**ABSTRACT**

Writing this paper aims to design information system applications to change the lifestyle or habits of a community such as reading or exercise habits based on Android and assess whether the Dolife application can be accepted in the community. As for the background of this writing because current technological advances can not be separated from the lives of the people in Indonesia. Of course these technological advances cause such a huge change in the pattern of human life. Nowadays it can be seen how technological advancements have influenced people's lifestyles and mindset, especially among teenagers. Ironically every day we spend about 6-7 hours a day on internet usage, but we spend around 2-3 hours using social media and that hasn't been counted anymore by playing games. The Dolife application has the potential to transform internet users in Indonesia especially mobile users to use smartphones in more useful ways such as planning everyday life. This Dolife application uses the concept of gamification so that users are more interested and motivated to take notes and carry out activities such as sports and reading books. Gamification features used are level, challenge, and stats. This research also discusses the business model used and business feasibility assessment. The business models used are Lean Canvas, ROI and User Accaptence Testing as benchmarks. The results obtained are the percentage of ROI of 17.8% and the results of the UAT is 81.16%. From these results it can be seen that Dolife has good business feasibility and can be accepted by the community.


Key Word : Applications, internet, social media, UAT, ROI and gamification.