

COMPETITOR ANALYSIS

CARB MANAGER

Keto Diet Tracker & Macros Counter.

Potential direct competitor. The app is specifically built for the low carb lifestyle. It offers a macro calculator and carb tracker, as well as meal planning and exercise logging features.



OVERVIEW

Key objectives

- Carb Manager states that their food tracker is the most advanced in the industry.
- It attempts it be the all-in-one Keto diet app specifically tailored for the low carb lifestyle.

Bottom line:

- Track over 1 million foods
- Provide keto & low carb recipes
- Generate meal plans & shopping lists
- Connect apps & devices
- Advanced AI features

Overall strategy

- Very widespread and strongly curated social media presence (YouTube, IG, FB).
- Strong partnerships with fitness themed bloggers and magazines (e.g. Womanshealth, Manhealth, Healthline).
- Cookbook available on Amazon with trackable QR coded recipes.
- Position themselves as no. 1 keto app based on content, reliability and user ratings.

4.6- star total rating on Google App store out of 69,729 total ratings.

Market advantage

- Enables tracking multiple relevant keto metrics (macronutrients, blood sugar levels, ketones, etc.)
- Food logging via voice command, photo, or barcode scanning
- Sync with smartphone apps and fitness trackers

MARKETING PROFILE

Since 2010 Carb Manager has been positioning itself as a #1 low carb diet tracker for Android, iOS and as a webapp.

The app is aimed primarily at users that need to track their carbohydrate intake as part of ketogenic diet or due to existing health issues.

Strong social media presence aimed at driving app downloads and selling premium membership.

It is consistently on-brand across all channels (Facebook, Instagram, Pinterest, Youtube etc)

Their mission is to “make the low carb lifestyle easy, fun, and delicious, and empower their millions of members to achieve their wellness goals.”

Multiple partnerships with health and wellness bloggers and portals in order to find the target users in their search and discovery part of user journey.

They are setting themselves apart by constantly aiming at simplifying the food logging process and providing their users the tool to plan the meals, shopping lists and create recipes.

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SWOT profile

Strengths

Tracking several metrics
Multiple ways to log food.
Apps or fitness tracker sync
Tracking exercise and water intake

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Weaknesses

Limited food database
Most features available only with premium
Data not always accurate
Slow loading time

Opportunities

Better designed app that allows for curating food items upon setup - not meal preparation.
Focusing specifically on logging familiar items and curating the macro display.

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Threats

Apps with large food database and cross device integration

UX ANALYSIS

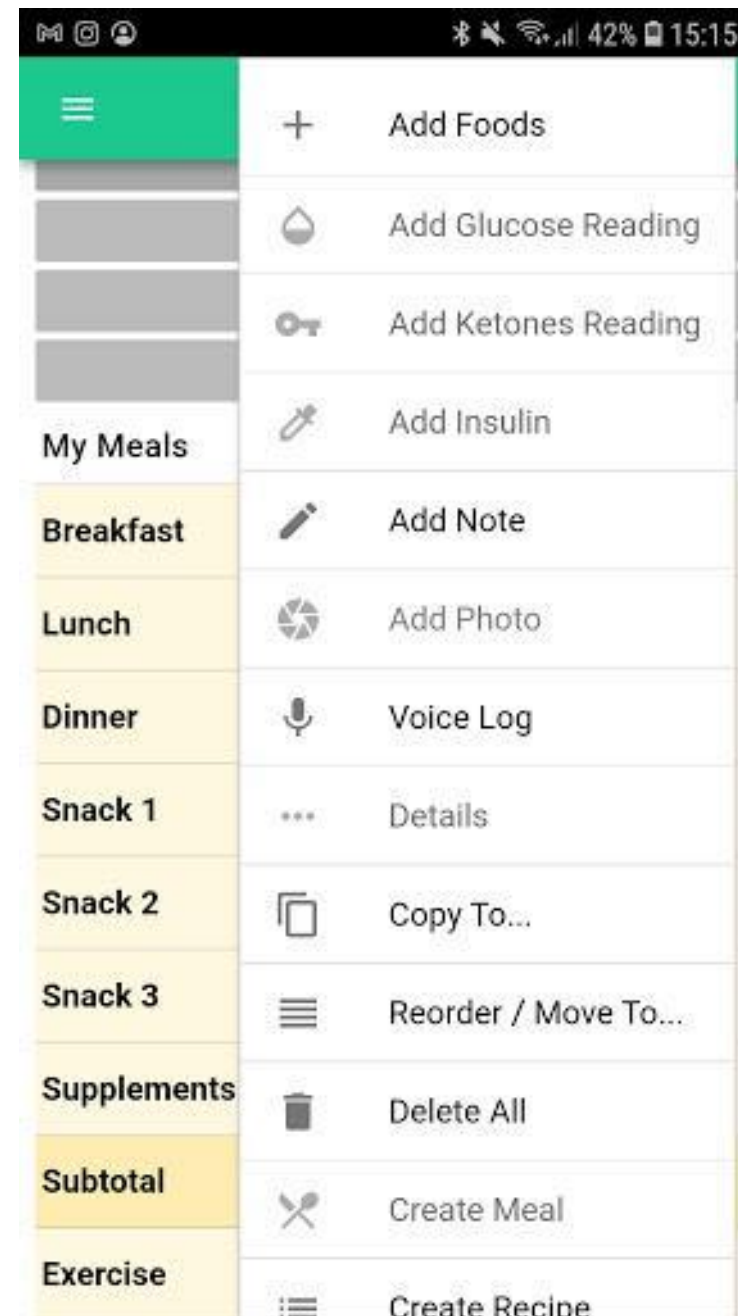
Usability

Quite straightforward to use once one knows what to expect from such apps.

Logging options seem a bit cluttered due to abundance of options.

Voice log feels unfinished and more like a gimmick than a usable feature.

Functional only in its basic form as a free app. Functions that comprise the core value proposition - available only in the paid version.



While universal foods, such as f.ex vegetables are easy to log across markets - there is a strong focus on American food market - a lot of European country-specific products are missing from the database - thus making it hard to use for a European customer.

The different metrics to log as well as different ways to log the food information make the interface cluttered and the app functionality sluggish.

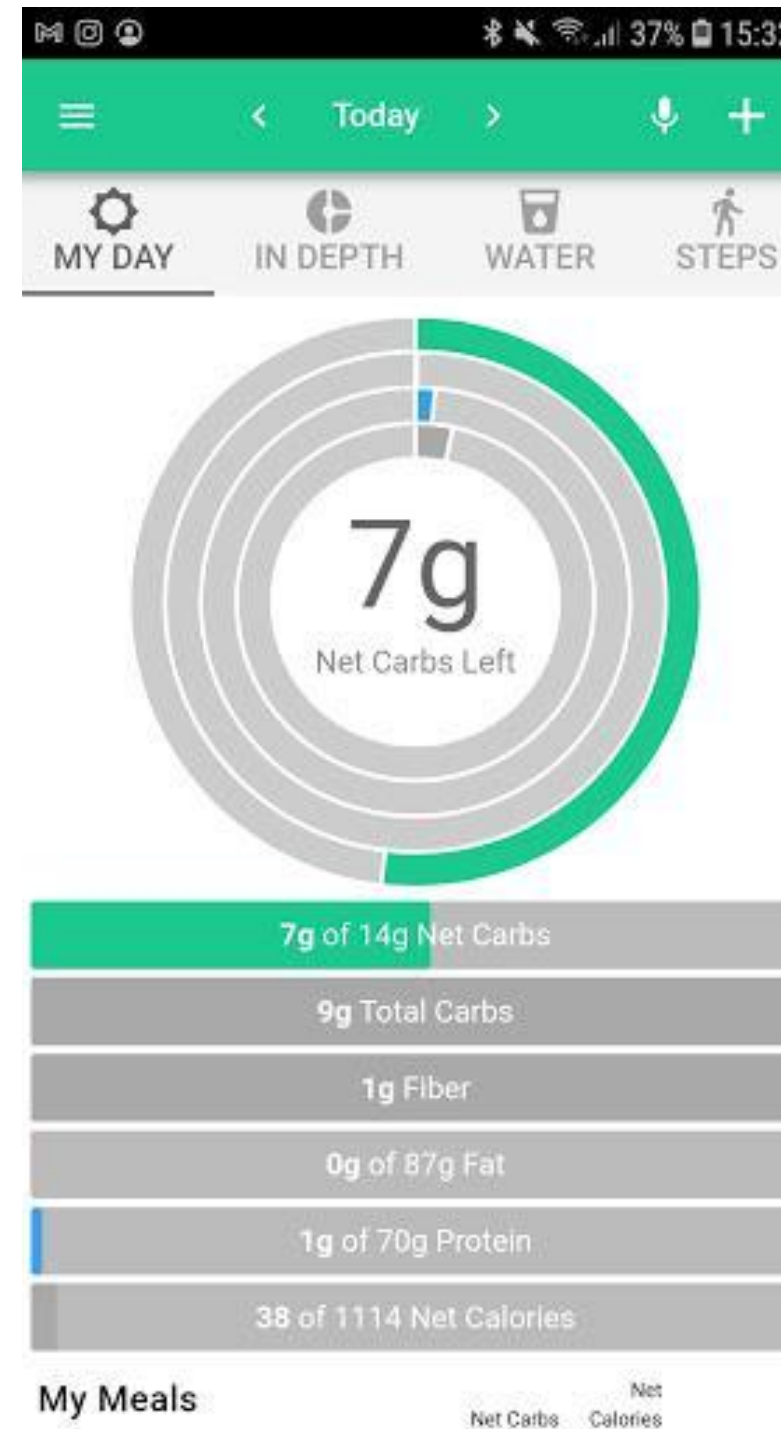
Easy logging of exercise and integration with fitness devices.

UX ANALYSIS

Layout

Very simplistic UI with limited number of colors.

The main macro logging pie chart is quite unnecessarily large and at a glance shows only remaining net carbs - one has to scroll down to understand where to log in food.



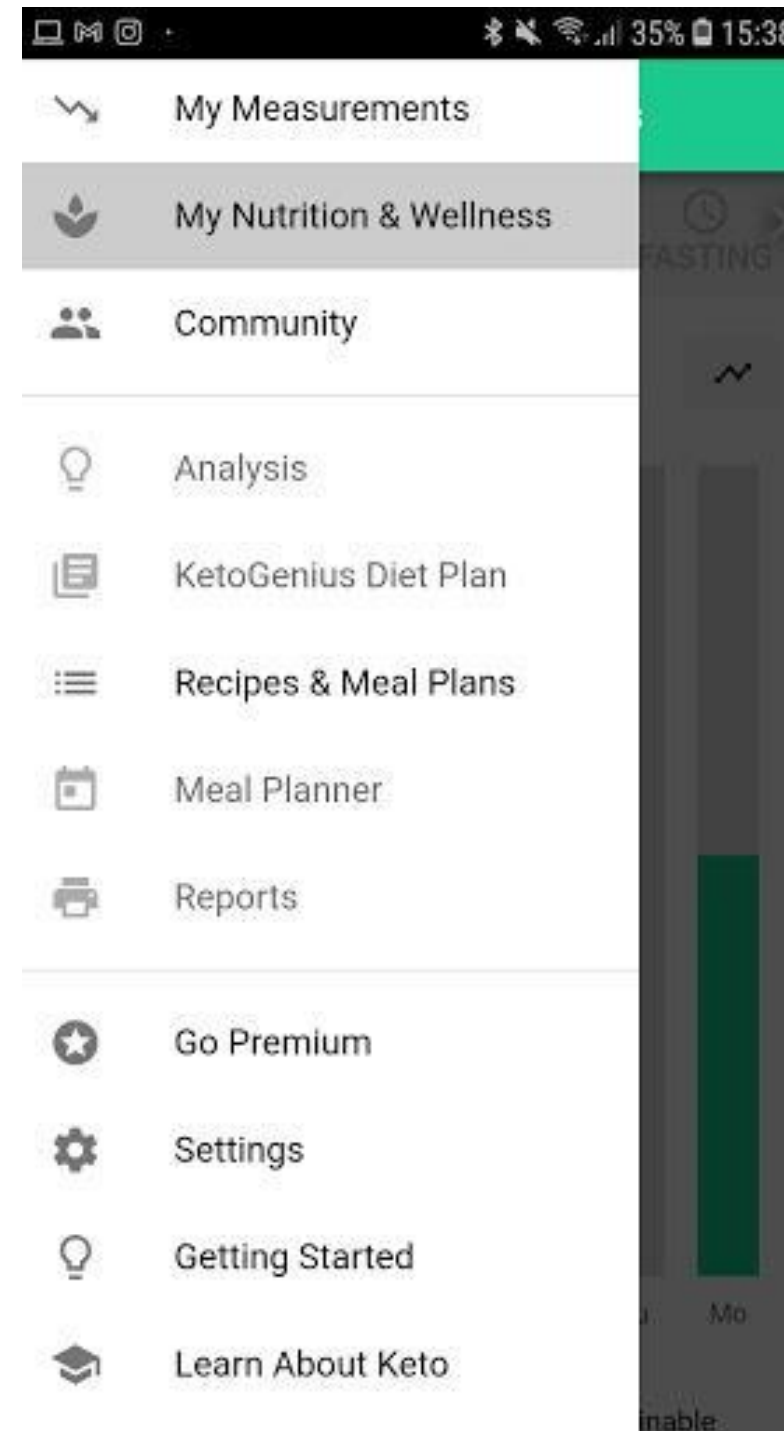
UX ANALYSIS

Navigation structure

Simple global navigation

In free version - the menu is cluttered with unavailable premium features.

Quite hard (impossible) to get back to the main daily log after choosing another option in the menu - no dashboard option.



UX ANALYSIS

Compatibility

Supports iPhone, iPad, Android app and web app.

Compatible with fitness trackers: Fitbit, Garmin, Apple Health, Apple Watch, Google Fit - but according to the app store customer reviews - quite buggy.

Differentiation

Enables precise tracking of multiple keto metrics such as macronutrients, blood sugar levels, ketones.

This makes it relevant not only to the users that try to lose weight but also to diabetics who try to monitor their insulin levels and the amount of sugar intake. However the choice of products to log is limited - rendering the app less usable for other markets than American.

The area we might be able to stand out is offering the users product information prioritized by their geo location and available for download for offline use - for example while shopping.

For even quicker logging - determining amounts should be easy and metrics should be determined beforehand to save time and remove noise.

It would also make sense for users to individually curate their database of products - after all people tend to eat same things fairly often.

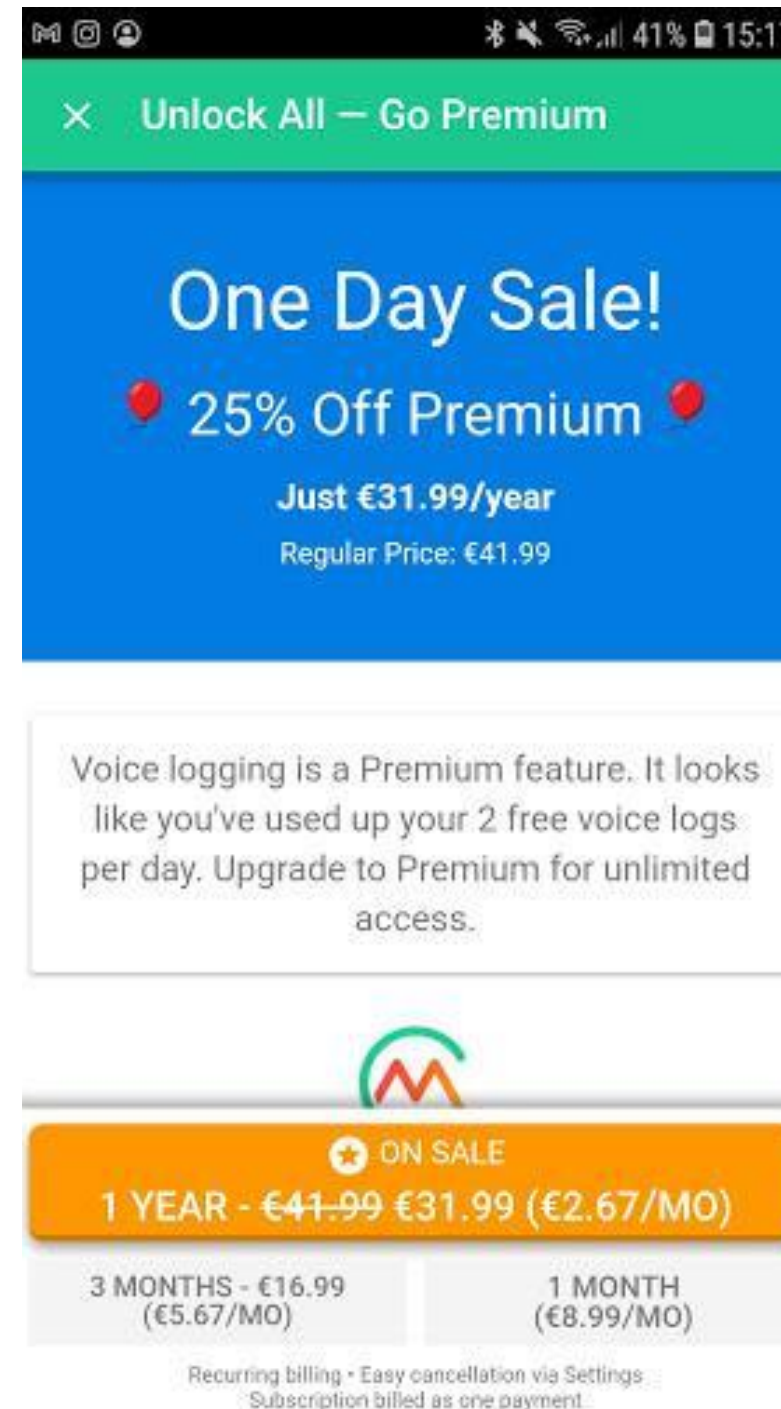
UX ANALYSIS

CTA

Users are free to use only the most basic of functions in the free versions. Most premium features - grayed out -> prompt the premium sale.

Purchasing premium membership is prompted relentlessly throughout the app.

The free version plays a vital role in the engagement phase. Based on the app store reviews - non-paying users with a high level of commitment are likely to either convert or entirely abandon the app.



MyFitnessPal

Calorie Counter.

Potential indirect competitor.

The app is built to track nutrition, exercise, and diet. It offers a variety of fitness options, extensive foods database as well as integration with fitness apps and devices.



OVERVIEW

Key objectives

MyFitnessPal's tagline states "start living a happier and healthier life today!". Their focus is around user goals of losing weight, toning up, getting healthy, and changing habits.

Bottom line:

- Track food quick and easy
- Choose goal and work towards it
- Log exercise and steps
- Get support and motivation
- Celebrate success

Overall strategy

- MFP does not have a prominent social media presence. They do have strong partnerships with health and fitness blogs (Menshealth, Healthline).
- Recently sold by athletic apparel maker, Under Armour to the private equity firm Francisco Partners for \$345 million.
- Over 200 M users
- MyFitnessPal is the best calorie counting app due to its massive food database, cross-platform availability, and long list of compatible apps and devices.

4.4- star total rating on Google App store out of 2,368,498 total ratings.

Market advantage

- Massive food database - over 11 million foods, including restaurant foods.
- Cross-platform availability, and long list of compatible apps and devices (Fitbit, Garmin, Polar, Strava, Misfit, Nokia Health Mate, and so on.)
- Position themselves as World's Largest Fitness Community for advice, tips, and support 24/7.

MARKETING PROFILE

Officially launched as a mobile app in 2009 the app prides itself on being the undisputed king of calorie-counting apps with an unparalleled database of foods.

The app is geared towards users who want to lose weight, tone up, get healthy, change the habits, or start a new diet.

Multiple partnerships with health and wellness bloggers and portals.

Their marketing focuses primarily on the overall health aspect with more stress on fitness logging and calorie counting than the variety of macros being tracked.

Stress on the progress and fitness community creation.

They get a lot of visibility from integrations with fitness devices and apps as well as via multiple fitness blogs and channels (top 10 best health and fitness apps 2020 according to e.g. Menshealth, Shape).

They utilize their users' input to contribute to and curate the impresssive and ever growing foods database.

SWOT profile

Strengths

Best food database.
Compatible with many apps and devices.
Excellent input controls.

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Weaknesses

Accuracy - user logged information
Multiple entries may exist for the same product.
Additional content, such as recipes and videos, aren't very compelling.

Opportunities

Sharing recipes with friends so they don't have to input the same ingredients.

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Threats

Apps with more specialized focus