### **Problem**

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

- Due to inefficient planning and being unproductive there is not a lot of time left in the day to do things we enjoy, and this also leads to missing deadlines, being unorganized about tasks and more.
- Being overwhelmed by the amount of work we need to do, we want a solution that will allow us to have a break for ourselves.

## **Appetite**

How much time we want to spend and how that constrains the solution

- We've got 5 weeks
- Difficult to make a product which incorporates every feature in the given time we have.
- We probably want to focus on maybe 2 core features
  - Minimum viable product
  - First get base product down, then add features

## Solution

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

- Categorization
- Add a variety of bullet points to reflect the core implementation of a bullet journal
- Prioritizing tasks
- Homework tracking
- Easy to add new tasks
- Visualization of how much time is left
- Create a skeleton/template to add tasks
- Easy tracking of tasks (incomplete/migrated/etc.)

# 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

- Sharing functionality
- Third-party application support/integration (google calendar)
- Ability to Login or create different user accounts.

## **Risks**

- Missing deadlines
- Misunderstanding prompts
- Focusing too much on implementation and forgetting end user experience
- No testing
- Missing Categorization features
- Trying to design for too wide an audience
  - Watering down our ideas, making the journal too generic

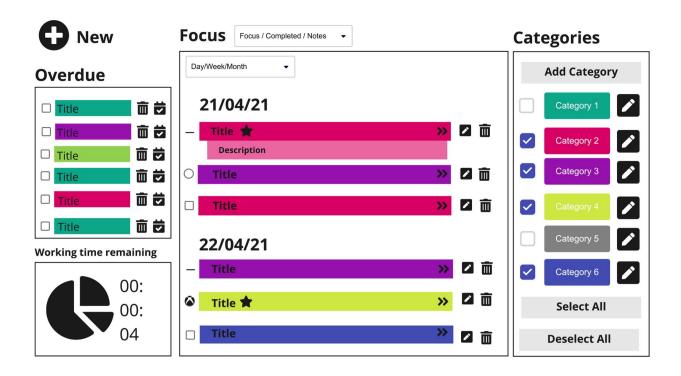
## **Rabbit Holes**

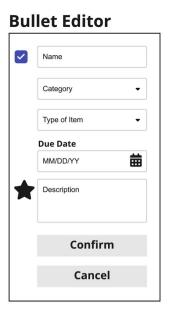
- Complexity of implementation
  - Sharing functionality
  - Calendar Integration
  - o Financial planning
  - Time visualization
- Complexity of human interaction
  - Search filters

# **Statement of Purpose**

We plan to create a bullet journal for college students to help them manage their tasks and free time

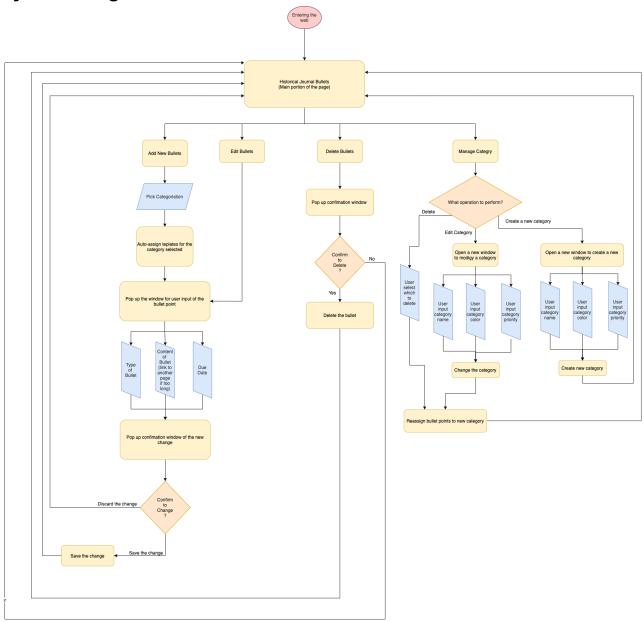
# Wireframes (starting point)







# System Diagram



## **Personas**

## **Anthony Carmelo**

#### **Profile**

Junior undergraduate student majoring in Computer Science and Engineering. Applying for internships and research positions, so is struggling to manage time and tasks properly. Wants to be more efficient in keeping a track of school tasks, applications, while also having time to pursue hobbies like badminton, playing the trombone and cooking.



Hobbies	Frustrations	Motivations	Goals	Personality Traits
- Playing Badminton - Playing the Trombone - Cooking	- Mixing up school and internship application deadlines - Finds it hard to keep a track of school assignments to complete when he is thinking about job applications Does not have enough time in the day to pursue his hobbies which he really enjoys.	- Have a visual layout of deadlines Have time in the day for pursuing his hobbies Being able to separately organize school work from internship applications.	- Working with Artificial Intelligence and automated-driverless cars Start his own company one day Learn to cook dishes from around the world Play in a Jazz band with his friends.	- Hard-working - Music Enthusiast - Extrovert - Good sense of humor -Unorganized/Cha otic

## Jennifer Zeleneski

#### **Frustrations**

Remembering details is difficult because she always loses things
Prioritizing is difficult because she's impulsive
Frustrated with not understanding people (introverted)
Big ambitions but lacks the planning and commitment to follow-through



Motivations	Goals	Unique Characteristic	Habits	Hobbies
- Bringing fantasy to life through writing - Being adventurous and wanting to experience some crazy stuff	- Publish a book - Backpack an epic month-long journey.	- HUGE fan of Lord of The Rings and Tolkien as an author - Unhealthy obsession with cosplay - Fit but has no sense of coordination	- running - hiking - biking	- doodling - writing - playing an Ocarina

#### **Carmen Geddit**

#### **Frustrations**

Can't keep track of all her deadlines

Finds it difficult to remember what she needs to study for her exams

Overall there's so many things going on in her life that it's hard to keep track of
everything (med school and having a life)



Motivations	Goals	Habits	Hobbies
- Have a more organized life	- Eventually becoming a doctor	-Watching Cody Ko and	- Gardening
- Keep track of things	- Make a lot of money	Noel Miller before going	- Painting
- Have a routine that she can stick to	- Plan a trip to Amsterdam with her	to bed	- Sketching
- Being able to hangout with friends	friends		
	- Remember to do her chores		

#### **Doctor Rasta**

#### **General Description:**

Grew up in the inner city of Oakland and visited Jamaica on a class trip in 9th grade. Recently graduated from Berklee school of music and is currently a popular reggae artist. His parents initially did not support him but are now proud of what he's done. Despite his current success, he is still ambitious and wants to have a #1 hit song.



Frustrations	Motivations	Goals	Hobbies	Unique characteristic
- Has had 10 #2 hits but	- spread love through	- go on a world	- making music	- has a ferret
never a #1 hit	music	tour	- natural herbs	- is very competitive
- People don't see	- be the best reggae artist	- learn guitar	- gardening	- oddly short
reggae as a serious	alive	- stalk his	- bowling	- has dreads not for long
music genre	- learn more instruments	girlfriend until	- spending time	- has 2 different color eyes
- He thinks his girlfriend	- improve vocals, use less	the truth is	with his pet ferret	
is cheating on him with	autotune	revealed		
a rock and roll artist	- have people all over the	- make a #1 hit		
- Has hit a song writing	world know him / listen to	song		
slump	his music	- stop his		
- Hes stressed about		balding		
balding, which makes				
him bald even more				

#### **James Anderson**

#### **Profile**

James is a new software developer at SmartBow, a startup in silicon valley. Very busy especially as a newcomer as there are many things to learn. Just got married.



Frustrations	Motivations	Goals	Unique Characteristic	Habits
- James got overwhelmed by these small tasks. Occasionally forget one or two of them He struggled to quickly get next task from his memory that is most emergent (high priority) - When he starts to code, he always forgot the time and even miss some important meetings - Needs a systematic way to plan his todos for the day	- Make a difference as a software engineer - Hold curiosity about new technologies	- Get promoted to general manager - Increase the user rating on the web application he is currently working on - Finish reading 5 books on team management by the year	- Does not work on Saturday. Reserved for his family - When working, always prioritize efficiency	- Racing cars - Airplane models - Hiking

## **King Peter IV**

### Profile

King Peter IV is the current King for a small coffee shop in which he started up with his parents during his highschool years in San Diego, working 30 hours per week. Now that he's a Sophomore at UCSD as a Communications major student he needs to manage his time wisely.



Frustrations	Goals	Habits	Unique Characteristic
- King Peter IV wants to find time to relax and contemplate	- Wants	- Drinks coffee in the	- Will fully execute a
about the Kingdom (coffee shop) he's built in between days	to	morning everyday	plan once he makes
he focuses on school work and days when he has to work	graduate	- Has breakfast	one
- King Peter IV needs to keep track of days or weeks when he	within	every morning	- Gets distracted by
needs to take time off to study for exams or finish up any	his 4	everyday before	memes after a while of
projects that he has.	years	leaving for school or	studying
- Doesn't like to feel stressed out about starting his	plan	work	
assignments the day they're due	while	- Gets enough sleep	
	working	every night (8 hours)	

#### **Alfanso**

#### **General Description:**

Had great time in college, partied a little too hard.

Hit a low point when he failed all his classes one semester. Wants to turn his college career around



Frustrations	Motivations	Goals	Hobbies	Unique characteristic
- Wants to still party with	- TURN LIFE AROUND!	- Stop skipping	- Will fully	- Tragic backstory, parents sacrificed
friends but needs to spend	- Get good grades	class	execute a	everything to send him to college
time studying	- Maintain friendships while	- Participate in	plan once	- Has hidden motivation (extra pride)
- Peer pressure to have fun	not spending as much time	class	he makes	- Grew up in a small town and never
over school	with them	discussions	one	learned good study habits
- Having bad grades	- Impress cute girl in math	- Ace next test	- Gets	- Secretly is an expert knitter/ sower
- Can't find motivation to	class with good test grades,	- Join academic	distracted	(his mom always taught him)
apply himself in school	convince her to join his study	organization	by memes	- Spends his summers helping his
- Does Not have good study	group	- Get the girl to	after a while	father mine (his fathers health is bad
habits	- Build good study habits	go to dinner with	of studying	and he doesn't want to lose his job)
- Needs to go to office hours	- balance social life,	him		
/ seek additional help	academic life, and gym			

## **Lilith Silver**

#### **Profile**

Sophomore undergraduate Music Theory student. She likes playing guitar and bowling in free time. Left handed. She really wants some way to optimize her time so that she can enjoy doing the things she loves, namely bowling and guitar playing.



Goals/Aspirations	Frustrations	Favorite Genres of Music
Combine machine learning and	- People assuming that she's into	1. Pop
nusic to be the next John Williams	classical music	2. Smooth Jazz
Score a perfect 300 bowling game	- Not being able to paint her	3. Punk Rock
at least once	prosthetic to look like a cyborg	4. Norweigan Death Metal
Get enough money to get a	arm because she has no talent	
nultitool in her prosthetic	with colors	
n	Combine machine learning and usic to be the next John Williams Score a perfect 300 bowling game least once Get enough money to get a	Combine machine learning and usic to be the next John Williams Corre a perfect 300 bowling game Least once Get enough money to get a  - People assuming that she's into classical music - Not being able to paint her prosthetic to look like a cyborg arm because she has no talent