AAD 585
Case Study - Web 2.0 Application
April 30, 2009

**What is it?**

Evernote, http://www.evernote.com is an information capturing system and organizational tool. The CEO of Evernote pitches the application as an "external brain." It is geared toward busy people, and people who hate Post-it notes. Information is captured through emailing notes to your account, taking a picture with a phone or webcam, screenshots from websites, scans, audio clips, or Twitter. Saved content can be tagged and is later searchable by text, location, or date.

*especially to mobile devices!*

**Perceived Use/Value**

The perceived value of Evernote is keeping track of your life, online and off, in one place. Their slogan is "remember everything." One of the features is no-download online access; users can access their account from any mobile device or any computer. It is a way to increase personal and work productivity, alone or with groups. ✓

**Potential Application/Opportunities**

Graduate students are assaulted by information every day. They are referred to so many potentially great resources, in the form of books, articles, websites, journals, and organizations, as well as social, professional, and cultural events. It is more than difficult to stay on top of these recommendations with pen and paper, or memory alone. Evernote provides the opportunity to quickly capture this information and refer to it at a later time, on any device, practically anywhere. The text recognition (from images, handwriting, a whiteboard, etc.), especially, cuts down on the needed time to reformat and organize entries. Evernote entries are organized into different "notebooks," which can be shared with other users, a great way to communicate and collaborate with classmates.

*good point.*

Personally, in the short time I have had it, I have used Evernote to keep track of fleeting ideas I have had while online. I constantly find recipes, inspiration for artwork, and items I want to share with friends. The Evernote plug-in for Safari is easy to use. Tagging entries is handy for rediscovering information later, and the way in which users can scroll through "memories" pasted into Evernote Windows is easy and visually appealing.

*Definitely high value. I use it; I like it.*
*Good reviews* 20/20