The feature that stands out most about our project is all the high-quality natural sounds we provide to users. This differentiates us from other websites and mobiles apps out there. Therefore, we should always prioritize our focus on building it. Other features, like Spotify integrations or Pomodoro, should only be considered after we have ensured the sound quality is good enough.

In terms of coding work, we need to emphasize most on the back-end server. Minor frontend issues can be addressed later, but the server always has to work properly under high traffic, so our mobile app or website will not crash in such situations.

When it comes to marketing, it is essential to target only a specific niche group of users. We will advertise ourselves to young people from 20-35 years old first since this group is more likely to feel stressed at work and often enjoy listening to something to stay focused. Only after that will we slowly shift our attention to other groups of users.