

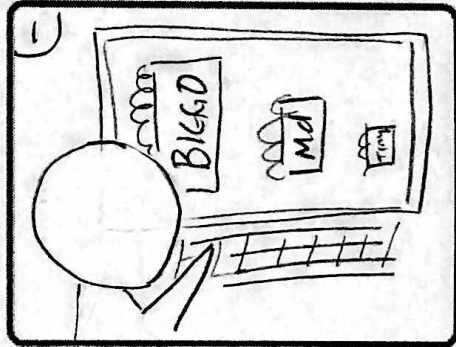
Project Name: The Perfect Planner

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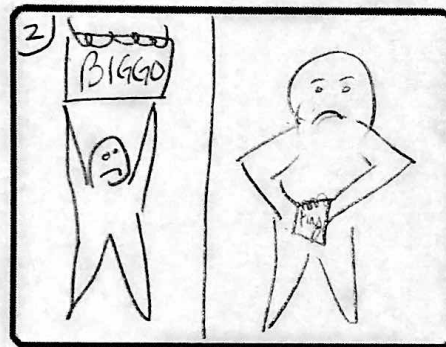
By: Brittany Bellanca

Date: 06/18/18

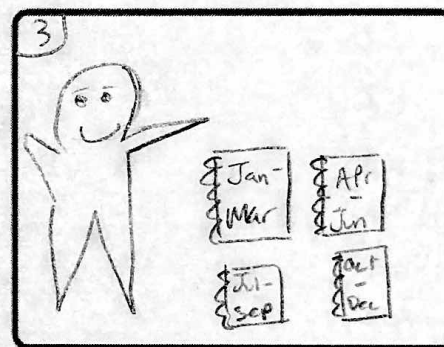
"The Size"



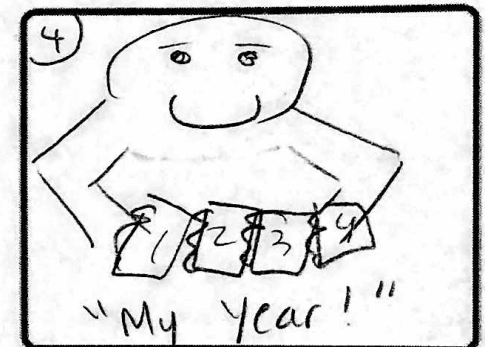
Planners range from 8 1/2 x 11 to tiny pocket sizes.



Sizes are either too large to be portable or too small to be effective.

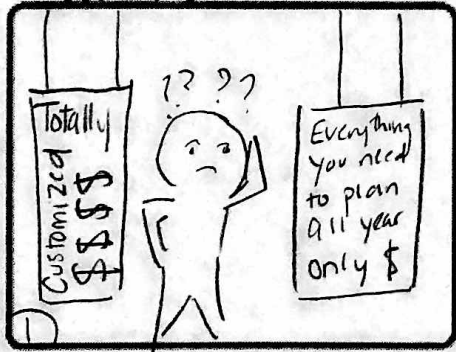


We can create a portable size that spans less than 1 year.

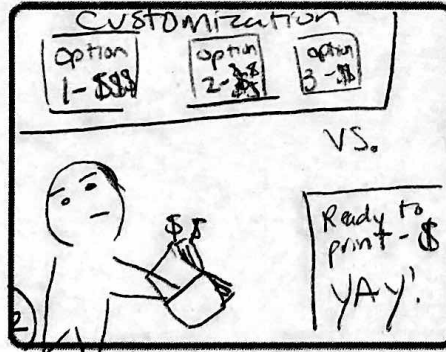


Users end up w/ four purchases + journals for the year.

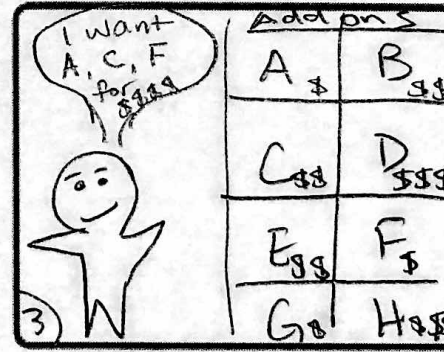
"The Cost"



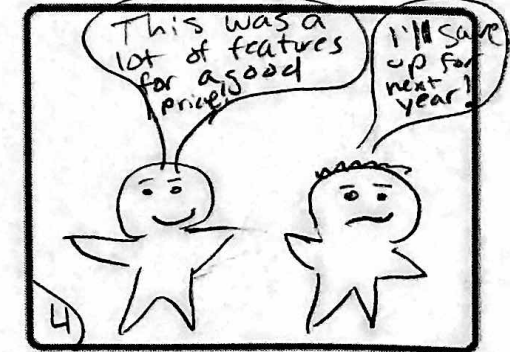
Users have to choose between expensive ^{Design} planners & cheaper premade ones.



The user must choose between features they want & what they can afford.



Create system where users can add features for set cost - they can add as much as they can afford



Users may still be unhappy if they cannot afford features they want, but many will be happy that they have some choice

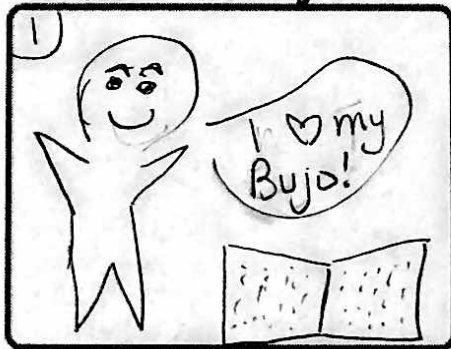
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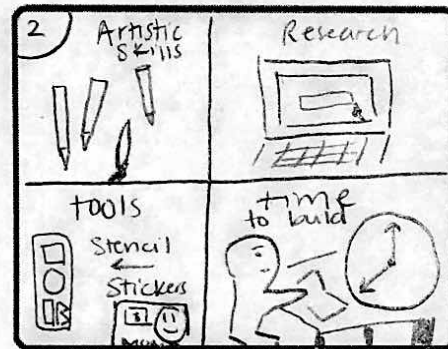
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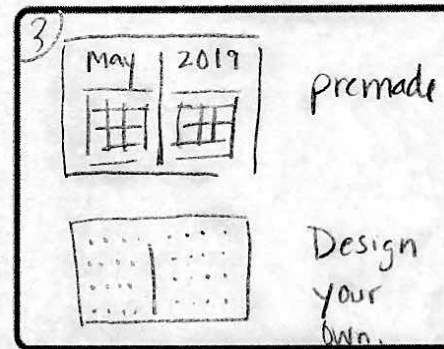
"The Design"



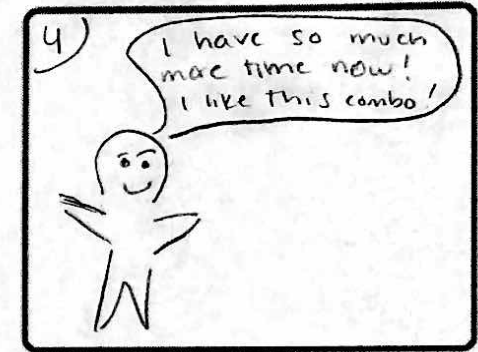
Users can purchase "bullet journals" where they can design their own.



This takes an insane amount of resources b/c user builds Everything!

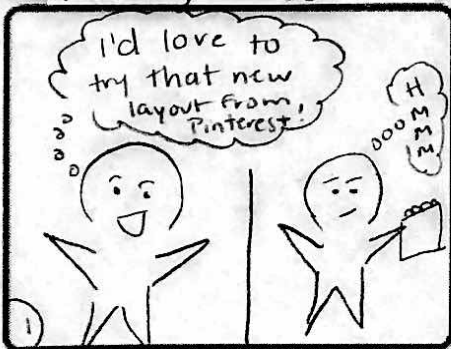


Sell Bullet journals that are partially premade and partially DIY.

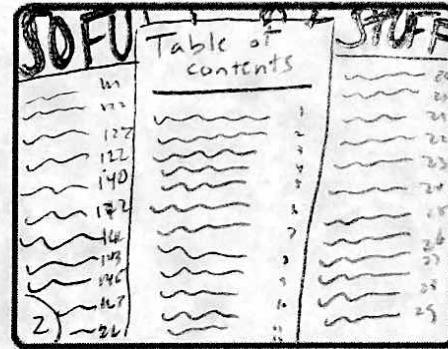


A solid combination of freedom & necessity-planners will rejoice!

"Feeling Stuck"



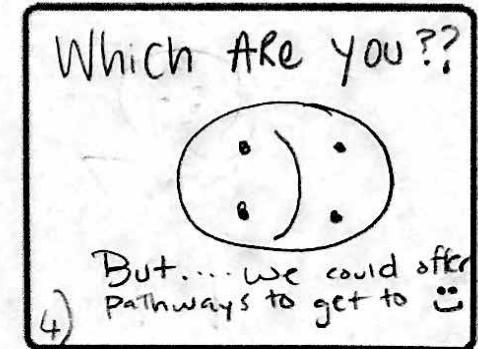
Users are "stuck" with the planner they purchase. It's very difficult to add what you need later.



Users may see a spread they'd like to include, but can't fit it in the planner they bought.

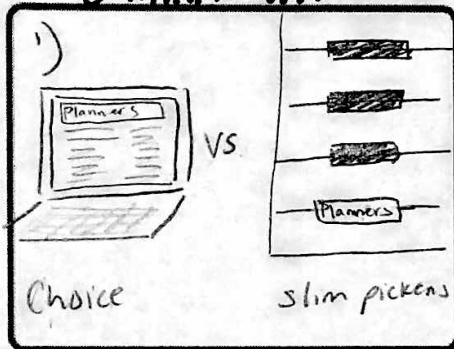


Provide enough ^{blank} pages so that users can add spreads w/o too much bulk.

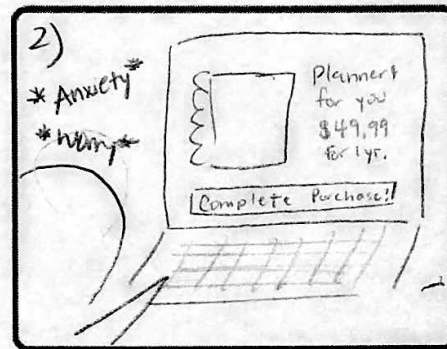


Users may still be somewhat unhappy - for example, I don't have enough pages or this spread is at the back when I'd like it here.

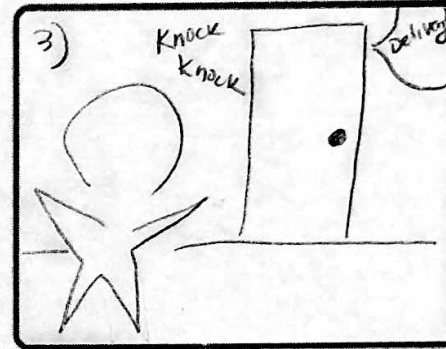
"Commitment"



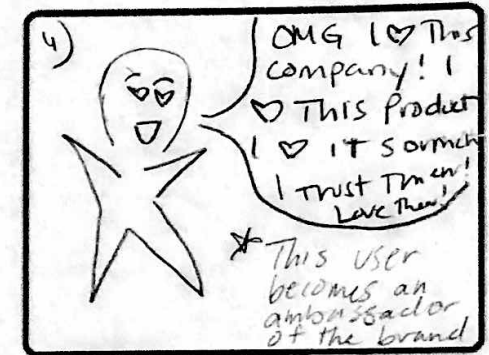
There are very few planners available in stores; users often buy online.



Users may feel a fear of commitment - They have to purchase before they know this planner.

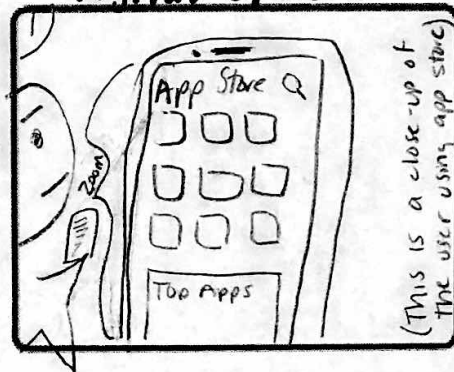


Company can send samples of paper, layouts, stickers, etc that users can test out.

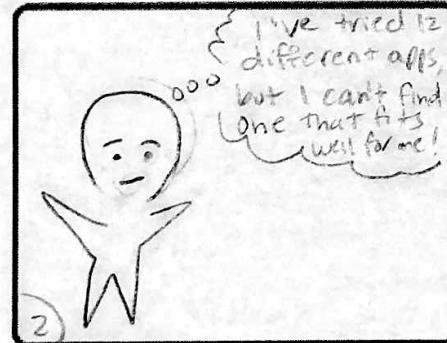


Company may lose profit, but user trusts company and decides to build + purchase planner.

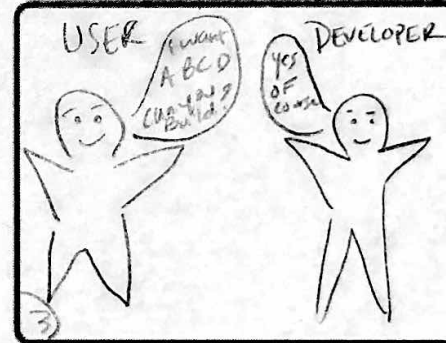
"Digital Options"



App stores provide some options for planners, both paid + unpaid.



These apps actually have similar problems to physical planners - particularly how the user must use whatever options already exist.



Company can offer to create customized apps for customers to purchase



This will be super expensive (probably?) for the customer, but they get their own digital planner!