



HABIT TRACKER

SMART ROUTINES

Market Differentiation Strategy

// EVIDENCE-BASED HABITS. NO FLUFF.

Strategic Analysis

Q1 2025

Executive Briefing

THE PROBLEMS WE SOLVE

CURRENT MARKET FAILURES

■ 60% Day-1 Abandonment

Users face "blank slate paralysis" - they don't know what habits to track or how many

■ #1 User Complaint: Streak Anxiety

"I had a 120-day streak and got the flu. Lost everything. Deleted the app."

■ No Actionable Insights

Apps tell users WHAT they did, not WHY they succeed or fail

OUR OPPORTUNITY

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COMPETITORS OFFER BOTH SCIENCE-BACKED TEMPLATES AND BEHAVIORAL INSIGHTS

Market Gap:

FEATURE LANDSCAPE

APP	SCIENCE - BACKED TEMPLATES	BEHAVIORAL INSIGHTS	FLEXIBLE STREAKS	CROSS-PLATFORM	FREE TIER
Streaks	-	-	-	iOS Only	Paid
Habitica	Generic	Basic Stats	Rest Inn	Yes	Yes
Loop	-	Good	Yes	Android	Yes
Habitify	-	Mood Only	-	Yes	Limited
Fabulous	Duke Research	-	-	Yes	Premium
Habit Tracker	CDC/WHO/NIH	Full Analysis	Skip + Strength	PWA	Yes

// OUR UNIQUE POSITION

The only habit tracker with multi-source scientific citations (CDC, WHO, NIH, AASM) AND automatic behavioral pattern detection.

// TARGET SEGMENTS

Primary: Results-oriented optimizers (willing to pay)

Secondary: Overwhelmed beginners (large volume)

// PRIMARY KILLER FEATURE

SMART ROUTINES

Science-Backed Templates + Behavioral Insights

SCIENCE-BACKED TEMPLATES

Solves Day-1 abandonment

4 Goal-Based Routines:

- **Get Fitter** - CDC, WHO, ACSM backed
- **Sleep Better** - AASM guidelines
- **Be Productive** - APA research
- **Reduce Stress** - NIH protocols

Each routine: 10 evidence-based habits with timing, rationale, and source citations.

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// SUPPORTING FEATURE

FLEXIBLE STREAK SYSTEM

"Streaks That Don't Punish Life"



SKIP DAY BUTTON

Mark sick days, travel, or rest without breaking your streak.

Before: 120-day streak lost to flu

After: Streak preserved, day marked "Skip"



HABIT STRENGTH SCORE

Decay algorithm: lose 10% per miss instead of 100% reset.

0-20: Fragile

21-80: Building/Strong

81-100: Mastered



WEEKLY GOALS

"3x per week" instead of rigid daily requirements.

Benefit: Flexibility for real life

Status: Already supported in code

// IMPACT

Addresses #1 cause of app abandonment across all habit trackers

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DAYS TO IMPLEMENT

DEVELOPMENT ROADMAP

01

FOUNDATION

- Science-backed templates
- Basic insights module
- Correlation matrix
- Day-of-week patterns
- Skip day feature

Content already exists

02

PREMIUM LAYER

- Habit strength algorithm
- Advanced NLG insights
- LLM-powered coach

REVENUE PROJECTIONS

PRICING TIERS

<div>FREE</div> <div>Basic tracking, templates, streaks, skip days</div>	\$0
<div>INSIGHTS PRO</div> <div>Correlations, patterns, habit strength, trends</div>	<div>\$3.99/mo</div> <div>or \$29/yr</div>
<div>AI COACH</div> <div>Everything + personalized AI recommendations</div>	<div>\$7.99/mo</div> <div>or \$59/yr</div>

YEAR 1 PROJECTION (5,000 USERS)

Free Users	<div>4,350</div>	87%
Insights Pro (10%)	<div>500 x \$29</div> <div>\$14,500</div>	

NEXT STEPS

IMMEDIATE ACTIONS

- **Approve Phase 1 Development**
Templates + Basic Insights + Skip Days
- **Define Success Metrics**
Day-1 retention, 30-day retention, NPS
- **Plan Beta Launch**
Target: 500 users for validation
- **Brand Positioning Review**
"Evidence-based habits. No fluff."

KEY RISKS & MITIGATIONS

Risk: Insights need 30+ days data

Mitigation: Progress bar "Collecting data (12/30 days)"