

Competitive Analysis								
Name	Competitor Type	Positioning	Primary audience	Differentiators	Strengths	Weaknesses	Opportunities	Relevant link
FoodPrint Seasonal Food Guide	Direct	An application to bring fresh food to your local community by seeing what's in season currently	anyone within the USA	The drop down feature includes all produce	sources include Resources Defense Council, USDA, state agriculture extension offices and state departments of agriculture	only available in USA	could expand internationally	https://www.seasonalfoodguide.com/download
SeasonEats	Direct	app that shows 130 produce items available within US and UK	available in USA and UK	images available with fruits and vegetables, scroll through the images	compatible with iPad, Apple Watch	not completely internationally available	colors for seasonal availability do not provide tangible information to the user (ex: what does the gray season portion mean, no color key)	https://apps.apple.com/us/app/season-eats/id1514000104?platform=iphone
Harvest	Direct	app shows 120 produce items with pesticide levels based on season	users with little to no internet connection within USA	adds tips on how to keep produce fresh/ maintain produce in home (ex: storage info), search bar available for produce	compatible with iPad, iPod Touch	dated site, pesticide information is limited and causes more questions than answers		http://harvest-app.com/
SWOT Analysis								
Name of App	Strengths	Opportunities	Weaknesses	Threats (external)				
FoodPrint Seasonal Food Guide	info on 170+ fruits, veggies, legumes, nuts and herbs, with features like reminder, learn and cook, comprehensive guide on each produce	reference study information for seasonal fresh food in season	Produce defaults to Southern California location if location is not selected	contrast could be improved on the calendar color wheel				
SeasonEats	130 items of produce, all 50 US states, and the United Kingdom	it says it saves you money, but doesn't say how	not all of europe is available	other apps available with similar functionality				
Harvest	120 items with tips and techniques on storage	pesticide information is vague	developer site is inaccurate	accessibility issues, text contrast is minimal				