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She had panic attacks several times a week. Her husband built her an app. Today 1,200 people open it every day

In her first year of marriage, Aneta Sobotková (25) could have a panic attack four times a week. Her husband Jakub (31), a UX designer from Brno, didn't know how to help her, so he started coding in the evenings. The app that was meant to bring a little lightness and understanding into their home is now I Choose You, a Czech app for couples. Around 1,200 people open it every day, and couples have already exchanged more than half a million questions in it.

Jakub remembers those evenings exactly. Aneta screaming in the living room for tens of seconds, her neck muscles clenched, visibly exhausted. He tries to hug her and calm her down, but it doesn't work. The attacks often came after arguments, and he took them personally. "I could see her suffering and I couldn't help her. I needed to take care of myself too, so I did what I've always loved: I made things. I wanted to feel useful," says Jakub.

"At my worst I was exhausted all the time, I cried a lot and took a lot of pills. I tried to function normally, but I could only manage to go to work three or four days a week," says Aneta, who was treated for an anxiety disorder for years.

First, an app for how we're doing. At the time, Jakub was reading books on psychology and nonviolent communication. Based on them, he built the first feature: the vibe check. Each partner sets how much energy they have, how they're doing mentally, whether they feel like being around people and how close they feel, and picks what they need right now: rest, space for themselves, support or closeness. "When one of us came home completely drained and didn't want to talk, filling in the vibe check was enough, and the other one knew what to expect," says Aneta. It taught them not to be afraid to ask for what they need.

Then came the questions they used to ask each other in the car. They've been together since 2019, and for almost three years it was a long-distance relationship between Brno and a village near Kolín. Today the app gives a couple three questions a day, from silly to deep, and your partner's answer unlocks only after you answer. Photos and drawings appear right in a widget on the partner's home screen. Jakub knew the basics of programming; artificial intelligence gradually taught him the rest, and it helps him build the app today.

"In those moments he couldn't help me and didn't understand what I was going through. But building something like this for us was the most he could do. I saw his love in it, and how he was fighting for our relationship, even though he was on the verge of breaking down himself," says Aneta.

And then, farts. Jakub also added a button that plays a fart sound on the partner's phone. He first tried it on Aneta while she was sitting in a café with a friend and had gone to the bathroom. "When I came back, the whole café was turning to look at me, and my friend told me, horrified, that my

phone was making strange noises. Then another fart went off. I turned as red as a tomato and explained that it was an app my husband had made for us," Aneta laughs.

The video that kicked it all off. Aneta works in marketing, so she got involved too. "I believe it can help other couples, because it helped us," she says. In October 2025 she posted an honest video on her Instagram about their marriage and what Jakub had done for her. More than 300,000 people watched it, and it brought about a thousand new users to the app, who started sharing it on their own. She then started a marketing account, Kryštofína Dyňová. Her older sister made up that name when Aneta was eight, setting up a fake Facebook account for her so she could play Pet Society.

The numbers. More than 13,000 people have downloaded the app and created an account, and more than 4,000 couples have connected in it. They send around 8,000 answers a day. It is rated 4.5 out of 5 in the Czech App Store. The app is run by the Sobotkas and one content creator, with no investors. It is free; with Premium, one partner pays for both. Subscription revenue has just passed $1,000 a month, 401 days after the first subscriber.

Today. The app is not therapy. "I took antidepressants for six years, and this year I finally came off all of them. Years of therapy helped me, and so did my husband, my family and the medication. Today I'm doing fine, and I can say that I'm healthy," says Aneta.

If you are going through something similar, please reach out to a mental health professional or a local crisis line.

For journalists

Interviews with Jakub and Aneta: in person in Brno, by phone or online. Free Premium for editors to try.

Photos (Photo: Aneta Sobotková), logo, screenshots and numbers: ichooseyou.app/press

Contact

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Links

Website: ichooseyou.app · Aneta Sobotková: anetasobotkova.com · App Store: apps.apple.com/app/id1673682606 · Instagram: @anet_sobotka · TikTok: @krystofina_dynova

About I Choose You

I Choose You is a Czech app for couples on iPhone. Every day it gives a couple three questions from more than 4,000, your partner's answer unlocks only after you answer, and photos and drawings appear in a widget on the partner's home screen. The app is built by Jakub Sobotka in Brno; Aneta Sobotková leads marketing. It has been on the App Store since March 2023, in Czech and English, free with a Premium subscription that one partner pays for both.