

Competitor audit										UX (rated needs work, okay, good or outstanding)									
Goal: Understand existing tools for organizing and finding text messages that are available to anyone who texts and wants to get more use out of it.																			
General Information										First impressions		Interaction		Visual design		Content			
Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition	Desktop app experience	Mobile app experience	User flow	Navigation	Brand identity + Design system usage	Consistency	Tone	Descriptiveness	Languages			
Cat Herder (my app)	NA	Nuanced way to tag, organize, archive, and resurface specific texts or collections of texts in a conversation. Also that works within Messages app, offering more complex features on desktop.	TBD	https://henderino.com/contact@cat-herder	Small	Anyone who texts and wants to do more with the communication tool.	Organizing, finding, enhancing and re-arranging texts down to the level of individual texts.	Aspirational: Great! Should offer "power user" ways to organize and find texts.	Aspirational: Great! One-swipe effort type, fast, easy, make texts organized in few, critical, user-defined ways.	Great :-)	Great :-)	Great :-)	Great :-)	Fun, ironic, direct	Great :-)	English			
Keeper	NA	Desktop app - Can organize texts by person, specify date range, create a bookmark of these texts, and output this in nice book form.	Depends (pay per book)	https://keeper.co	Small	Anyone who texts and wants to do more with the communication tool.	Create nice books out of texts with chosen people organized by date ranges. Texts are editable so can correct errors and make everyone look their best.	Okay - No guess you general idea of what you need to do. - Requires backing up phone to computer! Huge, confusing step. - One it accesses to sensitive files. - No clear way to select date ranges beyond initial input (so it assumes you know exactly what you want)	NA - no mobile app. Not its purpose.	Poor - lot of steps, including the need to backup phone to computer and given app access to computer sensitive areas	Okay - labels are fairly clear so you can make a pretty good guess where to go to do different steps	Good - colors and fonts work well - clear messaging about emotional side of text messaging and reminding about texts. - cannot resize app to make bigger space in which to edit or view saved texts collection	Good - fairly clear what you do on each tab	Nostalgic and cloying	Okay - All key info is present - Too much info at times, but necessitated by complex process	English only			
Groups	NA	App to create custom groups to which can add text conversations. Offers ways to manage groups.	\$1.99	https://open.dynamilis.com/backstage/groups	Small	Anyone who texts and wants to do more with the communication tool.	Metadata ("groups") about conversations that is in your control. Can hide some groups from view. Can use groups to manipulate texts and find them in different ways. E.g., could make a "family" group for me that I put in status and stepmom, and then I can act on that group's messages in different ways as a whole or individually.	NA - requires jarring phone, lots of external steps - external, sketchy app without any clarity as to how to add it or risk	NA - never used due to sketchiness	NA	NA	NA	NA	NA	NA	English			
Telegram's bookmarking feature (save texts in one folder)	NA	Double indirect (different product serving same...ah... audience)	Free	https://www.youtube.com/watch?v=JFVUu3l1Y https://telegram.org/		Different, but the app has a bookmarking feature.	Rudimentary way to create non-taggable pile of "saved" messages for searching or scanning.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA		
Apple Messages App Updates and Improvements	NA	Direct (Cat Herder will be app within Messages)	Free	https://support.apple.com/messages	Huge	Anyone who texts.	Effortless to get. Extremely well maintained. Features are well thought and work well before showing up. No new app to download. Free.	Good - reliable and backed up by monstrous company - regularly updated and improved - free - seamlessly works with phone - search is rudimentary - auto-organization is out of user's control and very limited utility	Good - reliable and backed up by monstrous company - regularly updated and improved - free - seamlessly works with other devices - search is rudimentary - auto-organization is out of user's control and very limited utility	Good - judged by its own scope of features, really impressive. Even added pinning to enhance things further. - still totally lacks what Cat Herder aims to do	Good - judged by its own scope of features, works great. - but totally lacks what Cat Herder aims to do.	Poor - it is subsumed in general Apple identity - treated as a tool, not an emotional social space or professional coordination space - zero attention paid to how texts are used once they're old, more attention paid to how craft messages	Good - consistent presentation of information - clear information architecture (e.g., hierarchy between titles and details) - missing branding and overarching style	Cold and direct, or superficially fun	Poor - very much presented as a tool, not a social or professional space, so descriptions follow this paradigm	All user choice.			