

App Ideation

March 20, 2021



Today's agenda

Ideas for a new mobil app

- The perfect place for all types of readers



Getting Started

03

To get my brain flowing, I quickly wrote down my thoughts and feelings about my favorite and least favorite apps. I looked at their purpose, design, usability, aesthetic, and more and looked at attributes that I would like to include or not include in my own app idea.



Favorite App

Nookazon

My favorite app on my phone isn't a social media app or a mobile game. It is actually an accessory to one of my favorite video games, Animal Crossing New Horizons. The app is called Nookazon (a combination between Nook Shopping and Amazon), and it allows players to trade items online and leave reviews about their experience. It has a very simple but effective design that allows the user to list items, set prices, and communicate with other traders. Not only have I made a fortune in in-game currency, but I always help out players too. I love to drop extra bells (currency) or gift them items unexpectedly. The vibe of the app is very positive and helpful, and I am very grateful to have found it.



Least Favorite App

Discord

One of my least favorite apps is Discord. I see all my favorite YouTubers talk about it, so I made an account, and to my horror, it was so confusing, and there was way too much going on. I was shocked how people could navigate anything and keep track of conversations. I wasn't sure if I needed to scroll up or down and became overwhelmed very quickly. Also, what are the little icons? Emojis? Even though I was confused, the people made it better. All the conversations I saw were friendly and helpful.



Ideation Techniques

Brain Dumping

Brain dumping focuses on emptying all thoughts and ideas onto paper or some type of recording.

Sketching

Sketching allows the user to draw out and label possible layouts.

Mind Maps

A mind map is a visualization that organizes information. Based on hierarchy, the map shows relationships and connections across a theme or question.



Brain Dumping

07

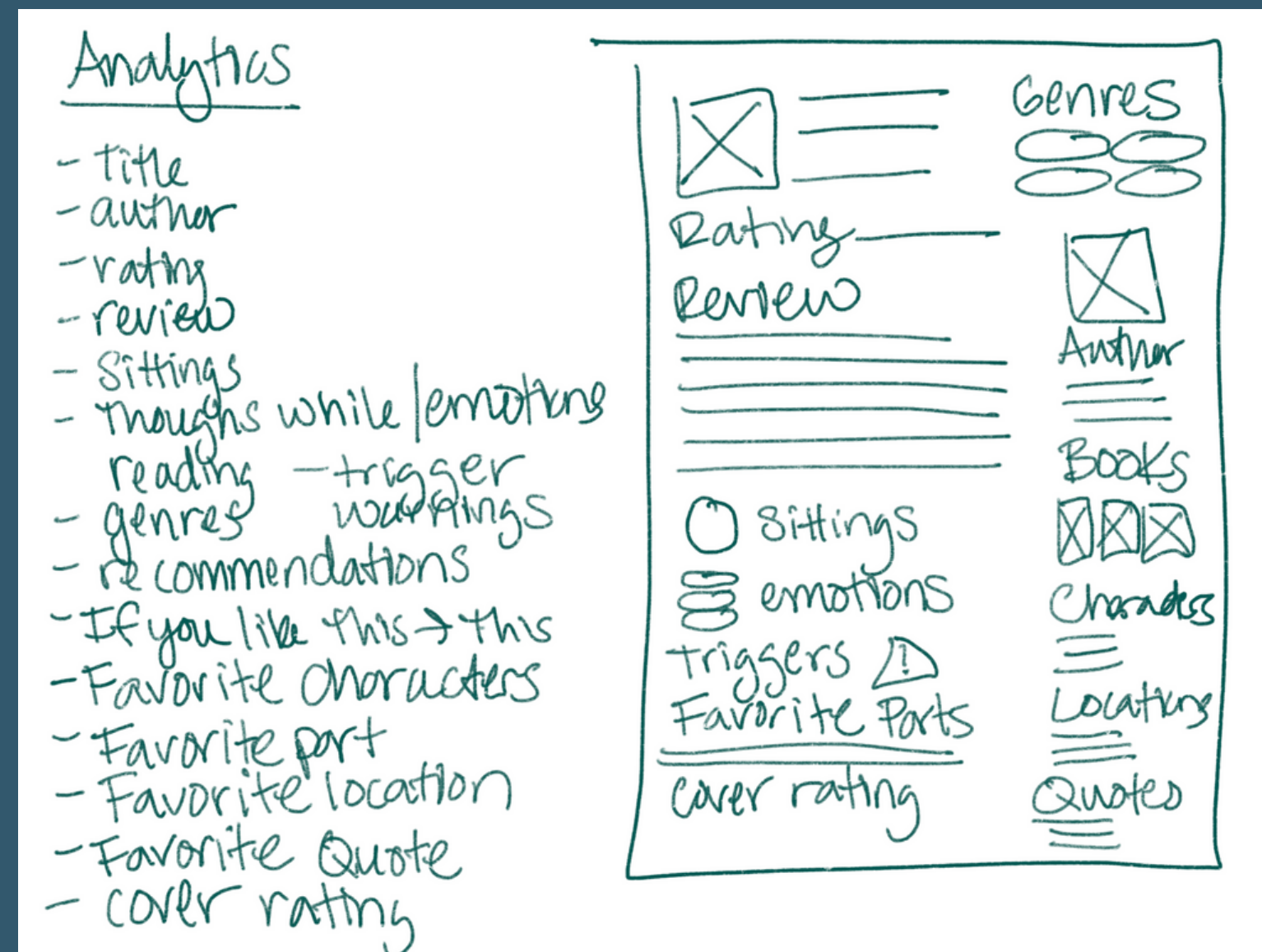
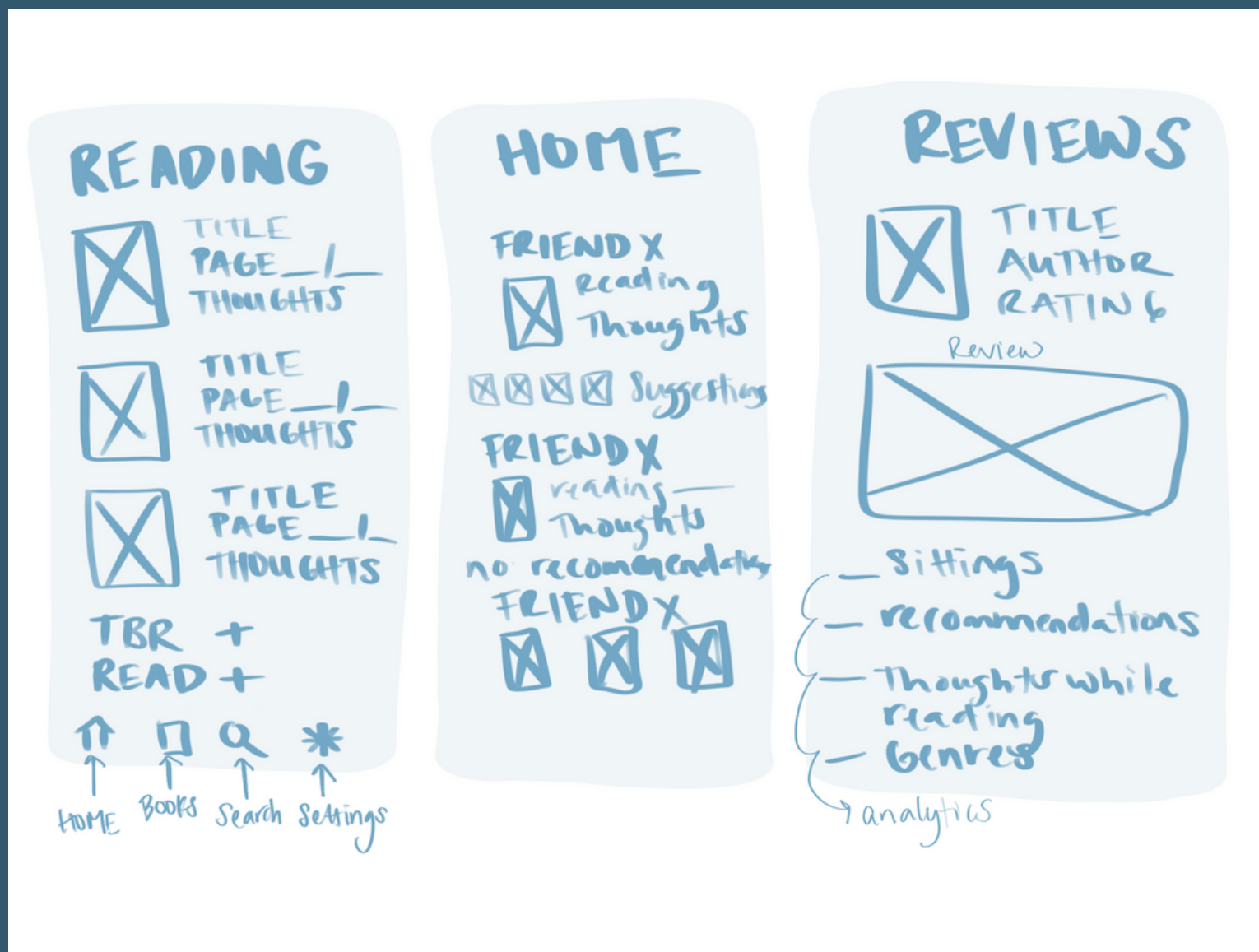
11 Ideas Generated

1. Reading app like Goodreads, but when you click on a button, you get to see everyone's progress that is currently reading the book at the same time you are.
2. The tab allows you to see the thought and feelings of others that are on the same page as you.
3. A ranking system while you're reading. Allows you to rank 5-1 stars while reading to see if you started off hating/ loving the book, but then your feelings changed.
4. Seeing data for everyone that is reading the same book as you. How many sittings? Ranking throughout? Thoughts Throughout? Would recommend? Ah-ha moments?
5. Put spoiler warning on thoughts and feelings brief.
6. Community posts for that specific book.
7. Discussion questions for people to answer.
8. Helpful comments if someone is confused while reading.
9. Reporting bad reviews. Giving a reason for reporting unhelpful/ bad reviews.
10. Not allowing anyone to post a review that hasn't read the book.
11. Not allowing people to comment if they haven't read the book.



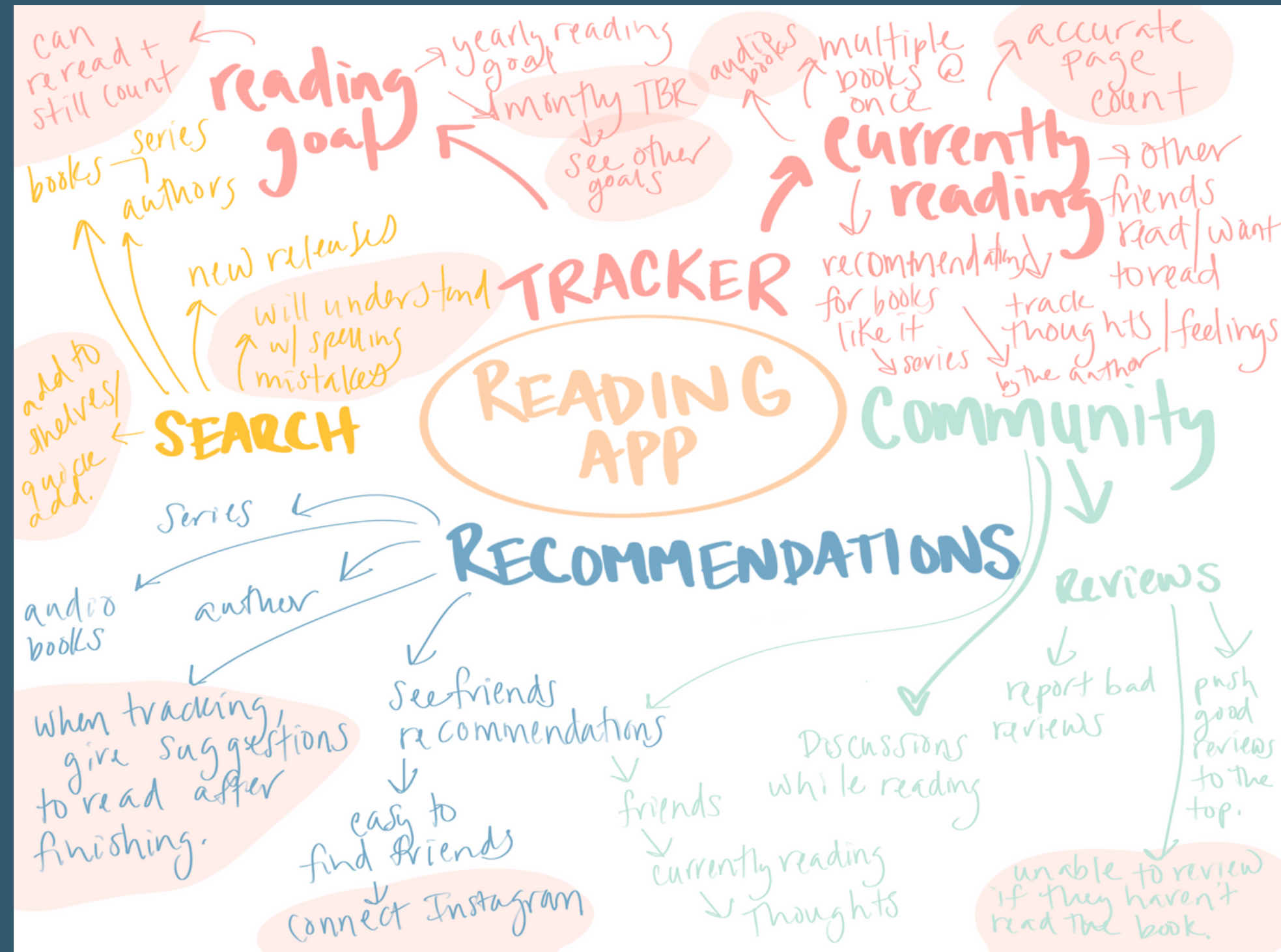
Sketching

14 Ideas Generated



Mind Map

12 Ideas Generated



Ideation Summary

10

37 Ideas Generated

By only using three different ideation techniques, I came up with almost 40 ideas within a few hours. There are dozens of great idea-producing methods out there, and it would be interesting to see how many I could come up with by adding a few more techniques.

