POWELLMON

INTRODUCTION

Developed by designer Ryder Caroll, bullet journaling is a method of personal organization that allows a person to keep track of a daily to-do list, keep a monthly calendar, record goals, and write down notes in a single notebook. When our group first approached the idea of a bullet journal, we considered several questions, such as:

- Who would use a bullet journal?
- What would they use it for?
- Why would they need to use it?
- What improvements could we make to the traditional bullet journal?

To answer these questions, we first thought of people like us, college students who would need a way to balance aspects of their life such as courseload, extracurricular activities, and part-time jobs. We also realized that older adults also have many responsibilities that they might need a bullet journal for. To map out the needs of these potential users, we created several user personas:

USER PERSONAS

USER PERSONA #1:

Summer McGuckin

BackGround

Summer is a busy sophomore college student as she is involved accross campus in multiple organizations. As such, she likes to keep everything organized so she doesn't fall behind. She's been into bullet journaling since high-school and recently switched to digital bullet journaling on her ipad for a more eco-friendly approach. After using this digitial style for two years, she is looking for a nice website version that requires less work on her end.

Trendy	Fun	Simple

Age 20
Status Business Student
Location San Diego, CA

Motivations

- Eco-friendly
- Accessible
- Sleek
- Customizable
- Easy set-up
- Task tracker

Aim

Summer wants a more established way of streamlining her plans, tasks, notes and to-do lists online in a way that can be easily accessed accross her different devices.

Frustrations

- It is very time consuming to manually set-up the spreads for her bullet journal
- There is no way to easily access certain things she needs and ends up having to flip through her bullet journal
- No singular application to keep track of everyday tasks so she ends up using multiple apps in addition to her bullet journal

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	Frustrations
• 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.	• 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	**User Story**
• 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	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 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

USER PERSONA #3:

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.

USER PERSONA #4:

Martha

Age: 38

Occupation: Stay-at-home mom

Profile: Martha is a stay-at-home mom who takes care of her children during the day while her husband is away at work. She has three children, a middle schooler named Andy who loves to play basketball, a 5th grader named Isabelle who's interested in soccer, and a toddler named Brian who's just learning how to walk. Martha handles taking the kids to and from school, to after school activities, any doctors/dental appointments, and their weekend sports games. She also plans the family's meals and finances. On top of taking care of her children, Martha also works part-time as a virtual assistant. With her life as hectic as it is, Martha's taken up bullet journaling to keep herself organized. She's started journaling in a notebook, but she's having trouble keeping track of all her information like her kids' locations for their after school activities/sports games, her grocery lists/budgets, and information about her work clients. She has resorted to using several other notepads or referring to miscellaneous loose papers around the house. The time it takes to find information often frustrates Martha, and she wonders if there's a better way to keep track of her info in one place.

Motivations	Frustrations
• Needs to keep track of information that she can't store in BuJo • Mother who needs to manage her children's activities/diet since they can't themselves. • Needs to manage client information for her virtual assistant job • Still trying out bullet journaling and seeing if it works for her	• Having to constantly flip through separate notebooks or look for loose papers that have the information she needs
Goals	**User Story**
• Spend less time finding information she needs outside of her bullet journal. • Keep track of all the info she needs in one place	As a... middle-aged adult with lots of responsibilities I want to... keep track of loose information for my tasks/errands So that I can..save time/space looking for this info when I need it Acceptance criteria: Given... a user wants to store information related to a task When... they open the app Then... they should be able to create separate notes pages that they can link to tasks

USER PERSONA #5:

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	Frustrations
• 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	• 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	**User Story**
• 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	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.

After considering the users who might use a bullet journal to organize their daily lives and their various needs, we were able to narrow down and identify aspects of the problem that we wanted to fix.

Problem: A physical bujo has several limitations/inefficiencies that make it somewhat user-unfriendly

We found that many of the users in our personas had frustrations that were tied to the physical nature of a bullet journal, such as:
- Flipping between sections of a physical bujo can get annoying and confusing
- Having only so much space to write on a physical journal before running out of space
- Drawing charts and tables to track continuous data takes time with a pen and paper
- Only so much stylization a few pens can do.

Statement of purpose:
In 6 weeks, we would like to create an electronic bullet journal that strives to get rid of the inefficiencies of a physical one stated above. In addition to the standard CRUD(create, read, update, delete) actions, this electronic bullet journal will have essential information available at a glance, with an easily navigable UI so users can spend less time 'flipping' around. The electron-

ic format also allows for infinite space, so users can write as much as they want in their journal. Users should also be able to easily create charts/tables to track task progress and other important information that would be difficult in a paper format. Finally, to match the personal nature of a physical journal, the bullet journal will have intuitive input and a customizable layout.

We want to approach this problem because we are college students who understand the importance of using the bullet journal technique to organize one's life, and have identified these physical inefficiencies as limitations that could be counterproductive for anyone looking to get into bullet journaling.

Solution: An electronic bujo that strives to get rid of the inefficiencies of a physical one
This bullet journal will have a calendar display for plans and events that can be organized by month/week/day. It will also contain a journal for writing down thoughts and a persistent notes page. Users will be able to access the CRUD functionality from the calendar, journal, and notes, and can also migrate notes across multiple days. These elements will also be displayed on a dashboard for easy use.

Some unique features the bullet journal will have include templates and widgets the user can set up that track things such as weather, food, habits, or anything else the user wants to know at a glance. It will also have a page that summarizes the progress the user has made over the last month. To allow users to save time looking for tasks, users will also be able to assign tags to specific tasks. Finally, the bullet journal may also have ways for the user to personalize their bullet journal, such as styled themes.

The target audience for this bullet journal would be people who already use a physical bujo or people who want to get into bullet journaling. Since this bullet journal would be located online, we would also expect users to be able to handle technology.

System Diagram (also available on repo):
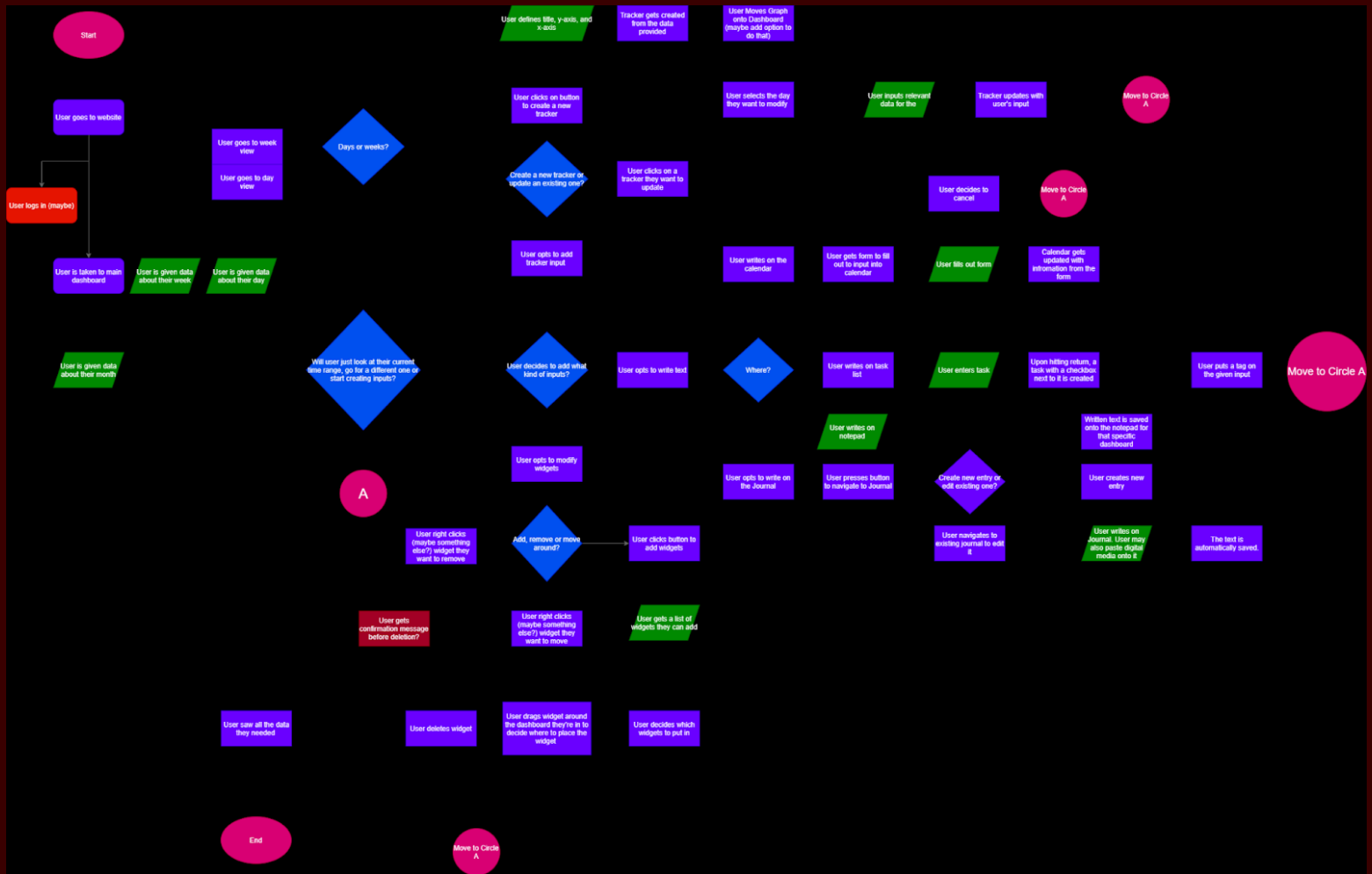
WIREFRAMES

Bujo Studio

Sign-in

Welcome to Bujo Studio!

Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu. Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu

Get Started!

This would be the welcome screen that would have a link to a sign-in window. We have not decided on a default theme but here is a concept if the theme had the word 'welcoming' in mind.

Bujo Studio

Welcome Back!

Email

Password

Forgot password?

Sign-in

Here's an example login page where users can sign into their account to access their bullet journal. However, we may not be able to implement this so the final product may skip past this window.

Dashboard-1

☰ Bujo Studio

⌂ **Dashboard**

▦ **Calendar**

☑ **Tasks**

⊶ **Habit Tracker**

▯ **Journal**

Search 🔍

🔔

Welcome back, Elisa 👤

Calendar ⊕

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Tasks

☐ Walk dog
☐ Write essay
☐ Do laundry
☐ Feed fish
☐ Study for exam
☐ Apply for internship

Weather

London   Today

24°

Habit Tracker

Lorem ipsum ▬▬▬▬▬ 4/8

Lorem ipsum ▬▬▬ 2/8

Lorem ipsum ▬▬▬▬▬▬ 6/8

Journal ✎

Lorem ipsum
4/21/2021

Lorem ipsum
4/21/2021

Lorem ipsum
4/21/2021

Lorem ipsum
4/21/2021

More

⚙ Settings

Calendar Week View

☰
⌂
▦
☑
⊶
▯

Calendar

April 2022   ‹ Today ›

All ⌄   Week ⌄

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SUN	MON	TUE	WED	THU	FRI	SAT
⊙ Completed Event		☑ Completed Task	☐ Task ☐ Task	◯ Event ◯ Event ☐ Task ☐ Task	◯ Event	

Random space to jot down
notes in the weekly view, can
be weekly goals blah blah
blah

"Inspirational quote of the week"

Weekly Tracker ●────

Weekly Tracker ●────

⊕

Upcoming Events

Lorem ipsum   11:30am

Lorem ipsum   2:15pm

Lorem ipsum   5:00pm

Weekly Summary

Tasks completed:
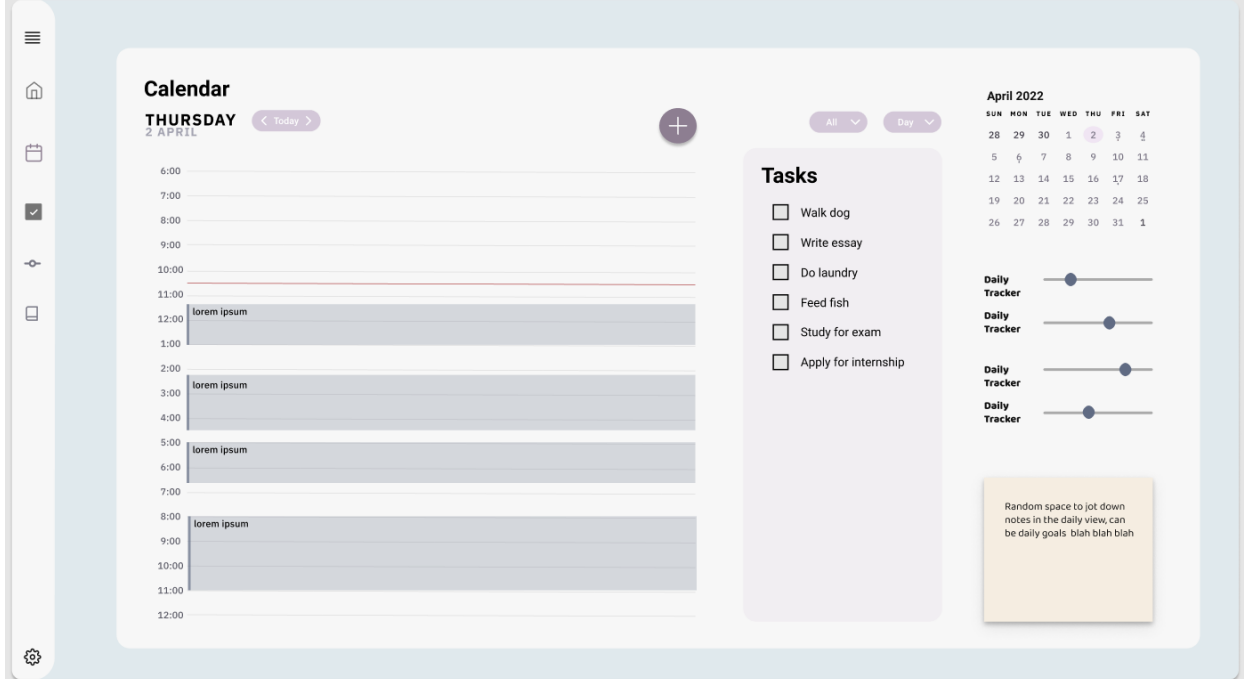
75%

⚙

Calendar Day View

The user has the option to adjust the view from month, week and day and can also choose if they want to view all events or certain tagged ones. The user can also click to view previous or future weeks

Calendar

THURSDAY
2 APRIL

‹ Today ›

All ⌄   Day ⌄

6:00	
7:00	
8:00	
9:00	
10:00	
11:00	
12:00	lorem ipsum
1:00	
2:00	
3:00	lorem ipsum
4:00	
5:00	
6:00	lorem ipsum
7:00	
8:00	lorem ipsum
9:00	
10:00	
11:00	
12:00	

Tasks

- ☐ Walk dog
- ☐ Write essay
- ☐ Do laundry
- ☐ Feed fish
- ☐ Study for exam
- ☐ Apply for internship

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Daily Tracker
Daily Tracker
Daily Tracker
Daily Tracker

Random space to jot down notes in the daily view, can be daily goals blah blah blah

This would be a daily view of the bujo. A phycial bujo typically just has the month and week views but this allows the user a more detailed view of their day.
You would have access to all your notes set for each day so you can see what you have coming up in advance and you can visualise the time blocks each event tajes up.
Trackers set on a daily basis such as tracking water consumption will also populate here
The number of widgets have also decreased such that you have more space available.
The plus icon is how users can add events/tasks

Calendar Month View

The user has the option to adjust the view from month, week and day and can also choose if they want to view all events or certain tagged ones. The user can also click to view previous or future weeks
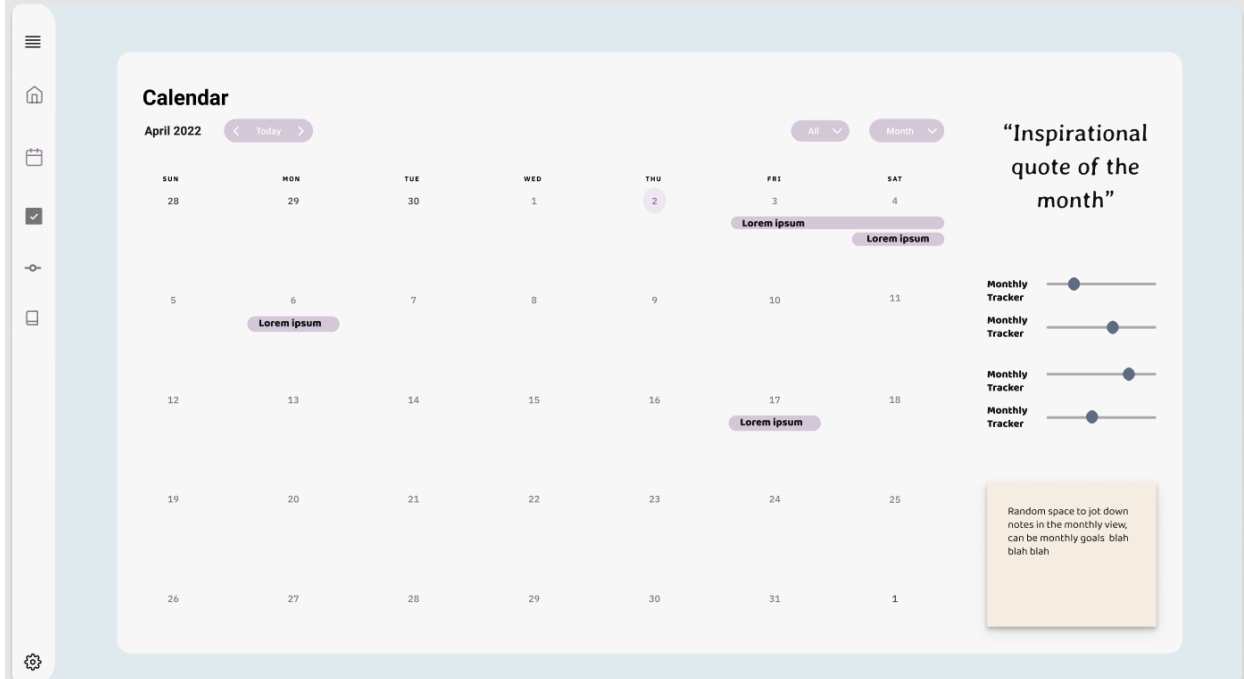
Calendar

April 2022

‹ Today ›

All ⌄   Month ⌄

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3 Lorem ipsum	4 Lorem ipsum
5	6 Lorem ipsum	7	8	9	10	11
12	13	14	15	16	17 Lorem ipsum	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

"Inspirational quote of the month"

Monthly Tracker
Monthly Tracker
Monthly Tracker
Monthly Tracker

Random space to jot down notes in the monthly view, can be monthly goals blah blah blah

This would be a monthly view of the bujo, akin to its equivalent in a physical one.
You would have access to all your notes set for each month so you can see what you have coming up in advance.
The number of widgets have also decreased such that you have more space available.
Trackers set on a monthly basis will also populate here.

☰ Bujo Studio

- ⌂ Dashboard
- 📅 Calendar
- ☑ Tasks
- ⚬ Habit Tracker
- 📖 Journal

⚙ Settings

Title

Location

◯ All Day

Starts
May 2, 2021   7:00PM

Ends
8:00PM

Repeat ▾
Never
Every Day
Every Week
Every 2 Weeks
Every Month
Custom

Alert ▾
None
At time of event
30 minutes before
1 hour before
1 day before
1 week before

Tag ▾
Personal
Work
School
New Tag

April 2022

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Notes for event blah blah blah

Create +

This would be the form to add a new event or task. It functions similarly to how Google calendar and Apple calendar works but with the added ability to tag an event/task . We will probably create a slightly modified version of this page for creating new tasks that has the added abilityto mark the tasks's importance level

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Journal

☰ Bujo Studio

- ⌂ Dashboard
- 📅 Calendar
- ☑ Tasks
- ⚬ Habit Tracker
- 📖 Journal

⚙ Settings

Search 🔍   🔔   Welcome back, Elisa ⊚

Journal ✎

Lorem ipsum
4/21/2021

Lorem ipsum
4/21/2021

Lorem ipsum
4/21/2021

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Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat Facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu. Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu

Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat Facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu. Lorem ipsum dolor sit amet, consec tetur adipiscing elit. Nam condimentum tempus diam, ultricies sollicitudin erat facilisis eget. Vestibulum rhoncus dui vel eros laoreet consectetur. Vivamus eget elementum ligula, vitae pharetra quam. Nullam at ligula sed metu

This would be a journaling section akin to the physical equivalent. You can write down your thoughts, ideas, and more bullets here. Also, we would like to put in functionality to paste digital media such as images, audio, and video onto journal entries to take advantage of the digital format.

Back End Diagram
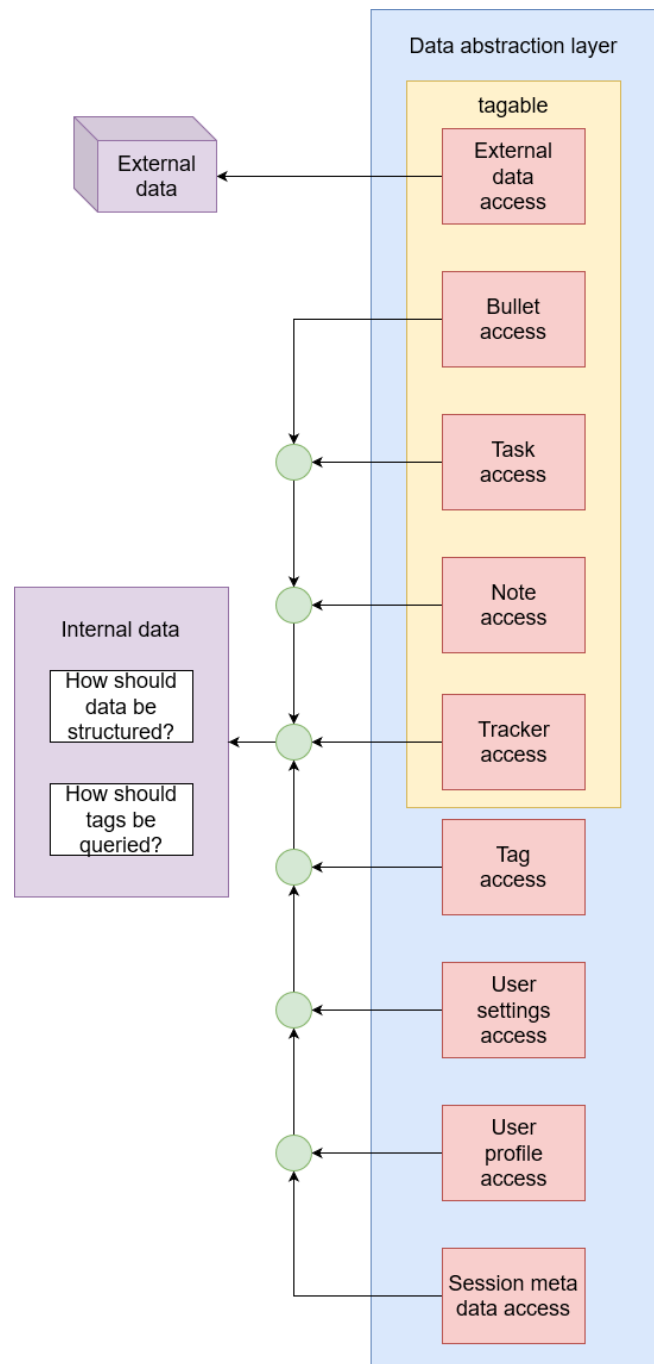
Rabbit Holes

Handwriting:
- Adding a handwriting feature would be useful for people using a smartphone or tablet, but this could also be a potential rabbit hole.
- We would need to spell out exactly how the handwriting would be done, whether as an independent widget/sticky note feature, as an integration into an existing drawing feature, or as a writing recognition feature that turns handwriting into text.
- There would be a risk of spending too much time on trying to implement this, since it's a potentially difficult feature to implement e.g. would the text have a transparent background, would it come in different colors or styles, what library would we use, etc.
- Handwriting is also a low-priority feature, and combined with the technical unknowns and unsolved design problems mentioned above, makes it a potential rabbit hole.

Styled Themes:
- Adding styled themes to our BuJo app can be a feature that would really appeal to the kind of users that we are targeting, but it could also be a potential rabbit hole.
- Designing themes for our BuJo (such as an RPG with quests theme) is likely to be time consuming.
- There are also technical unknowns such as what components of the BuJo would change in response to the theme (e.g. does just the CSS change, or does it change the entire front end?).

Inspirational Quotes:
- Adding inspirational quotes to our BuJo app has less of a risk of being a rabbit hole, since there are not really any unsolved design problems for the implementation, and the technical difficulties would be rather low.
- On the other hand, this is a very low-priority feature, so the time we spend on it might not be justified if the feature is unnecessary.
- We also might get absorbed into different ways of generating quotes, or where to get the quotes from, or how to update the app to include new quotes, etc.

Templates/ Widgets:
- There is potential for us to become overly focused on developing specific widgets instead of focusing on the bigger picture of the core BuJo functionalities
- Getting said widgets to work together with the BuJo itself may be difficult especially if the widget modifies core functionalities in some way

No Goes

Data Security:
- Securing user's data using the latest encryption standards is a no-go because of the many technical unknowns associated with the implementation.
- Due to the limited time required to complete the project and our lack of experience with advanced cryptography and data security, we will not be adding this feature since users **will**

likely not be entering strictly confidential information in a BuJo.

Paid Themes:
- Having a feature that allows users to purchase paid themes is a no-go because that would require us to create or implement a payment system.
- Also, our BuJo software is not going to be released to the public regardless, so this payment feature will never actually be used.

User Login:
- Creating a login system and a password authentication system could be a technically difficult feature to implement.
- With the scope of this project, it might be challenging to add a feature that gives users the ability to synchronize their BuJo across multiple devices.
- Most users also don't own that many devices where they need access to their BuJo on all their devices. They usually just have a device to use for work (a laptop or tablet) and a smartphone that they use when they're on the go.

Custom Macros:
- Adding user-created macros is a no-go because it would go unused by a very large majority of users.
- Macros could potentially be used to automate specific, repetitive tasks such as with the custom macros that you can add in Microsoft Word and Excel, but they are rarely used.
- The functionality of automating repetitive tasks could be better implemented by allowing the user to create custom templates for journal entries, tasks, or other items that need to be written in a BuJo.