HT | 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

0

COMPETITORS OFFER BOTH SCIENCE-BACKED TEMPLATES AND BEHAVIORAL INSIGHTS

Market Gap:

No habit tracker starts users with evidence-based routines then helps them understand their personal patterns.

We can own this position.

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)

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.

3-5

DAYS TO IMPLEMENT (CONTENT EXISTS)

BEHAVIORAL INSIGHTS

Tells users WHY they succeed/fail

Automatic Pattern Detection:

- **Correlations** - "Skip Meditation = 3x likely to skip Reading"
- **Day Patterns** - "87% Mondays, 52% Fridays"
- **Trends** - "Morning routine up 23% this month"
- **Sequencing** - "Exercise 40% better after Wake Early"

Client-side computation (no server cost). Requires 21+ days data for basic insights.

8-10

DAYS TO IMPLEMENT BASIC VERSION

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

7D 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

4-6
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
- Premium tier gates
- Payment integration

Gemini API: <$5/mo for 1000 users

03
PLATFORM EXPANSION

- Capacitor setup
- Health API integration
- HealthKit (iOS)
- Health Connect (Android)
- App Store submissions

Optional - high effort

15-20	14-18	20-30	MVP
PHASE 1 DAYS	PHASE 2 DAYS	PHASE 3 DAYS	PHASE 1 = DIFFERENTIATION
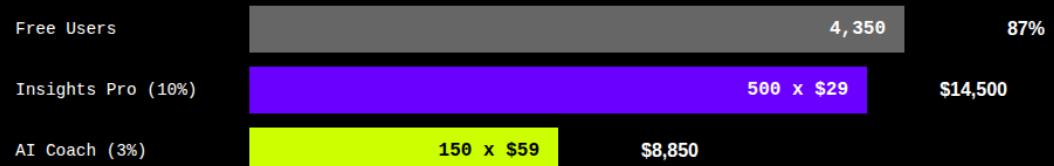
REVENUE PROJECTIONS

PRICING TIERS

FREE
Basic tracking, templates, streaks, skip days

$0

INSIGHTS PRO
Correlations, patterns, habit strength, trends

$3.99/mo
or $29/yr

AI COACH
Everything + personalized AI recommendations

$7.99/mo
or $59/yr

YEAR 1 PROJECTION (5,000 USERS)

Free Users	4,350	87%
Insights Pro (10%)	500 x $29	$14,500
AI Coach (3%)	150 x $59	$8,850

$23,350
YEAR 1 ARR (5K USERS)

Infrastructure Cost: Near $0 (client-side compute)
API Cost: <$60/yr (Gemini free tier)
Margin: ~99%

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)"

Risk: Swiss Brutalism may alienate some users
Mitigation: A/B test softer variant for broader appeal

Risk: Competitor replication
Mitigation: First-mover advantage + execution quality

"Smart Routines" creates a defensible market position with minimal development investment.

GO