

Research Report



New Strength, new hope, and new
dreams

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Exective Summary

General

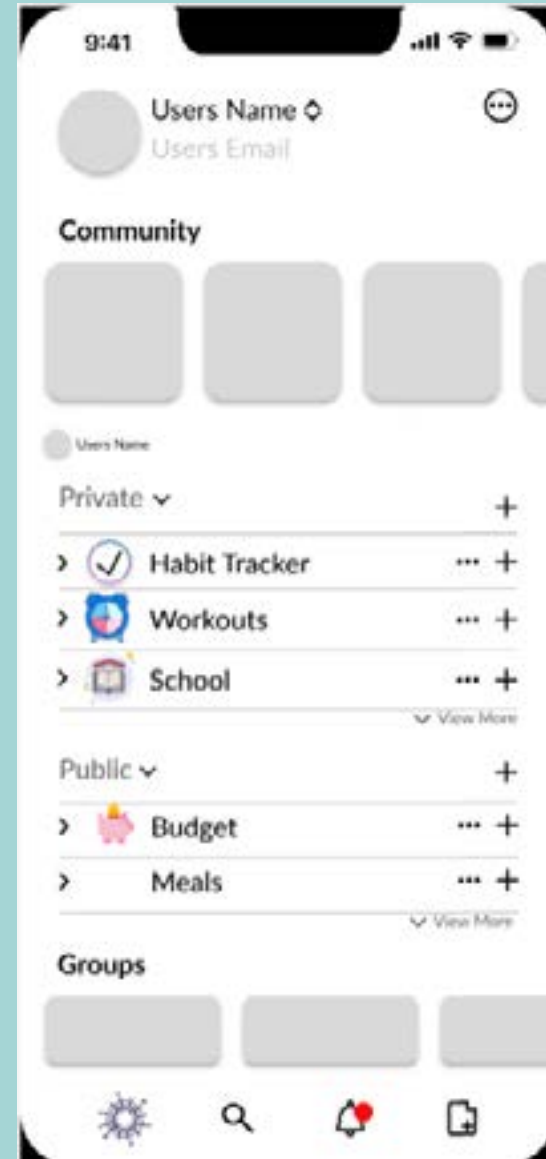
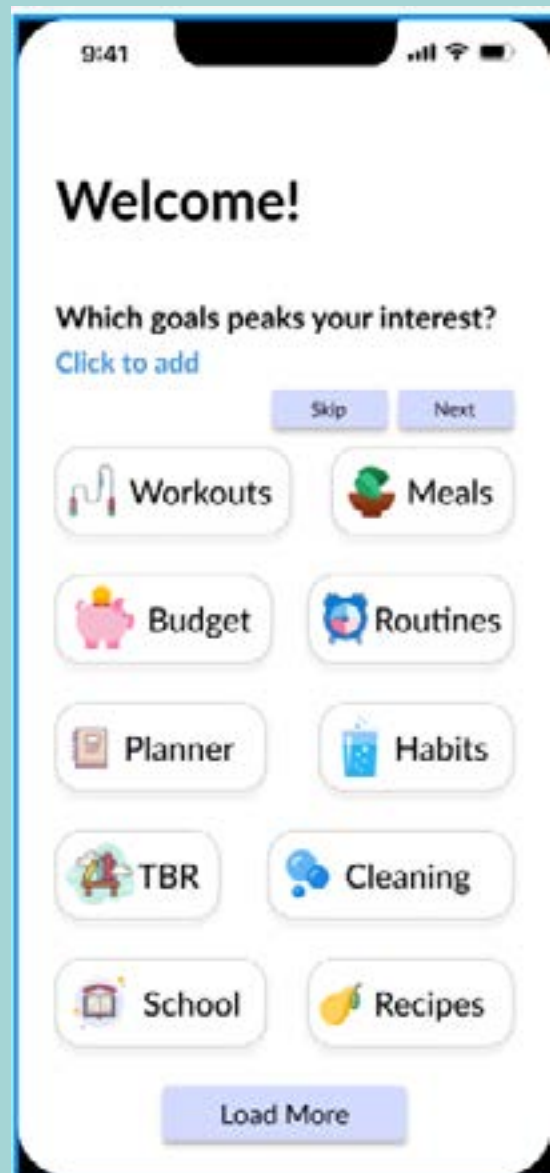
Have you ever been overwhelmed at work? Or perhaps you want to start a new daily routine. Over at resolutions our team is working hard with you in mind. Our app which is called resolutions is modeled for people with goals and dreams that they want to accomplish in life. We want you to accomplish everything that you set your mind to. That’s why we’re building an app to help you with just that. The resolutions app is the only self help app that you’ll ever need. The app includes a planar, meal prep and workout sections, school and cleaning schedules with also a budget planner and many other features. There is a social side to the app also which allows you to connect with friends and others who share the same goals as you do, allowing you to keep each other on track.

Our Process...

We’ve analyzed the competition and found out what makes our product better than the competition. We found that other apps specialize in one component of productivity such as business management or tracking your habits. We believe that since we offer all of the services in one we will be able to attract more customers to our service. We also offer all of these services at a better price than our competition. Another problem that we found was that a lot of users were complaining that other applications were too difficult to navigate upon first use. Our app is very specific with more templates and features that personally pertain to the user for a more usable experience. We also found from our user research interviews that personalization was one of the biggest things that users look for in this type of app. Everyone is different and making sure that each user has a plan that best fits their needs is very important. Understanding every user’s unique situation is a big part of helping them which is why we don’t just specialize in one type of service. Another thing that the users looked for in an app was affordability which is why we offer different user plans to make sure that everyone gets what they want out of our application.

About Our App

New Strength, new hope,
and new dreams



Purpose

- + Social platform
- + Goals, routines, personal growth
- + Nonprofit Organizations
- + New years goals, meal plans, work-outs, daily routines

Kickoff Meeting

Questions

Who is the user?

Adv person, who want to be productive

Where does our product fit in their work?

The social aspect provides accountability unlike other tools

How should our product look and behave?

Similiar to tools the user has used like a notebook and calendar

When and how is our product product used?

The product is used everyday or as often as the user needs to keep track of their goals.

What problems does our product solve?

Helps the user keep their life organized while coming up with a plan on how to achieve their goals.

Benefits

#1 value a user wants to get out of our service:

User wants to be able to stick to goals like new years resolutions

They can also get these additional benefits:

Increased productivity

We will acquire the majority of our our customers through:

Ads, creator program, word of mouth, online blog reviews

We will make make money from:

Limited feature access plans, advertisements, selling access to templates, and creating a platform for users to sell templates

We will know we are successful when we see the following changes in customers behavior:

Active and more frequent users along with more downloads.

Problems

Over load user with too many options:

Promote community templates and custom more

People using the app to promote a business for profit:

Have people that monitor red flags (users can report)

People giving up on their goals:

promote seasonal templates

What other assumptions do we have that, if proven false, will cause our business/project to fail:

We assume people want to actively stick to their resolutions and commit to their goals

Competitive Audit

Conducting a competitive audit is a foundational tactic to better understand what your competitors are doing and the threat they may pose to your brand. It also offers insights into who they are, their strategy, and what your brand may be missing out on.

1. Notion



Notion offers organizational tools including task management, project tracking, to-do lists, bookmarking, and more.

Subscriptions

Free

For organizing every corner of your work & life.

Collaborative workspace
Intergrate with Slack, GitHub & more
Basic page analytics
7day page history
Invite 10 guests

Plus

A place for small groups to plan & get organized.
\$8 per user / month

Everything in Free +
Unlimited blocks for teams
Unlimited file uploads
30 day page history
Invite 100 guests

Business

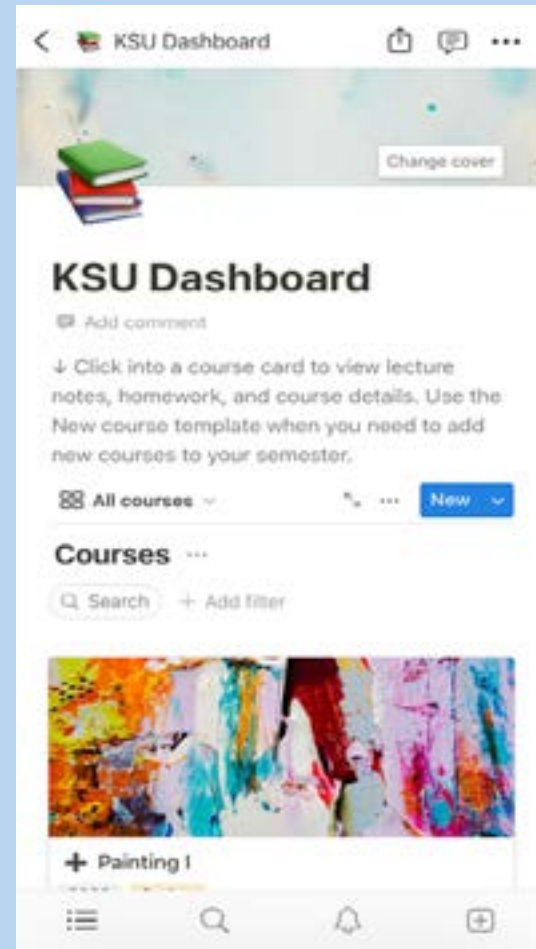
For companies using Notion to connect several teams & tools.
\$15 per user / month

Everything in Plus +
SAML SSO
Private teamspaces
Bulk PDF export
Advanced page analytics
90 day page history
Invite 250 guests
Invite 100 guests

Enterprise

A place for small groups to plan & get organized.

Everything in Business +
User provisioning(SCIM)
Advanced security & controls
Audit log
Dedicated success manager (100+ seats)
Workspace analytics
Unlimited page history
Custom guest limit



Similarities

Similar Layout
Can be used for business management
Offers teams
Offers templates
Offers a free plan

Why Ours is Better

More personal based
More features and templates
Offers more specific subscriptions
Offers people to share templates and goals through “community”
Offers “groups” which can be more than just business based

Clean interface
App and website (Cross-compatible)
Generally well organized
All-in-one productivity app

More business based than personal based
Can be hard to navigate for new users
Poor security features
Editing and formating text is not intuitive enough

2. Habit



App to help you build good habits and reach your goals. Get reminders, track habits with stats and notes, and analyze your progress with charts.

Subscriptions

Free

5 habits at once
Reminders
Keeps records forever

Habify Pro

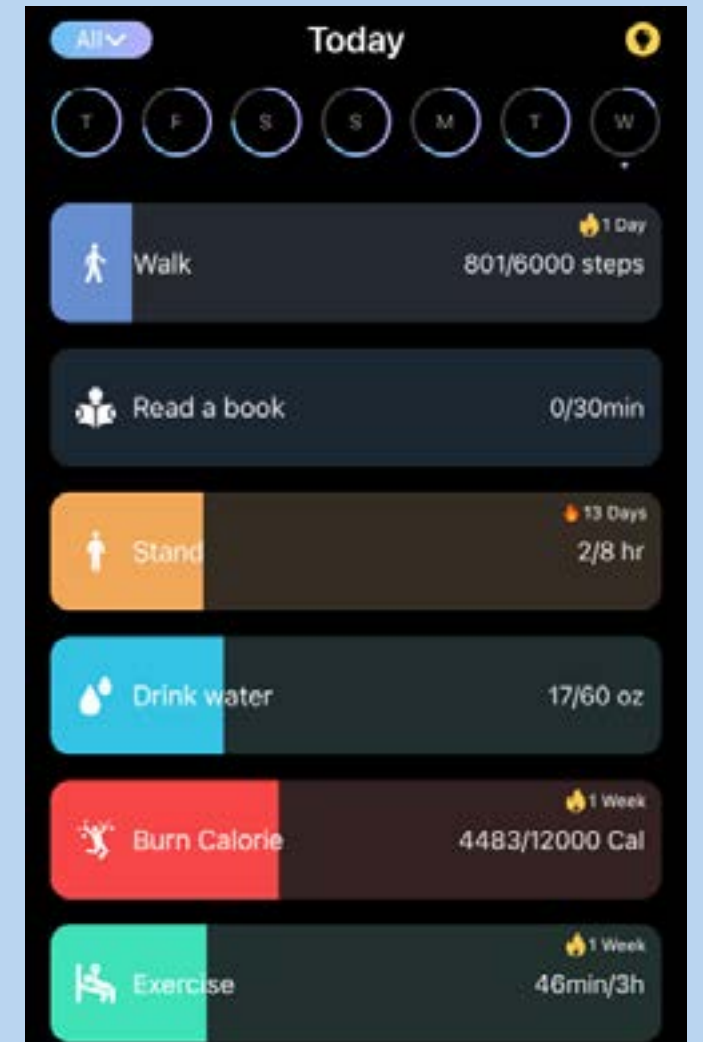
\$5.99 per user / One-time
Everything in Habit Pro +
More features in the future

Habit Pro

\$3.49 per user / year
Everything in Free +
Unlimited Habits
Yearly Chart
Habit Report
Habit Tags
Security Features

Track your progress
Makes you pick up a routine
Robust ability to track user statistics, with completion rates, habit attainment, and more
Simple, practical user interface with no extraneous features or potential distractions

Doesn't have a “community” feature
Limited features
Not as visually engaging and lack of options, not much to keep users motivated



Similarities

Both have a habit tracker
Help you track progress and make a routine for yourself
Simple but amusing visual design and interface

Why Ours is Better

Offers people to share templates and goals through “community” to help motivate each other
Is more than just a habit tracker
More features

3. Zinnia



Zinnia is a fun and creative way to keep a digital journal and planner. Enjoy calendars, trackers, stickers, washi, and more.

Similarities

- Offers a planner
- Help people picking a routine and accomplish goals



Possibilities are endless regarding creativity and personalizing
Help with anxiety

Why Ours is Better

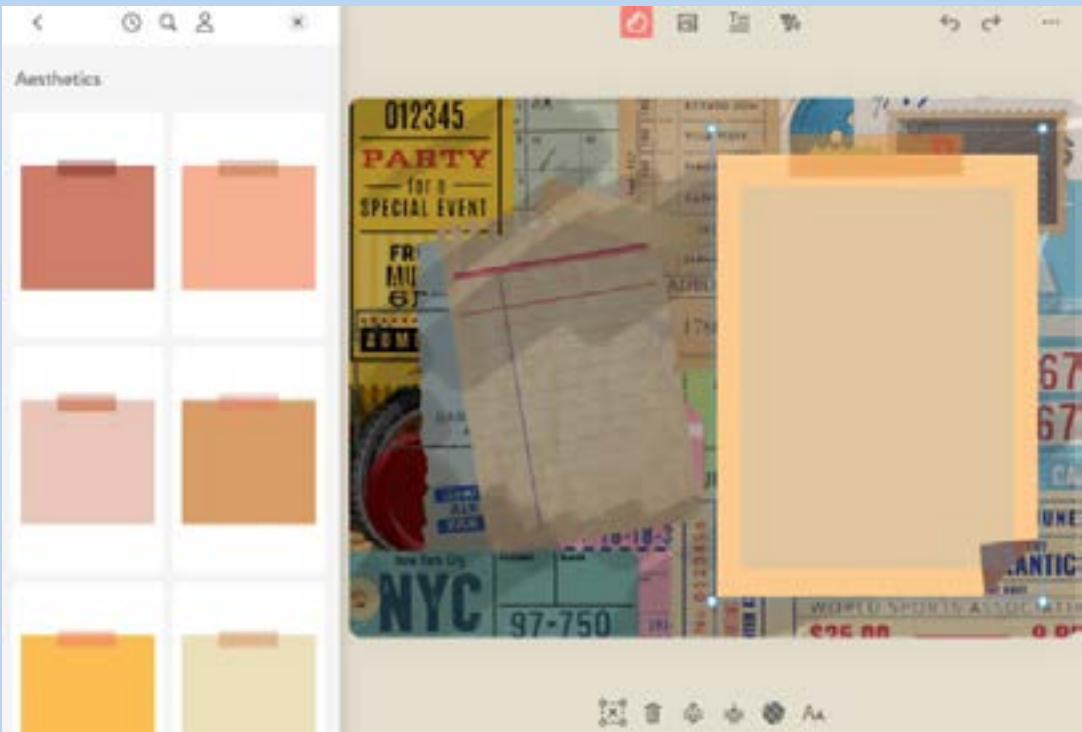
- More features
- Cost less



High Pricing
Some tools missing (like tool to make straight lines)
Free version limited on features
Can't be used offline
A lot of reports about glitching

Subscriptions

Zinnia Premium Yearly	Zinnia Premium Weekly	Zinnia Premium Monthly
\$39.99	\$3.99	\$11.99
Zinnia Premium Monthly	Zinnia Premium Yearly	Zinnia Premium Yearly
\$9.99	\$39.99	\$49.99
Zinnia Premium Monthly + Intro	Zinnia Premium Yearly	
\$9.99	\$29.99	
Zinnia Premium Monthly	SECRET DISCOUNT YEARLY	
\$9.99	\$29.99	



Lit Review

A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research.

Habit Tracker Productivity

Summary

An article published by “Asian Efficiency”, written by “Thanh Pham”, explains how having a Habit tracker can help you boost your productivity. Some productivity habits to help boost your motivation listed in the article are listed as the following: Schedule your day the night before, wake up earlier, follow a morning routine, eat a healthy breakfast, and do your most important task first.



Relevance

The relevance that this article has on our product is that it can be a great starting point to understand how we are approaching the idea of motivation and the understanding of habits.

This article serves as a guide towards tackling what people should be doing when it comes to beginning habit tracking, and what we can do to serve the community and make our app as purposeful as possible.

Lastly, it is important to know, according to the article, that 40% of actions people performed each day were not “actual decisions, but habits.”

How and Why to Keep Track of Daily Habits

Summary

An article published on “Clockify”, written by Ivana Fistic, explains in great detail the importance of time. Fistic describes how being able to control the being able to track our daily activities and habits will be able to allow us to gain more control of our time and be more organized.

Fistic references a research post explaining that fewer than half participants in the research can complete their activities within the given time allotted themselves. Essentially, the point made was that allowing you to manage your activities correctly can help make better time estimates.

Relevance

The relevance this article has on our product is that it gives us insight into how we can incorporate time management and the science around it to best fit our user’s needs.



Habit Tracker Review: Toggl Track

Summary

An article review published by PCMag, written by Jill Duffy, gave an overview of a potential competitor in the field of habit trackers. It reviews an application called “Toggl” and describes the very important pros and cons of the application. Some very important takeaways of the benefits of the app are the generosity of the free tier of service. Another benefit is the quick and nimble aspect of the app, allowing people to get a hang of it quite faster.

However, with most benefits, come some disadvantages. A very notable disadvantage the app has is its very expensive paid tiers, with the cheapest starting at \$10. All in all, the app is very balanced and quite fitted for its intended purpose.

toggl track

Relevance

Toggl Track is a time-tracking application that allows you to track your daily activities across different platforms. This application and review of the application allow us to provide a more engaging experience for users by integrating the pros the app has and cutting away and also improving the cons.

Time Management Strategies

Summary

An article written and published by James Clear, speaks on the way productivity can be found and accomplished through Time management and strategies to accomplish them.

A big strategy that Clear researched was “Eliminating time-wasting activities..” which is, self-explanatory, a way to stop day-wasting activities using a matrix-like grid. He uses this strategy by keeping a priority list ranging from the most important and most urgent to the least important and least urgent.



Relevance

This article gives an outlook on how to look towards goals and accomplishments and how being able to put them into words and motion, that by being a habit tracker perfered, would motivate them to be successful in the future. It also allows insight on how goals can range from daily to life long.

Relevance

Being able to compile a list of urgent and important activities and habits that need to be done is tough and being able to implement a style to keep habits to a minimum by importance is keeping it in a place where you will remember them is important.



Ways Successful People Achieve Their Goals

Summary

An article published by LifeHack and written by Bruce Harpham, addresses the many ways that people around the world have been able to achieve very commonly sought after goals and strategies for them.

One strategy that Harpham addresses is the “goal review system”. He goes on to mention that being able to put down your goals into writting is also what many successful people have done to be able to reach that found sucess.

Another strategy is that they celebrate thier goal achievements. Being able to look forward to celebrating your goals and asperations is a great motivator for people around the world to get started to setting their goals into action.

Lastly, Harpham also points out that there are no such things as perfectionists in their goals. This includes being able to adjust your goals.

Interviews

Persona Hypothesis

A persona hypothesis is a sort of educated guess to the identity of the common user of the application. A step beyond that, interviewers can form an ad hoc persona, which is a full user persona that’s not based on verified information.

- Students in most grade levels (Middle to University)
- Adults with busy schedules
- Families
- Groups of friends that want to keep track of each others progress
- People who want to keep track of habits/ Stick to goals
- People who want to work on their schedule

Persona Questions

- Whats your profession?
- Do you have any goals?
- Do you have any New Years resoltuions?
- Do you feel like you do well in accomplish- ing your goals?
- How do you keep track of your progress?
- How organized are you?
- How well do you keep track of your goals?
- Have you used productivity apps before?
- If there was an app that could help you com- plete your goals, would you use it?

Interview 1 summary: Wyatt

1. Sticky Notes: Wyatt primarily uses sticky notes to manage his tasks and projects. Sticky notes allow him to set due dates and keep track of tasks associated with a particular class. He is drawn towards tempo- rary sticky notes as they provide a visual cue, unlike a planner. However, he is concerned about the

environmental impact of using sticky notes.

2. Notion: Wyatt prefers Notion over other produc- tivity tools because of its customizable templates that allow him to track his progress easily. He also likes that it’s quick and free, and focused on mobile. How- ever, he finds the app’s display on the phone cramped and believes that it has a lower barrier to entry com- pared to other productivity tools.

3. Collaboration: Wyatt values collaboration features in productivity tools, but only if they are relevant to his work.

4. Subscription Models: He dislikes subscription models, preferring free apps with a comprehensive feature set. However, he would be willing to pay for an app that provides value beyond what he currently has.

5. Motivation: Wyatt is motivated by half self-mo- tivation and reputation. He believes that a person, stranger, or robot needs to understand his situation to provide him with the motivation he needs.

6. Creative Writing, Health, and Career: He wants to improve his creative writing, health, and career. He believes that the current tools he uses can help him organize and track his progress, but he needs space for vaguer goals and tracking for binary goals.

Interview 2 summary: Jack

1. Goal Tracking: Jack believes that goal tracking is essential but struggles to remain consistent with it. He has attempted to use a notebook for smaller goals but found it ineffective.

2. Social Component: Jack is motivated by seeing his friends accomplish their goals and believes it would be enjoyable for friends to compete on the same goal.

3. Notifications: Jack values apps that notify him at the halfway point and found them useful in budget- ing. However, he does not want notifications to be too

overwhelming.

4. Free Apps: Jack prefers free apps and would choose one that provides enough value for free.

5. Personal Goals: Jack would like to keep his goals personal.

Based on the insights obtained from the interview with Jack, the following recommendations are made to the startup developing Resolutions:

1. Encourage Consistency: The app should have a fea- ture that encourages consistency with goal tracking. This feature could include reminders, notifications, or rewards for meeting goals.

2. Social Component: The app should have a social component that allows users to compete with friends on the same goal. This feature could include leader- boards, challenges, or badges.

3. Customizable Notifications: The app should in- clude notifications, but they should be customizable to avoid overwhelming the user.

4. Free App: The app should be free to use to attract users like Jack who prefer free apps.

5. Privacy Settings: The app should provide options for users to keep their goals private or share them with friends. This feature would allow users like Jack to keep their goals personal while still allowing them to compete with friends.

Interview 3 summary: Kelvin

1. Kelvin has multiple ongoing projects with different schedules, making it difficult to keep track of every- thing.
- Recommendation: The app should have a project management feature that allows users to keep track of multiple projects with different schedules, deadlines, and progress tracking.

2. Struggles with motivation and consistency in achieving his weight loss goals.
- Recommendation: The app should include a fea- ture that provides motivational messages or remind- ers to help users stay on track with their goals. It can also include a progress tracking feature to monitor

loss progress and provide encouragement.

3. Kelvin values financial organization and planning for trips with friends.
- Recommendation: The app should include a bud- geting feature that allows users to keep track of their expenses and plan for future expenses like trips.

4. Likes customization options for functionality but has a hard time customizing the app’s appearance.
- Recommendation: The app should have custom- izable features for functionality while also providing pre-designed templates for the app’s appearance.

5. Kelvin prefers app integrations with other tools he uses, such as Google Calendar or widgets for his iPhone.
- Recommendation: The app should integrate with other commonly used tools to provide a seamless experience for users.

6. Kelvin likes autopay features and notifications but doesn’t want to be overwhelmed by them.
- Recommendation: The app should include customizable notification settings that allow users to choose which notifications they receive and how frequently they receive them.

Interview 4 summary: Ashley

1. Mobile Accessibility is Important: Ashley values mobile accessibility, which enables her to access the app on the go and keep track of her progress. Therefore, it is crucial to ensure that our app is mobile-friendly and can be used easily on different devices.

2. Customization is Key: Ashley’s preference for customization highlights the importance of allowing users to create their templates and customize the app to their needs. Our app should provide users with the ability to customize templates to suit their specific goals and requirements.

3. Short-Term Focus: Ashley focuses on short-term goals and takes one step at a time. Therefore, our app should be designed to support users’ short-term goals while also providing a broader perspective on long- term objectives.

4. Templates and Steps are Useful: Ashley finds it challenging to manage multiple tasks, and therefore suggested using templates and covering the steps involved. Our app should provide users with pre-designed templates for various goals, making it easier to track progress and stay organized.

5. Not Everything Needs to be Digital: Ashley prefers to save money in a physical bank account using cash rather than using digital financial solutions. Therefore, our app should provide an option to swap between bank accounts easily, and users should be able to manually input transactions.

6. Ads are a Turn-Off: Ashley finds pop-up ads infuriating, and if our app were to have ads, it could negatively impact the user experience. Therefore, it's important to avoid or minimize ads on the app to enhance the user experience.

Interview 5 summary: Kayli

1. Kayli is motivated to be a good person and improve herself, which is why she wants to develop new routines and healthy habits. She wants to stop procrastinating and putting things off.

- Recommendation: The app should have features that help users break down big goals into smaller, achievable tasks. The app should also have reminders for small things like drinking water to help users stay on track with their goals.

2. Kayli likes to use two planners/schedules at a time and visual reminders to help her stick to her habits.

- Recommendation: The app should allow users to have multiple schedules and provide visual reminders for habits and tasks.

3. Kayli enjoys an appealing minimal design but with a lot of customization

- Recommendation: The app should have a simple and intuitive design that is easy to use. It should provide a lot of templates and good building blocks for users. The app should have customizable note-taking features that allow users to personalize their notes and make them visually appealing.

5. Kayli does not use apps because notifications would be lost, and other notifications would be self-promoting or unwanted.

- Recommendation: The app should have a notification system that is customizable to your goals and allows users to choose which notifications they want to receive around how serious they are.

Persona

A UX persona is a fictional character which represents your target users. Personas are an extremely valuable UX tool, allowing you to better understand your target audience and make design decisions accordingly.



Primary Persona

- * Tia Putford
- * 22
- * Full time student, part time Barista
- * Single
- * Alpharetta GA
- * Income less than 5K monthly

Interest in App...

Tia is a busy person and has a lot of things going on in her life dealing with school, work, and everything in between. She wants to be able to plan out time to complete goals and work on things for herself as well as for her job and school. Tia wants to find an app that can get all of her goals down and that encourages her to complete them.

End Goals...

- Get to the gym
- Work on grocery list
- Drink full bottle of water daily
- Finish assignments

Life Goals...

- Graduate college
- Finish Architecture degree
- Get a job as an architect

Bio...

Tia Putford is a 22 year old college student living in Alpharetta, GA. She is a 4th year architecture major who is currently working part time as a barista as well as working in an internship. She had made a New Year's resolution to get more active in the gym and to create a more healthy lifestyle in general. She sometimes finds that this is difficult to do with how busy she is.

Conclusion

This report aims to convey our information (app), analyze an issue or problem (interviews), and provide a recommended course of action. This took five steps.

First, our kickoff meeting. During this, we decided what our is for, who would use it, how we can make money from it, and how our users benefit from the app. We also discussed possible issues that we would run into with the app.

Then the competitive research. Conducting a competitive audit is a foundational tactic to understand better what your competitors are doing and the threat they may pose to your brand. It also offers insights into who they are, their strategy, and what your brand may miss out on.

Next was the Lit review. A literature review is a comprehensive summary of previous research on a topic. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research. The review should enumerate, describe, summarize, objectively evaluate and clarify this previous research.

Then we had the interviews. We did this to understand better what users need and want so we know what to put in our app to meet everyone's needs.

Our app is a productivity app.

What is a productivity app? A productivity app aims to improve the efficiency of an individual or a team. While individuals can use a note-taking app or calendar app for personal productivity, team productivity is dependent on transparency, collaboration, trust, and communication.

Our app allows individuals or organizations to create and share ideas, goals, routines, etc. You can communicate with other users to not only share ideas but to uplift and support them.

Work Cited

Lit Review

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Competive Research

Notion
<https://www.keepproductive.com/blog/notion-for-beginners>
https://www.notion.so/product?utm_source=google&utm_campaign=2075789710&utm_medium=93936785014&utm_content=495341254728&utm_term=what%20is%20notion&targetid=kwd-457352987183&gclid=Cj0KCQjwk7ugBhDIARISAGuvGpLaOOlAV-fTaMhS5rrsQWxOshp-PAsohIZvgOJIS2bJG149JzT7o4waAvXEE-ALw_wcB

Habit
<https://apps.apple.com/us/app/habit-tracker/id1438388363>

Zinnia
<https://apps.apple.com/us/app/planner-journal-zinnia/id1485310935>
<https://www.pixiteapps.com/apps/zinnia-digital-journaling-app/>