

# Team 26: Illegal Unicorns

## Bullet Journal Project Pitch

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# Problem and Solution

Nowadays people are drowning in tons of tasks everyday. From a college student to a professor, from a common company employee to a CEO, we all need to have a clear mind of what we should do today and tomorrow, as well as what we have done. "To help you track the past, organize the present, and plan for the future", said by Ryder Carroll, perfectly summarized people's demand. This is Bullet Journal, a tool that rescues us from messy life and endless work, a tool that helps us to go from passenger to pilot of your life through intentional living.

## **Key Problem:**

How to keep track of everything I did and want to do but haven't, manage all tasks, record all my thoughts in one place, instead of scattering around?

## **Solution:**

The bullet journal includes a calendar, task manager, journal, notes and more, organizes everything you need in one place.

## **Sub-Problem 1:**

How to have a holistic view of all my tasks, including finished tasks and future tasks?

## **Sub-Solution 1:**

The calendar view of our bullet journal will provide a holistic glimpse of everything, including all tasks, notes, journal and so on.

## **Sub-Problem 2:**

How to have a detailed view of all my tasks for each day and each week?

## **Sub-Solution 2:**

Our bullet journal supports switching between Monthly view, Weekly view and Daily view. Each of them provides a glimpse of everything with different fidelity.

### **Sub-Problem 3:**

Can users manage their tasks?

### **Sub-Solution 3:**

Our bullet journal includes tasks management features. Users can create/delete tasks, set each with different priority, mark as important, order them and even customize them.

### **Sub-Problem 4:**

How to keep user data secure?

### **Sub-Solution 4:**

Our bullet journal has a user account management system. All data will be stored in the database. Only users themselves and system administrators can see their data. All other users and everyone else don't have access to any data. Key user information, like user account passwords, will be stored in encryption, on one can read/decrypt them, including users themselves and system administrators.

### **Sub-Problem 5:**

How to remind users of incoming tasks?

### **Sub-Solution 5:**

The alerts and notification feature in our bullet journal will keep users updated with their tasks and reminders, using the way they set for alerts and notifications.

# User Personas &/or Stories



**Vanessa Southee**

Software Executive

## Likelihood of using the following features:

Schedule / Calendar



Prioritizing Events



Reminders



## Quick Glance

- Age: 35
- Family: Husband and 2 kids
- Job: Software Executive with 50 people reporting to me

## Goals

- A way to create a schedule so I know when my meetings are so I can plan things with family and friends around it
- A reminder of why I chose this job and why I continue doing it despite the fact that it takes a lot of time away from my family and friends, in case I ever get demotivated
- A way to prioritize certain appointments over others

## Personal Profile

I am a software executive who spends a lot of time in the office, but I often don't get a lot of time with my family or my friends. I want to be able to plan activities with friends and family so I can build a stronger connection with them. However, I also cannot avoid my professional responsibilities, and I need to find a way to plan my day around meetings.

## Motivation

- Want to be able to spend more time with friends and family
- Want to be able to plan day better to have better work-life balance
- Want to work more efficiently



## Ross Taylor

College Student

### Likelihood of using the following features:

Daily Schedule



Reminders Tab



Logs for Sleep/Hours worked



### Quick Glance

- Age: 19
- Family: Mom, Dad, 2 younger siblings
- Job: Barista at Starbucks, part time to help with student loans

### Personal Profile

I am a college student who finds it tough to find enough time in a day to finish all my homework, study for test/quizzes, and work my shifts at Starbucks. It feels like I don't have time to get enough sleep because I'm always working. I hope to find a way to plan my day more efficiently so that I can get enough sleep and hang out with friends as well.

### Goals

- A way to create a schedule where I can see what I have due on a given day, with important deadlines being shown in a special way
- A way to log how much sleep I'm getting per night
- A way to track my exercise habits and progress I am making in my workouts
- A reminders tab (e.g. reminds me to visit my family at home)

### Motivation

- Want to be able to have a better way to plan my day
- Want to be able to sleep more and have a healthier lifestyle
- Want to be able to have a way of being reminded of important things



## Damian Holston

Personal Gym  
Trainer

### Likelihood of using the following features:

Gym Progress Template



Bible Study Guide/Tracker



Daily Astrology Quote



### Quick Glance

- Age: 27
- Job: Personal Trainer
- Family: (Not in touch) Mother, Father, and a Sister
- Education: Sierra Vista High School

### Goals

- I want to keep personally progressing in the Gym
- I want to keep better track of my clients progress
- I want to keep on my drug addiction recovery path
- I want to stay motivated in solidifying my relationship with God and my religion
- I want to stay stable financially
- I want to eventually have a large family and buy a home

### Personal Profile

I am a recovering drug addict that is now working towards improving his life. Once I found Christianity, I was able to slowly recover from the life of an addict.

I was then able to start getting my life together and I found another passion of mine: the gym!

This is another reason I was able to keep going with my recovery. I was finally able to stabilize financially because I found a job as a Personal Gym Trainer.

### Motivation

- Be able to create and raise a family
- Not falling back to old habits (old drug riddled lifestyle)
- Being able to reform those lost family connections



## Roberta Berg

Content Creator

### Likelihood of using the following features:

Fitness Tracker



Mental Health Tracker



Sleep Tracker



Daily TODO lists



### Quick Glance

- Age: 25
- Job: Content Creator
- Family: Boyfriend Scott and Goldendoodle Brownie
- Education: University of Phoenix

### Goals

- I want to keep track of my day to day schedule (including fitness and spirituality)
- Want to stay more organized, since I don't have an assistant just yet
- I'm a visual person, so seeing monthly progress would be great to stay motivated
- Want to avoid doing something last minute (I tend to do it a lot)
- Want to have better habits
- Want to be able to have time with my family

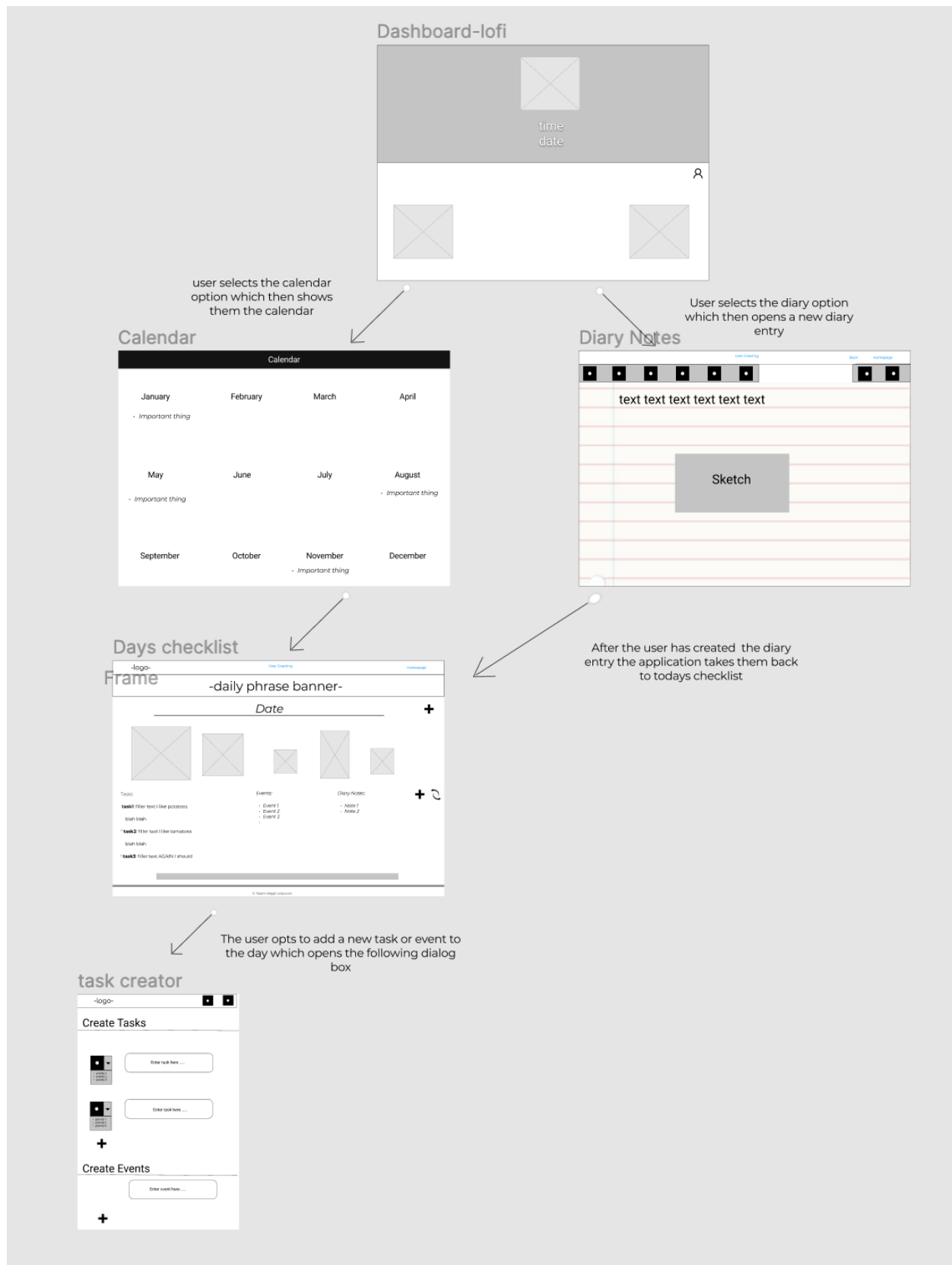
### Personal Profile

I am a full time Content Creator. I manage my YouTube channel as well as my social media profiles. At the moment I'm managing all my profiles myself and it gets overwhelming at times. I'm looking for a tool that will allow me to keep track of daily to-do's as well as keep track of day to day schedule. My blog is about health and spirituality, so the fitness tracker and some spiritual feature will be a big plus.

### Motivation

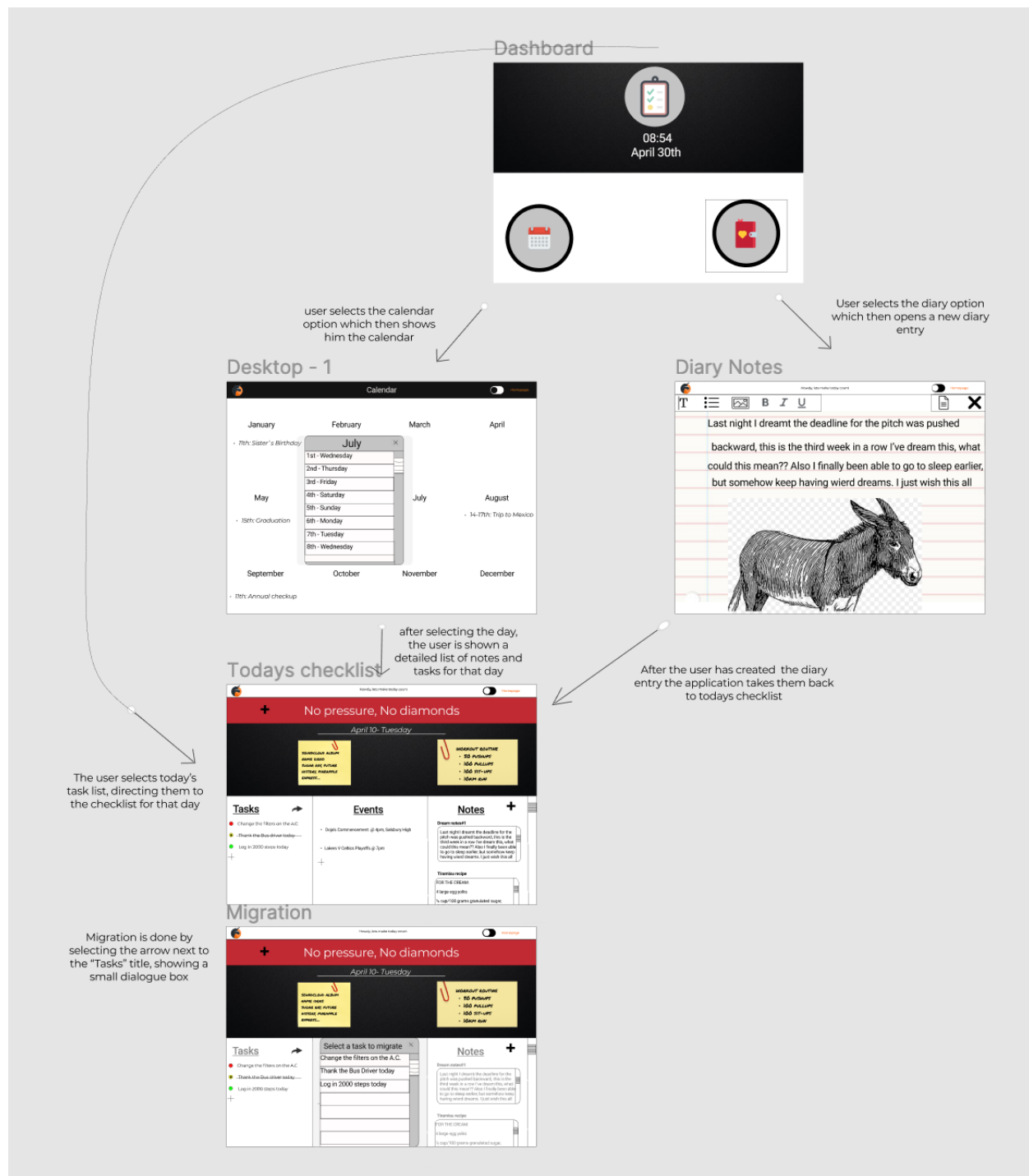
- Stay organized
- Be a better person than I was yesterday
- Follow my dreams
- Purchase my first home
- Start family within next 5 years

# System Diagram and Wireframe





# High-Fidelity Design



(Due to export sizing issues, this was the clearest image possible, higher definition equivalents are available for viewing in the same folder on GitHub).

## Must Implement Features

1. Calendar Weekly/Monthly/Daily View
2. To-do list, Checkboxes in to-do list
3. Tasks, marked as priority/important
4. Diary
5. Notes
6. Alerts/notifications
7. Budget planning
8. Whiteboard

## Potential Additional Features

1. Light/Dark mode
2. Language support/translator
3. Water intake tracker
4. Mental health tracker
5. Daily affirmation
6. Looking-forward-to section
7. Text to speech
8. Zoom in and out

## Risks and Rabbit Holes

1. The time for developing is limited, and may not finish all features on time.
2. Some features might be too difficult to implement technologically.
3. Budget planning and User account management might have a large scope and might not fit in with the idea of a bullet journal.