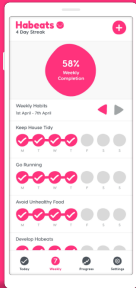


Habeats

Launch Strategy



Habeats

Touch Points

Habeat's main strength is the vibrant but soft branding. When the user comes across the brand, they will see the vibrant pink colour combined with soft shapes and text. Habeats characters, while simple, are also instantly recognisable as part of the brand.

The combination will either strike visual interest or instantly remind someone already aware of the brand about Habeats.

Wordmark:

Habeats

Characters:



In-app visuals:



Habeats

Launch Website

Before release the Habeats website is where I want potential customers to be. It is the main hub of information about the application.

The website's main objective will be to spark enough interest in Habeats that people make use of the on-site mailing list sign-up (using MailChimp).

The website should also gather analytics about people visiting the website in order to learn more about the audiences that Habeats attracts, increasing effectiveness of marketing.



Fast. Easy to use.

Easily log your daily progress at the speed of light. Habeats streamlines the process of logging your day so using Habeats itself becomes an easy habit to get into.

Motivating.

Gain motivation to complete your day with daily and weekly progress being a digestible goal to take on. Earn streaks as you continue on your journey.

Progressive.

Never lose sight of how far you have come. Every single day of progress you have made can be visualized, making your achievements beautifully clear.

Habeats

Apple App Store

Habeats will be available on the Apple Store for iOS, so it will have an app store page.

It will be categorised as a health application in the store and the description will primarily aim to tell the user why the app is useful, followed by the health benefits of having a routine.

Habeats will be sold for £0.99 in the UK store to avoid degrading the experience with adverts.

App Store



Habeats

Add Rhythm to Your Life

William Park

Free to download

★★★★★ 4.8, 29,548 Ratings

£0.99

Screenshots



Establishing your daily routine, creating your habits is essential to building a routine into your life. Each screen in your complete daily routine is designed to help you track your daily habits, and your progress to your routine. Your complete routine and get closer to a perfect routine.

By bringing routine into your life you remove the constant worry about completing the goal in your [life](#).

Habeats

Google Play Store

Habeats will be available on the Play Store for Android, and will also have a store page here.

It will be categorised as a health and fitness, and describe the same information as the Apple Store in its description.

Habeats will also be sold for £0.99 on the play store.



Habeats

William Park Health & Fitness

FREE

★★★★★ 11,288

This app is compatible with your device.

Add to wishlist

BUY £0.99



Add rhythm to your life with Habeats, a habit tracker built to motivate you to build a routine into your life. Grow streaks as you complete tasks on a daily and weekly basis. Visualise your daily, weekly, and yearly progress as you increase your completion percentage and get closer to a perfect routine.

By bringing routine into your life you remove the need to worry about common tasks that get in your way. Stress is often caused by the uncertainties in life, and by growing a routine, you remove these

READ MORE

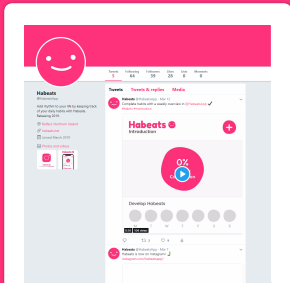
Habeats

Twitter

Twitter is being used as an outlet for Habeats news and gather followers. It will also be responsible as a way for users to get in contact faster than emails upon release.

Twitter re-tweet and hashtag features allow Habeats to be easily discoverable by people worldwide.

Habeats can be found on twitter at @HabeatsApp



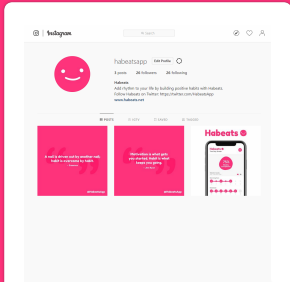
Habeats

Instagram

Habeats is also found on Instagram. Instagram also allows posts to get an extremely far reach by using hashtags.

Instagram is being used to post images that are very sharable, such as quotes, along with descriptions that point you towards Habeats.

Habeats can be found on Instagram at @HabeatsApp



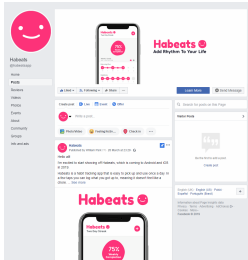
Habeats

Facebook

Habeats is making strong use of Facebook to gather a following of potential users.

Facebook gives Habeats an outlet for more detailed posts about the application, all of which can be shared and engaged with.

Facebook also will be used to gather emails using MailChimp, and as a way for people to continue forward to the Habeats website.



Habeats

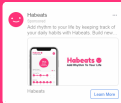
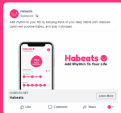
Advertising

Using Facebook's tools, Habeats is making use of timeline adverts to drive traffic to the Facebook page.

If an effective advert can be developed it will allow a consistent stream of potential new users to find Habeats.

A small test of the system allowed me to reach someone's timeline for £0.004. With roughly £0.70 profit per sale, this allows me to reach 175 targeted people per sale.

I am hopeful I can get 1 in 175 of these people to purchase Habeats.



Habeats

Merchandise

I'll be creating merchandise that can be used promotionally for competitions on my social pages.

The same merchandise could also be sold to users of the application through the Habeats website.

