BuJo Project Pitch

(name pending) ↓

Group 17 · May 3, 2021

Pitch overview

1.

Motivation

Purpose & user personas

2.

Design

Going over the design of our app

3.

Discussion

Risks & rabbit holes

Statement of Purpose

Our mission is to provide software that will aid our users with organization and goal completion through fast, simple note entry. Our software also strives to promote reflection in our users and constant progression from one goal to the next, keeping the core tenets of BuJos and adapting them for an electronic format.

User Personas

Denise Jo
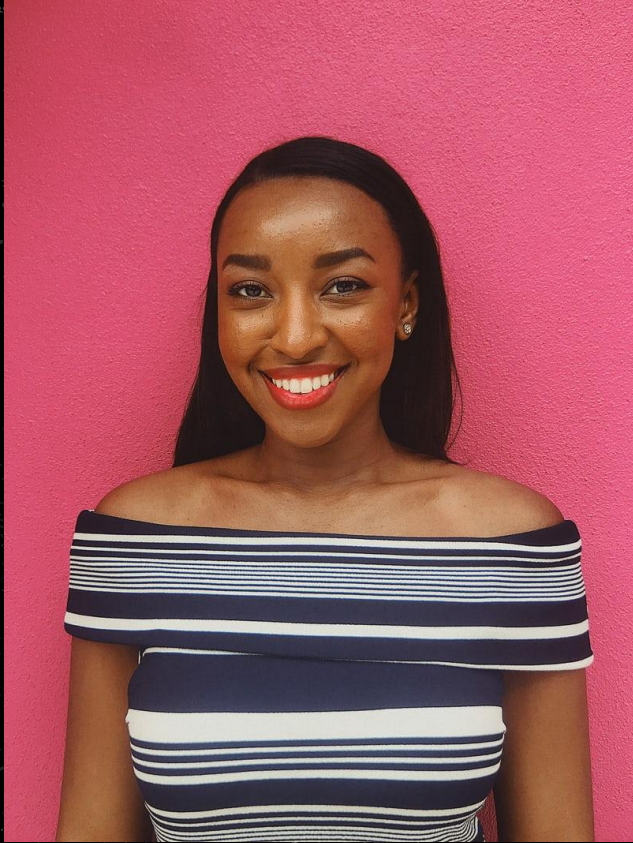

Kelly Garcia

Pablo Rodriguez

Denise Jo

User Persona 1

Meet Denise Jo

Background:

- **Age:** 20
- **Occupation:** Student at SDSU (Major: Education Studies)
- **Hobbies:** Painting, baking, and playing the piano

Goal:

She is a college student who wants to start a healthy workout regime, but is having trouble finding the motivation to do so. She believes keeping track of her progress and goals will motivate her.

Motivation for BuJo:

In order to reach her goal, she thinks a bullet journal that allows her to formalize daily goals to daily tasks while keeping track of her daily progress will allow her to balance both academics and an active lifestyle as a college student.

Kelly Garcia

User Persona 2

Meet Kelly Garcia

Background:

- **Age:** 38
- **Occupation:** Accountant (Works from home)
- **Hobbies:** Sewing, cooking, and watching Modern Family

Goal:

Kelly is a mother who works from home while taking care of her kids. She believes that having a centralized place for her and her children's tasks will keep everything organized.

Motivation for BuJo

To reach her goals, Kelly wants a reliable, easy to use interface that lets her schedule tasks for herself and her children. Additionally, this system should let her associate pictures with goals.

Pablo
Rodriguez

User Persona 3

Meet Pablo Rodriguez

Background:

- **Age:** 21
- **Occupation:** Student at UCSD (Major: Cell Biology)
- **Hobbies:** Soccer, gaming, and photography

Goal:

Pablo is a hard working student but is often quite overwhelmed with the amount of assignments he has. He wants to be able to keep better track of upcoming events, assignments, and exams to help him succeed in school.

Motivation for BuJo:

- Ability to track exams and assignments
- Notifications for events
- Quick and visually pleasing interface

Core functionality

Planning

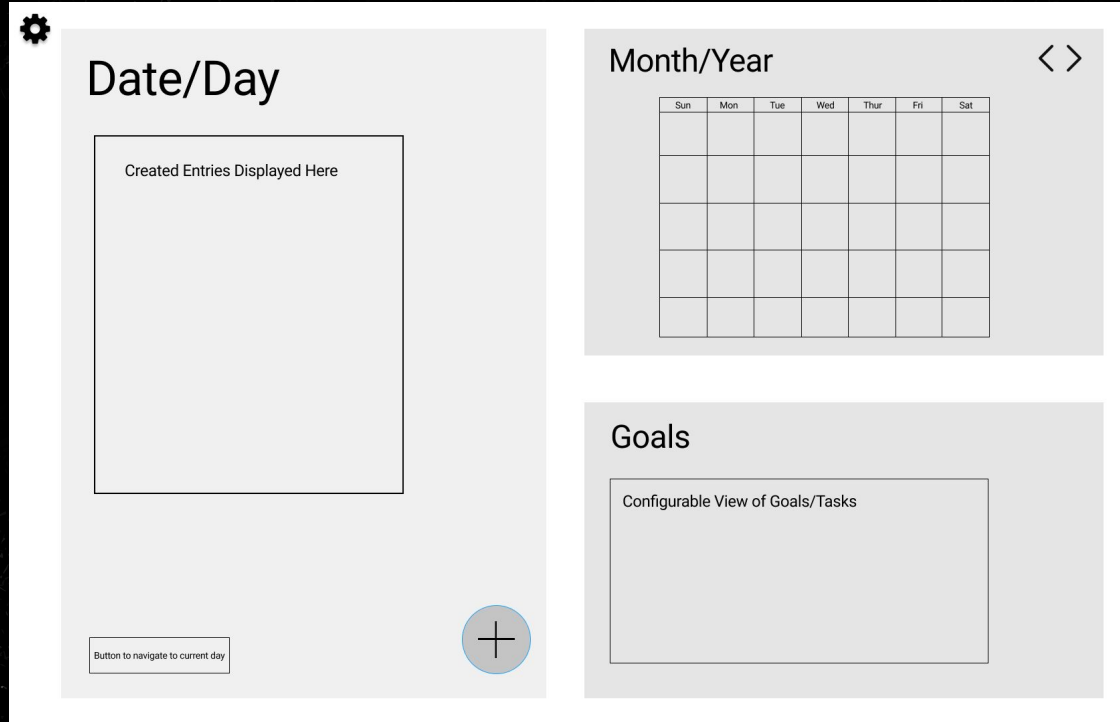Plan out and write down concrete goals that can be worked towards.

Recording

Quickly record tasks for the day and evaluate what needs to be done.

Reflecting

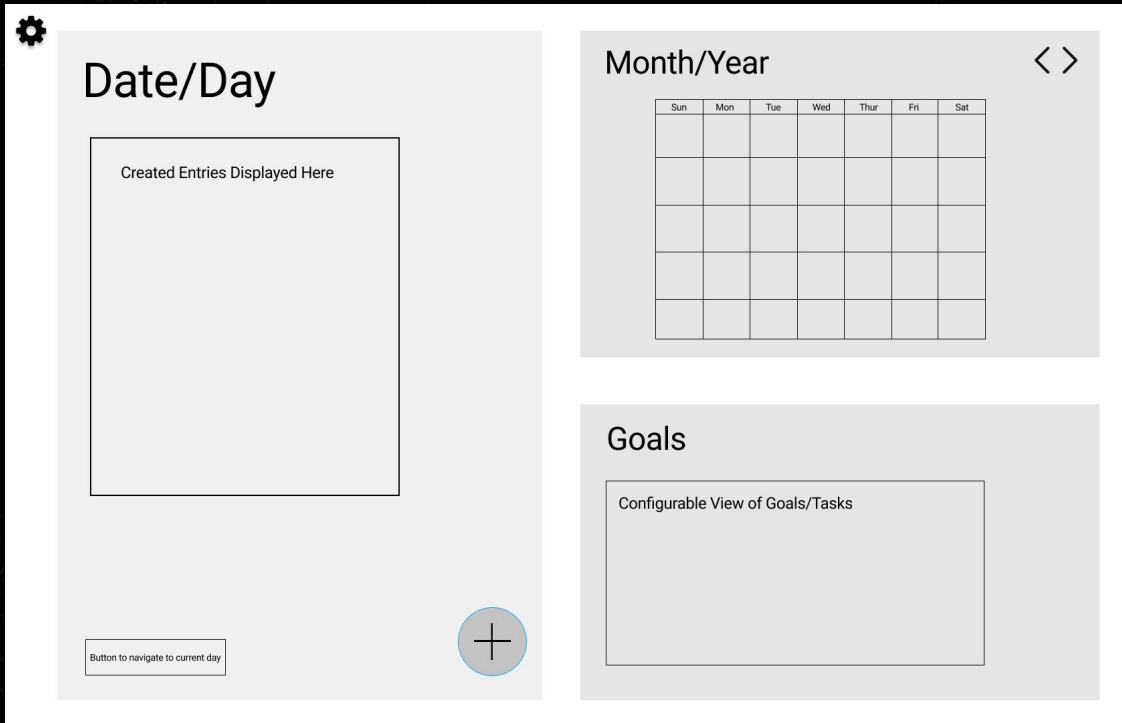Evaluate finished tasks over a time period, encourage freeform reflection.

Main Page Basic Wireframe

Date/Day

Created Entries Displayed Here

Button to navigate to current day

Month/Year

Sun	Mon	Tue	Wed	Thur	Fri	Sat

Goals

Configurable View of Goals/Tasks

Main Page Basic Wireframe

⚙

Date/Day

Created Entries Displayed Here

Button to navigate to current day

➕

Month/Year

‹ ›

Sun	Mon	Tue	Wed	Thur	Fri	Sat

Goals

Configurable View of Goals/Tasks

date pane:
parallels the daily log. for **recording:** rapid logging and seeing tasks, events for the day.
can also integrate custom collections here.

review pane:
combines the monthly log and future log.
for **reflecting:** reviewing tasks and reflecting on goals on a regular basis.
(also provides nav!)

goals pane:
parallels namesake in bujo.
for **planning:** setting your goals.

Risks & Rabbit Holes

RISKS
- Making the website too technical
- Making the website too cluttered
- Losing core elements of a bullet journal
- Team not having a similar idea of what we want to build
- Trying to make something that WE coders want
- Managing the team

RABBIT HOLES:
- Wanting to include JUST ONE MORE FEATURE
- Attempting to find the "PERFECT" design

Thank you!