

MeHe-Competitive Analysis							
Competitor	Competitor type	Variety of Coping Tools	Target Audience	Price Structure	Customer Satisfaction	Strengths	Weaknesses
HAPPIFY	Direct	Activities & games that help you overcome negative thoughts Meditation	Adults Especially millennials	Limited free version. Monthly/Yearly/Lifetime subscription.	App Store rating: 4.8/5 GooglePlay: 4.2/5	Genuinely helpful exercises User friendly	Glitchy Limited free version
TALKSPACE	Direct	Chatting with qualified therapists Exercises Video/audio based therapy Program for medication management	Teens, adults, couples	No free trial. Monthly/Quarterly/Twice a year subscription	App Store rating: 4.5/5 Google Play: 2.1/5	User friendly Uses licensed therapists	Glitchy Audio issues Issues with matching algorithm system No free trial
CALM	Direct	Guided Meditation Stories/sounds for peaceful sleep Exercises/yoga Journaling Special plan for teachers to use in their classroom with their students Special plan for business employees	Adults, students, kids, families Teachers, Businesses	7-day free trial Yearly Subscription Lifetime Subscription	App Store Rating: 4.8/5 Google Play rating: 4.4/5	Science-backed content Substantial student discounts Visible benefic effects	Glitchy Hard to use Weak interface
SANVELLO	Direct	Mood tracker Guided meditation Journaling Offers access to therapy platform AbleTo that connects users with licensed therapists.	Adults with mild to moderate symptc depression, anxiety, and stress	Free version Monthly/Yearly subscription	App Store Rating: 4.8/5 Google Play rating: 4.5/5	Generous free version Affordable subscriptions Engaging articles and courses Very customizable Visible progress	Glitchy One-on-one therapy is not included in the subscription price
HEADSPACE	Direct	Meditation Courses Guided Meditation Mindfulness Exercises on Subjects like Stress, General Anxiety, etc. Music to Boost Your Concentration and Productivity	Adults, students, families For those who struggle to find time in their schedule.	Free trial Monthly/Yearly subscription	App Store Rating: 4.8/5 Google Play rating: 4.4/5	Substantial Student Discounts Substantial Family Discounts Kid-friendly and Family-friendly Options Users are Able to Pick the Duration of Their Meditation Video (Up to 30 Min) Science-backed Content	Crowded Interface Sometimes Glitchy Bad Customer Service
HAPPIER	Direct	Habit Tracker Helpful Reminders Journaling Fun Daily Challenges	Anyone over the age 4	Free version Monthly/Yearly subscription	App Store Rating: 4.3/5 Google Play rating: 3.4/5	User Friendly Very Customizable Very Flexible Tools Content Based on Expert Gretchen Rubin's Research Evolved Habit Tracker	Limited Free Content Bugs
MOODFIT	Direct	Mood Journal Gratitude Journal Breathing Exercises Mindfulness Meditation Tracking Habits: Sleep, Nutrition, Exercise Educational Content about Topics like Motivation, Procrastination, etc.	Anyone over the age 12	Free version Yearly/Two-year/Lifetime subscription	App Store Rating: 4.0/5 Google Play rating: 4.1/5	Very Customizable High Variety of Tools Visible Progress Affordable Subscriptions	Weak Interface Glitchy Bugs
WORRY WATCH	Direct	Anxiety journal Mood tracker Breathing exercises Guided meditation Affirmations Reminder	Anyone over the age 4	Free version Monthly/Yearly subscription	App Store: 4.6/5	Affordable subscription Can be used offline High variety of tools Available in a wide range of languages	Crowded interface No specific research regarding Worry Watch's efficacy