



Headspace

Direct Competitor App

Headspace is a meditation app which focuses on the mind-body connection. Headspace offers not only meditation guides, but also a myriad of workout videos.

Pros:
App tutorial combines mascot animation which creates a delightful user experience. This makes users be willing to provide the answers for each question at the beginning of app settings.

Colorful interface and appealing motions encourage users to dive into each function and boost user engagement.

"Buddies" page allows users to add family or friends to meditate together. They can also track each other's data and send cheerful messages.

"Check-in" feature shown in the journey page asks users to answer several mental-related questions which allow users to see how their stress changes over time.

Stats page shows personal training data which allows users to track their daily performance and training frequency.

Background colors vary with functions. For example, for day time exercise, the background color is white; for sleeping functions, the background color turns dark.

Cons:
Watching videos in the app requires internet connections. This might affect the accessibility of some functions.

The buttons shown on the searching page don't have a good visual hierarchy. There are too many color blocks and colorful illustrations on one page that users might be distracted from the information and unable to find what they are looking for.

Comments:
The overall user experience of Headspace is delightful. It offers both mental and physical classes for users. Also, the "buddies" function allows users to connect with others, this leads to the same concept with "Fitocracy": working out with friends or family helps people persevere and become motivated.



MoodMission

Direct Competitor App & Website

Moodmission is a mental health wellness application that allows users to input how they feel to generate a personalized set of tasks to help them feel better.

Pros:
Direct involvement of mental health experts to formulate tasks gives credibility to the application.

Reward based systems for tasks boosts user engagement and motivation to use applications thereby helping users to help themselves.

Uses fun colors to set the mood. Employs minimalistic design to minimize clutter. This prevents user from getting overwhelmed while using the app.

Tasks are backed by actual research for (Cognitive Behavioural Theory) to improve and mitigate anxiety and depression.

Personalization algorithm continuously tracks the type of missions the user likes on every stage, to generate a uniquely tailored set of missions upon next usage.

Cons:
Doesn't directly connect you to a professional in spite of the paid nature of the application.

Tasks are repetitive and may cause users to lose interest.

Restrict users to select missions from a pre-generated list thereby compromising on freedom of user.

Requires completion of a long initial survey that may cause users to lose interest in the application altogether.

Since personalization stays locally on the phone, application requires consistent and continuous usage for increased personalization.

Comments:
The application works as a wellness tool during times of need. By gamifying the application, the users tend to stay continuously involved. A clean and consistent look and feel creates a cohesive experience that isn't an eyesore for the users. The application however misses a one-on-one wellness professional meeting feature that may prove to be beneficial in cases that aren't mild.



Fitocracy

Partial Competitor App & Website

Fitocracy helps users get their own trainer with daily workouts. Its goal is to help improve their body shape, by working out regularly through tasks and thus earning experience.

Pros:
With the mechanics of some gamification, users are attracted and engaged in using the application.

Users can get personalized training and nutrition plans that match personal needs.

Personal trainers will work out with users on a daily basis.

A goal-oriented system provides users with a particular target to pursue.

Cons:
If users repeat a workout, they are not allowed to skip an exercise.

No chart to see how many points will be gained after a certain exercise and the points don't adjust based on users' age or weight.

Many exercises don't have a demo video or even an image, which can cause newcomers don't know how to do the exercise.

Some items can't be done for users who lack equipment, these items can't be sorted out while users are making a choice of what exercise they are doing.

Comments:
It will be our competitor since it is a product that focuses on exercising and aims to improve users' physical health. It has a fun concept that attracts users' attention and makes users form a habit of regular exercise. Also, having a personal trainer benefits users if they want to get personalized help. Users can share workout results with their friends on the community system of this app, which somehow encourages users to work harder. This strongly indicates the importance of having friends while exercising.



Facebook

Analogous Competitor App & Website

Facebook is a website/app which allows users to connect with friends and other people. Facebook also allows users to share pictures, music, videos, articles, and their thoughts.

Pros:
People can join Groups, follow Pages, and easily find the updates in their News Feed (people can manage their own Homepage/Favorites/Recent pages).

New friend requests and People You May Know will show at the top of Friends page.

In Groups page, people can pin their favorite groups, and new messages will show in "New For You".

Nearby events can easily be found and saved for later.

Virtual Timeline gives people a way to keep a digital journal.

The Story Privacy can be customized.

People can freely voice their opinions and start activities.

A personal profile can give an impression of yourself for the whole world.

One-click interaction: "Like", "Comment", "Share" button.

Cons:
Privacy leak is a big problem.

Many integrated functions can sometimes cause information overload.

Freedom of expression sometimes may cause cyberbullying.

Comments:
The overall user experience of Facebook is good and functional, connecting people and groups can build easier and wider social connections. However, despite its popularity, there are also many risks that exist, e.g. privacy and cyberbullying.



BetterHelp

Partial Competitor App & Website

BetterHelp is an e-counseling app that helps users with mental health issues to connect with a therapist. Its goal is for users to get the help without having to visit any facility.

Pros:
People are able to access licensed clinicians very easily through the use of this app.

It asks users a set number of questions to tailor the type of help they may need.

The app uses a minimalistic design and calming color scheme.

It has been proven very useful during covid since it was able to provide users as well as practitioners a safe place to connect.

Cons:
It might be harder to connect with people online than in person.

Some users may not be tech savvy enough to navigate this app.

It does not allow users to explore the app but connects them to a therapist after a brief sign up process.

Comments:
This is a good concept especially considering the recent times. Apps and websites like these are able to reach people that may have otherwise not sought any help. However, some people may not be comfortable using this method to seek therapy and may want to seek other avenues to help with their mental health.