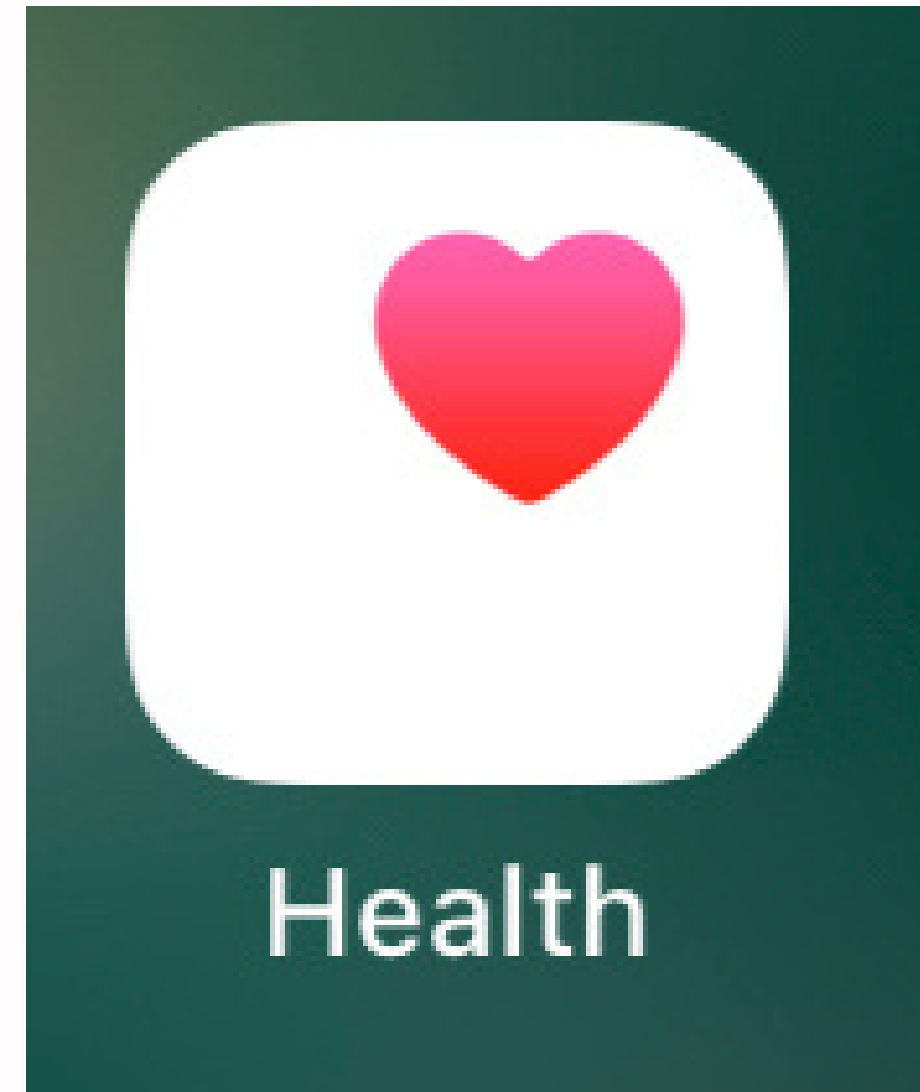
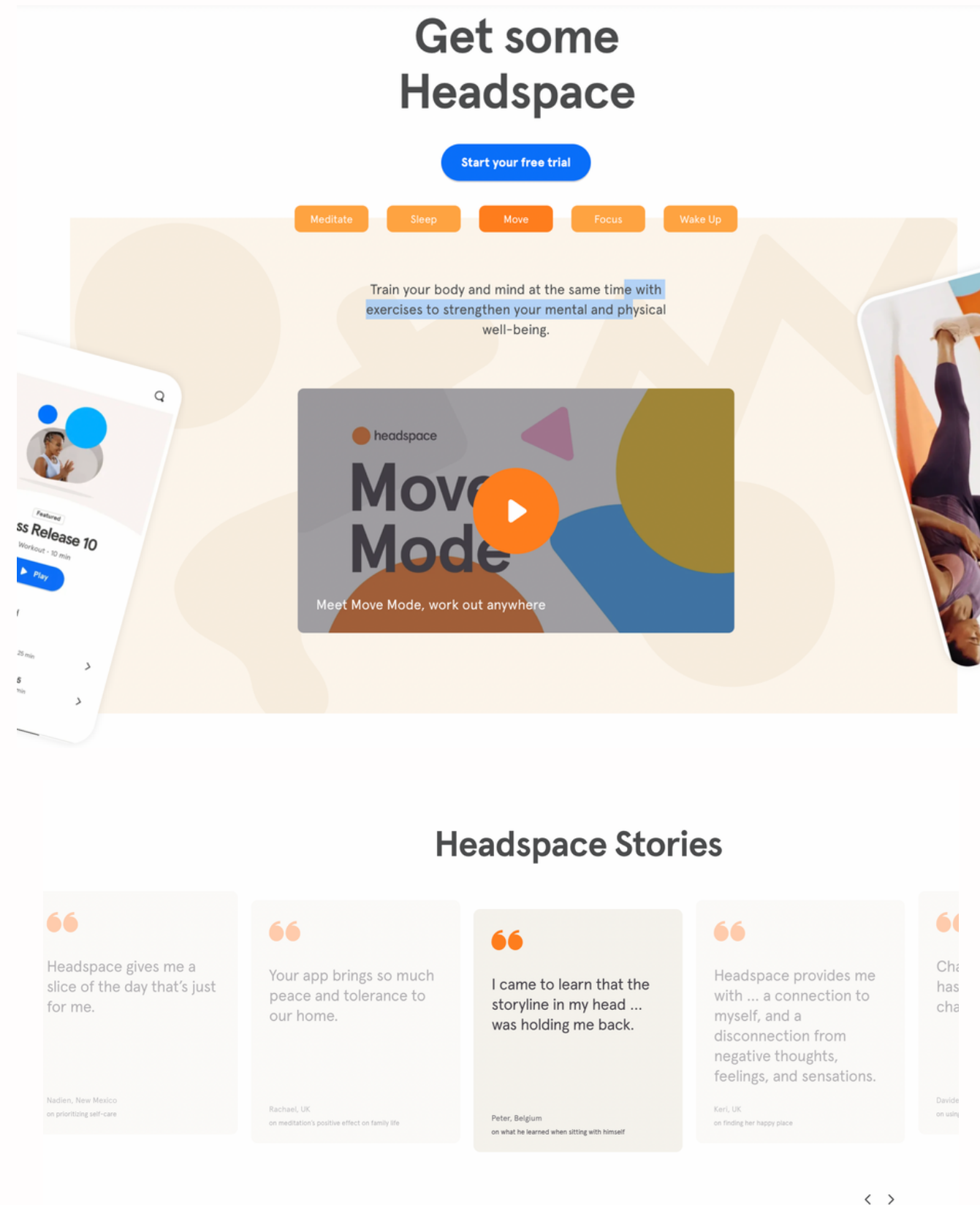


# COMPETITOR APPS



# HEADSPACE: COMPETITOR PROFILE



**Overview:** Headspace is a mental health and wellness app. that provides access to meditation, mindfulness, coaching, therapy, and psychiatry to their members and business employees.

**Key Objectives:** "Find more joy, get more goodnights, make every day happier."

**Overall Strategy:** When visiting Headspace's website there are a number of resources that are readily available as well as various positive reviews. Users can start a free trial and get a taste for what the different features of the app. offer by listening to the previews. They market that they have helped millions of people get more mindful with readily available stats. It seems that Headspace is focused on providing access to meditations, sounds and music that help with sleep and focus, as well as work outs.

**Market Advantage:** Headspace provides a wide variety of options for meditations (over 100) , different relaxing song and sound selections, as well as a variety of workouts. They cater to "any mind, mood, and goal" that the user may have.

# HEADSPACE: MARKETING PROFILE



HeadSpace is a very popular app that is well known among people who are interested in health and wellness. Because of this the app has garnered a lot of users through work of mouth. However, HeadSpace does also market through google and social media ads. The app has been successful enough that third party sites and blogs have rated it among their top health and wellness apps for readers and it is one of the top apps listed in the Apple store with a 4.9 rating.

The target market for HeadSpace is people who are looking for an introduction into mindfulness, want to change habits, deal with anxiety and/or depression, and create a healthy routine for themselves.

# HEADSPACE: SWOT PROFILE

## **Strengths:**

- Intuitive to navigate
- appealing interface design
- personalized activities
- The content on their website is accessible and free
- The app can give you daily reminders to practice
- You can track your progress
- You can connect with friends and help motivate each other

## **Weaknesses:**

- expensive monthly subscription
- most content is geared towards beginners
- no option to change or customize the speaker's voice

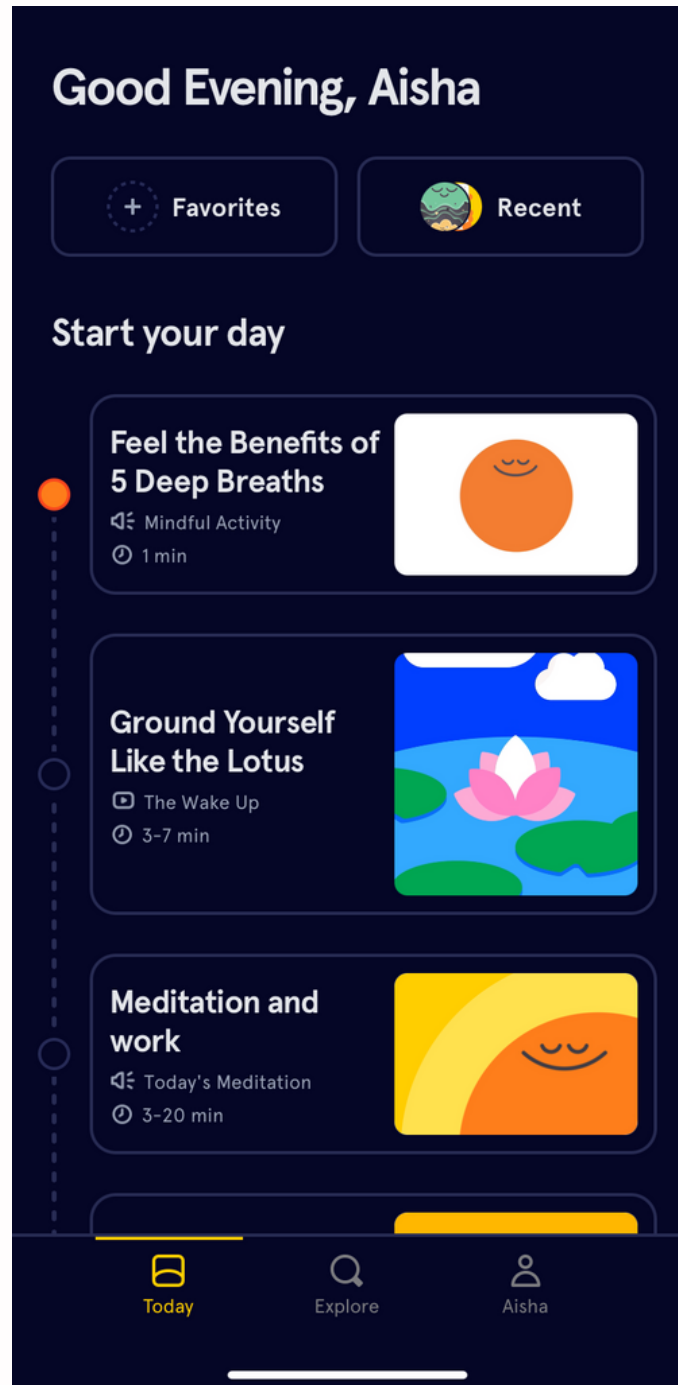
## **Opportunities:**

- psychotherapy based practices / access to licensed therapists
- send tracked progress to mental health professionals or physicians
- support in combating addictive behaviours
- more options for different levels

## **Threats:**

- other mindfulness apps such as Calm, The Mindfulness App, Mindfulness Daily, and Smiling Mind.
- any other mindfulness/meditation app that is free.

# UX COMPETITIVE ANALYSIS FOR HEADSPACE

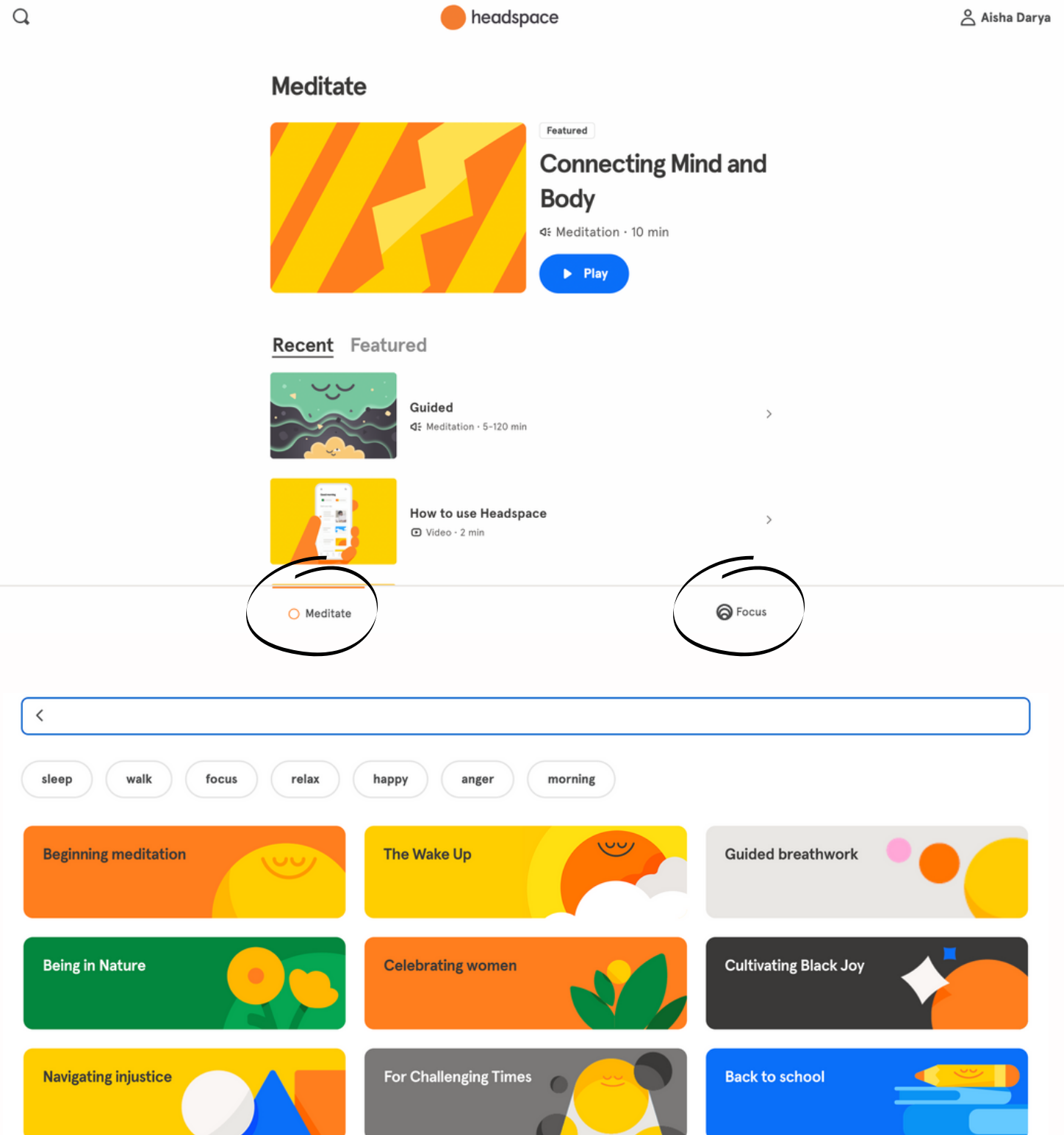


**Usability:** Headspace is very user friendly. When first opening the app it begins to personalize its content to the needs of the user by asking you what's on their mind and then leads you through a short meditation (there is always the option to opt out). You have the option to select from 5 options that involve meditating, sleep, moving, focusing, or trying something new when selecting an area of focus. There is a 2 minute video on how to use the app, however this video is not readily accessible on the homepage and took some meandering through the app to find it.

**Layout:** The layout is quite simple and caters to its 4 areas of focus: meditation, sleep, movement, and focus. The menu bar is consistent and makes sense for what the app is trying to achieve.

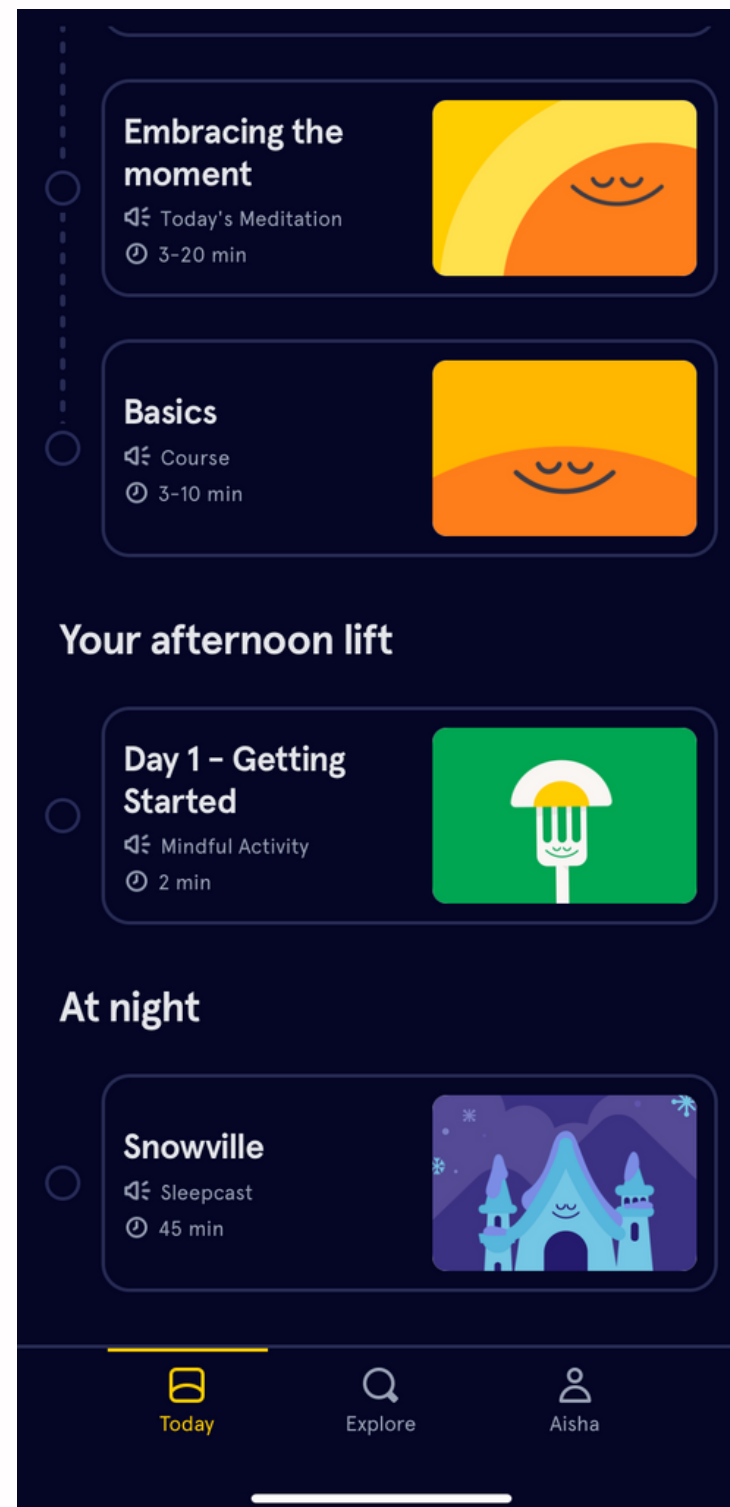
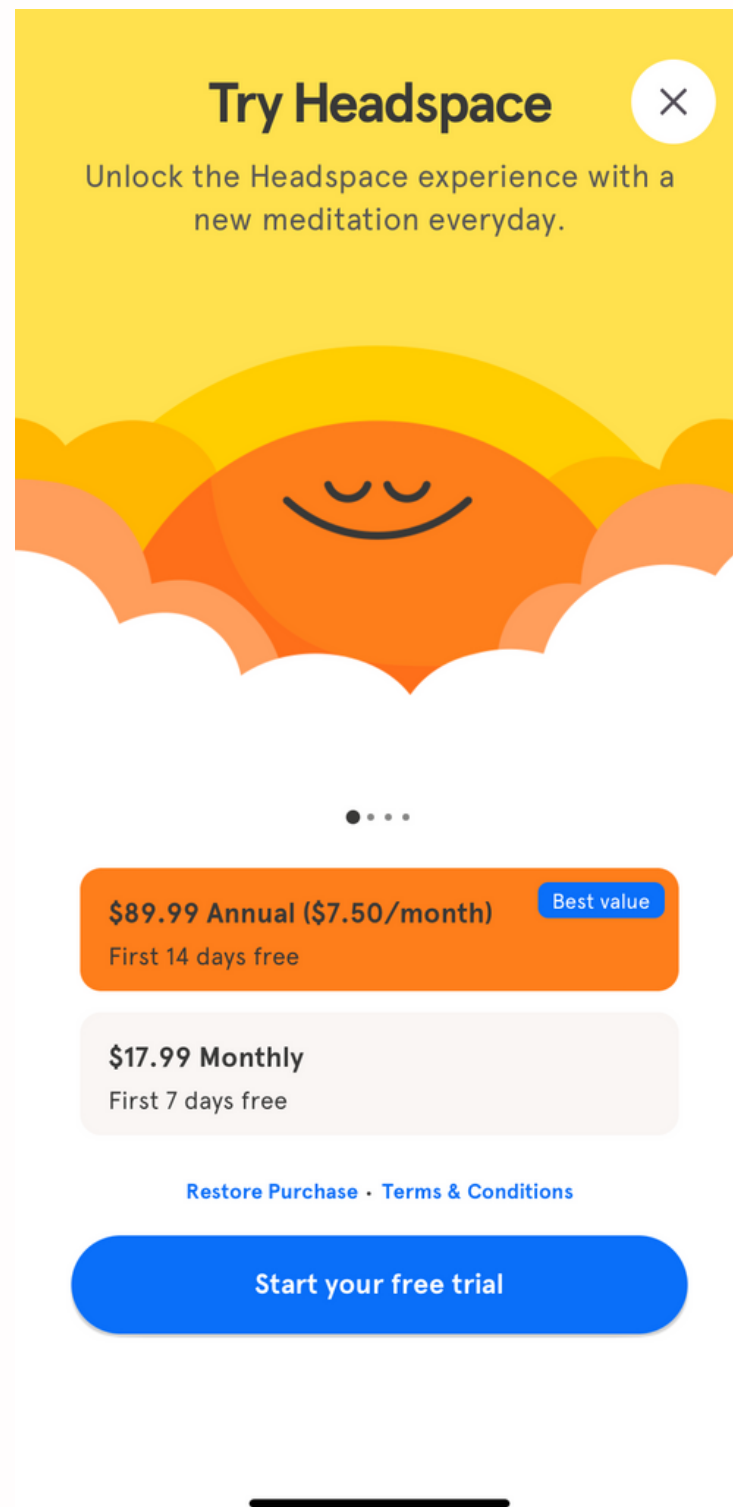
**Navigation structure:** The home menu is easy to find and the menu options are organized logically. The "favourites" and "recent" folders in the menu bar help with organizing and keeping track of meditations/workouts/sleep stories/songs etc. that resonate with you, especially since there are so many to choose from - which can make it easy to lose the ones you enjoy.

# UX COMPETITIVE ANALYSIS FOR HEADSPACE



**Compatibility:** Headspace is currently optimized for Apple Devices (iPhone, iPad, iPod Touch) with an operating system of iOS 14 or above and Android Devices (phones and tablets) with an operating system of 5.0 or above. For some reason only the "meditate" and "focus" options were available to me on my homepage when accessing Headspace on my desktop. It looks like the desktop version of Headspace is mostly focused on meditations with limited workouts and sleep features. The progress tracking does not exist on the desktop version.

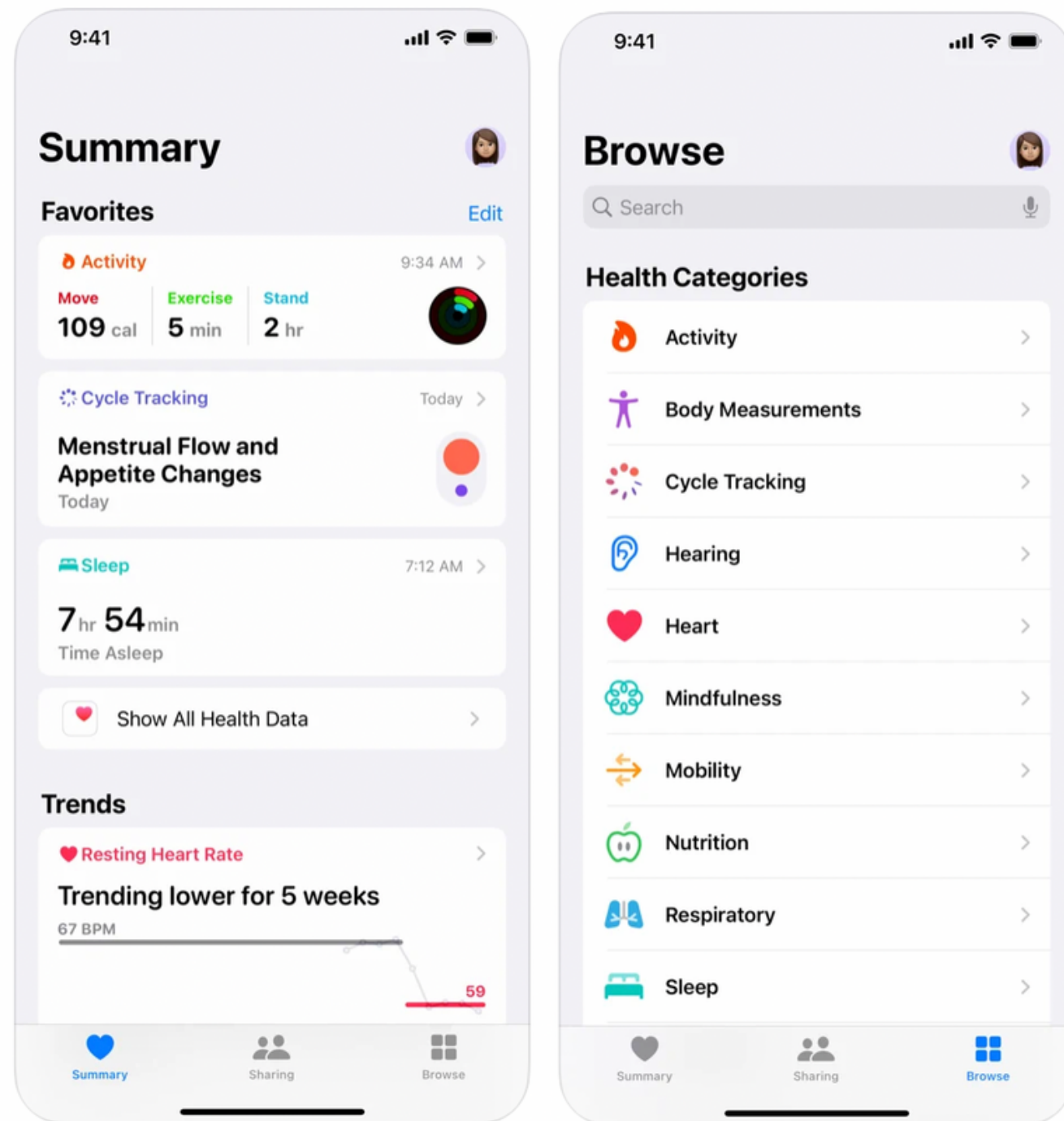
# UX COMPETITIVE ANALYSIS FOR HEADSPACE



**Differentiation:** Overall, the Headspace app is user friendly and easy to navigate. With a strong focus on meditation and mindfulness, the app achieves its goal at making both more accessible and enjoyable through its fun and colourful graphics and categories that suit every mood/goal. The app could be more compatible when it comes to its desktop version by offering the same features it offers on the mobile app (music, sleep, and workouts). The app is geared towards mental health and could have additional features that assist people who may have past trauma or addictions. In creating a more holistic experience the app could bridge the gap between biomedical and alternative methods by incorporating more features that users can share with their healthcare providers and therapists.

**Calls To Action:** The main call to action that I saw on Headspace was the subscription that is required before accessing the free trial. Unfortunately you have to enter your payment information for the free trial, but overall this process was intuitive since it was a part of the onboarding experience. The app also sets up a daily schedule for you with selected material and meditations to review in the morning, afternoon and evening and sends you notifications as reminders - calling the user to action to use the app.

# APPLE HEALTH: COMPETITOR PROFILE



**Overview:** "The Apple Health app provides a central and secure place for your health and fitness information, so it's easily accessible and under your control."

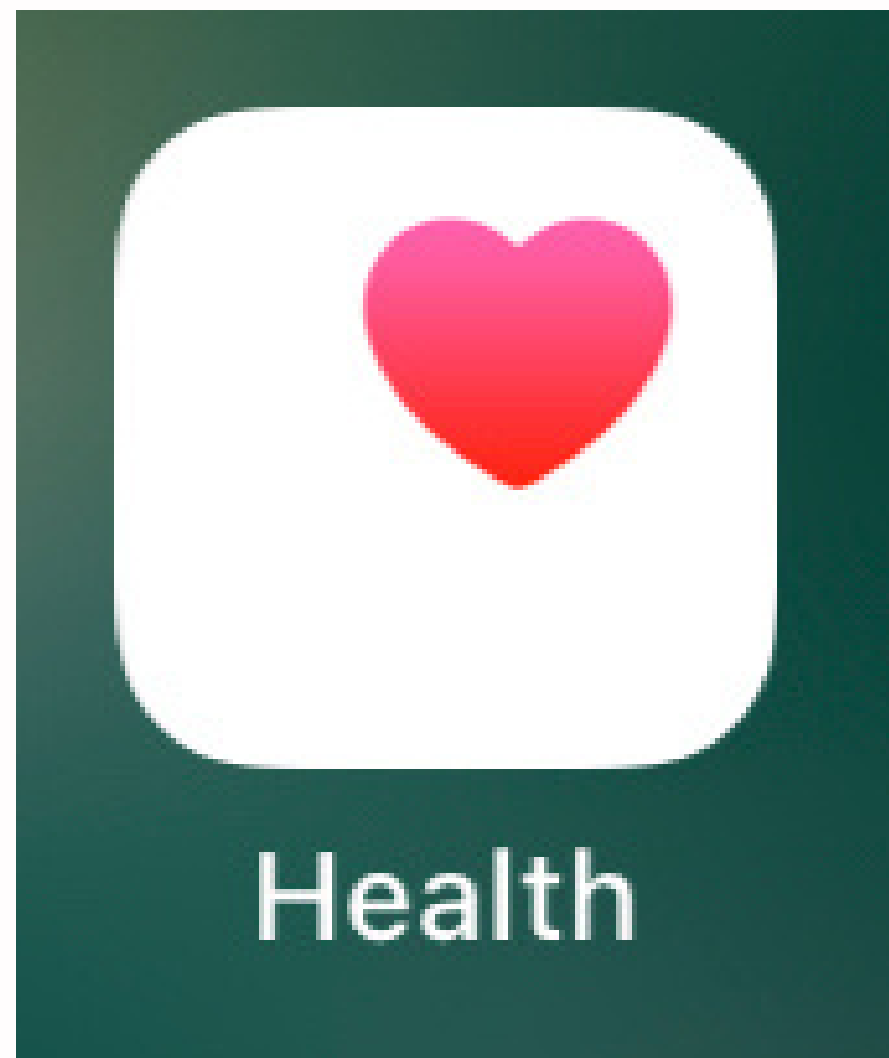
**Key Objectives:** The app tracks your fitness levels, monitors your heart, tracks sleep, menstrual cycles, blood and sugar levels, hearing, mindfulness, and nutrition. The app acts more of a data storage device and tracker.

**Overall Strategy:** Apple does not seem to do much marketing for the Health app because it comes pre-installed on all iPhones, iPads and Apple watches. The app automatically begins tracking your steps and sleep cycles, which show up when you open the app. You can customize the other features the app provides if you wish, but they are not enforced.

**Market Advantage:** Apple is one of the more popular and elite brands for phones, tablets and smart watches. With a large quantity of people already buying their products, they are also automatically engaging with Apple's integrated apps.



# APPLE HEALTH: MARKETING PROFILE



The target market for the Apple Health app is any Apple product user who may be health conscious and/or have health conditions that require monitoring. The biggest strength of the app is that it syncs with the Apple Watch, which monitors heart rhythms, steps and sleep more accurately and with minimal effort from the user. Apple's marketing strategies are more catered to apple devices than they are to the applications that come with them.

# APPLE HEALTH: SWOT PROFILE

## Strengths:

- accessible and free
- You can share your health stats. with friends and family
- Syncs well with Apple Watch and maintains a record of your fitness activities
- You can view trends

## Weaknesses:

- not compatible with androids
- some of the data collected is not accurate (sleep or steps) when you do not have your phone with you 24/7 or change your health settings
- does not automatically track information that's not steps and sleep
- requires you to manually input data for most things
- reviews express users having problems interacting with the app after updates

## Opportunities:

- Medicine and pill reminder
- create and suggest healthy routines based off user information
- share medical information with health professionals
- contact health professionals directly on app
- health and wellness education

## Threats:

- There are many other apps that specialize in fitness, sleep, tracking menstrual cycles etc. that do a better and more comprehensive job than the Apple health app does. At the moment the app has a lot of features that cover a broad range of health related topics without going too in depth into any of them.