

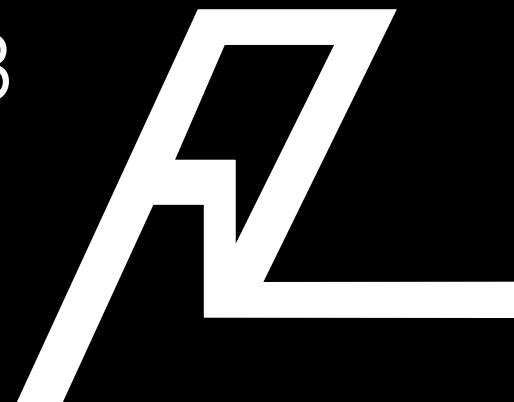
Documentation App Research Report



ALEXIS ZERAFA

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INITIAL ASSUMPTIONS

Video is the most common form of documentation medium

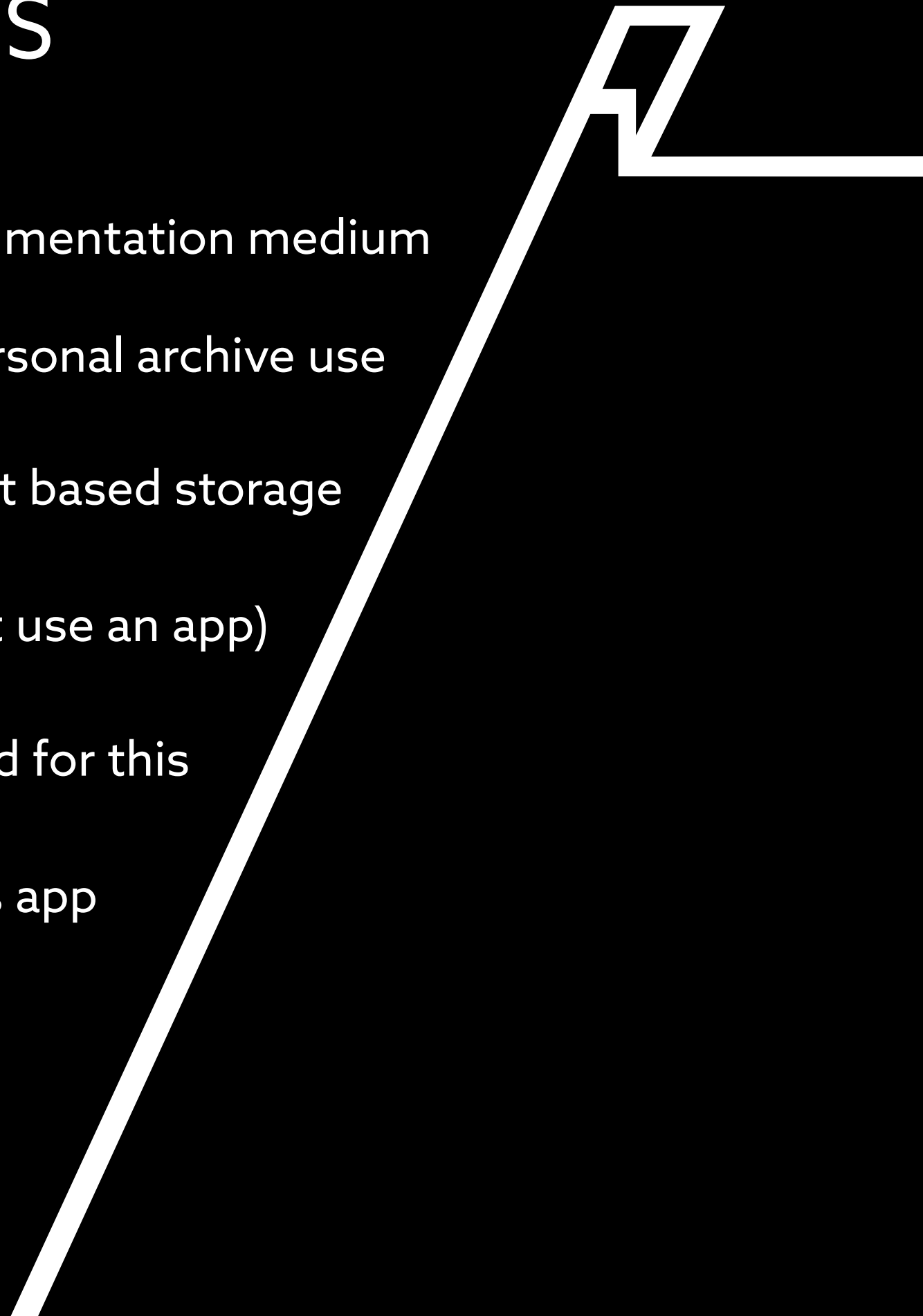
Documentation is mostly created for personal archive use

Google drive is the most popular internet based storage

Users store documentation locally (don't use an app)

Only people in creative fields have a need for this

Mostly students will be interested in this app



AREAS OF FOCUS

I choose to focus mainly on the storage medium (locally stored information or cloud storage?) and organization in terms of what type of documentation is being stored.

For example if someone only documents using video they will have completely different needs from someone who documents exclusively through photography.



APPROACH

Modular Brainstorm

- Dump out ideas on sticky notes in under 5 minutes and then move those ideas around in to similar categories.

Prioritization

- Take the above mentioned categories and organize them in a pyramid, with the most valuable category perched at the top.

Workshop Survey Questions

- Using rough ideas for survey questions, iterate and rewrite said questions to get the most out of responses.

Build Valuable Interview Questions

- Using the survey questions, pick the most open ended and elaborate on them to use as questions for interviews.

MARKET RESEARCH



The Challenge

- Designers and creatives need an efficient way to document work, preferably on a mobile interface.
- Must be easy to use and either include a platform or work well with platforms used to share documentation materials.

The Goal

- Create an app that streamlines the documentation storage and dissemination process for designers and creatives.

Market Trends & Competitor Statistics

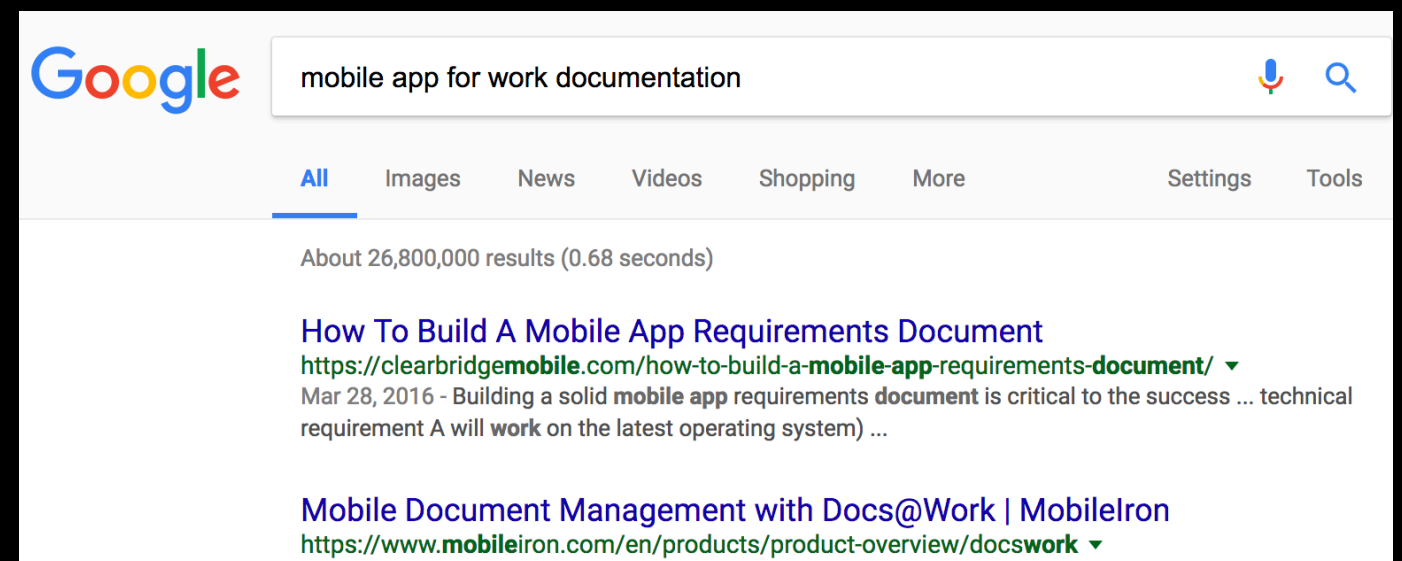
- 49.5% of digital based designers are between 20 and 30 years old.
- 100,438 sites link to google drive (storage competitor for this app). The majority of site visitors are graduate students accessing drive from home.
- 22% of new U.S registered domains run on WordPress (another indirect competitor).
- Wordpress gets more unique visitors than Amazon
- As of 2016 GitHub has 24,377,273 users (also a competitor to this app).

Pew Research Center has found that cell phone ownership among adults has exceeded 90% in the United States. Out of that 90% 870,000 people in the US are either fashion, graphic, or interior designers. That is only a fraction of the population that has an immediate need for this product.

MARKET RESEARCH KEY TAKEAWAYS

Many platforms already exist with the sole purpose of storing work in an organized fashion. However of those platforms only a few market their services directly to creatives, and even fewer boast a platform specifically designed for documentation. The iterative nature of creative work is not accommodated in these general file storing apps and websites, and displaying the work stored in a pleasing and presentable way is also not taken into account. There is an unsaturated market currently present for documentation purposes, and this market is essentially untouched in the mobile sphere.

A superficial test of this “untouched theory” is a quick google search resulting in nothing.



COMPETITIVE AND COMPARATIVE ANALYSIS

Indirect Competitors Comparative Analysis	Google Drive	Dropbox	Wordpress	Github
File Storage	✓	✓	✓	✓
Collaborative Editing Options	✓	✓	✗	✓
Public Facing Web Page Interface	✗	✗	✓	✓
Easy Video Hosting	✓	✓	✗	✗

FLATDOC CASE STUDY PART 1

Documentation is easy.

Flatdoc is the fastest way to create a site for your open source project.

FLATDOC

FLATDOC CASE STUDY PART 2

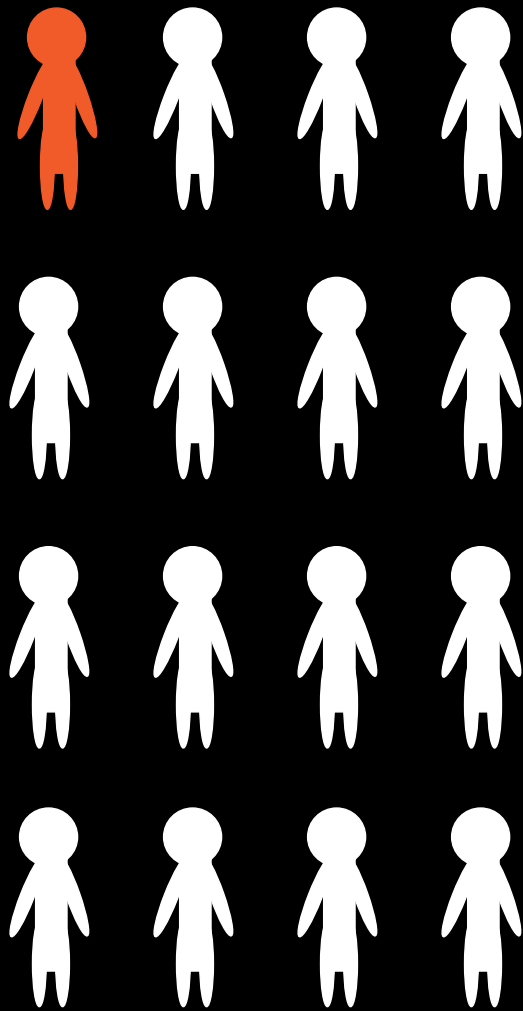
Flatdoc is a small JavaScript file that fetches Markdown files and renders them as full pages. Essentially, it's the easiest way to make open source documentation from Readme files.

- No server-side components
- No build process needed
- Deployable via GitHub Pages
- Can fetch GitHub Readme files
- Clean and responsive default theme
- Create an HTML file and deploy

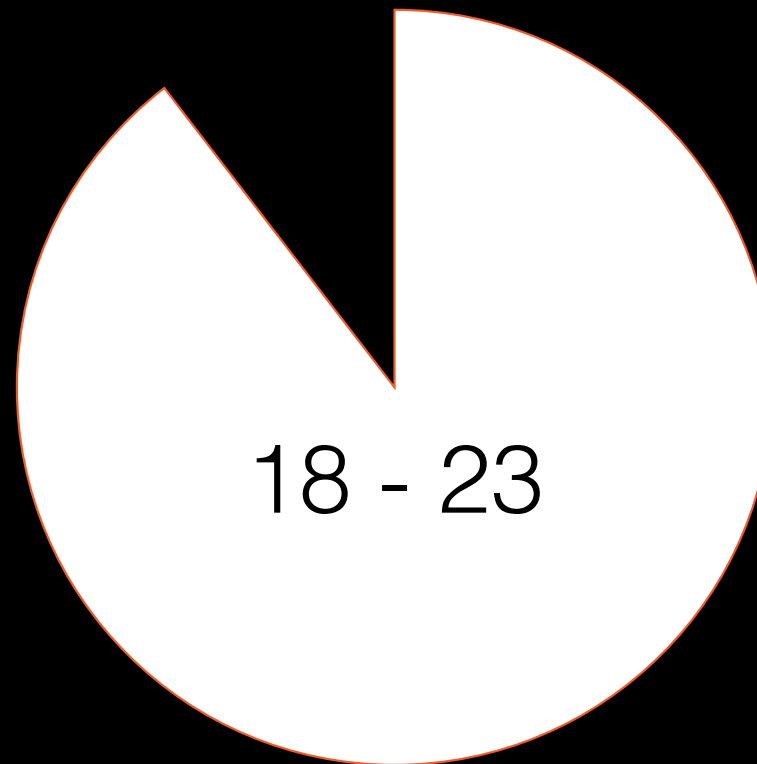
FLATDOC CASE STUDY PART 3

Flatdoc is meant for creation of documentation sites, it does not deal with streamlining the storage and organization of personal documentation, that responsibility still falls on the user. This is also not optimized for mobile.

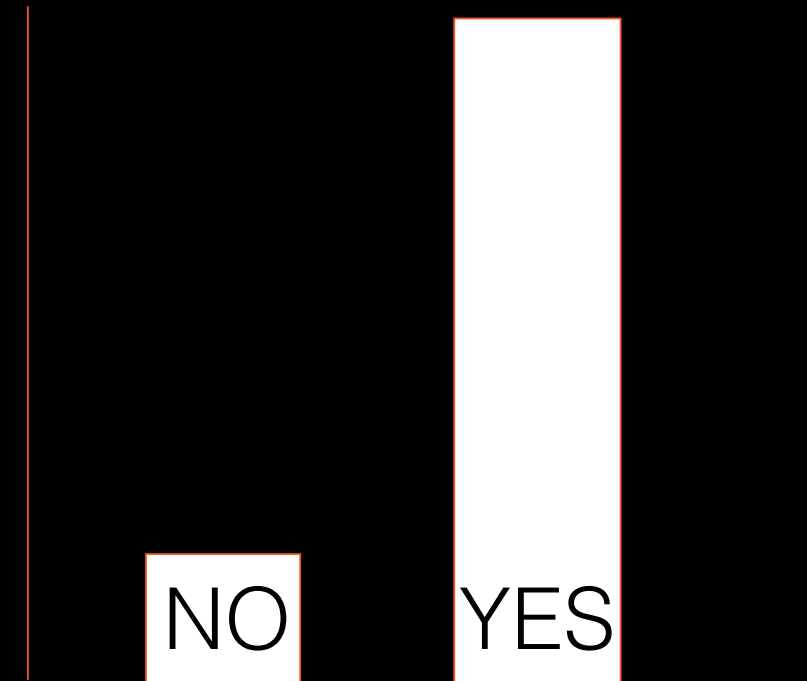
SURVEY RESULTS



3 out of 48 people surveyed are not currently students.



87.5% are between ages 18 and 23, 12.5% age 24-34.



6 out of 48 people do not document their work.

SURVEY RESULTS CONTINUED

“I document my work by...

Photo

Video

Write

Sketch

Other

32

17

32

24

18

(more than one option could be chosen)

SURVEY RESULTS CONTINUED

Almost all survey participants who document their work share their work with peers, potential employers, and use documentation for personal archival reasons.

Some significant quotes about online documentation tools;

- “Google Drive is Bae”
- “I use OneDrive to sync my work to all my devices”
- “I use my own website, Vimeo, and YouTube mostly”

For the most part when asked about the workflow for documentation, survey participants compile work through photo and video, edit them using a third party such as Photoshop, and then display said documentation using another third party site like Wix or WordPress.



USER INTERVIEWS

Questions

- Tell me a little bit about yourself and your creative process.
- How do you document or keep track of your work? Be specific about what systems/websites you use.
- Tell me about your portfolio, how is your work currently displayed?

SAMPLE INTERVIEW AND HIGHLIGHTS

A complete interview can be found here, password is Angela
<https://vimeo.com/204985397>

Notable interview quotes

- “Wow, now that I hear myself saying all of the platforms I use for this process it really feels like a lot”
- “Organization is very important to me, and I make sure that my documented work reflects that”
- “I really don’t document my work, which is I know is bad, but if there was an easy way to do it from start to finish I feel like I would, maybe”
- “Video is very important to me, and I shoot a lot of film but have trouble keeping it organized”

PERSONA 1



Madison Shea - Age 25

Madison is a graphic designer who just graduated from a prestigious digital arts program. She likes to write design ideas on sticky notes that she later covers her laptop with. Madison loves to shoot video and is very organized physically, but her digital files are a mess. Madison has no coding experience whatsoever.

Needs

- An intuitive way to organize, store, and display creative work
- A way to display documentation without having to touch code
- A place to put notes pertaining to work iterations

Behaviors

- Extremely organized physically but disorganized digitally
- Hand writes project explanations and descriptions

Pains

- Is not diligent about online file organization
- Hesitant to approach documentation methods that display work publicly

PERSONA 2



Daniel Felix - Age 32

Daniel is an architect who works almost exclusively on large scale high rise projects. Daniel works iteratively and his apartment is scattered with pieces of sketchbooks containing drawings of unfinished buildings. He is not very good about digitizing his work until the very end product, and has trouble showing his creative process to others.

Needs

- A very user friendly way to organize iterations of the same project
- an easy way to capture hand drawn documentation

Behaviors

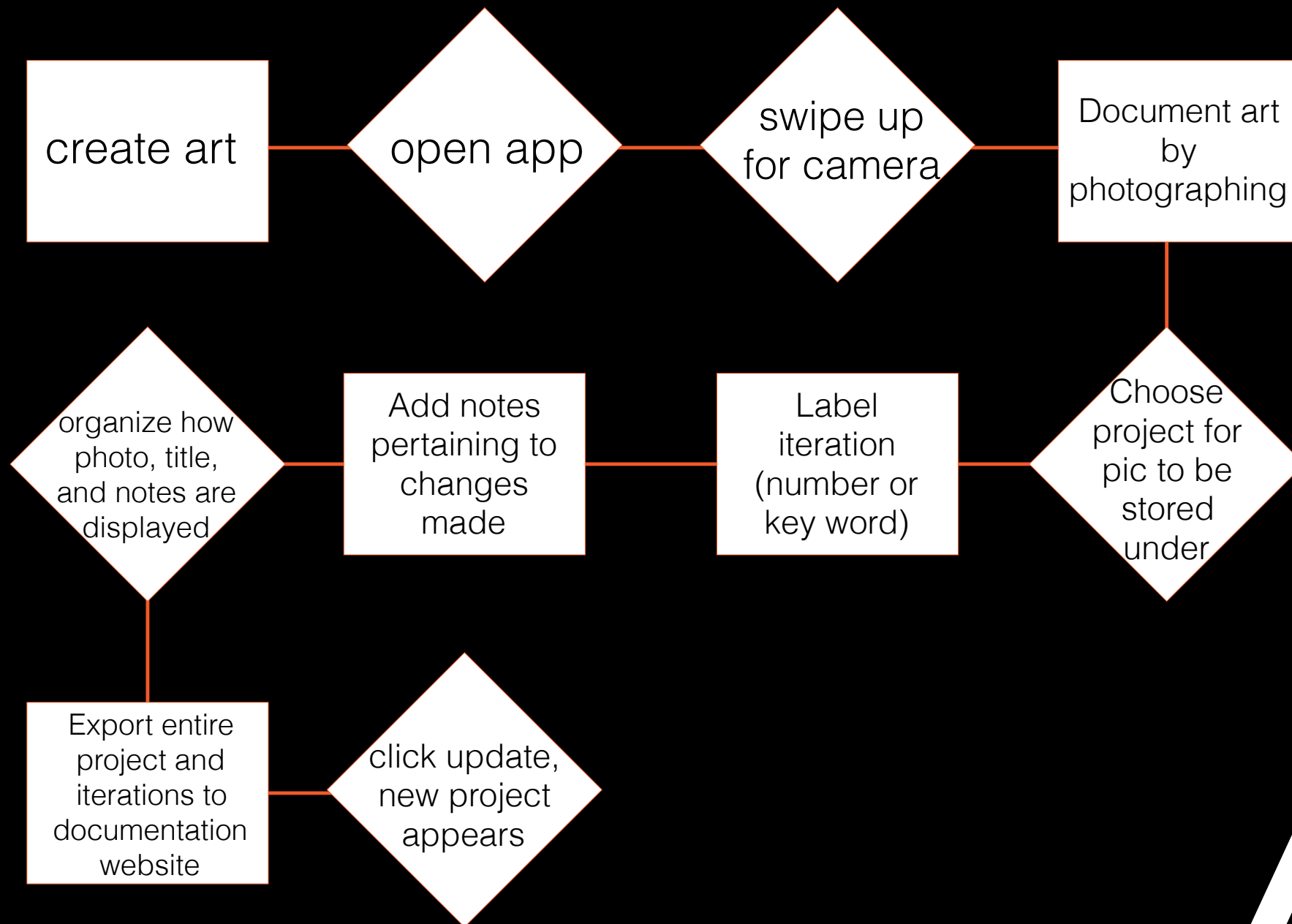
- Makes many iterations of one idea
- sketches work progress
- Very meticulous with projects

Pains

- Is not extremely comfortable with technology
- Does not organize and document work well

USER FLOW

Storing and Sharing one piece of documentation





TASK ANALYSIS

Key tasks for app to fulfill needs identified

Capturing Documentation

- Be able to capture photo/video/audio in app
- Be able to import existing photo/video/audio/writing samples

Organizing Documentation

- Visually organized file system, parsed by project
- Customizable so each user can be comfortable organizing as they please

Disseminating Documentation

- Simple way to take finished “projects” and iterations and post to the public
- Either pair with third party site or offer in app platform to display work

ANNOTATED ASSUMPTIONS

Photos and text are the most common forms of documentation

Documentation is mostly created for personal archive use

Google drive and WordPress are the most popular internet based storage services

Users store documentation both online and locally

There is a wider need for this than initially assumed

Students and professionals will be interested in this app



DESIGN RECCOMENDATIONS

- Easy to organize file system, using “projects” as the parent form of organization.
- In app camera feature to capture work and then import to a specific project
- Ability to write footnotes for each iteration as well as an overarching project description
- Allow users to share projects, but control what parts are seen publicly. For example a project can be shared with very early iterations left out
- Extremely clean interface with few options, forcing users to utilize the tools available & not get lost in the features of the app
- Three main functions, capture, organize, and present.
- For portfolio aspect (present) make a deliverable that can be integrated with an existing WordPress page, Squarespace, Wix etc. or offer a feature where we host the iterative portfolio (subscription model charge for this feature).



NEXT STEPS

- Identify bare bones necessary features
- Develop workflows for each feature
- Develop wireframe for each workflow
- Consider integration partners or how third party sites can interact with this app
- Test an analog version of the app with users to see if workflow is followable
- Consider how existing documentation can be transferred to this app
- Figure out logistic of hosting certain file types
- Identify the needs of different creative industries and try to be all encompassing

RETROSPECTIVE

There really doesn't seem to be an all in one platform that; stores work, organizes work by project, supports video audio written and photo documentation, and allows documentation to be displayed as a website or clean page (for public viewing purposes. People seem to accomplish these tasks using 4 or more different platforms, which seems unorganized and over strenuous. I also didn't realize so many people documented their work through writing rather than visuals. There is a lot less competition than I initially thought for something like this, especially within the design community. The needs can be filled with exiting apps and platforms but not one single platform panders itself to creatives documenting using an interactive process with the intention of sharing their documentation.