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Nearly half a million downloads of QuitNow! tell the story: QuitNow! is one of the best apps to quit smoking

QuitNow! is at the top in English-speaking countries and one of the best-rated Apps in the health and fitness category, rated four and a half stars in the Android version and four stars in iOS.

Users especially enjoy its integration with social networks and its achievement system, which tracks users' progress as they quit smoking.

QuitNow!, developed by the Catalan startup Fewlaps, is one of the most powerful applications available in the health and fitness category. The iOS version, already rated four stars in the App Store, is now better than ever thanks to improvements to the user interface that bring it up to speed with the Android version. The Android version is now almost three years old and, with four and a half stars, one of the best-rated in the market. QuitNow! is predicted to reach 500,000 unique downloads by the start of 2013.

Despite having been developed in Spain, 31% of users of QuitNow! come from the United States, while 12% come from Spain, 10% from the UK and 4% from Germany. Other users come from countries all over the world, such as New Zealand, Peru and the Philippines. For this reason, the app is available in fifteen different languages for Android and five languages for iOS, with ten more languages planned by mid-December. Most "Quitters" (as QuitNow! users are called) use the App in English, followed by Spanish and German.

QuitNow! is highly popular in both the iOS and Android market because it combines a neat and simple interface with clean aesthetics. Thanks to its quality and innovation, QuitNow! was selected as a finalist in the renowned contest AppCircus BCN 2012. QuitNow! is built around two features that distinguish it from its competitors: its achievement system and its built-in chat system.

The achievement system tracks the steps one person takes as he or she quits smoking. The user inputs his or her personal statistics (number of cigarettes smoked per day, package price, etc.) and achievements are automatically calculated. They are divided into four types: time without smoking, number of cigarettes not smoked, money saved, and minutes of life gained. The first type counts the days, weeks or months that the user goes without smoking. For example, one month cigarette-free. Achievements are also given when the user hasn't smoked 10, 100, 1,000 or 10,000

cigarettes, and the moment a Quitter has saved 100 or 1,000 euros (the currency used depends on the user). Finally, achievements also commemorate when a Quitter has saved 60 minutes, 24 hours or a week of life. The precise moment when users reach each of these achievements depends on their past smoking habits.

The chat is one of the major improvements of QuitNow! in its December update. It's a meeting place for users, a place where Quitters can communicate freely. To participate in the chat, users simply have to register and create a unique profile by adding a photo and a short biography. Then, they can post status updates so that they share the days that go by without smoking, the number of cigarettes not smoked, how many euros or dollars they have saved and how many days and hours have been added to their life. This can also be shared in social networks such as Twitter or Facebook. "Today people use social media a lot, and it is used to share everything. In addition, Quitters like to share their progress with friends, because
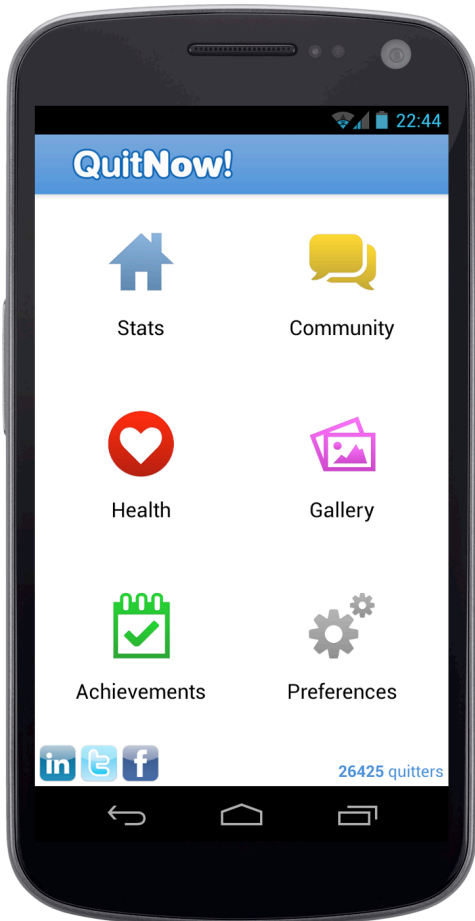

they feel proud that they are improving, and this way your friends can encourage you through social networks," said Esteve Aguilera, one Fewlaps's two founders. According to the company, most users open the application once (45%) or twice (22%) every day. 10% of users open it between 6 to 9 times per day.

Also important is the chat's role as a motivational tool for users struggling to continue to fight their addiction. Many users go into the chat looking for support and motivation from fellow Quitters. The fact that there's a real community around the effort and sacrifice of quitting smoking can prevent relapse, thanks to the support given by users. To encourage communication among Quitters, chats are available in several languages.

The app is respected not only by its users but also by health professionals. In fact, the young developers of QuitNow! at Fewlaps, Esteve Aguilera and Roc Boronat, were invited to present a paper at the Congress ACEBA 2012 (of Management in Primary Care) where they shared the functionality of the App. They hope to eradicate smoking, currently regarded as one of the world's biggest threats to public health. According to the World Health Organization, smoking annually kills nearly six million people worldwide.

The developers of QuitNow! report that the application always experiences a significant increase in downloads late in the year as make their New Year's Resolutions.

The application is available in two versions: free and paying (called "Pro," which costs €2,99). Recent figures show that 2.15% of users that downloaded the free version, ended up buying the Pro version as well. The Pro version contains several extras and has no advertising. In addition, users have more goals, the ability to read all messages in a chat (the free version only allows you to read the last hundred), the "health" screen shows how much it is needed to complete all the achievements and alerts users when they reach an achievement. These last four extras in the Pro version are at this time only available for the App's Andrioid version.

FURTHER INFORMATION

QuitNow! on Facebook: https://www.facebook.com/QuitNowApp

Fewlaps Website: http://fewlaps.com

Download the application (Google Play): http://kcy.me/8xhe

Download the application (iTunes): http://kcy.me/8xhe

Contact email: core@fewlaps.com

ABOUT FEWLAPS

Fewlaps is a Spanish startup founded in April 2012 that specializes in the development and training of professionals on Android and iOS. Its customers include Gestmusic, a major production company, and Barcelona's City Council.