Project Pitch: Bullet Journal

Team 10: PowellPuff Coders

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Section 1: Problem Statement

People have a lot of tasks and ideas going on in their day to day lives, but it is hard to keep track of them all and can lead to people feeling overwhelmed, so they need an efficient way to organize these tasks/ideas to keep focus and remain productive.

"Your mind is for having ideas, not holding them"

-- David Allen

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User Personas

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Goals

- Graduate with her Bachelor's without any extra stress.
- Not be nocturnal and keep up with school work.
- Be able to meet up with friends more.

Frustrations

- Doesn't like physical journals because she is constantly misplacing them.
- Constantly forgetting deadlines.

Name: Ami Fernandez

Bio: A 2nd year undergrad who is constantly losing things and losing track of what she did that day.

Name: Connor Brooks

Bio: Recent college graduate who started his first job as a public relations coordinator at a company in New York and is living with a few roommates in his first apartment.

Goals

- Organize all his work-related tasks and events in one place so he doesn't miss any deadlines.
- Travel to London to visit family who recently moved there.
- Save up enough money to move into be able to move into a nicer apartment without roommates.

Frustrations

- Hates tracking spending habits in physical journals because he doesn't like doing tedious calculations to see monthly spending statistics.
- Feels intimidated by the complexity and many features of spreadsheet applications like Excel.

Name: Rosanna Lindsay

Bio: A high school English teacher who is struggling to keep her lesson plans organized.

Goals

- Inspiring students to immerse and express themselves in reading and writing.
- Explain concepts to students in a concise and easy to understand manner.

Frustrations

- Often struggles to organize and separate her thoughts for a concept into calculated steps in a lesson plan.
- As a result of older and bad eyesight, she often struggles to read the words she types in her notes because they are small and hard to read.
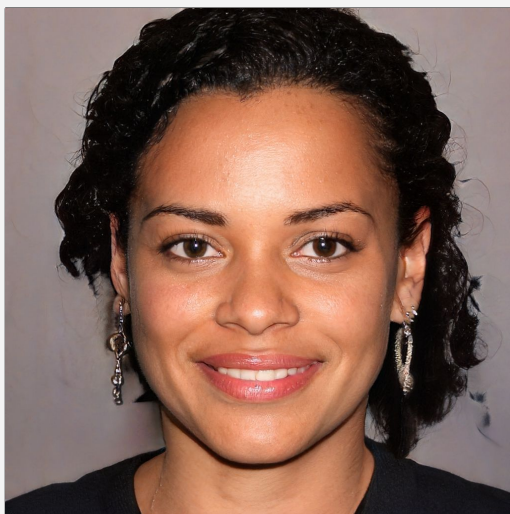
Goals

- Travels around the world and takes photos of various different kinds of wildlife.
- Enjoys immersing himself in the culture of the places he visits and likes to return to specific places like museums and restaurants he has enjoyed in the past.

Frustrations

- Often misses flights to next photo shoot location due to a crowded schedule.
- Loses track of certain photos taken because of poor organization.

Name: Taliesin Saddam

Bio: A 28 year old Wildlife Photographer for National Geographic who has been working in this field since he graduated from high school.

Name: Danai Navarro

Bio: An aspiring doctor and just-graduated medical school student doing her residency.

Goals

- Wants to start spending more time re-engaging with *herself*, rather than focusing on work.
- Wants to decouple her daily routine from just work and adopt healthier long-term practices.
- Wants to start reflecting more on what she's doing and become more aware of her mental habits.

Frustrations

- Dislikes traditional productivity apps for their sole productivity focus (she's already quite good on that front, thank you).
- Has trouble doing something other than work.
- Feels a strong need for "freedom" but doesn't know what that would look like.

Section 2: Appetite

- Time constraint
    - Team size
    - Project deadline

- Scope
    - Focus on core features
    - Unique, additional, cool -> save for later

- Motivation
    - Emulation of SE position
    - (hopefully) useful experience
    - Grades

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Section 3: Solution

- Core aspects of Bullet Journal
    - Logs
    - Migrations
    - Index
    - Rapid Logging
    - Collections

- Additional priorities
    - Minimalist design
    - Audio / Video logs (online)
    - Accessibility
    - Customization

Accessibility

Options
- Dyslexia friendly font options.
- Colorblind mode.
- Text to speech to have note read aloud.
- Ability to handwrite or dictate notes.

Pros
- Allows our app to be usable by a larger audience.
- Good PR for being sensitive to the needs of consumers.

Risks
- We will be spending time to develop features that the majority of our users won't use. This time could be spent bettering other features that all users will use.
- Many of these features will require the use of 3rd party APIs to deliver our product on schedule. The use of third party code will lead to many issues due to a lack of knowledge on the code such as difficulty integrating the code or debugging it if our product breaks.

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Customization

Options
- Different themes and styles of journals.
- Customizable icons for logging entries in the journal.
- Tags that can be created to index entries for lookup later.

Pros
- Gives the user freedom to create a personalized journal, making an experience closer to a physical journal.
- Allows the user to create their own system of classification for journal entries that will not limit the journal to any one specific function.

Risks
- Giving the user too much freedom in how they choose to customize their journal could lead to a user creating a bad design for their journal. This could deter them from continuing to use the journal and ultimately is our fault as we allowed the user to make bad design choices.
- Indexing features require a decent amount of code and can be quite slow if not optimized in an efficient manner.
- If we include an indexing feature we will also have to include a search function.

Miscellaneous

Calendar
- ● Allows the user to quickly see their availability and what they need to do in the future.
- ● We could add an journal entry to the calendar automatically if the user attaches a date to the entry.
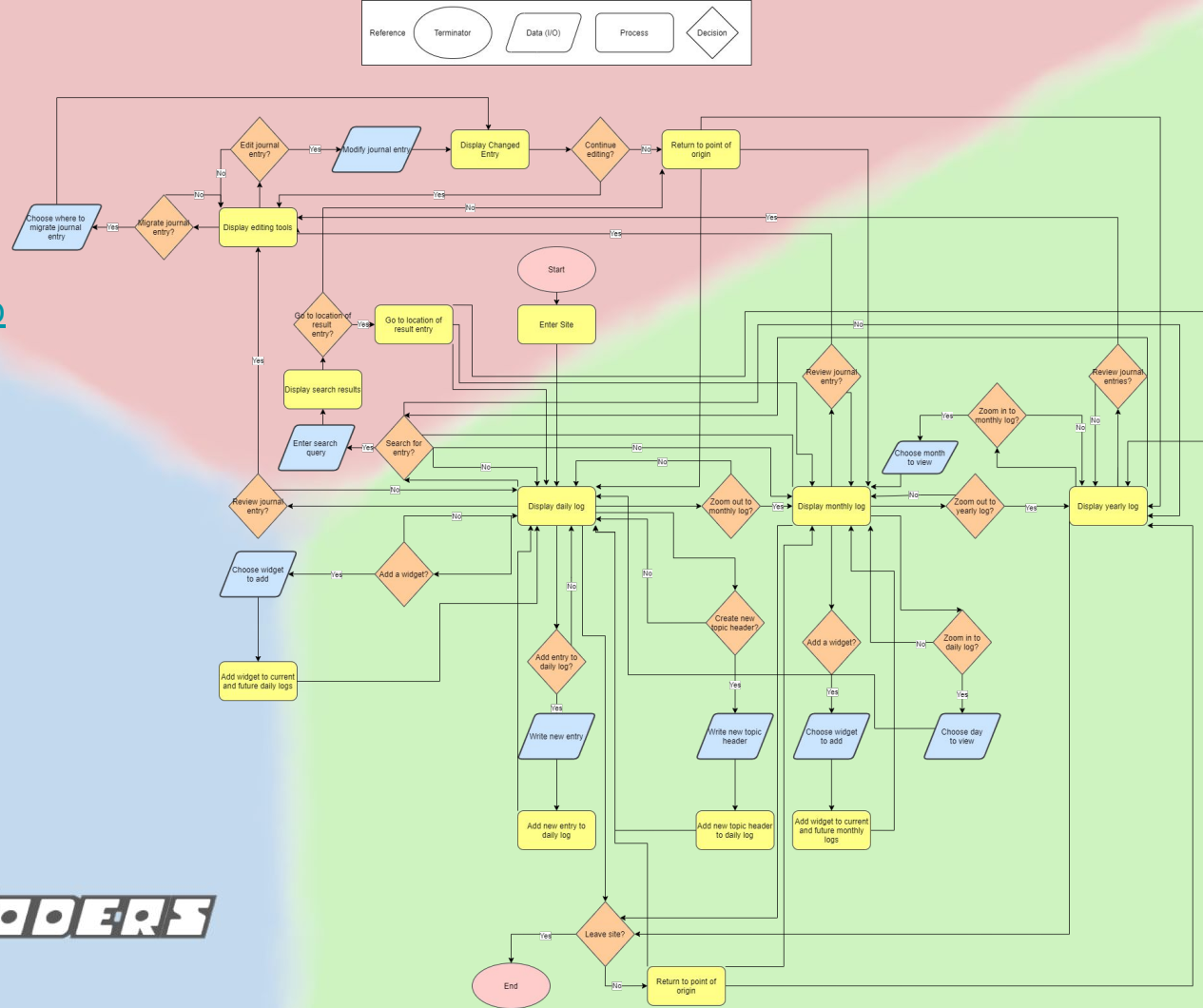- ● Calendars can be quite difficult to program in a short period of time.

Monthly Reports
- ● Gives the user a summary of their activity each month.
- ● This can be customized to serve as a fitness, mood, etc. tracker.
- ● We won't be able to develop a well working system with the time that we have, so why should the user choose our app when their are better apps for fitness and mood tracking out there?
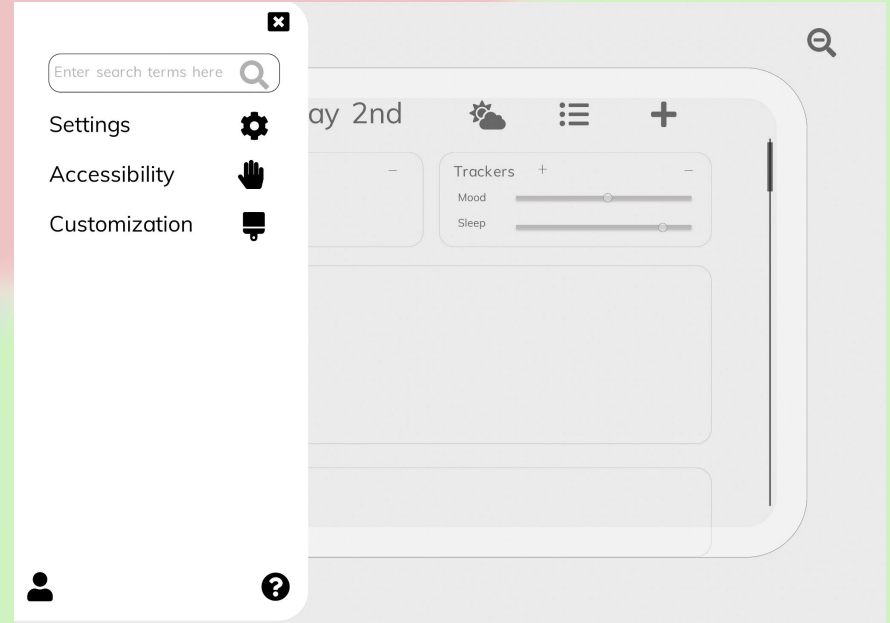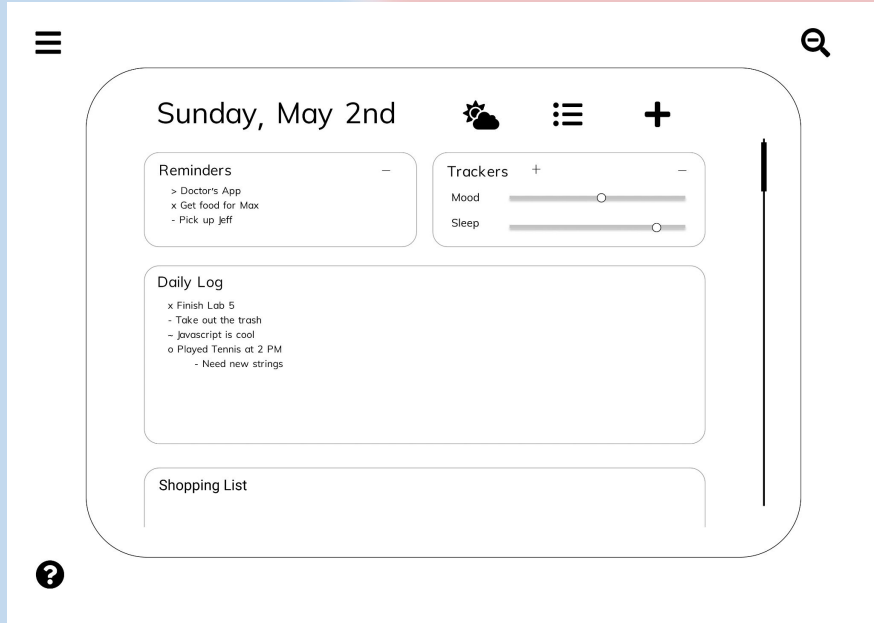
Keyboard Shortcuts
- ● Allows the user to quickly add journal entries and manage their journals with a few key presses.
- ● Might be an appealing feature to help speed up note taking for experienced users.
- ● Newer or more casual users probably won't use this feature. Is is it worth the time cost to develop for a small subset of our users?

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System Diagram

[Link to System Diagram on Github](...)
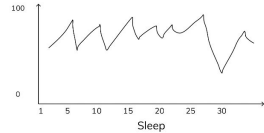
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Wireframes

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Section 4: Rabbit Holes

- Tags (if you give a mouse a cookie)

  - User might regret having access to them

- Too many features overwhelm the user

- Account system?

- Modularity

  - Tricky: needs to be addressed early on in design but might be a looong hole

Section 5: No-Gos

- Too much automation = no review

- Too much customization (i.e. can choose a color for everything) can lead to it

  looking bad

  - Options over customization

  - Aesthetics vs functionality

- Reminder: default to minimalist

  - Don't auto-hide

  - Don't bombard user with notifications

- No home screen (stay rapid)

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