daffodil
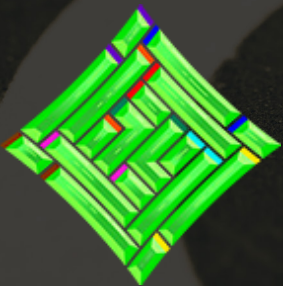
Daffodil helps Akwai to transform an idea of a Goal Tracking app into a market fit product

Customer: **Akwai**

Country: **United States**

Industry: **Education & Learning**

Our Role: **Product Engineering**

About the Client

Akwai is a US based organization that provides innovative research backed methodology for learning and education management. The Akwai mobile app is a social network that's based around goals and accountability. It has a marketplace with thousands of action plans that guides the users to accomplish specific objectives such as parenting, fitness, finances and many more. The organization has partnered with University of Arizona to provide a research backed goal achievement application to its users.

2000+	**800+**	**65%**
goals	trackable metrics	increase in productivity

"Daffodil helps Akwai to transform an idea of a goal tracking application into a market fit product"

Sam Shammah
Founder & CEO, Akwai

The Situation

Goal setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. In between, In between, there are some very well-defined steps that transcend the specifics of each goal. Knowing these steps allow you to formulate goals that you can accomplish.

Akwai, in association with the University of Arizona, wanted to transform the goal achievement process through technology. Akwai had a research based model of goal achievement that involved working on issues such as motivation, lack of parental involvement, life skills, adaptive learning, and lack of guidance. They wanted to translate this decades' worth of research into a tangible and actionable program. They combed through over 500 scientific studies from the last 55 years to painstakingly incorporate each lesson into a goal tracking and productivity management solution.

- Akwai had an idea to create a mobile app which would recommend action plans and allow people to track the activities they perform to achieve specific goals and organize groups of accountability partners (parents, relatives, peers, and teachers) to review regularly.

- The larger goal was to create a social media network based around goals and accountability. Akwai wanted to build a marketplace with thousands of action plans that could help users to accomplish specific objectives. These action plans would cover more than 2000 goals and include solutions from books, empirical articles and curriculum and provide step-by-step guidance on how to accomplish the goal. It would also track the progress and pair users with accountability partners for guided check-ins.

The Solution

The engagement started with the Daffodil team setting up a strategic requirement gathering process in place. This was done through our unique Discover & Frame workshop, wherein we document app ideas, target market, persona, business model, competition, revenue streams, etc. This helps us get a clear understanding of what is the client's expectations and effectively develop a project roadmap. Once, all the aforementioned aspects were documented, our expert business analyst team analyzed the application requirements, created user stories, feature lists, process flow diagrams and clickable prototypes of the application. On the techno-commercial front, they suggested the most viable technology stack, identified third party tools and Integration and proposed a block level architecture of the application.

The user experience was one of the project's cornerstones. We focused on creating intuitive usability to facilitate platform adoption, as well as lucid visualisation tools to allow for easy comprehension of goal progress and action plan. The UI/UX of the application was a result of an extensive research by our business analyst team to study the behavior and motivation factors of the defined user persona.
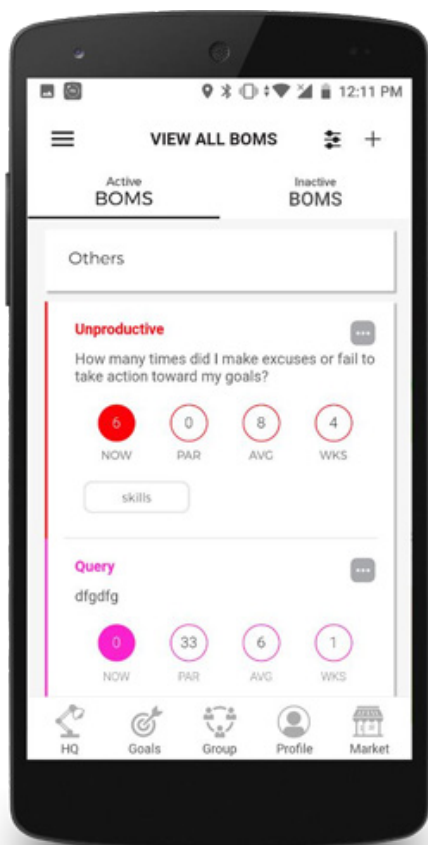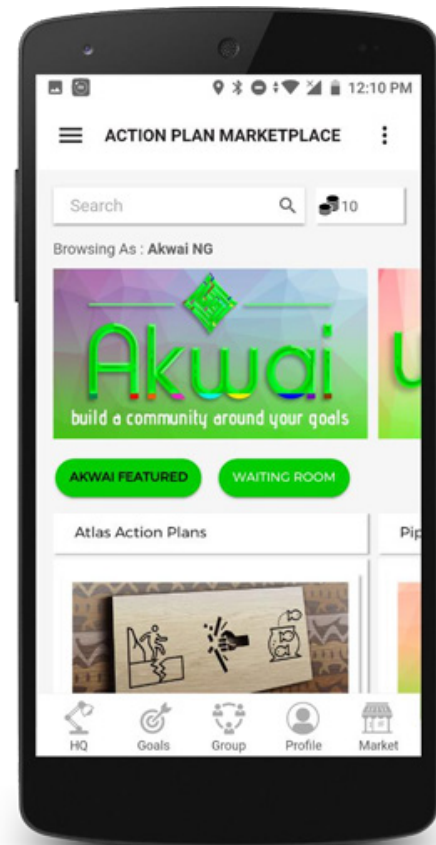
Keeping all of Akwai's requirements into consideration, Daffodil recommended developing using Ionic, Drupal, and MYSQL as core technologies. Daffodil developed a hybrid mobile app for Android and iOS, along with a Progressive Web App (PWA). A PWA is a web app that uses modern web capabilities to deliver an app-like experience to users. These apps are deployed to servers, accessible through URLs, and indexed by search engines. Envisaging the utter need of scalability, and robustness of the application, a cloud-based architecture was designed so that the system is exquisitely responsive to increase in number of users.

The mobile application developed by Daffodil met all the required functionalities, features, and performance parameters that were mutually defined in the project roadmap. Some of the application features that were incorporated into the application were:

App Features:

1. Set an Action Plan

The app allows users to use or customize predefined templates to set, track, and achieve their goal. Users can track progress by answering specific questions in the following five areas:

- To-Dos: One time activities to achieve the goal.

- Tasks: Repetitive activities that help to reach the goal.

- UnProductives: Habits to avoid that hinders the progress.

- Ratings: Self-evaluation on the scale of 0-10.

- Questions: Open-ended, customized questions that can be self-answered on weekly basis.
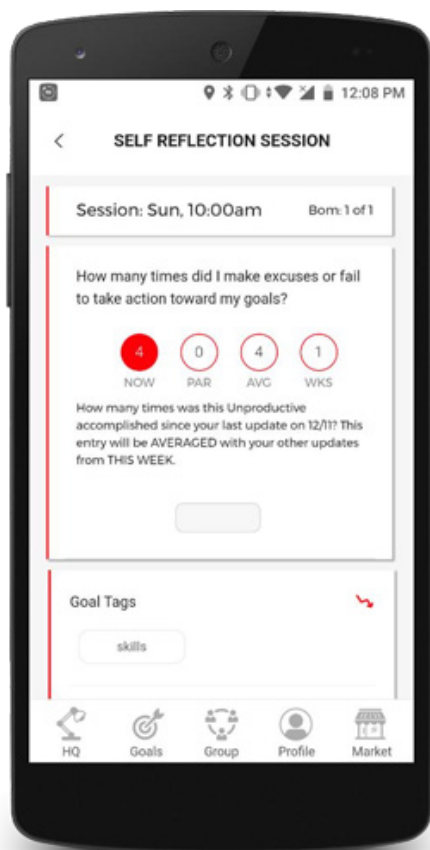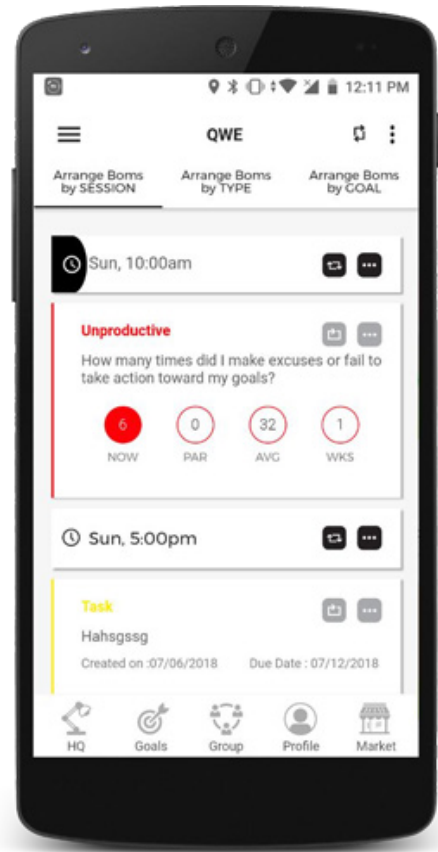
2. Earn & Redeem Mindset Points

For better user engagement, game mechanics were integrated within the app. Users can earn midpoints, depending on the activities performed. There are 4 types of mindpoints, Accountability Points, Consistency Points, Reflection Points, and Transparency Points that a user can earn on successful completion of tasks. These mindpoints can be redeemed for purchasing paid templates or can be redeemed for offline purchase.

3. Action Type to Achieve a Goal

To achieve a goal, a user goes through the sequential gated actions typed named Atlas, Pipeline, and Template.

The Impact

Akwai was able to launch and market the product in a timely manner as Daffodil ensured that the deliverables were provided on time and with maintaining quality so as to meet all the deadlines. Within a few months of its launch, the app has received an amazing response from students and individuals. As per the feedback received from users, the app is known to increase productivity and goal acheivements by 65% through action plans and weekly reviews. Akwai has been able to successfully incorporate 2000+ goals and 800+ trackable metrics for various organizations and personas such as universities, schools, gyms and healthcare facilities, professionals, parents, influencers and many more.

| **2000+** | **800+** | **65%** |
| goals | trackable metrics | increase in productivity |

Technology Stack

- Ionic
- Drupal
- MYSQL

About Daffodil

Daffodil Software is a software engineering partner to 100+ organizations across the globe and has been helping them in making their software products more robust, teams more productive and processes more efficient. Our ability to look beyond technologies to deliver innovative solutions with scale and speed has been lauded by our clients as well as the tech community worldwide.

Since our inception, we have invested in organic growth; building on our engineering capabilities, organizational processes, and culture required to deliver a truly collaborative ecosystem for solving technology challenges. At the core of Daffodil lies a culture rooted in innovation, learning and a result-oriented mindset.

Deloitte. Technology Fast500 APAC Winner	**Clutch** FIRMS THAT DELIVER	**zinnov ZONES**	
mongoDB MongoDB Innovation Award	IT Europa Finalist	**GoodFirms** TOP SOFTWARE DEVELOPMENT COMPANY goodfirms.co	**Great Place To Work® Certified**
ISO 27001:2013	**ISO** CERTIFIED 9001:2015 COMPANY	**ISO** 20000 International Organization for Standardization	

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