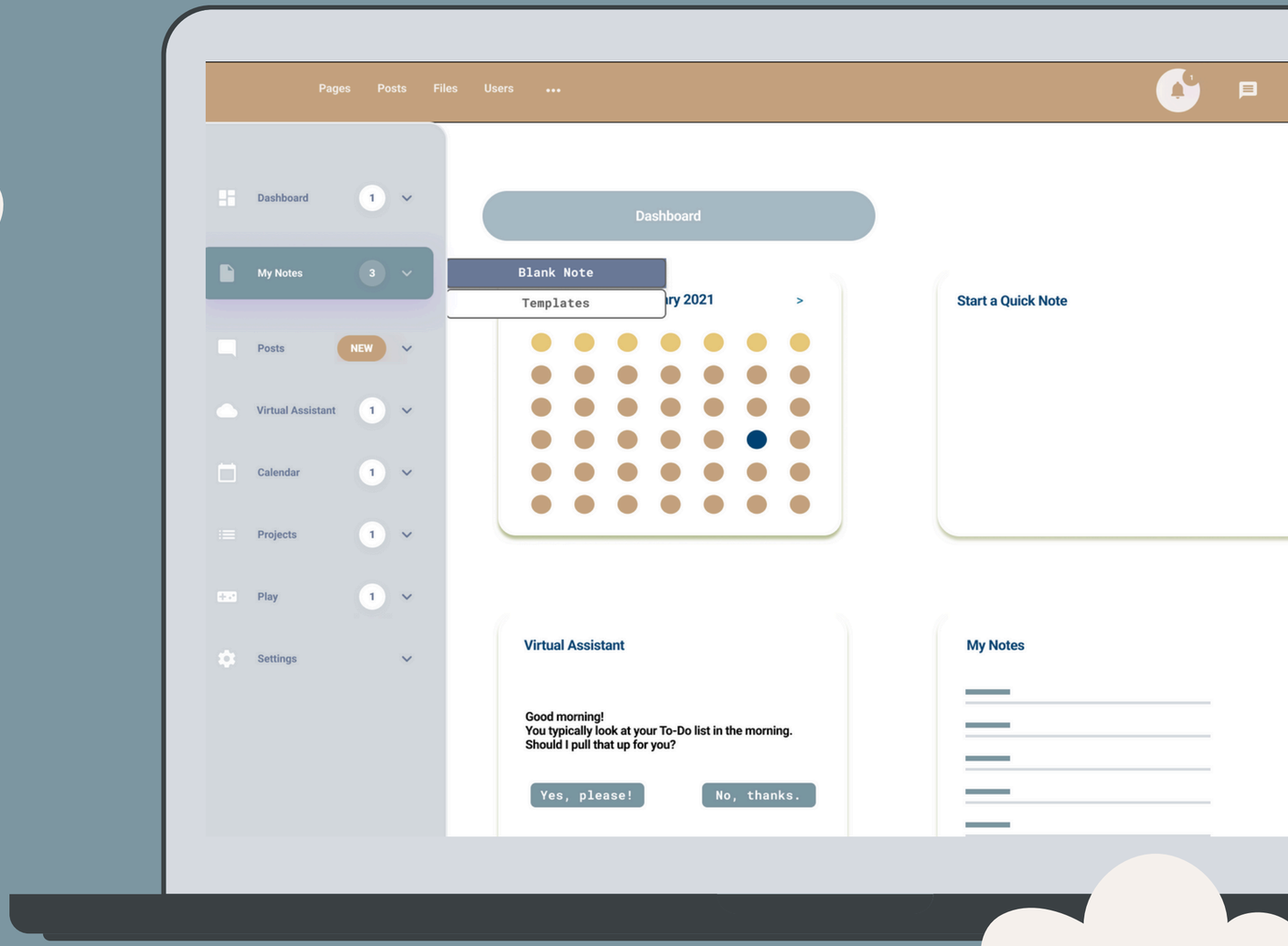
Mindly

Flow Your Thoughts



Meet the Team

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 digital marketer and designer dedicated to revolutionizing the client experience.

Stephanie Lu

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

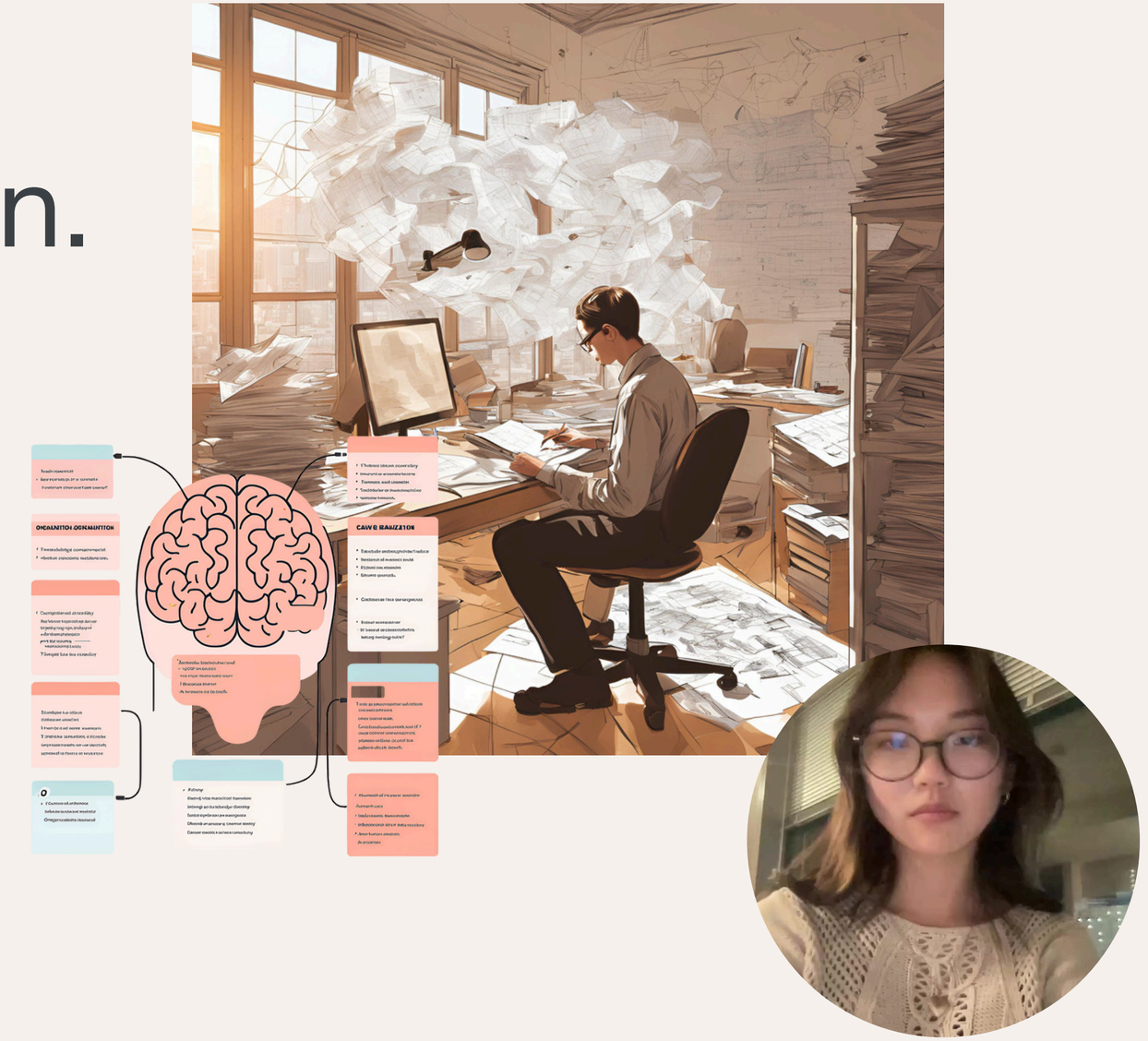
Enam Rabbi Adnan

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

We constantly need another brain.

A “second 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.



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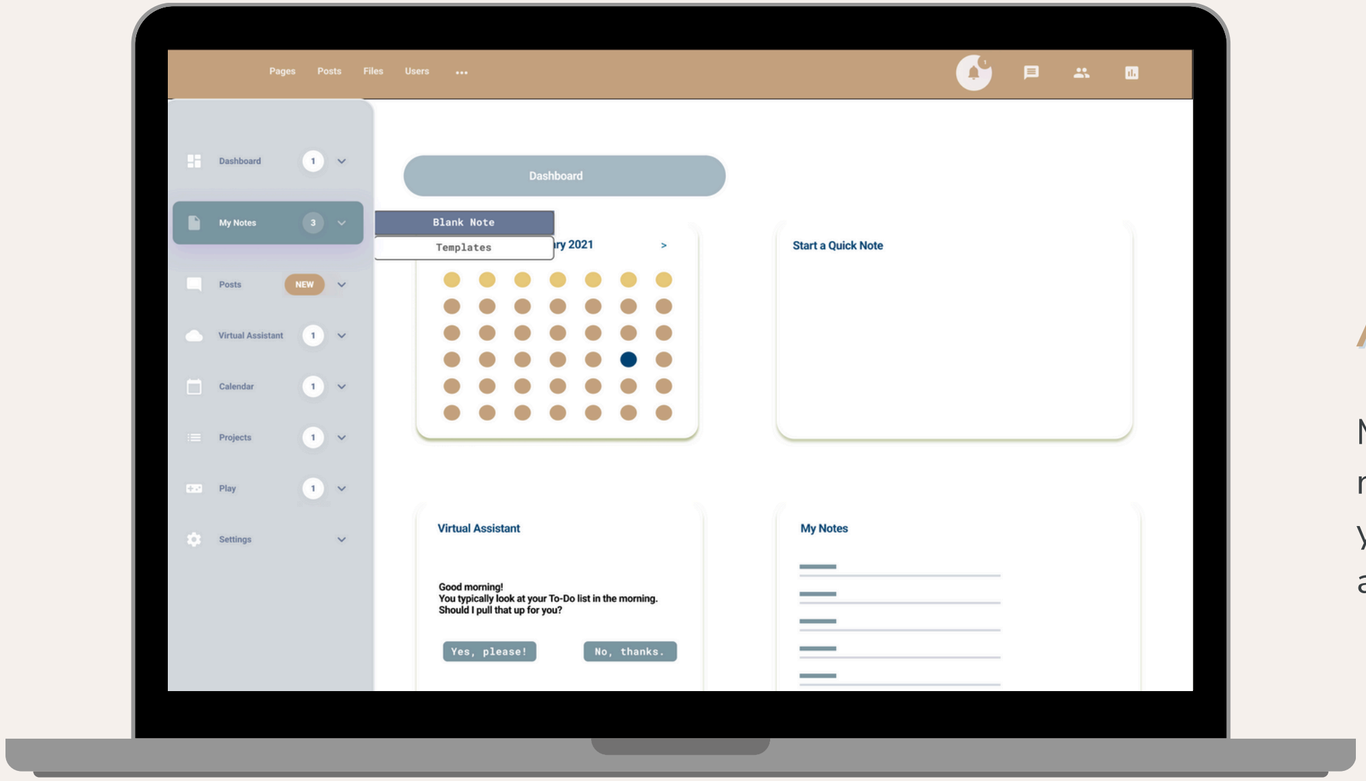
1. **Introduction:** Overview of the problem statement and project objectives
2. **User Research:** Key insights gathered from user research and how they informed the design decisions
3. **Competitor Analysis:** Key findings from the competitor research and how they influenced the product design
4. **Information Architecture & User Flows:** Information Architecture and user flows developed for the app and the reason for choosing the particular IA & user flows.
5. **Wireframes:** Showcase selected high-fidelity wireframes to demonstrate the visual design and user interface of the product
6. **Conclusion:** Summarize the main findings, challenges faced, lessons learned, and next steps for the project



Introducing Mindly

About Mindly

Mindly is an effective, enjoyable, and robust notetaking and organization tool designed to help you organize your notetaking habits, projects, and assignments efficiently.

Our User Research - Process & Results

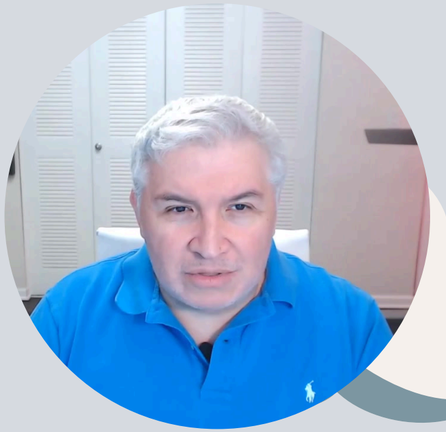
We defined **7 key research objectives** to ensure we fully understood the needs and requirements of the users of note-taking a organization tools as follows:

1. Understand User Demographics and Usage
2. Identify User Needs and Challenges
3. Explore User Behaviors and Preferences
4. Assess Integration and Collaboration Needs
5. Identify Information Capture and Retrieval Needs
6. Evaluate Current Apps and Switching Factors
7. Determine Valuable Features

- **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

Our User Research - Top 6 Insights

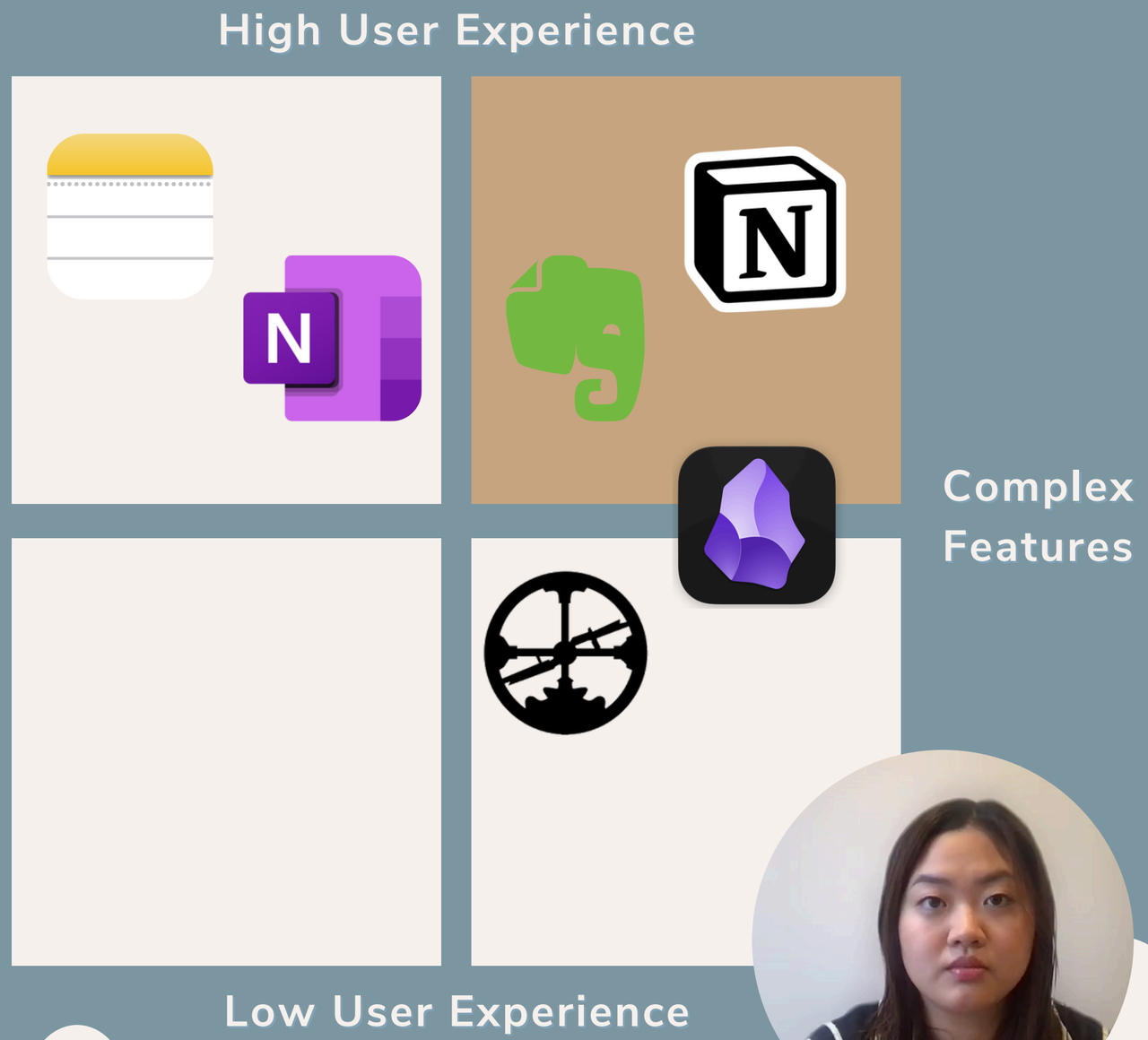
- **Target audience** include professionals and students with their main purpose being personal organization and content organization needs.
- We analyzed the **needs, requirements and challenges** of multiple audiences either by age group, and profession to understand nuances and implications for app 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



Competitor Analysis

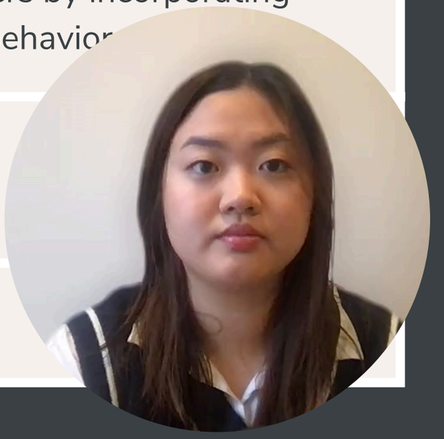
Finding the Balance.

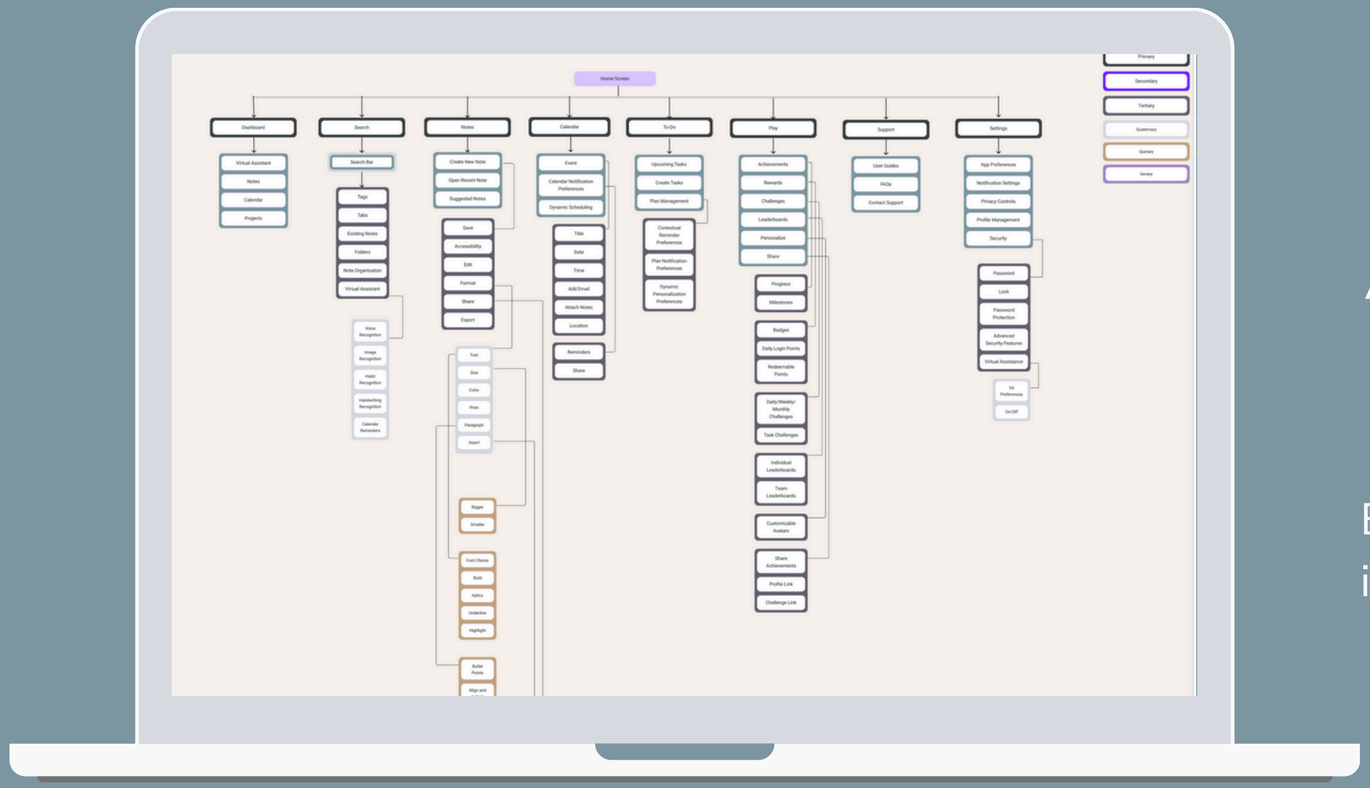
We found that competitors either excel in basic note taking with great user experiences or offer advanced features for tech-savvy users.
Our goal was to combine advanced capabilities with an outstanding user experience.



KEY FEATURES FOR OUR MVP

Search and Organization	Enables users to efficiently find and organize content or tasks, enhancing overall usability and productivity.
Virtual Assistant and Automation	Provides intelligent features, a virtual assistant, and automates repetitive tasks, improving user experience and efficiency.
Collaboration and Sharing	Facilitates teamwork and sharing of information, tasks, and real-time collaborations, which are crucial for projects involving multiple users.
Calendar and Project Management	Allows users to manage their schedules and projects efficiently with reminders and schedules, improving organization and time management.
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 behavio
Offline Access and Security	Ensures users can access important features offline and maintains data security and privacy.
Administrative Access	Provides administrative controls for managing users, permissions, and platform settings.





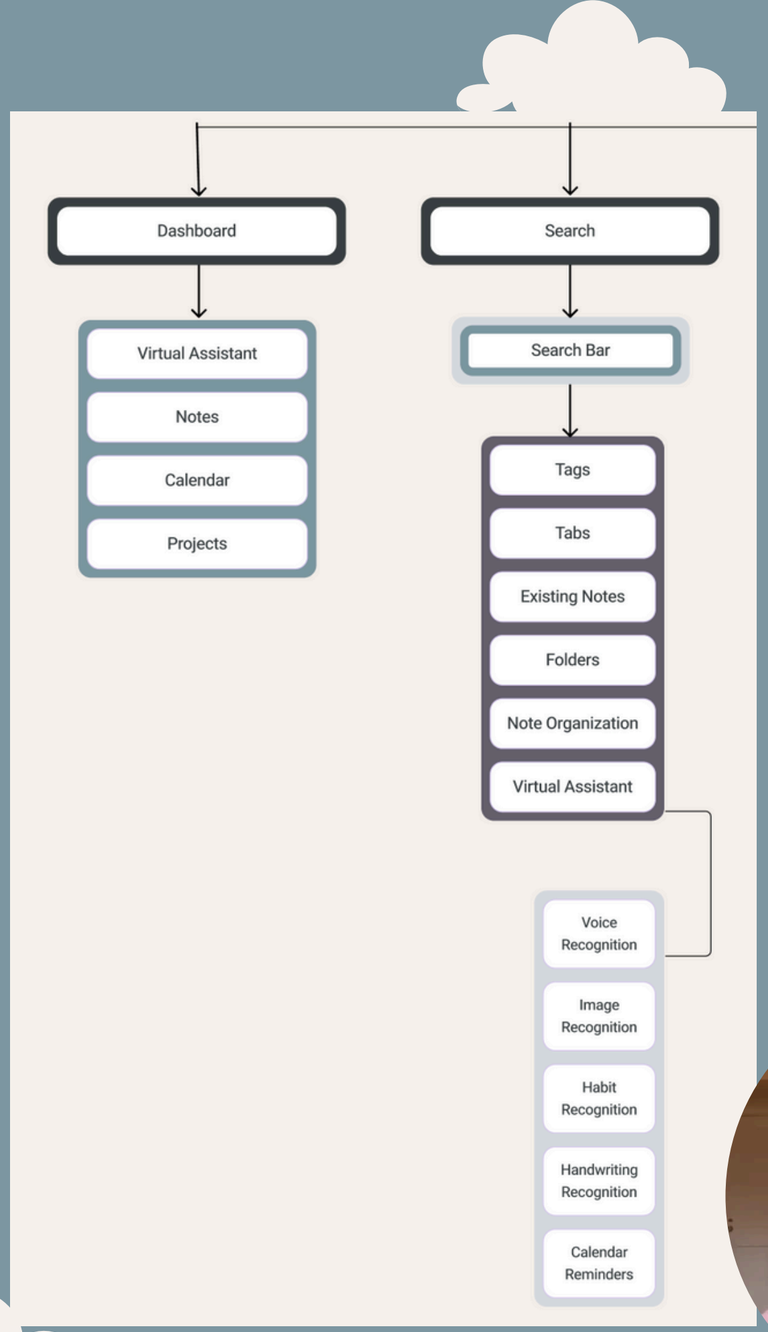
Information Architecture

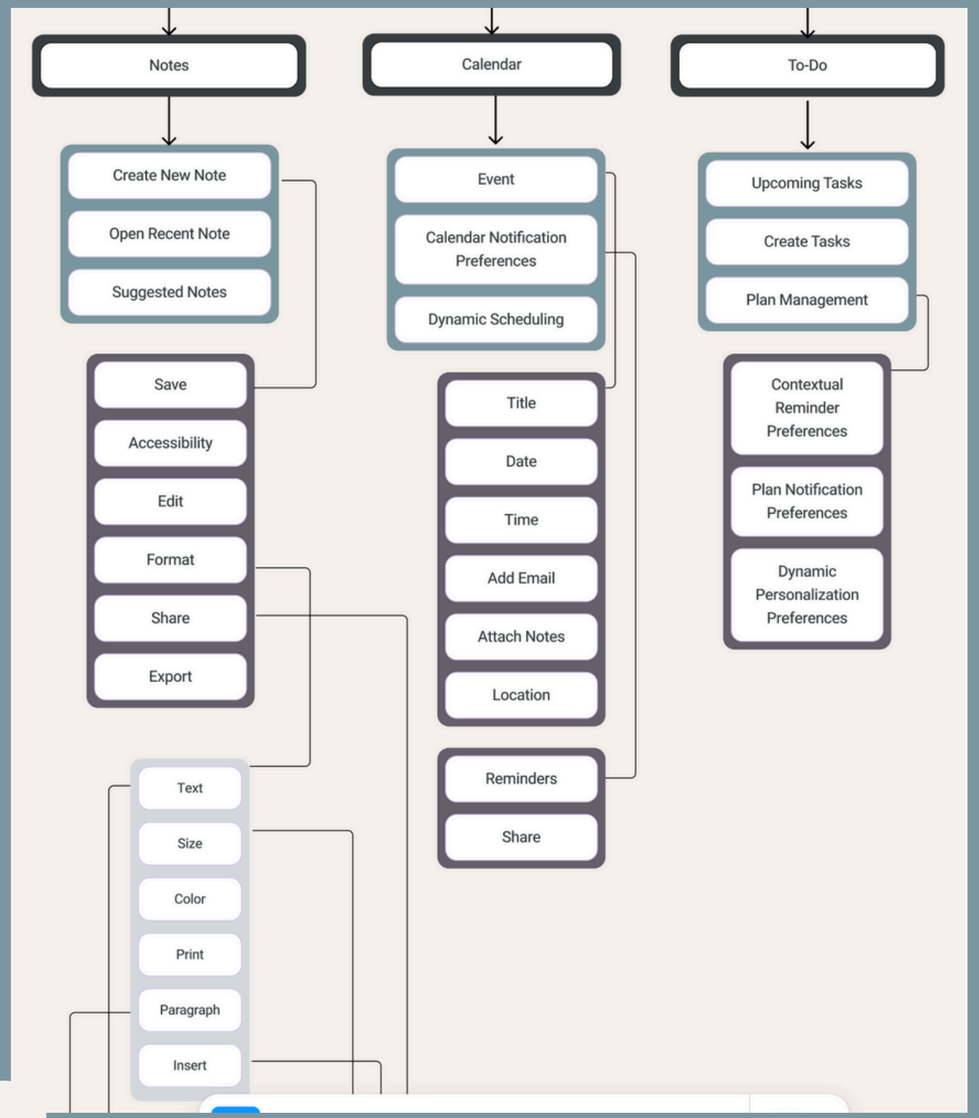
Every effective website starts with intuitive architecture.

Information Architecture

We designed the IA to make navigation intuitive for the user. This means that all features are easily found from the main dashboard.

FIGMA LINK TO INFORMATION ARCHITECTURE





Information Architecture

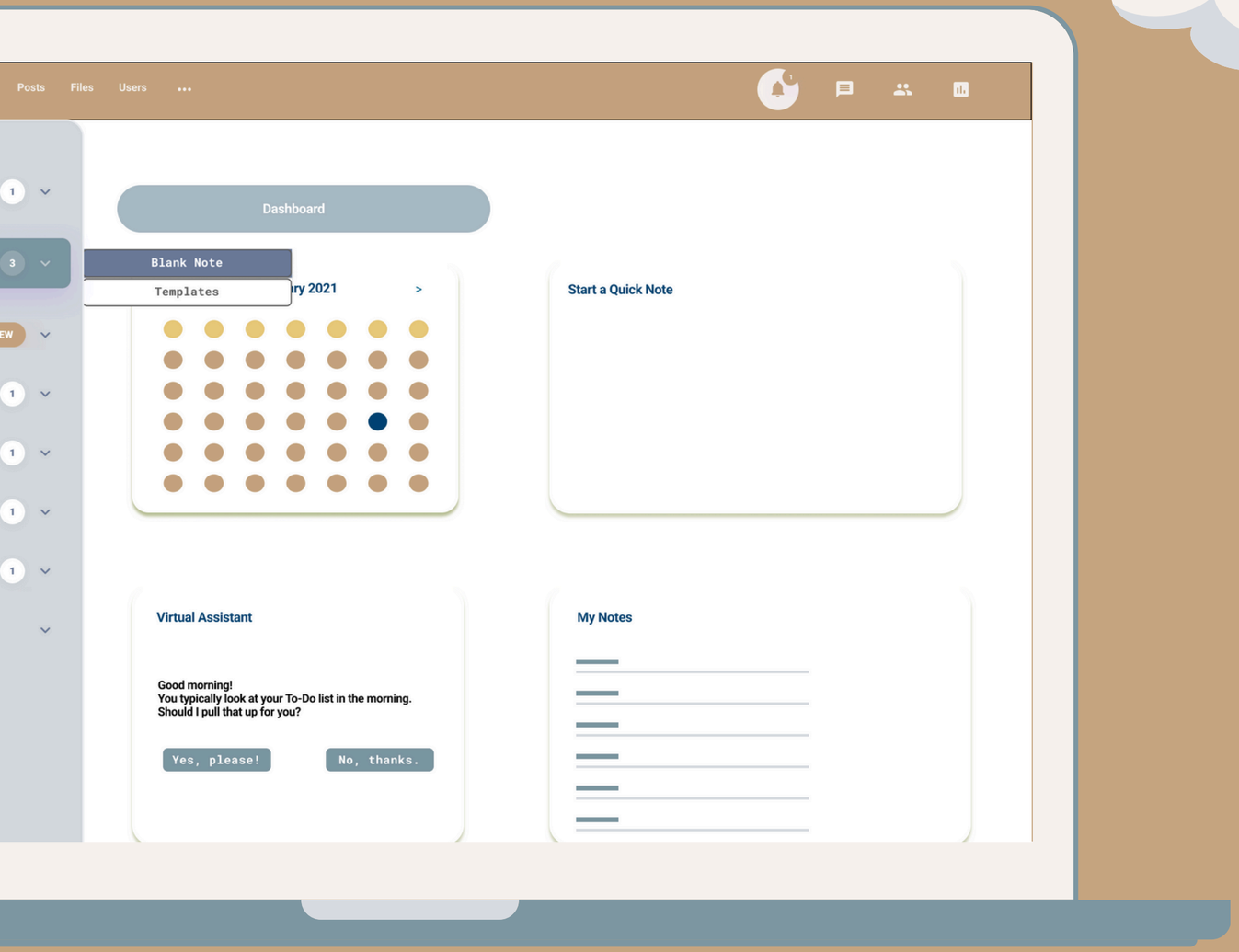
Creating notes, Calendar Events, and To-Do lists is simple, and effeicient.

FIGMA LINK TO INFORMATION ARCHITECTURE

Information Architecture

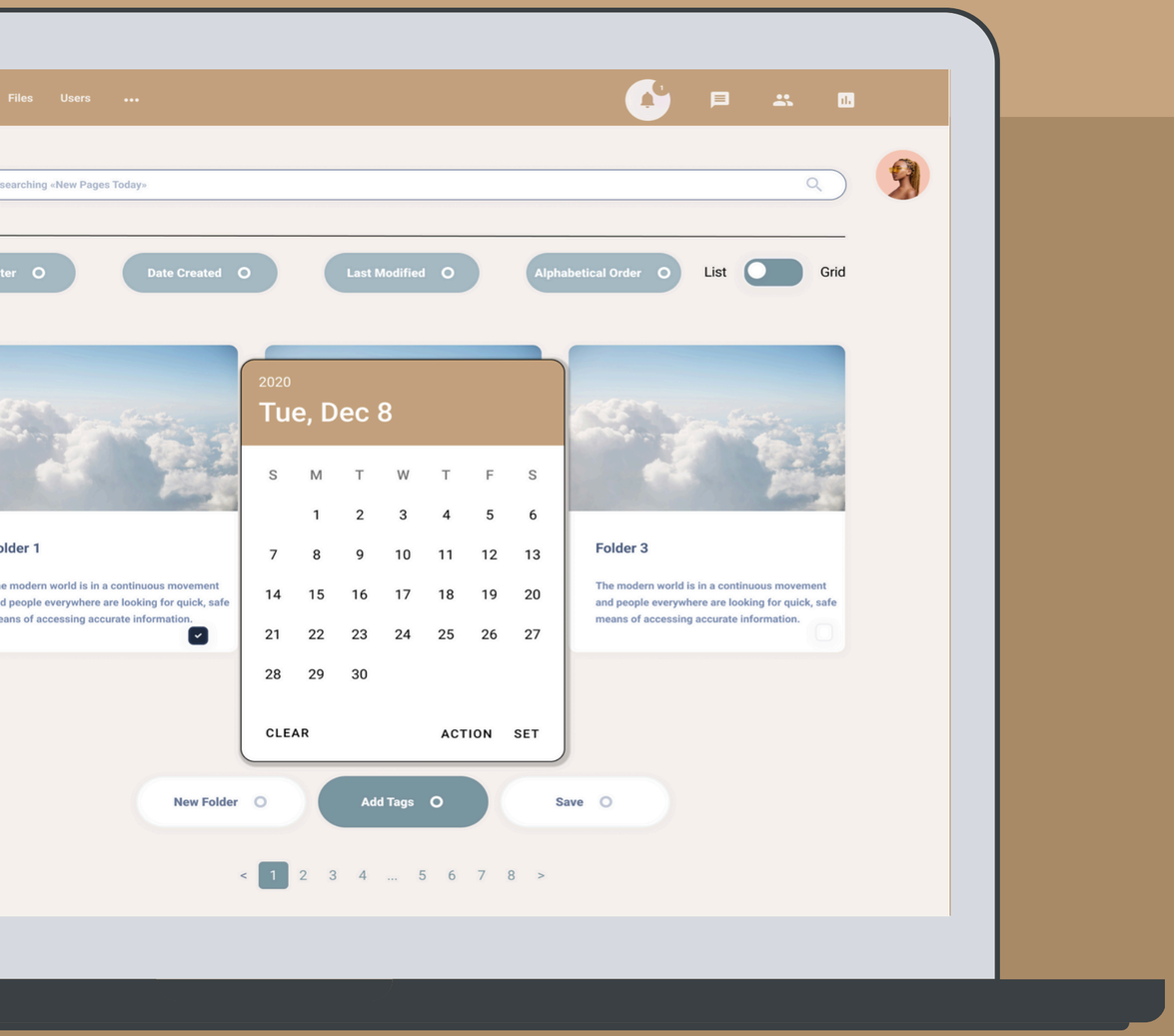
The gamification feature increased user productivity, continued usage of the app, and marketing for Mindly.

FIGMA LINK TO INFORMATION ARCHITECTURE



USER FLOWS

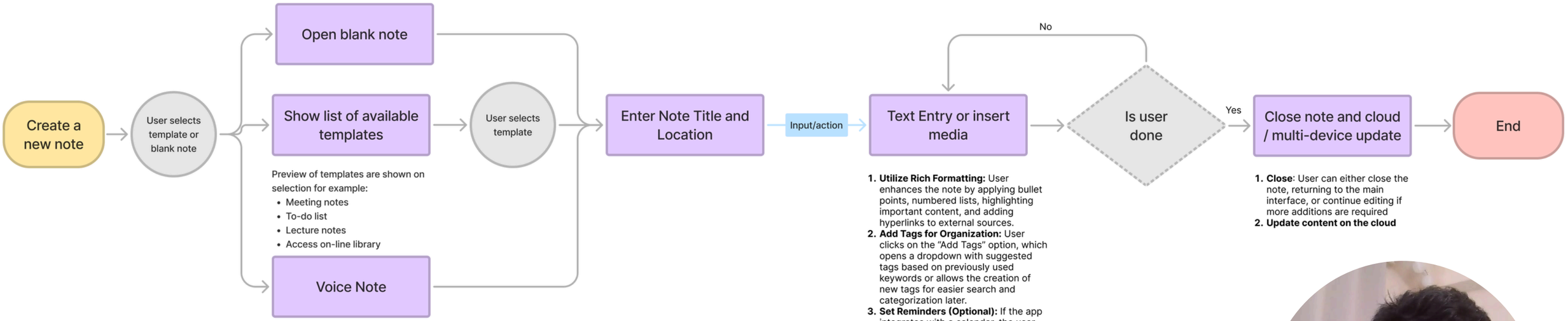
We’re mindful:)



1. Note Creation
2. Organizing Notes
3. Searching and Retrieving Notes
4. Collaboration and Sharing Notes
5. Cross-Device Syncing
6. Integrating with other tools

User Flows

Note Creation:

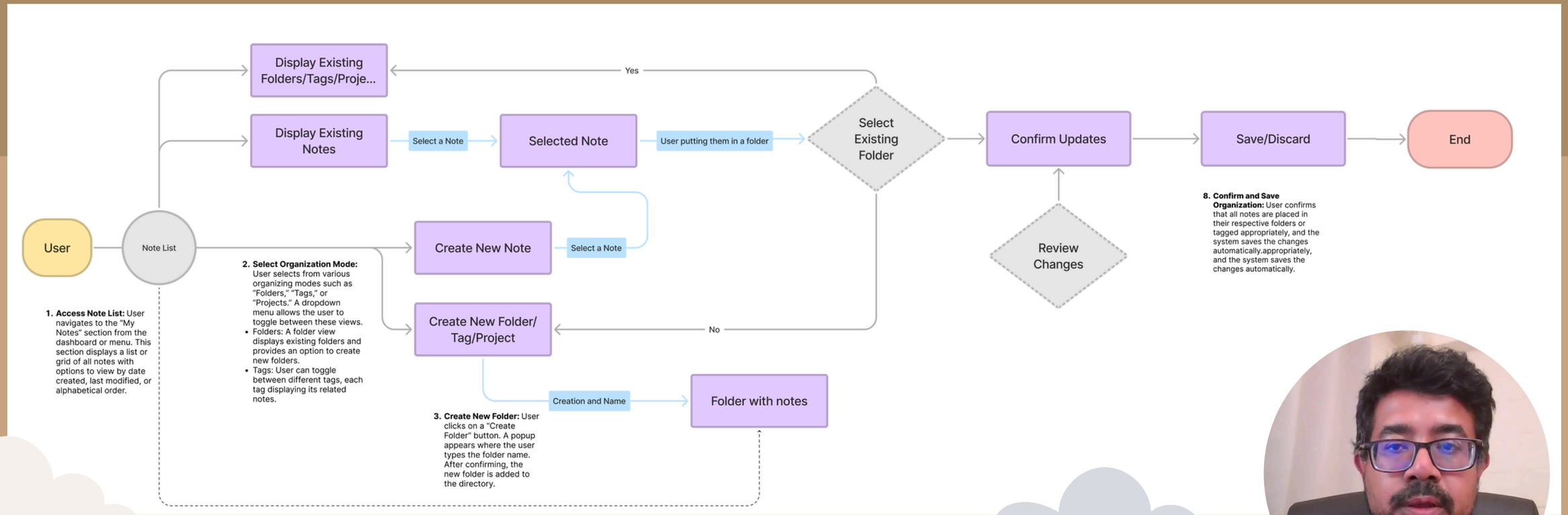


1. **Utilize Rich Formatting:** User enhances the note by applying bullet points, numbered lists, highlighting important content, and adding hyperlinks to external sources.
2. **Add Tags for Organization:** User clicks on the “Add Tags” option, which opens a dropdown with suggested tags based on previously used keywords or allows the creation of new tags for easier search and categorization later.
3. **Set Reminders (Optional):** If the app integrates with a calendar, the user can set reminders or due dates linked to the note, which syncs with their calendar app.
4. **Auto-Save and Manual Save:** The app autosaves progress in real-time, but the user also has the option to manually save with a “Save Note” button.

1. **Close**: User can either close the note, returning to the main interface, or continue editing if more additions are required
2. **Update content on the cloud**

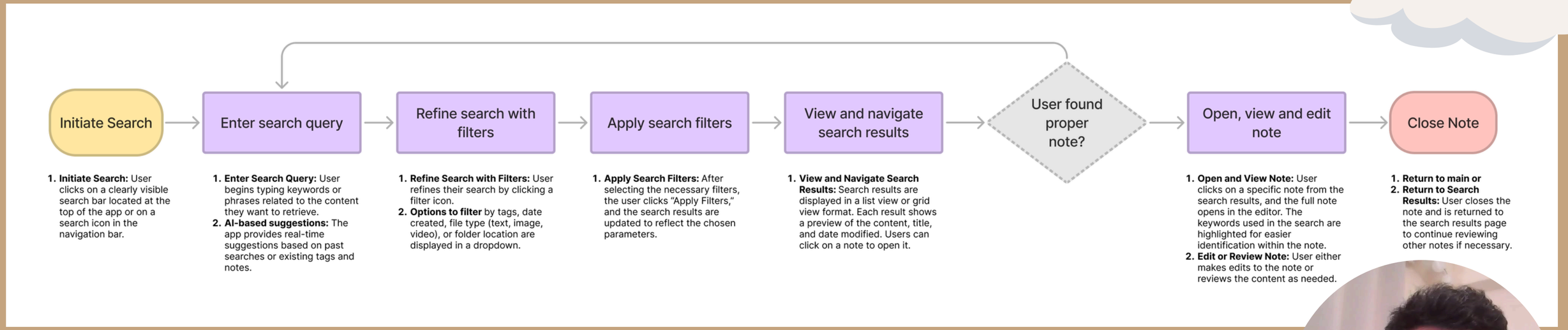
Organizing Notes:

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



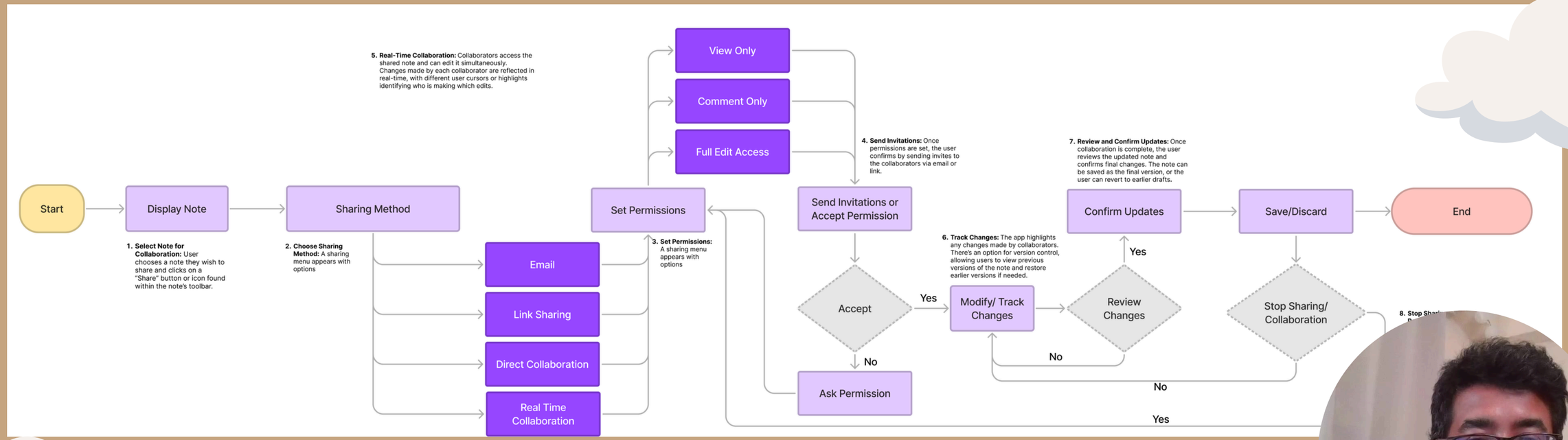
Searching and Retrieving Notes:

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.

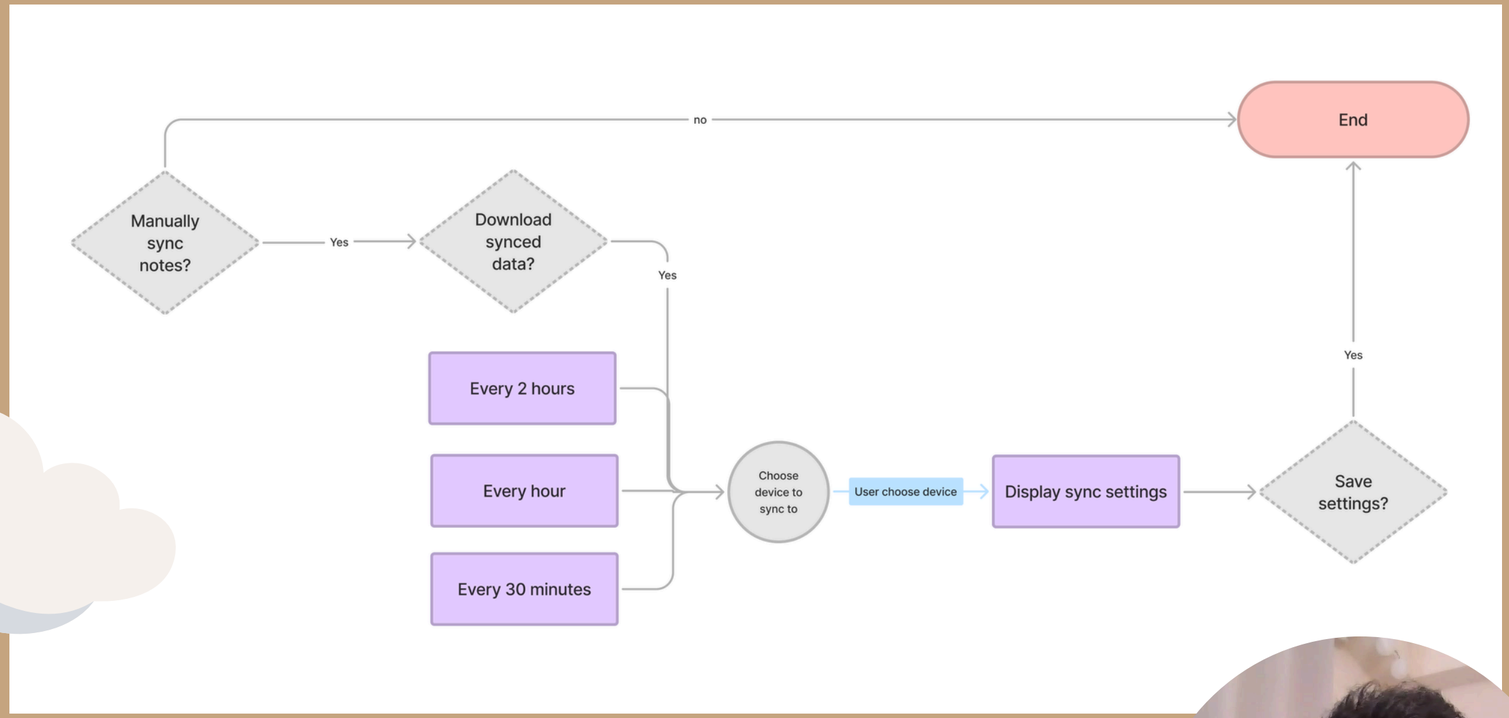


Collaboration and Sharing:

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



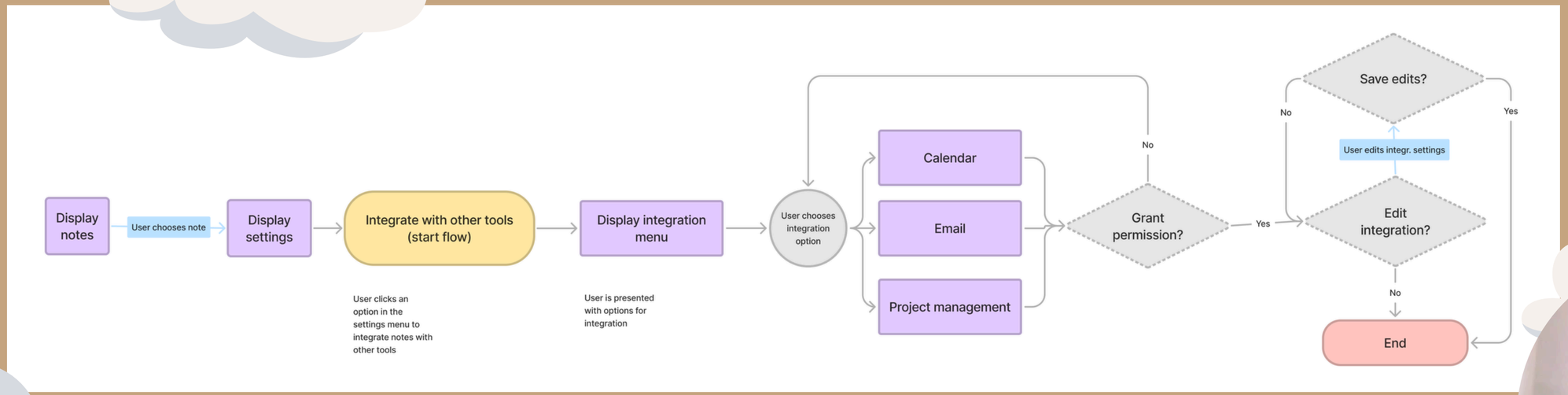
Cross-device Syncing:



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.

Integrating with Other Tools:

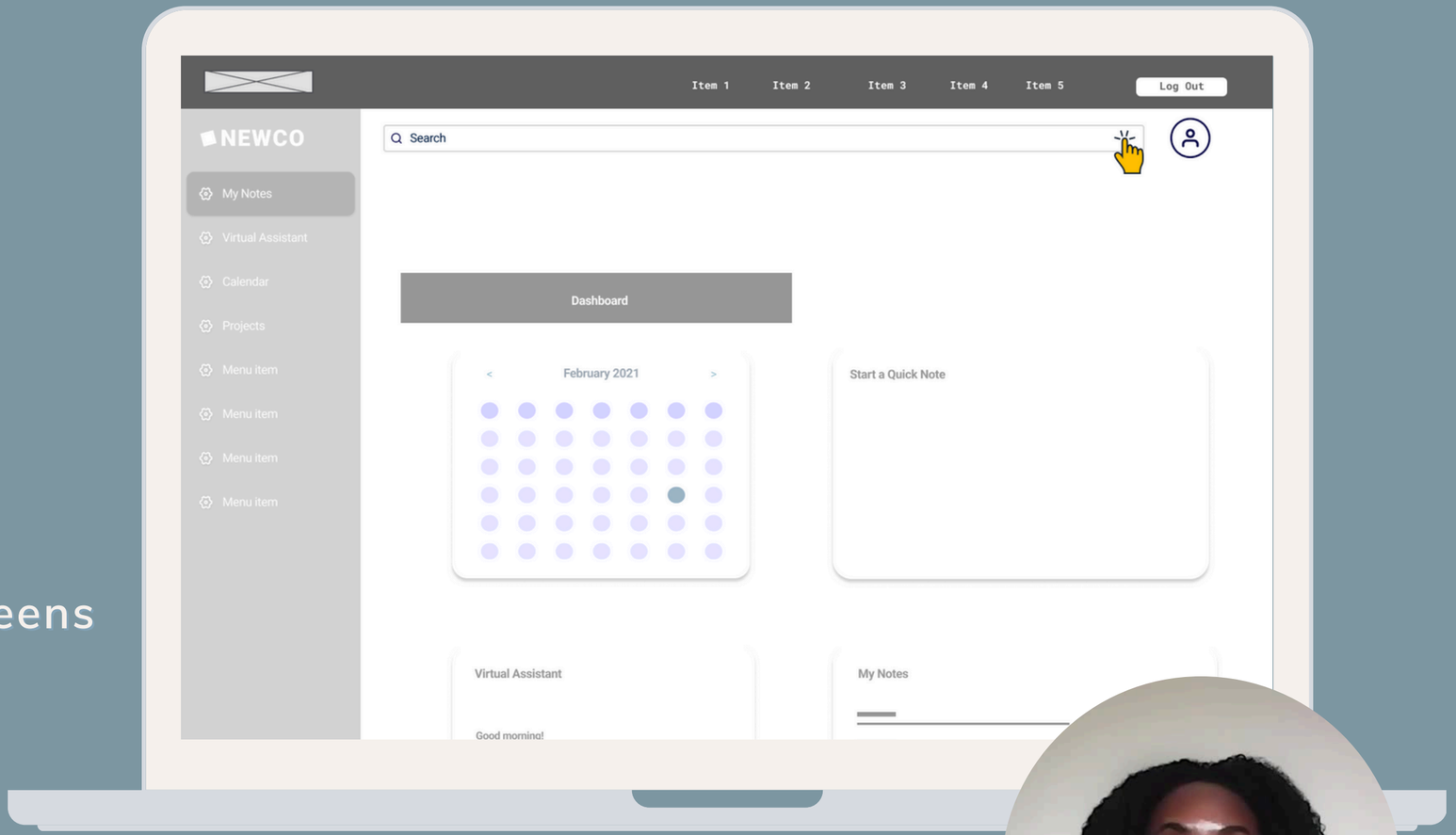
A flow for integrating with other apps like calendars, task managers, or email. This allows users to create tasks or reminders from notes or link notes with external events.



Low Fidelity Wireframes

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

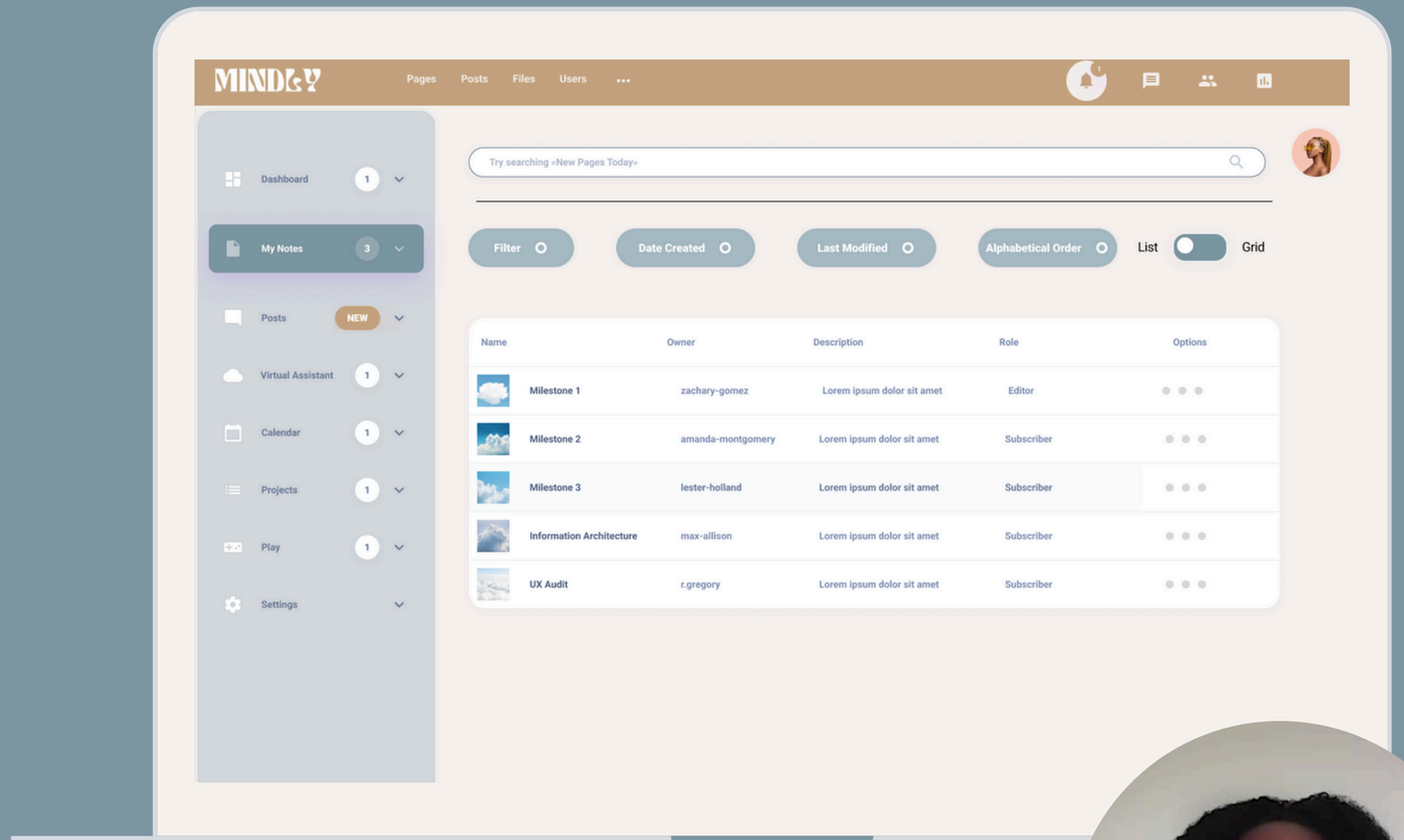
FIGMA LINK TO USER FLOWS AND RESULTING WIREFRAMES

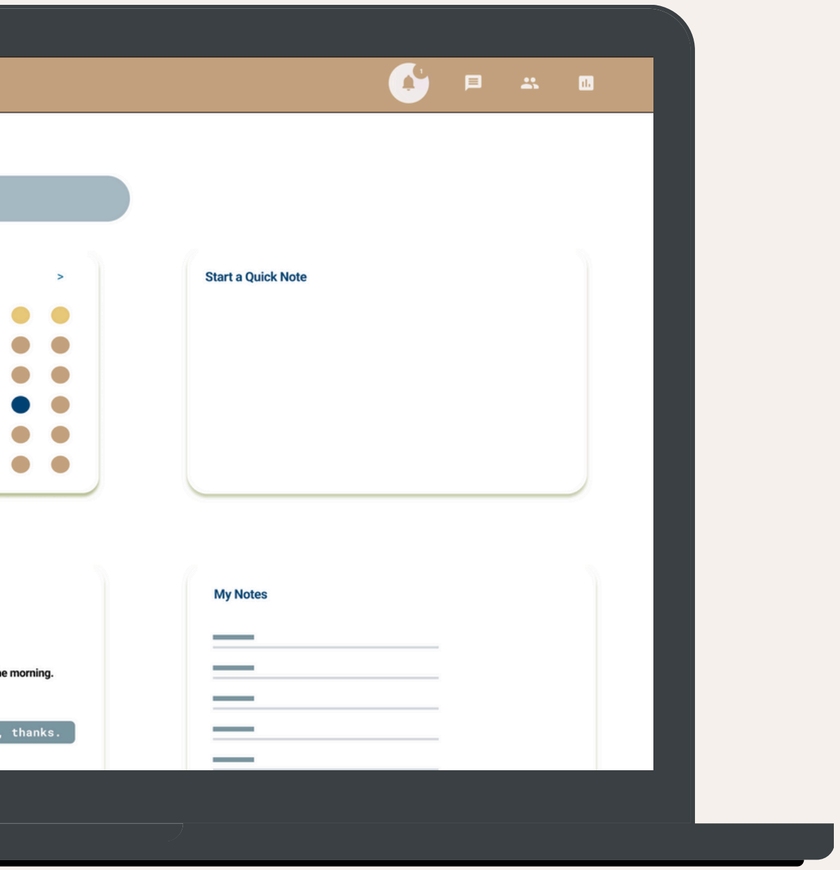


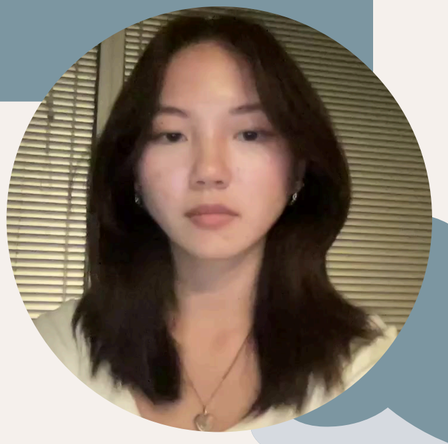
High Fidelity Wireframes

We chose to highlight 4-6 screens of our respective low fidelity wireframes.

FIGMA LINK TO USER FLOWS AND HIGH FEDELITY SCREENS





Conclusion

Mindly improves usability by offering a streamlined interface coupled with optional advanced features, creating a versatile tool that caters to diverse user needs. Additionally, Mindly incorporates a unique gamification element, designed to make the often stressful process of note-taking more engaging and enjoyable for you.