

Research Plan

Problem

Measuring and/or managing tasks has been a proven method of establishing positive and/or dissuading negative habits. Consistency is key here so ensuring accountability and staying on track is vital.

There are a great many day counters and habit trackers available on the market with hundreds of possibilities as standalone apps and additional integrations and add-ons. Some of them focus on encouraging positive and dissuading negative habits, others focus on relying on incentivization, and others just focus on simply tracking the days.

One of the biggest issues, is that a lot of these apps do not fully encompass tracking both the good and the bad. One may focus on encouraging positive habits, and another might focus on preventing negative ones and for users to have two separate apps can create unnecessary pressure/pain.

Research Goal

I want to learn more about:

1. Why do people opt to use a habit tracker and/or day counter?
2. What types of habits do they track?
3. What would motivate someone who does not already use one to start?
4. What do users look for in a habit tracker and/or day counter?
5. What features/functionality is desired?
6. What other uses do people look for in a day tracker?
 1. What other use cases are considered?
 2. Why don't people use a habit tracker and/or day counter?

So that I:

1. Can understand what users look for in an app.
2. Can understand why people do not use these kinds of apps.
3. Can understand the motivations behind why users may or may not want to track habits and/or days.
4. Can understand what is most wanted and what is least wanted.
5. Can understand what is a deal-breaker for someone considering an app.

Research Objectives

1. Determine the most desired features and functionality
2. Discover why non-users do not use them
3. Understand what is most important when selecting an app

1. Understand what is least important
2. Determine what are the biggest deciding factors
3. Especially between similar apps/services

Research Questions

1. What do you look for in app?
2. What is most important?
3. What is least important?
4. What factors have the biggest impact when deciding on buying/subscribing to an app?
 1. One-Time Purchase vs. Subscription
 2. Availability of Plans
 3. Platforms
 4. Synchronization
 5. Security
 6. Privacy
 7. Why DON'T you use a habit tracker and/or day counter?
 8. What kinds of habits do you track?
 9. What kind of use cases do you use a day counter for?
 10. What time periods are most important to you?
 1. Minutes, Hours, Days, Weeks, Months, Years
 2. Bi-, Tri-, Semi
 11. What features/functionality would you most like to see?

Methodologies

A combination of a survey/questionnaire and in-person or video chat interviews.

Participants

People who use a habit tracker and/or day counter
People who use an alternative method to track/count
People who do not use any form of habit tracker and/or day counter

Assumptions and Risks

- There is a reason that those who do not use an app/service.
 - Maybe they just do not want to or do not care enough
- They use a compatible smart phone
- They want to sign-up to use an app
- They would spend money on an app/service