
Project Pitch

Team 1

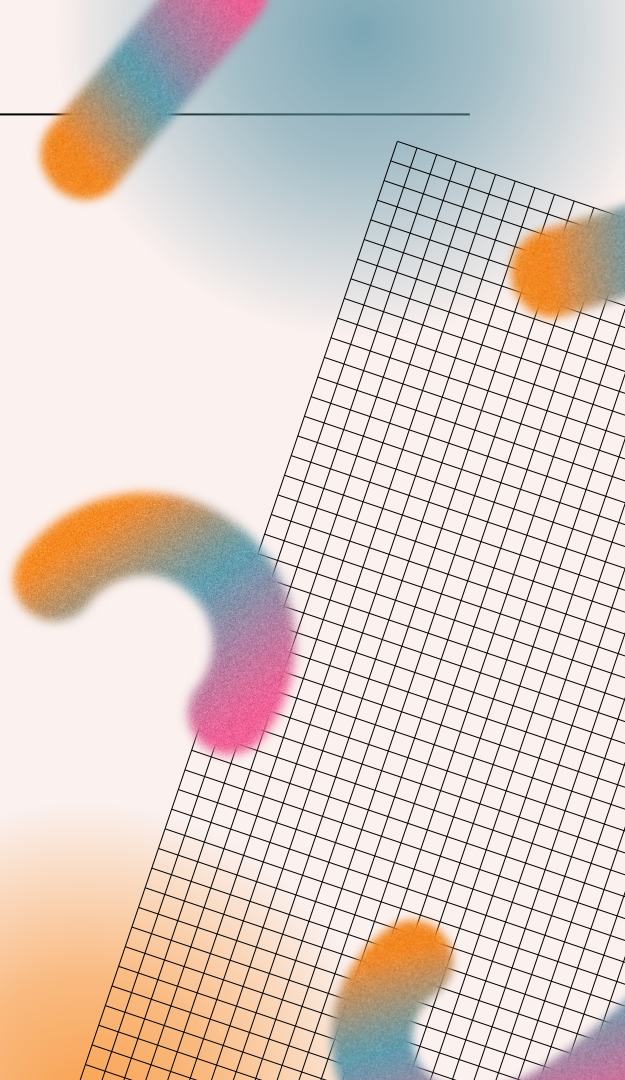


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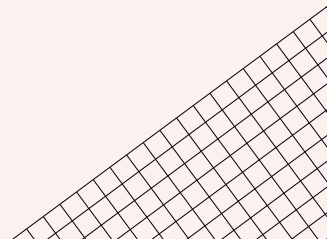


Introduction

Welcome to our project pitch for the journal app!

As software developers, we understand the challenges of staying organized and meeting deadlines. With our journal, developers will be able to organize their notes and tasks on one simple, easy-to-use platform.

Our purpose is empowering software developers to enhance their productivity and well-being through a seamless and intuitive journaling experience. Our user-centered design approach ensures that every feature is crafted with the developer in mind, fostering growth, organization, and purpose in both their professional and personal lives.



Problem

The problem we have discovered is that developers want to:

- Remember things they learn and do
- Remember tasks to finish
- Keep personal journaling in the same place they do work
- Write plans for projects and tasks on the same device they use for coding

This is why we are creating a lightweight and user-friendly journaling app that has basic, organized note-taking capabilities along with task tracking.

Appetite



Market/User Research



2024 - Is the notability app still worth it ?

The eternal debate : Goodnotes or Notability. I tried both free versions and didn't test everything yet. I like how much more minimal and less cluttered Notability. I also love that you can move the tool bar to the side. I also prefer dragging from pdf to my notes than on " having to take screenshots on goodnotes". One of the downside of notability is that i can resize my notes.

Of course the other is the price 17.99€ (19.39\$) for a year. I was wondering if it's that's the price for the full subscription or I have to pay even more after for more features.

I am also afraid of losing my notes since I've heard that many have lost theirs (even with iCloud).



DhruvMeena · 8mo ago

I was using notion for a while and then i deleted it because i find it trying to do everything that makes it way more complex. Basically a person needs

-daily to do list -basic note taking -progress tracking

And there are tonne of apps that are good in it

All pro notion guys talking about experimenting, well you can try experimenting and learning Only if you feel like if you have that much of a time.

In this fast paced world, notion is something someone should pick in his/her initial university years.

Or if the workplace actually demands for it

Otherwise i straight up will say, its not necessary and try to keep things more simple even if they are fragmented. Simpler things are easier to manage.



Main_Moose2595 · 2y ago

Google calendar has offline modes that are pretty comprehensive. If a single app can help you keep track of assignments, professional life, and personal life - I think there's something to be said of it as a simple solution.

I love the flexibility of gcal and the ability to share my calendar or specific events with my wife or friends. My advice is lean in and adopt gcal for the long haul. I've used it for at least the last decade since I was in college.



markincincy · 4y ago

I use O365 at work I like the ease of dragging and dropping an email to calendar or task, colorized categories to assign to scheduled event, task or meeting my calendar. I also have it linked to MS ToDo



[deleted] · 2y ago

While you're a student, a huge benefit of an electronic calendar is the ability to set multiple alerts for upcoming deadlines. I think the benefits outweigh any perceived costs or risks. You could try pairing this with a physical calendar or planner/ bullet journal.



Bahaa · Follow

Studied Computer Science & Productivity at Some High School Somewhere (Graduated 20... · 3y

Related **Would you recommend Notion?**

Yes, I would absolutely recommend Notion. I consider Notion as the best note-taking app. It's flexible, powerful, and you can do pretty much everything you want to do with it, from simple to-do lists to complex databases such as calendars and lists. Besides being a powerful tool for teams, you could also use it as a life wiki. I started using it last year and I got a huge library of templates and I use it daily as my note-taking app, journal, budget management and to reflect on my goals.

Upvote · 10



2



mahfuzahismail OP · 4y ago

Edit: I changed my rating for Notability cuz I had just discovered (by reading others comments & post) that it is simpler in Notability when it comes to reading/writing either in Landscape / Portrait mode.

- It AUTOMATICALLY snaps the page to fit the screen width NO MATTER WHAT MODE VIEW YOU'RE IN (LANDSCAPE / PORTRAIT). So you can easily change between Portrait & Landscape when you write / reading your notes.

Where as in GoodNotes,

- Does not automatically fit to view(width) when rotating your screen portrait/landscape. You need to double tap the screen (EVERY TIME you rotate your ipad)

Market/User Research

- Competitors in the market include apps like Microsoft OneNote and Notability, which offer note-taking and organization features. **Our app differentiates itself by focusing specifically on the needs of software developers, providing tailored features for code management and project organization.**
- Users currently manage their development tasks and notes using a combination of note-taking apps, project management tools, and calendars. For example, they use Notability for notes, Github for working on code, and Google Calendar for events.
- Users value apps that allow for easy organization, quick access to information, and integration with other tools in their workflow. For example, apps such as Notion allow users to create task lists, notes, calendars, etc. all in one place so that there is **no need to use/learn multiple different applications.**
- Feedback from potential users suggests a need for a specialized tool that can handle both code snippets and general notes, along with project management features tailored to software development workflows.
- Users also appreciate features that improve productivity, such as task management and calendar integration but also a **simple interface that is intuitive.**



Exciting-Hat4901 • 2mo ago

After playing in this space for a while, honestly I think the best approach is to choose 2-3 must-haves that are critical for you, and find one app that can do those well. The more features one wants, the more tradeoffs there are in terms of learning curve, sub-optimal performance on some of the desired features, etc.

For me: privacy & offline, aesthetically pleasing, and native mobile apps.



4



Reply




























Share















Persona Diagrams

The target audience of the app includes software developers, programmers, and tech professionals who need a tool to organize and manage their development-related notes, tasks, and events.

	<h3>Likes</h3> <ul style="list-style-type: none"> Coaches kids soccer teams practice four times a week and games on weekends Interested in education, wants to develop a new product to teach people how to code Watching Netflix Going to BBQs 	<h3>Goals</h3> <ul style="list-style-type: none"> Family's wellbeing and happiness To improve my ability to plan around my work and home schedules To keep track of my projects better For my contributions to be appreciated 	<h3>Interests</h3>       
<h3>Aria Codecraft</h3> <p>Software Engineer @ Intel</p>    	<h3>Bio</h3> <p>Aria is a middle aged man that is a family guy. He is married with three kids and likes to spend his free time hanging out with them. For work, he is a software engineer where he develops web apps with his team. In his free time he likes to play FIFA, watch soccer, and coach his kid's soccer teams.</p>	<h3>Pains</h3> <ul style="list-style-type: none"> Difficult inter-team relationships (discouraging power dynamics) Forgetting tasks - family ones often take priority Has to spend time too much time on work outside of working hours 	

	<h3>Likes</h3> <ul style="list-style-type: none"> hiking video gaming leetcoding kpop drawing/painting <h3>Dislikes</h3> <ul style="list-style-type: none"> modern family reading drake 	<h3>Goals</h3> <ul style="list-style-type: none"> financially independent be able to look back and reflect on past coding projects wants to be more organized wants to end procrastination to be an academic weapon 	<h3>Favorite Brands</h3>        
<h3>Irene Simpson</h3> <p>CS Major at NYU</p>    	<h3>Bio</h3> <p>Irene is a 3rd year undergraduate student at NYU majoring in Computer Science. In her free time she LeetCode and she is interning at Verizon. She's a first gen college student from a low income household. Her favorite things to do are draw and watercolor.</p>	<h3>Pains</h3> <ul style="list-style-type: none"> Procrastination is very prominent in her life Has a hard time balancing her internship and college courses Has a hard time remembering deadlines 	

	<h3>Likes</h3> <ul style="list-style-type: none"> Going out to eat Video gaming Making TikToks Working out <h3>Dislikes</h3> <ul style="list-style-type: none"> RealityTV Political commentary Soda Fast Food 	<h3>Goals</h3> <ul style="list-style-type: none"> Aims to become an expert in his field and climb the corporate ladder within the tech industry. He wants to improve his time management and organizational skills to handle his tasks more effectively. Nelson seeks to continuously track and achieve learning milestones to keep pace with the latest developments in technology. 	<h3>Brand Affiliations</h3>       
<h3>Nelson Newton</h3> <p>The Newly graduated</p>    	<h3>Bio</h3> <p>Nelson is a fresh CS graduate from Oklahoma City, recently relocated to the San Francisco Bay Area to jumpstart his tech career with a small startup in San Jose. As a new entrant in the tech industry, his days are filled with learning new software development skills, participating in standup meetings, and managing tasks like bug fixes and creating PowerPoint presentations. Driven by a desire to excel and impress his peers and family, Nelson aims to climb the corporate ladder swiftly. However, he struggles with managing an increasing workload and staying updated with the fast-evolving tech trends. Despite these challenges, Nelson relies on advice from family, coworkers, and industry updates on social media and LinkedIn to push forward in his career.</p>	<h3>Pains</h3> <ul style="list-style-type: none"> struggles with keeping track of all the new information and developments in the fast-paced tech sector faces challenges in adapting to the demands of software development due to his lack of experience in the field Managing a demanding work schedule while trying to maintain a healthy lifestyle and personal interests proves difficult for Nelson. 	

App Evaluation

- **Category:** Productivity App
- **Market:** Tailored towards software developers who want to track their work, organize project/meeting notes, and manage their tasks efficiently. Its features are designed to cater to a large audience within this market.
- **Habit:** Users can easily form a habit of using the app by tracking newly learned skills, updating their task list, and managing their notes. The app's accessibility and ease of use make it supportive for daily usage and habit formation.
- **Scope:** Given the time frame of 5 weeks, the focus will be on efficiency and effective coordination to meet our goals. The initial scope includes creating a main page with folders for organizing and creating notes and another tab with a task list. Additionally, the app aims to provide an intuitive, user-friendly interface.
- **Technical Feasibility:** Developing the app using HTML, CSS, and JavaScript is feasible, as these are standard web development technologies. Database storage can be implemented using local JSON storage. Scalability considerations should include the ability to handle a large number of users and data entries, as well as potential future feature expansions.

Solutions



Goals

- **User interface design:** Making sure to implement a smooth and user friendly design that will cater specifically to software devs. This will include a layout that optimizes production with less clutter that can help to reduce strain.
 - **Navigation bar with essential tools:** Features including journaling section, and task list to streamline workflow.
 - **Task List:**
 - Ability to copy and paste directly from code editors or other apps.
 - Markdown integration for formatting and overall structure of task description.
 - Filters to sort by date, name, and category.
 - **Journaling:**
 - Support for embedding developer documentation directly within journal entries for quick referencing.
 - Uniform font and color schemes to ensure a distraction free environment
 - **Future possibilities:** Implementing both a login and logout possibility, time remaining bar to ensure tasks are completed on time.

Roadmap

Project Roadmap

Front End

Week 6

Week 7

Week 8

Week 9

Week 10

Finals Week

Get Pitch Approved

Finish Wireframing/System Diagrams

Research different options of developing

Organize/set up files for different website components

Finish HTML and start CSS styling for all pages

Start working on input forms

Start working on javascript and establishing api routes

Finalize CSS/Design Changes

Finish Input forms

Finish key javascript functionality

Start stress-testing/creating unit tests

Optimize Code

Testing, Testing, and more Testing

Document and organize all code

Deployment

Finish Wiki and README page

Back End

Develop backend architectural process

Start planning schemas for data storage

Research APIs to utilize

Develop API routes in preparation for connection to front-end

Finish model schemas for data storage

Test that schemas are being stored correctly

Test input form and integrate get/post requests

Finalize data architecture

Start stress-testing/creating unit tests

Add/reconfigure API routes

Testing, Testing, and more Testing

Document and organize all code

Optimize Code

Finish Wiki and README page

Test that all requests are working through pages

Team-wide

Form teams and distribute starting tasks

Decide on branding/color palette, font, font sizes

Set up repo and CI/CD Workflows, ADRs

Create Issues

Sprint Review/Retrospective Meeting

Team Review on System Diagram and wireframing

Update ADR

Sprint Review/Retrospective Meeting

Team Reformatting, new tasks

Close PRs, create new issues

Update ADR

Sprint Review/Retrospective Meeting

Team standup to target obstacles and issues

Clean up branches and organize repo

Update ADR

Team standup to target obstacles and issues

Close PRs, create new issues

Clean up branches and organize repo

Review critical failures and debug together

Clean up branches and organize repo

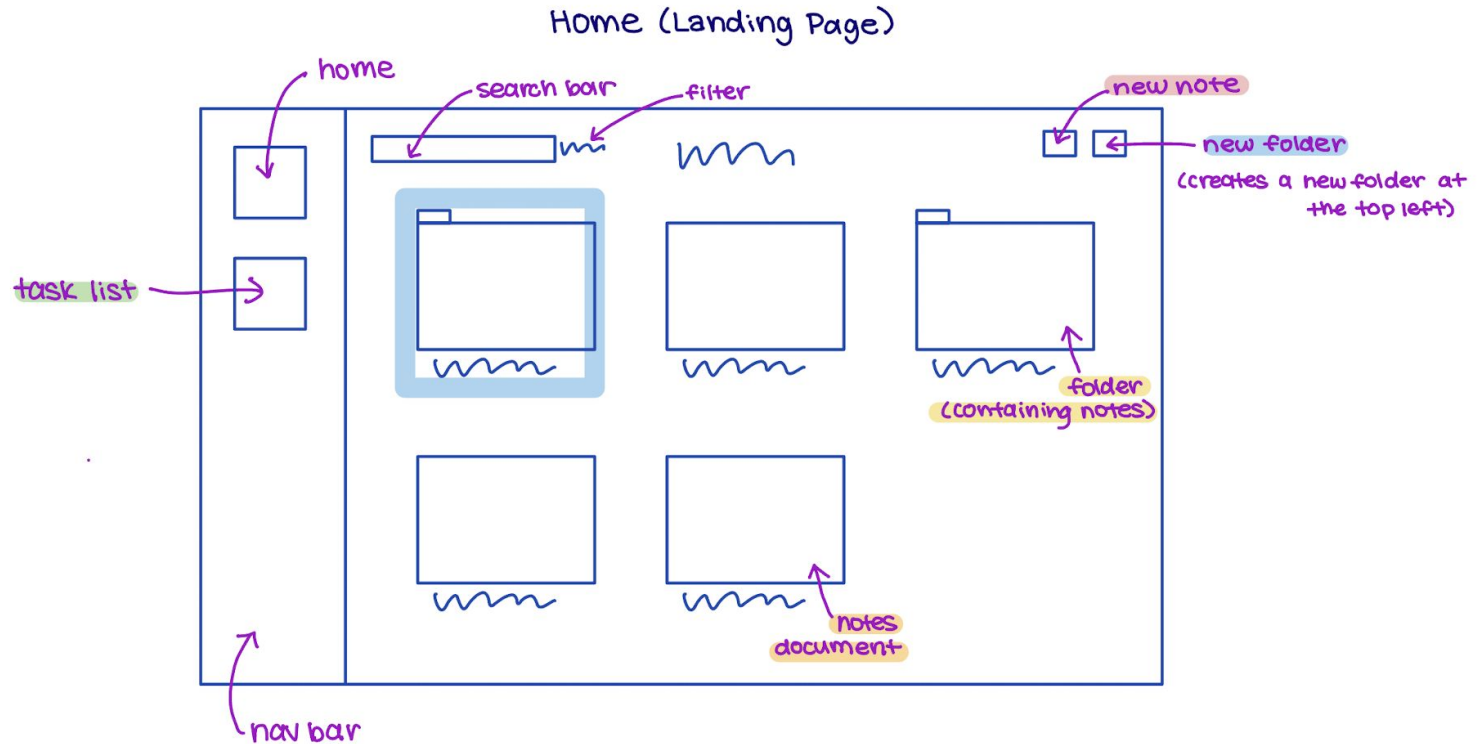
Sprint Review/Retrospective Meeting

Team Documentation



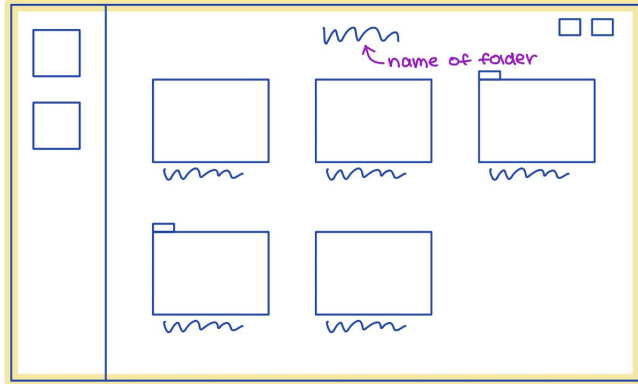
Fat-Marker Sketches

Home (Landing Page)

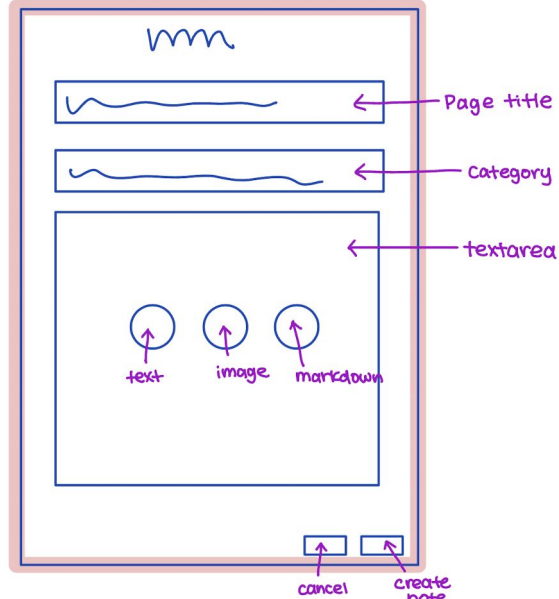


Notes (Pop-up) / Folder

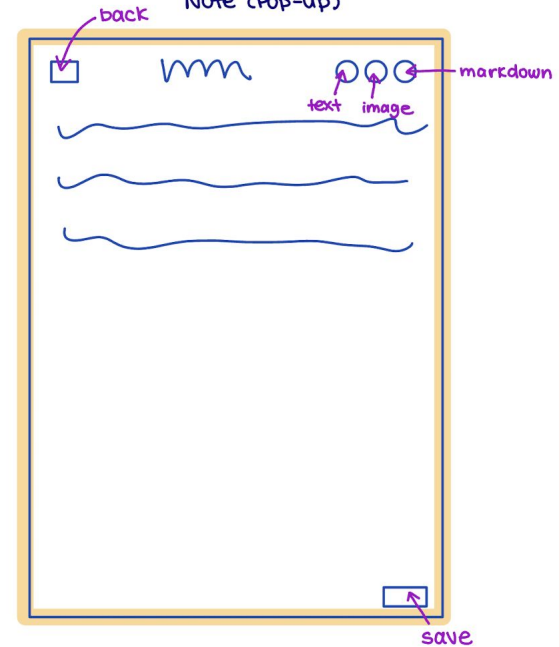
Folder



New Note (Pop-up)



Note (Pop-up)



Task List



Rabbit Holes

- **How we integrate Markdown** with our journal may change aspects of the design since there is no current specific plan for how this will be implemented
- **Display for search results:** Since we have two kinds of search functions (by title and by filtered category), there may be different ways to implement the display for each of these in a way that makes the most sense to the search.
- **Communication between frontend and backend** (non-technical): It may be difficult to coordinate progress/edits to both frontend and backend due to perceived necessity (or lack thereof).
- **Search and Filters clear button:** If the user searches or filters, we should have a way to revert the web to the original before the search or filter happens.
- **Navbar Label Management:** Overcrowded labels could lead to poor user experience, so we should implement the Navbar such that it hides the excess labels under the three-dot until the user clicks on the three-dot. Also, the label should be organized in order, either alphabetically or by data created.
- **Pop-up or Open new tap for Developer documentation:** We should open documentation in a new tab to not disrupt the user's workflow.
- **Sharing Notes:** We made the decision not to integrate a sharing feature where you can share notes and journal entries with other users. This would require databases and lots of development that we would not be able to finish in the time allotted.

No Go's

- This app prioritizes individual productivity, excluding real-time collaboration features to maintain focus on personal progress.
- It does not integrate with third-party services/APIs, ensuring user data remains secure.
- Custom themes or styles beyond light/dark mode are not supported to maintain a clean and intuitive interface.
- Alternating color palettes and fonts are not included to provide a consistent user experience.