

User 1: Chelsea Chan**Age: 21****Occupation: 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 tracker they want to see at a glance paired with a space to plan out a day/week/month</p>

User 2: Hank Green**Age: 26****Occupation: Middle Management**

Profile: Hank was recently promoted to manage a small team of (something idk). However, he doesn't feel organized enough to handle this responsibility on top of managing his personal life, including his blood sugar levels for his type 1 diabetes. He's been using different methods to track different things. An app for his blood sugar. A spreadsheet for his finances. Scraps of loose leaf for work-related priorities. It's starting to all become a blur. An old friend recommended him to try bullet journaling but he's unsure of the time-commitment vs payoff of it.

Motivations <ul style="list-style-type: none">• Tracker: He needs to track his blood sugar and insulin intake to survive. He also needs to keep track of when he needs to keep track of when he needs• Manager: He needs to keep tabs on the team he manages and keep track of their progress and his plans for each member.• Young: He's young enough to be receptive to using electronics over pen and paper.	Frustrations <ul style="list-style-type: none">• Having to access a different resource to keep track of different aspects of his life.
Goals <ul style="list-style-type: none">• Become more organized without having to put in a block of time every day to organize his life.	User Story <p>As a disorganized manager I want to better organize my personal life and my professional life. So that I can handle the responsibility of managing a team better.</p> <p>Given a manager that wants to better manage their life. When they open the bujo Then give them the tools to manage, categorize, and organize his life.</p>