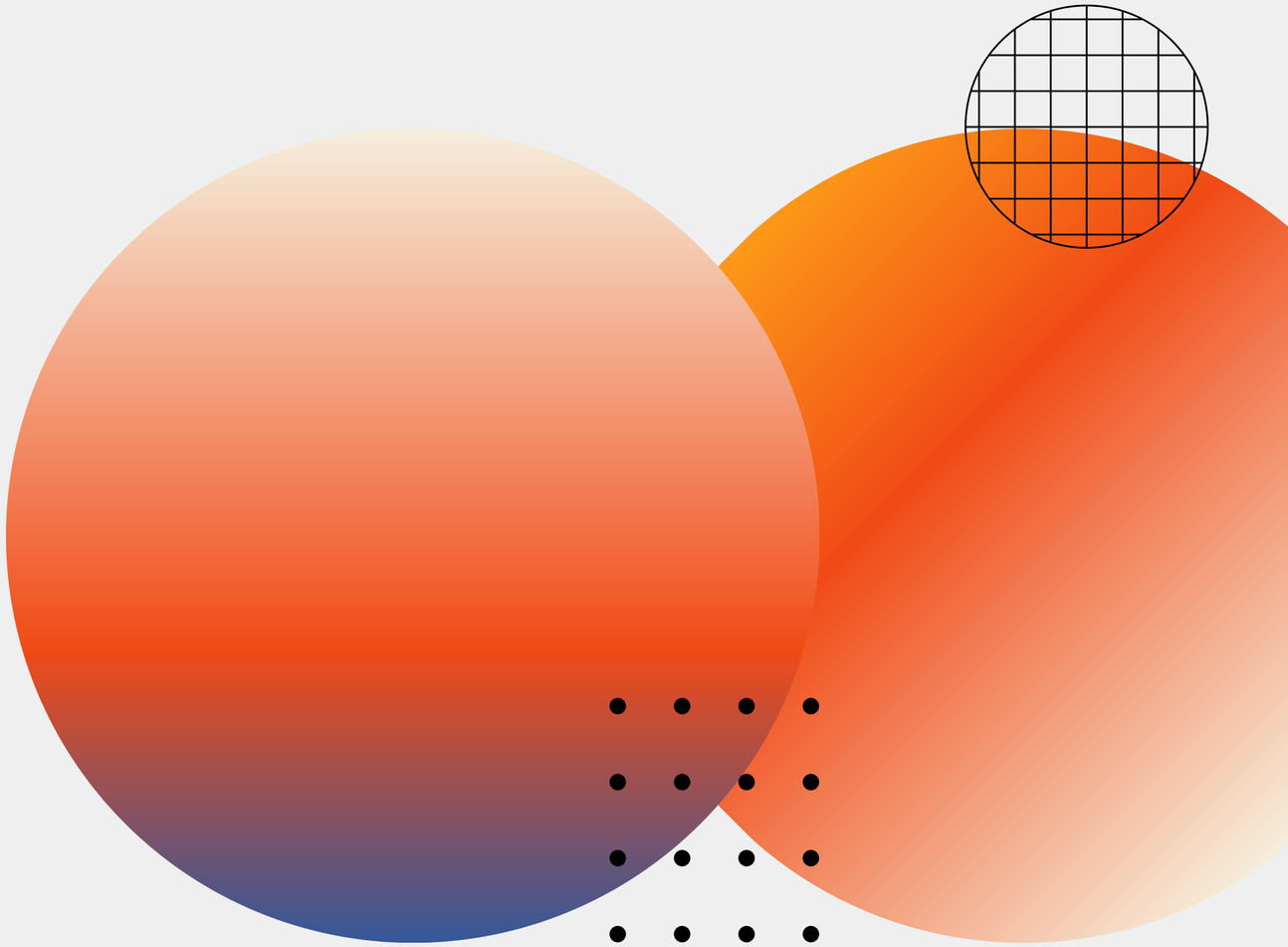
Habit Quest



INTRODUCTION

Habit Quest transforms habit-building into an engaging journey through gamification. Set goals, track progress, and earn rewards as you stay consistent. With leaderboards, challenges, and achievements, the app keeps you motivated and accountable. Whether for productivity, wellness, or personal growth, Habit Quest makes self-improvement both fun and effective. Start your journey today!

Background Research

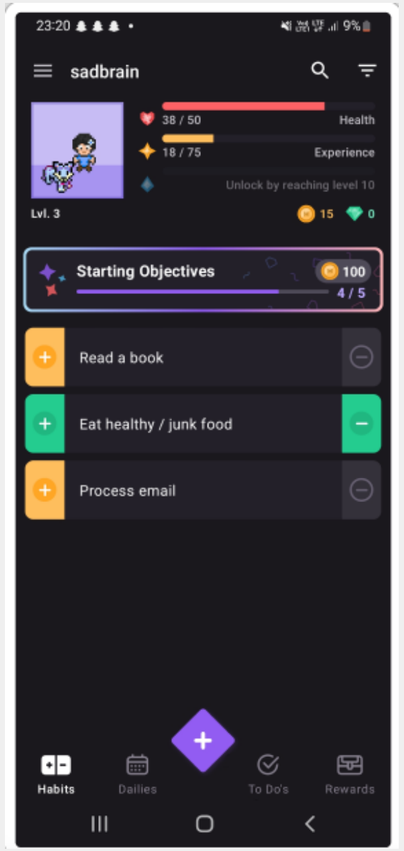
The Importance of Habit Formation

Habit formation is key to personal growth and productivity. Studies show that habits shape up to 40% of daily actions, meaning structured habit tracking can significantly impact life improvement. James Clear's Atomic Habits highlights the role of small, consistent changes in achieving long-term goals.

Gamification in Habit Tracking

Gamification uses game-like mechanics (points, rewards, levels) to make tasks engaging. Research indicates that gamification can increase user motivation and engagement by 48% in self-improvement apps. Successful apps like Duolingo (for language learning) and Habitica (for habit tracking) prove that rewards and challenges boost consistency.

COMPETITIVE ANALYSIS



Habitica

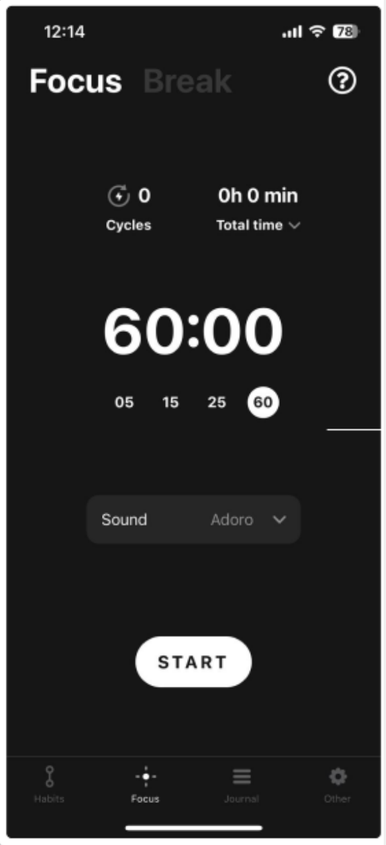
Strengths

- Highly gamified with RPG elements (XP, health, quests, and avatars).
- Strong community features with party quests and group challenges.
- Engaging and fun way to track habits through a reward system.
- Customization options for avatars and rewards.

Weaknesses

- Can be overwhelming for non-gamers due to RPG mechanics.
- Lack of a focus timer or structured productivity tools.
- May feel less professional for users looking for a pure habit tracker.

COMPETITIVE ANALYSIS



Onrise

Strengths

- Minimalist and distraction-free UI for productivity-focused users.
- Built-in Pomodoro timer helps with focus and time management.
- Structured habit tracking with difficulty-based task prioritization.

Weaknesses

- Little to no gamification, making it less engaging for users who prefer rewards or competition.
- Limited social/community features, making it a mostly solo experience.
- No avatar customization or rewards, reducing motivation for some users.

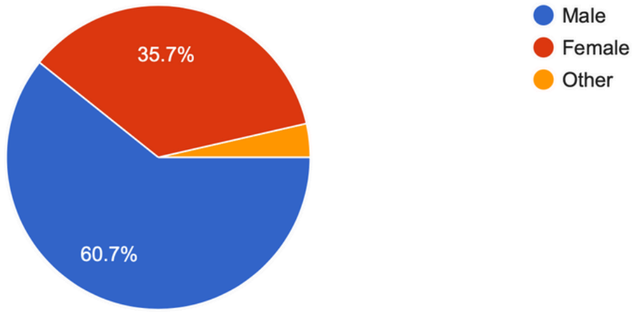
Questionnaire

1. What would make habit tracking app more interesting?
2. How do you normally track your habits?
3. How many habits do you want to track per day?
4. Would you like the app to suggest new habits?
5. Would you like in-app timers to focus on your habits?
6. Would you like a journal to register daily insights and accomplishments?
7. What type of reward system would you prefer to help keep the motivation going?

STATS

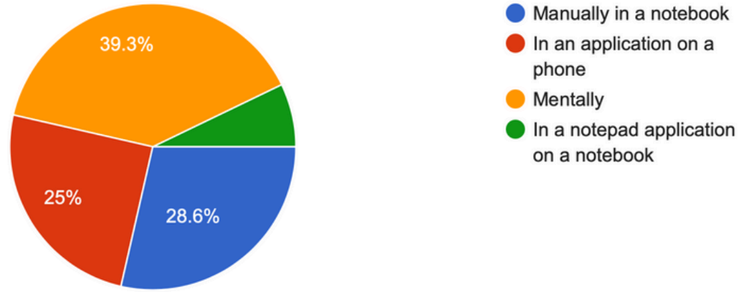
Gender

28 responses



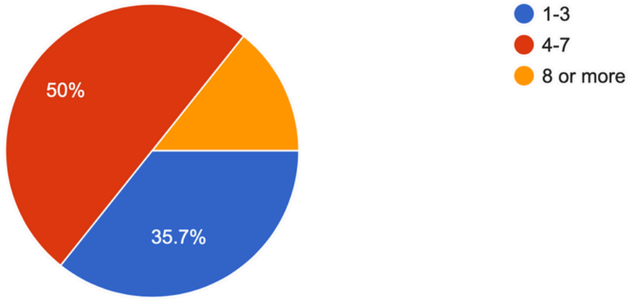
2. How do you normally track your habits?

28 responses



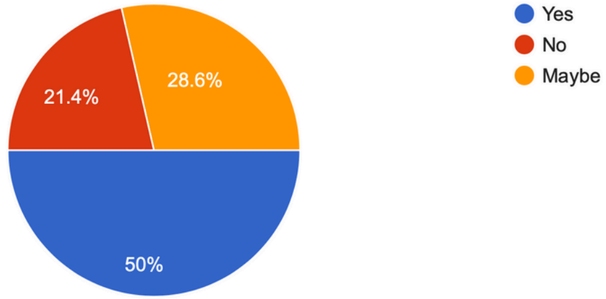
3. How many habits do you want to track per day?

28 responses



4. Would you like the app to suggest new habits?

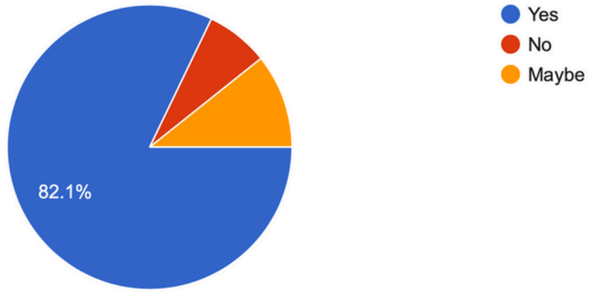
28 responses



STATS

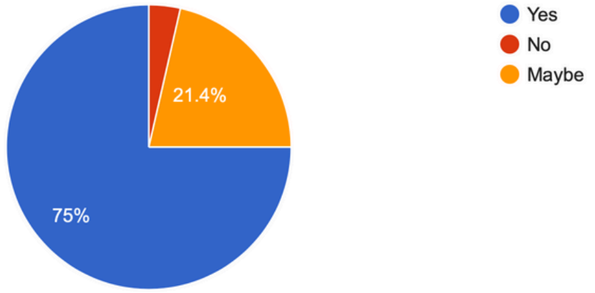
5.Would you like in-app timers to focus on your habits?

28 responses



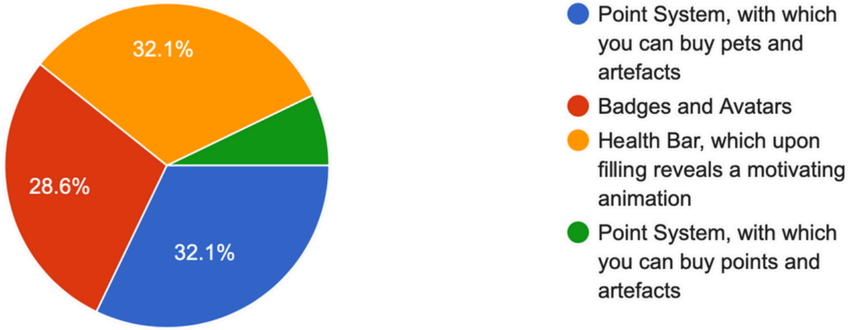
6. Would you like a journal to register daily insights and accomplishments?

28 responses



7. What type of reward system would you prefer to help keep the motivation going?

28 responses



User Persona

Bio

Anushka, is a marketing professional who seeks balance and growth in all areas of her life. She uses apps for mindfulness, wellness, and productivity, but feels her current tools fall short in terms of creativity and customization. Sarah enjoys reflecting on her day through journaling, but she craves more visually engaging and personalized ways to track her progress.

Demography

Age: 22

Gender: Female

Education: Graduated

Profession: Marketing Professional

Location: Gandhinagar

Technology

Motivation

Self Care

Creativity

Core needs

- Visually Engaging, Customizable Habit Tracker.
- Journaling And Reflections For Wellness And Mindfulness.
- Creative Rewards Like Badges And Avatars.

Frustrations

- Static, Non-Customizable Apps.
- Lack Of Prompts Or Inspiration For Self-Reflection And Habit Suggestions.

Quote

"I Want A Habit Tracker That's As Creative And Organized As I Am; It Should Inspire Me To Grow Every Day."

Personality trait

Reflective

Creative

Organized

EMPATHY MAP

THINKS

- "A habit tracker should be visually engaging and personalized."
- "Journaling and self-reflection are key to my growth."
- "Creative rewards and inspiration keep me motivated."

FEELS

- Disconnected from rigid, static habit trackers.
- Inspired when using visually appealing and customizable tools.
- Frustrated when there's a lack of prompts for reflection and habit-building.

DOES

- Uses journaling for wellness and mindfulness.
- Engages in self-care and motivation-based activities.
- Seeks creative and organized ways to improve habits.

SAYS

- "I need a habit tracker that reflects my creativity."
- "Mindfulness and organization help me stay on track."
- "I wish there were more inspiration and habit-building."

User Persona

Bio

Arjun, is a software developer who thrives on progress but struggles with staying motivated long-term. He's always looking for tools to help him achieve his goals and enjoys friendly competition that keeps him engaged. He values instant feedback and rewards but often finds tracking his habits to be a chore.

Demography

Age: 25

Gender: Male

Education: Graduated

Profession: Software Developer

Location: Vadodara

Technology

Productivity Apps

Self Care

Easy To Use

Core needs

- Engaging, Fun Ways To Track Habits.
- Instant Feedback And Rewards To Keep Him Motivated.
- Social Features Like Leaderboards To Fuel His Competitive Nature.

Frustrations

- Habit Tracking That Feels Like A Burden, Not Rewarding.
- Lack Of Progress Indicators Or Acknowledgment When Goals Are Achieved.

Quote

"I Want To Track My Habits In A Way That Feels Rewarding And Fun, Not Like A Chore."

Personality trait

Competitive

Ambitious

Reward-Driven

EMPATHY MAP

THINKS

- "Habit tracking should be rewarding, not a chore."
- "I need instant feedback and motivation to stay consistent."
- "Leaderboards and competition make tracking habits more engaging."

FEELS

- Frustrated with traditional habit trackers that feel tedious.
- Motivated by gamification, rewards, and instant feedback.
- Discouraged when there's no visible progress or acknowledgment.

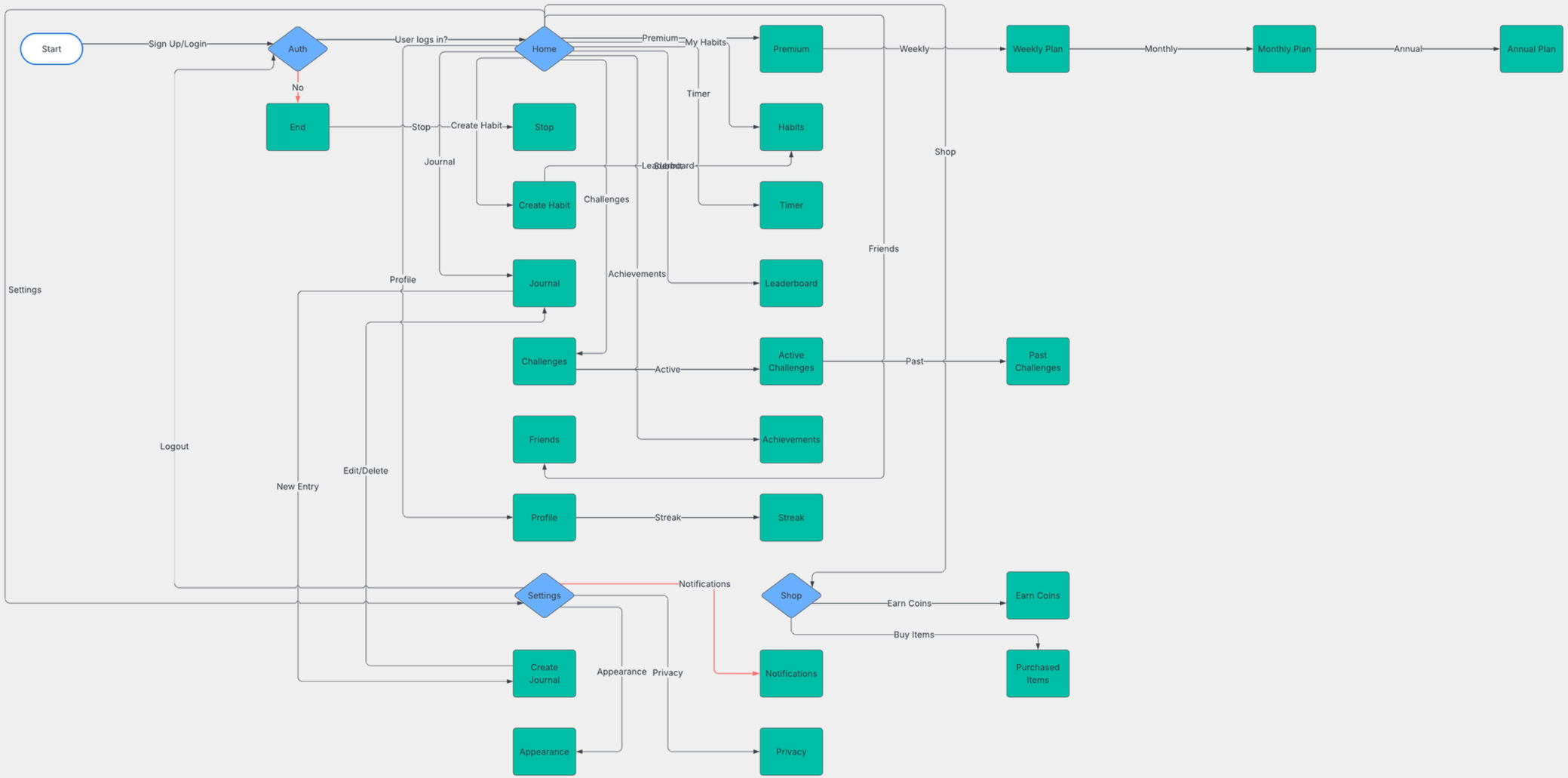
DOES

- Tries different habit-tracking apps but loses interest quickly.
- Participates in competitive and goal-oriented activities.
- Engages in self-improvement but struggles with long-term consistency.

SAYS

- "I want to track my habits in a fun and engaging way."
- "It's hard to stay consistent without motivation."
- "I need progress indicators and social challenges to stay on track."

FLOWCHART


Start
Sign Up/Login
Auth
User logs in?
Home
No
End
Stop
Create Habit
Stop
Premium
My Habits
Premium
Weekly
Weekly Plan
Monthly
Monthly Plan
Annual
Annual Plan
Timer
Habits
Shop
Journal
Leaderboard
Create Habit
Challenges
Timer
Friends
Settings
Profile
Journal
Achievements
Leaderboard
Challenges
Active
Active Challenges
Past
Past Challenges
Logout
Edit/Delete
New Entry
Friends
Achievements
Profile
Streak
Streak
Settings
Notifications
Shop
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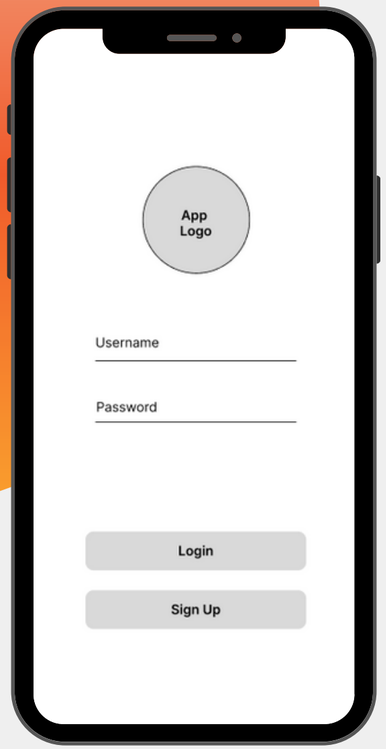
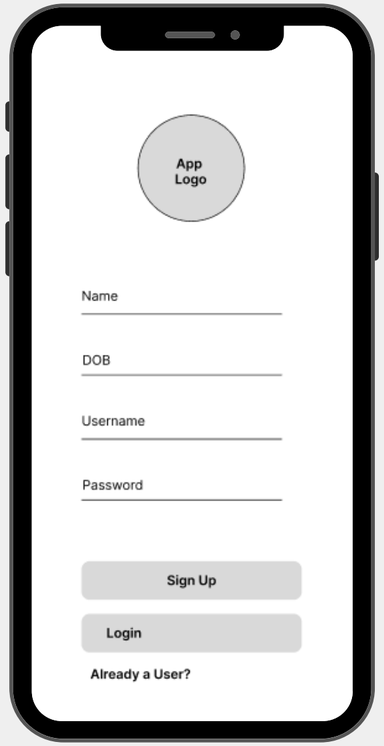
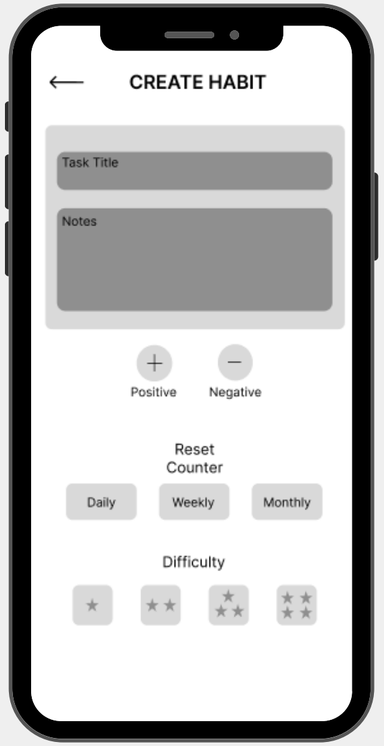
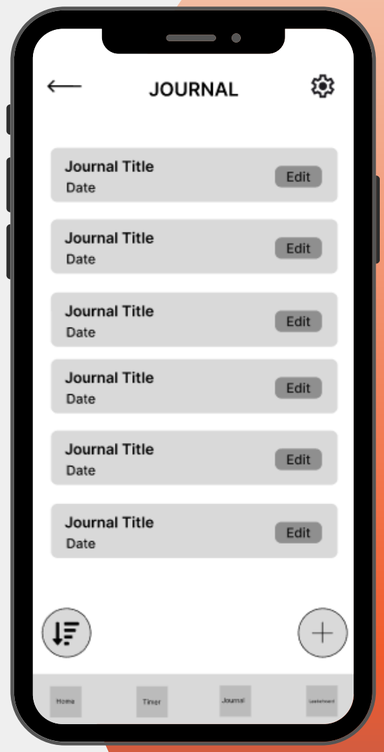
Notifications
Purchased Items
Appearance
Privacy

LOW FIDELITY









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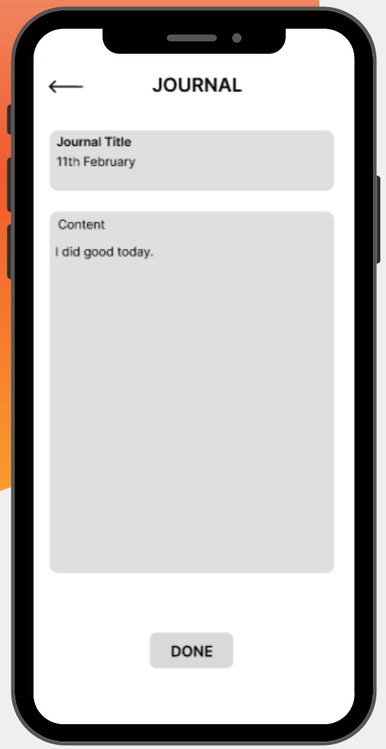
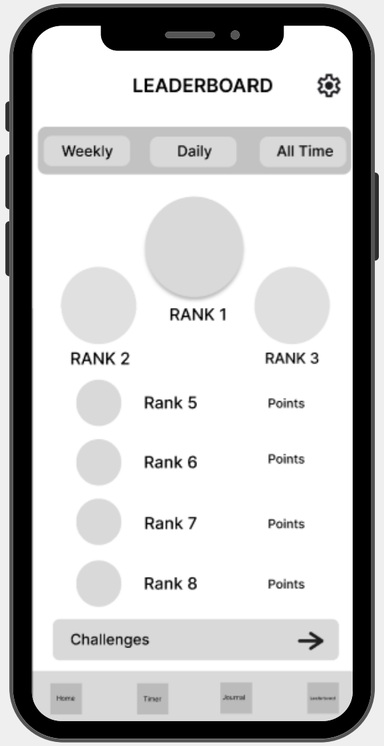
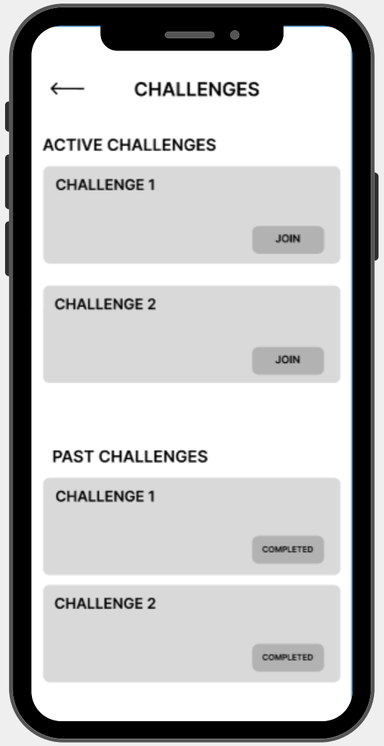
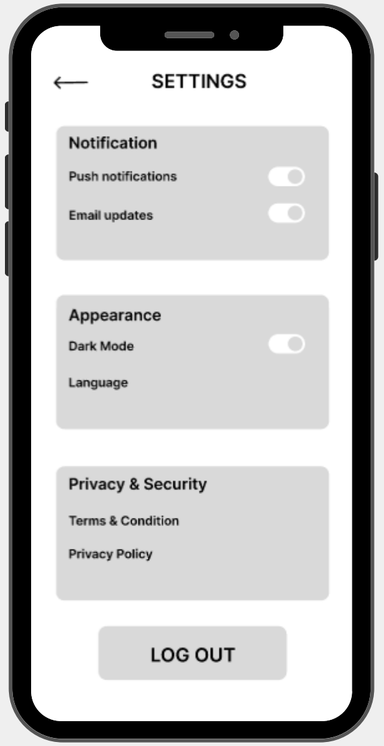
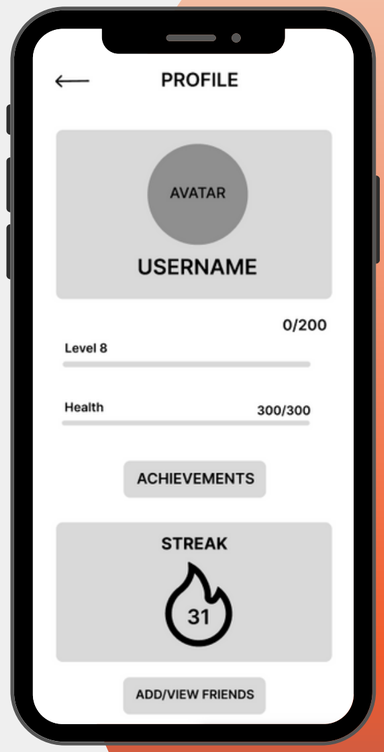


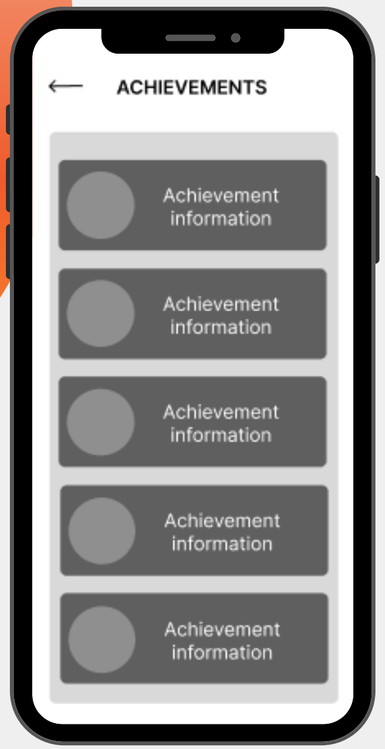


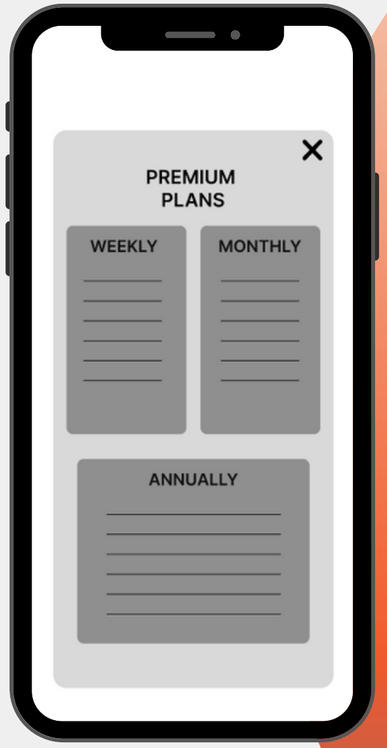




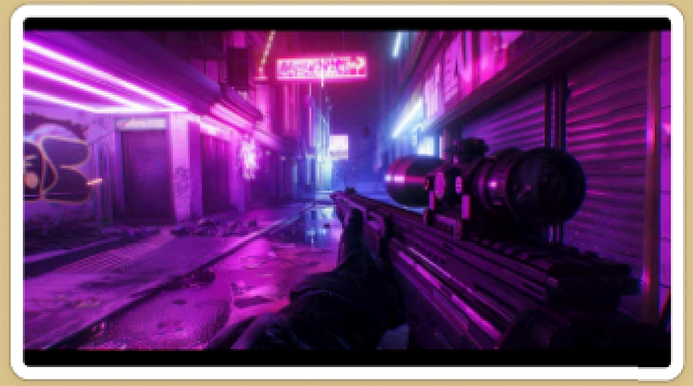


LOW FIDELITY





MOOD BOARD



COLORS AND TYPOGRAPHY

POPPINS

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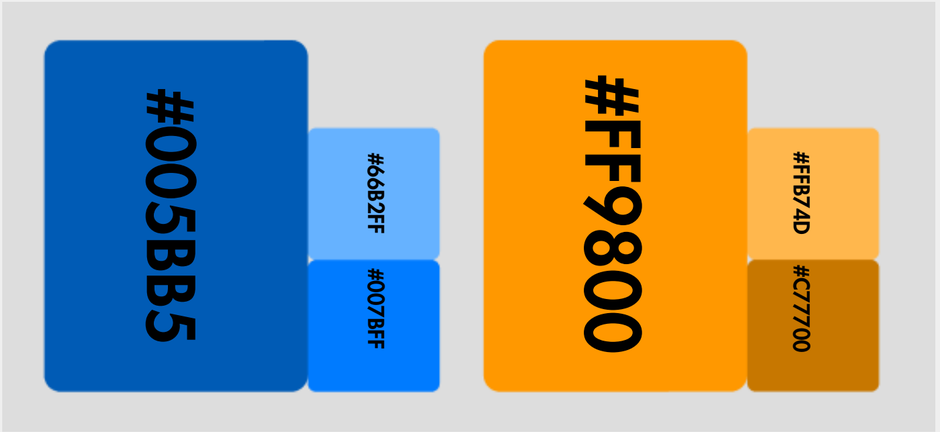
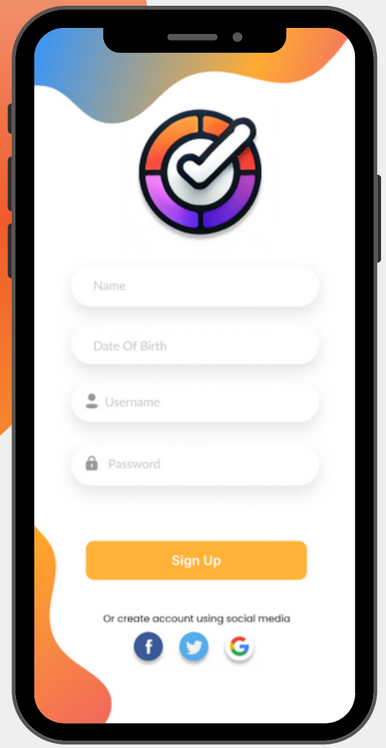
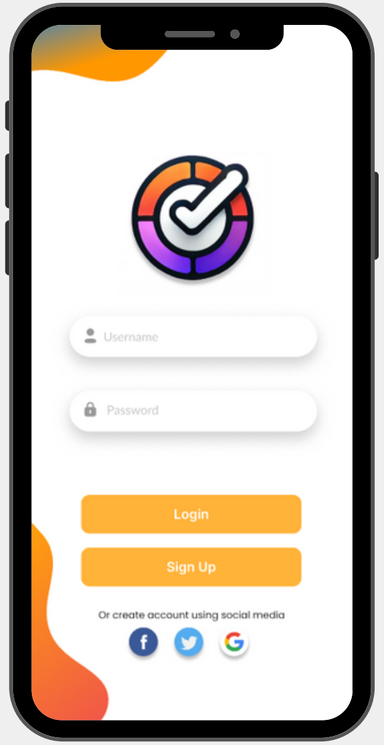


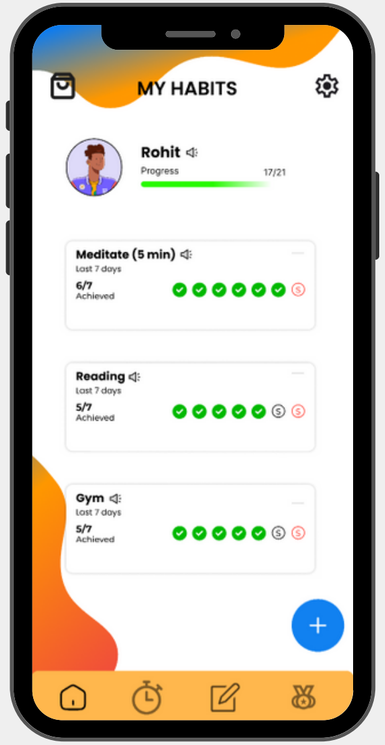
HIGH FIDELITY



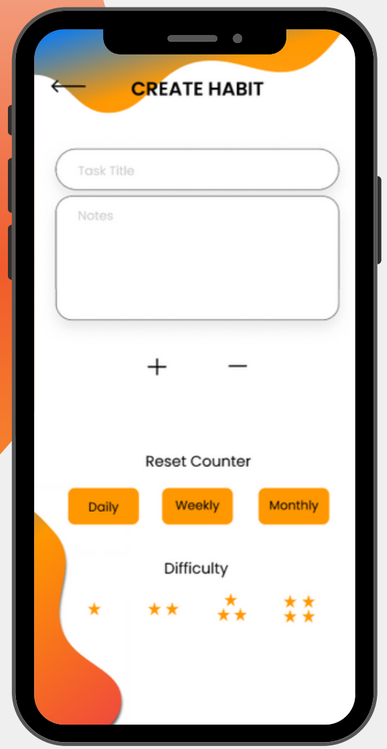
The Sign-Up page allows users to create an account using email, password, or social login for a quick start.



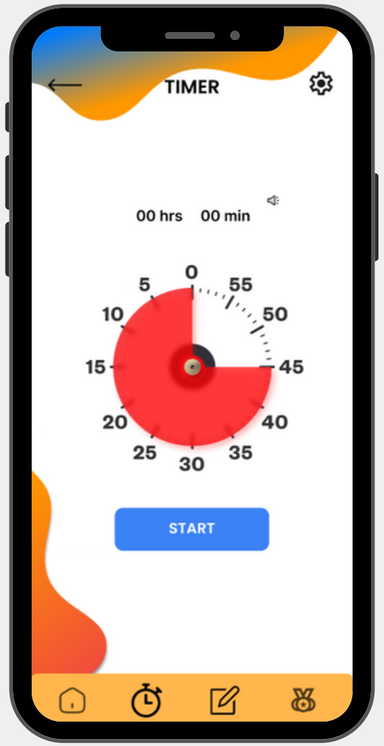
The Login/Sign-In page lets users enter credentials or reset passwords, with social login options available.



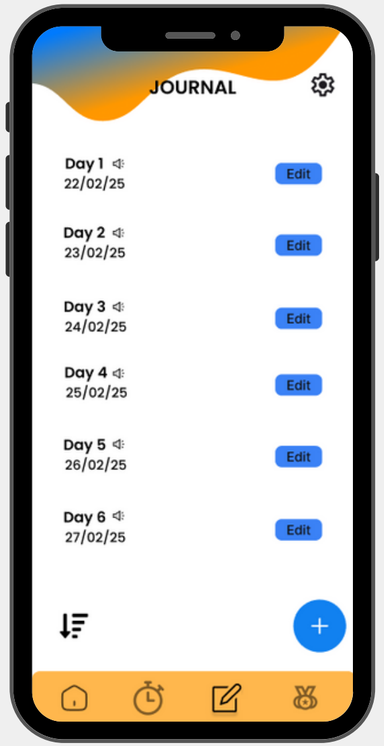
On the Home Page, users can track their habits, mark them as complete, and switch between light and dark modes.



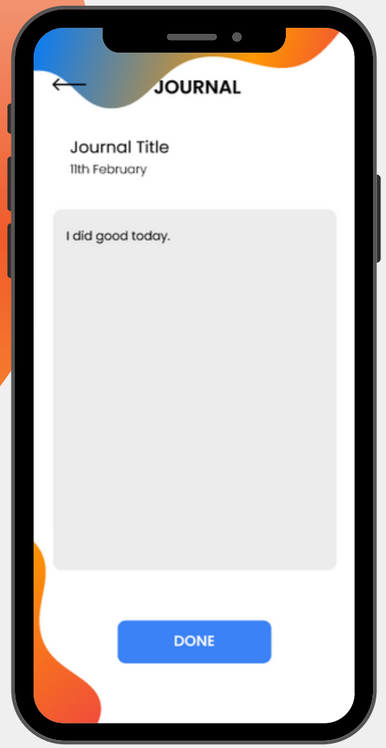
The Create Habit page enables users to set up habits with categories, difficulty levels, reminders, and rewards.



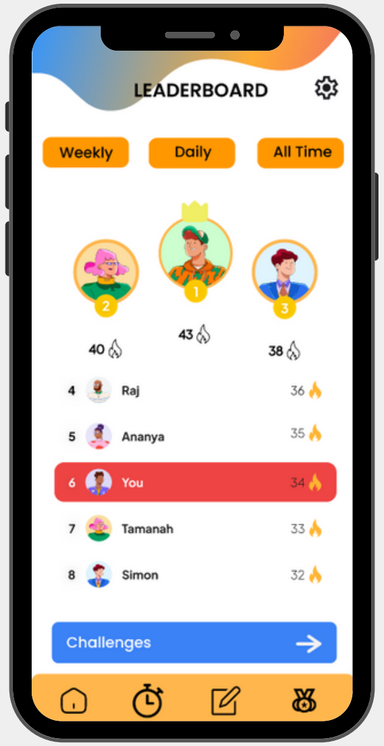
The Timer Page helps users stay focused with a countdown timer in red and green themes.



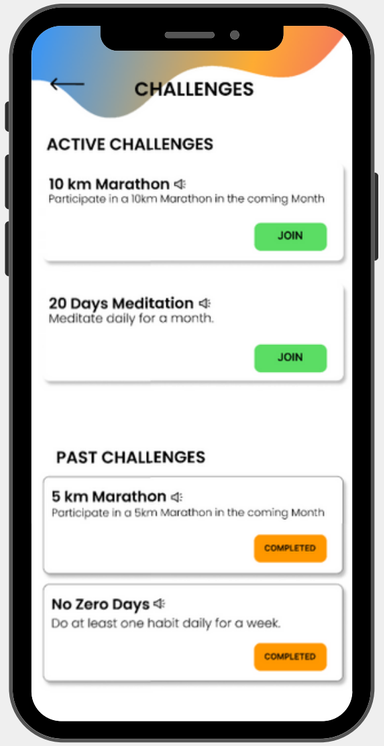
The Journal section allows users to log daily reflections and track progress with multiple notes per day.



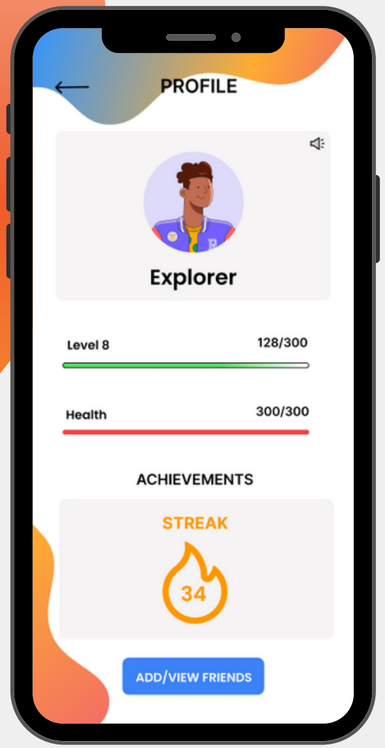
The Create Journal page lets users add new journal entries with a title and details, saving them for later.



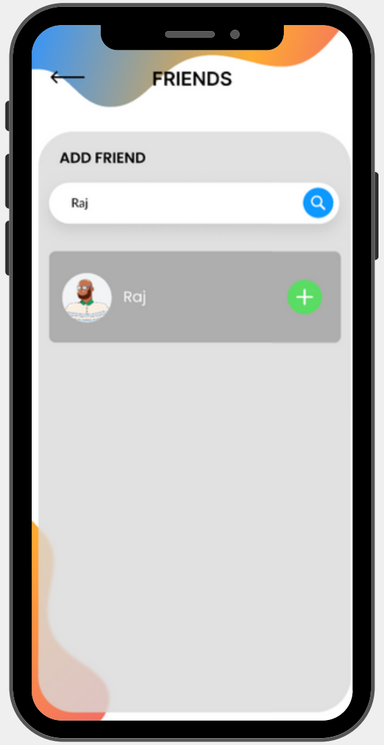
The Leaderboard ranks users by XP and habit completion, allowing comparison with friends and global players.



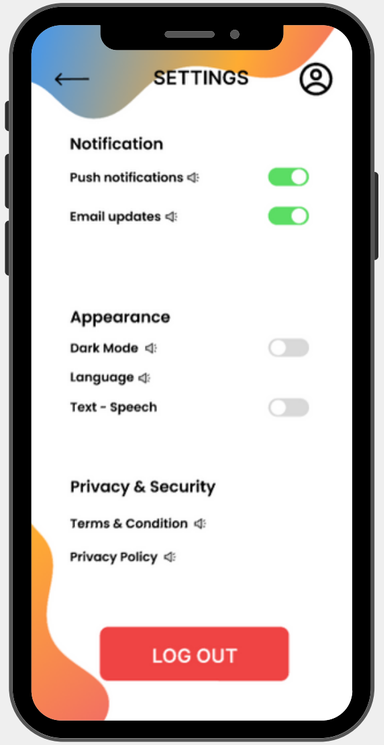
The Challenges section lists active and past challenges that users can join for extra motivation and rewards.



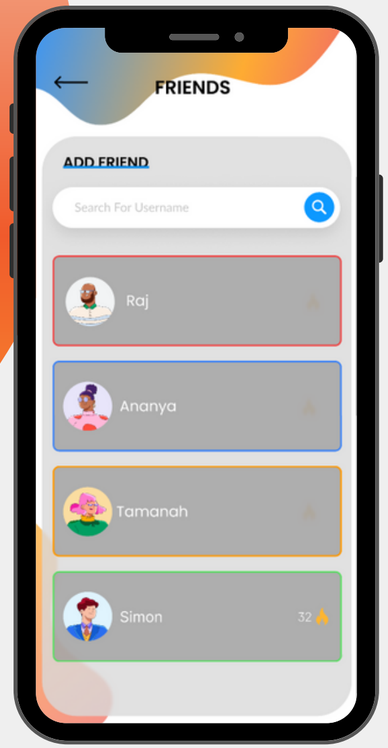
The Profile page displays the user's avatar, rank, XP, stats, and achievements.



The Friends section allows users to add, manage, and track their friends' progress.



The Settings page lets users manage notifications, appearance, privacy settings, and log out.



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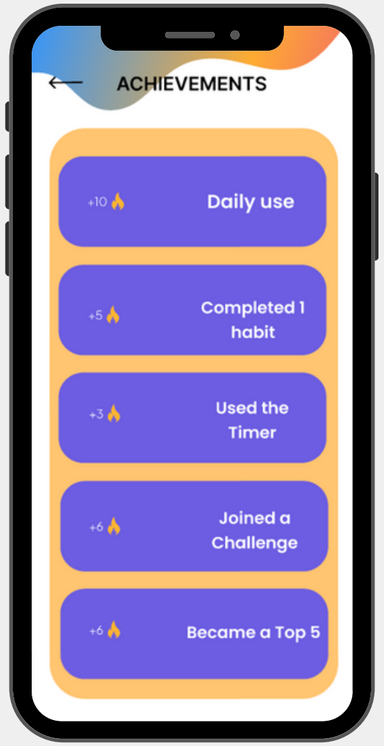
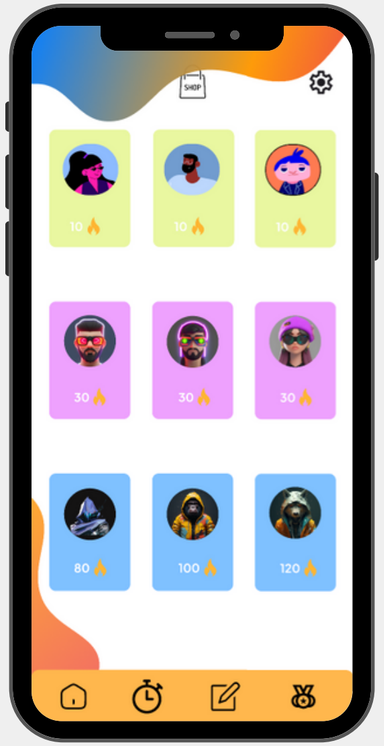


The Achievements page showcases streaks earned for habit consistency and milestones.



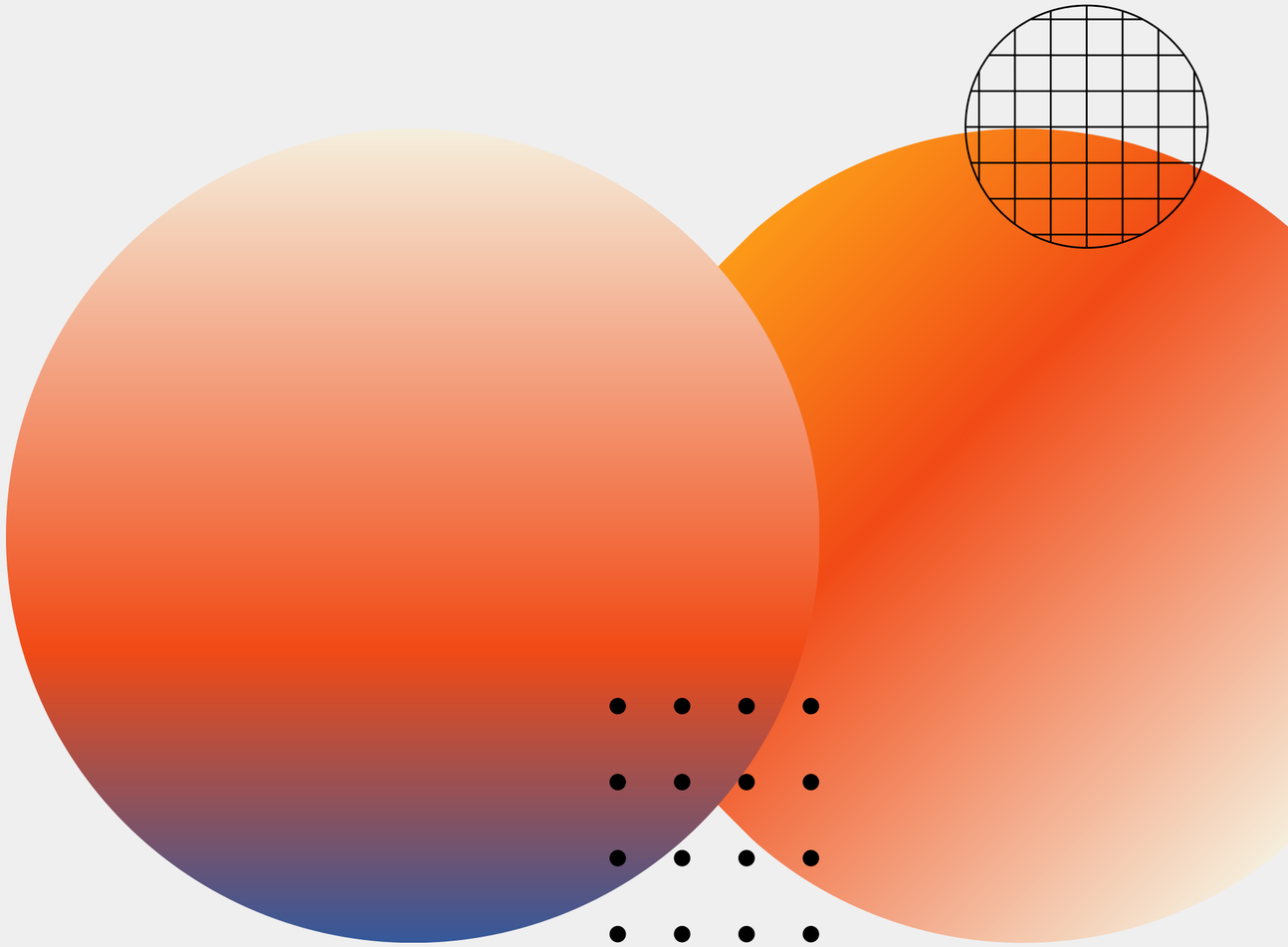
The Shop lets users buy avatar items, pets, and gear using earned points.

Additional Features

- We’ve also added text to speech for people with impaired vision
- Greyscale theme for people who suffer from color blindness.

End

Thank you



- Swapnil Shukla - 202201404
- Krushnadev Rayjada - 202201261
- Dhruv Suri - 202201110