1. Will people install an app that measures how much they use their phone?

SMS messages.

Emails

Phone calls

…

1. People will install an monster that passively grows off of their sms usage
2. Will people use an active pocket pet application?

End. Will people spend money on Textagochi?

Assumptions that we need to make and test immediately:  
  
1) People will install an app that will passively track how often they use their phone.

-Specifically, people will allow an app to track how often they send SMS messages.

2) People would like some visual representation that shows how much they’ve used their phone.

3) People would enjoy cultivating a virtual pet/being on their phone that would passively grow as they go about their daily business.

4) People would be willing to show to their friends/other people how much they use their phone.