Pocket Planner

## Journal anywhere, any way you want

Problem

According to the National Alliance on Mental Illness, "1 in 5 U.S. adults experience mental illness." While bullet journaling is an existing method for people to organize their lives, it is **inconvenient**, **time-consuming**, and **intimidating**.

Value Proposition

Pocket Planner transforms bullet journaling into a fully interactive digital and physical experience with a **smart journal and an app**, integrating automated tracking, data visualization, and various methods for data entry to personalize bullet journaling and make it more **efficient**, **empowering**, and **accessible** to all.
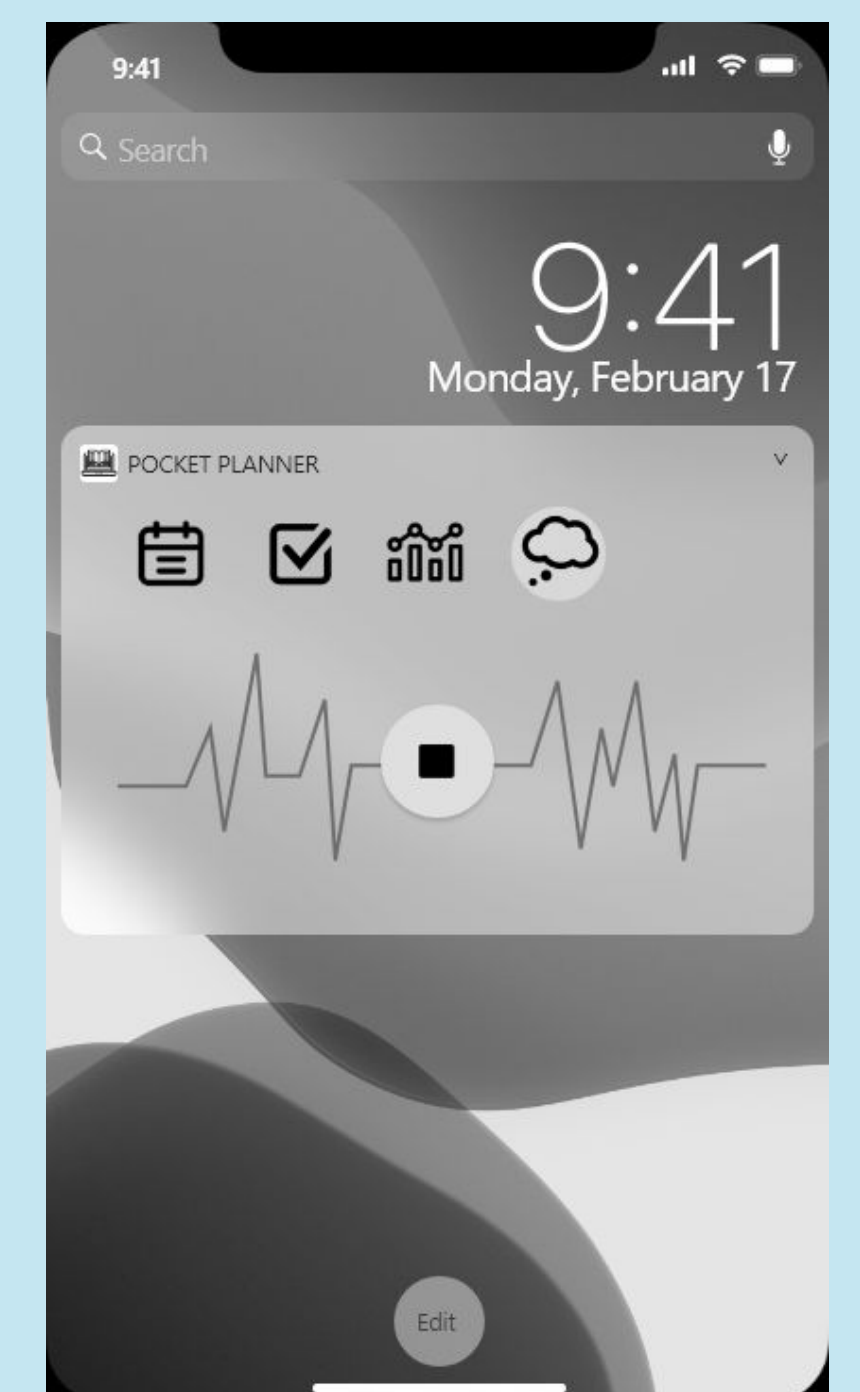
Design Research

We conducted **semi-structured interviews**, **contextual inquiries**, and **diary studies** with people of all journaling backgrounds. We also used a diary template to see how people who typically do not journal would approach journaling.
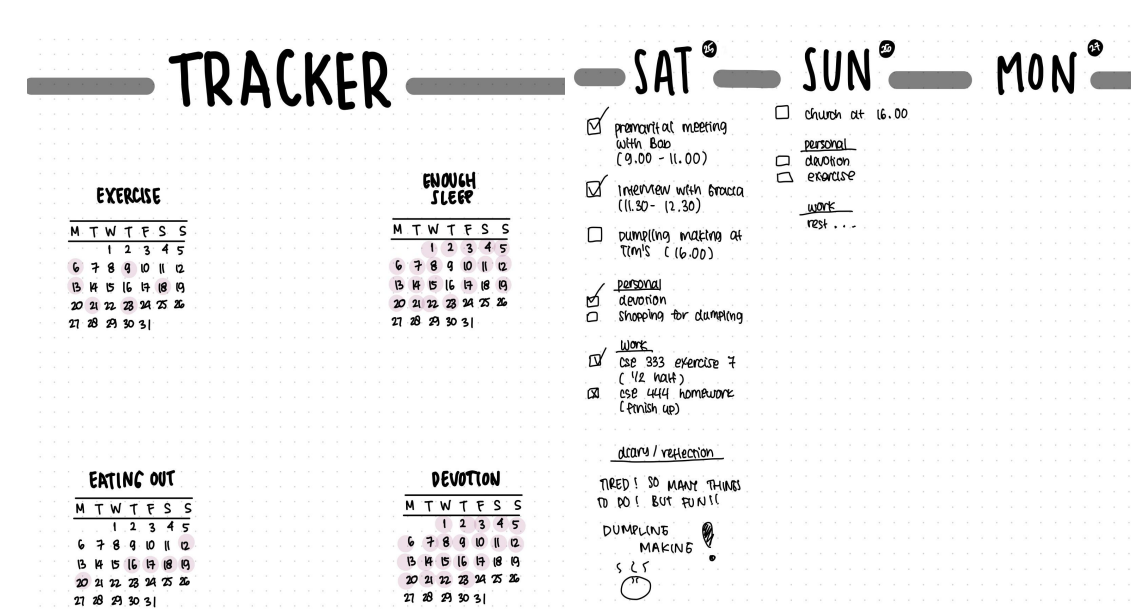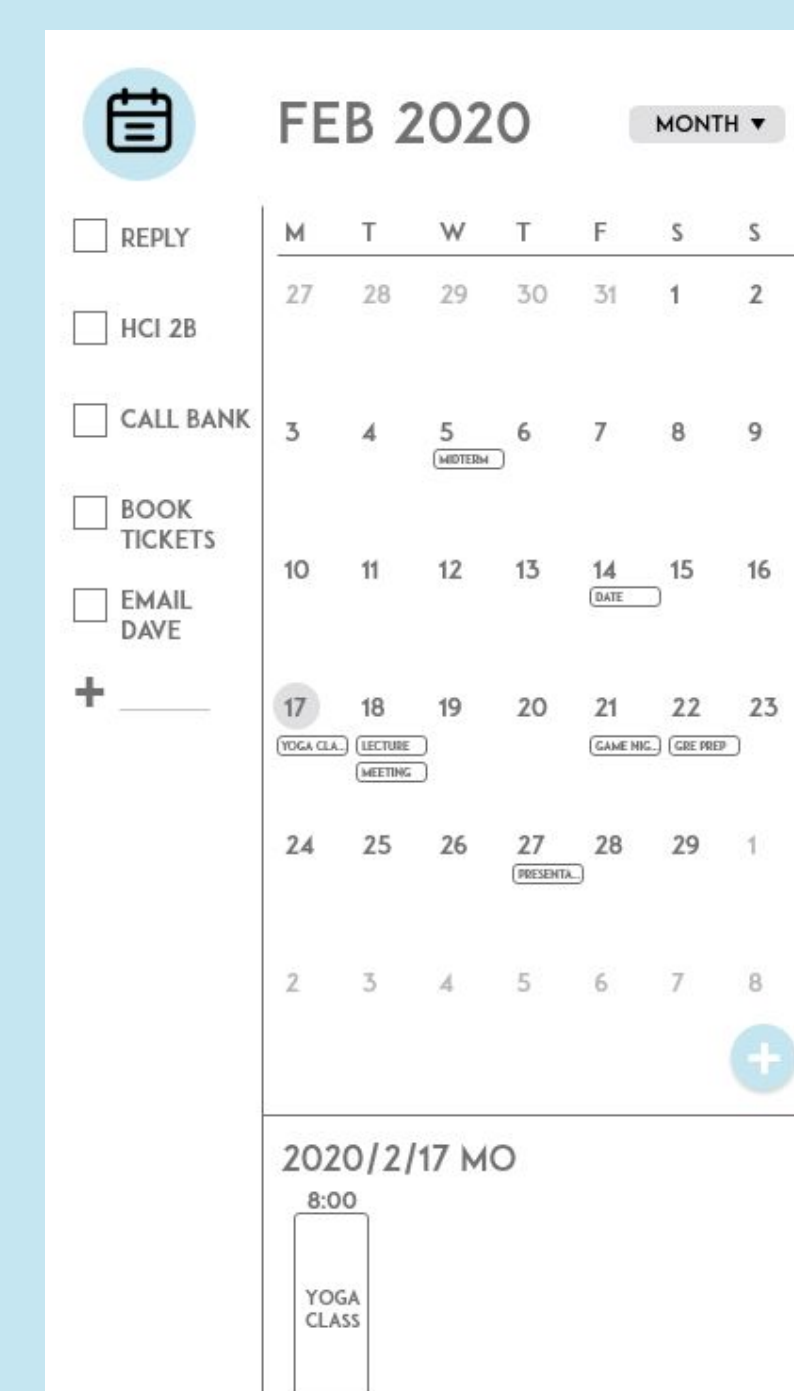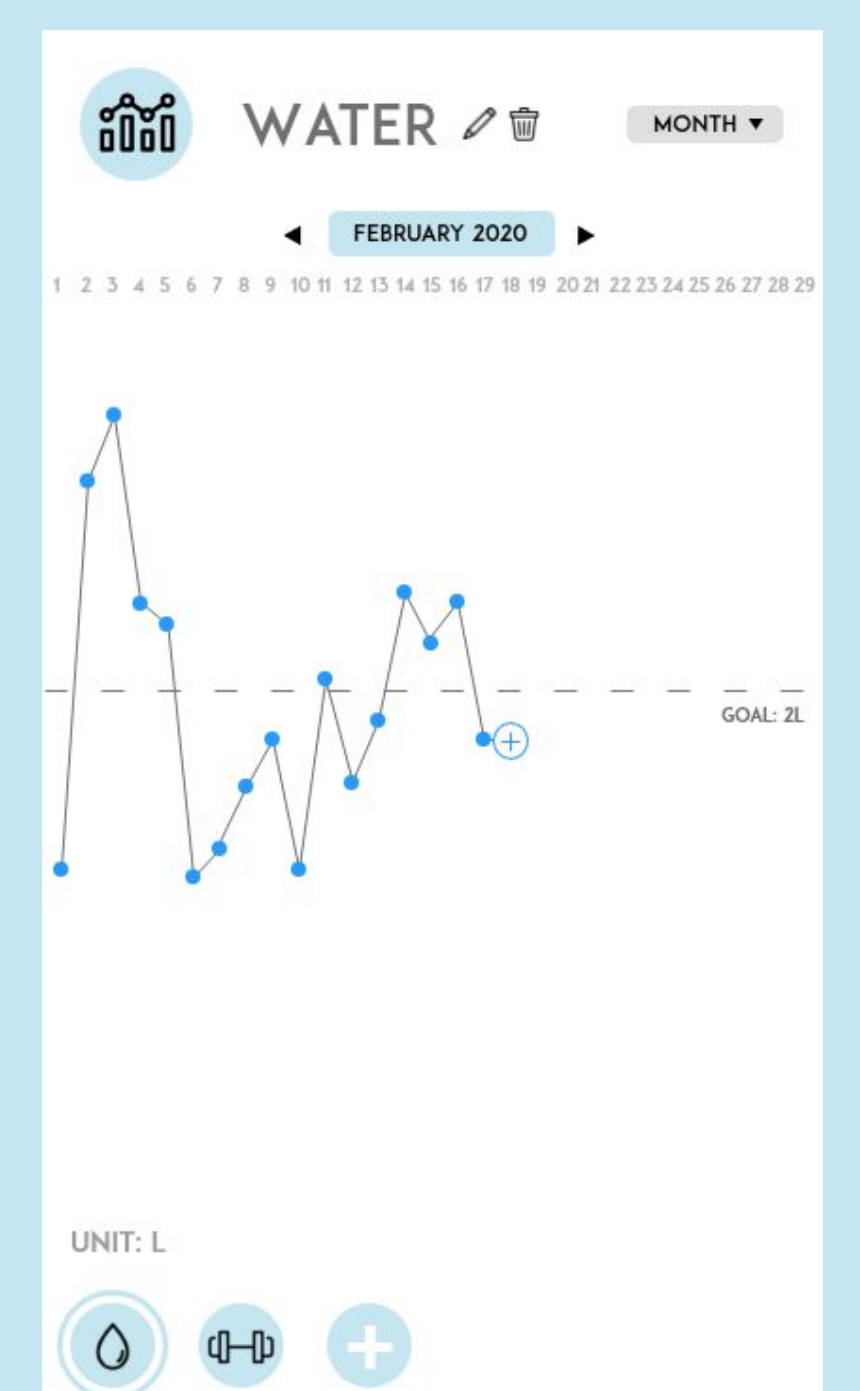
Key Functionalities

Access all planning tools across multiple devices

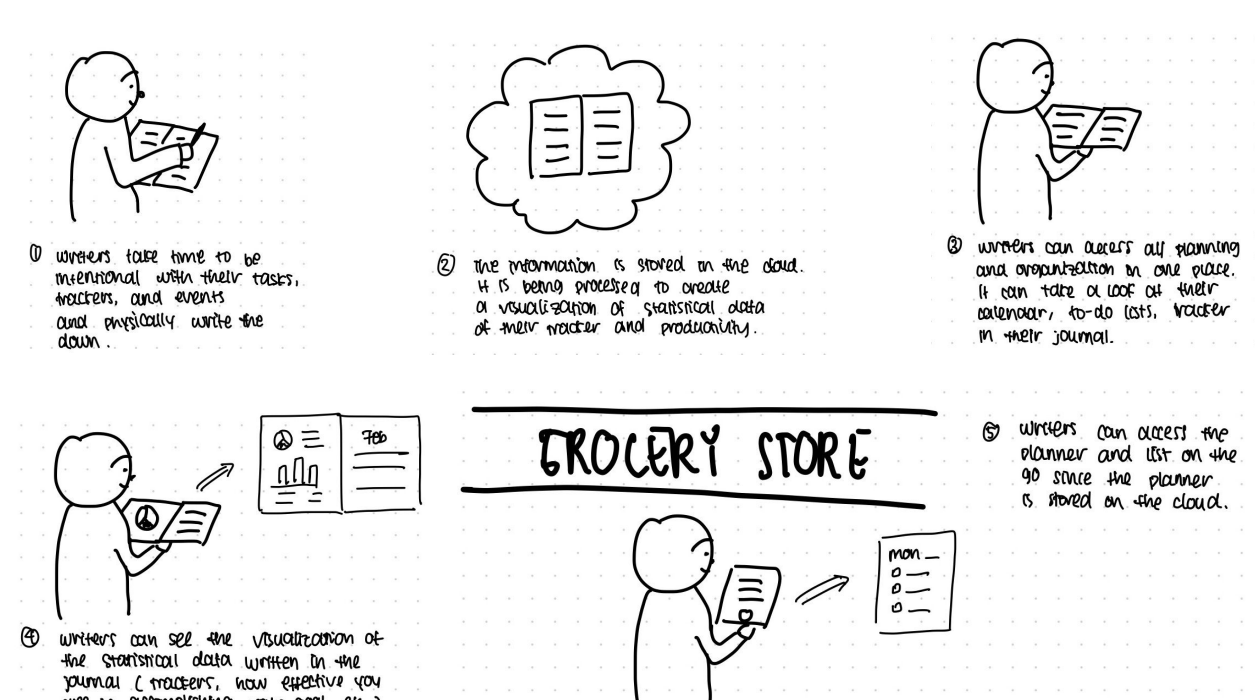Record and transcribe verbal reflections
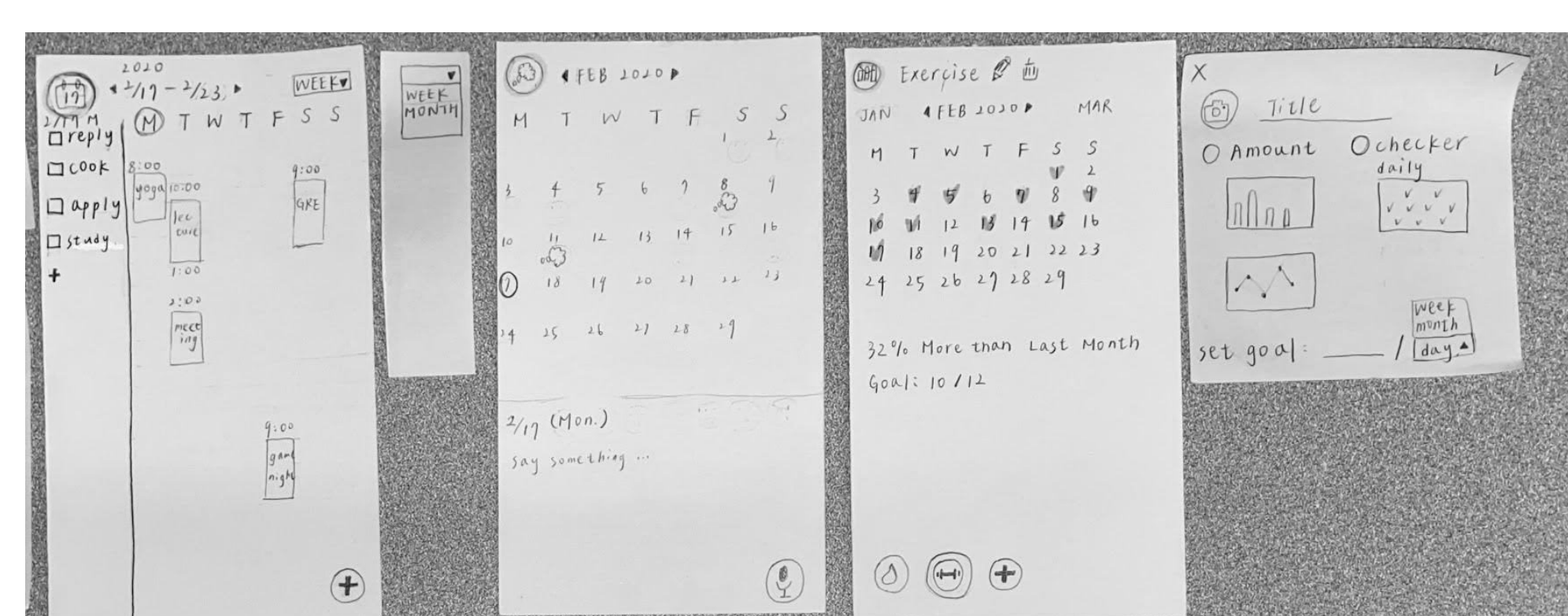
Track daily activities, goals, and habits

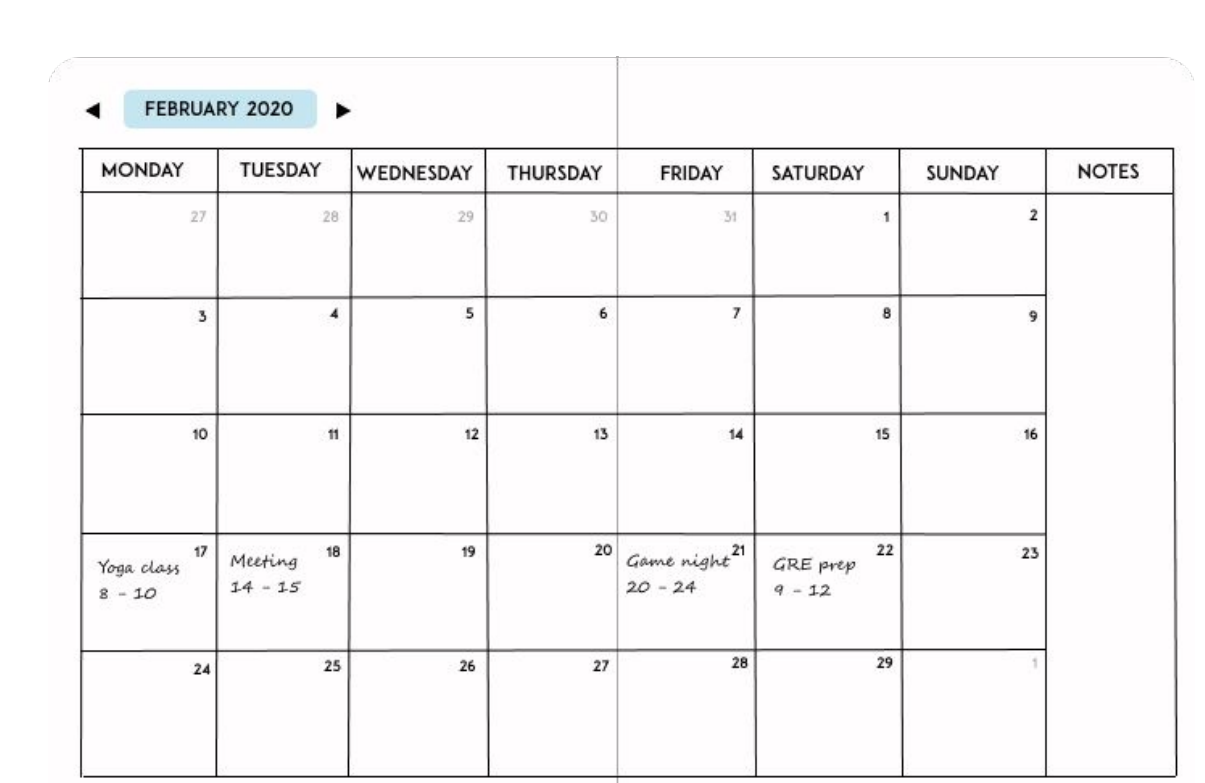Visualize statistical data of plans, habits, or goals

Design Process and Iteration

Sketches / Storyboards

Paper Prototype

Digital Mockup