

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Great onboarding with the physical breathing ● Stunning UI and background visuals. Reinforces Calm App's messaging - visually ● Contains a specially dedicated sleep, meditate and music section ● Contains a "How are you feeling?" option, and reinforces the community aspect ● Options editor is visually pleasing and easy to use - background display in real-time ● Includes celebrities as narrators ● Provides some instant anxiety relief features 	<ul style="list-style-type: none"> ● The anxiety relief option is not obvious enough. It gets swallowed up with the rest of the content ● Dedicated breathing section isn't obvious enough ● (Strength or a weakness) the more content, the more the chance of analysis paralysis ● The "how are you feeling" tracker doesn't provide an option relief exercises/mental shifting if the user selects "anxious"
Opportunities	Threats
<ul style="list-style-type: none"> ● Develop the anxiety relief option to consolidate the app's mission ● Add an anxiety reliever option as the focus of the home screen for instant reassurance, rather than having it swallowed up by the rest of the content ● Make breathing section a core section 	<ul style="list-style-type: none"> ● Headspace's meditation monopoly ● The subscription requirement may also put off users from making the most of the app ● It is in direct competition with Headspace, which offers very similar solutions