

POINT OF VIEW

User	Need	Insight
A student who forgets to track habits.	Needs an automated way to log habits.	Manual tracking feels like an extra task.
A fitness enthusiast who loses motivation.	Needs rewards for maintaining streaks.	Lack of visible progress reduces engagement.
A professional struggling with habit consistency.	Needs a way to share progress with friends.	Accountability boosts commitment.
A person feeling overwhelmed by new habits.	Needs a gradual approach to habit-building.	Too many changes at once cause burnout.
A gamer who finds habit trackers boring.	Needs a tracker with challenges and rewards.	Fun and interactive tracking improves engagement.
A person tracking meditation and journaling.	Needs a way to visualize emotional growth.	Traditional trackers focus only on streaks.
A person managing a chronic illness.	Needs reminders and health insights.	Medical tracking apps feel clinical and uninspiring.
A professional wanting a simple habit tracker.	Needs a distraction-free, essential-focused app.	Cluttered interfaces feel overwhelming.
A tech-savvy user wanting a smart tracker.	Needs AI-driven habit suggestions.	Static trackers don't adapt to evolving routines.
A person motivated by tangible rewards.	Needs a tracker with a points-based system.	Earning rewards boosts discipline and engagement.

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