


# Project Pitch: Website-Linked Developer Journal Tool

## Persona problem scenario 1:

NEWBIE MARK



AGE

23

SEX

Male

LANGUAGE

English

EDUCATION

UCSD, Bachelors

OCCUPATION

Software Engineer

MARITAL STATUS

Dating

Biography

Mark is a recent graduate from UC San Diego with a Bachelors in Computer Engineering. His hometown is San Diego, CA however he just moved to Seattle, WA to start his new job at Amazon as a software engineer.

He is currently in a long distance dating relationship with someone back in San Diego where it started 3 months ago. Mark also loves to take on tech projects to learn and enhance his skills.

Personality

Creative

Methodical

Sentimental

Thoughtful

Extroverted

Introverted

Needs

Being a fresh graduate right into the industry he sees the contrast between the academic curriculum and industry approach. At his job he is exposed to a multitude of new people and skills. Having a software tool will help in keeping industry level technology updates, track progress and help in collab better with other professionals.

Goals

- He wants to learn new technologies and become a competitive software engineer in the coming years.
- Help network with new people in Seattle.
- Maintain his long distance relationship.

Talents & Hobbies

Lawn tennis  
Cooking  
Reading spiritual books  
Binging Netflix

Objectives

Mark aims to make new friends at work and his new city. He aims to learn new technologies to be more effective at work. He wants to continue his talents and hobbies despite his busy schedule.

Frustrations

Starting a new job in a new city has been overwhelming. There's a lot of new skills to learn at work and there's a lot of people to meet. However he is an introvert and finds it hard to make friends.

Tech Exposure

Low

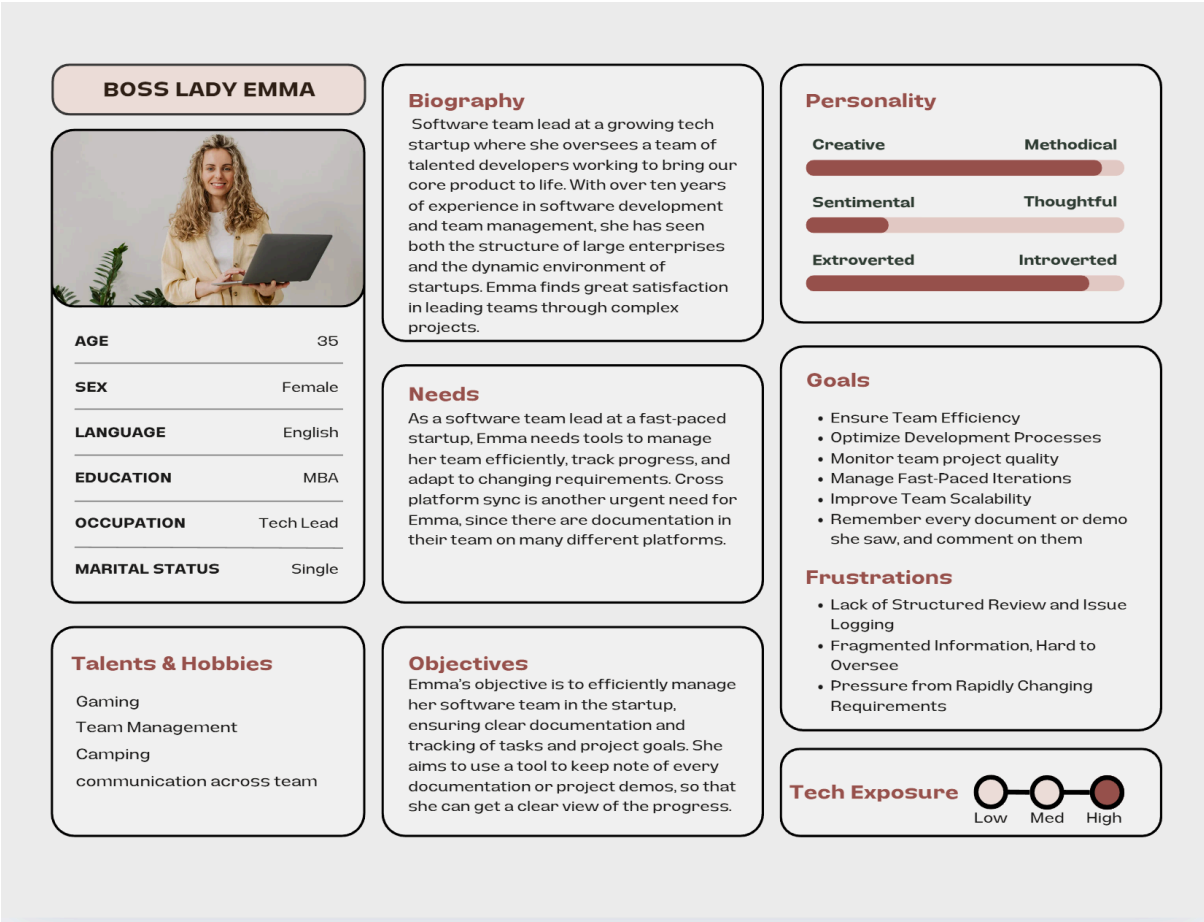
Med

High

Newbie Mark , a recent graduate from UC San Diego with a degree in Computer Engineering, has just moved to Seattle to start his career as a software engineer at Amazon. Adjusting to a new city and work environment has been challenging for Mark, especially as he's striving to stay current with the industry and manage the continuous learning curve at his job. Every day, Mark finds himself exploring technical articles, documentation, and online resources to improve his skills and knowledge.

As he was on duty, Mark often felt overwhelmed trying to keep track of everything he's learning. He frequently takes notes from online sources, but organizing them becomes tedious. Sometimes, he even loses track of valuable resources and has to hunt down the original webpage, interrupting his flow. Mark needs a streamlined solution that will allow him to take organized, accessible notes directly alongside the online resources he references—without the chaos of multiple tabs or scattered files.

Persona problem scenario 2:



Boss Lady Emma is a 35-year-old tech lead at a fast-growing startup, where she manages a team of talented but relatively inexperienced developers working to build the company's core product. With over a decade of experience in software development and team management, Emma has navigated both the stability of large enterprises and the rapidly shifting demands of startup life. However, leading a team in this dynamic environment presents new challenges: Emma finds herself constantly adapting to fast-paced changes and high expectations.

Her primary struggle is keeping her team on track amidst frequent project updates and evolving requirements. In this high-stakes setting, efficient communication and real-time issue tracking are crucial, but the tools her team currently uses feel fragmented and lack the structured oversight she needs. Emma often finds that crucial information is buried in disparate platforms, making it hard to get a clear, big-picture view of team progress. This lack of cohesion leads to inefficiencies and missed details, ultimately slowing down her team's ability to deliver high-quality work.

With a goal to foster a collaborative and agile team culture, Emma envisions a tool that can streamline communication, track real-time progress, and centralize documentation—providing her with the clarity she needs to lead effectively and ensure her team meets project goals.

## **Appetite:**

Given that Mark is new to the job and balancing a full workload, and Emma is busy at managing the new team in a fast paced environment, they and others in similar situations need a straightforward tool with minimal setup. With just four weeks to complete this project, we have set realistic expectations to focus on delivering a functional MVP. This timeframe limits the scope, so we aim to concentrate on the core features that add the most value to users: the website-note pairing interface. Our objective is to develop a lightweight, streamlined tool that enables students to link a URL to each journal entry and view them side-by-side in a single interface.

Given the constraints, we're not trying to create a full-fledged, feature-rich app. Instead, we're focused on solving this specific problem in an efficient and innovative way. By establishing a clear appetite, we avoid getting bogged down in adding "nice-to-have" features that would stretch the timeline and reduce focus. The emphasis on simplicity and functionality allows us to deliver a usable tool by the end of the four weeks, setting the foundation for potential future expansions.

## **Solution:**

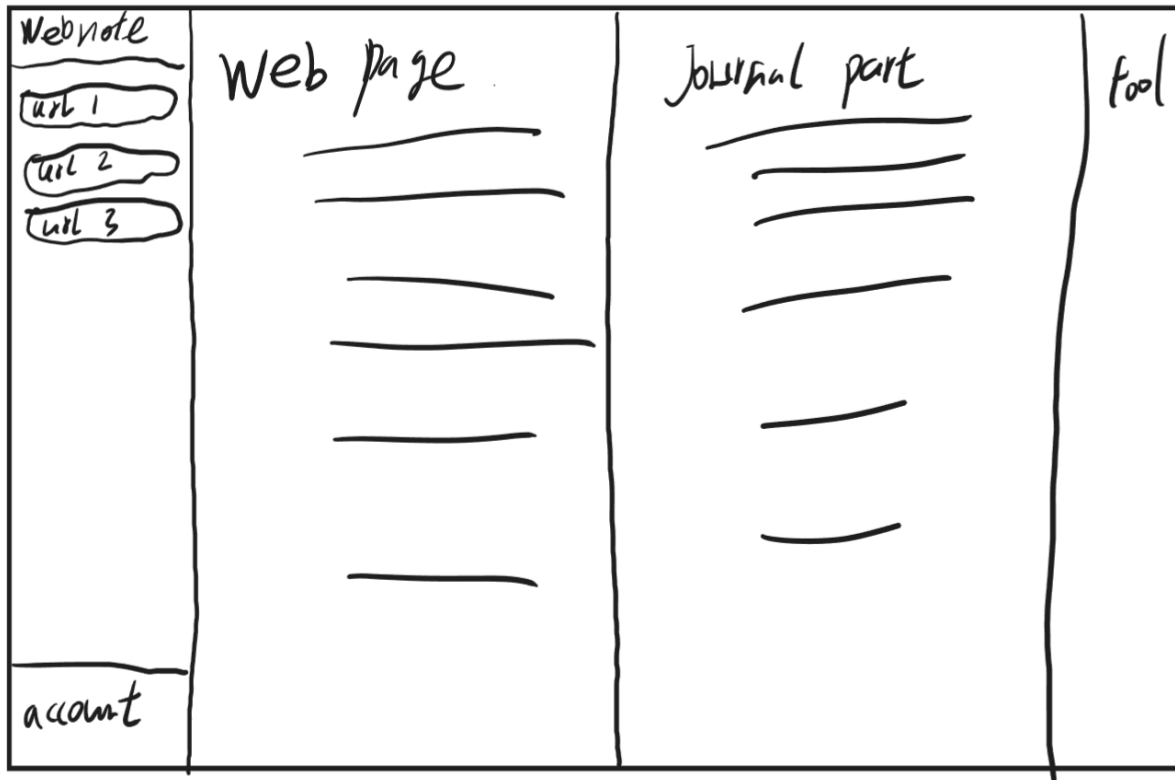
Our solution is a developer journal tool that allows users to create a journal entry with a linked website URL. When a new journal entry is created, the user must pair it with a specific web resource—perhaps an article, a reference manual, or any other web page. This entry then opens in a split-screen layout: the left side displays the website, while the right side hosts the journal editor. This setup provides an uninterrupted view of the website while enabling students to take notes, record observations, and jot down ideas without having to switch between multiple windows or apps.

The unique split-screen interface allows students to seamlessly engage with their resources and write down notes in real time, saving them time and reducing cognitive load. They can interact directly with the content on the left, scrolling and navigating as needed, while keeping their notes organized on the right. This design makes it effortless to refer back to the source when revising or expanding notes. It's particularly valuable when students need to analyze complex material where context matters, ensuring they can easily trace each note back to its source.

Moreover, this paired interface supports opening multiple "note-website" pairs simultaneously. Students can open several pairs in a tabbed format, each containing a unique website and corresponding journal entry, allowing them to review multiple sources in one session without the need for numerous open tabs or applications. This feature simplifies the learning process by consolidating resources, making it ideal for students tackling broad, multi-faceted projects.

To illustrate: *On the left side of the screen:* A "Website Viewer" that renders the web page specified by the user. This section mirrors a basic browser experience,

enabling users to scroll, click, and read without leaving the app. *On the right side of the screen:* A "Journal Editor" where users can type and format notes in real-time, enhancing their engagement with the resource. The notes are stored alongside the link, making it easy to revisit and build upon previous entries.

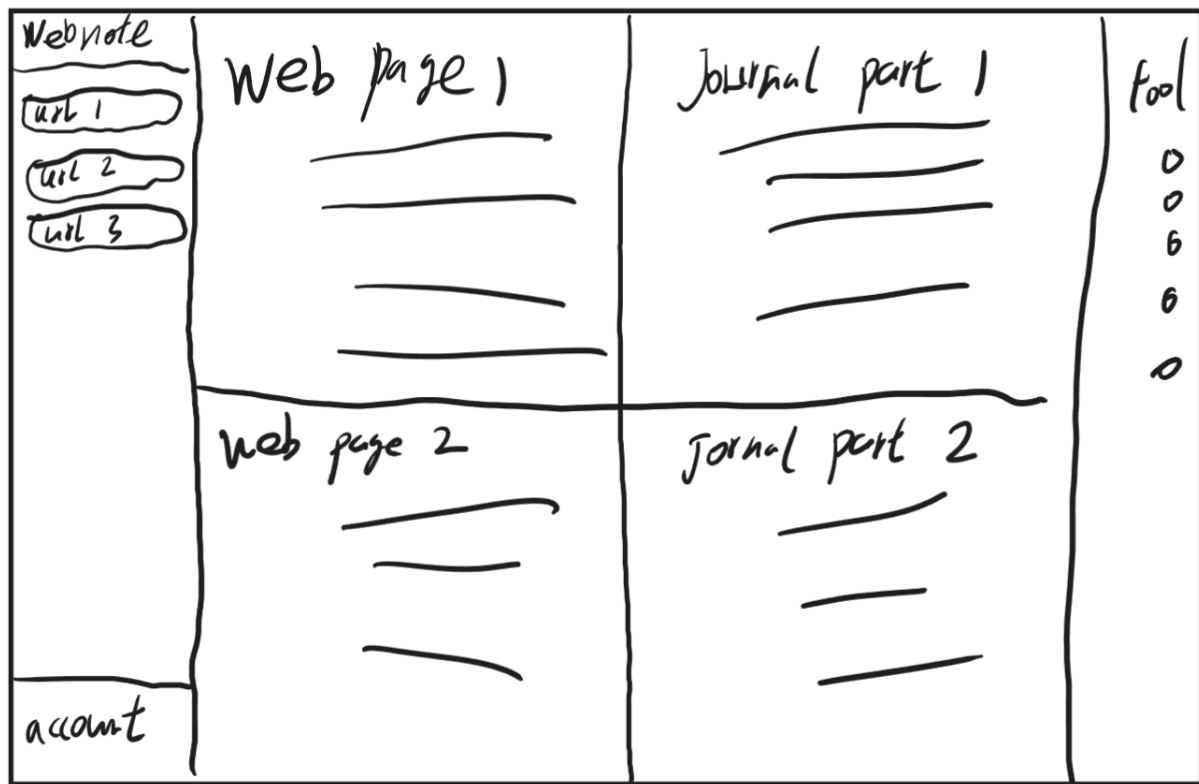


Vanilla look of the UI

#### Additional Potential Features (Not for MVP):

1. **Track Reading Progress:** This feature would record the user's progress on each website, marking where they left off or recording the parts they have already read. When revisiting the journal, users can pick up from where they stopped, helping them keep track of their research.
2. **Save Highlights or Annotations:** In the future, we could add the ability to highlight or annotate text on the webpage side, which would then link directly to sections of the journal notes. This feature would be invaluable for students who need to pull specific quotes or passages.
3. **Multi-Pair Mode:** Allow users to open and organize several pairs of websites and journal entries within the app. For students working on comparative research or a synthesis of multiple sources, this mode would enable them to keep all resources in one place, accessible without tab-switching.

4. **One Journal Multi Website:** Let user created a journal base on multiple website. This will be useful when one single website does not contain enough information or not worth creating a whole journal.



UI with multiple pairs enabled and shown.

### Rabbit Holes:

One potential rabbit hole is ensuring compatibility with dynamic web elements. For example, if the tool encounters a website with complex JavaScript or multimedia content, it may struggle to render it accurately in the "Website Viewer." For this reason, the initial version of the tool will focus on rendering static text content reliably. Future iterations could explore broader compatibility, but we'll limit our scope in the MVP to avoid these complexities.

Another area to watch is the potential for increased memory usage with multi-pair mode. Opening multiple website-note pairs could require significant memory, so we'll set a practical limit in this version to avoid performance issues, while keeping an eye on optimization strategies.

Problems may also happen when the website is updated/moved/restructured, it will not be a issue if we do not have other feature, but if we have for example tracking progress of reading, it may cause a hazard, the tracking will be lost. To solve this we might need to store the snapshot of the website when we created the journal, and let user decide to refresh the page or not.

Current alternative solutions to our product is having dual monitors or using split screens. However we believe that there can just be too much to keep track of and we think our website linker tool would be much more convenient.

**No Gos:**

Given the four-week timeline, certain advanced features are out of scope for this project. We won't be implementing real-time collaboration, which would require complex server-side logic and synchronization. Additionally, cloud storage and cross-device syncing are excluded from this MVP, as they would add layers of development complexity. This first version will be focused on local storage and single-user interaction, ensuring a stable and efficient experience within our timeframe.

**Conclusion:**

This website-linked developer journal tool aims to solve a specific but widespread problem for students. By allowing them to keep their source material and notes together in one interface, we're making it easier to stay organized, access resources, and retain context. This tool will enable students to efficiently manage complex projects, freeing them from the hassle of switching between tabs or losing track of information. While this MVP will focus on the core functionality, it opens the door for future enhancements that could make it an essential tool for students, researchers, and knowledge workers alike.