



# Findings Brief

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INF 556 | ASSIGNMENT 5b

# Competitor Analysis: Introduction

## **Direct Competitors:**

**Mealime**

**Soylent**

**Lifesum**

## **Indirect Competitors:**

**MyFitnessPal**

**Fatsecret**

**Keep**

A competitor analysis was conducted to review and compare online websites and applications in the relevant marketplace as of September 2018.

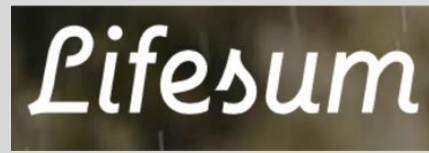
The goal is to identify the gap between time and health, and create an user friendly applicant that help busy professionals buy and cook food in a fast and healthy way.

The solution would leverage big data to customize food plans for each customer and provide shopping lists and video/text recipes. In addition, the app can track users' daily nutrition intake and suggest them professional recipes if necessary.

# Direct Competitors – Overview



Meal planning app helps time-strapped busy professionals learn to cook, eat healthily, and save time with personalized and healthy meal plans.



Lifesum filters and tracks foods, including recipes with nutrient analysis. It helps people pick the right food and eat the right portion sizes to reach their personal health goals.



Soylent is a complete meal product to deliver convenient nutrition when you need it. Meal replacement drinks offer a comprehensive nutritional makeup and the protein is plant-based.

# Direct Competitors – Mealime

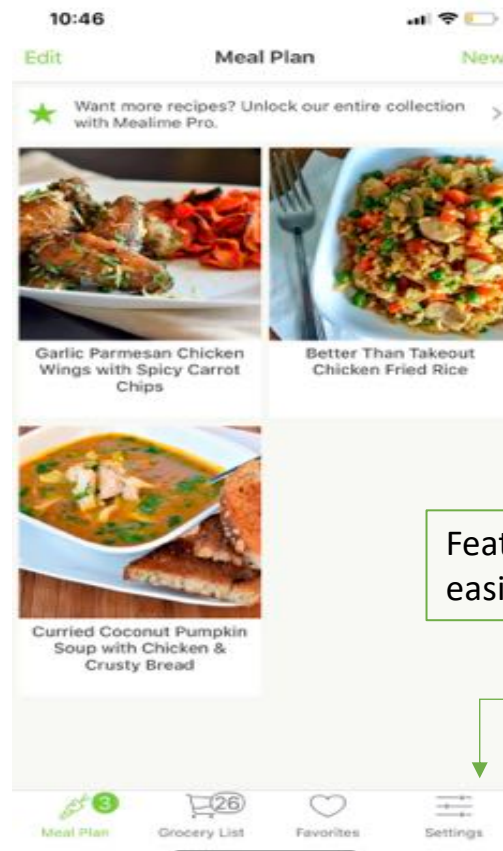
## Pros

- Provides a complete circle for a healthy and fast food: Meal planning, Grocery shopping and Cooking Receipt
- Specializes for busy professionals
- People can create self profiles

## Cons

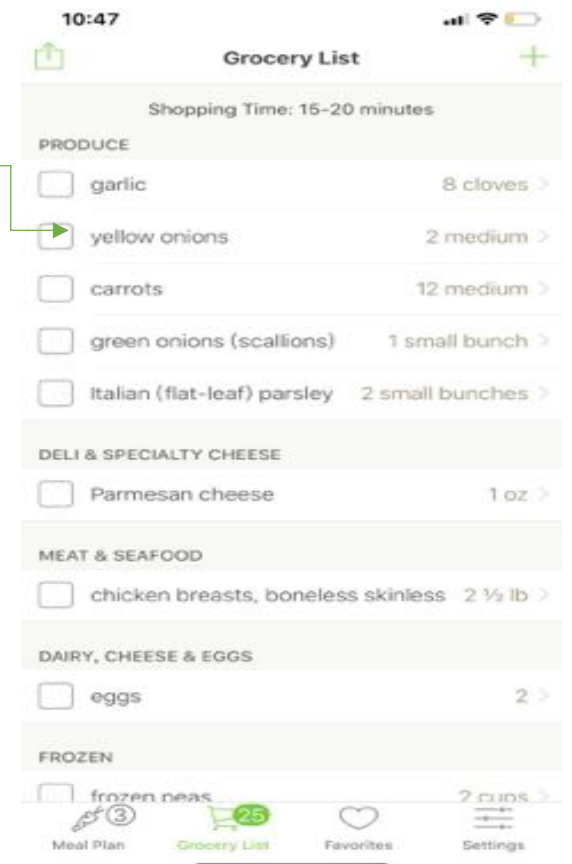
- Doesn't have a huge user base.
- Doesn't have any community feature.
- Doesn't directly show nutrition and no calories calculation.

**Description:** Mealime helps time-strapped busy professionals learn to cook, eat healthy, and save time with personalized and healthy meal plans.



Shopping list is clear, and materials will disappear by clicking

Features are simple and easily interpreted





# Direct Competitors – Lifesum

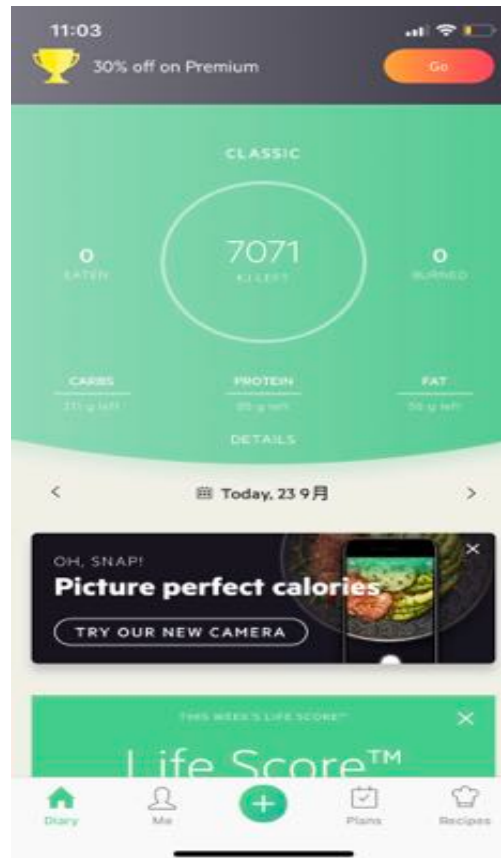
## Pros

- Lifesum not only provides calories calculation but also recipes tell people how to cook
- Includes recipes with complete nutrient analysis and food photos.
- Uses social media to connect with friends

## Cons

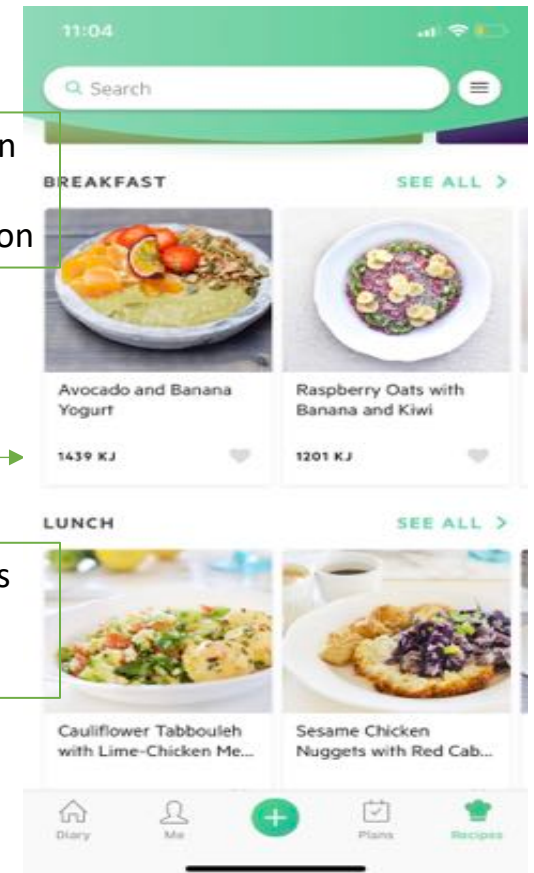
- More focuses on body-fitness aspect and not special for my target audience who have less time.

**Description:** Lifesum filters and tracks foods, including recipes with complete nutrient analysis. It helps people pick the right food, and eat the right portion sizes, to reach your personal health goals.



A cheerful design to tell people intake information

Clear categories with attractive pictures



# Direct Competitors – Soylent

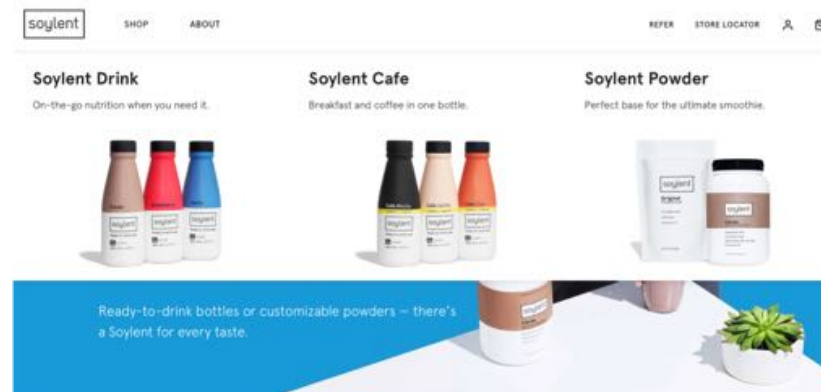
## Pros

- Offers a comprehensive nutritional makeup
- Customers don't need to spend time cooking

## Cons

- Single drink choice will be boring and people can't drink it for each meal.
- The web is product-oriented and no UI design .
- Customers have difficulty giving feedback and sharing opinions.

**Description:** Soylent is a meal replacement drink, offering a comprehensive nutritional makeup and the protein is plant-based.



The interface is clear and easy to use

Tells customers about the nutrition



# Indirect Competitors – MyFitnessPal

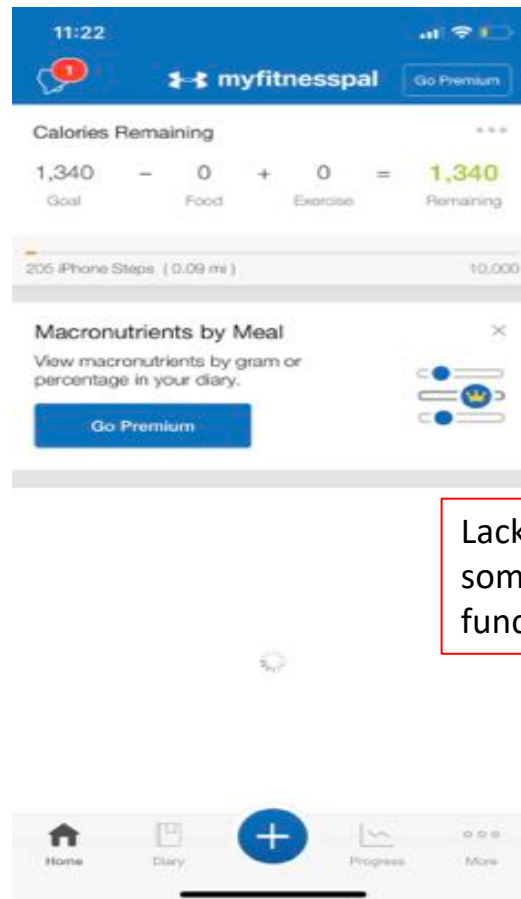
## Pros

- It is a mature and stable diet tracker covering all features
- Has big customer base.
- It can connect with 50+ apps and devices.
- It's free and has a great community

## Cons

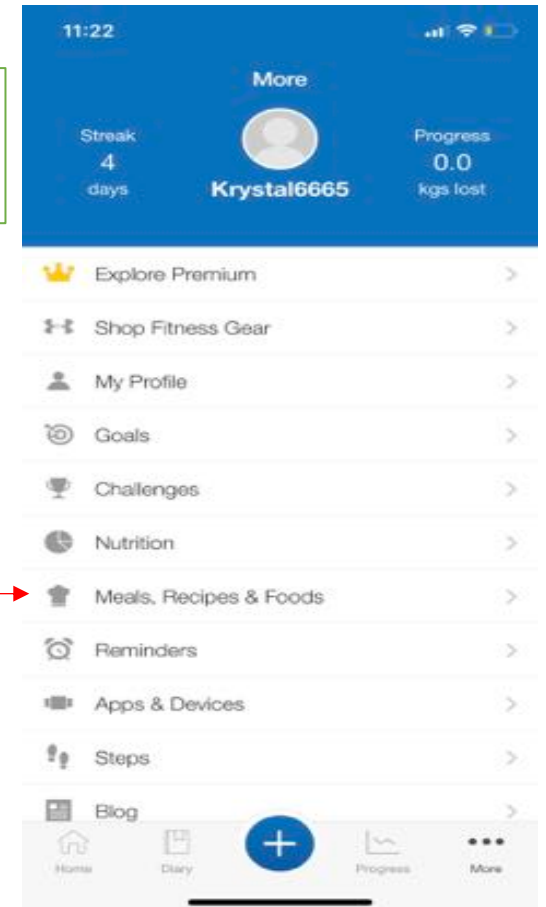
- Focuses on body-fitness aspect and not special for my target audience who have less time.
- Interface kind of difficult to identify because of many functions

**Description:** MyFitnessPal can help people lose weight by tracking your caloric intake quickly and easily and find nutrition facts for over 2,000,000 foods.



Looks nice with calculation formula

Lack of organization, some interesting function can't be found



# Indirect Competitors – Fatsecret

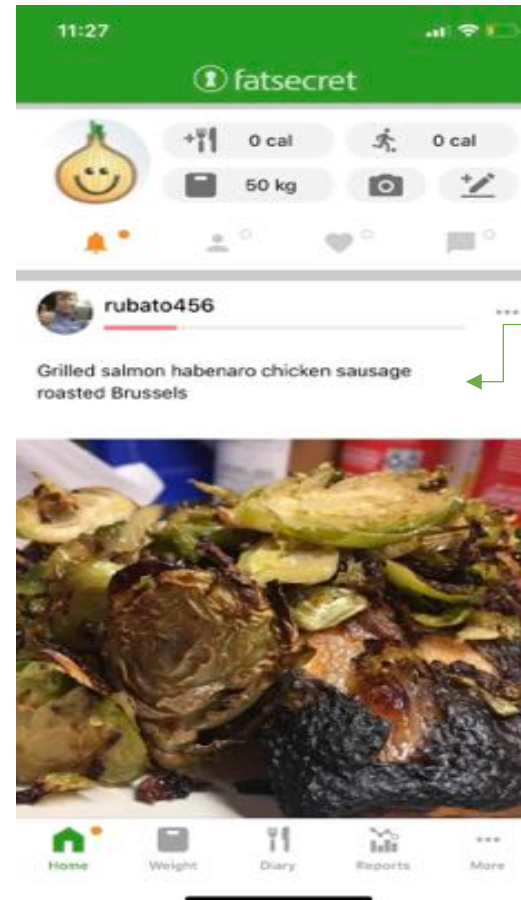
## Pros

- It is a 100% free application.
- Image recognition of food
- Interacts with health professionals
- Access to largest quality databases of food and nutrition information

## Cons

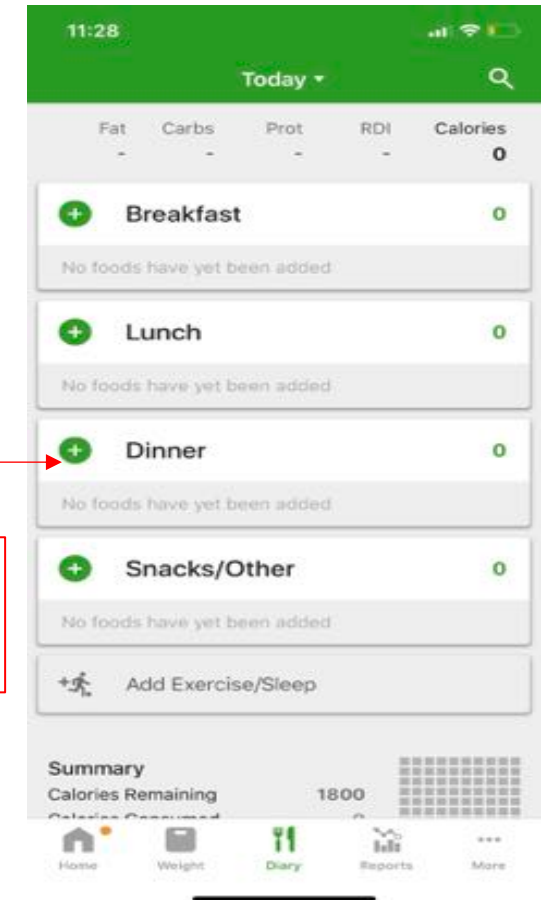
- The functions in app are simple and main functions are all in website, app only can track calories.
- The layouts of websites and app are out-of-fashion.

**Description:** Fatsecret lets users track their nutrition as well as fitness progress and engage with a supportive community.



Blog designed layout provides place for people to share

Kind of cold and unattractive interface





# Indirect Competitors – Keep

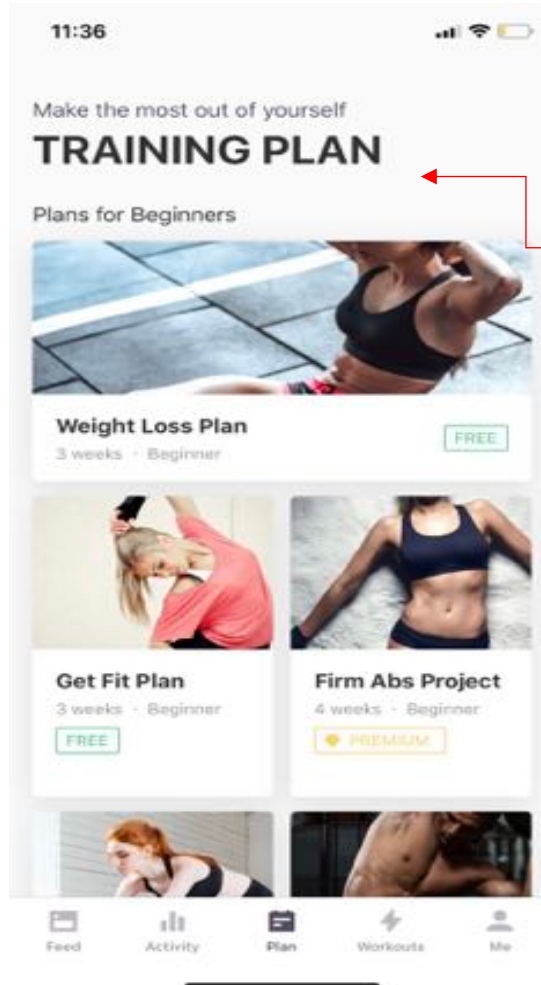
## Pros

- Multiple free workout routines and exercises.
- It offers video guidance for home trainers and personalizes training plans.
- It has community features where people can share their journey and make friends.

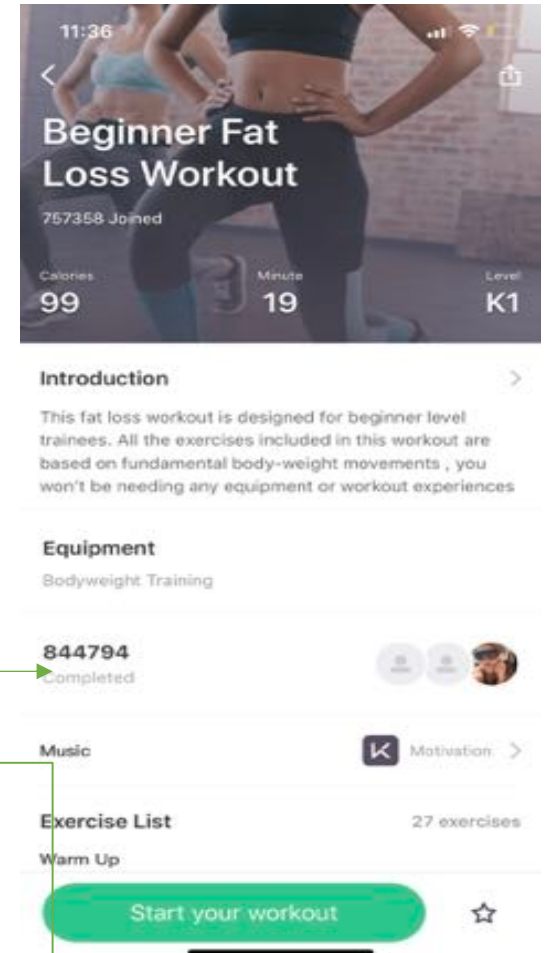
## Cons

- This app more focuses on body-fitness aspect and not special for my target audience who have less time.

**Description:** Keep is a mobile fitness coach that offers a variety of training programs for different groups of people.



Lack of a search bar to find plans



User can know the people completing the workout and make friends

# Findings Brief – Summary

## **CURRENT MARKETPLACE:**

Healthy and fast food preparation looks like a blue ocean of product offerings with similar features to target audience, busy professionals who don't have many time to prepare food but care about health. We can see many applicants focus on food recipes, food substitutes and fitness respectively, but seldom pursue health and efficiency together.

## **OPPORTUNITY AND RECOMMENDATION**

There might be an opportunity for healthy and fast food app for identifying food nutrition, providing recipes/products for fast and health food and building community where users can share experience. As we are discussing before, we can add interesting functions from those direct and indirect competitors we analyzed before, like image recognition, calories calculation formula. In one word, that would be an ideal app special for busy professionals.