

## QuitNow! shoots up its downloads in the first month of 2014 at the same time that launches its Windows Phone version

From the 31st of December 2013 to the 11 of January 2014 there has been 135.339 Android downloads and 7.512 iOS downloads. The app is considered by Google Play a “New Year Resolution” out of the 14 chosen.

QuitNow!, the app developed by the Catalan company Fewlaps, is launched in its Windows Phone version which is expected to have the same positive results as they have achieved yet. The growing expansion of the app reaches the 951.964 downloads: 135.339 from Android and 7.512 from iOS during the 1st month of 2014. Moreover, the iOS and Android users consider it one of the best apps of the health and wellness categories punctuated in 4.5 out of 5 points. Roc Boronat, one of the founders of the company, states that giving up smoking is the main cause of the increasing downloads in Christmas and New Year. The app is growing its popularity every year: more than 1500 downloads, the Google Play position as one of the “New Year Resolutions” out of the 14 chosen in its free version and the top 10 rate of the paid version in Health&fitness. The app is also available for iPad since 2013 and it was launched at the same time as the iCloud synchronization, which lets the users of iOS saving data in the app Apple cloud. It allows quitters, QuitNow! users, to save and move their evolution to the other devices of the company. Fewlaps is now operating in 17 languages, 2 more than the last year because. Esteve Aguilera, one of the creators of the company, confirms that: “We want to empower the professionalization of translations that have been done by the users in their respective languages”. The most popular languages are English, Spanish, German and French because the vast majority of the users are from the United States, Spain, the United Kingdom, Germany and France.

### **Social aspect**

The Society of Family and Community Medicine of Madrid stands out that “the creation of virtual groups of people that share common interests is one of the keys of this app”. Their developers also indicate that social aspect as a potential of success of the app because the major competitors have not given as much importance to this up-to-date growing field.

The integration of the app with Facebook, Twitter and LinkedIn and the chat are the best-valuated aspects by the quitters. In order to sign in you only need to register, create your own profile and upload a photo. Then, you are part of a big network in which you can chat with the other users and publish your status, that is, the number of cigarettes that you have not smoked, the money you have saved and the hours of life you have won. Roc Boronat and Esteve Aguilera have based their project supporting the idea that smokers do not want to feel alone in their purpose and that is why talking to other people that are in the same situation takes importance and the chat becomes the place where they can share their experiences, support each other and avoid their relapsing.

### **Simplicity of operation**

The application has a very intuitive way of operating that users find very easy to work with. They find the information about when they gave up smoking, the number of days, the money saved and the number of non-smoked cigarettes in the home page. All these data is shown in the health section with the goals that the users have reached. In the achievement section quitters can see their evolution in 4 different ways: temporal (the days that they have overcome without a cigarette), economic (the non-smoked cigarettes) and the life hours that they have won depending on the smoker routine. Boronat stands out one particular case: “Kitag, a quitter that has unlocked the achievement of 2 years without smoking”.

## **Contact information**

QuitNow! Web: <http://quitnowapp.com>

QuitNow! Facebook: <https://www.facebook.com/QuitNowApp>

Fewlaps web: <http://www.fewlaps.com>

Email: [core@fewlaps.com](mailto:core@fewlaps.com)

Youtube link (Spanish): <http://www.youtube.com/watch?v=ZV1x7lRAIQ>

Youtube link (English): <http://www.youtube.com/watch?v=UMqVplcCnqw>

Iphone download link (iTunes): <http://goo.gl/oj3ij>

Android download link (Google Play): <http://goo.gl/X5Ut9n>

Windows Phone 8 download link: <http://goo.gl/9Rf3t0>

## **About Fewlaps**

Fewlaps is a Catalan company founded in April 2012 that has been specialized in developing and training Android and iOS professionals. They have developed applications for popular clients as Gestmusic and the app used in their TV Show *Avanti*, Barcelona City Hall app *Escletxa* and the one created for the *Grec* Festival and their collaboration in the development of the official app for the Mobile World Congress that will take place in Barcelona from the 24th to the 27th of February.