

		MINT	YNAB	Strides	My Fitness Pal	Noom	Nutricics	Bodybuilding Suite of Apps	NutriAdmin	Nutrium	Goals On Track	ToDoist	
Target Customer / Message	Product	Beginner Friendly money management application	Beginner Friendly budget building tool	Goal Tracking Application	Diet/Ex App	Diet App	Professional dietary app	Fitness Applications	All-in-one software for nutrition practices	Software for private nutrition practices, nutrition clinics, hospitals, online consulting, wellness centres and gym	Goal setting and goal management software	Team task management and collaboration	
	Target Customer	Anyone but primarily mobile users requiring a helping hand with budgeting	Anyone living paycheck to paycheck or those that desire a new budget	Anyone seeking to track a goal	Those with dietary considerations	Millenials	Patients	Fitness/Diet minded individuals	Nutritionists and Dietitians	Nutritionist and mobile app for the client	Any customer wants to achieve goals	Any teammate	
	Messaging				Eating/Diet is as/more important than exercise	Lifestyle shifts rather than diets	Data analysis over dietary decisions	Log Everything	Deliver exceptional value to clients, helping them achieve their goals	The future of nutrition counselling and client retention	Goal setting software to achieve more by doing less	Simple enough to start collaborating in seconds. Powerful enough to execute your most ambitious plans.	
	Product Features												
Product Specific	F1	All information included in one location. Accounts are linked. Balances are accessible.	Fairly straightforward process for setting up your current income and bills. Creating this and categorizing from the start helps you identify weakpoints in your spending and adjust from there.	Choose between four tracking types: Targets, Habits, Milestones, and Averages	Personalized nutrition plans based on diet goals	Caloric Breakdown	Asses dietary intake of up to 250 nutrients	Connects users of similar fitness goals to interact	Generate meal plans for the client meeting the personalized criteria using algorithm	Customize the client-accessible functionalities on the mobile app	Set SMART goal and break down long term goals to milestones or subgoals	Manage team members and sharing permissions	
	F2	Automated	The program rewards for underspending and holds you accountable for overspending. For example, if you budget \$50 and spend \$60, the following month your budget will be \$40 to make up the difference in that category.	The different goal types are essentially based around whether you are aiming for a specific target, or want to replace a negative habit with a more positive one. Milestones help you to stay motivated while Averages help with actually sticking to certain positive behaviors.	Customizable Food Database used for logging (250k)	Food database (150k)	Meal plan creation using database (750k)	Extensive database of exercises	Nutritional analysis instantly identify nutrient consumption and deficiency	Keep track of appointments	Build detailed and action plan for reaching goals	Capture and organize tasks with quick add	
	F3	Mobile oriented	Exportable	Habits ideal for replacing negative habits with positive ones.	Synchronized Web/App	Barcode Scanner	Recipe analytic can create healthier versions of added recipes	Weekly view for quick access to your performance	Recipes in meal plan to ensure the client completes the goal	Collecting food diaries, medical history and setting goals for clients for dietary and lifestyle assessment	keep track of habit progress on calendar	Color coded priority level	
	F4	High level summary	Importing features for bank accounts	Daily checklist rather than a reminder	Barcode Scanner	Log weight/exercis e/blood pressure/blood sugar	Schedule events, send articles, videos, meal plans, recipes and more. Share to clients' phone via Libro with one click	Live tracking	Manage and store Electronic Health Records in HIPAA compliant cloud allows access from any device	Keep updated with clients' anthropometry and biochemistry test	Visualize the success to keep oneself motivated	Map out the project goals	
	F5	Regular alerts that assist with "red flag situations"			Restaurant logger	health-coaching 1.1 during business hours	Dashboard like nutrition evaluations	Video tutorials	Customize client's health records	Assess client's diet according to their goals and determine macronutrient and fiber distribution	Keep a journal for goals	Collaborate with the team efficiently	
	F6	Budgets are customizable.			Nutrient dashboard/analyzer (based on your food choices)	Protein/Fat/Carb based intake that is customized to your activity level	Built-in portion size photographs and a smart assistant help clients to accurately estimate food intake and activity in minimal time.		Easily organize data in convenient tables, checkboxes, and labeled fields	Create meal plans for the client and automatically calculate nutrient values	Goals management	Measure the progress	
	F7				Weekly Digests	Day-to-Day checklist to stay on track			Keep track of every client's records	Communicate with the client through the mobile app and send recommendations/messages to follow up		Activity log by getting overview of what the team is working on	
	F8				Micronutrient data	App syncing for medical readings			Create shopping list based on the meal plan	Create your own food groups and equivalents in the meal plan		Exchange feedback within the system	
	F9				Exercise logging	Community function allows interactions with other users			Send online customizable questionnaires to the client before the consultation	Create and analyze the nutritional information of the created recipe		Create custom filters to save the most important task views	
	F10								Advanced recipe management allows to create own recipes and get				
Pricing		Free	Monthly Subscription	Free	\$9.99/mo for premium	\$45/mo	\$16/mo		\$29.99/mo for basic (10 new clients/month)	\$55/mo follow-up package	\$68 per year	\$5/mo/user	
Free Tier (?)		Yes	34 Days		Yes	No	No						
Product Strength													
Product Weaknesses	S1	Automation - Accounts are linked and entry level users don't require much manual entry to get started	Straight forward and locks you into your budget		Quick/simple adding to food database	Tailored plans specific to the user	Data intensive evaluations	Massive database of user needs (exercises, workouts, videos)	All-in-one software allows nutritionist to easily store and organize data of all clients	Instant interaction with the client through mobile app	Focus on goal setting, management, planning, and tracking	Cross platform support	
	S2	Customization, while automated is available			Nutrient Data/Weekly Digests that provide the user with data for decision making	Daily reminders	Full customization s based on client needs	Logs EVERYTHING	Integrated client portal allows the client to access the data anywhere anytime	Nutrition analysis is adapted to clients with specific needs and requirements	Use SMART as basis of setting goals and incorporate necessary functionalities to facilitate the client to take action	Collaboration features	
	S3	User oriented tips: Savings/Comparisons			Suite of supporting apps	Syncs to medical devices	Automated workflows	Connects you with like-minded individuals	Nutritionists allowed to collaborate within the software	Responsive web app design for all devices	Great features of monitoring the productivity		
												Great UI design	
W1	Over-automation allows users to "follow a budget" without really looking at the details.				Robust data requires large initial effort	Expensive	Less friendly data requires professional analysis		Expensive	Customization is limited to the professionals	No traditional time slots on the calendar	Important features are not available at free version	
W2					Personalization is limited to the user	Nutritionists not always available			Patient handouts and meal plans are not aesthetically pleasing	Lack of educational pieces to the patient	Mobile app is still under construction		
W3						\$\$\$			The customer support is not user friendly as it requires exchanging multiple emails to do small things				