

# Unit 8A

# Analysing Mobile Applications

BY SOPHIE MAY

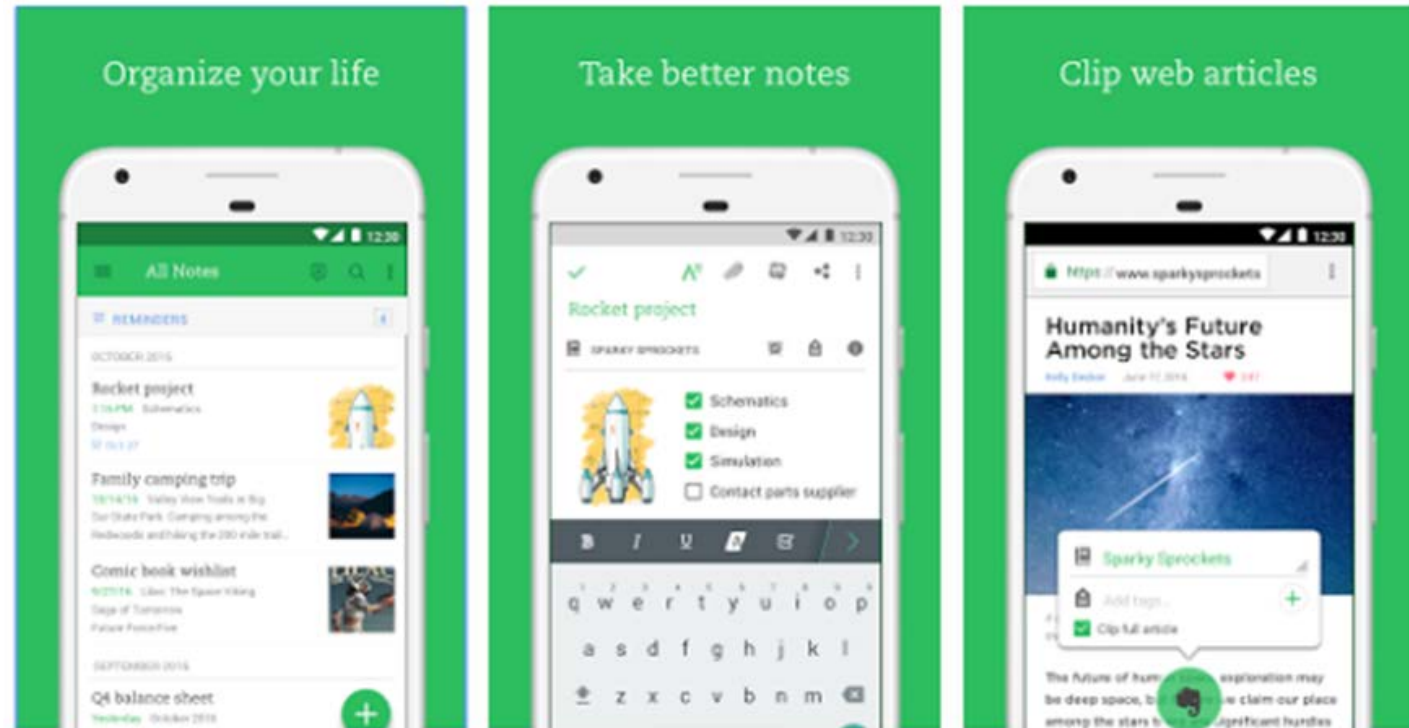


# Introduction to Evernote

Evernote is a productivity application that allows the user to organise their work, capture data, create reminders, notes, checklists and scan images into the app.

The application was designed to help the user to organise their life, simplify their workload and manage their day more effectively.

Evernote is an easy-to-use, efficient application, which is designed to keep your notes and ideas safe and accessible for the convenience of the user.





# Purpose of Evernote

The purpose of this product is to capture and organise data in one easy to use application, for the convenience of the user. The product has been created to allow the user to make notes, collect ideas, attach documents, save pictures and create lists in order to manage the users workload, organise their ideas and simplify their everyday life.

The extensive range of features this application offers (on the basic free version) to the user, demonstrates how expansive and universally beneficial this product is to everyday, working life.

Each feature allows the user to manage their work, projects and tasks using an alternative, streamlined method to inventively capture their data. As a result of this, the application would prove enormously useful to many users, ranging from inventors and designers to business people and students, this application is extremely versatile.

Therefore, the audience this product will appeal to, is 18 to 65 year olds who need help managing their work, ideas and daily events in a simple application that allows them to easily access their data on-the-go. It is, as I have said, a universally applicable product and so it doesn't just fit one type of audience.


# Features of Evernote



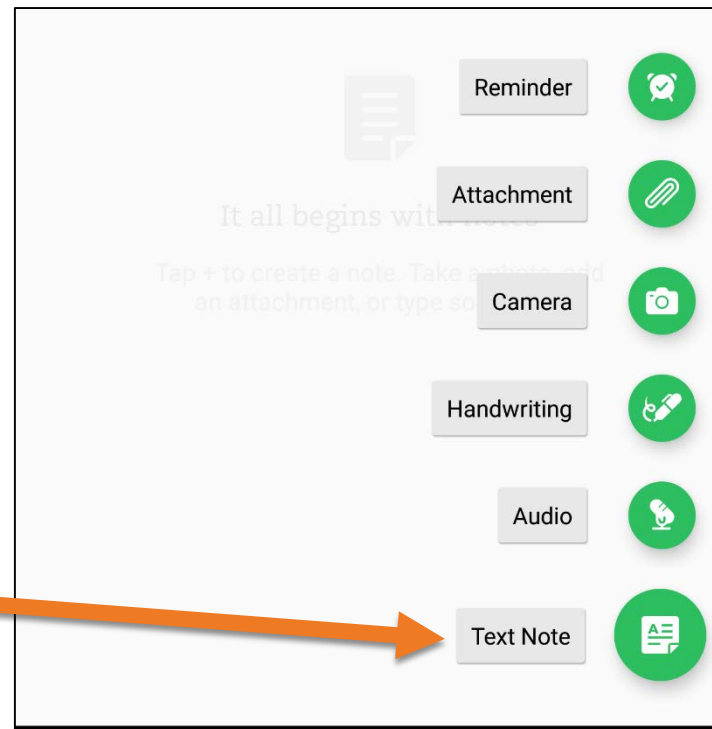
## What can Evernote do?

**Text Notes** – Text notes function allow the user to type up their thoughts and ideas, takes notes and make checklists which can then be saved to a specific notebook within the application.



  
It all begins with notes  
Tap + to create a note. Take a photo, add an attachment, or type some text.

Tap to create a new note



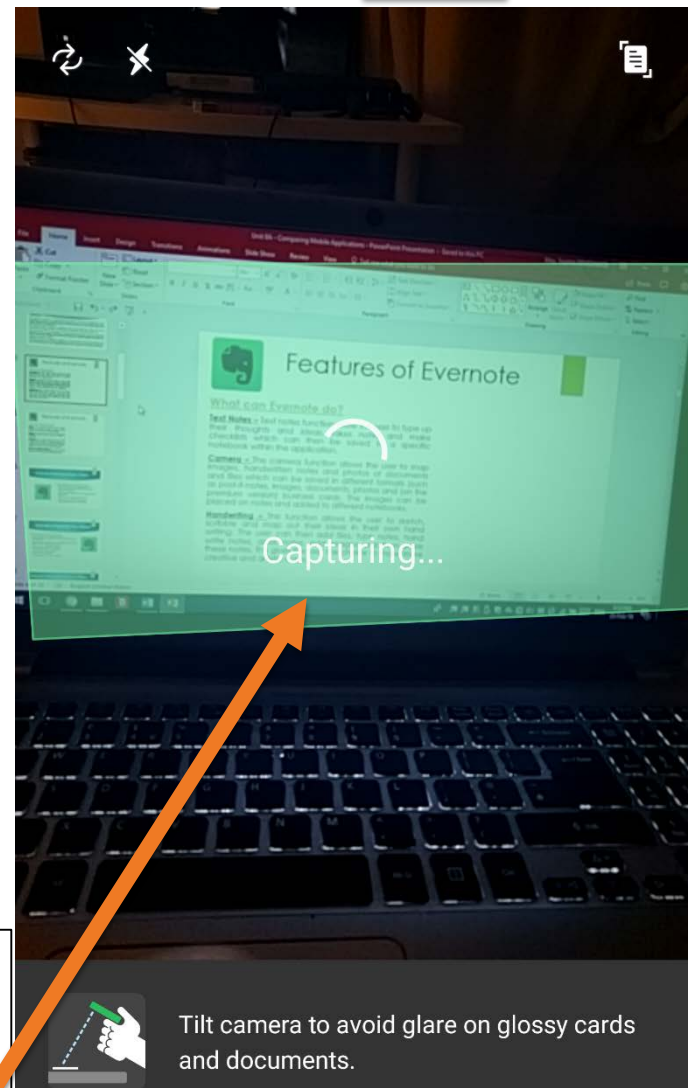
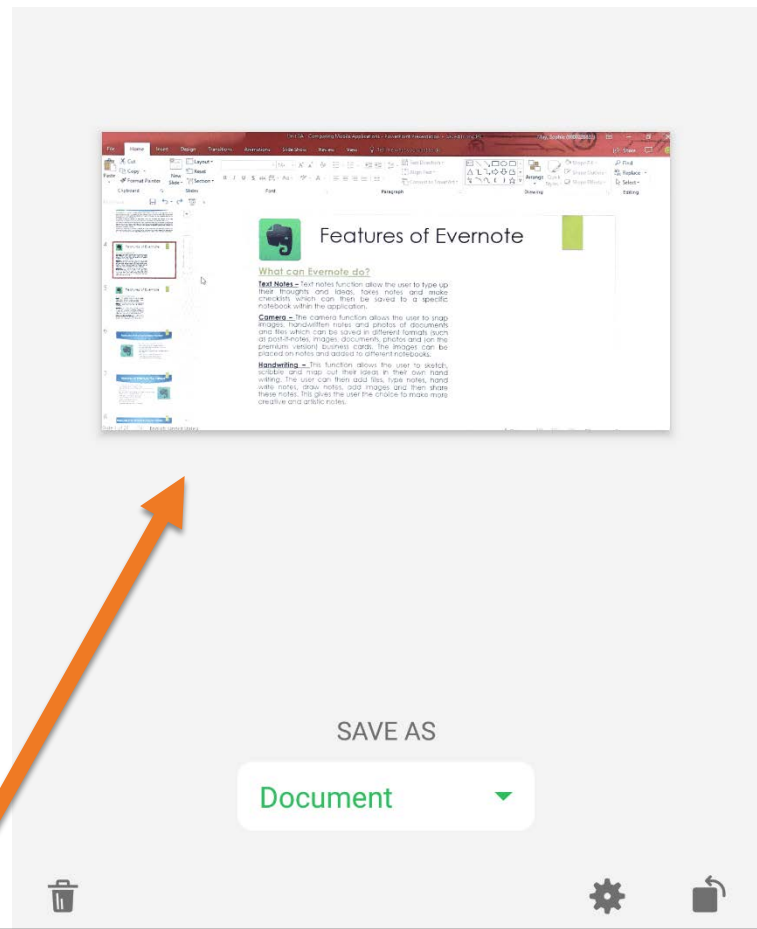
These are screenshots of the mobile application. I have selected the action plus button and it has opened up an icon menu. This is used to select the type of note you wish to create.



# Features of Evernote

## What can Evernote do?

**Camera** - The camera function allows the user to snap images, handwritten notes and photos of documents and files which can be saved in different formats (such as post-it-notes, images, documents, photos and (on the premium version) business cards. The images can be placed on notes and added to different notebooks.



These are two screenshots I took, the screenshot on the left is of a picture I took of this presentation that has been scanned and digitized into a document format by Evernote. The screenshot on the right is the original photo I took before it was scanned and digitized by Evernote.

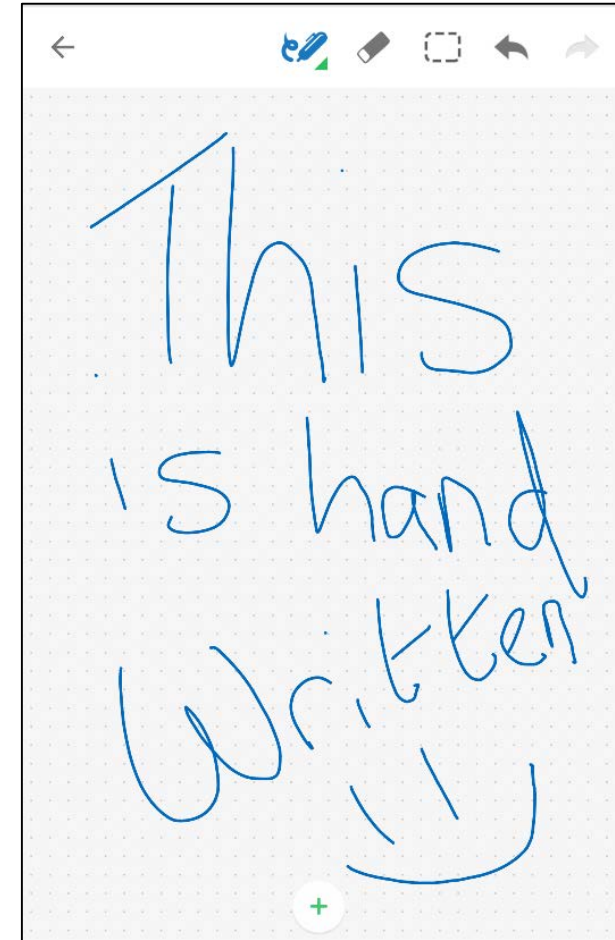


# Features of Evernote

## What can Evernote do?

**Handwriting** – This function allows the user to sketch, scribble and map out their ideas in their own hand writing. The user can then add files, type notes, hand write notes, draw notes, add images and then share these notes. This gives the user the choice to make more creative and artistic notes.

In this screenshot, I scribbled some text on the app to show how the handwriting function allows the user to scribble and write and manipulate their handwriting.





# Features of Evernote

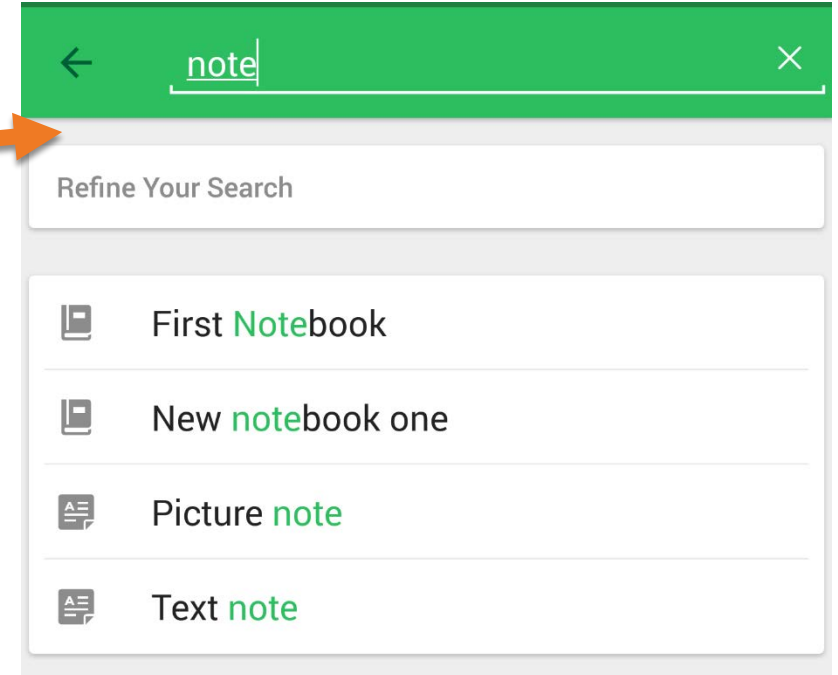
## What can Evernote do?

**Search** – This function allows the user to search through their notes on the app for specific notes, projects and lists using individual keywords.

**Attach Files and Documents** – This function allows the user to attach files and documents from their device to their notebooks and individual notes.



Screenshot example above of Attach file function.



Screenshot example above of search function.



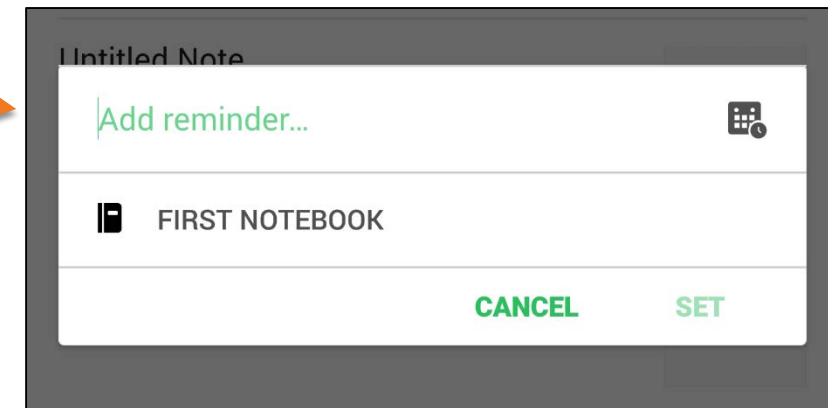
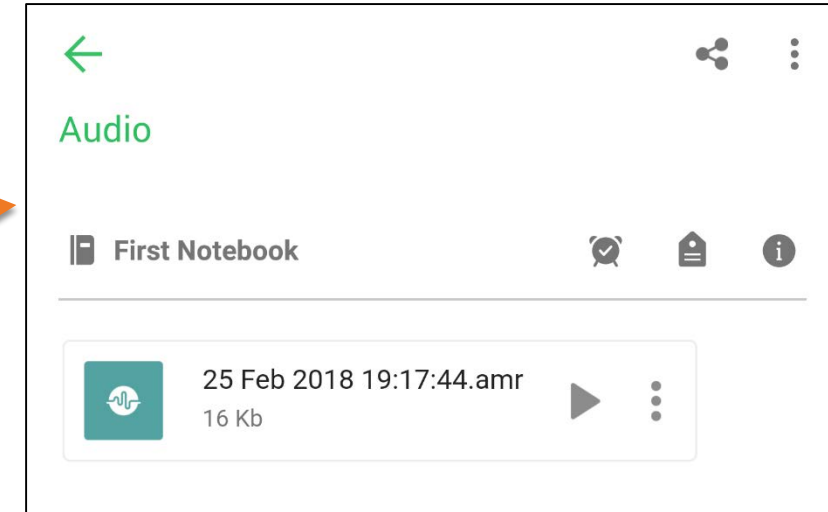
# Features of Evernote

## What can Evernote do?

**Audio** - This function allows the user to make audio recorded notes and they can be saved in notebooks.

**Reminder** - This function allows the user to make reminder alerts for specific notebook projects. This is handy as it allows the user to be reminded of important dates, times and deadlines for certain projects or things that they need to complete.

The top screenshot is of the audio recording function that allowed me to create the recording you can see. And the bottom screenshot is the reminder function.





# Features of Evernote Basic Version



## Main features of the basic version

- ▶ 60MB allowance for new uploads per/month
- ▶ Sync your notes across two devices (such as your mobile and computer)
- ▶ Clip web pages, images and PDF files to add them to your notes
- ▶ Search for text in images and handwriting
- ▶ Share notes with friends and colleagues
- ▶ Add a passcode lock to the mobile app

# Features of Evernote Plus Version

## Main features of the plus version

- ▶ 1GB allowance for new uploads per/month
- ▶ Sync your notes to all your devices (such as your mobile, tablet and computer)
- ▶ Clip web pages, images and PDF files to add them to your notes
- ▶ Search for text in images and handwriting
- ▶ Share notes with friends and colleagues
- ▶ Add a passcode lock to the mobile app
- ▶ Access to Email customer support
- ▶ Offline access to notebooks
- ▶ Forward and save your emails in Evernote



# Features of Evernote Premium Version

## Main features of the plus version

- ▶ 10GB allowance for new uploads per/month
- ▶ Sync your notes to all your devices (such as your mobile, tablet and computer)
- ▶ Clip web pages, images and PDF files to add them to your notes
- ▶ Search for text in images and handwriting
- ▶ Share notes with friends and colleagues
- ▶ Add a passcode lock to the mobile app
- ▶ Access to live chat customer support
- ▶ Offline access to notebooks
- ▶ Forward and save your emails in Evernote
- ▶ Search for text in PDF files and office documents
- ▶ Annotate PDF files
- ▶ Present notes in one click
- ▶ Scan and digitize business cards





# Features of Evernote Business Version

## Main features of the plus version

- ▶ 20GB allowance for new uploads per/month + 2GB per/user
- ▶ Sync your notes to all your devices (such as your mobile, tablet and computer)
- ▶ Clip web pages, images and PDF files to add them to your notes
- ▶ Search for text in images and handwriting
- ▶ Share notes with friends and colleagues
- ▶ Add a passcode lock to the mobile app
- ▶ Priority business customer support
- ▶ Offline access to notebooks

## Main features of the plus version

- ▶ Forward and save your emails in Evernote
- ▶ Search for text in PDF files and office documents
- ▶ Annotate PDF files
- ▶ Present notes in one click
- ▶ Scan and digitize business cards
- ▶ Single sign-on
- ▶ Central user administration
- ▶ Collaborate in a single workspace
- ▶ Annotate user provisioning with SCIM



# Value for Money

## Cost

**Basic** - The basic version of the application is free of a monetary charge, and allows you to take advantage of its main features, which is still a fair few considering it is free. However, when you sign-up you do sacrifice your email address, permission for the app to have access to your camera, gallery (your photos) and microphone, permission for the app to access your contact address book, and also permission to access your devices location.

**Plus** – The plus version is not free, and costs £29.99 per/year.

**Premium** – The premium version is a little more expensive than the plus version, and costs £44.99 per/year.

**Business** – The business version costs £10.00 per user/each month.



# Application Specifications

## Programming Language

Evernote was originally coded in C# for version 3.5 but subsequent versions (since 4.0) have been programmed using C++ to improve the performance of the application.

## Operating System Requirements

- ▶ MAC - OS X El Capitan (10.11) and later
- ▶ Windows – version 7, 8, 8.1 and 10
- ▶ Iphone, Ipad and Ipod Touch - 10.0 and later (Evernote version 8.4), 9.3 and later (Evernote versions 8.0 – 8.3)
- ▶ Android – 4.4.2 and later (Evernote version 7.12 onwards)

## Plugins

The app does not require plugins.

## Link to Evernote Application

<https://play.google.com/store/apps/details?id=com.evernote>



# Design of the Application

Evernote has an intuitive design which has clearly been constructed to unite an extensive range of features (as seen in the features slide of this presentation, Evernote has a number of note-organising methods to allow the user to select the method that suits their needs), this is to appeal to a wider audience.

This is intentionally done to add to the applications profitability, the application can get more user traffic and generate bigger profits with these additional features, which give the user more flexibility and extend the functionality as to how they utilize the available features.

Additionally, the level of detail that has gone into the development of each of the application's features is outstanding. It's clear that the creators of the application looked under every rock to find unique selling points, and new features to introduce in order for it to stand out in the market.

A good example of this is the handwriting analysis feature which allows the application to read handwritten text on imported or scanned images, it is a highly accessible feature that adds to the apps value, as this function allows the app to read the text out-loud to the user (which is a useful function for people with visual impairments and learning difficulties).

# Design of the Application

Evernote integrates a variety of inventively, motivating features within the application which, to me, displays a high level of awareness and understanding about the users needs, as well as how the app captures the audience's attention.

This is an essential part of any design, and it really helps Evernote to annihilate the competition because, the developers and designers have put a great deal of research and planning into this application (which is obvious by how easy the application is to use, as well as how many additional features they have created), instead of just the basic text notepad, this application goes beyond that.







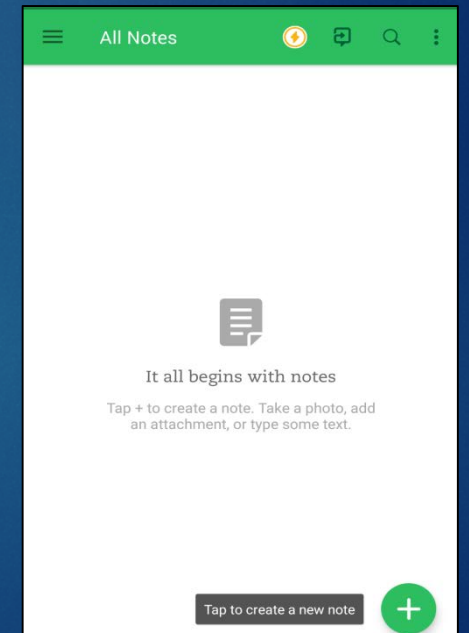
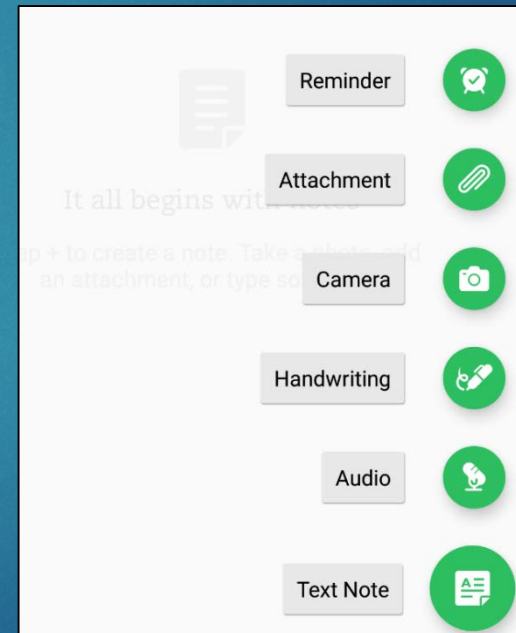
# Design of the Application

From a visual standpoint the design is clean, it has a white background with green accents to ensure the logo flows throughout the style of the app (the icons, menus and toolbars are the same shade of green as the logo for consistency across design of the app).

It could look more interesting but without the whitespace the application would look too overwhelming once the application was in use frequently. The white background helps the user to focus on the stored content (notes, images, PDF files and documents) without straining the users vision.

The layout of the application is similar to most applications on the market today. The main tools and settings are located at the top of the app for universal functionality (as most applications use this layout due to the fact that western civilisation reads from left to right, top to bottom, so it is automatic for people to look for features of an application in this way). This layout makes the app easier to use as the user can intuitively operate the app.

These screenshots show how clean the applications design is and how much white space is available to allow the user space to absorb information without overwhelming them with too much visual information.





# Overall Effectiveness of the Application

One of the great things about Evernote is that it gives the user the freedom to express themselves, and personalise their data in order to suit their individual needs. The user interface is graphics-based (a GUI, graphical user interface) which enables the user to intuitively use the application without the use of a help guide. However, the application does also contain pop-up tutorial notes to aid the first-time user, these pop-up prompts are perfect for users who have very little experience using this type of mobile application.

The application's functions all operate well and load quickly, it was very pleasant to find that - for the basic version of the Evernote software, there was a great deal of value to the app (despite the sacrifices the user makes upon signing up to the app). The application was extremely easy to use and does what it says on the tin, it allowed me to organise my work and make to-do lists to manage my day, and it did so effectively.

I enjoyed the flexibility of the application and the level of freedom given in allowing me to choose how I wished to utilize the software to suit my own individual requirements and needs. Overall, the application was extremely useful and effective in delivering the purpose it was built for, organising the workload and daily plans for its customers.



# Strengths and Weaknesses of the Application

## Strengths

- ▶ It is a paperless way to capture data, save information and brainstorm ideas.
- ▶ It has a desktop version of the mobile application, which allows the user to synchronise the data from their mobile app to their desktop version.
- ▶ No need to remember to keep physical notes and documents on hand as the application is mobile and is accessible on-the-go.
- ▶ Search through your stored notes with Evernote's search facility.
- ▶ Reduce printing and wasting printer ink as all files can be scanned, imported and saved to Evernote.

## Weaknesses

- ▶ Security risks are present as the data is stored on a remote server, and there have been previous reports of DDoS attacks in 2014, on the software in past versions of the application, but nothing since that time.
- ▶ Limited storage space on the free (basic) version as the user is only given 60MB of storage per month compared with the other versions of the software.



# Justifications and Suggested Improvements for the Application

## Justifications

This application is fit for its intended purpose and target audience because it re-vamps the notepad with 21<sup>st</sup> century technology. Gone are the days of paper-based filing systems, everything is now stored digitally on computers.

This application was designed to be used as a mobile, digital notebook that can store the users notes, documents, files, images and ideas.

The app does more than just take notes, it allows the user to choose how they store their data. It is this consideration of the users individual needs and requirements, this fresh-faced design and flexibility that attracts so many users to the application, and it is what makes this app so great.



# Justifications and Suggested Improvements for the Application

## Justifications

Evernote is an award-winning application for a reason, that reason is that the developers and designers knew what their goal was when they created the application, to make a highly-profitable productivity application that allows the user to store, manage and organise their notes and ideas.

However, instead of just creating a basic notepad app, they decided to put the effort in and research what features their users would want that would also make their product stand out in the market, it was this approach to their application's design, that created Evernote.

Security is still something to consider when using the application (as there have been breaches in the applications security), but there hasn't been a reported incident since 2014 (which was 4 years ago), so I think the threat to data security is significantly reduced.

In conclusion, I would I would argue that the benefits outweigh the weaknesses of this application as it is extremely user-friendly and quite fun to use. The free version is more than enough for the average user and the amount of features that come with it is very impressive.



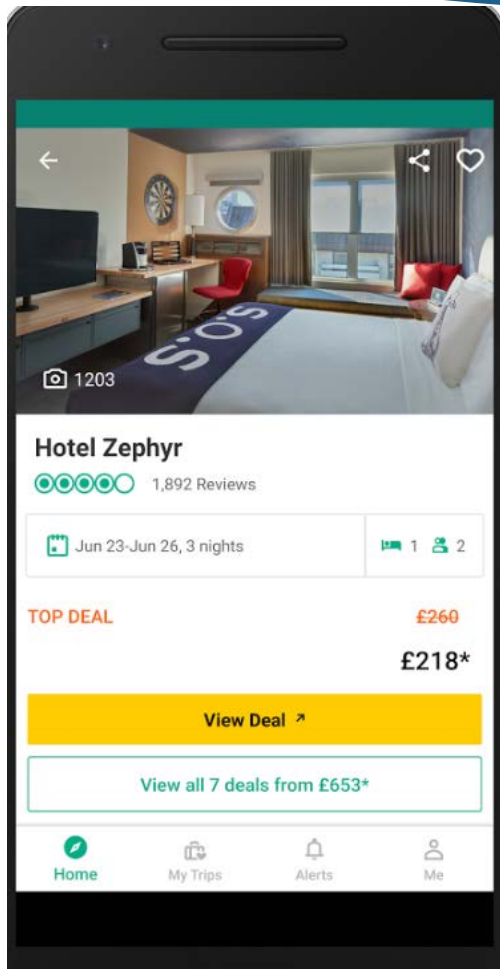
# Justifications and Suggested Improvements for the Application

## Suggested Improvements

- ▶ It would be nice to see the logo of Evernote used in the actual application itself, instead of just on the advert for the software.
- ▶ I definitely think the app should increase the storage given to each user. 60MB for the basic version is not great and 1GB for the plus version is not much better considering its 10GB for the premium and 20GB for the business version. I think they should increase the basic to 1GB and increase the plus version to 5GB of storage per month.



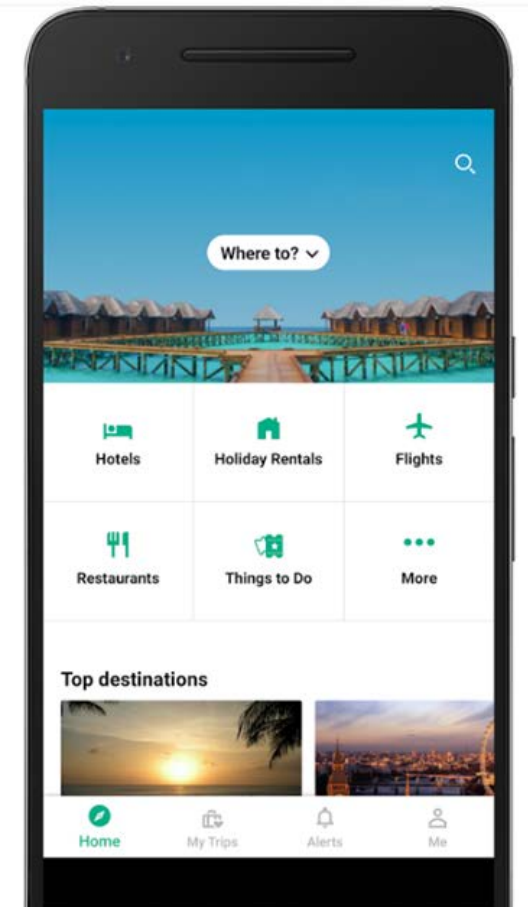
# Introduction to TripAdvisor



Trip advisor is an e-commerce application that allows the user to search through the app to find the best deals on holiday packages, flights and hotels.

The application allows the user to book trips and holidays using devices such as smartphones. This makes the device more convenient and accessible for users while they are on-the-go.

The TripAdvisor app was designed to make the process of planning a holiday easy and stress-free, to allow their customers to effortlessly find and book their dream holiday for a great price.



# Purpose of TripAdvisor

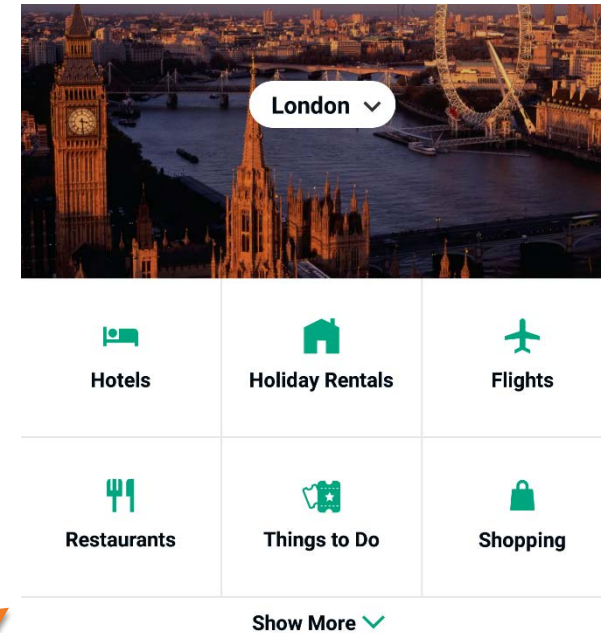
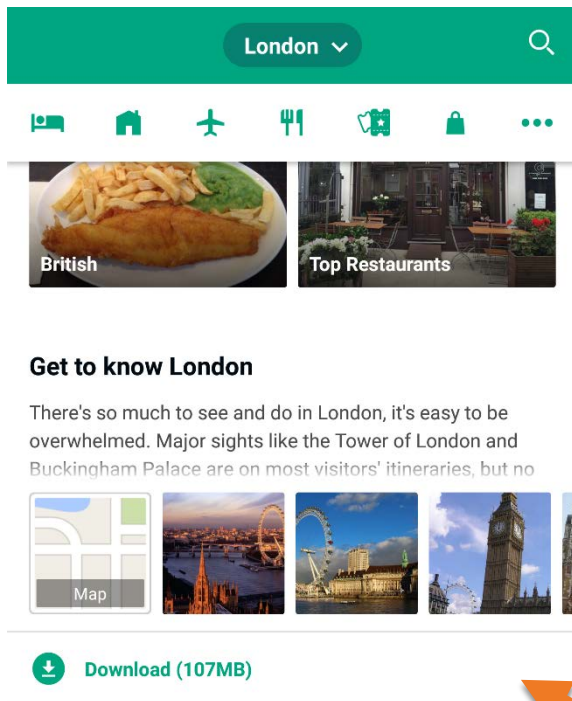


The purpose of this application is to promote and sell holidays to the public, it's an e-commerce app that has been designed to attract people who wish to plan and book their own holidays.

The target audience for this application is 18-60 year olds who wish to travel/plan a holiday but don't want to waste hours searching for a good deal. The application is quick and simple to use and it saves time and money for the user as the application does all the work for them.



# Features of TripAdvisor



TripAdvisor allows the user to download maps of their chosen destination (as shown here), to help them find their way around.

Explore the suggested sections for restaurants, activities and shopping locations for your chosen destination.



# Features of TripAdvisor



**Planning your trip is now easier than ever.**

To get started, look for the heart icon to save items into your trips.

Sign in

TripAdvisor also has a library of travel Guides for each destination which contain handy tips as well as suggestions on what to do while your there.

The user can sign in and personalise their account with the "My Trips" page which allows the user to create a list of places they want to visit.

## Travel guides

[See all](#)



**3 Days in London**  
by Chris O



**Londonsteppers' Guide Londontown**  
by mike e

Home

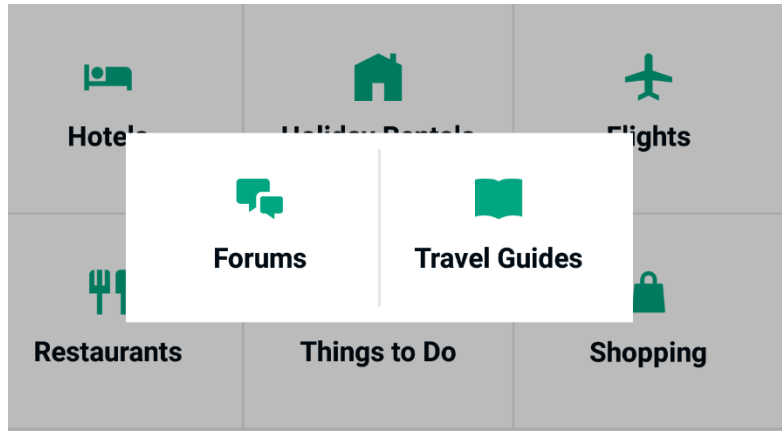
My Trips

Alerts

Me

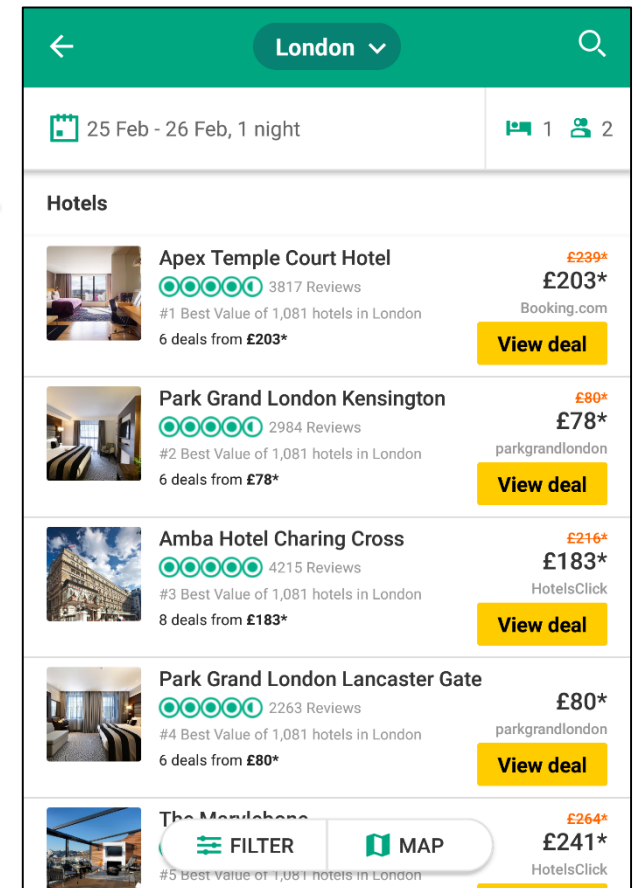


# Features of TripAdvisor



The app also allows the user to book flights and hotels on the go, as shown in the screenshot on the right.

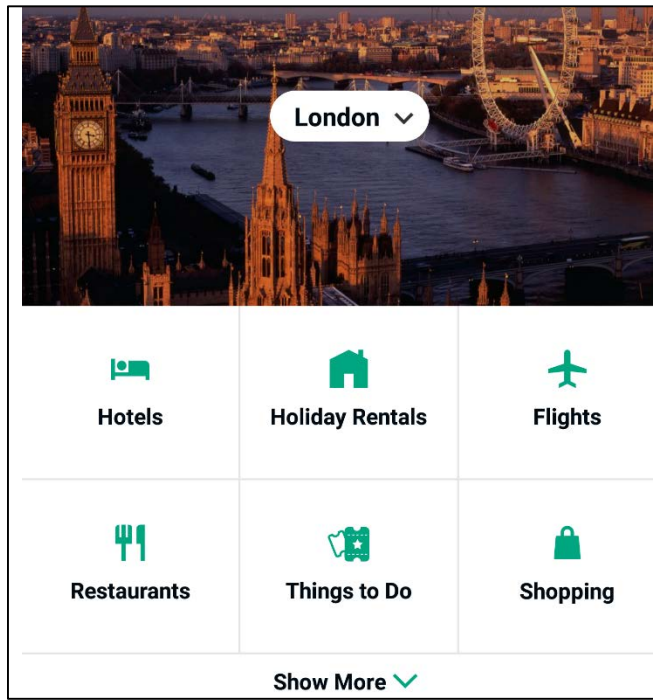
Users can also ask other users questions about travel and locations in the Q&A Community forum (as shown).



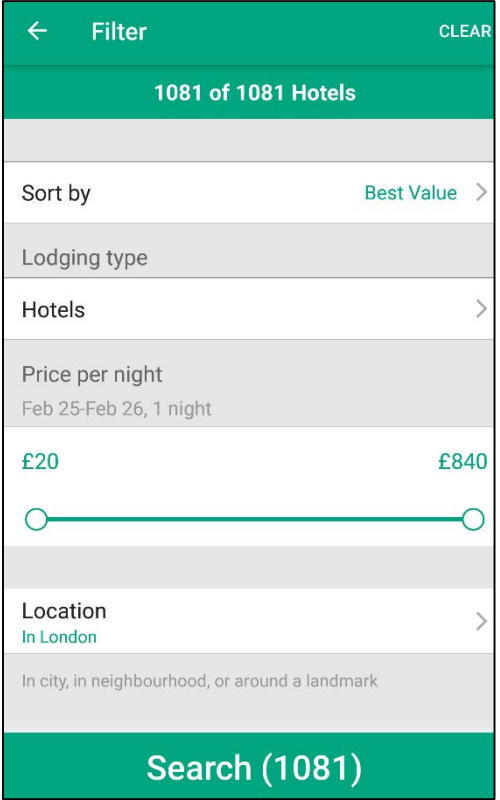
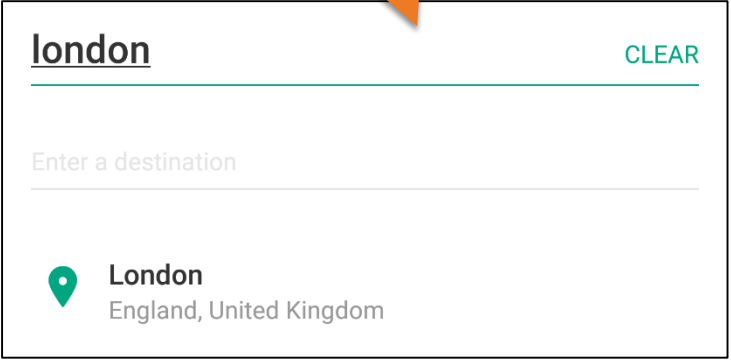
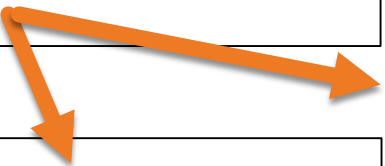


# Features of TripAdvisor

Menu icons are used to make it easier for users to search for destinations, flights and hotels (as shown).



The app contains a search facility which allows you to search for destinations using keywords and refine the results.



# Features of TripAdvisor

← The Chester Residence

OVERVIEW REVIEWS NEARBY Show Prices

All Reviews the penthouse chester street  
owners residence rothesay place cinema room

Search 1899 reviews

**"When in Edinburgh...Stay here!"**  
★★★★☆ 23/02/2018  
"The Chester is, in my opinion, the only option to stay in Edinburgh. The apartment was beautiful. The kitchen and ..."

**"Good with some improvements needed"**  
★★★☆☆ 16/02/2018  
"We stayed here during half term week in a 2 bed apartment. On arrival we were unable to check in early although this is ..."

**"Wonderful place to stay"**  
★★★★★ 15/02/2018  
"We stayed at the Chester Residence on the 14th and 15th February 2018 in the room on the first floor that is at numb..."

Home My Trips Alerts Me



← The Chester Residence

OVERVIEW REVIEWS NEARBY Show Prices

**Reviews**  
★★★★☆ 1899 Reviews  
#1 of 151 hotels in Edinburgh

Excellent	1729
Very good	133
Average	22
Poor	9
Terrible	6

**Read reviews that mention:**  
All Reviews the penthouse chester street  
owners residence rothesay place cinema room

Search 1899 reviews

**"When in Edinburgh...Stay here!"**

Home My Trips Alerts Me

Users can also write reviews of places they've visited and share photos and videos of their holidays(as shown).

# Value for Money

The application is free to use but requires the user to sign in to use some of its personalised features, so you have to enter your email address and allow the app certain permissions.

The application must have permission to access the devices location, and permission to use the devices camera.

Considering TripAdvisor's app is fairly easy to use and pleasant to navigate, I would say it was a bargain.



# Application Specifications



## Programming Language

- ▶ Python

## Operating System Requirements

- ▶ Iphone, Ipad and Ipod Touch – 8.0 onwards
- ▶ Android

## Plugins

- ▶ The app does not require plugins.

## Link to TripAdvisor Application

- ▶ [https://play.google.com/store/apps/details?id=com.tripadvisor.tripadvisor&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.tripadvisor.tripadvisor&hl=en_GB)



# Design of the Application

The design for the TripAdvisor application heavily relies on graphics, images and icons in order to appeal to the audience. It's functions are centred around promoting picture-perfect holidays, all-inclusive packages and cheap deals to attract their audience, which again relies on the use of images and graphics.

Because of the amount of images used on the application, the app can be quite slow to load results from searches. The loading time for each screen isn't extremely painful, but it does feel slower than just simply using the website (which isn't good considering this is an app that was made to be more convenient for the user).

The colour scheme is okay, its not particularly exciting but the shade of green used does give off a soothing effect on the eyes, which helps to reduce any visual strain to the user.





# Design of the Application

The search function could be easier to use, it seems to envelope the whole screen and it feels a little difficult to narrow down a search when it searches for keywords through hundreds of results for hotels, airports, guides and flights.

However, I did like the simple menu icons on the home page of the app but, I would have also liked a dropdown side-menu at the top of the page to make sure the navigation is fool-proof for the users. This was proven to be a big mistake on the behalf of the designers, as some of the reviews for the app itself talked about the difficulties some users have had navigating the app.

On the whole, the design fits the purpose of the application and I must say it's definitely one of the nicer travel apps out there, the design feels sleek and responsive.

# Overall Effectiveness of the Application

Travel apps normally aren't for me, but I must say that overall, this app was surprisingly pleasant, its not perfect by any means but it gets the job done.

I found the guides, downloadable maps and local restaurant and activity suggestions extremely useful for any user of this app. For me, those would be the key reasons to use the TripAdvisor app.



# Overall Effectiveness of the Application

Another appealing component was the use of images and graphics icons throughout the app, this made the app feel more inviting and appealing.

The use of icons and graphics made the app easier to navigate, and this also helped to promote the products.

Overall, I think this application was very effective in fulfilling the purpose it was made for. The way the products were presented on the application, made the holiday locations look enticing and sophisticated.

Additionally the user-friendly nature of the travel guides, maps and tourist location tips were a really helpful to the user. Furthermore, these features created a social element to the application which I think has made the app much more appealing to its users as they can interact with each other on the application.





# Strengths and Weaknesses of the Application

## Strengths

- ▶ It is a mobile application which allows users to access TripAdvisor while on-the-go.
- ▶ The application is fairly simple to navigate as it uses graphics and icons to guide the user around the app.
- ▶ Contains a search facility
- ▶ Features top destinations and locations visited by other members
- ▶ Contains a social component to the application which allows user to post photos and reviews, and pose questions and write answers to other members.

## Weaknesses

- ▶ The application does not contain a menu bar or drop-down menu at the top of the application, which may cause some users to have difficulty using the application.
- ▶ Due to the amount of graphics and images contained in this application, it can be slow to load screens, which could cause users to delete the app and decrease profits.



# Justifications for the Application

## Justifications

TripAdvisor is one of the better travel applications out on the market, and it was fairly simple to use. However, the design focuses on the products and promoting the products, which is practical and fits the purpose of the application – but it does nothing else.

There doesn't appear to be much focus on optimising the functionality and usability of the application, and this is a big problem for me.

There are more features they could add to this application such as a drop-down menu and the app is far too slow to be considered more convenient to use than the TripAdvisor website.

I liked certain features of the app, such as the guides, the icons and use of graphics were very appropriate for the application.



# Justifications for the Application

## Justifications

Unfortunately, I felt that it wasn't enough to hold my interest past a few days, I thought it was pointless to keep an app that was so slow to load at times when I could just load up the website and avoid the pain of waiting for it to load.

In conclusion, I would recommend the app to others if they like to travel frequently but personally, I would prefer to use the website instead (because of the slow loading times). The overall style of the application is visually appealing and the features are definitely useful for the intended target audience.



# Suggested Improvements for the Application

## Suggested Improvements

- ▶ I would definitely suggest optimising the application to improve the page loading times, as this would massively increase the user traffic to the app.
- ▶ I would also add a dropdown side-menu to the application in order to improve the overall user experience and usability of the application.
- ▶ I would add extra filters for the search facility to make it easier for the user to refine their search results, which would also improve the user experience and functionality of the application.