PGP-UXD Capstone Project

Milestone #2

Presented by:

- Stephanie Onyiorah
- Drew Morgan
- David A. Bernal
- Jessica Lee
- Stephanie Lu
- Enam Rabbi Adnan

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

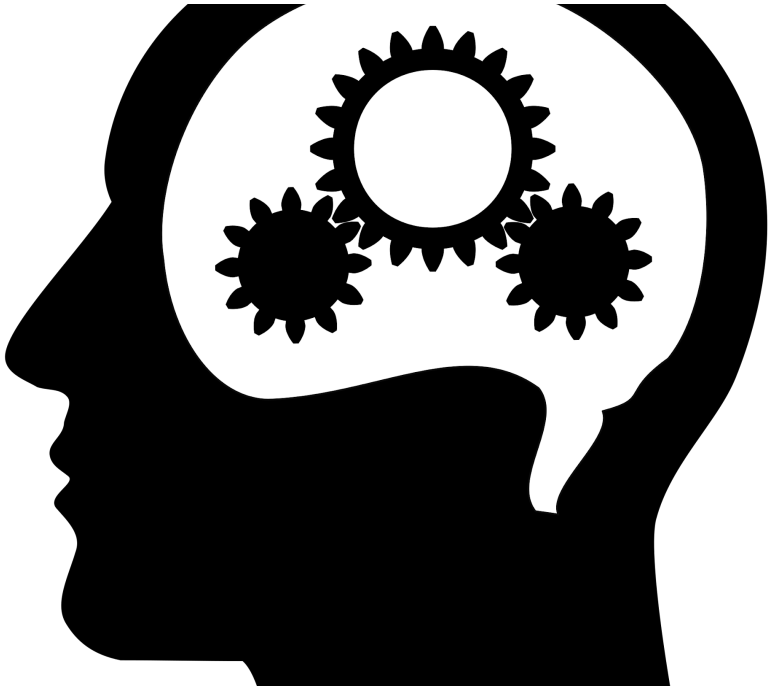
Great Learning
POWER AHEAD

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.



TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

Group Introduction

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.

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

Contents

Platform Selection

Our primary research reveals that users prefer **laptops and smartphones**. The results indicate that laptops are the most widely used device among all age groups and occupations. Based on this, we have chosen to focus our platform selection on **laptops to best meet user preferences and maximize impact**.

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%
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%

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

Platform Selection: Rationale

After evaluating user preferences and behavior, we chose to develop a web version of our platform:

Widespread Use of Laptops: Our research shows that users favor laptops, and a web platform is more accessible on these devices. Unlike mobile apps, which need to be installed and may not fully utilize a laptop's capabilities, a web application seamlessly integrates with laptop usage.
Cross-Platform Compatibility: A web application can be accessed from any device with a browser, ensuring a consistent experience across various operating systems and hardware. This broad compatibility helps us reach a wider audience.
User Experience: Web applications generally offer a richer experience on larger screens like those of laptops, aligning with our findings that users prefer laptops for their usability and functionality.
Cost Efficiency: Developing and maintaining a web application is typically more cost-effective than creating and supporting multiple mobile apps for different platforms (iOS, Android). This approach allows us to focus resources on delivering a high-quality user experience.

By choosing a web platform, we aim to provide a more accessible, user-friendly, and cost-effective solution that meets our users' needs and preferences.

MVP & User Flows

Minimum Viable Product (MVP) - 1/3

Our Process: We thoroughly analyzed user research findings and collaborated as a team to identify and prioritize the key features for the MVP using the RICE framework.

RICE FRAMEWORK ELEMENTS

REACH
This measures how many people or customers a feature will affect within a given time period. It's typically a number, like the number of users or sessions that will interact with the feature each month.

IMPACT
This measures how much the feature will contribute to your objective if a user encounters it. It's often rated on a scale (e.g., 1.0 = massive impact, 0.5 = medium, 0.25 = small, etc.).

CONFIDENCE
This is how certain you are about your estimates for Reach and Impact. Confidence is usually expressed as a percentage, where 100% means you're fully confident, and anything lower shows uncertainty. If you're unsure about Reach or Impact, Confidence helps mitigate over-optimistic estimates.

EFFORT
This refers to the total amount of time or resources (person-hours, days, weeks, etc.) needed to complete the feature. Lower Effort scores are more favorable since they imply less work required.

RESULTING PRIORITIZED MPV FEATURES

- Search and Organization
- AI and Automation
- Collaboration and Sharing
- Calendar and Project Management
- Gamification
- Offline and Security
- Admin

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

Minimum Viable Product (MVP) - RICE scores - 2/3

FEATURE NAME	Importance	FEATURE DESCRIPTION	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
Search and Organization	Enables users to efficiently find and organize content or tasks, enhancing overall usability and productivity.	• Search and Organize Notes • Search system (Tags) • AI-Powered Search • Contextual reminders and notifications • Dynamic personalization • Tabs/Folders for Organization	90% of users	1	90%	4 (requires developing search algorithms and organization features)	20.25
AI and Automation	Provides intelligent features, a virtual assistant, and automates repetitive tasks, improving user experience and efficiency.	• AI Integration for Organization • AI-Powered Search • Voice and Image Recognition • Image, Voice, and Handwriting Recognition • Automatic Note Organization • Dynamic Personalization • Seamless Interactions	70% of users	0.5	85%	6 (involves integrating AI technology and developing automation processes)	4.96
Collaboration and Sharing	Facilitates teamwork and sharing of information, tasks, and real-time collaborations, which are crucial for projects involving multiple users.	• Sharing and Collaboration Features • Real-time Collaboration • Cross-device Access • Cloud Synchronization	95% of users	1	90%	5 (requires developing sharing mechanisms and collaboration features)	17.1
Calendar and Project Management	Allows users to manage their schedules and projects efficiently with reminders and schedules, improving organization and time management.	• Calendar and Email Integration • Project Management/Class Support	80% of users	0.5	85%	5 (requires integration of calendar and project management features)	6.8

Minimum Viable Product (MVP) - RICE scores - 3/3

FEATURE NAME	Importance	FEATURE DESCRIPTION	REACH	IMPACT	CONFIDENCE	EFFORT	SCORE
Gamification	This feature not only differentiates our product from other existing competitors, it engages users by incorporating game-like elements, which can increase motivation, user retention, and promote note-taking behaviors.	• Achievements and Rewards • Recurring and Trackable Challenges • Leaderboards • Personalization of avatars/profile • Shareability	70%	0.25	75%	6 (requires designing and integrating gamification elements)	2.19
Offline and Security	Ensures users can access important features offline and maintains data security and privacy.	• Offline Access • Security Features	70%	0.5	85%	7 (complex development for offline capabilities)	4.25
Admin	Provides administrative controls for managing users, permissions, and platform settings.	• Profile management • Social media	95%	1	90%	4 (development of profile management features)	21.38

List of Key User Flows for Chosen Platform - Web

We identified, mapped, and prioritized the top 10 key user flows as part of this app as follows:

01. Onboarding and Setup: This flow should guide users through setting up their account, selecting preferences (e.g., themes, note structure), and introducing key features (like search, tags, and syncing). This is critical for ensuring a smooth user experience right from the start.

02. Note Creation: The process where users create a new note, select templates (if applicable), format text, insert multimedia (images, videos, links), and use tags. This flow must feel seamless and allow for flexible note-taking styles (e.g., bullet points, free text).

03. Organizing Notes: The flow to organize notes by folders, tags, or projects, allowing users to move, categorize, and tag notes easily. This is essential for users who manage a large number of notes.

04. Searching and Retrieving Notes: A powerful search flow that lets users retrieve specific notes based on keywords, tags, or dates. This includes filtering search results and accessing search histories, a key feature requested by users in your research.

05. Collaboration and Sharing: A flow where users share notes with others, collaborate in real-time, and control access rights (view, edit). This feature is particularly important for professionals who work in teams.

06. Cross-device Syncing: A flow that ensures notes are synced across multiple devices (laptops, tablets, smartphones) without delays or data loss. Users expect their notes to be available across devices at all times.

07. Exporting and Sharing: Users need the ability to export notes in different formats (PDF, Word, etc.) and share them via email or other platforms. This flow should also include options for cloud-based backups.

08. Integrating with Other Tools: A flow for integrating with other apps like calendars, task managers, or email. This allows users to create tasks or reminders from notes or link notes with external events.

09. Customizing the Workspace: Allowing users to customize the interface, such as adjusting themes, fonts, and layout views (list view, grid view). This flow ensures users can tailor the experience to their preferences, as customization is highly valued.

10. Offline Access and Syncing: A flow for offline access to notes and syncing them once the device is back online. This is essential for users who work in areas with inconsistent internet connectivity.

Higher Priority User Flows

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

Information Architecture & User Flows

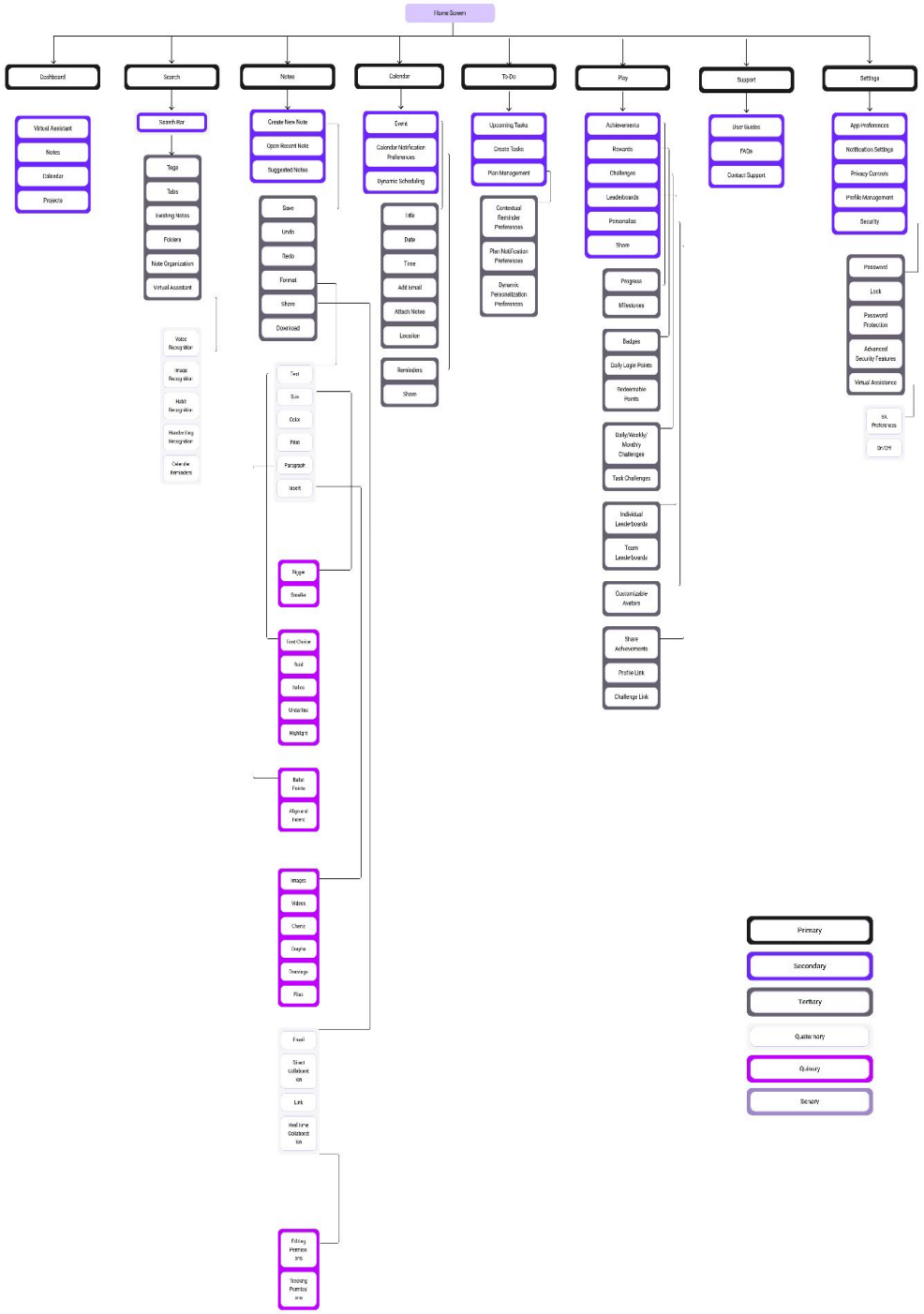
Information Architecture

For our information architecture, we prioritized simplicity and user-centric design. We iterated on the IA to ensure it was intuitive and efficiently organized.

IA Figma Link

Key decisions included:

1. **Prominent Feature Placement:** We prioritized core functionalities such as search, calendar, gamification features, and note-taking by placing them prominently within the interface. This decision was made to enhance usability and ensure that users could quickly access and interact with the most important and commonly used features.
2. **Iterative Design:** We continually iterated on the IA to refine and improve its intuitiveness. This interactive approach allowed us to address user feedback and optimize the organization based on user flows.



TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD

User Flows

01. Note Creation: The process where users create a new note, select templates (if applicable), format text, insert multimedia (images, videos, links), and use tags. This flow must feel seamless and allow for flexible note-taking styles (e.g., bullet points, free text).

02. Organizing Notes: The flow to organize notes by folders, tags, or projects, allowing users to move, categorize, and tag notes easily. This is essential for users who manage a large number of notes.

03. Searching and Retrieving Notes: A powerful search flow that lets users retrieve specific notes based on keywords, tags, or dates. This includes filtering search results and accessing search histories, a key feature requested by users in your research.

04. Collaboration and Sharing: A flow where users share notes with others, collaborate in real-time, and control access rights (view, edit). This feature is particularly important for professionals who work in teams.

05. Cross-device Syncing: A flow that ensures notes are synced across multiple devices (laptops, tablets, smartphones) without delays or data loss. Users expect their notes to be available across devices at all times.

06. Integrating with Other Tools: A flow for integrating with other apps like calendars, task managers, or email. This allows users to create tasks or reminders from notes or link notes with external events.

FIGMA LINK TO USER FLOWS AND RESULTING WIREFRAMES

Wireframes

Low-fidelity wireframes

As a result, we crafted 6 sets of wireframes with a total of 58 screens as follows:

01. Note Creation: The process where users create a new note, select templates (if applicable), format text, insert multimedia (images, videos, links), and use tags. This flow must feel seamless and allow for flexible note-taking styles (e.g., bullet points, free text).
9 screens

02. Organizing Notes: The flow to organize notes by folders, tags, or projects, allowing users to move, categorize, and tag notes easily. This is essential for users who manage a large number of notes.
20 screens

03. Searching and Retrieving Notes: A powerful search flow that lets users retrieve specific notes based on keywords, tags, or dates. This includes filtering search results and accessing search histories, a key feature requested by users in your research.
4 screens

04. Collaboration and Sharing: A flow where users share notes with others, collaborate in real-time, and control access rights (view, edit). This feature is particularly important for professionals who work in teams.
5 screens

05. Cross-device Syncing: A flow that ensures notes are synced across multiple devices (laptops, tablets, smartphones) without delays or data loss. Users expect their notes to be available across devices at all times.
8 screens

06. Integrating with Other Tools: A flow for integrating with other apps like calendars, task managers, or email. This allows users to create tasks or reminders from notes or link notes with external events.
11 screens

FIGMA LINK TO USER FLOWS AND RESULTING WIREFRAMES

Summary of our work - Key outcomes so far - 1/2

As part of the Milestone #2 deliverables, we completed the following key activities:

1. Based on user research, we selected the primary platform for the design. The results indicated that laptops are the most widely used device across all age groups and occupations. Therefore, all wireframes were designed for desktop-sized interfaces.

2. We thoroughly analyzed the user research findings and collaborated as a team to identify and prioritize the key features for the MVP using the RICE framework scoring system.

3. We identified, mapped, and prioritized the top 10 user flows for the app, then further prioritized the top 6 flows, which include: (1) Note Creation, (2) Organizing Notes, (3) Searching and Retrieving Notes, (4) Collaboration and Sharing, (5) Cross-device Syncing, and (6) Integration with Other Tools.

4. For our information architecture, we prioritized simplicity and user-centric design. We iterated on the IA to ensure it was intuitive and efficiently organized. Key decisions included: (1) Prominent Feature Placement and (2) Iterative Design.

Summary of our work - Key outcomes so far - 2/2

As part of the Milestone #2 deliverables, we completed the following key activities:

5. We created 6 sets of wireframes corresponding to the 6 prioritized user flows and the associated information architecture, resulting in a total of **6 detailed user flows and 58 wireframes.**

6. Figma links are provided for: (1) Information Architecture, (2) the 6 user flows, and (3) the 6 sets of wireframes, as follows:
   a. Note Creation: 9 screens
   b. Organizing Notes: 20 screens
   c. Searching and Retrieving Notes: 4 screens
   d. Collaboration and Sharing: 5 screens
   e. Cross-device Syncing: 8 screens
   f. Integration with Other Tools: 12 screens

The Road Ahead - Our Plan for the Final Submission

As per the project plan, we are now beginning to work towards Milestone #3 with the following goals:

- **Create high-fidelity wireframes**, including: (1) Refining low-fidelity wireframes into high-fidelity designs with improved visual aesthetics and detailed UI elements, and (2) ensuring alignment with design best practices for mobile interfaces and accessibility standards.

- **Create a video and a presentation**, covering: (1) Producing a video showcasing the key features and functionalities of the desktop app, (2) Crafting a compelling narrative that highlights the value proposition and benefits for users, (3) Including demonstrations of the product (wireframes), and (4) Preparing an accompanying PowerPoint that summarizes the video content and key messaging points for the presentation.

PGP-UXD Capstone Project

Milestone #2

Presented by:

- Stephanie Onyiorah
- Drew Morgan
- David A. Bernal
- Jessica Lee
- Stephanie Lu
- Enam Rabbi Adnan

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

Great Learning
POWER AHEAD