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Apple App Store – Scribble

Scribble is a digital drawing and notebook application used to collect, organize, and share information. Apple's development of Scribble would place it in direct competition with Microsoft OneNote and Evernote, but also Wacom. The target audience would be any college or university, but especially liberal arts colleges and independent art and film schools. Scribble's functionalities include stylus and SMART board compatibility, embeddable spreadsheets, and the ability to open and edit any file format.

Scribble is a product that will make it easy for students and professors to collaborate on information and art. A professor who uses Scribble will be able to instantaneously share, in real-time, what they write on their SMART board. This is because as soon as they write on the board, the input is automatically transferred to iCloud, which the students can access with any version of Scribble. This means that the students will spend more time focusing on the content of the class instead of taking notes. Additionally, if students want to add something to what the professor wrote, the professor can enable the student access to the file and allow them to add information. In a similar fashion, professors working together on a project can collaborate easily with Scribble, as can students working on group projects who cannot get together. With Scribble, when someone adds something to a document linked to other users, the other people will get a push notification telling them that changes have been made and whether or not they want to view them.

Apple should introduce this digital drawing and notebook application to bridge the gap between note taking and collaboration that the market currently lacks. The business model for this product pertaining to universities would be a subscription model where they would pay Apple a licensing fee to have the product made available university-wide. Scribble will be made available to students at a discounted rate and any updates will be free for the university and students if support for Scribble was purchased in conjunction with the licensing agreement. If both these criteria are met, Apple would provide an additional 5GB of storage on iCloud to each user. With many universities turning towards interactive classrooms, Scribble will be leading the pack. Scribble would also be compatible with current SMART board technologies and with a large investment in the universities that currently use them, Apple may be able to turn them into long-time Scribble customers, replacing SMART boards completely.