

### 3 Key Findings

1. 87% of survey takers had a change that they would like to change now. That means that there are potential users for the app.
2. The survey takers all had different habits that they would like to change and no two are the same; however, there are some that would generally fall under the same category.
3. Most of the 'cue' for the habits are triggered by negative motions.

Results that are surprising to me:

There is a big percentage of survey takers (30%) who strongly want to change their habits. An even bigger percentage of survey takers (50%) would like to change their habits but do not feel as strongly.

Addressing my problem statement:

My problem statement is: Identify a habit that people would like to change. I was able to answer that and furthermore understand the motivations/feelings behind the habits that they would like to change as well as the location on where it happens. I think that I could be more specific regarding my question about location because even though most of the people say that the location the habit takes place in is at home, it can be broken down further into which room (living room, bedroom, kitchen, etc).