

Remadely - Competitive Analysis

Possible Competitor Apps:

Momentum Habit Tracker, Habitica, Productive Habit Tracker, StickK, Habitshare, MindSet, Streaks, Habit List, Balanced, Simple Habit Tracker, Habitbull, Strides Habit Tracker, Coach.me, 42 Goals

<https://www.businessofapps.com/insights/how-to-design-a-habit-tracking-app-right/>

Fabulous is a tracker and health motivation app that helps you introduce new habits into your day-to-day life.

Fabulous might be a fabulous life coach app, but it's got some serious competition, both in the Apple Store and Google Play. Apps like Headspace, Way of Life, or Habitica are very popular with mobile users, and they each bring something extra to the table.

Fabulous Observations

- Provides a questionnaire for new users to provide a more personalized experience; builds a personalized habit plan for users
- Provides a “contract” that asks you to tap and hold your fingerprint to take the first step to success
- Tells you to perform a specific habit and how frequently (EX: Drinking water right as you wake up 3 times a week; provides a Harvard study to explain the benefits of this)
- Offers different habit “journeys” with a percentage showing your progress
- Notifications motivate users. (EX: “The next 30 days are going to pass whether you like it or not... Why don't we make them count?”)
- There is a journey called “A Fabulous Night: Sleep Better”)
- Allows users to check off actions
- Provides messages of encouragement
- Video content that goes along with different habits (offers advice relating to the habit)
- Great onboarding experience that takes users through the app
- Calls itself your personal coach to help people improve their well-being involving happiness, health, and mental clarity.
- Has letters with useful content and advice for each habit
- Notifications remind you to do the habit at a certain time

- Provides tips to make it easier to perform the habit (EX: To drink water every morning, put a cup of water by your bed.) It asks you if you want to be reminded at a certain time the next day.
- Allows users to customize routine by customizing, deleting, and reordering a list of habits. Users can even add their own habits.

Habitica turns habit-building into the best parts of a role-playing game. The app sets you up with an avatar that you can upgrade, equip, and go on quests with by sticking to your real-life to-do lists. The app combined the best parts of gamification and habit building for those of us who are motivated by games and collecting. Nostalgic pixel art is also part of the UI.

Habitica Observations:

- Gamified task manager
- The idea is: When you make progress in the game, you make progress in life.
- Users can unlock features in the game by checking off real life tasks. They can earn armor, pets, and more rewards as they meet their goals.
- Users can keep their goals on track with help from their friends. They can support each other in life and in battle as they improve together.
- Users create their own avatar.
- Allows users to pick what they're interested in working on throughout their journey: Work, exercise, health, school, team, chores, creativity
- Allows you to have daily, weekly, and monthly streaks

Way of Life keeps it simple for all those data lovers out there. The app has customisable notifications and challenges that you can set yourself. And with your personal dashboard, you can track your progress across a longer time and see how you're doing.

Headspace stands out with its very friendly UI and the voice of their founder Andy Puddicombe talking you through almost all the meditation sessions. Currently, they've also added relaxation sessions when you're feeling sleepless, as well as workout sessions. The quality recording and personal storytelling make for a very intimate listening experience every time you open the app. Talk about going the extra mile for that personal touch!

Remente comes with a holistic approach, helping you set up goals and match your day-to-day to what you want to achieve in the long run. The app helps you track your activities, as well as your mood and suggests content streaks to help improve yourself.

Remente Observations:

- Asks users to complete a questionnaire to provide a more personalized experience
- Asks users what brings them to Remente
- Offers daily sessions
- Has a video introduction talking about how Remente helps users
- Uses a tool called a Life Wheel to visualize all the areas in a user's life. Users provide ratings. This is a way to gauge where users are currently at. They rate their satisfaction of 8 different areas of their lives on a scale from 1-10, so Remente can gain a better insight into their strengths and weaknesses. The tool helps users see what areas in their lives need more attention.
- Offers reminders and asks which times work best for users for specific habits (EX: When is a good time for you to set a positive aim for the day?)
- Asks users how the session makes them feel
- Asks which emotions resonate with users in the present moment
- Asks users what's something useful they can do for their own wellbeing today and provides list of tasks to choose from
- Provides inspiring daily quotes

Momentum is built exclusively for the iOS ecosystem. The advantage of that is that while the app has a simple UI and flexible features allow for a very straightforward setup of habit goal, if you're used to working with iOS devices, you'll be notified on the one you're active on.

<https://www.inc.com/jason-aten/productive-habitica-tally-flora-streaks.html>

Apps: Productive, Habitica, Tally, Flora, Streaks

<https://www.lifehack.org/668261/best-habit-tracking-apps>

Wellness Apps:

<https://www.hellomagazine.com/healthandbeauty/health-and-fitness/2019010866354/wellness-apps-to-download/>

<https://thethirty.whowhatwear.com/best-wellness-apps>

Apps that Melanie mentioned: Fitbit, Calm, Stitcher, Deep Sleep, Routines

Fitbit

Fitbit Observations:

- Includes video workouts, nutrition programs, guided meditations, and more
- Allows users to track their mindfulness, exercise, menstrual health, and water intake
- Allows users to set a weight goal to keep track
- Allows users to log their food
- The “Discover” screen has a lot of useful content and tools, including guided programs, challenges and adventures, assessments and reports, workouts, health coaching, and mindfulness videos.
- The “Community” screen is users’ home for fitness related news, local events, connecting with friends, and discovering groups. They can find their friends to keep up with what they’re doing to cheer them on or compete.
- The “COVID-19” screen provides helpful COVID-19 information and resources.
- Has a “Premium” tab for premium users

Calm

Calm Observations:

- Asks users what brings them to Calm in order to personalize recommendations based on their goals, including: reduce stress, develop gratitude, increase happiness, improve performance, build self esteem, reduce anxiety, and better sleep
- Provides a questionnaire based on users’ goals
- Sleep Questionnaire: How often do you have trouble sleeping? (Occasionally, Frequently, Every Night), What do you have trouble with when sleeping? (Falling asleep, Staying asleep, Both), What type of content are you interested in exploring? (Bedtime stories, nature sounds, sleep soundscapes, relaxing music, sleep meditations)

Deep Sleep

Deep Sleep Observations:

- Asks users what brought them to deep sleep to personalize recommendations based on their goals: Better Sleep, Increase Happiness, Reduce Stress, Build Self Esteem, Reduce Anxiety, Just Experience
- After choosing “Better Sleep”, it asks which sounds users prefer, so they can recommend different options based on their preferences: Guided Meditation, Bedtime Stories, White Noise, Others

- After choosing all of the sounds options for better sleep, it asks, “When do you get ready for bed?” and states, “Going to bed at the same time each night is key to health sleep.”
- Offers an activity to wind down with soothing music (EX: Following a circle on the screen with a finger); asks users how they feel after
- Features include sleep tracker, nap sleep timer with relaxing sounds, breath exercises, bedtime reminders, and sleep timers to set timers for soothing sounds
- Allows users to choose from a wide variety of sounds

Routines (by care/of)

Routines Observations:

- Onboarding: Begins with a screen that says, “Build routines for your unique health goals” with an image of a list: Drink some water, Make your bed, meditate, skincare routine, make a to-do list; “Tell us how those habits make you feel”, “We’ll help you keep track of progress over time”; “And give you insight into what’s helping”
- After signing up, users are asked to select 2-4 wellness goals. “Let’s start by selecting your wellness goals. Routines are essential to our wellbeing. Choose the wellness goals you’d like to focus on with your routine.”: Energy, de-stress, sleep, mood, focus
- Allows users to create their morning routine: “Add 4-5 habits that you already do every morning. Then add 1-2 activities you’d like to start doing or do more often.”
- Allows users to turn on reminders at certain times
- Allows users to customize their morning routines and reordering tasks
- Allows users to set up evening routines; includes tasks suggested for each wellness goal
- Users can check off activities they’ve done for the day
- Has a “Reflection” screen where users answer based on how they’re feeling at that current moment; based on users’ reflection, Routines calculates wellness levels to help users track their wellbeing over time.

MasterClass

MasterClass Observations:

- How they segment lessons and instructors
- Users can swipe left and right to explore categories and swipe up to switch lessons