

Competitor Research

Concept:

A virtual self-care assistant that promotes a healthy, productive lifestyle. It is an outlet to manage emotions, tasks, reminders, and more with the goal to help to keep daily life on track and improve a user's wellbeing.

It's a non-invasive tool with an individualized experience - focus on as many or as little topics as needed for your own mind and schedule.

Design:

White backdrop accented with pastel tones, mostly warmer greens and reds. A few gradients.

Navigation resulting from "assistant" circular icon – slides from the top down. Should act as if you are communicating/relating.

Simple sans-serif body copy. Serif headers and decoration.

Competitor 01:
Enlighten – Wellbeing Simplified

<https://apps.apple.com/us/app/enlighten-wellbeing-simplified/id1356009866>

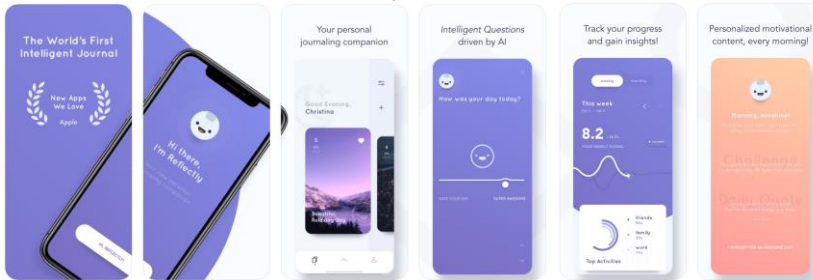
Multiple functions for various user emotions. Symptom management and record keeping. Mental health exercises. Somewhat touches on productivity as “focus”.



Competitor 02:
Reflectly: Self-Care Journal

<https://apps.apple.com/us/app/reflectly-self-care-journal/id1241229134>

Tracks emotions and provides daily feedback, challenges and inspiration. Not a productivity tool.



Competitor 03:
365 Gratitude Journal

<https://apps.apple.com/us/app/365-gratitude-journal/id1072397377>

Promotes positivity through community and short exercises. Daily content and rewards system. Not a tool for managing the totality of daily life.



Competitor 04:

Mood App: Journal

<https://apps.apple.com/us/app/mood-app-journal/id1241839696>

Focuses on creating a visual for emotional data and prompting data entry. Also adds a sense of community without giving up anonymity. Tools to help users track moods and express feelings through journaling, live texting, meditation games, and anonymous venting.

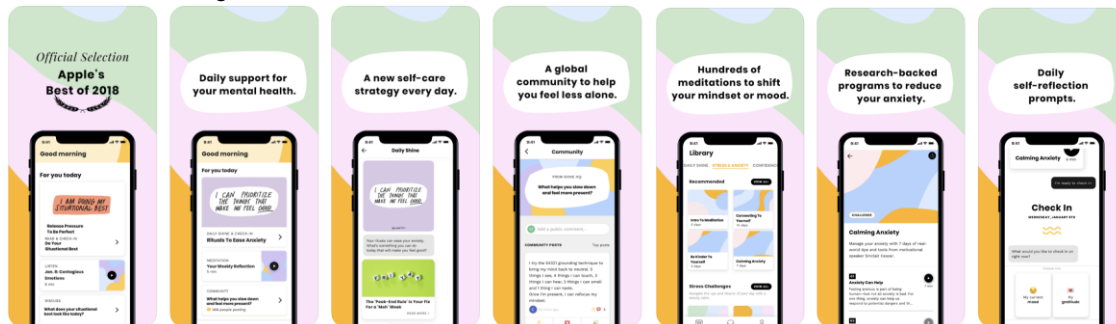


Competitor 05:

Shine: Calm Anxiety & Stress

<https://apps.apple.com/es/app/shine-calm-anxiety-stress/id1293721589?l=en>

A support system for managing daily stress and anxiety. New self-care strategies every day, diverse community, and audio library of over 500+ original meditations, bedtime stories, and ambient music. Focused on shifting mindset or mood.

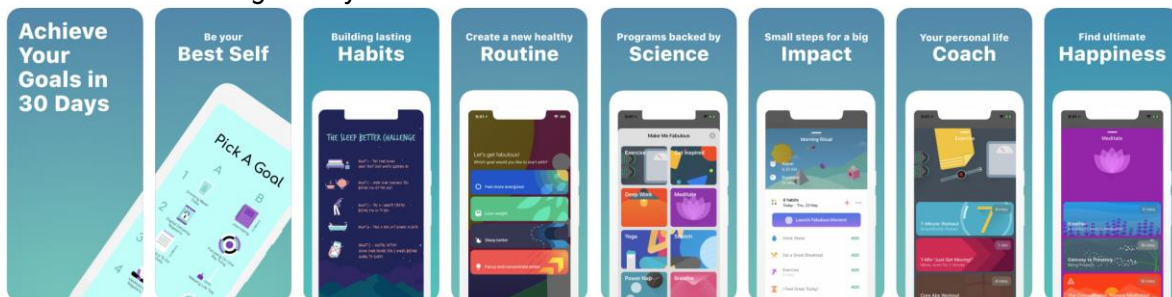


Competitor 06:

Fabulous – Daily Self Care

<https://apps.apple.com/us/app/fabulous-daily-self-care/id1203637303>

Focuses on using small steps to work through a bigger goal within a set timeline. A holistic approach to motivation for building healthy habits and routines.

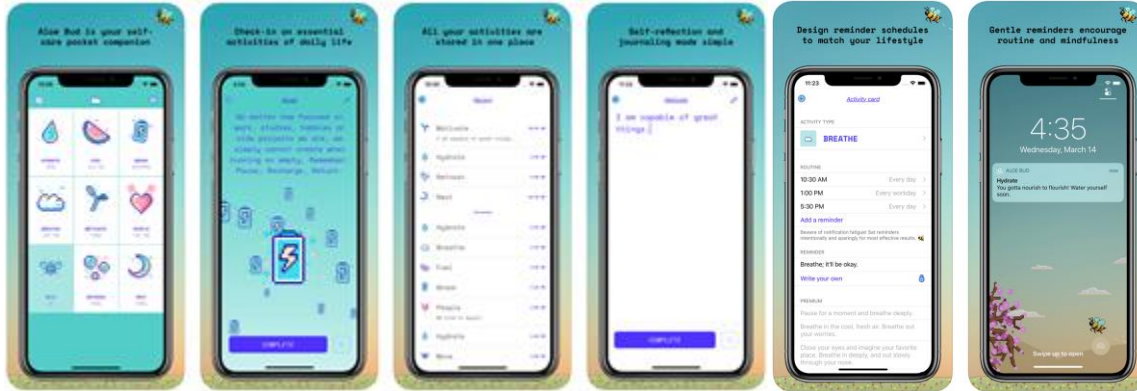


Competitor 07:

Aloe Bud

<https://apps.apple.com/us/app/aloe-bud/id1318382054>

In-depth care guide for the little things that add up in a day. Tips and tricks with notifications. An all-in-one, self-care pocket companion that gently brings awareness to self-care activities, using encouraging push notifications, rather than guilt or shame.

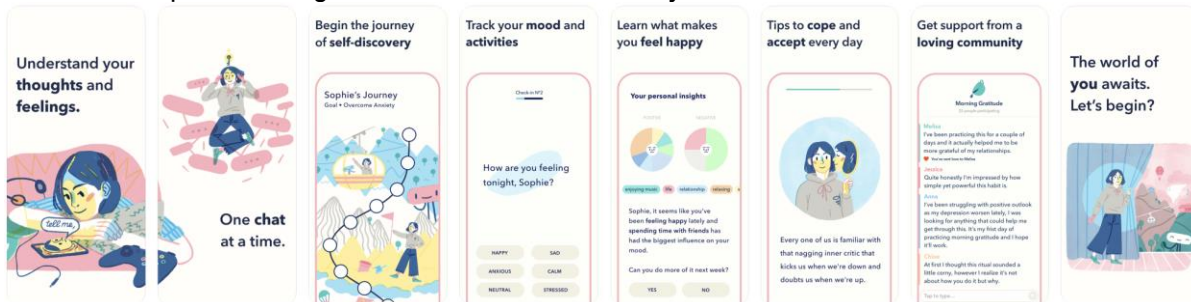


Competitor 08:

Sayana: Emotional Self-Care

<https://apps.apple.com/us/app/sayana-emotional-self-care/id1444244578>

Tips and on how to accept, cope with and become more mindful of emotions. Guided practices. Includes a mood tracker, personal insights, and focuses on community.

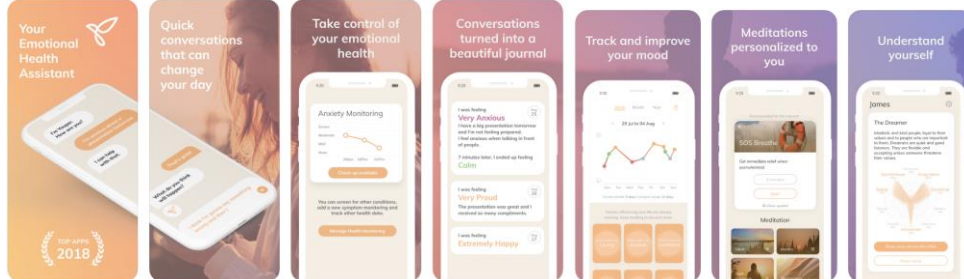


Competitor 09:

Youper

<https://apps.apple.com/us/app/youper/id1060691513>

Uses a journal and symptom analysis to establish a personality profile, which is then used as a foundation to shape and control emotional health. Mood tracker, personality insights, integrated apple health features.



Competitor 10:

Jour: Journal for Mindfulness

<https://apps.apple.com/us/app/jour-journal-for-mindfulness/id1439590239>

Personalized guides that incorporate new content every day. More reading than data collection or personal symptom management.

