

Capcat

JTBD to Design Decisions

JOB INSIGHTS

Developers want
terminal tools

Pocket fired:
manual overhead

Evernote fired:
format lock-in

Need quick start
and flexibility

Bookmarks fired:
can't find content

DESIGN DECISIONS

CLI-First
Terminal primary

Batch Processing
30+ articles

Markdown Output
grep-able text

Bundles + RSS
Curated + custom

Auto-Organize
Filesystem search

HEURISTICS

H2 Real World

H7 Flexibility

H3 User Control

H8 Minimalist

H6 Recognition