

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Targeted, direct, and information architecture is neither cluttered nor overwhelming ● The self-monitoring option is easy and fun to use thanks to simple UI ● App provides a "quick-relief" option ● Quick-relief button on the bottom gives you relief options ● Avoids using negative connotations to reinforce anxiety ● Learn section is very informative 	<ul style="list-style-type: none"> ● Informational content is a little small and could be hard to read/interpret when stressed ● Content is often small throughout the app and could be polished
Threats	Opportunities
<ul style="list-style-type: none"> ● May get lost in the crowd and undermined by the dominance of Headspace/Calm ● Haven't capitalised on their USP yet. If Headspace/Calm incorporate such a focus into their app, it could spell the end for Mindshift 	<ul style="list-style-type: none"> ● Provides something that not even the most famous/successful apps do - a focus on quick relief ● Optimise the content of the app and add more visuals to bring emotional aspects into the learning experience ● Incorporate more "learning by doing" measures