

# Miracle Morning App: Transforming a Global Movement into a Personalized Digital Experience

## The Client

### Hal Elrod & The Miracle Morning Movement

Hal Elrod, author of the best-selling book *The Miracle Morning*, introduced the world to the S.A.V.E.R.S. routine:

1. **Silence** – Meditation or prayer to start the day with calm.
2. **Affirmations** – Positive statements to foster a growth mindset.
3. **Visualization** – Imagining success to build confidence.
4. **Exercise** – Physical activity to energize the body.
5. **Reading** – Learning to gain knowledge and insight.
6. **Scribing** – Journaling to reflect and set intentions.

This routine has empowered millions globally to start their days with purpose and positivity.

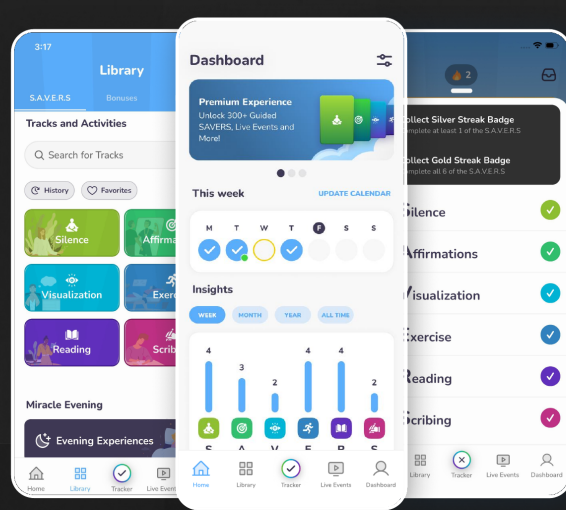
## The Challenge

### Digitizing a Transformational Practice

The goal was to create an app that would:

- Provide guided experiences for each S.A.V.E.R.S. component.
- Offer personalized routines based on user preferences.
- Incorporate community engagement features.
- Implement a flexible subscription model catering to a global audience.

## The Solution



## Developing the Miracle Morning App

Our team embarked on developing the Miracle Morning App with the following key features

	<h3>1 MVP Development</h3> <p>We began with a Minimum Viable Product (MVP) focusing on:</p> <ul style="list-style-type: none"><li>• S.A.V.E.R.S. Tracker: Allowing users to log their daily practices.</li><li>• Guided Sessions: Providing audio and video content for each routine component.</li></ul> <p>The MVP received positive feedback, encouraging further investment into advanced features.</p>
	<h3>2 Enhanced Audio Experience</h3> <p>To enrich the user experience, we introduced:</p> <ul style="list-style-type: none"><li>• Spotify-like Streaming: Seamless playback of guided sessions.</li><li>• Personalized Favorites: Users could mark preferred tracks.</li><li>• Thematic Content: Sessions tailored to themes like health and family.</li><li>• Multi-Platform Support: Integration with AirPlay and Chromecast for broader accessibility.</li></ul>
	<h3>3 Integrated Journaling</h3> <p>Recognizing the importance of reflection, we added:</p> <ul style="list-style-type: none"><li>• Prompted Journaling: Guided questions to inspire entries.</li><li>• Date-Based Retrieval: Users could revisit past entries by date.</li></ul>
	<h3>3 Curated Reading Summaries</h3> <p>To support the 'Reading' component:</p> <ul style="list-style-type: none"><li>• Book Summaries: Concise overviews of popular personal development books.</li><li>• In-App Library: A growing collection accessible to users.</li></ul>
	<h3>3 Flexible Subscription Model</h3> <p>We implemented a tiered subscription system:</p> <ul style="list-style-type: none"><li>• Web and App-Based Subscriptions: Utilizing platforms like Scribe for web and integrating with App Store and Google Play billing.</li><li>• Country-Based Pricing: Adjusting subscription costs based on the user's location to ensure affordability.</li></ul>
	<h3>3 User Insights and Analytics</h3> <p>To continually improve the app, we incorporated:</p> <ul style="list-style-type: none"><li>• Feature Usage Tracking: Identifying popular and underused features.</li><li>• Onboarding Analysis: Monitoring new user behavior to enhance the onboarding process.</li><li>• Smart Suggestions: Recommending routines based on user activity.</li></ul>
	<h3>3 Community Engagement</h3> <p>Fostering a sense of community was vital:</p> <ul style="list-style-type: none"><li>• Live Events: Hosting sessions within the app to connect users.</li><li>• Curated Routines: Offering routines based on collective user insights.</li></ul>

## Results & Impact

	<h3>1 Global Reach</h3> <p>The app has been downloaded by users worldwide, fostering a global community.</p>
	<h3>2 User Retention</h3> <p>Enhanced features and personalized experiences have led to increased user retention.</p>
	<h3>3 Positive Feedback</h3> <p>Users report significant improvements in their daily routines and overall well-being.</p>

<b>Over 150,000 across iOS and Android</b> Total App Downloads	<b>100,000+ installs on Google Play</b> Android Installs	<b>More than 350,000 active members</b> Online Community
<b>4.9 / 5 (based on 4,300+ reviews)</b> Apple App Store Rating	<b>4.6 / 5 (based on 2,800+ reviews)</b> Google Play Rating	

The Miracle Morning App successfully translates a transformative morning routine into a digital format, providing users with personalized, guided experiences to start their days positively.

## 5 STAR REVIEW ON

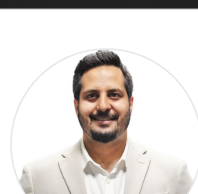
### Clutch



DPL is extremely thoughtful and pays great attention to detail



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