

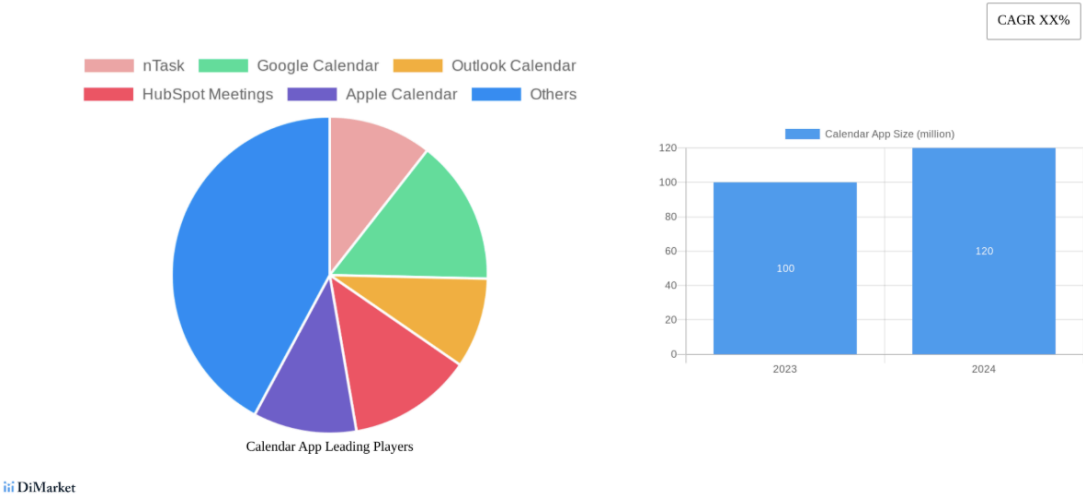
## Milestone 3: Software Market Research Report

### Introduction

Over the course of the next year, we will be developing a mobile application 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, a parent will be able to push a task or chore to their children remotely in exchange for points to level up and customize their virtualized pet. Our app will have a well designed interface that makes adding tasks and events simple, while also giving users the option to customize colors, notifications, and the frequency of events or chores. We would also like to cater to individual people who would also like to use the app for its core functions like the calendar and to-do list. They will have the option to enable or disable the pet feature depending on their preference. Our end goal is to convenience the lives of our users regardless of their age and household situation. While also being able to educate children on the importance of time management through our reward system. 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.

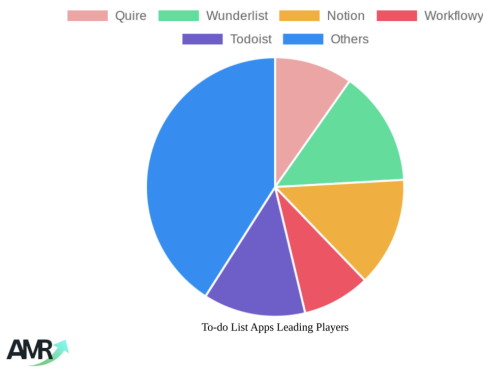
Market Overview

The to-do list and calendar app market is experiencing notable shifts and trends that reflect broader technological advancements and changing user needs. One of the most prominent trends is the accelerating adoption of cloud-based solutions, driven by their flexibility, accessibility, and cost-effectiveness. As remote work and flexible schedules become increasingly normalized, users— both individuals and businesses— are gravitating toward tools that can seamlessly sync across multiple devices and platforms. 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.



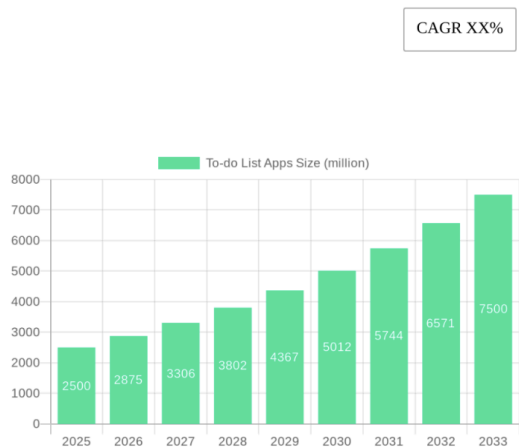
The market’s projected growth, fueled by widespread smartphone and tablet use, particularly in regions like the United States, underlines this shift toward mobile, interconnected productivity tools.

Another key observation is the integration of artificial intelligence. This technology is enhancing calendar and to-do list apps with features like task automation, intelligent scheduling suggestions, and intuitive voice or text-based interactions. For instance, AI-driven capabilities can optimize meeting times or



prioritize tasks. This innovation is not only differentiating leading players like Google Calendar, Microsoft Outlook, and Notion but also raising the competitive bar for emerging vendors. These trends point to a future where efficiency, intelligence, and seamless integration define the evolution of the to-do list and calendar app market.

The to-do list app market is seeing impressive growth, driven by new technological



innovation and evolving user expectations. With a projected market size of \$2.5 billion in 2025 and a steady growth rate of 15% through 2033, the market is moving toward a system where everything works together more smoothly. This expansion shows how much people and businesses are relying on these apps to stay

organized and productive. The market is on track to reach \$7.8 billion by 2033, reflecting a huge jump in demand. 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 thanks to easy access and teamwork features. The numbers point to a clear trend: as more people turn to digital tools for managing tasks, the market is scaling up fast to meet that need.

## Competitor Analysis

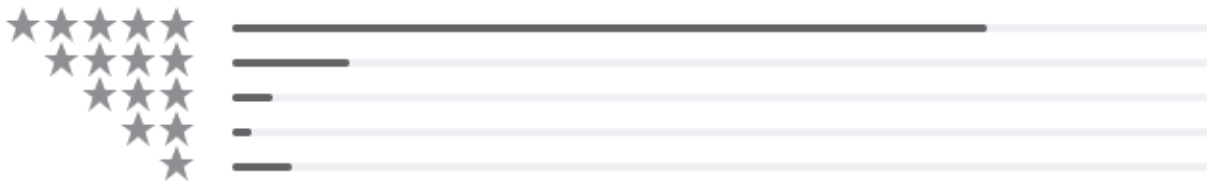
For Each Competitor:

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	No	No	Yes (only with paid version)	Yes
Cost	Free (no paid versions)	Free	Free and paid version	Free but has paid plans

## Tasos (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. For my hands-on evaluation I used both the mobile and web version of the calendar. Starting with the web version, I found it to be quite intuitive. It's easy to access with Chrome being my default search engine. The presentation for the calendar was quite basic, however they give you many options as to how you would like to see your calendar (today, week, month, year, schedule, or even four days). To my surprise, there is also an integrated "tasks" tab which acts as a to-do list. It allows for a good amount of customization for any tasks you would like to add. Integrating a shared schedule with someone else was also quite easy. They also have integration with their maps, contacts, and notes to have easy access to. Some of the pitfalls are when scheduling events with someone else, overlapping events were overwhelming and did not look good. Adding events also felt a little overwhelming, while there were a lot of features I feel like an extra "advanced settings" would be better to have as to not clutter the screen too much. As for the mobile app I don't have much more to add for the features as most of

them are identical, however I do have more criticisms. For starters, there was no tab for to-do tasks which made adding and completing tasks harder. If you share a calendar with someone, it is somehow more cluttered and not very appealing. Lastly adding events is harder as well with too many features.



### Natatli (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. The “My Day” feature stands out for quick daily planning, and integration with Microsoft 365 apps like Outlook and Teams enhances its utility for team collaboration. However, it lacks advanced features like task comments or brainstorming tools, and the interface feels outdated to some users. User feedback for Microsoft To Do, sourced from platforms like SoftwareAdvice.com,

reveals a mix of appreciation and critique, painting a detailed picture of its strengths and weaknesses. Users frequently highlight its seamless connection with Microsoft 365 apps. One shared that, “Microsoft To-Do works closely with Outlook and Teams... the ability to create shared lists meant everyone could be on the same page.” Its ease of use is a recurring theme. “Simple, easy to use, a hundred percent free, and works well with all my other Microsoft apps,” said one reviewer. Another appreciated the cross platform access stating “I can access it from my phone, desktop, or tablet, which is a plus for me.” A user explained how it was a quick setup with their Microsoft account, which made it easy and fast to get access to it. On the other hand, some users criticized the UI stating “the user interface is poor and needs a refresh”, highlighting that it feels dated compared to sleek competitors. Finally, some users feel restricted stating that it makes it an “uncomfortable” place to brainstorm or think and that it lacks advanced features. On SoftwareAdvice.com, Microsoft To Do receives an impressive rating distribution averaging 4.6/5 stars, derived from 3,044 reviews. This strong 93% feedback underlines the widespread user satisfaction, particularly for its simplicity, seamless integration with Microsoft 365 tools like Outlook and Team, and features like “My Day” for daily task focus. Users clearly value its accessibility and reliability as a free task tracker. However, the remaining 7% of reviews hint at

an underlying

weakness: a lack of

innovative design that

keeps it from fully

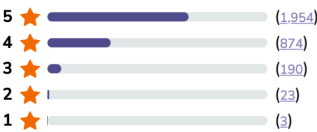
competing with more dynamic rivals in the to-do list industry.

Overall Rating

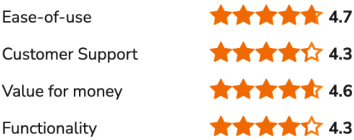
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Ratings Breakdown



Secondary Ratings



## Calvin (Notion)

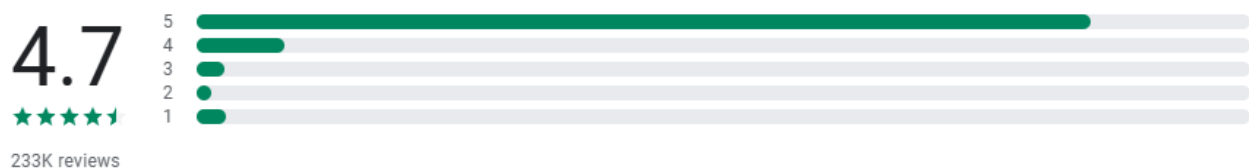
Notion is a note taking and productivity app created by Notion Lab, and is designed to be customizable to fit the wants and preferences of the user. Notion has various price options with personal use options being included in the free plan. The other plans include the plus plan, business plan and the enterprise plan having features meant for larger groups. Notion provides a collaborative workspace and with the free plan allowing you to invite up to 10 guests to use the workspace at a time. It also has integration with Slack, Github, Google Drive and more. There are pages and customizable blocks for each page, as well as using customizable databases to present information. Notion also comes with the Notion AI built in for easy use and access. For my hands on experience with Notion I used their web browser version as it appeared to have the most features, however I recognize being able to access your information away from your desktop is a useful feature. When you first create an account you are prompted for information about what you plan on using Notion for and whether or not you plan on using Notion while working with a group. I enjoyed the simple UI with easy to understand tabs along with the customization options, you can customize the notes in any way you wish. However, it appears like the customization options come at a cost as I felt like it required a lot of upkeep to use frequently and could lead to choice paralysis or a feeling of being overwhelmed if you are someone just looking for a simple app. Collaborating with others felt simple, you simply invited their account however I didn't like that you would have to create a new page to share with them, if there was an option to share a previously built page I couldn't find it. I also enjoyed that their AI was on a separate tab which gave the user the choice to use it, rather than already being on like the AI being shown when making a Google search nowadays. Some more criticisms are there was no built-in reminder system outside of the app, especially with an inbox tab not being



very useful. I also felt like collaborations got messy quickly with multiple people attempting to share a schedule and felt like we needed to have a meeting anyways to plan it out, along with the customization options being shared meant not everyone had their schedule organized the way they wanted it. I also did not enjoy the limitations of the free plan and felt like I should be able to see longer than a 7 day page history but this is locked behind the plans meant for larger groups. I feel notion is great for a more professional setting and people with good time management skills, and is lacking features that make it more accessible to those attempting to start building their time management skills. These concerns are also found in other user reviews, with users praising its flexibility and customization while recognizing the difficulty when it comes to begin using Notion. Even with these issues however, Notion has a 4.8 out of 5 on the Apple App store and a 4.7 stars on the Google Play Store.



#### Apple App Store Review Distribution



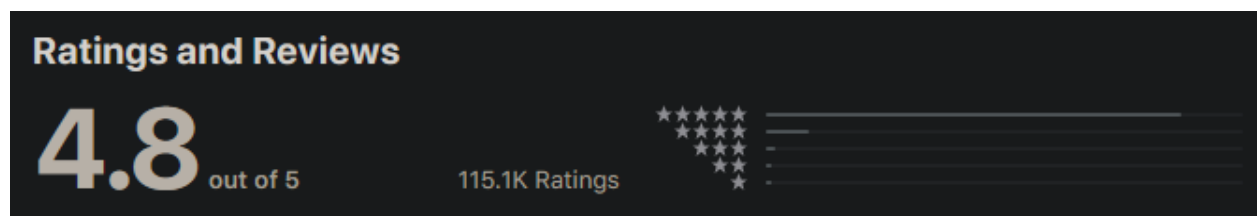
#### Google Play Store Review Distribution

#### Khanh (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. Todoist can also sync across all devices and connect with other apps and services. The free version has basic features while the paid version has additional features and allows for more customization. For the hands-on evaluation, I used the free web browser version of Todoist. I had to create an account to use it and it asked questions about my preferences when I did. Todoist has a very intuitive design and is rather simple and easy to use. The interface was easy to understand and I was easily able to create tasks, add descriptions to them, and set reminders and priorities for them. The free version does have limitations though. The activity log has a 7 day limit and there are some themes that only people paying can use. There also aren't many customization options. Overall, it seems to be a convenient task manager and a great to-do list app but it's not suited for projects with large teams and the free version can be a little limited in features. With all of this, Todoist was given a 4.8 out of 5 rating in the Apple app store.

#### Apple App Store Ratings and Reviews

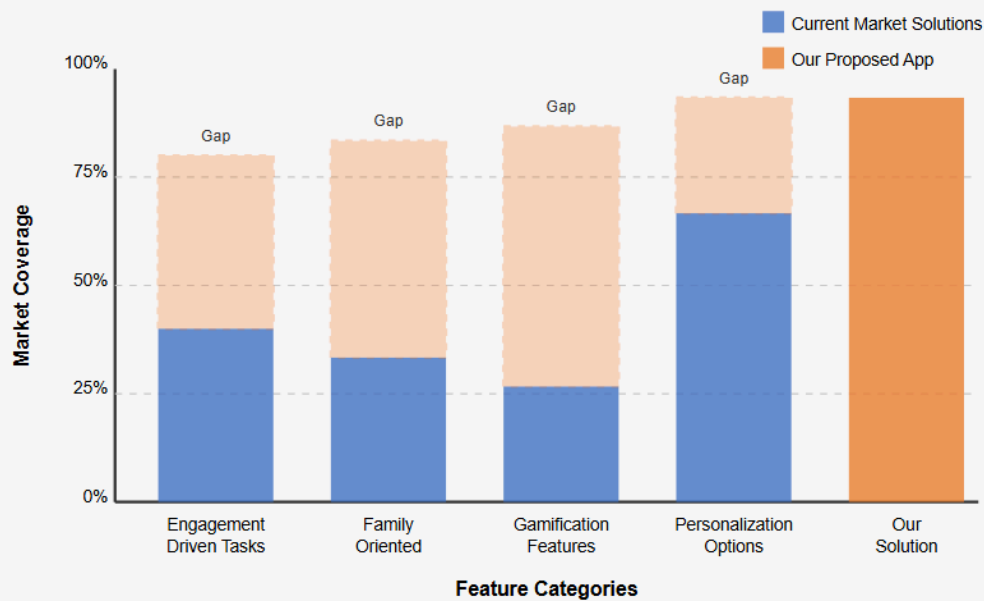


Opportunity Assessment

SWOT Analysis: Calendar-ToDo App with Pet Simulator

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>• Pet simulator to incentivize task completion</li><li>• Multiple user interactions (parent-child task assignment, schedule sharing)</li><li>• Customization (pet, notifications, themes)</li><li>• Encourages and rewards time management</li><li>• Option to enable/disable pet feature</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>• Limited brand recognition compared to established competitors</li><li>• Feature complexity may overwhelm users</li><li>• Technical challenges with synchronization</li><li>• Learning curve for new users</li><li>• Managing balance between fun and productivity</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>• Growing market for productivity apps</li><li>• Underserved family-focused task management</li><li>• Gamification to increase engagement</li><li>• Educational component for children</li><li>• Integration with existing calendar platforms</li><li>• Potential for subscription model growth</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>• Established competitors (Google, Notion, Microsoft, Apple)</li><li>• User adoption challenges and app switching</li><li>• Data privacy concerns, especially for children</li><li>• Market saturation of productivity apps</li><li>• Feature replication by competitors</li></ul>

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. Some users may find the web version of calendar apps to be easier to navigate over a mobile version. Users may also not consider using our pet simulator which is our main separation from our competitors. To mitigate this, we will provide the option to enable or disable the pet feature while ensuring that the core to-do list and calendar functions remain strong. We may need to consider adding some other unique features to really sell our app to people who are unsure of switching over. Overall our product will be solidly built to help new users feel accustomed to our app with as little of a learning curve as we can achieve. For the sake of this project we are only developing a mobile app as users can take it on the go wherever they are, however down the line we may need to consider developing a web version.

	<i>PetQuest</i>	<i>Others</i>
Calendar	✓	✓
To-Do List	✓	✓
Pet Simulator	✓	X

Free	✓	-
Mobile	✓	✓
Website	X	✓

App	User Engagement	Feature
PetQuest	High (Gamification, Pet Simulator)	Comprehensive (Calendar, To-Do, Parent-Child System, Customization)
Google	Low	Basic (Calendar, Reminders)
Todoist	Medium (Some Gamification via Karma System)	Advanced (To-Do List, Integrations)
Microsoft To Do	Low	Basic (Task Lists, Reminders)
Habitica	High (Gamification via RPG-Style Tasks)	Moderate (Gamified Habit Tracking)

### Conclusion

The to-do list app market is on a significant upward trajectory, with a projected market size of \$2.5 billion in 2025, growing at a rate of 15% to reach approximately \$7.8 billion by 2033. This expansion is fueled by the dominance of cloud-based solutions, which account for 90% of the market, and the integration of AI and personalized features, reflecting a demand for accessibility, collaborative, and intelligent tools. Evaluations of leading apps— Google Calendar, Microsoft To Do, Notion, and Todoist – reveal a competitive field where strengths like cross drive syncing, Microsoft integration, customization, and intuitive task management coexist with weakness such as cluttered interfaces, limited free-tier features, and complexity for beginners.

User rating are high indicating broad satisfaction, yet gaps persist in engagement, family oriented functionality, and gamification. The opportunity assessment further highlights these gaps, noting that while competitors excel in efficiency, they often lack motivational mechanisms, family-focused features, and robust personalization. The SWOT analysis emphasizes a niche opportunity in family-centric, gamified task management, though challenges like established competitors are large.

The market’s growth and identified gaps present a compelling case for innovation, particularly in underserved areas like family-oriented productivity and engagement- driven tools. The projected \$7.8 billion market by 2033 signals strong demand, but there is a need to address user critiques and leverage emerging trends. Our app's pet simulator concept taps into a unique opportunity, combining gamification and family collaboration to boost motivation and retention, areas where competitors fall short of. Next steps include piloting a family-focused, gamified app, refining it based on user feedback, and positioning it against key competitors. This will allow us to align with the market’s shift toward personalized, engaging productivity solutions.

Appendices

- Full competitor feature list comparison

Appendix A:

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	No	No	Yes (only with paid version)	Yes
Cost	Free (no paid versions)	Free	Free and paid version	Free but has paid plans

Detailed user reviews and feedback for competitors.

#### Appendix B:

This section compiles detailed user reviews from SoftwareAdvice.com and earlier inputs, categorized by pros and cons, with the actual rating distribution of 4.6/5 stars (1,954 five-star, 874 four-star, 190 three-star, 23 two-star, 3 one-star).

#### Positive Feedback:

- Integration with Microsoft Ecosystem:** “I love that it integrates with Outlook for reminders,” a user praised, noting its seamless tie-in with Microsoft 365 tools. Another said, “Microsoft To-Do works closely with Outlook and Teams... shared lists meant everyone could be on the same page,” reflecting its collaborative strength (common in 5-star reviews).

- **Simplicity and Ease of Use:** “Simple, easy to use, a hundred percent free, and works well with all my other Microsoft apps,” one reviewer noted. Another appreciated, “I can access it from my phone, desktop, or tablet, which is a plus,” aligning with its 93% positive rating (4-5 stars).
- **Daily Planning:** “The ‘My Day’ feature is excellent for focusing on daily tasks,” a user highlighted, a sentiment echoed across high ratings for its daily organization utility.
- **Team Collaboration:** “I am able to compile shared To Do Lists with my team and get notifications when items are completed!” a reviewer enthused, boosting its appeal for small teams.
- **Repeating Tasks:** “Repeating tasks are especially helpful for me, and they’re easy to set up,” a user added, a feature valued in 5- and 4-star feedback.
- **Quick Setup:** “I signed up fast with my Microsoft account and can flag emails... they show up in the app,” a user appreciated, emphasizing its accessibility.

#### **Negative Feedback:**

- **Sign-In Requirement:** “The fact that you have to sign in before you can use it makes it difficult for most people,” one user complained, a barrier noted in lower ratings (2-3 stars).
- **Outdated Interface:** “The user interface is poor and needs a refresh,” a reviewer critiqued, a recurring issue in the 190 three-star reviews.
- **Lack of Advanced Features:** “It makes it an uncomfortable place to brainstorm or think, or create multiple-step projects,” a user lamented, switching to TickTick. Another said, “It does not offer the advanced features and flexibility of other apps,” contributing to the 213 lower ratings (2-3 stars).



- **Performance Issues:** “It can sometimes be slow or have inconsistent notifications,” a user pointed out, a minor critique in three-star reviews.
- **Collaboration Limits:** “The inability to comment on each task was a frustration for me,” a reviewer said, a gap affecting team use.
- **Email Flagging Shortfalls:** “Flagging email just isn’t the same as in the full desktop version,” a user critiqued, a niche issue in one-star reviews.

**Rating Breakdown Insight:** The 4.6/5 average reflects strong approval (93% at 4-5 stars), driven by simplicity and integration, but the 7% lower ratings highlight a lack of polish and advanced functionality, tempering its innovation score.

Any other relevant backup data or information

- **User Base:** Microsoft To Do, launched in 2017 as a successor to Wunderlist (acquired by Microsoft in 2015), benefits from Microsoft’s vast user base. While exact figures aren’t public, its integration with over 1 billion active Microsoft 365 users (as of 2023)
- **Update Frequency:** Microsoft regularly updates To Do, with recent patches in 2024 enhancing Outlook syncing and mobile performance. However, UI overhauls or new features like sub-tasks remain absent, lagging behind other competitors' features.

SWOT:

Strengths:

- **Engagement Mechanism:** Pet simulator to incentivize task completion
- **Multiple User Interactions:** Parents can assign or share tasks with children. Also share schedules from the calendar.

- Customization: Pet customization, enabling/disabling pet features, personalizing notifications, themes, etc.
- Encourages and Rewards building time management skills.

#### Weaknesses:

- New Market Entry: Limited brand recognition in comparison to other well-established competitors like Google Calendar, or Todoist
- Feature Complexity: Potential to overwhelm or distract users if features aren't streamlined properly.
- Potential Technical Challenges: Synchronization and Real-time Updates.

#### Opportunities:

- Demand for Productivity Apps: The market for task management, productivity, or scheduling apps is expanding.
- Niche Position in the Market: Family-focused task management itself is an underserved segment/niche in the market.
- Gamification: Increase or boost engagement and retention via gamification.

#### Threats:

- Established Competitors: Major players like Google, Notion, etc. dominate the current space
- User Adoption Challenges: Convincing Users to switch from established tools may be difficult.

- Data Privacy: Users may be wary of sharing personal data, especially when it regards children

#### Gap Analysis:

- Lack of Engagement-Driven Task Management: Most to-do list apps focus solely on efficiency, not motivation.
- Minimal Family-Oriented Productivity Solutions: Few apps allow seamless task delegation between parents and children.
- Limited Gamification Features in Productivity Apps: While gamification is popular in fitness and learning apps, it's underutilized in task management.
- Personalization Deficiency in Competitors: Many established apps provide rigid interfaces with limited customization.

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