Process Document

Research
Evernote users are organizing, tagging, revising, reading, annotating, and reflecting at different places in the application.
Research
Challenges

Evernote mobile allows for note taking, but it can be difficult to retrieve those notes.

The note metaphor gets lost in the mobile application.

Everything in Evernote feels very similar, despite behaving very differently.

My project will help people navigate their file collection.

My project will allow for tagging and organization of their files.

My project will help people better understand the connections between their notes.
My project will balance labeled retrieval with stronger use of iconography and interaction.

My project will bring the “note” into Evernote, focusing on the metaphor of the notebooks

My project will create stronger distinctions between the various types of Evernote storage (e.g., notebook, stack, or note.)

In an increasingly visual culture, it seems important to allow people to understand high-level information (e.g., am I looking at a note, or a collection of notes?) at a glance. Text helps people identify the contents, not the type of content.

In terms of design, I think this project relies heavily on current design paradigms, bringing Evernote from a very text-heavy app to a sleeker look. This presupposes users are interested in this kind of aesthetic overhaul; obviously, I have no access to the information that informed Evernote’s design decisions, so this design is heavily biased towards my own whims!
Evernote is a highly personalized note taking system that allows for a great deal of user flexibility. Of course, note taking is the primary function, but I’m interested in the precursor to this - I think Evernote can help make connections and encourage exploration of notes, creating a mindset of synthesis over pure consumption of information; currently, Evernote focuses on retrieval that is straightforward, but not necessarily thoughtful; yet, these goals are not incompatible.
Where will you find this UI?

… mobile phones
… web browsers
… desktop apps
… tablets
What are the screen size(s) for this?
750 x 1334 at a 326 pixels-per-inch (ppi)
Create a set of three personas* for different users.

Kate Anders

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Field Hocket</td>
<td>Medium</td>
</tr>
</tbody>
</table>

Occupation: Student
Major: Neuroscience
Favorite Brand: Nike

Kate likes to tell people that she has three core values: strategy, efficiency, and attention. Now, based on that alone, you might get a bit of a sour taste in your mouth, but Kate actually pulls it off quite well. She’s the captain of the women’s field hockey team at her small state school, and it all comes together to make her a charismatic and inspiring leader. Despite all of this, her last semester (a combination of lectures, vicious chem labs, and a particularly grueling sports season) left a lot to be desired on the report card. As an aspiring psychiatrist, she needs to pull her academics back on track. She’s trying to move more of her work online so that she can quickly access it between classes and on her commute, and some of her friends recommended that she give Evernote a try, so she went ahead and indulged on a Premium membership with holiday cash. The semester is young, but so far she’s optimistic!
Create a set of three personas for different users.

Lysander Allington

AGE: 24
Occupation: Data Scientist
Favorite Brand: Apple

Research

Lysander, whose parents could never remember whether the Spartan general or the Shakespearean character had inspired his name, had a simple new years resolution: learn how to cook. Although he had gotten pretty good at throwing a quick meal together, he was starting to realize that he didn’t really understand the flavor and finesse that went into preparing a more inspired, lively diet. So far, things are going well: he can julienne pretty much any vegetable, slice garlic paper thin, and the rosemary chicken in a bed of roasted brussel sprouts was a huge hit at a recent pot luck. He’s starting to hit his stride, but along the way he found that his bookmarking system had become a little unwieldy; between recipes, techniques, shopping carts, and general guides, he barely knows where to start when he wants to try a new recipe. Combined with a pretty busy lifestyle with his job, participation with a local meetup, and a rather unhealthy fascination with OkCupid, he just doesn’t have the bandwidth to sift through it all. He decided to pick up Evernote, which would let him clip his recipes, tag them, and pull them up on his phone once he entered the kitchen... Or during the commercial breaks of Cowboys games.
Create a set of three personas for different users.

Tasha Reardon

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>Skiing</td>
<td>Low</td>
</tr>
</tbody>
</table>

Occupation: Professor
Favorite Place: Venezuela
Favorite Brand: Chanel

Tasha can tell you the history of the modern world through the lens of sugar, bananas, coffee or chocolate - and she can do it in at least three languages. Furthermore, she could probably publish a paper on economic and cultural paradox of luxury goods and consumerist culture. She could also tell you that she looks pretty damn fierce wearing a designer handbag, and if you showed her the right one, she would probably tell you “I’ll take two.” Being a cultural anthropologist, after all, doesn’t preclude one from enjoying the finer things in life. Plus, she kind of enjoys seeing the women in her undergraduate lectures raise an eyebrow when they realize she’s rockin’ the latest Jimmy Choos.*

Lately, however, her focus has been on tenure. Her review is rapidly approaching, and although she’s feeling confident about it, she’s looking to produce some of her most innovative scholarship yet. After gaining IRB approval for storing transcribed interviews in the cloud, she’s looking to move her file system onto Evernote, where she can better organize her thoughts, the various articles that will guide her work… And, well, maybe a FEW shoes that she’ll keep her eye on in the case of a sale.

*the author knows very little about women’s fashion. in the event of a faux-pas, trust and believe that Tasha is shaking her head and the correct handbag/shoes. I dunno.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Lysander wants to retrieve a specific recipe.
1. He launches Evernote on his phone.
2. He finds and opens the recipe stack.
3. He finds his dinner notebook and opens it.
4. He types a query into a search field and finds about a dozen recipes.
5. He scrolls through and finds a recipe, but notices another recipe whose ingredients he has on hand.
6. He copies ingredients from the ‘other’ recipe, and pastes them into the main recipe.
7. His Japanese-Polish fusion meal ends up going pretty badly (seaweed pierogi seemed like a good idea, okay?)
   He deletes the new ingredients from his recipe.
Create a user flow for one of your personas.
Experience

What type of experience do you want to provide for your user?

I want people to make connections among their notes. This co-opts the retrieval mechanism of Evernote and encourages users to reflect, moving through their information at a high level before delving in to the ecosystem of a single note. I also want to strike a balance between efficiency and aesthetics; users don’t necessarily need to meander for the purpose of experiencing something beautiful, but I would still love to explore the artsier side of UX design in this project and give users more color and activity for their journey to a single note.
Formal Collage

Direct

Exploratory