



Habit Horizon : The Anti-Habit Tracker

Product Case Study

A mobile companion empowering users to break habits through intrinsic motivation and mindful support, shifting from guilt-ridden tracking to supportive self-discovery.

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**Role: Product Manager, UX Designer,
Developer (with AI Assistance)**

Personal Project: May 2025–June 2025



Why Traditional Habit Trackers Fall Short?

Traditional habit trackers often demotivate users with "streak-breaking," lack personalized support during urges, and fail to connect users with their intrinsic "why" leading to a cycle of guilt and frustration when users inevitably slip, rather than empowering them with tools to understand and overcome urges.

Mission: To create a compassionate, private, and effective mobile companion that empowers users to understand their habits, navigate urges mindfully, and build sustainable change through intrinsic motivation and learning.

Vision: To be an "anti-habit tracker" shifting the paradigm from guilt-ridden accountability to supportive self-discovery.

Competitor Analysis

Quitzilla (The Sobriety Counter)

- **Core Approach:** A simple counter tracking time since you last did a bad habit. Motivation comes from watching the counter grow and not wanting to reset it.
- **Key Gap:** It's a passive scoreboard. It offers **no active support during an urge and has no framework for learning from a slip**, which is simply treated as a total failure (resetting the counter).



Habitify & Habitnow (The Productivity Trackers)

- **Core Approach:** A robust data-rich organizer for building positive habits through scheduling and detailed progress charts.
- **Key Gap:** Optimized for building habits, **not specifically designed for abstinence** or to support the psychological journey of breaking entrenched unwanted habits or managing intense urges with personalized strategies.



Habitica (The Gamified Tracker)

- **Core Approach:** A robust data-rich organizer for building positive habits through scheduling and detailed progress charts.
- **Key Gap:** While engaging for some, **gamification can sometimes overshadow deep, intrinsic motivation**. Lacks personalized in-urge support and nuanced reflection tools necessary for understanding complex habit patterns.



Target User: Alex

A 32-year-old creative professional struggling with habits like doomscrolling & mindless snacking.



Alex Needs:

- **Real Insight:** Tools for self-awareness and understanding triggers, not just tracking.
- **Empowered Control:** Personalized strategies to manage "urge overwhelm."
- **Growth from Setbacks:** A way to learn from slips, not be shamed by them.
- **Privacy:** A secure space for their personal journey.

Frustrations:

Traditional trackers feel punishing with "streak-breaking" and offer little personalized support during urges, ignoring Alex's "why" and emotional state.

How Habit Horizon Helps Alex:

- **Personalized Foundation:** An empathetic FTUE captures Alex's unique "Valley" (downsides) & "Horizon" (aspirations).
- **Supportive Journey:** "Days on Ascent" celebrates progress over perfection, while "Slip Reflection" turns setbacks into learning.
- **In-Urge Action:** The "Hold Strong!" modal offers immediate support with Alex's own motivations & "Summit Steps."
- **Trusted Privacy:** Offline-first design keeps Alex's journey secure and private.

Maslow Pyramid



My Product Management Process



- **Strategy & Vision:** Defined the "anti-habit tracker" philosophy, core metaphors, and UVP.



- **User Research & Definition:** Identified core user problems, defined target personas, and mapped key user needs.



- **Product Design & UX:** Led the design of an empathetic FTUE, the intervention modal, and overall user journey, including thematic color choices to guide emotion.



- **Feature Prioritization:** Defined MVP scope focused on core user value (FTUE, Urge Intervention, Slip Reflection).

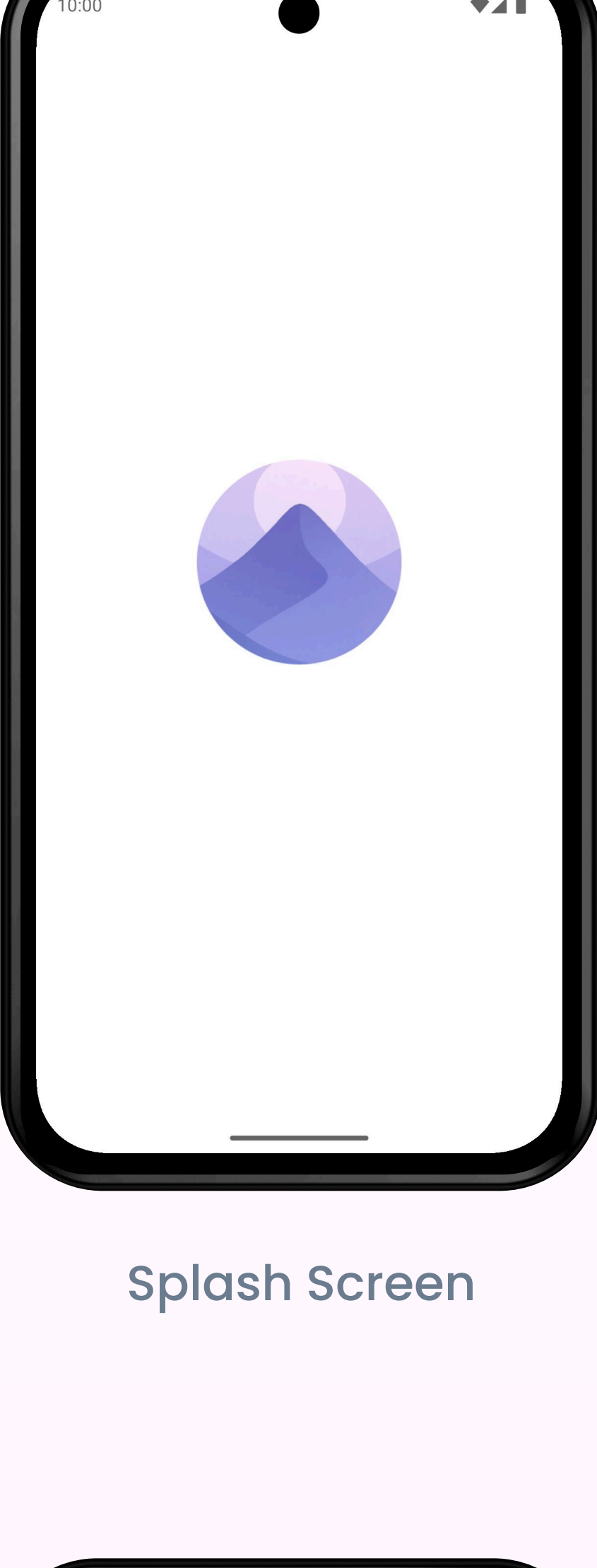


- **Technical Oversight & Problem Solving:** Guided technology choices (Flutter/Hive for UX & privacy) and spearheaded debugging for critical issues (e.g., modal rendering).

Key Product Design & Development Challenges

- Designing a rich FTUE that was motivating yet not overwhelming for initial setup.
- Crafting an intervention modal that delivered impactful, personalized support instantly during an urge.
- Ensuring the 'slip reflection' process was constructive and empowering, not punitive.
- Technical: Overcoming device-specific rendering issues for the intervention modal to ensure a seamless user experience.
- Prioritizing features for the MVP to balance core value delivery with development effort.

Screens



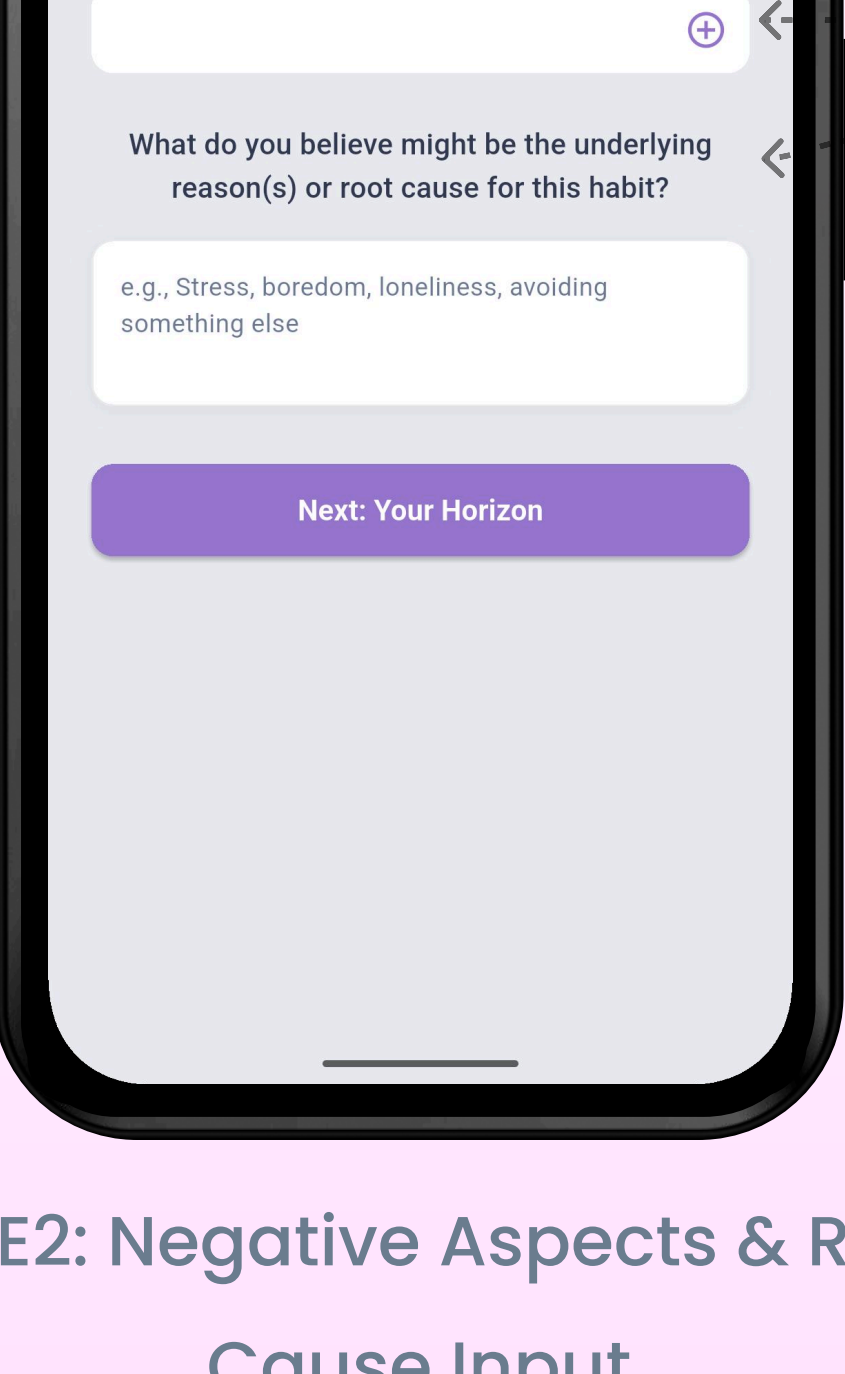
Splash Screen



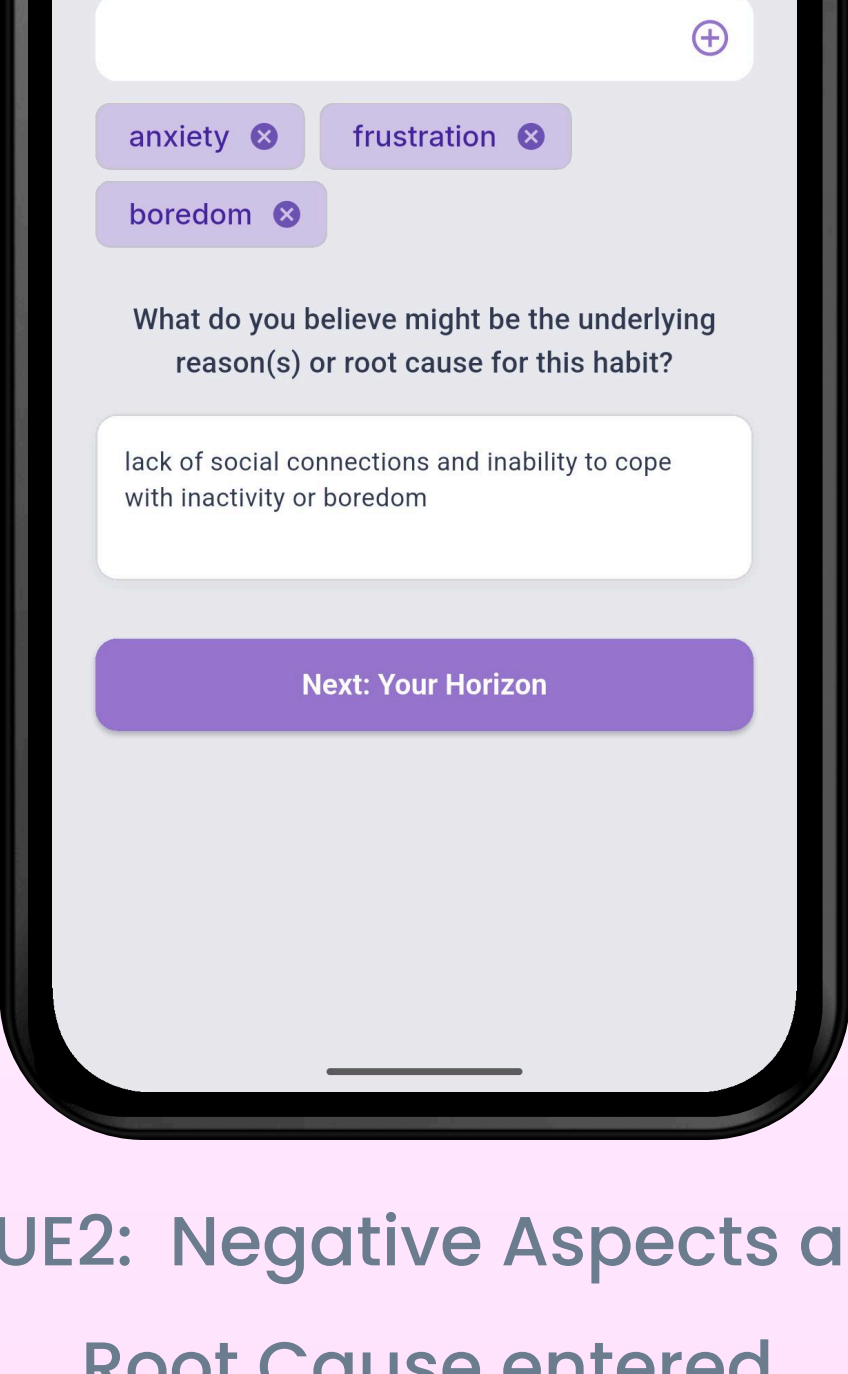
FTUE1: Enter Habit Name



FTUE1: Habit name entered "doomscrolling"



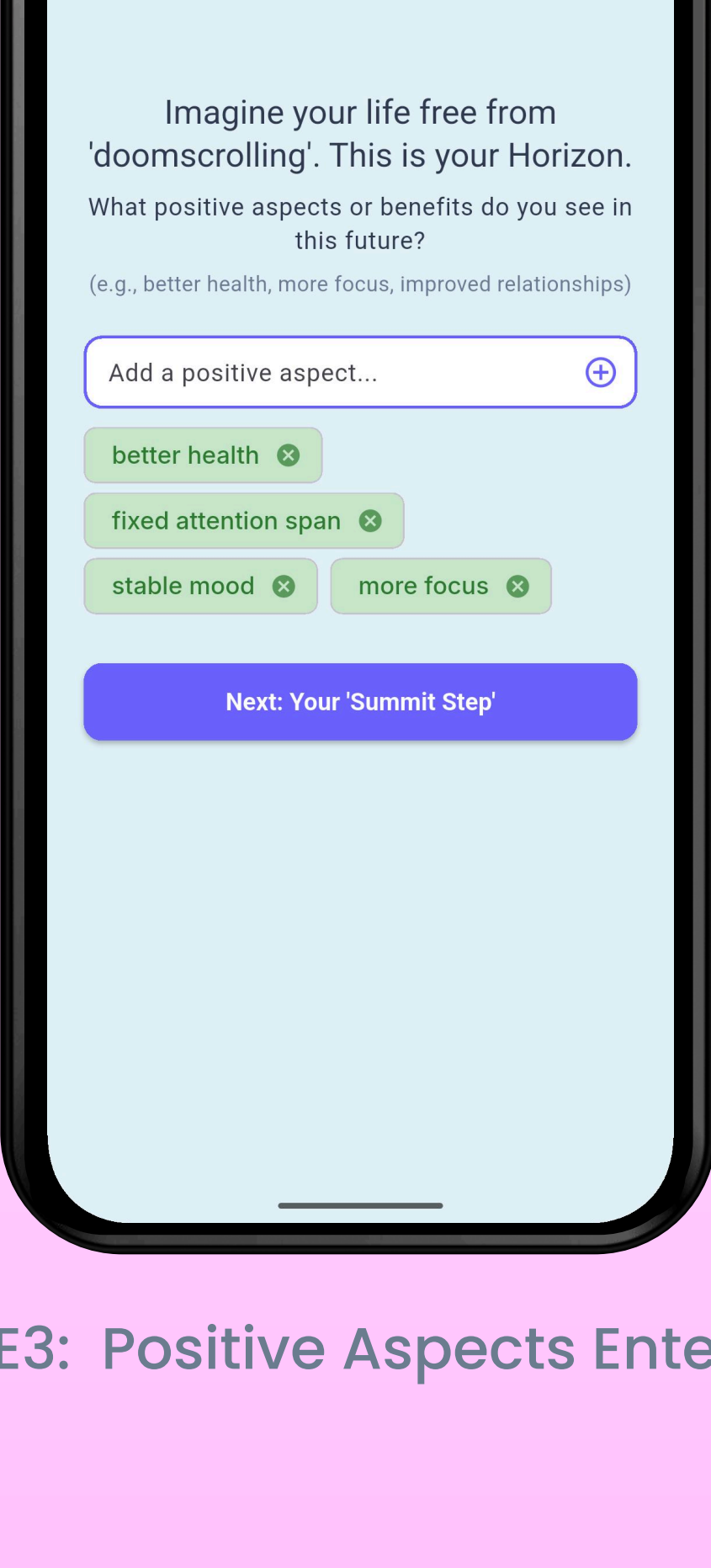
FTUE2: Negative Aspects & Root Cause Input



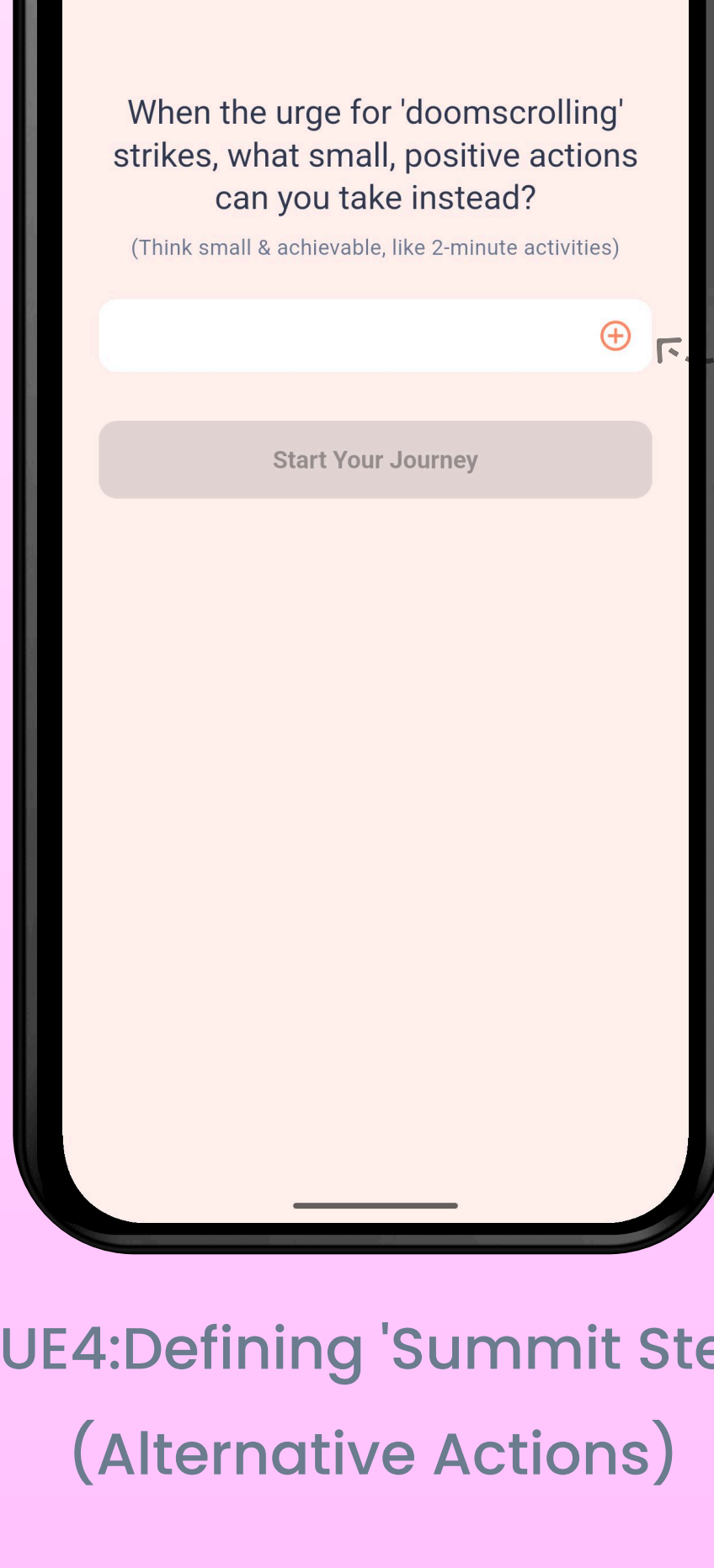
FTUE2: Negative Aspects and Root Cause entered



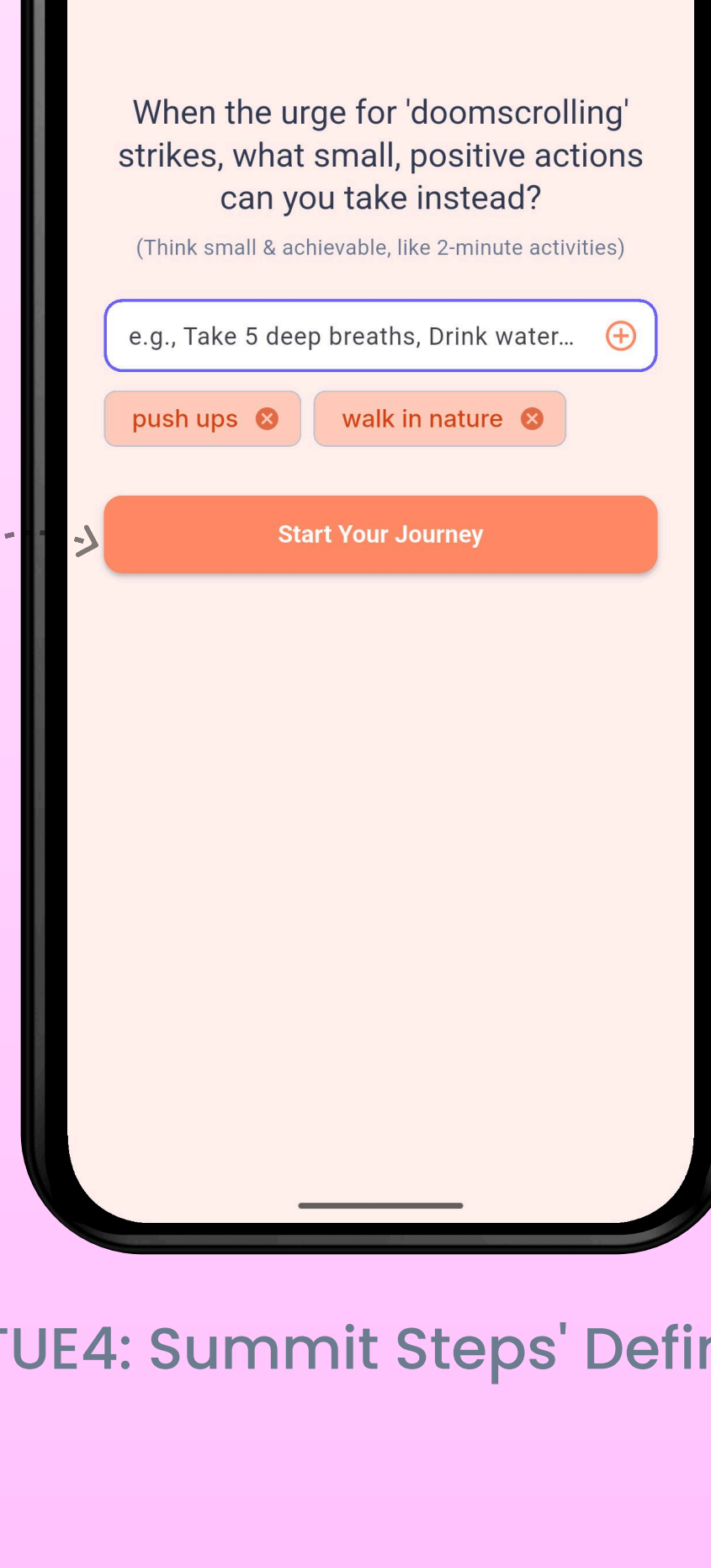
FTUE3: Positive Aspects Input



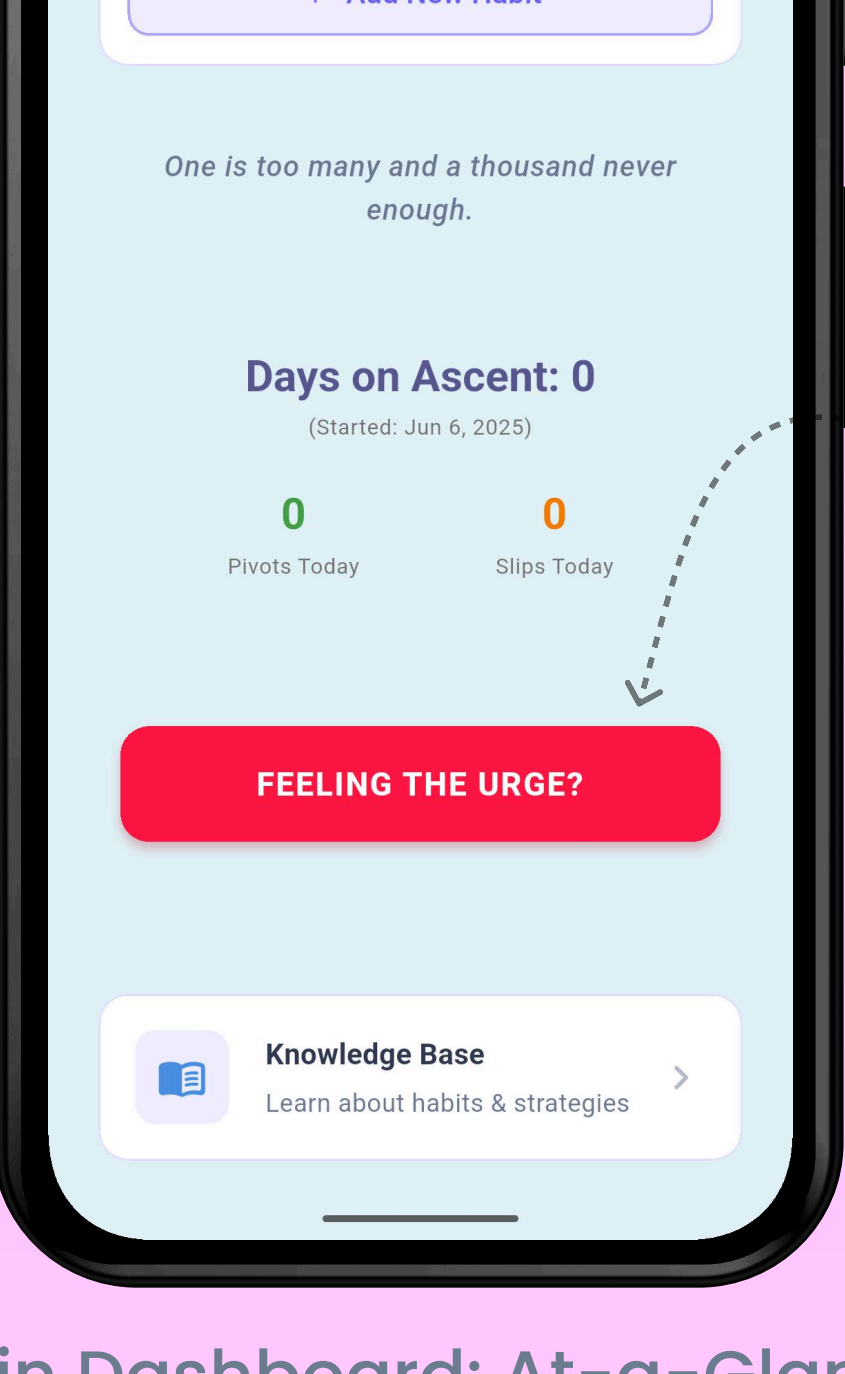
FTUE3: Positive Aspects Entered



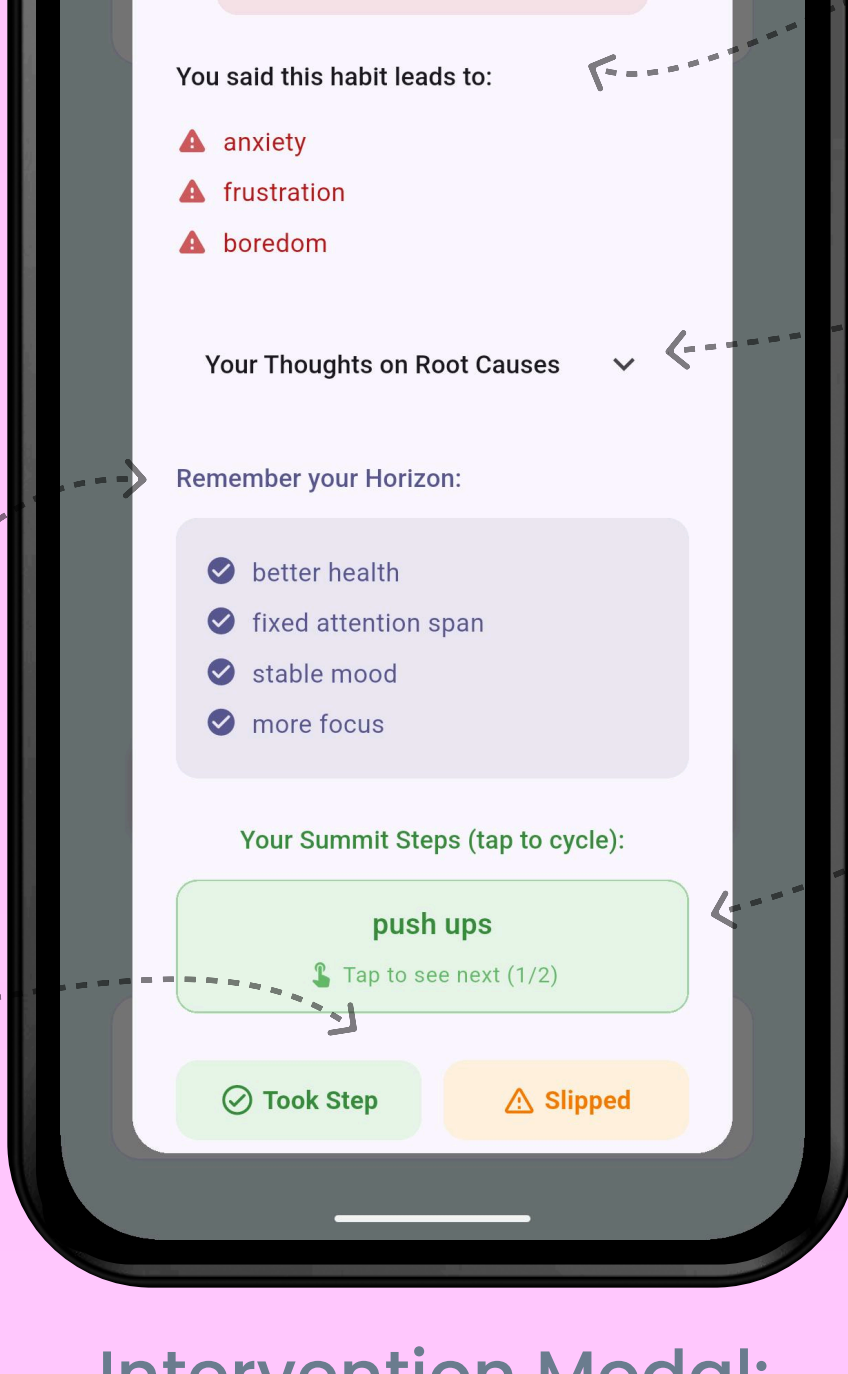
FTUE4: Defining 'Summit Steps' (Alternative Actions)



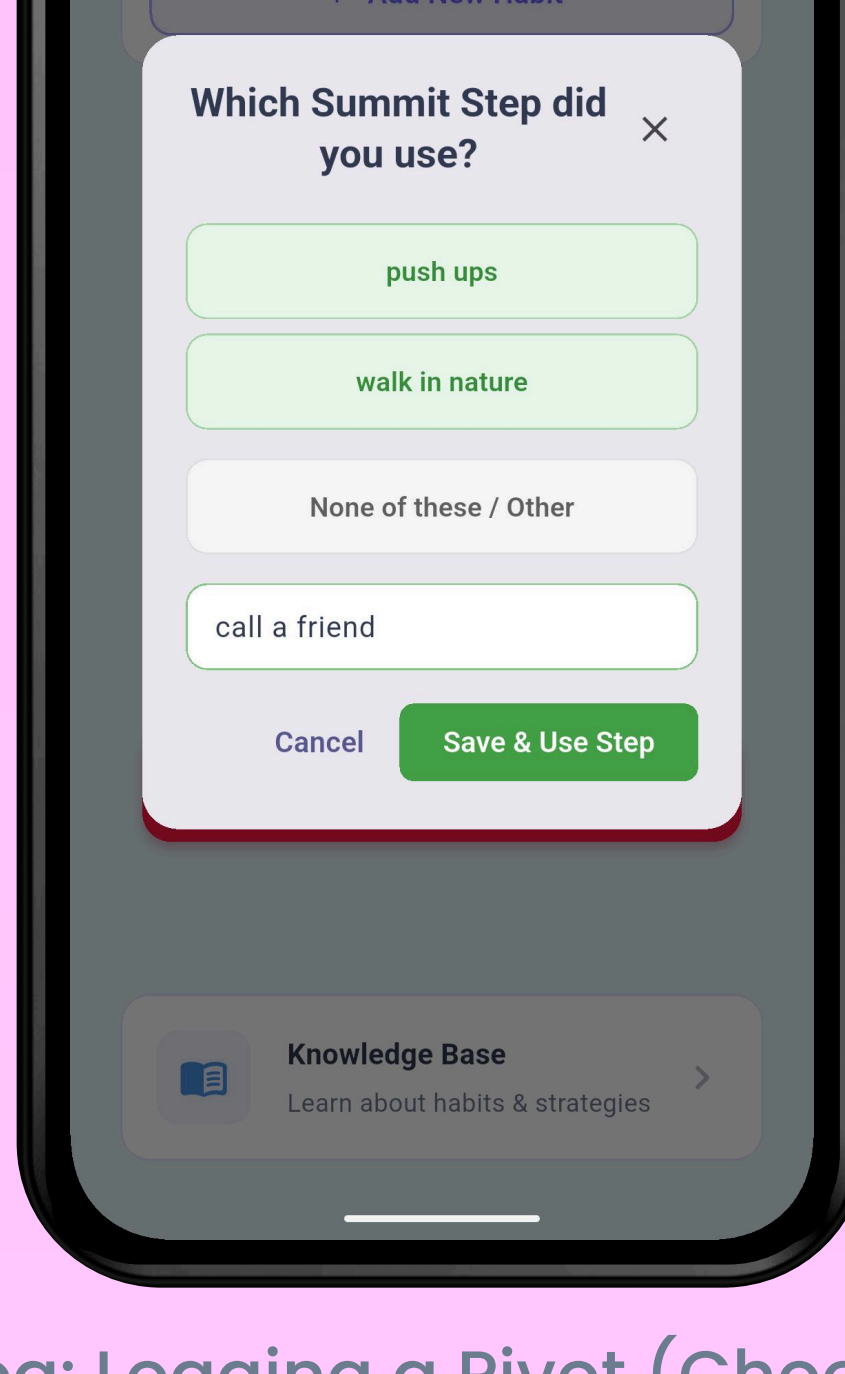
FTUE4: Summit Steps Defined



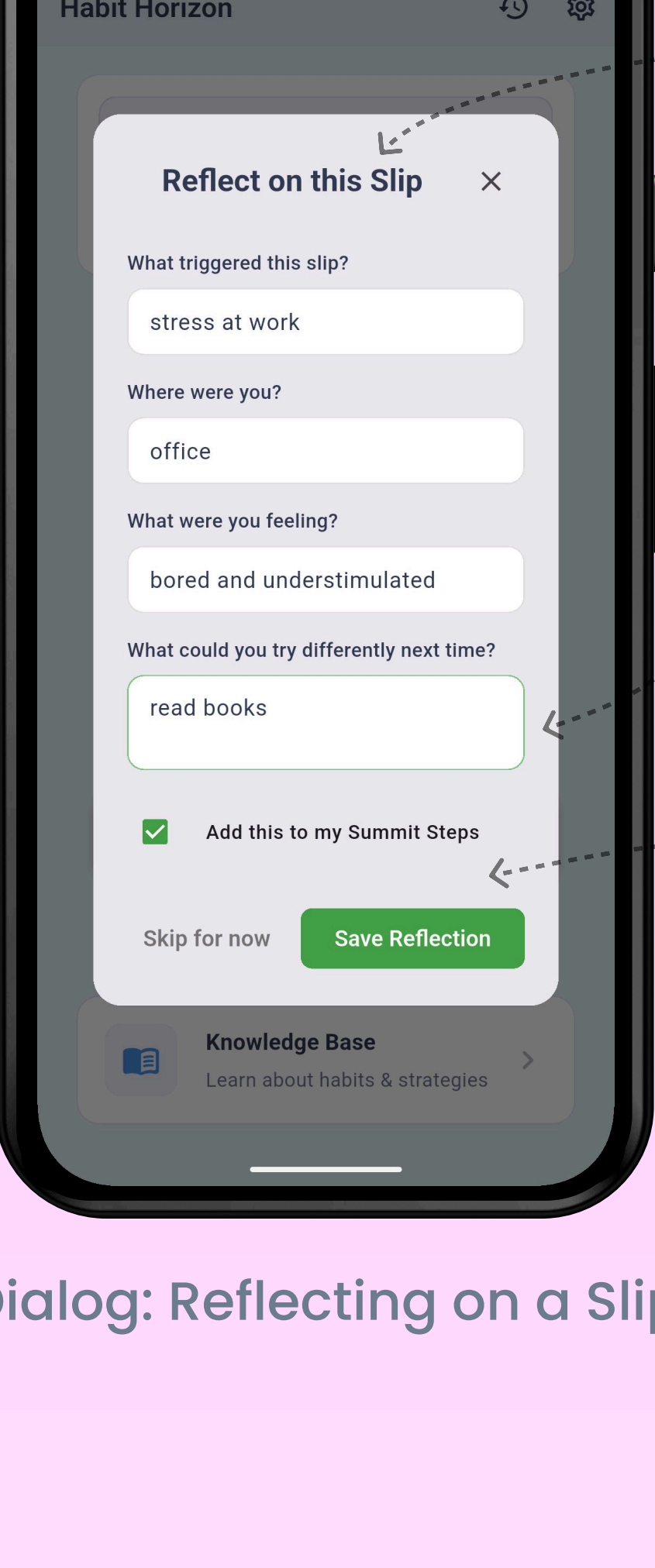
Main Dashboard: At-a-Glance Motivation & Urge Access



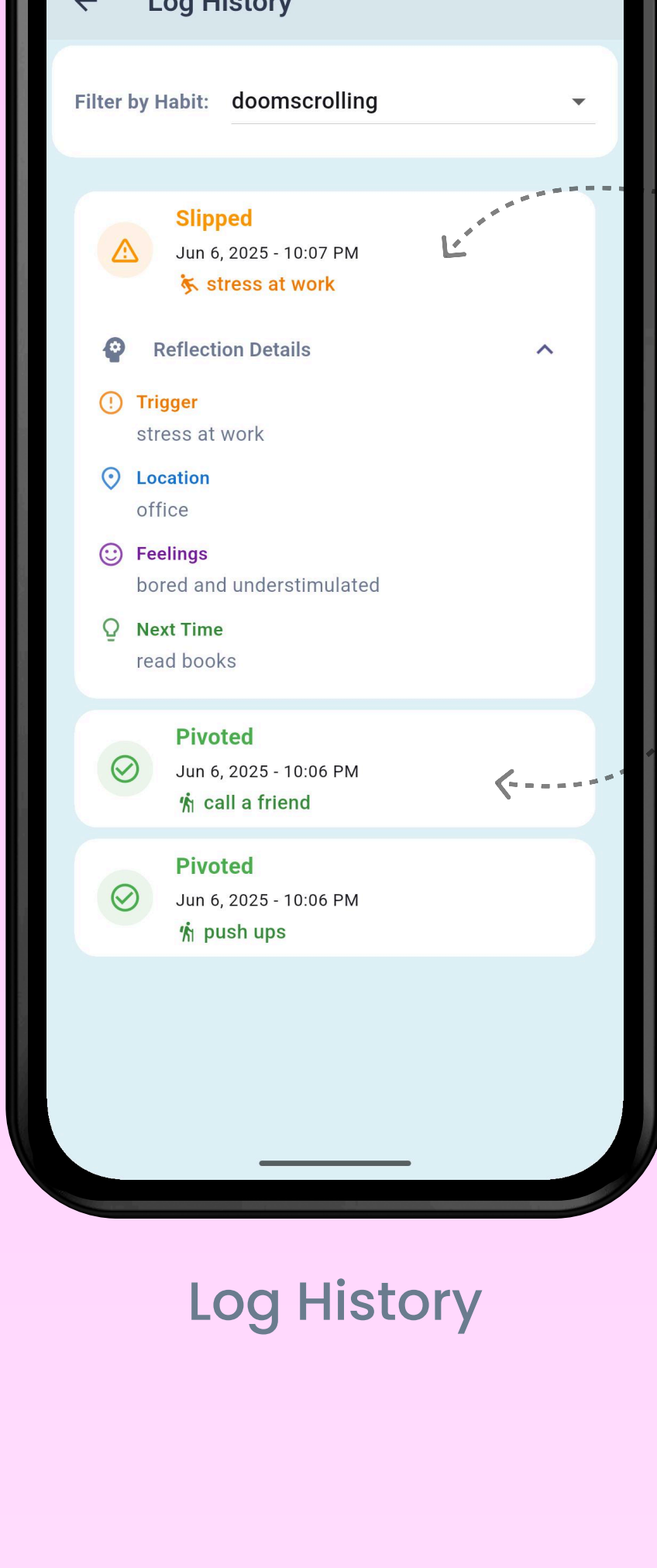
Intervention Modal: Personalized In-Urge Support.



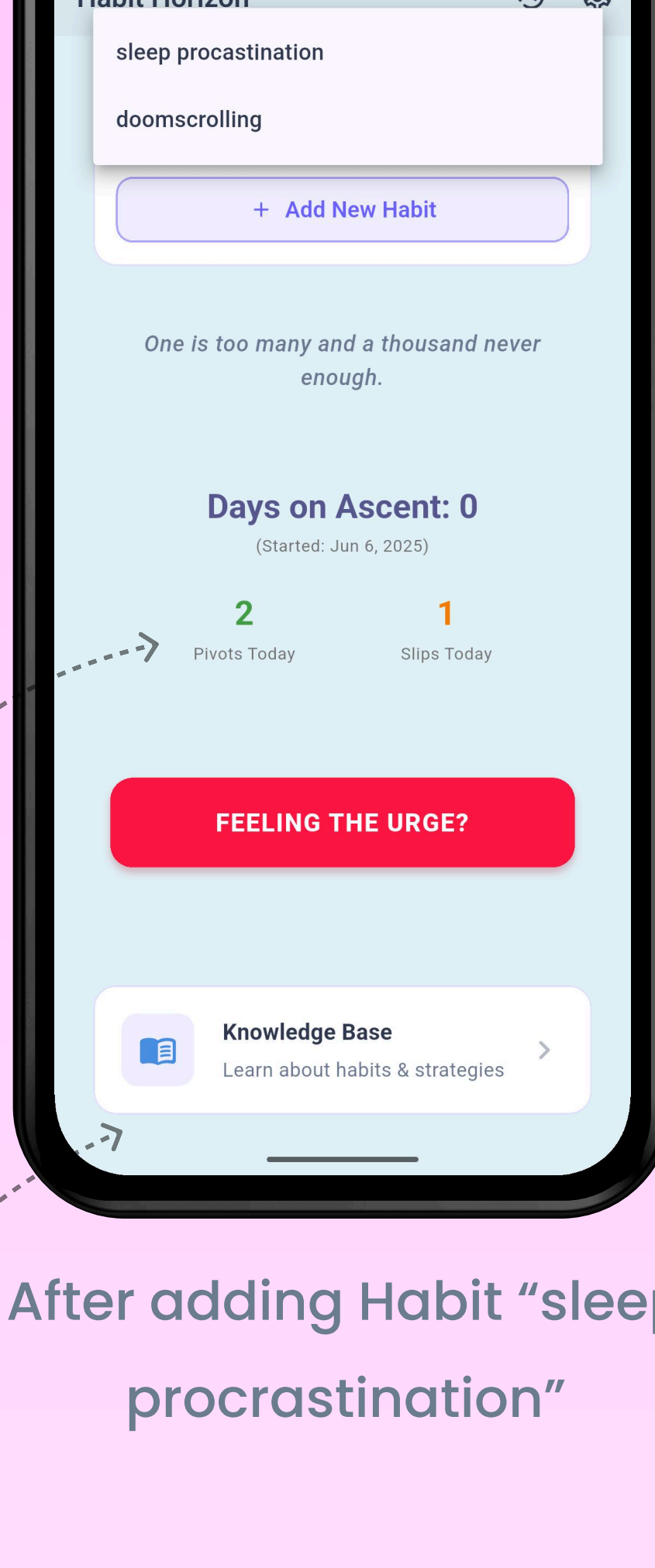
Dialog: Logging a Pivot (Choosing/ Adding a Summit Step)



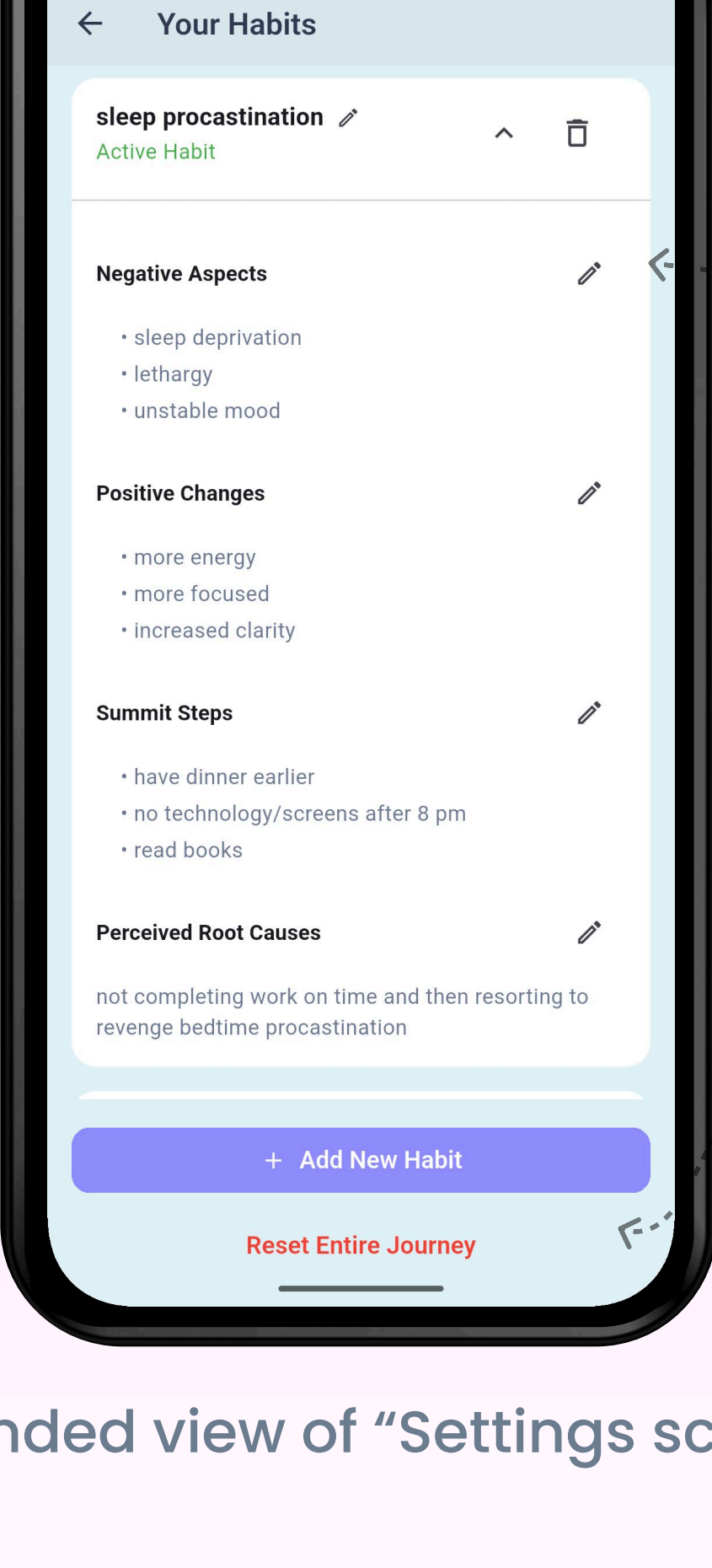
Dialog: Reflecting on a Slip



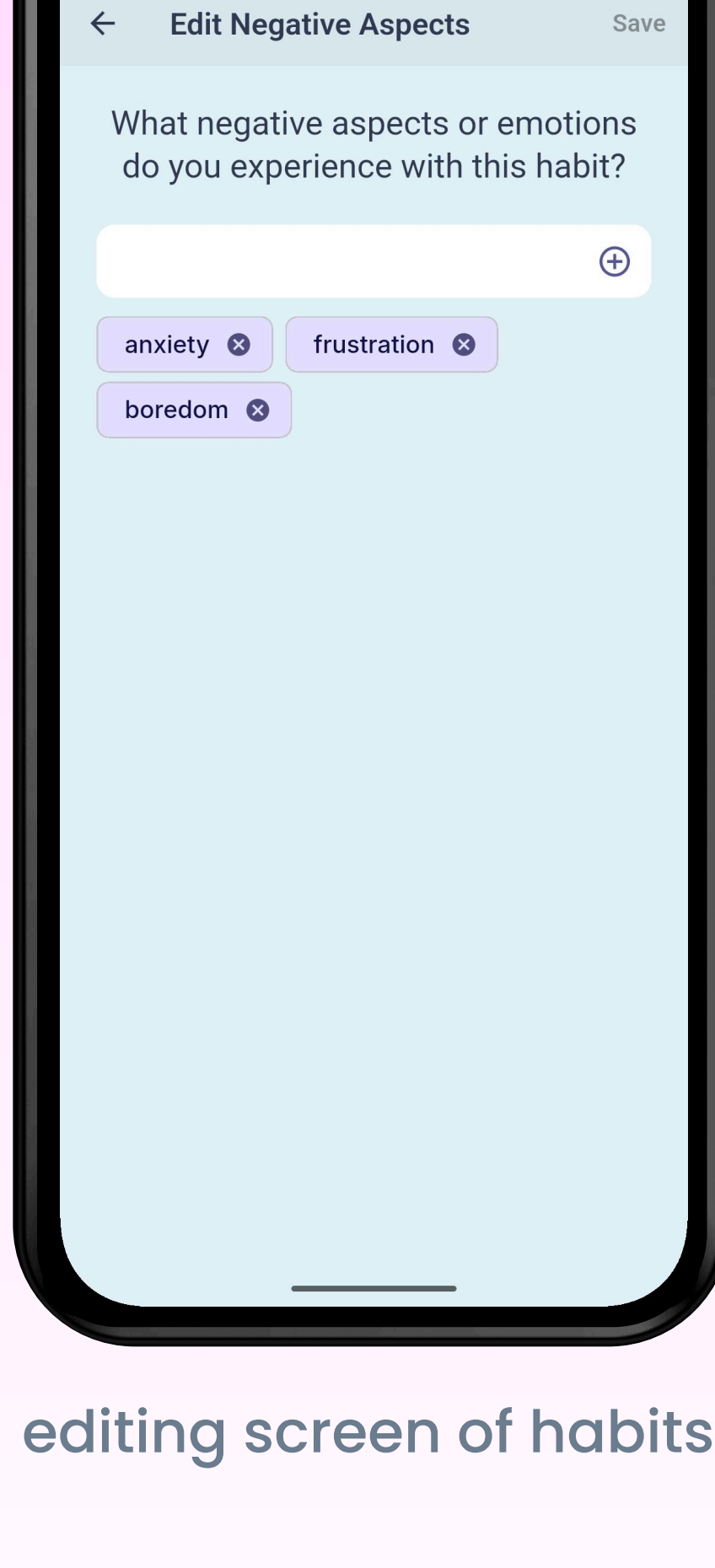
Log History



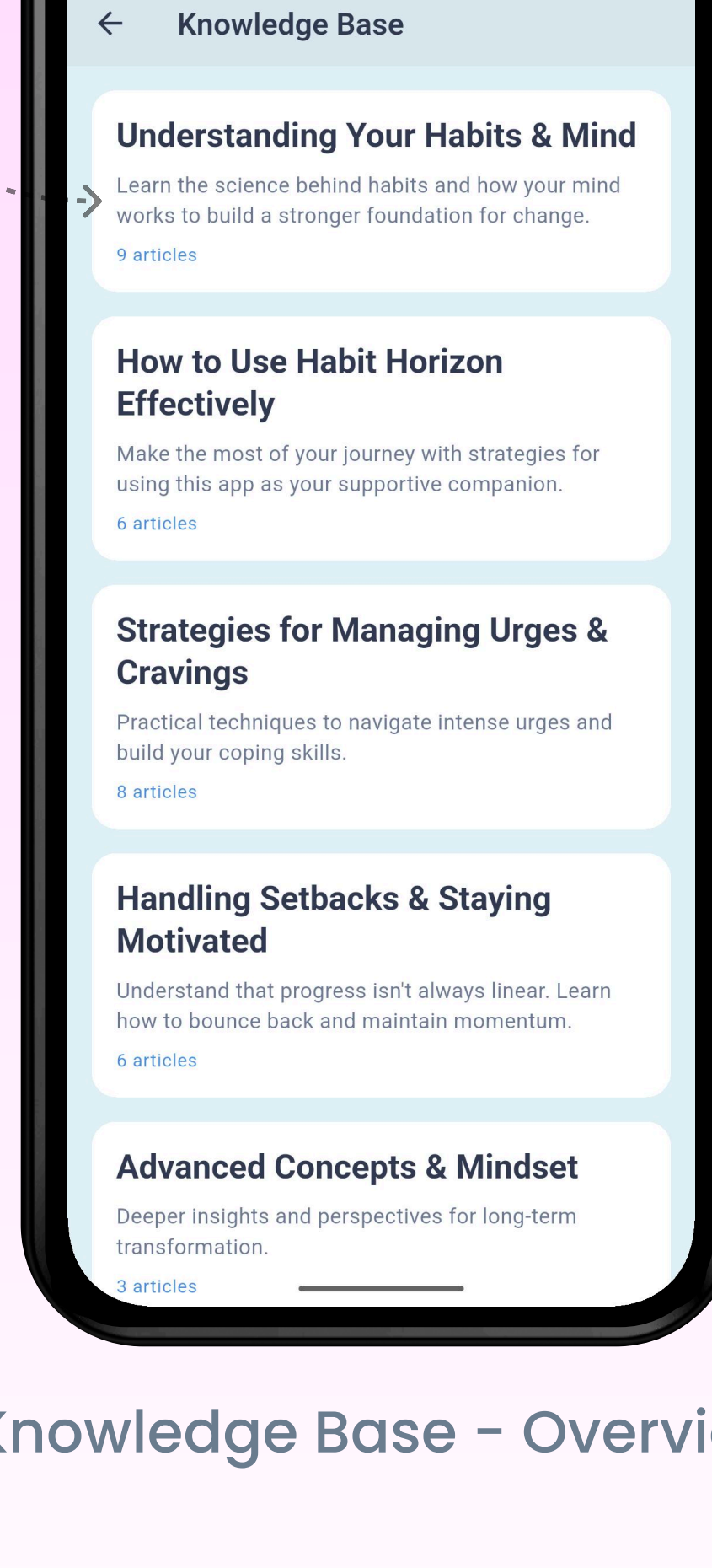
After adding Habit "sleep procrastination"



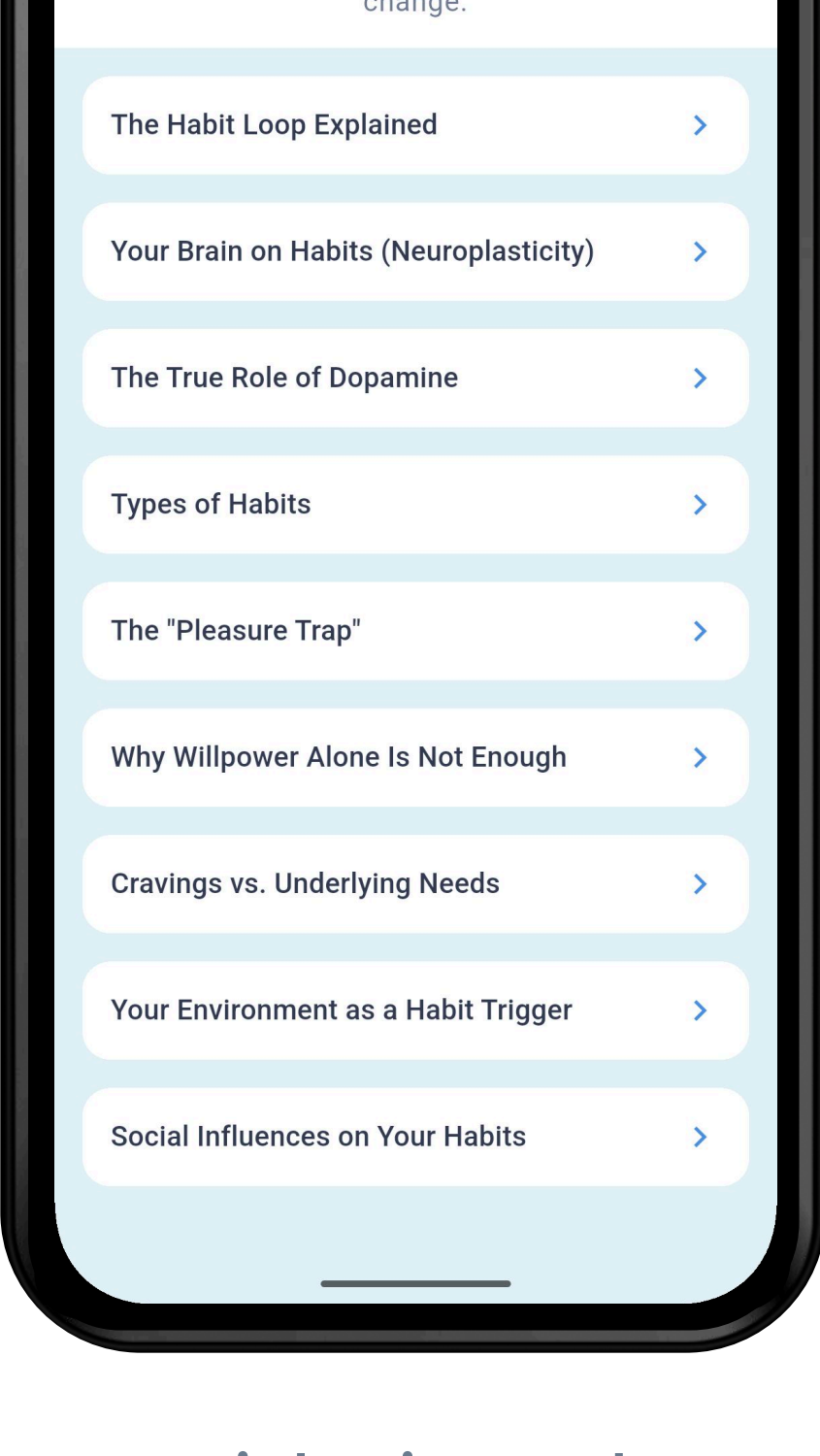
Expanded view of "Settings screen"



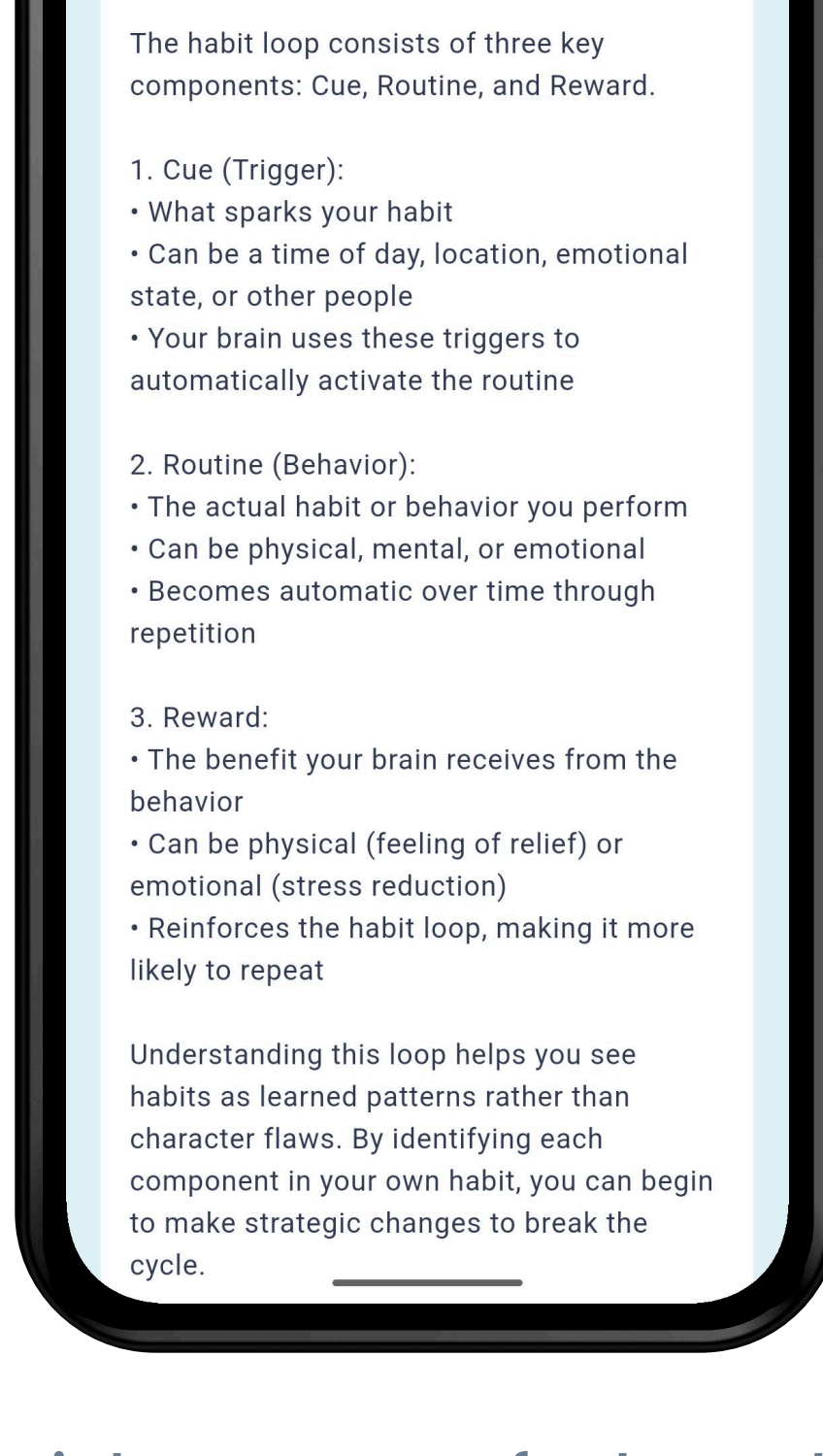
editing screen of habits



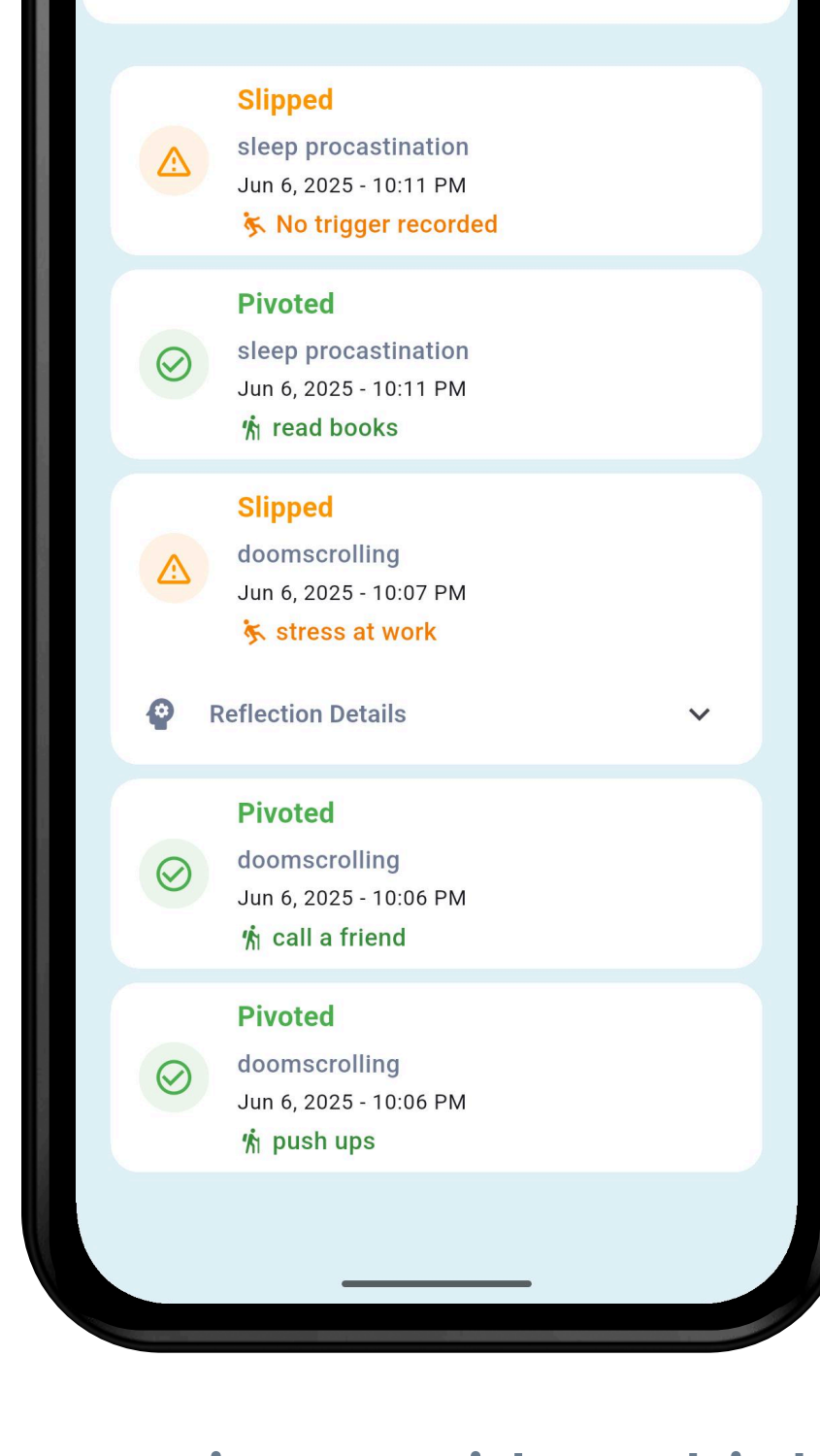
Knowledge Base - Overview



Article List under "Understanding Your Habits and Mind" category



Article content of "The Habit Loop Explained"



Log History with multiple habits and operations



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