Competitive Analysis

	BitLife	CASHFLOW	MassMutual FutureSmart	Credit Stacker	iAllowance	Duolingo	Angry Birds (2)	GameDev Tycoon	Burger Shop
About	Discover how bit-by-bit life choices can add up to determine your success in life the game.	Train to become wealthy and change your life forever. As you play you'll learn about yourself, your financial style, and how it matches up against your opponents. Sharpen your financial literacy and hone the concepts of investing and money making.	The FutureSmart app simulates the personal and financial decisions the average person might make over the course of their life. Start your journey as a teenager and move forward into adulthood. Make daily decisions while facing consequences and unexpected events along the way. Share your results and achievements on social media.	An app that teaches students about personal finance, credit management and entrepreneurship through games and simulation exercises.	iAllowance is the app that savy parents trust to teach their children about earning, saving, and spending - while making their own lives a little easier.	A language learning app that has a robust free version and is extremely approachable and accessible.	A fantasy-based media franchise that features multi-colored birds that try to save their eggs from their enemies, the green-colored pigs.	In Game Dev Tycoon you replay the history of the gaming industry by starting your own video game development company in the 80s. Users create games, research new technologies, and invent new game types. The goal is to become a market leader in thr industry.	Burger Shop is a fun and addicting time-management game with several play modes including: Story Mode, Challenge Mode, Relax Mode and Expert Story Mode, each with different trophies you can collect. Utilize unique food making devices to make over fifty different food items during your quest.

Marketplace

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iOS	yes	yes	yes	yes	Yes	Yes	yes	Yes	Yes
Android	yes	yes	yes	yes	No	Yes	yes	Yes	No
Website	https://bitlife.zendesk.com/hc/en-us	https://www.richdad.com/products/cashflow-classic	https://futuresmart.massmutual.com/	no	No	https://www.duolingo.com/	https://www.angrybirds.com/	https://www.gamedev.net/	https://www.pobit.com/games_burgershop.html
Physical (board)	no	yes	no	no	No	No	No	No	No

App Features

	BitLife	CASHFLOW	MassMutual FutureSmart	Credit Stacker	iAllowance	Duolingo	Angry Birds (2)	GameDev Tycoon	Burger Shop
Need a username/account?	no	no	no	no	No	Yes	no	no	No
Bottom nav?	no	yes	no	no	No	Yes	no	no	No
Hamburger menu?	yes	no	yes (for settings)	no (board game style, candy crush)	No	No	no	yes	No
Live interaction and support?	no	no	no	no	No	No	no	no	No
Require purchase?	no	no	no	yes	Yes	No	no	yes	No
Option to purchase?	yes	no	no	yes	Yes	Yes	yes	no	yes
Defined financial terms?	no	no	no	yes	Only money, not defined	No (unless learning about how to say them in another language)	no	yes	No
Social media engagement?	no	no	yes	no	No	Yes (When linking friends)	yes	no	No
Infographics?	yes	no	yes	yes	Yes	yes	yes	yes	No
Includes chat features	no	no	no	no	No	No	no	no	No
Requires resources outside app	no	yes	no	no	No	No	no	no	No
Explain game's mission and goal?	no	no	no	yes	Yes	Yes	yes (visually)	Yes, game begins with an onboarding sequence as level 1 starts	Yes
Word heavy?	yes	no	yes	no	No	Yes	no	Yes	No
Is app extension of company?	no	yes (richdad.com)	yes (Mass Mutual Foundation)	yes	No	No	yes	no	No
Ads?	yes	no	no	no	No	Yes (In free version)	no	no	Yes
Ability to customize character/persona	no	no	yes	no	No	Yes (Different Duo "outfits")	no	yes	No
Includes a storyline	yes	no	yes	yes	No	No	yes	yes	Yes
View/edit a profile	yes	no	yes	no		Yes	no	yes	No
View points/achivements	yes	yes	yes	yes		Yes	yes	yes	No
App corrects user "errors"	no	no	yes	no	No	Yes	yes (restart level)	No, but game can be deleted and reset if user makes a series of bad business choices	Yes
Option to share progress outside app	no	no	yes	yes		No	yes	No	Yes

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What Are They Doing Well?	-Launching immediately into game (doesn't require setup/explanation) -Includes graphics	-Gives user lots of options to customize purchases -Lots of flexibility on game trajectory	-aesthetic/attractive graphics -designed to be a complement to MM	-mimics Candy Crush = engaging, easy to understand -provides incentives -exciting/colorful infographics -gives users view of endgoal -instruction during play = users can jump into game without intro -app requires user to hold phone horizontally, which mimics gaming feel	A simple app that teaches kids to save money and has them complete chores to earn this money.	They are doing a great job making learning languages easy and encouraging people not to stop.	-enticing, colorful graphics -repetitive actions that users improve on the more they play -humor -compelling story includes: heroes, villains, and rescues -incentive points and "defeating the enemy" -free to play, but user has option to purchase within app -"active" tutorial prior to play	- Creative game that mimics being a video game entrepenuer - Requires solid degree of decision making that can greatly impact game, giving a user a sense of running a real business - Game gives user breadth of freedom - High replay value due to many outcomes and "decision making trees" - Game is easy to learn but slowly builds in complexity	- Highly addictive, captures your attention - Time management, money management (upgrades) - Ability to focus, make decisions under pressure - Extremely simple concept, you have to fulfill orders as customers come in without them getting angry - "Relax" mode lets you take your time, customers don't leave, and this is a great "practice mode" - "Challenge" mode is like "hard" mode but it really allows you to practice your ability to strategize, plan, and make quick decisions
What Should They Improve?	-graphics are not attractive -LOTS of words = overwhelming -No financial incentive in beginning of game (character is young)	-numbers can be overwhelming -no graphics, aesthetics -no storyline -no incentive to play to win	-difficult to return to home -little to no flexibility on storyline, game trajectory	-no features (menu, nav, settings) apart from game board page -minimalism could frustrate users who need answers/help	The app only has users save towards goal purchases like toys. The game doesnt encourage saving for emergencys or saving for passive income.	THey should make the gamification and rewards system more robust. After a certain point all of those incentives are already explored.	Game cannot be held vertically, which is how most users use their phones	- Pay to play is inhibitive for players - No ability to undo bad decisions; could be a benefit or hinderance depending on player goals - No difficulty adjustment - Personalization is limited, could be expanded substantially	- Could be more focused using money to improve certan functionalities, I guess the game is less focused on "upgrades" and more on dexterity of fingers - Onboarding or game tutorial is inhibiting to the actual gameplay, if you actually do the tutorials instead of diving into the game (and learning yourself), it makes you slower...which is determental to the success of the game