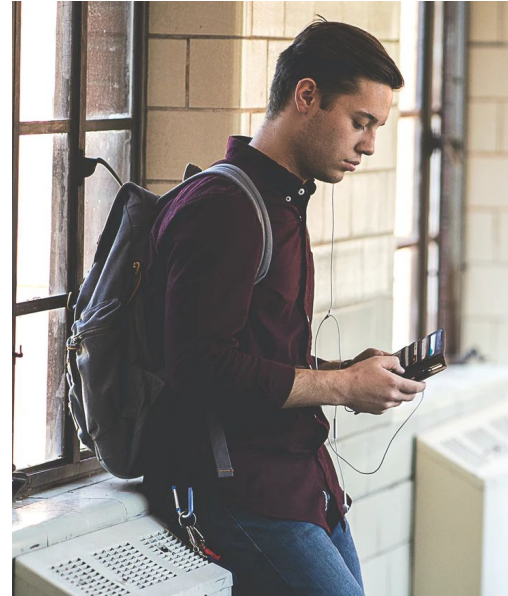

Bullet Journal Pitch

Team 31

User Personas: Liam

- Liam, 19 years old,
- Sophomore in College, majoring in Biology
- Wants to organize assignments and due dates and start forming productive study habits
- Strives to become a doctor after finishing his education
- Due to the pandemic, school is online
 - Screen time is 6-7 hours
- Technology and software:
 - Mainly uses Laptop and Tablet for classes
 - Phone for social media
 - Uses Chrome, Canvas, and Google Drive



User Personas: Lisa



- Lisa, 35 years old
- Project manager for a S&P 500 company
- Wants to organize work for her team and herself, to deliver projects on time
- Technology and Software
 - Primarily uses her laptop
 - Uses phone for social media and communication

User Personas: Jon

- Jon, 27 years old
- Fitness trainer for celebrities
- Hard to track multiple client's fitness progress and goals
- Technology and Software
 - Primarily uses phone for tracking customers needs
 - Fitness/Health tracker apps (myFitnessPal, Fitbit)



Problem (Statement of Purpose)

- Target struggling college students who need to organize their life
- There is not a quick and easy way to organize your life digitally?
- Help with the uncertainty brought by the pandemic and online education
 - Online education can require more organization and planning
- No application that combines a daily and long-term task list with features like trackers and journaling
 - Utilize photos, videos, and recordings

Scope

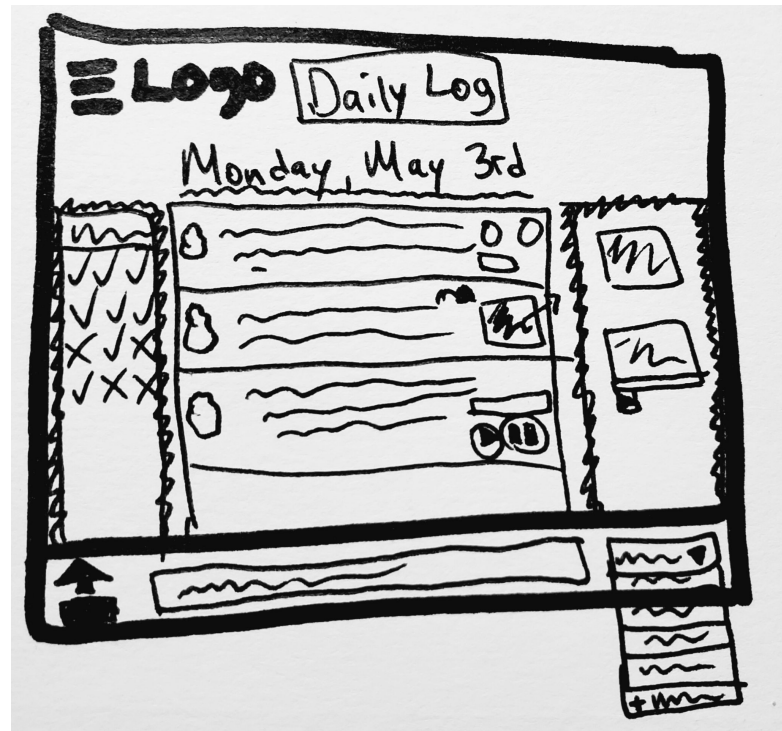
- Time for the project: **4 Weeks**
- We are limiting to solving the problem identified for college students only
- We will prioritizing finishing daily logs, weekly view, calendar view, and the ability to insert audio/images first
- Any extra features will be optional to add if time permits, but they will not be a priority

Our Solution

- Index / Home Page
- Daily Log
 - Tasks / Events / Notes
- Weekly View
 - Includes lectures and assignments (recurring option available)
 - Synchronized with Daily Log
- Calendar View
 - Keeps track of all events & tasks from Daily Log
- Filtering System
 - By priority, tags (emojis), colors, finished tasks, etc.
 - For Weekly and Calendar View
- Digital media
 - Images, Audio, Video, Embedded Links
 - Add to any task, note or event

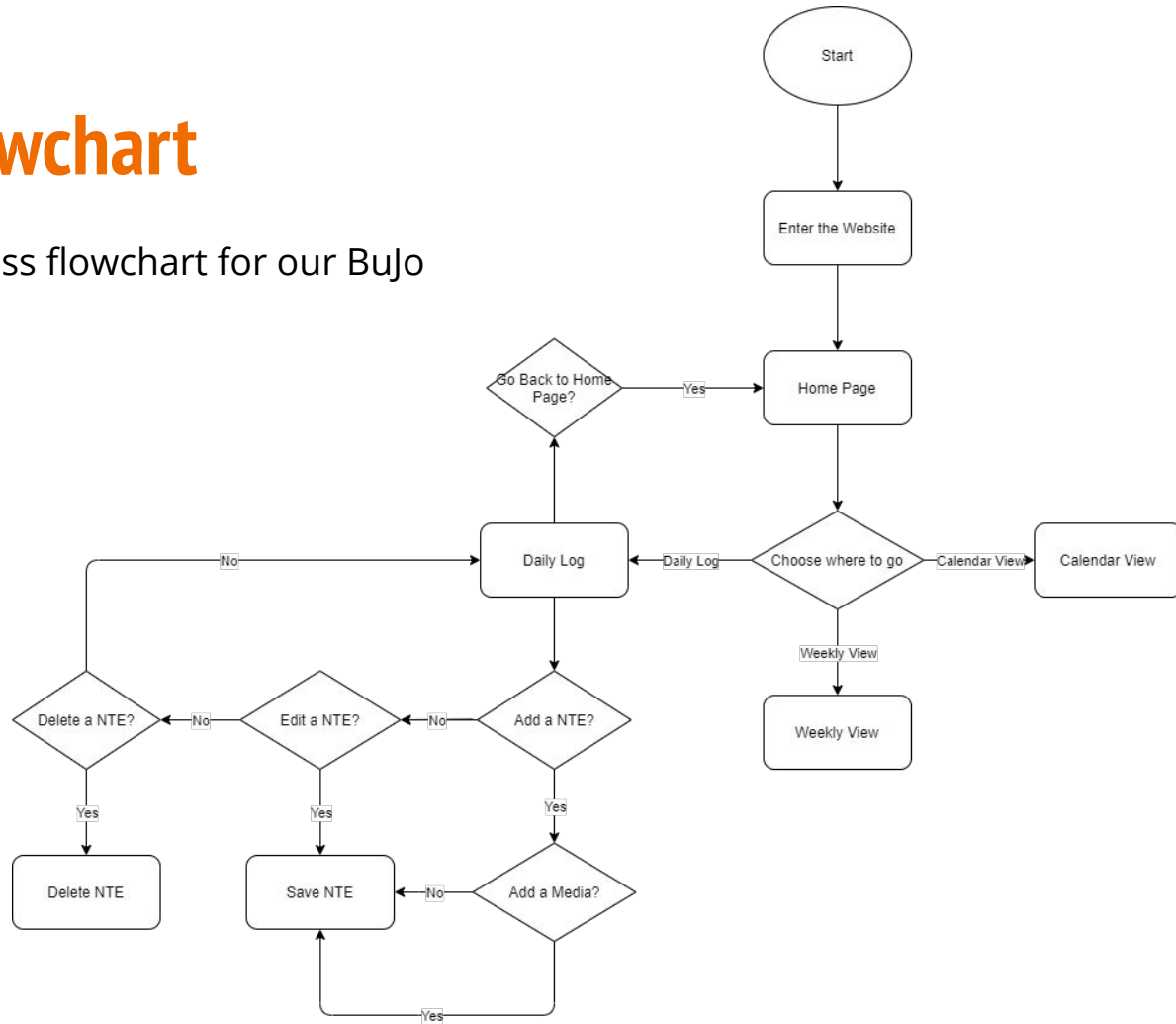
UI Fat Marker Sketch

- Navigation & Logo
 - Has a sliding menu for accessing logs
 - Logo leads to the home page
- 3 Main panels
 - Central Panel for notes/tasks/events (NTE)
 - Pinned left and right panels
 - Can be used for pictures, videos, audio
- Bottom bar
 - Add a new NTE to the daily log
 - Select or create tags for the NTE
 - Attach media to the day or side panels



General Flowchart

- Work-in-Progress flowchart for our Bujo



Risks/Rabbit Holes

- Having too many features --- unnecessary complication of the user interface
- Avoid creating too many different logs or interface views
- Focusing on making base features first
 - Daily Log > Weekly View > Calendar View > anything else
- Bugs to Avoid
 - Empty tasks
 - Editing and deleting tasks and notes
 - Unsynchronized views (logs, index, etc.)
 - Broken media upload

Thank you for listening to us!

Bullet Journal coming soon!

