| Direct Compititors | UDI MALA | D | Datasas Outropoles | 0 | Information Displayed | Barrer Francisco Francisco | 1100 | 0 | Hamilatia Evaluation | Outro - Burlous | O | Refere | ence https://usabilitygeek.com/how-to-do-ux-comp | atitor-analysis/ | 4 |
|--------------------------------------|--|---|--|--|--|---|---|--|---|--|--|--------|--|------------------------------------|----------|
| Competitors | URL/Website | Purpose of App Meditation for busy people. Meditate for just 5 minutes/day to | Primary Categories Meditate Basic, Relax, Sleep, Focus. | Content Type | Information Displayed * The content is not well displayed. In Discovery page, the content is | Personalization Features Before starting, the app will ask user several questions to personalize their | UGC Users can leave a comments to every course | Competitive Adventage New meditation guides by the world's best | Heuristic Evaluation The tutorial is quite long to users to | Custmor Reviews * With the instruction, it a little tough to get into deeper meditation | General/Miscellaneous Notes > Optionally integrate with Apple Health | | ttps://www.oreilly.com/library/view/ | ux-strategy/9781449372972/ch04.htr | <u>m</u> |
| | com/us/app/simple-habit- meditation/id10933601657 | Meditate for just 5 minutes/day to reduce stress, improve focus, sleep better, relax faster, breathe easier, and more. | Basic, Relax, Sleep, Focus, Well-being, Resilience, Health, Relationships, Unguided, Therapy | Therapy Sounds Stories | In Discovery page, the content is presented by a real world picture | several questions to personalize their experience, including sleeping condition, the level of stress, and interested topics. And then the app will provide recommended | every course | teachers. • Guided meditations for specific life situations. | complete, also, even the users have answer several questions before | get into deeper meditation ★ High pricing compared to other apps, but quality is worthy paying (\$96/year) ★ Organized | > Kids program (few) | | | | |
| | mt=8 | sleep better, relax faster, breathe easier, and more. | | ☆ Stories | presented by a real world picture and fancy words which make user easily dazzled and overwhelmed. | level of stress, and interested topics. And then the app will provide recommended content to users according to their interests. | | Access meditation offline (Premium) On the go: app will provide apt content according to the context in which the users are | answer several questions before starting, they still need to answer similar questions again if they choose | but quality is worthy paying (\$96/year) ★ Organized | Community: you can see your friends' day streak or using period, there are also challenges that you can join | | | | |
| | | | Sleep Sounds, Sleep Music, Sleep meditations | | There are different options users can choose. They can choose the meditation courses according to their | | | the context in which the users are | On-the-Go session. But overall, the app is intuitive to use, users can accomplish their primary goal by few | Conjy 1-2 free options Somins is a double-egde swords Desire for more free content | Track progress Have the content for specific patient, such as people with PTSD | | | | |
| | | | Sieep meditations | | goals. | User can track their progression, including Current Day Steak, Total Sessions, Total Minutes. | | | | * Desire for more tree content | such as people with PTSD | | | | |
| | | | | | goals. * I am not sure whether the information is well organized in this app because the content of "sleep" under the category "Meditate" is the same as the topic "sleep meditations" under category "Sleep. * The backgound of playing page is simple without any image. | Minutes. | | | Users can reach the desired courses by several methods—filter, searching by search bar or catagories, On-the-Go, feature teachers, and recommendation by the app. It is possible to make users overwhelmed because they might be point about which method they should take. | | | | | | |
| Simple Habit | | | | | under the category "Meditate" is the | | | | searching by search bar or catagories, | | | | | | |
| | | | | | meditations" under category "Sleep." | | | | recommendation by the app. It is | | | | | | |
| | | | | | simple without any image. | | | | because they might be panic about which method they should take. | | | | | | |
| | | | | | | | | | Pecause the courses are | | | | | | |
| | | | | | | | | | categorized in different way, the nevigation seems inconsistent. (information unorganized) | | | | | | |
| | | | | | | | | | The layout and visual design is | | | | | | |
| | | | | | | | | | consistent. | | | | | | |
| | https://tunes.apple. com/us/app/headspace- | Headspace is the simple way to reframe stress. Relax with guided meditations and | Singles Packs Minis | | The information is well organized and displayed, there are not many | Before starting, the app will ask few questions about the level of meditation, what brings the user here, and what time they what to meditace and they will provide you appropriate courses at home page according to your answers. In the app, they will show users' name. The app will show the personal coronession. | N/A | Hundreds of guided meditations on subjects like focus, exercise, and sleep 2-3 minute "mini meditations" for a quick mental | The content in the app is well organized so that the users can easily accomplish their goals with very few clicks. Overall, the app is quite intuitive and easy to use. | The content is well organized and the methodology hylocophy is explained very thoroughly in fun-to-watch animations. Temager do not have money or credit card to pay 57-51 per month, (565)-year! No fills, beautifully designed app + Ease of use of the app and it desert have too much giring like soundscapes or too much talking during the sessions. | Guided meditation for everyone Offers iPad. iMessage, and Apple | | | | |
| | meditation/id4931450087 mt=8 | | ♦ Minis ♦ Kids | g. coping with stress) | text in this app. In addition, they only use simple and short words to name | what brings the user here, and what time they wnat to meditate. And they will provide | | 2-3 minute "mini meditations" for a quick mental reset "SOS" sessios for moments of panic, anxiety and | accomplish their goals with very few clicks. Overall, the app is quite | very thoroughly in fun-to-watch animations. | Watch Apps There will be a badge as a reward for | | | | |
| | | clam, wellness, and balance to your life in just few minutes a day. | Animatons | | users to scan and understand. | according to your answers. | | *SUS* sessios for moments of panic, anxiety and stress *Animations to teach users new skills and answer | The exploration investment the visual | ★ Teenager do not have money or credit card to pay \$7-\$12 per month. (\$95/year) | completing a meditaion session Though Simple Habit and Head Space | | | | |
| HeadSnane | | help users create the ideal conditions for a good night's | under each catagory. Users can choose the topics according to | | # This app use different colors to differentiate tonics, which make the | The app will show the personal progression. | | questions Guided meditations and mindfulness everrises for | design is consistent. Especially the | ★ Ease of use of the app and it doesn't have too much point like soundscapes of | both have Home and Discover Page, Headspace make it more clear that the | | | | |
| | | rest. | And there are many different topics under each catagory. Users can choose the topics according to their needs or context. For example, if they want to learn basic meditation skills | | * This app use different colors to differeciate topics, which make the information quite clear for users to ditinguish. | | | questions - Guided meditations and mindfulness exercises for kids with sessions on Kindness, Calm, and Focus - Buddy up and add friends to meditate with users | illustration can make users feel calm and snothing | too much talking during the sessions. | content in home page is the things that highly related to users and the content | | | | |
| | | | in a period, they can go to Packs to find the courses, which means that they are | | | | | A personal meditation guide | | | highly related to users and the content in Discover page for users is to explore. Simple Habit doesn't do this well. | | | | |
| | | | able to take a series of courses to learn basic meditation. But if users only want | | The backgound of playing page is simple with some irrsgular shapes and there is no any text | | | | | | Track progress | | | | |
| | | | they want to learn basic mediation savis in a period, they can go to Packs to find the courses, which means that they are able to take a series of courses to learn basic meditation. But if users only want to take one course, they can go to Single to find the course. | | | | | | | L | | | | | |
| ı | https://itunes.apple. com/us/app/calm/id5718008 | An app for meditation and mindfulness 100+ guided | Sleep Recommnended, Fiction, Kids, Music | Meditation Sounds Stories | ne backgound of playing page is a moving picture with quite many | User will select top goals when they open the app for the first time. In profile page, users can track their progress of meditation. | DIA . | Available lengths of 3, 5, 10, 15, 20 or 25 minutes so users can choose the perfect length to fit with their schedule A new 10-minute program added daily | r allows users to complete their goals | ★ widwing users to choose soothing background sound ★ Music relection | The restriction to conduct competitive analysis is that we cannnot acquire more content because we do not do in- app purchase. | | | | |
| | | anxiety, lower stress and sleep | | - Siones | The way it displayed information is similar to Simple Make which | progress of meditation | | A new 10-minute program added daily 7 and 21 day programs for both beginner and advanced users | pages of open-ended meditation and | be somewhat jarring and irritating rather | more content because we do not do in- app purchase. Track progress | | | | |
| I | | meditations to help users manage amxiety, lower stress and sleep better. Calm is the app for beginners, but also includes hundreds of programs for intermediate and advanced users. | Sleep, Anxiety, Beginners, Self-care Focus, Emotion,ess Guidance | | is similar to Simple Habit which makes users dazzled and overwhelmed. | | | And 21 day programs for both beginner and advanced users Breathing exercises Open-ended meditation | designed. Because the action they want users to do is click the time and | than soothing The app has taught users to take a step back from their anxious thoughts | * THACK progress | | | | |
| l . | | intermediate and advanced users. | Sleep, Nature Melodies, Relax, Focus, Soundspaces | | | | | Open-ended meditation | start meditation, but there is not button that hint users to clicks the words. | and really examine them. * Master Class series help users | | | | | |
| ı | | | | | | | | | Once and close open-ended meditation page, there will be a page | recognize (negative) habits and disenchant them from the behavior and | 1 | | | | |
| Calm | | | | | | | | | with motivational message and advertisment. And after closing this | move on to a more positive experience. * Can really help user sleep better and | | | | | |
| | | | | | | | | | without much effort. However, the pages of open-ended meditation and street meditation are not well war used to so is click the time and start meditation, but there is not button that his users to clicks the words. Once and close open-ended with motivational message and advertisment. And after closing this page, I was paric because the profite page, which because the profit close it to go back to the open-ended meditation page. | reduce anxiety Price is high | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | The nevigation is clear except the pages of open-ended meditation and timed meditation. The layout and visual design is consistent. | | | | | | |
| | | | | | | | | | timed meditation. The layout and visual design is consistent. | | | | | | |
| | | | | | L | | | Available lengths of 5, 10, 15, 20, 25 or 25+ | | 1 | | | | | |
| | https://tunes.apple. com/us/app/10-happler- | A clear, simple approach to meditation with a NY Times bestselling author and some of the | ✿ Courses: Daily videos and guided meditations to teach you meditation in | | The interface is simple and clean. Most of the background is white. | When users open this app at the first time, it will ask how they found this app, and what molivables them to downloads. I chose moditation, and then there were few follow juestions, like "have I tried moditation before", and "what time is best for me to meditate". It will suggest you to set a reminder according to the time I chose. I and sure whether the courses the precommended were personalized because it didn't ask me what topics I am intercested in. | N/A | Available lengths of 5, 10, 15, 20, 25 or 25+ minutes to fit users' needs. | The app is easy to use. Althogh it contains quite much information, it | ★ Someone commented that he likes Dan's approaches and his genuineness. | I found it's quite interesting that they made a lot of video content. The founder was once skeptical about meditation until he started to learn | | | | |
| | meditation/id992210239#7 | bestselling author and some of the most respected (and cool) meditation teachers on the planet. Designed for skeptics, built to help you keep it going. | Course: Law viscos and guiced mediations to teach you mediations to teach you mediation in the simplest way possible of Mediation Beginners, Stress, Sleep, Hapiness, Focus, On the Go, Difficult Emotions, Advanced & Unguided, Mental Mischef | their teachers directly, | I ney uses several single colors to sort different categories (e.g. Courses is red. Sieen is numle | motivates them to download it. I chose meditation, and then there were few followup questions. like "have I tried meditation | | minutes to fit users' needs. Tens of topics for specific life situation like stress, sleep, focus, difficult emotions, relationating, etc. Messages feature enabling user to have | contains quite much information, it organized it well which enable users to easily find what they want. | (interesting) ★ Variety of coaches and varying lengths and themes of meditation | meditation until he started to learn meditation and experienced its | | | | |
| | para di Para d | Designed for skeptics, built to help you keep it going. | Focus, On the Go, Difficult Emotions, Advanced & Unquided. | ✿ Courses via videos | etc.). | before?", and "what time is best for me to meditate?". It will suggest you to set a | | Messages feature enabling user to have conversation with their teachers directly. Courses represents via video | ■The guiding videos are sometimes annoying because the app always plays a video before a guiding, which dramatically prevent the users from accomplishing their goals. There's no option to make the automatic play. Users can only skip a video if they don't want to watch it. | and thermal of integration | meditating and experienced its benefits, so those videos kind of conveys a witness nature. They invited several meditators to have | | | | |
| | | , | Mental Mischef. | | * They present the guiding content in both Courses and Singles. A set | reminder according to the time I chose. I am not sure whether the courses they | | Siri Voice Shortcuts - quickly play our most popular meditations with Siri. | plays a video before a guiding, which dramatically prevent the users from | | several meditators to have conversation about meditation. Their | | | | |
| | | | | | of courses contain about 8-30 single courses. There are different topics | recommended were personalized becuase it didn't ask me what topics I am interested in. | | NEW 10% Happier Watch app - leave your iPhone behind, and meditate anytime, anywhere with daily | accomplishing their goals. There's no option to mute the automatic play. | | several meditators to have conversation about meditation. Their marketing is more straightforward comparing to the other competitive | | | | |
| | | | | | like basics, emotions, compassion, focus, happiness in Courses and | It includes a profile page to track your | | meditations chosen by our editorial team. | Users can only skip a video if they don't want to watch it. | | apps, but I am curious how it affects users. Does it help create a bunch of | | | | |
| | | | | | like basics, emotions, compassion, focus, happiness in Courses and Singles. Users can follow a set of courses to complete the whole | personal progession. You can also change some setting options, such as turning | | | | | users with higher adherence? | | | | |
| 10% Happier: Meditation | | | | | training. On the other hand, users can also choose just one course in Single. There are short descriptions in courses listed page, which make | It includes a profile page to track your personal progession. You can also change some setting options, such as turning onliuring off the reminder, adding shortcut to Sixt, and enabling intergreting mindful minutes into Apple Health. | | | | | | | | | |
| | | | | | | minutes into Appie Health. | | | | | | | | | |
| | | | | | users easily understand what kind of content the material carries. | | | | | | | | | | |
| | | | | | # Guide meditation is also shown via videos, which are an informative conversation about the benefits of meditation for 4-5 minutes. However | | | | | | | | | | |
| | | | | | conversation about the benefits of meditation for 4-5 minutes. However | | | | | | | | | | |
| | | | | | we are not sure whether these video will make users feel annoyed | | | | | | | | | | |
| | | | | | we are not sure whether these video will make users feel annoyed because it is time-consuming and prevent the users to accomplish theil goal-meditating. | | | | | | | | | | |
| Indireact Compititors | | | | | , , , , , | | | | | | | Gaps | | | |
| Competitors | https://www.thinknasifica | Purpose of APP Stress, arxiety, and depression | Primary Categories | Content Type | # With the initial personalization | Personalization Features | * It's community feature is quite | Competitive Adventage | Heuristic Evaluation | Custmor Reviews | General/Miscellaneous Notes | | | | |
| | com/ | can get in the way of you living your life. Pacifica gives you psychologist-designed tools to | Meditate Relax now, Mindfulness, Stressful Situation, Calm Down, Inner Strength | | questions, you can choose your harkon and theme. I chose a night | It asks users some questions to personalized the setting, such as your favorite peaceful place(theme), your goals, your best practice time, and whether you | It's community resture is quite salient comparing to other mediation apps. After joining sepecific discussion group, users can not only post comments but also respond to others' posts, like/dislike, save, share, and report to other comments. And these cost mitted the please is the protection when the protection. | Variety of self-tracking and goal setting tools Focus on the overall mental health, not just meditation | for users to tell them how to use it. There are too many different types of | ★ 'This app is not only beautiful and east to use, it's also an incredibly useful tool that has genuinely changed my way of thinking when it comes to anxiety.' ★ Beautiful interface | don't just want to be a cute app reminder. They want to become a self. | | | | |
| | | address them based on Cognitive | Inner Strength | Coaches (e.g. stress reduction) | questions, you can choose your background theme. I chose a night sky and it gives me a animated nightsky background. It looks very | your best practice time, and whether you are working with mental health | sepecific discussion group, users can not only post comments but | meditation Social-media alike feature The flexibility for users to create their personal content (mood tracker, journal, ect.) | content and sometimes they don't seem relative to each other. It also | thinking when it comes to anxiety." | cure remedy. But | | | | |
| | | Behavioral Therapy, mindfulness meditation, relaxation, and mood/health tracking. | Health: Self-reported daily health habit, including eating, water, caffeine, alcohol, outdoors, | stress reduction) Therapy (Cognitive Behavior Theory) | | professionals. | also respond to others' posts, like/dislike, save, share, and report | content (mood tracker, journal, ect.) | so much information. | ★ Assisting people struggling with mental issues in recovery | | | | | |
| | | mood/health tracking. | alcohol, outdoors, | Community Meditation Meditation | * The color design is also very beautiful and soothing. They use | There are several tools you can add to/move from your main page, such as | | | | ★ Beautiful interface ★ Assisting people struggling with mental issues in recovery ★ Helping users discover the mental health patterns | | | | | |
| | | Stress, are lety, and depression are caused by an ongoing cycle of negative thoughts. Thoughts cause physical feelings and emotions which cause actions. Pacifica helps break this cycle | Hope: users can upload an unplifting picture or quote to help them find inner strength | | *The color design is also very beautiful and soothing. They use black and gray as the main theme color, and accompained with bright colors like pink, blue, and green to high tight a pick feshions. | meditate, hope, goals, health, thoughts. Different tools have different functions. For | Discovery page. * There is also some editorial- | | This app is not easy and intuitive for user to use. Because firstly, the content is not well-organized, especially in Discovery page. Secondly, in Today page, the signifier "+" implying users to add more tools—Hope, Thoughts, Goals—can hardly be | | 1 | | | | |
| Pacifica | | cause physical feelings and | strengtn | | colors like pink, blue, and green to hightlight each features. | texample, in nearth tool, you can add your health habbits and do self-tracking. In hope | There is also some editorial- content in the Discovery page, such as an inspiring quote, educational videos, Spotify Playlist | | Secondly, in Today page, the signifier | | | | | | |
| | | Pacifica helps break this cycle using tools that tarnet each of ** | Thoughts: encouraging user record their thoughts to help them to identify their thoughts and avoid thinking traps | | They have a recommended feature called discovery today. | There are several tools you can add tomove from your main page, such as modatale, hope, goals, health, houghts. Different bools have different functions. For example, in health bool; you can add your health habbits and do self-tracking, in hope book, it is more like a mood journal in which you can write something whather you like. | such as an inspiring quote, educational videos, Spotify Playlist and so on. | | Hope, Thoughts, Goals—can hardly be noticed. Last, users can swine down | | | | | | |
| | | components. Day-by-day, you'll learn to manage stress, anxiety | Goals: let users to set a small onal to | | feature called discovery today. There are several different types of content including podcast, user's comment, video, meditation, spotify | ,, | | | noticed. Last, users can swipe down Today page to check their progression, which is an intuitive gesture for users. In addition, it seems | | | | | | |
| | | and depression at your own pace. We're not about quick-fixes | help them do things that are important to them, even when the emotions get in the | | comment, video, meditation, spotify playlist, ect, all infusing together. It | | | | gesture for users. In addition, it seems redundant for users because they can | 1 | 1 | | | | |
| | | or raise promises. We are about real progress, a day at a time. | their thoughts and avoid thinking traps + Goals: let users to set a small goal to help them do things that are important to them, even when the emotions get in the way. | | playlist, ect, all infusing together. It looks unorganized and easily make users condused because users don't know where this content comes | | | | redundant for users because they can just simply to click the Pogree button below to check their progression. | | | | | | |
| | | | | | know where this content comes from. | | | | | | | | | | |
| | https://premium-shinetey* | Shine makes self-care easy for all | "READ DAILY SHINF TEXTS" | ♦ Text | * After signing un the ann it | You can add your favorite content into a | N/A | Both the interaction way/fevril and the context focus | Lack of self-tracking feature | | | | | | |
| | https://premium.shinetext. com/ | of us. Get a boost in the morining, break in the afternoon, or wind | ""READ DAILY SHINE TEXTS" ""LISTEN TO THE SHINE TALKS" ""GET YOUR GRATITUDE ON" | Text Articles Audios | After signing up the app, it begins with interactive chat texts which guides users how to use it. It works like a chat robot that users choose their response and the following texts will show up. The | clipboard. | | Both the interaction way(text) and the content focus more on teengage users. The providing topics deal more with relationships and self-recognizing. Short length of audio, (under 5-10 min) Suitable for taking practice during communiting or afternoon break. 7 days challanges, not too short or too long. Users may become mone michalted to complete these small | | | | | | | |
| | | down at bedtime- our app is here to help do you, 24/7. | | | works like a chat robot that users choose their response and the | | | Short length of audio.(under 5-10 min) Suitable for taking practice during commuting or afternoon break. | | | | | | | |
| | | | | Sleep Mood log Coach | following texts will show up. The robot also guide users to navigate | | | 7 days challanges, not too short or too long. Users may become more motivated to complete these small | | | 1 | | | | |
| | | | | | robot also guide users to navigate the app and select topics they are interested in. It is very straightforward and easy to follow. | | | tasks. | | | | | | | |
| Shine | | | | | # The basic design of Shine in | | | | | | | | | | |
| | | | | | The basic design of Shine is very simple. Just texts, audio, article and nothing more. Each feature is presented in a clean and simple | | | | | | | | | | |
| | | | | | presented in a clean and simple style. | | | | | | | | | | |
| | | | | | The colors look young and bright The background is white. The | | | | | | | | | | |
| | | | | | The background is white. The navigation page adds light yellow. | | | | | | | | | | |
| Rubics | | | | | | | | | | | | | | | |
| Purpose of App Primary Categories | How everything is categorize | lution provided by the product d? | | | | | | | | | | | | | |
| Content Type | What kind of format the app u | se to present content? | | | | | | | | | | | | | |
| Information Displayed | Is the content well organized Is it easy to scan/read? | ′ | | | | | | | | | | | | | |
| Personalization Features UGC | User-generated content | | he more engaged they will get with product | ts. | | | | | | | | | | | |
| Competitive Adventage | | ct provides that are not found in its o | competitors. | | | | | | | | | | | | |
| Houristic Evaluation | Are the navigation, page/scre | en layouts, and visual design consist browse the content or servicer hair- | stent? | | | | | | | | | | | | |
| THURSTILL EVENDERION | Denote hazare are that a procur; promose that are a refusion in ear procurage process. Denote the appeared process are an are fund from the procurage process are an area for the process area for the process area. Denote the process area for the process are a for the p | | | | | | | | | | | | | | |

Direct Compititors
Competitors
URL/Websile Purpose of App Primary Categories Content Type Information Displayed Personalization Features
UGC Competitive Adventage Heuristic Evaluation
Custom Reviews
Cu