

Literature Review

1. Market Research
2. Competitor analysis

تحليل تطبيقات تتبع العادات

اسم التطبيق	عادة مخصصة	فئات العادات	هيكل التتابع	التعليق	تذكير بالموقع	التعلم	الأصدقاء
Habit Tracker	✓	✓	✓	○	○	✓	✓
Productive	✓	✓	✓	○	✓	✓	○
Habit	✓	✓	✓	○	○	○	○
Habit Minder	✓	✓	✓	○	○	○	○
Habify	✓	✓	✓	○	✓	○	✓
Habit Space	✓	✓	○	○	○	○	○
Done	✓	✓	✓	✓	○	○	○
Get Habit	✓	✓	○	○	○	✓	✓
متعقب	✓	✓	✓	✓	✓	✓	✓

EFFORT MATRIX

I used the Effort Matrix to analyze user expectations and prioritize key product features. This allowed me to clearly prioritize for creating an efficient product.

Through this process, I identified **6** essential features for development, **6** desirable additions, and **3** costly and low-priority ones.

Quick Wins

- The habit's state changes when pressing "Done," and a characteristic sound plays to indicate the habit is completed.
- Avoid overwhelming the app with too many rewards or characters.
- Allow users to disable notifications that are not related to their habits.
- Motivational phrases from the app after completing a task.
- Display icons for functions on the screen so users don't have to search for hidden gestures or actions.
- Allow users to immediately input a custom habit name.

Big Projects

- Create an onboarding with concise text for easy user comprehension.
- Separate page for detailed analytics and trophies.
- Offer a wide variety of habits through search.

Low Effort

- Allow linking the app's calendar with Google Calendar.
- Display analytics about completed days on the main page.
- Save recent or most popular search queries for convenience.
- Allow users to change the order of completion marks (to view both the calendar and list).
- Allow users to set repeat notifications if a task is not completed.
- Add a selection of images that may suit the user's habit.

High Impact

Time Wasters



COMPETITORS ANALYSIS

The competitive analysis method was chosen to explore existing solutions, identifying strengths, weaknesses, and user experience patterns across various competitors and their features.

4 competitors analyzed
12 solutions compared



Functionality	 Productive	 Habit	 Done	 Habits
Preliminary Questionnaire	1	1	-	-
Tips for New Users	1	1	-	-
Motivational Rewards	1	-	-	-
Progress Charts	1	1	1	1
Progressive Calendar	1	1	1	1
Reminder Sound Settings	1	-	1	-
Location-Based Reminders	1	-	-	-
Recommended Habits	1	1	1	1
Ability to Add Multiple	1	1	1	1
Habits	1	1	1	1
Habits	1	1	1	1
Habit Time Tracking	1	1	1	1
Frequency Selection	1	1	1	1
Habit Personalization	1	1	1	1
Total score	12	9	8	6