

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 c Meditation	Adults Especially millennials	Limited free version. Monthly/Yearly/Lifetime subscrip	App Store rating: 4.8/5 GooglePlay: 4.2/5	Genuinely helpful exercises	Glitchy
TALKSPACE	Direct	Chatting with qualified therapists Exercises Video/audio based therapy	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	Glitchy
CALM	Direct	Guided Meditation Stories/sounds for peaceful sleep Exercises/yoga	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	Glitchy Hard to use
SANVELLO	Direct	Mood tracker Guided meditation	Adults with mild to moderate sym	Free version Monthly/Yearly subscription	App Store Rating: 4.8/5 Google Play rating: 4.5/5	Generous free version Affordable subscriptions	Glitchy
HEADSPACE	Direct	Meditation courses Guided meditation	Adults, students, families For those who struggle to find	Free trial Monthly/Yearly subscription	App Store Rating: 4.8/5 Google Play rating: 4.4/5	Substantial student discounts Substantial family discounts	Crowded interface
HAPPIER	Direct	Habit tracker Helpful reminders Journaling	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	Limited free content
MOODFIT	Direct	Mood journal Breathing exercises	Anyone over the age 12	Free version Yearly/Two-year/Lifetime subscrip	App Store Rating: 4.0/5 Google Play rating: 4.1/5	Very customizable High variety of tools	Weak interface
WORRY WATCH	Direct	Anxiety Journal Mood tracker Breathing exercises	Anyone over the age 4	Free version Monthly/Yearly subscription	App Store: 4.6/5	Affordable subscription Can be used offline	Crowded interface