

Competitor analysis of sleep tracking apps via SWOT

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- Calm Sleep
Sound based sleep app, minimalist deep blue aesthetic.
No tracking features. Included Alarm.
- Sleep Cycle
Very data driven, requires login, many paid features taking up over half the app.
Gathers and showcases data but doesn't interact with it.
- Sleep Monitor
Very similar to sleep cycle. Data driven, paid content. More unique aesthetic than sleep cycle.
- Twilight
Blue light filter app, good at what it does but does nothing else. Could be useful to include in a separate app as an added feature.

Calm Sleep

Strengths	Weaknesses
"Expert" picks for sounds to sleep to	User cannot search for a specific sound in a search box, must manually scroll
Soothing aesthetic, deep blue – trustworthy	Perhaps too much negative space on some sections, forces user to keep their eyes on the bottom of their screen rather than the centre. Increases eyes train if looking at phone while lying down
Decent selection of free sounds and stories "Support us" features are limited and discreet. Monetisation is not overbearing	Finding sounds/stories you have downloaded is difficult. You must go back to the same place you clicked the download button, or strangely find it in the alarm section
No login needed, easy to jump into	

Opportunities	Threats
Specifically targets sounds, not a tracker	500k+ downloads
Jack of all trades, master of none – covers white noise, meditation and stories but with a limited amount of each	Strong aesthetic
	Everything about the app is free, no adds needed

Sleep Cycle

Strengths	Weaknesses
Tracks sleep patterns when you use their sleep analyzer	Instantly tries to get you to pay for features
	Requires login
	Not immediately clear how the app works
	Very small amount of free sleep aids to try
	Can only access statistics for free for 7 days

Opportunities	Threats
Limited free features may leave student users wanting	Contains advanced sleep analysis and data creation through graphs
Room for design to be improved upon	
App appears to be focused on gathering data and showcasing it, but doesn't help you after that	

Sleep Monitor

Strengths	Weaknesses
“sleep factor” setting is very interesting, allows you to add factors to each night of sleep such as caffeine, eating late and showering – gives better idea of why you slept well or poorly	\$30 per year may seem steep to students to access paid options
	Majority of sleep aids are paid for

Opportunities	Threats
Few free features leaves opportunity for making an app targeted at low income students	Clean yet colourful UI design may prove more attracted than a basic colour scheme
Opportunity for an app that offers tools to help with habits that negatively affect sleep	Similar to sleep cycle – crowded market for data driven apps

Twilight

Strengths	Weaknesses
Screen adapts to the sun cycle, changing screen light to reduce blue light. Introduces this through a simple and quick slideshow	Immediately asks for a rating before the user has had a chance to use the app
Tutorial available to walk user through the app	Entirely focused on blue light filter to help eyes rest before sleep

Opportunities	Threats
Could use the blue light filter idea in an app as an additional setting to toggle	Very good app if focused solely on blue light filtering