



Starting Pitch

Equinox
Bullet Journaling Made Faster



Statement Of Purpose



Our product's purpose is to provide our users with a clear and easy to read bullet journal that is quick to write on, easy to keep track of previous entries, and stylized to our users preferences.

User Personas

Deliberation on our Potential
Users



Chenxi Xiao



AGE

27

EDUCATION

Masters in Computer
Science

OCCUPATION

Senior Site Reliability
Engineer

LOCATION

San Jose

TECH LITERACY

High

“ As a engineer and teacher, I would love to use tech to keep track of my tasks to make free time for my other interests.

Personality

Extrovert Inspiring

Leader

Bio

After completing her Masters in Computer Science, she is currently working remotely as a Senior Site Reliability Engineer in a Fortune 500 Company in San Jose. She also handles a not-for-profit online coding bootcamp for high school girls around the world.

In her free time, she likes to practice Brazilian Jiu-Jitsu and play on her piano. Before the COVID-19 Pandemic, she used to perform in the Church Choir.

She is a very motivated person who can be very persuasive, which makes her a natural leader all around and inspire people around her to do their best.

Frustrations

- COVID-19 Pandemic had turned her job remote and she's been seeing significant dip in her performance at work.
- She feels that this is due to her wasting time on unproductive tasks and as time passes, she is finding it harder to cut it down.
- With her work itself taking a hit, her drive to educate high-school girls in her bootcamp took a hit and she wants to resolve this.
- This has practically left her no time to pursue her other interests and this has left her in a state of burnout.

Core needs

- Find a way in which she can organize her tasks efficiently and in turn, keep herself motivated throughout.
- Outline her different types of tasks in different bins to remind her of the separate types of tasks she would like to see completed.
- Make time for her side interests.

Vince Jenks



AGE

17

EDUCATION

High School

OCCUPATION

Legal Intern

LOCATION

Las Vegas

TECH LITERACY

Medium

“ Working as both a part-timer in the service industry and legal intern while being in high school, I need to juggle my duties requiring ample preparation to avoid burnout.

Personality

Ambivert

Studious

Ambitious

Bio

He is a high-school student from Las Vegas who is aspiring to pursue Law in one of the Ivy League schools. He is a very studious candidate who puts in immense amounts of effort to ensure his grades are in the top of his class.

He also works as a Legal Intern in a leading law firm in the country and his output has to be immensely high consistently to meet the high expectations that come along with it.

To earn some additional money, he also works as a part-timer at a local fast food restaurant.

He is decently skilled at using the computer to his advantage, and is always open to new ideas that can change his life.

Frustrations

- Getting top grades is no easy task and he sometimes finds it difficult to schedule times appropriately for different subjects.
- The legal intern job requires him to study a lot in a short amount of time to quickly get into pace with his seniors.
- His part-time job takes up about 15 hours a week and he returns home tired, and wants to experiment how to use this low energy period.
- Social media tends to get in the way of completing his jobs.

Core needs

- Schedule the different deadlines for different subjects and his plan to complete them efficiently.
- Make note of what he needs to study dynamically as his jobs get clearer to keep performing consistently.
- Find out his low energy tasks and schedule after part-time job.

Mohammed Aowais



AGE

21

EDUCATION

Bachelors in General
Political Science

OCCUPATION

Aspiring Model; Policy
Analyst (Former)

LOCATION

Philadelphia

TECH LITERACY

Low

“ As I pursue another ambition, I would like to keep track of my daily tasks to complete my career switch sooner.

Personality

Introvert Motivated

Shy

Bio

He worked as a Policy Analyst for a big firm in the East Coast before he tried out bodybuilding and fell in love with it. After frustrations with the bureaucratic nature of his previous work, he left his high-paying job to focus on building muscle and become a muscular model in the high fashion industry. For this, he needs to do different types of exercises on different days. To make ends meet, he also takes up odd freelancing jobs online that range through a plethora of different fields, thanks to his knowledge in niche fields and experience in industry. He is very motivated at what he does and is dead set on making it to the high fashion industry after toning his muscles.

Frustrations

- He needs to quickly complete his bodybuilding goals efficiently to get into the fashion industry to ease his financial struggles after leaving his old job.
- Keeping track of and remembering what kind of exercises to do each day to efficiently build muscle is a challenge.
- Freelancing jobs sometimes require time to be put into research.
- The high variability of his daily tasks make it hard to allocate his time correctly for each of his tasks.

Core needs

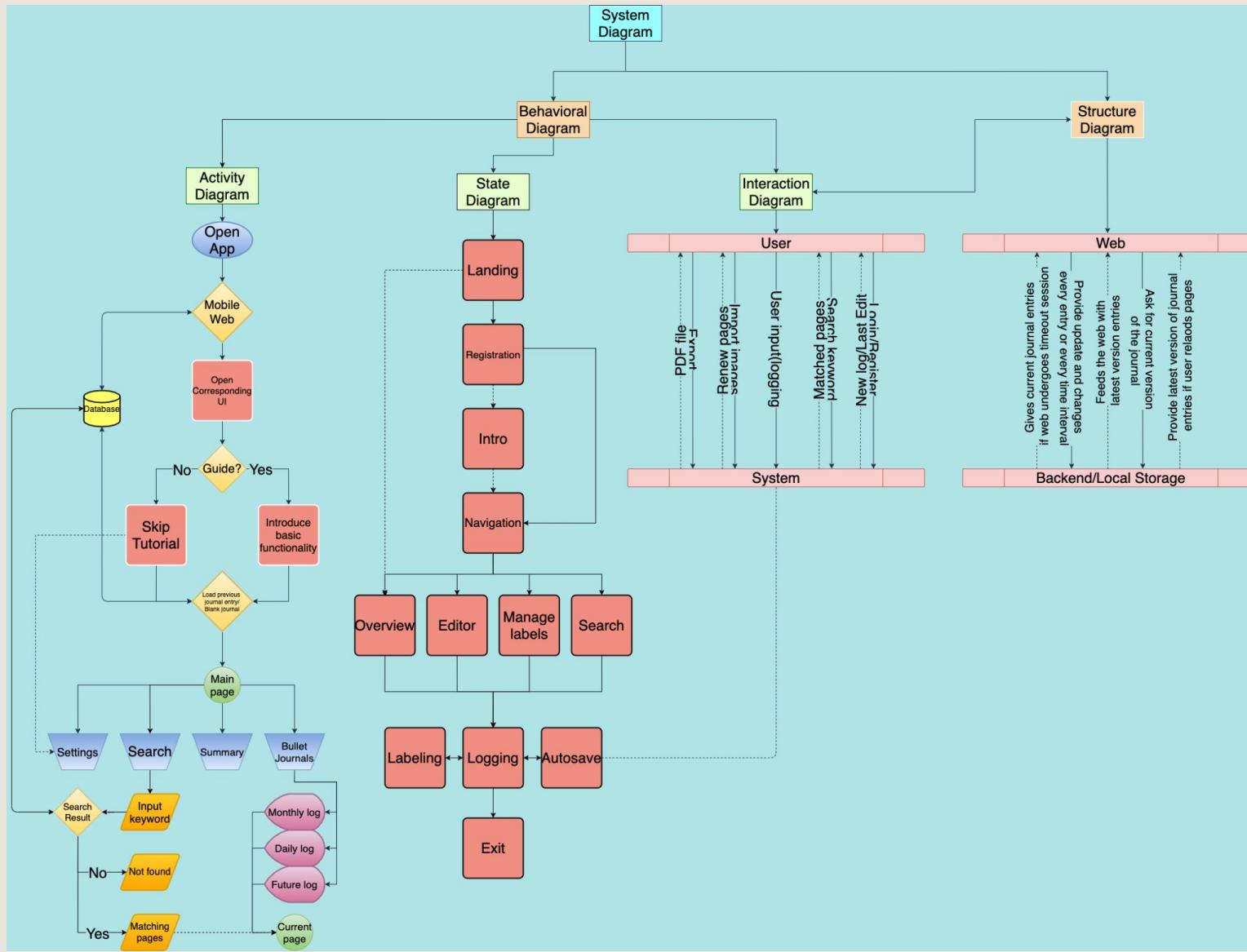
- Find a way in which he can remember what type of exercises need to be done for each of the days.
- Allocate time to sufficiently research his problems for his freelancing jobs.
- Prioritize between the bodybuilding and freelancing tasks.

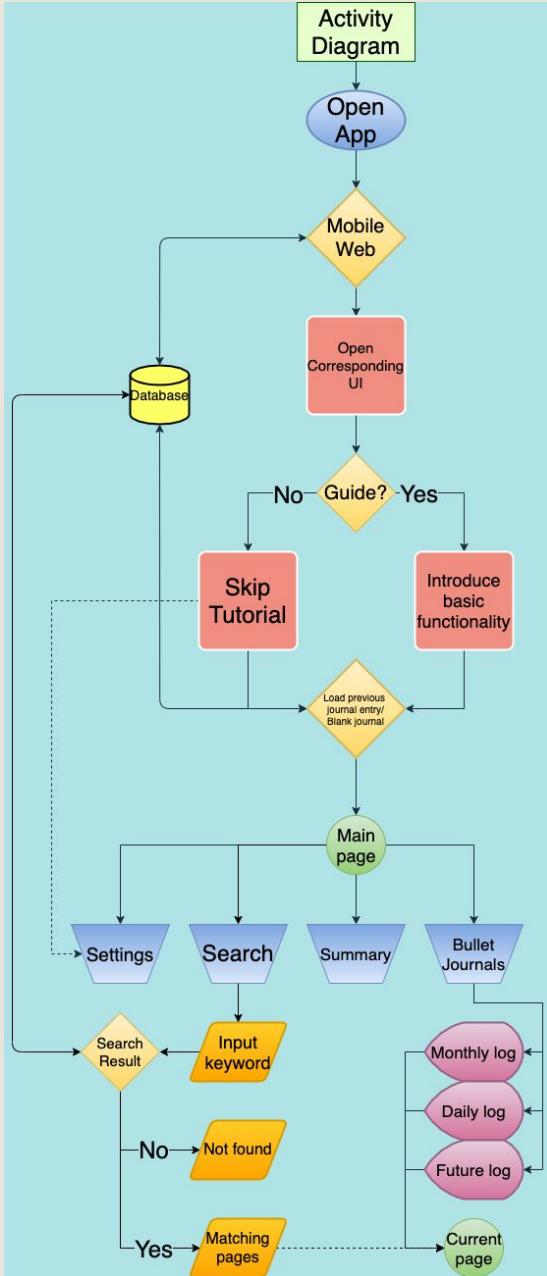
System Diagrams

UML Diagram with an Activity
Diagram, State Diagram,
Interaction Diagram and a
Structure Diagram



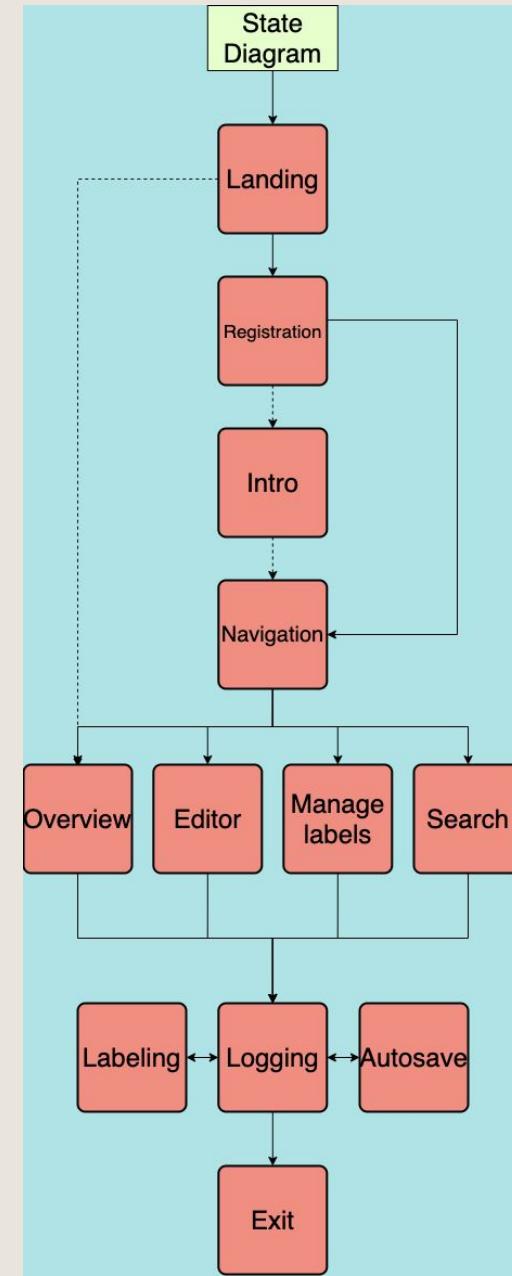
System Diagram



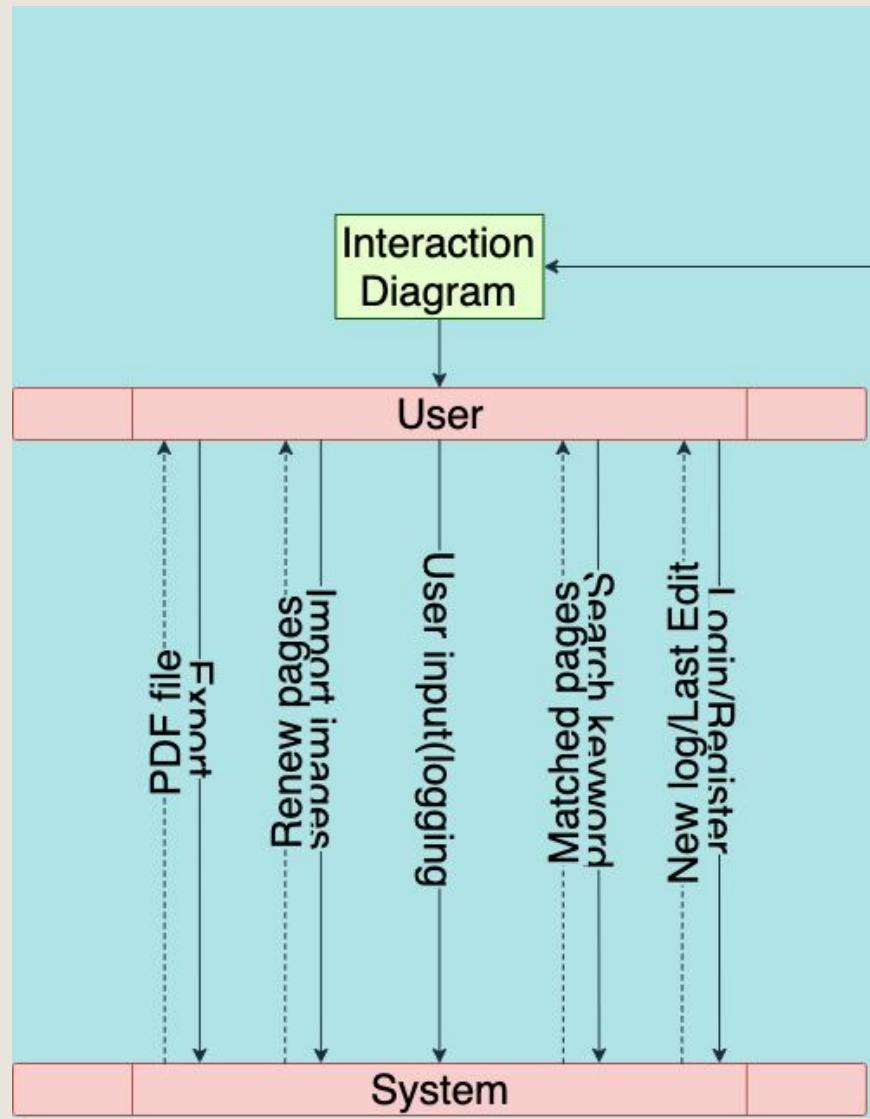


Activity Diagram

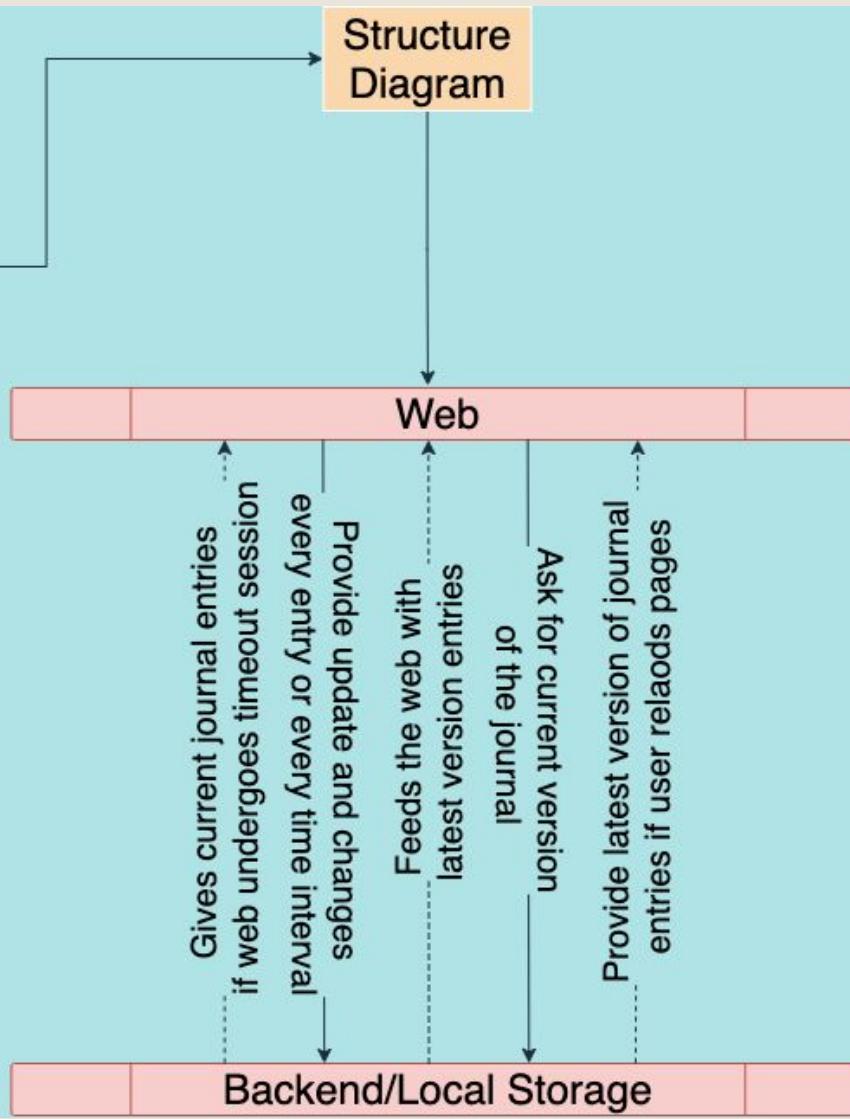
State Diagram



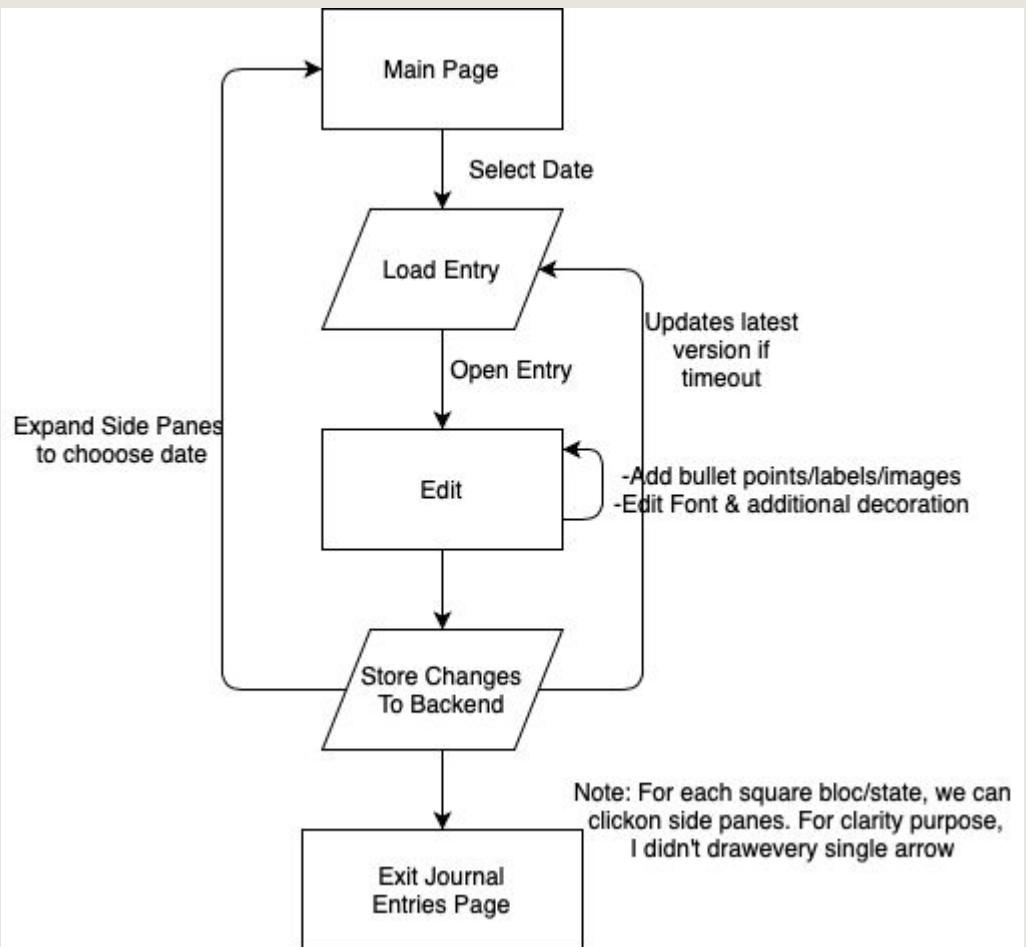
Interaction Diagram



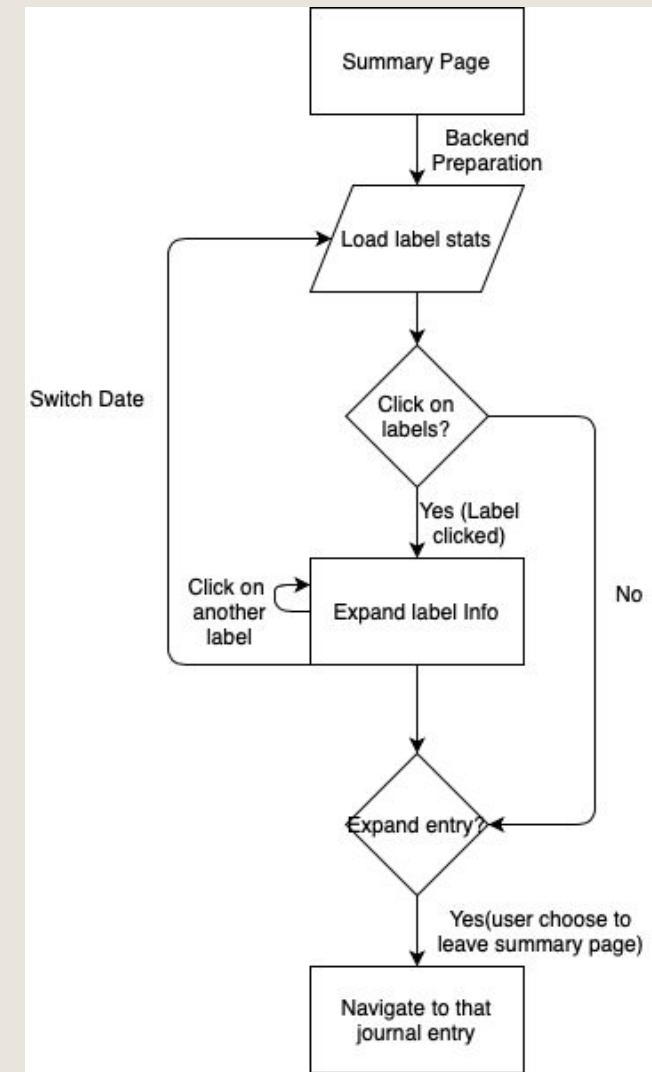
Structure Diagram



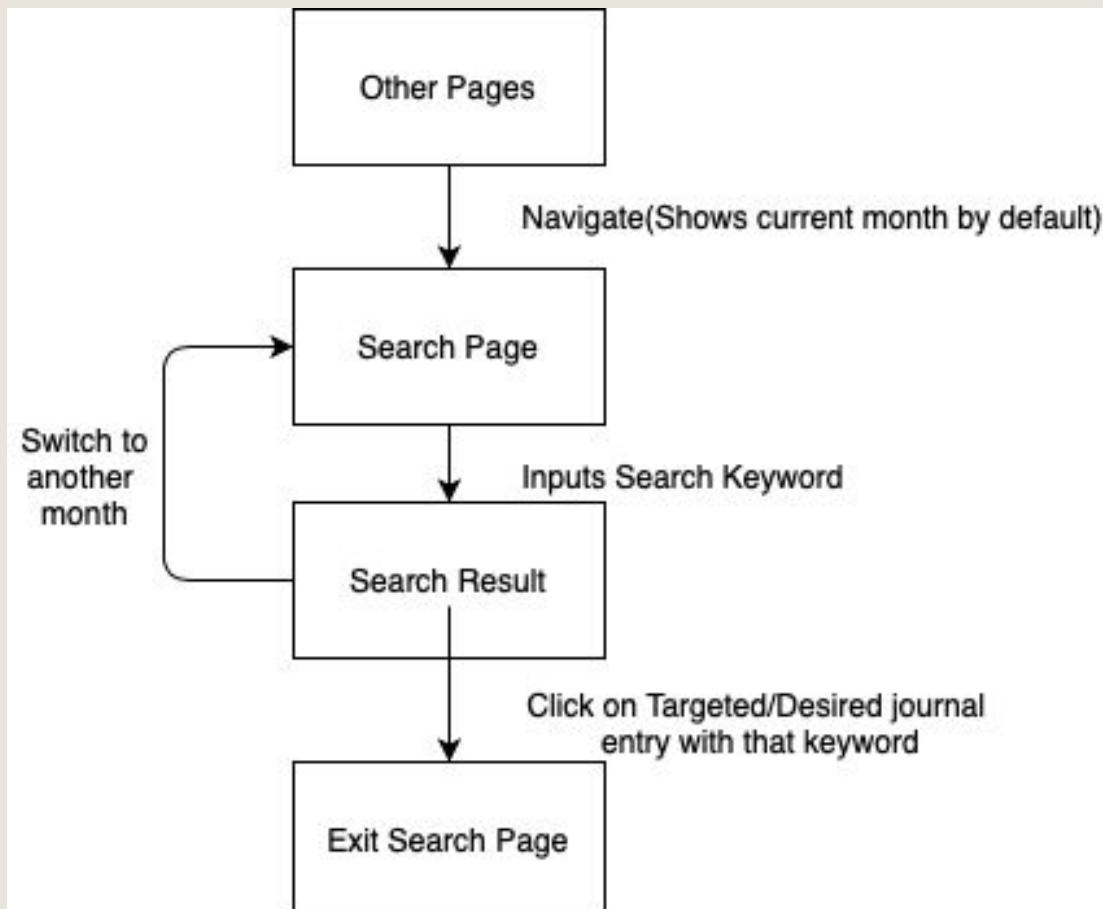
Logging State



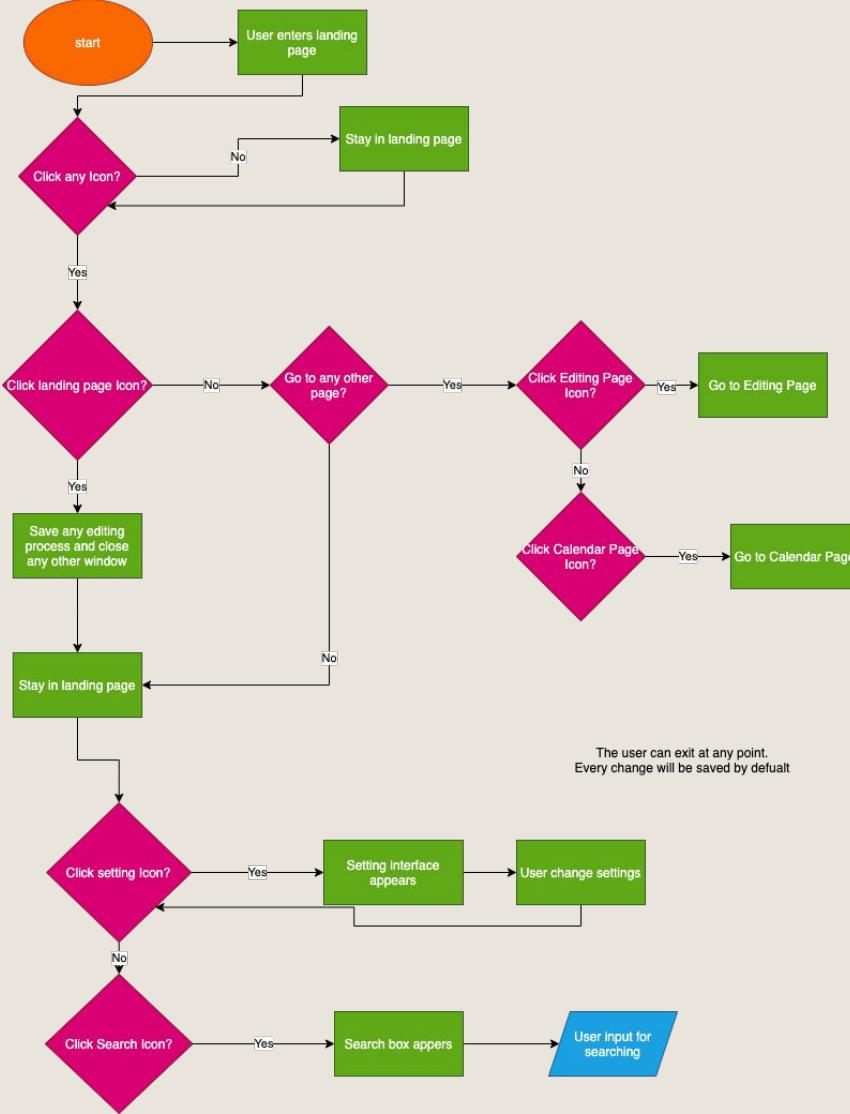
Labeling State



Search State



Use Case Diagram



Wireframes

Explores possible features to be implemented.



Landing Pages

2021/9/21, Mon



Study

Work

Play

Search...

M

21

Tu

22

W

23

Th

24

F

25

Sa

26

Su

27

9/21, Mon ● ●

● Item 1

● Item 2

● Click to Add New Entry...

9/23, Wed ● ●

● Item 1

●



Blablabla....

Some random stuff here...

B

U

I



Font

24



9/21, Mon ● ●

Study

Work

Play

9/23, Wed ● ●

● Item 1

● Item 2

● Click to Add New Entry...

9/23, Wed ● ●

● Item 1

●



● Blablabla....

Some random stuff here...

B

U

I



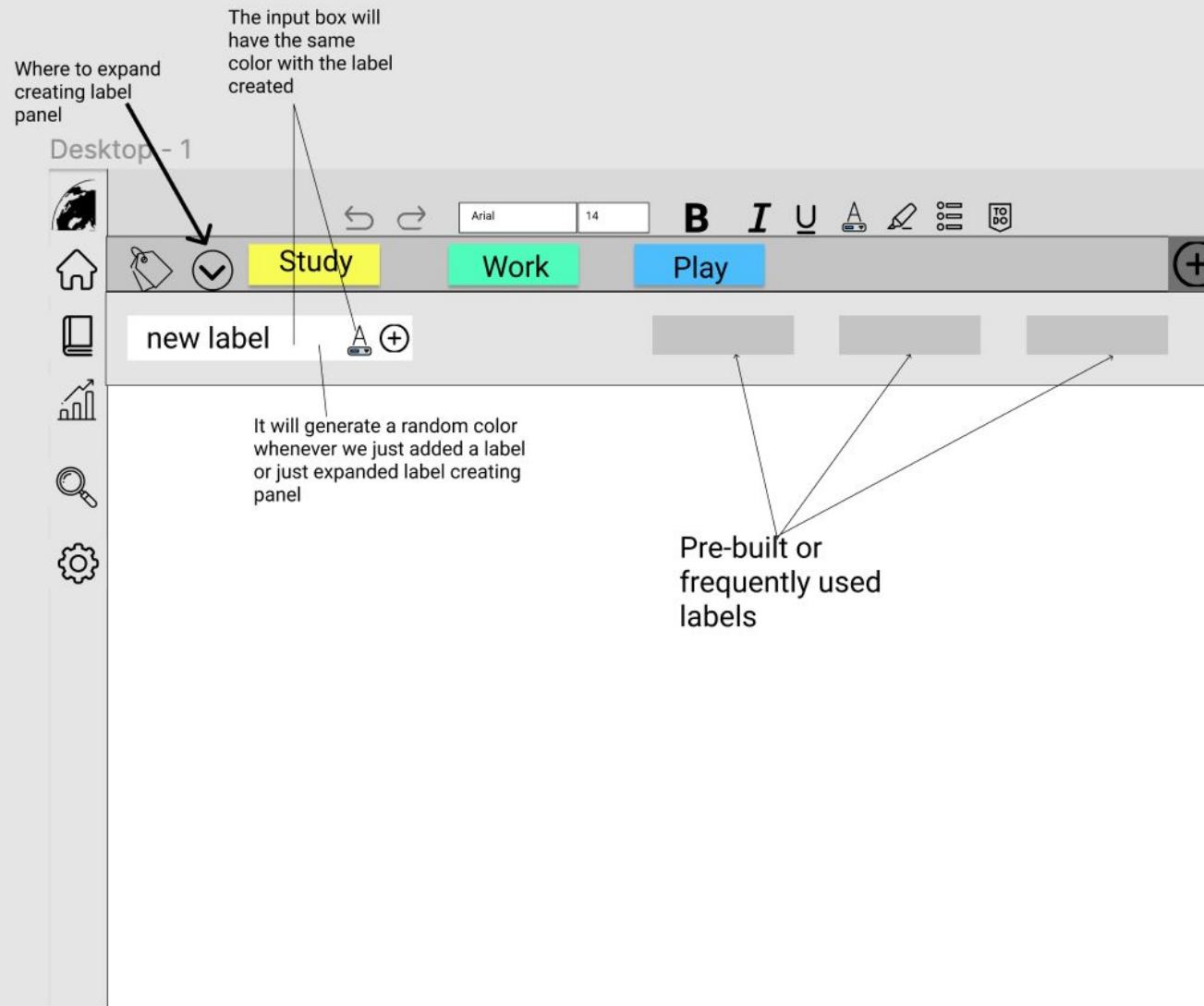
Font

Main Logging Page

2021 01/01

- Item1
- Item2
 - Sub item
 - Sub item
 - XX
 - ◆ XX

Labels Page



Label Summary Page

2021/9/21, Mon ▲ ▼

Summary

Frequently used labels:

Study	x 12
Work	x 8
Play	x 10
Assignment	x 20
Label B	x Amount

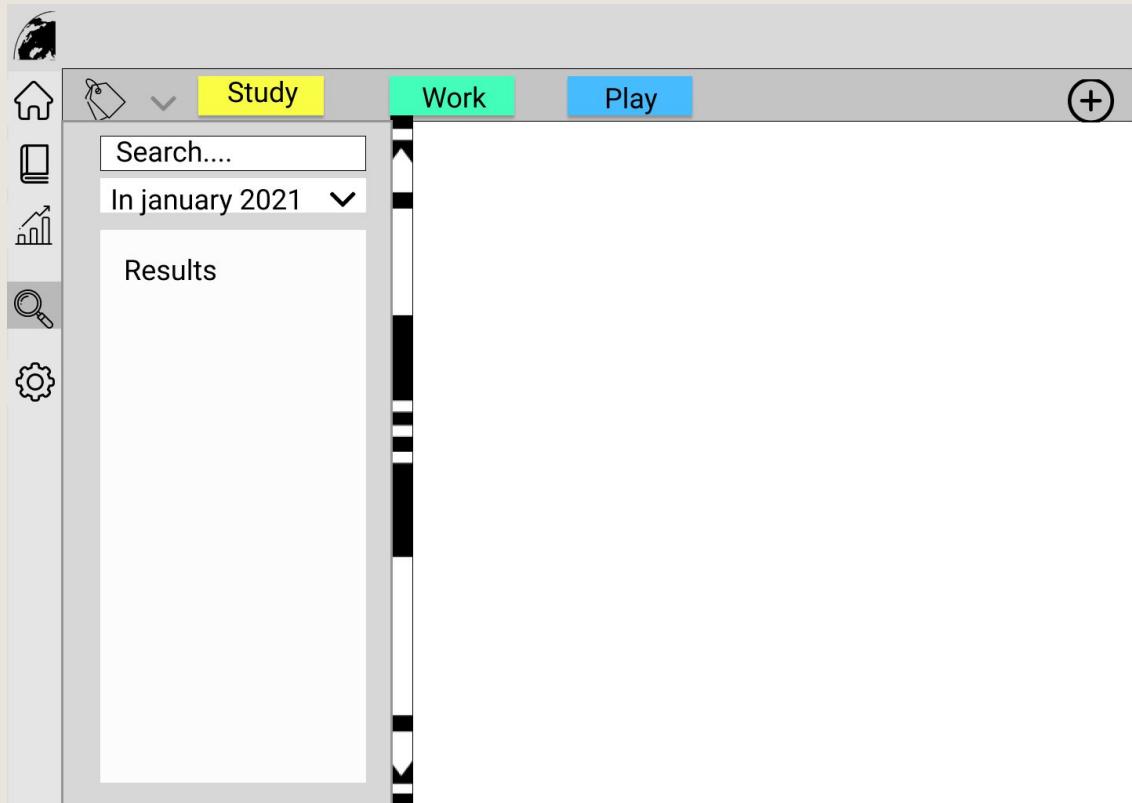
When The User Clicks on the Specific Label

Dates with the selected labels:

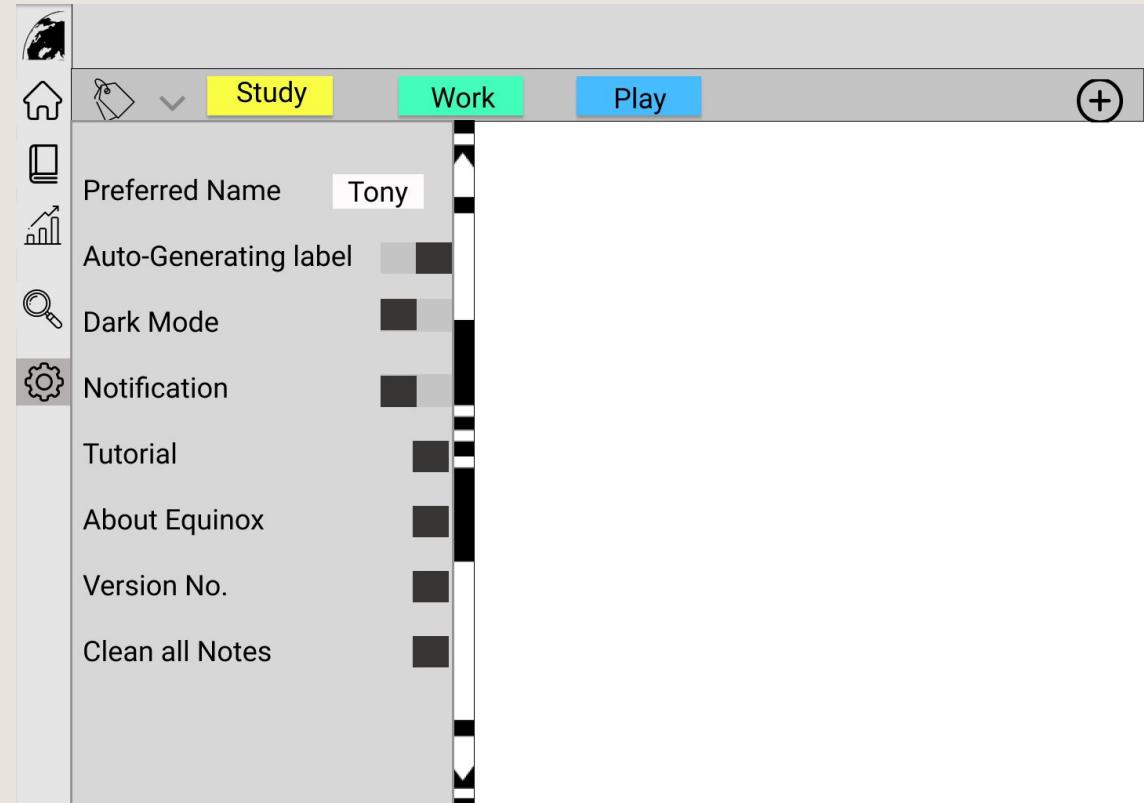
CALENDAR WITH THE DATES HIGHLIGHTED IF IT CONTAINS THE SELECTED LABEL BY THE USER

The diagram illustrates a user interface for a 'Label Summary Page'. On the left, a vertical sidebar contains icons for a globe, a dashboard, a search function, and a settings gear. The main content area features a date header '2021/9/21, Mon' with up and down arrows. Below it is a large title 'Summary'. A section titled 'Frequently used labels:' lists five items: 'Study' (x 12), 'Work' (x 8), 'Play' (x 10), 'Assignment' (x 20), and 'Label B' (x Amount). An annotation 'When The User Clicks on the Specific Label' points to the 'Study' item. To the right is a section titled 'Dates with the selected labels:' containing a large gray placeholder for a calendar, with an annotation explaining it as a 'CALENDAR WITH THE DATES HIGHLIGHTED IF IT CONTAINS THE SELECTED LABEL BY THE USER'.

Search Page (Indexing)



Settings Page



High Fidelity Diagrams

The image displays two side-by-side wireframe prototypes of a mobile application for journaling or task tracking.

Left Wireframe (Mon 9/21):

- Header:** Shows the date "2021/9/21, Mon" with a dropdown arrow, and three tabs: "Study" (yellow), "Work" (green), and "Play" (teal).
- Search Bar:** A search input field with a magnifying glass icon and placeholder text "Search...".
- Left Sidebar:** Icons for globe, grid, calendar, list, and search.
- Content Area:** A card for "9/21, Mon" with two items: "Item 1" (yellow dot) and "Item 2" (green dot). Below it is a placeholder "Click to Add New Entry...".
- Bottom Tools:** Font style and size controls (B, A, T_r, I, Font 24), camera icon, and a toolbar with arrows.
- Bottom Navigation:** Gear icon.

Right Wireframe (Wed 9/23):

- Header:** Shows the date "2021/9/23, Wed" with a dropdown arrow, and three tabs: "Study" (yellow), "Work" (green), and "Play" (teal).
- Search Bar:** A search input field with a magnifying glass icon and placeholder text "Search...".
- Left Sidebar:** Icons for globe, grid, calendar, list, and search.
- Content Area:** A card for "9/23, Wed" with one item: "Item 1" (cyan dot). Below it is a large landscape image of a city skyline at sunset.
- Text Area:** A text block containing "Blablabla...." and "Some random stuff here...".
- Bottom Navigation:** Grid, calendar, list, search, and gear icons.

Potential Risks and Rabbit Holes

Risks

- 1) Not finishing on time.
- 2) Efficient Session Management
- 3) Responsive Design
- 4) Learning Devs
- 5) Ability to Learn Quickly
- 6) COVID-19 Fears
- 7) Handling Large Amounts of Data



Rabbit Holes

- 1) Wanting to implement more and more features.
- 2) Incorrectly assuming that a particular feature is implementable before experience.
- 3) Too much time wasted on learning new stuff than implementing what we know.
- 4) Moving away from an intuitive design.
- 5) Over-designing wireframes which would make actual development almost impossible.
- 6) Wasting time on deliberating over nitpicks than moving on with a reasonable solution.
- 7) Teammates not getting ample opportunity to shine.



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