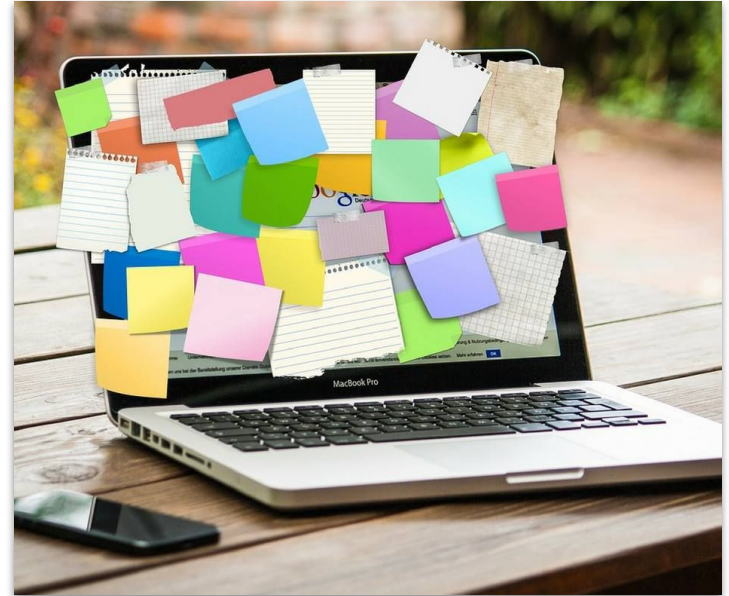# Starting Pitch

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
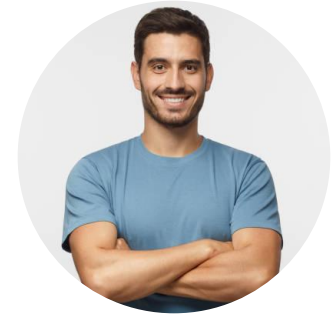
Harley Hardman
VP of Law Firm

Manages hundreds of clients and mentors juniors

James Olive
Chef

Make new fusion dishes and improve existing recipes
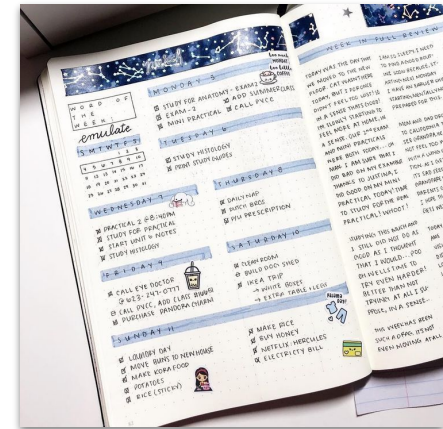
Michael Hawk
Student at UCSD

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**.
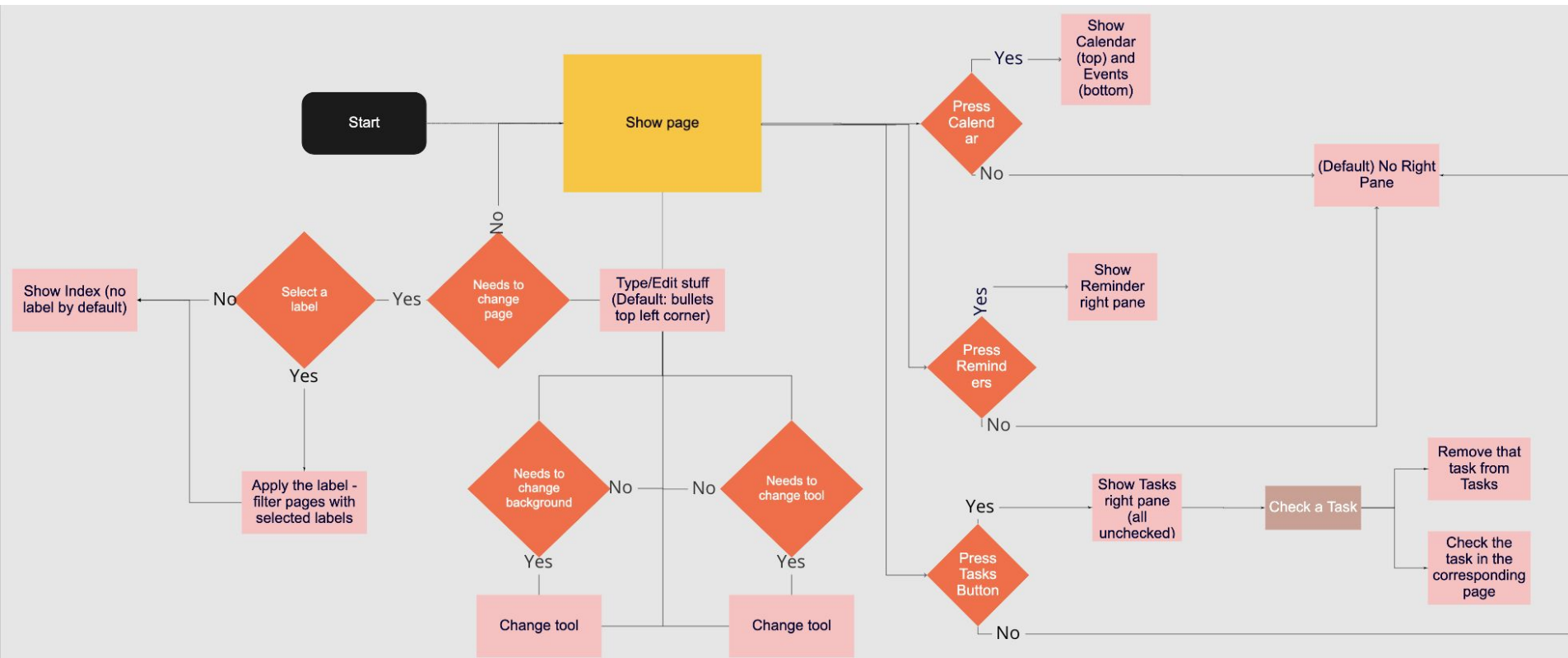
"

Appetite

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).
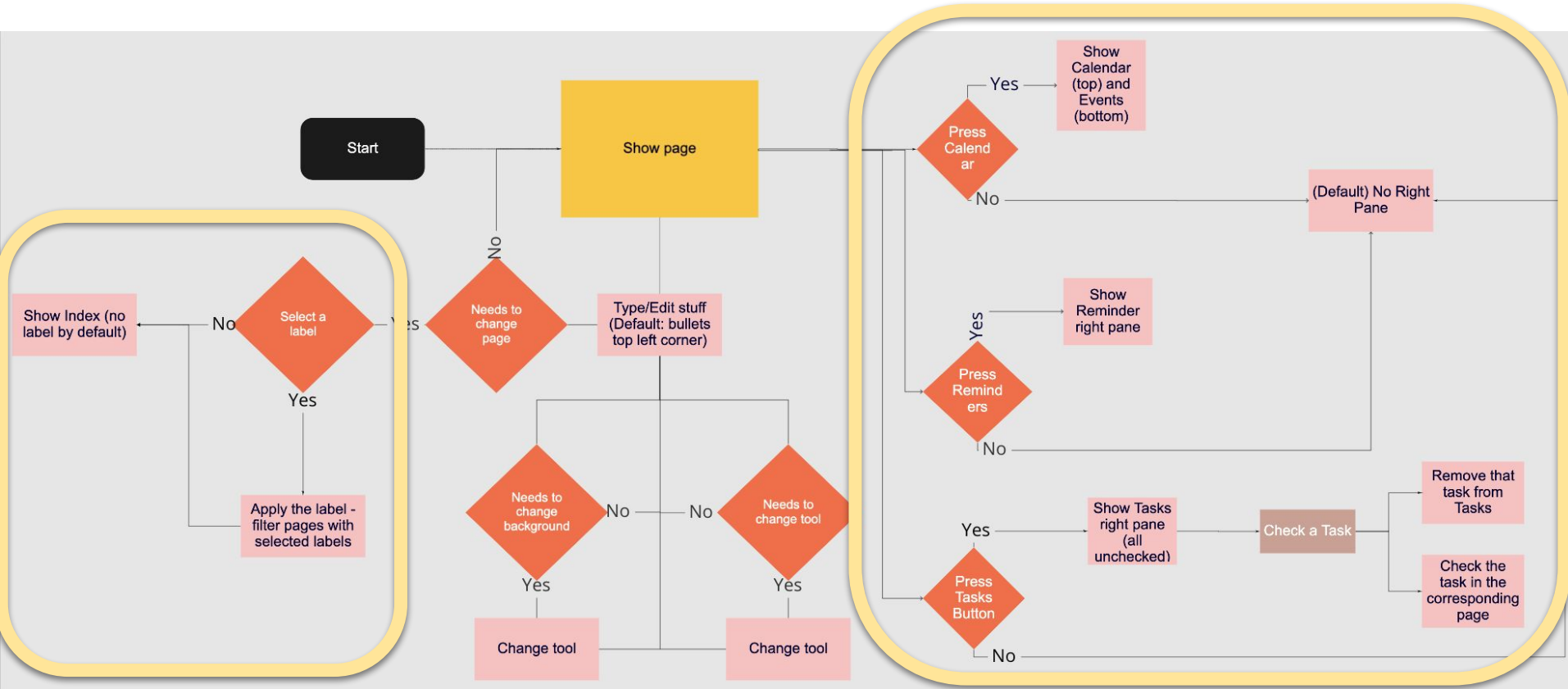
📌 Solution

Intuitive

- It is literally your Bullet Journal notebook.

  The way you want it.

- No learning curve necessary, just start writing.

Customizable

- Drag and drop in whatever functionality you need

- Simply jot down your ideas and thoughts on virtual paper, in a customizable layout

Organizable

- Bullets help you organize your notes quickly

- Prioritize tasks easily and watch them separately

UX **F**low

Start

Show page

Needs to change page

No → Select a label

No → Show Index (no label by default)

Yes → Apply the label - filter pages with selected labels

Yes → Type/Edit stuff (Default: bullets top left corner)

Needs to change background

Needs to change tool

No — No

Yes → Change tool

Yes → Change tool

Press Calendar
- Yes → Show Calendar (top) and Events (bottom)
- No → (Default) No Right Pane

Press Reminders
- Yes → Show Reminder right pane
- No

Press Tasks Button
- Yes → Show Tasks right pane (all unchecked) → Check a Task → Remove that task from Tasks / Check the task in the corresponding page
- No

UX Flow

User

Index of pages
(Shows all pages of selected labels)

Labels
(Users can check labels to filter pages shown)

Current Log
Container: HTML, CSS, Javascript
It will keep track of notes, any events or tasks for the day

Tasks
Add/view/take cursor to tasks

Events
Add/view/take cursor to events, show calendar

Reminders
Add/view/take cursor to reminders, notify users

ToolBox
Allows User to edit existing text such as font/images/size

Local Storage
Container: JSON
Stores user logs and any tasks, etc.

Component Diagram

9

Fat Marker Sketches

- Fat Marker 1

- The user will be able to see the tasks and the current calendar

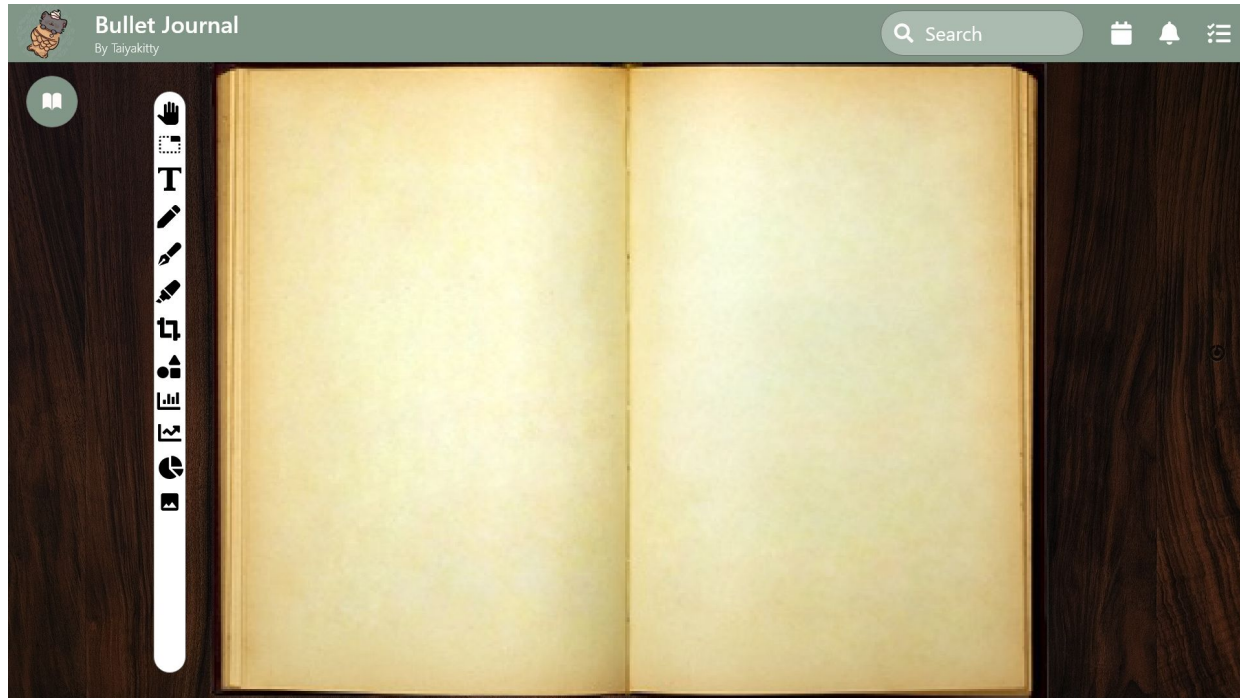- The user will then have the option to add and remove tasks
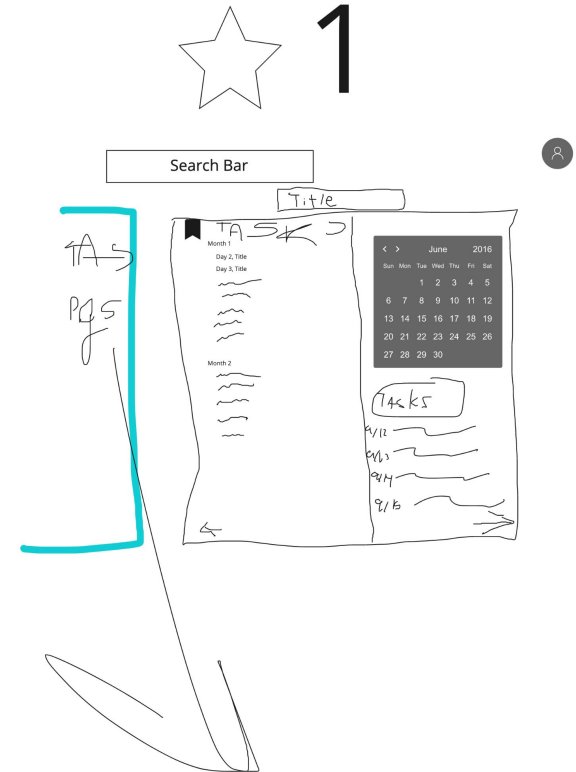
Fat Marker Sketches

- 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
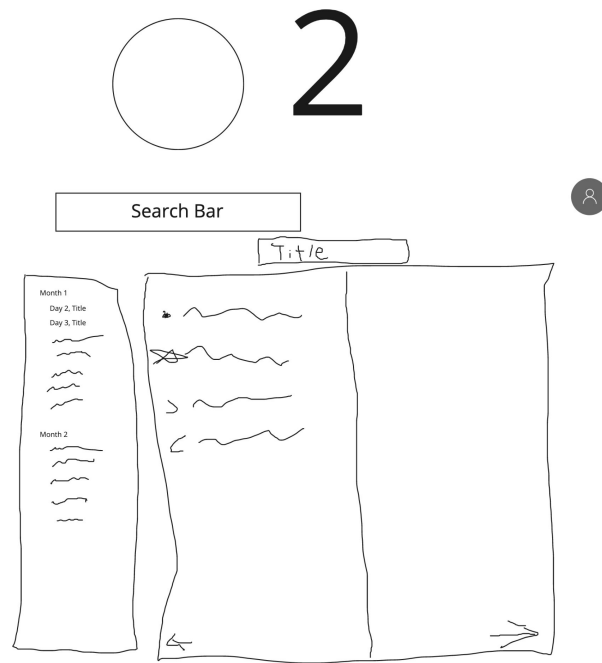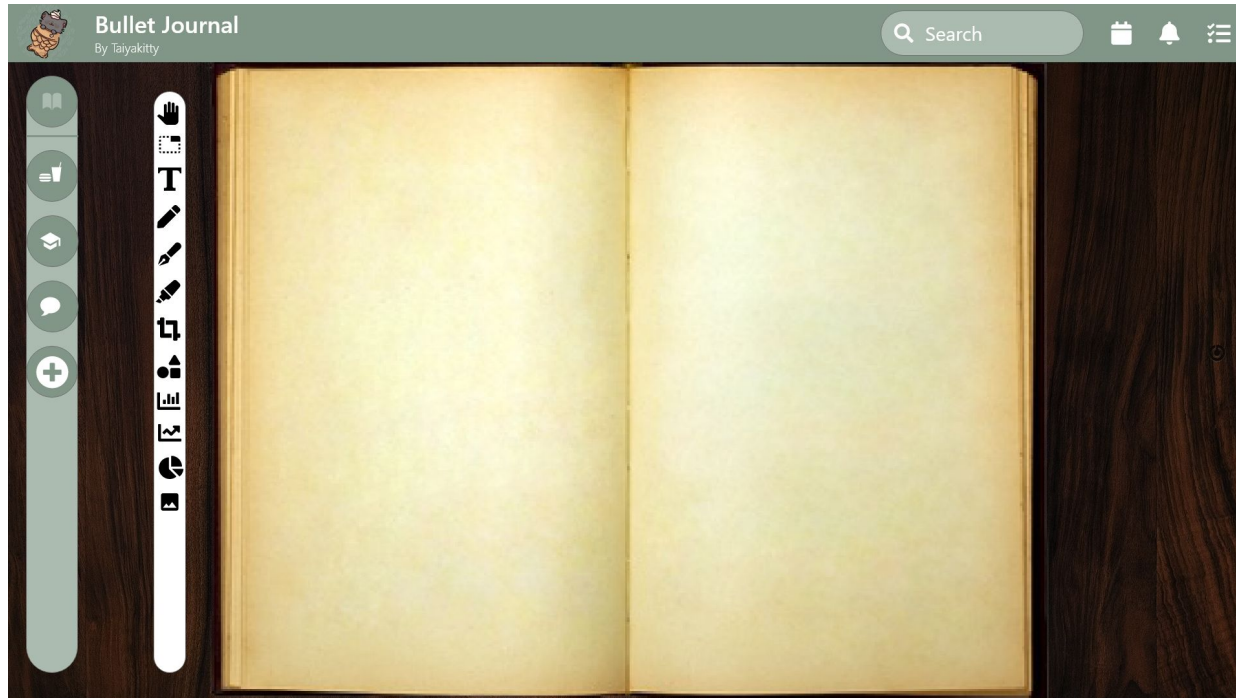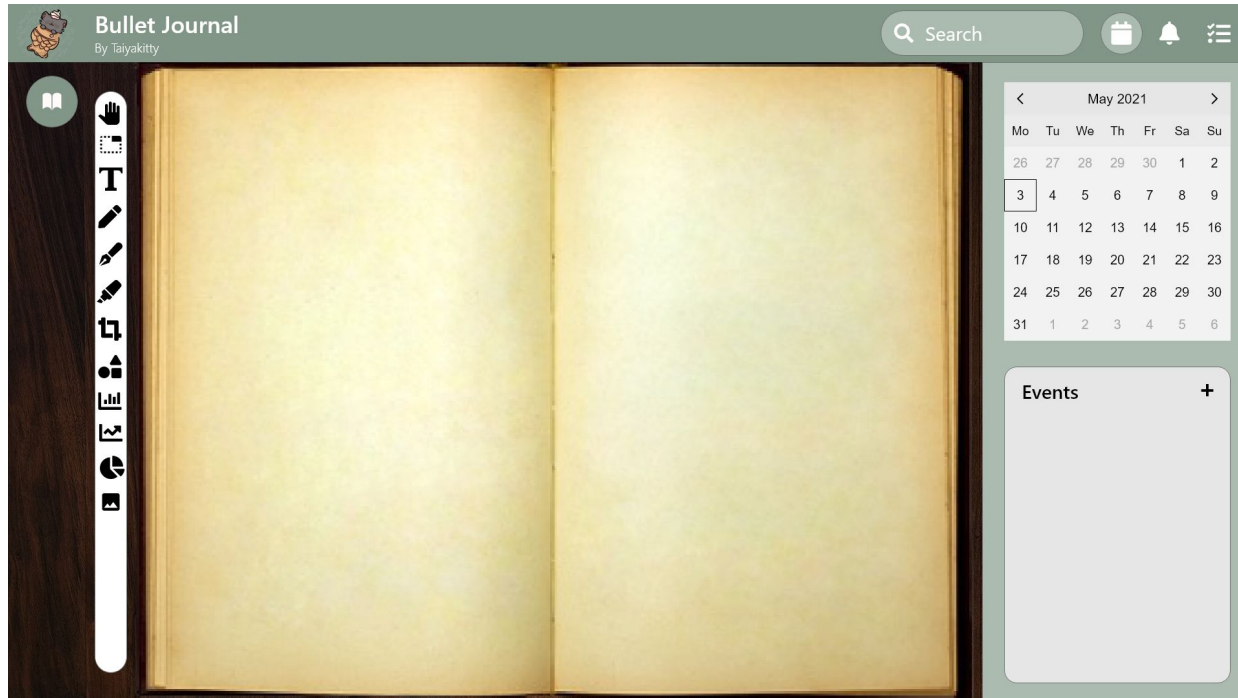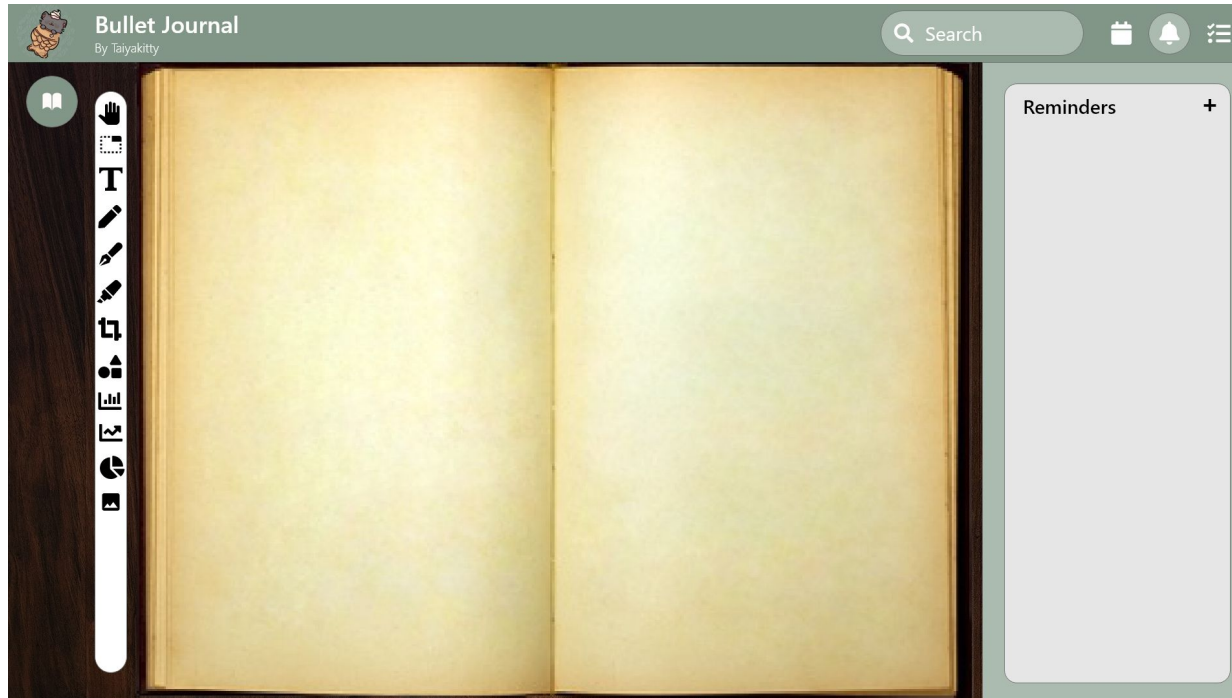
High Fidelity Mockup

High Fidelity Mockup

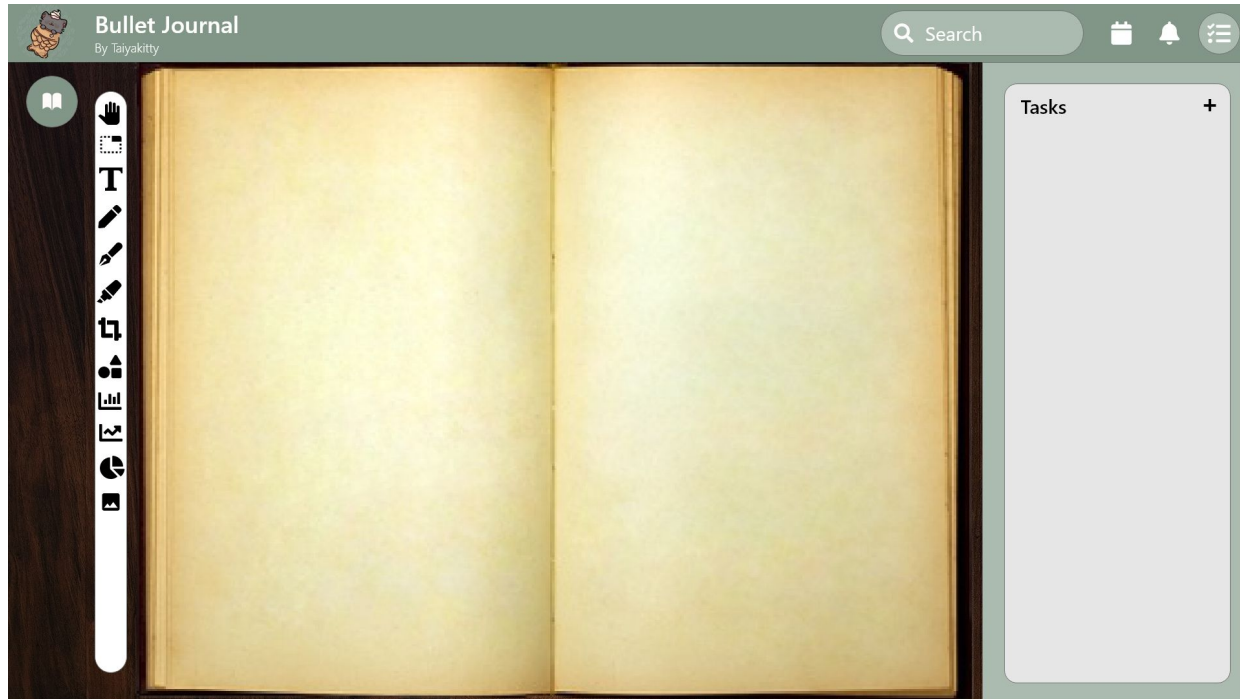# High Fidelity Mockup

High Fidelity Mockup

High Fidelity Mockup

Rabbit Holes

- Import/Export Journal Data

- Tracking user reminders/tasks

- Data storage

No Gos

- 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