

Cool Beans Pitch Document

Statement of Purpose: Cool Beans' goal is to help users organize tasks lists, self-improvement goals, and other commitments by providing an application that allows them to quickly keep track of bullet journaling with a large degree of flexibility and brevity.

1. Problem: The raw idea, a use case, or something we've seen that motivates us to work on this

- People need help staying organized; they want something that can help them keep track of deadlines, chores, upcoming events, etc.
- People want to be able to track these items quickly; they should be able to input bulleted tasks easily and find and view the already-created bullets rapidly.
- People want to be able to adapt their journal to their needs. Changing labels, sorting according to priority, searching by specific criteria, are all features users might want to improve organization and efficiency.
- People often want to be able to reflect on their past bullets to look for ways to improve their efficiency, lessen stress, and so on.

2. Appetite: How much time we want to spend and how that constrains the solution

- **Week 7**: Framework and other revised project design artifacts should be complete.
- **Week 8**: Create/delete bullets, bullet migration between different priorities, bullets are stored across different sessions.
- **Week 9**: Migration and searching should be fully implemented. The archive and FAQ should also be ready for use. UI should be user friendly.
- **Week 10**: Finishing touches (Testing, UI improvements, additional features)

3. Solution — The core elements we came up with, presented in a form that's easy for people to immediately understand.

[Wireframe](#)

1). To address the first problem of aiding the user with schedule organization, we will implement bullet lists to let people check on their upcoming tasks more easily and quickly.

- 2). To help keep in line with the Bullet Journal mantra of rapid logging and brevity, we will encourage efficiency by allowing users to sort labels/bullet points to easily chart out their lives. We also want to have a simplistic, slim design for users to easily navigate their Bullet Journal.
- 3). By including the ability to assign various labels to bullet points, we can encourage users to personalize the Bullet Journal and adapt it to their own specific needs and preferences.
- 4). In order to promote reflection and self-improvement, we want to make viewing past bullets a simple task to let users evaluate their personal scheduling habits as time goes on. The migration feature similarly encourages users to reflect and to stay on track.

4. Rabbit Holes: Details about the solution worth calling out to avoid problems

Core (What we planned):

1. **Migration**: Done manually, one entry at a time via a “migrate” button.
 - a. Avoid: Difficulty in multiple entry or subsection migration of entries.
2. **High Priority/Low Priority**: List of bullet points that have been assigned to a High or Low Priority column. Bullet points in these sections should include incomplete tasks, upcoming events, etc.
 - a. Avoid: Cluttering the UI with buttons, prioritizing UI minimalism.
3. **Complete**: List of bullet points that have been recently completed. Users can manually move a bullet point to the Archive, otherwise bullets will be moved to the Archive after a certain amount of time has passed since they were marked complete.
 - a. Avoid: Cluttering the complete column by having an archive view.
4. **Archived View**: Old completed bullets from the past (1 week ago).
 - a. Avoid: Too many options in Archive. Archive should be a place where users can view their past completed tasks. There shouldn't be a focus on editing or migrating archived bullet points.
5. **Search/Sort By**: Allow searching for entries with specific dates or labels.
 - a. Avoid: Searching by key-words may be supported later.
6. **Attachments**: Image and audio attachments for entries will be supported albeit crudely, time allowing.

Extra (What we planned IF we had more time):


1. **Multiple Entries**: Allow the addition of multiple entries per specific date.
2. **Customize Background**: Currently support lightmode/darkmode but add support for hex or rgb color values later.

5. No-gos: Anything specifically excluded from the concept: functionality or use cases we intentionally aren't covering to fit the appetite or make the problem tractable

- No user login, we will be using local storage
- Not a mood tracker: Our journaling targets people with busy schedules and who want something to help them organize their tasks, not their mental states.
- No syncing with external apps: Our journal will not sync with other scheduling apps (ex: google calendar). This is so that it is a more personal and less technical burden with APIs.

5. User personas to follow on the next few pages:

Jeremy Campbell



"Whatever you are, be a good one."
-Abraham Lincoln

Age: 22
Work: Undergraduate Student
Family: Single
Location: Pittsburg, PA
Character: Studious

Goals

- Wants an application to help him keep track of schoolwork, so he doesn't miss any project due dates or club meetings.
- Thinking about applying to grad school.
- Hopefully graduate college in one piece.

Frustrations

- He doesn't want excess functionality, just a daily/weekly to do list.
- Doesn't want the BuJo app to be too distracting.
- Currently just uses the notes app on his phone, but he wants a bit more structure.

Bio

Jeremy is an undergraduate student currently attending online schooling at Carnegie Mellon. With the current state of the pandemic, he finds it really hard to keep track of midterms, assignment due dates, club meetings and other important academic activities. He used to write a to do list on paper, but he found it very hard to continuously keep it updated and neat at the same time. (For example, when an assignment was canceled or a quiz date delayed).

Jeremy does not plan on using this BuJo for things like future goals or as a space for his personal thoughts. Because he is mainly using this as a to-do list, the present month and future functionality are very important. He will also be using the migration feature a lot. His use for the "custom" and "past" tabs will be very sparse. There will also be periods over the summer and during breaks where he will not be using the BuJo at all.

Jeremy hopes that he can use this BuJo to stay on top of his schoolwork and hopes it will help him to get into grad school.

Motivation

Incentive	80%
Fear	40%
Growth	90%
Power	20%
Social	10%

Preferred Channels

Traditional Ads	10%
Online & Social Media	80%
Referral	30%
Guerrilla Efforts & PR	20%

Mark V. Hernandez



"I surround myself with people I love because they're what matter most"

Age: 22

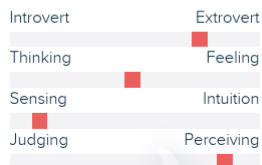
Work: Undergrad Student / Tutor

Family: Engaged, no kids

Location: Waco, Texas

Character: High-energy, People-person

Personality



Dynamic

Outgoing

Dutiful

Suave

Goals

- Complete their undergraduate degree in Game Design
- Save money to travel the world, and visit extended family abroad
- Get married to fiancée, have a family of their own
- Start going back to the gym more, improve fitness overall
- Hopes to find position at Sony or Bandai Namco
- Get more involved in volunteering/charity work

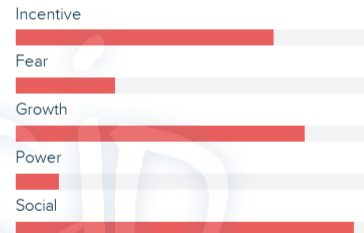
Frustrations

- Wants to keep more in touch with long-distance extended family
- Struggles to make time for everyone in his life, wants to spend more time with loved ones
- Forgetting anniversary dates/birthdays
- Scheduling schoolwork and Tutoring job hours
- Tends to procrastinate on distant projects
- Spread too thin trying to please everyone

Bio

Mark is a student with a lot of personal and professional obligations. He has to juggle his coursework and tutoring duties, while also making time to spend with his fiancée and stay in touch with his family back home. He wants to cultivate a better work-life balance so that he can achieve his goals of becoming a successful game developer, good husband, and caring father. In addition, he sometimes needs to blow off steam accumulated from his busy life by going to the gym, but he isn't always able to fit a workout into his schedule. Mark is looking for ways to stay on top of all aspects of his life, and maintain a steady pace towards fulfilling his ambitions.

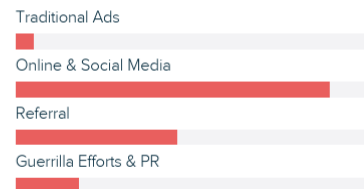
Motivation



Brands & Influencers



Preferred Channels



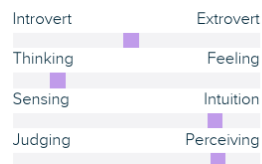
Samantha Smith



"Coffee beans are the coolest kind of beans."

Age: 37
Work: Software Engineer
Family: Engaged
Location: Seattle, WA
Character: Optimizer

Personality



Honest Creative Tech-savvy
Intellegient Reliable

Goals

- Plan her schedule for the future
- Organize her thoughts
- Loves logging her day-to-day life
- Enjoys looking through past bullet journal entries

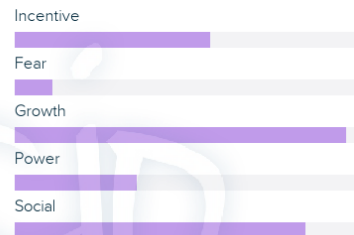
Frustrations

- Wants the convenience of combining bullet journaling with digital aspects.
- Hates looking through her entire journal for a specific type of entry. Wishes there's an easier solution.
- Doesn't like migrating tasks by hand. Thinks it's too tedious.

Bio

Samantha is a software engineer at one of her local startups. Her schedule is tight and she spends many hours coding. In her free time, she loves to drink coffee and fill out her analog bullet journal. She is interested in switching to digital bullet journaling since she recently received a new laptop as an engagement gift. Tech-savvy and loves markdown.

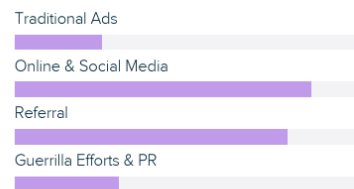
Motivation



Brands & Influencers



Preferred Channels



Alyssa Jones



"Optimism is a happiness magnet. If you stay positive good things and good people will be drawn to you." - Mary Lou Retton.

Age: 25

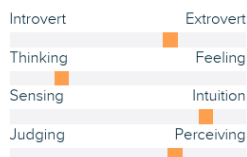
Work: Accountant

Family: Engaged

Location: New York City, NY

Character: Optimist

Personality



Dependant

Loves technology

Hard-working

Charismatic

Goals

- Alyssa set a new years resolution to journal everyday.
- She wants to plan dates for her wedding
- Alyssa hopes to be more organized with scheduling her nanny side job

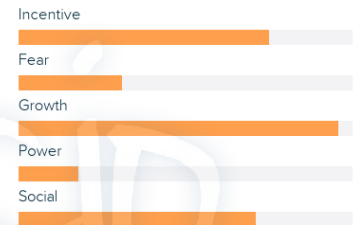
Frustrations

- She keeps losing the physical copy of her BuJo
- Alyssa forgets to add events to her calendar, so she does not know when she is free
- Alyssa sometimes overbooks herself due to the lack of organization

Bio

Alyssa Jones is a 25 year old accountant living in New York City. She recently got engaged, and is about to plan her wedding. Alyssa is a very busy person, as she works as an accountant during the day, and as a nanny at night. One of her biggest tech skills include Markdown. In her very limited free time, Alyssa loves exploring the city, trying new foods, and traveling. As an extrovert who has nonstop thoughts, she also spends lots of her free time journaling. Her friends all describe her as a caring, positive, and hard working individual.

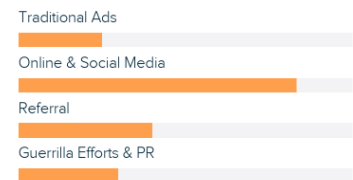
Motivation



Brands & Influencers



Preferred Channels



System Diagram:

```
let bullet = {  
  id: int  
  Date: Date (00/00/0000) for  
  custom)  
  Task Field: "Completed"  
  CompTimeStamp: Date  
  Labels: ["String"]  
  Deadline: N/A/Date  
  Content: String  
}
```

User Stories/Use Cases:

