

Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

The goal of this audit was to understand the various apps and features currently available in the marketplace and to see how some or all of those features could be improved for the main purpose of medications reminder.

2. Who are your key competitors? (Description)

Mango Health is a reminder app that helps users remind about medications, monitoring your blood glucose (sugar), the amount of water they're drinking, log for upcoming appointments or lab tests, medication interaction warnings and possible medication side effects, refill medications, earn points and rewards for taking medications and redeem these points for gift cards.

My Therapy Pill Reminder is a reminder app that helps users create customizable reminders of when to take medications, can track them with a logbook that can be shared with others, track where to inject your medications, such as your upper arm or stomach, other health information, like your mood, weight, and blood pressure, medical visits.

Dosecast: My Pill Reminder is a reminder app that helps users tracks the time zone users are in and adjusts reminders accordingly, reliably sends dose reminders with or without an internet connection, enables reminders to be postponed by a custom duration before or after they appear, tracks the drug name, dosage information, and directions, which are displayed in the reminders for each dose, tracks notes for each drug, such as what the drug is for and what side effects to watch out for, notifications may be switched off or drugs archived during pauses in the treatment, syncing data across multiple devices, tracking different medication types (like injections or eye drops) in addition to oral pills, setting up refill alerts, using a drug database while entering medications to make the setup process easier, keeping a personal log of your medication history to see when you missed your medications.

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

Mango Health - is a large direct competitor who targets retired people and offers healthy activity multiple reminders, this company is providing dedicated app with tons of different descriptions and reminder options to be used on the cell phones

My Therapy Pill Reminder - is a large direct competitor who targets those people who have to take medications regularly and offers healthy activity multiple reminders, this company is providing dedicated app with tons of different descriptions and reminder options to be used on the cell phones

Dosecast: My Pill Reminder - is a large direct competitor who targets those people who have to take medications regularly and offers healthy activity multiple reminders, this company is providing dedicated app with tons of different descriptions and reminder options to be used on the cell phones (very similar app including features as **My Therapy Pill Reminder**)

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

Part 2 - Competitive Audit Report

Mango Health is comparably new app on the market with a small market share with ability to grow and allocate much bigger size of the market (number of downloads under 1000)

My Therapy Pill Reminder is an established app on the market with one of the largest size market share with ability to grow even more as it is one of the most popular apps on the market (number of downloads over 5M)

Dosecast: My Pill Reminder is an established app on the market with a mid size market share with ability to grow and allocate much bigger size of the market (number of downloads over 100K)

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

Mango Health describes their app as a companion to help users stay reminded about different healthy activities including medication reminder.

My Therapy Pill Reminder is an ad-free, award-winning pill reminder and medication tracker. Combining a pill tracker, mood tracker, and a health journal, MyTherapy enables you and your doctor to put your treatment's success into perspective. Now you can manage your meds and track your measurements and symptoms all in one place.

Dosecast: My Pill Reminder Dosecast is the most flexible and easy-to-use medication management app available for Apple, Android, and Amazon devices.

6. Competitors' strengths (List)

Mango Health strengths include:

- Accessibility - perfect
- Nice brand identity
- Very descriptive

My Therapy Pill Reminder strengths include:

- Use of visuals to complement text and layout
- Accessibility - perfect
- One of the largest market shares
- Nice brand identity
- Very descriptive
- A lot of different features

Dosecast: My Pill Reminder strengths include:

- Accessibility - perfect
- Clear brand identity
- Easy user flow
- Very descriptive

7. Competitors' weaknesses (List)

Part 2 - Competitive Audit Report

Mango Health weaknesses include:

- Average UX, based on official ratings
- Overwhelming number of features
- Complicated navigation
- Long setup process

Dosecast: My Pill Reminder weaknesses include:

- Average UX, based on official ratings
- Overwhelming number of features
- Complicated and confusing navigation structure
- Long setup process
- poor use of white space (too cluttered)
- Too much technical tone, not welcoming design

My Therapy Pill Reminder weaknesses include:

- Average UX, based on official ratings
- Overwhelming number of features
- Long setup process
- Inconsistent font usage
- Overly descriptive

8. Gaps (List)

Some gaps we identified include:

- Complicated reminders setups
- No dashboard
- Too much information and unnecessary details
- Complicated verification process of medication taken or paused
- No feature for control and reminds for family members
- No multilingual solution

9. Opportunities (List)

Some opportunities we identified include:

- Make a simplified version of the initial general feature of the reminder
- Create convenient navigation and dashboard
- Provide only necessary information for description (the less - the better)
- Simplify verification process of medication taken or paused
- Add feature for controlling family members
- Add choice of languages feature
- Add microphone and screen reader features