

# 2. Competitive Analysis



# Application Screening



**Sprout Baby**

Sprout Baby is a popular personalized app for your newborn babies and families with a lot of features and functions for nearly every possible aspect, like tracking feedings, pumping, sleep and diapers with charts to identify patterns and trends. It helps staying organized with a convenient health log, doctor visit planner and medication tracker



**Baby Manager – Breastfeeding Log**

A simple and intuitive tracking and logging Android app. Baby Manager claims to give its users peace of mind by keeping track of their little one and give them timely reminders to the sleep-deprived parent.



**Dappy Up**

Whether for a new dad or for adding another cub to the family, Daddy Up offers the man's field guide to pregnancy and helps their users with supporting information about pregnancy and beyond. With wise words from seasoned dads who have been down this trail before, Daddy Up is a handy tool for upcoming dads with more fun, and fewer dainty details about girly bits.



**Luna Babyphone 3G & WLAN**

With Luna there is always a baby monitor around when it is needed. Luna transforms two iPhones or iPads into a secure baby monitor with unlimited range. There is an alerted, audio stream or live video feature in the app available via wifi or mobile networks with 3G or LTE.



**wirEltern**

All contents and news of the „wir eltern“ magazine, now also available as an app. Features of the app: FamilyCard, favorites, pregnancy calendar from „wirEltern“. After entering the date of birth, the app provides information about your baby's development and many additional topics for you week after week.



**Cozi – Family Organizer**

Cozi Family Organizer is a simple way to manage everyday family life. With a shared calendar, reminders, grocery list and more, Cozi is a 3-time Mom's Choice Award Winner and The TODAY Show "must-have app" for a better life. Cozi is free, easy to use, and available from any mobile device or computer.



**Baby Sleep Sounds - Guva+**

Helps babies to fall asleep faster. They say that the users are all eager for their babies to sleep through the night and to take regular, scheduled naps. Getting a child to fall asleep and stay asleep is not an easy task. When it comes to helping the baby fall asleep, nothing compares to the relaxing sounds, Guva is designed for babies and toddlers to help their users.



**Philips AVENT Baby Rezepte**

The app „Baby Recipes“ from Philips Avent helps its users to prepare simple and nutritious meals for babies. This allows users to safely provide their child with healthy foods while enjoying the special moments with their baby. The app is very specialized in this particular field.



**Men's Health Dad Magazine**

This completely new kind of men's magazine (as they claim themselves) prepares expectant fathers for their new life and makes life easier for those who already are. Men's Health Dad is not only about children and education, but also about partnership, work, friendship, finances and leisure activities.



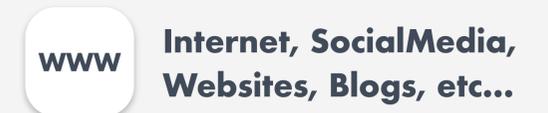
**Daddilife.com**

DaddiLife has a simple mission – to create a place where dads can learn, grow and celebrate the life that is dad. Whether it's the first time or fifth time, being a dad come full of surprises, questions, intrigue, and what feels like everyday learning. DaddiLife provides a series of articles, media and supportive community built specifically for the modern day dad.



**beDad**

BeDad is the Men's resource with proven strategies, tips, ideas and some quick wins to fathering teenage sons. The content is solid, detailed and has depth. Twelve Categories, hundreds of topics, and multiple viewpoints provided by an educator, mentor and coach. All great dads. All here to help.



**Internet, SocialMedia, Websites, Blogs, etc...**

There are a lot of different groups on a global or local scale that offer different solutions, methods and digital services to inform and support fathers and families by different player. These are governmental or private organizations and companies with various interests, motivations and possibilities. Some benefit from their long existence and good reputation that may originally occur and be backed by huge print magazines or other traditional media companies. The competition on the internet is really big.

# Narrowing the scope



**Daddy Up** is a new player on the market that tries to establish their product as „*The dad’s Filed-Guide to Pregnancy*“. There is not much data about the native mobile app that could improve my research, because it is too new to the market. The app is actually in development version 1.20 and follows an interesting approach, by creating a male theme of narrative elements (timber activities, woods, forest, tree growth) for the user to experience and therefore addresses an archaic aspect of masculinity.

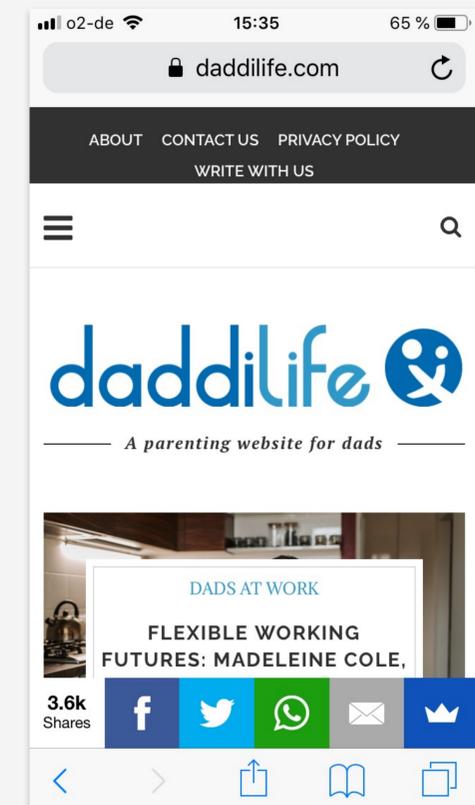


**Daddilife** offers „*A parenting website for dads*“ that has a lot of different functions and features, in order to support the users in being a good father. The website is already well established and offers a broad variety of content and different topics for the user to discover. Besides the fact, that the website looks a little old fashioned, there is a valuable aspect in there when it comes to valuable advice and information, what the website definitely provides.

To uncover a variety of different aspects I am going to analyze the following two products.



Daddy Up



Daddilife.com

As I am going to create a responsive web application it is very interesting to see an example of a new and modern native app like Daddy Up in comparison to a well established and web driven solution, like Daddilife and what they have to offer.



# Key Objectives

In the role of a caretaker they give the experience of entering a whole ecosystem for the user to interact with on different levels from pregnancy, to newborn, toddlers and later on, giving them different ways to start and improve the relationship to their child. The brand offers solutions for fathers with one or more children and offers guidance with different answers to the individual needs and problems that the users might have.

Helping fathers and parents to grow might have a big impact within the family and bringing a transformative improvement by offering practical solutions to modern men. They visualize their brand with a motivational analogy of growing trees for speaking about caring for the kids. With this narrative topic the app offers a companionship like relationship for their users and support them throughout their journey.

They guide the user through his own journey in discovering, support, tools and information in a playful and unique style.

They guide the user through his own journey in discovering, support, tools and information in a playful, modern and unique style.

# Business Strategy

Focussing on the translation of a female dominated topic to a modern male audience, Daddy Up gets a very good positioning inside the industry and which can be shown by positive articles, press and news stories about the application and good rise of success that the company has gone through. Daddy Up offers to hire the following features and functions in order to fulfill their users needs:

- WEEKLY PREGNANCY PROGRESS
- RUGGED BABY-SIZE
- COMPARISONS
- CUSTOMIZABLE DADDY CHECKLIST
- JOURNAL LOG
- CONTRACTION COUNTER
- SHAREABLE BABY ANNOUNCEMENTS

With their solutions they try to become a valuable companion to the fathers on their new journey. Every child is different and so will be the journey the fathers experience each time a new life is born.

„DADDY UP is the handy app for upcoming dads with more fun and fewer dainty details about girly bits.“

As a caretaker reaching their goal when they sustainable and successful educate and improve the life of the fathers and families by offering various functionality for them to do so. Their main objective may be a focus on documenting the pregnancy process in a fun and easy way. This might be a good foundation, but lacks other modern or innovative tools to get known and build up a clear and unique business profile.

Daddy Up tries to focus on specific stages and needs their users might go through or encounter during their first time of being a parent. They use modern graphics and a colorful scheme to communicate their message. Focussing on new market opportunities could increase their overall chances to success, but could mean to lose focus on the main needs of their users they want to tackle. Improving on the core functionality and features besides minimalizing the visual design could give more seriousness to the app, without disturbing its playful character.



# Market Advantage

In an era of fragmentation and isolation, Daddy Up offers valuable support and information for fathers and families. The platform is relatively new and offers a playful way to transform regular guys to super dad heroes. I could imagine the average user of this app to have a beard and a flannel shirt, living in the woods and caring for their group (the family).

By offering a unique and adoptable theme to communicate with the user, there is a huge potential, that the app may become successful in the future. The actual data is not enough to give a deeper dive into statistics or market forecasts, yet.

By offering a masculine theme and story narrative, there comes the opportunity to differentiate from the competition and grow a strong community of loving fathers.

Offering e.g. pregnancy companionship and information about this topic is a very common feature for these kind of apps to provide and it is interesting to see if they approve new ways or methods to improve and innovate in this field some more.

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There are good advantages for the app to grow and take over a huge part of the market, due to the fact that there is not that much competition out there that is focussed on targeting fathers as their main user group. There are already different solutions out there, with a similar approach, so that visual design and the user experience may have a huge effect of the success of the product.

# Marketing Profile

Until recent years, there has been nearly no active market that targets essentially on fathers. Due to the fact that there is a huge market for this group and the minds of modern fathers are shifting towards more engagement within the family and taking on responsibilities, Daddy Up and similar products help in establishing and the topic also for a male audience.

They do have a Facebook and Instagram page to promote themselves online, but these own just a couple of abos and followers. This may also be the case because they are too new to the market and did not manage to get more engaging people on social media right now. They are more active on Instagram than on Facebook and do not use other channels like for example YouTube, where a lot of potential users may be searching for tips, guidance and support to this group. Besides all that, they also sell merchandising online to help finance the app and grow their community base and brand. I could imagine that their main traffic (regarding to Googles and Apples AppStore's) comes from searching within the stores for terms like „father apps“, „dad apps“, „family or pregnancy apps“ and so on.

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They could improve in intelligent advertising campaigns or their presents in social media related contexts to increase reputation and fame in an organic and sustainable way. Addressing the right users with the right messages and narrative storytelling might be crucial for an overall successful marketing profile to grow users and scale their product in the future.

„THE DAD'S  
FIELD GUIDE  
TO PREGNANCY“



# SWOT ANALYSIS

## STRENGTH

- Unique way of communicating and addressing the problem
- Nice and modern interface for the users to experience
- Supporting and intuitive structure and order to keep track of different children
- Interesting narrative structure to onboard and set the theme for the users journey
- Nice feature to order a printed physical journal
- Allowing to transform from a regular guy to a Hero Dad
- Offering a glossary and overall information about the topics family and kids

## WEAKNESSES

- The navigation structure is not quite intuitive to use
- No (traditional) main navigation is offered
- May appear and too playful with too many colors, fonts and visual elements
- Too strong focus on the time of pregnancy
- Too limited functionality on order to answer detailed questions

## OPPORTUNITIES

- Adding an experts chat or communication method to instantly ask questions
- Improving the performance and stability of the app
- Including new and innovative features and functions
- Including more additional (valuable) content around the topic to rise the engagement and fun for the user to use the app more frequently
- Develop new features to set themselves apart in terms of features, function and customer needs (e.g. location based connection)
- Involving some innovative elements into the ability scope of the app, like other apps offer already

## THREATS

- Having a bigger player that might buy and take over the startup at all
- Running out of resources (e.g. financial)
- Can't keep promises because of a lack in performance or quality (too less cities and studios are included, or the artworks are in too low quality or quantity)
- They may not connect and be attractive to the audience they want to target.
- Because they focus on a very unique customer group, they might be very niche, when it comes to delivering an overall good user experience, because the kind of audience (as digital natives) is used to a lot of digital devices and services that they have experienced before and for that have high expectations when it comes to digital services.
- Verification of experts may not reach the demand for quality



# Key Objectives

*„DaddiLife has a simple mission – to create a place where dads can learn, grow and celebrate the life that is dad.“*

The main objective to the website is to create valuable content by fathers for fathers, regardless if the subject is a book review or a tip for a trip to e.g. decrease stress. This also gets reflected in a unique way, by spreading sentimental pictures of dads and children besides cheesy texts.

As an already established player the website can look over a lot of different market changes and adopt their key objectives to reach out for new users.

It is a traditional approach to have boards, forums or community based websites for different peer groups to connect, meet and interact online. This bridges the gap of distance and loneliness for a lot of users that feel trapped or overwhelmed by the new life they live as a father and caretaker.

To support and improve their lives and the lives of their families, daddilife created an active community like website that mostly offers content in form of articles or text, so that they communicate mostly in traditional media formats.

„Helping regular guys become SuperHero Dads.“

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With their information and services they aim to be the first stop for young and experienced fathers that need advice or search for someone to interact with. They are offering a big and relevant community in this domain. Their goal is to educate and support fathers throughout their journey of transforming into being a father, while covering different related topics.

# Business Strategy

Daddilife is where fathers find information and support, get inspired, and make real relationships. It's a new guided trip into the world of being a father where real relationships are made organically, by connecting like-minded individuals.

*„Whether it's your first time or fifth time, being a dad come full of surprises, questions, intrigue, and what feels like everyday learning. „ ...“ we want to make the moments of joy more joyful, and your questions more quickly answered, by providing a series of articles, media and supportive community built specifically for the modern day dad.“*

Daddilife stands for a partial and active approach towards being a good father and a dealing with every struggle that might occur. To target a modern group of fathers, their visual aesthetics are trustworthy and a serious resource. The overall design looks a little old fashioned and reminds of traditional websites or blogs. They offer the following categories for the users to explore:

Family related issues, Things to do (within different number of years the kids are old), Health related topics, Lifestyle, Book and other reviews like toys etc..., and helping new dads with their work-balance.

To be a reliable companion in times of struggles, need or to celebrate moments of joy as a father, they focus mostly on providing relevant and valuable content in form of articles and videos (on YouTube) to reach out to their audience. It might also be interesting to see if a new visual look and overall modernization could improve the experience they want to provide.

„DADDY UP is the handy app for upcoming dads with more fun and fewer dainty details about girly bits.“



# Market Advantage

Like the followers and users count shows, there is a huge demand for websites and relevant information to the topics of fatherhood, child-care and living together as a family. The actual crisis shows, that the demand is increasing and that good advice is always needed when it comes to this family related topics.

To be a loyal and trustful resource for support and connecting to experts, Daddilife offers a huge variety of different solutions to cover a big part of the market that is targeting towards the needs and help of fathers.

They try to invest in social media, like Instagram or Facebook, but because they are just at the beginning with their app, there are not many followers, yet. The potential to reach a strong market advantage may be good, because the app might reach new target groups and communicate well with a modern male audience.

The website already got a good piece of the market in order to gather a huge community of happy fathers using the product. It might be interesting to see if a new visual design language could improve the already established position and experience for the users in a positive way.

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By acting inside a broad market they have a lot of possibilities to increase success and revenue by improving on what they already established.

The website is a part of transforming a very huge industry into the digital age. An opportunity to grow could lay in attracting new users

It could be important for them to develop innovative business models for growing reputation, increasing revenue and become more famous for their expertise.

# Marketing Profile

Emotion is king for the slightly kitschy phrases that sit on the pictures that get distributed and published by the website and their users.

They are present on different social media channels and websites like Facebook, Twitter, Instagram, Pinterest, and Youtube.

They use meme like images with a combination of a kitschy picture besides an also kitschy sentence, to charge their message in an emotionally way.

They display themselves and their community as

Due to the fact that the website lacks sufficient data to e.g. sites like similar web.com it is not possible to show deeper insides into the way users find and discover about the website.

In all domains of communication they focus heavily on social media as a good way to engage with the community outside the app itself, advertise via these channels and advertise their website.

„No word makes me happier than the word ‚daddy‘ uttered by one of my children“

To support and improve their lives and the lives of their families, Daddilife created an active community like website that mostly offers content in form of articles or text, so that they communicate mostly in traditional media formats. Right now there is too little data about its performance and overall fit to the market. Overall they could improve on being more visible.



# SWOT ANALYSIS

## STRENGTH

- The navigation structure is quite intuitive to use
- Well established community based website to support fathers
- Nice and organized interface
- Offering information and solutions throughout different stages of parent ship regarding the child itself or related topics
- The navigation structure is not quite intuitive to use
- A traditional main and sub navigation is offered to the user
- Allowing to transform from a regular guy to a Hero Dad
- Being very accessible and stable in performance

## OPPORTUNITIES

- Being regionally backed by fathers that engage in real life interaction
- Adding more experts and promoting this feature more strongly
- Providing an onboarding process to directly inform newbies
- Improving on the visual presentation of the overall website
- Developing strong relationships to fathers to build reputation
- Creating fans that support the community as a whole
- Including innovative new features and functions

## WEAKNESSES

- May appear too old fashioned what may lack of attracting new users
- Too strong focus on being visually serious
- Too limited functionality possibilities of communication
- Interface of the website might need some overall redesign to attract new users and gain more attention

## THREATS

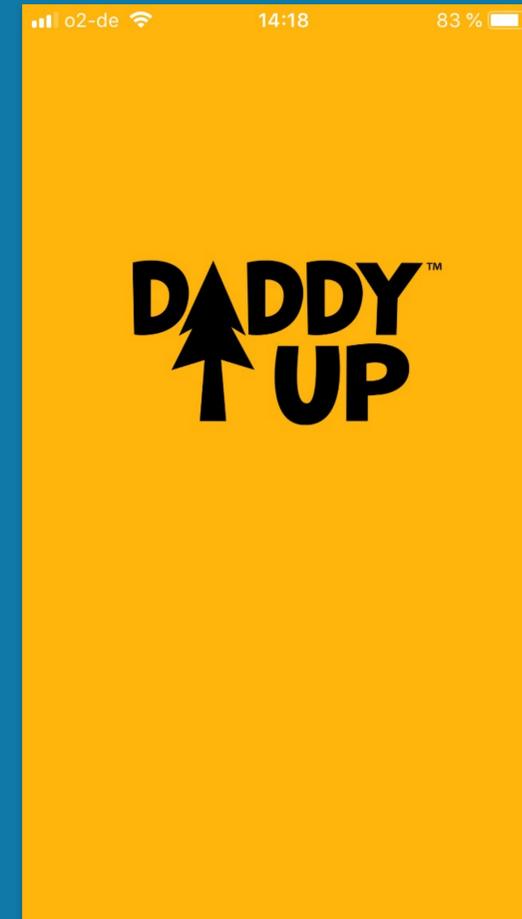
- May not be appealing to a younger target group
- Might be overtaken by a more successful player in the market to offer similar features and function in a more innovative manner
- Other players like Reddit (Daddit) or other actors on the internet may help as a equal to better solution, while also covering other topics (because of their even bigger community)
- Falling behind the users needs



# UX Analysis

## Research Topics

- USABILITY
- LAYOUT
- NAVIGATIONAL STRUCTURE
- COMPATIBILITY
- DIFFERENTIATION
- CALLS TO ACTION
- CONCLUSION
- BRAND ARCHETYPES





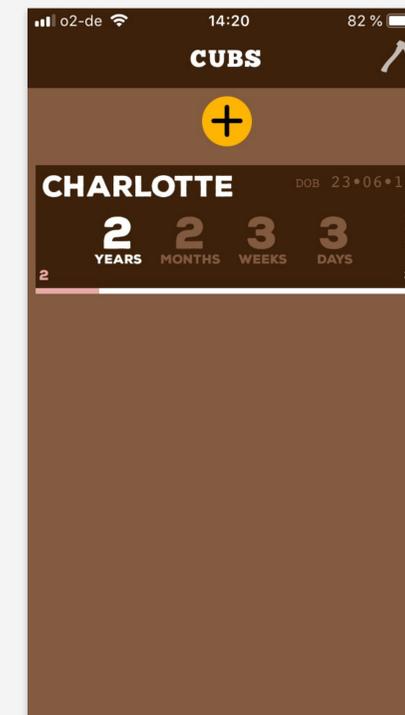
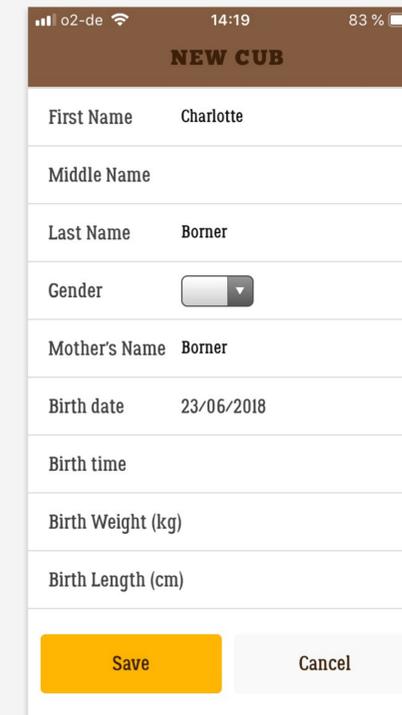
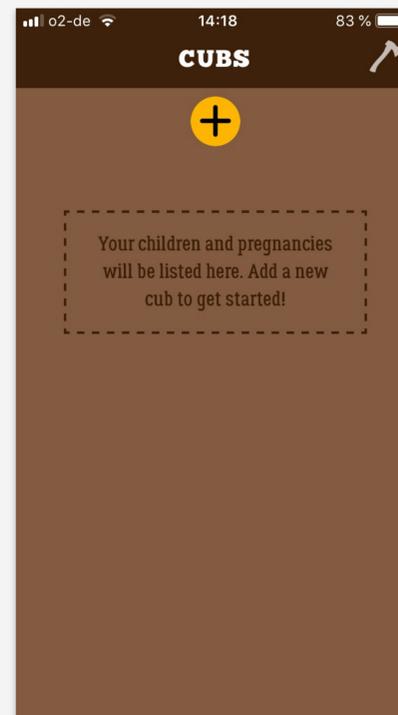
# Usability

The usability of the app is easy but not being very intuitive to the user in the first place.

Clear separations of elements make it easy to differentiate between them, but they are not always very self explanatory as it is not always sure to which destination of the app a button may take the user to.

The overall structure with managing the different children and how their progress is documented in the Journey makes understanding how the app is going to be used very easy.

This might also be the main feature for children that have already been born. Additionally the father's (Hero's) journey starts with the pregnancy of the partner and guides the new family thought their way in a motivating and supportive manner.





# Layout

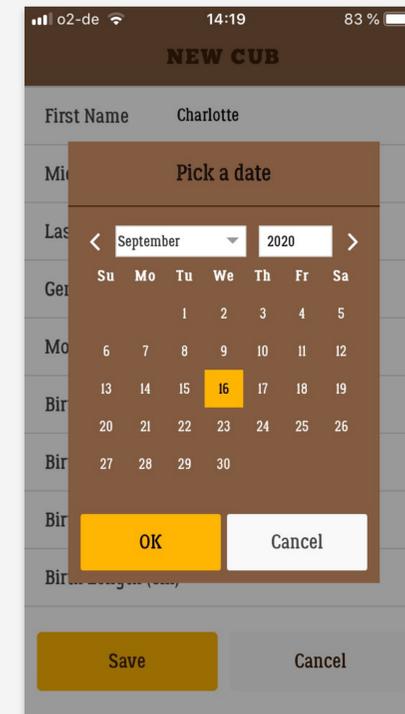
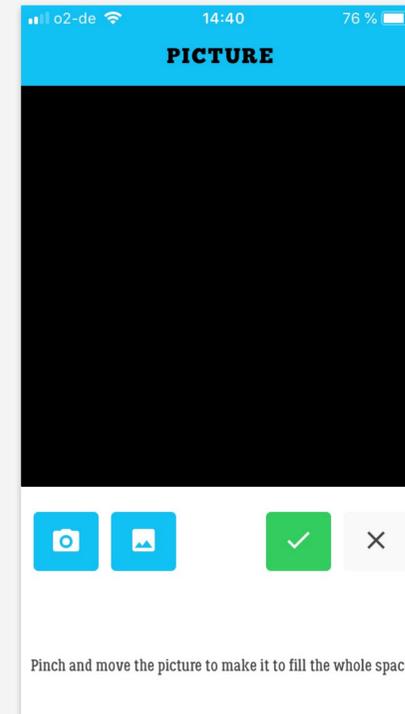
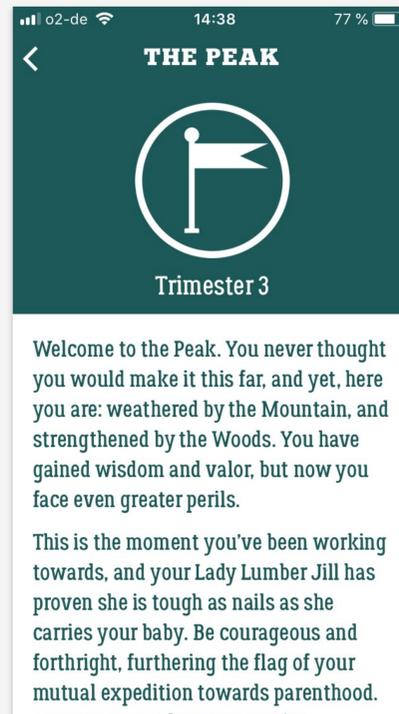
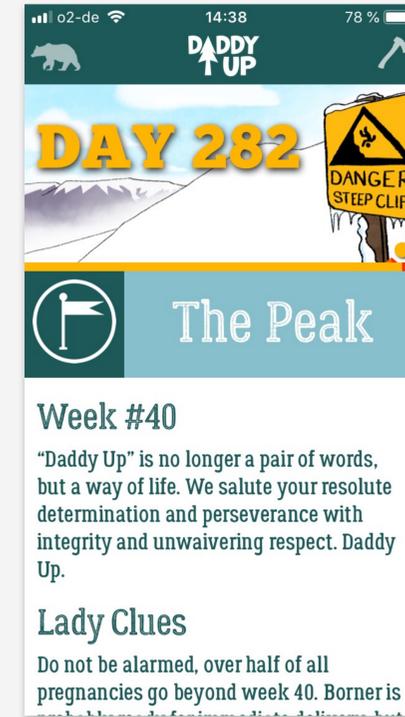
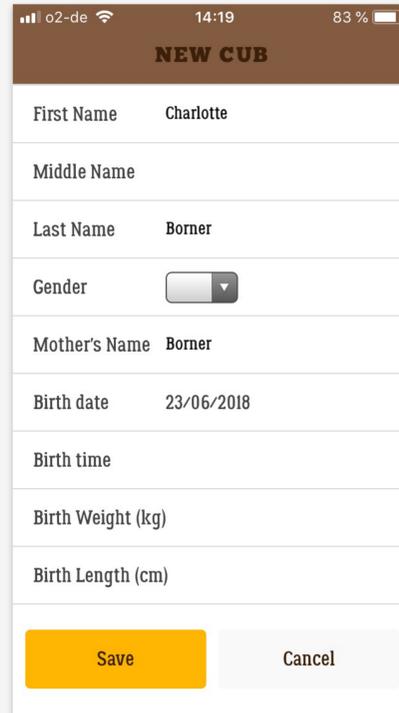
The app does not follow Google's Material Design guidelines neither the Human Interface Guidelines from Apple.

The overall layout and design the app has to offer is very playful and consists of areas with bright colors to indicate the different sections and contents.

Following a loose grid to approach, the app has different sections and regions that look completely different from each other.

This is true for a lot of elements on the screen, like the fonts, buttons etc...

The layout and overall design looks modern, but a little clunky and chaotic at the same time.





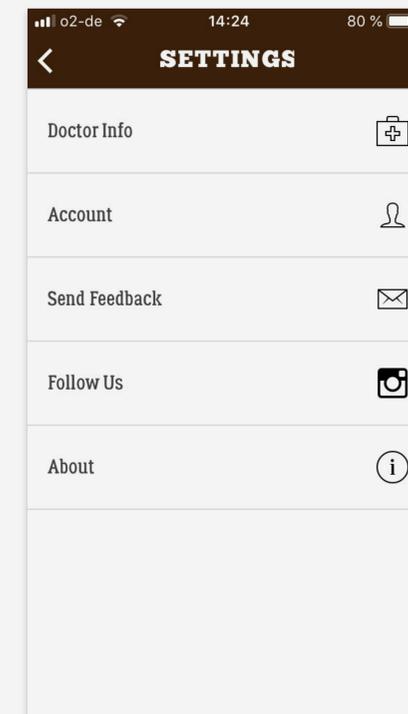
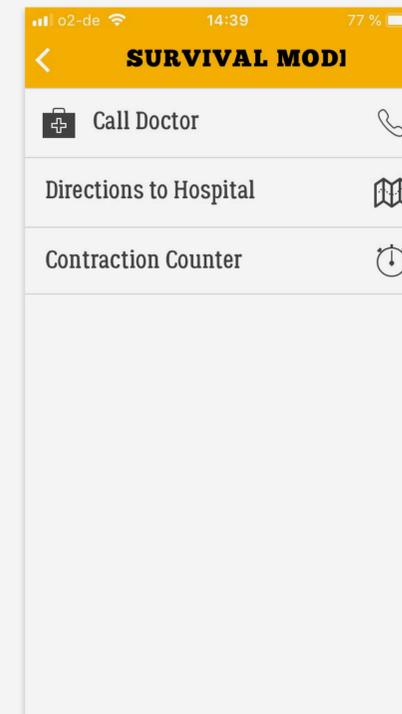
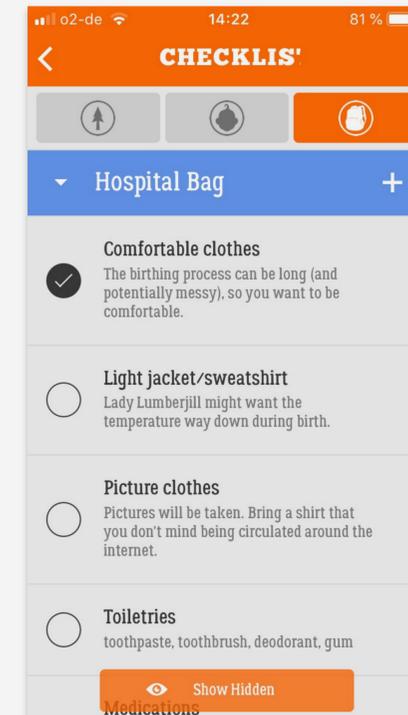
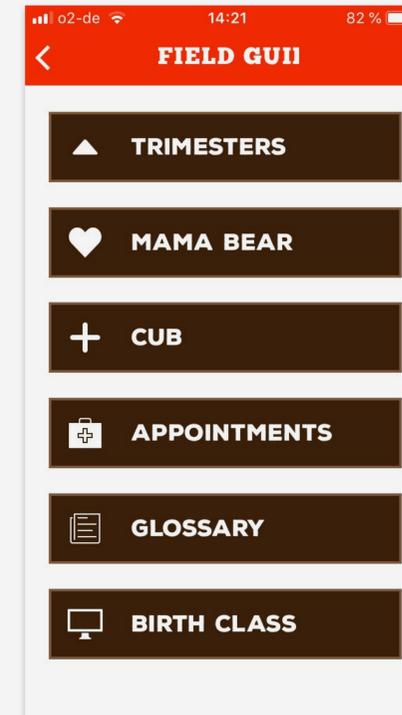
# Navigational Structure

After getting familiar with the navigational elements and areas it is clear to see that there is no design system or overall visual hierarchy or proportion scale that is used to design the app.

Although there is a certain continuity within the usage of the navigation and menu elements, there are a lot of uncertainties where to click and orientation.

There is no traditional main menu, that is intuitively clear to identify.

On every subpage there is a small arrow-left icon in the upper left corner of the screen. Even if the pages look very crowded, this element allows a certain stability and expectability, which makes navigating back on all subpages very intuitive.



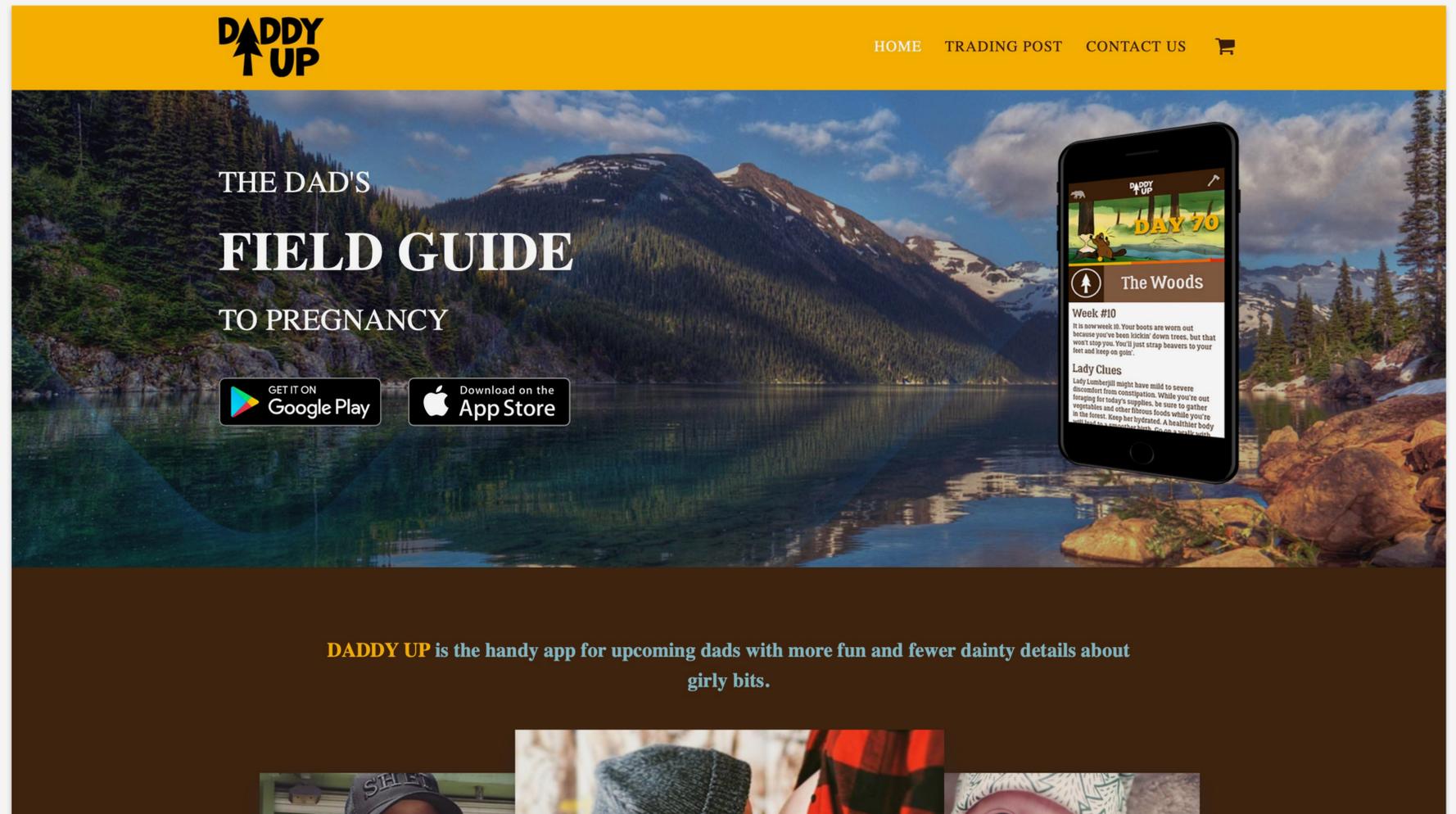


# Compatibility

The overall offer that Daddy Up has to give consists of two main components that cover the experience for each of the main mobile operating systems the user may experience and use the app with.

There is a website of the application, is presented as a traditional landing page.

There are the native apps available for Google's Android and Apple's iOS. With that variety of different access points via smartphones, a wide range of potential users is covered. To use this ecosystem of father related topics, the user has to register and log in into the system first.





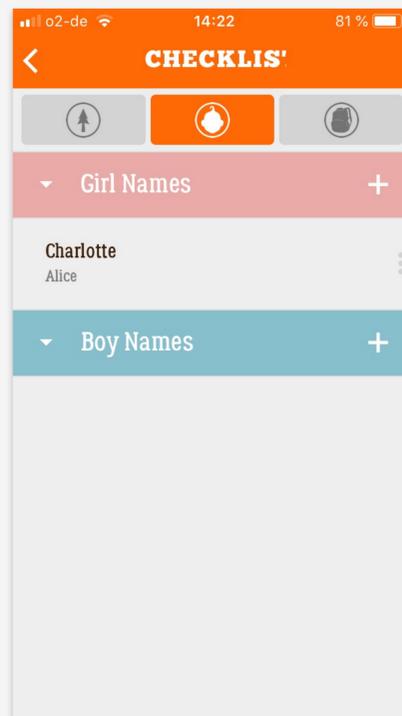
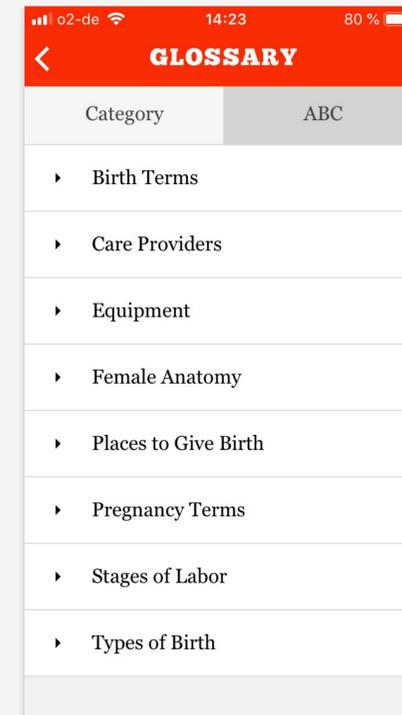
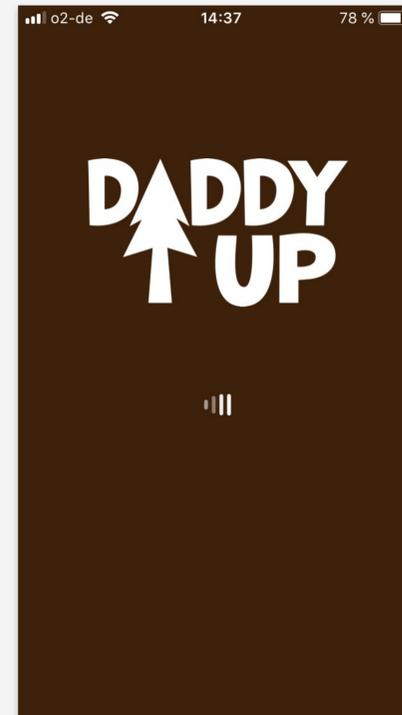
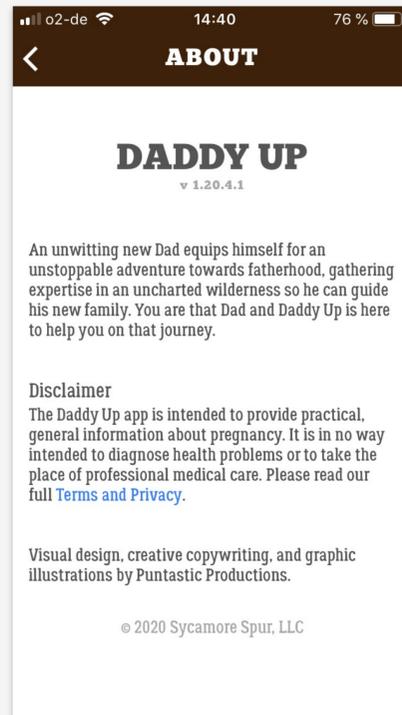
# Differentiation

The app tries to differentiate through a unique theme that the father topic is embedded in.

Offering features and functions that could also to be found in other apps as well lacks some kind of an innovative aspect, that gets used throughout the theme that the app is set in. This allows to create a whole new experience for a well overcrowded market when it comes to family apps in general.

The possibility to purchase a unique and individual „Journal Book“ offers an interesting way, to generate money.

The experience of the app stands and falls with the design, because it is their most obvious factor to differentiate from the competition.



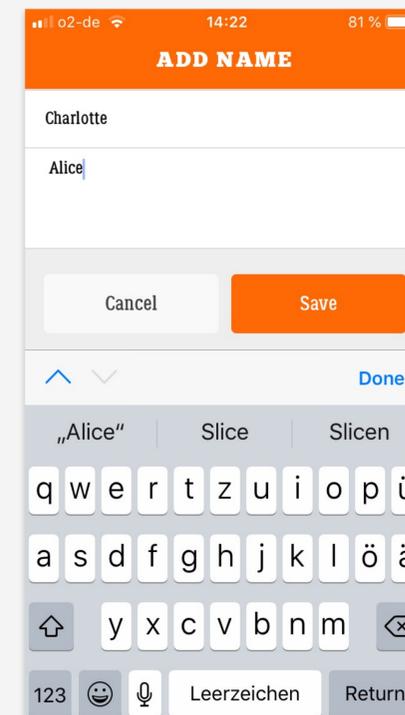


# Calls to Action

Like mentioned before might there be some problems with the huge variety of button styles and different typography what creates some sort of visual chaos.

Although there are unique and playful interactions and animations when it comes to the design of the different CTAs, it is very unclear which elements are actually CTA Buttons and which are not.

The lack of an overall pattern library or design system makes it hard to identify pattern or a concrete structure or explanation.





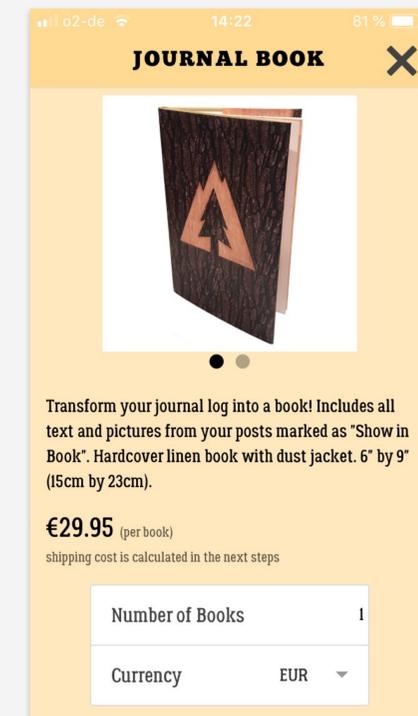
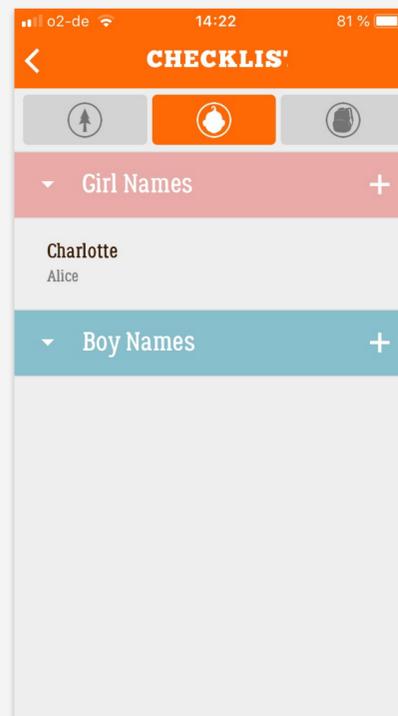
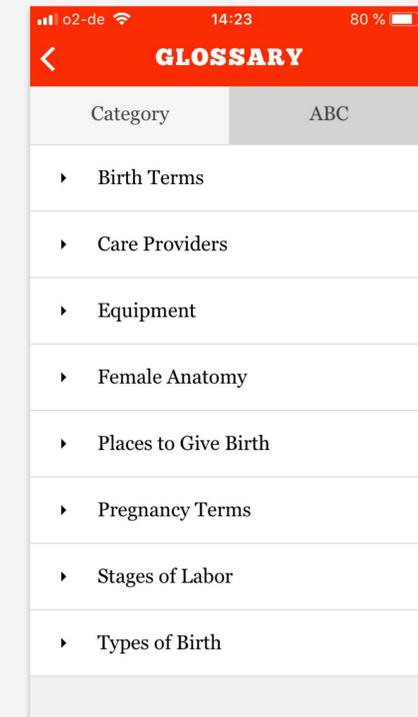
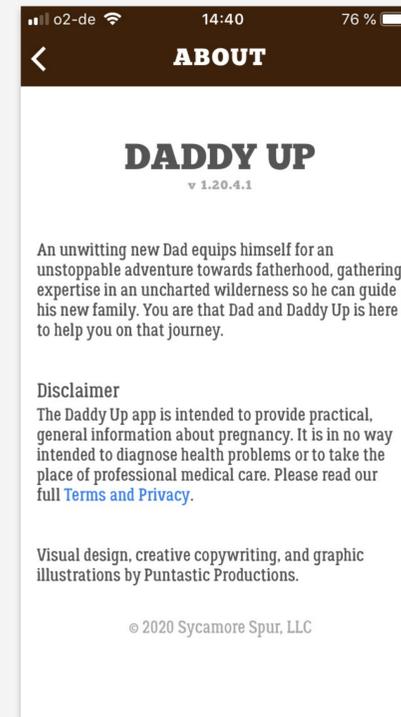
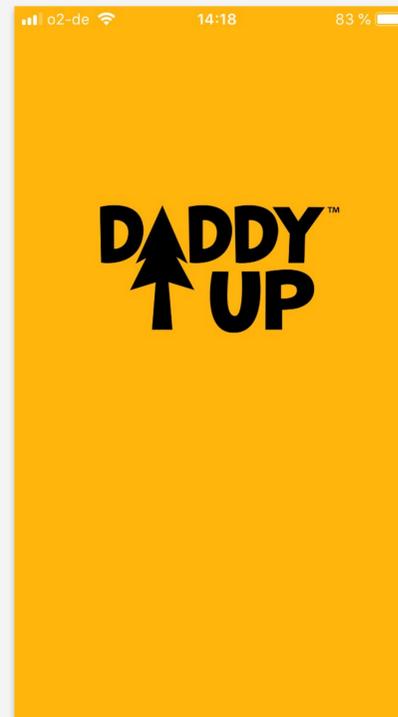
# UX Analysis

Daddy Up aims to offer an individual visual style and appearance to create a unique experience for their users. Even though a lot of parts seem to be designed without aligning and composing everything to be structured perfectly, this aspect reflects the imperfection of the child, that has to grow in order to learning and mastery.

Following a too clean or minimal design approach, might destroy the playfulness and optimistic character the app provides to the user.

There are also a couple of general issues, that might be handled by redesigning the critical parts and standardize element styles for e.g. buttons, forms or the overall layout grid, in order to give a more serious appealing to the app. This should be done in a way that their unique style and overall theme does not get distracted or destroyed, because from there emerges their individual character that is attractive to the users.

Finally heaps shows a good approach that could be accoutered when trying to innovate and create something new, that deals and improves very private parts of human life in a sustainable and simple way.





# Brand Archetypes

After intensive consideration of the brand and the products, I would say there are three main archetypes that can be discovered in a clear way. There is one primary and two supportive archetypes that can be identified.

First of all, there is the **Caregiver**, that is the core archetype of the brand. This is to be seen by their proclamation to distribute „The Das’s Field Guide to Pregnancy“ by offering support and advice. Also the different use cases and business aspects that the products have the ambition to improve the life of fathers and families sustainably.

As a second and third archetype supporting the Companion and to communicate with the right tone of voice these two enlarge the narrative power by addressing the **Hero** and the **Companion**.

The Hero is also the primary archetype regarding to the user goals, as they try to be the child’s hero and a hero of the family, because they care for others and take responsibilities. This helps supporting the primary archetype while promising a way to offer guidance, care and archival, besides promising to support the fathers and families with their struggles and problems. The fathers aim to a Hero for their child, a Companion for their partners as being a Caregiver to the whole family. Besides that the app promises to be a Companion for the fathers, making them Heros in caring for others.

According to Margaret Pott Hartwell and Joshua C. Chen I use the following definitions to explain the archetypes I have chosen.

## The Caregiver

The one-word for the Caregiver is altruism: the unselfish concern and/or devotion to nurture and care for others. This archetype is motivated to provide reassurance, service, advice, listening and an open heart to support the welfare of others. The Caregiver is compassionate, generous, efficient, self-sacrificing, patient, highly competent and an excellent multitasker. Able to find the silver lining any cloud, the Caregiver remains calm in a crisis, makes friends with everyone, and radiates the lightness of optimism.

## The Hero

The Hero acts to redeem society by overcoming great odds in service to successfully competing extraordinary acts of strength, courage and goodness. The Hero is admired by those who appreciate the self-sacrifice, stamina and courage required to triumph over adversity and evil. As a continuous learner, the Hero seeks to understand the inner life force and fullest expression of self, while coping with difficulty, meeting strange fates and facing shifting challenges. The essence of the Hero lies in the sacrifice required to achieve the goal of transformation.

## The Companion

The Companion is a trusted support who can be relied upon to lead a helping hand. Offering assistance, order and a sense of belonging, the Companion holds a deep respect for each person’s value and inherent worth. The Companion is essentially a friend and confidante, offering help and listening without measure or judgement. Typically good-natured, the Companion is a comrade through the ups and downs of life. This archetype enables freedom by being the wind beneath the wings of others.