



TEAM
Assignment 1

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Target Customer

The Journaler

Journalers love to capture day-to-day experiences. They care about genuine, authentic interactions outside of social media. They enjoy self-reflection and already have incorporated this habit into their daily life.

CHARACTERISTICS
//Ages 20 - 35
//All income levels
//Wants to capture day-to-day experiences in a convenient manner

The Traveler

Travelers love to explore new places and often look to blogs and social media to find hidden gems, restaurants, and popular destinations. They are often on the move and desperately want to capture memories to look back on. They often use social media to post, share, and tag all the insanely cool places they visited.

CHARACTERISTICS
//Ages 20 - 35
//All income levels
//Desires to record memories for personal reflection, rather than for the public

The Capturer

Capturers are comfortable, but are self-motivated and actively looking to be more introspective. They care about interpersonal relationships, thus prioritize spending quality time with friends and family. They also enjoy spending alone time and are all about growing as a person.

CHARACTERISTICS
//Ages 20 - 35
//All income levels
//Hopes to develop a habit of taking care of herself emotional, mental and spiritually

Value Proposition

In an increasingly digitalized world, the rise of social media has led many people to recognize and appreciate the value of spending quality time with family and friends, but, most importantly, themselves. Research has shown that journaling can play a crucial role in one's personal growth and development.

Inword empower both current and aspiring journalers in their pursuit of emotional and mental well-being through self reflection.

Value Proposition

The Journaler

PROBLEM STATEMENT

Physical journals are not optimized for convenience and efficiency; they have not evolved to fit the current technology landscape.

1. You can look back at past memories through intelligent tagging and filtering.
2. You feel at ease, knowing that your personal thoughts are private and secure.
3. You can interchange between platforms (i.e. mobile, desktop, voice) at your convenience.

Physical journals are not optimized for convenience and efficiency; they have not evolved to fit the current technology landscape. By 2020, the number of smartphone users in the world is expected to reach four million (Source: Statista.com). These users spend a majority of their media time (time consuming media) on mobile applications. (Source: comScore). Of these users, 91% have the habit of turning to their smartphones or mobile phones to look-up and note down ideas in the middle of a task (Source: Google API).

The Traveler

PROBLEM STATEMENT

Existing social media platforms lack a sense of introspection, self-development, and wellness.

1. You can recap your previous traveling experiences through intelligent organization tools.
2. You have an offline and accessible creative outlet to express yourself.
3. You can automatically capture and visualize the places you have visited.

Existing social media platforms lack a sense of introspection, self-development, and wellness. With around three billion people, a third of all humans in the world, using social media, a majority of U.S. social media users (59%) say it would not be hard to stop using these sites. In recent years, there has been a surge in mobile apps that promote mental health, wellness, mindfulness, and stress reduction. The correlation demonstrates social media users' growing discomfort with leading highly publicized lives. With social media, data privacy and security concerns rise as well. As a result, people seek out self-reflective, creative outlets to express themselves and reflect on memories.

Value Proposition

The Capturer

PROBLEM STATEMENT

There is no all-in-one app to keep track of places that you have visited and remember what you liked.

1. You can easily capture your experiences through intelligence tagging and filtering.
2. You can track and organize information or experiences that truly matter to you.
3. You are incentivized to reflect on a regular basis in order to encourage frequent introspection.

Busy individuals, including working parents and adults pursuing fast-paced careers, lack a sense of self-reflection in their lives. According to the lead psychiatrist at a Florida mental health clinic, once journaling becomes a daily habit, the amygdala begins to register journaling as a safe zone for personal growth and healing, and thus, journaling becomes a form of stress relief. For individuals who work 9-to-5 jobs and lead routine lives, they lack the resources and tools to record their experiences efficiently and conveniently. Those with large families find it difficult to organize and keep track of both their day-to-day adventures and planned vacations.

Market Size

\$ 71.3B

mobile app/game
revenue in 2018 by 3B
global smartphone
users

65 %

of smartphone users
have downloaded at
least one Health &
Fitness, Productivity, or
Lifestyle app (US 2018)

20 %

of smartphone user's
phone time spent on
social networking apps

\$ 3.90

the average spent by
each smartphone user
on Lifestyle and Health
& Fitness apps

11.3 %

of all apps on the
market are Lifestyle and
Health & Fitness apps

Competitors Day One



TARGET MARKET

Users that enjoy journaling but are unable to find the time to physically log all their thoughts on paper. DayOne's users are looking for a more convenient and efficient way to capture photos and thoughts in one place.

VALUE PROPOSITION

Digitally savvy individuals have a more convenient and modern way to jot down thoughts while simultaneously attaching pictures to entries.

STRENGTHS

DayOne is an elegant and minimalistic app that has perfected the journaling experience to the extent of capturing thoughts and photos. It allows users to export all entries to a pdf and has excellent search functionality.

WEAKNESSES

DayOne doesn't offer any insights besides words and photos per day. It also fails to capitalize on the power of visualization and truly tracking yourself. Additionally, it doesn't prompt the user with thoughtful questions in case a user has writer's block. There is also no desktop version of the app which makes it frustrating if a user wants to type on a laptop or monitor.

SIMILARITIES

Similar to DayOne, Inword would allow users to write an unlimited amount however frequently they want. It would also let users attach a photo as a memory along with capture location of the entry.

DIFFERENCES

Inword places an emphasis on logging/ tracking people, places and passions as well, building boards based on tags. Our product also plans to have multi-platform functionality as well as intelligent recommendations and chart analysis to truly help the user connect experiences with moods.

Competitors Reflectly



TARGET MARKET

Users who are new to journaling and reflecting upon daily thoughts. These are digitally savvy individuals who prefer a more streamlined and structured journal experience.

VALUE PROPOSITION

An AI-driven smart journal that helps users structure and reflect upon daily thoughts and problems.

STRENGTHS

Reflectly prompts users to input their mood or create lists of activities on a very regular basis through artificial intelligence. It is not dependent purely on writing which is ideal for the busy user. Additionally, the UX has received high acclaim from critics. Reflectly is very gamified encouraging users to keep coming back.

WEAKNESSES

Users are not really encouraged to write freely. Additionally, tracking photos aren't a highlighted aspect. It provides a structure to every entry which limits creativity and freedom to write what's on the mind. It also requires a premium account to see statistics that allow for valuable progress.

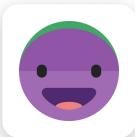
SIMILARITIES

Both applications would allow users to filter their entries based on certain activities, allowing for easier search functionality. Inword also intends to include some probing questions sporadically to the user who needs some inspiration to continue writing, something reflectly takes very seriously.

DIFFERENCES

Like all typical journal apps, Reflectly doesn't emphasize photos or location. Tracking passions and locations over time is not a point of focus for this app. It's a very rudimentary way to capture your daily mood along with a fun tagline for the day. But it does not hone its features on meaningful introspection and

Competitors Continued



TARGET MARKET

Users who love to capture qualitative data on themselves and organize information in a central location. These users are likely busier than the typical journaler, but are still interested in tracking mood or feelings.

VALUE PROPOSITION

A mood tracker that allows users to capture their day without writing down a single line.

STRENGTHS

Daylio provides users with plenty of statistics and charts that summarize behavior or mood. It connects activities to moods and provides recommendations on what activities tangibly result in happiness. This is an ideal app for one who doesn't want to write much but just visually see their mental health over time. The app is super gamified which keeps users intrigued and invested.

WEAKNESSES

Writing freely about thoughts, ideas and feelings takes a backseat in this app. It fails to encourage a user to relive their memories since each entry simply consists of a mood, activity, and a simple one line note.

SIMILARITIES

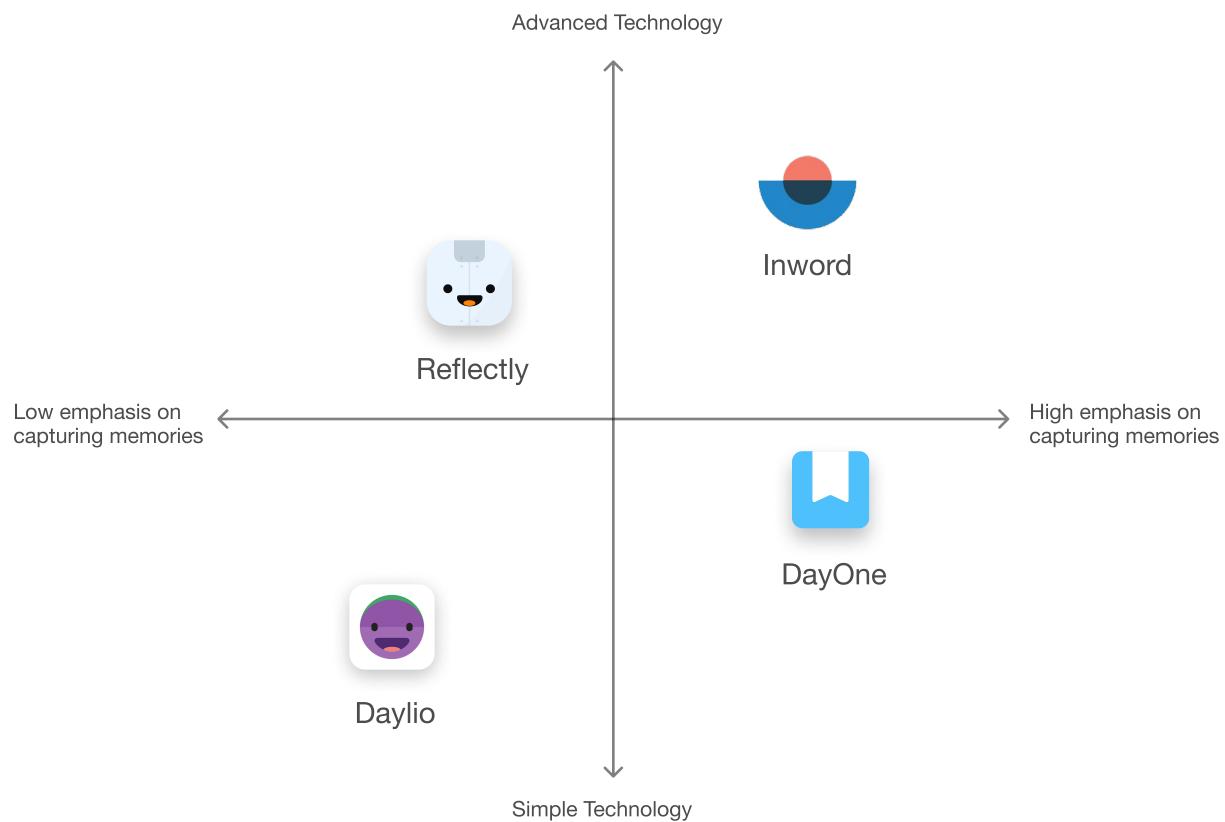
Charts and visuals of mood such as a Year in Pixels would be interesting and productive features for the users. Inword's intelligent aspect will also be able to find relationships between overall feeling and certain activities, places and people - this is performed at a very basic level by Daylio.

DIFFERENCES

The map and boards of passions with tags are a huge differentiating factor between Daylio and Inword. Daylio prioritizes efficiency and visuals more than reminiscing memories. There isn't much of a nostalgic factor in Daylio which is a key component of Inword's overall mission.

Competitors Continued

This chart displays the competitive advantage Inword has when compared to its competitors. Inword's smart journaling aspect along with an emphasis on capturing memories positions the product uniquely when compared to other journaling and tracking applications. Other apps succeed in one facet or the other but seldom master both.



Alternatives Paper Journal



TARGET MARKET

Individuals who wish to gain greater insight into their lives.

VALUE PROPOSITION

Every individual gets something different out of their journal. However, often times individual's journal in order to increase self-appreciation, reduce stress, and aid in the process of emotional recovery.

STRENGTHS AND WEAKNESSES

The primary strength of a paper journal is that it's a physical object. In the same way that some people prefer physical books to ebooks – people may wish to keep a paper journal instead of an electronic one. The primary weakness therefore is that in order to journal you must bring your paper journal with you. In contrast, our application is far more convenient as it would allow you to journal from any electronic device.

SIMILARITIES AND DIFFERENCES

Both a paper journal and an electronic journal allow you to jot down your thoughts. Since our journal is electronic we can harness the power of technology to make journaling a far more convenient and enjoyable practice.

Alternatives Traditional Social Media



TARGET MARKET

Global

VALUE PROPOSITION

To connect people around the globe

STRENGTHS AND WEAKNESSES

Social media applications have come to dominate the screen time of many user's phones. People don't want to feel alone and social media provides people with an outlet to interact with other no matter the distance between. The primary weakness of social media thus is that it's public facing. People often want to portray themselves in a certain light online and may not share their complete thoughts and opinions as a result.

SIMILARITIES AND DIFFERENCES

Our application and social media don't share any similarities in the traditional sense but they are similar since they both will be competing for the screen time of the user. The difference, however, is that our application is private for the user and thus does truly encourage authenticity in a way that social media intrinsically cannot recreate.

Key Differentiators

What Inword offers uniquely:

Modern and Smart Journal

Widely accessible and secure through digitization and sync between devices

Easier, Smarter, more structured data collection for journal entries or passion tracking

Goes beyond the offering of a traditional journal to incorporate other applications of capturing important moments such as passion tracking.

Organized and Searchable

Allows use of customized tagging and boards to keep journal organized

Easy to reflect on different aspects of your life separately

Features helping you use things you have captured to make decisions later

Why Inword appeals to target customers:

Journalers: Having an organized and searchable journal makes reflecting on everything they've captured a lot easier and more useful.

Travelers: A smart journal also provides them with the convenience of easier data collection so they can conveniently capture moments and thoughts that they care about on the go.

Capturers: A modern, smart journal offers the ability record only the things that are important, use them for passion tracking, and gaining introspection into their busy lives.

Original Pitch

Inword is a modern, AI-driven journaling experience that solves the lack of looking inward in today's generation by capturing personal reflections through places, photos, and passions to encourage authentic introspection. We're interesting because we encourage looking through advanced tracking and statistics so our users are motivated to create new experiences rather than waiting for them to happen.

Feedback

How does the journal actually force someone to go out and make memories?

"Seems unlikely that logging my memories is going to make me get out of bed one day and do something cool. I feel like a journal app is more about looking at the past rather than changing your future."

Who is included in today's generation?

"What kind of people would use this product? It's not clear from this to be honest."

Why is the lack of looking inward a problem?

"What if someone doesn't find value in looking inward? Doesn't your product do more than just that so wouldn't that just turn that specific user away?"

Pitch

Inword is a **modern, smart journal** that provides any individual the opportunity for authentic introspection by capturing personal reflections through places, photos, and passions. We offer a unique journaling experience that allows users to track their emotional growth and evolving passions through free writing as well as tagging memories.

User Personas



Brooke *the Traveler*

AGE	32
OCCUPATION	Travel blogger/social media influencer
LOCATION	Constantly moving

ABOUT

Brooke is a 32 year-old full-time, solo traveler who gets paid to travel around the world and post about her adventures on social media (primarily Instagram) and her travel blog. Because she spends a large part of her time online, she often feels the need to take a break from the Internet. However, because the blogging/social media industry supports her livelihood, she is actively seeking for an offline creative outlet to express herself and reflect on her memories.

“ I love taking beautiful photos and sharing them with my travel community to help inspire their own travels. But when it becomes a game of numbers and social validation, **how realistic is this life we're promoting?** ”

CHARACTERISTICS

- //Digitally savvy
- //Lives a digital nomad lifestyle
- //Passionate about writing, traveling, and photography
- //Uses technology on a daily basis
- //Enjoys sharing personal life through social media channels

MOTIVATIONS

- //Wants to keep a visual daily log of experiences
- //Doesn't feel the need or enjoy publicizing their private life

FRUSTRATIONS

- //Does not want her life to be consumed by social media
- //Finds fault in the excessive use of social media rather than the use of technology in general

User Personas Continued



Tom the Journaler

AGE	24
OCCUPATION	Student
LOCATION	New York City, New York

ABOUT

Tom is a 24 year-old graduate student living in New York City, NY. Tom occasionally writes in a physical journal, but finds it difficult to stay committed to journaling on a regular basis because of the lack of convenience. Tom is frustrated with the lack of cohesion between mobile and computers in existing journaling apps. It'd be a map of my world, the way I've experienced it.

CHARACTERISTICS

- //Enjoy using technology depending on the circumstance
- //Does not post frequently on social media

MOTIVATIONS

- //Wants to keep a visual daily log of experiences
- //Doesn't feel the need or enjoy publicizing their private life

FRUSTRATIONS

- //Existing journaling apps lack features that help people conveniently input their thoughts, photos, videos, etc.

“ For me, journaling has been a great way for me to reflect and monitor emotional, professional and social growth. ”

User Personas Continued



“ Life just flies by so it's precious to be able to reflect on quality family time and have photos to look back on. ”

Susan *the Capturer*

AGE	50
OCCUPATION	Software Engineer
LOCATION	Mountain View, CA

ABOUT

Susan is a 50 year-old, working mother who lives in suburban Mountain View, CA with her husband, Frank, and her two children. Susan enjoys traveling with her family during her children's school breaks. She desires to document places that she discovers in a way that she can easily look back on, everywhere that she has been, everyone that she has met, and everything that she felt in the moment.

CHARACTERISTICS

- //Works a 9-to-5 job
- //Lives a routine lifestyle with the occasional vacation
- //Enjoys taking picture during trips
- //Does not record daily life

MOTIVATIONS

- //Wants to organize memories and experiences in one place

FRUSTRATIONS

- //Does not have an easy method of organizing and keeping track of memories
- //Often forgets the things that she has done and wants to do
- //Does not have the time to journal regularly

Risks

Location Sharing Privacy Concerns

In order to track users, we would need their location information which certain users may be apprehensive of providing us access to.

PROBABILITY



IMPACT



PLAN TO ADDRESS

Let users know that their location will never be shared publicly and will never be provided to advertisers. Alternatively, users can manually specify the location that they would like to capture.

Established Journaling Apps

Established journaling applications could potentially copy our key differentiators and thus nullify our unique advantages.

PROBABILITY



IMPACT



PLAN TO ADDRESS

Focus on our fundamental difference: we aren't just a journaling application but rather an application that captures all the experiences that comprise your life.

Risks Continued

Separation vs. Accumulation

We may be overestimating the want of individuals to collect their reflections, experiences, and passions in one central location rather than on separate applications specialized for each aforementioned category.

PROBABILITY



IMPACT



PLAN TO ADDRESS

Make information capture as simple as possible so that users feel no need to utilize alternative apps that may specialize in certain experiences such as food, travel, etc.

Small Market

We may be over estimating the number of individuals who want to journal to become introspective – this would severely limit our potential market size.

PROBABILITY



IMPACT



PLAN TO ADDRESS

The fundamental purpose of the app is to encourage those who wouldn't journal to give journaling a chance as it can allow you to easily capture what's truly important to you. Thus, although we may initially be targeting a smaller audience, others who haven't given journaling a chance would be our target customers as well.

Risks Continued

Retention

Individuals often find it hard to develop journaling as a habit as its rewards may not be overtly obvious.

PROBABILITY



IMPACT



PLAN TO ADDRESS

The app would have a built in system for rewarding journaling, logging places, uploading photos etc. Gamification is an easy way to retain customers by providing the user with obvious rewards for their usage.

References

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