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Competitive Analysis + SWOT

For this competitive analysis, I downloaded and poked around on the apps Planta, Vera and Gardenia, all plant tracking apps. Here is what I found.

Competitor	Room selection	Tips Page	Plant Health	Countdown to water	Name Plants
Planta	Green				Red
Vera	Yellow	Yellow	Red	Green	Green
Gardenia	Red	Yellow	Red	Red	Green

Key:

Green: Has it very well

Yellow: Has it, but not as great as it could be

Red: Does not have it at all

Notes: These apps were really great, and had a lot of good information. Planta had the best information where it would give different watering techniques for a plant, and would give a countdown of days until the next planting. Those in yellow are halfway, they had good tips, but they weren't as expressive and in depth as I would have liked them to be. For beginners we would want more information and direction. Planta also

had a great intro path where the user input where their plants are, and how advanced they are with plant care, which was nice. A lot of times, however, in these three apps, the layout was a little confusing and it was everything nestled into each other which can be a little confusing on how to get to places/how to get out of screens. It was also really cool how many options they had for plants, there were so many from foliage to air plants, which is great because each plant needs different things.

Planta

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Wide range of plants ● Plant Health Tracker ● Countdown until water day ● Tips on how to water/sunlight/fertilize 	<ul style="list-style-type: none"> ● Complex layout ● Boring graphics ● Confusing ● Expect plant to be watered day of download
Opportunities	Threats
<ul style="list-style-type: none"> ● Make a simple app with lots of info ● Make fun graphics that make it understandable for users ● Don't bombard the user with info on their first visit 	<ul style="list-style-type: none"> ● Lots of plant tracker apps out there

Vera

Strengths	Weaknesses
<ul style="list-style-type: none">• Wide range of plants• Plant Health Tracker• Countdown until water day	<ul style="list-style-type: none">• Complex layout• Boring graphics• Confusing• Expect plant to be watered day of download
Opportunities	Threats
<ul style="list-style-type: none">• Make a simple app with lots of info• Make fun graphics that make it understandable for users	<ul style="list-style-type: none">• Lots of plant tracker apps out there

Gardenia

Strengths	Weaknesses
<ul style="list-style-type: none">• Tips on how to water/sunlight/fertilize	<ul style="list-style-type: none">• Confusing
Opportunities	Threats
<ul style="list-style-type: none">• Make a simple app with lots of info	<ul style="list-style-type: none">• Lots of plant tracker apps out there

Final notes:

I feel very good about these apps, and this project as a whole. I was very pleased to find that there were very interesting apps that were very helpful, but found that the

information that they conveyed was really confusing and it throws a lot of information at the user immediately. Additionally, the aesthetic for these apps were very nice, but everything looked the same, and made it difficult to navigate or really remember where things are at a glance. If I want to make something that will be better and easier to use, I need to make nice graphics that are fun and stick to a color palette, but also important buttons will stand out.