Milestone 4 - Market Analysis

RMP - Team 8

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Market Analysis

- Target Market
  - Students
    - High School - 15 million in 2016
      - 37% of teenagers 13-17 have smartphones
    - College - 20.5 million in 2016. Increase of 5.2 million since 2000
      - Expected to increase in the future
      - 86% of undergraduates have smart phones
    - Characteristics
      - Students are generally bad at managing time while trying to balance a busy workload
      - Studies show that 70% of college students procrastinate on academic-specific tasks
  - Businesses
    - Approximately 30 million companies in the US
      - This number is constantly growing
    - Characteristics
      - Companies would have the ability to monitor the amount of time employees spent wasting time on company time
        - Important because lower level positions tend to have higher procrastination
        - In the US there is a 50% procrastination level in the workforce
      - Studies have also shown that taking breaks from work helps to boost results
        - Companies would have the ability to make sure employees are taking breaks
        - Leading to healthier work schedules for employees
  - Leisure time
    - 96% (ages 15 and up) of the population participate in leisure activities
      - As population increases, the number of participants in leisure activities will increase
    - Studies show that there is a 20% procrastination in the US community for day to day tasks, and that most of these are involuntary
      - This would make their time more efficient without much change
    - Leisure goals (money savings, exercise, projects) also show a 25% procrastination level in the US
      - This would lead them to start their goal earlier and work on it more regularly than they would otherwise

- ● Profile of Competitors
  - ○ Google Calendar
    - ■ Is linked to Gmail, when there is an event or task, it automatically syncs Google Calendar
    - ■ Has assists for every event, making repeating events easier to schedule
    - ■ Sends notifications through the app and gmail (if you set it up)
    - ■ Backs up to local computer or other device
    - ■ Uses images to emphasize an event or future task
  - ○ App Usage Tracker for Android
    - ■ Get to know what all apps that are not used and can be removed to save space.
    - ■ Monitor regularly which apps are used often.
    - ■ Daily notifications with the most used app.
    - ■ Disable tracking for certain apps.
    - ■ App tracking stops when the phone is locked.
    - ■ The usage data can be exported in the form of csv file, which could be sent through mail.
    - ■ Older usage data get cleaned up regularly if configured.
    - ■ Consumes less battery.
    - ■ Very light weight tracking mechanism.
  - ○ App Usage - Manage/Track Usage
    - ■ Show app usage history: gather the usage time about apps that you used
    - ■ Check phone history: gather counts of you checked the phone
    - ■ Show activity history: gather the time that you open apps
    - ■ Over-use reminder: remind when you spend on phone or apps for a long time
    - ■ Most used apps - show most used apps on widgets or a notification
    - ■ Track all installs: keep track of all installs and uninstalled apps
  - ○ Moment for iphone
    - ■ automatically tracks how much you use your iPhone and iPad each day. If you're using your phone too much, you can set daily limits on yourself and be notified when you go over. You can even force yourself off your device when you're over your limit.
    - ■ From most of the competitors, showing specific app data is limited to only Android. You can track how much you are using an Iphone, but not what you are doing on it.
  - ○ Break Free for Android (and iphone with minor differences)
    - ■ Usage: Using an algorithm, the app calculates your phone usage pattern and calculates and addiction (to phone usage) in real time.
    - ■ Provides individual usage statistics for each app
    - ■ Notifications: Sends timely notifications when one app is being used longer than the user wants.
    - ■ The app provides phone management tools to disable other apps in order to reduce their usage.
    - ■ Allows third party to monitor usage, such as parents or guardians.
  - ○ Rescue Time
    - ■ Runs in the background of device
    - ■ Tracks time spent on application and websites
    - ■ Provides detailed reports and data based on activity
    - ■ Usage: Alerts let the user know when they have past a certain threshold in usage

- ■ Has the option of blocking distracting websites from use
- ■ User is able to pause and quit app at any time
- ■ Give positive notifications about good time management

- ● Competitive Advantage
  - ○ Graphical feedback on usage data, set threshold limits for how much you are using all apps / certain apps
  - ○ More thorough notification settings that allow the user to customize their procrastination limits
  - ○ Goals to set and motivate the user along with allowing them to see the progress that they've made
  - ○ For the amount of settings that are included, the price of the app(free) beats pay to use competitors on the market such as RescueTime

Infographic - See RMPInfographic.svg file in repository

Retrospective of First Iteration:

Within the first initial sprint there were complications and strides. Our use of communication through slack has proven very useful in organizing what is needed from each member, as well as organizing meetings, and sharing research. Our use of trello has proven somewhat useful in outlining what is still on the table to be completed, and what is in need of help. The individual groups within the UI/UX, Databases, and Data Usage, have been hitting their milestones fairly well. Moving forward, using trello to keep track of completed items will be more useful. Other than that the group is making steady progress, and is looking to start another two week sprint.

Additional Requirements

User Security

As our product became more user-centered, we
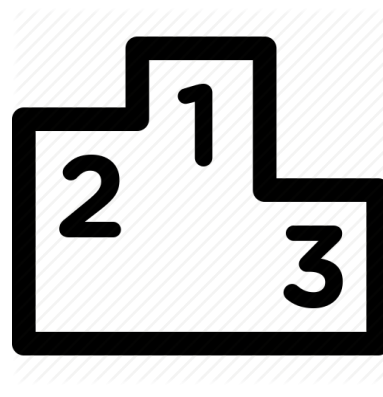
Relative Statistics

With the addition of a server (rather than just a

realized exactly how important it was to protect our users' data and privacy.

database-as-a-service), we unlocked the ability to compare users to each other, to help encourage their growth and progress.

2 Week Sprints Going Forward

Goals for all branches

    a. Usage
        i. 1 week
            1. Filter data correctly
            2. Some sort of time system set up
        ii. 2 week
            1. Finish time system
            2. Be ready for merge
    b. UX/UI
        i. 1 week
            1. Make all pages (design doesn't matter), and have them all link
            2. Have a spot on daily usage/weekly usage pages for outputs
        ii. 2 week
            1. Have all settings and toggles (Pressing functionality)
            2. Have necessary inputs for all required settings
    c. Database
        i. 1 week
            1. Get all functions set up with the api
            2. Start accessing the api from off of the server
        ii. 2 week
            1. Troubleshoot, refine functions/api
            2. Get ready for merge and data from Usage

Snapshots of Trello and Project Calendar Sheet

SDMT-"RMP" ☆ 🔒 Private

Requirements
- Login
- Show App Usage
- Set Tracking and Limits
- Watch for User-defined Thresholds
- Use Database to Store/Load Data
- <15s Page Load
- Design for at least Low Scale (30-100 users)

Add a card…

Todo
- **Pages 1** ☑ 0/8 — LR NK
- **Pages 2** ☑ 0/10 — LR NK

Add a card…

In Progress
- **Collect Usage Data** ☑ 4/7 — AG JJ
- **Home Page** ☑ 1/6 — LR NK
- **Sprint 2 - Database** 👁 💬 1 — AT
- **Sprint 2 - UX/UI** — LR NK
- **Sprint 2 - Usage** — AG JJ

Add a card…

Done
- **Investigate Databases** 👁 💬 3 ☑ 6/6 — AT

Add a card…

Milestones

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	A	B	C	D	E	F	G	H	I	J	K
1	Goals - strech goals										
2	Milestones - assignments				Current Week/past	1 week away	2 weeks away	3+ weeks away			
3	Todo - work for next meeting period, talk about in meetings										
4	Meeting - What will be covered in the next meeting										
5											
6											
7	Dates(Weekly)	Week1: Oct 2-8	Week2: Oct 9-15		Week3: Oct 16-22		Week4: Oct 23-29		Week5: Oct 30 - Nov 5		Week6: Nov 6-
8	Whats happenin?		Tues, 10/11		Choice of branch team		Tues, 10/18				
9			Full Team meeting		Branch Team meeting		Full Team Meeting	Branch Team Meeting			
10	Goals!!!!!								If Android dev finished,		
11									start 2nd OS		
12											
13	Milestones		Milestone 2 - Project Tools		Due Oct 14th		Project update Due 10/20		Milestone 3 - Database Due Oct 28th	Milestone 4 - Market Analysis Due 11/4	
14											
15											
16	Todo										
17	Databases										
18	Adam	Develop Basic Android App	Start branch		Investigate Databases	Continue week 2 of sprint	Make functions	Make api		Sprint #2 Week 1	
19	Byron	Develop Basic Android App	Start branch		Investigate Databases	Continue week 2 of sprint				Sprint #2 Week 1	
20										Sprint #2 Week 1	
21	UI/UX								Luis and Nurin Meeting (45 min)	Sprint #2 Week 1	
22	Luis	Develop Basic Android App	Start branch			Continue week 2 of sprint	Background app	Clean up usage outputs?		Sprint #2 Week 1	
23	Nurin	Develop Basic Android App	Start branch			Continue week 2 of sprint				Sprint #2 Week 1	
24										Sprint #2 Week 1	
25	Getting Usage Data									Sprint #2 Week 1	
26	Akash	Develop Basic Android App	Start branch			Continue week 2 of sprint	Home, settings, profile page	Link pages, dropdown,		Sprint #2 Week 1	
27	Joby	Develop Basic Android App	Start branch			Continue week 2 of sprint		other aesthetics		Sprint #2 Week 1	
28											
29	Meeting	Github	Show apps		Refined Time estimates for branch	Shared branch progress		Shared Branch Progress	Talked about infographic, hackathon		
30		Project Build Decisions	Identify Project Branches		Bugs	Talk about next week goals		Talked about next week's goals	Redefine weekly goals		
31			Assign Teams to each branch		Put together 3 week sprint	Talked about possible bugs					
32			Talk about branch team meetings		Trello for week 1, complete todo						
33											