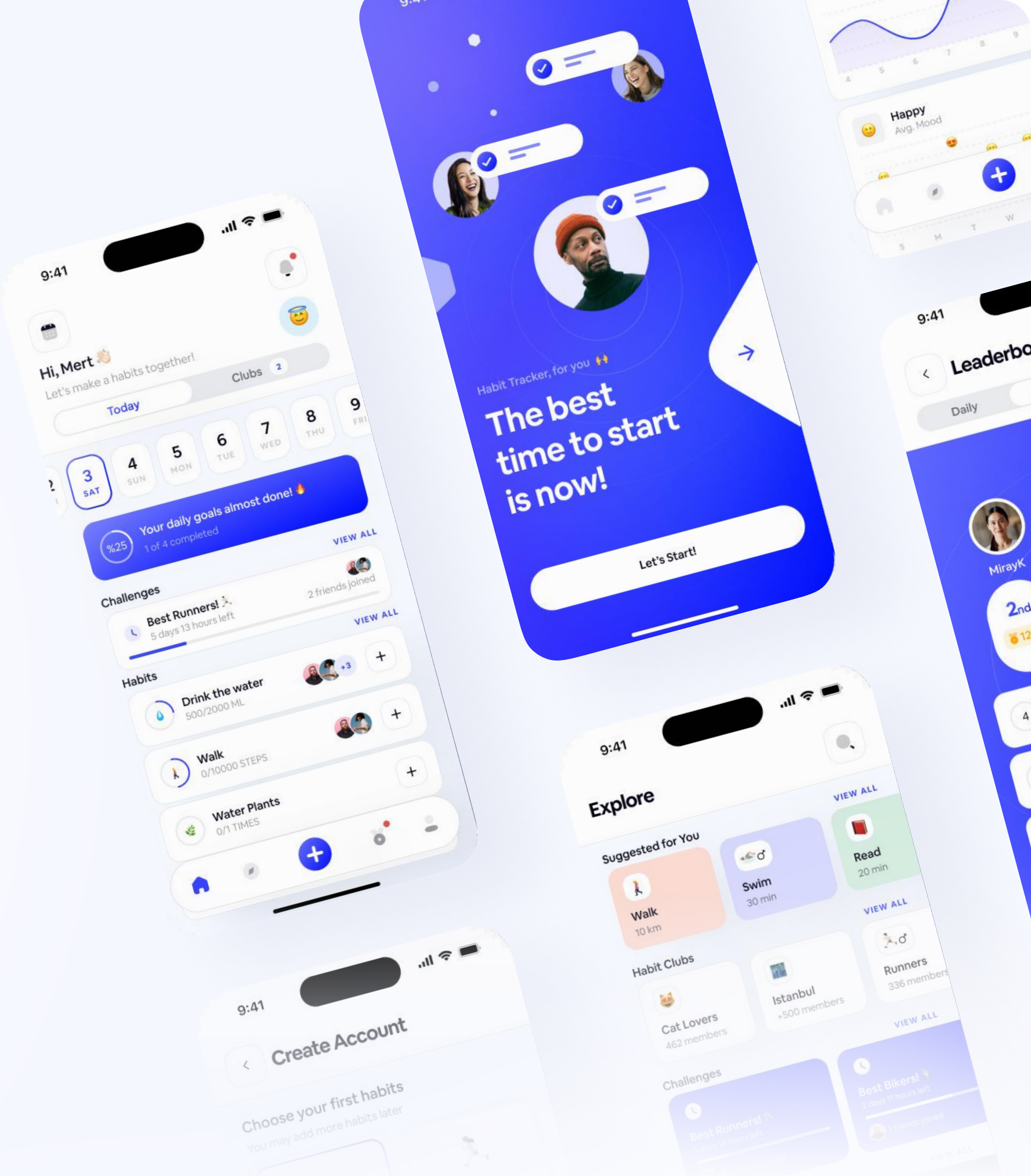
Routiner

Habit Tracker

Start changing your life for good

Case Study



About Routiner

Managing habits and achieving your goals is becoming easier and more enjoyable than ever before. Routiner has been designed specifically to assist you in tracking your habits. With this app, you can receive guidance in the process of creating habits, discover new ones, and maintain consistent tracking. Furthermore, you can track your mood, share your habits with friends or groups, and provide support to one another. Routiner also includes educational content on habits and allows you to participate in competitions with daily, weekly, and monthly series. Explore Routiner!

Soul + Tasks + Life = Routiner

Process

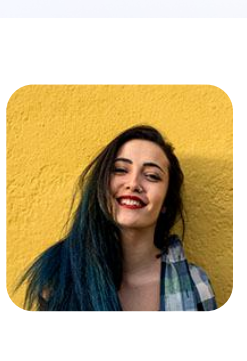
Discover → Define → Ideate → Design

WE STARTED BY

Discover

User Research

We've conducted half moderated face-to-face interviews to understand the goals, needs and pain points of the users.

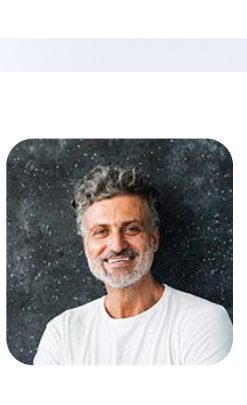


Ciğdem Şentürk
Age: 21
Status: Single
Occupation: Student

Personality: Friendly, Creative, Thinker, Wise

"I sometimes struggle with consistency. For instance, when I have to go on a trip, it disrupts my streak. The time and effort I invested in building the habit feel wasted. This lowers my motivation, and I find myself not wanting to bother since the streak will break anyway."

Pain Points
- Statistics are adversely affected during travel and illness, and the effort put into winning streaks goes to waste.
- Since habits don't work based on location, reminders keep popping up unless manually intervened.

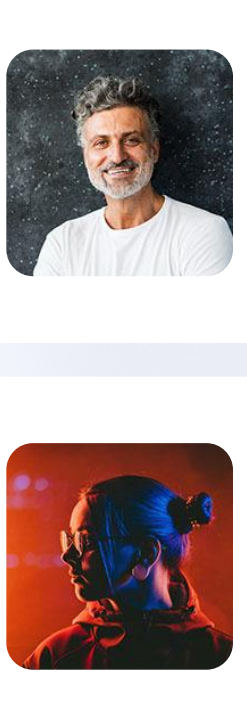


Özalp Boztepe
Age: 44
Status: Single
Occupation: Lawyer

Personality: Affordable, Creative, Hardworking

"I would like to know why I'm doing what I'm doing in the habit tracking apps I use. For example, why should I run for 30 minutes a day? Having a purpose makes me feel better about doing things."

Pain Points
- Trying to do habits without understanding why they are done and without having a purpose doesn't create motivation.

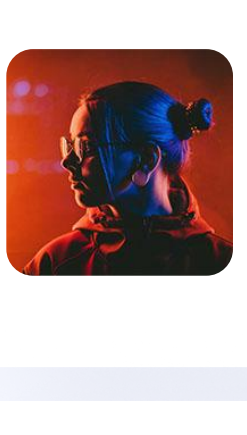


Birce Kut
Age: 34
Status: Married
Occupation: Architect

Personality: Affordable, Thinker, Hardworking

"I would like to note my emotions while completing my habits. I want to track my mental state, such as how I felt when I ran or how I feel when I take medication. This can show me if I'm doing something right or wrong."

Pain Points
- It is not possible to add mood and details when recording habits.
- Due to the lack of notes or records in the past entries, the experience is unknown.



Orkun Güven
Age: 25
Status: Married
Occupation: Translator

Personality: Friendly, Interested, Creative

"I lack motivation on my own. I start taking action to form a habit, but the next day I don't have the same motivation. Working with someone towards the same goal could help me maintain high motivation."

Pain Points
- Being alone decreases motivation due to the lack of social interaction.
- The absence of interaction leads to a decline in activity and engagement after the initial stages.

Competitive Analysis

We have made an analysis of the most commonly used habit applications.

Competitive Name	Custom Habit	Habit Categories	Streak Structure	Gamification	Location Reminder	Learning	Friends	Challenges	Detailed Statistics	Vacation Mode	Coach Support
Habit Tracker	✓	✓	✓	○	○	○	✓	○	✓	✓	○
Productive	✓	✓	✓	○	✓	✓	○	✓	✓	✓	✓
Habit	✓	✓	✓	○	○	○	○	○	○	○	○
Habitminder	✓	✓	✓	○	○	○	○	○	✓	✓	○
Habitify	✓	✓	✓	○	✓	○	✓	✓	✓	✓	○
Habit Space	✓	✓	○	○	○	○	○	○	✓	○	○
Done	✓	✓	✓	✓	○	○	○	○	✓	○	○
GetHabit	✓	✓	○	○	○	✓	✓	✓	✓	○	✓

NEXT STEP:

Define

Pain Points & Key Features

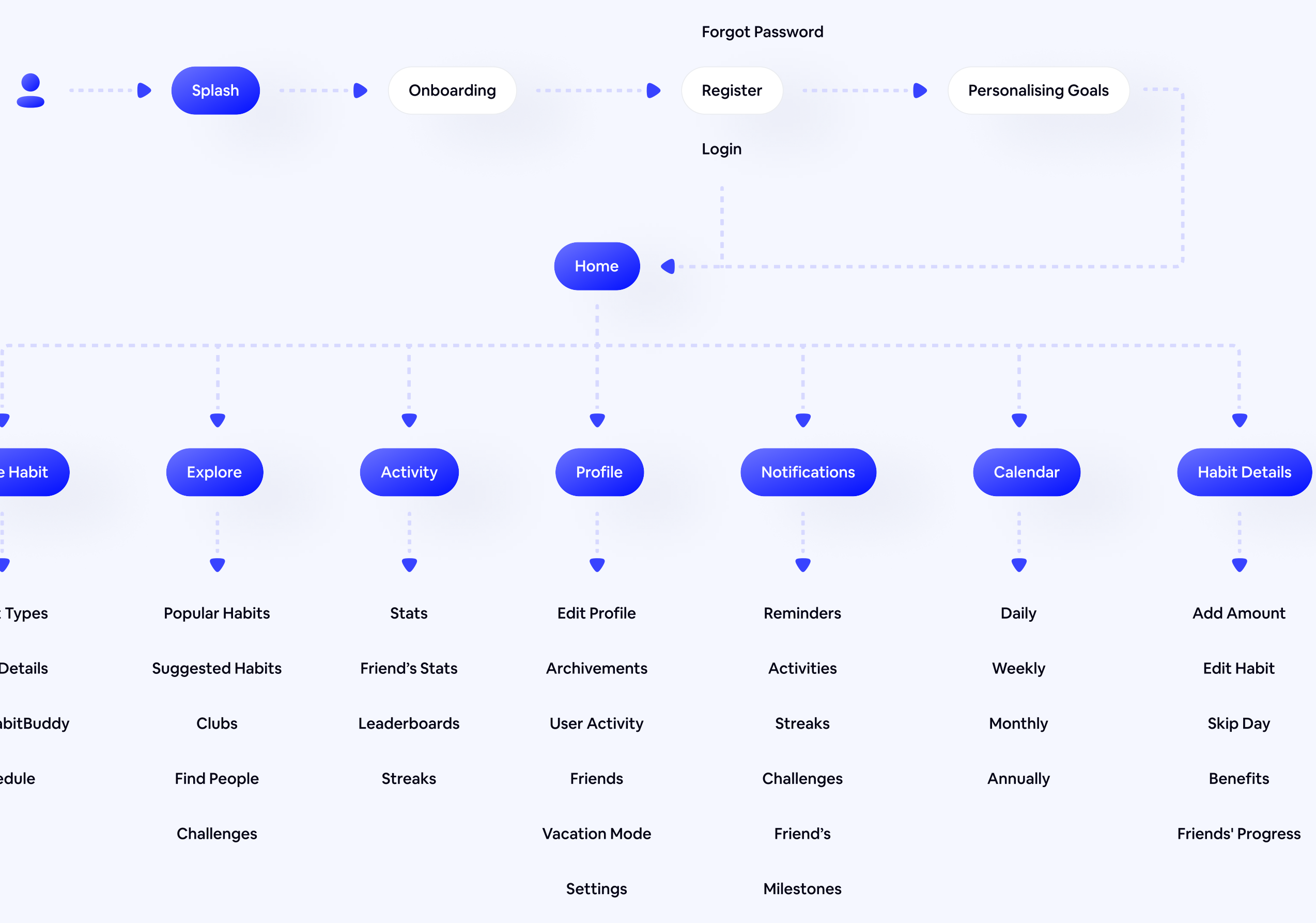
Based on interviews and research to understand the goals, needs and the pain points of the users.

?	→	✓
Streaks breaks down in cases such as vacation or illness		Vacation mode feature and opportunity to skip the day may be offered for special occasions. In addition, for strikes that are interrupted in terms of motivation, recovery can be granted.
Some reminders continue to work even when in an unrelated location		Location-based adjustment can be made for a habit that should be done at home. So when you're not at home, this set of habits can go into vacation mode.
There is a search for a purpose to start habits		Engaging content and habit communities can be encouraged through contests.
Currently, the relationship of habits with mood cannot be recorded, mental development cannot be measured		For this, it is necessary to distinguish such as adding good habit, bad habit and mood. Mood can also be asked while adding each habit data so we can track progress.
Carrying on the habit program alone creates a feeling of loneliness		The continuity of the habit can be ensured by creating social interactions with friends, lovers or communities acting for the same purpose.

NEXT STEP

Ideate

User Flow



AND, FINALLY

Design

Design System

App Icon

Logo Routiner

Typography

Aa
Airbnb Cereal

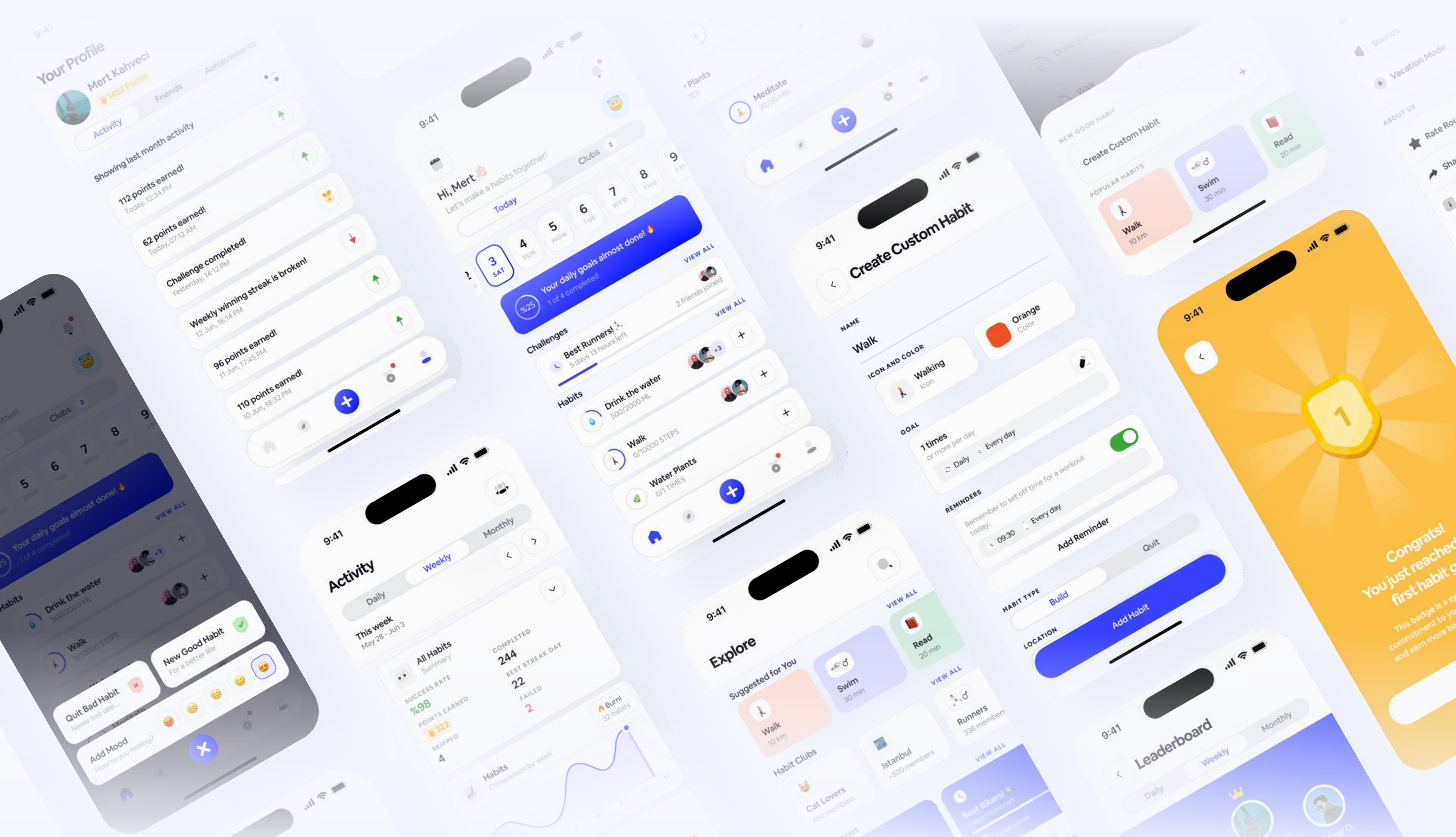
Headline H1 48/56 - Bold
Headline H2 40/48 - Bold
Headline H3 36/40 - Bold
Headline H4 32/40 - Bold
Headline H5 24/32 - Bold
Headline H6 20/24 - Medium

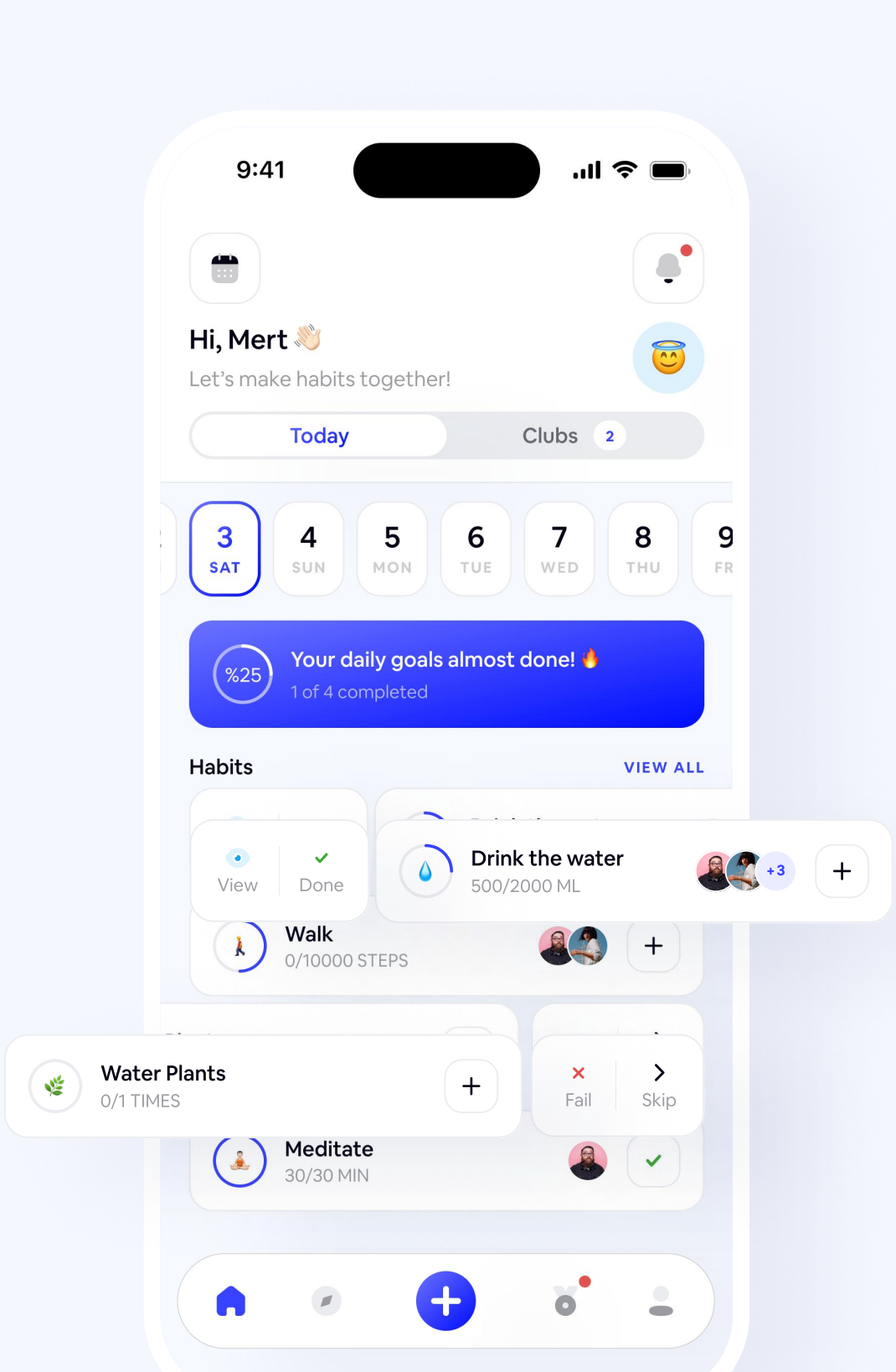
Body - Title 18/24 - Medium
Paragraph - Book 14/20 - Book
Paragraph - Medium 14/20 - Medium
Alternative - Book 12/16 - Medium
Chip 10/16 - Bold

Colors

BLACK
BLUE
BLUE (INFO)
RED (ERROR)
ORANGE (WARNING)
GREEN (SUCCESS)
ORANGE
PURPLE
PINK
TEAL
BLUE GRADIENT

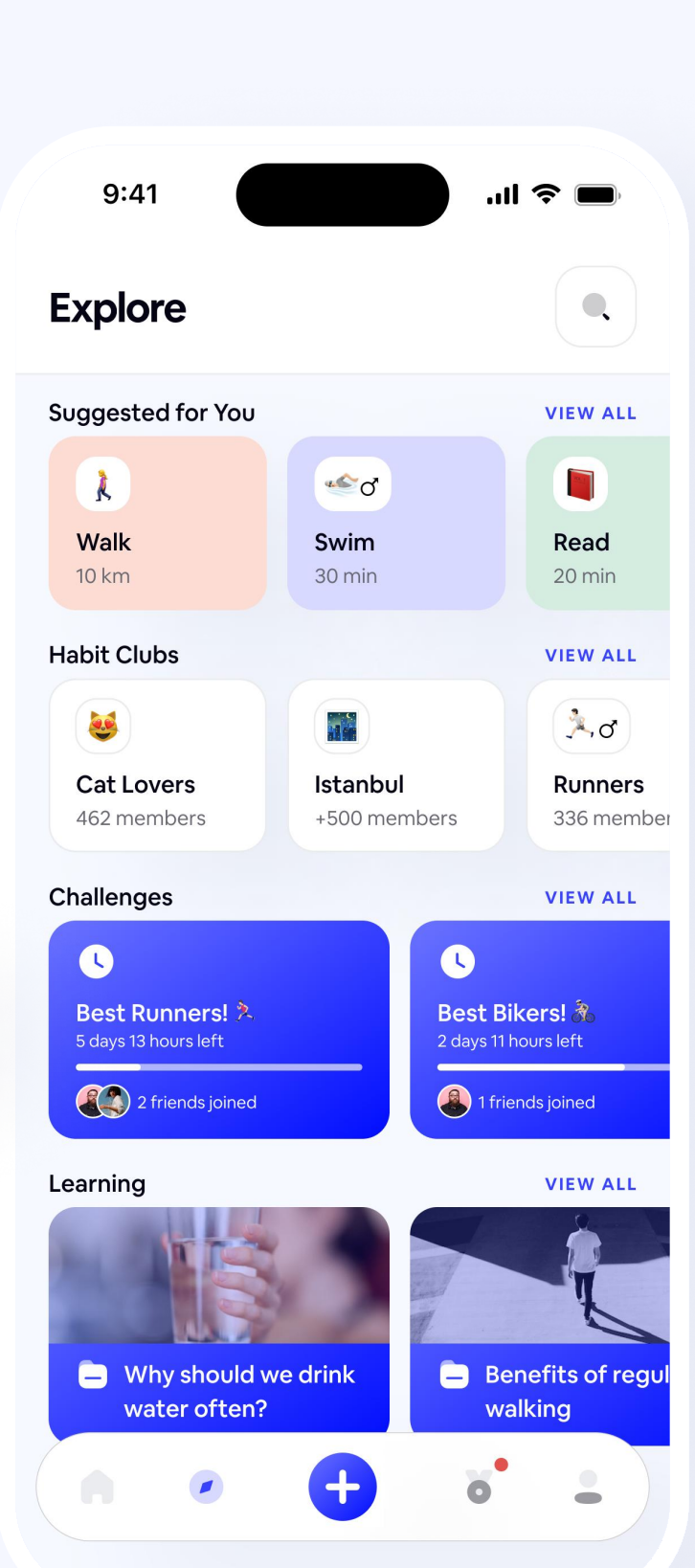
Screens





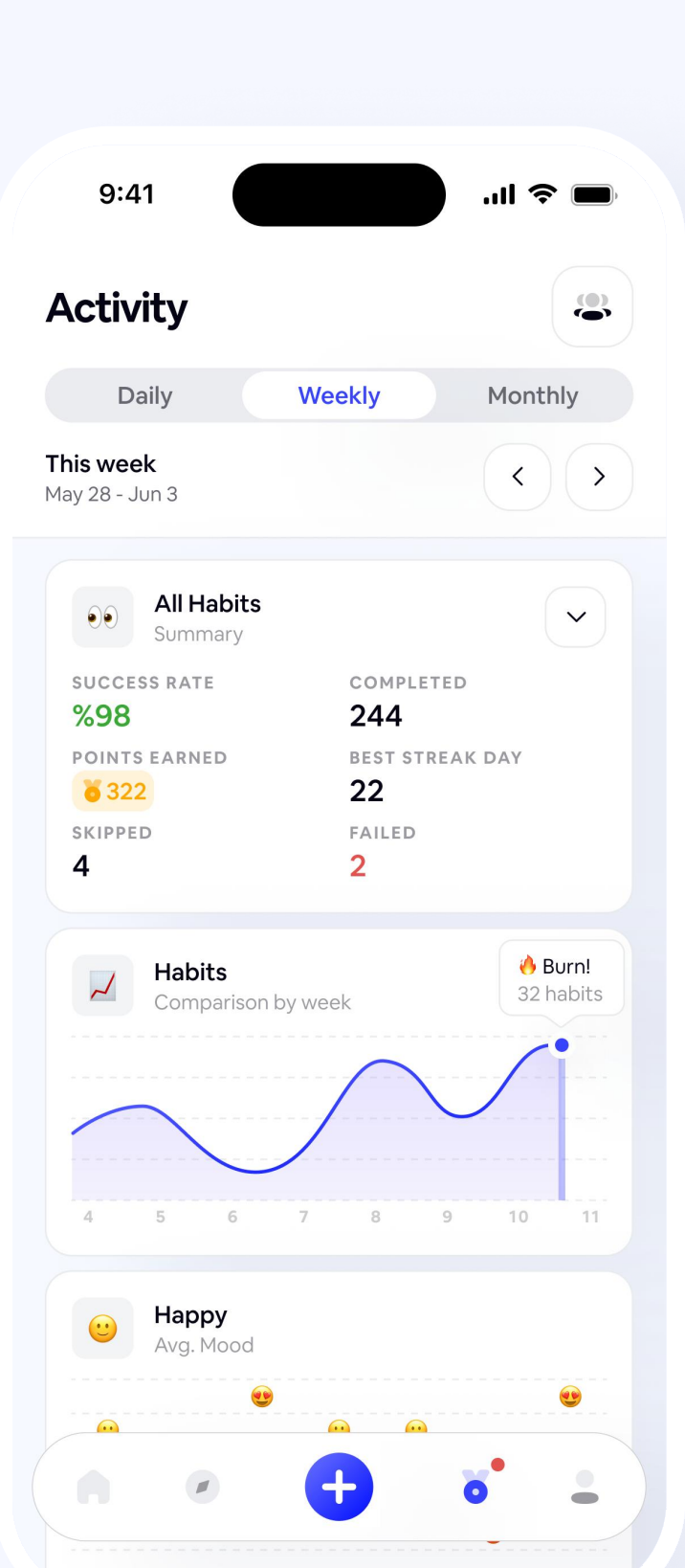
Home

At first glance, you can access all the details such as habits and challenges and take actions with shortcuts.



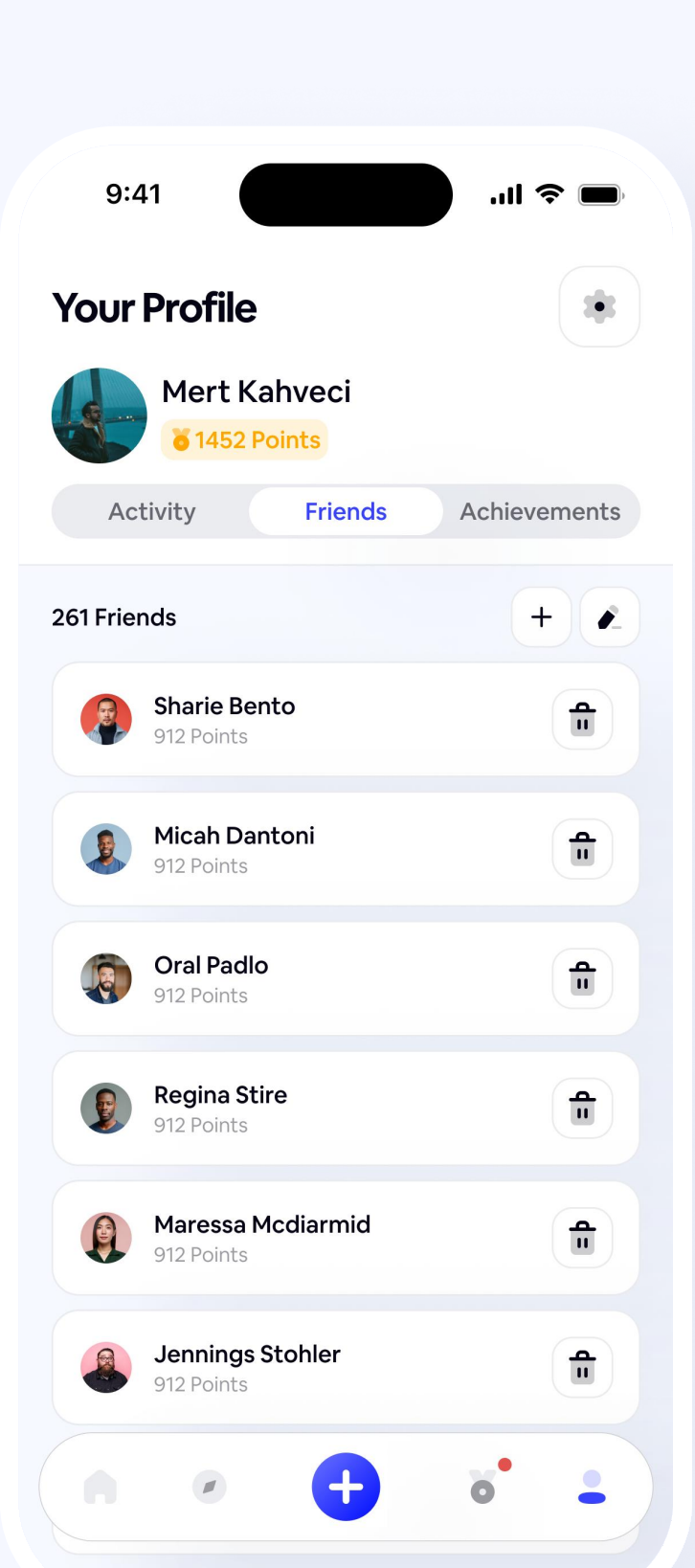
Explore

A more social environment was created with Habits, clubs, challenges and learning content.



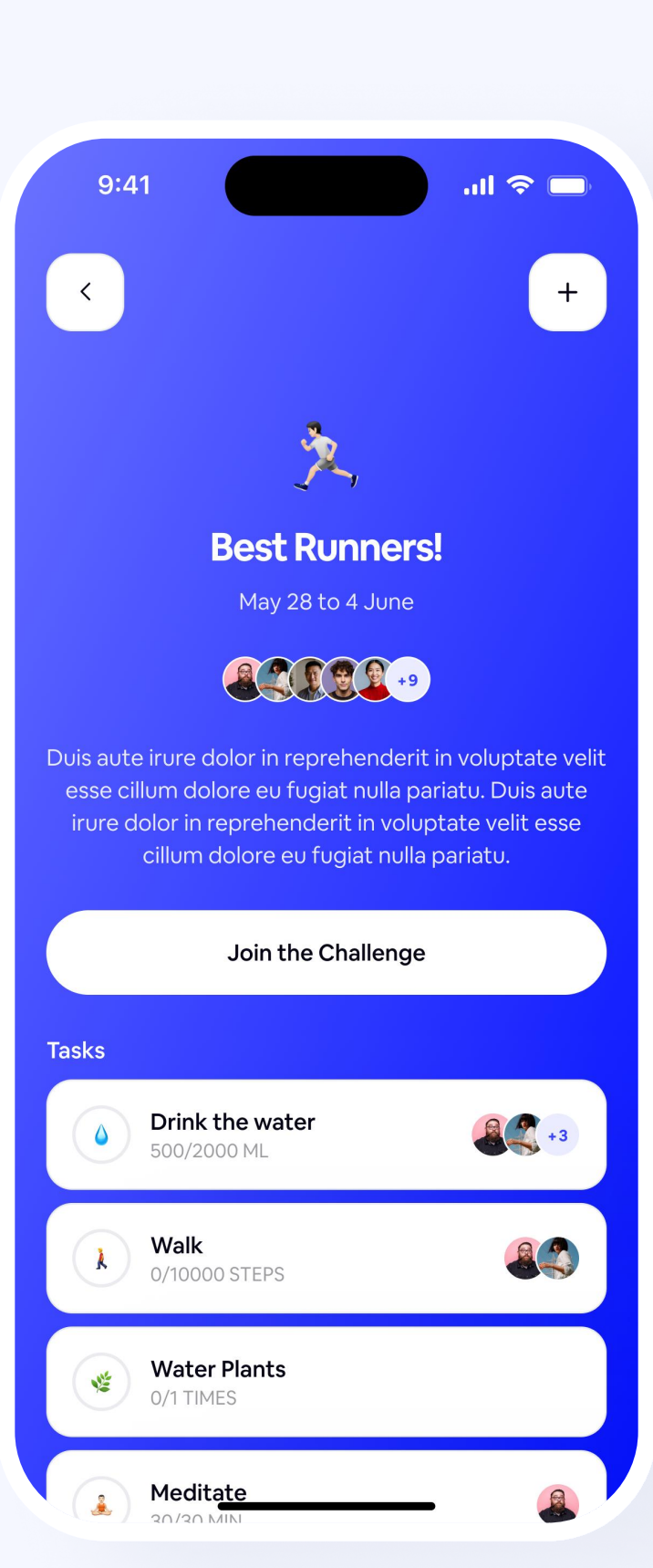
Stats

Detailed statistics are available for all content or for some habits. Mood-related results can also be seen.



Profile

Motivation is maintained by creating a habit with friends and interacting with them.



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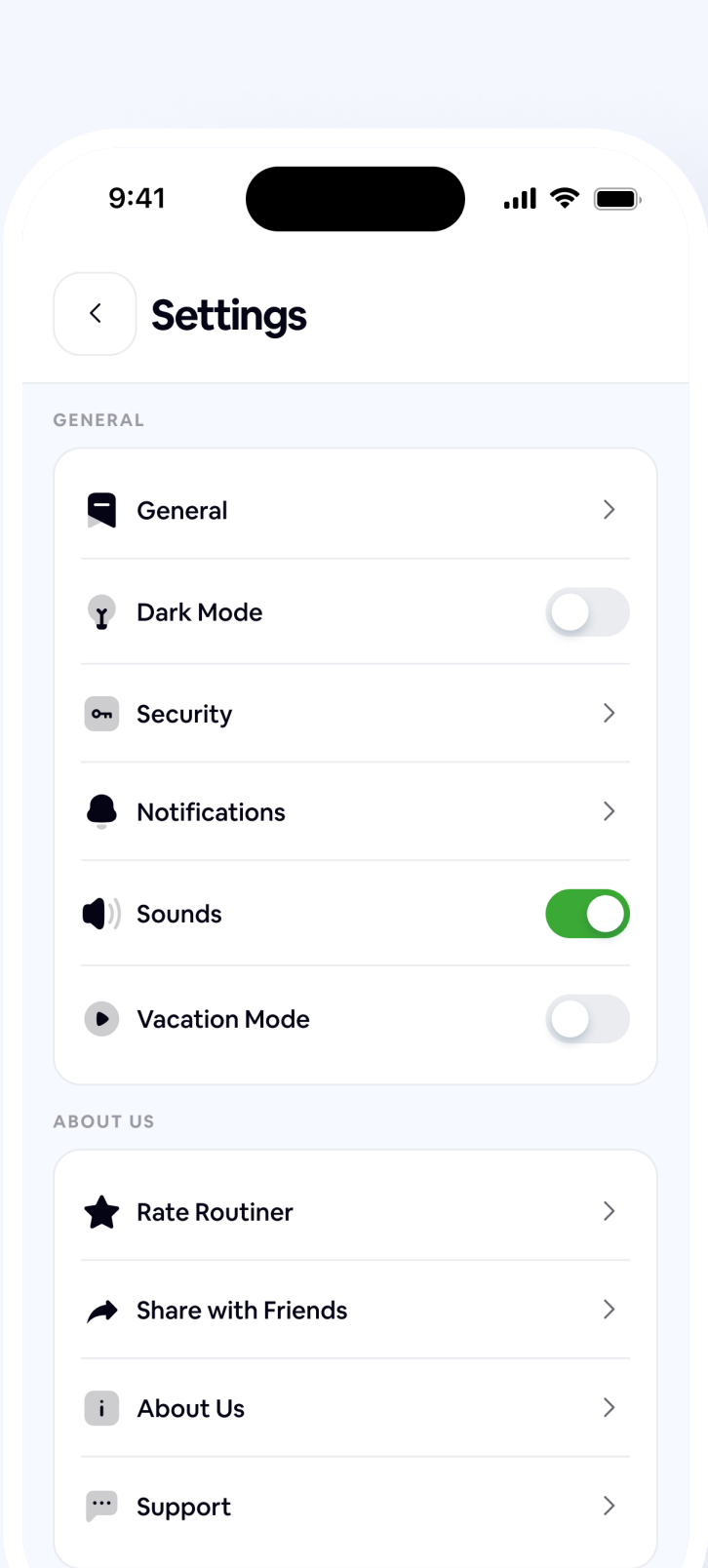
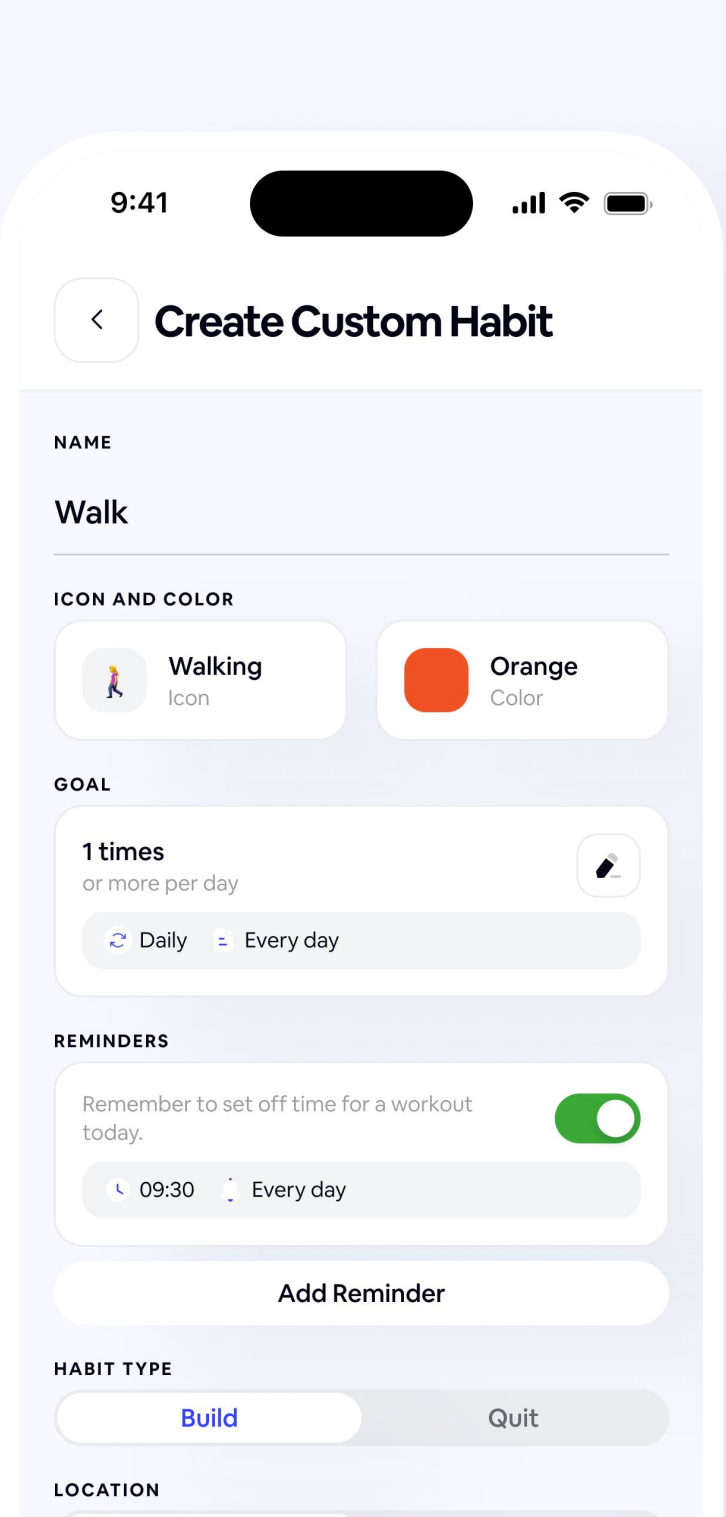
Challenges

It is encouraged by creating Challenges and the winners are given badge rewards displayed on their profile.



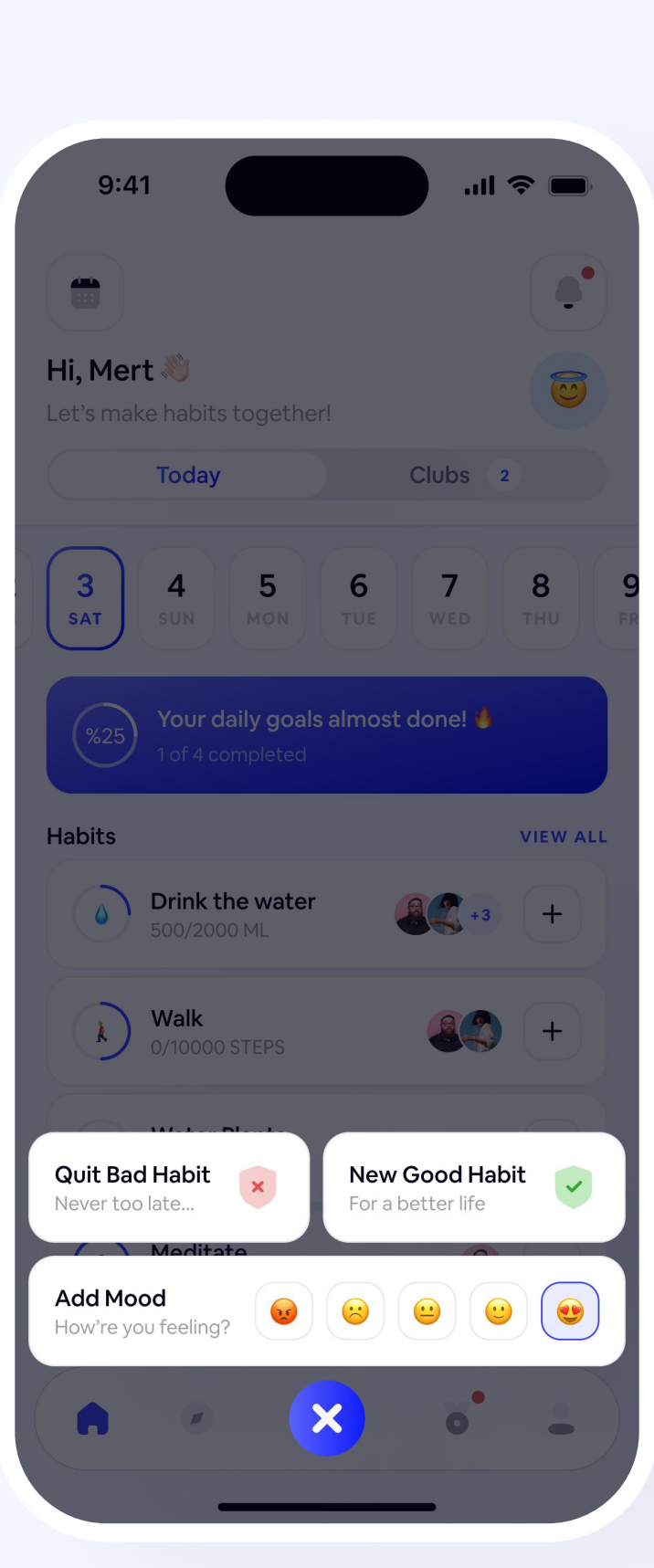
Settings

Some undesirable situations can be controlled with advanced options such as vacation mode.



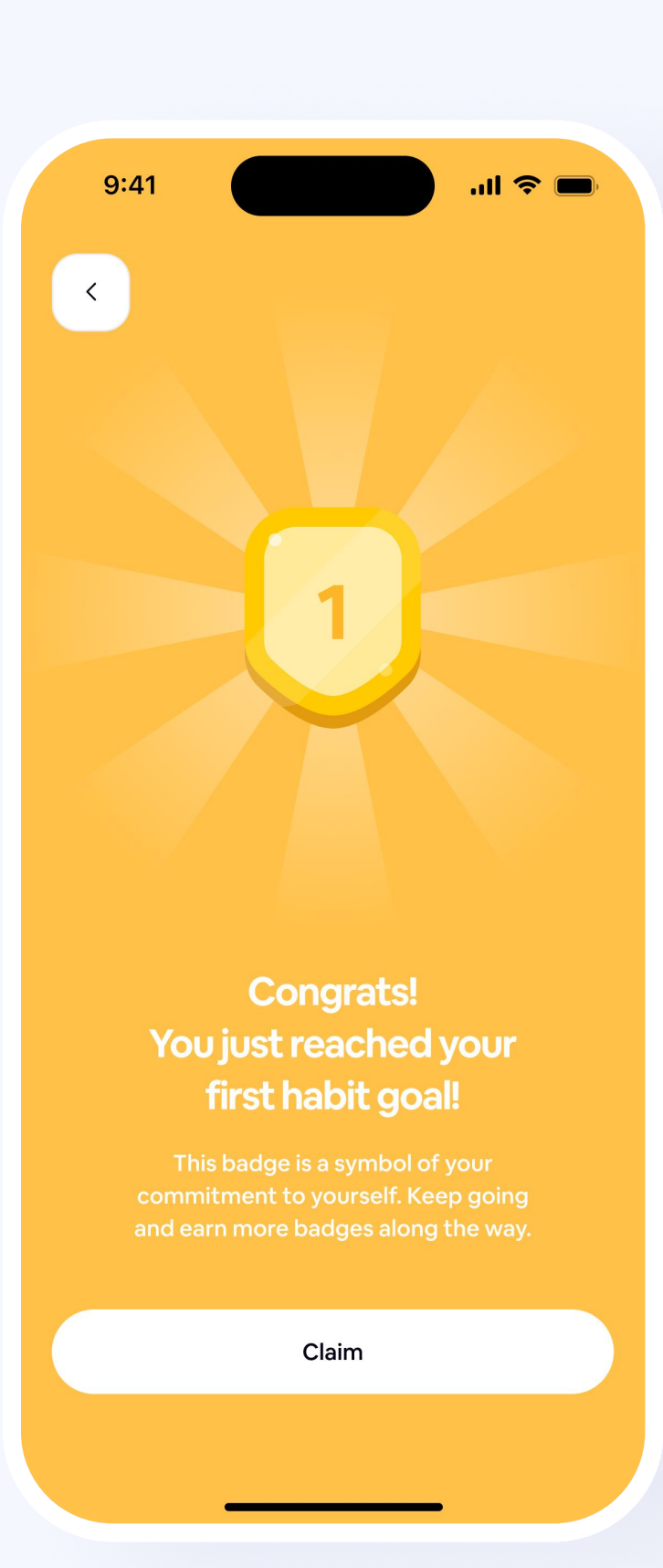
Create Habit

Habits can be created based on location and assignable to friends with detailed features.



Bad Habit, Good Habit And Mood

By collecting data such as quitting bad habits, gaining good habits or defining mood, appropriate programs can be presented to the user.


Congrats!
You just reached your first habit goal!
This badge is a symbol of your commitment to yourself. Keep going and earn more badges along the way.
Claim

Gamification

Offering incentives by gamifying and engaging in a race motivates users even more.

Thank you for your time

Ncanto

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