

## Harlem Sky Milestone 2

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### Three target audiences

- Habit
- Spending
- Class progress

### 5.2 Gathering Information

- See Gathering Information folder in documents

### 5.3 Value propositions

Identify why your user will want to use your product

- Ability to customize inputs of a certain task through text, images, videos, etc.
- Ability to categorize and tag each input
- Ability to schedule times/reminders to input data
- Ability to identify a goal
- Ability to look back on previous inputs and thoughtfully reflect on trends, progress, or memories
- Ability to have all this information regarding specific tasks in one place
- An accessible way to input and read records

#### Costs:

- Requires more frontloading setup as opposed to other apps that allow you to get started right away/designed for one specific task
- Requires time to input information for each record and answer if the goal was met

#### Benefits:

- Not created for one specific task - Allows flexibility - customizable
- Maintains a comprehensive history of entries
- One app that can track all types of tasks
  - Don't need multiple apps to track different things
- Accessible and efficient
  - Easy to use with minimal amount of work
    - Quickly search through all past entries to find a specific record with tags, keywords, and date.
  - Accessible anywhere since it's a mobile app and doesn't require internet
  - Following accessibility design principles - so it's easy to read and understand
    - colors/contrast
    - layout/typography

#### Alternatives:

- Using many types of tracker apps
  - To have the same functionality, the user will have to use different types of tracker apps. For example, the user will have to use an app to track the user's habits, another to track the user's travel, and another to track the user's spending.

- Our product will give the user a central hub that fulfills all of the needs of many types of tracker apps.
- Writing down in a journal
  - The user would have to carry around the journal and jot down during the day. The user could also keep the journal at home and input at the end of the day - which can result in forgetting specific details.
  - Our product will give the user one less thing to carry (assuming that they already have a smartphone) and it will give the user the accessibility to input during or at the end of the day.
- Not tracking at all - why would it be worth this person's time to use our app, why would he want to begin tracking?
  - Our app promotes beneficial self-reflection and goal-setting for the user.
  - The user would have to keep a mental notes. By not writing down, the user will forget information.
  - Our product will not forget inputted information.

## 5.4 Scenarios

### Traveling

- You are in Thailand with your friends during your university's winter break. You will be there for about 1.5 weeks and want to try as many new foods and see as many sights as you can. You just came back to your Airbnb after a long day, and are looking back at the pictures you took. The pictures are great, but you really want to do more to remember the great moments you had during the day. Your friends just asked you to come with them to get some awesome Thai street food, but they're giving you a few minutes to quickly finish what you're doing. You feel like you want to keep a highlight of the best parts of the day, and perhaps jot some of your thoughts associated with them.
- You just got back from Thailand after an exciting 1.5 weeks with your friends. As you sit in bed thinking about all the events of the past week, you recall the records you took while you were there. You'd love to check them out and reflect upon all the good times.
- ~~● After your recent travels, you remember that there are still plenty of breaks left in the year that leave room for more adventures. You feel like keeping your most-wanted future travel destinations recorded in a safe spot where they can be organized and not forgotten.~~
- You are hanging out with your friends and you guys are talking about Casey's birthday dinner in NYC, but you don't remember what the restaurant was called. You remember that you documented that day in your app and so look for that entry.

### Spending

- You've never tracked your spending before, but your parents give you a call and threaten you with the fact that if you don't stop your excessive spending, they will cut you off. You have hundreds of dollars worth of purchases from Amazon, Wegmans, Trillium, 7/11, etc. and want to start budgeting and figuring out where all your money is going. You've never kept a record of your spending and want to centralize purchases made with different credit and debit cards, as

well as cash. You now feel the need to keep a budget and hold your spending below it. [Set up a way to keep track of your spending.](#)

- You go to the mall to pick up some groceries. You spend \$58 at Target getting fruits, snacks, and some drinks. As you are leaving the mall you walk past Bath and Body works and end up buying a candle for \$15 for your room. When you get home, you want to take note of how much you spent today and compare it to the day before.
- ~~After your visit to Target and Bath and Body Works, you realize that you'd more specifically like to keep track of how much you're spending on different categories of products. You'd like to adjust your budget threshold according to category of purchase, since you'd like to allow yourself to spend a lot more on groceries than clothes.~~
- [After your visit to Target and Bath and Body Works, you realize that you'd more specifically like to keep track of how much you're spending on different categories of products. You want to organize your purchases based on the type of purchase \(i.e., groceries, toiletries, etc.\).](#)
- After a month of keeping track of your purchases and budgets, your parents give you another call to check up with how you've been doing with finances. You'd like to make sure you've been meeting the budget thresholds this past month that you set out to maintain.

## Habits

- ~~You want to gain 10 pounds of muscle by the end of the semester by going to the gym and eating better. You want to see if you are eating enough calories and which muscle groups you're working out everyday to meet your goal.~~
- [You want to gain one pound a week by the end of the semester by going to the gym and eating better.](#)
  - [At the end of the day you weigh yourself on a scale and record your weight.](#)
  - [You have been consistently recording your weight at the end of the day everyday. It is the end of the week and you want to check if you passed your goal of gaining one pound a week.](#)
- ~~After working out for a month and recording all your important progress information, you'd like to check up with how you're doing with reaching that goal. Most importantly you want to make sure you're still on track to reach that goal of a 10 pound muscle gain by the end of the semester.~~
- ~~Through juggling all the problem sets, prelims, and Netflix Originals, you've really struggled to get as much sleep as you'd like this semester. You also realize that in the midst of everything you really aren't sure how much sleep you've gotten on a day-to-day basis these past few weeks. You'd really like to improve the amount of sleep you're giving yourself, but first you'd like to record the number of hours you get each night to give yourself a better sense of how much sleep you're getting and whether or not it's trending in a certain direction.~~
- [These past couple of weeks you haven't been getting enough sleep. This week you have been keeping track of your daily hours of sleep. By doing so, you are able to know exactly how much you have been sleeping each night. You wake up from a 5 hour night and record the amount of sleep you got last night.](#)
- ~~After realizing that the hours of sleep you're getting a night is trending downwards, you feel the need to set a solid benchmark for the hours of sleep you aim to achieve in the coming weeks.~~

- You notice that you have been getting less sleep last week. You want to set a goal for 50 hours of sleep a week (7 hrs/night). Recording the amount of sleep has been working, but you want to determine a specific goal for yourself and keep yourself accountable.
- You've been keeping track of your dreams every day. You recall a moment in a dream from a while back and want to revisit it to remember all the details. You remember that it had something to do with a chef, but can't recall much else. You've been keeping track of dreams for many weeks, so you've compiled quite a few records to have to look through.

## 5.5 Personas

### Traveling Tiffany

- College student studying AEM
- Uses computer and phone applications often
- Travels during breaks with friends and family for around a week
- She likes trying new things (foods, activities) and experiencing different cultures
- While she's traveling she takes a lot of photos (selfies, pictures with people) and videos
- ~~• She wants a balance between being in the moment and taking photos to document~~
- ~~• Likes looking back on photos occasionally but its too much work to do anything else with them~~
- Needs an easy way to document her travels, while not being distracted on her travels.
- When she's traveling, she wants to reflect at the end of the day by looking back at her pictures and writing down some thoughts about the day to remember what happened during her trip
- Posts travel photos on Instagram

### Spending Sasha

- College student studying Biology, Pre-Med
- Uses computer and phone applications often
- Upper-middle class from the suburbs of Boston
- Financially supported by parents so doesn't have to worry about spending
- But she has no idea how much she spends
- Spends a lot of money on food, specifically eating out at local restaurants and on-campus eateries and buying daily coffees
- Doesn't really keep track of budget, but wants to practice before getting a job
  - ~~• Wants to know how much is considered a "normal" amount of spending~~
- Needs to keep track of what she is spending after each purchase (and maybe decide to set a budget limit) so that at the end of every week she can look through the history of where her money keeps going without going to each of her credit card bills at the end of each month

### Habitual Harry

- College student studying Computer Science
- Uses computer and phone applications often
- He wants to bulk up so he wants to track his fitness and food intake
- Doesn't want to feel like "trash" if he doesn't keep up with his goal
- Documented fitness and food intake during the summer, but once the school year started, it was hard to keep up and remember to track his actions.

- Needs to track his fitness progress and see if he is keeping consistent with the habit
- Needs to view previous workout history before and after each workout so that he can improve himself (i.e. viewing images of previous form or equipment and notes that he has written about how he felt about that workout or possible improvements for next time)

## 5.6 Project Themes

- Custom input and organization of data
  - ~~Allow users to track and organize data in our three targeted categories in a personalized and customizable way~~
  - The ability for a user to record and track multiple entries
  - The ability for a user to include custom data types in entries such as text and images.
- Record Management
  - Maintains a comprehensive history of entries
  - The ability to view, edit, and delete past entries
  - The ability to organize and find past entries
- ~~Data Visualization~~
  - ~~Have a theme of visualizing data whether through images, bar charts, line graphs, maps, to track trends and progress~~
- Goal-setting
  - ~~Allow users to set goals for themselves, plan how they aim to attain those goals, and reflect on their progression towards reaching those goals.~~
  - The ability for a user to set goals for themselves and evaluate their progress at a frequency of their choosing
  - The ability for a user to see progress over time in reaching these goals.