**Habits: Build better habits**

Feasibility Study Report

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1. **Introduction:**

In today’s fast paced world, people have become so engrossed in their jobs and other responsibilities that they forget or ignore to take care of themselves as well as their friends and family. We are not able to take out time for ourselves and neither are we able to enjoy our lives.

This is faced by a lot of the students and working individuals. This can not only bring the efficiency of the people down but also can take a toll on their health as well as destroy relations. There are countless such consequences.

The issue is not only because of the heavy workload, but also because of the inefficient time management. The workload factor is not in our control, but we can definitely get our time management on track.

And to help with that, we are proposing an idea for an Android app, called Habits. This app aims at helping people build better habits and take out time for themselves. This will be done by sending reminders via notifications and providing encouragement.

**1.1 Stakeholders**

The stakeholders for this app include its developers and the end users.

* The developers are responsible for developing the app, maintaining it and providing regular updates. They are also responsible for responding to all the complaints and queries of the users.
* The target audience for this app are the people who are very stressed out in their lives and want to bring in a positive change as well as the people who are just motivated to build some good habits but are unable to do so.

**1.2 Business Profile**

Releasing a major product in the D2C model and not just one time service but commitment for long term support, our aim is high. Here at Habits app we expect a highly competitive market as this domain is getting traction very quickly. Although competition is high, our team knows we can offer something special.

Regardless of age, gender or nature of one’s work our target audience is wide and the Habits app has something for everyone. It helps to take into account people’s busy lives. Anyone above age 10+ can use this app. Especially for busy people and adults this app can help them to cultivate useful habits or provide reminders for basic tasks on required days.

Our plan is to make this app free to download and use. A few habit tracking will be available free to use. To make more than that user needs to pay a lifetime subscription costing a certain fee. Having $2 million as initial investment from core team members, having technical and all the required market knowledge.

**1.3 Problems in the existing system:**

Surveying what our competitors offer and reading user feedback provides good insight as to what current offerings lack. Even most highly rated apps have some features that are lacking or users wish they were present such as there is no option to choose on which day your habit tracking starts or there is no custom days selection for habit tracking.

This can be problematic in times where it's impossible to do that task. Also many apps don’t provide features to share their progress or achievements on social media apps. These things can greatly improve user experience and we can capitalize on this.

1. **Project Scope**

The Habits app is aimed at aiding people with forming habits using various tools like notifications and providing encouragement within the app.

This app will contain various common habits to choose from that people generally want to inculcate within their lives. They can also create their own custom habits to track. The users will find the options to set their goals in the form of the number of days they wish to track a particular habit.

A streak feature will also be implemented which will keep the users motivated to keep going. This would be supported by information like maximum streak and total active days for each habit.

Along with this, in-app badges will be provided for each habit on completion of certain milestones like the achievement of 50% of the goal set by the user.

1. **Methodology of Feasibility Study**

Surveying the current market of habit forming apps, one can say that some apps hit the mark while most don’t. Reading reviews from Google Play or App store can show hits or misses of a certain app. These reviews and user feedback are really important to create an app which will please users of all types. Reading user behaviors who are currently using such apps, how users react and what strategies can be deployed in the app, to make it more successful is key.

Discussing in groups how and what features should be included in the app, how much will the app impact active users and what features will every type of active user enjoy is continuously being done throughout the development process.

While making the app laying clear objectives is must. Here getting users to enjoy their experience and encourage them to complete their goals is the focus. People need motivation to make something a habit, by continuously practicing it. The app is not just a reminder to them but also a rewarding system for their accomplishments.

While talking about market scope it's important to look at how people’s dependability has changed after the pandemic. People tend to rely more on such apps these days. Nearly 80 percent people tend to abandon their new year resolutions by the end of February and hence this app will try to target such users through various features.

Various reports are available which highlights the fact that there is a need for such apps which can track and encourage users. Last but not least there are no features in the current market which allows users to share their progress on social media such as Twitter or Instagram which will add value to the user expirience.

Adding more features to the already existing framework of habit apps will be feasible (time and money) to us since much work has already been done on the basic ideas.

1. **Observations from the feasibility study**

**4.1 Economic feasibility:** We will be able to generate revenue from subscription on sales of service and from advertising on the platform. We have determined that the projected revenue will cover the costs of the project and provide a reasonable return on investment.

**4.2 Legal feasibility:** As developer says that this app does not share user data with other companies or organizations. Data collected as personal info like name and email address, access to calendar events, crash logs and diagnostics.

**4.3 Market research:** Our target market is young adults and working professionals who want to monitor and build their daily habits . We will be competing with existing apps providing similar service in the playstore .

**4.4 Schedule feasibility:** As per our estimations, the project should take about 4 months or 16 weeks to conclude. We will have a team of developers and designers working on the project. We will also conduct regular testing and user feedback throughout the app development process.

1. **Challenges and assumptions considered for feasibility Study**

There's already a large section of users who use habit making apps and trackers. Biggest challenge largely would be smart watch companies who have already integrated reminder and training apps such as for physical activity or sleep schedule. Already existing ecosystems such as these will prove to be tough competitors.

Project costs will be covered as long as target users are reached who have subscribed for the app. Assuming the maintenance costs will increase as the number of users increases, management of funds will be a challenge.

1. **Recommendation and Conclusion**

From findings across various blogs and sites, an insight can be made that such apps have a healthy active user population and the project is feasible both economically and market wise. Hence it is recommended that Habits forming app should be given greenlight.

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