Latricia Antoine

Interactive Multimedia I

Project 2

**Summary Statement**

The purpose of the project is to show the class how I’ve used journaling to not only chronicle my life but also display how journaling has helped develop my creativity. In many ways, it serves to curate my past and present work and it gives me motivation to set goals to improve my creativity, my organization, and accomplish personal and professional goals. Not many people journal and have moved away from paper and pen to keep track of their lives so I sought to show the benefits of the journal especially the bullet journal.

**User Personas**

The three types of users who would look at my project would be 1) people looking to be organized, 2) people who are looking for new ways to journal, 3) and people who have never journaled or thought to journal. The first group would be students around the age of late adolescence to late twenties because I find that this group is not very organized in general and I’ll make sure to explain the benefits of the bullet journal and show the different ways that it can be used. For the second group, the demographics would be journalers who have only stuck to the traditional way of journaling. I would be sure to include that a bullet journal specifically marries the concept of a journal, to do list, and a planner. For the third group, since they would be the broadest demographic, mainly males of 16- 35. I would keep in mind that they might not care about the aesthetics but would appreciate the productivity it enhances and keep my design from being too feminine.