

User 1: Chelsea Chan**Age: 21****Point of Interest: Undergraduate student**

Profile: Extremely organized, extremely industrious, and an extremely hard-working pre-med human bio major, Ms. Chan is near unstoppable as a student. Near being the operative word. Unfortunately for her, she was born to have monthly cramps. Even worse for her specifically, these cramps tend to get so bad that she can't be as productive as she would like to be. To circumvent this, she's learned to predict when she's likely to have cramps and organize her schedule around them. She uses a physical bullet journal to keep track of this information with an elaborate graph tracking the different stages of her period each month as well as marking the specific days on her bujo's calendar where she's less able to make appointments and get things done.



Motivations <ul style="list-style-type: none">• Busy Schedule: Between being pre-med and running a sorority, she needs to stay organized.• Tracker: She tracks information like her period and other health information. She can't afford to mess up her health right now.• Bujo expert: She already knows bullet journaling is a good way to keep her organized.• Young: She's young enough to be more receptive to electronic solutions and to be constantly carrying around a laptop.• Hobbyist: The process of bullet-journaling is pretty soothing for her.	Frustrations <ul style="list-style-type: none">• Having to constantly flip through pages of her bullet journal to access her health graph, her calendar to mark which days she's out of commission, and her notes for the day• Forgetting her Bujo. Or her pen. Or worst of all, her straight-edge (badly drawn lines are the bane of her existence)
Goals <ul style="list-style-type: none">• Increase efficiency of her bullet journaling so she spends less time bujo-ing to still be just as organized• Maybe track additional information that would have made a hand-drawn graph too messy	User Story <p>As an industrious young woman I want to consolidate information about my health with my to-do list and class schedule. So that I can spend less time deciding miscellaneous aspects of my schedule</p> <p>Given a young woman that wants to better organize her schedule around her health. When they open the bujo Then show them the data they want to see at a glance paired with a space to plan out a day/week/month</p>

User 2: Hank Green**Age: 37****Point of Interest: Runs a boxing club on the side**

Profile: Hank has a passion for boxing. In fact, he's living his dream of sharing this passion to other people in an amateur club he runs after his day job. He's come a long way in expanding it but with the amount of people he's instructing and sparring with, he's starting to run into several organizational problems. For one, he's having problems organizing his schedule between his day job and club responsibilities. For another, he's starting to forget important details like which person had which training regimen, which person had which mistake in their technique, and which person was missing their club payment to name a few. He's heard about bullet journaling but he doesn't want to just keep track of notes on each of his clients. He also wants a way to continuously track their progress. Looking at a physical bullet journal, he realized this was going to take way more effort than it was worth to draw everything out and handwrite all notes.

**Motivations**

- Tracker: He needs to track data for each of his club members so he can do his job better of running his boxing club
- Journaler: He wants to keep tabs on members' mistakes that he needs to remind them of or conditions/injuries that he needs to account for. He also wants to keep track of what group workout he has planned for a specific day and compare it to other days such that there's no consecutive repeats.
- Tight schedule: Now that his club has expanded in membership, he's having trouble managing club responsibilities with his day job

Frustrations

- Giving a member the wrong advice because he confused them for someone else
- Having to show up to training late or without proper preparation (eating/warming up) because he didn't organize his schedule well enough.
- Forgetting what group workout he had planned for a specific day
- Not having the time to consistently keep track of his own fitness

Goals

- Organize his schedule
- Have information about his members ready on the fly with data about their regimen, sparring data, and advice that would help them most
- Track his own fitness data
- Do all of the above without the massive up-front time cost of drawing out graphs to track data and writing client profiles by hand

User Story

As an amateur boxing club owner
I want to better organize both my own and my members' data to better manage my club
So that I can improve the club and help everyone with their boxing more efficiently

Given an amateur boxing club owner that wants to better manage his club
When they open the bujo
Then give them easy-to-use tools to manage, categorize, and organize not just their own

	lives but the lives of others and the welfare of their passions.
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