

# 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.

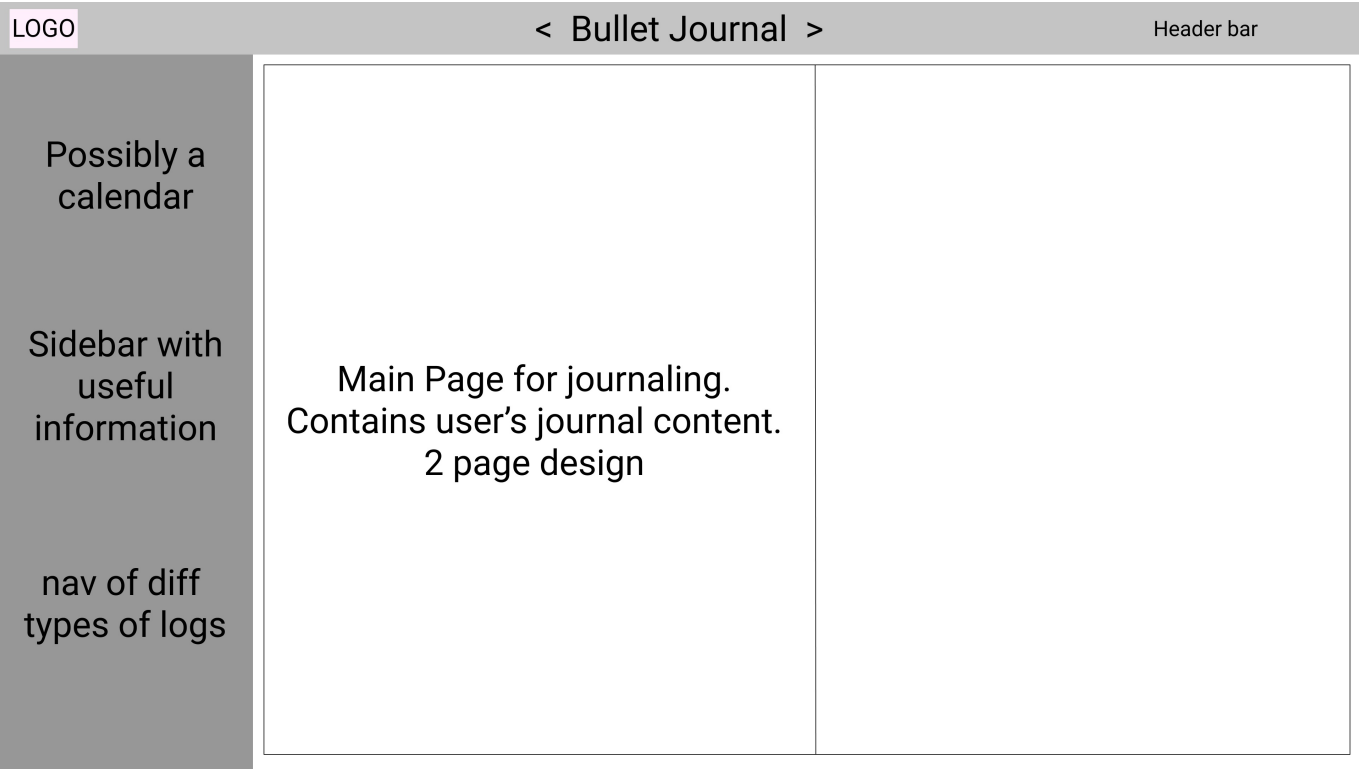
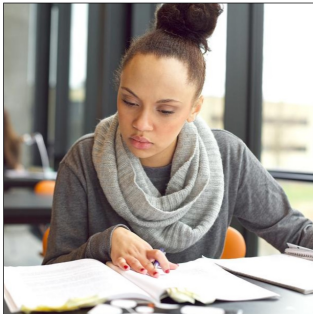


Figure 1. Initial wireframe of interface

# Solution

## User Personas

Anabelle Graave



### Bio

- Age: 32
- Gender: Female
- Occupation: Business Analyst
- Financial Status: Middle Class

### Interests

- Watching Cricket
- Real Estate/Stock Investment
- Dancing
- Cooking

### Personality Traits

- Introverted
- Long decision-maker
- Ambitious
- Semi-organized

### Primary Issue

As a young mother, I want to keep track of my personal life and remember my kids' childhood experiences as they grow up.

### Goals

- Early retirement
- Travel worldwide
- Large net-worth
- Own a vacation home

### Frustrations

- Cares about the environment
- Lots of work given to her
- Forgets to restock groceries
- Cannot deal with finicky tech

Mariana Ramirez



### Bio

- Age: 24
- Gender: Female
- Occupation: M.S. Student
- Financial Status: Middle Class

### Interests

- Social Media
- Dancing
- Biology and Chemistry
- Partying

### Personality Traits

- Extroverted
- Long decision-maker
- Less Ambitious
- Semi-organized

### Primary Issue

As a student, I want to keep track of my daily school life and academic reminders

### Goals

- Study protein and bacteria
- Qualify for national dance competition
- Pharmaceutical job

### Frustrations

- Forgets to feed bacteria
- Delays experiments
- Choreography not ready in time
- Forgets to attend class/lab/meeting

Matt Chang



### Bio

- Age: 18
- Gender: Male
- Occupation: High Schooler
- Financial Status: Middle Class

### Interests

- Watching and playing softball
- Playing videogames
- Listening to K-Pop
- Playing guitar

### Personality Traits

- Extroverted
- Quick decision maker
- Creative
- Less organized

### Primary Issue

I want to meet the high expectations my parents have for me when it comes to academic, but not organized enough.

### Goals

- Major in Business
- Attend #1 Choice University
- Give back to his parents

### Frustrations

- Juggling multiple AP classes and club officer duties
- SAT Scores not good enough
- Cannot deal with stress
- Distracted easily

High Fidelity Prototype Design

Home Page:

APP NAME

05/06/2021

SEARCH

CLEAR

CREATE NEW LOG

DAILY LOG

MOST RECENT

MAY 12, 2021-----  
MAY 11, 2021-----  
MAY 10, 2021-----  
MAY 09, 2021-----  
MAY 08, 2021-----  
MAY 07, 2021-----  
MAY 06, 2021-----  
MAY 05, 2021-----  
MAY 04, 2021-----  
MAY 03, 2021-----  
MAY 02, 2021-----  
MAY 01, 2021-----

WEEKLY LOG

MOST RECENT

MAY 2021 W1-----  
MAY 2021 W2-----  
MAY 2021 W3-----  
MAY 2021 W4-----  
MAY 2021 W5-----

MONTHLY LOG

MOST RECENT

MAY 2021-----  
JUNE 2021-----

FUTURE LOG

MOST RECENT

Jan-Jun 2021-----  
Jul-Dec 2021-----

Daily Log:

APP NAME

◀ | TITLE | ▶

April 2021

29

Calibri (Body)

11

LOGS PERSONALIZATION KEY

DAILY WEEKLY MONTHLY FUTURE

☐ INCOMPLETE

☒ COMPLETE

☐ EVENT

☐ IMPORTANT

☒ PRIORITY

☐ INSPIRATIONAL

APR 29

APR 30

Weekly Log:

APP NAME

◀ | TITLE | ▶

April 2021

S M T W T F S

28 29 30 31 1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

2 3 4 5 6 7 8

Calibri (Body)

11

B I U ↵ ↶ ↷ ↸ ↹

↵ ↶ ↷ ↸ ↹

LOGS PERSONALIZATION KEY

DAILY WEEKLY MONTHLY FUTURE

☐ INCOMPLETE

☒ COMPLETE

☐ EVENT

☐ IMPORTANT

☒ PRIORITY

☐ INSPIRATIONAL

WEEK OF MAY 3 - MAY 9	
MON	THU
	FRI
TUE	
	SAT
WED	
	SUN

Monthly Log:

APP NAME

◀ | TITLE | ▶

April 2021

S M T W T F S

28 29 30 31 1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

2 3 4 5 6 7 8

Calibri (Body)

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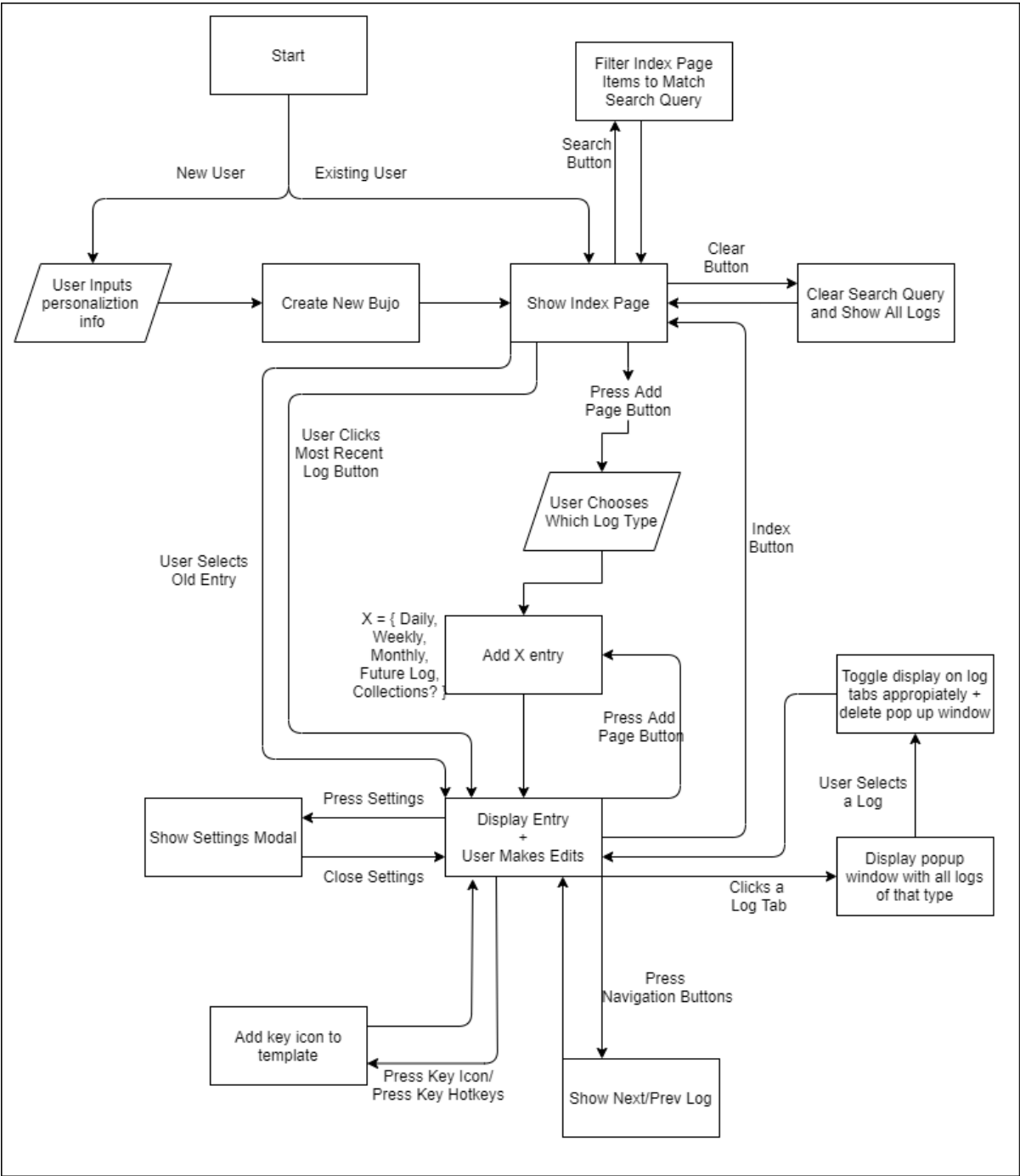
☒ PRIORITY

☐ INSPIRATIONAL

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

[illegible]

System Diagram



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## 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
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## No-Gos (this sprint)

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