

General Information

Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
 Cozi	App Store	Family Calander Planner	\$\$	https://www.cozi.com/	Medium	Family	Simplified shopping / To Do list section
 FamCal	App Store	Family Calander Planner	\$\$	https://apps.appxy.com/FamCal/HomePage.html	Small	Family	Designated sections for special events / memos, & a calander synched to the phone
 FamilyMeet	App Store	Family Calander Planner	\$\$	https://familymeet.app/	Small	Family	Group discussion feature, video calling, location feature, medical related section, & rewards feature for completing tasks
 Structured	App Store	Personal Planner	\$	https://structured.app/	Medium	Individual	Formatted as a detailed daily planner, with an AI feature to help you create a schedule

First impressions

Desktop website experience



Okay

- + Website is easy to use
- Not engaging, basic design



Needs Work

- Inconsistent branding
- Not engaging, basic design



Good

- + Professional design and format
- The content isn't engaging



Excellent

- + Website is easy to use
- + Engaging design, and consistent branding

App or mobile website experience



Okay

- + App is easy to use, but a little confusing
- Basic design, and ads create clutter



Excellent

- + App is easy to use, and visually appealing
- + Very organized, and resourceful



Good

- + Very clean and professional design
- Too many unnecessary features



Excellent

- + Very clean and professional design
- + Consistent branding, pleasant format

Interaction

Features

Accessibility



Okay

- + Color-coded for family members
- Lack of useful features



Excellent

- + Can sync your phone's calander into the app
- + Has multiple sub-sections for tasks



Excellent

- + Live discussion features
- + Has multiple sub-sections for tasks



Excellent

- + AI feature to schedule your plans
- + Indepth format for daily checklist

Good

- + Recognizable icons, color-coded
- Format creates clutter

Good

- Some icons are not recognizable right away
- + Very familiar format

Good

- + Recognizable icons, high color contrast
- Too many sections

Excellent

- + Recognizable icons, high color contrast
- + Simplified format and design

User flow

Navigation



Okay

- Simple, but confusing user flow
- Not an intuitive experience



Excellent

- + Straightforward user flow
- + Recognizable format



Okay

- Simple, but confusing user flow
- Not an intuitive experience



Excellent

- + Straightforward user flow
- + Simple, intuitive experience

Okay

- + Easy, basic navigation
- Sub-sections feel out of place

Excellent

- + Easy, basic navigation
- + Intuitive process

Okay

- + Easy, basic navigation
- Sub-sections feel out of place

Excellent

- + Easy, basic navigation
- + Intuitive process, simplified process

Visual design

Brand identity



Needs Work

- Branding isn't engaging
- Ads create clutter



Okay

- Branding isn't engaging
- + Design is simple, clean, and appealing



Okay

- Branding isn't engaging
- + Design is simple, clean, and appealing



Excellent

- + Brand is engaging
- + Design is simple, clean, and appealing

Content

Tone

Descriptiveness



Minimalistic and informative

Excellent

- + All key info is present
- + Informative Help section is provided



Minimalistic and informative

Excellent

- + All key info is present
- + Simple FAQs page is provided



Minimalistic and informative

Good

- + All key info is present
- Instructions page not resourceful and badly formatted



Minimalistic and informative

Excellent

- + All key info is present
- + Very indepth Settings section and Help Center