

1. Competitive audit goal(s)

Goal is to evaluate Montlie's competitive landscape and identify its key differentiators.

2. Who are your key competitors? (Description)

Montlie's main competitors are similar period tracking apps such as Clue, Flo, and MyFlo. While all of these apps share similar features, each has different functionality and design.

Clue is a period tracker app that tracks and predicts periods, ovulation, and PMS. It also provides health insights, such as information about fertility, pregnancy, and contraception. Clue is highly recommended by doctors due to its accuracy and comprehensive features.

Flo is an app that helps women track their periods, ovulation, and other health metrics. It provides personalized insights and advice, as well as resources about women's health. Flo also offers a premium subscription, which unlocks additional features such as health tracking, cycle predictions, and personalized reminders.

MyFlo is a period tracking app that helps women track their cycle, predict upcoming periods, and receive personalized reminders. It provides resources and education about women's health, as well as personalized product recommendations.

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

The competitors of Montlie are similar period tracking apps such as Clue, Flo, and MyFlo. All of these apps provide features such as tracking and predicting periods, ovulation, and PMS, as well as resources and education about women's health. Additionally, some apps offer premium subscriptions, which unlock additional features. The quality of these apps is high, as they are highly recommended by doctors due to their accuracy and comprehensive features.

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



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Clue positions itself as an accurate and comprehensive period tracker app with health insights about fertility, pregnancy, and contraception.

Flo positions itself as an app that helps women track their periods and provides personalized insights and advice.

MyFlo positions itself as an app that helps women track their cycle and provides resources and education about women's health.

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

Clue markets itself as “the world’s smartest period tracker” and emphasizes its accuracy and comprehensive features. It promotes its health insights about fertility, pregnancy, and contraception, as well as its ability to track and predict periods, ovulation, and PMS.

Flo markets itself as “the most accurate period tracker” and emphasizes its personalized insights and advice. It promotes its premium subscription with additional features, as well as its ability to track periods, ovulation, and other health metrics.

MyFlo markets itself as “the most complete period tracker” and emphasizes its personalized product recommendations. It promotes its resources and education about women's health, as well as its ability to track cycle, predict upcoming periods, and provide personalized reminders

6. Competitors' strengths (List)

Clue:

Highly recommended by doctors, accuracy and comprehensive features, personalized health insights

Flo:

Personalized insights and advice, comprehensive features, premium subscription

MyFlo:

Personalized product recommendations, resources and education about women's health, personalized reminders



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7. Competitors' weaknesses (List)

Clue:

Lack of premium features, limited customization options, limited product recommendations

Flo:

Limited customization options, limited product recommendations, lack of health tracking features

MyFlo:

Limited customization options, lack of premium features, lack of health tracking features

8. Gaps (List)

Some gaps we identified include:

Limited amount of accessibility features

9. Opportunities (List)

Some opportunities we identified include:

Most of Montlie's competitors fall under the indirect category for, they are branded as period trackers. This is really an advantage because Montlie offers the same services as its competitors as well as free sanitary products such as Tampons, Menstrual cups, Period Pads e.t.c.

Integrate our app with accessibility features

Montlie has the opportunity to differentiate itself from its competitors by providing unique features and resources. For example, it could provide more personalized product recommendations based on a user's cycle, lifestyle, and preferences. Additionally, Montlie could offer more resources and education about women's health to help users make informed decisions about their health'

