I-Omni

an app connected to all aspects of a persons digital life to track spending, social
interactions, physical activity, eating habits, drinking habits etc. I-Omni will
accomplish this intuitively by mining data from media applications such as your
messaging app, and phone app and social media applications.

Assumptions
1.Its difficult to use stand alone apps to get a clear picture of our day to day
lives.

2.Individuals who use the existing apps dont mine the invasion of privacy the app
may present.

3.Individuals who need help in tracking their lives via digital trackers often have
issues mining their data in a useful way.

problem statement

Identify how large the market for a digital activity tracker
Identify the best mode for revenue (subscription, ad based)
Identify if their is a desire for an all in one digital activity tracker.

Analysis & Reporting Results

key findings:
1. Individuals track their activity however they do not use this data to make real
life changes
2. consumers desire an all in one tracker to assist in their daily lives
3. based on my data users stick to one app to track their activities.

I found it interesting most respondants did not pay for a app currently and had not
used multiple apps previously.

I was not able to satisfy all problem statement in my survey. It appears I need a
few more questions in my survey and more responses. I did learn that the larger your
data pool the better in the conceptualization portion of the process.