

Quantitative Report

Customizable Virtual Pet Assistant App – Bloomself

Master's in UX/UI (October 2025) - Iván & Rene

Summary

The project consists of developing an **organization app** for its users, incentivizing them to achieve goals through a **gamification** system centered on caring for a **virtual pet**, combined with a **pedometer** that grants rewards upon reaching step goals. In turn, the pet will send **notifications** for events and **tasks scheduled** by the user.

The **goal** of this report is to **analyze** the usage of **organization** and **healthy habit-tracking apps** that offer user rewards to encourage **goal fulfillment**. It reviews apps related to **walking** and **exercising**, tools that help users organize their **daily routines**, and **digital pet-care apps** to understand the **preferences** and **characteristics** of their consumers.

Methodology

Data was gathered from the following sources:

- **Reports** from websites featuring market and user-behavior data.
- **Reviews** of **related apps**.
- Previous **surveys** conducted.

Planners and Organizers:

Usage Across Different Formats

ECAL, a leading calendar marketing platform, published the results of its annual survey on how people manage their daily schedules. The survey included 1,000 Australians (men and women aged 18 to 64) in a representative sample with four choices: mobile calendar, desktop calendar, paper, and others.

- **70%** primarily use a **digital calendar**:

- **46.7% (470 people)** prefer **mobile calendars**.
- **23.3% (234 people)** prefer **desktop calendars**.
- **28.3% (278 people)** use **paper calendars**.
- **1.8%** use other methods such as "their head," "their spouse," or "memory."

These results are like those from **2016**, where 48.2% used a mobile calendar, 21.7% desktop, and 26.9% paper.

Demographics

Digital calendar usage remains stable across age groups (70–75%), except among those aged 55–64 (62.8%). The groups most reliant on mobile calendars are **35–44 years old** (75%) and **25–34 years old** (74%).

By gender, **men (73%)** use digital calendars more than women (67%).

- **32.1% of women** prefer **paper** (compared to 24.6% of men).
- **Men (25.2%)** use **desktop calendars** more than women (21.3%).

Competition

Among ECAL users, the most popular **mobile** calendars are **Apple** (25.38%), **Google** (25.11%), and **Windows Live** (4.52%). On **desktop**, **Google** (15.44%), **Apple** (7.77%), **Outlook** (5.15%), and **Windows Live** (4.76%) stand out.

According to Deloitte, **88% of Australians own a smartphone**, and **calendar management** is the **third most popular activity** on these devices, confirming a growing reliance on mobile technology for personal organization.

The top competitors include **Google Calendar** and **Apple Calendar**:

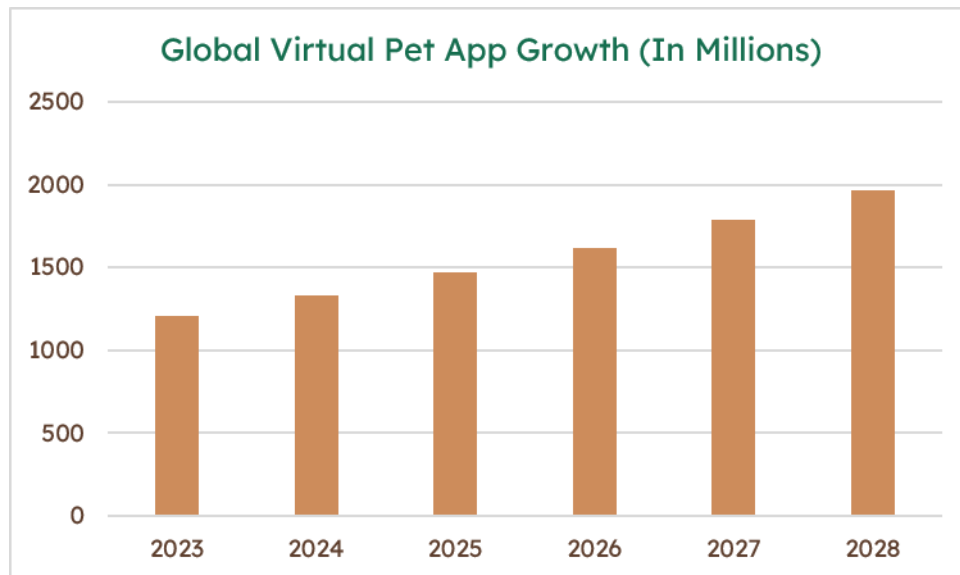
- **Google Workspace:** Google's comprehensive platform, which includes Calendar, has over 3 billion users globally, according to a 2021 Google for Developers report.
- **Market Share:** 6Sense estimates that Google Calendar holds a 17.74% market share in the calendar category.
- **Apple Device Users:** As of May 2025, Apple and Samsung accounted for nearly half of the global mobile phone market (49.95%), according to Statista. This

implies that Apple Calendar is potentially utilized by a massive number of iOS users.

Virtual Pets

Market Size and Growth

The **virtual pet simulator market** was **valued at \$1.2 billion in 2023** and is expected to **grow** from **\$1.4 billion in 2025** to **\$1.9 billion by 2028**.

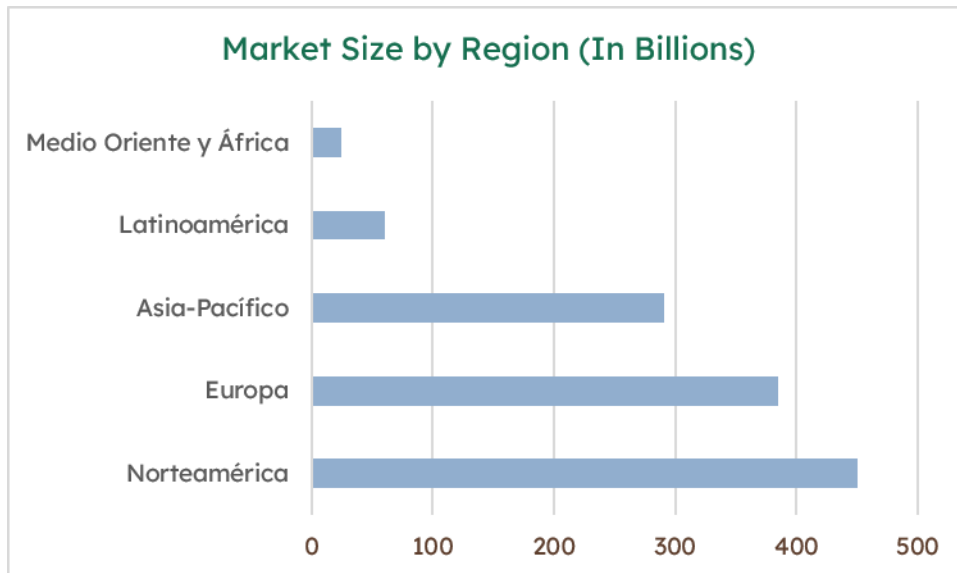


Demographic and Geographic Data

- **Generation Z** (approximately ages 13–24) accounts for about **62% of global active users** in these apps.
- **Women** make up **28% of the market**.
- The **virtual pet market** shows strong **growth potential** in three specific regions: **Southeast Asia**, **Africa**, and Spanish-speaking **Latin American countries**.
 - In **Southeast Asia**, countries like Indonesia or Vietnam have a large percentage of **young population (43% in Indonesia)**.
 - In **Sub-Saharan Africa**, **despite a 45% smartphone user rate**, there **has not been** much **growth** in this field. Reasons include **app size** (due to technical limitations, they **should remain under 50 MB**) and a **lack of culturally relevant pets** for African users. In Kenya, a **300%**

increase in user retention was observed during a test that modified app versions to feature **African wild dogs**.

- In the **Middle East** and **North Africa**, the market grew by **22% in 2023**, with **68% of women** preferring **simulation games**.
- In **Latin America**, certain regions **mirror the European market**, and users also express interest in **culturally tailored customization**.



Gameplay Mechanics

- Apps featuring **dynamic pet personalities**, meaning they evolve based on user interaction, showed a **40% increase** in **30-day retention** rates compared to those that do not, according to a 2023 study. Consequently, **pets with AI-driven personalities** spark greater interest among users.
- On average, **users open** these apps **4 to 7 times a day** to **care for their pet**.
- Apps with **social features** (sharing, leaderboards, or competitions) trigger **higher engagement**, leading to **25–30%** spikes among weekly active users. **Features** that **involve friends** helping to **care for the pet** maintained a **retention rate 2.3 times higher** than single-player games.
- **42%** of users **abandon their pets** after **72 hours of gameplay** when **reminders** become **overwhelming**. This contrasts with casual games where no penalties are applied for neglect.

- Basic **maintenance tasks** like feeding or bathing the pet, when **not accompanied** by noticeable **progress** in its evolution, can eventually be **perceived as repetitive** by the user.
- **Augmented Reality (AR)** mechanics also **improve user experience** by **deepening** their **interactions with their pets**.

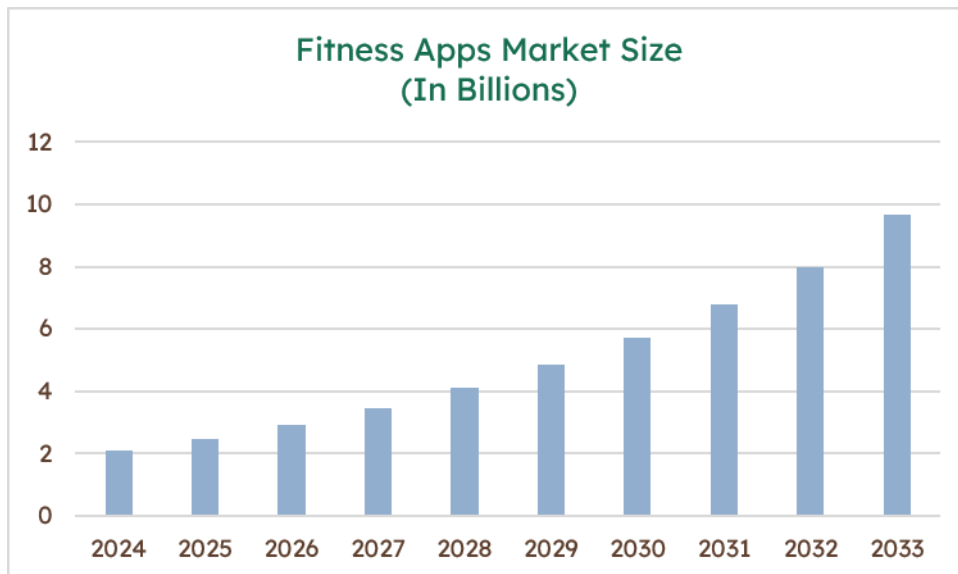
Monetization and Retention

- Monetization models heavily impact user retention; **60% of revenues** in these apps come from **intrusive pop-up ads that frustrate users**.
- **Subscriptions attract a more mature audience**, yielding up to **42% higher retention rates** compared to non-subscription models. However, **this poses a risk** if non-subscribers **are neglected**.
- Apps implementing **rewarded ads** (rewards after watching an ad) **boost revenue by 23%**.
- **Phase-unlocked features** keep users engaged **longer**, and **limited-time events** create a sense of urgency, **boosting profits by 50–60%**.

Pedometers

Market Size

- In **2024**, the **fitness app market** was valued at **\$2.10 billion** and is projected to scale from **\$2.47 billion in 2025** to **\$9.67 billion by 2033**, expanding at a **CAGR of 18.2%**.
- **56% of users open** fitness apps **10 or more times a week**. Post-pandemic, these apps saw roughly a 46% increase in standard downloads.



Demographic and Social Data

- Approximately **60% of fitness app users** are **women**, with a significant portion belonging to **Generation Z**.
- **63.4% of US consumers** use **mobile health and wellness** apps.
- In the Asia-Pacific region, the market for these apps is valued at around \$240 billion annually.
- 67% of runners report feeling **more motivated when sharing their progress** on platforms like Instagram, Facebook, or Strava.

Monetization

- **Subscription-based** apps show **stronger** subscriber **retention** over a **12-month period**.

Related Health Statistics

- In **Spain**, a study from this same year by the **Gasol Foundation** revealed a concerning **11-hour weekly increase in screen time among youth**, alongside a **decline in moderate-to-vigorous physical activity** compared to previous years.
- Additionally, **recent studies** suggest that **10,000 steps are not strictly necessary** to unlock **health benefits**. Around **4,100 steps** can significantly **reduce the risk of mortality in sedentary** individuals, and roughly **9,000 steps can double that benefit**.

Conclusions

Digital Planners

People lean toward **digital formats** because **mobile devices** allow them to keep their schedule always at hand. This enables **better, personalized organization**, preventing data loss and reducing forgotten appointments, which ultimately **optimizes daily goal performance**. This environment ensures **Bloomself** will be intuitive for users, **reducing friction** during adoption since they are **already accustomed** to utilizing these tools.

Virtual Pets

The **virtual pet market** breaks its own download and purchase records year after year, capturing an audience ranging from children to young adults, **specifically Gen Z women**. These games instill core **values of pet care**, which this project will pivot toward **personal self-care**, as users are incentivized to improve their habits to care for their virtual companion.

Pedometers

Users **boost their performance** and **improve their quality of life** through fitness apps. Beyond offering support, these apps display progress and milestones, keeping users **motivated to remain active** in their daily lives. Furthermore, this market is steadily growing as more people prioritize staying in **good physical shape**. This user base shares the same age brackets and gender demographics as the virtual pet market.

Overall Conclusion

Together, the data analyzed reveals that many users seek digital tools that merge utility, entertainment, and motivation. Therefore, **Bloomself** has a clear opportunity to **capitalize** on this space by bridging **personal planning, gamification, and physical wellness**. As a digital assistant, it **fosters sustainable habits** and a positive relationship with **self-care** through **reminders** and **routines** paired with rewards earned by hitting personal goals.

Both virtual pet and pedometer users express high interest in apps featuring **social interaction and reward systems**, reinforcing the importance of embedding gamification and social bonds as core pillars of the app. Furthermore, primary users are drawn to apps that offer **customization** options and avoid overloading them with constant notifications; hence, **Bloomself** should focus on subtle, non-intrusive reminders.

Lastly, implementing **pets** with an adaptable **AI** personality based on user interactions should be considered. This would strengthen the **emotional connection** with the user, ultimately improving the app's long-term retention rates.

Sources

(Spanish and English)

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Questions for the interview

Introduction

- Project Summary.
- Interviewee Presentation: Name, age, occupation.

Organización

- Tell me a little about yourself: What is your day-to-day routine like?
- Do you usually plan out your days or just go with the flow?
 - **YES:** How do you usually organize your time?
 - **NO:** Why? Have you ever tried to?
- Do you use planners or calendars to keep track of things?
- Do you prefer a physical or digital format?
 - **PHYSICAL:** Why?
 - **DIGITAL:** Why? Do you currently use any type of app to stay organized? Which one?

Physical Activity

- Do you have any goals related to walking or exercising more?
 - **YES:** What goal? Do you use or have any specific motivation?

- **NO:** Why? Do you feel you need support or a way to get started?
- Do you usually walk a lot or move around frequently during the day?
- What motivates you to move more, or what makes you feel too lazy to do it?
- Are there certain days or times when you know it's harder to stick to your routine?

Motivation and Rewards

- What do you find motivating when doing physical activity or maintaining a routine?
- What do you feel is your reward when you finish?
- How would you feel about having a virtual pet that grows or changes based on your steps?
- Do you prefer fun, visual rewards or something more practical?
- What would make you open the app every single day?

Personalized Reminders and Notifications

- What is your opinion on notifications or reminders? Do you find them useful?
- What kind of messages motivate you the most: funny, inspiring, or more direct?
- What time of day would work best for the app to remind you to get moving?

Virtual Pets and Usage

- Have you ever had a virtual pet?
- YES: What did you like about the experience? What kind of feelings did it evoke?
- Would you like to be able to customize it? (Name, appearance, accessories)

- What emotions would you want it to convey to you?
- What kind of relationship would you like to have with it? (Funny, cute, motivational, growth-oriented...?)

Usage of Similar Apps

- Do you use any app or smartwatch to count steps or track your activity?
 - **YES:** What catches your attention about any of them? Positive or negative aspects.
 - **NO:** Why?
- Do you find them useful, or do you usually stop using them after a short time? Why?

Closing and Acknowledgments

- Is there anything else you would like to add or that I didn't ask you?
- Thank you for your time! Your answers will help us immensely in creating an app that truly motivates people to stay organized and move more.

Interview with a Young Woman with Light to Moderate Physical Activity

Conclusions

The interviewee, who swims twice a week and tries to go for walks more regularly, shows **interest** in applications that provide **support** during **physical activity**. Above all, she **looks for apps** that offer **fun and entertainment**, sharing examples of apps she used in the past that explored these aspects through a **narrative** that **motivated**

her to move more. She feels that exercise not only improves her health but also makes her feel more **fulfilled, energetic,** and improves her **sleep quality.**

Additionally, she mentions that she prefers doing physical activities with someone else to avoid getting bored during the process.

She **has owned virtual pets** on several occasions and **values the feeling of connecting with them, watching them grow,** and knowing she had to care for them. However, she also **felt sad** if something **bad happened to them,** mentioning instances where some pets died. She enjoys **watching them evolve** and prefers the pet's **final appearance** resulting from this growth to be a **surprise** she didn't have to choose; nevertheless, she would also like to be able to **change its outfits.**

Furthermore, she adds that she would like the **pet's personality** to **match its appearance:** if it has softer, **cuter features,** its personality should be "**sweeter,**" whereas if it has **tougher traits,** it should feel more like a "**colleague,**" without losing **motivational focus** and never being aggressive. Another **game mechanic** that interests her and motivates her to use these apps longer is **daily rewards** and **daily changing missions** that grant **rewards upon completion.**

She finds **reminders** quite **useful,** especially those that **appear** on the **phone screen** as soon as they are **unlocked.** However, she tends to **forget to open the apps to check off tasks** as completed, which leads her to eventually **abandon them over time.** She looks for **optimistic messages** to accompany those reminders—ones that truly motivate and support her in **achieving her goals,** rather than feeling like an order. She prefers **organizing** herself using a **digital calendar** rather than a physical planner or physical formats of either option, because it is **easier to access** and quickly jot down what she needs to do on a given day.

Interview with a Young Woman with Low Physical Activity but a Desire to Change

Conclusions

She is **28 years old**, an **engineer**, and although she is not a big fan of exercise, **she wants to start moving more**. She has already tried **pedometers**, and they work for her because they give her a clear, uncomplicated idea of how her day is going. For someone who wants to improve without getting overwhelmed, a **pedometer integrated into an app** is exactly what she needs: simple, direct, and motivating.

Organizing on paper is not her thing. She **tracks everything on her phone** because **digital tools** are more **convenient**, clean, and fast. Therefore, an application that also includes a planner to **remind her of things**, alert her about tasks, and prevent her from forgetting anything fits perfectly into her lifestyle.

She **loves virtual pets**; she has had several and grows attached to them quickly. Thus, the idea of an app where a **pet grows, reacts**, and **cheers up with her steps**, or even congratulates her for sticking to her schedule, is perfect for her. It is not just cute, but also a **fun way to stay motivated** and accompanied in her daily routine.

Overall, blending a **pedometer + planner + virtual pet** seems like a great idea to her: it is as if the app were custom **designed for her**. It would help her **move more, organize better**, and do so in a way she genuinely enjoys.

Overall Conclusions

In **summary**, the interviewees are young individuals eager to improve their habits who **value motivation, companionship**, and a **sense of progress** in the tasks they perform. Although their current physical activity is moderate, they **look for apps** that **make moving around more entertaining**, especially if they **include narrative** or dynamic elements that push them to keep going. For them, exercise brings not only physical benefits but also emotional well-being, increased energy, and better sleep quality—especially when they have company during the activity.

Their **affinity** for **virtual pets** is clear: they enjoy taking care of them, watching them **evolve**, and **feeling connected to them**. Moreover, they value having the pet's **personality reflect its appearance**, always maintaining a **kind and encouraging approach**. They are drawn to dynamics that include **daily rewards**, frequently **changing missions**, and systems that keep them active within the application.

They also emphasize that **reminders are useful**, particularly those that **appear directly and effortlessly**, accompanied by **positive messages** that encourage them rather than pressure them. **Digital organization** works best for them, as it allows them to access everything quickly and without complications.

Ultimately, a **tool** that combines **physical activity, digital organization**, and an **evolving virtual pet** that **motivates them** aligns perfectly with their lifestyle and expectations: something fun, simple, and truly supportive throughout their journey toward better well-being.