



team JACK

Noted

where story meets soundtrack

the team



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product design



Kabir

computer science



Caleb

music



Jasmine

psychology



01

value prop

Noted

where story meets soundtrack

Why Noted?

Our name is a pun inspired by both the notes in the music and the term “noted” used when acknowledging something of importance. Our app encourages users to reflect on past memories through photos, invoking a new layer of emotional reminiscence with the additional inclusion of music. This is why Noted represents where *your story meets your soundtrack*.



02

overview

problem

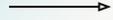
Even diligent photo takers and journalers do not always look back on what they have generated, missing out on the opportunities for reflection and introspection

solution

Noted is a digital platform that **prompts reflection** through the **pairing of photo and song** which can be **shared** with friends and **stored** in a personal timeline

→ target audience

Individuals who enjoy looking at **photos** and listening to **music** that desire an organized way to **chronicle and reflect** on past experiences



6 competitors & analysis

03

market research

Instagram Stories

“Capture and Share the World’s Moments”

a social media app for sharing pictures and videos with friends

What works:

- Network effects make it easy to connect with basically almost everyone you know IRL
- Stories make it frictionless to post regular updates without social backlash from “overposting”
- Easy to edit, add text, and pair with music

What doesn't work:

- Time spent by a user per story is around a second or two (low touch posting)
- Emulates features loved by users in other apps like Snapchat



Instagram Stories

“Capture and Share the World’s Moments”

a social media app for sharing pictures and videos with friends

Implications & takeaways

- Noted is unique in capturing attention via a customized curated feed, suggesting music that you were listening to at the time of the old memory
- With a constantly growing user base, everyone connects with a larger and larger audience, resulting in many stories going unnoticed

While offering the opportunity for pairing music with a picture, Instagram Stories are not the central feature of the app. Memories are selected and not curated, leaving more to be desired in this type of content format.



Day One

“Capturing life as you live it”

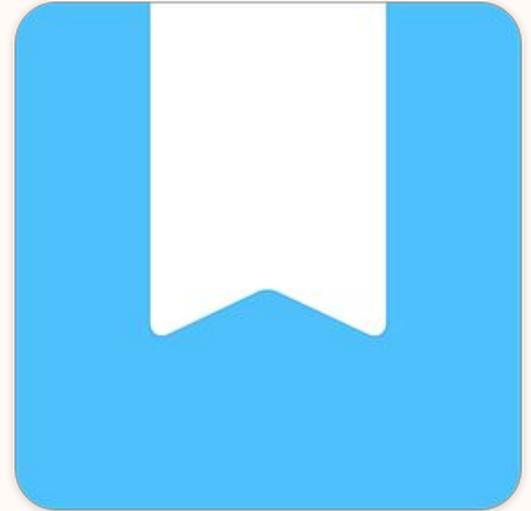
a personal journaling app

What works:

- Extremely low friction (one tap) to start a new journal entry
- Extensive feature set lets you add all types of media to a post (photos/videos/text/audio/drawings)
- Security is baked into the app from the ground up – on brand with the digital value of personal memories

What doesn't work:

- App-wide bug caused users to lose entries, creating distrust in digital journal (which already has to compete with the trust/bond with physical journaling)
- Subscription model for premium features has pushed users away
- Lives within the Apple ecosystem which reduces accessibility



Day One

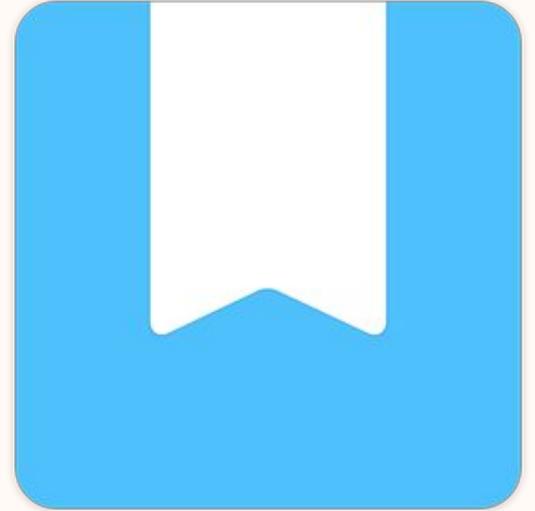
“Capturing life as you live it”

a personal journaling app

Implications & takeaways

- Noted is unique in that adds the element of music to remembering old memories, adding the auditory dimension to conventionally visual and textual modes
- Day One is very intuitive and has successfully won the hearts of many longtime physical journalers

A picture is truly worth a thousand words. Memories driven by photos coupled with a musical component to create an emotional atmosphere like no other.



TikTok

“Make your day”

a social media app for watching and sharing short-form videos

What works:

- Users can capture memories in both photo and short-video form and add additional effects, such as audios, voice-modulators, and filters
- Users can get exposed to a variety of experiences and perspectives through exploration on the “For You” page

What doesn't work:

- TikTok's “For You” encourages interaction with weak to medium ties, which is linked to lower mental wellbeing¹
- Majority of users are passive consumers of content rather than creators
- Users are extrinsically motivated to create content that can be monetized → leads to more sensational and performative content rather than meaningful content



TikTok

“Make your day”

a social media app for watching and sharing short-form videos

Implications & takeaways

- Extrinsic motivators lead to less reflective or personal content
 - Users focus on what can gain the most views
- TikTok users are flooded with content from strangers and weak connections rather than connecting with content from their close friends
- TikTok users are less focused on creating their own content

TikTok users miss out on opportunities for genuine connection and reflection



BeReal

“Your Friends for Real”

A social media app that prompts users to post themselves and their surroundings with a notification at a random point in their day

What works:

- Encourages vulnerability through the prompting to take photos at a random point throughout the day
- Uses notifications to drive engagement through a sense of urgency
- Focuses on amplifying existing strong ties as users see realistic photos from immediate friends

What doesn't work:

- [“Being real”](#) lasted only temporarily on social media and has been dying as a fad
- The randomness of the notification to post fails to consistently capture pivotal memories and leaves users with photos of many mundane moments → as a result, users are less likely to reflect on the photos they post



BeReal

“Your Friends for Real”

A social media app that prompts users to post themselves and their surroundings with a notification at a random point in their day

Implications & takeaways

- Noted is unique in creating routine engagement while not creating the pressure behind posting daily in the moment
- BeReal users are inundated with many photos of mundane moments (e.g., studying in the library, working on psets, laying in bed)
 - Noted leverages past photos to encourage users to reflect on meaningful moments

BeReal users may no longer find mere “vulnerability” as an appealing way to stay connected with strong ties



Lapse

“The invite-only disposable camera”

A app for taking and sharing photos to a private group without editing or reviewing

What works:

- Lapse capitalizes on the resurgence of disposable cameras by offering a similar experience (taking photos without knowing how they’ll turn out) in a digital form, accessing a wider audience
- Lapse encourages strong ties through their private group that allow close friends to share photos together

What doesn’t work:

- Users are forced to create new content to fully get value out of the app
- Users have to be invited to the app
- Users can’t choose the best photos to post to share but rather have to “risk it” without knowing how the photo will “develop”



Lapse

“The invite-only disposable camera”

A app for taking and sharing photos to a private group without editing or reviewing

Implications & takeaways

- Users seem to have a desire to share photos within the close network of friends
 - Due to the invite-only model, Lapse is leaving an opening in the market for strong-ties photo sharing that Noted can capitalize on
- Noted offers the spontaneity of a randomly generated photo but still allows users to control their image, choosing whether or not to share the photo

Noted offers both control of your image as well as spontaneity and close connections with the uniqueness of music pairings



Competitive Analysis

						
Connect with friends	✓		✓	✓	✓	✓
Music-pairing functionality	✓		✓			✓
Share old memories vs. create new	both	both	both	new	new	both
Inspires reflection		✓		✓	✓	✓
Accessibility		iOS only			invite only	

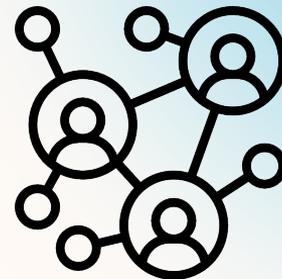


utilizing the Tarot cards of tech

04

values in design

stakeholders



indirect

Artists of the songs used in Noted

Streaming platforms being integrated

Individuals featured in the photos of other users

Non-users who are friends/family of users

direct

Digital journalists

Photo takers

Music listeners

THE BACKSTABBER



What could cause people to lose trust in your product?

What could make people
feel unsafe or exposed?

What mechanisms are in place
for listening to your users?

How will you recognize larger
patterns in feedback so that
action can be taken?



- **Potential for data leaks**
 - If users find out that their journal entries or music preferences are leaked, they will lose trust instantly
- **Feeling targeted** by randomly generated photos
 - Users could be deterred from interacting with if they are shown photos associated with bad memories or people they no longer interact with
- **Discomfort from AI** used in song generation
 - Users may experience discomfort from the use of AI, being shown songs that are uncannily tailored to their personal experiences

THE BFFs



If two friends use your product, how could it enhance or detract from their relationship?

How does your product change or create new ways for people to interact?

Does your product fill or change a role previously filled by a person?

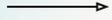


- **Deeper emotional bonding**
 - A song associated with a shared memory can become “their song” which could strengthen their relationship
 - Engaging with strong ties is associated with improvements in mental health
- **Structured / collaborative reflections**
 - Friends can better understand their thoughts and past which can lead to deeper conversations
- **Difference in music taste**
 - Exposes friends to different types of music and could lead to new emotional experiences and associations
- **Oversharing**
 - Continuous sharing could be overwhelming to a friend and make them feel like they aren't having enough private moments together
- **Reduce in person interaction**
 - If friends overly depend on the app, this could cause distance in their in-person relationship

our values

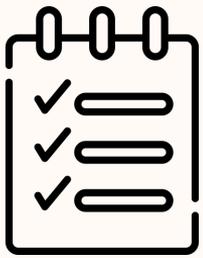


- **Promote reflection and introspection** through both audio and visual mediums
- **Strengthen connections** with *close* friends and family members
- **Preserve the privacy and security** of precious personal memories and photos
- **Low friction** to making posts within the app, should be as easy as opening a journal and starting to write



05

tasks



3 tasks

simple

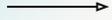
pair songs to
photos

moderate

share photo/song
pairings with
others

complex

curate people who
can appear in your
randomly
generated photos



06

storyboards

REFLECT ON STANFORD MEMOS →

1. 2. 3.

STORYBOARD: NOTED

9th year memory sequence - missing die

4. 5. 6. missing/connecting to speaker

10th year memory sequence - standing

7. 8. 9.

11th year memory sequence - headphones

10. 11. 12. wears headphones and nod

12th year memory sequence - shut laptop

13. 14. 15. shut Laptop

16th year memory sequence - up for collection

16. 17. 18.

19th year - ...

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20th year memory sequence

20. 21. 22.

23rd year memory sequence

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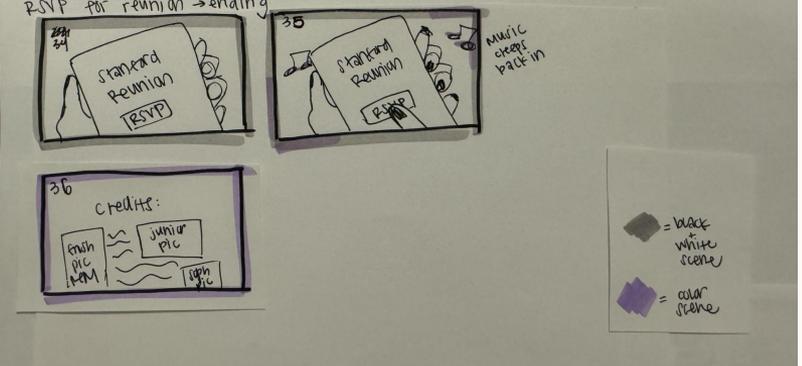
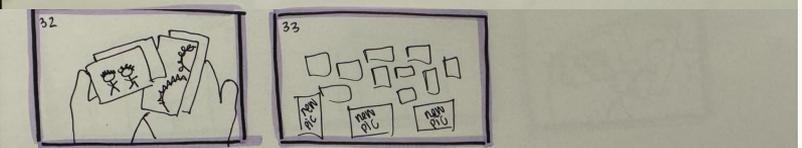
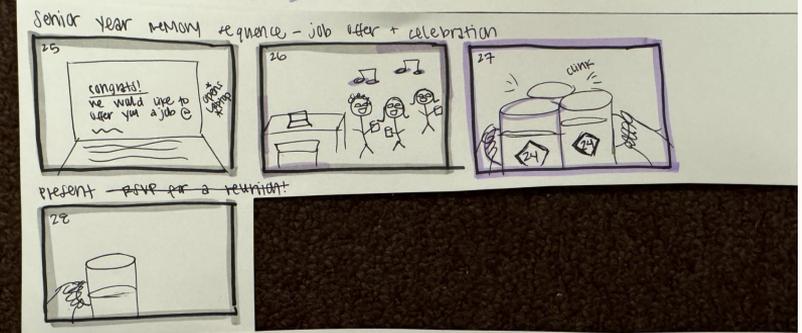
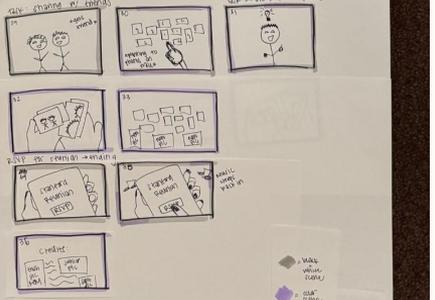
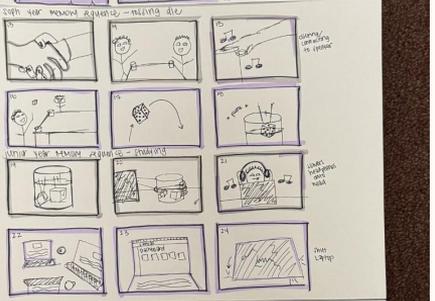
476th year memory sequence

476. 477. 478.

479th year memory sequence

479. 480. 481.

482nd year memory sequence





07

concept video!

click here

<https://www.youtube.com/watch?v=5TMvqe0hZgQ>