

Sunrise Ritual

PERFECT YOUR MORNING ROUTINE



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App Development

Idea

- 01** My app revolutionizes morning routines by seamlessly tracking users' routines and correlating them with daily well-being through insightful surveys.
- 02** It analyzes these patterns. My app empowers users to make informed adjustments, optimizing their morning routines for enhanced productivity, positivity, and overall well-being.
- 03** Its unique ability to uncover correlations between routine practices and daily experiences makes it an invaluable tool for cultivating positive habits and fostering a healthier lifestyle.



Why a Morning Routine App?

Why do I need a morning routine?

- Develop self-discipline
- Improve Mental Wellbeing
- Enhances productivity
- Reduces stress
- Structure & Consistency
- Better sleep
- Mindful start

What is the best routine?

SAVERS Method

- Silence (Meditation)
- Affirmations (spoken or written down)
- Visualization (eg. your goals)
- Exercise (Exercise the body)
- Reading (5 mins of reading)
- Scribe (write down / journal)

Why do I need the app?

Individuals require distinct morning routines tailored to meet their specific needs and preferences. Since personal growth is a continual process, your morning routine evolves along with it. As you experience growth, your requirements for an effective morning routine may also change. This app is designed to recognize these evolving needs and provide personalized suggestions for optimizing your morning routine.



My Mission

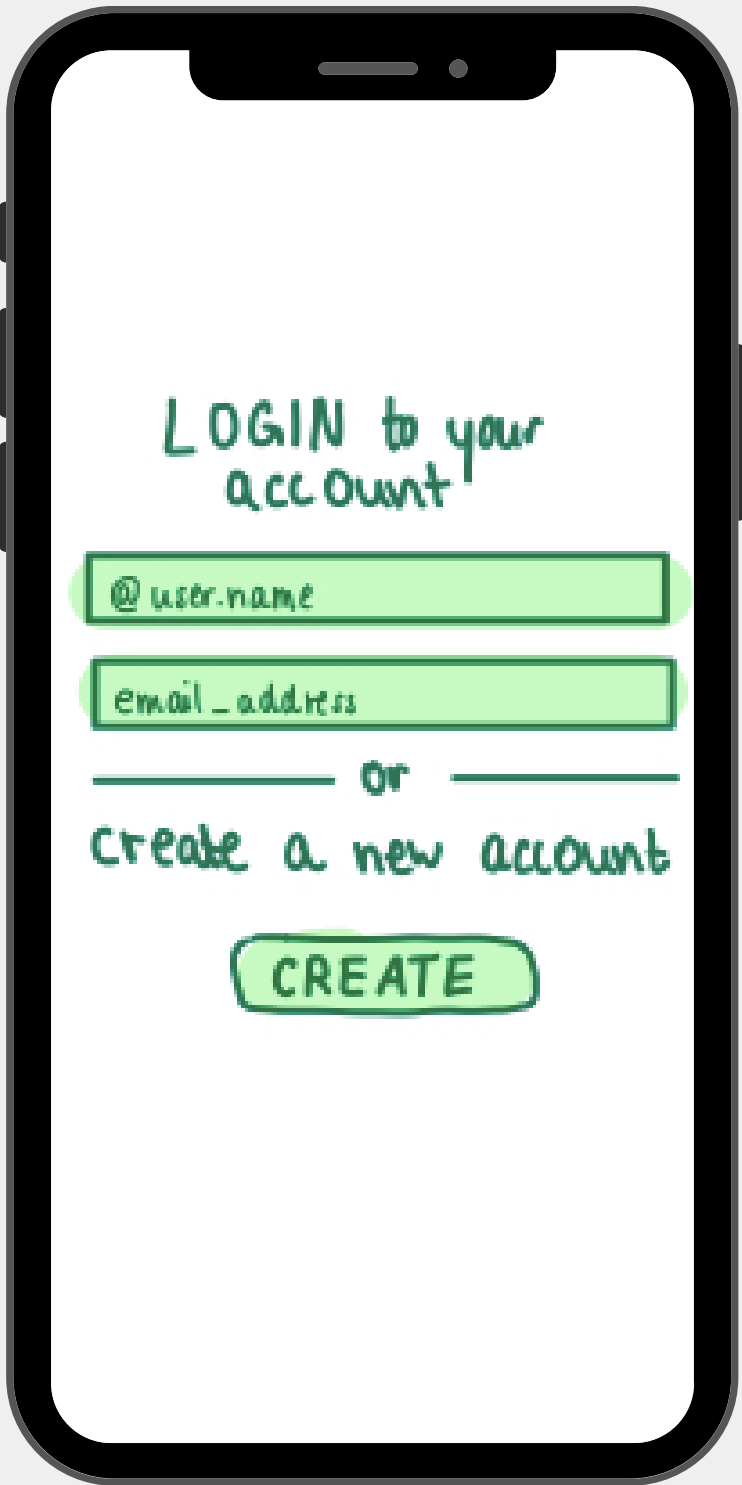
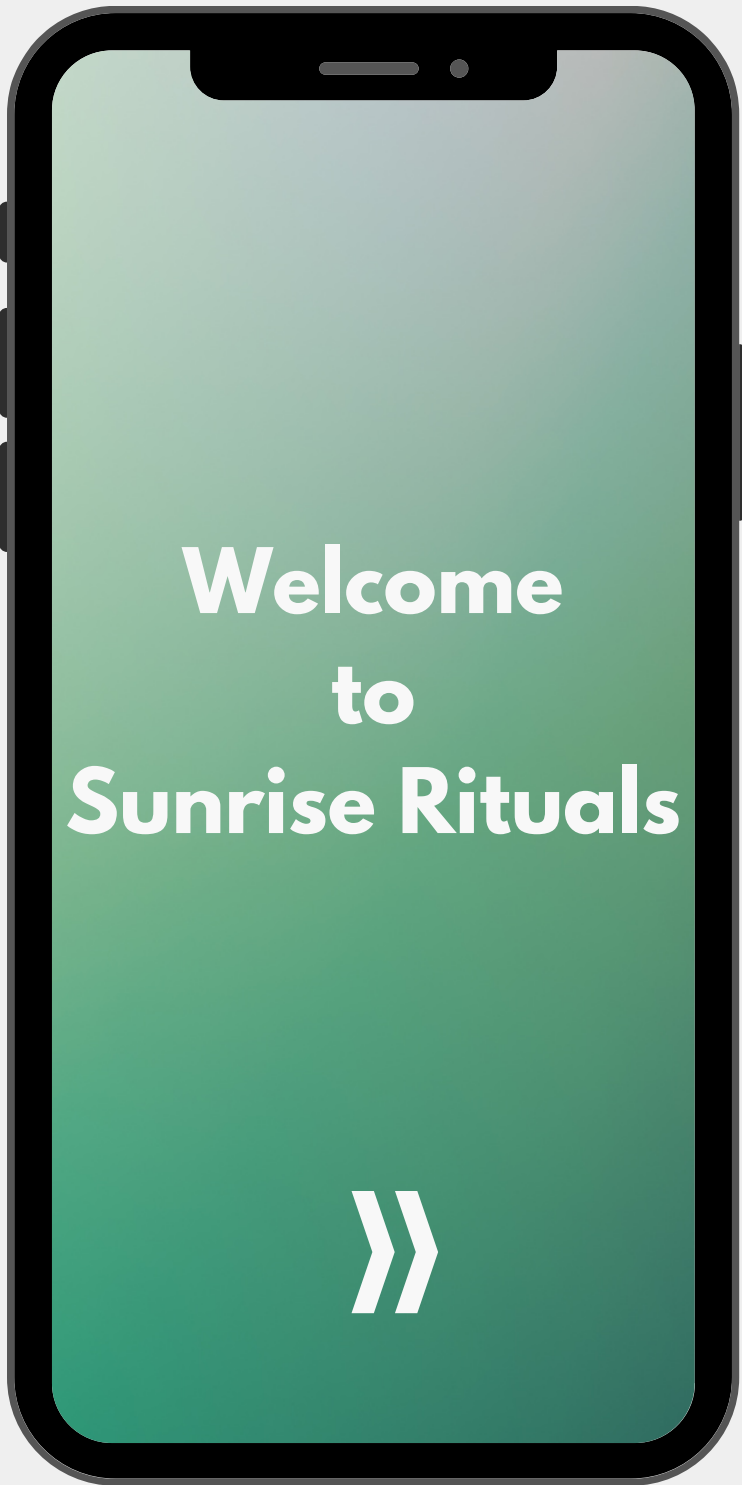
Help users to optimize their morning routines by developing an app that tracks the correlation between how they start their day and what impacts it has on their day.

Features



Welcome Animation

A welcome animation and tutorial for the user.



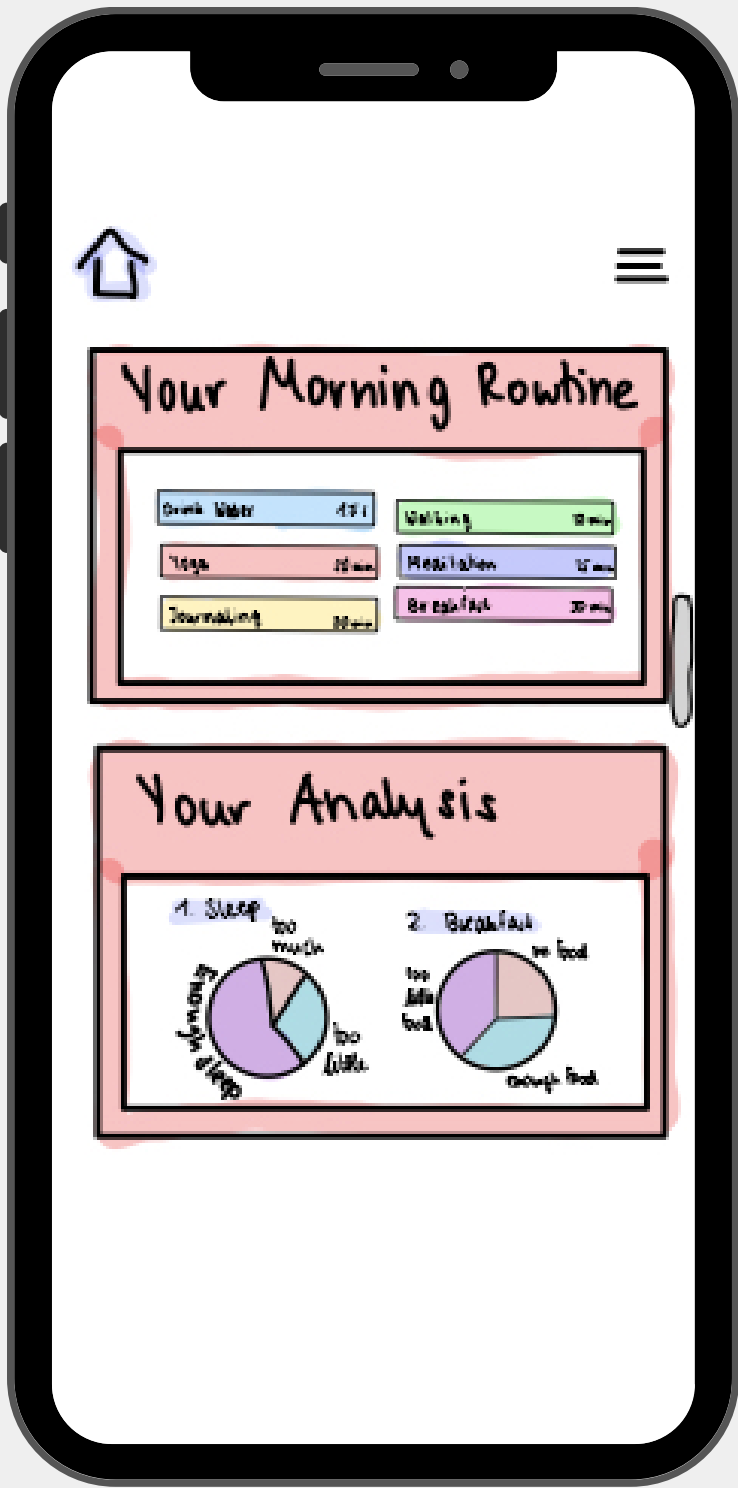
Login or Register

User needs to register or login.



Homepage

Gives the user an overview, that can be customized.



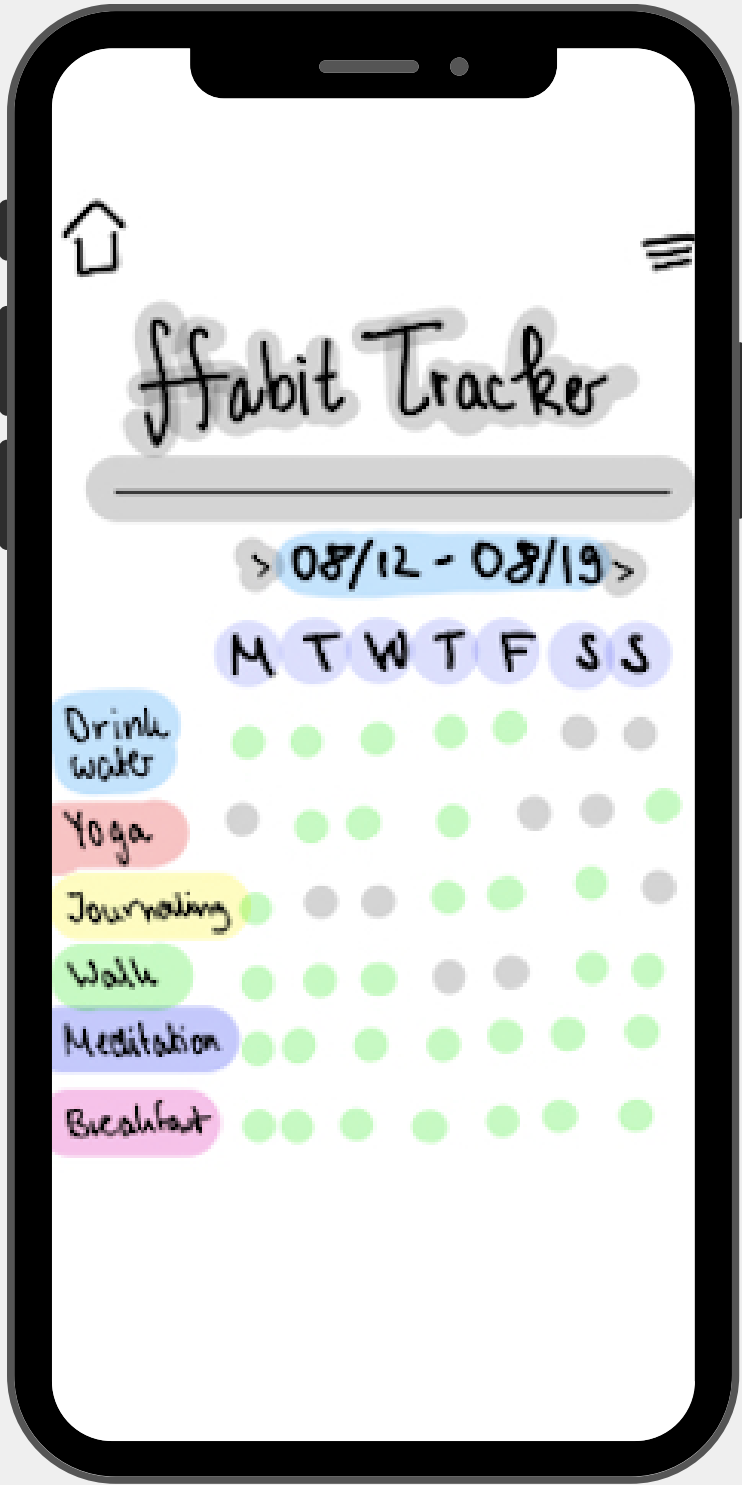
Routine Tracker

The user can enter their morning routine here and then click on them to show they are done with the task.



Habit Tracker

Weekly, monthly or yearly overview of the users morning routine.,



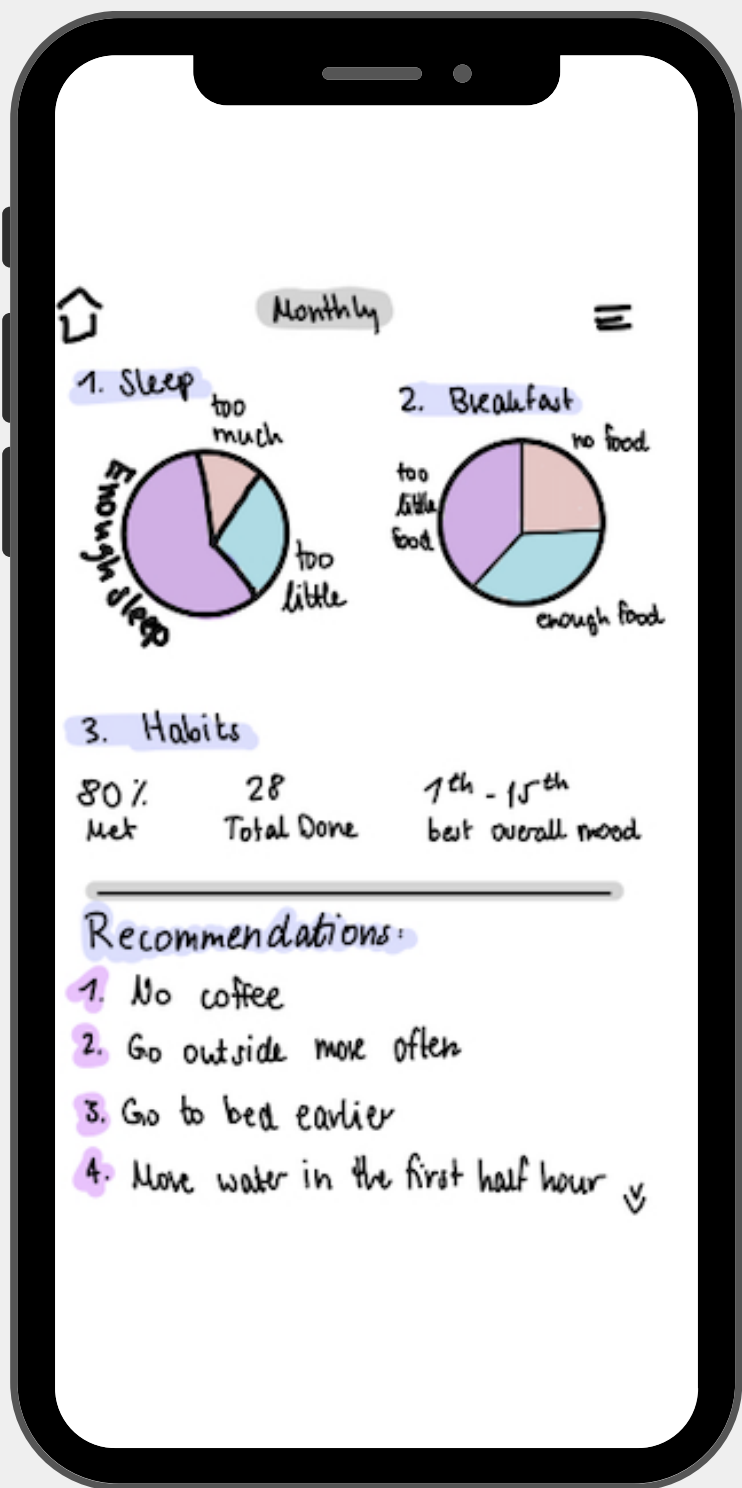
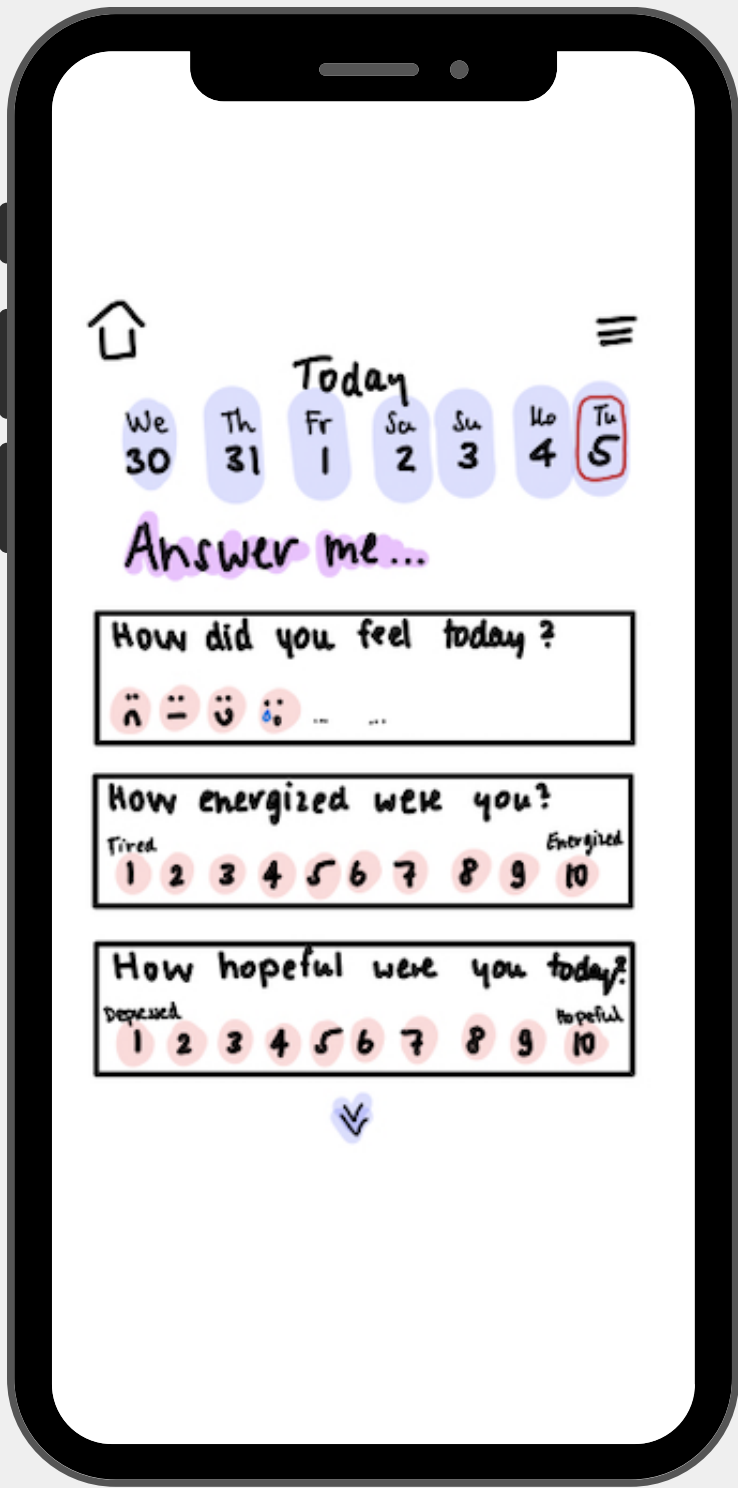
Reminder

Reminders that can be customize for when to start the morning routine and when to fill out the survey.



Survey

User has to complete this survey every evening to reflect on their day.



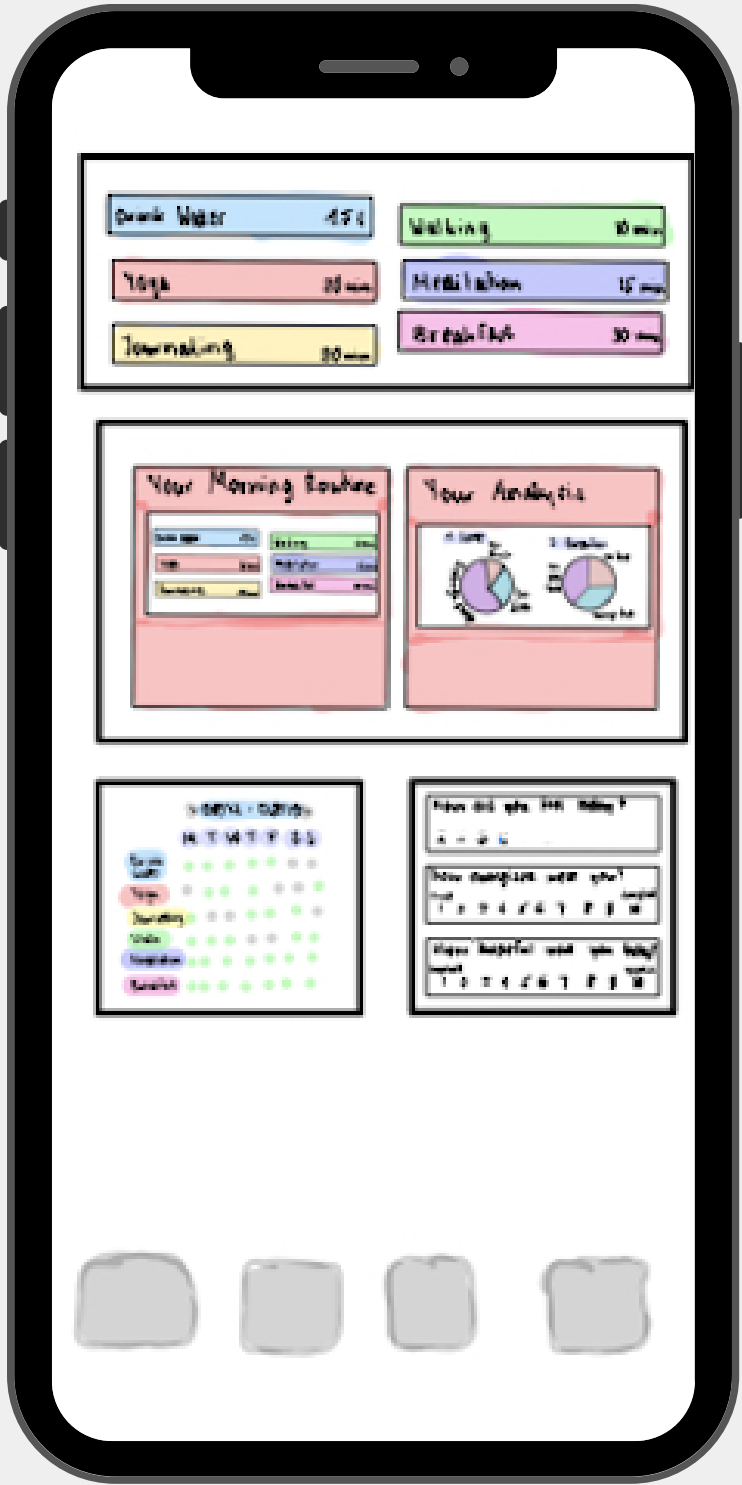
Analysis

Gives insight into correlations between the users mood, productivity and mental wellbeing and their morning routines. Are available monthly or yearly.



Homescreen Widgets

Widgets for the home or lock screen available.



Community Feature

Connect with other users on how their morning routine works. Get inspired and inspire.



Target Audience

- 01 Age:** Every age group
- 02 Interests:** Driven, inspired, self reflecting and ambitious individuals that want to make the most out of their day/life
- 03 Location:** globally (multi language app)



Uniqueness

- 01** By seamlessly integrating user-filled surveys, my app establishes a direct correlation between morning habits and daily experiences, providing valuable insights for personal growth.
- 02** Empowering individuals to adapt their routines as needed, our app offers personalized recommendations for optimization. Furthermore, users can draw inspiration from a community of like-minded individuals by exploring and incorporating elements from other users' successful morning routines.
- 03** My app combines all features wanted by users and displayed by the competition.



SWOT Analysis

- 01 Strength:** The analysis feature that is one of a kind
- 02 Weakness:** Many apps that track morning routines. Therefore marketing of my app needs to be strong.
- 03 Opportunity:** At the beginning of a new year people always try new habits and want to improve their habits + life. As well, morning routines are trending on social media.
- 04 Threat:** Someone develops the analysis feature as well.



User Feedback

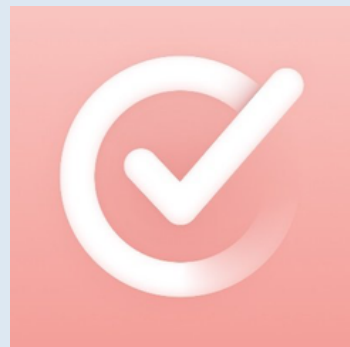
- 01** Most users want a tracker and reminder function mostly.
- 02** Analysis seems like an awesome idea, but people are sceptical that it will work that well. And if it works, if they will trust it, because in the end it's just an algorithm predicting things.
- 03** Instead of providing just a morning routine tracker, how about also an evening routine tracker or just a habit racker for the whole day.
- 04** Those who cherish their morning routine are excited for the analysis, and would like me to just focus on a elaborate, high quality analysis feature.



Sunrise Ritual

Competition

01 Structured



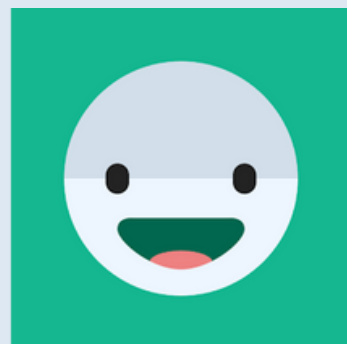
Daily planner
and visual calender

02 Habtify



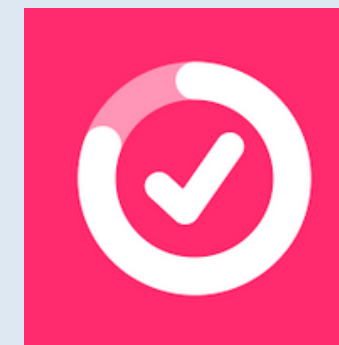
Habit Tracker

03 Daylio Journal



Daily Diary, Mood Tracker,
Health

04 Habit Tracker



Daily Planner,
Goal Tracker



Competition

01 Structured



Daily Planner
and visual calendar

02 Habtify

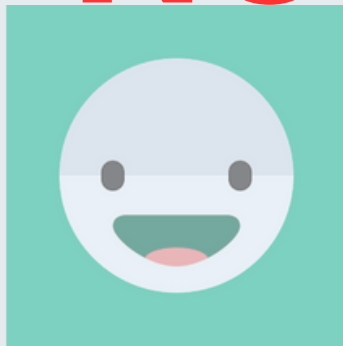


Habit Tracker

**MULTIPLE APPS THAT TRACK HABITS
LIKE MORNING ROUTINES.**

03 Day Journal

NONE



Daily Diary, Mood Tracker,
Health

04 Habit Tracker



Daily Planner,
Goal Tracker

THAT ANALYZE THE ROUTINE.

THANK YOU