

Bujo Pitch

By: Engineers for Flat Earthers

Statement of Purpose: We aim to create a CRUD BuJo application that prioritizes organization with a minimalistic canvas,, while inspiring individuals to become more intentional about their lives by promoting reflection and summary.

Problem

Target Audience & Their Problems

Target Audience: College Students/Early Twenties

Problem 1: Organization

- Schedule
- Deadlines
- Productivity
- Accountability

Problem 2: Intentionality

- Motivation
- Reflection
- Mood/Emotion
- Discipline

User Personas



- 20 years old, lives by the motto "Work hard, play hard."
- Bioinformatics major, upcoming Junior
- Loves grilled chicken salad and gyms twice a week.
- Currently interning at Nuvasive.
- Aims to work at Illumina.

Kevin Mong

User Persona

1

Daily activities:

- Listen to podcasts
- Classes, homework, study, intern work
- Prepare for job interviews
- Surf Youtube for cooking videos

Wants & Needs:

- Want: record his ideas for healthy recipes
- Want: talk to someone during pandemic
- Need: go to professors' office hours to build connection
- Need: a way to improve time management skills

Frustrations:

- Doesn't have time to branch out of his ordinary life
- Has doubts about his major/career
- Doesn't have a person to talk to with all the thoughts in his mind

Favorite brands:





- 22 years old
- Biochemistry Major
- Student of UCSD
- Living on campus with two other roommates
- Performance in school was average
- Loves TV series

User Persona
2

Lisa Taylor

Daily activities:

- Watch series on Netflix
- Go to the gym
- Work on school assignments

Wants & Needs:

- Want: A better time management
- Want: To be more self-disciplined
- Need: Some motivation for improving academic performance
- Need: A better workout plan

Frustrations:

- She herself is not disciplined enough that she sometimes skips the gym day and she has no control over her diet
- She sometimes misses assignments deadlines because she spends too much time on Netflix
- She is easy to be distracted by her roommates
- She felt that what she had learned at school was not enough to get her a job

Favorite brands:



Solutions

Solution to Problem #1: Organization

- Keep track of daily tasks
 - Section to input tasks, events for the day, and miscellaneous notes
 - Text area for user to make daily reflections
 - Migration feature for tasks
 - Checklist feature to keep track of which tasks have been fully completed or partially completed
- Reminders
 - Alert users when a deadline is approaching
- Customize logs
 - Keep track of Personal goals
 - Self-define sections or goals
 - Define title, colors for the logs.
- Calendar:
 - Keep track of the tasks, events, goals, reminders for that day
- Monthly logs:
 - Keep track of monthly tasks, events and goals.
 - Free form text area for item elaboration
- Weekly Summary:
 - Tracks number of tasks done for that week
 - Tracks moods throughout the week

Solution to Problem #2: Intentionality

- Motivate the user
 - Display progress made towards personal goals over time
 - One inspirational quote per day
 - Virtually reward users who consistently meet their daily/weekly/monthly goals
 - Allow users to set milestones for their goals
 - Differentiate between short-term goals and long-term goals
 - Section to write goals for the day for each daily entry
 - Recap at the end of the day for which goals have been met
- Lower stress levels of the user
 - Track the user's daily mood and give a weekly report based on their emotions throughout the week
 - Remind something if they missed it
- Allow users to reflect on themselves
 - Daily reflections
 - Weekly summary of daily reflections, tasks completed / in progress, and mood level throughout the week

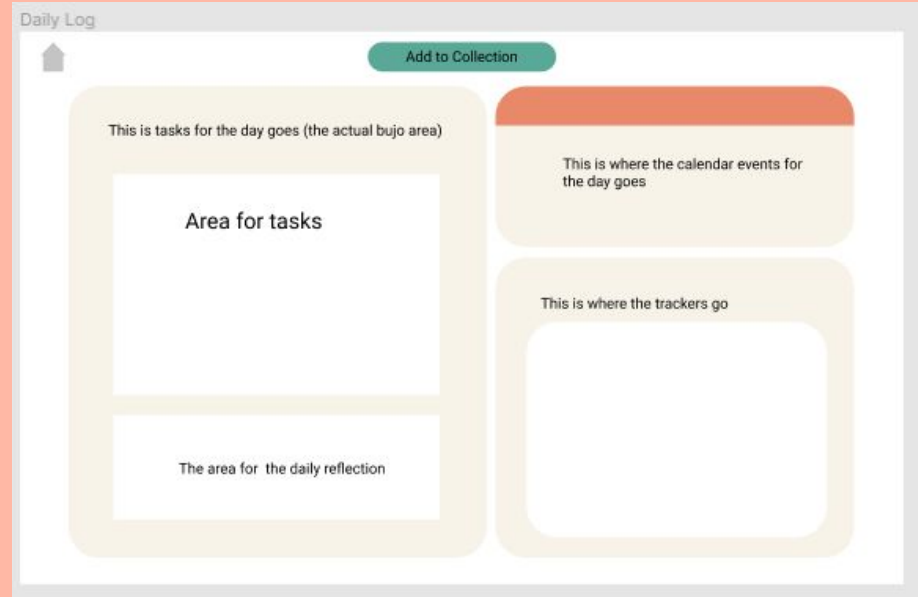
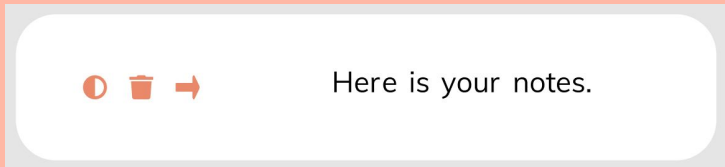
Wire Frame Solution



Home Page



Daily Log



Monthly Log



Future Log

CLICK
Goes to monthly log

← 2021 →

January February March April

May June July August

September October November December

This is where you would enter a new task

Month you want to add the task to

Name of Task

notes about task

Monthly Log

← 2021 →

April

Goals:

May

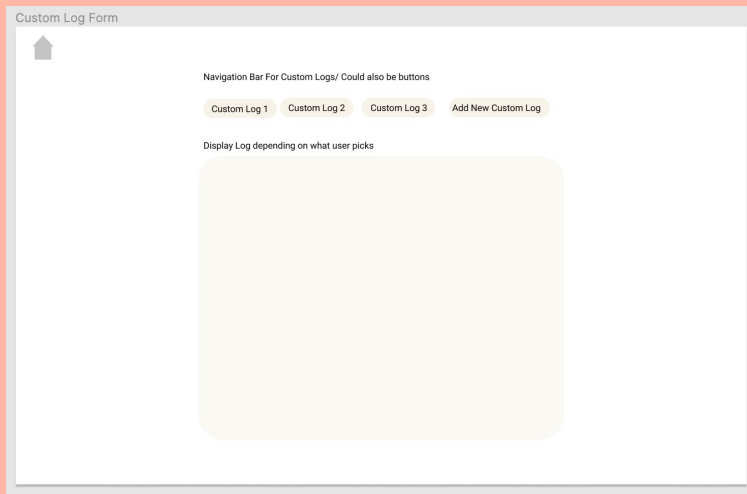
Goals:

June

Goals:

Future Log



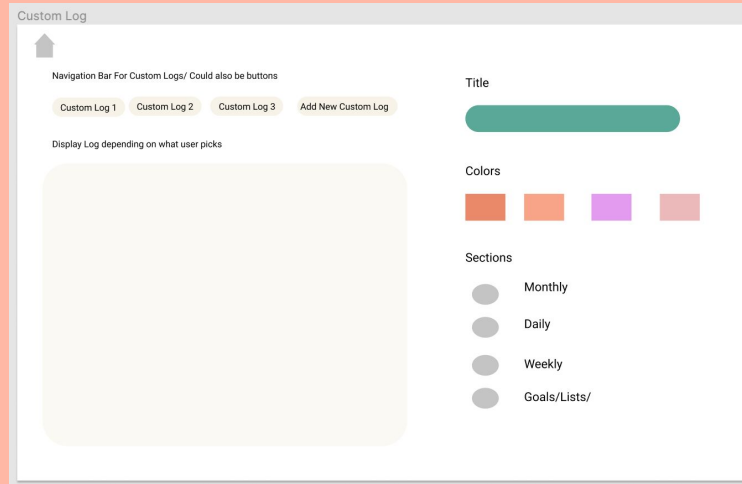


Custom Log

Custom Log
(second screen,
additional feature)



Weekly Review
(additional
feature)



Appetite

Tentative Timeline

Schedule
15

Week 6

Week 7

Week 8

Week 9

Week 10

Finals

SPRINT 1?

Finalize Design
and Roles

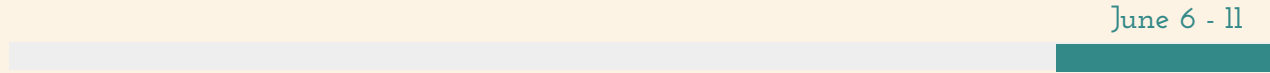
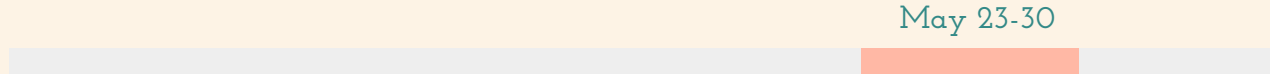
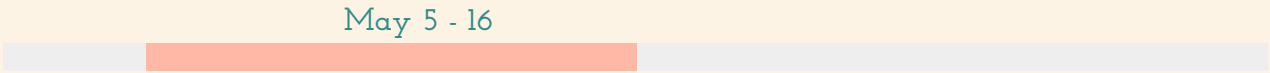
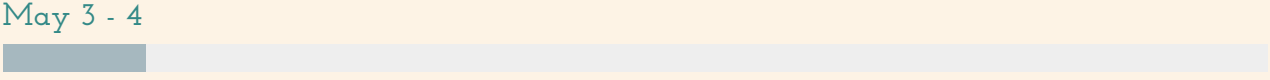
Finish Core
Features

SPRINT 2?

Testing

Additional features +
Testing (if time)

PRESENTATION
PREP



May 3 - 4

May 5 - 16

May 16 - 30

May 23-30

June 6 - 11

Constraints to Solution

- Our time constraint plays a big part on what features we are able to add to our BuJo. We want to make sure we have enough time to implement our core features and get every necessary component of our BuJo thoroughly tested
- Some of the features we may not be able to add to our BuJo due to our time constraints are:
 - Adding a weekly summary - our weekly summary will produce an automatic report of all the tasks the user completed for that week
 - Calendar - our calendar will provide an overview of each day of the month. If the user selects a day it will show all the tasks and reminders they have scheduled for that day
 - Audio/Video/Images - our users will ideally be able to include any form of audio or video recordings to their logs or upload images they have taken
 - Audio texting - our user will be able to speak into the microphone of their device and our app will record the words as texts on the log

Rabbit Holes & No-Gos

Rabbit Holes

- Web Dev Inexperience - some of features might be more difficult to implement (technical debt)
 - What are features we must prioritize → core features vs additional features
 - What features can we get done in 1-2 week time frame
- Accessibility?
 - Core features = time consuming
 - Still need to incorporate some sort of accessibility features (ex: light/dark mode)
 - Cannot go to far with these features given time constraints
- Design
 - May not completely reflect wireframe due to lack of CSS experience/skill
 - Might have to settle for less design

Core Features vs Add-Ons

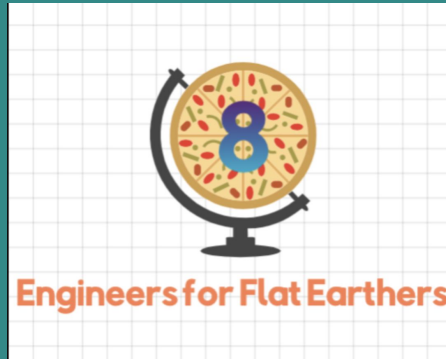
Core Features (essentially)

- Creating daily logs
 - Way to create items (notes, tasks, events)
 - Edit feature
 - Dates
- Creating monthly log
 - Calendar
 - Checklist of tasks
 - Edit feature
- Creating custom log
 - Title
 - Way to create items (notes, tasks, events)
 - Way to navigate between different custom logs
 - Edit feature
- Creating future log
 - Display months
 - Way to create items (notes, tasks, events)
 - Edit feature

- Index
 - Home screen
 - Link to other pages/collections
- Migration
 - Storing data of logs → look through past logs
 - Button/ways to edit tasks so they can move to other logs (default: move to next week)

Additional Features (No-Gos if out of time)

- Daily recap - self reflection
- Set custom dates for moving tasks
- Weekly summary - automation
- Custom Log Form
- Audio/Image/Video uploads
- Trackers/Custom trackers



Thank You!

Love from Engineers for Flat
Earthers