Persona (Who is it for?): Zach is a 20 year-old UCSD undergraduate student who is the founder and leader of three major clubs! He's also a Computer Science major with a minor in Psychology. Naturally, he has a lot on his plate and he needs some serious help if he wants to make it through school. If only he could have some planning software that would do the job better than Google Calendar or iOS reminders! Sigh. He wishes he could somehow keep his different schedules organized separately but in the same centralized software notebook so he could flip between looking at his academics schedule and the schedules for each of his three clubs.

Features (What does the user expect from the system?): The user expects to be able to use the BuJo to plan out and record most of their responsibilities, tasks, and things they definitely don't want to forget. Also, it is imperative that the user can freely write out whatever events/tasks/notes/journal entries/plans fit into their daily/weekly/monthly schedule, with as little limitations as possible. The user should be able to easily get by with the default items included in the BuJo (tasks, notes, journal entries, events), but could also easily create more items. Items are usually assigned to a date on a calendar, but they could also be assigned to a position on an undated worklist (or backlog). The user especially needs to be able to reorganize priorities and to migrate tasks onto different worklists or calendars. The user wants to be able to access the BuJo from either their smartphone, tablet, laptop, or desktop, be it at work, on the train, or sitting on the couch at home.

Benefits (Why is it important/useful?): Zach (the user) needs the BuJo to provide him a number of useful benefits. He wants to be able to manage each of his three clubs easily and to also succeed academically in his Computer Science major and his Psychology minor. He wants to avoid the stress of managing all his responsibilities haphazardly across many different online platforms, smartphone apps, random notebooks, and random sticky notes.