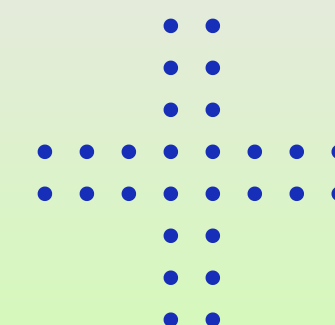
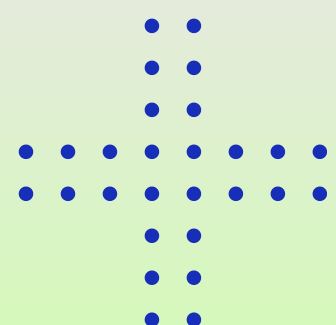


FULL STACK FORCE

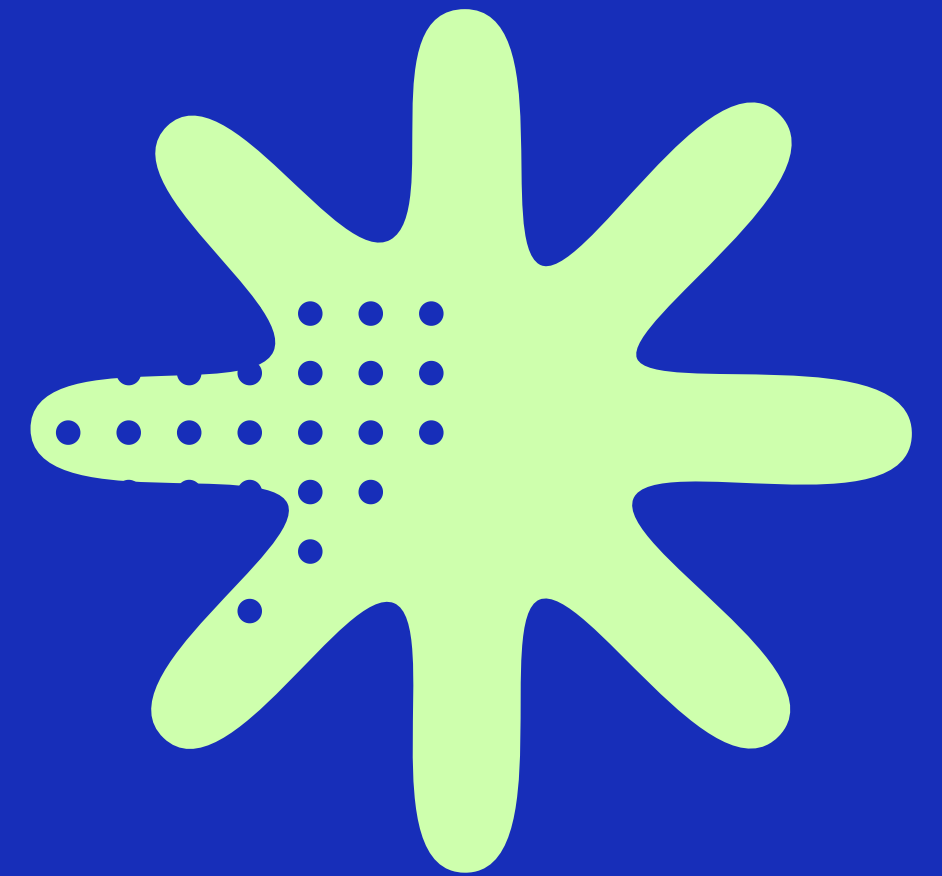
PETQUEST

Milestone 3: Software Market Research Report



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Agenda Overview



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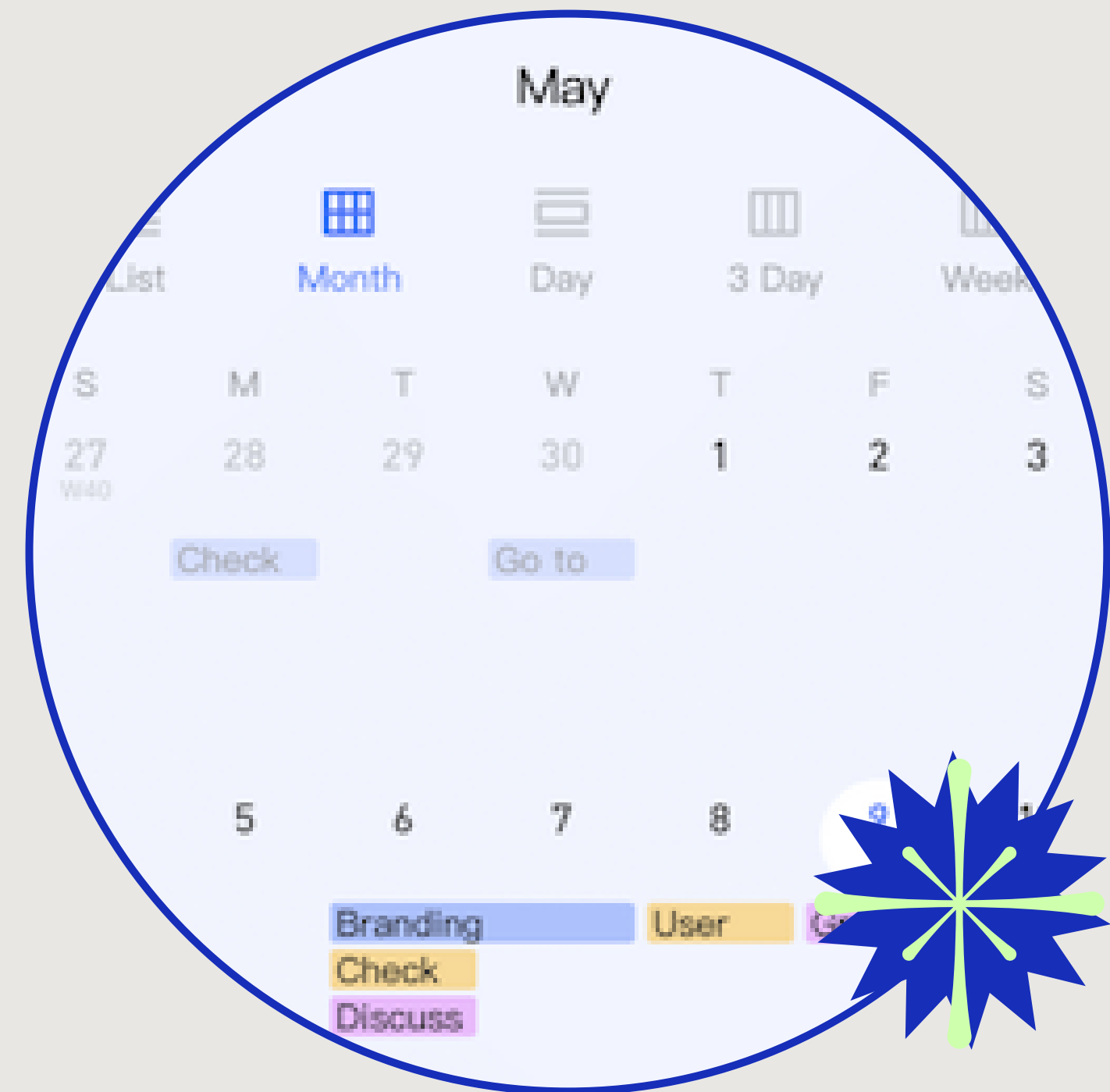
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Conclusion



Introduction

Over the course of the next year, we will be developing a mobile app that combines a calendar and a to-do list. We will be integrating a pet simulator to keep our users engaged and encouraged to complete their events, tasks, or chores. Our primary audience are parents and children, Market research for our application is extremely important given that multiple companies already provide services such as our own. We want to find the strengths and weaknesses of our competitors to further make our application as great as we can while still keeping it unique and our own. Our application will be innovative, fun, and current.



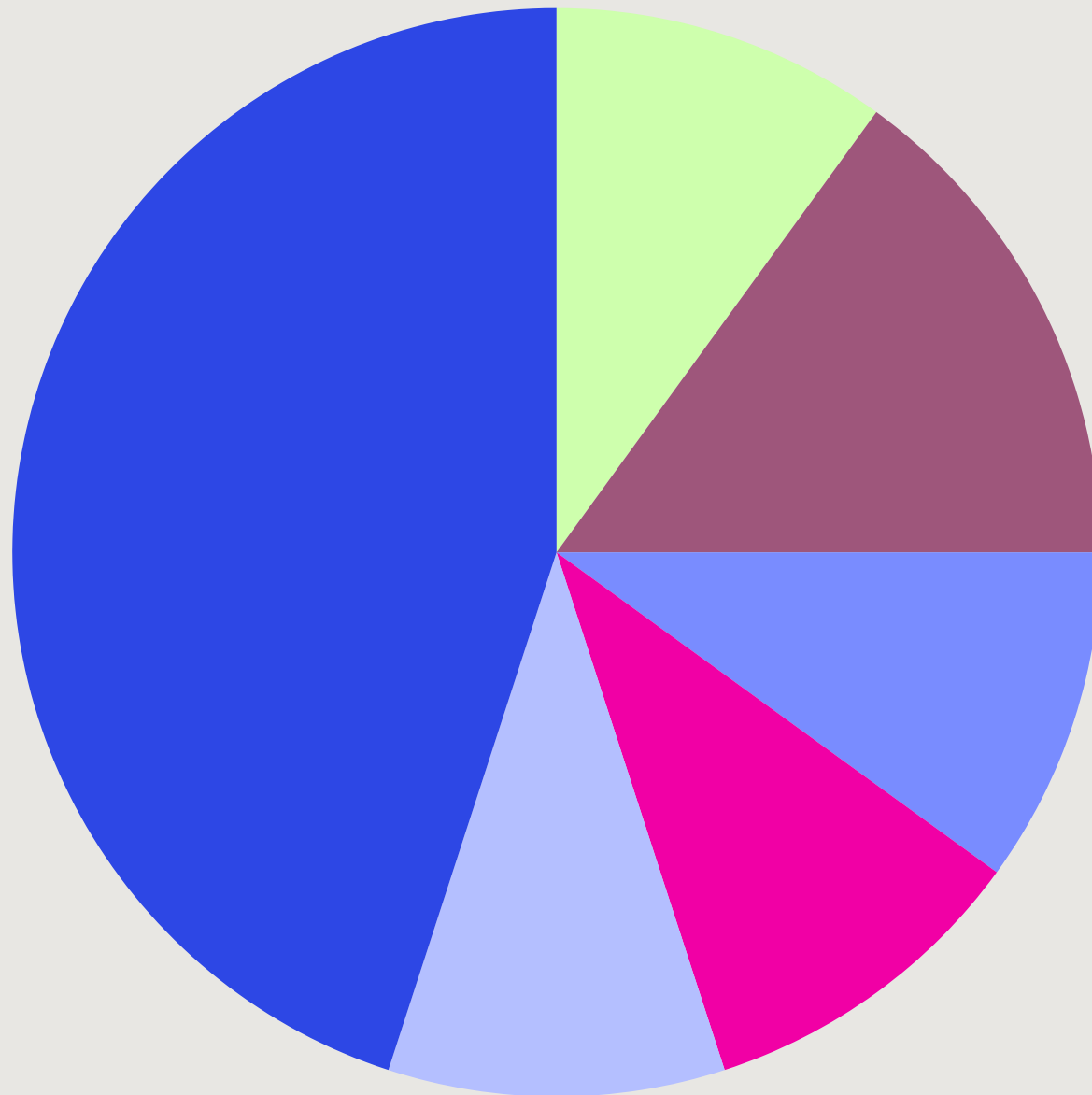
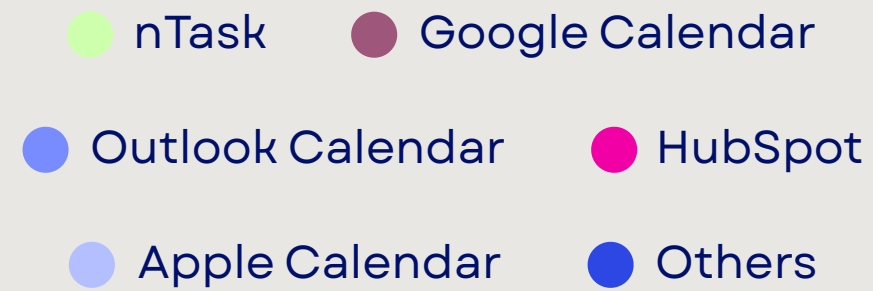
Market Size

The to-do list and calendar app market is experiencing notable shifts that reflect broader technological advancements and changing user needs, with projected market size of \$2.5 billion in 2025 and a steady growth rate of 15% through 2033. This growth is largely fueled by the widespread use of smartphones and the popularity of cloud-based apps, which make up about 90% of the market as remote work and flexible schedules become increasingly normalized.

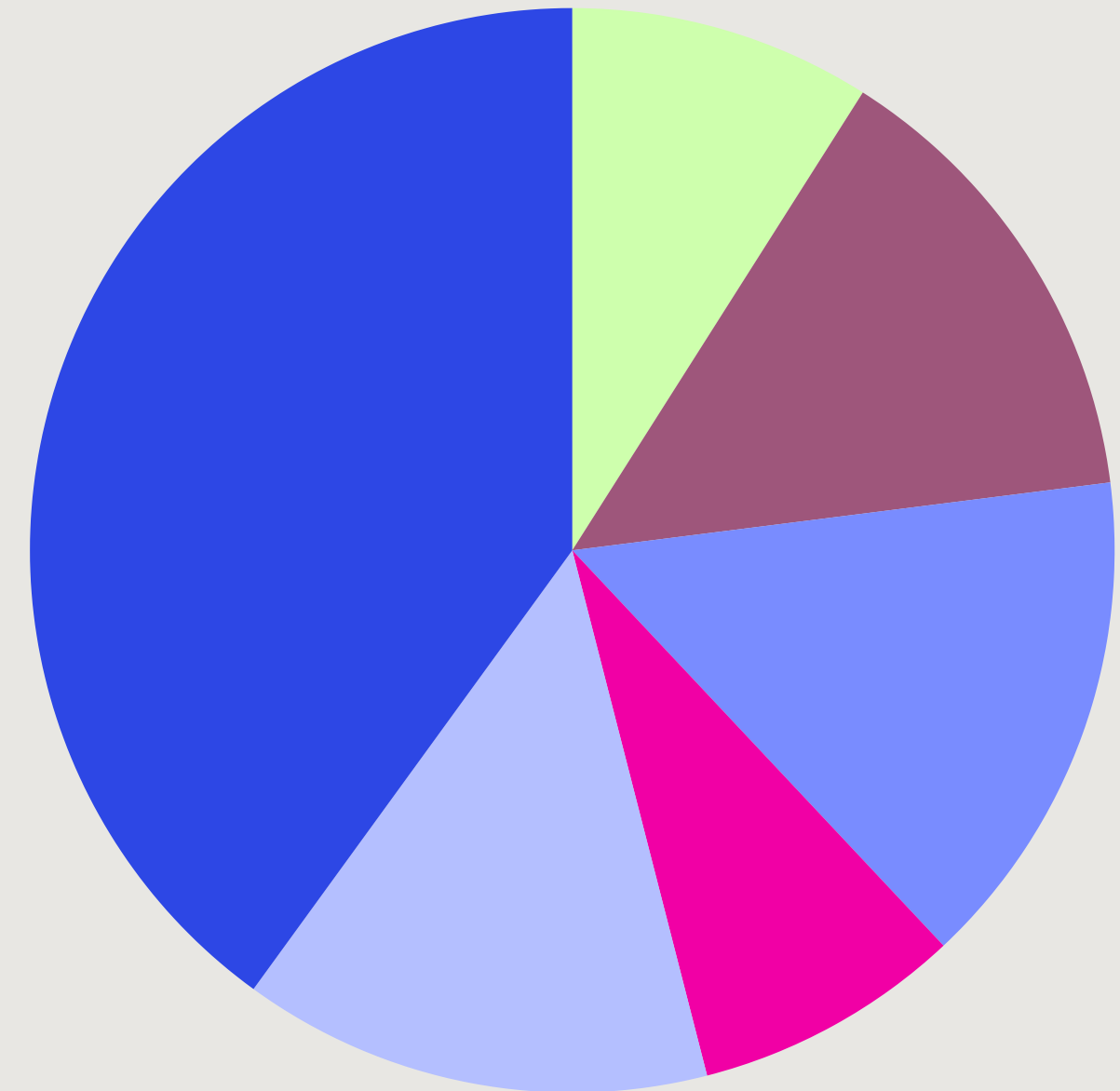
This is evident in the rising popularity of cross-platform apps, which cater to a growing demand for unified access to schedules and tasks, whether on smartphones, tablets, or desktops. The market's projected growth, fueled by widespread smartphone and tablet use, particularly in regions like the United States, underlines this shift toward mobile, interconnected productivity tools.

Major Players

Calendar:



To-Do List:





General observations Potential Shifts and Trends

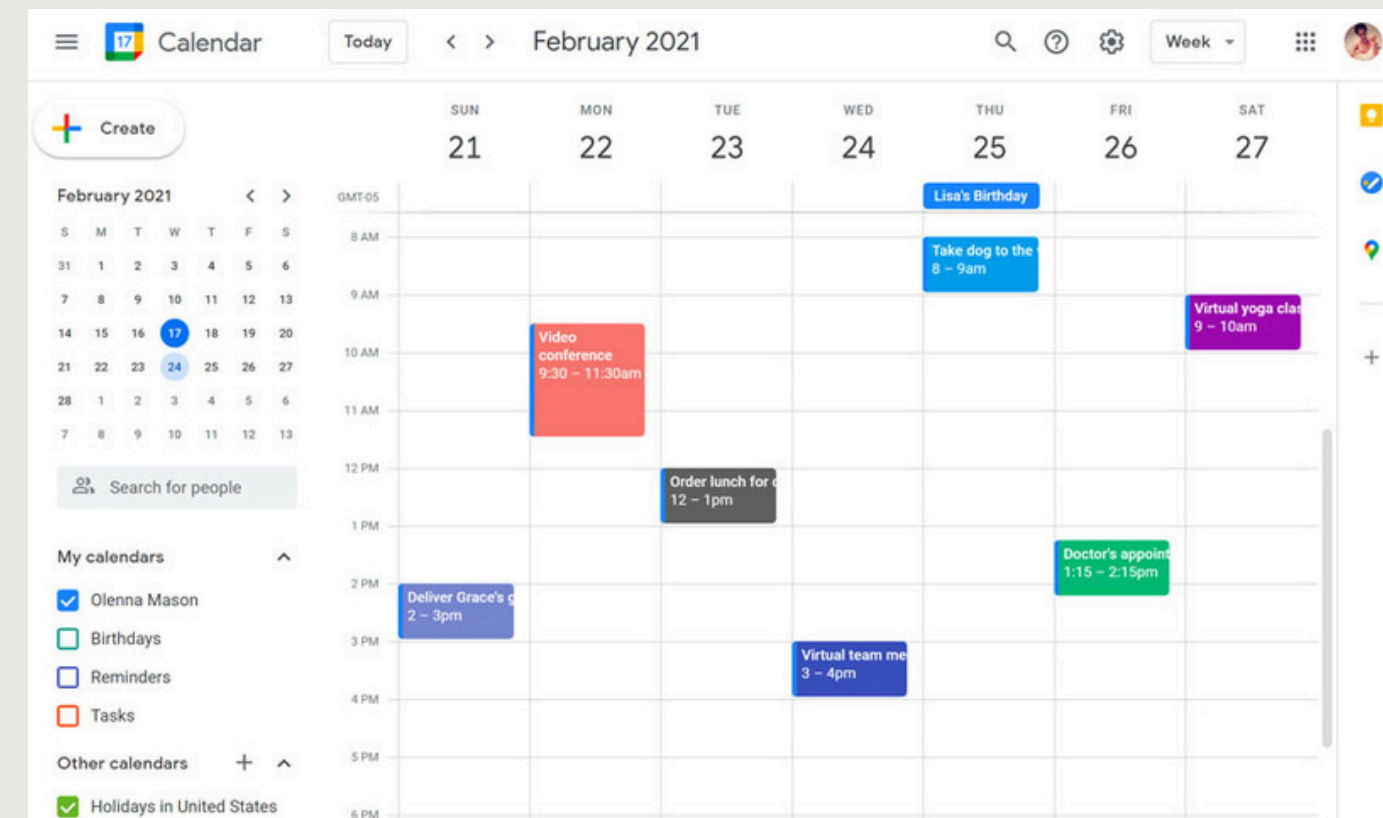
Feature	Microsoft To Do	Google Calendar	Todoist	Notion
Task Creation	Yes	Yes	Yes	Yes
Multiple Lists	Yes	Yes	Yes	Yes
Calendar Integration	Yes (with outlook)	Yes	Yes	Yes (with Notion calendar)
Visual tasks completion	No	Some	Yes	Yes
Mobile/ Desktop Access	Yes	Yes	Yes	Yes
Shared lists	Yes	Yes	Yes	Yes
Task prioritization	Yes	Yes	Yes	No
Tasks comments	No	Yes	Yes	Yes
AI features	Yes (paid)	Yes	Yes (only with paid version)	Yes
Cost	Free (with paid versions)	Free	Free and paid version	Free but has paid plans



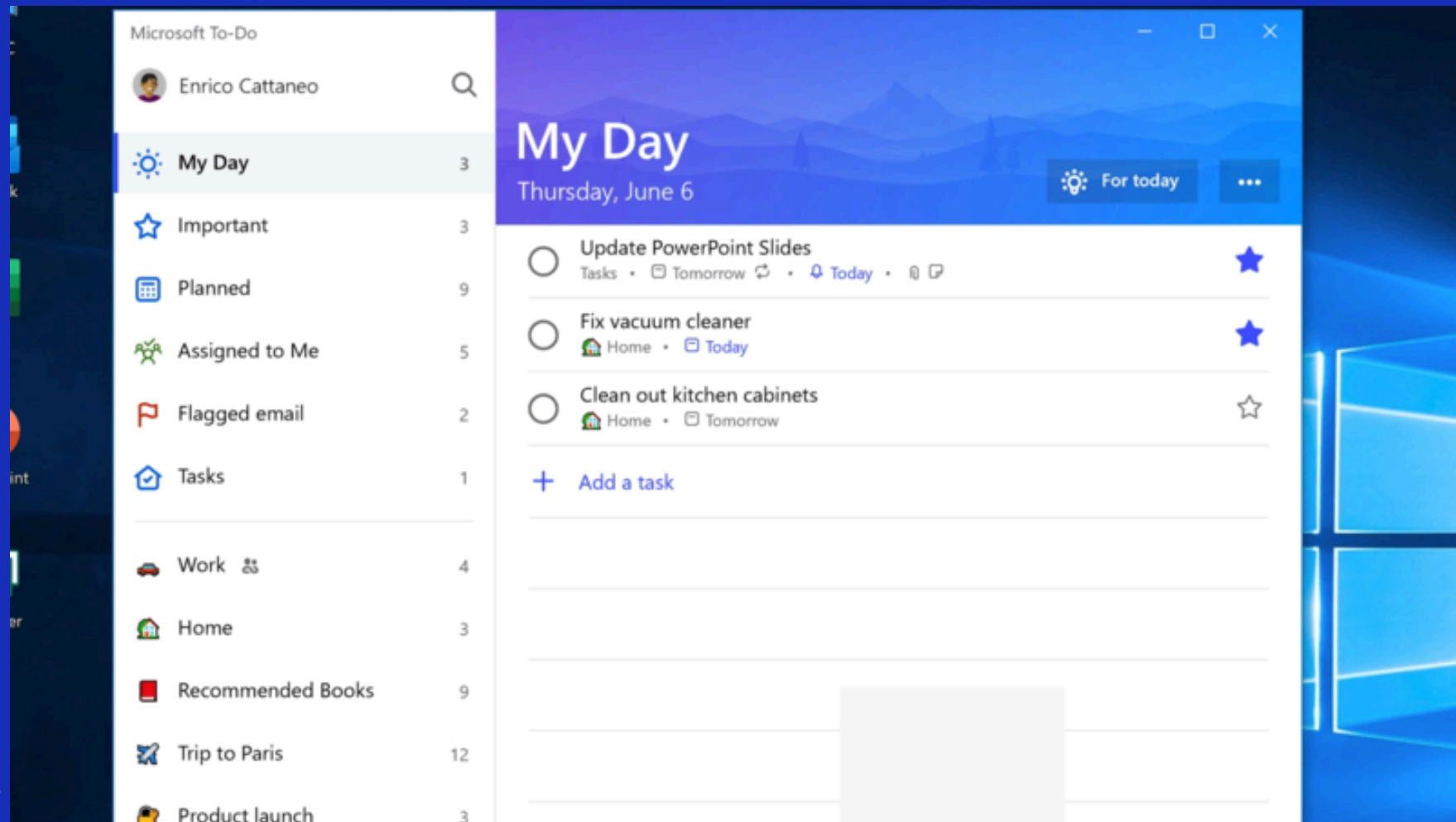
Google Calendar



Google calendar is a time management and scheduling service developed by Google. Released in 2009, the free tool can be used to manage both personal and professional schedules with a multitude of different features to do so. Some common features include; event scheduling, reminders and notifications (either through push notifications or emails), and recurring events. Some of the more unique parts of Google calendar include having multiple calendars for all purposes, sharing calendars with friends and family (with different options for permissions), and easy integration with other apps like zoom. Their most useful feature is their synchronization on any device. If a device can access Google's dozen's of applications, users will be able to access their calendar from their phone, to their work computer, even to their smart watch. From their abundance of features to their simple interface, it makes sense why Google calendar is one of the most popular calendar apps.



Microsoft To Do



Microsoft To Do is a free, all-in-one task management app designed to help users track and organize their daily responsibilities seamlessly across devices. Microsoft To Do offers a simple, intuitive layout that makes it easy to start tasks and group them into categories. Microsoft To Do provides a straightforward set of features tailored for task tracking. This includes task creation, where you can easily add tasks with due dates and notes, and multiple lists to create separate lists for different areas of life. Users can create multiple lists for different life areas and plan their day with the “My Day” section. Starring important tasks adds them to a dedicated “Important” section. However, task completion lacks visual feedback or rewards, simply moving completed items to a separate section, which may feel unencouraging. The app’s straightforward design shines for basic task management but falls short for complex project planning.

Notion

Team Content / Blog Calendar

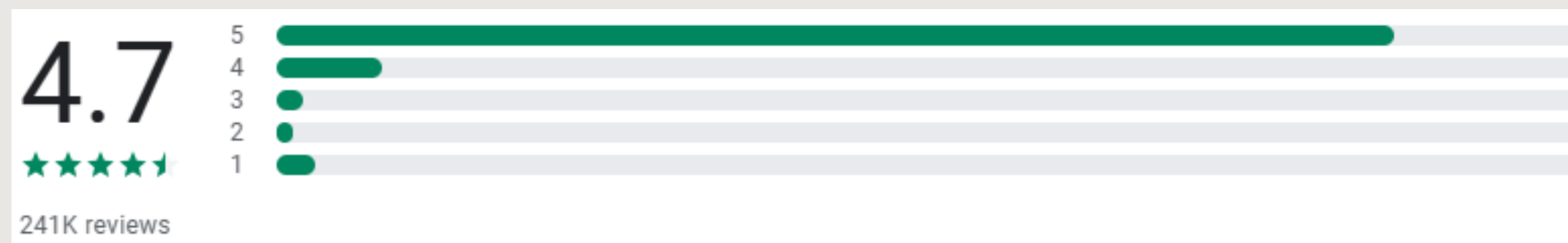
Blog Calendar

All items | Calendar view | By content type | By status | By writer | 1 more... | Filter | Sort | ⚡ | 🔍 | ... | New

Name	Status	Type of content	Writer	Reviewer	Publish date
10 Google Docs formatting features	Drafting	Blog	Jessica Lau	Nick Lucchesi	February 9, 2024
AI roundup #4	Done	Newsletter	Jessica Lau	Nick Lucchesi	February 6, 2024
The best marketing podcasts	Reviewi...	Blog	Jessica Lau	Nick Lucchesi	February 14, 2024
Podcast announcement	Backlog	Podcast	Jessica Lau	Nick Lucchesi	

+ New

Calculate



Notion is a note taking and productivity app created by Notion Lab

Features:

- Customizable blocks, pages and templates
- Collaborative options to allow others to share, suggest or comment on a document
- Integration with tools such as Slack, Github and Google Drive
- Built in Notion AI

Pros:

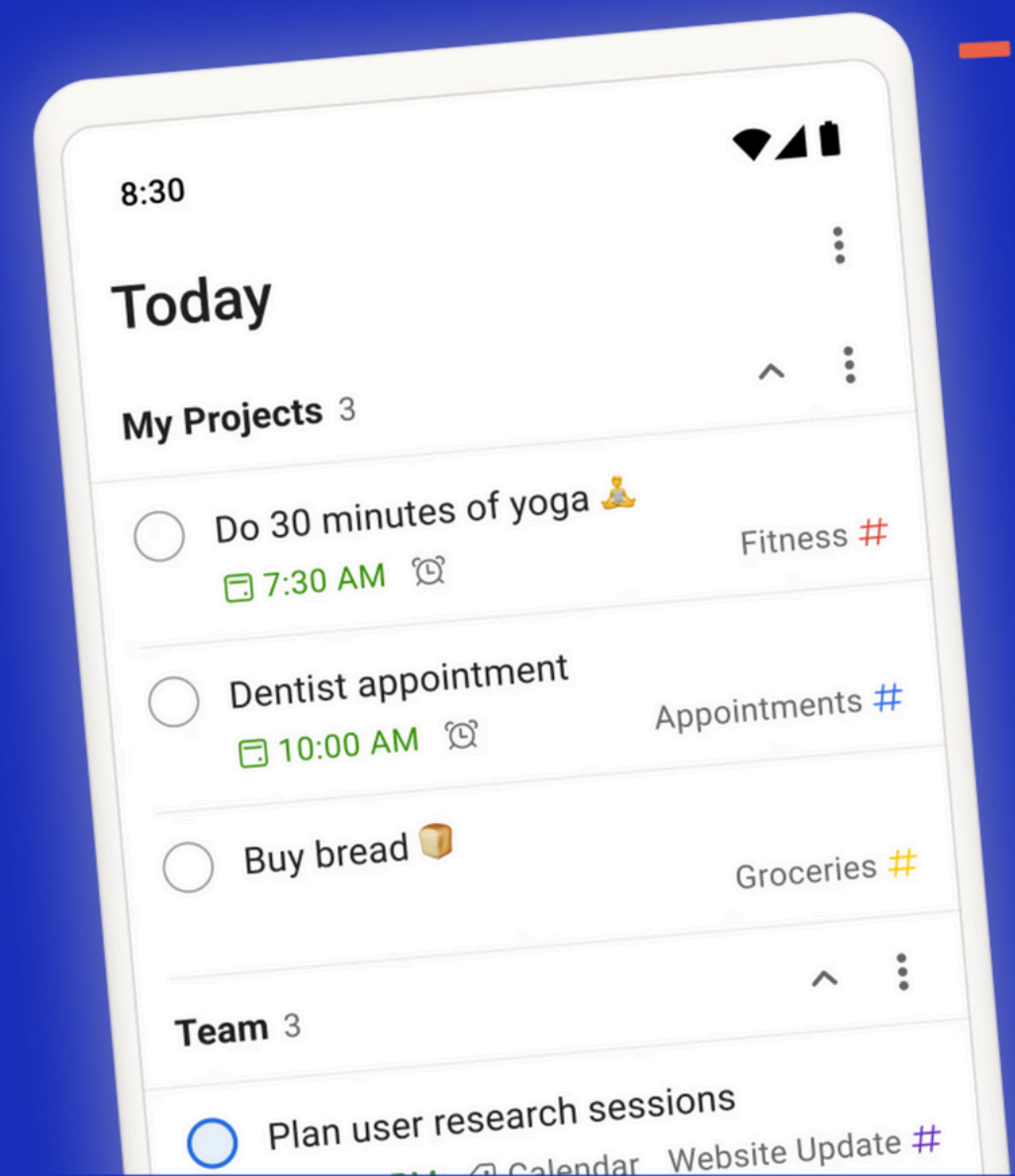
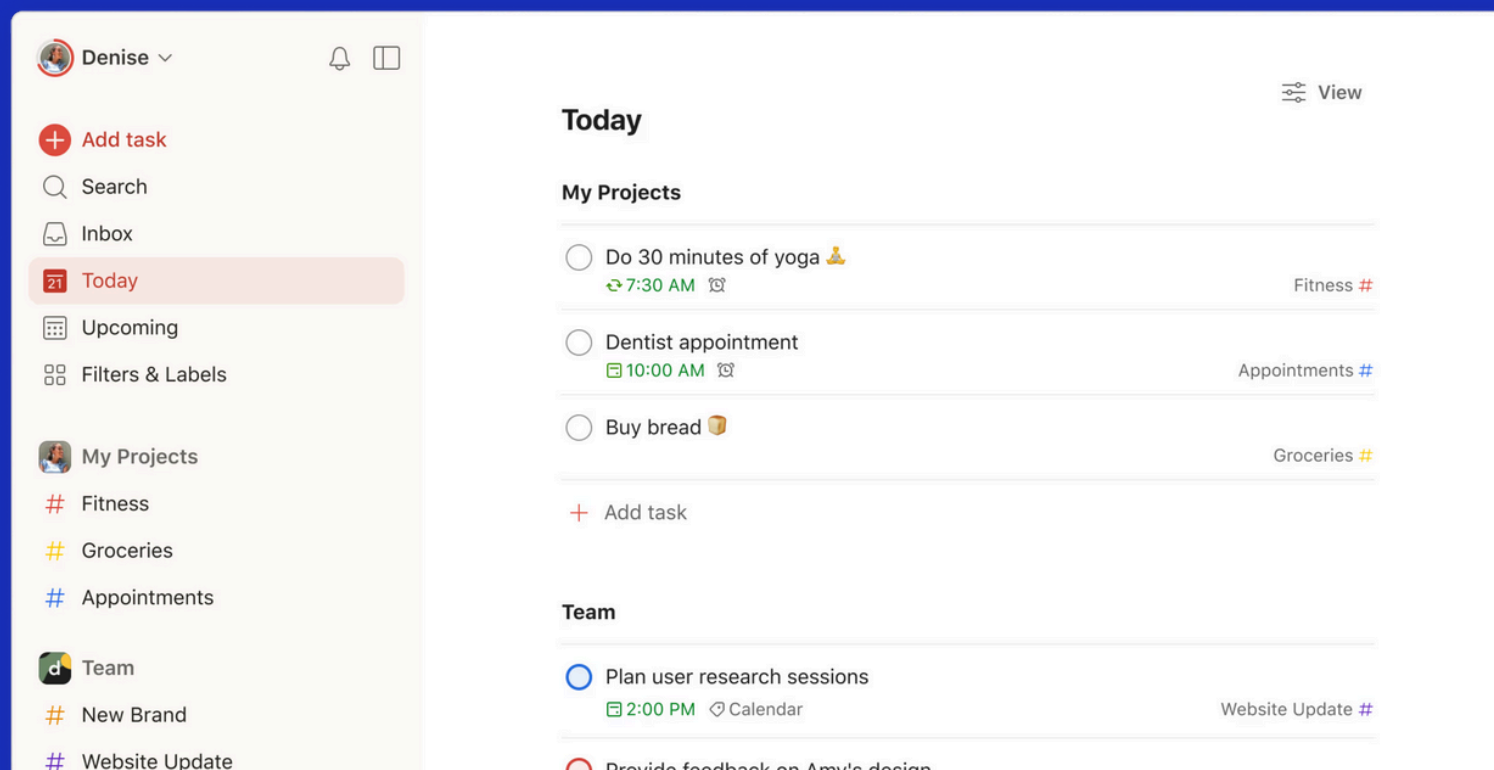
- Highly Customizable
- Advanced Collaboration Features making it easy to share workspaces
- Versatile, allows you to combine notes, a calendar, tasks and projects into one service

Cons:

- Limited offline features, only allowing you to view and edit recent pages
- Unreliable Mobile App
- Complicated and Potentially High Effort to get into with its highly customizable options

✦ Todoist

Todoist is a task management and to-do list app that helps individuals and teams organize and plan their tasks and projects. It also provides an easy way to collaborate with others. It has three tiers of service which are Beginner, Pro, and Business. Beginner is free while Pro and Business cost users money. Its features include task management, collaboration, and organization and views. Users can create tasks and subtasks, set due dates, reminders, and priorities, and add notes and attachments to the tasks. For collaboration, users can share tasks and projects with others, assign tasks to others, and track their progress. They can also view their tasks in different formats like lists and calendars, filter tasks based on things like priority, and they can organize their tasks with tags.



Opportunity Assessment

Strengths

- Pet simulator to incentivize task completion
- Multiple user interactions (parent-child task assignment, schedule sharing)
- Customization (pet, notifications, themes)
- Encourages and rewards time management
- Option to enable/disable pet feature

Weaknesses

- Limited brand recognition compared to established competitors
- Feature complexity may overwhelm users
- Technical challenges with synchronization
- Learning curve for new users
- Managing balance between fun and productivity

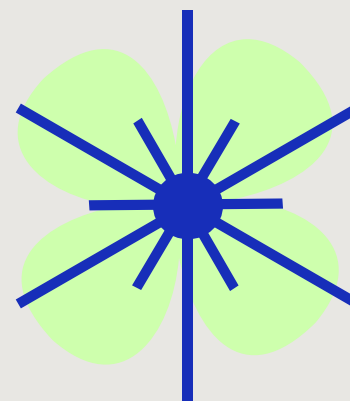
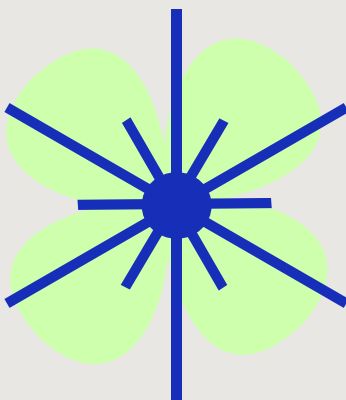
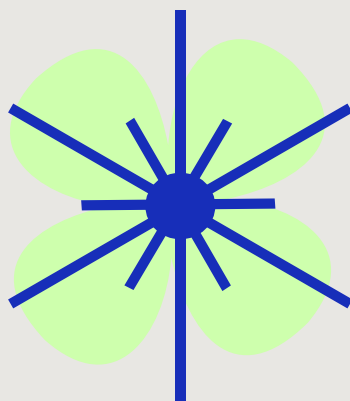
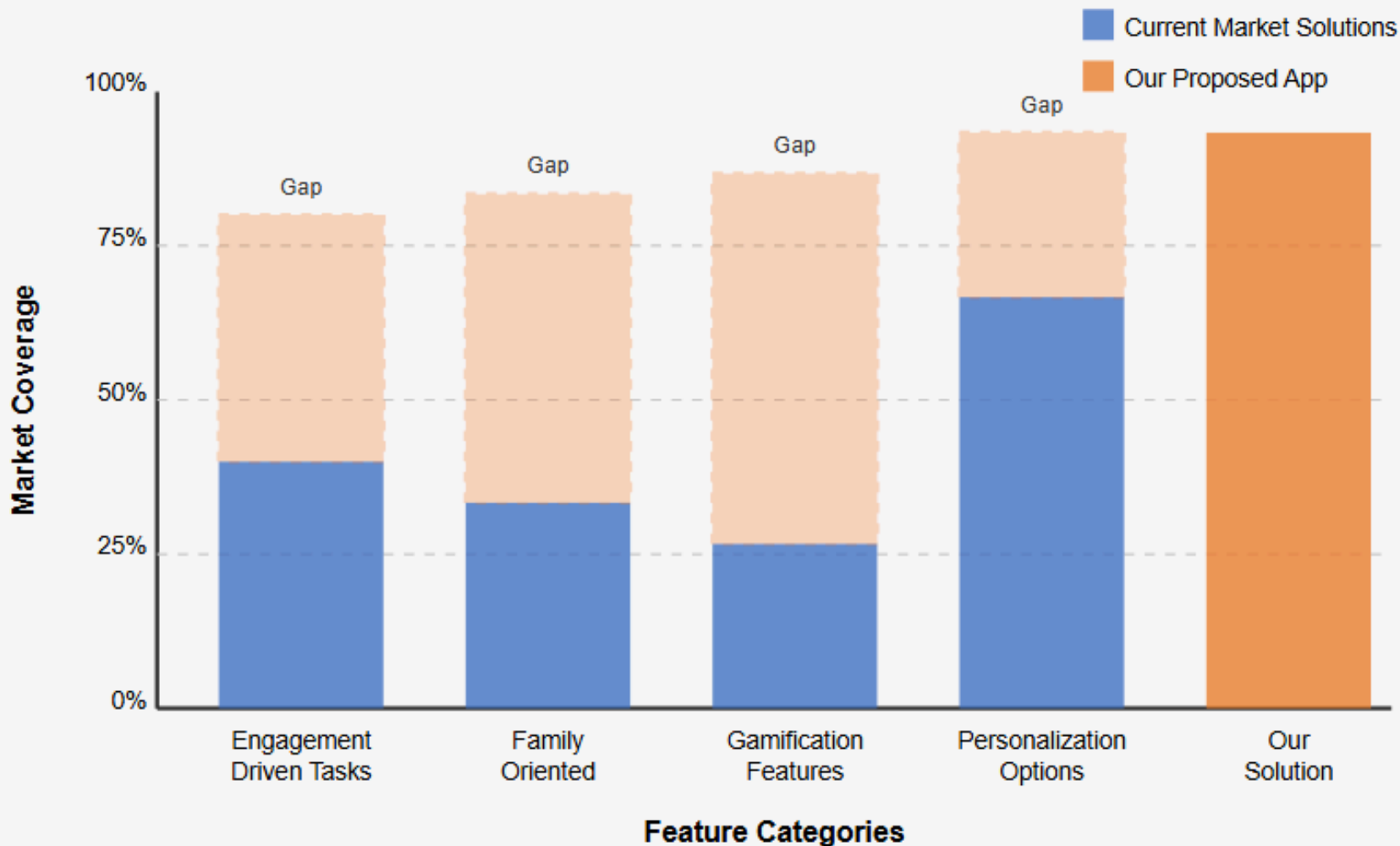
Opportunities

- Growing market for productivity apps
- Underserved family-focused task management
- Gamification to increase engagement
- Educational component for children
- Integration with existing calendar platforms
- Potential for subscription model growth

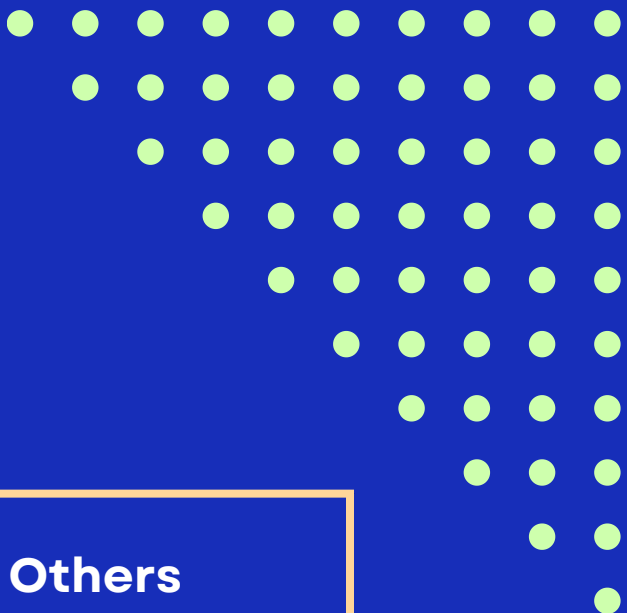
Threats

- Established competitors (Google, Notion, Microsoft, Apple)
- User adoption challenges and app switching
- Data privacy concerns, especially for children
- Market saturation of productivity apps
- Feature replication by competitors

Market Gap Analysis: Feature Presence in Competitor Solutions



Strategic Positioning



In regards to our other competitors, we will still share the same core features of a standard to do list and calendar app. What will really set our project different from other competitors is going to have to be our pet simulator, as well as our focus on parent accounts having a relationship with child accounts. Having our pet simulator will give our app a different life than some of our competitors. While most existing apps focus purely on productivity, our app introduces an element of gamification, engagement, and relationship-building. Making chores, events, and tasks more interesting and fun than ever before. We do expect to face some challenges however. One challenge would be users switching over to a new platform. Some users may find it hard or difficult to switch to a new calendar model. We may need to consider adding some other unique features to really sell our app to people who are unsure of switching over.

	PetQuest	Others
Calendar	✓	✓
To-Do List	✓	✓
Pet Simulator	✓	X
Free	✓	-
Mobile	✓	✓
Website	X	✓

Thank
You

