	An idea pops up.	Find the way to capture it.	Open the App.	Write down the idea. (words, short phrases, brief descriptions, pictures)	Add a title.	Add a tag or a category.	(Unlock the App)	Review all the ideas.	Review the ideas by categories, tags, icons. (such as rate of progress)	Search for ideas by keyword(s).	Share an idea to others.	Cooperate on one idea.	Classify ideas by mind map. (or tree diagram)	Update (edit) ideas. (add images, texts, urls, pdfs, mind maps, icons)	Set a reminder to review, update, or organize ideas.	Export ideas. (in mind map, tree diagram, data file...)	Archive ideas.
Feelings	exciting	focus	focus	focus	calm	calm	reassuring	creative proud	creative proud	optimistic	creative / proud focus	focus	optimistic	careful	careful	proud	careful
	anxious	anxious	anxious	anxious	afflictive	afflictive	bothered	uncertain	uncertain	anxious	confused	confused	unsure	unsure	confused	disappointed	confused
Process	1 IDEA POPS UP		2 RECORD		3 ADD DETAILS			4 REVIEW		5 SEARCH	6 SHARE		7 UPDATE			8 AFTERWARDS	
Channel Touch Points																	
Desired Outcomes	Record ideas quickly and safely. Find the available way immediately.		Be ready for me to write down the idea. Record the idea in clear and logical way no matter I use voice, text or picture. (with temples, icons)		To classify my ideas in an easy and quick way. To review previous ideas.			To get some (general) inspiration. To get some (specific) inspiration. To update ideas.		Get the specific idea.	An easy to share the idea and all the related attachments. To see the feedback. To see each person's action history. Set different permissions for each person.		To organize ideas in a clear way in order to build relations, make an easy way to review. Add all the formats I want. Have a clear interface. Auto reminds me to update the ideas for some time.			To insert it in other software. Or to print it out. Record the linked project. Can be seen in somewhere and undo.	
Pain Points	Sometimes don't have internet connected.		One or more steps before to write down the idea. Hard to handle images. Can't copy images from other place and paste it into the note.		? if it has the category, is it necessary to have both title and tag? Can't add category.			Can't lock the app or lock each idea.			No feedback.		No such feature. Can't drag and drop ideas on the mobile platform. No information about each update.(such as date) Can't add files in some formats, icons, and rate of the process. Can't format text.			No such feature.	
Opportunities	Save offline, Auto-Sync online.		Always be ready for you. Write Down page as the default page on mobile. Auto save + Visual prompts Add some templates and tools. Make formatting text available. Make it easy to handle images.		? Change Title to Category. Add categories. (as folders)			Have to unlock the app before review previous ideas. Make it possible to lock App or each idea.			Feedback. (unread, read)		Add mind map tool and tree diagram tool. Make it able to drag and drop ideas on the mobile platform.(Make the interactions that on web side and that on mobile side be the same. Make it available to format text.			Praise & Encourage Personalized design. (such as to darken the font)	