Group 5 Pitch

Group 5: Penpals

User Personas

Timothy Moon

Hard-working · Disorganized · Sociable · Improvisational

"Work now so I can relax later"

Age: 18
Work: Student
Family: two siblings & parents
Location: Arlington, TX
Character: The Improviser

Goals
- Wants to be independent and self-sustaining with a part-time job and living away from family
- Hopes to change his on-the-fly mindset when it comes to making big decisions
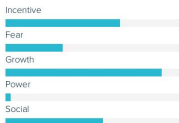- Wants to have a smooth first year in college

Frustrations
- Wants to avoid starting the school year disorganized like he was in high school
- Not usually one to make plans for his long-term goals
- Not sure how to utilize a journal for his more important goals during his first year of college

Personality
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio
Timothy was born in the US right after his parents moved from South Korea. He has lived with his family his whole life, and now that it is almost the end of his senior year of high school, he is thinking of moving out for his first year in college. He knows that he can't just wing it when it comes to looking for housing and getting a part-time job to fund his studies, so he is looking for a way to get more organized in life. He is too used to doings things as they come, like he did in high school, so he is trying to break out of that habit by recording his ideas and thoughts to get him comfortably through his first year in college.

Motivation
Incentive
Fear
Growth
Power
Social

Preferred Channels
Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

User Persona

Big-picture thinker · Artistic · Introvert · Optimist

"I've got some time on my hands, so I'll probably get another chapter down by tonight."

Name: Anna Jasinski
Age: 30
Work: Manager at a Department Store
Family: Married, one kid
Location: Milwaukee, WI
Character: The Creative Type

Goals
- Wants to track progress on writing her book.
- Wants to record her child growing up.
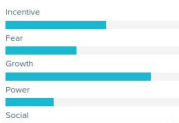- Feels that she should be more organised and focused on the long-term.

Frustrations
- Wants to avoid unnecessary technical frustrations - the solution should be simple and just work.
- Wants to keep her journal private.
- Will get bored of a bland user interface - she's a big-picture person and will move on if the solution isn't visually interesting.

Personality
Introvert — Extrovert
Thinking — Feeling
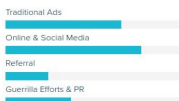Sensing — Intuition
Judging — Perceiving

Bio
Anna Jasinski (nee Schroeder) was born in Erie, PA and moved to Milwaukee before entering high school. She has worked in retail since graduating and has since moved into a management role. She has a husband and one child. She spends much of her time on artistic endeavours, like drawing and painting, and is currently writing a fiction book set in a world where nature is reclaiming towns and cities. She likes to think of herself as a very social person, but she is most often found with her family or working on her art by herself. She has a smartphone, but uses her tablet PC most of the time. She likes things to work on both devices, and be simple, colourful, and have tasteful design.

Motivation
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Fear
Growth
Power
Social

Preferred Channels
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Online & Social Media
Referral
Guerrilla Efforts & PR

Samer Mansouri

Curious · Gentle · Patient

"The world is full of various cultures that must be explored."

Age: 27
Work: Elementary Teacher
Family: Single
Location: Dallas, TX
Character: The Explorer

Goals
- Try out the various local restaurants that Dallas and Texas have to offer
- Go Scuba Diving in Mexico's Socorro Islands
- Visit historical sites in Europe and the Middle East
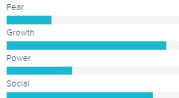- Document his various experiences and travels

Frustrations
- Experiences option paralysis regarding which restaurant to eat out at
- Has a hard time choosing where to travel during Summer breaks
- Enjoys his job but struggles with forming a clear and organized schedule for himself and his students

Personality
Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Bio
Samer is a Moroccan American who teaches 5th grade students in Dallas, TX. He is a devout Muslim and goes to the Mosque at least 3 times a week. In his spare time Samer enjoys reading a good book and playing golf with his friends. Samer is quite a foodie and likes going around Dallas and trying out various different restaurants and cuisines. He also goes out of his way to try out new experiences and greatly enjoys traveling.

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Statement of Purpose

We strive to overcome the challenges of accomplishing goals efficiently by providing an intuitive and accessible TODO list application that helps people build the habit of planning, executing, and reviewing their progress while maintaining privacy.

Overall Idea

- Simplistic design, easy to use, goal is to not overwhelm the user with features but rather give them something they will actually use
- Four different journal types, daily log, future log, and task list/reminder/recap list (monthly log), custom log
- Main features will be adding, deleting, editing entries
- Filter bar to filter by label/type, scroll bar on the right to scroll through entries
- Give user some freedom to personalize their entries, but not change overall style of the journal
- Have a tutorial to help people who are learning to keep a BuJo for the first time

Risks

- Not enough time to implement all features – Focus on the bare minimum, make the bullet journal functional with the absolute basics
- Overengineering – Don't make it too overwhelming for the user, make everything clear and cut out for how to operate it
- Doesn't appeal to public – Make it have a universally liked design, make sure the features fit standard users and use cases
- Lack of Implementation Knowledge – Use client-side APIs that are straightforward and simplistic (IndexedDB, Web Storage)

Rabbit Holes

- Wasted effort – Wasting time on features that aren't important or don't make sense/don't work, can be avoided by ordering the features by priority and focusing the efforts on the prioritized ones
- Spending too much time on design and Feature Creep – In the end, we need to make a bullet journal, while the design should be nice we have to make sure the features themselves work properly, also the reverse
- Tunnel Vision – Focus too much on one part of the journal so we don't end up refining the other parts
- Development stalls – Spend too much time with merge conflicts, naming conflicts, etc. can be avoided by having a set style guide and naming conventions

System Diagram
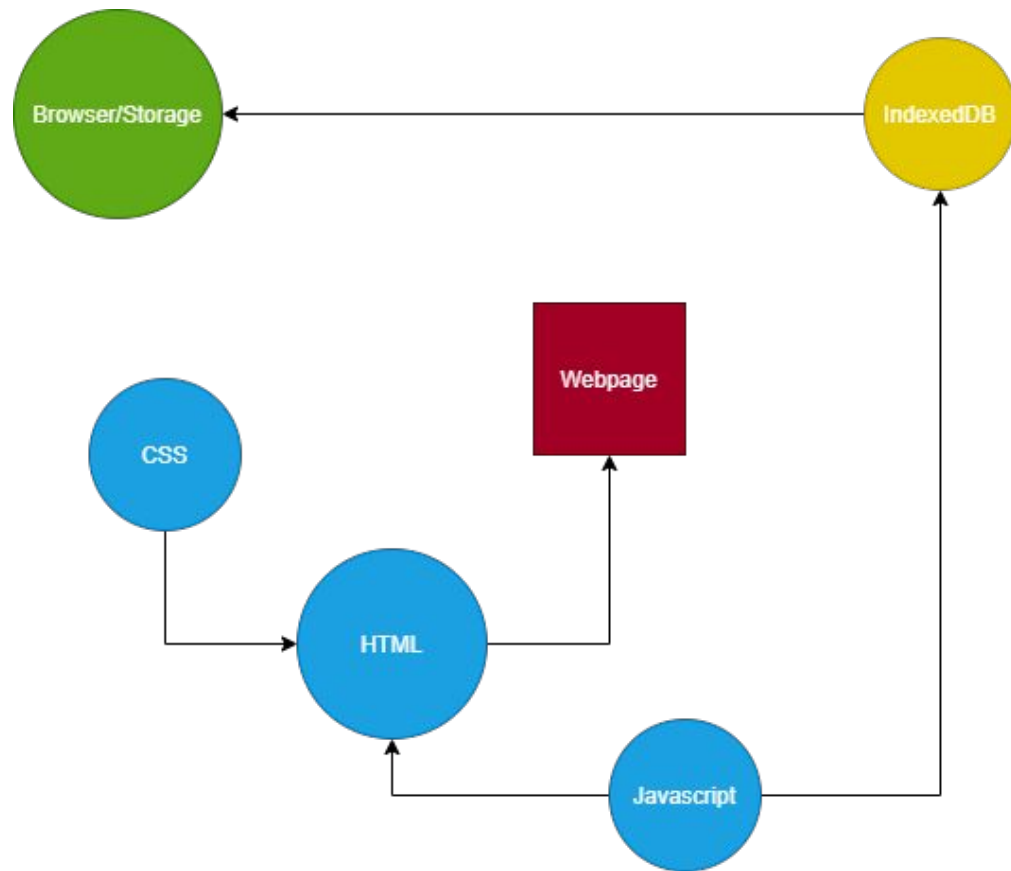
Wireframe

Design Ideas

[+]

Today
- xxxx
- xxxxxxx

Yesterday
- xxxx
- xxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

April 27th, 2021
- xxxx
- xxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Year: 2021

- Apr
- Mar
- Feb
- Jan

  2021
  2020

- Dec
- Nov
- Oct
- Sep
- Aug
- Jul
- Jun
- May

Website Example

[+]

Aa B I U
• …

Year: 2021

Apr

Mar

Feb

Jan

2021
2020

Dec

Nov

Oct

Sep

Aug

Jul

Jun

May

Today
- xxxx
- xxxxxxx

Yesterday
- xxxx
- xxxxxxx
- xxxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

April 27th, 2021
- xxxx
- xxxxxxx
- xxxxxxxxxxxx

Date(default) ●

Tag

xxx

Year: 2021

● Apr

Mar

Feb

Jan

2021
2020

Dec

Nov

Oct

Sep

Aug

Jul

Jun

May

Yesterday

- xxxx
- xxxxxxx
- xxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

April 27th, 2021

- xxxx
- xxxxxxx
- xxxxxxxxxxx
- xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Website Example

[+]

April

- xxxx
- xxxxxxx
- xxxxxxxxxxxx
- 21: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

May

- xxxx
- 3: xxxxxxx
- xxxxxxxxxxxx
- 14: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

June

- xxxx
- 2: xxxxxxx
- xxxxxxxxxxxx
- 15: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

2021

- Apr
- Mar
- Feb
- Jan

2021
2020

- Dec
- Nov
- Oct
- Sep
- Aug
- Jul
- Jun
- May

Website Example Monthly Future Log