

PRD: Flow

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[PRD: Name of Product](#)

[Vision](#)

[Motivation](#)

[Key Path Scenarios](#)

[Detailed Design & Features Description](#)

[Design Principles](#)

[Suggested Information Architecture](#)

[Features](#)

[Roadmap](#)

[v1 aka Minimum Viable Product](#)

[vNext](#)

[vLongterm](#)

[Milestones / Timing](#)

[Metrics](#)

[Projected Costs](#)

[Engineering Costs](#)

[Marketing / other Costs](#)

[Operational Needs](#)

[Risks](#)

[International](#)

[Group Members](#)

Vision

For people who want to enhance productivity, FLOW is an app that helps them capture all tasks and ideas, organize everything, anywhere, all in one place.

Motivation

Primary Personas

Creative Chris



Quote: “I think faster than I write. A million dollar idea just gone before I can write it.”

About:

- Lives in NYC with his boyfriend and dog
- Recent journalism graduate from Northwestern University
- Creative copywriter at Omnicom Group, clients ranging from multinational brands to startups.

Goals:

- To efficiently organize tasks from different areas of his life
- To have a simple workflow with few steps
- To complete all his tasks, meet deadlines, and feel accomplished

Tasks:

- Collaborate with other professionals to brainstorm creative ideas for content strategy on whiteboard
- Find insights and craft the language to shape perceptions, change behavior, and drive business results

Pain Points:

- It's challenging to document and structure ideas generated on a brainstorming whiteboard.
- The moment you forget to record a sudden flash of genius, it's gone forever.
- It's faster for me to speak my thoughts than to write them and there is no way for me to easily save my thoughts before I forget them.

Wants & Needs:

- A fast and one-step solution to capture ideas, anytime, anywhere.
- Make cross-platform project more manageable
- Easily keep track of digital and physical materials and organize them
- Monitor progression/completion of tasks
- Synchronize important group tasks with team promptly

Secondary Personas

Busy Billy



Quote: “I wish I had 48 hours in a day! There is too much to do and too little time”

About:

- Lives in Evanston, undergraduate residence hall with 1 other roommate
- Has a great work ethic but a bit disorganized
- Aspires to become a better leader and organizer in project groups
- Going through his first quarter of senior year, making choices between graduate school and working in industry
- Struggles to keep track of everything that happens in school - events, career fairs, classes, etc.

Goals:

- To systematically complete all school work in prep for graduation
- To orderly manage info and tasks related to grad school applications and job search while also be reminded for important due dates/deadlines
- To efficiently coordinate and cooperate with classmates on projects
- To balance the stress of school life with personal life and be able to promptly manage and plan for extracurricular/daily activities

Tasks:

- Synchronize tasks both physically and digitally without the need for multiple devices
- Learn and adapt to a system that increases productivity and fosters collaboration
- Make sure to plan and prep ahead of time important tasks like job interview or social events

Pain Points:

- He has attempted numerous times at the start of each quarter to create a to-do list everyday but quickly loses that motivation and gives up after 2 weeks due to the immense stress
- He feels annoyed and overwhelmed having to jump across multiple platforms, both in his laptop and notebook, just to find certain pieces of relevant information
- He fails to comprehend the time needed for many minute daily activities in life which leads up to him simply failing to adhere to his preset plan or else procrastinating

Wants & Needs:

- Filter, highlight, and collect useful information within emails and newsletter relevant to job search/grad school applications
- Be more mindful of how much time certain task takes and plan them accordingly
- Monitor the progression of tasks in both individual and group settings
- Learn about ways to become more organized going forward

Mom Susan



Quote: “Things happening around kids are quite unpredictable. How could I even plan anything?”

About:

- Lives in Austin, Texas with 2 elementary school-aged children
- Shuttles her kids between activities
- Is a full-time stay-at-home mom
- Has notes on loose papers, planners, and her phone
- Has to take care of her kids’ activities by herself during the daytime

Goals:

- To efficiently organize tasks from different areas of her life so she can keep track of all the important things
- To have systems that easily integrate into her daily workflow without adding on more steps in her already busy life
- To better take care of her kids and at the same time to have some personal time to socialize and relax
- To pick up tasks interrupted by other sudden issues and plan things out
- Balance out her roles as mother, caregiver, wife without being overwhelmed

Tasks:

- Better organize agendas neatly and promptly under different categories such as job names, dates, priorities etc.
- Stay organized and manage time wisely to accomplish daily tasks
- Make sure her kids go to school, sports, tuition, birthday parties, etc. on time and don’t miss anything
- Keep track of all important event and medication dates of her kids

Pain Points:

- She gets overwhelmed frequently by both her children demanding so much of her time

- She always gets interrupted by some randoms things and finds it hard to get back to the task she was working on
- She has a constant fear that she forgets something and she won't know about it until it's too late
- She becomes increasingly frustrated with existing planning tools/methods as they fail to inform and monitor her progression with each task
- She feels losing her connections with all her friends and time for self-enrichment

Wants & Needs:

- Make cross-platform projects more manageable
- Easily keep track of digital and physical materials and organize them
- Monitor progression/completion of tasks
- One-tap or voice instructions to facilitate planning or recording
- Can easily collaborate with her husband or the nanny to plan and accomplish tasks
- A way to be notified of daily tasks and check them off when completed > Customizable and reinforced reminders for every task
- Have some personal time after everything in a day is done

Unmet Needs

For each persona you will target, what are your hypotheses regarding the most important unmet needs that your product will address? How big is the pain for target users?

From the two in-depth user interviews conducted, we were able to gain a deeper layer of understanding as well as crafted hypotheses regarding the unmet needs of our user group. First, we believe that there is a clear and integral need for a fast and one-step solution to capture ideas, anytime, anywhere.

We also believe that students when faced with the stress of school work and employment experience the loss of motivation to adhere to their preset plan because of the lack of a consistent method/tool to keep them on track.

And thirdly, we believe people who struggle to achieve work-life balance experience the inability to adequately comprehend the amount of time certain tasks demand because of the void of a personalized assistive planning/time-tracking tool on the market.

A user journey of our student persona Busy Billy is attached in our Miro. We compiled and examined the user's activities, needs, and thoughts at the 3 distinct stages of planning and preparing, managing, and acting on preset plans as well as reviewing.

Existing Solutions

Existing solutions can be segmented into three categories based on the user's knowledge of project management software. Users tend to use different solutions when they are under certain

circumstances.

Existing Solution #1 - Physical Task Trackers

Physical task trackers are typically used when the user has limited access to digital solutions and needs somewhere to take down notes quickly and easily. Some of the most popular physical objects used are sticky notes and whiteboards. Users rely on them because they are always accessible and low cost. They require little effort to learn how to use them, and the tasks can be shared with others in the same physical space. In initial research, over two thirds of our target users reported that using physical task trackers is natural in their busy lives. Even though the limitations such as easy to lose and easy to forget exist, there is no better way for users to record tasks in a timely manner.

Existing Solution #2 - Entry Level Task Management Software

The entry level task management softwares is often used by people who have not got in touch with the professional management tools. They are conscious about the importance of recording tasks, but they have limited access or do not want to pay too much for professional softwares. Some of the typical entry level softwares are Notion, Trello, Google Calendar and phone notepad. These solutions require low learning and economic costs, so they are widely used by students or working people who are not in management careers. The softwares includes basic functionalities as a task tracker, but they may not satisfy people who have higher expectations for them or people have to pay more to use the functions. Thus, people tend to compromise to maintain the low cost until they can find something more powerful to use. However, switching softwares is also not easy since the user will need to transfer all the data to a new platform. Also, the entry level task managers are mostly independent platforms so that users need to pay extra effort to keep on track of all platforms they may use and take the risk of possible loss.

Existing Solution #3 - Professional Task Management Software

The professional task management softwares is widely used in workspace by the management staff. They are very powerful and organized, and include various functions that can benefit task management. Nevertheless, they are hardly known by people outside of the management career for its high cost and over complicated functions. They require a high learning cost in order to master the skills. That's the reason why such softwares is not promoting their products to the public. Even for the project managers themselves, these softwares' over powerful functions are not always needed. Besides, the manager may be the only one in a team who knows how to operate the task tracker. These features make it hard for professional task management softwares to gain a larger market share.

Competitor Feature Matrix

This competitive analysis includes some of the most popular task management products on the market. They vary from unpaid to paid, physical to digital, and entry level to professional. Even though the competitors cover a wide range of customers, the particularities of Flow are irreplaceable. This proves that Flow has its unique proposition among all.

	Flow	Sticky Notes	Notion	Trello	Airtable	Smartsheet
Cost to	Low	Low	No Cost	Low	Medium	High

User						
Accessibility	Easy	Easy	Easy	Easy	Medium	Hard
Functionality	Medium	Low	Medium	Medium	High	High
Ease of getting started	Very Easy	Very Easy	Medium	Medium	Easy	Hard
How easy it is to organize	Very Easy	Hard	Medium	Easy	Easy	Hard
Allow physical-digital transition	Yes	No	No	No	No	No
Smart categorizing feature	Yes	No	No	Yes	Yes	No
Voice input?	Yes	No	No	No	No	No

Differentiation

Flow is an all-in-one productivity solution where you can host everything that matters. Flow imports all your calendar data from different platforms and synchronizes your notes across your different devices. Flow hosts your productivity tools in one place, where you will only receive notifications from Flow and go to other workplaces like Zoom, Teams, etc from Flow’s calendar. Users can easily take a photo of their written notes on paper and let Flow convert their handwriting to digital texts for future review and organization. What makes Flow stand out from the existing solutions the most is its ability to quickly capture users’ flash of genius with one tap. Whenever a user has an idea or is too busy to take time writing things down, they can get access to Flow’s quick note function through widgets and then either voice, type, draw, or take a photo to capture the user's thoughts or to-dos. Flow automatically marks the timeline of the notes and users can choose to convert voice memo to text for future use and organize.

Besides, Flow’s ease of getting started and relatively low cost to users make it more approachable to people who are just beginning to practice making plans. Flow can be a good starting point with the right amount of functions to support users in need. We can gain a unique market share by bringing industry-proven best-in-class task management practices to the masses at a lower cost.

Why Now?

We believe that this is the right time to launch an organization tool because many professionals worked from home during COVID and started using digital tools like Zoom, Jira, Miro, Slack, etc. to take the place of physical tools they could use when their teams were together in one place. An organization tool that could seamlessly integrate their physical notes with what they have on various digital platforms would be of great benefit to them.

Business Model

Our business model is 3-tiered:

1. Personal: Free
 - a. Planning
 - b. Note-taking
 - c. Calendar sync
 - d. Daily Brief
 - e. QuickNote
 - f. 1 minute/voice recording
 - g. 200 minutes of voice recording
 - h. 20 GB file storage
2. Personal Pro: \$9.99/month (monthly plan) or \$7.5/month (annual plan)
 - a. Planning
 - b. Note-taking
 - c. Calendar sync
 - d. Daily Brief
 - e. QuickNote
 - f. Collaboration
 - g. No limits on voice recording
 - h. 100 GB file storage
3. Teams: \$12.99/user/month
 - a. Planning
 - b. Note-taking
 - c. Calendar sync
 - d. Daily Brief
 - e. QuickNote
 - f. Collaboration
 - g. 200 GB base file storage
 - h. No limits on voice recording
 - i. Sync with Salesforce, Slack

Key Path Scenarios - Wireframes

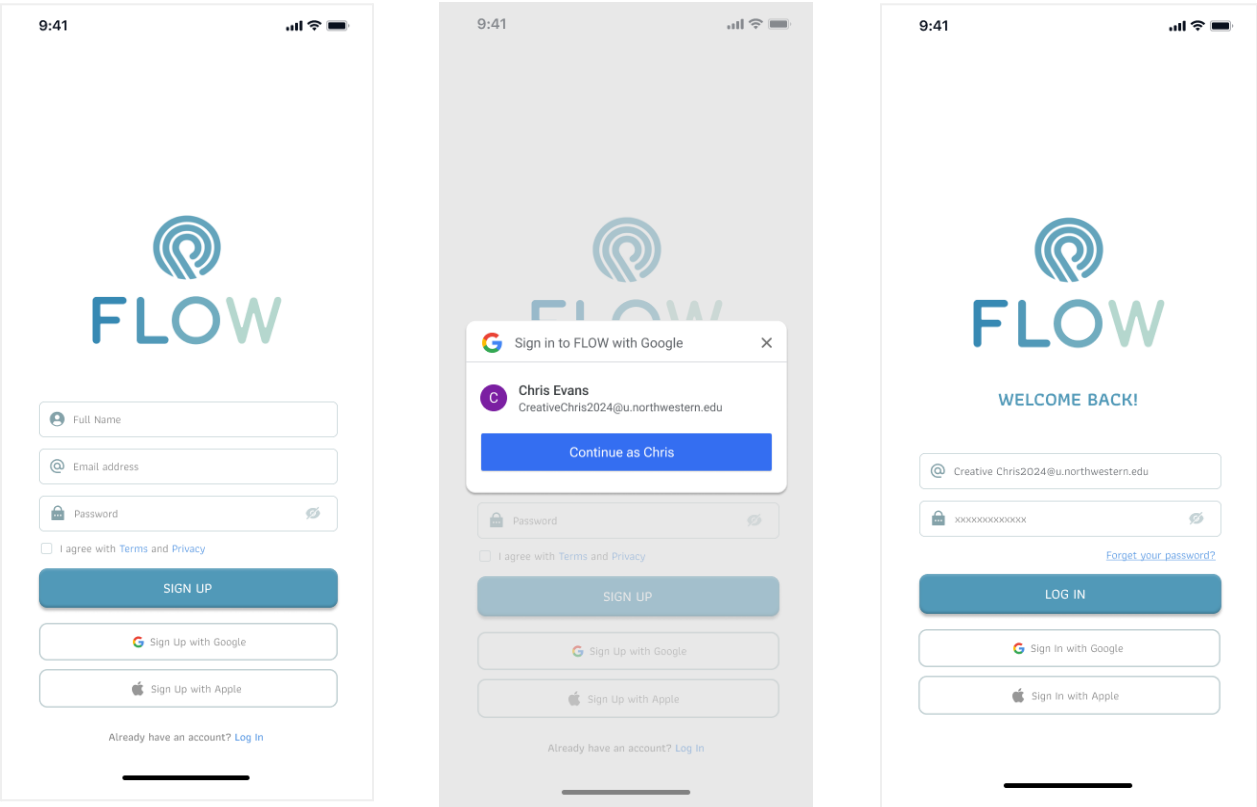
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Use Case 1: Creative Chris

a. Log In

Chris decided to download the FLOW app and gave it a try after being recommended by friends at school. He opens up the app and undergoes the login process with his google account.

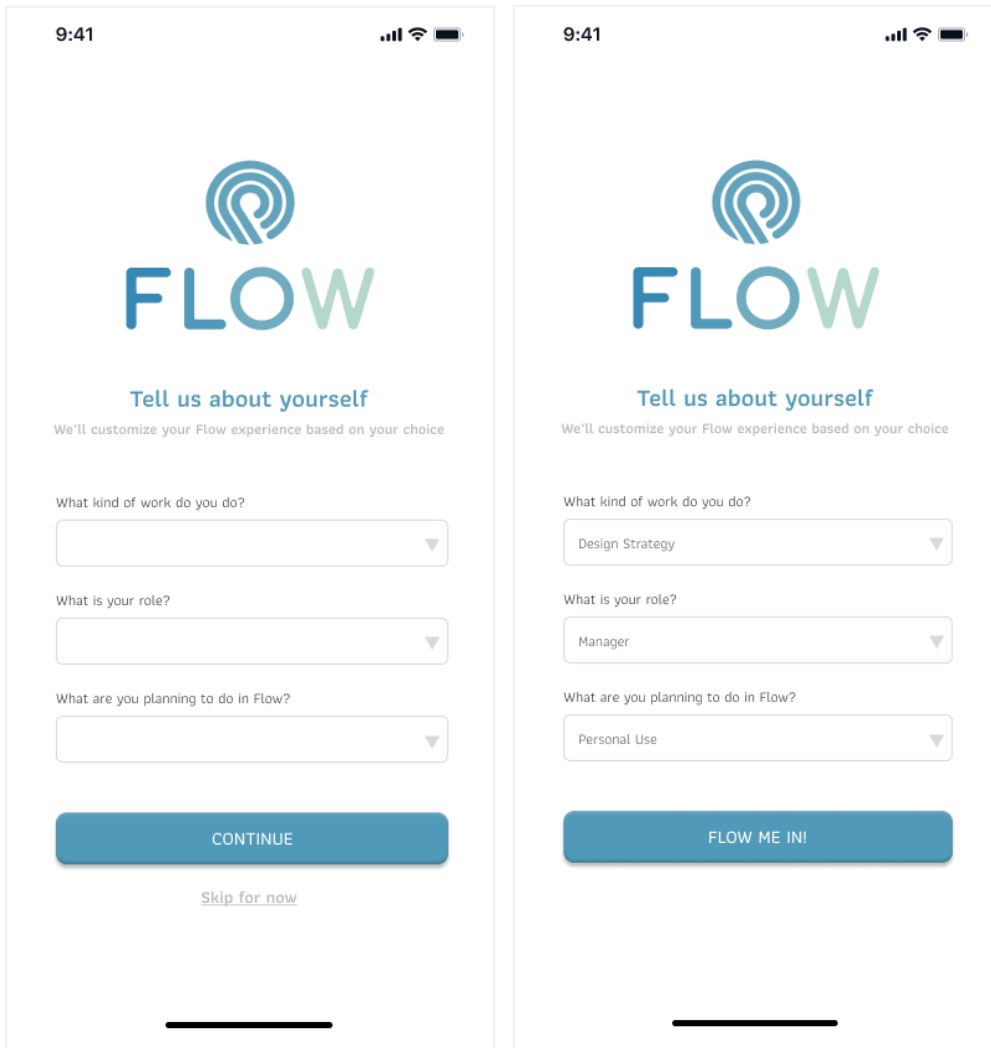
FLOW partners with Google and Apple to ensure a seamless onboarding process.



b. Questionnaire - Customize User Experience

Then Chris was asked about his usage scenarios for customization.

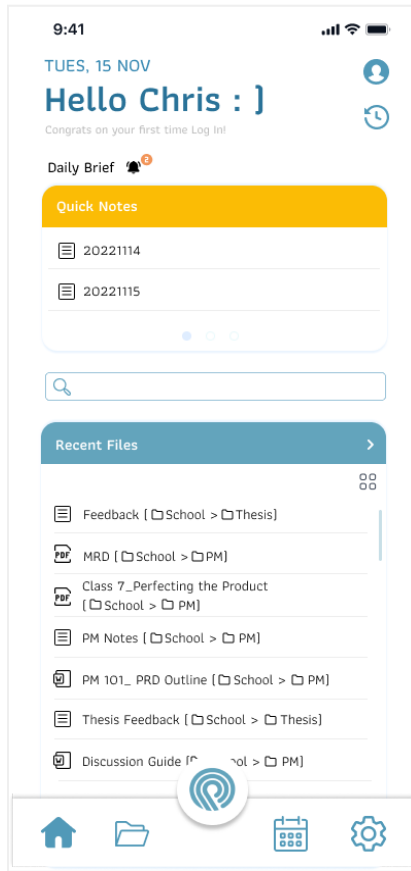
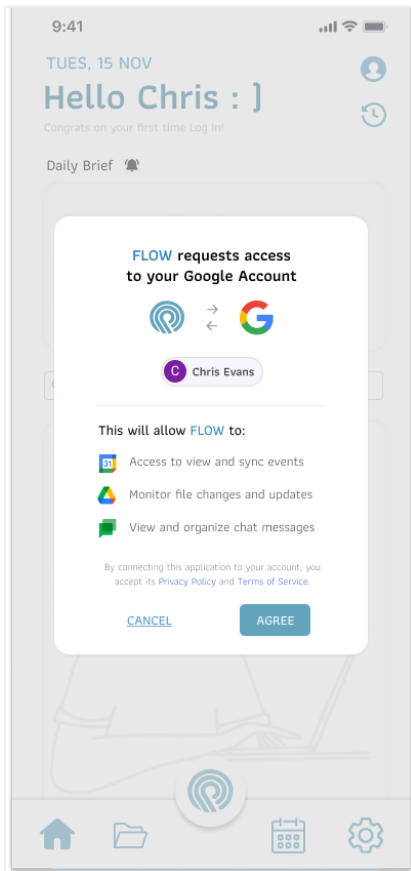
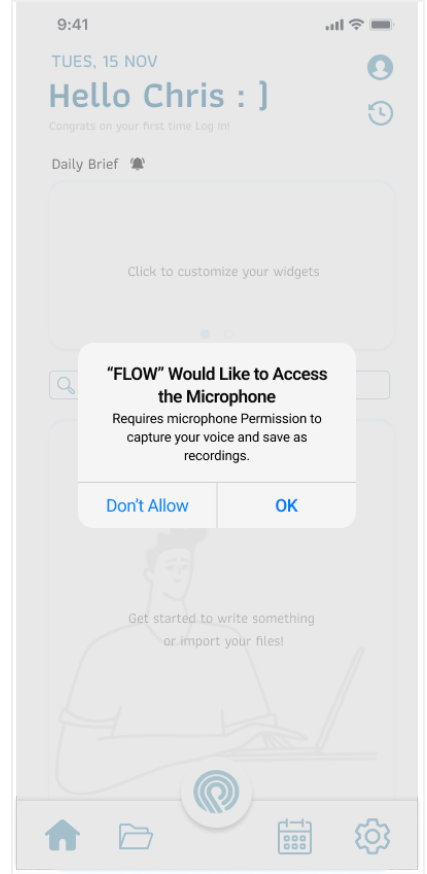
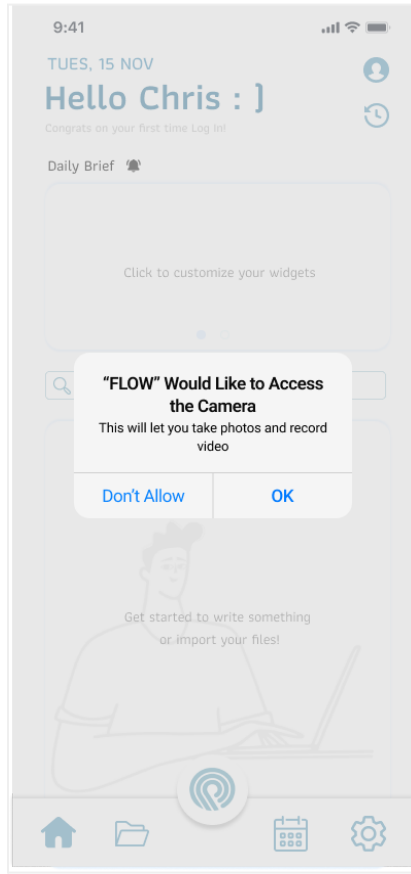
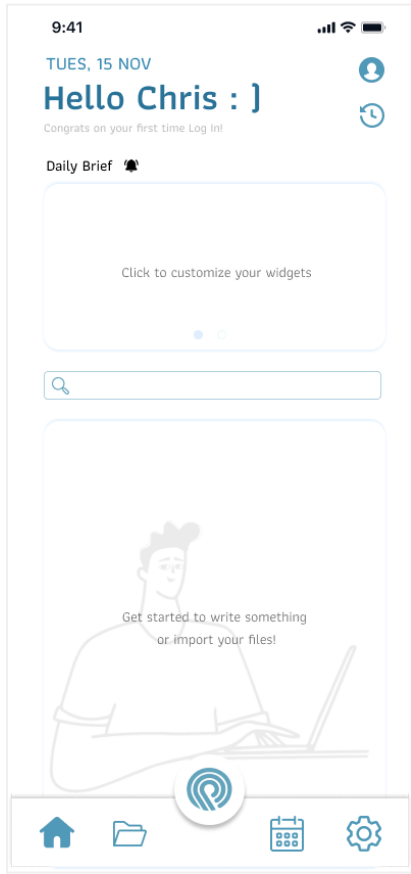
FLOW customizes users' experience by asking simple questions related to their occupations and usage scenarios. Knowing those preferences, FLOW will tailor the landing page to prioritize users' varying needs and tasks.



c. Landing page - Local Access & Data Migration

Upon successfully entering the app, Chris notices that the homepage is separated into different modules. He is asked to authorize access to his local camera, microphone, and camera album. He also grants FLOW access to view his google calendar and drive, prompting him to have a clear and easy way to view all of his upcoming events from FLOW.

FLOW partners with other platforms in order to bring users ease of access to third-party platforms. FLOW also prioritizes users' most used features such as calendar, tasks, quick notes, etc. onto the homepage for productivity.

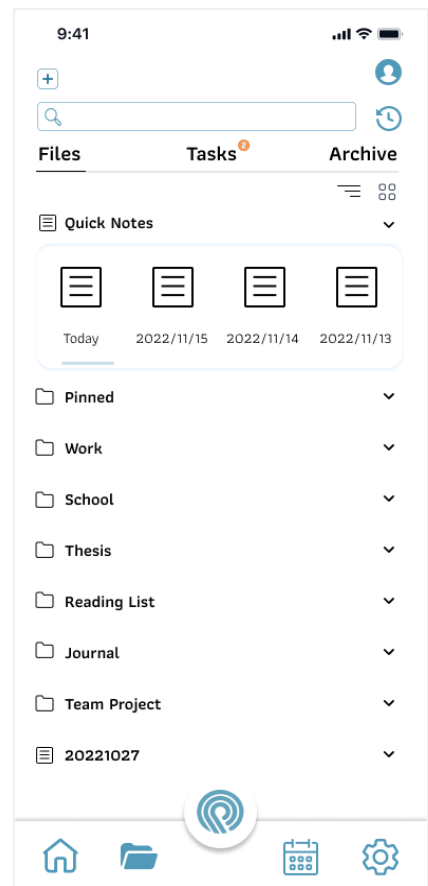
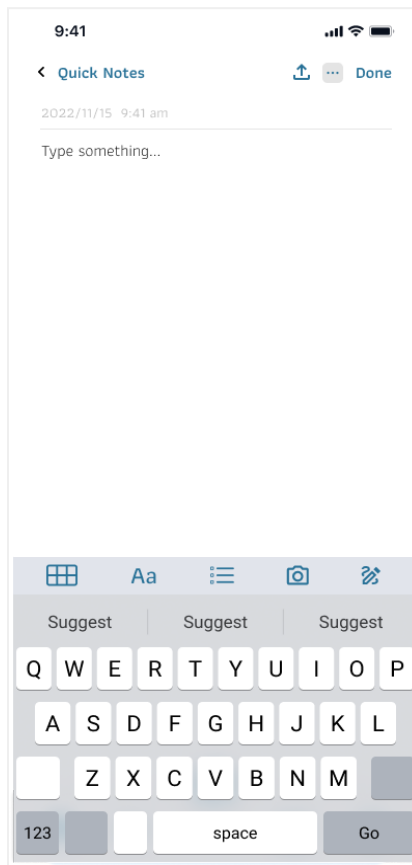
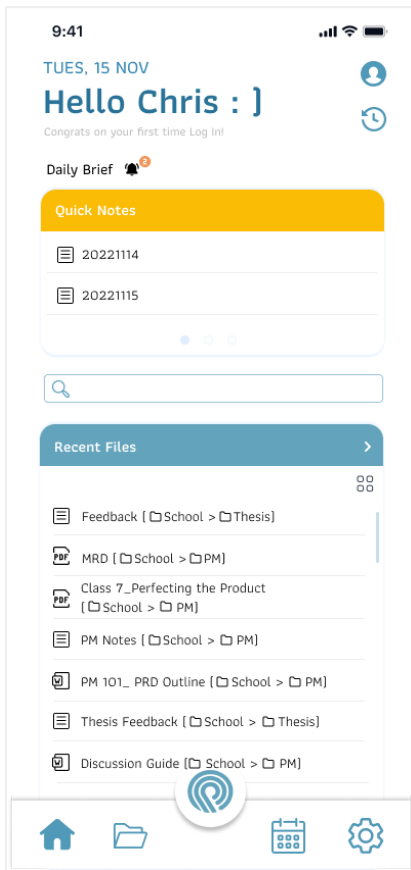


d. Quick Note - Capture Flashes of Genius

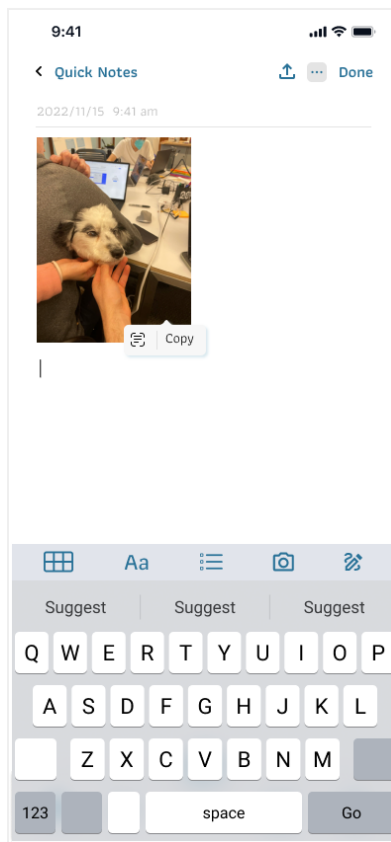
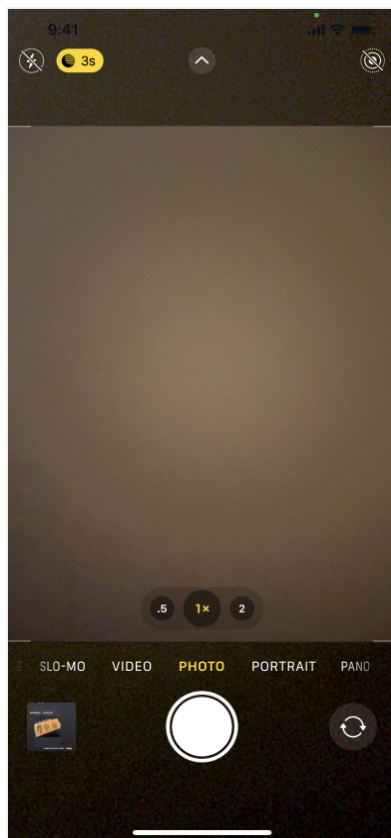
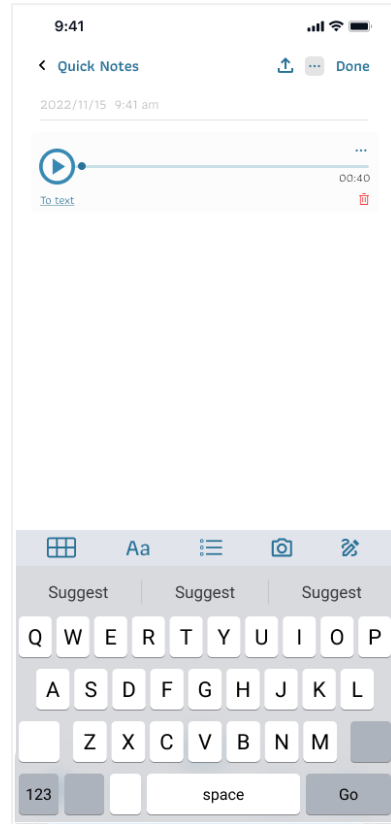
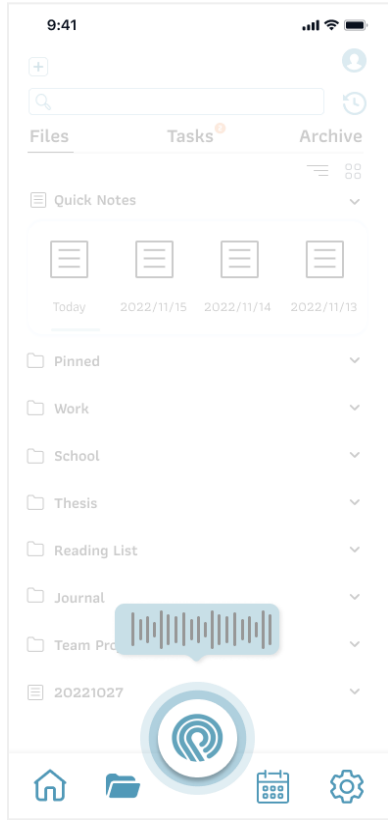
On his way to the station, Chris suddenly has an idea for a design project he is working on. No longer having to worry about forgetting it the next instant, he opens up FLOW and long-presses the Quick Note button at the bottom and records his idea by a 60s voice message.

FLOW allows users to record and capture their flashes of genius (ideas, inspirations, note) through text, photo snaps, and voice messages. Users can revisit their quick notes either in Homepage - Daily brief widget or File - Quick notes

- Text notes



- Voice Recording & Photo

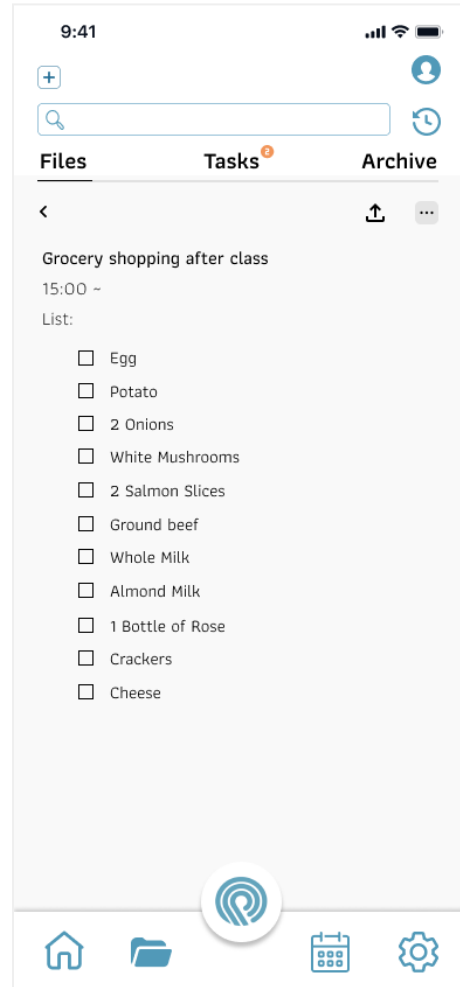
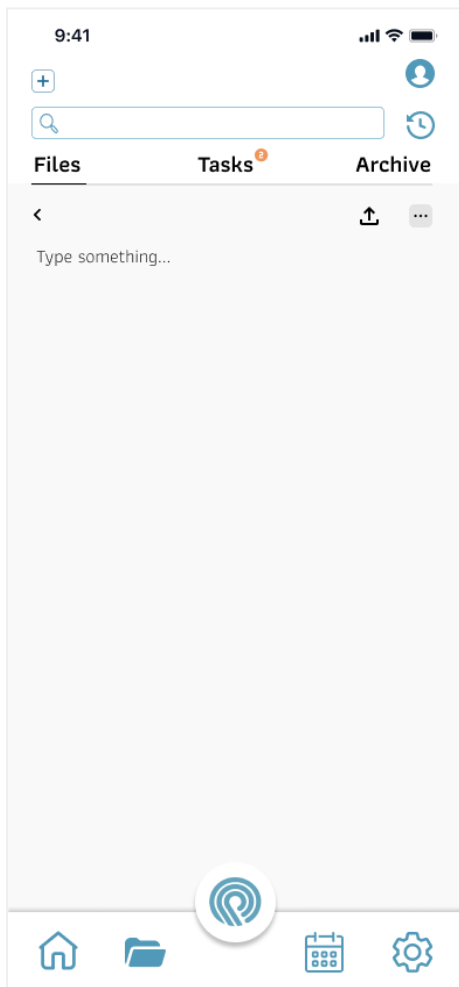


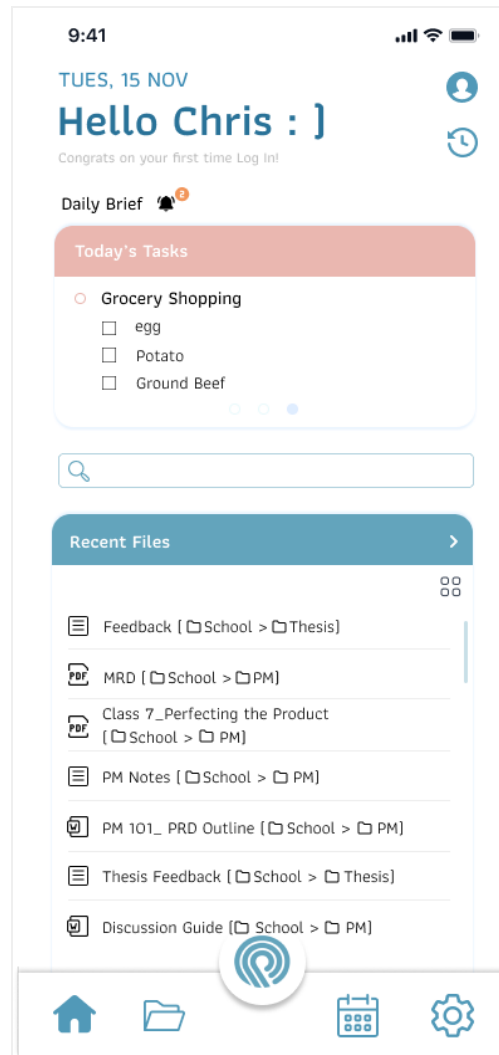
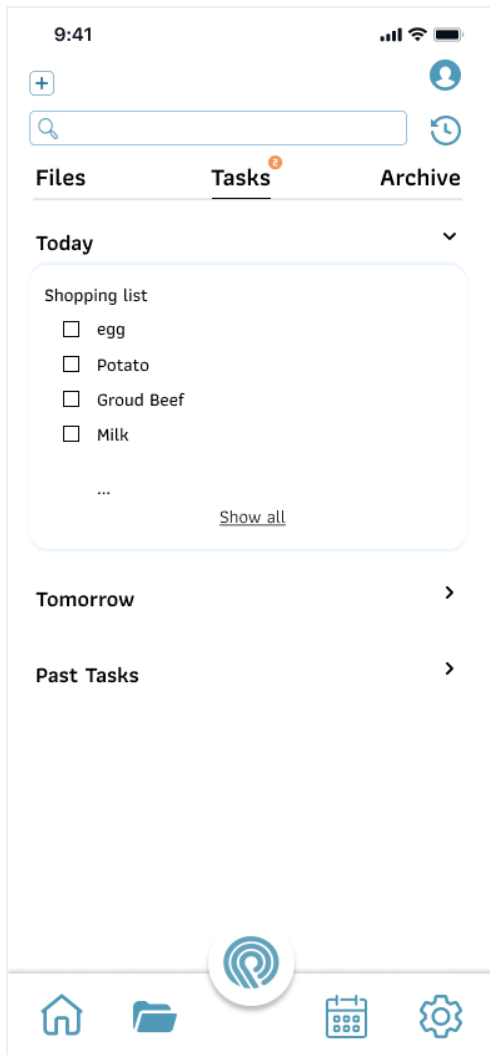
Use Case 2: Busy Billy

a. Task Extraction - Automated Checklist Creation

Billy opens his FLOW app on his way to attend a career panel. He uses Quick Note to write down a memo of things he needs to buy this afternoon at Whole Foods. He creates a checklist of items and when he swipes to the Task section, he notices FLOW has already extracted his shopping list to an individual task doc with the notification icon shown at the top.

FLOW automatically extracts tasks and organizes them all in one section called “Tasks” with notifications setup & in the form of a checklist. The Tasks section will also be shown in the Homepage_Daily Brief module as a reminder for finishing daily tasks.



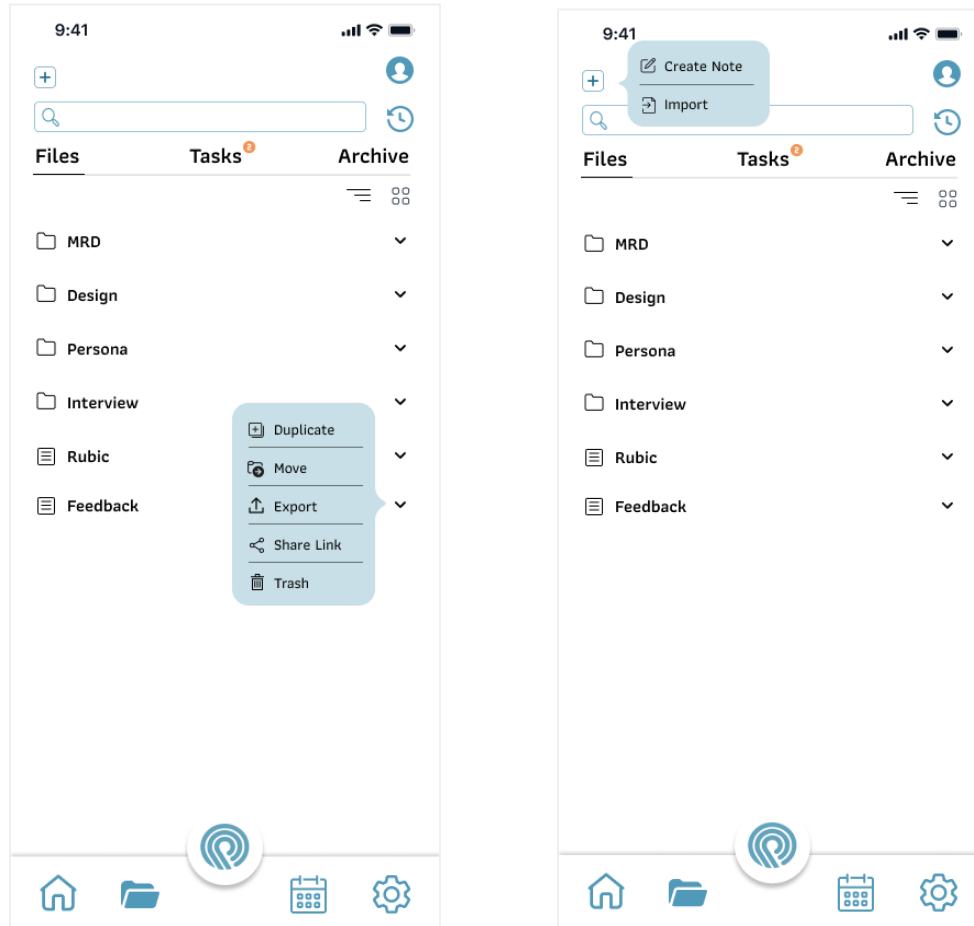


b. Event Extraction - Add Event to Calendar

When Billy writes down the memo, he pays special attention to the starting time as he knows FLOW will automatically create an event for him on FLOW's calendar and set up a notification. At 2:50 in the afternoon, Billy receives a calendar notification from FLOW to remind him of the upcoming shopping event. He bikes to Whole food and clicks on FLOW's notification floating on his phone. FLOW presents to him the Calendar where the event pops up with details of his shopping list. Billy loves this feature as it saves him so much time. While in Calendar, Billy decides to create a new event for tonight's party.

FLOW recognizes key elements in users' notes and automatically creates events in the calendar followed with notifications. Users can confirm and modify event details later in the Calendar section.

When Billy tries to organize his files in the File section, FLOW sorts the files for him by the default criteria of most recently modified, while also allowing him to sort and filter with customized criteria. On the top of the page, Billy finds all of his Quick notes and opens Today's note to refine the ideas he wrote down during the stand-up meeting this morning. He exports his note and sends it to his teammate. He then imports new project rubric from Google Drive.



FLOW not only allows users to import files from other platforms, but also export files in FLOW out to different formats. FLOW helps users organize files through the use of different criterias and the search bar.

d. Activity Log - Keep Track of Edit History & Recovery

Billy accidentally deleted his PM class note today while working on another project. When he realized it, without any feeling panicked or overwhelmed, he tapped on FLOW's Activity Log button and looked through his up-to-date edit history. He found his deleted record and tapped on the Recover button. Now his note is back to its original file location.

FLOW keeps track of all users' activities and securely stores them within the database. Users can freely look up past edit history in the Activity Log, including any uploads, edits, or changes they made themselves or done by collaborators sharing the file. Users are also able to restore/recover deleted files for up to 30 days.

9:41 📶 🔋

Activity log 👤 🕒

CreativeChris2024@u.northwestern.edu

Today

7:23PM **Billy commented on Discussion Guide**
3 changes made | Files

6:05PM **Billy created New Task: Thesis Project Interview for Nov 15th**
1 task created | Tasks

4:04PM **Billy uploaded New File: Interview Note into School**
1 file uploaded | Files

9:56AM **Billy edited MRD via QuickNote**
13 changes made | Files

9:28AM **Billy deleted File: Product Management in-Class Note in Work**
1 file deleted | Files

Nov 12th

10:08PM **Billy edited Design Doc via QuickNote**
28 changes made | Files

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Activity log 👤 🕒

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1 file deleted | Files

Activity Description 9:28:44AM Today
Type: File Deletion 📄

Google Doc File "Product Management in-Class Note", synced on Oct 28, stored in Work/Additional Note/PM Folder in Files, moved to Trash, by Billy

[Recover to original file location](#)

Undo ✅

🏠 📁 🔍 📅 ⚙️

9:41 📶 🔋

Activity log 👤 🕒

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RECOVERED! [Go to file location](#)

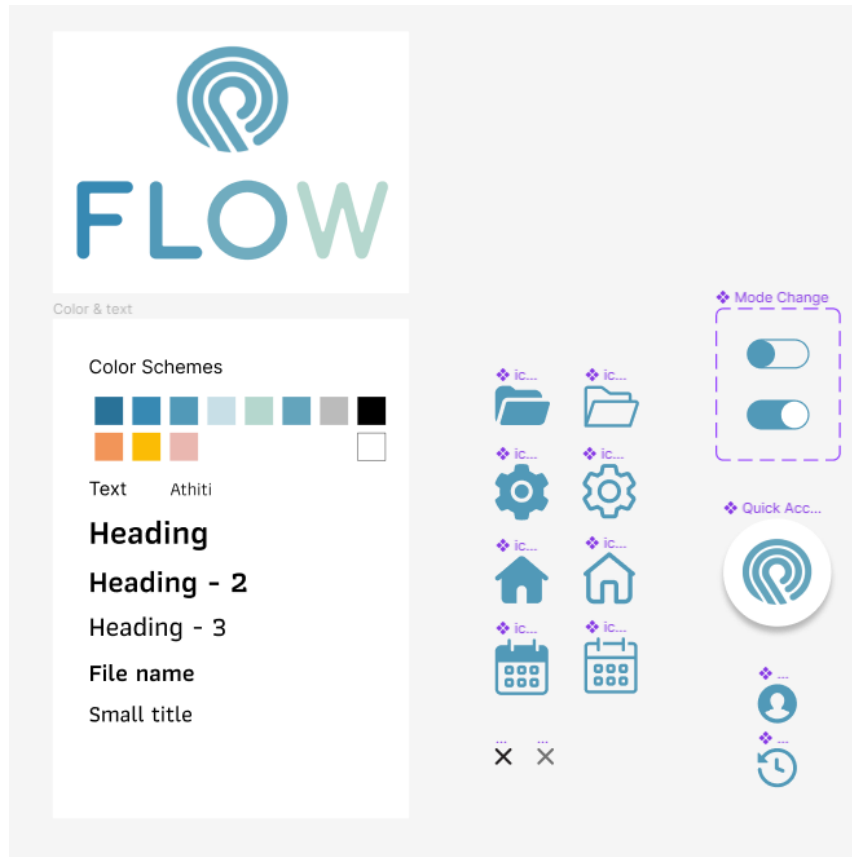
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Detailed Design & Features Description

Design Principles



- **Efficient**
 - All features and navigations should be highly efficient and simple in the way that it helps save users' unnecessary time spent on clicking through layers of information
 - Have quick view and access to last open documents, coming-up events, today's task list across pages
- **Intuitive**
 - The UIUX design should be intuitive enough that new users have the mental models helping them to navigate through the app in a short amount of time
 - Always compatible with mission-critical APIs
- **Neat & Minimal**
 - The design should have no bulky wording, redundant information layers and repetitive functions
- **Trackable**
 - Users' activities should leave trackable traces where they could view past edits and recovery history files
 - The app will keep track of users' productivity trip in order to help optimize users

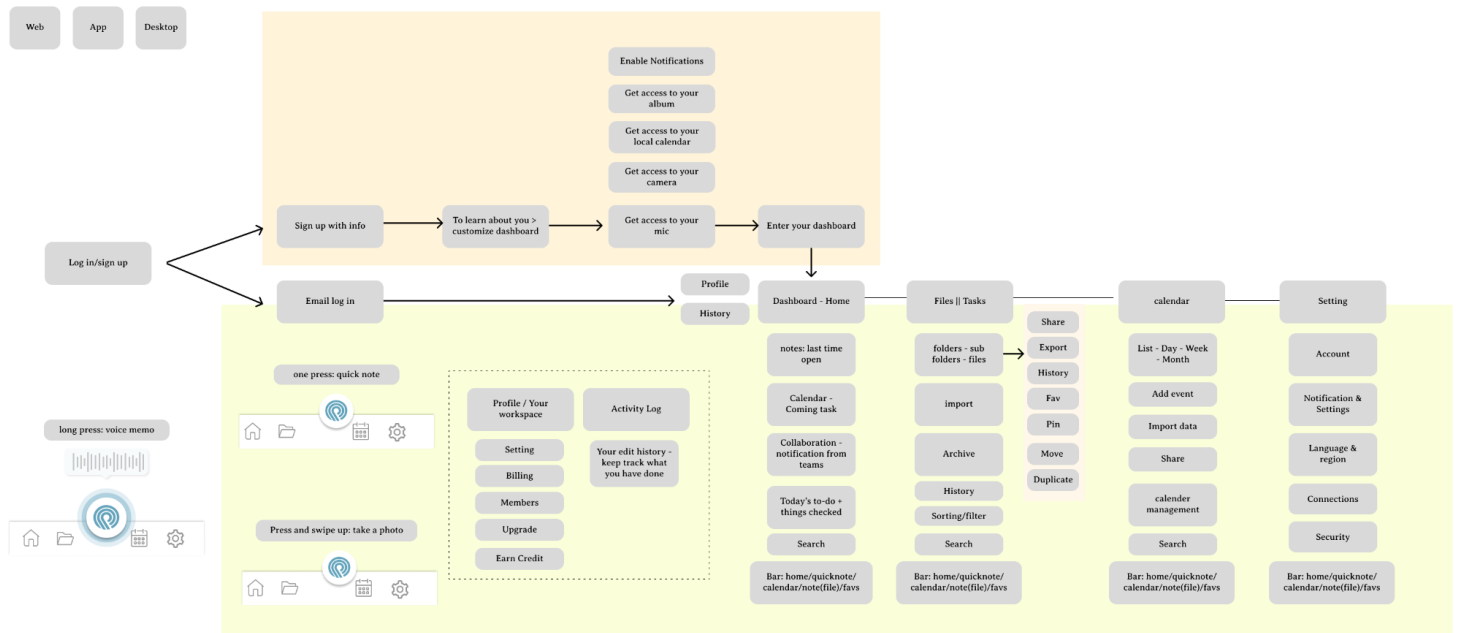
schedules and promote productivity

Suggested Information Architecture

Describe, at a high level and preferably using the MVC model, your information architecture.

MODEL	CONTROLLER	VIEW
<ul style="list-style-type: none"> • User (onboarding) <ul style="list-style-type: none"> ○ Email and password ○ Apple ID/ Google account ○ Usage intention quiz ○ Enable notifications • User (Login) <ul style="list-style-type: none"> ○ Access to information in Contacts, Photos, Calendar, and other apps ○ Access to Keyboard, Clipboard, Camera, and Microphone 	<ul style="list-style-type: none"> • Login authentication manager • Files <ul style="list-style-type: none"> ○ Type Notes <ul style="list-style-type: none"> ■ Text Input ■ Contextual Algorithm ■ Extract and Display Prediction ■ Display Results ○ Image Notes <ul style="list-style-type: none"> ■ Image Input ■ Case Feature Extractor and Preprocessor ■ Intelligent Word Recognition(IWR) ■ Augment IWR outputs ■ Generate normalized documents ■ Display results ○ Voice Notes <ul style="list-style-type: none"> ■ Audio Input ■ Audio Feature Extractor and Preprocessor ■ Spectrogram ■ Neural Acoustic Model ■ Decoder With Language Model ■ Punctuation & Capitalization Model ■ Output Script ■ Display Results ○ Task extraction <ul style="list-style-type: none"> ■ Automatically extract tasks/to-dos and form to a separate list ■ Notify users today's tasks ○ Archive <ul style="list-style-type: none"> ■ Documents user file for future references ■ Keep main document list clean • Calendar <ul style="list-style-type: none"> ○ Display full schedule 	<ul style="list-style-type: none"> • Continue with <ul style="list-style-type: none"> ○ Email ○ Apple ID ○ Google Account • Dashboard <ul style="list-style-type: none"> ○ Home Page <ul style="list-style-type: none"> ■ Notes: last opened ■ Calendar: Upcoming tasks ■ Collaboration: Notifications from teams ■ Today's to-do + things checked ■ Search ○ Files Page <ul style="list-style-type: none"> ■ Folders-Sub & Folders-Files <ul style="list-style-type: none"> ● Share ● Export ● Favorite ● Move ● Duplicate ● Pin (swipe right) ■ Import ■ Favorite ■ History ■ Sorting/Filter ■ Search ○ Calendar Page <ul style="list-style-type: none"> ■ List - Day - Week - Month ■ Add event ■ Import Data ■ Share ■ Calendar Management ■ Search ○ Setting Page <ul style="list-style-type: none"> ■ Account setting ■ Notification ■ Language & Region ■ Third party connections ■ Account security ■ System settings <ul style="list-style-type: none"> ● Appearance ● Preferences ■ Help ■ Report

	<ul style="list-style-type: none"> ○ Add/remove events ○ Connect with other Apps ○ Notify users the beginning of the event and the end of the event ○ Keep track of people's use of time to finish task ● Search <ul style="list-style-type: none"> ○ Search algorithm via keyword ○ Display results ● Bar <ul style="list-style-type: none"> ○ Link to Home ○ Link to Quicknote ○ Link to Calendar ○ Link to Note/File ○ Link to Setting 	<ul style="list-style-type: none"> ■ Share us ○ Profile Page <ul style="list-style-type: none"> ■ Workspace Setting ■ Collaborators ■ Billing ■ Upgrade ■ Earn Credit ○ Activity Log <ul style="list-style-type: none"> ■ Analog of user activity ■ Edit History - user & collaborators <ul style="list-style-type: none"> ● Recover history files ■ Generate Daily/Month/Year Productivity Report
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Features

What are the product's features and how should they work? You should make your descriptions in this area as complete as possible.

Version 1 (MVP)

Feature Names	Descriptions	Dependencies	Priority
User Login & Signup	Users log in / Sign up from the app or browser portal using email credentials or a Gmail or Apple account	Backend authentication compatibility with Google and Apple ID, future logins	1.1
Account Creation	Users create an account using a personal email or a link a Google or Apple account	Backend authentication compatibility with Google and Apple ID, future logins	1.1
User Profile Synchronization	Actions the user takes on mobile or browser follow them across the platform	Shared backend representation of the user and the network's running database of content popularity and performance	1.1
Profile Setting	Monitor and customize settings including account setup, billing information, and workspace preferences		1.2
Quick Note (text, voice, photo)	Users quick take notes in text, voice, and photo through one button fixed on bottom bar		1.1
Voice to Transcripts	Voice notes translate to text		1.2
Local Data Access	Users give access to microphone, camera, photo album, and notifications	Access to user database and push notifications	1.1
File Host	Center place hosting	Updated to sync with	1.1

	all the notes and other documents imported in	live published content from mobile and browser	
File Import	Import documents from other places		1.2
File Search	Search specific document with keywords		1.2
Calendar	Center place hosting users events throughout timeline		1.1
Calendar Import	Allow synchronization of events from additional calendar apps or workspaces		1.1
Add Event	Create new event and specifies details		1.2
System Setting	Check and customize app/system-related settings		1.1

Version 2 (vNext)

Feature Names	Descriptions	Dependencies	Priority
Task Extraction	Automatically extract users tasks/to-dos and form a separate list for quick access		2.1
Reminder Notification	Notify users of tasks in real time		2.2
Daily Brief Widgets	Quick view of today's tasks, coming up events, last-time-open notes/file on the home page		2.1
Activity log	History logs of users' footprints using the app		2.1
File recovery	Recovery history file from Activity log		2.2

Archive	Archive users save for future references and help keep main document list clean		2.1
File Fav	Favorite notes and documents for quick access		2.1
File Pinned	Pin important notes or documents to the top of the document list for quick access		2.1
File Export	Export notes to different file format and share with others		2.1
File Share	Share notes or documents with other people to other		2.1
Recent opened file	List of recent opened file in Files for quick access		2.1
File Sorting & Filter	Sort or filter with features to help quick lock down targeted notes or documents		2.1

Version 3 (vLongterm)

Feature Names	Descriptions	Dependencies	Priority
Upgrade Plan	Upgrade to different plans to unlock more features		3.1
Add Collaborators	Add people in to collaboratively write up one document		3.2
AI Time Tracker	Offer personalized suggestions and forecast for time required for completion of tasks		3.2

Roadmap

Provide a summary of the functionality proposed for your MVP, the next version of your product, and the mature product.

v1 (aka Minimum Viable Product) > Key features

Our initial minimum viable product will offer 1st time users an intensive yet necessary on-ramp process by introducing our key set of features including user profile synchronization, cross-platform file and calendar importation, as well as obtaining access to user database—all with the intent to create one unified and centralized location for quick and easy access to a variety of information and documentation.

From there, we also seek to showcase the capabilities of our major differentiator—the all-in-one Quick Note feature, in which users could capture, record, and synchronize their learnings and ideas in real time with a press of a button. Users are encouraged to experiment with the feature as much as they'd like for constructive feedback and routine development. The success metric for this version of our product will be the smooth onboarding for all users.

vNext > add-on features to make it better

What functionality will your next version provide?

The next version of FLOW will mainly focus on highlighting automation and personalization of the overall organization experience. Not only will users gain access to the task extraction feature, which serves to optimize task management and process augmentation, but also will they be offered tailored support from both our Daily Brief Widget and Reminder Notification features, to help the users prioritize and complete tasks more methodically.

Moreover, the addition of the activity log will grant users a new level of control over the way they work, with the ability to favorite, pin, share, and recover files with ease. This next phase of our product is aimed at motivating change among users and adopting FLOW as an indispensable part of their daily routine.

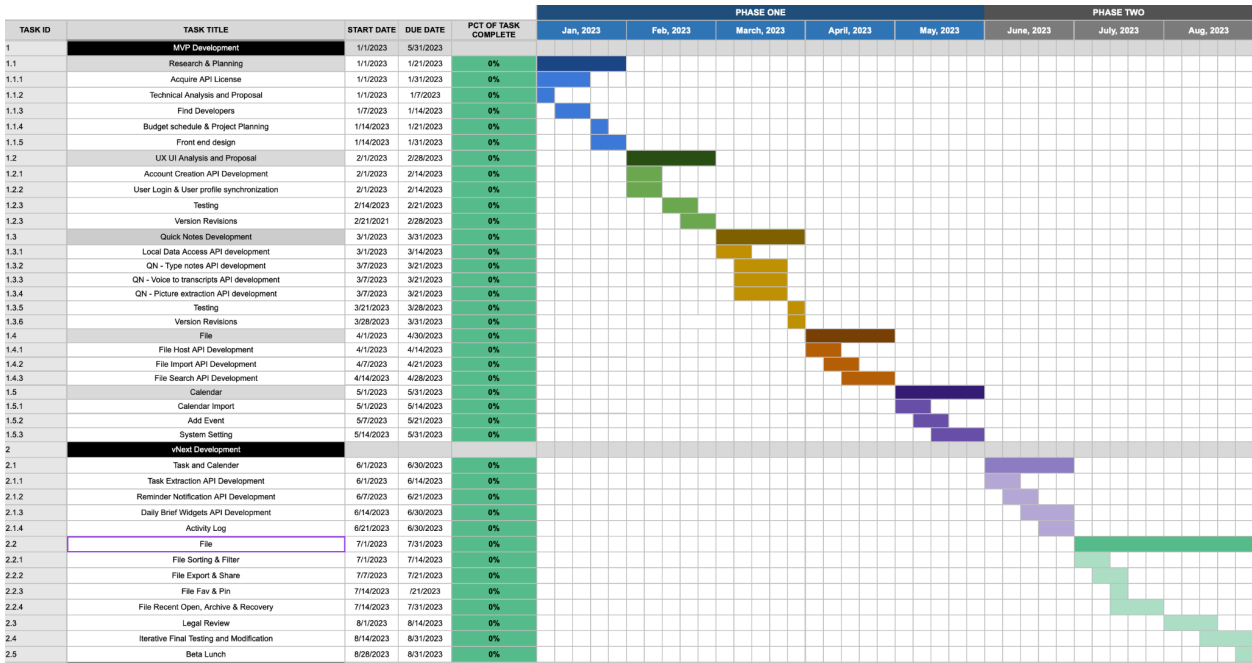
vLongterm > features that help expand the product

What functionality will the mature product provide that won't be available in your first two versions? This is likely just a bullet point list of placeholder features.

Ultimately, our long term vision for FLOW will end with the opportunity for users to invest and upgrade their plan, to gain further access to additional features like:

- Collaborate with other users on FLOW, to send out invites, set up group events, as well as to create plans, deadlines, and goals for teams within certain time frames.
- AI Time Tracker for smart forecasts and suggestions based on personalized data collection, giving users the ability to explicitly monitor and estimate time required for the completion of tasks, thus promoting more efficient work flow.

Milestones / Timing



https://docs.google.com/spreadsheets/d/1uhCphIRujdjOcTTpp6Ttomd_epz-wMOCnYSk-TISx8Y/edit?usp=sharing

Metrics

Metrics will be measured by background collected data and used for two purposes: 1) evaluate the popularity and market of Flow to better understand what features users like or want, and 2) the stickiness of Flow that allows users to stay with our one and only app.

Popularity Metrics:

- Channels of acquisition:** measured by collected answers during user set up stage
- Weekly user flow:** the average number of active users, measured every week with background algorithm
- Avg. time spent on each use: 5 minutes** we expect a short time span but multiple logins to make sure the users frequently use Flow throughout the day and Flow can help with organizing data.
- Avg. no. functions visited per session: <=2** users should be able to login tasks with as little manual operation as possible. Ideal result is close to 1.
- Avg. time spent on each function: 2 minutes** we expect people to spend as little as 10 seconds scanning information with Flow and to spend as much as 1hr when recording live

sessions. The average is estimated based on the most frequently used functions including typing, scanning and writing.

Stickiness Metrics:

1. **Determination to stay** = no. of people willing to pay after free trial ends / no. of users downloaded the app (output of algorithm every year).
2. **Number of users (per day)**: keeping a constant number of daily usage to make sure the app becomes a part of daily routine
3. **Number of cancellations** during free trial, i.e. number of users stopped logging in while they are still qualified to use Flow for free.

Projected Costs

Engineering Costs

We assume that it will take 2 full stack developers, 1 project manager, 1 Image Processing specialist, 1 Speech Processing specialist and 1 quality assurance team member to be able to develop this app and test it to ensure usability. Flow believes that it will take about 6 months for the development and testing of the initial version of this app, given that we want to build out functionality related to computer vision and speech to text as well.

(Insert a table with a breakdown of costs per developer assuming \$40/hr for developer, \$30/hr for the project manager, \$20,000 for QA member initially)

Development Costs (per developer)

Feature	Description	Estimated Time (hrs)	Cost (USD) [Assuming \$40/hr]
User Login & Signup	Users log in / Sign up from the app or browser portal using email credentials or a Gmail or Apple account	35	\$1,400
User Profile Synchronization	Actions the user takes on mobile or browser follow them across the platform	15	\$600
Quick Note (text, voice, photo)	Users quick take notes in text, voice, and photo through one button fixed on bottom bar	100	\$4,000

	(includes image to text and voice to text)		
Local Data Access	Users give access to microphone, camera, photo album, and notifications	10	\$400
File Host, Import and Search	Center place hosting all the notes and other documents imported, Import documents from other places, Search specific document with keywords	50	\$2,000
Calendar, Calendar Import, Add Events	Center place hosting users events throughout timeline, Allow synchronization of events from additional calendar apps or workspaces, Add new events to calendar	50	\$2,000
System Setting	Check and customize app/system-related settings	\$10	\$400

This brings the total cost of development to **\$21,600 (for the two developers)** but this is most likely to be an underestimation of the development costs since there can be bugs and delays. We can project development costs to \$30,000 for offsetting miscellaneous costs that come up.

Marketing / other Costs

Marketing Flow as the go-to app for people who love organization will be top priority, since there are already so many organizations and note taking tools out there. We would use Instagram, TikTok and YouTube extensively for marketing, since our initial target market is college students that already use organization apps.

There are already creators on YouTube that are famous for reviewing organization tools and giving initial discounts as well as referral codes to such creators will give our app the edge it needs to compete with other organizations and note taking apps from a marketing standpoint. We plan to spend \$5,000/month on marketing to create our own social media content and reach out to other creators, for a total of **\$60,000** for the first year.

Operational Needs

For customer service and operational needs, we expect users to need help with creating their profiles, migrating data from their previous tool, issues with image processing, issues with speech to text, setting up permissions and setting up the widget for the app. Since we also want to keep their data safe, we anticipate users having questions about their data and security. For this, we will want a technically trained customer service staff that can help with basic issues and expedite major issues to the developers or our specialists.

Risks

Risks / Dependencies	Mitigations
Partnership with other platforms to get data access	<ul style="list-style-type: none">- Establish business-driven methods for ongoing risk management analysis- Set up clear business goals and align up with expectations- Create relationship controls to compel compliance
Privacy concerns	<ul style="list-style-type: none">- Ask for permission for every access to personal data; Explain reason for needing to take necessary information- Provide powerful guard to user information- Accessible customer service for any security concern
Behavior change - get used to a new all-in-one platform <ul style="list-style-type: none">- Learning Curve	<ul style="list-style-type: none">- Familiar UIUX design with other tools to aid adoption- Utilize network efforts by focusing on horizontal segmentation first; encourage word-of-mouth to expand influence and bring in more users- Develop strategies to encourage risk-free trials- In-app rewards, ranking, etc to encourage more frequent use
Subscription fee	<ul style="list-style-type: none">- Different subscription packages with very low intro price bar- Provide free trials for certain amount of time- Discounts with referrals
High demand on IT support - low tech flaw tolerance	<ul style="list-style-type: none">- Beta version for test run before official launch- More efforts on backend maintenance
AI and Machine Learning ability	<ul style="list-style-type: none">- Developing powerful ML models and keep up maintenance- Options to personalize for each user (ex. Only keep verbal input button on main screen)

Feature for free/for charge	<ul style="list-style-type: none"> - For free trial, open all features for use - After free trial ends, users can only keep 30 notes and will need to pay to get unlimited storage
Multi platform	<ul style="list-style-type: none"> - Support mobile first - Beta version will support pad/laptop use for better accessibility
Accessibility	<ul style="list-style-type: none"> - Only include in-app note access for testing - Add on screen widget for easier data login/retrieve after beta test

Group Members

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