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Achieving New Year's Resolutions thanks to automated time-tracking

Half the American people have a go at New Year's resolutions. But only 8% of them succeed: motivation is short-lived when you have no way to evaluate your progress. Smarter Time, the new automated time-tracking app, wants to help users by providing them with a comprehensive baseline and empowering them to track their progress.

Smarter Time's intelligent brain learns from all available data sources and guesses everything the users do, online and offline: their app usage on the phone and the computer, but also the time spent cooking, running, sleeping or with their families. Manual input is only needed at the very beginning – after a short while, Smarter Time tracks everything automatically and provides a detailed timeline and precise analytics.

Even modest progress is easy to spot: thanks to a minute precision, Smarter Time takes in account every little effort. No more lying to ourselves about our time use, no more shame and guilt when we, often wrongly, feel we're not doing enough.

Seeing objectively what our time is spent on, readjusting our view of ourselves and fixing ourselves goals that matter to us and we can actually achieve: that is the only way to make real progress. Smarter Time is meant to accompany users on their path to fulfilment and to become their trusted assistant, low maintenance and always at hand.

Smarter Time has launched on Android in November. An iOS version is currently in the works and should hit closed Beta in the next couple weeks. A companion PC and Mac client is available for comprehensive tracking.

More information is available on Smarter Time's website, www.smartertime.com. A press kit can be found at www.smartertime.com/press