

# Competitive Analysis

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Understanding  
how our  
competitors  
work.

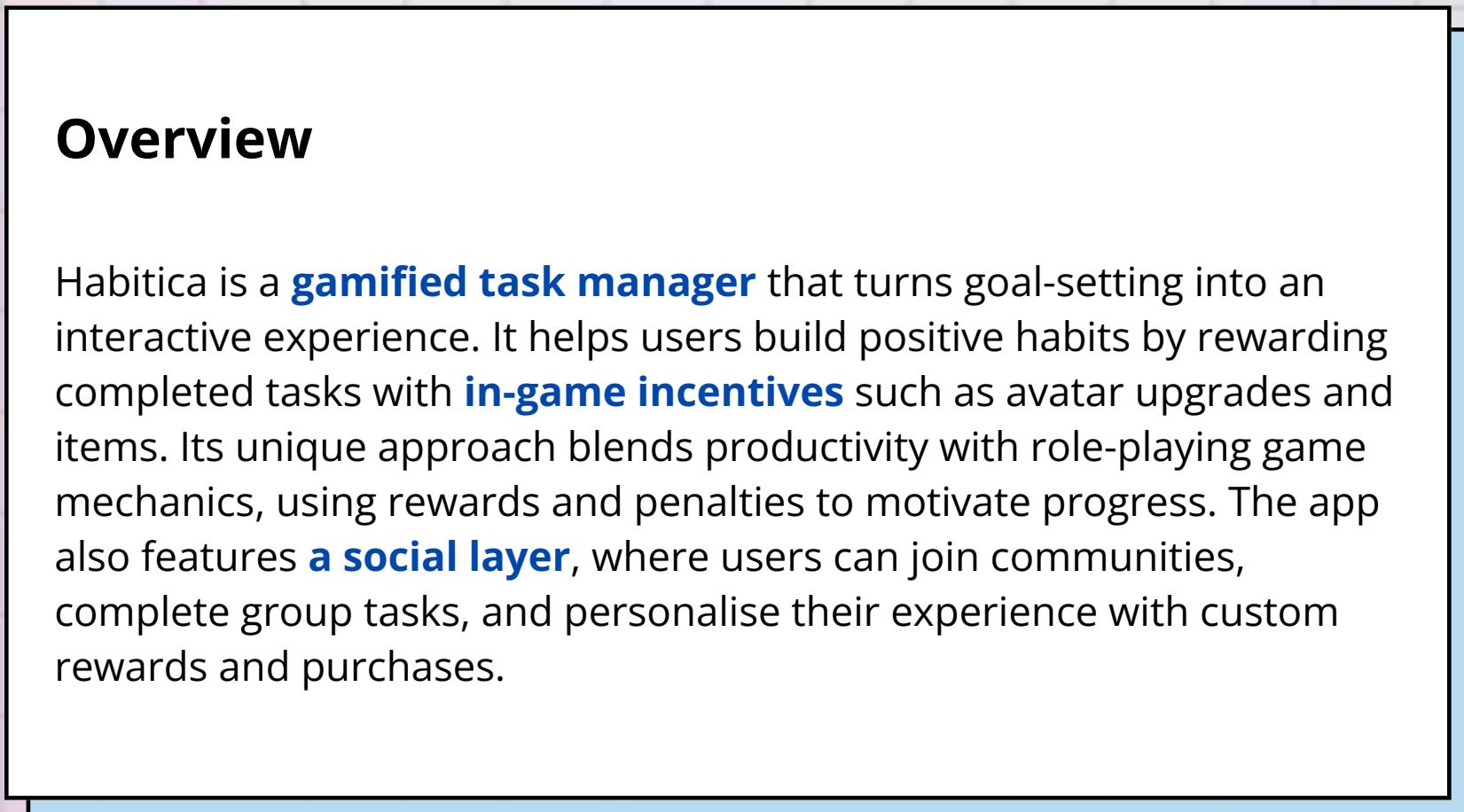


Image Source: <https://leslieceleste.com/about/>

# Competitor Profile



## Key Objectives

Habitica sets itself apart with the slogan **“Gamify your life”** and the tagline **“Improve your habits by playing a game.”** It turns daily tasks into game-like challenges, using monsters, quests, and avatar upgrades to reward progress.

The app builds motivation through a social layer where users can team up on quests and **hold each other accountable**.

With over 4 million users, Habitica combines an **attractive visual design with intricate details**, a **reward-punishment system**, and **affordable group plans** that unlock extra features on premium tiers.

## Overall Strategy

Habitica's visibility strategy relies on **strong SEO**—its official site ranks first on Google, with app store links close behind. Despite no recent blog updates, the brand maintains **active social media accounts** on Facebook, Instagram, Tumblr, and Blue Sky.

YouTube content and recent press mentions indicate ongoing engagement.

The app has over **5M downloads and a 4.8 rating on Google Play**, though its **lower 4.0 rating on iOS** suggests less optimisation for Apple users. As a free open-source tool, it likely attracts **sign-ups through organic traffic** and **app store visibility**, with monetisation via premium and group plans.

## Market Advantage

Habitica ranks in the **top five** Google results for searches like **“goal tracker app”** and **“daily goals app free,”** showing **strong SEO** and discoverability—key market advantages.

What truly sets it apart is its **gamified design**: users earn coins to upgrade avatars and “purchase” relaxation as a reward for completing tasks, blending productivity with play.

Its nostalgic **RPG aesthetic** and **social questing system** further boost engagement, making task completion more enjoyable and community-driven than most competitors.

These elements position Habitica as more than just a tracker—**it's a game that motivates**.

## Marketing Profile

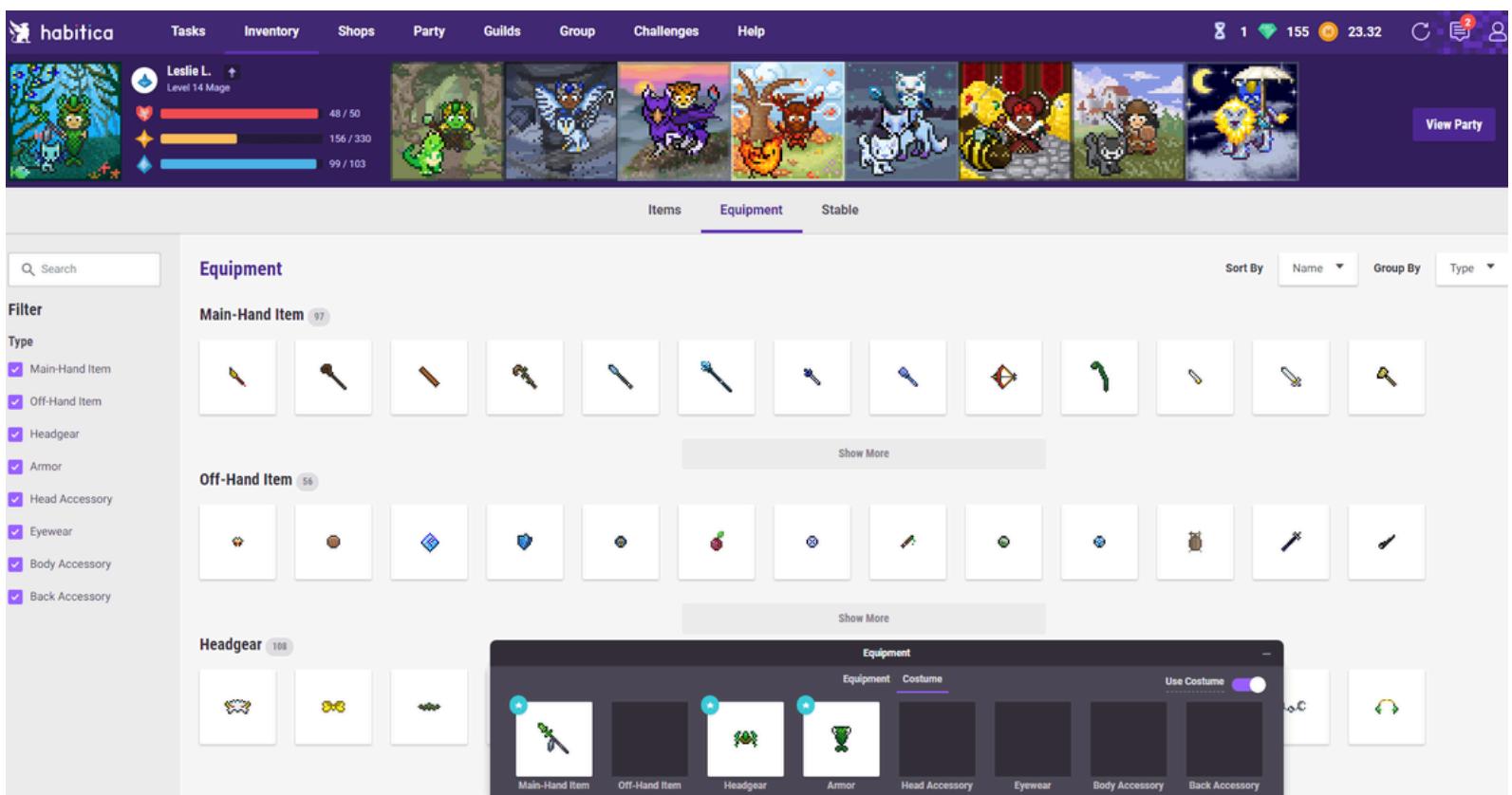
Habitica began as founder **Tyler Renelle's** personal habit tracker in Google Docs, later evolving into **HabitRPG** and raising successfully \$41K on Kickstarter in 2013.

Incorporated in 2014 with co-founders Siena Leslie and Vicky Hus, the app rebranded to **Habitica** in 2015 in response to user feedback.

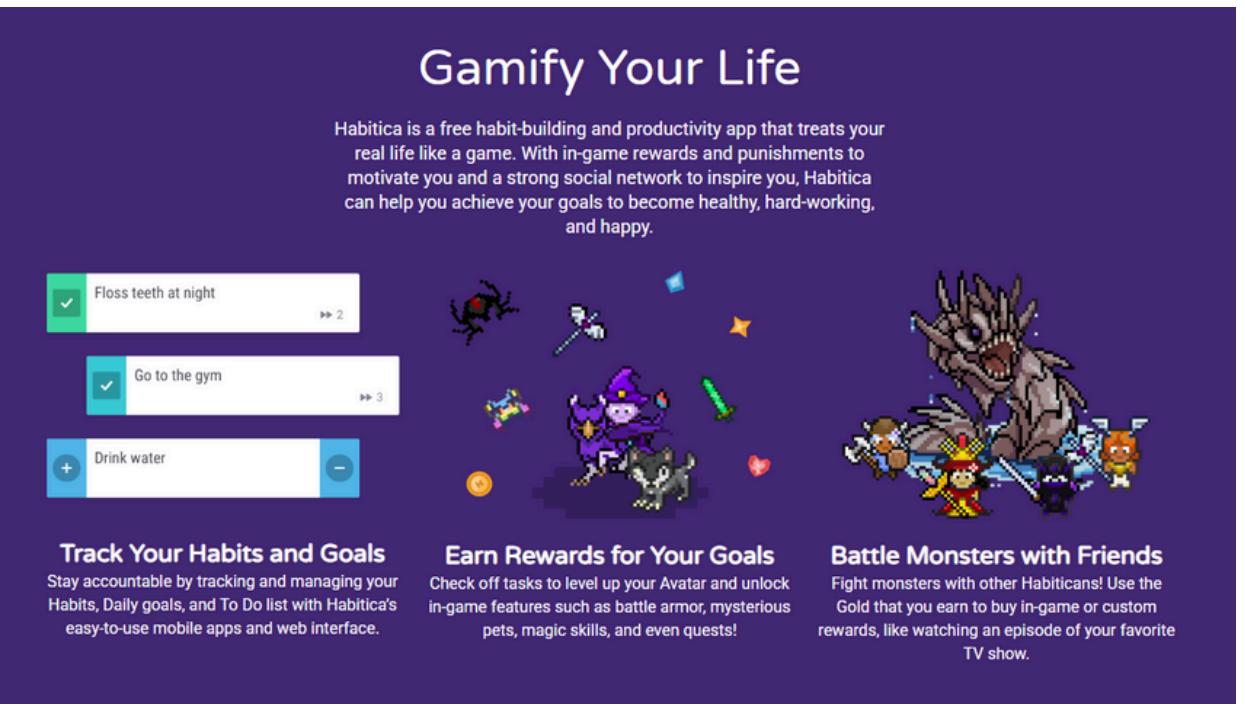
Its marketing strategy centres on building a **loyal community** through gamification and **consistent social media engagement** across platforms such as YouTube, Facebook, Instagram, and Discord.

**Volunteers** play a key role in both promotion and maintenance. While this model fosters connection, its reliance on volunteers and user purchases **limits** the **frequency of updates** and **broader brand visibility**.

## Web responsive application example



## Website and Slogan



## Play Store Rating

### Habitica: Gamify Your Tasks

HabitRPG, Inc.  
Contains ads - In-app purchases

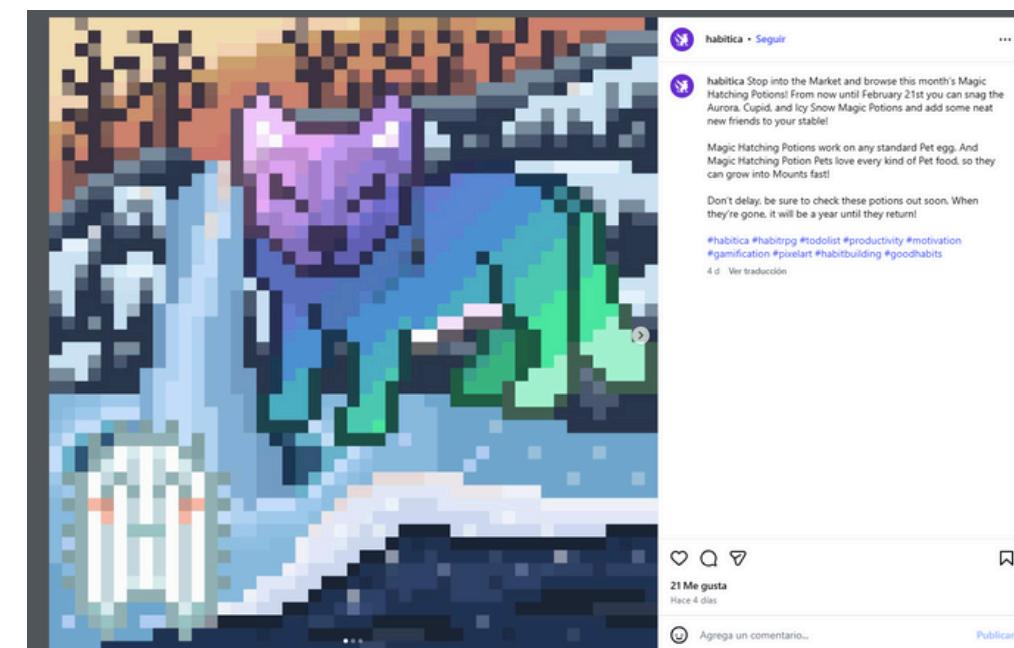
4.8 ★  
71.1K reviews  
5M+ Downloads  
Everyone

Install Share Add to wishlist

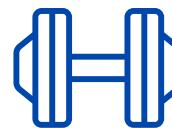
This app is available for some of your devices



## Instagram post



# SWOT Analysis



## Strengths

- Strong concept: RPG-style productivity app.
- Visually engaging UI with gamified elements
- Available on both web and mobile platforms.
- Simple and attractive value proposition for its niche.
- Active and sustained social media presence.



## Weaknesses

- Lack of clarity on how task types affect avatar progression.
- Poor Onboarding for new users.
- Inconsistent task between platforms.
- Confusing navigation with multiple with multiple CTAs. buttons on the home screen.
- Subscription benefits are unclear or poorly communicated.



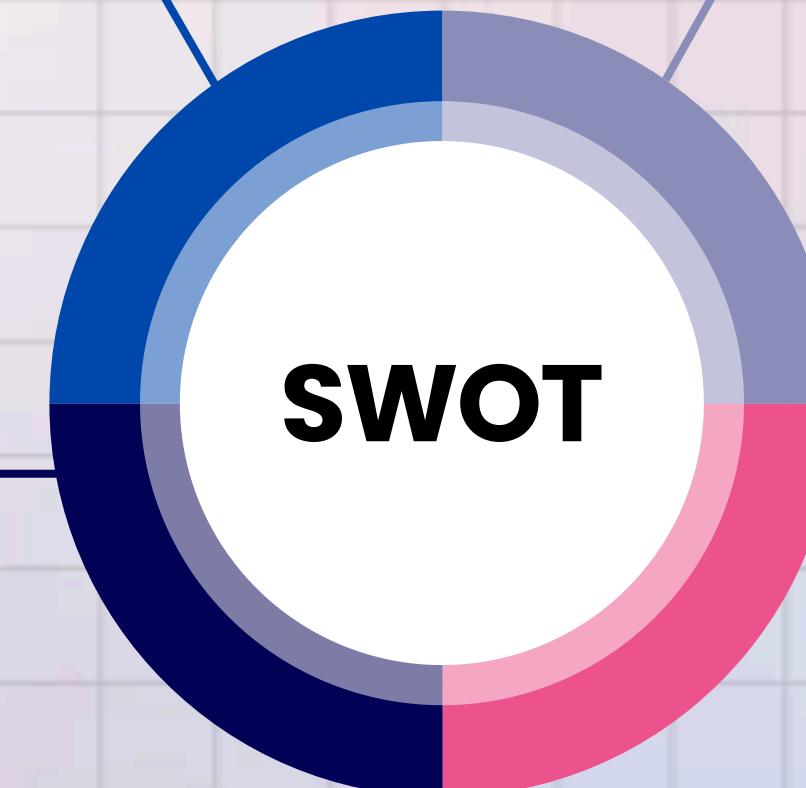
## Opportunities

- Simplify task creation with a straightforward tab menu or tab bar.
- Implement a progressive onboarding to explain the app's primary functions.
- Improve navigation, especially in the profile section.
- Communicate subscription value more effectively.



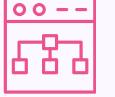
## Threats

- Strong competitors like ClickUp, Strides, and Coach.me offer similar functionality.
- Native apps (e.g., calendars, reminders) may reduce need for an additional platform.



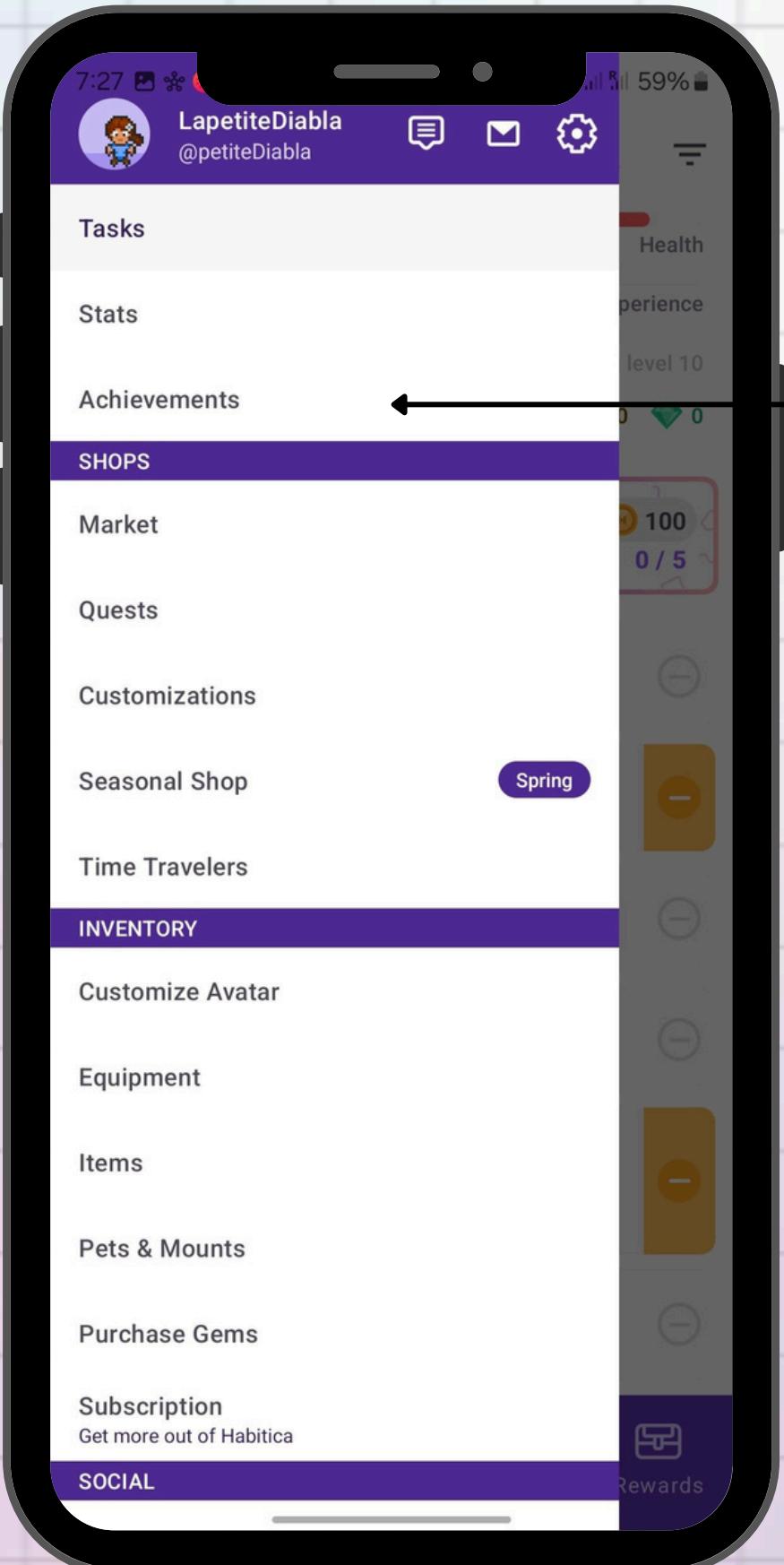
# UX Competitive Analysis



 <b>Usability</b>	Habitica's task management experience can feel <b>overwhelming</b> at first. New users face a challenging learning curve due to <b>unclear task creation flows</b> , cluttered screens with multiple CTAs, and a <b>mix of navigation patterns</b> . Although the experience improves once users understand filters and gamified features, the RPG mechanics—such as avatars, rewards, and quests—require additional cognitive effort that may distract from core task completion goals.
 <b>Layout</b>	Habitica's <b>web layout</b> offers a <b>clearer experience</b> than its mobile counterpart. While task creation is intuitive on desktop, the mobile app relies on <b>confusing "+" and "-" CTAs</b> and icon buttons that mislead users about their functions. The drop-down menu on the web outperforms the mobile hamburger menu in ease of use. Though structure clarity improves over time, the <b>mobile layout lacks an intuitive design</b> for first-time users.
 <b>Navigation Structure</b>	Habitica's web app offers smoother navigation than its mobile version, making task creation more accessible. However, both platforms overwhelm new users with <b>too many CTAs and visuals</b> that prioritise RPG features over task flow. Important sections, such as the <b>user profile</b> , are <b>harder to find</b> due to the app's emphasis on levelling up and in-game rewards. Still, once familiar, the layout for Habits, Dailies, and To-Dos becomes intuitive and easy to use.
 <b>Compatibility</b>	Currently, Habitica is available as a native mobile app for <b>Android and iOS</b> , alongside its original <b>responsive web application</b> . Across both versions, the core task management features function effectively, enabling users to manage their habits and track progress seamlessly.
 <b>Differentiation</b>	Habitica stands out for its <b>strong RPG-style gamification</b> , appealing to users who enjoy gameplay-driven productivity. However, its <b>complex structure</b> —dividing tasks into Habits, Dailies, and To-Dos—can <b>confuse users</b> , and progress tied to avatars isn't intuitive, even for RPG veterans. By offering <b>simpler task creation</b> , clear progress dashboards, and streamlined onboarding, Goalin can differentiate itself with a more accessible, goal-focused experience. These gaps present a clear opportunity to support users break down long-term goals through guided, easy-to-use features.
 <b>Call To Action (CTA)</b>	<b>Sign-up and login flows are straightforward</b> , but task-related CTA buttons often create confusion. On both web and mobile, the <b>plus/minus icons mislead users</b> into thinking they're adding or removing tasks, when they actually indicate task completion or failure. The central "+" button on mobile lacks clarity, leaving users unsure whether it creates a Habit, To-Do, or Daily task. These unclear CTAs <b>impact usability and disrupt task flow</b> .

# UX Competitive Analysis

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## Usability

New users face a challenging learning curve due to unclear task creation flows, **cluttered screens with multiple CTAs**, and **a mix of navigation patterns**

## Differentiation

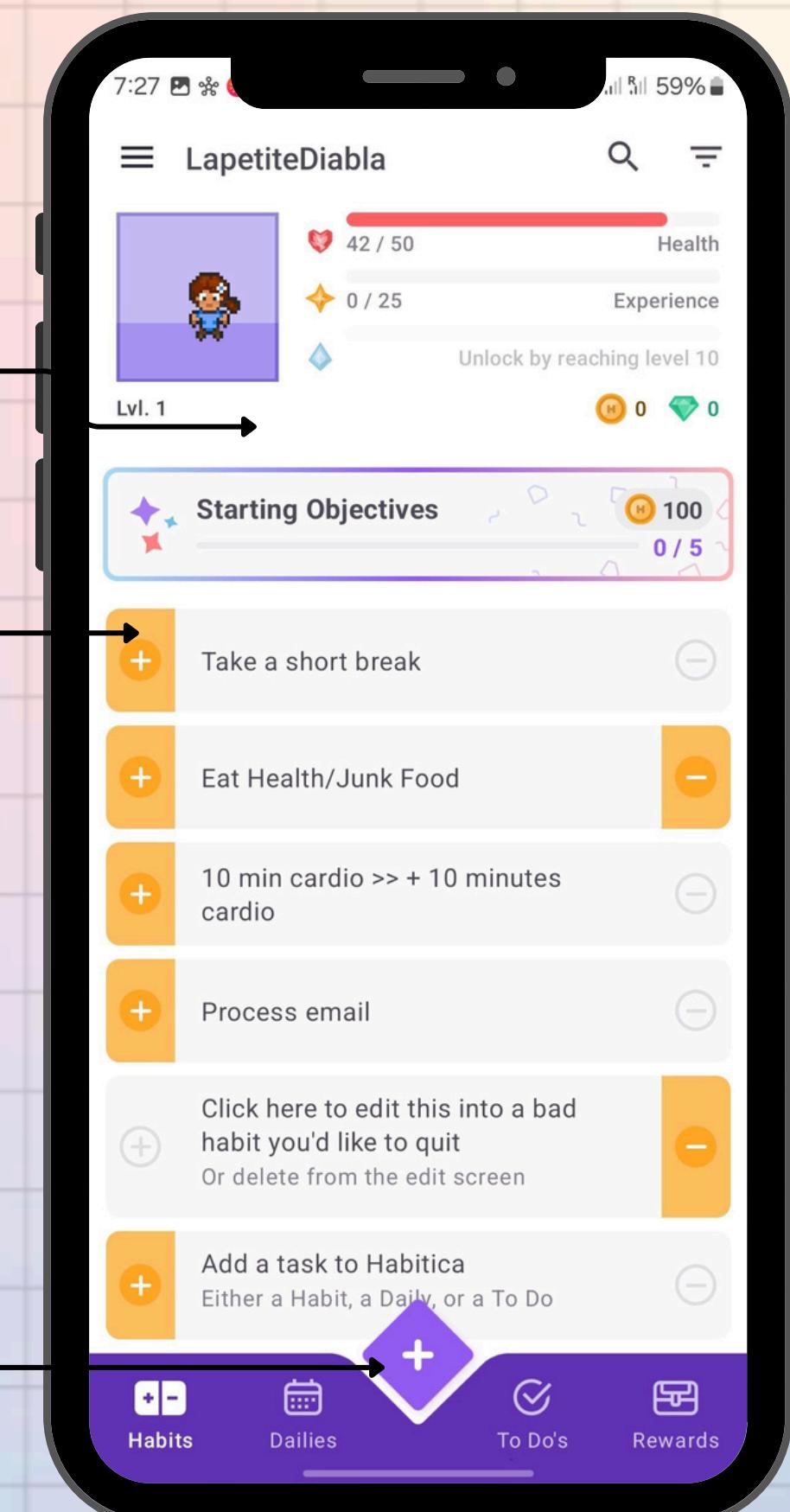
Its **complex structure**—dividing tasks into Habits, Dailies, and To-Dos—can confuse users, and progress tied to avatars **isn't intuitive**, even for RPG veterans.

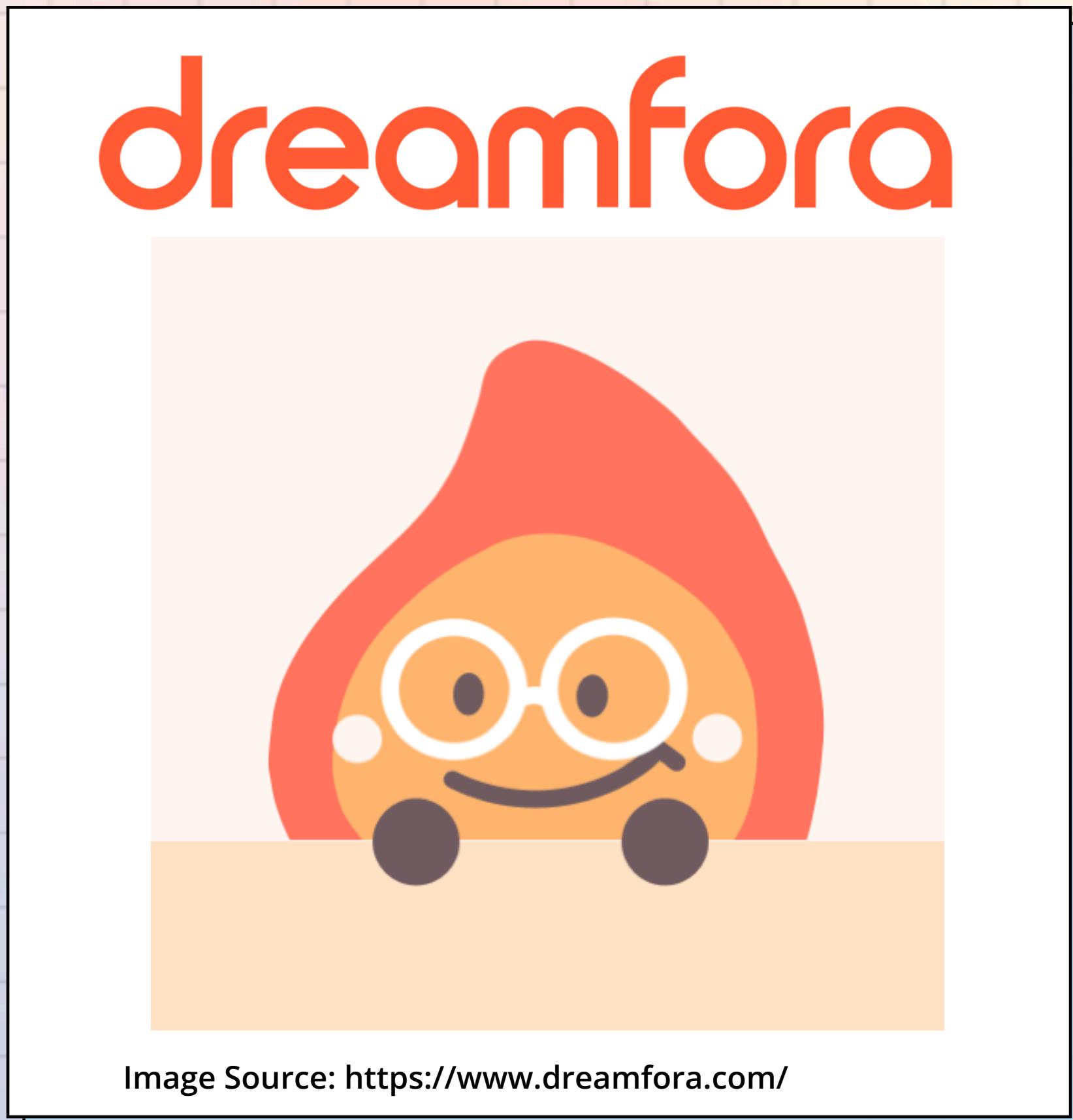
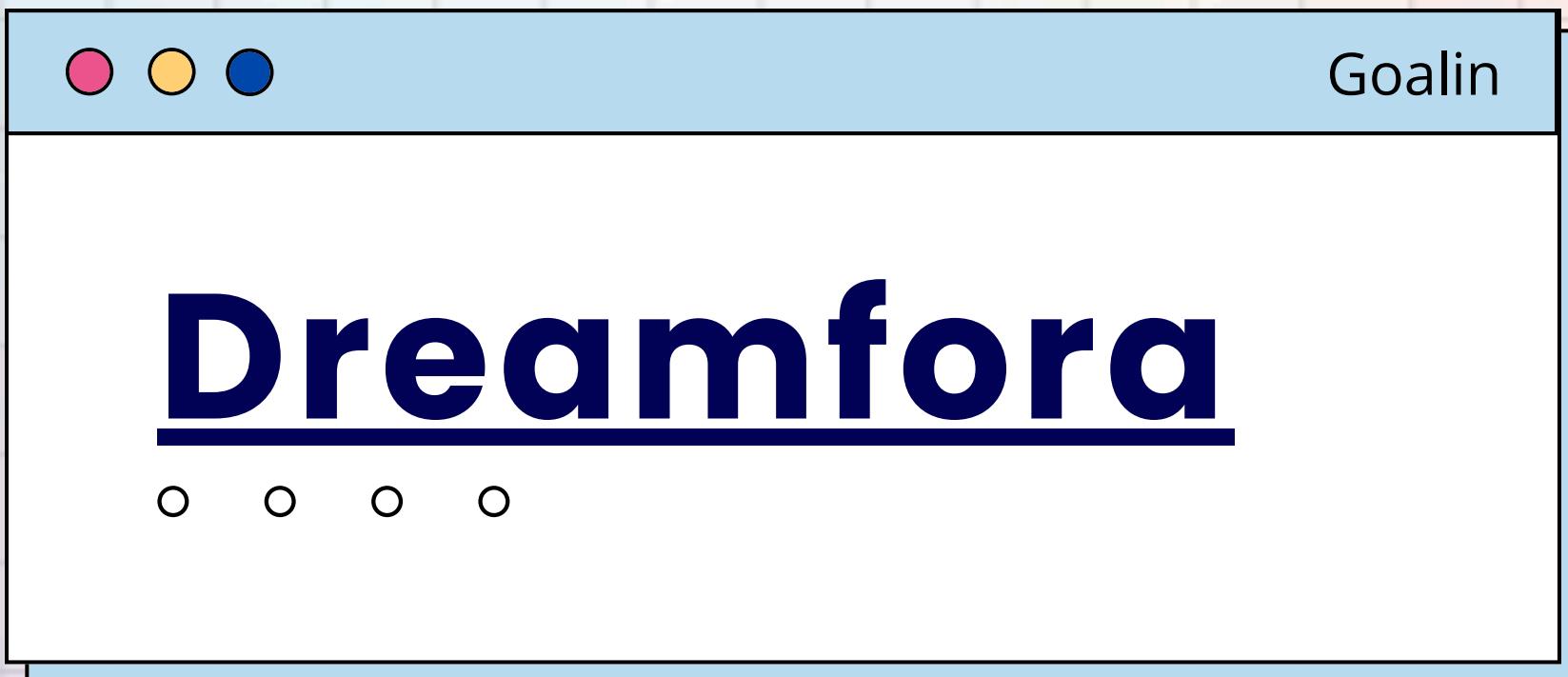
## Layout

On both web and mobile, the **plus/minus icons mislead** users into thinking they're adding or removing tasks, when they actually indicate **task completion or failure**.

## CTA Buttons

The central **“+” button** on mobile **lacks clarity**, leaving users unsure whether it creates a Habit, To-Do, or Daily task





## Overview

Dreamfora is an **AI-powered goal-setting app** that helps users manage large goals by breaking them down into daily tasks. Its colourful dashboard lets users **track progress, adjust goals, and stay visually engaged**. Available on **Android and iOS**, the app motivates users with rewards such as Amazon gift cards and digital stickers. Additional features include a personal diary and a community feed that foster **user connection and inspiration**.

Image Source: <https://www.dreamfora.com/>

# Competitor Profile



## Key Objectives

Dreamfora positions itself around structured guidance and proactive action with slogans like **"Harness Structured Plans, Actionable Advice, and Resources for Success"** and **"We set the plan; you go get started!"**.

Its core objective is to use AI—branded as **AI Dream**—to transform both simple and long-term goals into daily tasks and milestones. The app also aims to foster a **supportive community** where users can motivate each other.

Featuring AI-driven planning, over 1,000 daily inspirational quotes, and presence in 96 countries, Dreamfora positions itself as a globally accessible, AI-powered goal-setting platform.

## Overall Strategy

Dreamfora demonstrates strong **SEO performance**, with its official website ranking first in search results and app download links appearing directly below.

News coverage spans from 2019 to 2024, and its regularly updated blog enhances visibility and credibility. The app maintains an active presence on **Facebook and Instagram** and leverages its **in-app feed** to engage users.

With **1M+ downloads**, a **4.8** Google Play rating, and **4.6** on the App Store, Dreamfora builds trust that can support premium conversions. Supporting materials, such as a **press kit** and **blog**, further strengthen its digital strategy and user outreach.

## Market Advantage

Dreamfora ranks among the **top ten** Google results for searches such as **"goal planning app"** and **"smart goal setting app,"** boosted by its 4.8 Google Play rating.

When searching for **"goal setting apps potentiated with AI,"** it performs even better—appearing in the **top five** with direct links to the app store and its website, highlighting strong promotion of its AI capabilities.

While its features align with competitors, AI integration and an active community feed give it an edge. Recognition from blogs such as *Self-Starters* as a **top self-improvement app of 2024** further reinforces its credibility.

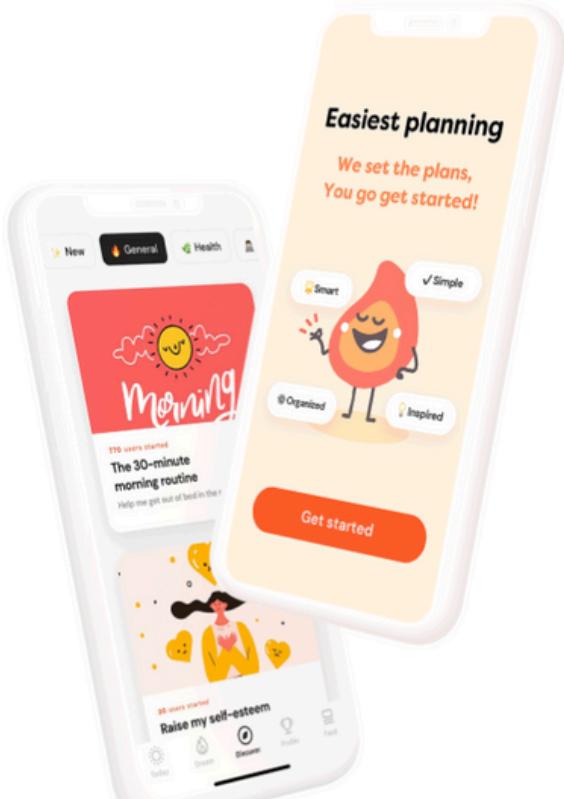
## Marketing Profile

Founded in 2018 by David Song and Paul Kang, Dreamfora set out to build a **smart goal-setting app** that supports users build habits, automate routines, and grow within a collaborative community.

Since launching on Android in 2020 and iOS in 2021, the app has attracted **1.3M** users, with 10M goals created globally. Backed by Strong Ventures and Spring Camp, Dreamfora continues to evolve—its 2023 launch of AI Dream and a community feed positions it **competitively**.

Its **fair premium** plan offers features such as detailed stats and enhanced rewards, while regular blog and social media updates help maintain an **engaged user base**.

Available on Android and iOS



## Accelerate transformative lifestyle changes with AI-Powered Goal Setting

Set your goals automatically and customize them based on your unique interests. Make even the most complex long-term goals more manageable today.

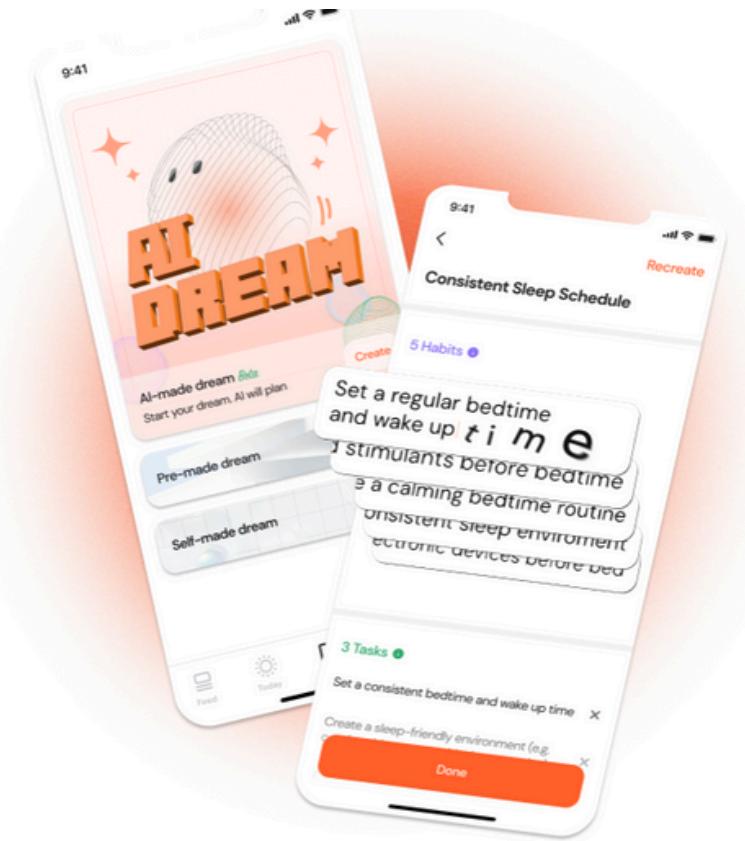
Download on the  
App Store

GET IT ON  
Google Play

## AI Goal Planner

### AI Goal Planner

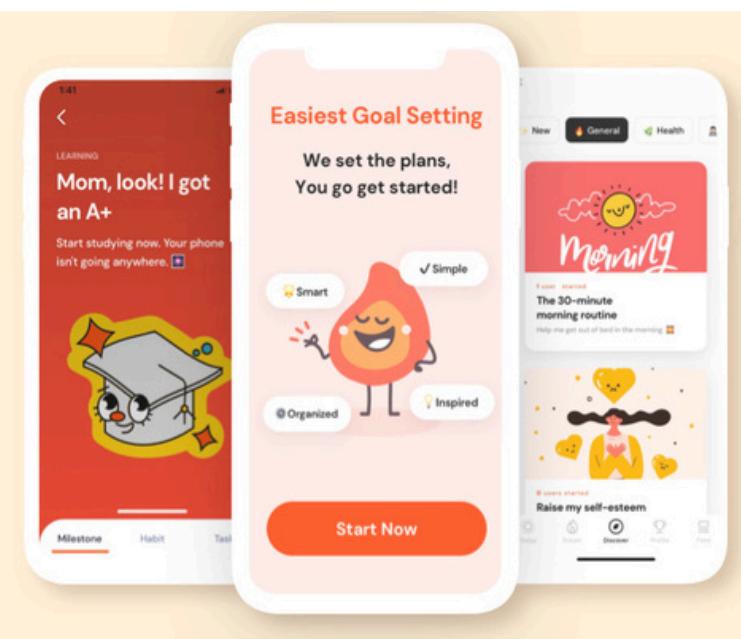
Experience the future with our AI Goal Planner. Transform aspirations into an actionable strategy tailored just for you.



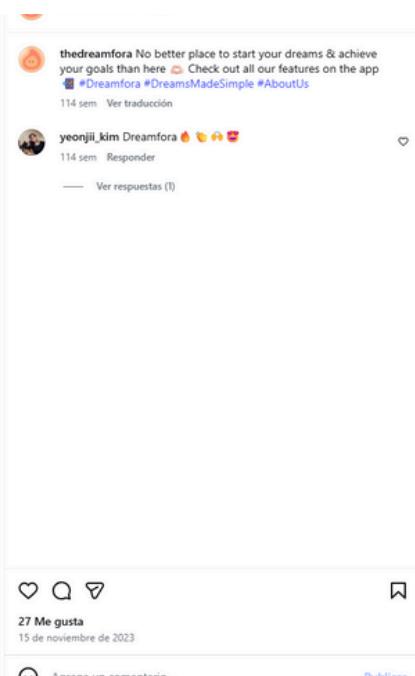
## Press Kit information

# Easiest Goal Setting

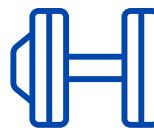
Zero-stress planning



## Instagram post



# SWOT Analysis



## Strengths

- Clear value proposition: automated goal setting powered by AI.
- Clean, minimal UI design with appealing visuals and mascot (Fora).
- Strong mobile presence with native Android and iOS apps.
- AI-driven task and routine creation tailored to user goals.
- Visually engaging dashboard with motivation features.



## Weaknesses

- Reward system lacks clarity and transparency.
- Confusing iconography and interface at the top of the home screen.
- No clear distinction between tasks and habits.
- Over-segmented community feed reduces usability.
- Frequent in-app ads may disrupt user experience.



## Opportunities

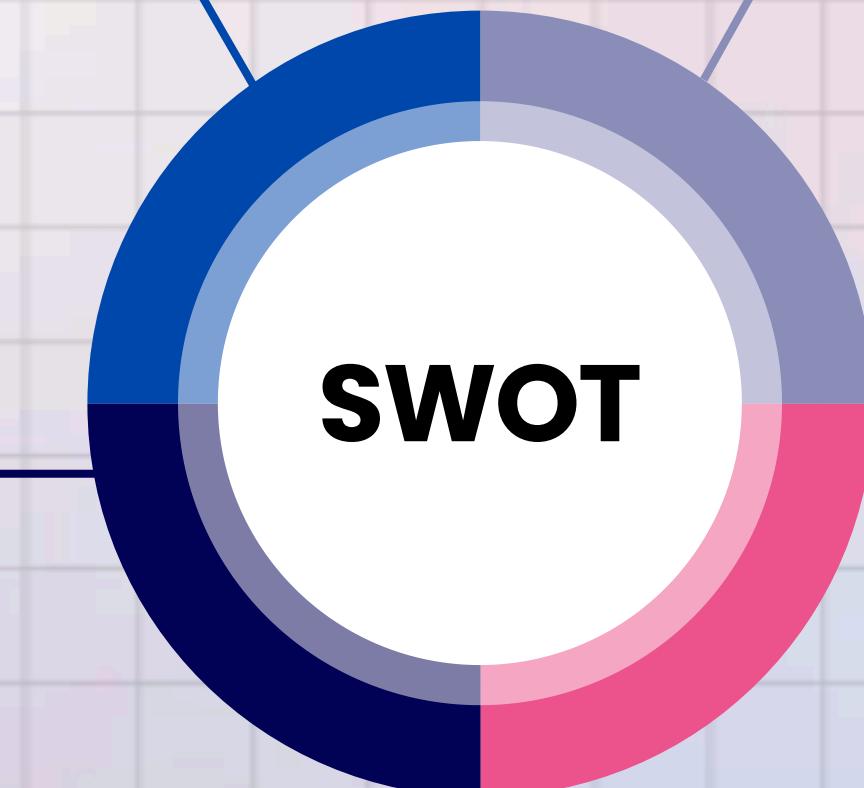
- Add a dedicated "Habits" tab to clarify user routines.
- Streamline the community feed into 3-4 clear sections for goal support.
- Introduce a challenges feature to foster user engagement.
- Establish transparent short- and long-term rewards to sustain motivation.



## Threats

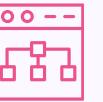
- Competing apps like ClickUp, Strides, Way of Life, and Habitica offer similar task management features.
- Built-in Android/iOS tools (e.g., calendars, notes) offer alternative goal-tracking solutions.

**dreamfora**



# UX Competitive Analysis

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	<b>Usability</b>	Dreamfora offers a <b>seamless onboarding experience</b> that walks users through AI-powered goal creation. The interface is clean and minimal, with clear icons and <b>straightforward navigation</b> , making goal-setting simple even for first-time users.
	<b>Layout</b>	The home screen balances design and function, featuring a calendar and task list alongside a bottom tab menu with <b>intuitive icon-text CTA buttons</b> . A well-placed floating action button (+) allows users to quickly add tasks or habits, with a clean dialog that clearly separates the two.
	<b>Navigation Structure</b>	The bottom navigation bar guides users through key areas like tasks, profile, and diary. While most screens are simple to navigate, the <b>top icons can be unclear</b> —though the onboarding addresses this effectively. However, the <b>rewards system remains vague</b> , and the segmented community feed may <b>overwhelm some users</b> and make interaction in the community difficult.
	<b>Compatibility</b>	The app runs smoothly across both Android and iOS, maintaining <b>consistent functionality</b> and <b>layout</b> on smartphones and tablets.
	<b>Differentiation</b>	Dreamfora stands out with <b>AI-powered goal automation</b> , a diary, and a community feed. To further differentiate, we can introduce a <b>clear reward system</b> , shift community interaction to focused challenges, and <b>improve the visual separation</b> of habits and tasks—placing them clearly within the main menu. Relocating the profile section for easier access could also enhance usability.
	<b>Call To Action (CTA)</b>	Users can explore the app without signing up. The app offers <b>clear, intuitive login options</b> . Main screens feature <b>effective CTA buttons</b> that support task completion and navigation without friction.

# UX Competitive Analysis

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Goalin ↗



## ● CTA Buttons

Main screens feature **effective CTA buttons** that support task completion and navigation without friction.

## ● Navigation

The **rewards system remains vague**, and the segmented community feed may **overwhelm some users** and make interaction in the community difficult.

## ● Usability

Dreamfora offers a **seamless onboarding experience** that walks users through AI-powered goal creation.

## ● Navigation

The bottom navigation bar guides users through key areas like tasks, profile, and diary. While most screens are simple to navigate, the **top icons can be unclear**—though the onboarding addresses this effectively.

