# Cool Beans Pitch Document

**Statement of Purpose:** Cool Beans' goal is to help users (with markdown experience) 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. <u>Problem</u>: 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 make a daily log and find/view already-created logs rapidly.
  - People want to be able to adapt their journal to their needs. Changing fonts, being able to highlight important items, color-coding, etc. are important for visual appeal and organization. We aim to give the users flexibility and freedom to their journaling.
  - People often want to be able to reflect on their past schedules 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: Have a Minimum Viable Product ready (should be able to create a post on the front-end and store in the back-end, view posts in the monthly tab, and handle GET/POST requests).
  - Week 8: Our own version of Markdown and tabs/labels should be implemented
  - Week 9: Migration should be implemented
  - Week 10: Finishing touches
- 3. <u>Solution</u> 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 a monthly list view 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 create various custom logs, 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 and future logs 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 "migrate" or copy and paste markdown content..
  - a. Avoid: Difficulty in multiple entry or subsection migration of entries.
- 2. Monthly View: Chronological bulleted list of entries dated with the current month.
  - a. Avoid: Cluttering the UI with buttons, prioritize UI minimalism. Create/Edit&Migrate as core buttons.
- **3. Future/Past View:** Chronological bulleted list of entries with entries from months not of current.
  - a. Avoid: Preserve chronology after migration/editing of date.
- **4. Labels:** Allow users to add attributes to entries.
  - a. Avoid: User-named tags may be difficult. Designate a predetermined list of tags like "school" or "urgent"
- **5.** Login: Allow users to be identified by their name.
  - a. Avoid: Passwords. Implementing security may be a rabithole as it would require many layers of security and resources to implement. We can keep the website to be used with people you trust and/or for personal use.
- 6. Custom View: Undated bulleted list of entries.
  - a. Avoid: User-generated bugs from excess customization powers. Implement a custom view as a daily log with a customizable name.
- 7. Search/Sort By: Allow searching for entries with specific dates or labels.
  - a. Avoid: Searching by key-words may be supported later.
- 8. Attachments: Image and audio attachments for entries will be supported albeit crudely.

#### 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. <u>No-gos</u>: 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 Passwords: We want the app to be personal.
  - Not a mood tracker: Our journaling targets people who are familiar with markdown and who want something to help them organize their schedule/deadlines.
  - No syncing with external apps: Our journal will not sync with other scheduling apps (ex: google calendar). This is so that it is more personal and less technical burden with APIs.
  - No sharing the journal with entities we don't trust: this BuJo is for private, personal use with friends only.
- 5. <u>User personas</u> 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 Carnegle 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.

# Fear Growth Power Social Traditional Ads Online & Social Media

Motivation

Referral

Guerrilla Efforts & PR

# Samantha Smith



"Coffee beans are the coolest kind of beans."

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

# Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

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

Incentive
Fear
Growth
Power
Social

#### Brands & Influencers



### **Preferred Channels**

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

# 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

Introvert	Extrovert
T	
Thinking	Feeling
Camaina	Intuition
Sensing	Intuition
Judging	Perceiving

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

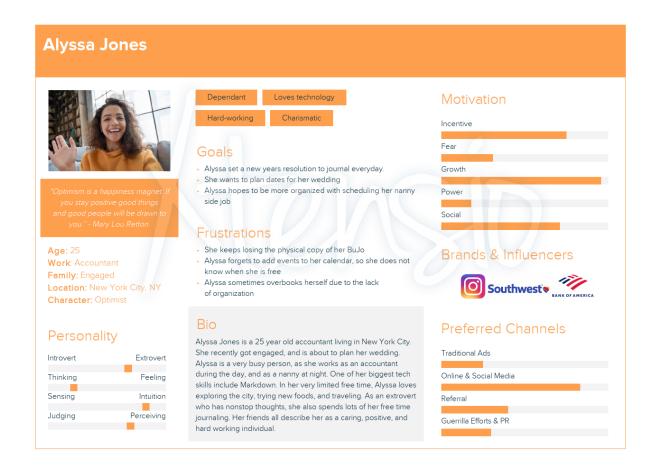
Incentive
Fear
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Social

#### Brands & Influencers



# **Preferred Channels**

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#### System Diagram:

https://docs.google.com/drawings/d/1ETju50DMJzqVEBbw5LtZryR1ybEqVeuQLSC5bNhTj\_g/edit

# User Stories/Use Cases:

