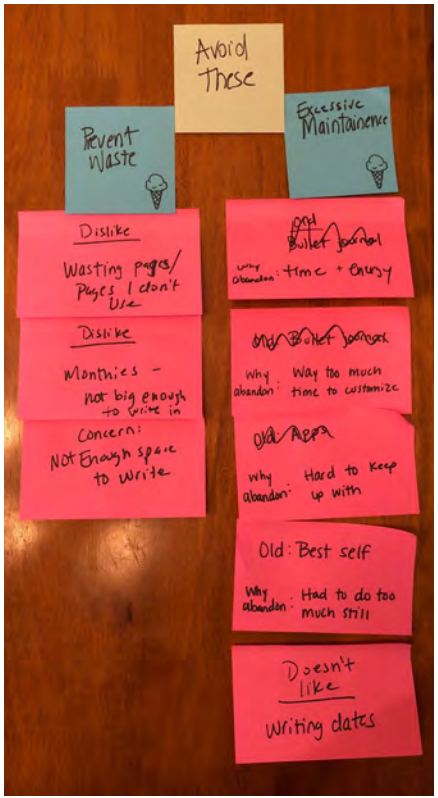
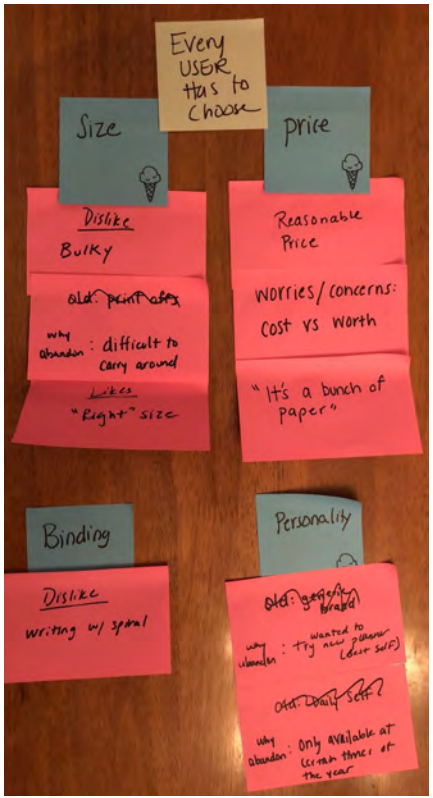
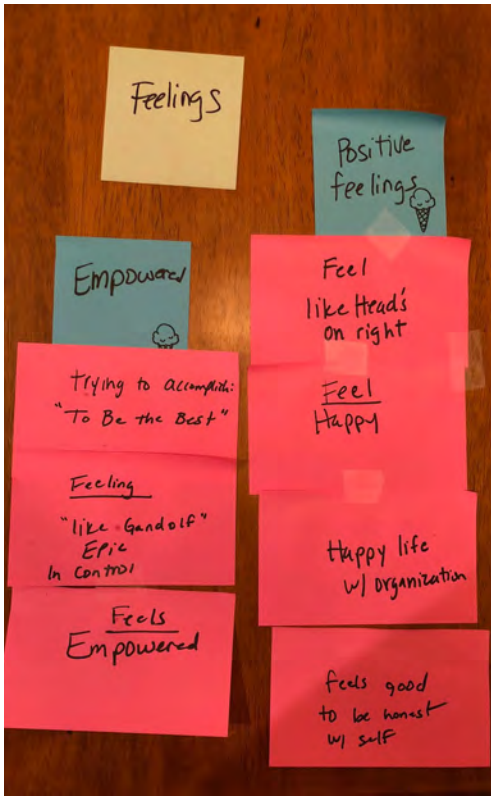
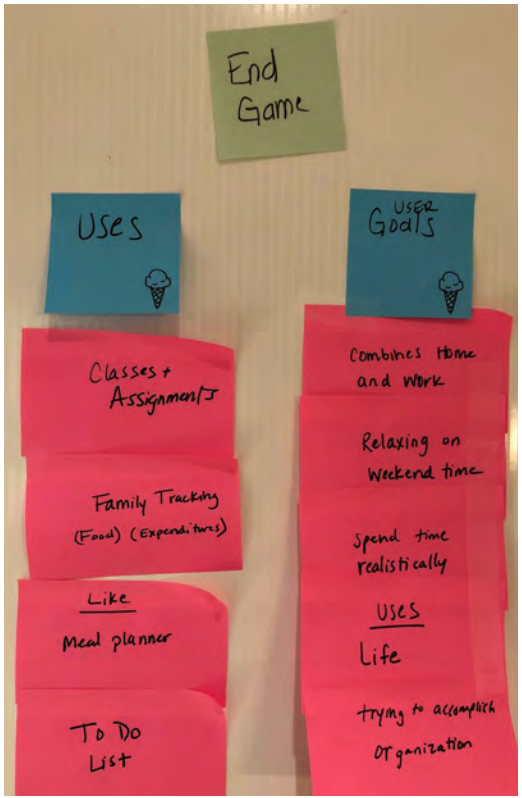
AFFINITY MAPPING

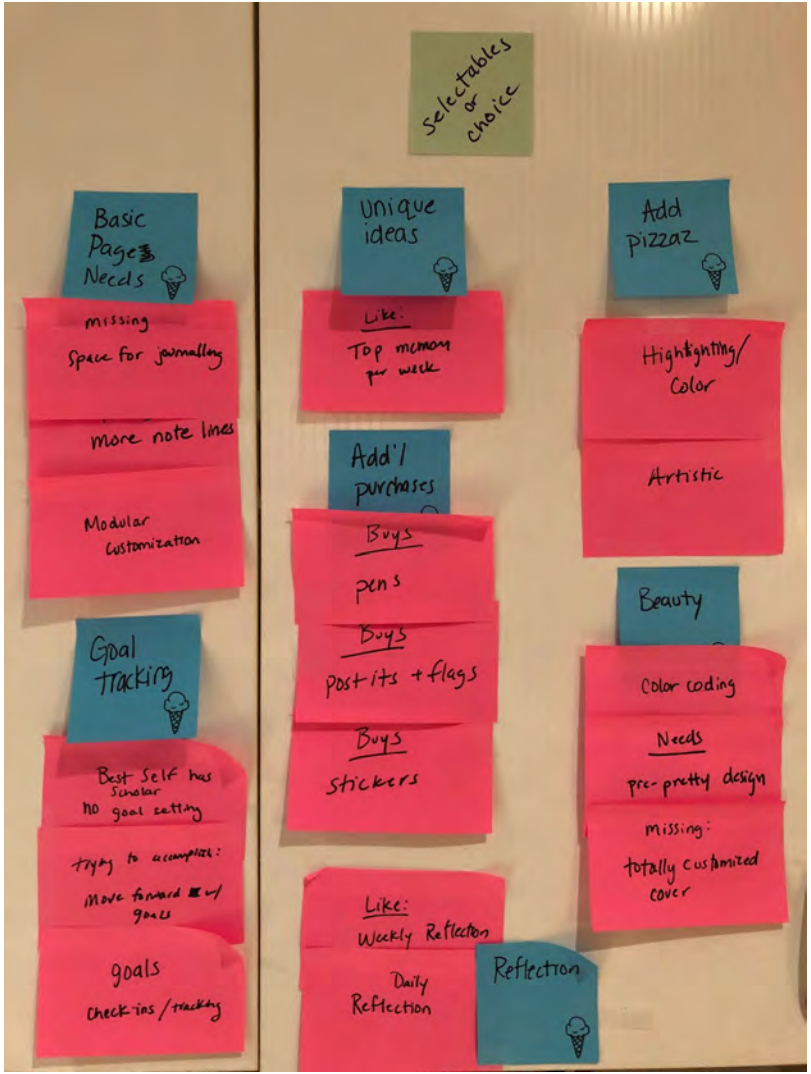


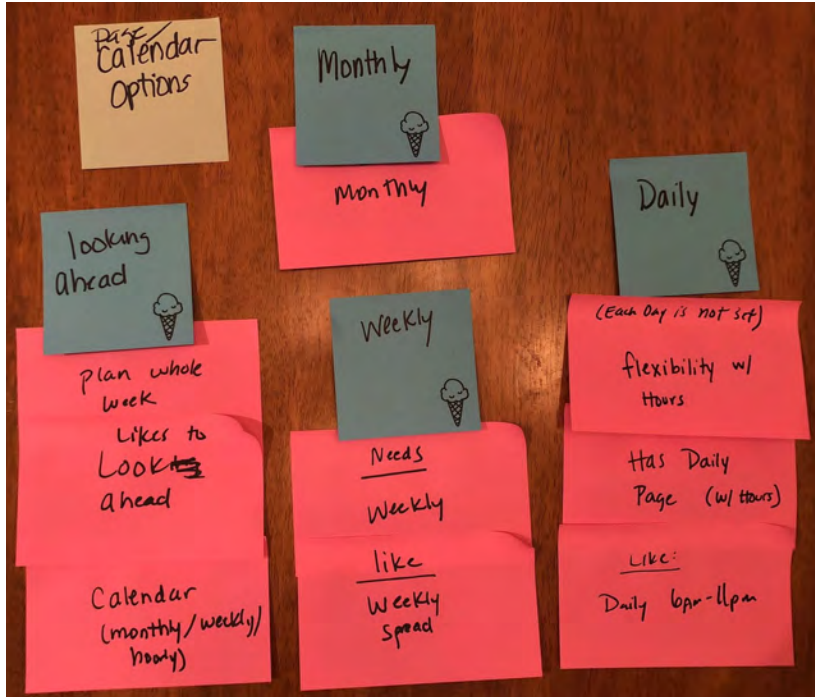


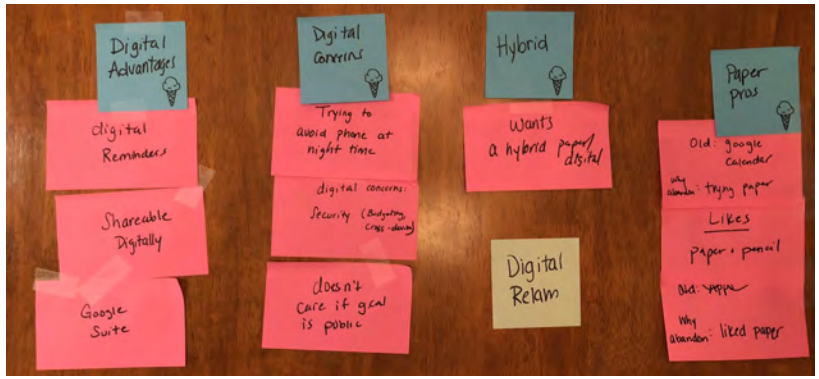




MAPPING CONTINUED







INSIGHTS

Insight #1

Users typically try several types of planners. It may be beneficial to provide a space where they can envision or plan for their planner. What types of layouts will they need? How much journalling space is necessary? This will reduce wasted space in their planner.

Insight #2

While some users enjoy digital platforms, there are other users with concerns about their information's safety. After the initial launch, we can explore secure options for a companion planner app that can excite and capture users who enjoy digital reminders / calendars.

INSIGHTS

Insight #3

Each user has specific, physical journal wants. We should provide a variety of options to allow users to customize the size and binding, as well as the style of planning page (monthly, weekly, or daily), the number of actual pages, and layouts of those pages.

Insight #4

When users are feeling empowered while succeeding by using their planners, we should provide a place to celebrate. User-generated content, discussion boards, etc. can help build a brand culture and inspire users to become brand ambassadors.