Starting Pitch

Statement of Purpose

We want to design a Bullet Journal app that gives our **busy** users a way to make a **_digitally accessible_** journal that is **_flexible_** and disregards the **_time-consuming_** aspects of a physical journal.

"Appetite"

In two weeks, we want to create a word processor embedded in a webpage, with the ability to create, write, and save unique pages.
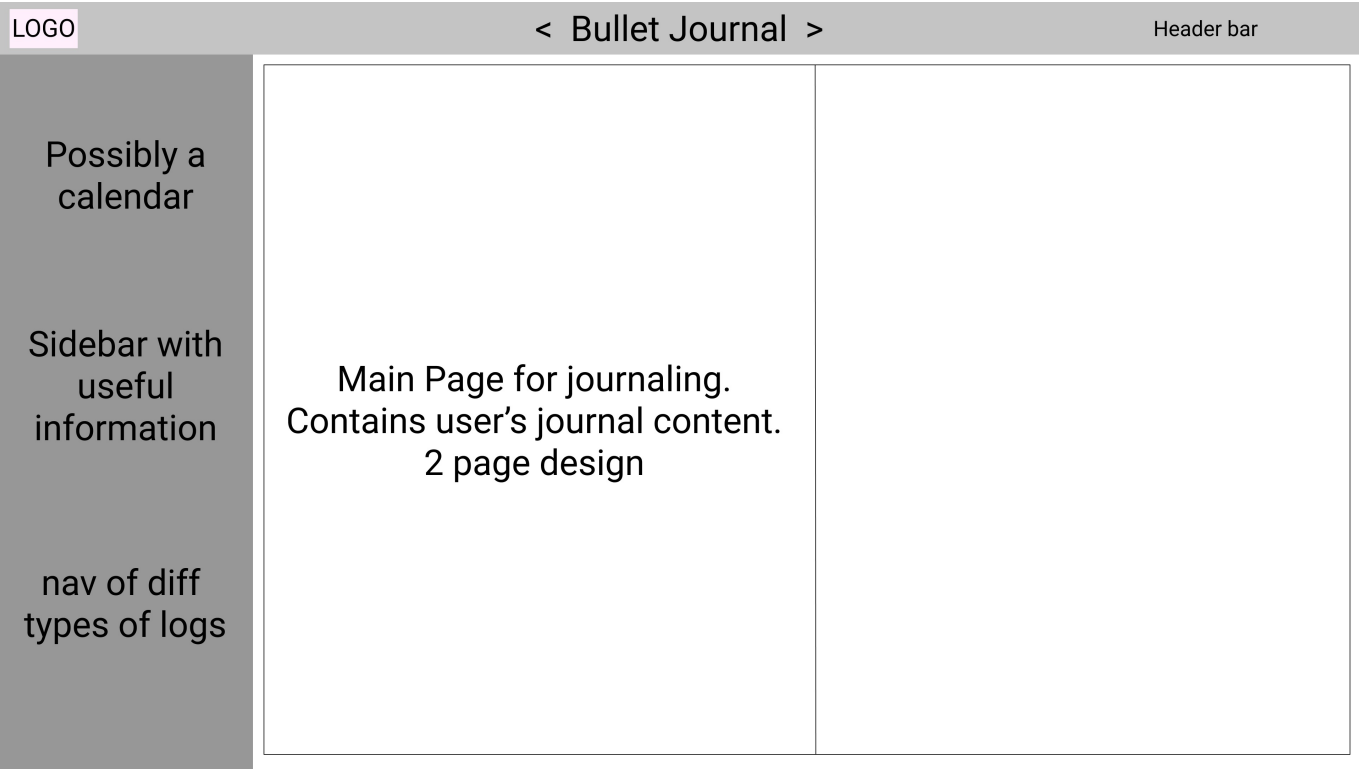

Figure 1. Initial wireframe of interface

Solution

User Personas

Anabelle Graave, 32

As a young mother, I want to keep track of my personal life and write about my kids, so I can remember their childhood.

Personality Traits:
Gut-feeling decision making: 2/10
Outgoing-ness: 3/10
Ambitious
Organization: 5/10

Interests:
Cricket
Real Estate
Finance/Investing
Dancing
Cooking

Bio:
Works at Boeing Aerospace
Business Analyst
32 Years Old
Middle Class
Work is piling up everyday
Forgets to restock groceries and buy toiletries
Complete Apple User

Goals:
Retirement Early
Travel the World
Lot's of money

Frustrations:
Environment problems
Work amount too much
Parenting is difficult
Forgets to restock groceries

Mariana Ramirez, 24

-performs lab experiments to analyze proteins and bacteria.
- a part of a dance club at NYU
-creates/works on choreography
-attends competitions.

Personality Traits:
Gut-feeling decision making: 3/10
Outgoing-ness: 6/10
Ambitious
Organization: 5/10

Interests:
Social Media
Dancing
Science

Bio:
24 years old
New York City
Student at NYU majoring in biochemistry

Goals:
Study protein and bacteria interactions
Attend state and national dance competitions.
Get an job at a pharmaceutical company

Frustrations:
Forgetting to feed bacteria
Delaying experiments
Not having the choreography ready
Forgetting to go to class/lab/club meeting

Matt Chang, 18

-Creative person willing to put in work for anything
-Juggling multiple AP classes, 4 clubs, officer for 2
-Extroverted, high energy, doesn't delve into personal life or open up
-Huge Red Velvet Fan

Personality Traits:
Gut-feeling decision making: 8/10
Outgoing-ness: 9/10
Ambitious
Organization: 4/10

Interests:
Softball

Bio:
18 years old
Senior in High School
Parents have high expectations for him

Goals:
Major in Business
Get into his #1 school

Frustrations:
SAT scores not good enough yet
-Perfectionist
-Can't deal with stress, hectic environment
-Compartmentalizes Stress

High Fidelity Prototype Design

Daily Log:

Weekly Log:

APP NAME | ← | TITLE | → |

April 2021 < >

LOGS PERSONALIZATION KEY

DAILY WEEKLY MONTHLY FUTURE

☐ INCOMPLETE
☑ COMPLETE
○ EVENT
– IMPORTANT
✱ PRIORITY
① INSPIRATIONAL

WEEK OF MAY 3 - MAY 9

MON	THU
	FRI
TUE	
	SAT
WED	
	SUN

Monthly Log:

APP NAME | ← | TITLE | → |

April 2021 < >

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MAY 2020 | JUNE 2020

MAY 2020	JUNE 2020
DAY 1-7	DAY 1-7
DAY 8-14	DAY 8-14
DAY 15-21	DAY 15-21
DAY 22-28	DAY 22-28
DAY 29-31	DAY 29-30

System Diagram
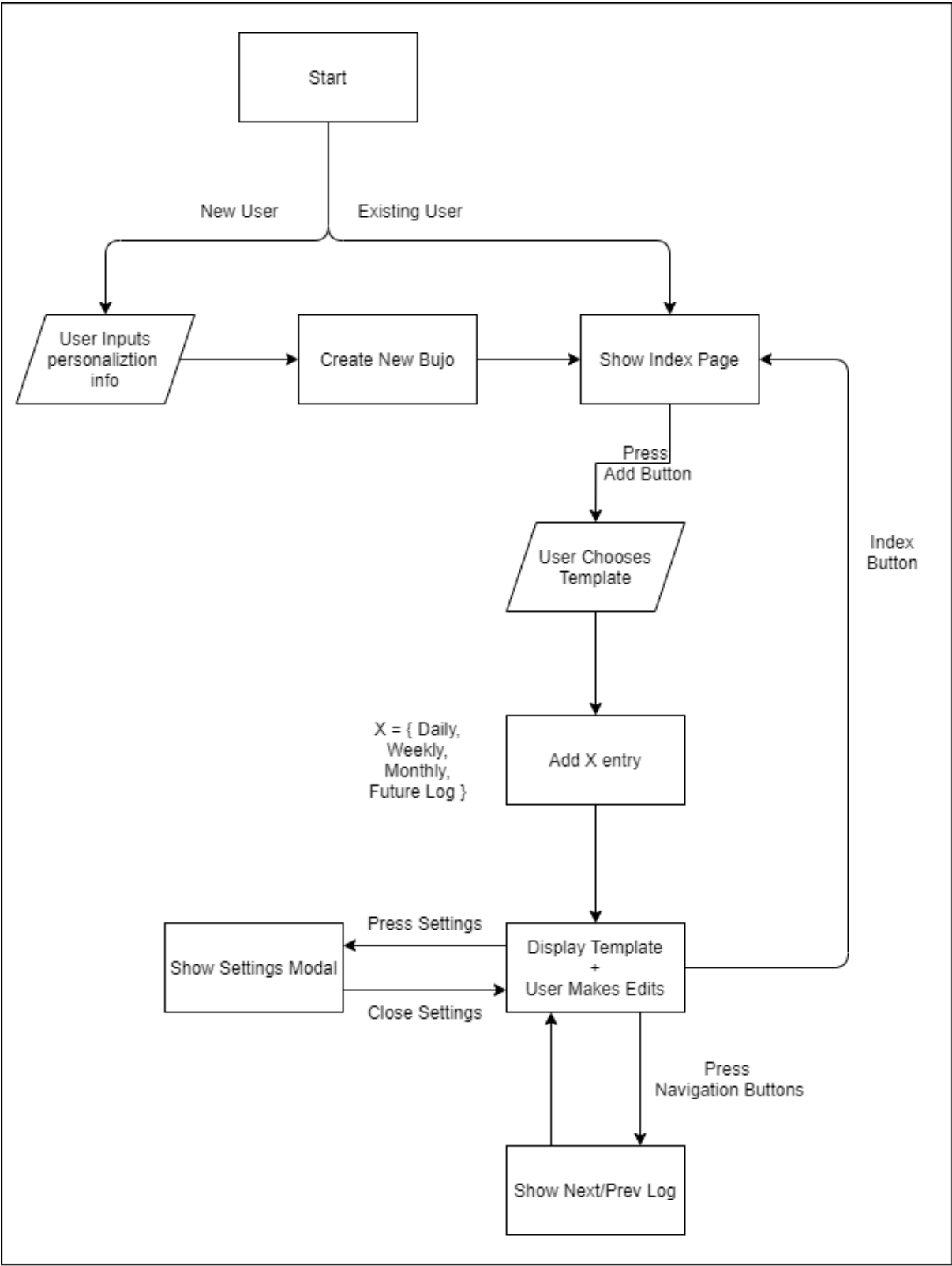
Risks and Rabbit Holes

- Organization of files in the backend - unique url for each page vs. dynamically changing on a static url
- Where files will be stored: through cookies, local file storage, database
- Interactive Calendar Widget to chronologically navigate through journal

No-Gos (this sprint)

- No custom templates
- No custom backgrounds/background colors
- No exporting files