



GPS Tracking App Competitive Analysis

We decided to do a competitive analysis to compare the current LiveTrack feature within the Garmin Connect App to market products with similar features. We wanted to see how similar apps display their features, make users aware of tracking, share information, and more.

We then categorized the applications into the following metrics:

- Target Audience
- Purpose
- How does the user know the feature exists?
- How to share location?
- How to set up the feature?
- Where can the information be viewed?

Through this analysis, we hope to find areas of opportunity to determine improvements that can be made to the Garmin App and more specifically LiveTrack.

## Terminology:

In the document, we refer to specific users as 'User A' or 'User B'. We define **User A** as the user sharing their location data, and **User B** as the user to whom that data is shared and by whom that data is viewed.

We analyzed the following location tracking applications:



### Life360 Family Locator - IOS and Android

Mutual tracking within groups, targeted at families. Users define a group of other users, their “circle”, with which they can share location, set location alerts, see battery life, etc.



### Find My Friends - IOS Only

Find My Friends is an application where users can share their location with friends and family through their Apple ID. The user is then allowed to view their location in comparison to their friends’ locations.



### Glympse - IOS and Android

“Send a Glympse, request a Glympse”, users can set a specific time duration, customize a message, or set a destination when sharing their location with contacts in their phone.



### LiveTrack24 - Android Only

“Real-time GPS tracking for outdoors activities and complete solutions for sporting events.” The target audience of LiveTrack24 is mainly skydivers.



## **Strava - IOS and Android**

Strava allows users to share their location in real time with their friends, partners, parents, coach, and more. The Strava Beacon is used to ensure safety.



## **Under Armour: MapMyRun - IOS and Android**

Users can share their location with UA's LiveTrack to other avid runners within the community to showcase progress or with friends and family to solidify safety. The app is geared toward regular runners and has different variations for other areas of fitness



## **ViewRanger - IOS and Android**

Use the in-app map to pre-plan and edit routes, add points of interest, and track locations of friends and family



## **Garmin Connect LiveTrack - IOS and Android**

This app allows a Garmin device user to share their location via email and social media.

## Non-Athlete



Glympse



Life360



Find My Friends

## Runner, Cyclist, Hiker



MapMyRun



ViewRanger



Strava



Garmin Connect

## Other Athlete



LiveTrack24



ViewRanger



Strava

## Fitness & Social



Garmin Connect



ViewRanger



LiveTrack24

## Safety



MapMyRun



Life360



Strava



Find My Friends



LiveTrack24

## Family or Friends Circle



Glympse



Life360



Find My Friends

## Present When Open



Find My Friends



LiveTrack24



Glympse

## Popup or Lightbox



Strava



Life360



ViewRanger

## More Page *"Secondary Navigation"*



MapMyRun



Garmin Connect



Strava

## Main Navigation

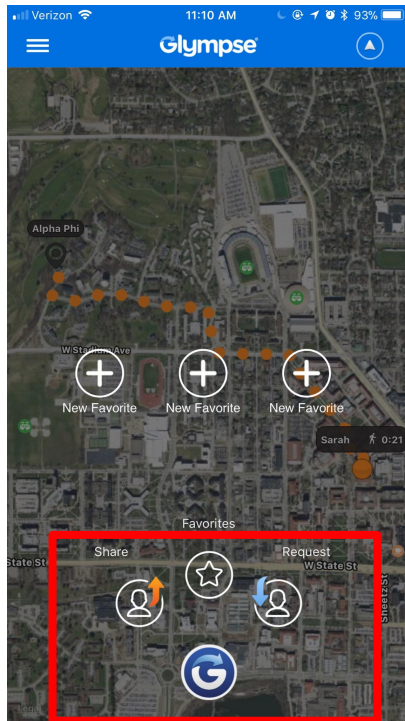


Glympse

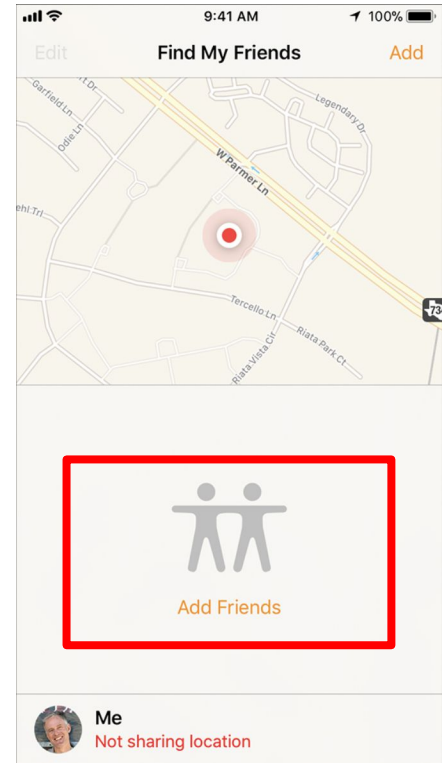
## Examples



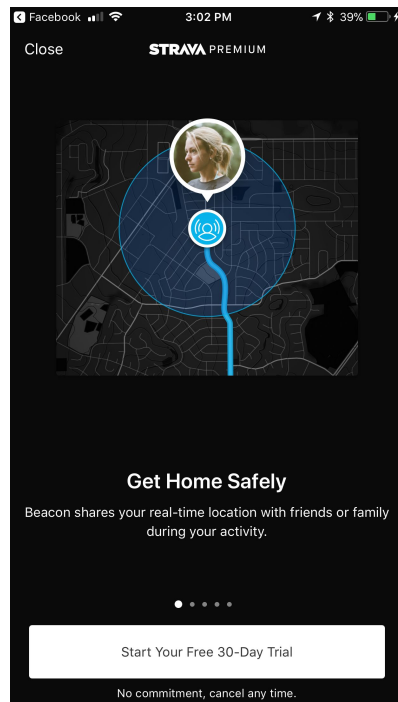
**Glympse**  
Main Navigation



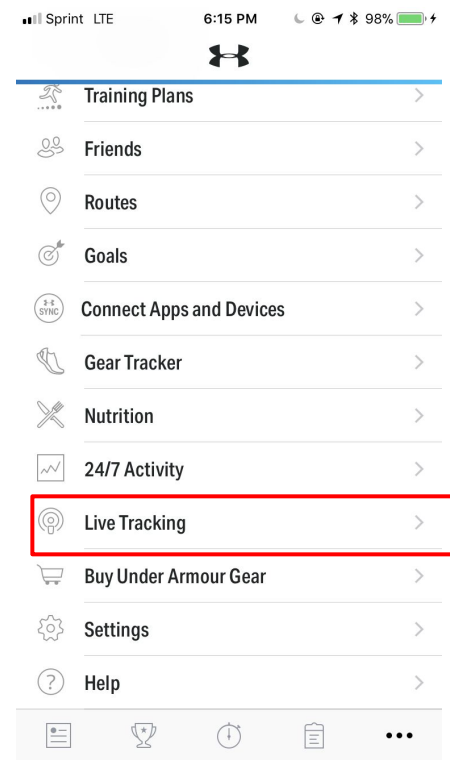
**Find My Friends**  
Present When Open



**Strava**  
Lightbox



**MapMyRun**  
Settings





# How to Share

## Email



Garmin Connect

## Text



Find My Friends

## Social Media



Glympse

## Share a Code



ViewRanger

## App Specific



MapMyRun



Strava



Garmin Connect



Life360



Glympse



LiveTrack24

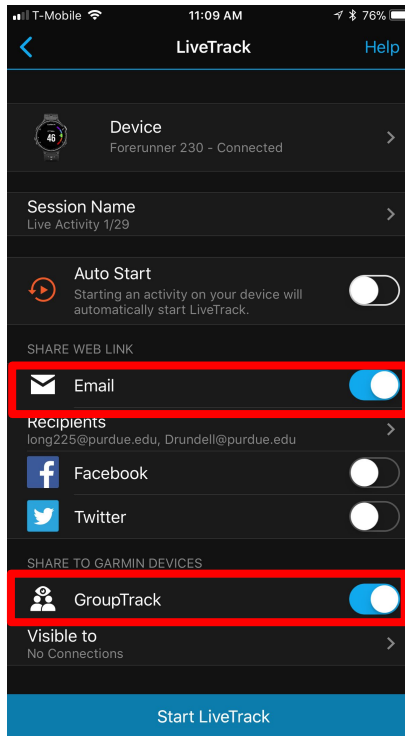


Garmin Connect

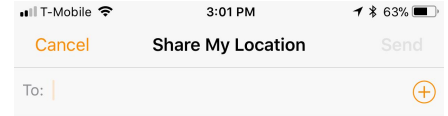
## Examples



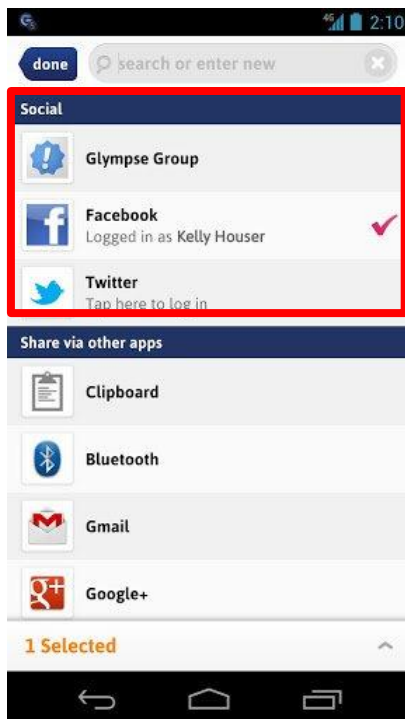
**Garmin Connect**  
Email &  
App Specific



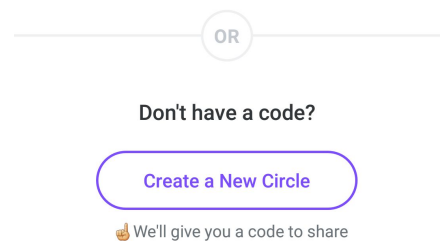
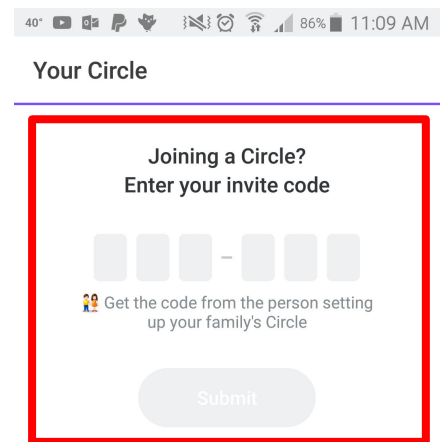
**Find My Friends**  
Text Message



**Glympse**  
Social Media



**Life 260**  
Present When Open



Where **User B** is able to view **User A's** information.

## Web Browser



Glympse



Find My Friends



Strava



Garmin Connect

## Within App



Find My Friends



ViewRanger



Glympse



Life360



MapMyRun

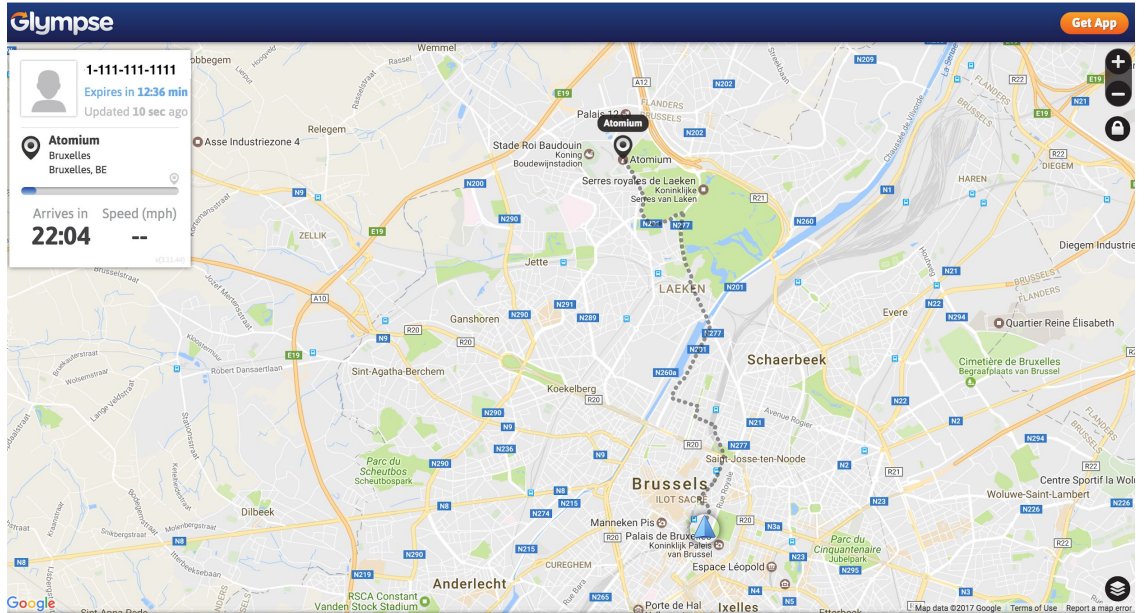


LiveTrack24

## Examples



**Glimpse**  
Web Browser



**Find My Friends**  
Within App



Within each metric, we found that different applications have similarities, differences and overlapping trends.

## Metric Breakdown

The target audience metric was used to state who the apps we analyzed were intended for. However, this metric does not affect the analysis. However, moving into the purpose, we found that the most common use for tracking applications is safety. We then looked into how the applications indicate that location sharing is an available feature. The most common method was a popup or lightbox. However, the majority of the applications showed the feature in an area that is easily discoverable by the user. Only Garmin Connect and Under Armour have their tracking features nested under their secondary navigation or more page. Additionally, when looking into how applications share location, as seen on pages 9 and 10, the most common methods are through text message and application specific measures. An example of an application specific measure is how GroupTrack allows you to share with your connections in Garmin Connect. We then looked into where “User B” can view the information being shared with them. Every application except Garmin Connect, allows the User B to view User A’s information within the application as opposed to only allowing User B to view User A’s information in an external web browser. .

## From doing this, we found some potential areas of improvement for LiveTrack:

1. Provide a clearer way for users to know the feature exists
2. Provide more options for sharing (Texting, iOS share sheets)
3. Allow User B to view information within the Garmin Connect app, if they are a user of the application.