

Brainstorming Overview

The first brainstorming point considered by the team was what problems a bullet journal solved for the user and why the bullet journal was initially created. Bullet journaling was created as a simple organizational tool and has evolved into becoming a tool for what the founder calls “[the art of intentional living](#).” This is intended to address many of the [pain points](#) experienced by people in their lives. These points in turn helped us decide on what the focus of the features of the bullet journal would be. In order to understand more about what solutions bullet journals provide, we also came up with some basic [personas](#) that helped us narrow down what [features](#) would ultimately be the most useful/essential and why.

Philosophy of Bullet Journaling

- Reflection
- Mindfulness
- The art of intentional living
- Increase productivity
- Planning

Pain Points to Address

- People are very busy and need an efficient way to organize everything going on in their lives. Otherwise, they try to keep everything in their heads, and it can be overwhelming or tasks could be forgotten.
- Because people are so busy, the bullet journal should also be simple and easy to use
 - This also means that people generally have little time to be reflective
- AIM: “track the past, organise the present, plan for the future”

User Centered Thinking

- **Persona**
 - Name: Stu Dent
 - Age, Gender: 21, Female
 - Marital status: Single
 - Occupation: University student
 - Hobbies: hanging out with friends, bullet journaling, painting/drawing/art
 - Technology familiarity: Very familiar
 - Devices used: Laptop, iPad, Phone
- **User story:** informal, natural language description of features of a software system
They are written from the perspective of an end user or user of a system
User stories may be written by different stakeholders like client, user, manager, or development team
 - Student wants an easy way to access and see all her lists at once instead of looking through each list separately
 - Student wants to keep track of her progress in school using logs to write down what tasks she should be doing each day as well as monthly tasks

- Student wants different sections of her bullet journal so she can write about different topics of her life and keep track of events and deadlines such as school, career/work, project planning, event/trip planning, etc.
- Development team wants an intuitive and easy to figure out app that can be used for multiple purposes
- **Use case:** list of actions or event steps typically defining the interactions between a role and a system to achieve a goal
 - User wants to write down a school task (Homework, Quiz, Meeting, etc.) for the day so she doesn't forget to do it → adds a new list entry in her school section → user checks off the entry when she/he completes it
 - User checks off automatically created entries (Weekly meetings, recurring events, etc), so she does not have to make new entries every day
 - User wants to browse different categories → uses the index and navigation bar features to jump to different sections.
 - User wants to prioritize the work based on deadlines → uses the custom tools

Main Features (Design Decisions)

- Index with links to different lists/pages in the bullet journal
 - Reasoning: This is a core feature of the original bullet journal and important to helping the user keep track of the different logs and collections in their journal. Because this is being implemented digitally, a direct link to the referenced page will make it easier for the user to quickly log their entries.
- Navigation bar
 - Reasoning: In addition to an index, it would be more convenient for users to have a navigation bar so they can quickly jump between different lists and pages. Having just an index requires the user to go back to the index everytime they want to view a different list; therefore, it would be convenient to have a navigation bar that provides the user quick access to different lists in the journal.
- Different lists/sections (Collections)
 - Reasoning: This feature helps the users to categorize and organize each entry. It allows the users to have separate lists for different topics such as School, Event Planning, and more. Users are able to look up related entries in a specific section easily. This is also a core feature of the original bullet journal.
- List goals by week, month (Daily, Monthly, and Future Logs)
 - Reasoning: The user would want to keep track of what they need to accomplish in different time frames. This feature would allow them to constantly check and be reminded of their progress. These are also core features of the original bullet journal.
- Make note of when entries were added
 - Reasoning: Better logging. Users won't have to specify date and time for each entry. Users can also look back to check when they added a task.
- Add tasks
 - Be able to check off tasks
 - Customize symbols for different tasks
- Attaching notes by subjects

- Reasoning: Increased organization.
- Customize: fonts, colors, backgrounds?, text styling (bold, italic, underline) etc.
 - Reasoning: Good user interface, features
 - Make it stand out among the other BuJos and attract the customers
- Automatically create new entry for new day
 - Reasoning: avoid repetitive tasks for better user experience