



The Ultimate 7-in-1 SmartTime Management Solution

Understanding Apps: A Deep Dive into their functionality

Background :-

Own your hours ; Own your life

❖ In an increasingly fast-paced world, effective time management is essential for success. “moCal” is an Innovative and smart time management software. It assists us in reshaping our ‘time management’ practices and ‘building deeper relationships’ with our audience. As we step into 2024, moCal introduces a revolutionary “**7-in-1 Smart Time Management Solution**” designed to ‘streamline scheduling, enhance collaboration, and boost productivity’.



❖ moCal's advanced software offers a comprehensive 360° framework that empowers businesses to balance professional commitments with personal life seamlessly. Whether we're looking to **improve efficiency or foster stronger connections**, moCal is here to guide us toward achieving our goals with ease and confidence.

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Features of “moCal” and their Benefits

#1 Team Schedule:-

Boost ‘**Team Efficiency**’ through shared ‘**Scheduling**’, reducing emails and offering ‘**Diverse time slots**’ for meetings



#2 My Calendar:-

Integrate your schedule with “**Alexa, Siri, or Google Calendar**” to manage tasks and events effortlessly.

#7 Calendar Connections :-

Automate ‘**Personalized Communication**’ by sending customized emails and texts to prospects before and after meetings.



#3 Availability Preference

Gain ‘**full control over your schedule**’ with customizable tools, availability settings, scheduling rules, and buffers.

#6 Work Flows Analytics

‘**Automate client communication**’ by sending customized emails and texts to prospects before and after meetings.



#5 Routing Forms :-

“**Capture leads**” from your website and route them promptly based on their responses to appropriate contacts.



#4 Personal Branding:-

Distinctively showcase “**Our brand and self**” with customizable calendar colors and your profile picture.

Key Features

Comparison*



We're going to compare “moCal” with “Acuity-Scheduling”, “Zoho Calendar” & “Calendly”, evaluated across the following **key metrics** :-

01

Key or unique feature

Key or unique features in service apps are essential as they impact user experience, satisfaction, and app success

02

Response time

Google uses load speed as a ranking factor; faster sites rank higher, boosting visibility and traffic

03

Pricing

Competitive pricing attracts customers seeking value, while flexible structures help businesses accommodate various budgets and expand reach.

04

Marketing

Marketing informs potential customers about a product and establishes its brand identity, driving interest and sales

05

Blog/ Community/Feedback

Blogs and forums create community engagement, enabling users to share experiences and strengthen brand loyalty through feedback.

Comparison (C#1)



moCal



Zoho-Calendar

Personal Branding & **moCal**
Commands, moCal's Meeting Polls

Unique features

Can **use offline** (in Zoho apps)
after downloading the Calendar.

- Largest Contentful Paint (LCP)=**3.1s**
- Time to First Byte(TTFB)=1s
- Interaction to Next Paint(INP)=**142ms**
- First Contentful Paint(FCP)=**2.1s**

Response time

- Largest Contentful Paint (LCP)=2.4s
- Time to First Byte(TTFB)=**1.4s**
- Interaction to Next Paint(INP)=**26ms**
- First Contentful Paint(FCP)=**2.4s**

-Provides enhanced **flexibility and diverse options** for different types of users.

Pricing

- Less membership options for users than moCal
- Affordable than moCal**

- **Priced slightly higher than Zoho**

- Organic Keywords (SEO)
 - organic keywords=50
 - Est Monthly SEO clicks =3

Marketing

- Organic Keywords (SEO)
 - organic keywords=5,747
 - Est Monthly SEO clicks =64.5k

- 100 % Organic traffic**
- Paid Keywords =0**

- 45% Organic traffic**
- Paid Keywords =86,774**

-No quick links for Blogs & Forms and also no online rating available

Blogs/Feedbacks

-Quick links for Blogs & Forms are available& active

-Ratings=No app Available

-Ratings = Play store **4.3** & Trustpilot=**4.2**

Comparison (C#2)

DCC - Dynamic Currency Conversion
(DCC) charges



Personal Branding & **moCal**
Commands, moCal's Meeting Polls

Provide “Acuity’s flexible payment
processing integrations “

- Largest Contentful Paint (LCP)=**3.1s**
- Time to First Byte(TTFB)=1s
- Interaction to Next Paint(INP)=**142ms**
- First Contentful Paint(FCP)=**2.1s**

- Largest Contentful Paint (LCP)=**1.3s**
- Time to First Byte(TTFB)=**0.8s**
- Interaction to Next Paint(INP)=**37ms**
- First Contentful Paint(FCP)=1s

-Provides enhanced **flexibility and diverse options** for different types of users.

- It also Provides enhanced
flexibility and diverse options

- **Price available in Rupees**

-**Membership prices in dollars may incur DCC charges**

- Organic Keywords (SEO)
 - organic keywords=50
 - Est Monthly SEO clicks =3

- Organic Keywords (SEO)
 - organic keywords=172,572
 - Est Monthly SEO clicks = 134,476

- 100 % Organic traffic**
- Paid Keywords =0**

- 97% Organic traffic**
- Paid Keywords =546**

-No quick links for Blogs & Forms
and also no online rating available

-Quick links for Blogs & Forms are
available& active

-Ratings=No Ratings Available

-Ratings = Play store= N/A & **Trustpilot=1.6**

Unique features

Response time

Pricing

Marketing

Blogs/Feedbacks

Comparison (C#3)

DCC - Dynamic Currency Conversion
(DCC) charges



Personal Branding & **moCal**
Commands, moCal's Meeting Polls

Provide Common features, No
unique feature.

-Largest Contentful Paint (LCP)=**3.1s**

-Time to First Byte(TTFB)=1s

-Interaction to Next Paint(INP)=**142ms**

-First Contentful Paint(FCP)=**2.1s**

-Largest Contentful Paint (LCP)=**1.9s**

-Time to First Byte(TTFB)=**0.7s**

-Interaction to Next Paint(INP)=**128ms**

-First Contentful Paint(FCP)=1.4s

-Provides enhanced **flexibility and
diverse options** for different types
of users.

- **Price available in Rupees**

-Organic Keywords (SEO)

-- organic keywords=50

-- Est Monthly SEO clicks =3

-**100 % Organic traffic**

--**Paid Keywords =0**

- It also Provides enhanced
flexibility and diverse options

-**Membership prices in dollars may incur
DCC charges**

-Organic Keywords (SEO)

-- organic keywords= 104,822

-- Est Monthly SEO clicks = 284,922

-**99% Organic traffic**

--**Paid Keywords = 856**

-No quick links for Blogs & Forms
and also no online rating available

-Ratings=No Ratings Available

-Quick links for Blogs & Forms are
available& active

-Ratings = **Play store= 4.6 & Trustpilot=1.7**

Unique features

Response time

Pricing

Marketing

Blogs/Feedbacks



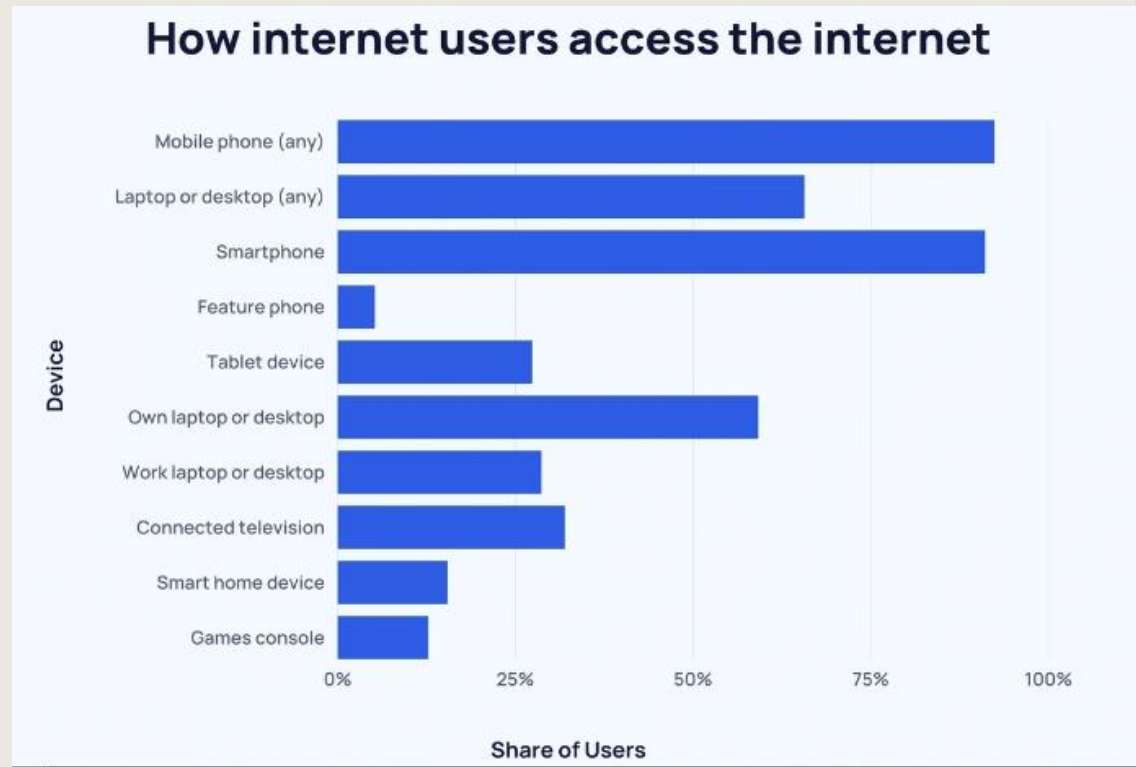
✦ Recommendations (#1) ✦

- MoCal has a comparatively lower response time than Zoho, Calendly, and Acuity Scheduling, though there's room for improvement.
- We can offer membership discounts to new members to encourage initial sign-ups.
- MoCal currently lacks reviews, feedback, and user forms, which affects its perceived reliability and authenticity. Gathering user feedback, suggestions, and reviews will help us improve our services and build trust among users.

✦ Recommendations (#2) ✦

- India has one of the largest mobile user bases globally. Releasing our app on Android and iOS promptly will allow users to access MoCal offline, enhancing accessibility and user experience.

(Mobile phone (any)-92.3%,
Laptop or desktop (any)-65.6%,
Smartphone-91%)



Sources:-

- ❖ <https://mocal.ai/>
- ❖ <https://calendly.com/>
- ❖ <https://www.zoho.com/calendar/>
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