Software Conceptualization

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App idea:
A journal web-app with game components

Elevator pitch:
Journalee is a journal app with a gaming element that rewards you for journaling on a regular basis. We can add a social network element later.

Document assumptions:
1. People find it difficult to journal on a consistent basis/ build a habit.
2. People like getting achievements and being rewarded.
3. If you can easily journal on your phone and get rewarded, people will journal more.

Problem statement:
Identify the needs and motivations of people who would like to journal more.

Survey design:
Google Forms

Analysis & Results
3 key findings
1. Most people want to journal more often but have time commitments or are not used to journaling yet.

2. 83% of users would like to pay between $0-5 for premium features
3. It seems that the biggest reason for people to want to journal more is to keep a memory and/or preserving history of their thoughts better.

Surprising findings
We found it surprising that most people want to journal more often but just have not gotten used to it yet.

Address your problem statement:
It seems that we were able to address the problem statement and find that most people wanted to journal more often but have not been given the proper incentives to do so.