Competitor audit

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							UX (rated: needs work, okay, good, or outstanding)								
								First impressions		Interaction		Visual design		Content		
	Competitor type	Product offering	Price	Website	Biz 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 (this is my app)	Nuanced way to tag, organize, enhance, and resurface specific texts or collections of texts in a conversation. App that works within Messages app, offering more complex features on desktop.	TBD	https://hellotumo.com/uc-portfolio/cat-herder/	Small	Anyone who texts and wants to do more with the communication tool.	Organizing, finding, enhancing, and resurfacing 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
Keepster	Indirect (different product serving same audience)	Desktop app - Can organize texts by person, specify date range, create a document of all these texts, and output this in a nice book form.	Depends (pay per book)	https://keepster.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 + Nav gives you general idea of what you need to do. - Requires backing up phone to computer! Huge, confusing step. - Give it access 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 of turning texts into a book	Good + colors and fonts work well + clear messaging about emotional side of text messaging and reminiscing 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
Texts	Direct	Pulls in messages not just from Apple Messages app, but LinkedIn, Instagram, Facebook, and Twitter. Remarkable. However, it has done nothing about enhancing the organizational tools. So its focus is not the same, but it is extremely well positioned to win this type of competition.	Free (beta)	https://texts.com/	Small	People who communicate on many platforms, including Apple Messages, and want to use one interface to converse. *Not* people with organizational goals for the text messages, but it is easy to imagine adding these features, since the app developer is totally in control of the interface and there is no sacrifice of access to texts over Apple Messages.	Centralized place to check texts via Apple Messages *and* social media platforms.	Uncertain - awaiting beta access.	Uncertain - awaiting beta access.	Uncertain - awaiting beta access.	Uncertain - awaiting beta access.	The website is very bare bones. At least it is clear about what it does and the stage of the app's development.	Good.	Approachable, eager, earnest.	Good. Just enough info to know what is offered.	English
Groups	Indirect (different product serving same audience)	App to create custom groups to which can add text conversations. Offers ways to manage groups.	$1.99	https://repo.dynastic.co/package/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 siblings and stepmom, and then I can act on that group's messages in different ways as a whole or individually.	NA on desktop, but: - requires jailbroken phone, lots of external steps - external, sketchy app without any clarity as to how to add it or risk - need to set up account with sketchy website - process to add it is too hard to attempt - the product features aren't good enough to deal with installation friction	NA - never used due to sketchiness, but see notes to left.	Terrible - you have to start with doing a serious modification to your phone.	Screenshots show a fairly simple interface, but it doesn't matter — far too much effort to set up.	Poor - not available in a mainstream sense. No independent website. Tucked inside other website serving "jailbreaking" phone users.	Text description at least is very clear about what is required to do it and what it does.	Techy and difficult.	Relies on text description, which itself is at least clear about what is involved to use the app.	English
Telegram's bookmarking feature (save texts in one folder)	Double Indirect (different product serving same-ish audience)	Wanted to point out "bookmarking" feature. But Telegram is a closed comms ecosystem, which is not the same audience. I wanted people using SMS defaults of wireless services, not a private app you sign into.	Free	* https://www.youtube.com/watch?v=a1rFVUo38YY * https://telegram.org/	Medium	People primarily concerned about security of texts, but the app has a bookmarking feature.	Rudimentary way to create non-taggable pile of "saved" messages for searching or scanning.	NA - primary purpose is to see how bookmarking works, which is shown by YouTube video.	NA - primary purpose is to see how bookmarking works, which is shown by YouTube video.	Easy - download the app and off you go.	Smooth, easy, and simple, which makes sense given its main purpose is to be more secure, which happens in the background.	Good - very well known for security. However, definitely not known for the feature that matters to Cat Herder, which is organizing texts.	Good. Same theme of security throughout.	Paranoid and secure.	Very good in terms of describing security features. Bookmarking feature is given some basic descriptions that make it clear how to use it. But the feature is so simple, it almost doesn't require any how-to guides.	All, user choice.
Apple Messages App Updates and Improvements	Direct (Cat Herder will be app within Messages)	Messages auto-organizes content within messages by person or chat group, links, photos, locations, documents, and so on. You can also search but it is rudimentary—you put in a term, then below it lists hits, which are also auto-organized into above categories. So you can drill down in some ways. You cannot specify date range. There is zero ability to tag messages and manage that tagging system.	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.	Good overall, but very limited in scope: + 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 can craft messages + extremely well known since it is the de facto Apple texting app	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 in terms of organizational capabilities: - very much presented as a tool, not a social or professional space, so descriptions follow this paradigm	All, user choice.