

NSMug launches their latest app, Nudge Nudge, to help you fall back in love with your hobbies and reclaim your time from social media!

August 13, 2025 - NSMug is proud to announce the release of Nudge Nudge on the iOS App Store. Nudge Nudge allows you to add repeatable reminders to your goals, projects, and hobbies so you can easily remember to stay on track and spend a little less time on social media. Studies have shown that on average most people spend around 2.5 hours a day on social media, endlessly scrolling content that can sometimes cause you to feel exhausted or upset by the content. Instead of endlessly doom scrolling, we want people to reclaim their hobbies and goals so that instead of spending more than 2 hours on social media, they spend that time doing something that will bring them joy.

Our app is perfect for students, professionals, or busy parents who want to reclaim some of their time to enjoy the things they used to do. We built the app after our own struggle to remember all the fun things we used to do before social media. And instead of dumping everything into a to-do app or task manager to get lost with your daily tasks, we wanted an app that allowed us to set everything up once and just be gently reminded about our goals or hobbies on a regular schedule.

The app is fantastic for:

- Reminding you every Wednesday to read that book you recently bought.
- Reminding yourself to stay mindful every day at 5 p.m. before you drive home from work.
- Reminding you every Saturday to play that video game you bought when it was on sale, as well as keeping small notes about your progress.

Nudge Nudge lets you keep track of all your hobbies or goals without the hassle of a complex to-do list. Create unlimited reminders to send yourself local notifications as a Nudge to stay on track and spend less time on social media. The app also allows total customization of the reminders so you can create different ones for each day of the week. In addition, you can fully customize the way Nudges display in the app with custom colors, emojis, and categories.

Nudge Nudge is now available on the iOS App Store for the iPhone. The app is free to start using and costs only \$2.99/month or \$14.99/year to unlock unlimited reminders, notes, and nudges. Our media package for the app can be found at: <https://nudgenudgeapp.com/press-media/>

Thank you,

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NSMug is a solo-indie development studio making apps for the Mac and iOS. We have been building software for Apple's ecosystem for over 15 years.