

Irit Competitive Analysis Template

☰ Default view

Competitive Analysis

Aa apple store

☰ Positioning

☰ Primary audience

☰ Differentiators

☰ Strengths

| | ☰ Positioning | ☰ Primary audience | ☰ Differentiators | ☰ Strengths |
|--------------------|---|------------------------------------|--|---|
| <u>Apple Store</u> | apple store allowed user to find apps that they like from a database | iOS platform users | Users can search for an app that fit their need , App Store is based on quality assurance leading to a stricter approval process. The heavy review process contributes to the high quality of the apps, but also a longer upload time. | Users have many available options on how they can organize their digital aps and they have reviews for each app . |
| <u>Blink</u> | The Blink <i>app</i> lets you filter your workouts based on place , time, <i>fitness</i> level, part of the body, genre, and more. Whatever your style or comfort . | Users in NYC - find a gym near you | The Blink App challenges the one-size-fits-all gym philosophy. Exercise and exhale better with content from dozens of our partners, including Aaptiv, Daily Burn, Sworkit, and more. — | 62 blink fitness centers in new york and many centers all over the USA |
| <u>Running</u> | simple site allows the user to truck their running tines heart bits and more | runners | Users can have their running schedule and count their times, to have calorie calculation, set a personal gaul and running methods | very simple design there is nothing that you cant have in a sports watch but not every one had a sport watch. |