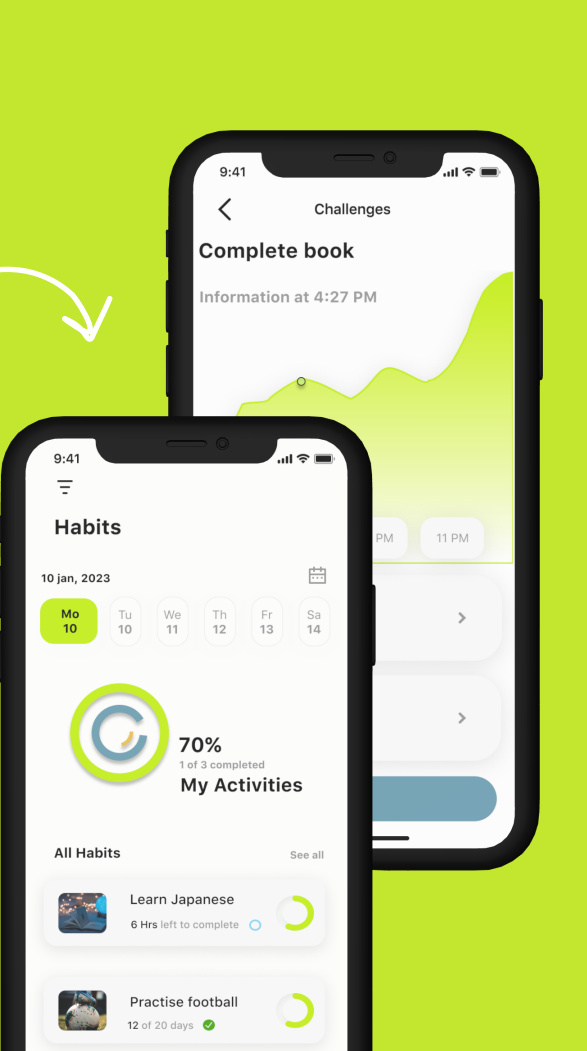
LIFECYCLE
A HABIT TRACKER



Overview

A Habit Tracker based on "Nir Eyal's Hooked concept to build habit forming products". Nir Eyal is an expert on habit-forming technology and his framework for creating habit-forming products includes four steps: trigger, action, reward, and investment. Lifecycle is a Habit tracking tool that helps individuals track and maintain their desired habits, it includes features such as reminders, progress tracking, and rewards systems to help users stay motivated and on track. Our Habit tracker is designed to incorporate Eyal's framework elements in order to increase engagement and user retention.

Blue
C6EE2A

GreenYellow
C6EE2A

White
F2F2F2

Dark Grey
A1A1A1

Light Grey
E3E3E3

Black
4A4A4A

COLOUR PALETTE

Blue is a chosen as primary color as its often associated with feelings of calmness, trust, and stability. Its calming effect can make it a popular choice in interior design and fashion, while its association with dependability and intelligence make it a popular choice here.

Green is chosen as secondary color as this color is used to symbolize growth, success, and stability in various aspects of life and business. Its association with nature and the environment can also convey a message of sustainability and social responsibility. The other neutral colors are given to give premium look for the app and to maintain its simplicity.

TYPEFACE

I have used SF pro font because it is Created by Apple and is used in all Apple Products and User Interfaces.It is a versatile, elegant and highly legible font that is suitable for a wide range of uses including body text, headlines, and titles. The font features a variety of weights and styles, including regular, medium, semibold, and bold, as well as italic versions of each weight

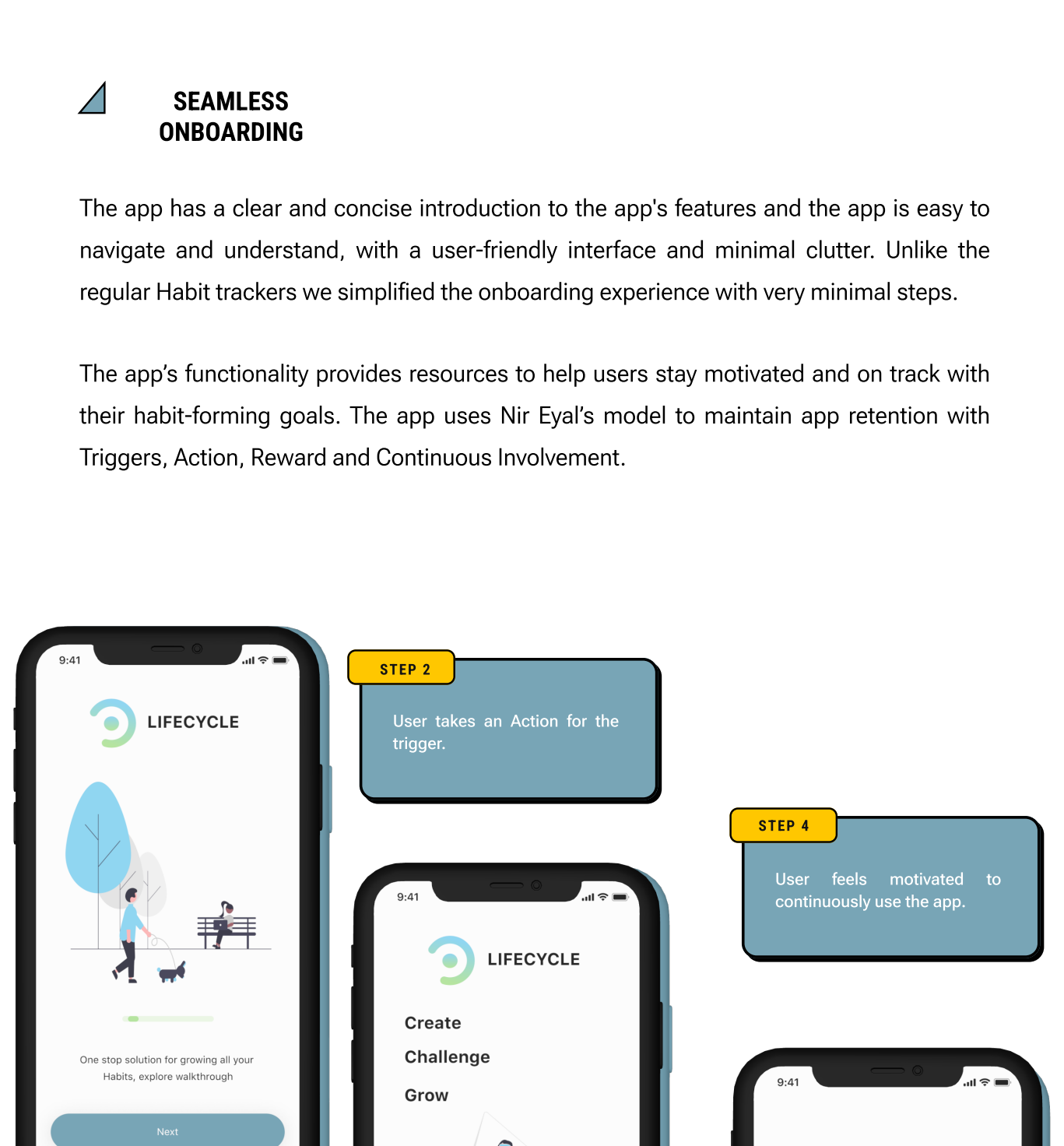
FONT	WEIGHTS	TYPE SAMPLE
SF pro **San Francisco pro**	Ag H1 . 32 Bold	Playfair Display ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuv 0123456789
	Ag H2 . 24 Bold	SF Pro ABCDEFGHIJKLMNOPQ abcdefghijklmnopqrstuv 0123456789
	Ag H3 . 20 SemiBold	SF Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	Ag H4 . 16 Bold	SF Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	Ag H5 . 14 SemiBold	SF Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
	Ag Body . 12 SemiBold	SF Pro ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

PAGE #1

SEAMLESS ONBOARDING

The app has a clear and concise introduction to the app's features and the app is easy to navigate and understand, with a user-friendly interface and minimal clutter. Unlike the regular Habit trackers we simplified the onboarding experience with very minimal steps.

The app's functionality provides resources to help users stay motivated and on track with their habit-forming goals. The app uses Nir Eyal's model to maintain app retention with Triggers, Action, Reward and Continuous Involvement.



STEP 1

Triggers users to use the app with Notifications.

STEP 2

User takes an Action for the trigger.

STEP 3

Rewards for Action to initiate Continuous involvement.

STEP 4

User feels motivated to continuously use the app.

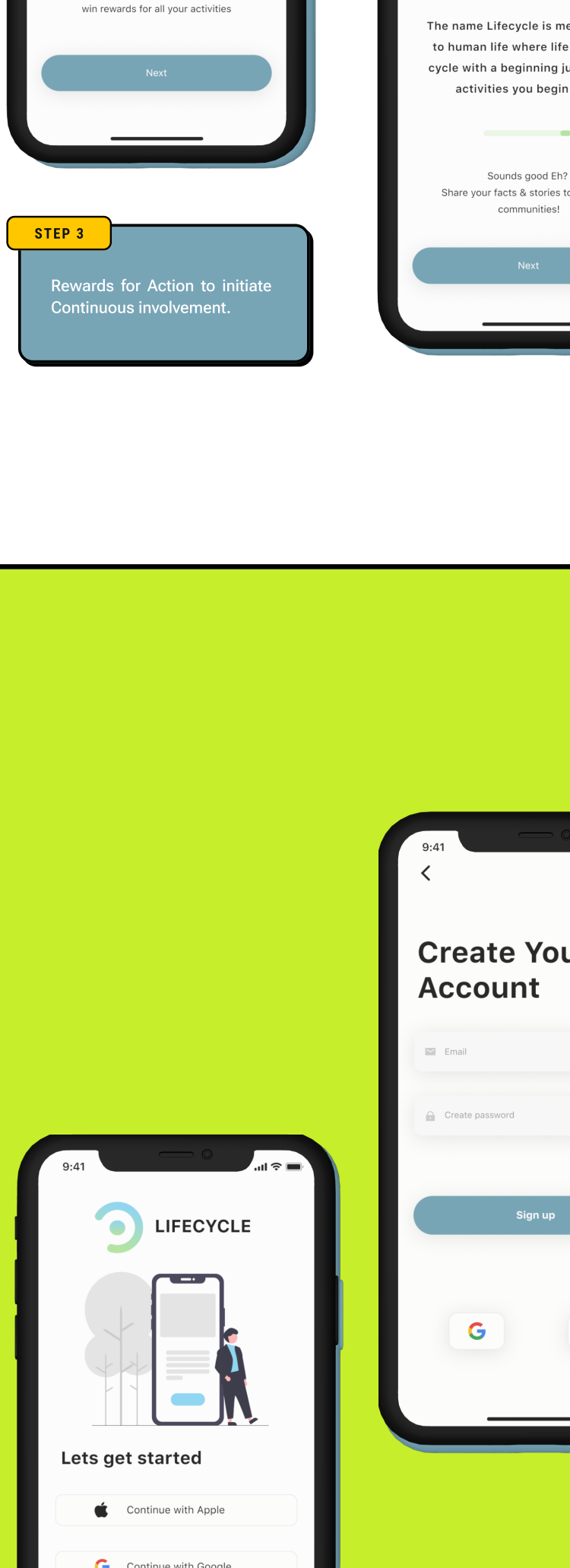
One stop solution for growing all your Habits, explore walkthrough

Create, track, challenge, bet and grow habits to win rewards for all your activities

The name Lifecycle is metaphorical to human life where life itself is a cycle with a beginning just like the activities you begin here.

Sounds good Eh?
Share your facts & stories to our huge communities!

REGISTER & LOGIN SCREENS



STEP 1

The Lifecycle has Sign up Call to Action button to enable easy Sign up process.

STEP 2

Enter mail ID and Verify mail to complete sign up process with just a snap of a finger.

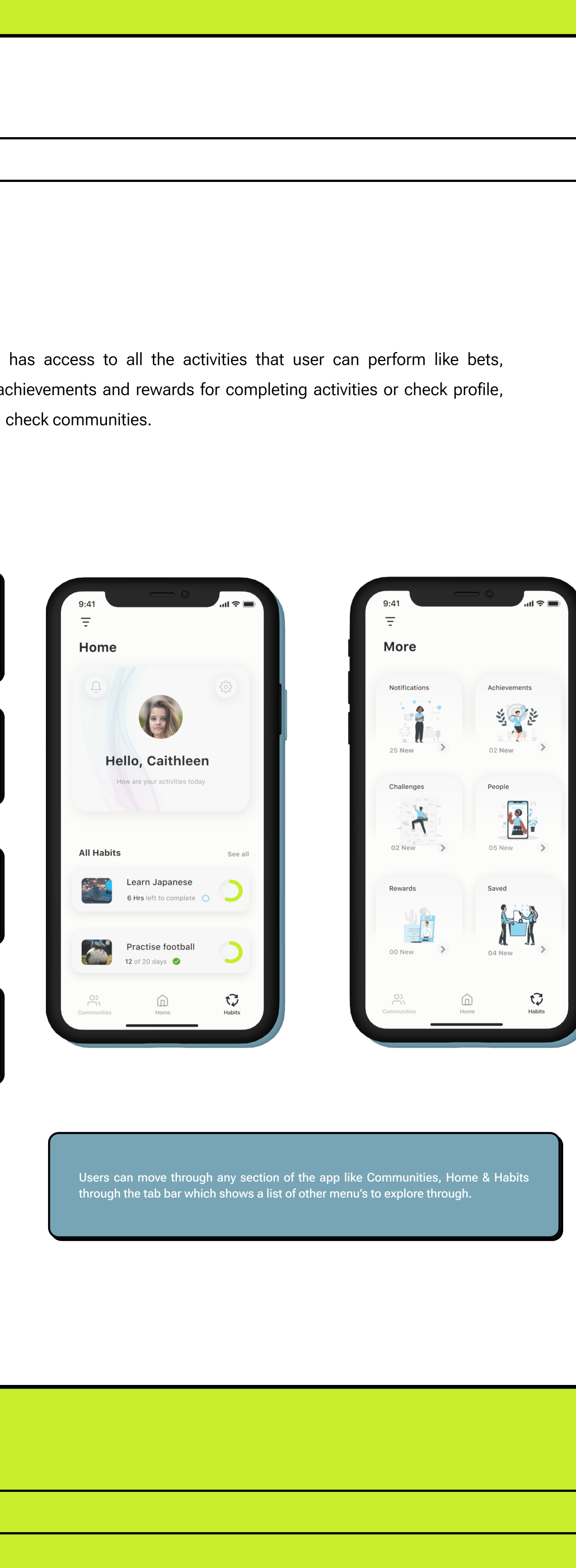
STEP 3

The app also has Google and Apple CTA button to Sign up through Apple ID and Google account.

PAGE #3

HOME SCREEN

The Lifecycle Home has access to all the activities that user can perform like bets, challenges, Habits, achievements and rewards for completing activities or check profile, respond to followers, check communities.



Hamburger menu has all the other app related functions like settings, account settings, Instructions and other menu's

The user can click on the profile picture to see a detailed info about the activities taken by the user.

The user can check notifications and go to profile settings menu directly from the home screen icons.

The app shows list of habits to be done for the day to stay updated without missing any activities.

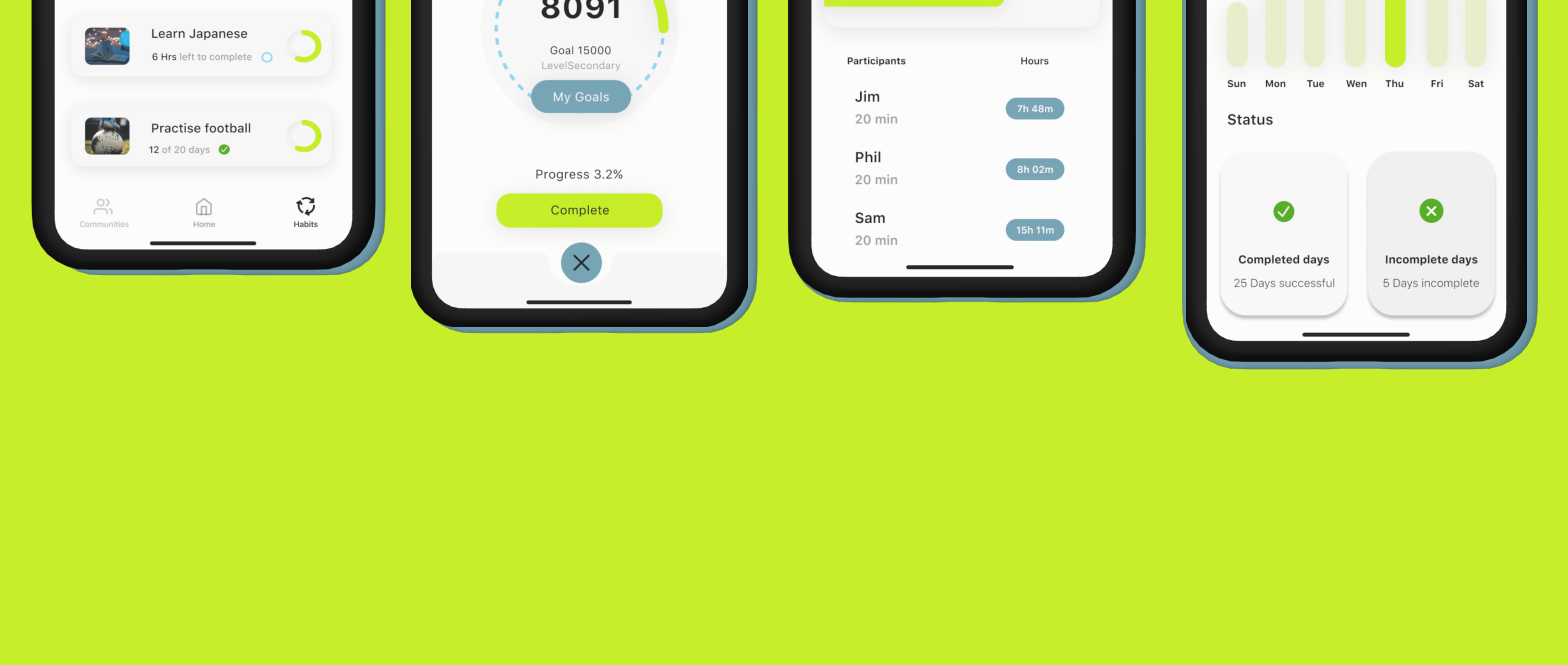
Users can move through any section of the app like Communities, Home & Habits through the tab bar which shows a list of other menu's to explore through.

PAGE #4

HABIT TRACKING FLOW

The Lifecycle Habit tracker has a Habit screen which shows the progress of activities for the day and shows the activities to be completed.

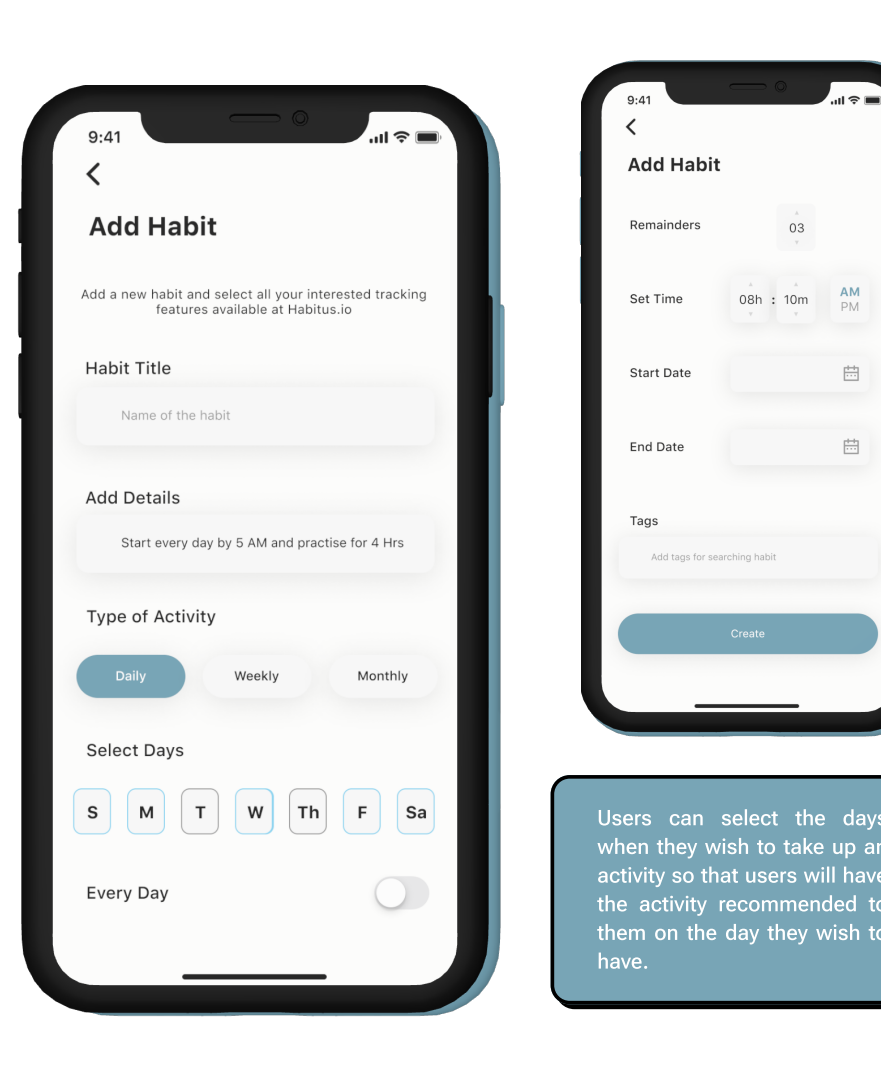
Tapping a activity shows detailed tracking information like view scores, analyze the activity in detail.



PAGE #5

CREATE NEW HABIT

The following screens helps the user to create new habit, it has options to select the type of habit being daily, weekly or monthly, set remainders and set time to remind so that the user can have the tracking information required to track activity.



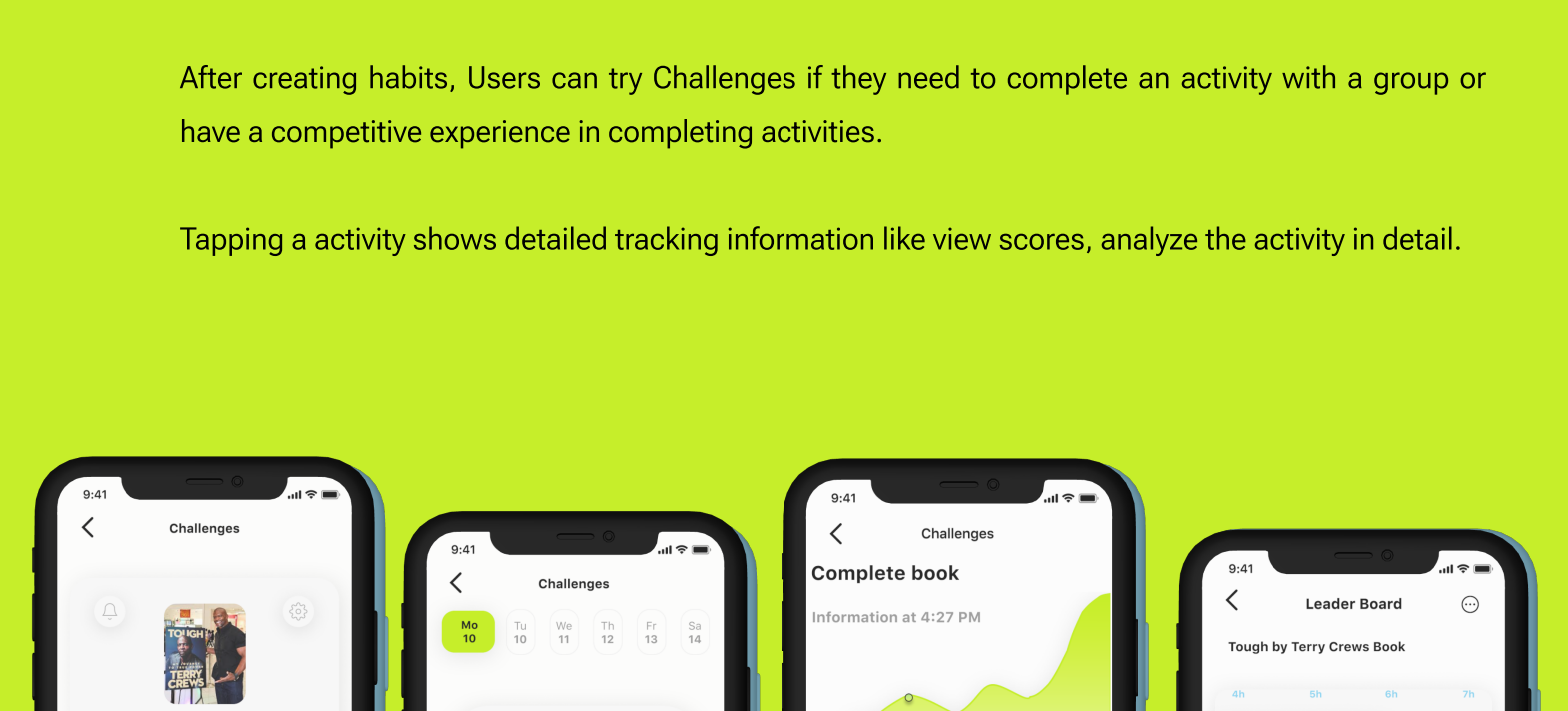
Users can select the days when they wish to take up an activity so that users will have the activity recommended to them on the day they wish to have.

PAGE #6

CHALLENGE ACTIVITY FLOW

After creating habits, Users can try Challenges if they need to complete an activity with a group or have a competitive experience in completing activities.

Tapping a activity shows detailed tracking information like view scores, analyze the activity in detail.

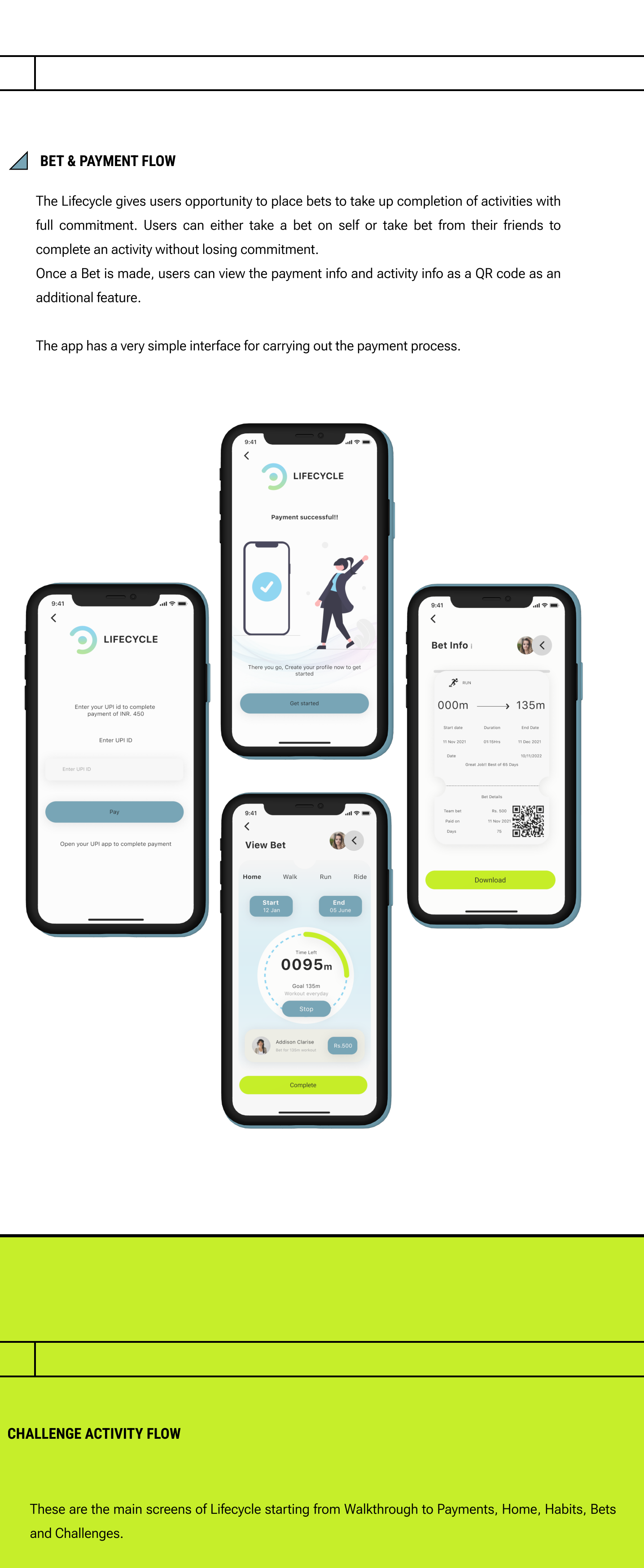


PAGE #5

BET & PAYMENT FLOW

The Lifecycle gives users opportunity to place bets to take up completion of activities with full commitment. Users can either take a bet on self or take bet from their friends to complete an activity without losing commitment.
Once a Bet is made, users can view the payment info and activity info as a QR code as an additional feature.

The app has a very simple interface for carrying out the payment process.

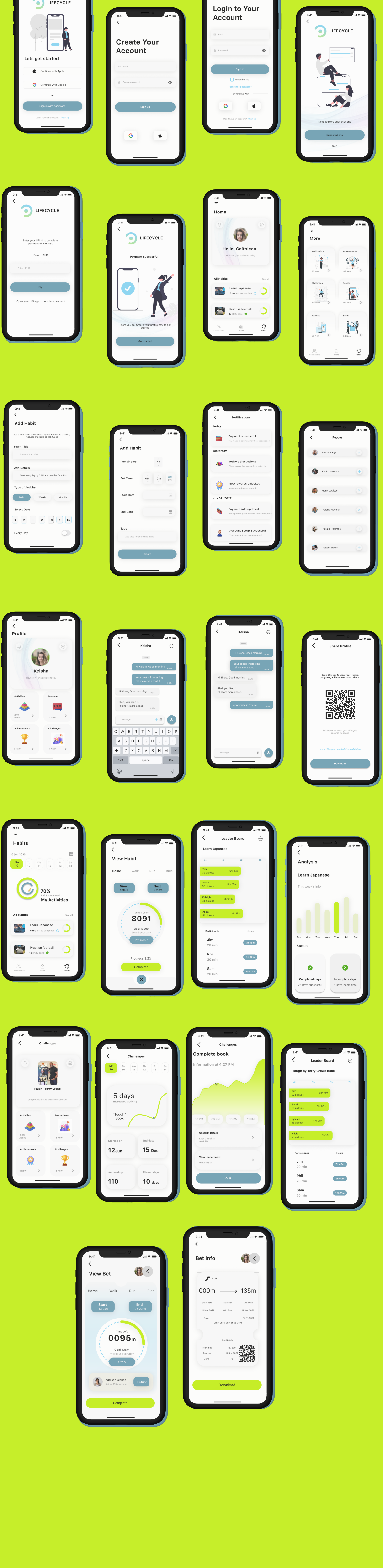


PAGE #6

CHALLENGE ACTIVITY FLOW

These are the main screens of Lifecycle starting from Walkthrough to Payments, Home, Habits, Bets and Challenges.

The Visual design of the App involves minimum use of colors to reduce the visual load to the users thus ensuring premium look and feel of the app. Its has 60% Primary color, 30 % Secondary Colors and 10% Neutral colors.



Thank you for watching