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| --- | --- | --- | --- | --- | --- |
| *Mobile versions were used for all research* | ToDoist<strong>Todoist</strong> gets a new brand and logo, updates Web and Mac interface ... | My Study Life<strong>my study life</strong> <strong>my study life</strong> ltd 20 de abril de 2015 todos educación 1 ... | <strong>Any.Do</strong>: An Excellent Organizer in Your PocketTecnigen – A True Tech ...Any.Do | EvernoteGet Students Using <strong>Evernote</strong> in the Classroom – Come On, Get 'Appy! | M Planner<strong>Planner</strong> Clipart <strong>planner</strong> 20clipart clipart panda - free clipart images |
| Reminding/Notify | Good | Good | Good | Good | Decent |
| Aesthetics | Good | Good | Very Good | Good | Decent |
| Organization/Ease of Use | Good | Good | Good | Good | Good |
| Cross Platform | Yes | Yes | Yes | Yes | No |
| Search Function | Yes | No | No | Yes | No |
| Supplementary Features | Few | Many | Few | Few | None |
| Offline Use | Yes | Yes | Yes | Yes | Yes |
| Password Protection | No | No | No | Yes | No |

Poor/No = Red || Decent/Few = Yellow || Good/Yes = Green

Kennedy Kaufman

Competitive Analysis Report on mobile planner apps

My team’s project centers around ToDoist, an Editor’s Choice mobile planner app with over ten million downloads on the Android App Store. To choose its competitors, I searched the app store for ideas. After comparing the top results, I choose Evernote (with over 100 million downloads) and Any.Do (an Editor’s Choice app with over ten million downloads). Of the seven I reviewed, Evernote and Any.Do had the most downloads overall.

Next, I choose My Study Life because it provides all the capabilities of a planner, but with additional features tailored for students. It has over a million downloads in the Android store. Unlike the other apps, My Study Life allows the user to import their class schedule for each semester. This expands from simply reminding a user about tasks, but also about class times. This is useful in planning events or when a quick peek at your weekly schedule is needed (much faster than Wolverine Acess). Lastly, it is the only app to display a monthly calendar within the application, allowing further visual organization for time.

My last competitor is the Michigan Planner, or M Planner. I choose this because I see many students still using physical planners in my classes. I am curious, since it lacks many features of mobile planners, if it’s simplicity is what draws users. A unique feature is the search ability. Since a planner keeps permanent record by week, one can quickly plan ahead or review past tasks by date. M Planner is a tier two competitor, while other competitors are tier one.

Next, I began constructing my matrix. The first obvious feature is the ability to remind the user to do a task, which entails how a notification is presented, how a notification is crafted, and the ability to flag certain tasks as more important. All products did very well, other than the M Planner which doesn’t have a function to send a notification to a phone or laptop. Any.Do was exceptional in reminding. It supported a suggestion feature when filling out a task. For example, it was the only app to connect to a user’s contact list. When I was making a reminder to call my friend John, it recognized his name, and allowed me to auto fill his name. Additionally, it suggested common times for reminders, like tonight, to quickly complete detailing.

Since all apps were design to do similar things, aesthetics is an important feature. The look and feel of an app separates the great from the good. Any.Do did a fantastic job at designing the navigation of their app. It felt natural parsing through pages. The language they use felt personal, telling me to “Rock and Roll!” when I completed all of my tasks.

The next feature plays along with aesthetics. The organization of the app was important to easy to use planning. Since all apps centered around reminding, they all were organized well for the task. Cross Platform was another feature. All but the M Planner had it. This is key because it allows notifications for reminders to be passed to other devices, like a laptop or wearable. You never know what device you’ll be on when that important reminder is sent! In addition to ease of use, all apps (except M Planner) had tutorials for use. That being said, Any.Do had a noticeably better tutorial with step by step screens that used a blur-focus effect.

Search functionality was another interesting feature. This allows a user to find a task past or present. This is nice for users with a large list of tasks. However, after using a mobile planner for two years now, I never found myself having over 10-15 tasks at once (and it was rare to have more than ten). Aside from my bias, this may be a key feature for others.

Supplementary features is another important feature because it allows an app to do more than remind. For example, My Study Life offered many unique features tailored to students. The Any.Do app has a feature that helps prioritize tasks and then motivates the user to be productive. It’s the subtle things that stand out.

Offline Use was another prominent feature. When I was exploring Evernote’s app, one of their selling points was the ability to access notes without internet connection. I figured this was a key issue, and all products designed it in their system. Lastly, Password Protection allowed private notes to be secured in the product. Only one app provided this, which surprised me. Seems like a neat feature that should be universal, like offline use. This is helpful for saving passwords or private information.

I choose my matrix because I wanted visual implications of quality. I choose a three point system, with the colors Red, Yellow, and Green. In the case for Yes or No questions, I used Red and Green. There is a key at the bottom of the graph detailing this. This allows a viewer to quickly interpret ratings.