

Competitive audit	Goal: Compare the user experience of each competitor's website							
	General information							
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition
Cocoon (our company)	-	London	Children's healthcare app	Free - in-app purchases	www.cocoonhealth.com	Small	Parents and carers	All-in-one health care app with community feature
Best Beginnings / Baby Buddy	Direct	London	Educational information	Free - in-app	https://www.bestbeginnings.org.uk/	Small	Parents and soon-to-be parents	Focused on new borns, offering advice to parents. Also a charity supporting families and training professionals
NHS Healthier Together	Direct	London	Healthcare app to track	Free - in-app	https://swlondon-healthiertogether.nhs.uk/	Large	Families	Direct access to care with NHS and GPs without needing to call local GP surgery
NHS Catch (Common Approach to Direct	Direct	London	Health advice app for pa	Free - in-app	https://www.catchapp.co.uk/	Large	Families	NHS approved health information that eases information overload. Add multiple children and receive personalised advice
Medisafe Pill Minder and Trackers	Indirect	London	Medication and Tablet Tr	Free - in-app	https://www.medisafe.com/	Large	Anyone taking medication	Manage medications while providing insight into daily habits
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Competitive audit				
	(rated: needs work)			
	First impressions		App Interface	
	Desktop website experience	Mobile website experience	Features	Accessibility
Cocoon (our company)				
Best Beginnings / Baby Buddy	Okay + Fun and engaging, interactive, - Feels dense and overwhelming in places	Outstanding + Fully responsive + Friendly interface, welcoming colour scheme, large buttons and fonts, easy to navigate + Assistance feature to help you understand the app - Some buttons don't change colour when selected, can be confusing to know what you're clicking. - Blurred graphics	Outstanding + "Create account" feature + "Discover" page with lots of useful information + Create your own "personal space" to save relevant information to easily access again + "Record a development" section where you can keep track of new developments + Has an option to contact 24/7 emotional support from a professional - Can't create your own avatar, have to choose from presets which might not represent everyone	Okay - Can't change language from beginning screen. Have to make an account and then go into settings. + Accessibility options in settings
NHS Healthier Together	Good + Very informative, covers all areas + Loads of options so you can find what fits for your child - Colour schemes clashing, unclean design, too many call to actions, images are lacking, overall quite confusing	Okay + Familiar colours of NHS branding + Fully responsive + Navigates you through what features the app has before you start + Connects you to a GP - Cannot use the app or its features without connecting to your GP, can be limiting if you want to access information quickly (because of this I wasn't fully able to test the app)	Okay + Tutorial of how to use the app + Create profiles for people - No 'Back' button if you've selected the wrong person ('adult' or 'child') - Adult profiles not supported in all regions	Needs work - Website only available in English - No way to change the language or accessibility features from the beginning pages, and have to insert your information properly and thoroughly in order to get past this
NHS Catch (Common Approach to)	Good + Personalised Advice + Learning ability - Stops at age 5 (not available for older children)	Okay - Only available in 5 areas of the UK - UI lacks engaging visual appeal - appears blocky and clunky - Dull colour scheme and no icons used to display intended actions effectively + Very informative + Tailored information to your child's age or baby's growth + Can add multiple child profiles	Good + Thorough drop down menu of multiple features: Home, Learn, Map of services, News, Support, Emergency, Help, About + Map of services helps to streamline all the medical centres and pharmacies in your area and allows you to contact them directly from the app - Support section doesn't let you connect with local people or directly contact professionals	Poor - Only available in 5 areas of the UK. Not accessible to all people - No way to change language - No way to change font size or have a screenreader
Medisafe Pill Minder and Trackers	Outstanding + Visually appealing imagery + Clean design	Outstanding + Visually engaging themes, colour schemes and motion graphics to give the app an intuitive feel as you are onboarding. Motion graphics for a loading screen, makes it feel like the app is working correctly + Clean and clear interface + Personalisation options	Outstanding + Personalised set up, tailor the app to exactly the requirements needed + Lots of options so you can tailor the specific medicine, dose, type of treatment to your personal needs + Calendar feature to visualise the upcoming treatments + Updates page to learn about the app and the medication you're taking - including videos from professionals explaining the medication	Outstanding + Website available in fifteen different languages + Images of items are clear + Videos attached for each medication is beneficial for those with reading difficulty - Menu is not compatible with screen reader technologies
More: Teladoc				

Competitive audit					
	UX (overall, or okay, good, or outstanding)				
	Interaction		App Visual design	App content	
	User flow	Navigation	Brand identity	Tone	Descriptiveness
Cocoon (our company)					
Best Beginnings / Baby Buddy	Good <ul style="list-style-type: none"> + Easy to find the menu and other info + Very clear how to access and edit your profile and settings - Features aren't completely clear, can be confusing what the bottom nav bar can take you to 	Outstanding <ul style="list-style-type: none"> + Easy to navigate 	Good <ul style="list-style-type: none"> + Clear brand identity - Confusing whether it's called "Best Beginnings" or "Baby Buddy" 	Friendly and welcoming. Educational	Outstanding <ul style="list-style-type: none"> + All key info is present
NHS Healthier Together	Okay <ul style="list-style-type: none"> + Easy to navigate + Takes you through step-by-step 	Needs work <ul style="list-style-type: none"> - No option to go back if you've selected the wrong choice. Had to restart the app to amend my selection 	Good <ul style="list-style-type: none"> + Strong brand identity, including colors, font, style 	Professional and minimalistic	Outstanding <ul style="list-style-type: none"> + Short and to the point
NHS Catch (Common Approach to Health)	Good <ul style="list-style-type: none"> + Easy to find key info (menu, location, hours) 	Outstanding <ul style="list-style-type: none"> + Very easy to navigate + Familiar way to navigate (e.g., swipe) 	Okay <ul style="list-style-type: none"> + Clear colour coding between navigation menu and the colours of the pages you open - Not typical NHS colours 	Educational	Outstanding <ul style="list-style-type: none"> + Easy to follow + All key info is present
Medisafe Pill Minder and Trackers	Good <ul style="list-style-type: none"> + Easy to find key info (menu, location, hours) + Leads you through step-by-step of how to set up your medication profiles and reminders 	Outstanding <ul style="list-style-type: none"> + Easy to navigate + Easy to alter settings 	Good <ul style="list-style-type: none"> + Dark theme which is good for reading the screen - Basic colour scheme, dark background with 1 shade of blue used - Doesn't have strong brand identity, branding, logos etc 	Informative and educational	Outstanding <ul style="list-style-type: none"> + Short and to the point with important info + Focused on info relevant to target audience
More: Teladoc					