Competitive Analysis

	Calm	Headspace	Moodkit	Insights
Features	Mindfulness app that provides guided meditations, breathing exercises and calming exercises to alleviate stress and encourage relaxation. Inc: Nature Sounds, Sleep Stories	A meditation app designed to help you live more mindfully, with a wide range of meditations for beginners and experienced users. Inc: Standalone Mediation and Courses.	Four integrated tools based on CBT techniques to boost mood. Developed by psychologists. Inc: Moodkit Activities, Thought Checker, Mood Tracker and Journal.	There is a wide range of mindfullness products on the market, which cover a large spectrum of functionality. Products seem to either attempt to fix all, or focus on one activity/mood.
Pros	Pros include: • Tracks statistics • Sleep stories have celebrity features • Mood tracking	Pros include: • High User Satisfaction • Targetted • Accessible	Pros include: • Evidence-based • Large variety of activities • Journal feature tracks progress	Products with an evidence-based foundation lead the way for functionality. There is a trend in tracking ability and user satisfaction.
Cons	Cons include: • Expensive subscription cost • One sided	Cons include: • Exercises may get repetitive • One sided	Cons include: • Technical issues • Interface could be improved	Expensive products limit accessibiity. Exercises can get repetitive, which will reduce continued use, and therefore uptake.
App Store Rating	★★★★½ *4.7* " *I use this app on a daily basis. the sleep stories are so effective, i am usually asleep before they finish.*	★★★★½ *4.8* " *IYou get out what you put in. Headspace has all the tools you need to change your life.*	★★★★½ *4.5* " *I am very happy with this app. It does a brilliant job. It has many features which are very simple to use.*	All products studied are relatively well received.