

# REQUIREMENTS

Josh & Jen share many of the same needs that are met with The Perfect Planner's design system.

Jen does have some additional requirements that are met through alternative paths on The Perfect Planner website (and on the future mobile application).

## PRIMARY



Josh Baxter  
"The Industrious Student"

1. Choice of spreads
2. Layout customization
3. Schedule each day
4. Prioritize responsibilities
5. On-the-go size
6. Low to Medium maintenance
7. Goal-setting/time-management advice
8. Blank/flexible pages

## SECONDARY



Jen Collins  
"The Untiring Mother"

1. Choice of spreads
2. Layout customization
3. Schedule each day
4. Family members' schedules
5. Paper to smartphone (app)
6. Low maintenance
7. Time-management advice
8. Affordable Price