CSE 110: Team 16 Starting Pitch

Background

Statement of Purpose: Our application aims to create a digital journal to serve as an effective tool for users.

Idea: Users can enter app in order to write down what they've done for the day and how they feel. They can keep track of previous entries and create reminders for future events/goals/tasks.

Risks

1. Using a website instead of an application poses the risk of relying on a stable internet connection
2. Relying on API calls for the website for external features
3. Depending on the hardware of the user for the journal experience
4. Complying with privacy regulations and making sure to that everyone's account information is private and not accessible by other application users, storing information locally.
5. People might want to use app on different devices and synchronise between them.

Rabbit Holes

- We need to avoid making the journal too feature packed which would make it a challenging experience for the user and also hard to maintain for the developers
- The app should be responsive and bug-free so the users do not have a frustrating experience with the app, too much javascript and waiting/loading would take away from this experience
- Making app unintuitive to use. Make it linear, with easy to understand workflow.
- All features should be available in the home page.

Persona 1 - dev

Bio

Age: 24   **Occupation:** Software Developer   **Location:** San Francisco, California

Meet Andrew, a dedicated software developer looking to be more organized and productive in his work. He recognizes the importance reflecting on his work in order to continuously improve, so he seeks an app that could help him document tasks, jot down ideas, and review progress.

Andrew isn't just aiming to record daily activities. He cares more about gaining insights, improving time management, and making feasible takeaways, as he believes these practices will help him achieve long-term success as a developer.

Goals:
- To be able to analyze the performance of past tasks
- Jot down ideas and insights for future reference
- To identify past work patterns and areas for improvement

Frustrations:
- Not knowing which skills and areas he is weak in to invest more time into
- Knows which tasks are at hand, but not the priority in which to complete them
- Current tools record but don't help reflect

Persona 2 - non-dev

Age: 57   **Occupation:** Chef   **Location:** Los Angeles, California

Gordon Ramsay is a world renowned chef, and recently, he's been trying to refine his culinary skills and share multiple recipes around the world. He has multiple cooking shows like MasterChef and Hell's Kitchen where chef Ramsay teaches several chefs on how to cook under pressure.
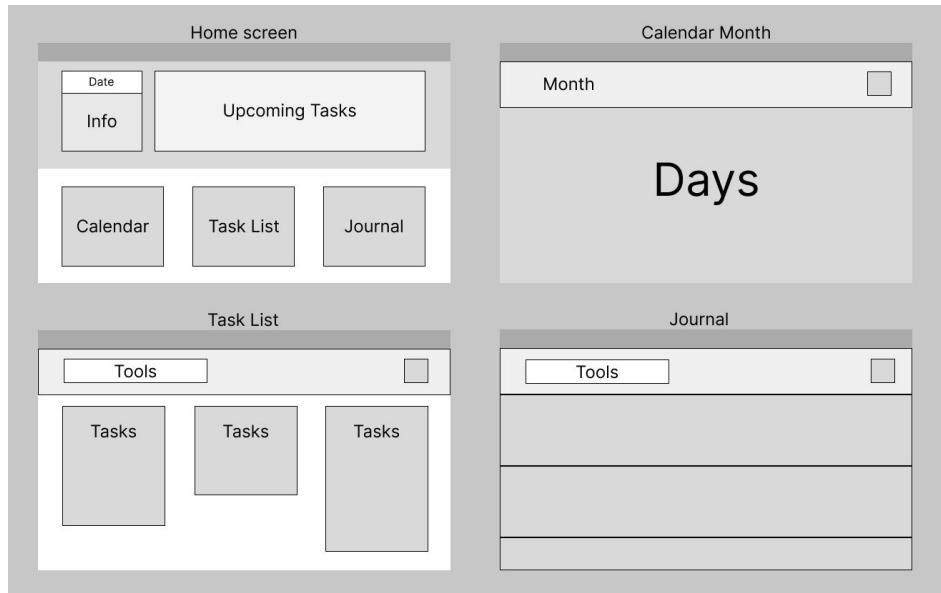
Goals:
- Reminders on when to check on his five-star restaurants
- Stay up to date with his filming crew and have weekly reminders for meetings with them
- To share his culinary skills with the several cooking classes that he teachers

Frustrations:
- Forgetful of several recipes as well as meetings with his employees
- Is unsure of what ingredients he has at home and what to buy
- Has no idea how to use technology and has his assistant help him from time to time

Initial Wireframe

System Diagram

Home Screen will be where user can spend most of their time looking at an overview of all 3 sub-categories (tasks, journal, calendar). User can look at their entries in those 3 categories, but can add them in home page on top of those sub-categories.