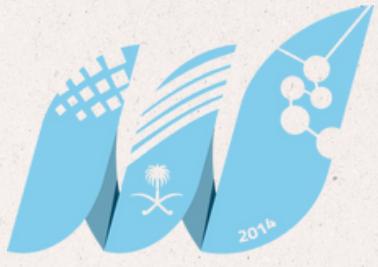


HABITS



جامعة جدة
University of Jeddah

Grow Up
Better





Name & ID

Name	ID	Task
Shaima Bandar Aladwani	2310630	<ul style="list-style-type: none">• Stakeholder Register• Stakeholder Strategy• Scope Statement
Nadeen Abdullah Alshehri	2314172	<ul style="list-style-type: none">• Business case• Work Breakdown Structure (WBS)
Shaden madi alboqmi	2316676	<ul style="list-style-type: none">• Business case financial analysis• Network diagram
Rana Muhammed Almashali	2310795	<ul style="list-style-type: none">• Kick-off Meeting Date• Scope Statement
Rifan Riyad Samkary	2316762	<ul style="list-style-type: none">• Business case• Gantt Chart
Renad Dhiya Hasrat	2310052	<ul style="list-style-type: none">• Project Charter• Gantt Chart





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Business case

1.0 Introduction/ Background

In today's fast-paced and highly digital world, maintaining healthy habits and breaking bad ones has become increasingly challenging. Many people struggle with consistency, motivation, and self-discipline due to constant distractions, lack of accountability, and limited personalized support.

Although many habit-tracking apps exist, most focus only on reminders and basic progress tracking. They rarely offer tailored insights, adaptive motivation, or meaningful community engagement – all key elements for lasting behavioral change.

The grow up better App aims to address these gaps by combining artificial intelligence with behavioral psychology. It helps users create and sustain positive habits, overcome negative ones, and stay motivated through intelligent tracking, personalized feedback, and community-driven support.

2.0 Business Objective

- Build an engaging, easy-to-use habit management app.
- Enhance motivation through rewards and community features.
- Use AI for personalized insights and recommendations.
- Increase user consistency by at least 30% in the first three months.





3.0 Current Situation and Problem/Opportunity Statement

Despite many self-improvement tools, users often fail to sustain new habits because of:

- Weak motivation and reinforcement.
- Lack of data-driven feedback.
- Limited customization in reminders and schedules.

4.0 Critical Assumption and Constraints

The grow up better App provides an intelligent, user-friendly platform that helps users form and maintain habits through:

- Habit Tracking: Record and visualize progress.
- Smart Reminders: Personalized, adaptive notifications.
- Rewards System: Earn points and badges for consistency.
- Performance Insights: Reports and behavior analysis.
- Community Support: Team challenges and accountability.
- AI Personalization: Tailored suggestions and optimized reminders.





5.0 Analysis of options and requirements

- **Option 1:** Develop a simple app without AI features.
 - Advantage:** lower cost, shorter development time.
 - Disadvantages:** limited personalization, weak analytics, reduced competitive advantage
- **Option 2:** develop a web-based platform instead of mobile app
 - Advantages: easy access, lower cost
 - Disadvantages: less user engagement, limited tracking features, weaker notification functionality
- **Recommendations:** The best option is to use a full-featured application powered by AI that will provide high personalization, better user engagement, and long-term value.





6.0 preliminary project requirements:

Functional requirements:

1. A complete habit tracking system (add, edit, delete habits).
2. Smart, customizable reminder notification.
3. A dashboard with weekly and monthly progress reports.
4. A gamified reward system including points, and badges.
5. Support for individual and group challenges.
6. An AI engine that analyzes user behaviour and provides personalized recommendation.

Non-functional requirements:

1. App runs on both android and iOS platforms.
2. Have a secure database for sorting user information
3. Support team to assist users
4. Regular update for performance improvement and new features release.
5. A strong data protection and security system to ensure privacy.





7.0 Budget Estimate and Financial Analysis

A preliminary estimate of costs for the entire project places the total expenditure at 60,000 SAR. The design and development phase is expected to account for 35,000 SAR, covering interface and user experience design, backend and frontend development, testing, and deployment. Marketing and launch activities are budgeted at 15,000 SAR, while annual maintenance and technical support are estimated at 5,000 SAR to ensure long-term system stability and performance. The estimated costs collectively represent the financial foundation of the project and are considered achievable given its scope and objectives.

8.0 Schedule Estimate

The anticipated duration for completing the project is between five and seven months. The schedule includes several key phases: initial concept design and planning, detailed design and system development, comprehensive testing and quality assurance, and a final launch phase accompanied by marketing activities. Each phase is designed to overlap slightly to optimize resources and maintain project momentum. This timeline is considered both realistic and efficient for achieving the project's technical and business goals.





9.0 Potential Risks

This project carries several risks. The foremost risk involves the potential long-term maintenance requirements that may extend beyond initial projections. Ongoing updates, system improvements, and technical support could lead to increased operational costs and resource demands over time.

Another significant risk concerns data protection and user privacy. Because the system manages personal user information, any security vulnerabilities could result in data breaches or loss of user trust. Ensuring compliance with privacy regulations and maintaining strong data security protocols will be essential for reducing this risk.

In addition, the project may face competitive challenges from existing habit-tracking applications that already have established user bases and advanced features. Achieving market differentiation through improved performance, innovative design, and AI-driven insights will be critical to attracting and retaining users.

Finally, there are technical risks related to optimizing and training the AI models for accurate personalization. If the models generate inaccurate or biased recommendations, user satisfaction and engagement may decline. Continuous monitoring, testing, and refinement of the AI system will be required to maintain reliable performance and ensure consistent value to users.





Business case financial analysis

Financial Analysis for habit project

Created by:shaden alboqmi	Date: 12/11/2025
Note: Change the inputs, shown in green below (i.e. interest rate, number of years, costs, and benefits). Be sure to double-check the formulas based on the inputs.	
Discount rate 10.00%	
Assume the project is completed in Year 0	Year
	0 1 2 3 Total
Costs	55,000 15,000 20,000 25,000 115,000
Discount factor	1.00 0.91 0.83 0.75
Discounted costs	55,000 13,650 16,600 18,750 104,000
Benefits	0 50,000 100,000 150,000 300,000
Discount factor	1.00 0.91 0.83 0.75
Discounted benefits	0 45,500 83,000 112,500 241,000
Discounted benefits - costs	(55,000) 31,850 66,400 93,750 137,000 ← NPV
Cumulative benefits - costs	(55,000) (23,150) 43,250 137,000
ROI → 132%	↑ Payback in Year 2
Assumptions	
Enter assumptions here	Assumption
	<ul style="list-style-type: none"> - Project duration is 3 years (Year 0 to Year 3). - Discount rate is assumed to be 10%. - Initial development cost (Year 0) is 55,000 SAR. - Annual operating costs are estimated as: 15,000 SAR (Year1), 20,000 SAR (Year2), 25,000 SAR (Year3). - Annual benefits are estimated as: 50,000 SAR (Year1), 100,000 SAR (Year2), 150,000 SAR (Year3). - Revenue is primarily from subscriptions and in-app advertising; user base is assumed to grow over time. - No external funding is included and taxes are not considered in this analysis. - All cash flows occur at year-end and are reported in SAR.





Dis rate	10%					
project1	year1	year2	year3	year4	Year5	total
Ben	\$0.00	\$45,000.00	\$70,000.00	\$90,000.00	\$100,000.00	305,000.00
cost	\$50,000.00	\$15,000.00	\$18,000.00	\$20,000.00	\$22,000.00	125,000.00
cash flow	-50,000.00	\$30,000.00	\$52,000.00	\$70,000.00	\$78,000.00	180,000.00
npv	114,650.02					
project2	year1	year2	year3	year4	year5	total
Ben	\$0.00	\$50,000.00	\$100,000.00	\$150,000.00	\$200,000.00	500,000.00
Cost	\$55,000.00	\$15,000.00	\$20,000.00	\$25,000.00	\$30,000.00	145,000.00
Cash flow	-\$55,000.00	\$35,000.00	\$80,000.00	\$125,000.00	\$170,000.00	355,000.00
npv	229,964.11					

Interpretation:

Project 2 gives a higher positive Net Present Value of about 121,000 SAR, which means that the project is viable and is likely to achieve exceptionally good returns by increasing the company's value after the application of a 10% discount rate. The project also depicts faster payback, superior ROI, and generally better profitability as compared to Project 1 and hence is the more viable and sustainable investment option.





Stakeholder Register for Grow Up Better

Prepared by: **Shaima Aladwani**

Date: **10/10/2025**

Name	Position	Internal/ External	Project Role	Contact Information
Shaima Aladwani	CEO	Internal	Sponsor	shaimabandar@gmail.com
Rana Almashali	PMO Director	Internal	Project Manager	Rm565269@gmail.com
Nadeen Alshehri	Senior Consultant	Internal	Team Member	Nadeen7370@gmail.com
Shaden alboqmi	Business Analyst	External	Advisor	shadnalrajhi@gmail.com
Rifan Samkary	PR Director	Internal	Advisor	reefan1425@gamil.com
Renad Hasrat	Data Analyst	Internal	Team Member	hasratrenad1@gmail.com





Stakeholder Management

Strategy for Grow Up Better

Prepared by: **Shaima Aladwani**

Date: **10/10/2025**

Name	Level of Interest	Level of Influence	Potential Management Strategies
Shaima Aladwani	High	High	Keep her up to date on project developments, important choices, and deliverables in your capacity as CEO and sponsor. Frequent reporting and updates.
Rana Almashali	High	High	Involve her in all planning, scheduling, and coordination as the project manager. Review milestones during weekly meetings.
Nadeen Alshehri	Medium	Medium	Make sure she has defined assignments and due dates as a team member. Track progress and offer criticism.
Shaden alboqmi	Medium	Low	As an outside business analyst, keep her informed about project specifications and gather input as needed.
Rifan Samkary	Medium	Low	As PR Director, stay up to current on public announcements and marketing strategies for the app launch.
Renad Hasrat	High	Medium	As the data analyst, give her access to analytics tools and reports and involve her in the phases of data collection and analysis.





Project Charter

Project Title: Grow up better App

Start Date: November 2025

Finish Date: July 2026

Budget: 60,000 SAR

Project Manager: Rana Almashali , 0531378248 , rm565269@gmail.com

Project Objective:

Develop a smart mobile app that helps users build healthy habits and quit bad ones using AI recommendations, progress tracking, and motivational reminders.

Main Success Criteria:

Reach 2,000 users within 6 months and recover costs within 4 months.

Approach:

- Conduct research and survey users to identify the most needed healthy habit categories.
- Design the app interface and build AI-based recommendations to guide users.
- Integrate habit-tracking features, progress charts, and reminder notifications.
- Pilot test the application for one month with a small group to collect feedback and measure performance.
- Improve the app functionality based on testing results and prepare for final deployment.
- Release the full version to the public and continue updates based on analytics and user feedback.





Roles And Responsibilities

Contact	Project Role	Position	Name
shaimabandar@gmail.com	Sponser	CEO	Shaima Bandar Aladwani
rm565269@gmail.com	Project Manager	PMO Director	Rana Muhammad Almashali
nadeen7370@gmail.com	Team Member	UI/UX Designer	Nadeen Abdullah Alsheri
shadnalrajhi@gmail.com	Team Member	Business Analyst	Shaden Madi Alboqmi
reefan1425@gmail.com	Advisor	PR Director	Rifan Riyad Samkary
hasratrenad1@gmail.com	Team Member	Data Analyst	Renad Dhiya Hasrat





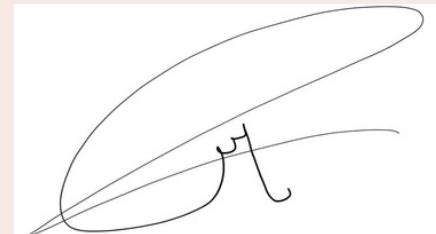
Sign-Off:

(Signatures of all above stakeholders)

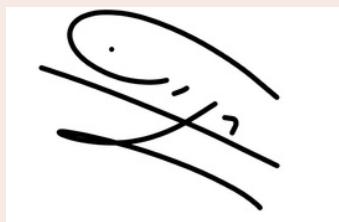
Shamia Aladwani:



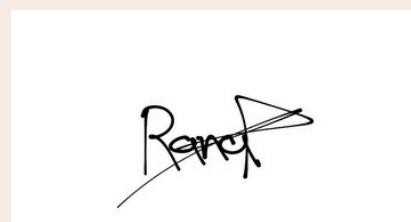
Nadeen Alsheri:



Shaden Alboqmi:



Rana Almashali:



Renad Hasrat:



Rifan Samkary:



Comments:

"We recommend focusing on user behavior analytics to improve the accuracy of habit recommendations."

/Team Members

"We need to carefully test notification timing to ensure consistent reminders for users." /Sponsor





Kick-off Meeting Date

Meeting objective :

is to introduce the Habit+ project team, present the project goals, and discuss the roadmap for future development

Agenda :

- Introductions of attendees
- Background of Grow Up Better project
- Review of project-related documents (i.e. business case, project charter)
- Discussion of project organizational structure
- Discussion of project scope, time, and cost goals
- Discussion of other important topics
- List of action items from meeting





Action item	Assigned to	Due Date
Design initial user interface mockups for the grow up better app	Rana Almashali	12/11/2025
Develop AI recommendation algorithm for habit tracking	Renad Hasrat	15/11/2025
Prepare project charter and documentation	Shaima Aladwani	18/11/2025
Conduct competitor analysis of existing habit apps	Shaden Albogmi	20/11/2025
Create promotional content for launch presentation	Rifan Samkary	22/11/2025
Test the grow up better app and report bugs before final submission	Nadeen AlShehri	25/11/2025

Date and time of next meeting: 5/12/2025





Scope Statement

Project Title : Grow up Better

Date : 10/11/2025

Prepared by : Shaima Aladwani , Rana Almashali

Project Summary and Justification : With tailored reminders, progress tracking, AI-generated suggestions, and a reward system, the Grow Up Better app is a clever habit-building smartphone software that helps users form good habits, break bad ones, and maintain motivation. The growing challenges people encounter in upholding consistent routines as a result of distractions, low motivation, and a lack of individualized support serve as justification for this initiative. This app is a useful and efficient solution for long-term behavioral development since it offers intelligent insights, adaptive advice, and community support, whereas other habit-tracking applications only provide basic functionality.





Product Characteristics and Requirements : Through a clever, user-friendly smartphone experience, the Grow Up Better app aims to assist users in developing healthy habits and breaking harmful ones. Its main characteristics and requirements include :

1. an easy-to-use design that makes it simple for users to establish and maintain routines.
2. intelligent reminders that are tailored to the user's daily schedule.
3. interactive dashboards that show progress on a weekly and monthly basis.
4. A recommendation system driven by AI that evaluates user behavior and makes appropriate habit recommendations.
5. a reward system that is gamified and includes badges and points to boost motivation.
6. assistance with both individual and group challenges to promote community involvement.
7. secure data storage to guarantee dependable access and safeguard user privacy.
8. For greater accessibility, compatibility with both the iOS and Android operating systems.
9. Quick, seamless app performance with frequent upgrades for improved functionality and stability.





Summary of Project Deliverables

Project management-related deliverables:

Business case, charter, team contract, scope statement, WBS, schedule, cost baseline, status reports, final project presentation, final project report, lessons-learned report, and any other documents required to manage the project.

Product-related deliverables:

1. User Research Reports: Surveys and interviews used to identify user habits, challenges, and required app features
2. Design Documents: UI/UX wireframes and workflow diagrams for app navigation, reminders, habit dashboards, and reward system elements
3. Software Code: A functional mobile application for both iOS and Android platforms including habit-tracking tools, AI-driven recommendations, notifications, and progress monitoring
4. Backend & Database Setup: Secure cloud-based storage to maintain user data, analytics, and performance logs
5. Testing Deliverables: Usability testing reports, performance testing, and security testing to ensure app reliability and user privacy
6. Deployment Package: Fully deployed app with instructions for installation, user onboarding, and technical documentation





Project Success Criteria:

The Grow Up Better project will be considered successful if it is delivered within the planned timeline and allocated budget while meeting the core objectives of supporting users in building positive habits and maintaining motivation.

Success will be evaluated based on the app's ability to:

Provide accurate, personalized habit recommendations through AI-driven insights.
Deliver stable performance, intuitive navigation, and seamless daily-use experience.

Maintain high data security and privacy while storing user information.

Demonstrate strong user engagement metrics, including routine completion and consistent app usage.

Even if development requires minor additional time or cost, the project will still be viewed as successful if the final product significantly improves user behavior, encourages long-term healthy habits, and enhances the project team's reputation for delivering impactful digital solutions.





Work Breakdown Structure (WBS)

1.0 Initiating

- 1.1 Identify key stakeholders
- 1.2 Prepare project charter
- 1.3 Hold project kick-off meeting

2.0 Planning

- 2.1 Hold team planning meeting
- 2.2 Prepare team contract
- 2.3 Prepare scope statement
- 2.4 Prepare WBS
- 2.5 Prepare schedule and cost baseline
 - 2.5.1 Determine task resources
 - 2.5.2 Determine task durations
 - 2.5.3 Determine task dependencies
 - 2.5.4 Create draft Gantt chart
 - 2.5.5 Review and finalize Gantt chart
- 2.6 Identify, discuss, and prioritize risks
- 2.7 Requirements analysis
 - 2.7.1 Functional requirements
 - 2.7.2 Non-functional requirements
 - 2.7.3 Requirements validation





3.0 Executing

3.1 UI/UX Design

- 3.1.1 Wireframes
- 3.1.2 App interface design
- 3.1.3 User flow design

3.2 App Development

- 3.2.1 Front-end development
 - Login & registration
 - Habit tracking pages
 - Progress dashboard
- 3.2.2 Back-end development
 - Database setup
 - AI recommendation engine
 - Notification system
- 3.2.3 System integration

3.3 Testing

- 3.3.1 Unit testing
- 3.3.2 Integration testing
- 3.3.3 System testing
- 3.3.4 User Acceptance Testing (UAT)

3.4 Deployment

- 3.4.1 Upload to app stores
- 3.4.2 Server deployment
- 3.4.3 Final release

3.5 App promotion

3.6 Roll-out and user onboarding





4.0 Monitoring and Controlling

- 4.1 Progress reports
- 4.2 Change requests
- 4.3 Performance monitoring
- 4.4 Quality control

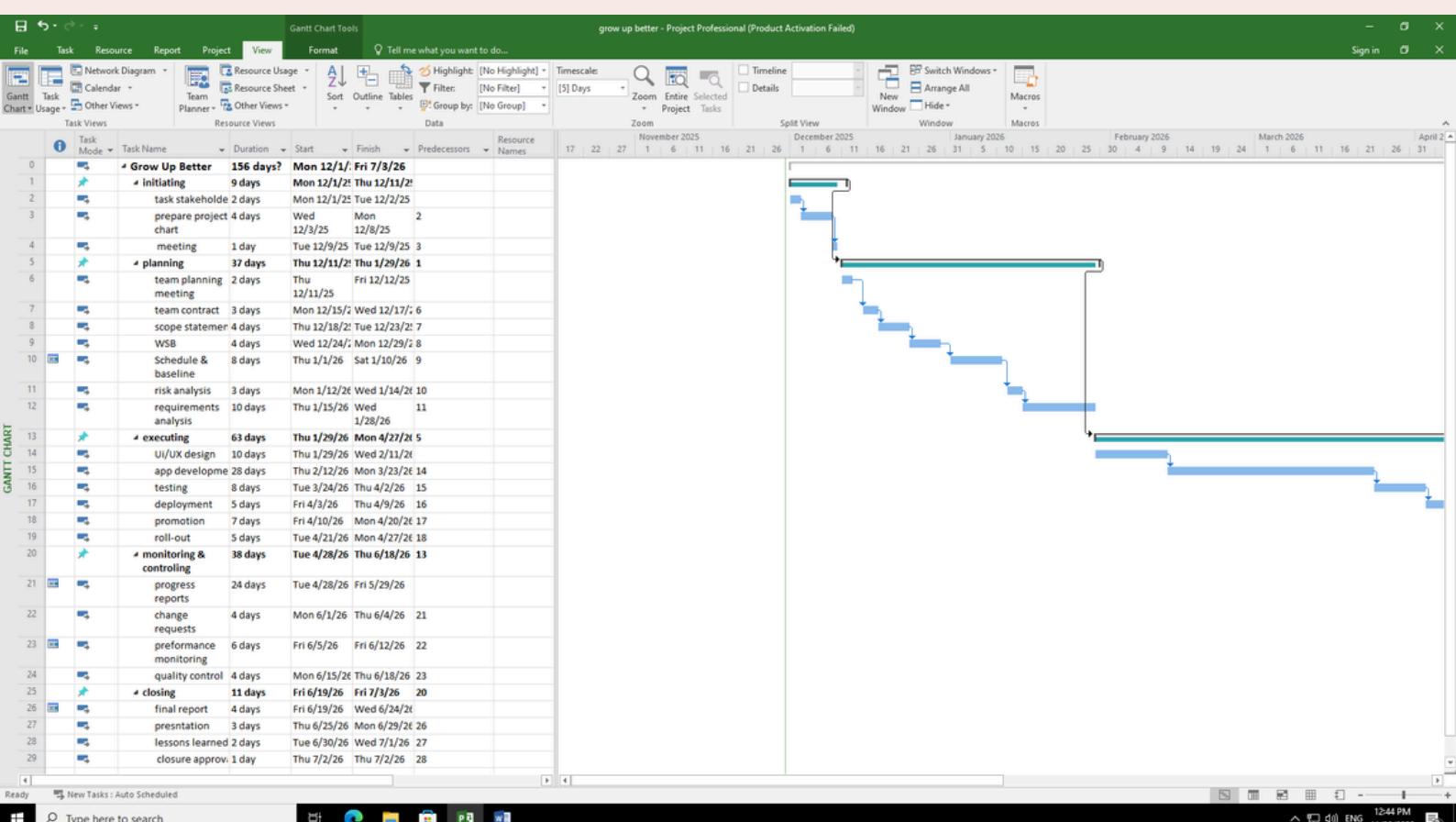
5.0 Closing

- 5.1 Prepare final project report
- 5.2 Prepare final project presentation
- 5.3 Lessons learned
- 5.4 Project closure approval



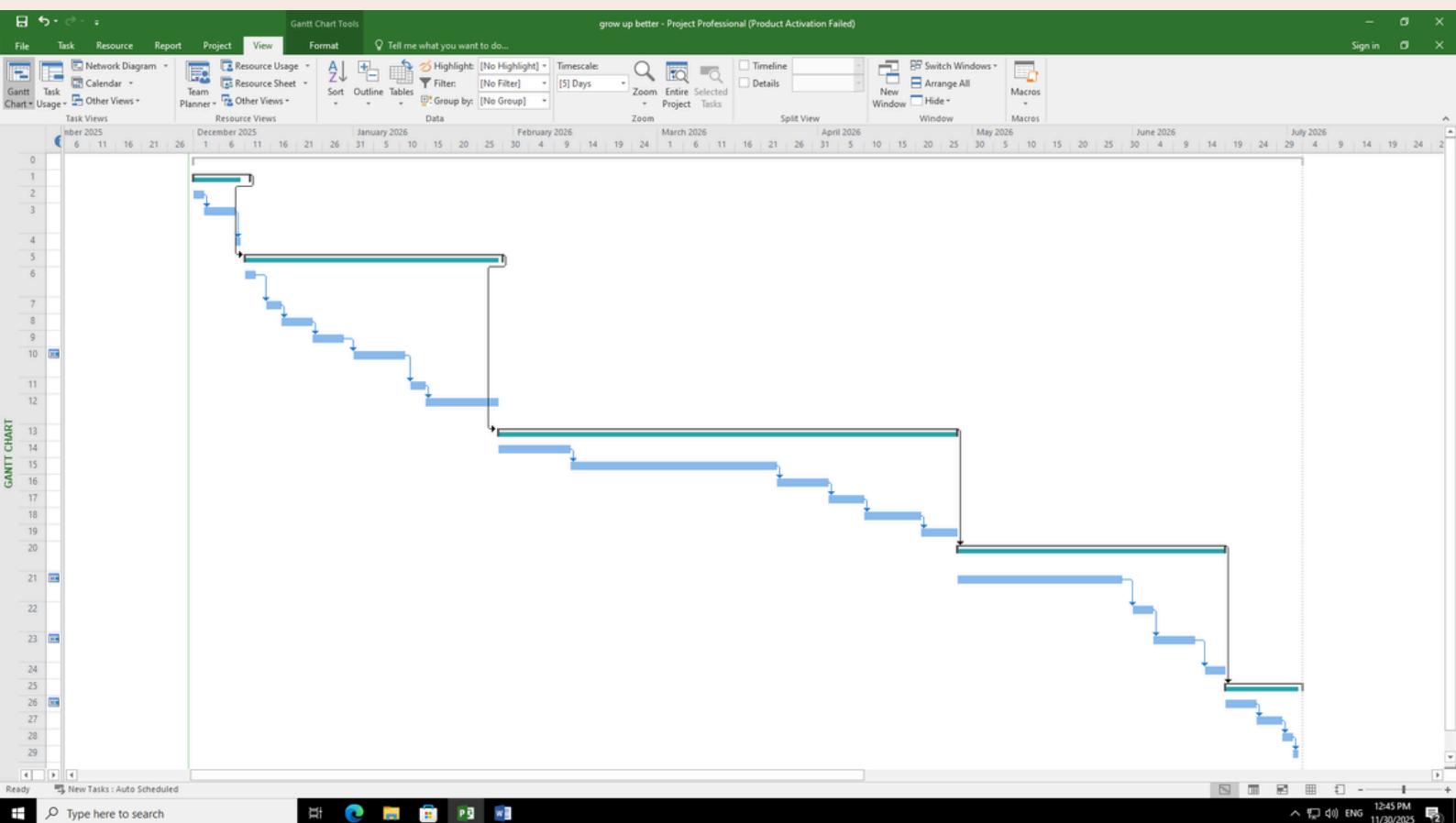


Gantt Chart



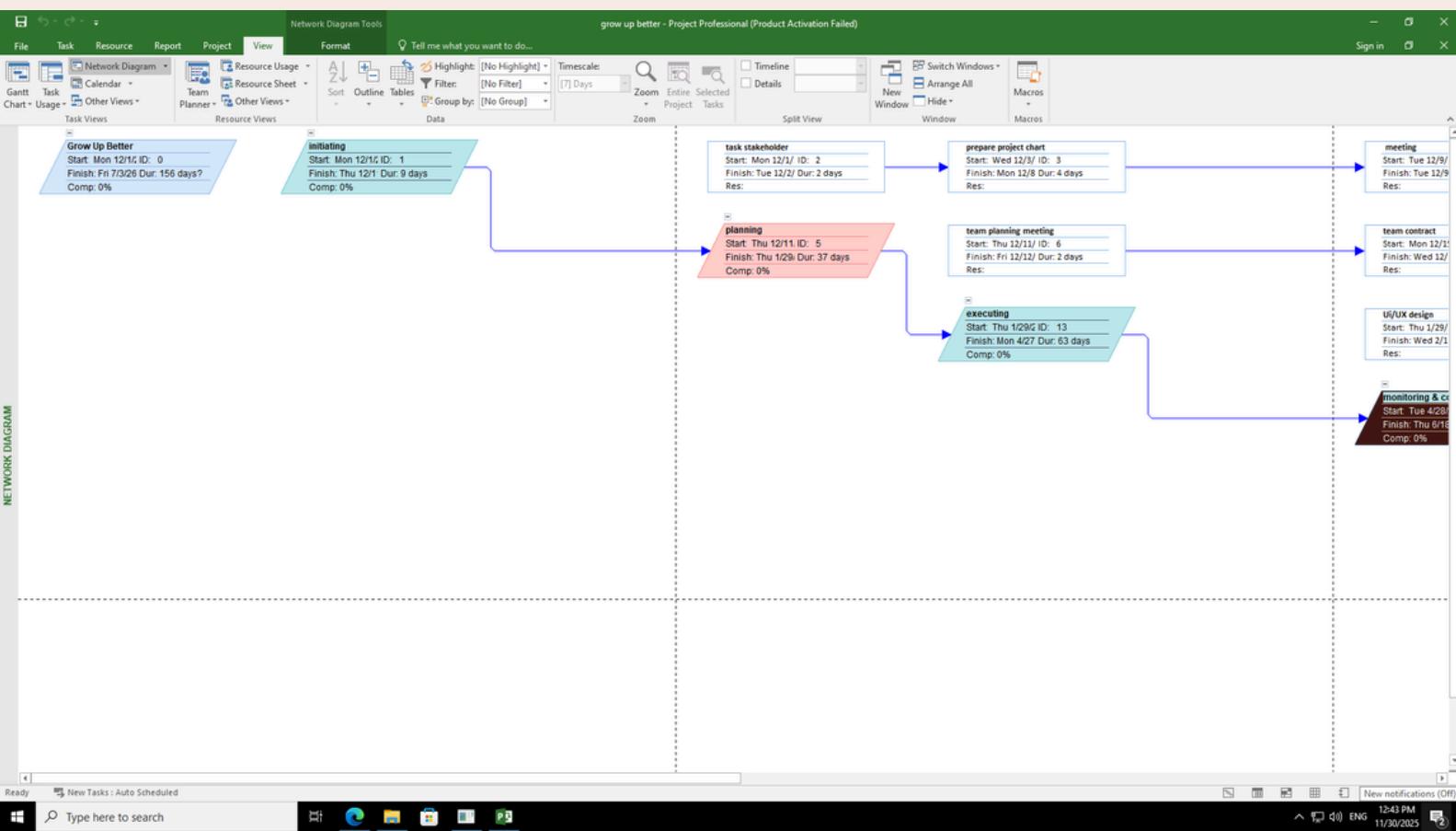


Gantt Chart



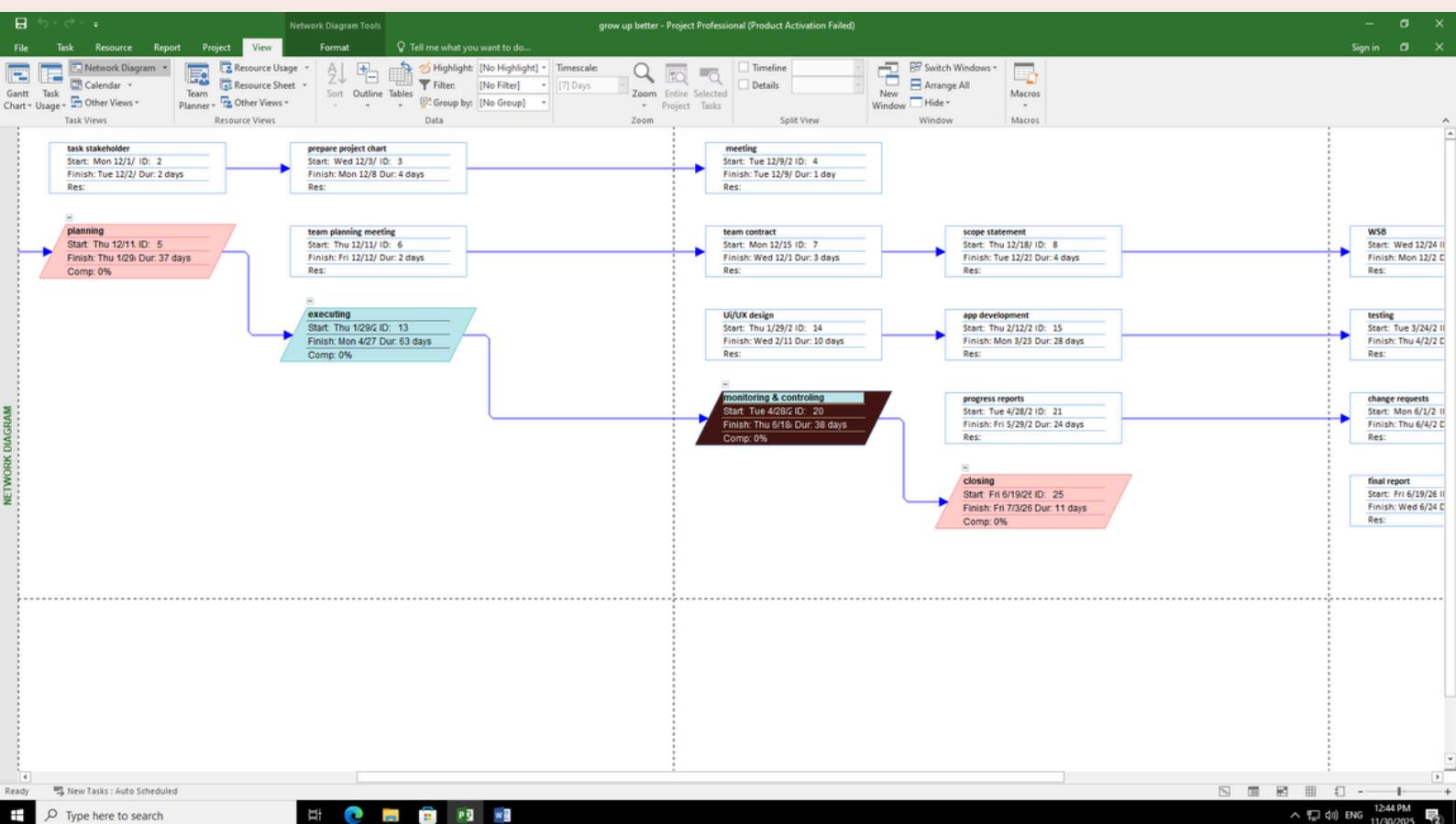


Network diagram





Network diagram





Network diagram

