

|  <p>Background:</p> <ul style="list-style-type: none"> <li>• Launch Date: August 2007</li> <li>• Downloads: 10,000+</li> <li>• CEO: Jordan Goldberg</li> <li>• Location of Employees: New York</li> </ul> <p>Positioning: <i>“Our mission is to redefine goal-setting using data-driven techniques that empower behavioral change. We believe that with the right tools and resources, anyone can transform their goals into reality.”</i></p> <p>Audience: individual users looking to complete commitments and user defined goals. Mainly weight loss and exercise based.</p> <p>Differentiators: Preset goals, custom goals, referees (someone holding you accountable), supporters, Monetary components</p> | Strengths   | Weaknesses  |
|--|---|---|
|  | <p>Free</p> <p>Option to have monetary loss if you don't complete goal</p> <p>Can have someone else hold you accountable</p> <p>Add supporters</p> <p>Commitment journal</p> <p>Facebook and twitter integration</p> <p>Group campaigns</p> <p>Suggested goals</p> <p>UI on phone app is nice</p> <p>Can set how often you check in</p> | <p>Why does it need age?</p> <p>Awkward UI on desktop</p> <p>Can't edit commitment once submitted</p> <p>Inconsistent wording, sometimes it's a goal, sometimes it's a commitment, can be confusing</p> <p>Custom goal require category, which are limited</p> <p>No chart of info to show goal is on track</p> <p>Very bland – doesn't make me feel like goals are important</p> <p>No real depth to goals, can only answer yes or no to completion</p> <p>No positive reinforcement</p> |
|  | Opportunities   | Threats   |
|  | <p>Better UI</p> <p>Editable goals</p> <p>More consistency</p> <p>Charts</p>  | <p>More enticing Apps</p> <p>Apps with positive reinforcement</p> <p>More in-depth apps</p> <p>Better check-in abilities</p> <p>People getting bored of the apps monotony</p>   |



**HabitShare**

Background:

- Launch Date: October 2015
- Downloads: 50,000+
- CEO: Luke Bickston
- Location of Employees: Washington DC

Positioning: *“HabitShare is the only habit tracker that is social to its core. We also give you total control over your privacy. By default all habits are private. For each habit, you choose which (if any) friends to share your habit with. Your friends can also share habits with you, so everyone wins - and has fun!”*

Audience: Users looking to make something part of their routine, with a simple click to check-in

Differentiators: Reminders, Messaging, Charts, Multi-device account

**Strengths**

Free  
Nice UI  
Can set multiple timers  
Very simple  
Can edit habits  
Charts for goal completion  
Share goals with friends  
Messenger Component

**Weaknesses**

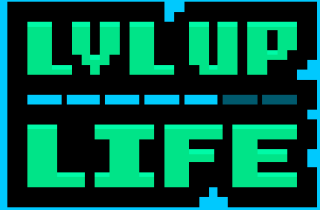
Mobile App only  
Honor System  
For habits, not goals  
No deadlines  
No rewards or consequences  
No suggested goals  
No sense of community

**Opportunities**

Desktop app  
Showing others who have similar goals  
Better accountability  
Deadlines and goal setting  
Rewards or consequences  
Suggested goals

**Threats**

Apps with desktop component  
Apps more focused on goal setting  
More in-depth apps  
People getting bored of the monotony



**Background:**

- Launch Date: October 2011
- Downloads: 500,000+
- CEO: Unknown
- Location of Employees: Toronto, ON

Positioning: *“Level up Life lets you track your daily achievements, big or small, gaining motivation while progressing in an RPG-style online platform.*

*All the achievements are accomplishments you can do to improve yourself, your life, and the world around you.*

*As you earn XP (experience points), you'll level up and unlock increasingly difficult achievements, providing new experiences and challenges.”*

Audience: individual looking to step out of their comfort zone, try new things, and better themselves through a game

Differentiators: Preset achievements, customizable goals, categories, XP

## Strengths

Free version  
 Desktop and mobile component  
 Full tutorial on mobile  
 Social media integration  
 Video game styling  
 Interesting 8bit UI  
 Lots of achievements listed  
 Achievements rise in difficulty  
 Custom achievements  
 Journaling when completing an achievement  
 Can add friends  
 Can set reoccurring goals

## Weaknesses

Achievements can require spending money  
 Some achievements are locked  
 Achievements can one be completed once per week  
 Based on honor system  
 Levels don't really have a value  
 If you have a particular goal, you can get lost in the other achievements  
 Custom goals can be easily manipulated  
 Some may not like video game aesthetic  
 No reports of stats

## Opportunities

Better accountability  
 Have rewards for leveling up  
 Better custom goal settings  
 Full tutorial on desktop  
 Stats and reports

## Threats

May not appeal to those who don't like video games  
 Apps with rewards or consequences  
 Those looking to focus on only their specific goals  
 Cheating yourself and the app by saying you've completed something you haven't  
 Apps with better sense of community



### Habitica (FKA Habit RPG)

#### Background:

- Launch Date: August 2012
- Downloads: 1,000,000+
- CEO: Vicky Hsu
- Location of Employees: Los Angeles, CA

Positioning: *“Habitica is a habit tracker app which treats your goals like a Role Playing Game (RPG) to help you stay motivated. Accomplish goals and have fun!”*

Audience: individual looking to complete daily tasks, goals, and to-do items though a game

Differentiators: habits, dailies, to-do list, groups, categories, XP, real life rewards

### Strengths

Desktop and Mobile app  
 Mobile app is easy to understand  
 Video game style UI  
 Categories – habits, dailies, to-dos  
 Positive and negative point system  
 Difficulty levels for tasks  
 Tags  
 Completing tasks lead to point and leveling up  
 Challenges  
 Can create groups  
 Can add real life rewards

### Weaknesses

Too in-depth/ time consuming  
 Desktop version can be very overwhelming  
 Groups are costly  
 Can get rewards by purchasing them with real money  
 Based on honor systems  
 Custom goals can be easily manipulated  
 Points are almost too easy to earn  
 Some might not like the video game aesthetic  
 No reports or stats

### Opportunities

Less of a gaming feel, more of a goal completion feel  
 Take out easy way to get rewards by buying them  
 Better accountability  
 Better custom goal settings  
 Suggested goals  
 Simply app

### Threats

May not appeal to those who don’t like video games  
 Simplified apps  
 Apps with better real life rewards  
 Cheating yourself by saying you’ve completed a goal  
 Apps that have suggested goals  
 People losing interest because of video game feel  
 People feeling like it’s more work than help



Background:

- Launch Date: August 2012
- Downloads: 1,000,000+
- CEO: Vicky Hsu
- Location of Employees: Los Angeles, CA

Positioning: *“Habitica is a habit tracker app which treats your goals like a Role Playing Game (RPG) to help you stay motivated. Accomplish goals and have fun!”*

Audience: individual looking to complete daily tasks, goals, and to-do items through a game

Differentiators: habits, dailies, to-do list, groups, categories, XP, real life rewards

## Strengths

Quick thought journal  
 Dashboard is easy to read  
 SMART process for goals  
 Can create tasks (sub-goals) for goals  
 Dreams for goals that aren't ready to be achieved yet  
 Reports  
 Task list by date to keep you on top of goals  
 Can add supporters and collaborators

## Weaknesses

Desktop only  
 Free plan is limited  
 Many elements on the free plan try to get you to upgrade  
 Visual design feels dated  
 Dreams feel like a bit of a copout  
 Based on honor system  
 No rewards or consequences for goals  
 Goals disappear after completion  
 Tasks require due dates  
 Can check off a goal before due date  
 No real sense of community  
 Feel a little hokey

## Opportunities

Mobile app  
 More options for free app  
 Better visual design  
 More straightforward approach  
 Better accountability  
 Tutorial  
 Paring down some of the unnecessary features

## Threats

Free apps  
 Apps with mobile components  
 No real sense of community  
 People feeling like it's more work than help  
 Apps with rewards or consequences