### 1. Competitive audit goal(s)

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| Compare the user experience and features of each competitor's app |

### 2. Who are your key competitors? (Description)

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| Our main competitors are MyFitnessPal and My Plate Calorie Counter (assuming the majority of the market uses these apps to track their calories, since there are tons of other nutrition/health related apps on the market.)  Nutrients - Nutrition Facts and Nourishly are apps that seem more detailed, and something that only a small percent of people, or professional healthcare/dieticians would use, so we don’t consider them direct competitors. |

**3. What are the type and quality of competitors’ products?** (Description)

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| MyFitnessPal is integrated with many other apps and devices, so it has broad appeal. It’s an engaging app that takes the user’s health seriously. Not only can users track their meal consumption (at the macro level), but it’s also integrated with their physical health, and allows users to set goals. Additionally, there is lots of fitness content for the user to peruse. This is a very comprehensive fitness app, and is available in many languages.  My Calorie Plate Counter is similar to MyFitnessPal but has limited integration with other devices. It is also very comprehensive and allows users to track their consumption, set goals, and track physical activity. The app also allows micro nutrient tracking in addition to macro. Another great health and fitness app.  Nutrients Nutrition App serves more like a database to lookup food nutrition at a very micro level and allows logging. It is not integrated with physical fitness. The graphics are slightly outdated.  Nourishly is an app primarily used by dieticians and health professionals to communicate and monitor patients. It’s not as visually appealing. |

**4. How do competitors position themselves in the market?** (Description)

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| MyFitnessPal has broad appeal, and is geared towards active people with digital lifestyles. It’s a one stop shop for all fitness and health goals, and is integrated with the broadest range of other apps and devices out there.  My Plate Calorie Counter seems very similar to MyFitnessPal in it’s functionalities, but seems to be geared more towards a slightly different market of digital lifestyle users (Apple/creative users?, since it’s integrated with Apple’s HealthKit.) The visuals are also less serious looking and more friendly.  Nutrients and Nourishly is geared towards health professionals and people who really care about the micro details of their foods and health. Nourishly goes a step further and serves as a patient/professional communication channel. |

**5. How do competitors talk about themselves?** (Description)

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| MyFitnessPal and My Plate Calorie Counter are both comprehensive health and fitness apps for the digital lifestyle users. They provide motivation for the user who wants to live a healthy lifestyle and keeps it fun. Used by people who want to lose weight. The latter is pitched as more user friendly.  Nutrients Nutrition Facts is a detailed and comprehensive database for people looking up specific and detailed information in their foods.  Nourishly is a patient/health professional portal. |

**6. Competitors’ strengths** (List)

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| MyFitnessPal’s strengths include:   * Log meals and activity, custom goals * Calorie and macro tracker * Community, and articles/resources * Connect 50+ apps and devices * 19 Languages   My Plate Calorie Counter’s strengths include:   * Barcode scanner, food logging * Inapp workouts * Goal setting to track macro / micro nutrients * Integrates with Apple Healthkit   My Plate Calorie Counter’s strengths include:   * Create own recipes * Gives nutritional breakdown of food * Food journal   Nourishly’s strengths include:   * Meal, activity sleep hunger and temptation tracking * Linked to care team * Health based meal plans to choose from |

**7. Competitors’ weaknesses** (List)

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| My Fitness Pal’s weaknesses include:   * Can’t integrate well with HealthKit (ppl ran into issues) * Overwhelming   My Plate Calorie Counter’s weaknesses include:   * Not as many languages available * Doesn’t integrate with as many apps/devices   Nutrients’ weaknesses include:   * Not visually appealing/outdated   Nourishly’s weaknesses include:   * Being more user-friendly * Having better visual appeal |

**8. Gaps** (List)

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| Some gaps we identified include:   * Too much information * Too many features * Could be more user-friendly for someone who wants something super simple |

**9. Opportunities** (List)

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| Some opportunities we identified include:   * Simple clean and modern design * Limited information to make navigation easy * More languages / accessibility features * Confined to only theme park snack offerings * Integrated with other theme park apps/devices * Have key macro and micro nutrients listed * Keep it fun * Items can be downloaded into other apps like MyFitnessPal or My Plate Calorie Counter |