

# Team 11 Pitch

Building crazy simple journals for  
everyone that needs one



# User Personas

Exploring the problem



# Clever Clair

Job: Teacher

Demographics:

- 27 years old
- Single
- College graduate
- Lives on a rented apartment
- Young professional

## Goals & Tasks

Claire is a young professional who's very passionate about helping others. She's career driven and wants to become school principal someday. As a young professional she's also interested having a healthy lifestyle and maintaining a perfect work/life balance. She is still finding ways to increase her productivity at work while trying to reserve time for herself.

- Gives classes and grades student work
- Goes to the gym and keeps a healthy diet
- Takes care of her 3 year old dog that she got after college.

## Environment

She likes to take notes of meetings, ideas for class activities and evaluations, important events, reminders of her dog's vaccines and vet appointments. She is very busy and considers herself a heavy user of her calendar app and reminders app. Her notes and her calendar are her most used tools, although keeping them all tidy can be difficult.

## Frustrations

She has a combinations of paper notes and electronic notes and keeping track of all of them while not losing important information is really frustrating. At the same time, because she takes so many notes it is difficult to pull them up quickly making her organization system a mess. Beyond that she also needs a way to link the data on her calendar.



# Traveling Tom

Job: Retired, Grandfather

Demographics:

- 60 years old
- Married with 2 children and 1 grandchild
- Family man

## Goals & Tasks

Tom has just recently retired after a fulfilling professional career, now he wants to put all the time he has into his three passions: his family, food, and traveling the world. Tom has high blood pressure, and since he is a food fanatic he is very serious about his medication. He is also an avid reader and he wants to visit the different places that pop up in his favorite books. He is a family man and has a book club with his wife and friends of which he is president.

- He keeps track of all books and recommendations on his book club
- He tracks his meds and doctor appointments
- He shares all household tasks with his wife

## Environment

Because he likes to travel a lot, Tom likes to plan ahead. Him and his family consider him a master organizer, specially for vacations and important events. He has a computer but he always need his granddaughter to help him when he tries to use some application. His granddaughter says he is a really fast learner, so even if he needs her help he can manage to use the computer alone. He also describes himself as the most terrifying food critic, specially when it comes to Yelp reviews.

## Frustrations

Tom is a master organizer, but he relies on paper and is very prone to losing notebooks and other documents so he would like a better way to document his travels and important events. He also complains about never being able to find book recommendations that he gets for his book club whenever he leaves his documents at home and travels. He has a good system to take his medication, but sometimes he wonders if it's truly reliable. Tom is a great learner, but apps that are too complicated to use have always frustrated him.



# Chatty Chad

Job: College Student

Demographics:

- 21 years old
- Single
- Athlete
- Part of a fraternity

## Goals & Tasks

Chad is finishing his Junior year of his Econoics major. He plays football and has a scholarship at his college. He wants to get into the NFL draft before graduating and has been working towards it for the past three years. He is also in the fraternity TKE and he is the treasurer. He lives by the motto "work hard, play harder" and although he trains for hours every day, he also loves to hang out with friends and organize crazy parties.

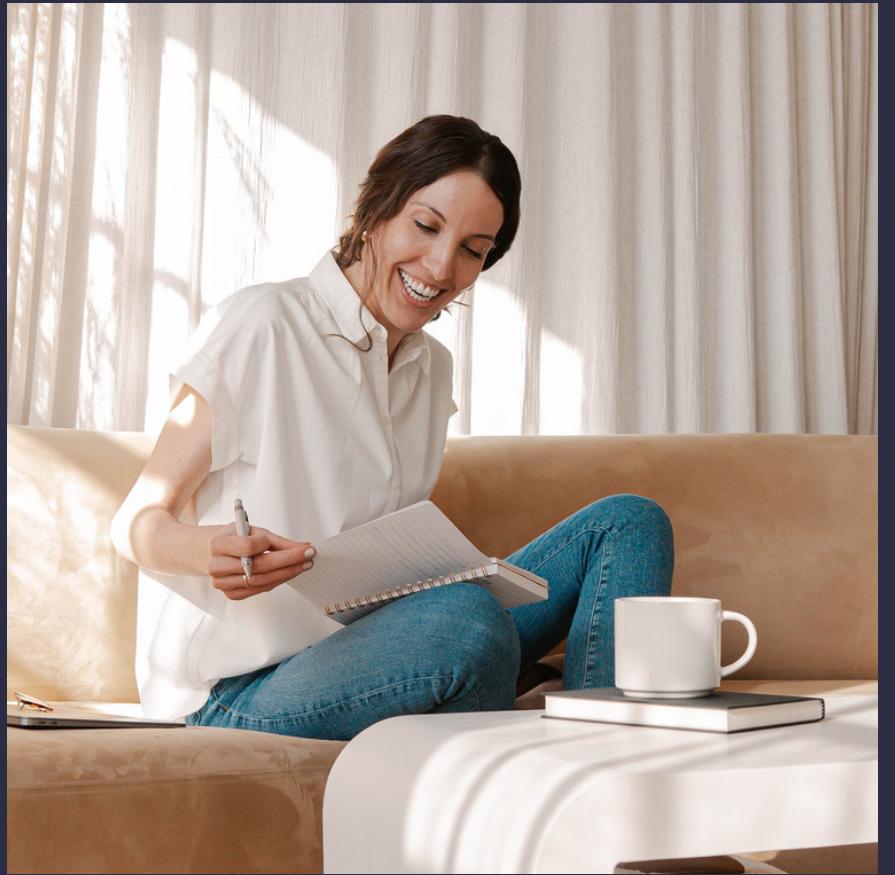
- He must track his workouts, diet, and game performance
- He must organize events, plan charities, and track and collect all payments of the people in his fraternity
- He must keep up with his classes and assignments

## Environment

Chad is regarded as the budget wizard in his fraternity. He always know how to distribute the fraternity's budget so that there is enough money for anything they need, and his secret debt records are feared by everyone that owes money to the fraternity. He is also one of the best players on his college's D1 team, and his teammates call him the flash because he is so fast. He takes running tests continuously to monitor his progress and has a secret log of his times. He uses paper for all his trackers mostly because he doesn't trust tech with privacy.

## Frustrations

Chad loves tracking everything, but he doesn't feel like there is an efficient way to do so without having his information all over the place. He also manages a lot of sensible data so he would like more security guaranties on his information from different apps. His biggest frustration is finding something flexible and secure.



# Creative Carly

Job: Chief Executive Officer

Demographics:

- 39 years old
- Married with two children
- Startup Founder
- Has a masters in Computer Science

## Goals & Tasks

Carly started her company 15 years ago during her last year in college. Since then she has expanded her company into a very profitable business and has almost 100 employees working for her. She's currently the CEO and creative director of the company and has decided to get into the tech-ed field. She is also married and has two children, so she is worried that her job as a CEO takes away from her time with her children. That is why she has started tracking how many hours she spends at work and how many with her children.

- Manage and direct a company
- Raise her children

## Environment

Carly is extremely tech savvy so she likes to use electronic devices for her everyday task. She is a big multitasker, so she likes to look at different things on multiple devices depending on what she is doing. She also likes to keep track of different ideas and projects on her electronic notebook because she is afraid of loosing useful information if she uses paper. She loves calendars because she is so busy that she forgets about important events. She also manages her household finances, and uses paper for that since she doesn't want it to be stolen online.

## Frustrations

Carly really dislikes using paper and wishes there were more secure ways online to manage data. She also doesn't like that some info on her iPad is not on her work's computer since she is always switching devices. Carly also wants a more structured system to keep notes and trackers for her job since she feels her notes are all over the place most of the time. She also wants a place to reflect and strategize to spend more time with her family.



# Stressed Steve

Job: Manager

Demographics:

- 35 years old
- Married with a child
- Corporate worker
- Masters in Business Administration

## Goals & Tasks

Steve is a successful manager at a chocolate factory in Pennsylvania. He has been working there for the past 8 years and his goal is to become the new Vice President of sales in the next two years. In order to achieve his objective he has started to look into increasing his productivity and tracking his ideas for the business, but cannot decide how to approach this. He has also been having issues with balancing his work and family life so he wants a more stable way to do it.

- Manage and lead a portion of the sales team at the chocolate factory
- Raise his child and be present for his family

## Environment

Steve likes to say he is a bit of an old school guy when it comes to managing people. He uses pen and paper for most of his notes and tries to avoid any applications since he has a hard time learning new technologies. He does hold some sensitive information on the factory's finances as well as his household finances, and he also tries to use the least online services possible to manage this data in order to make sure it's secure. Him and his wife have recently had their first child and he has also added a vaccine and doctor appointment tracker into his workflow

## Frustrations

Steve has problems learning new technology based tools, specially if they are unnecessarily complicated. He has tried several apps but none of them beat the ability of working on a desk and quickly getting up and taking your notes with you to the factory. He is also worried about his sensitive information leaking and losing his opportunity to climb the corporate ladder because of it.

# Problem Statement

What creates the need for a BuJo?



## Life Organization

People are busy, and being able to fulfill all their daily tasks is a challenge. Planning events, tracking one's progress on different goals, and managing one's time to be more productive are problems that most people face everyday. People are interested in more efficient ways to keep themselves organized.

## Personal Growth

Life is not only about work. People also want to be able to manage a healthy lifestyle, whether that is through physical or mental care. Hobbies, self-awareness, and creativity are also important things for people and having a healthy work-life balance is very difficult today.

# The Solution

A crazy simple bullet journal for everyone



## A careful Balance

### Freedom & privacy

Everyone's needs for organization are different and there is no one-size-fits all template that works for every individual. That is why a core principle of the solution must be giving the user the freedom to create the tools they need and access them wherever they are, whether that is trackers or custom collections. All of this must be secure to ensure user privacy needs while delivering a diversity of choice.

VS

### Minimalism

A tool is only useful for the user if the process of creating data is faster than their current solution. If we want the user to have a frictionless and responsive experience, then we need the tool to be simple and quick to use. We do this through a minimalist approach to the UI design. Freedom & simplicity are not mutually exclusive and a perfect balance can be achieved through good UX design.

# Features

## Must have

- Basic collections
  - Index
  - Future log
  - Monthly log
  - Daily log
- Frictionless text editor
  - Markdown stylings: Headers, paragraphs, bullet points, check marks
  - Keyboard shortcuts
- Custom trackers
- Everywhere access
  - Online access
  - Offline access

## Should have

- Text editor improvements
  - Audio / video integration
  - Custom bullets types and signifiers
  - Text blocks: component separation, indentation
  - Text block suggestions when creating a new one
- User customizability
  - Multiple UI color pallets or themes that the user can choose from
  - Multiple UI fonts that affect the editor

## Could / would have

- Polishing text editor
  - Block drag & drop
  - Animations
- Further user customization
  - Custom collections
  - Templates for rapid logging and custom collection creation
- Polishing navigation
  - Custom collection navigation
  - Page pinning
- Cross-app integrations
  - Calendar synchronization and self logging events
  - Notifications and reminders



# My Journal

Contact us

## Index

### Future Log 2021 ▾

Trackers >

January ▾

Trackers ▾

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1 Monday ▾

Tracker 1

Tracker 2

Tracker 3

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## Daily Trackers

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# Mobile

Fully responsive

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**February** ▾

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**March** ▾

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☰ Daily Tracker ☰

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Become ruler of the tri-state area

# Appetite

How will we make our solution fit the schedule?



## Stage 1: Design

2 weeks

- UX / UI Design with accurate wireframes
- Back-end stack and data storage design
- Front-end structuring and first stage of MVP development
- Repository and documentation structure setup.

## Stage 2: MVP

2 weeks

- Markdown editor and shortcuts final implementation
- Back-end -> front-end interface and data transfer
- Basic collections, trackers, data security, & responsiveness
- User customizability design: UI colors, fonts, and signifiers

## Stage 3: Polish

2 weeks

- Custom collections
- Calendar synchronization
- Image and audio integration into the markdown editor
- Markdown and navigation improvements: drag & drop, page pinning
- Animations

# Rabbit holes & problems

Breaking down the solution



# Stage 1: Design

- **UX / UI Design with accurate wireframes**
  - Lack of experience with UX / UI Design and wireframing software
- **Back-end stack and cloud/local data storage design**
  - Lack of experience with the stack, libraries, and debugging tools
  - High risk of over-engineering if the feature-set and requirements are not carefully defined
  - Over-engineering cloud synchronization algorithm
- **Front-end structuring and first stage of MVP development**
  - Lack of experience with the stack
  - High risk of over-engineering user interaction and UI styling
- **Repository and documentation structure setup.**
  - Lack of experience with CL/CI pipelines and GitHub and organizational debt



# Stage 2: MVP

- **Markdown editor and shortcuts final implementation**
  - Coordinating work between 4 developers
  - Combining shortcuts with text editor
  - Lack of experience with web-components and their integration to the editor
  - Editor UI styling and lack of experience with CSS
- **Back-end -> front-end interface and data transfer**
  - Over-engineering the API and sync algorithms
- **Basic collections, trackers, data security, & responsiveness**
  - Lack of experience with the libraries used for encryption and authentication
  - Over-engineering the encryption and authentication
  - Over-engineering collections and trackers UI while keeping responsiveness
- **User customizability design: UI colors, fonts, and signifiers**
  - Over-engineering customizability functionality and styles



# Stage 3: Polish

- **Custom collections**
  - Over-engineering data storage design and approach to UI display
- **Calendar synchronization**
  - API hunting
- **Image and audio integration into the markdown editor**
  - Lack of experience with the libraries used for file imports
  - Over-engineering the UX / UI design
- **Markdown and navigation improvements: drag & drop, page pinning**
  - Last minute redesign of a working app to fit nice-to-have but not necessary features
- **Animations**
  - Last minute redesign of page structure can lead to introduced problems

# ✗ No Goes

- **Custom templates**
  - There's a high risk of over-engineering custom collections and trackers and how they are stored in our databases
- **Rapid logging templates**
  - Keyboard shortcuts and the markdown editor already allow for rapid logging
  - Would require further UI design and could introduce unnecessary complexity for both the user and the developers
- **No more features**
  - The timeline is already tight with all we have
  - Adding more features makes the UI more complex and introduces barriers for users
  - Further risk of over-engineering any new features