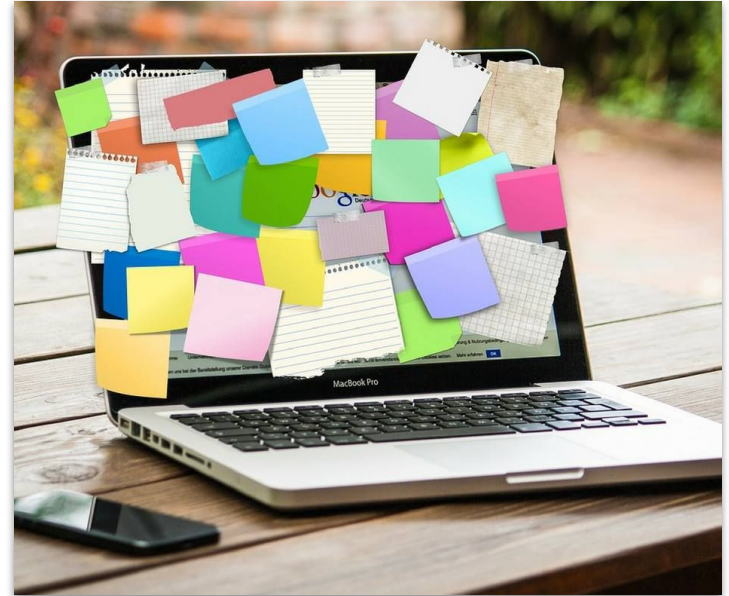


# Starting Pitch



## Problem

- Our digital dependencies overwhelms us with **lots of information** in many different locations
- People have a difficult time navigating through the **sea of data**
- Difficult to **keep track** of tasks/ideas
- The current solutions are often **complex**





## Personas



**Karen Smith**

Stay-at-Home Mother

Want to explore spirituality and record her experiences



**Harley Hardman**

VP of Law Firm

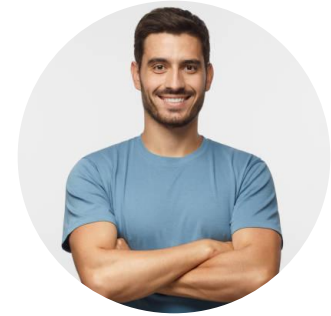
Manages hundreds of clients and mentors juniors



**James Olive**

Chef

Make new fusion dishes and improve existing recipes



**Michael Hawk**

Student at UCSD

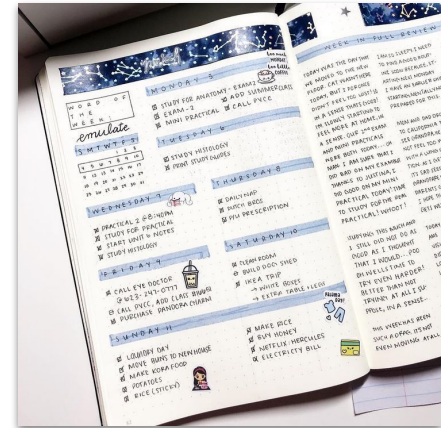
Has a hard time keeping up with basketball while maintaining school work

# Our Mission

Develop an **intuitive** web application that addresses the difficulties of navigating through the abundant amount of information by allowing the user to **easily** and reliably **organize** their thoughts and ideas on a **single platform**.



“





## Appetite

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Our project will have a relatively short time frame **around 5 weeks**. Because of this, we do anticipate certain limitations to our solution. We might not be able to implement the full feature set of our product we agreed upon.

We do hope that our project will at least implement **core functionality** as well as **drop and drop/export features** in our MVP (Minimum Viable Product).



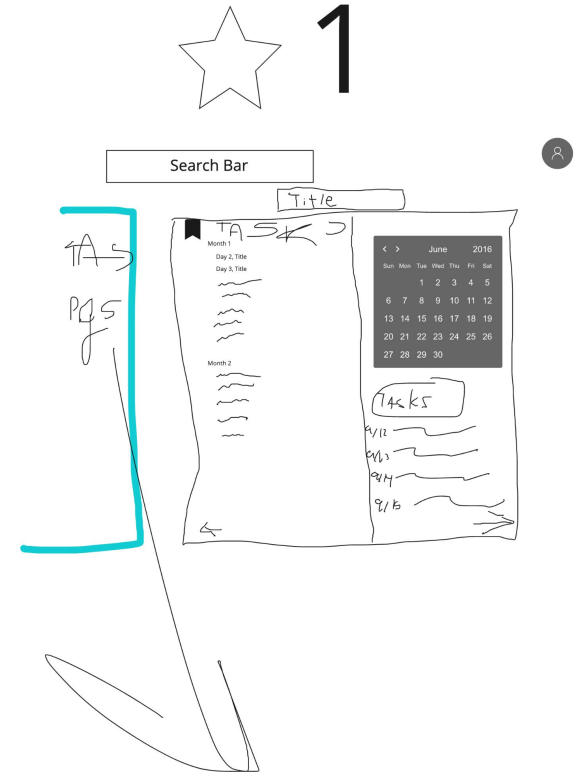
## Organizable

- Bullets help you organize your notes quickly
- Prioritize tasks easily and watch them separately



# Fat Marker Sketches

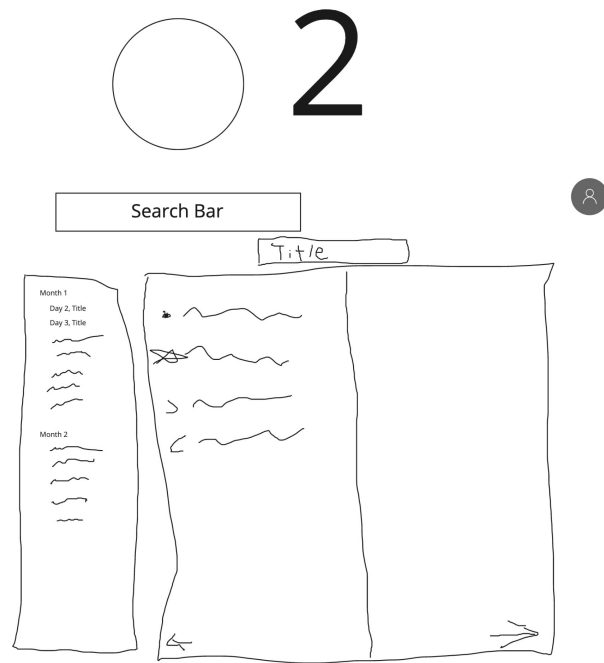
- Fat Marker 1
- The user will be able to see the tasks and the current calendar
- The user will then have the option to add and remove tasks





## Fat Marker Sketches

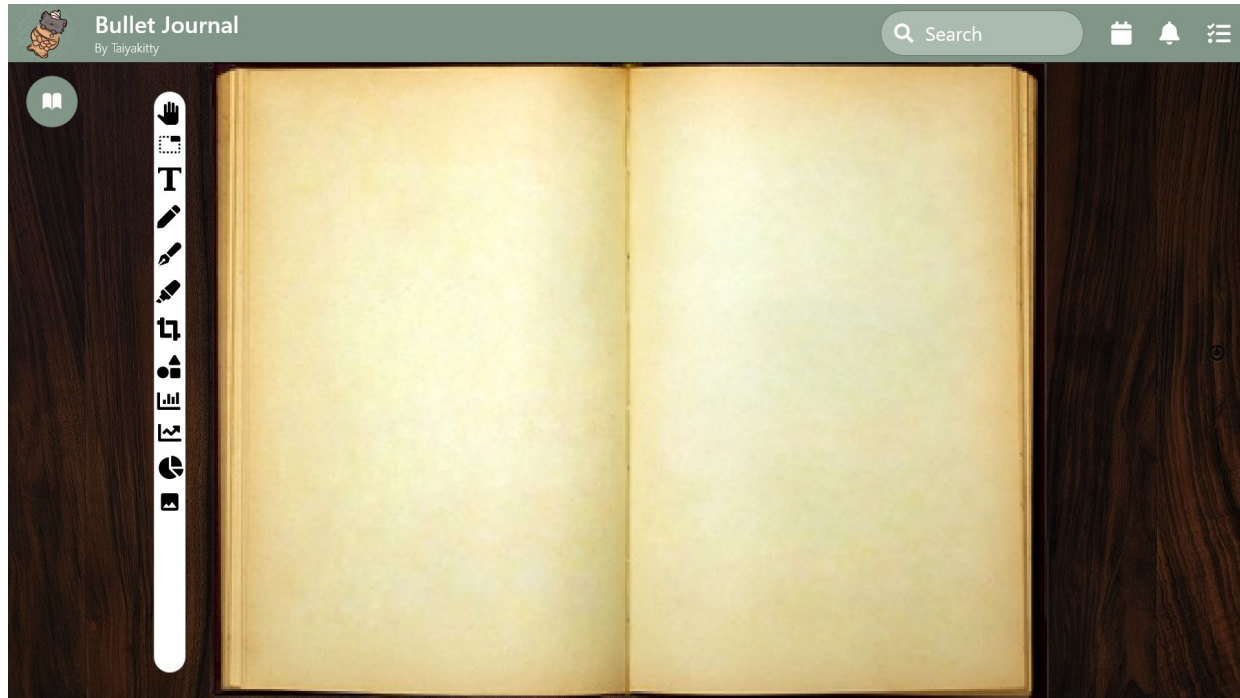
- Fat Marker 2
- The user will be greeted with a journal and will start typing
- The date will be automatically generated depending on the current date of the user's computing device





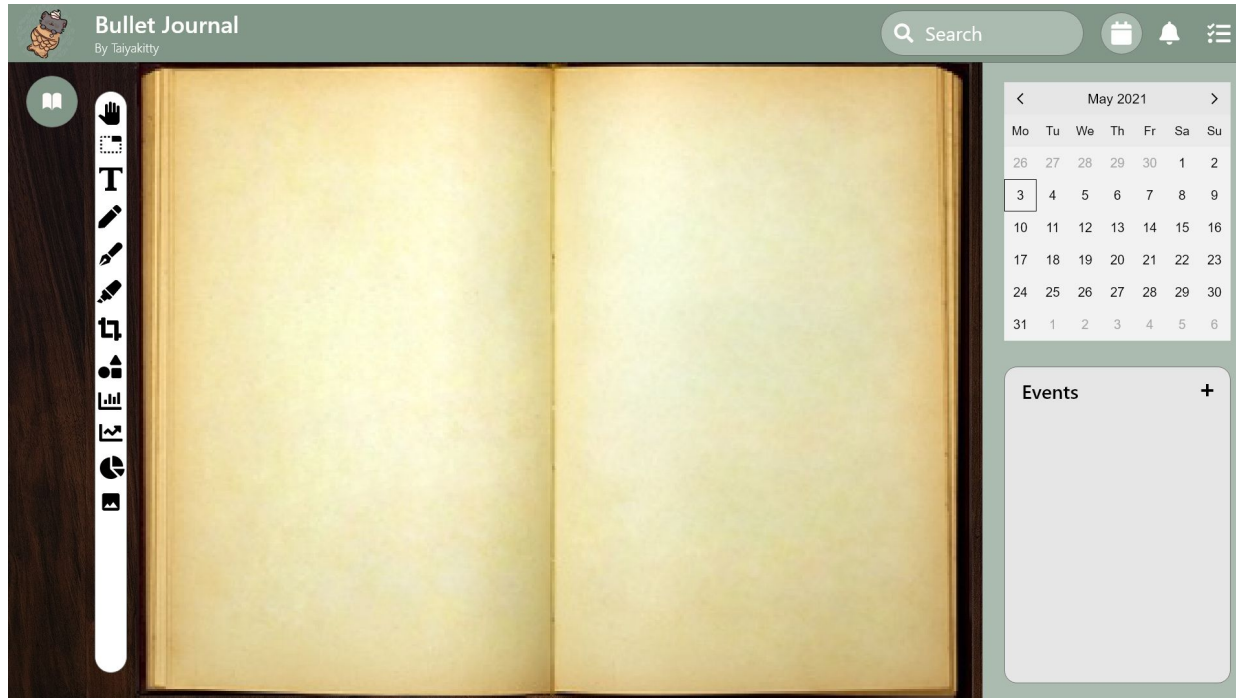


# High Fidelity Mockup



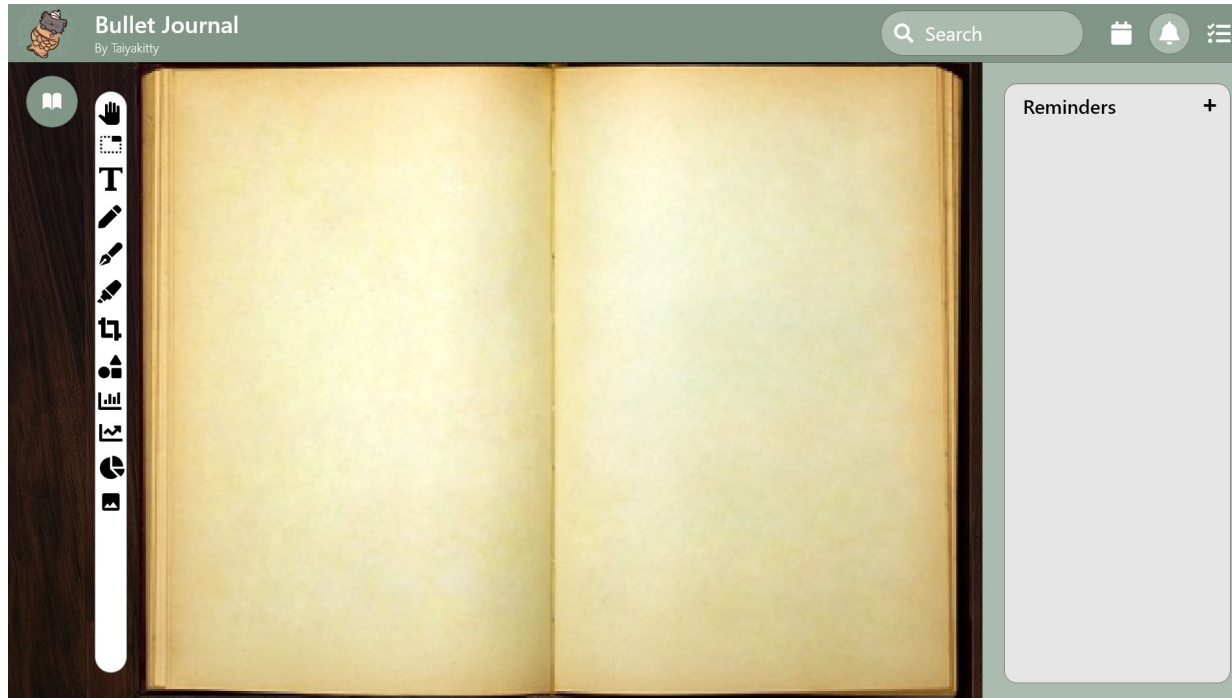


# High Fidelity Mockup



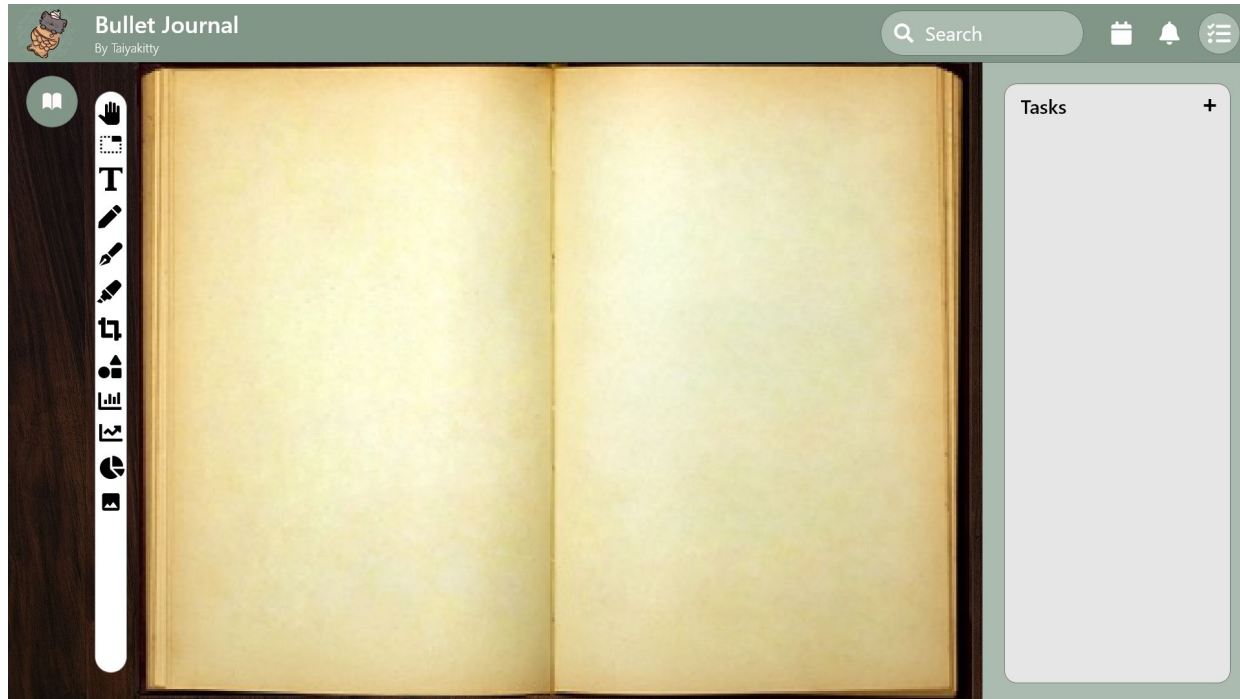


# High Fidelity Mockup



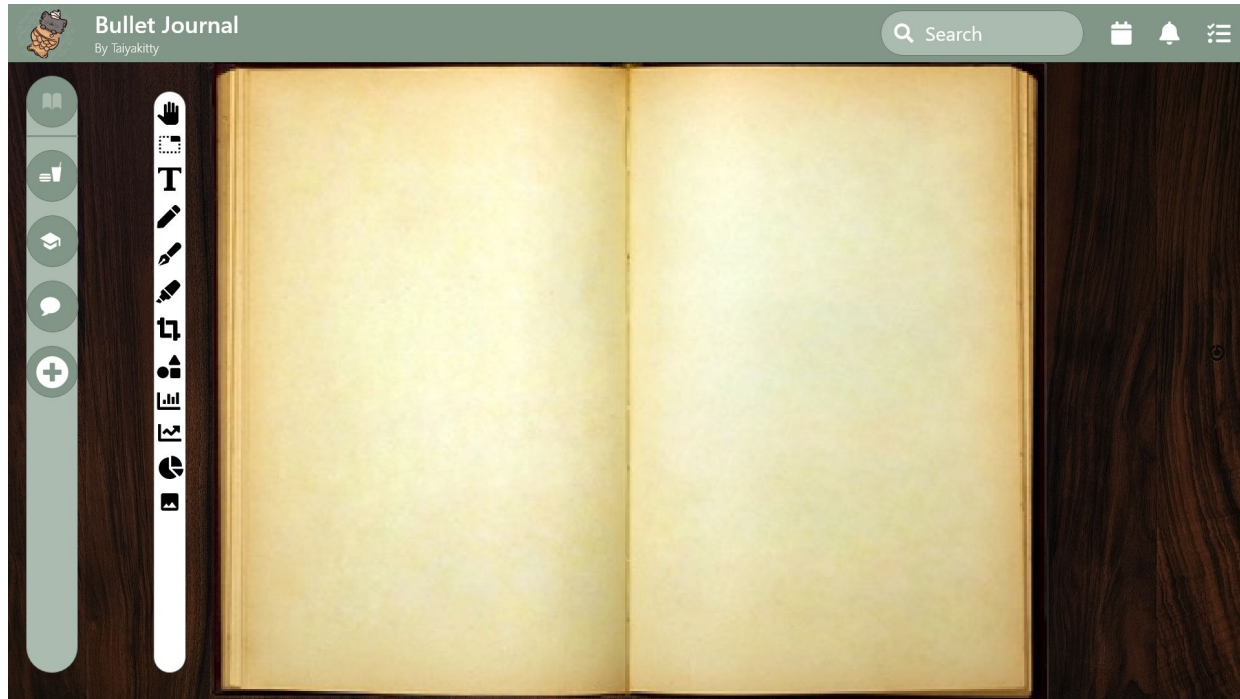


# High Fidelity Mockup





## High Fidelity Mockup





## Rabbit Holes

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- Import/Export Journal Data
- Tracking user reminders/tasks
- Data storage



## No Gos

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- User accounts and history log
- Alerting users of upcoming tasks

- We want to keep this project with a “Journal first and foremost” mentality
- We want to ensure the user that journaling will be the prime focus of this application