**Zenspace reflection notes**

I drafted a roadmap with phases: planning, design, development, testing, launch, and growth.

I explored competitor apps (Calm, Headspace, Insight Timer) and identified their weaknesses (too subscription-heavy, cluttered UI).

**2. Learning from Survey & Research**

I collected imaginary survey data (50 people) about stress, meditation time, and preferred features.

The majority (67%) preferred 5–10 min sessions, showing that short guided meditations are critical for the MVP.

Users want free content and offline access, which will make ZenSpace stand out.

Around 25–30% of people said they are open to premium subscriptions later, validating a freemium model.

**3. Good Practices I Learned**

Keep the UI simple and clean, so users don’t feel overwhelmed.

Offer core features for free but plan for premium add-ons for sustainability.

Test with users early (prototype stage) to get feedback on navigation and usability.

Track user engagement (sessions per week, streaks) to see if the app is really helping.

**4. Looking at Competitor Apps**

Calm and Headspace are very polished but feel subscription-heavy.

Insight Timer has lots of free content, but the app feels cluttered.

ZenSpace’s advantage: minimalist design, free high-quality content, and offline availability.

I noticed how competitors use community features (sharing, challenges) to increase engagement — I can plan this for Phase 2.

**5. Reflection**

Working on ZenSpace made me realize that a meditation app isn’t just about audio tracks. It’s about creating a habit-building tool that fits into people’s daily lives. By keeping sessions short, offering free access, and designing a calm interface, ZenSpace can really solve the problem of stress in busy, modern lifestyles.