

Market Research

Team 7

Members: Mehroos Ali, Soumadeep Basu, Mary Grace Kozuch, Sudarshan Athreya Suresh

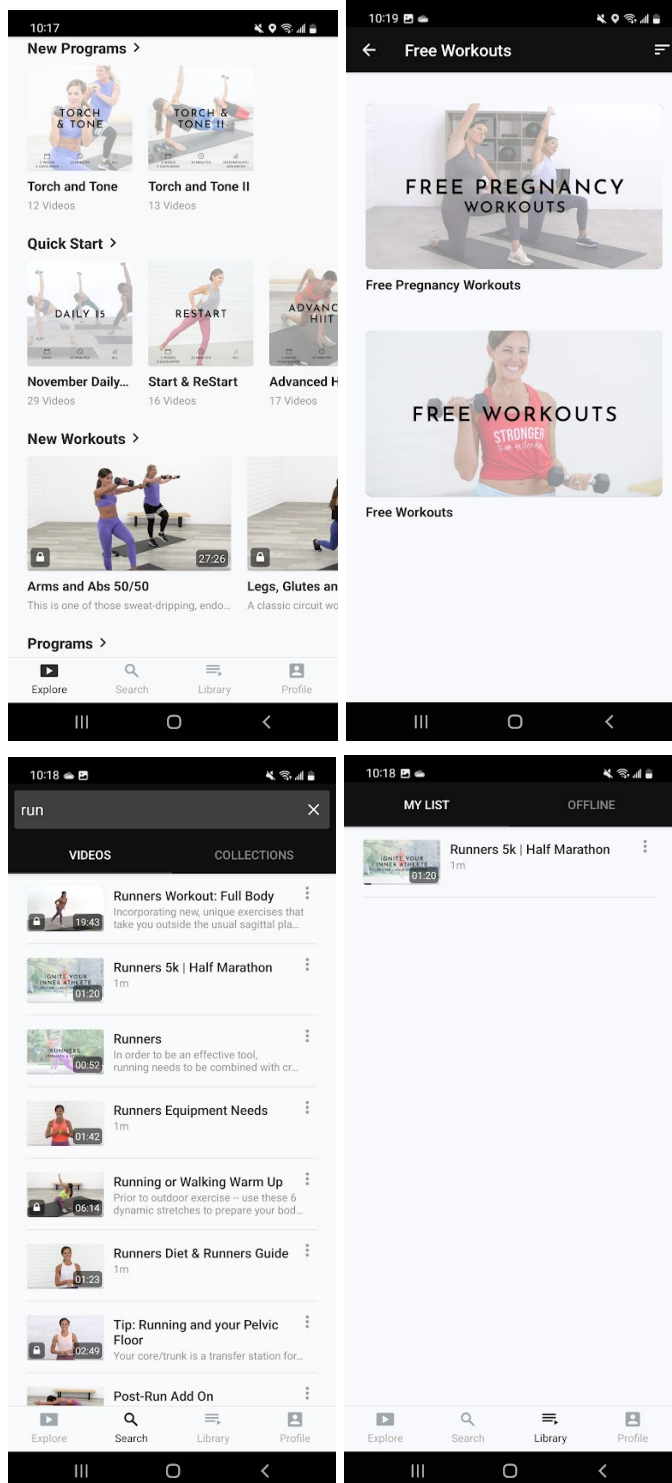
### **Moms Into Fitness - Parent Focused Self Improvement Application**

- <https://play.google.com/store/apps/details?id=com.momsfitness>
- **Heuristic Analysis**
  - H1: Videos load quickly but loading progress is simply a spinning circle
  - H2: Good, Just a list of videos which show real world activities
  - H3: Back and Exit buttons are white on a light background making them hard to find
  - H4: Good consistency, simple design, Website also has same consistency as app
  - H5: Subscription difficult to obviously avoid and not clearly stated if payment will be made
  - H6: Simple interface
  - H7: Scroll to video or search for video available
  - H8: Good Simple Design, White on white color scheme makes buttons hard to find
  - H9: App does not provide many usage options which could result in error, subscription hard to manage if undesired
  - H10: Help option under “Profile” button. Not very intuitive.
- **Discuss their main features:** This application supplies a variety of workout videos for mothers and their children. They are specifically oriented to women who are either pregnant or post pregnancy for healthy workouts specific to new parents.
- **UI components:** List of videos or video playlists with playback, light background with simple video structure, activity search capability.
- **Differences:** Our application provides the option for multiple types of hobbies, not simply workouts. Additionally, we do not supply videos but rather, easy to find activities in the area to attend.

# Market Research

## Team 7

Members: Mehroos Ali, Soumadeep Basu, Mary Grace Kozuch, Sudarshan Athreya Suresh



Market Research

Team 7

Members: Mehroos Ali, Soumadeep Basu, Mary Grace Kozuch, Sudarshan Athreya Suresh

### **Baby Glow Tracker - Baby Tracking and Parent Self Help Groups**

- <https://play.google.com/store/apps/details?id=com.glow.android.baby>
- **Heuristic Analysis**
  - H1: No loading status just spinning circle
  - H2: Easily Understood, ex. Bottle image
  - H3: Edit, Delete, and Back buttons easily found
  - H4: Relatively good consistency internal and external
  - H5: Good error prevention
  - H6: Good
  - H7: Not very flexible but clear ways to do things one way
  - H8: Very cluttered, too many ads and popups and options
  - H9: No Error Messages found
  - H10: Easy to use help page, not in app, sends you to website

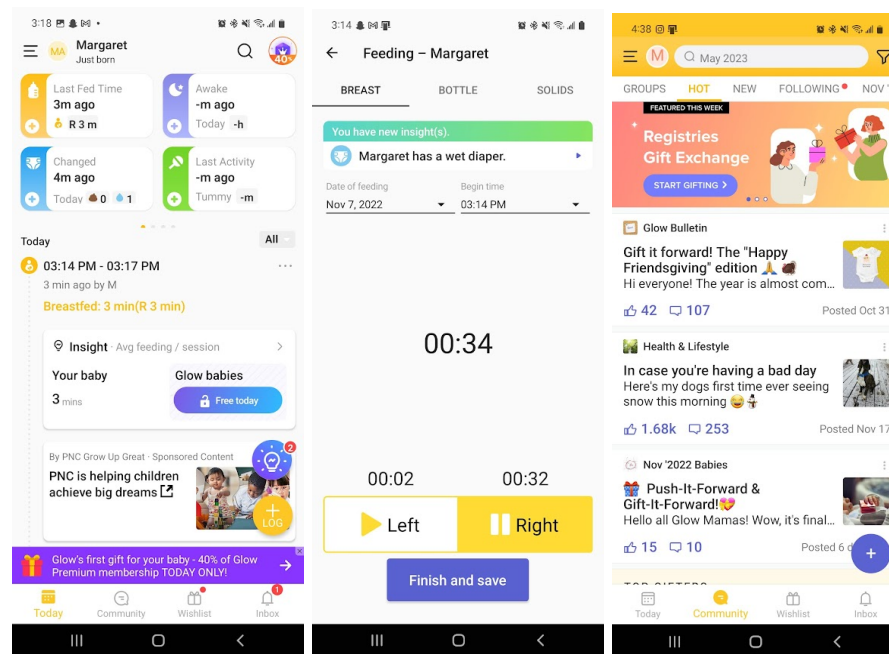
### **Design Notes**

- Too complicated, Very busy
- Lots of different colors
- Too many popups
- Good Baby tracking features, Easy to use
  
- **Discuss their main features:** This application gives baby tracking features such as a stopwatch for breast feeding on each side, diaper changing date and time input, and solid food tracking. There are additional features for message boards and topic following.
- **UI components:** Bright colors and many different tracking options. Many different topics to choose from for discussions.
- **Differences:** The child activity tracking is shown in a multitude of buttons rather than a single text input. This application supports discussion boards for the parents rather than event tracking options.

## Market Research

### Team 7

Members: Mehroos Ali, Soumadeep Basu, Mary Grace Kozuch, Sudarshan Athreya Suresh



**Our App Unique Concept:** Our application combines the two above applications and additionally builds upon their concepts.

We will support the options for parental activity such as in the first application suggested, however, we will have the capability of tracking multiple activities and finding nearby events instead of only supporting workout videos.

We will also support child activity tracking such as in the second application. Our design is a much simplified system which supports text input for activity with a date and time connected with each input. These events will be incorporated into the parental activity event tracking to produce one coherent list of all of a parent and their child's activities.