Competitive Analysis

# Description of Your Planned Project

My project is a lifestyle app that helps people keep weight off over the long run using happiness as a factor.

# Evaluating Your Competition

• Lose it! – App on the app store

• MyFitnessPal.com

# Identify Comparison Dimensions

• Databases

• Tracking data over time

• Telling you how much to eat

• Adaptability

• Goal setting

# Comparison Table

Fill out the table shown below with the features you identified in the section above.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Databases** | **Tracking Data** | **Telling** | **Adaptability** | **Goal setting** |
| Lose it! | Has an intermediate database that you can add your own foods into. | Tracks your data on a daily basis and graphs how you are doing | Tells you how much to eat each day and at every single meal to lose weight | Manually adaptable—as in, you can change your goals to how much you want to eat/exercise | Allows you to create a goal and gives you achievements along the way |
| MyFitnessPal | Has an extremely extensive database, but it is not interactive | Records what you have eaten/exercised and tallies up the total | Does not tell you anything, but provides a log | Not adaptable at all—the user is in complete control of the process | Does not track long term progress or give achievements |

# Summary

My project will most certainly require a database, as it seems all simple dieting apps have them. The programs seem to focus on losing weight, rather than maintaining a lifestyle. I liked the way you can edit the databases in Lose it!, so I think I’m going to add that to my project. I also liked how MyFitnessPal records total amount of calories eaten. I believe I will add some type of goal setting mechanism in my project so that people can track their healthiness over time. I have to keep in mind that I am not trying to make people lose weight, but I am trying to allow them to track how they are doing and how much they are eating.