



BREAK
BAD
HABITS

BUILD
GOOD
HABITS



Personal Habits

Project Presented by

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Hasan

Process to identify a “Central Problem”



Initial Interviews [Exploration]

- Gaining perceptions regarding **Personal Habits**.
- Understanding the overall process in shaping habits, decision makers and motivation behind it.
- Identifying major pain points in accomplishing a goal related to habits : namely - starting a new habit, breaking a bad habit or staying consistent.



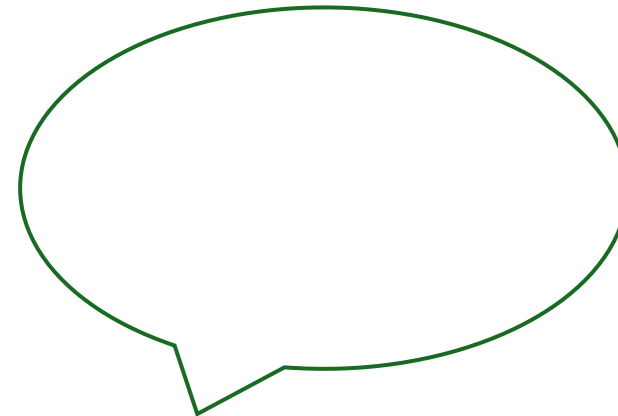
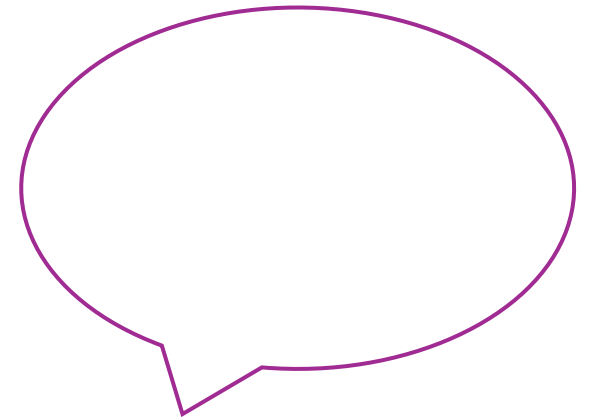
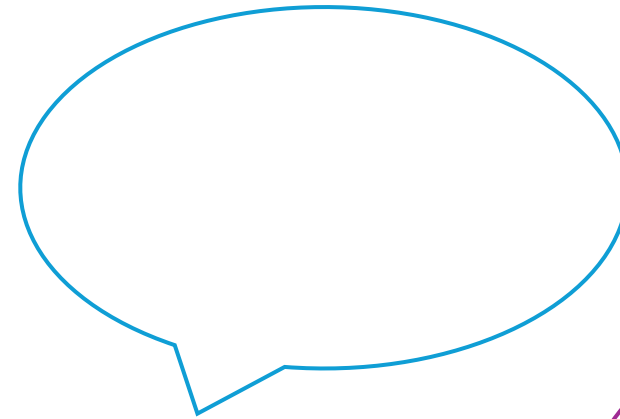
More in-depth interviews [2nd round data-collection]

- Narrowing down on most-stated pain points that we can address.
- Identifying the different personas we discovered.
- Comparing the personas for overlapping insights & behaviors.
- Selecting one to proceed for solution ideation and concept.



Finalizing our persona & the key problem

- Our chosen persona - un organized student, big time procrastinator but highly motivated to make an active change and needs help & tool to succeed.
- Addressing the key reason leading to procrastination i.e., high unorganized on his submission due dates , class schedules and other events of interest.



Observed Habits & Pain Points

Visual mapping of primary distractions and daily behavioral challenges



HABIT 01 Unorganized Space

A cluttered environment directly hinders focus, leading to cognitive fatigue and constant procrastination.



HABIT 02 Excessive Screen-Time

Late-night phone usage disrupts sleep cycles and drains mental energy required for next-day tasks.



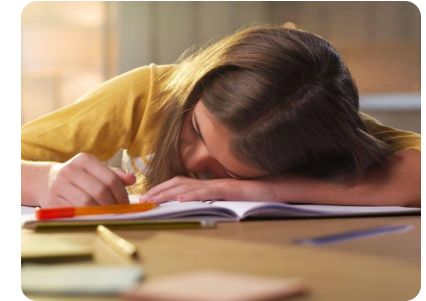
HABIT 03 Social Media

Continuous notifications and doomscrolling create high distraction loops, breaking deep work focus.



HABIT 04 Mobile Gaming

Instant gratification mechanics in mobile games consume productive hours and replace healthy routines.



HABIT 05 Lack of Motivation

Without clear goals and visual progress tracking, procrastination easily takes over daily schedules.

Root Cause Analysis

Mapping the top 3 behavioral pain-points to our central problem

EFFECTS

INCONSISTENCY Broken Habits

Habits tend to break easily after major life changes.

ATTENTION DEFICIT Screen Addiction

Excessive screen time disrupts focus and daily routines.

DISORGANIZATION Deadline Overwhelm

Poor planning leads to sudden stress as deadlines approach.

CAUSES

REINFORCEMENT
Context-dependent routines combined with shame-based systems.

DOPAMINE
Missing dopamine replacement, lack of community support, and absence of gradual transitions.

PHONE DEPENDENCY
Lack of an integrated physical-digital system to organize tasks.

CENTRAL PROBLEM

Disorganized & Procrastination



User Persona

Comfortable Campie



“

I know it's bad, but I enjoy this life. I do want to change!

”

DESCRIPTION

Campie is a 25-year-old student navigating life far from home. Her days begin with a comforting breakfast routine and a cup of coffee before a packed schedule of classes. In between, she connects with friends but often finds herself spending hours scrolling through social media until late at night.

MOTIVATION

Driven by immediate comfort, social interaction, and external deadlines. She wants to improve her habits for health and academics but often chooses present enjoyment. Her motivation spikes under deadline pressure but quickly fades once that pressure lifts.

BEHAVIORAL PATTERNS

Her day begins with intentional routines, but resolve fades as stress builds. Even though she feels guilt and worry about excessive scrolling and missed goals, she rarely takes decisive action unless prompted by looming deadlines or external support.

Target Customers

- Self-aware procrastinator and unorganized ***students and young professionals***, in the age range of ***18-35 years***, who are ***highly motivated but struggling*** to change.





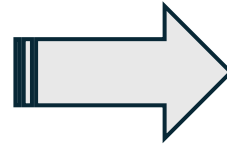
Early Adopters

Highly motivated tech-enthusiasts, students and young professionals.

Solution Concept

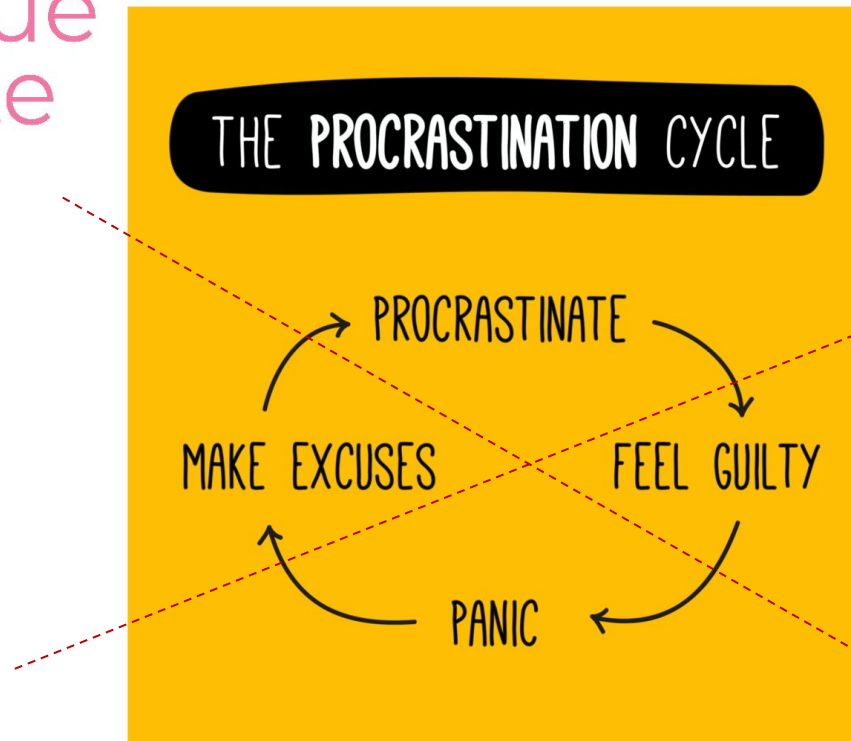
Major Pain-points

gaming lazy
excessive scrolling
distracted
events unorganized
assignments missed overdue
screen-time procrastinate
social lifestyle media



Changing them to plus-points

accomplished reminders
organized on-time
active-lifestyle
friendly-nudges



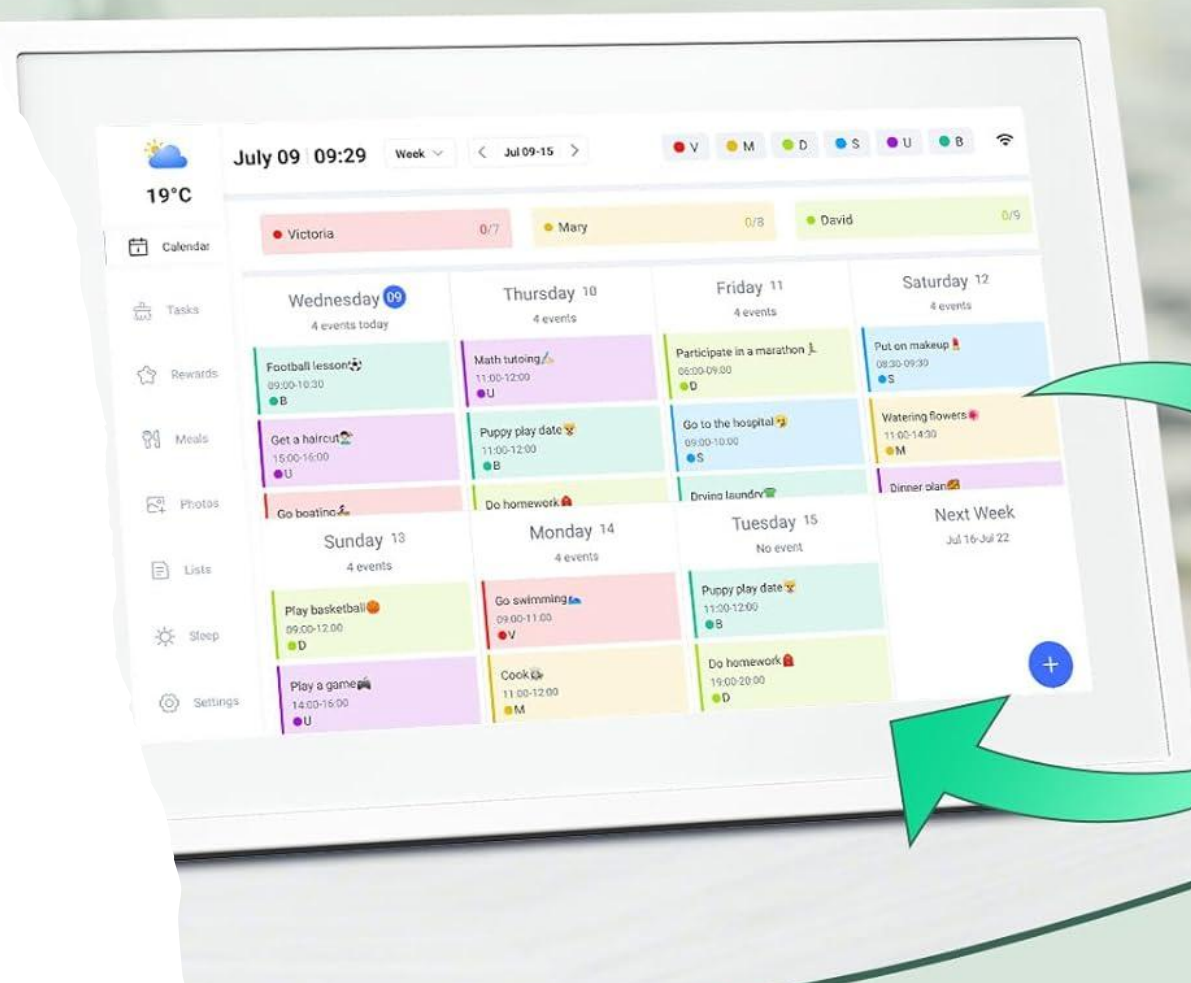
Stay in sync across calendars

Seamlessly auto-syncs with Google/Outlook/ iCloud/Yahoo/Cozi

Introducing
the Solution-

“FlowHabit”

*Redefining the good-old
calendar with the new-age
digital features!*



*AI generated
image

Prototype Fidelity Evolution *But it wasn't that easy...*

01 / CONCEPT

Initial Solution

- Started with a physical desk calendar.
- Limited features (basic calendar, reminders, voice notes).
- No digital app integration.
- No reward or loyalty-points system.

02 / EVAL

Usability Test

- Tested versatility with desk or wall mounting options.
- Identified need for digital sync with other calendars & mobile.
- Requested features: to-do lists, alarms, chores, & calendar sharing.

03 / UPDATE

Prototype Iteration

- **Engagement drivers:**
 - Interactive character
 - Motivational quotes
 - Color visual aids
 - Loyalty/streak points
- Added "Mobile App" for integration & user flexibility.

04 / TEST 2

2nd Usability Test

- Introduced AI-driven automatic event creation.
- Observed significantly more positive feedback on the new version.
- Improved product likeability & user acceptance.
- **Digital sync was validated as critical.**

05 / FINAL

Prioritization

- Wi-Fi connectivity & App sync.
- Seamless calendar integrations.
- Voice memo to event creation.
- Enhanced visual cues & custom settings.
- Procrastinator-friendly early deadlines (positive reinforcement).



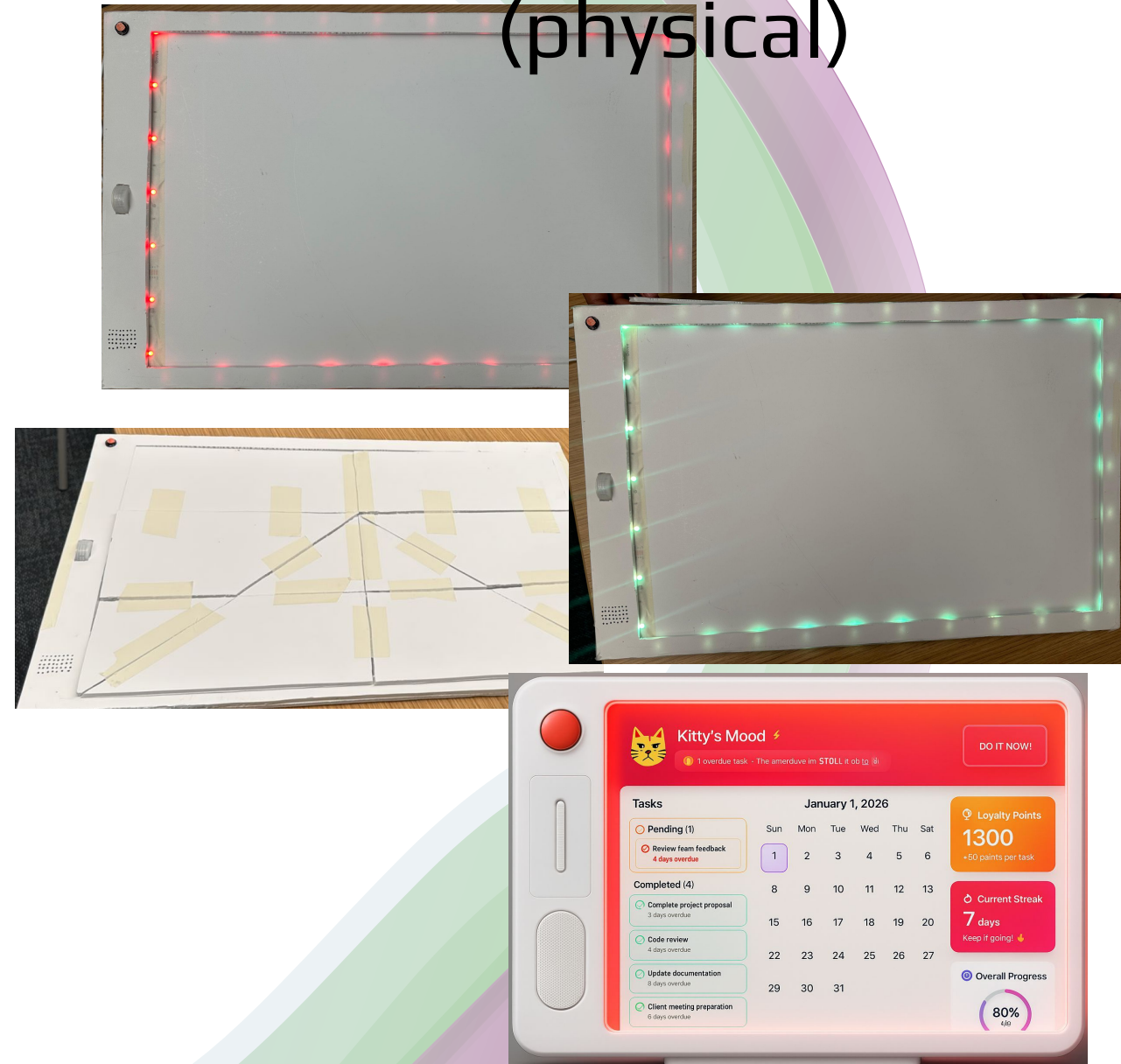
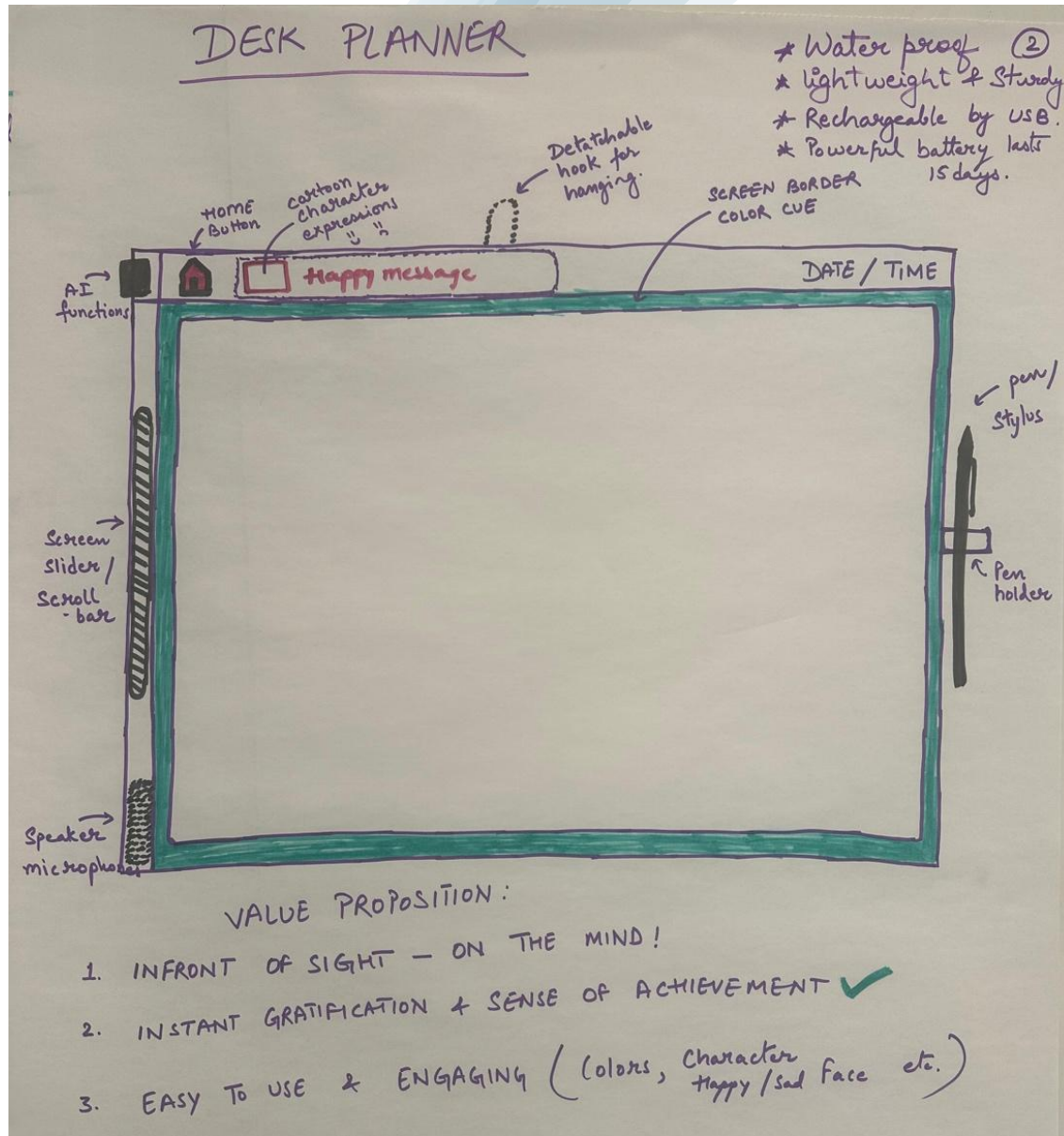
Usability test results

Category	Key Goal	Key Metric	Key Insight
Happiness	Supportive, motivating experience	Satisfaction score, sentiment	Tone of Kitty messages heavily impacts mood.
Engagement	Consistent task interaction	DAU, task count	Students engage more with visual feedback.
Adoption	Understand app in 3 minutes	Onboarding completion	Daily vs. Calendar confusion slows adoption.
Retention	Return even after missed days	Streak retention	Overdue overload decreases retention.
Task Success	Complete tasks easily	Task creation success	Add Task is smooth; task visibility needs clarity.

Prototype



Product (physical)



Screen Designs



This Week

Weekly Progress

0/0

0%

Sun 30

No tasks

Mon 1

No tasks

Tue 2

No tasks

Wed 3

No tasks

Thu 4

No tasks

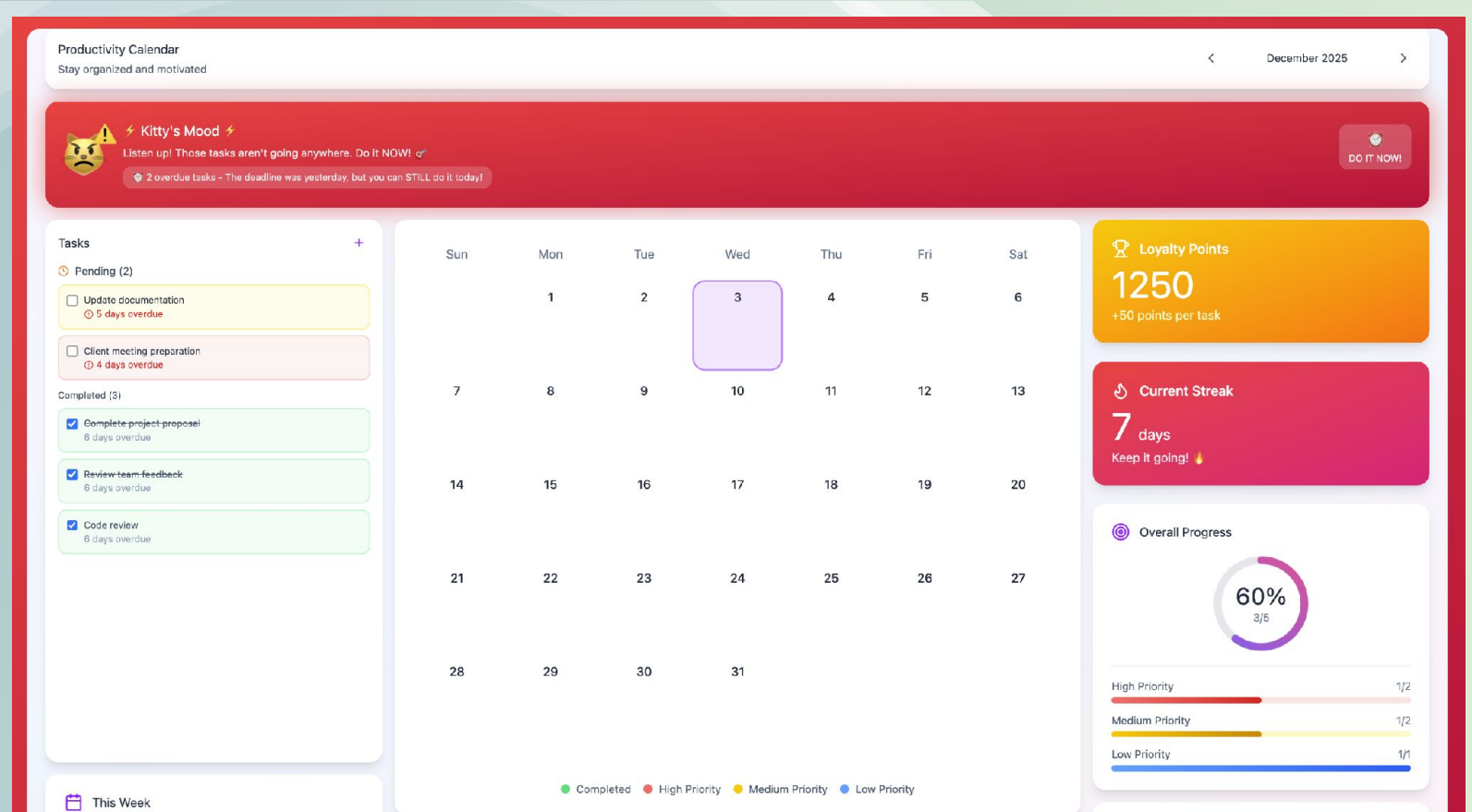
Fri 5

No tasks

Sat 6

No tasks

🎯 Let's make this week count!



Leaderboard

[↗ Live Rankings](#)

Sarah Chen

★ 2,850 🔥 15d ✓ 57

2,850
pts



Alex Kumar

★ 2,420 🔥 12d ✓ 48

2,420
pts



Emily Rodriguez

1000 101 00

1,980
nts

Keep completing tasks to climb 2 spots!



My Notebook

Write your notes here...

0 characters



Let's try- Click on the Link

Design Screen
(Figma)

[https://www.figma.com/make/mX8cYx5GmqxVRfzVmPHa/Desktop-Calendar-App-Interface?node-id=0-1&p=f&t=ZcuNNkgZLiIDIZpW-0&fullscreen=](https://www.figma.com/make/mX8cYx5GmqxVRfzVmPHa/Desktop-Calendar-App-Interface?node-id=0-1&p=f&t=ZcuNNkgZLiIDIZpW-0&fullscreen=1)

1

FlowHabit App Journey

Supporting users at every step of their habit-building routine

01

Download & Sign Up

FlowHabit App is available to download for Android & iOS.

Easy sign-up using your email address to get started instantly.

02

Onboarding

Quick video tutorial guides users to start using their physical calendar.

Sync seamlessly with other device and calendar apps.

03

Customization

Customizable settings allow you to mold the app to your lifestyle.

Adjust **Display, Privacy, & Account Settings** easily.

04

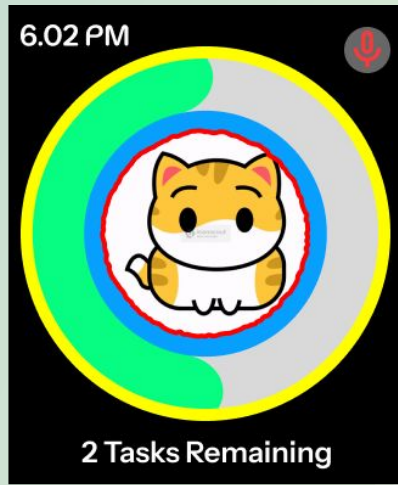
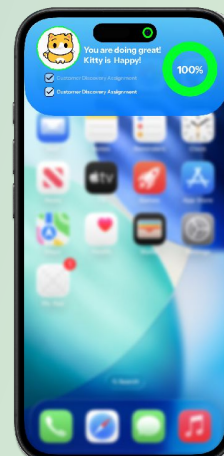
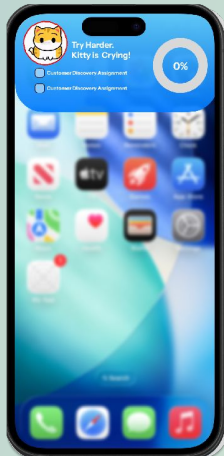
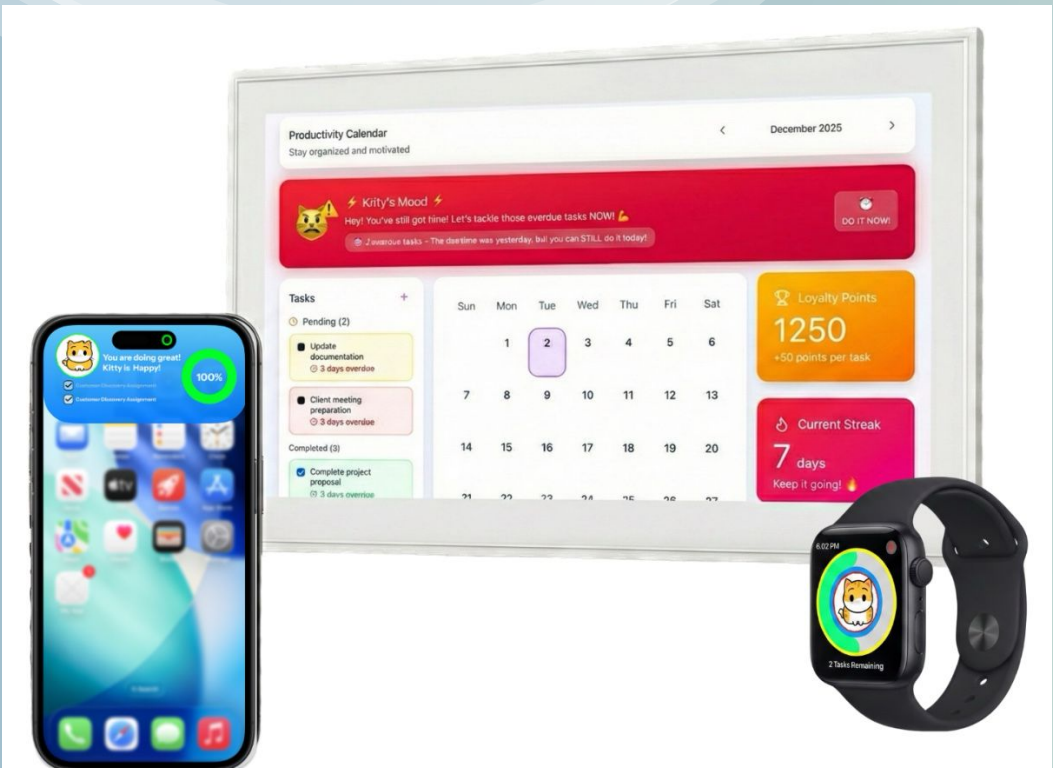
Active Use

Get started by setting up your very first habit tracking task.

Easily accessible on all your preferred devices and screens.

Available for all screens -

Desktop, Mobile and Smartwatch interface



Value Proposition Canvas

Mapping FlowHabit's system capabilities directly to target customer profiles

VALUE PROPOSITION

Products & Services

- **Physical planner**
Tangible desk calendar hardware
- **E-ink display**
Low-glare, ambient screen tech
- **AI voice scheduler**
Voice-activated scheduling engine
- **Wearable integration**
Haptic wrist-device sync
- **Mobile companion app**
On-the-go habit companion

Gain Creators

- Creates structure & control
- Enables clean daily momentum
- Improves target focus & productivity
- Builds pride and self-efficacy
- Fosters community support structures

Pain Relievers

- Eliminates systemic disorganization
- Reduces constant screen & phone distraction
- Consolidates tool fragmentation
- Breaks the damaging guilt-shame cycle
- Fixes failing habits & provides direct support

CUSTOMER PROFILE

Customer Jobs

Organize complex deadlines, reduce procrastination, maintain daily momentum, regain focus, balance personal structure, and build flexibility.

Desired Gains

Control, organization, reliable momentum, elevated productivity, pride in self-efficacy, holistic wellbeing, and robust peer community.

Customer Pains

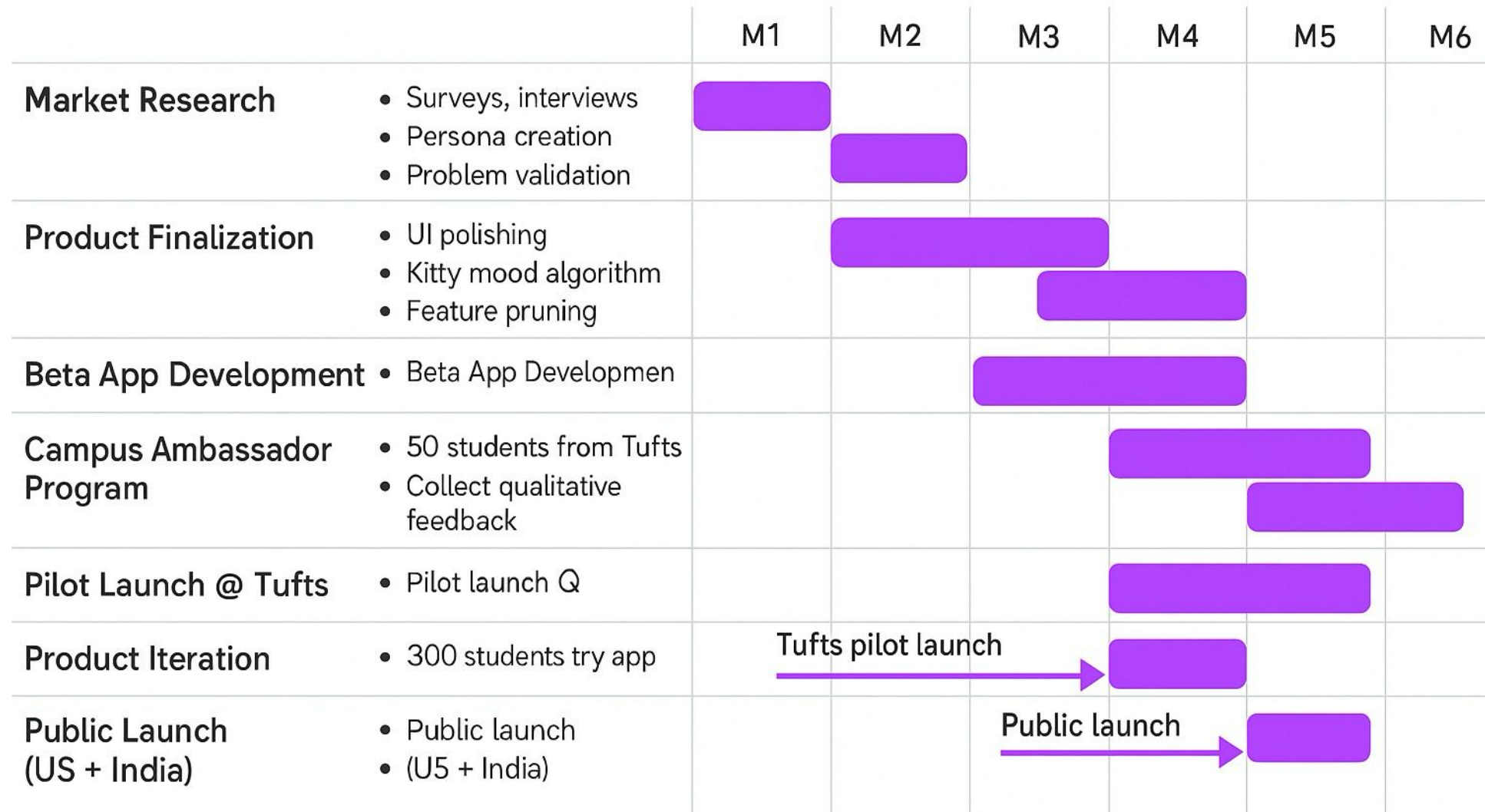
Disorganization, screen/phone addiction, fragmented tools, isolation, habit decay, and a persistent cycle of deadline overwhelm.

Our Business Model:

- Go-To-Market strategy
- Pricing & revenue Model
- Sales and distribution channels



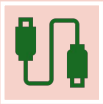
FlowHabit – Go-to-Market Strategy



Revenue Model



“Razor-Blade” Model
(Example: *Whoop*)



Device is free.



Users pay **\$9.99/month** for subscription.



If user completes more than **85%** of monthly tasks they get: **\$4.99 as store credits.**
(Example: *Amazon gift card / Starbucks etc.*)

What Users Get?	Free Tier	Premium Tier
Price	\$0	\$9.99/month
Monthly Points	25	✓ Unlimited
Custom Tasks	5	✓ Unlimited
Kitty Mood	✓ Yes	✓ Yes
Leaderboard	✓ Yes	✓ Yes
Service Period	1-month free trial	✓ Unlimited
Full Calendar	Limited access	✓ Full access
Daily Planner	Limited access	✓ Full access
Habit Tracking	Limited access	✓ Full access
Customize Settings	Limited access	✓ Full access
App Streak	Limited access	✓ Full access
Cross-Device Sync	1 device	Up to 6 devices
Streak Freeze	✗	✓ Yes
Refund Challenge Option	✗	✓ Yes
Task Verification	✗	✓ Yes
Share Calendar	✗	✓ Yes
Advanced Analytics (Weekly Reports)	✗	✓ Yes
Mood-Based Recommendations	✗	✓ Yes
AI-Suggested Routines	✗	✓ Yes
Avatar Selection	✗	✓ Yes

Sales and distribution channels



Through our website
(Direct channel)



Partnerships with Tufts,
Barnes & Nobles.
(Authorized Retailers)



Amazon
(eCommerce channel)

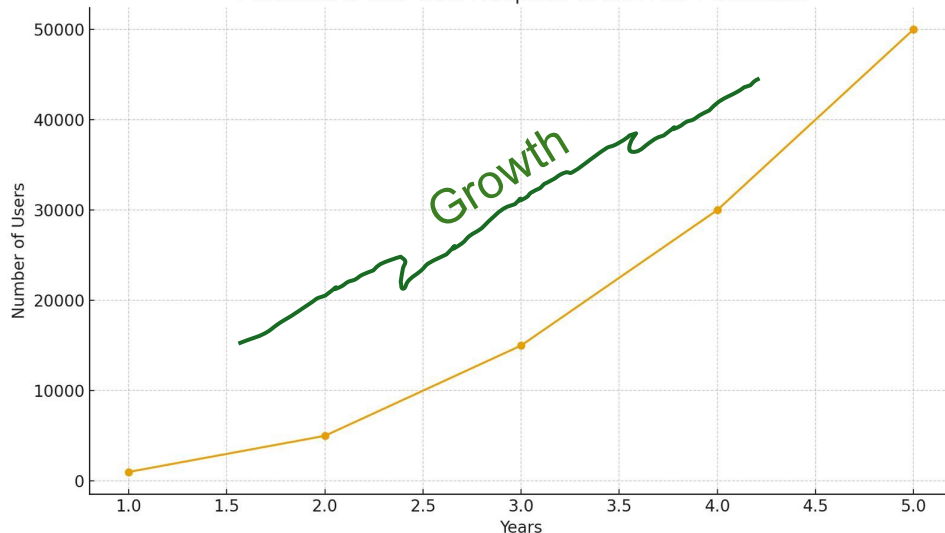
Measuring success and growth

Success metrics for the product :

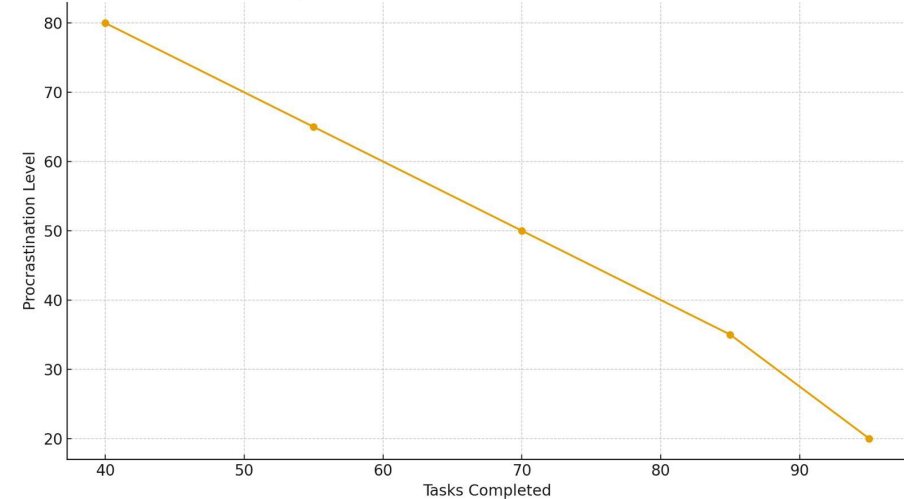
- User adoption
- No. of subscriptions purchased
- Average revenue generated per user
- No. of app signups [prospective subscribers]
- Customer ratings & reviews



Predicted 5-Year User Adoption Growth for FlowHabit



Relationship Between Tasks Completed and Procrastination



Task
s



Procrastination



Success for our customers:

- No. of tasks completed WoW / MoM
- User likeability & interaction
- User leaderboards & streak engagements
- User feedbacks & reviews

User storyboard!



Made for user's success

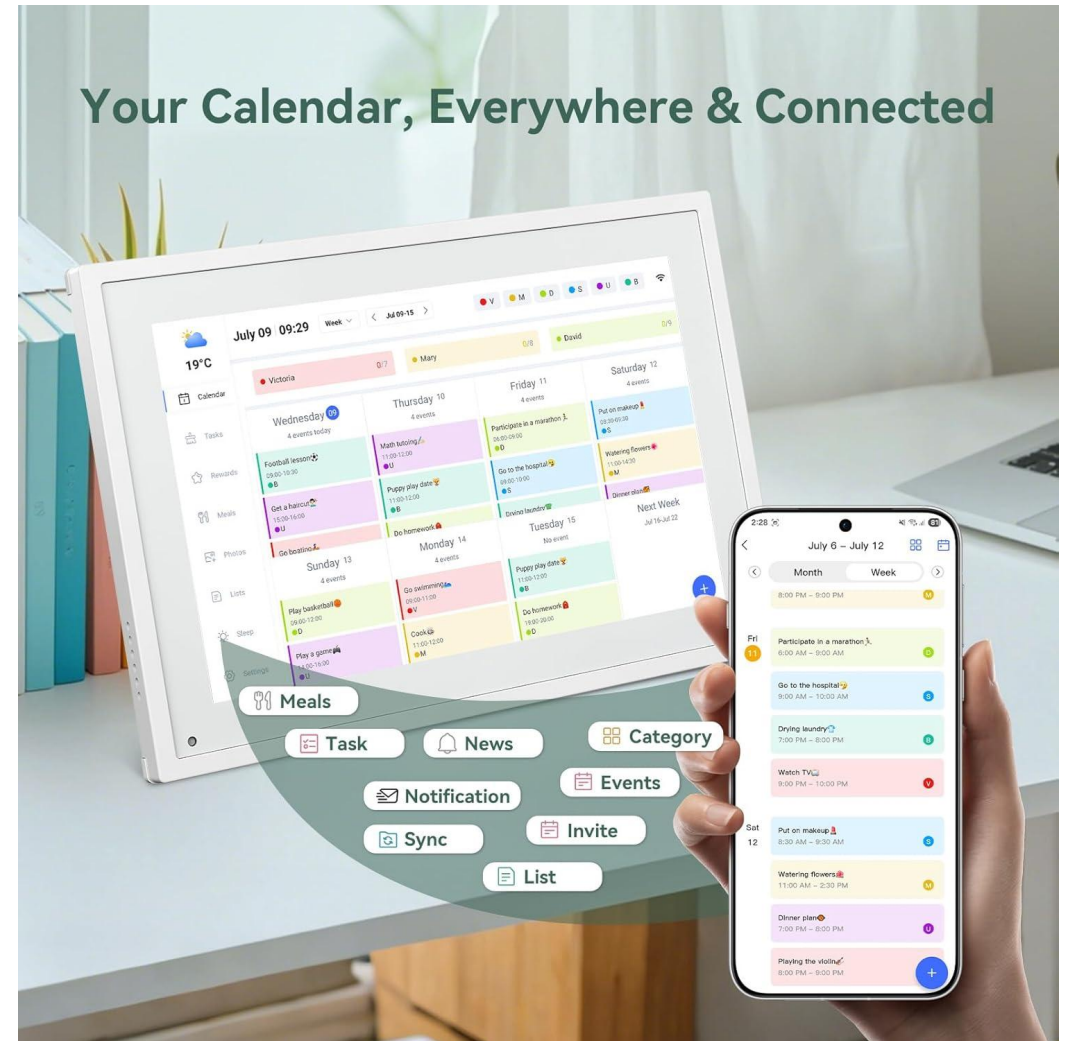
- Customer centric designs
- Visual cues designed for customer engagement
- Keeps you on top of your schedules!

Unique Selling Proposition

- 'FlowHabit' community
- Leaderboard
- Seamless connection across devices

Made for user's success!

- The physical calendar can be easily set up on your desk or a wall
- Plug in to use
- Rechargeable with long-lasting battery power
- Easy wi-fi connect
- Seamless app-sync



Usability Tests

SECTION 1 — Warm Up

1. Previous planner/calendar usage?

"I use Google Calendar every day."

"I buy physical planners but stop after 2 weeks."

"Notion... but it overwhelms me."

2. Willing to test a new student task product?

- "Yeah sure, I love new planning tools."
- "If it reduces stress, I'm all in."
- "I'm chaotic, so yes please."

SECTION 2 - First Impressions

1. First impression of FlowHabit?

"Cute - kitty gives me anxiety in a funny way." / "Clean & colorful."

2. Anything stand out immediately?

"The angry cat definitely." / "Loyalty points feel like a game."

3. How would this layout be used?

"Mix of planner + calendar + habit tracker." / "Shows overdue tasks."

4. Anything confusing at first glance?

"Where do points go?" / "Why is daily planner separate?"

5. Physical attributes feedback?

"The slider is cool." / "Want it lightweight on my desk."

SECTION 3 - CORE USABILITY TASKS

Task A - Add a Task/Event

"Oh this popup is neat."

"Medium is default - nice."

"Where does this task appear now?"

Follow-up: "How easy was this to do?"

"Really easy." / "Straightforward."

"I wish I could drag it into my daily view."

Task B - Syncing Calendars

One-Stop Scheduling Feedback:

- "If all classes auto-appeared, omg I'd love it."
- "I hate switching between 3 apps — this solves it."
- "Looks easy but not sure until actually synced."

Follow-up Questions:

- "Is the digital layout easy to understand?"
- "Do you feel there is added value?"
 - "Yes, huge value - one-stop view is amazing."
 - "I want my events auto-imported."

SECTION 3 - CORE TASKS (Cont.)

Task C - Using the Daily View

Do they find empty timeline odd? Auto-population?

- "Nice and minimal."
- "Why are tasks not showing automatically?"
- "I want to drag tasks into time slots."

Follow-up: "Is physical+digital combination helpful?"

- "Helpful - laptop hides things, desk board always visible."
- "Digital alone won't work for me."

Task D - Rewards / Streaks / Progress

Do rewards/points motivate in other apps?

"Yes - Duolingo streaks actually work on me."

"If points unlock skins/themes, I'd return daily."

"I love the kitty reacting to my behavior - keeps it fun."

Applying in FlowHabit - would it motivate?

"Yeah, I want to make kitty happy."

"Streaks give me pressure but good pressure."

Usability Tests

SECTION 4 — Usability Metrics

1. "How visually clear & organized?" (Scale 1–7)

Average score: **5–6**

"Clean but some sections feel far apart."

2. "What felt most confusing or difficult?"

- "Daily planner being empty."
- "What are points for?"
- "What does the angry kitty actually represent numerically?"

SECTION 7 — Usefulness Evaluation

1. "Does physical + digital feel helpful or cumbersome?"

- "Helpful on exam weeks."
- "Cumbersome if syncing isn't automatic."

2. "Would you give FlowHabit a try?" (Scale 1–7)

Expected score: **5 or 6**

SECTION 5 — Feature Feedback

1. Most valuable feature & why?

- "Overdue task highlight"
- "Kitty Mood"
- "Points/streak gamification"
- "Priority colors"

2. Is anything missing that you'd want?

- Drag-and-drop tasks into timeline
- Subtasks / Reminder system
- Weekly goals
- Ability to snooze/shift tasks

3. Kitty + Color appeal: Motivating or childish?

- "Cute but not too childish."
- "I love the angry cat — it pushes me."
- "Maybe allow changing character."

4. What would make it more engaging?

- More animations/moods
- Daily challenges / Study timer
- Sound/vibration haptics

SECTION 6 — Willingness to Adopt

1. Acceptable student pricing?

- "\$10 is okay if it actually helps."
- "\$15 max with physical board."
- "Subscription: maybe \$4–\$7/month."

2. Price range \$10–\$25

Most students say **\$12–\$18**

3. Personal willingness to pay

Median: **\$15** (with board included)

SECTION 8 — Final Wrap-Up

"Any last thoughts or advice?"

- "Add reminders."
- "Auto-sync everything."
- "Make kitty react more dynamically."
- "I wish the daily view auto populated."