



REQUIREMENTS

Executive Summary

Our mobile app will help young professionals achieve long-term goals by breaking them into daily tasks, with AI-powered suggestions, progress tracking, and habit support, delivered through a simple, intuitive interface.

Target Audience

The target audience for this mobile app is young professionals between the ages of 25 and 38 who often set long-term goals but struggle to break them into manageable daily actions due to busy schedules, distractions, and a lack of structure.

Many use a mix of digital tools and analogue methods like paper planners, and they value simplicity, motivation, and visual progress. This audience is driven, tech-aware, and seeks practical solutions—especially enhanced by AI—that help them stay focused, organised, and accountable.

Competition

Direct competitors are Habitica and Dreamfora, as they also provide help to users in tracking their objectives and completion of daily tasks through personalisation and the use of AI. Additionally, they offer a mobile and desktop version to their users. Other competitors to consider include To-do, Google Keep and Google Calendar, and Bullet Journaling (digital or analogue), as they enable users to organise tasks, track progress, and offer simple, easy-to-use navigation.

Risks and Opportunities

Risks	Opportunities
Our app may struggle to stand out in the competitive productivity and habit-tracking market, particularly against established tools like Todoist, Notion, and Habitica. Users often prefer familiar tools, even if they don't fully meet their needs.	There is a demand for personalised and supportive productivity tools, whereby offering AI-driven goal breakdowns and motivation-focused features, we can appeal to users who feel overwhelmed by existing solutions.
Users' hesitation toward AI-generated suggestions, as some users feel sceptical about automated planning, limits the adoption of one of the app's key features.	Current apps lack a seamless experience, combining daily task planning, visual progress tracking and accountability. Our app has the opportunity to unify these features through a mobile-first, user-friendly interface, creating a holistic planning tool.

Conclusions

It's possible to deliver a competitive mobile app that helps young professionals break down long-term goals into achievable daily tasks. The key will be a clean, intuitive interface supported by an intelligent AI feature that reduces overwhelm by helping users with the task breakdown. Another key point will depend on creating a focused user experience that highlights

daily progress, task organisation, and visual tracking. To gain traction, strong positioning and targeted marketing will be essential to stand out in a crowded productivity space and connect with users seeking structure, clarity, and accountability.

↓ S.M.A.R.T. Business Objective

Objectives	Measured by:	Delivered by:
• Develop a mobile-first goal-setting and task management app with a simple, intuitive interface and AI-powered task breakdown	Completion of MVP with core features (daily task suggestions, reminders, visual progress, AI assistant)	Project start + 3 months
• Gain 1,000 new users within the first 60 days of launch.	App sign-up data from the launch date	Within 2 months after launch
• Ensure 40% of active users regularly track and complete daily tasks using the app.	In-app usage analytics (task completion rate, active sessions)	90 days after launch
• Achieve a Net Promoter Score (NPS) of 7 or higher from at least 100 surveyed users.	In-app survey and feedback collection	3 months post-launch
• Implement a freemium pricing model with premium features and convert at least 5% of users to paid within the first 6 months.	Conversion rate analytics	6 months after product launch

↓ Scope

Basic Pieces of the Project are:

1. **The mobile application:** Includes the UX/UI Design, AI integration, and development needed to deliver a mobile-first app to help users break down long-term goals into daily tasks, track progress and build habits with an intuitive UI.
2. **Main Features for launch:** Daily task suggestions powered by AI, visual progress indicators, calendar integration, and reminders/notifications. These initial features reflect the top users' needs identified in the research.
3. **User acquisition and marketing plan:** 3-month launch strategy to attract our target demographics. This includes social media campaigns, targeted ads, and partnerships with influencers.
4. **Product content and onboarding:** The app will include introductory content that explains its benefits and shows users how to set up and track their goals effectively. Onboarding screens and in-app prompts will support adoption and reduce drop-off.
5. **Content and engagement strategy:** To support long-term retention and visibility, we will have social media accounts (Instagram, Facebook, TikTok, etc.) where we will share updates related to the app. These efforts will be part of the marketing plan as part of the engagement strategy.

↓ Functional Requirements

Requirements of the app:

- Login/Sign up flow:** Users can create an account using email, Google, or Apple login options.
- Goal creation system:** Users can establish long-term goals, add descriptions, set timeframes and categories.
- Daily Task breakdown-AI-powered suggestions:** Users can manually or automatically break long-term goals into daily or weekly tasks, with optional AI suggestions. AI recommends daily tasks based on goal type, urgency, and past behaviour.
- Task dashboard and calendar view:** Users can view, check off, and manage tasks through a list or calendar interface.
- Visual progress tracking:** Users see progress through, streaks, or cross-out tasks tied to each goal.

- Reminders and notifications:** Users can set custom reminders or receive smart notifications for upcoming tasks.
- User profile and settings:** Users can edit personal information, goal visibility, notification preferences, and subscription settings.
- Basic admin area:** Admins can manage user accounts, troubleshoot issues, and track overall usage metrics.
- Social/accountability features (v1):** Users can optionally share goals with a contact or accountability group for encouragement.
- Basic freemium access model:** Free users access core features; premium unlocks advanced AI support, deeper analytics, and additional customisation.

↓ High-level Delivery Schedule

Assumptions: This schedule assumes that user research, persona development, and key insights (affinity mapping, surveys, and interviews) have been completed prior to the first week of development.

	Weeks 1-2	Weeks 3-4	Weeks 5-6	Weeks 7-8	Weeks 9-10	Weeks 11-12
Finalize user stories and key user flows						
Define feature priorities and map MVP scope						
Begin wireframing key screens						
Create high-fidelity UI mockups for mobile app						
Begin development of mobile framework (React Native or Swift/Flutter)						
Design onboarding experience and dashboard views						
Final UI design and handoff to development						
Implement core functionality: goal creation, task breakdown, calendar view						
Start integrating reminder and notification system						
Add visual progress tracker and basic AI task suggestions						
Begin internal testing of task flows and goal tracking						
Develop freemium logic and payment flow						
Conduct first round of user testing with feedback collection						
Finalize habit tracker and social sharing/accountability feature						
Prepare marketing materials, onboarding content:						
Final testing and QA						
App store submission and pre-launch campaign rollout						

App store submission and pre-launch campaign rollout						
Launch marketing and user acquisition plan						