CS 3337 Product Proposal

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Project Proposal Name: Journaling App 📒

Situation (Keyvan):
Nowadays, a constant decline in mental health, especially after the pandemic (COVID-19), has led many individuals to start journaling as an attempt to prioritize their mental health and mindfulness. An individual's mental health is their asset and it is important for them to keep track of their mental health to visualize their progress in their mindfulness journey.

Target Consumer (Keyvan):
This is for individuals who need assistance keeping a digital journal or diary for their mental health and also strive for mindfulness.

Target Objective(s) (Keyvan):
To make journaling easy and accessible for consumers to drop down any thoughts that they have spanning from mental health to physical health (exercise and eating/diet habits) to general notes. On top of this, we'd like to include a meditation category to help users conduct further mindfulness in their daily lives.

Option 1 [Journal and Mindfulness mobile] (Dempsey):
To build a mobile app (that could also be used on tablets) that enables individuals to drop their thoughts into the journal by either typing via the keyboard or writing with a digital pen that is adaptive to the device. The consumers will be able to add their thoughts and notes corresponding to their desired category/ies. The meditation tab/category within the application will have a timer and audio embedded to help consumers with the process. Celebratory animation streak will be displayed as motivation after the consumer has accomplished 2 days (or more) of sessions. The application should be able to autosave and encrypt the journaling data added and enable after edits (upon the user's desire). It should also allow customizable alerts that appear as push notifications to remind the user of important tasks and/or motivational words at a certain date and time.

Pros & Cons (Dempsey)
- **Pros:**
    - Achieves the target of making it accessible for the consumers (see target criteria).
    - Free to choose whether they type or handwrite their entry.
    - Customizability makes the app feel more personally tailored to the user, positively impacting their comfort and mood while interacting with it.
- **Cons:**
    - Needs either a smartphone or a tablet; would not work on a computer.

- ○ If the device is lost or broken, everything could be lost.

Option 2: [Journal and Mindfulness website] (<mark>Will</mark>):
Like our vision with option 1, we want to build a website that helps consumers journal their thoughts and document any necessary information they would like to keep track of (such as habits, diets, and goals). Upon entering the webpage, consumers will be able to create a personal account to create their own journal, sign-in, and password interface required. When entering or creating a new journal, motivational quotes, up-to-date calendars, and meditation tabs can be embedded. Any additional desired categories can be added via additional tabs (personalization/customization). Consumers will have different journaling purposes preset pages to choose from (via the additional tabs).

Pros & Cons (<mark>Will</mark>)
- **Pros:**
  - ○ Data is locked to accounts. If the device is broken, the data will still remain.
  - ○ Easier to share a link to a journal entry or to share the website with the journal app (for new consumers).
- **Cons:**
  - ○ No mobile notification/reminder (Email reminders might be an exception)

Proposal [Which option, why?] (<mark>Will</mark>):
The mobile app (option 1) allows users easier access to write down their thoughts instead of the website. It would also give the unique feature of using a digital pen, which the websites couldn't use or have a hard time using.

Product Name (<mark>Will</mark>):
ExpressToday

Platform (<mark>Will</mark>):
Mobile/Tablet or Website/Desktop Application

Database Content [what data will be stored] (<mark>Will</mark>):
A keyword consisting of a wide range of emotions and adjectives. As users enter their journal entries, the application will scan them for any of these keywords. The application can then show/display information (positive quotes or recommend mindfulness videos) based on the keywords users enter frequently.

System Integrations: [what external systems, what data to send/get] (<mark>Will</mark>):
Authentication systems for user accounts and authorization. Natural Language Processing (NLP) services to analyze the emotions and topics of the journal entries. Notification Services to send users updates based on trends in their entries.

Project Proposal Name: Weight/Diet App 🍎

Situation (<mark>Hayk</mark>):
In a fast-paced world, where maintaining a healthy lifestyle can be challenging, prioritizing one's well-being and health is super important. With the aid of improving technology, one can seamlessly manage their health and enhance their overall quality of life.

Target Consumer (<mark>Hayk</mark>):
Customers who want to maintain a healthy lifestyle or people in the fitness industry want to have certain diets.

Target Objective (<mark>Hayk</mark>):
Help users reach a healthy BMI level, track most types of food, and display graphs of their calorie intake or weight loss journey.

Option 1 [Nutrition Mobile App] (<mark>Miguel</mark>):
Build a mobile app that helps the user maintain their nutrition goals. The user will be asked if their goal is maintaining, losing, or gaining weight. Depending on the user's choice, the app will help the user reach their daily calorie intake. Furthermore, this mobile app will allow the user to track the exercises they've done.

Pros & Cons (<mark>Miguel</mark>)
- **Pros:**
    - The app will track calories for the user in order for them to reach their daily calorie goal.
    - We can store the user's food locally or on an online database versus a website that needs access to the internet to function.
    - Create simple graphs of their weight loss journey along with per day calorie intake.
- **Cons:**
    - The user needs a smartphone or some electronic smart device.
    - User must remember to create the habit of pulling their phone to track their calories.

Option 2 [Nutrition Website] (<mark>Hayk</mark>):
Build a user-friendly website that allows users to track their health goals with more accessible tools to visualize and filter nutrition facts. Can be used with any device with an internet connection and can be easily sharable via link sharing. The website will also allow for tracking exercises.

Pros & Cons (<mark>Tony</mark>)
- **Pros**
  - Just like the mobile application, we'll be able to track the user's input of food & daily calories.
  - It will be easier to create comprehensive graphs and analyses.
    - Allows to share comprehensive data in the form of documents with others.
  - Can contain a different section to suggest a wide array of foods depending on the user's specifications for the amount of carbs, protein, and fat they need.
  - The data would be easier to navigate versus a phone screen.
- **Cons**
  - Users might be less encouraged to go to the browser and the website to track their nutrition than going to an already installed application.
  - Users have to remember to go to the website to track their food

Proposal [which option, why] (<mark>Jian</mark>):
The mobile application (option 1) gives an overall better user experience due to ease of accessibility, which further incentivizes the user to be diligent in their nutrition tracking as opposed to going to a website that is reliant on going to a website, logging in, and finally logging their calorie data.

Product Name (<mark>Jian</mark>):
OnMyPlate

Platform (<mark>Jian</mark>):
Mobile Application

Database Content [what data will be stored] (<mark>Jian</mark>):
Records of common food's non-determinant calorie values, weight, height, calculated BMI value, unique user id, calorie intake, and calorie expenditure (via exercise/activities).

System Integrations [what external systems, what data to send/get] (<mark>Jian</mark>):
User authentication, emails, or mobile push notifications.