



Market Opportunity: Rapid Growth with Clear Product Gap

Problem Statement

Digital wellbeing tools measure screen usage but fail to explain the underlying patterns, triggers, and context behind user behavior, resulting in low self-awareness and limited meaningful behavior change.

Problem Vision

Empower users to understand their digital behavior by transforming usage data into meaningful, personalized insights that build self-awareness, trust, and intentional technology use.

Market Trends

- The global wellness apps market size was valued at USD 11.27 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 14.9% from 2025 to 2030 (1).
- The global digital detox apps market, valued at USD 0.4 billion in 2024, is projected to rise from USD 0.98 billion in 2025 and USD 8.65 billion by 2035. (2).

Gaps in Digital Well-being Apps

- **No “Why” Behind Behavior** — Shows usage data but not triggers, emotions, or context.
- **Too Much Focus on Restriction** — Timers and blockers are easy to bypass and don’t drive real change.
- **No Personalization or Pattern Detection** — Fails to identify individual habits or recurring usage patterns.
- **Low Engagement & Value** — Users check once, feel guilty, and stop using the feature.



Key user segment

Target Segment and why it matters

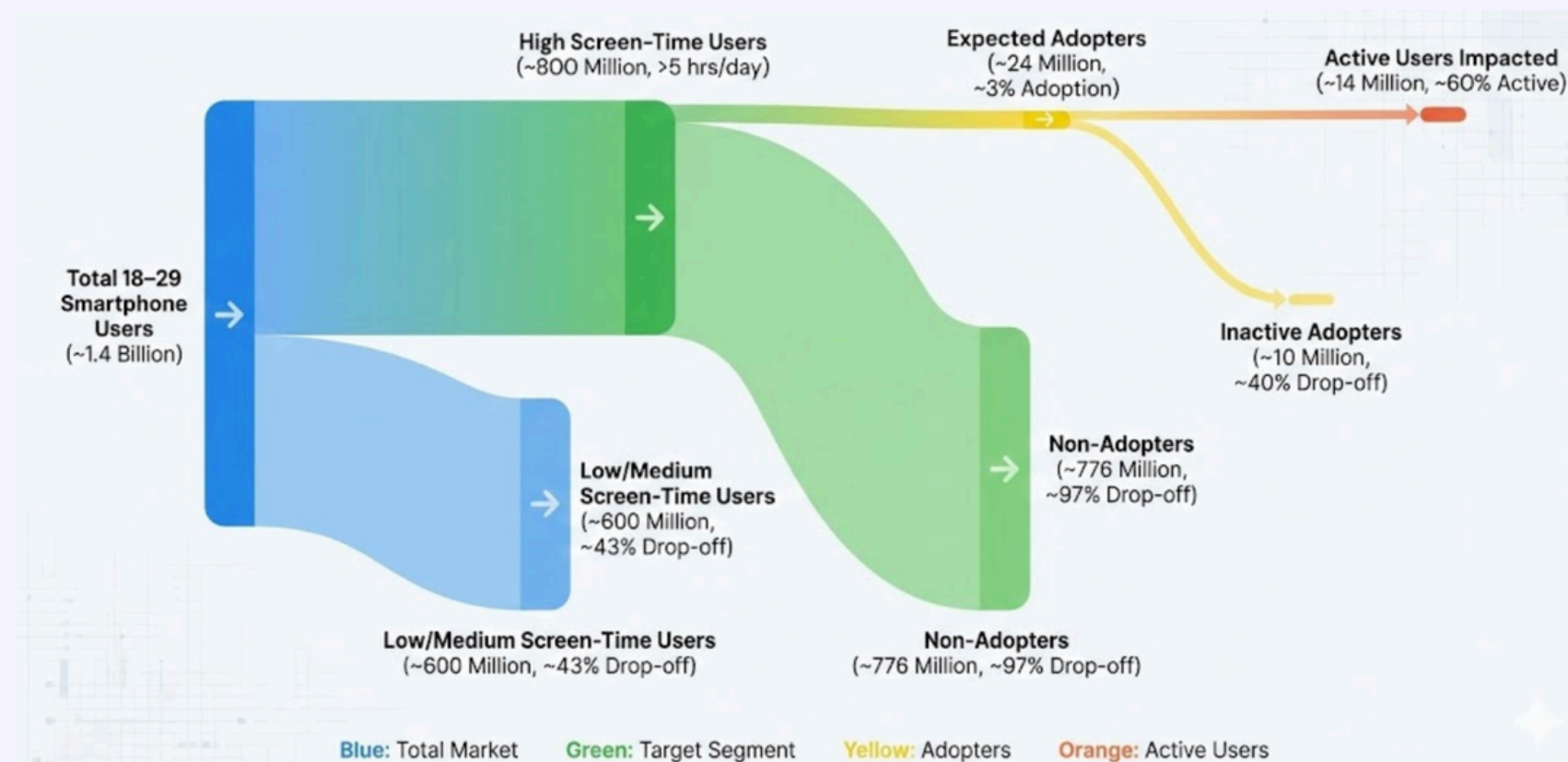
18 - 29 Years & living in Tier 1 & Tier 2 City

- Highest daily smartphone usage and distraction exposure
- Strong influence of social media and digital habits
- Habits actively forming during life transition stage
- Higher openness to self-improvement and behavior change

Key Opportunity

- Early adoption enables long-term retention and lifetime value
- High daily interaction potential increases product stickiness
- Strong willingness to invest in self-improvement tools
- Peer influence enables organic growth and network effects

Impact Estimate



Behavioral Improvement Assumption





COMPETITOR ANALYSIS — DIGITAL WELLBEING SOLUTIONS

Product	Core Approach	What Works Well	Key Gaps	Opportunity for Us
 iOS Screen Time	Usage tracking + limits (OS-integrated)	✓ Cross-device sync (iPhone, iPad, Mac) ✓ Clean dashboards ✓ App limits	• Only descriptive data • Weekly reports lack insights • No behavior explanations	→ Add behavioral insights that explain patterns & triggers beyond basic usage reports
 Android Digital Wellbeing	Usage tracking + controls (OS-integrated)	✓ App-level limits ✓ Activity context (walking, driving) ✓ Simple dashboards	• No interpretation of behavior • Users see numbers, not meaning	→ Convert raw usage data into meaningful, personalized understanding & habit awareness
 Forest (3rd Party)	Restriction + gamification	✓ Strong motivation via rewards ✓ Engaging habit reinforcement ✓ Proven adoption (10M+ downloads)	• Focuses on blocking usage, not • No behavior insights	→ Combine motivation & engagement with behavioral understanding instead of only restriction
 StayFree (3rd Party)	Analytics + blocking tools	✓ Detailed analytics, unlock tracking ✓ Global comparisons ✓ Short-form content blocking ✓ Multi-device support	• Insights are descriptive • Limited decision support • No behavioral interpretation	→ Move beyond descriptive analytics to AI-driven explanations that support better decisions

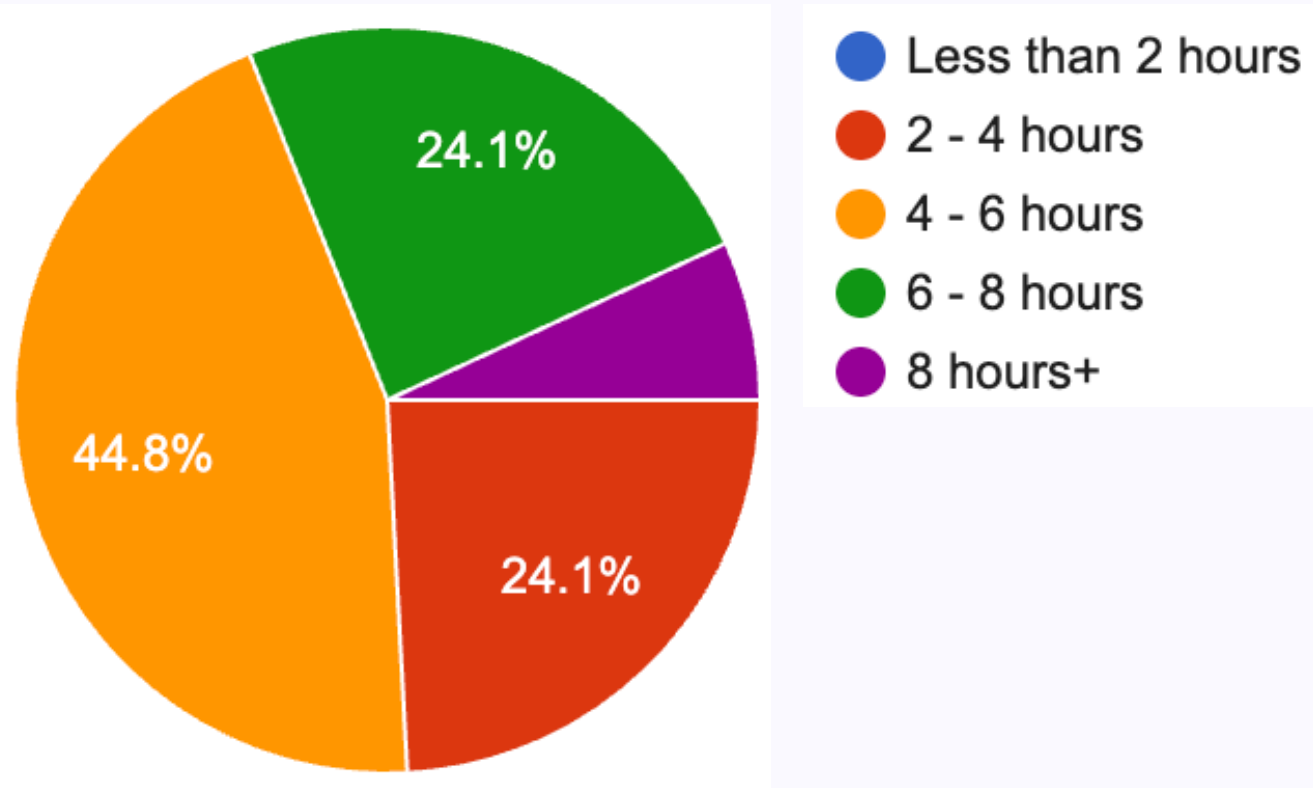
User Insights

User Survey

29 Response

- **65.5%** peak usage happens late night (9 PM–bedtime)
- **75.8%** have 4+ hours daily screen time
- **51.7%** say social media is the biggest time drain
- **62.5%** report reduced physical activity
- **60%** report worse mental focus
- **13.8%** check digital wellbeing regularly
- **24.1%** say dashboards clearly explain usage behavior

Average Daily Screen Time

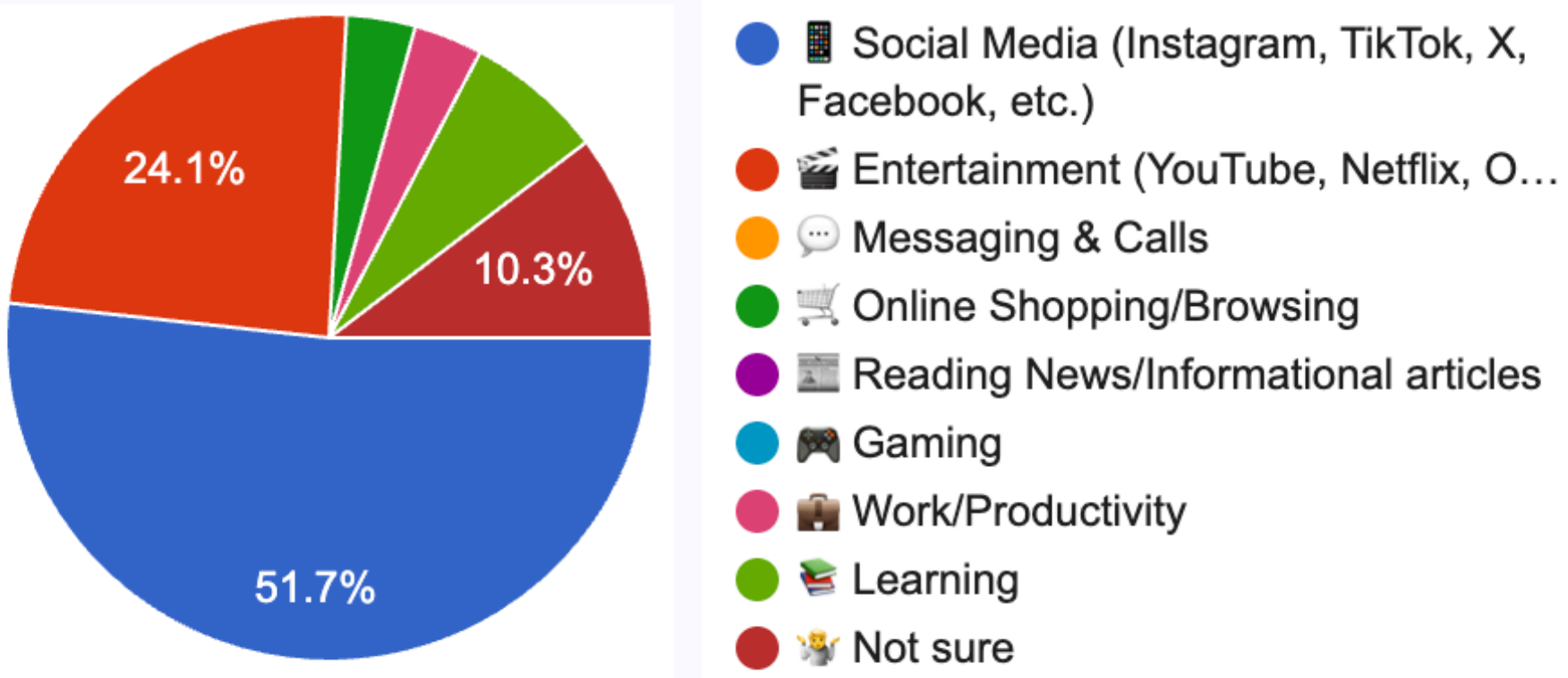


Insights from 1-1 Interview

Audio & Summary Link

- Sometimes I pick up my phone without even realizing why — it just happens when I’m bored or see a notification.”
- “I don’t notice how much time has passed while scrolling. I only realize it after it’s already too long.”
- “Screen Time just shows numbers. It doesn’t tell me why I used my phone so much.”
- “After long phone sessions, I feel tired or guilty, and sometimes it even affects my sleep or causes neck pain.”
- “I’ve tried things like uninstalling apps or setting limits, but I end up going back because it’s a habit or I need the apps for work.”

Which category do you feel consumes more time than it should?



User Persona



Aman | Bhopal | 24 year | Artist
& Creator

Persona 1

Goals

- Stay productive while using phone for work
- Avoid social media distractions
- Reduce guilt and physical strain

Unmet Needs

- Know when work use turns into distraction
- Understand notification triggers
- Separate intentional vs unintentional usage

Jobs to be done

- Help me notice when I drift from my purpose
- Help me understand what causes long sessions
- Help me stay in control without restrictions



Arunima | Delhi | 22 year |
Competitive exam preparation

Persona 2

Goals

- Reduce unnecessary scrolling (especially night)
- Feel less drained and sleep better
- Be more aware of phone habits

Unmet Needs

- Understand boredom and late-night triggers
- See patterns beyond screen time numbers
- Break uninstall–reinstall habit cycle

Jobs to be done

- Help me understand why I pick up my phone
- Help me notice time loss during scrolling
- Help me use my phone more intentionally

Problem Framing Canvas

What is the true problem

- Current Digital Wellbeing tools show usage data without context or explanations, making it hard for users to understand their own patterns.
- Due to this lack of insight, users struggle to recognize, reflect on, and adjust their digital habits, even when they want to.

Who is facing this ?

- Young adults (18–29) with moderate to high smartphone usage (4–8+ hours daily).
- Users who are aware of excessive usage but lack clear understanding of their behavior patterns.
- People who rely on smartphones for both personal and work purposes, making strict limits impractical.

How do we know this is the real problem?

- **55%** users report phone use as habitual or automatic, showing low intentional control.
- Many feel tired or drained after long sessions despite continued use.
- Users often realize overuse only after it happens, not during.
- Screen Time tools show numbers without behavioral insights, reducing usefulness.
- **50%+** users want explanations of usage patterns and triggers.

Value for Target users

- Understand personal usage patterns and triggers
- Make more intentional phone decisions
- Feel in control without restrictions
- Reduce fatigue, guilt, and sleep disruption
- Get personalized, actionable insights

Value for our bussiness

- Opportunity to differentiate with insight-driven digital wellbeing (beyond screen-time tracking)
- High engagement potential through daily behavioral insights
- Scope for premium features (personalized reports, coaching, advanced analytics)
- Strong positioning in the growing digital wellness market
- Increased user retention through personalized value delivery

Why solve thiis now?

Behaviour Shift

- Phone usage is increasingly habit-driven and automatic.
- Users depend on phones during idle or low-energy moments.
- Screen time is rising while self-awareness remains low.

Market Timing

- Existing tools focus on tracking or restriction, not understanding.
- Demand for digital wellbeing is growing.
- AI now enables personalized behavioral insights.

Gap in the Market

- No product explains why usage patterns occur.
- Current tools lack a reflection layer beyond numbers.
- No AI acting as a behavior interpreter.

Opportunity

- Own the digital behavior understanding category early.

Possible Solutions [Impact Calculation](#)

Solution 1 : Behavior Mirror



What is it?

An AI system that analyzes phone usage patterns and explains why behavior happens (triggers, time, context) in simple insights.

How it works

- Detects patterns across time, app usage, and frequency
- Identifies triggers like boredom, notifications, or late-night fatigue
- Generates insights such as: "You tend to scroll more after 10 PM."
- Provides daily and weekly behavior summaries

Why this solution

- Directly addresses the awareness gap identified in research
- Helps users understand behavior without restricting usage
- Turns raw data into meaningful reflection

SOLUTION 2: Intent Awareness Layer



What is it?

A lightweight layer that helps users recognize the difference between intentional vs automatic usage in real time.

How it works

- Detects repeated app opens or extended sessions
- Prompts subtle reflection like: "Opened Instagram 5 times in 15 mins."
- Optional quick intent check before sessions (work, habit, boredom)
- Shows insights comparing intended vs actual behavior

Why this solution

- Targets the moment of behavior, not just reflection afterward
- Builds self-awareness without blocking access
- Strong behavior-change potential with minimal friction

SOLUTION 3: Digital Behavior AI Coach



What is it?

A conversational assistant that helps users explore and understand their digital habits through natural language questions.

How it works

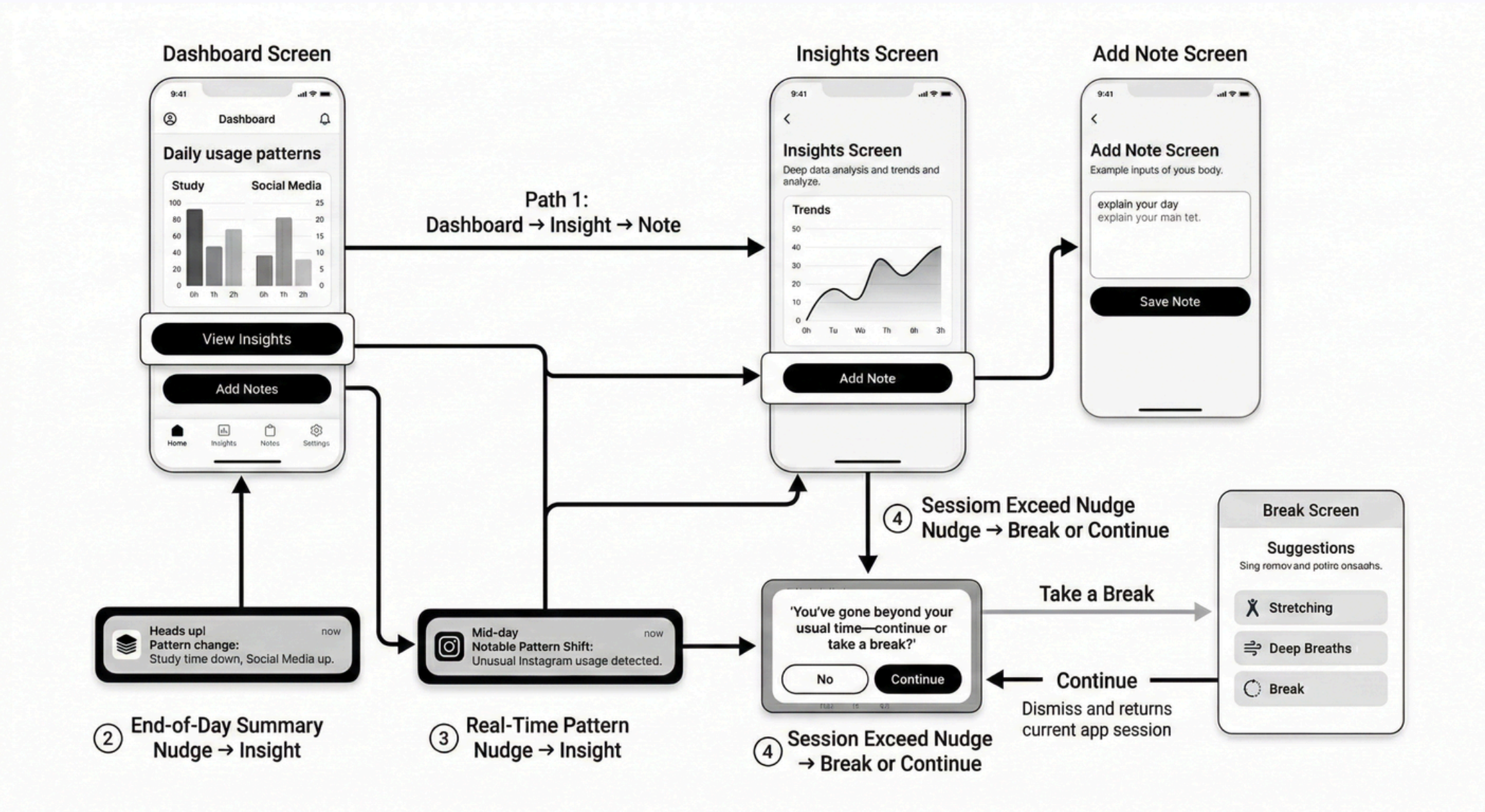
- Users ask questions like: "Why do I scroll more at night?"
- AI analyzes usage data and provides explanations
- Suggests personalized reflections or patterns
- Supports follow-up exploration and habit insights

Why this solution

- Targets the moment of behavior, not just reflection afterward
- Builds self-awareness without blocking access
- Strong behavior-change potential with minimal friction

Solution Deepdive

Userflow Diagram



Primary Goals

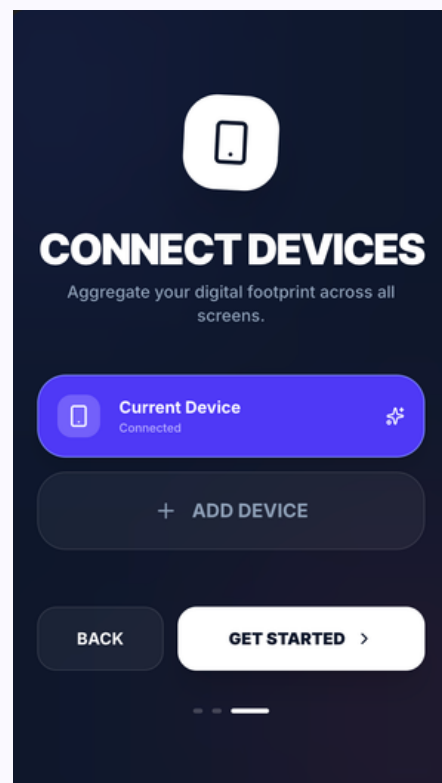
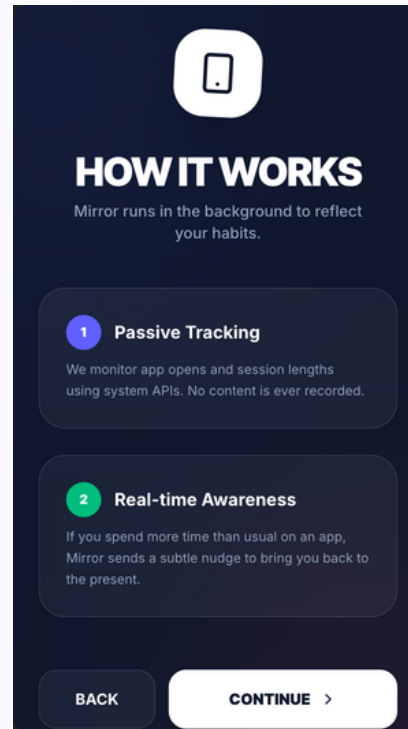
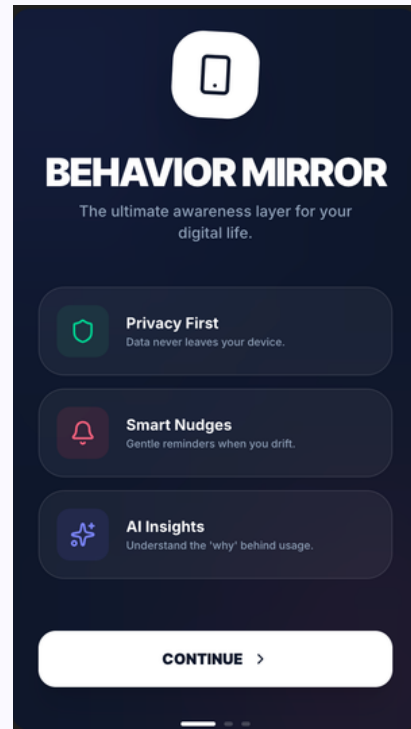
Level	Metric	How is it measured	Why this metric is important / what it signifies
North Star	Weekly Meaningful Insight Users (WMIU)	Count of unique users who meaningfully engage with at least one behavioral insight in a 7-day window (expand, ≥5 sec dwell, reflection interaction, or follow-up exploration)	Direct measure of core product value — users are actively gaining behavioral understanding, not just viewing data.
L1	Insight Engagement Rate (%)	(Users who meaningfully interact with insights + users shown insights) × 100	Measures insight relevance and quality. Strong leading indicator of perceived value.
L1	Repeat Insight User Rate (%)	% of users who engage with insights ≥3 times within 7 days	Strongest signal of habit formation around awareness and reflection behavior.
L2	First-Time Insight Activation Rate (%)	% of new users who meaningfully interact with their first insight within a defined period	Measures onboarding success and initial value discovery.
L2	Nudge Response Rate (%)	(Users interacting with awareness nudges + nudges shown) × 100	Indicates effectiveness of in-the-moment awareness interventions driving engagement.

System Architecture Design

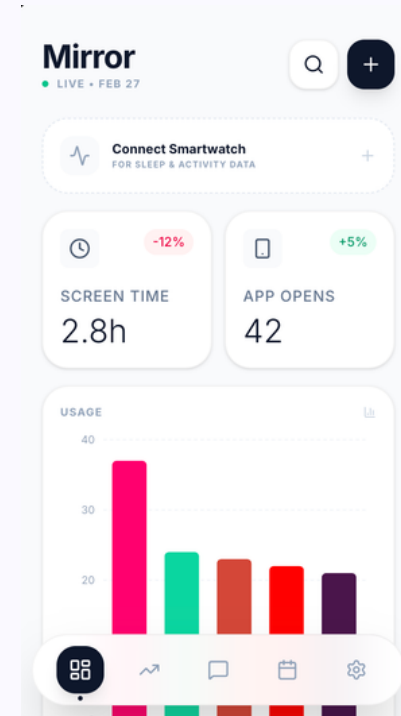


User Onboarding

First time when user opens the app, we'll tell him about the features and guide him

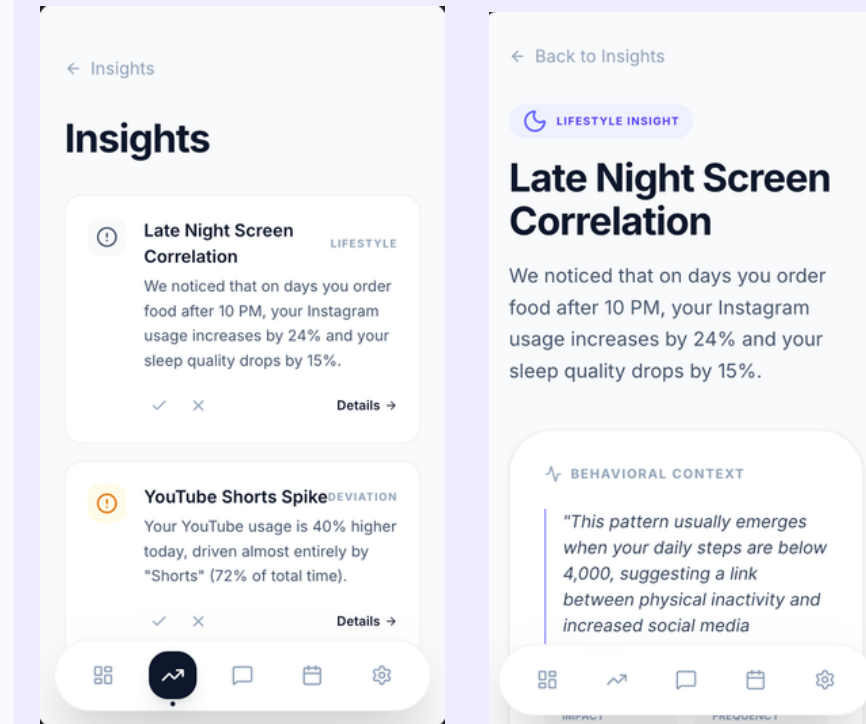


users connect devices like a smartwatch to track activity and sleep.



Home page dashboard

Here user see his screen time and app opens frequency

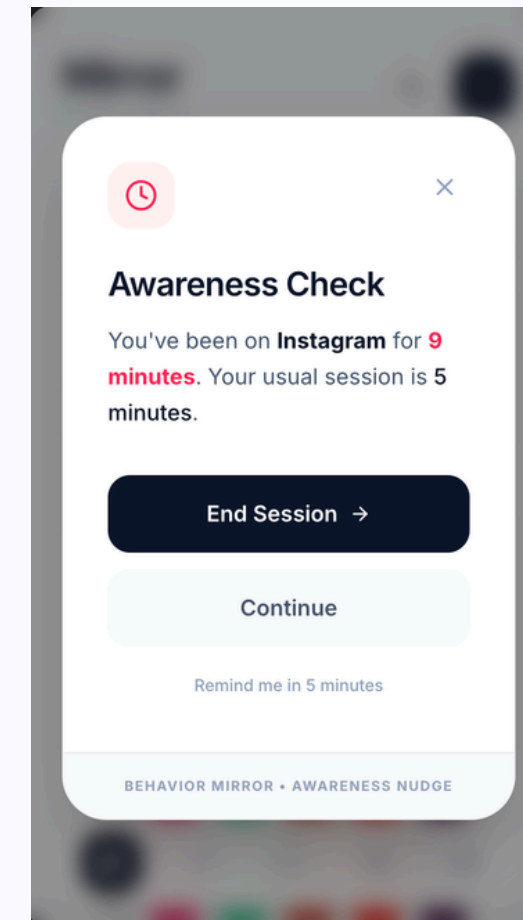
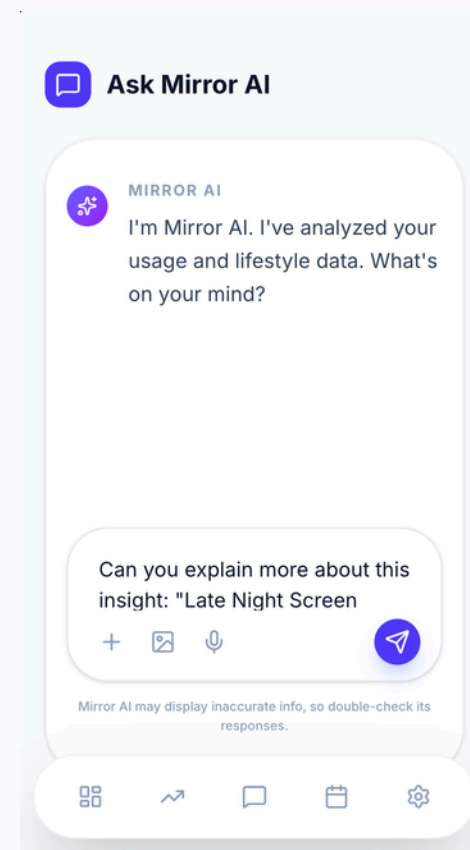


Insights Tab

Here, users can view AI-generated insights based on their behavior and usage patterns.

AI Chat Integration

Users can ask AI, questions about their usage for personalized insights.



Smart Nudges

User get smart Nudges of his usage based on his patterns.

This helps users stay within their planned app usage limits without enforcing restrictions, and they can turn it off anytime in settings.

Risk & Mitigations

Risk	Why It Matters	Mitigation Strategy
 Limited OS Data Access	iOS/Android restrictions may reduce available usage signals, impacting insight quality.	Use official APIs only, design insights to work with partial data, and prioritize Android-first optimization if needed.
 	If insights feel wrong, users will quickly lose trust and disengage.	Start with rule-based logic, show transparency ("based on your last 7 days"), and allow user feedback to improve accuracy.
 Privacy & Data Sensitivity Concerns	Monitoring behavior can feel intrusive, creating adoption barriers.	Provide clear onboarding, avoid content-level tracking, allow users to manually delete their data anytime from app settings, and automatically delete stored data when the app is uninstalled.
 	Excessive nudges can annoy users and lead to app uninstall.	Provide clear onboarding, avoid content-level tracking, allow users to manually delete their data anytime from app settings, and automatically delete stored data when the app is uninstalled.
 Low Long-Term	Users may lose interest after initial curiosity if value isn't sustained.	Trigger only on meaningful deviations, adaptive frequency control, and user-configurable notification settings.
Low Long-Term Engagement	Provide evolving insights, weekly summaries, progress indicators over time.	Provide evolving insights, weekly summaries, progress indicators, and increasing personalization over time.

Launch Plan : 3 Stages

