**Habit Tracking Apps**

**Habit Tracking Apps and their working:**

Habit tracking apps are highly preferred in this decade to keep a track of the daily schedules and activities, and the habits that a user carries on in a repeated manner. These applications have a high reputation and there are several top habit tracking apps available like Habitica, Activity Tracker, HabitBull, Habit Tracker, and many more. These applications are used by millions of folks across the globe.

Several habit tracking apps also ensures higher engagement and reputation by providing a game-like mechanics that treats the real lives of the users like a game with several tasks to be completed. In these applications, there are rewards for each successful completion, motivations to meet the requirements, and there is also social network connectivity to help inspire the users. These applications help to stay healthy, hard-working, and maintain satisfaction in life by ensuring the successful completion of numerous activities.

**Market Statistics:**

Habit tracking apps are the best choice to follow the resolutions and add good habits in our daily schedules. These applications have several billions of global users in all, and these tracking apps are expected to reach $2.7 billion by 2022, by growing at an impressive CAGR. These applications are highly successful, and Streaks earned revenue of $40,000 in January 2020 itself. Each of the top habit tracking apps also has around 1 million+ downloads. These apps get high appreciation in beta versions itself and are a necessity in the lives of the modern generation as well as everyone having a busy life schedule.

**Features of the habit-tracking apps:**

The key service offered by the habit tracking apps is to help the users achieve their set goals and add good habits to their daily schedules. Several UI features might be present in these apps, like:

1. *Tab Icons –*

Navigation based UI makes the application look more attractive and sorted, and it ease the accessibilities of the application by multiple users. These tap supported tab icons use small descriptive texts to provide their details about working of them. There are a few things that are considered while adding tab icons that is, they must not be sharp to eyes, they must have decent colors and active and in-active states must be differentiable and they must be properly added to ensure the attractive appearance.

1. *Habit Cards –*

These are the listing views that are added to display all the set habits that are to be tracked. These generally have dull colors and not too vibrant ones, as the dull colors provide proper functionality and view for the texts embedded in them. Different color options are there too with different categories of habits to help sort the cards based on the colors.

1. *Rewards –*

Involving rewards helps to increase the usability and influence of the application, and such applications are motivating as with each successful task completion, there is some reward available for the users that help them stay motivated. Also, everyone wants to win the rewards that have several benefits, and thus it ensures higher engagement with the app.

1. *Description box and add option –*

Description boxes are embedded in the habit tracking apps to provide a feature of adding descriptions to the set habits for tracking. It ensures a better understanding of each habit card. The used description box mostly have gray shade in the text field with a proper bright color as its border in the active state and dark grey in the in-active one. This makes the differentiation easier, and the text readability is also better with a grey background.

Then comes the add/edit buttons for the habit cards. While adding a card, before filling all the details, the button is disabled and colorless, and it gets active as soon as all the fields are filled properly.

1. *Empty State Screen –*

The applications generally have habits added to one section, but what is the scenario when there is no habit to be displayed? In such cases, an empty screen appears, but what is crucial is that these screens must have a proper appearance to delight the users and must not be messy. These screens have simpler and decent illustrative designs with some simple images to achieve the basic need.

**Design Process for Habit Tracking Apps followed by the app developers:**

Habit tracking app development involves the following steps:

1. *Discovery and Research-*

The users of these applications are already aware of their goals and requirements, what they need is to maintain a proper track of the progress to maintain punctuality and discipline in their lives and complete all the aspects of the daily lives.

How can a user track their activities effectively and get motivated to complete the same? How would these applications be engaging and entertaining to attract a giant fan base?

All of these questions depend on several types of research that are conducted for getting the user data and their needs from the best habit tracking applications.

1. *Prototyping*

After all the researches and analyses, idea generation and prototype development for the idea come. Several features are embedded in the habit tracking apps from the above shown detailing and specifications of the features. And the prototype is developed according to several user needs that have simple and decent UI with multiple services assured.

Android versions to web-apps, all the type of version prototypes are generated for testing and market analysis

1. *Testing*

This process is the final one that is opted to check the ratio of cost of development to the lifetime value of the developed application, and this is used to calculate the profit percent and analyze the market statistics of the application.

**Monetization of habit tracking apps:**

Several techniques might be followed in these apps that would ensure higher revenue generation such as:

1. *Premium Apps –*

Since these apps have higher usage in the present decade, the applications that are highly engaging and motivating, and helps maintain the proper punctuality in completing several daily activities are even used with premium versions. Due to the benefits offered, people do not mind getting these applications for some amount of subscription fees to access the application.

1. *In-app Purchases –*

These applications might generate high revenue with the in-app purchases for enhanced engagement with added features. This technique helps to attract users for these applications for free versions, and as soon as the users start getting the benefits of the app and get proper motivation with the help of the app, they are ready to pay to get the added features to get more benefits.

**Habit Tracking App development with Game App Studio –**

Game App Studio has a team of researchers and analysts who first analyze the several users' needs with these applications and provide the documentation of all the required features and services. Then, the team of expert developers and designers work on UI/UX designing and app development to embed all the features decently and develop an application with higher usage and maximum services offered. Later on, the prototype developed is tested to analyze the profit ratio and it goes through several updates unless it is ready to be released in the market with high revenue generation capability.

A habit tracking application has its need with people of all the age groups, and Game app Studio helps develop the best applications with colorful and interactive UI, and other features to enhance the motivation and engagement.