

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Good UI, simple layout</li> <li>● A variety of meditative packs available</li> <li>● Has dedicated sections for sleep, meditation, move and focus. Clearly defined information architecture.</li> <li>● Reputation, downloads and reviews.</li> <li>● Makes the most out of cute brand animations evoke emotion</li> <li>● Has relevant content, i.e. "politics without panic"</li> <li>● Communal meditation sessions display how many are involved to reinforce community feel</li> </ul>	<ul style="list-style-type: none"> <li>● (Strength or a weakness) - too much content on offer. Adds to analysis paralysis</li> <li>● No dedicated section for breathing</li> <li>● Lack of content for instant anxiety reassurance/relief</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Add instant anxiety reassurance/relief section to compete with Calm</li> <li>● Headspace's reputation and popularity alone could propel it onto higher levels and promote new features/concepts</li> </ul>	<ul style="list-style-type: none"> <li>● Calm app. Its direct competitor which focusses on anxiety relief and mind-shifting</li> <li>● Users may be put off by its subscription-based nature</li> <li>● Headspace's "many fingers in many pies" approach puts it in direct competition with home workout and music apps</li> </ul>