



THP mobile

Why mobile?

Fastest growing tech context

Mobile is always on hand

Recording tools are built into the device

Word of mouth marketing / organic growth

AppStore / PlayStore exposure

It's expected with any startup

Apps are fun

Personas

Family Historian - Frida

Memorializer - Mark

Organizational Archivist - Mark

Personal Reflector - Paul

Mobile principles

SIMPLICITY is king

Limited screen real-estate

No hover, tap only

Slower connections speeds

Shorter attention spans

Light conditions affect visibility

Get location, camera, microphone, direction free

iPhone relatively fixed patterns and high adoption, but pricier and growing slower than Android

Android is growing faster, resolutions vary more, different patterns

Familiarity and function is preferable to forced "innovation"

Core

Collect

Capture content

Images

Audio

Videos

Links

Connect content to my library

Requires authentication?

Curate

Create project

Connect content to project

Modify content meta data

Collaborate

Request help

Contribute content to another's library / projects

Explore

Finding

Search

Filter

Curated

Project info

Name

Dates

Description

Creator

etc.

Images

Audio

Videos

Docs / links

Messaging

Notifications

Push Notifications

Emails