

Habit Oasis

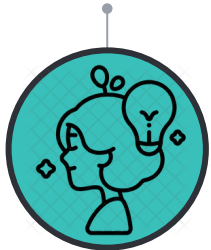


● Problems & Solutions



Forgetting to do things

Development of a personalized reminders system



Lack of time/motivation/organizing, procrastination, comfort, stress

Community, constant reminders



Lack of user-friendly interfaces, responsiveness or features for motivating friends

Modern app, custom profile, community

● Competition & Advantage over competition



Habitica (1M+)

Easier to add new tasks and edit them, reliable notifications and more modern design



Fabulous Daily Routine Planner (10M+)

Easily accessible without a membership paywall



Habit tracker (1M+)

Easy to mark progress and data synchronization using the account

Customer segments & Revenue Streams



Students (15-25)



Adults (25-50)



Seniors (50+)



App subscription



Ads



One time purchase



Customer validation

Google Forms & Interview Answers

- 38% - *more physical exercises*
- 35% - *healthier lifestyle*
- 20% - *better organised*

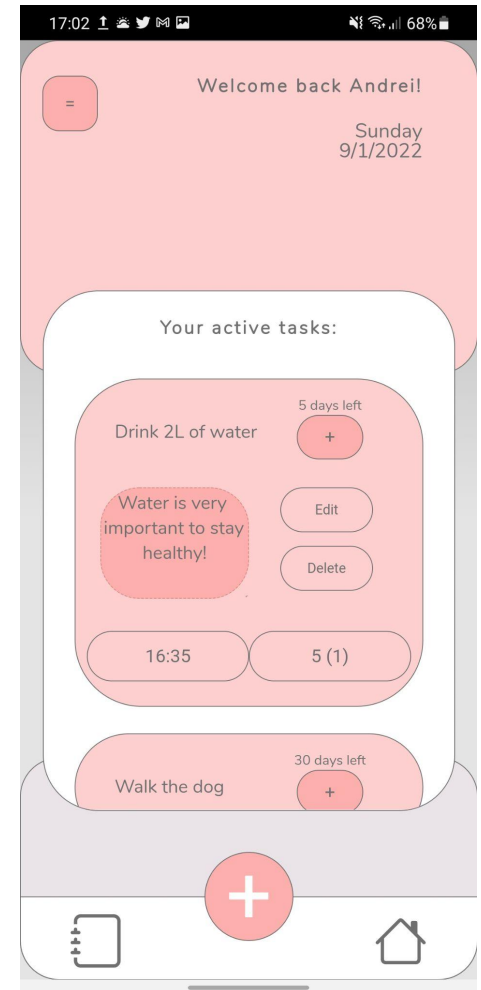
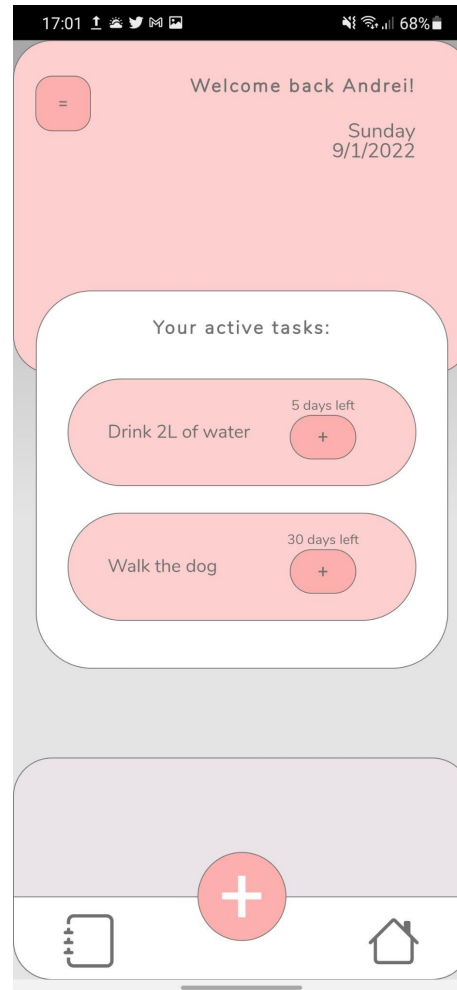
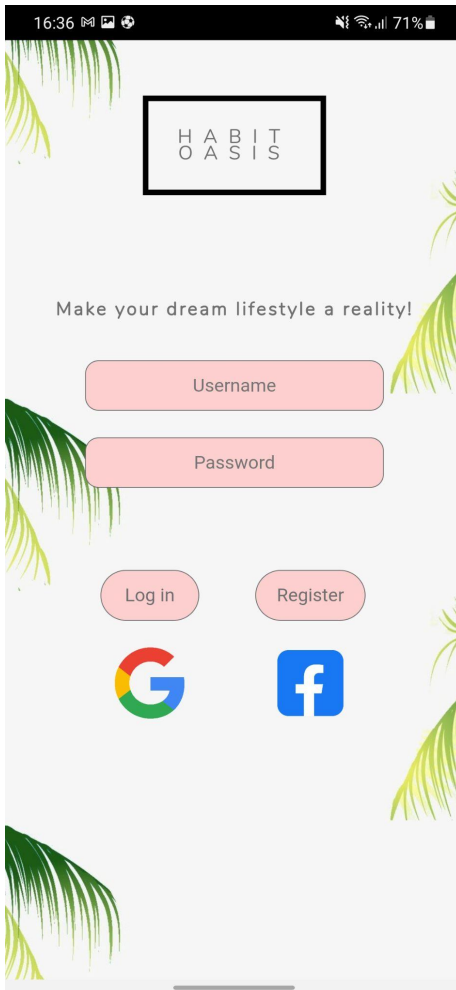
- > 50% - *do many repetitive actions*
- ~ 30% - *frequently forget to do a specific task*

- > 37% - *use their phones to remember what to do*
- 32% - *do nothing special to remember*
- *others - sticky notes, whiteboards, asking friends for reminders*

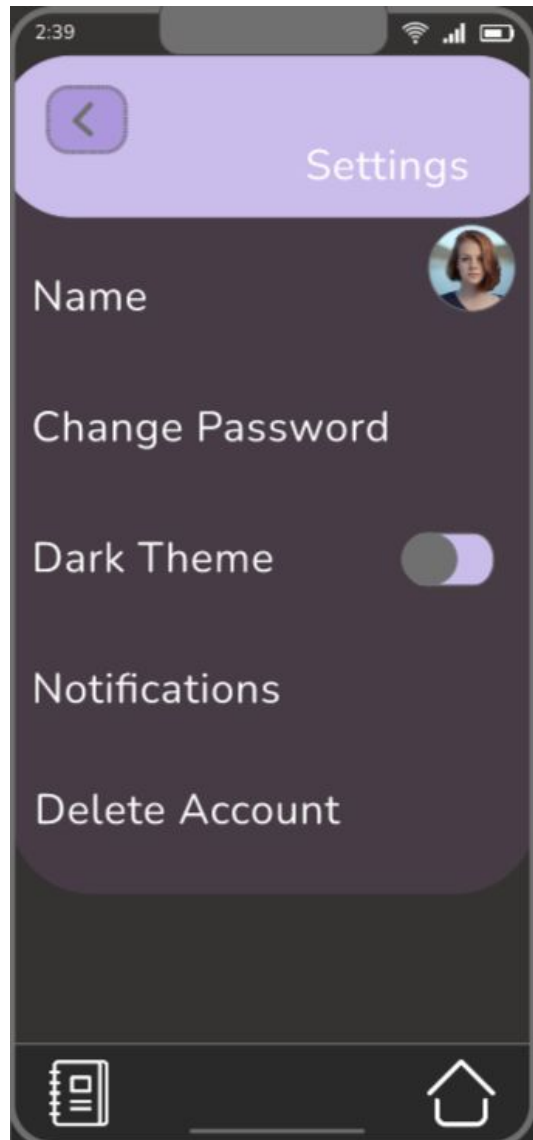
People like and are motivated by:

- *motivational videos* 75%
- *challenges* 95%
- *timed competitions* 77.5%
- *alarms* 87.5%
- *notes apps for planning* 82.5%
- *strict programs* 70%
- *sharing w/ friends* 85%
- *constant reminders* 47.5%
- *personalizable apps* 77.5%

MVP validation



Future App Design Updates



● Users feedback

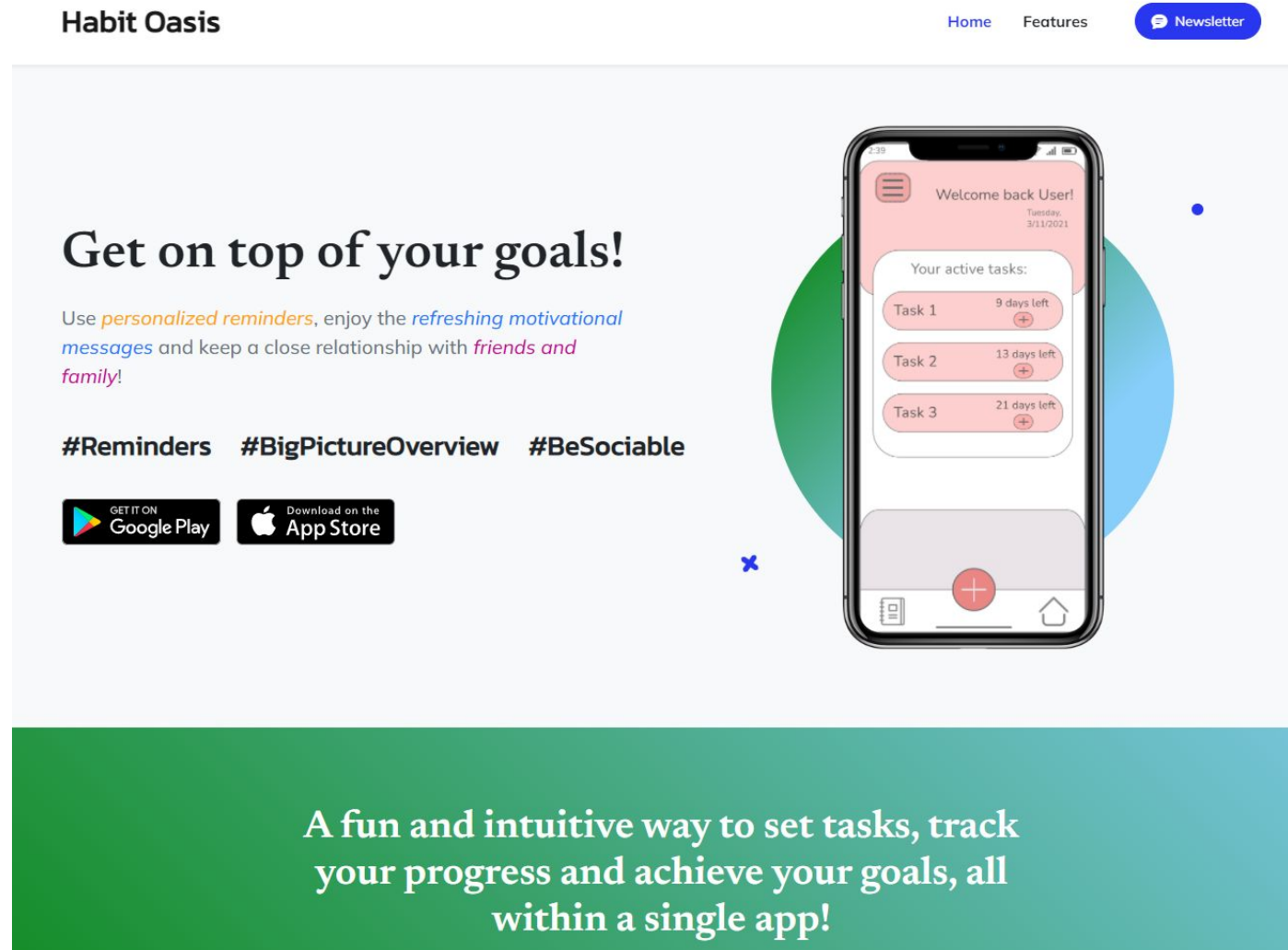
Positive

- Sharing with friends and motivating them
- Profile customization
- Reminders

Constructive

- Subscription price
- Tasks examples

Landing page

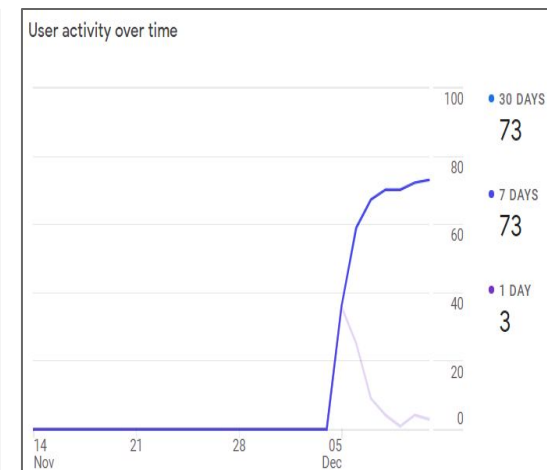
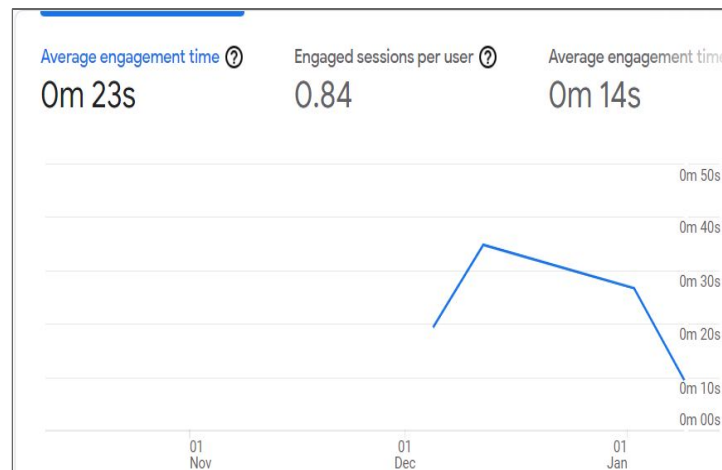
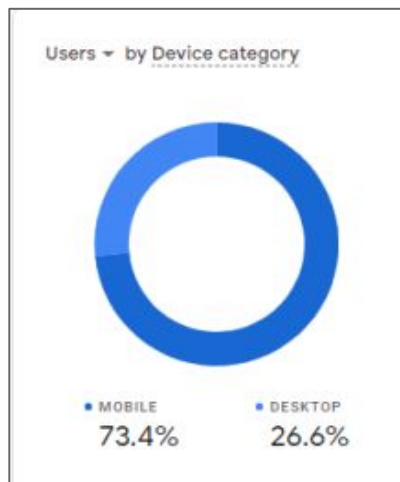


- 126 Page views
- 58 Scrolls
- 5 Subscribers

Analytics




- Reddit
- Instagram
- Facebook
- Direct
- LinkedIn



Feedback (app & landing page)




 imgrantye · 6 days ago


biggest advice I would have is add more images or at least a full scale background image. something related to an oasis would be dope. but images can grab attention much quicker than text.

your layout and looks good & consistent tho!

i might also try suggesting making your logo a little more preppy

 preguica00 · 6 days ago


I agree that on mobile, it has too much text. However, on PC it actually is a nice website. I would add a contact page on the menu and try to put more info about people's feedback on it or something more engaging.

 Soundshopenyc · 42 min. ago

I liked it. No criticisms. Also, I tried to click then realized that it was just the landing page. 👍

habitoasis ▾

2 OF 5 STEPS COMPLETE ▾





1
Posts


144
Followers

130
Following

Habit Oasis
Get on top of your goals! Use personalized reminders, enjoy the refreshing motivational messages and keep a close relationship w/ frien... more
deleanuradu.github.io/habit-oasis-landing-page/
Bucharest, Romania

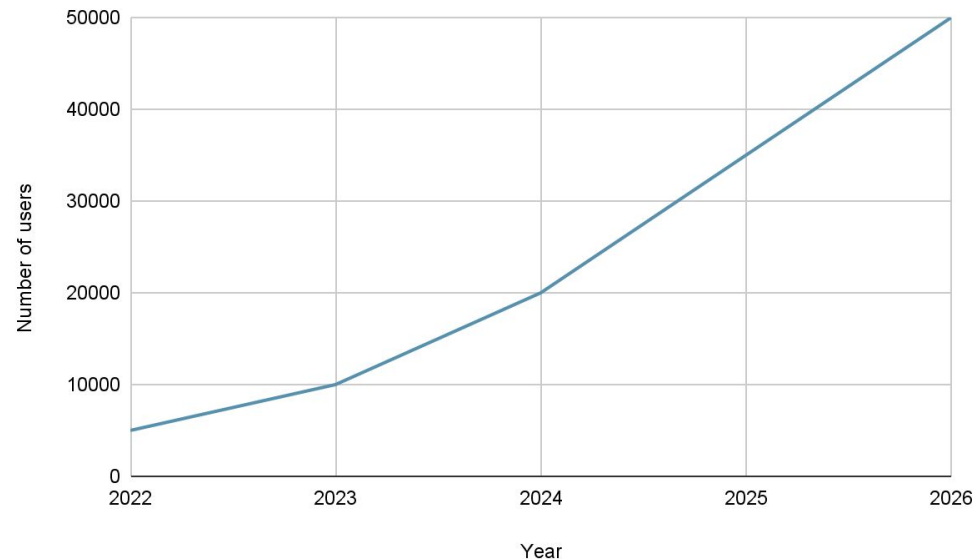
 **periwinkle_sage** I live habit building, task, to-do apps.... I would love to be a Beta Tester for this app... even before it is fully complete. Please DM me info on how to get the app now if you are willing!
6d 1 like Reply

 **habitoasis** @periwinkle_sage sounds great! Thank you, we appreciate it. We'll make sure you are one of our first beta testers, keep in touch 🥳 ✨
6d 1 like Reply

 **periwinkle_sage** @habitoasis awesome thanks!
6d 1 like Reply

● Conclusions

- Idea was validated => started building a first version of our app
- Approximation of 5K users for the first year
- 20% Premium Package Users for the first year



OUR TEAM



Ana Gheorghiță



Andrei Meșină



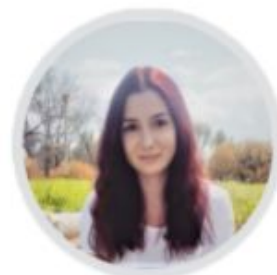
Teodor Todorov



Marius Marinescu



Radu Deleanu



Ana Țigmeanu

Habit Oasis



Thank you!

Q&A

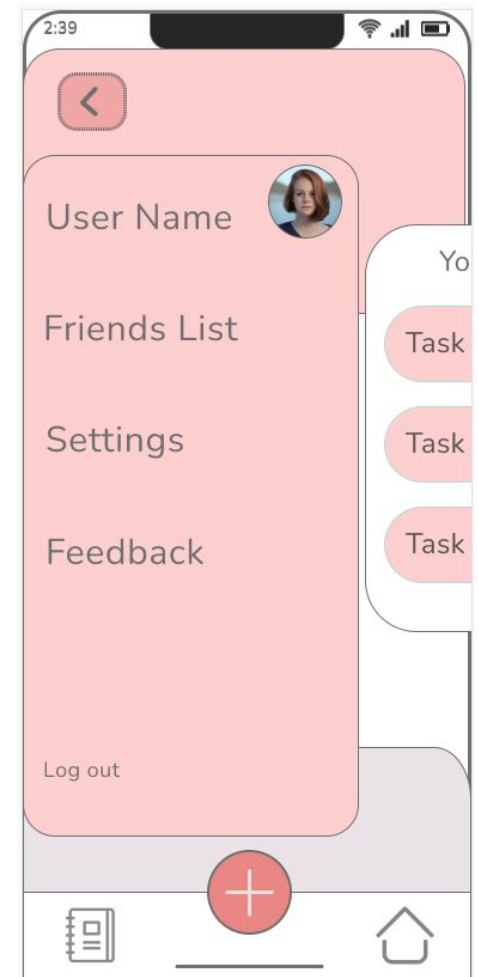
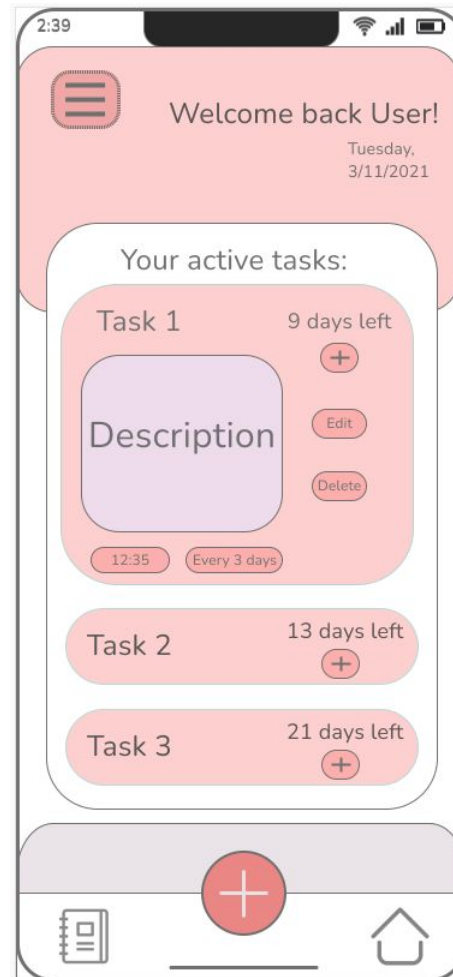


habitoasis

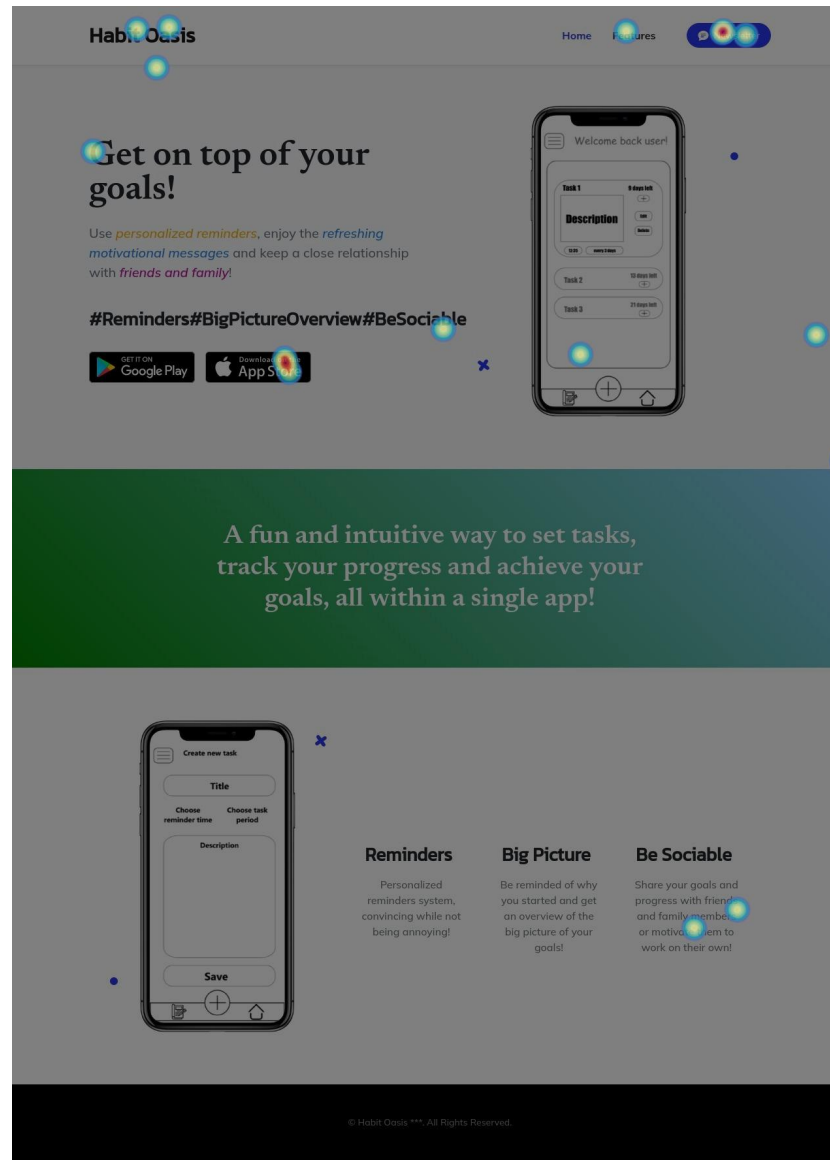


@habitoasis

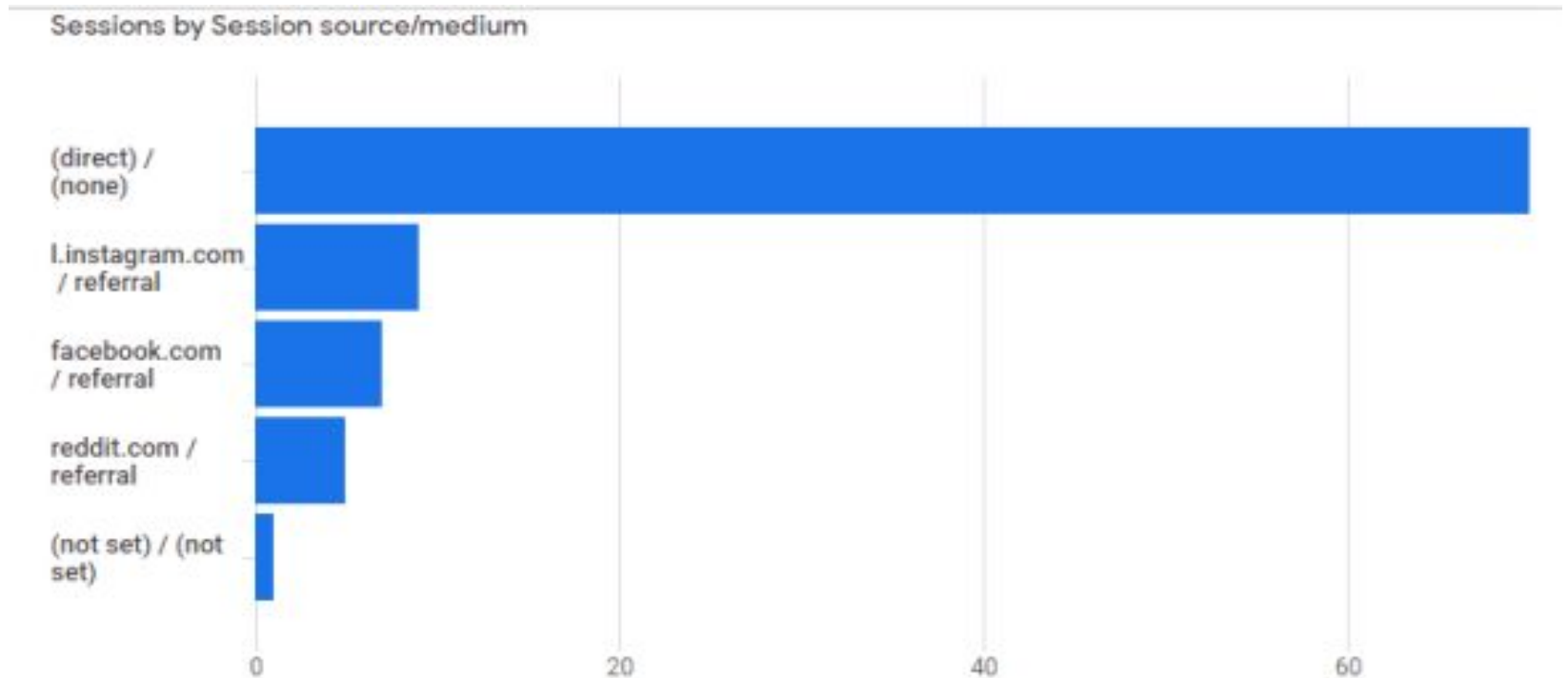
● MVP validation (after feedback)



Hotjar Heatmap



● Analytics



Not all the sessions launching platforms were registered correctly (most of them are "direct/none"), but we concluded, based on feedback (comments on posts/direct messages) and other statistics on Hotjar that the posts bringing us the most people were the ones on Reddit, followed by Instagram and Facebook.