Competitive Analysis:

	Garden Answers Plant Id	Sun Seeker	Happy Plant - No Water Thirst	PeppyPlant
Competitor Name	Garden Answers Plant Id	Sun Seeker	Happy Plant - No Water Thirst	PeppyPlant
Logo				
Competitor Type	Indirect Competitor	Analogous Competitor	Partial Competitor	Partial Competitor
Description	App- Allows users to identify plants by taking a photo of the plant and provides care instructions	App- Use location to provide information on sun patterns through the use of a compass and 3D view	App- Manage plants watering schedules through reminders and incentives through gamification	App- Reminds users when to water their plants and provides optimal sunlight information based on the type of plant
Price	Free (in-app purchases)	$9.99	Free (in-app purchases)	Free (in-app purchases)
Link	http://www.gardenanswers.com	http://www.ozpda.com/sunseeker.php	https://happyplantapp.com	https://itunes.apple.com/us/app/peppyplant/id1125288865?mt=8
Strengths	-IDs unknown plant -Provides care instructions -Save search history	-Uses device camera to show sun patterns for specific locations -Sunlight information can be used to help gardeners	-Creates watering alarms -Calculates watering streaks -Snooze water alarm	-Remindes plant owners when to water their plants -Provides sunlight information based on plant location (indoor/outdoor)

Bug List	-Can provide individual advice by asking an 'expert' a question, but it costs $1.99 per question -Provides general guidelines for care	-Not for indoor use -Does not provide any information about plants specifically	-Only supports up to 3 plants for free -Requires user input for watering schedules -Provides general guidelines for care	-Based on user input -User needs to know what type of plant they have -Provides general guidelines for care
Opportunity	To create a personalized indoor plant care system that provides individuals with information about their plant type and their specific plant's needs, including water, temperature, sunlight, and soil quality. Notification will provide users with reminders on when their action is needed and inform them on their plant's health.			