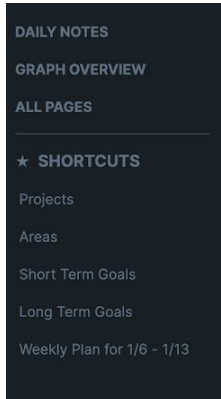
Roam Research Audit - Prioritize Accessibility, Performance, and Mobile Usability Enhancements to Improve Overall User Experience - 1/2

What this company does?

Roam Research is a note-taking app that lets you create, link, and visualize your notes in a non-linear, connected way. It's ideal for organizing complex ideas, making it easier to see relationships and discover new insights.

Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

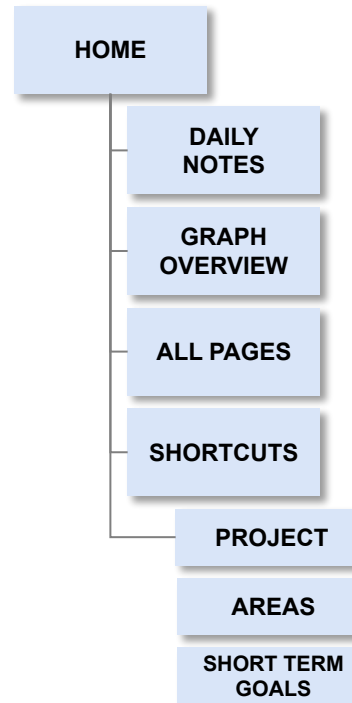


Findings

- 1 Linked Notes:** You can easily jump between related notes, making navigation smooth and intuitive
- 2 Graph View:** A visual map helps you see and navigate through all your connected ideas.
- 3 Consistent Actions:** Clicking on links or tags works the same way everywhere, making navigation predictable..
- 4 Clean Design:** The simple layout makes it easy to find what you need without distractions.

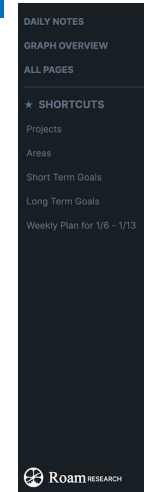
Identified Navigation Tree

Below please find the current navigation tree identified



Content Evaluation:

Is the content relevant and helpful? Does it engage the user and meet their needs?



Weekly Pl

Top Weekly

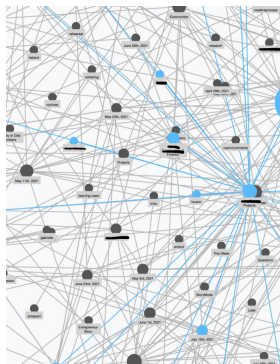
- Have
- Publish the
- Set up the rem
- Follow up on all between response
- Document a prc
- Write up the
- Record a vit
- Have
- Record answer
- Make sure the
- Daily Goals:
- January 6th, 20
- Top Priorities:
- Sales bi
- Write up
- Other Tasks:
- Pay the
- Confirm
- Update

Findings

- 1 Contextual Relevance:** Roam Research allows users to create and link content in a way that's highly relevant to their specific needs, ensuring that related information is easily accessible and meaningful.
- 2 Engaging Content Structure:** The app's flexible outlining and linking features make it easy to organize thoughts and ideas in a way that's engaging and tailored to the user's workflow
- 3 Dynamic Content Connections:** By automatically linking related notes, Roam helps users discover new connections and insights, keeping them engaged with their content.
- 4 User-Centric Information:** The content is highly customizable, allowing users to shape their knowledge base in a way that best meets their unique needs, making the information both relevant and helpful..

Visual Design:

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

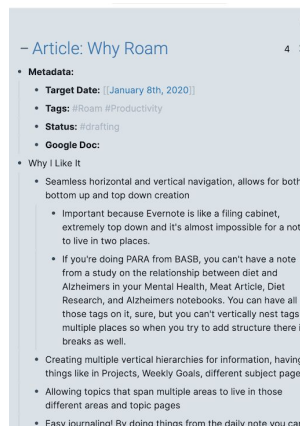


Findings

- 1 Minimalist Aesthetic:** Roam Research has a clean, uncluttered design that focuses on content, reducing distractions and making it easier to concentrate on note-taking.
- 2 Consistent Visual Elements:** The app uses consistent colors, fonts, and icons, providing a cohesive and user-friendly experience that's easy to navigate.
- 3 Simple Typography:** Clear, readable fonts ensure that text is easy to read, enhancing the overall user experience.
- 4 Visual Hierarchy:** The app's use of nested bullet points and headings creates a clear structure, making it easy to organize and scan through information.

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



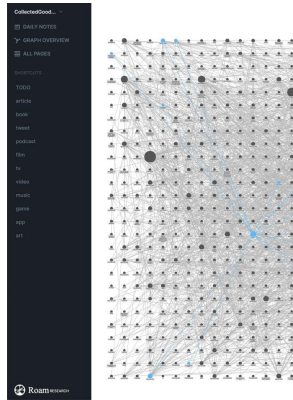
Findings

- 1 Smooth Interactivity:** Interactive elements in Roam Research, like linking notes and using the Graph View, are highly functional and easy to use, enabling seamless navigation and content management.
- 2 Immediate Feedback:** Actions such as creating links or adding tags provide instant visual feedback, ensuring users know their input has been registered, which enhances usability.
- 3 Reliable Performance:** The app generally offers responsive interactions with minimal lag, making the overall user experience smooth and efficient.
- 4 Consistency Across Elements:** Interactive features like buttons, links, and tags work consistently throughout the app, reducing the likelihood of encountering broken links or non-responsive elements, which contributes to a reliable user experience.

Roam Research Audit - Prioritize Accessibility, Performance, and Mobile Usability Enhancements to Improve Overall User Experience - 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?

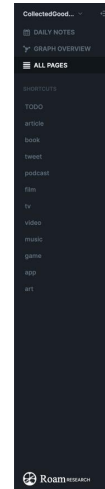


Findings

- Quick Load Times:** Roam Research generally loads quickly, allowing users to access their notes without significant delays, which is crucial for maintaining a smooth user experience.
- Responsive Interaction:** Most actions, such as linking notes or navigating the Graph View, are responsive, providing a seamless experience that keeps users engaged.
- Scalability Concerns:** As the database of notes grows, some users may experience slower performance, particularly with large graphs, which could potentially frustrate those managing extensive knowledge bases.
- Minimal Lag:** While performance is generally reliable, occasional lags, especially in the Graph View, can occur when dealing with large volumes of content, impacting the overall user experience.

Accessibility:

Can users with disabilities easily access and navigate the site?



Findings

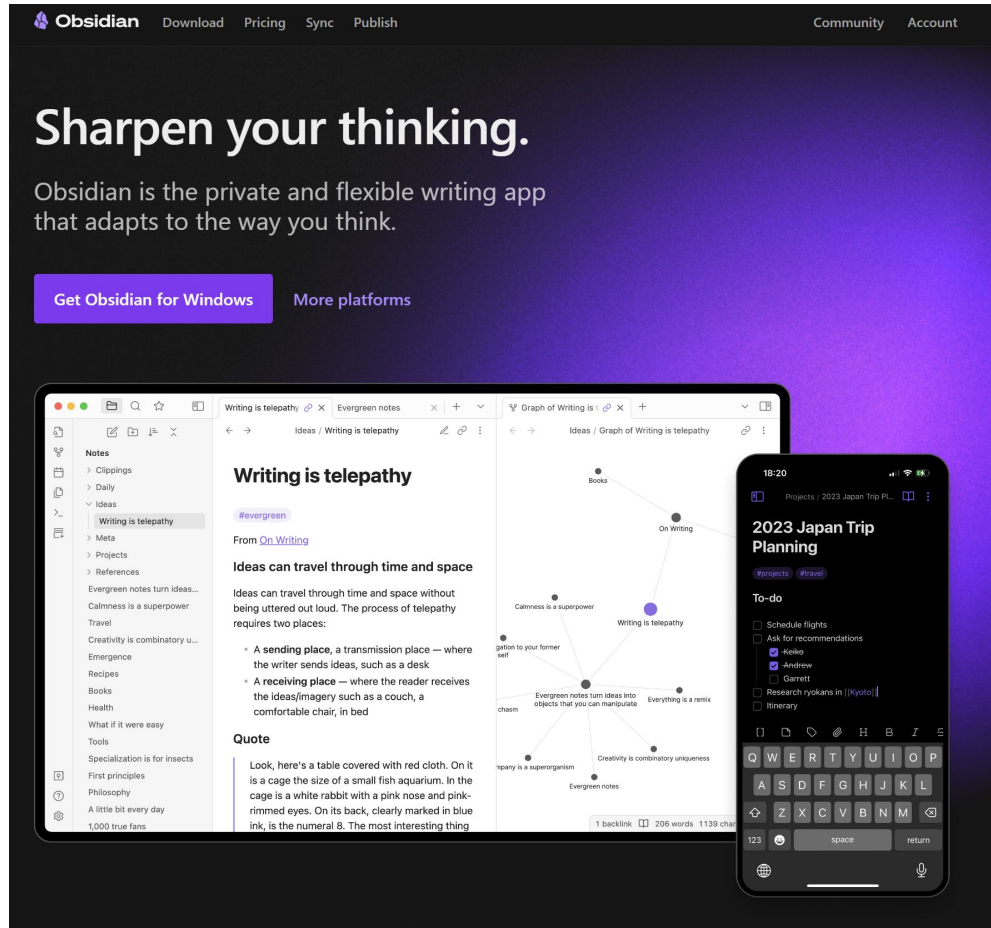
- Limited Accessibility Features:** Roam Research currently lacks comprehensive accessibility features, which may make it challenging for users with disabilities to fully access and navigate the site.
- Keyboard Navigation:** While basic keyboard navigation is possible, it is not fully optimized, potentially making it difficult for users who rely on keyboard shortcuts or screen readers.
- Visual Design Considerations:** The minimalist design and clear typography are positive, but the lack of customizable contrast or font size options may hinder accessibility for users with visual impairments.
- No Dedicated Accessibility Settings:** Roam Research does not offer specific accessibility settings, such as screen reader compatibility or alternative text for visual elements, limiting its usability for those with disabilities.

Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S3E3	Limited Accessibility Features: Roam lacks features like screen reader support, keyboard navigation, and visual customization, making it hard for users with disabilities.	Add accessibility improvements, including better keyboard navigation, screen reader compatibility, and customizable contrast and font size.	HIGH
S1E2	Scalability and Performance Concerns: The app slows down with large note collections, especially in the Graph View, frustrating users managing lots of data.	Optimize performance, particularly for large databases, to keep the app fast and responsive.	HIGH
S3E3	Limited Offline Access: Roam requires an internet connection, limiting its usability for those who need to work offline	Develop offline access so users can work without internet and sync later.	MEDIUM
S2E1	Inconsistent Mobile Experience: Without a native mobile app, the experience on mobile devices is less smooth and responsive	Create a dedicated mobile app for a more consistent and user-friendly mobile experience.	MEDIUM
S2E2	Limited Search Functionality: The current search options are basic, making it hard to find specific information in large databases	Enhance search with filters for tags, dates, and content types.	LOW
S3E3	Lack of Visual Customization: Users can't adjust contrast, font size, or color schemes, making it less accessible for those with visual impairments.	Add options for users to customize visual elements for better accessibility.	LOW

Obsidian

<https://obsidian.md/>



Best Practices in UI/UX Design Demonstrated

- Visual Consistency: colors, fonts, icons, shapes, and microinteractions (on hover) are all consistent to Obsidian's minimal design
- Functional Consistency: Navigation behaves uniformly on every section and icon/feature
- Simplicity: design is simple and clean; icons are minimal without clutter
- Responsiveness/Loading Speed: Works quickly and available on multiple digital ecosystems including iOS, Android, Windows, Mac, and Linux
- Resources and Support: free community support and blog posts


Strengths

- Easily downloadable on diverse platforms without account creation
- Powerful note-taking tool to create an interlinked digital database
- Customizable templates and integrations
- Secure
- Advanced visualization features to create links, graphs, and canvas

Weaknesses

- Complex features require time to learn and likely not accessible to all users
- Users need to be tech-savvy to use powerful/advanced features
- Limited sharing abilities outside of Obsidian users
- Plan required and varies in amount to sync, share, and store notes

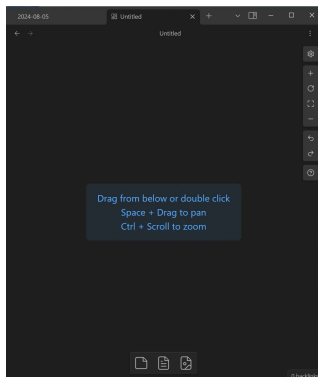
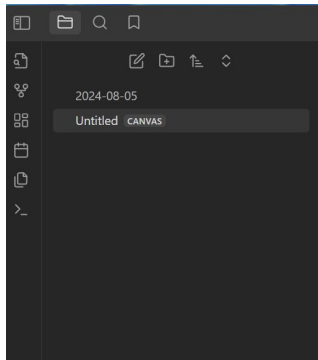
2.2. Assess competitor features, and user experience by conducting a UI UX audit for the top 3 competitors

	Strengths	Weaknesses	UI/UX Best Practices	Threats
<p>Obsidian</p> 	<ul style="list-style-type: none"> • Easily downloadable on diverse platforms without account creation • Powerful note-taking tool to create an interlinked digital database • Customizable templates and integrations • Secure • Advanced visualization features to create links, graphs, and canvas 	<ul style="list-style-type: none"> • Complex features require time to learn and likely not accessible to all users • Users need to be tech-savvy to use powerful/ advanced features • Limited sharing abilities outside of Obsidian users • Plan required and varies in amount to sync, share, and store notes 	<ul style="list-style-type: none"> • Visual Consistency: colors, fonts, icons, shapes, and microinteractions (on hover) are all consistent to Obsidian's minimal design • Functional Consistency: Navigation behaves uniformly on every section and icon/feature • Simplicity: design is simple and clean; icons are minimal without clutter • Responsiveness/Loading Speed: Works quickly and available on multiple digital ecosystems including iOS, Android, Windows, Mac, and Linux • Resources and Support: free community support and blog posts 	<ul style="list-style-type: none"> • Increased competition with new entrants • Shifting consumer preferences due to behavior or technology change • Lack of accessibility for non tech-savvy users.

Obsidian Audit - Obsidian is a powerful and minimalistic note-taking tool, but it requires the user to actively learn and explore to maximize its full potential. - 1/2

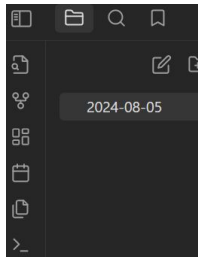
What this company does?

Obsidian stores notes on devices, so users can access them quickly, even offline.



Navigation:

Are the site's navigation and its structure intuitive? Do they follow common usability principles?

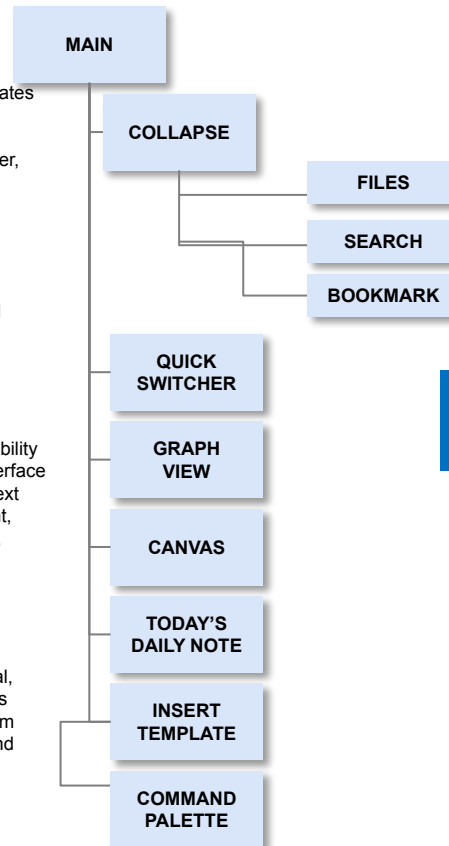


Findings

- 1 Simple Icon Design**
 - Icon shapes indicate what each icon is used for
 - On hover, names of the icon helps user navigate the functionality of the icons
- 2 Consistent Navigation**
 - Navigation remains consistent regardless of whether a user creates a new note or goes to a different section of the app
 - Navigation is on the top-left corner, uniform in size and design

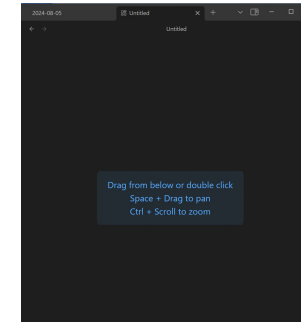
Identified Navigation Tree

Below please find the current navigation tree identified



Content Evaluation:

Is the content relevant and helpful? Does it engage the user and meet their needs?

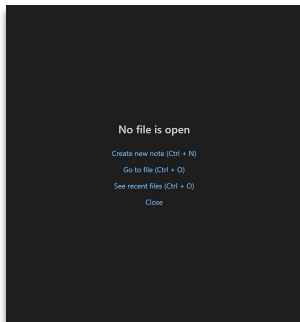


Findings

- 1 Explanations of Shortcuts**
 - Each new section contains brief explanations of key shortcuts relevant to the tool or section.
- 2 Icons are accurate and intuitive**
 - Even without hovering over each icon to read the functions of each icon, the icons are designed in a way that accurately represents what each tool is.
- 3 Descriptions on hover**
 - The icons provide brief descriptions of what each tool is for upon hovering, allowing users to understand what each icon represents.

Visual Design:

Does the visual design attract and hold the user's attention? Is it consistent and visually appealing?

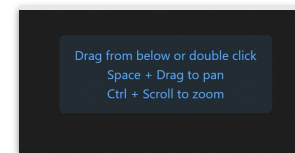
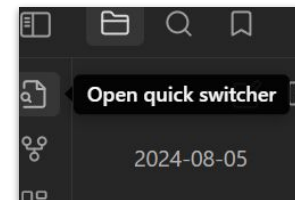


Findings

- 1 Minimal Design**
 - There is a lack of editability in the app's default interface beyond accent color, text font/color, interface font, zoom, light/dark mode, without the usage of third-party templates
- 2 Visually Consistent**
 - While visually minimal, Obsidian's interface is symmetric and uniform across its sections and different notes

Interactivity and Functionality:

Are interactive elements functional and easy to use? Are there any broken links or non-responsive elements?



Findings

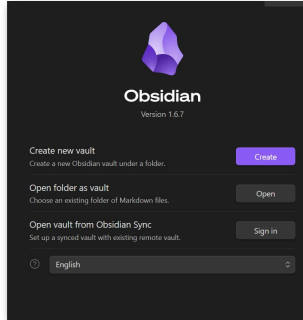
- 1 The site provide visual cues and interactive features**
 - As we can see on the left (top image), includes elements such as an interactive hover on icons, and a description on what that particular icon is for.
- 2 Each section always includes on shortcuts and how to use that particular section**
 - As you can see on the left (bottom image), keyboard shortcuts and how to perform certain tasks on the particular page is shown when a user goes to that particular page for the first time.
- 3 No broken links or non-responsive elements found**
 - Overall, the application appears to be well-maintained and high-performing without any broken icons or slow responsiveness of any sections.

2. COMPETITOR UI/UX AUDITS

Obsidian Audit - Obsidian is a powerful and minimalistic note-taking tool, but it requires the user to actively learn and explore to maximize its full potential. - 2/2

Performance:

How quickly does the site load? Are there delays that could frustrate users?

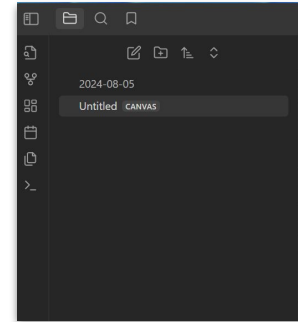


Findings

- 1 **Reliable and timely starting page**
 - Upon opening the app, users are instantly guided to create a new vault, open a vault, or open sync.
- 2 **Fast loading speed of new and past notes**
 - Upon opening different notes and tabs, there is little to no delay to open, close, and switch notes.

Accessibility:

Can users with disabilities easily access and navigate the site?



Findings

- 1 **Lack of accessible guides, tutorials, or built-in readers**
 - The lack of accessible guides, tutorials, and built-in readers for users with disabilities shows that this application is not designed for high accessibility.
- 2 **Complex system with a steep learning curve**
 - The lack of simple buttons, templates, and user-friendly tools for advanced features shows the lack of accessibility to powerful and third-party tools.

Prioritized issues and potential areas for improvement

SCORE	ISSUE	SUGGESTION	PRIORITY
S1E3	Basic Visual Desing: There is a lack of editability in the app's default interface beyond accent color, text font/color, interface font, zoom, light/dark mode, without the usage of third-party templates	Provide easy-to-use aesthetic templates and third party features up-front. <ul style="list-style-type: none"> • Have pre-set default templates beyond light/dark mode for users to play around with. • Make downloading templates and testing third-party designs simpler without having to learn and download each individual template. 	HIGH
S0E2	Content Evaluation <ul style="list-style-type: none"> • Support options are limited for free or personal users. While there is a community page where there is a forum, Discord chat, and developer docs, these communities are geared toward tech-savvy users rather than the general audience. 	Provide a dedicated resource page that is simple and understandable to the average user. <ul style="list-style-type: none"> • Updated and public FAQ • Learning videos on how-to-do each section • The blogs should be updated (it appears to be last updated in March 2024) • Free webinars, YouTube page, or virtual classes exploring the advanced and powerful tools 	MEDIUM
S2E2	Accessibility <ul style="list-style-type: none"> • There is a lack of accessible guides, tutorials, and built-in readers for users with disabilities. • Advanced tools and third-party features are not accessible and require users to be active and tech-savvy. 	Simplify system and provide accessible readers. <ul style="list-style-type: none"> • While icons and designs are minimalistic, the system itself and the learning curve to use its advanced and powerful tools require users to be active learners and tinker around with the platform, which may not be ideal for those with disabilities. 	MEDIUM



PGP-UXD Capstone Project

Milestone #1

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