PRESS RELEASE

Barcelona, December, 29th, 2014

QuitNow! celebrates 1.5 million downloads with a completely new design for 2015

The popular app to help people quit smoking has finished 2014 strong, with the introduction of a new, more visually appealing design. The new look follows Google's new 'Material' visual language: cleaner and more animations.

QuitNow!, developed by the Catalan company Fewlaps, has reached more than 100,000 registered users and more than 1.5 million downloads on Android.

The mobile application QuitNow! presented, in 2015, a thorough redesign of its appearance based on the new guidelines set by Google with Material Design. Material's design philosophy dictates clear, colorful, and easy to use interfaces, with the important content always presented first and foremost. The look is simple and minimalist without being spare, and vastly improves usability and the user experience in general. QuitNow! has also reached the major milestones of 1.5 million downloads on Android, 250,000 on iOS, and releasing a new version for Windows Phone slated for release this month.

The year 2014 also saw updates to the iOS version of QuitNow!, and lead developers Esteve Aguilera and Roc Boronat plan to release a more comprehensive redesign in 2015.

One of the best-rated apps

Although it is very difficult to quantify the number of people who quit smoking thanks to QuitNow!, those who have used it rated the experience highly. More than six million people die each year from smoking-related illnesses, and the market for quitting aids is highly competitive. In the Health & Wellness category of the **Google Play Android Store**, the free version of QuitNow! is rated at 4 out of 5 stars, and the premium version rates even better, at a fantastic 4.5 stars out of 5. The **Windows Phone and BlackBerry** versions of the app both received 4 out of 5 stars, with the iOS (**iPhone** and, since 2013, **iPad**) rated at 3 out of 5 stars.
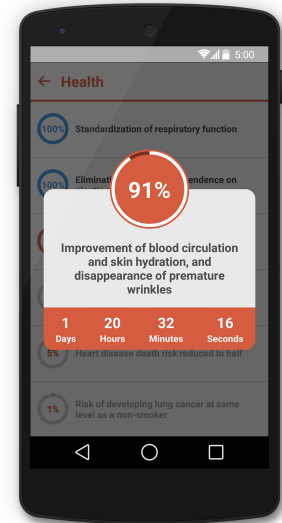
New languages available

QuitNow! helps people all over the world to quit smoking, so Fewlaps has always endeavored make it available in as many languages as possible. During 2014, four new languages were added (Korean, Dutch, Polish, and Indonesian), plus the option of Brazilian Portuguese. QuitNow! is now proud to support **twenty languages** from around the world! Professional translators do all translations, an important departure from before, when all translations were done by amateur volunteers from the user base itself. Most of QuitNow!'s users come from the **United States (25%),** followed by **Germany** (10%), **Spain** (10%), **France** (8%) and the Netherlands (8%).

QuitNow! is downloaded about 2,000 times every day, but expects big increases in late December and early January owing to the tradition of **'New Year Resolutions'** that motivate many people to quit smoking. In fact, this year 2014, **Google Play** selected QuitNow! to be one of its "**14 New Year's Resolutions."**

The community: one of the keys to success
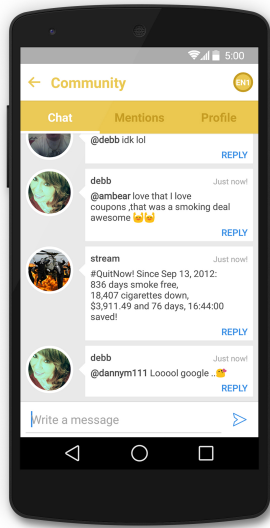
The *"Quitters"* themselves are one of the reasons QuitNow! has been able to become so successful in such a competitive field. QuitNow!'s unique chat function is where users spend most of their time. In the chat field, they have the opportunity to share success milestones, struggles, and goals on their way to becoming completely nicotine-free. If a user is struggling to avoid smoking, he or she can log into a chat and talk with other people feeling the same things. Users share experiences, tips and tricks for quitting, and even make friends. During 2014, the community grew to over 100,000 subscribers.

To become part of this great community, a user just has to register and create a profile. Once they do that, they instantly get in contact with a huge community of people with the same goals as them. This community support can play a crucial role in the moments of weakness or intense cravings that happen during the quitting process. QuitNow! is also integrated with **Facebook and Twitter** so that users can share their progress on these social networks if they desire to.

This year, the first community dinner for QuitNow! users was organized by the community in Catalonia. Both of QuitNow's lead developers, Esteve Aguilera and Roc Boronat, attended the event and commented on what a positive experience it was to see all the people who QuitNow! has helped.
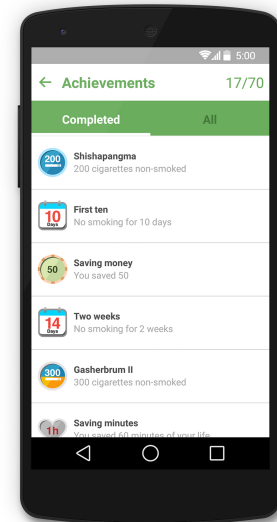

Milestones: motivation to keep going

QuitNow!'s milestone system is another of the app's major attractions. It's a fun and interesting way to keep users focused and committed to their goal of being tobacco-free. With the milestone system, it's easy to see progress at a glance. Right on the home screen, users can see data about days and

hours without smoking, amount of money saved, and number of cigarettes skipped.

The milestones are the user's steps along the path of quitting smoking. A system of variables (number of cigarettes smoked per day, price of a pack of cigarettes, etc) tracks a user's personal smoking habits, so that the system can instantly start calculating a user's progress toward a goal. The goal can be days gone without smoking, number of cigarettes not smoked, or even time saved (one cigarette takes about six minutes to smoke). This year, QuitNow! introduced **special milestone merchandise**, such as a special t-shirt that can be bought after a user goes **one year without smoking**.

MORE INFORMATION

Contact email: core@fewlaps.com
Facebook: https://www.facebook.com/QuitNowApp
Web QuitNow!: http://quitnowapp.com/press-resources/
Download the app:
  • Google Play: http://bit.ly/1uGNp6U
  • iTunes: http://bit.ly/1tIaYsC
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ABOUT FEWLAPS

Fewlaps is a Spanish startup founded in April 2012 by Esteve Aguilera and Roc Boronat that specializes in the development of mobile apps and the training of professionals on Android and iOS platforms. Some of its customers include Gestmusic, a major production company, and Barcelona's City Council. Fewlaps also helped develop the official application for the Mobile World Congress 2014.