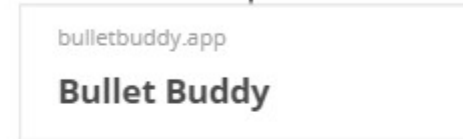


To Do List for Bullet Journal:

- Index
- Filtering System
 - By Notes / Tasks / Events?
 - Color
 - Completed Tasks
- Daily Log
 - Tasks
 - Regular (o)
 - Important (*)
 - Recurring
 - Notes (-)
 - Filter note view for each task
- Calendar
- Emjoi Icons
- Bugs to avoid
 - Empty tasks
 - Make sure you can edit and delete tasks/notes
- Images/Video/Audio/Links
- If time:
 - Custom I
 - Sketch Tool
 - Weekly Log
 - Monthly Log
 - Tracker Log
 - Future Log
 - Custom Logs:
 - Templates
 - User created?

Examples of Bullet Journals:



Other Productivity Tools (for inspiration)

- Trello
- Microsoft To Do List App
- Notion
- Apple Notes App
- Taskade
- Dynalist

Useful Resources:



User Persona Ideas

- College Students
- Business Managers
- People suffering from ADHD/ADD
- Stress Relief / Brainstorming
- Tracking fitness goals
- Art, Sketching (if sketch tool implemented)
- Parents

College Students

- Liam
- Age 19
- Male
- High School, currently in sophomore year of college
- Little to no work experience
 - Worked retail
- Professional background: student, Bio major
- Why come to the site
 - Organize assignments and due dates
 - Start forming good/productive habits
- Where are they getting information about similar products or services?
 - Facebook and Instagram
- Where will they access the site
 - Laptop or phone
- What technological devices do they use on a regular basis
 - Laptop, phone, maybe tablet
- Software/apps that they use
 - Microsoft Office/Google Drive
 - Chrome
 - Canvas
 - YouTube
 - Facebook/Instagram
- Primarily uses laptop to access the web
- How much time do they spend browsing the web
 - 6-7 hours per day
- What is your user motivated by?
 - Career aspirations - seeking to become a doctor -> premed
- What are they looking for?
 - organization for their packed schedule
- What are their needs
 - Succeed in classes - premed requires competitive GPA

Business Managers

- Lisa
- Age 35
- Female
- MBA
- Significant work experience
- Professional background: project manager for XYZ (name the company later)
- Why come to the site
 - Organize what her team is working on
 - Project workflow
- Where are they getting information about similar products or services?
 - Coworkers
 - Social Media
- Where will they access the site
 - laptop computer
- What technological devices do they use on a regular basis
 - Laptop, phone
- Software/apps that they use
 - Microsoft Office/Google Drive
 - Microsoft Edge
- Primarily uses laptop to access the web
- How much time do they spend browsing the web
 - 3-4 hours per day
- What is your user motivated by?
 - Completing projects for the company
 - Completing a successful project
- What are they looking for?
 - Keeping their team on track
 - Delivering the project on time
- What are their needs
 - Delivering projects on time and on budget
 - Managing finances

Fitness Coach

- Jon
- Age 27
- Male
- Undergrad degree in Physiology
- Moderate work experience
- Professional background: freelance fitness coach
- Why come to the site
 - Tracking personal fitness goals
 - Tracking clients' fitness goals
- Where are they getting information about similar products or services?
 - Clients + Facebook
- Where will they access the site
 - Laptop or phone
- What technological devices do they use on a regular basis
 - Laptop, phone, Fitbit/smartwatch
- Software/apps that they use
 - Fitbit/health app
 - MyFitnessPal - nutrition tracking
 - Chrome
 - YouTube
 - Facebook/Instagram
- Primarily uses phone to access the web
- How much time do they spend browsing the web
 - 4-5 hours per day
- What is your user motivated by?
 - Staying healthy
 - Helping clients improve health
 - Living balanced life
- What are they looking for?
 - Easy way to track their health goals
 - Track customers' needs - weight loss, muscle mass, etc. over time
- What are their needs
 - Improve customers' fitness and health