**Marketing Research**

A lot of complaints regarding habit trackers are about the functionality. Most current market ones only offer one or two functions and if they do offer multiple, they don’t work well or the user interface isn’t great. By creating a habit tracker that has multiple features such as a journal, wellness score, goal tracker, and habit-specific challenges, we will be filling a gap in the current market. Some of the main competitors include Calm, Headspace, MindShift, Sanvello, and Talkspace; however, these apps are specific to meditation, stress, anxiety, or therapy and don’t really have more than one function. As a result, our multifunctional habit tracker should be highly competitive in the current market if implemented correctly. Our target market includes therapists and social workers, individuals concerned with mental health, athletes, and potentially research institutions.

Currently, more well known mental health apps such as Calm are valued at two billion USD [1]. Headspace is valued at three billion USD [2]. Less known apps such as Talkspace are valued at almost 261.5 million USD [3]. Additionally, it is estimated that the mental halth app market will reach a value of 17.62 billion USD by 2032 [4]. The current value is 5.23 billion USD as of 2022 [5]. Although it depends on the app, if ours can successfully perform multiple functions unlike the current competition, we should have a value of a few billion dollars within a few years of being on the market.

**Future Development**

The main costs in the future would be coding changes based on user feedback (app updates) as well as additional data storage depending on how many users we have. Future improvements and refinements could be made when updates need to be made to the app. So if the physical wellness app function needs to be updated, we could plan on making updates to the mental health functions as well. This would mainly be based off of user studies and market research after the app is released.

**Startup Expenses**

The main cost would come from coding the user interface as well as a storage area for user data. The greatest expense will most likely be the AI chat bot, which is expanded on in the chat bot business case document. From a data storage perspective, the cost depends on how many users there are. Some Solid Pod users pay around $60 for 64 gigabytes of storage for their Solid Pod [6]. Thus, the cost depends on how much data we have from users. Additionally, other options such as cloud storage (Amazon Simple Storage, for example) costs anywhere from $0.021 per GB up to 500 TB to $0.023 per GB per month up to 50TB [7]. When it comes to the coding costs, it depends on if we use low-code no-code, have students at Tech do the coding, or outsource. Typical outsource costs supposedly start around $40 per hour, so it depends on how we go about coding the whole app [8].

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