Competitive Analysis

2/5

3/5

3.5/5

OA: Ease

Competitive Evaluation			Application Usage, Type of Alert, Type of device, Manual v/s Automatic, Measurement criteria				
Stand App	Randomly Remind Me	Time out	Eyeleo	Pomodoro	Apple rings	Vector Robot	
iOS	Android	Mac	Windows	Fitbit	Apple Watch	Robot	
Poor	Average	Good	Poor	Average	Great	Great	
Sound	Sound	Visual	Visual	Visual/Sound	Visual/ Haptic	Visual/Sound/ Haptic	
Manual	Manual	Manual	Automatic	Automatic	Automatic	Autonomous	
	Ok	Good			Good	Ok	
\$4.99/month	Free	Free	\$9.99	Free	Built in Feature	\$450.99	
	iOS Poor Sound Manual	Stand App Randomly Remind Me iOS Android Poor Average Sound Sound Manual Manual Ok	Stand App Randomly Remind Me iOS Android Mac Poor Average Good Sound Visual Manual Manual Manual Good	Stand App Randomly Remind Me iOS Android Mac Windows Poor Average Good Poor Sound Sound Visual Visual Manual Manual Manual Automatic Ok Good	Stand App Randomly Remind Me iOS Android Mac Windows Fitbit Poor Average Good Poor Average Sound Sound Visual Visual Visual/Sound Manual Manual Manual Automatic Automatic Ok Good	Stand App Randomly Remind Me iOS Android Mac Windows Fitbit Apple Watch Poor Average Good Poor Average Great Sound Sound Visual Visual Visual/Sound Visual/Haptic Manual Manual Manual Automatic Automatic Ok Good Good	

2/5

3.5/5

3/5

3.5/5

Empathy Mapping

SAY

- Not interested in tracking calories
- Apps give too much information and notifications
- · I don't take much water on weekdays while working
- · Weekdays are active than my weekends
- · Hard to find time for my physical activities

THINK

- Stressed out, overnight work
- · Unable to take breaks as I might lose track of the work
- · Daily morning or evening jog is enough
- Diet can be changed when I will be diagonised



DO

- · Doesn't use any health app
- · I drink a lot of coffee at work
- · I try to get up off the chair once every hour
- I put focus intervals and DND mode to focus
- I use fitbit, but not daily

FEEL

- Prefers to walk at office
- Office workload is too much and hardly zero breaks
- Does not follow mobile health notificiations
- · I feel that notifications are spaming
- · Apps don't motivate me