

Project Milestone #3: Competitive Analysis

The objective of this milestone is to get you thinking about how your proposed app differentiates itself from what is already on the market. It is also intended to build up your critical eye; by analyzing the design of existing apps, it will strengthen your ability to be critical of the design of your own app.

For this milestone, please deliver a **2-3 page essay** analyzing the apps that you identified as being in the same sphere as yours back in Milestone 2. In addition to analyzing the apps of your “competition,” this is a good opportunity to nail down how your app is similar to, and differs from, the competition. I would prefer for you to conduct this analysis by engaging with and using these other apps yourself, but I understand that some of you identified apps that you have to pay for. I don’t want you to feel like you need to spend money on the existing apps if you do not want to. Thus, you may focus your analysis on the free apps that you identified in your milestone 2 project proposal. For any paid apps that you do not engage with yourself, you may instead conduct your analysis by researching user reviews, and identifying trends in feedback the app receives.

Although the precise focus of your analysis is up to you, here are some ideas to get you started:

- Is the app “easy to use?” How straightforward is it to complete a task? What about the design facilitates its use? How does it do so? What, if anything, about the design do you find overly complicated? Why do you think the designers decided to do it that way?
- Is the app “fun to use?” Does it have a personality or charm to it? Does it have a liveliness to it (responsive buttons, animations, etc.?)
- Do the aesthetics of the app feel appropriate for what it’s trying to achieve? Aesthetics can refer to many things, including color scheme, view and component layouts, font choices, and any imagery or iconography that is present. How do the aesthetics of the competition differ from your vision for your own app?
- What does your proposed app do differently than the existing apps? Does your app have fundamentally different functionality? Does it have similar features, but plans to present them in a different way? Does your app have a subset of the features of the existing apps, but expands on that subset in some unique way? Explain.
- What might you be able to draw from directly towards the design and development of your own app? How might those inspirations need to be altered in order to achieve the goals of your own project?
- Is there anything about the other apps that particularly surprises or delights you? Why?
- What about the competitive apps strike are particularly memorable?

Please submit this essay on Moodle. Only one document needed per team, though please make sure it has all of the team members’ names and e-mail addresses on it! Please include your team name in the name of the file!