

COMPETITIVE ANALYSIS

Gabriella Kovacs

UX Design

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01

Competitors of the Responsive Web App *Olive*



#1 FitOn by FitOn, Inc.

FitOn is the #1 free fitness app with more than 6M+ members offering unlimited workouts with celebrity trainers from the comfort of your home.

Launched in 2019.



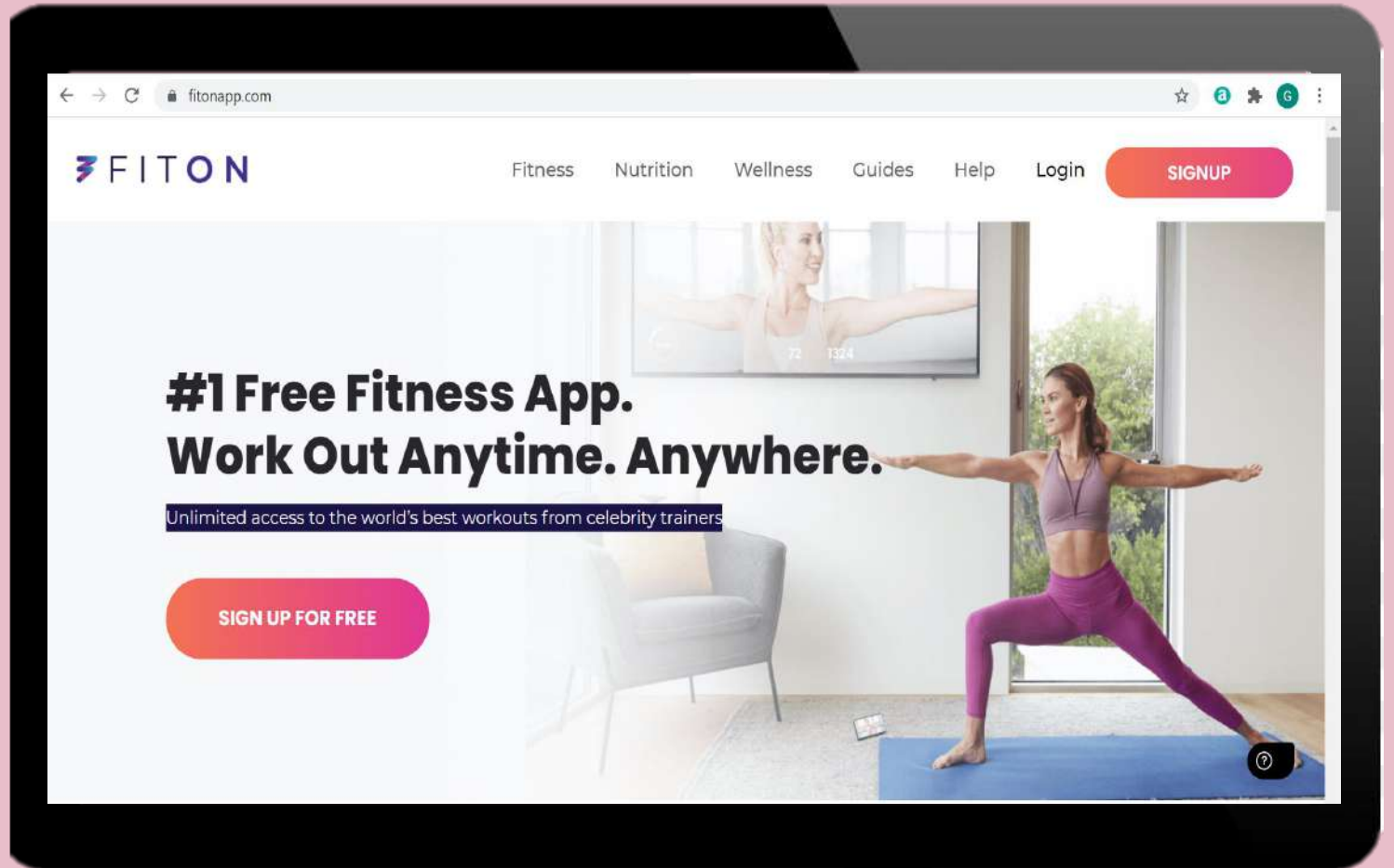
#2 8fit by Urbanite, Inc.

“Transforming the concept of fitness from the pursuit of perfection, to a liberating journey of healthy, body-positive and lasting changes”.

8fit offers healthy recipes and workouts designed to be done at home. Launched in 2014.

02

Competitor 1: FitOn Preview



02

Competitor 1: FitOn Overview



KEY OBJECTIVES

"Stop paying to workout. Workout anytime. Anywhere." is the FitOn slogan. They stand out from the competition by offering unlimited workouts entirely free. Personalized plans, celebrity trainers, easy-to-search workouts by duration, intensity and target area. You can train with your friends, too.

OVERALL STRATEGY

According to Crunchbase, FitOn is the #1 free fitness app with more than 6M+ members. A quick Google search reveals a well-designed FitOn website, loads of Youtube videos, Fb/Insta/Pinterest/LinkedIn profile, fresh articles/blogs/reviews by Forbes, People etc. FitOn maintains a 4.7-star rating on Google Play and a 4.8-star rating on the App Store.

MARKET ADVANTAGE

The app launched just at the right time with home-gymming on the rise and gyms shutting amidst the pandemic. It is featured in the top 10 results of a *"best workout and meal planner app"* Google search. Most blogs point out the value of the app, offering free, unlimited workouts anytime, anywhere, on demand.

BOTTOM LINE

- Free fitness workouts, advice, personalized plans and meal plans for all levels
- Effective, motivating and social

BOTTOM LINE

- A well-established, fresh online, press and social media presence
- Highly rated on Google Play and the App Store

BOTTOM LINE

- Positioned highly in the top Google results
- Highly rated app
- Unlimited free workouts

02

Competitor 1: FitOn Marketing Profile

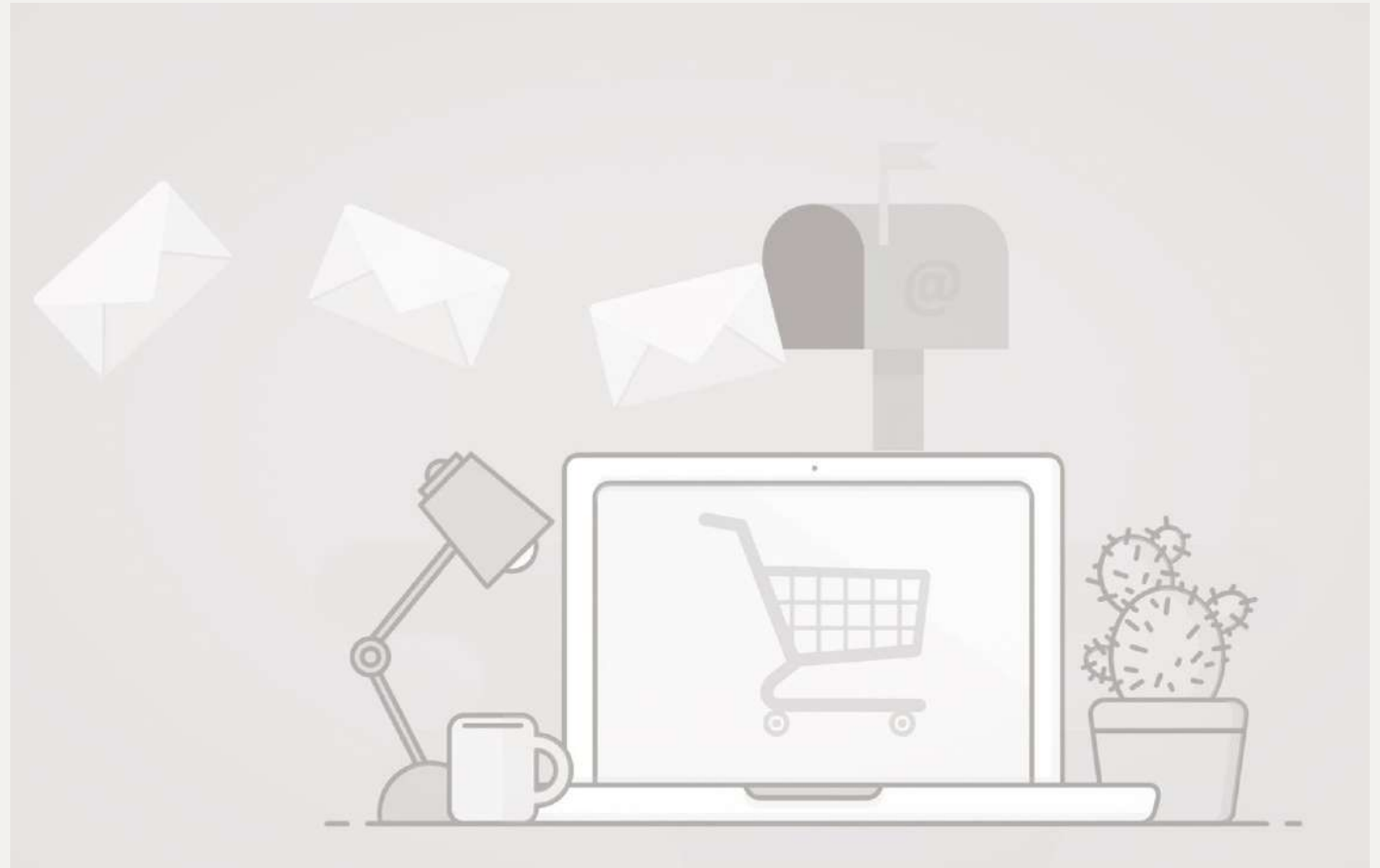


MARKETING PROFILE

According to Crunchbase, FitOn is funded by 5 investors and has raised a total of \$12M in funding over 3 rounds. They stand out from the competition by offering unlimited free workouts with celebrity trainers in many disciplines. They have a strong online and media presence (Fb, Instagram, Youtube, Pinterest). Their main customer base are people looking to get fit from home.

BOTTOM LINE

Well-funded and well-established online and media presence with a strong customer base attracted by unlimited free workouts that you can do from home



02

Competitor 1: FitOn SWOT Profile



STRENGTHS

- ✓ Great product offering unlimited free workouts
- ✓ Celebrity trainers
- ✓ Modern look and feel of the app/web app
- ✓ available as a native app and as a responsive web app
- ✓ The PRO plan is cheaper than a gym membership

OPPORTUNITIES

- ✓ longer workouts
- ✓ cycling/running/walking program or integration with other apps
- ✓ more focus on bodybuilding
- ✓ More personalized workout plan/recipes
- ✓ Intelligent calorie counter/diet planner
- ✓ Better/more user-friendly UX

WEAKNESSES

- × Short workouts (95% under 30 mins)
- × no cycling/walking/running program
- × Lack of focus on bodybuilding
- × You have to buy PRO for meal plans
- × Certain features are not so easy to find, prolonging user journeys

THREATS

- × other workout and meal planner apps: 8fit, Exerprise etc.

02

Competitor 1: FitOn UX Analysis

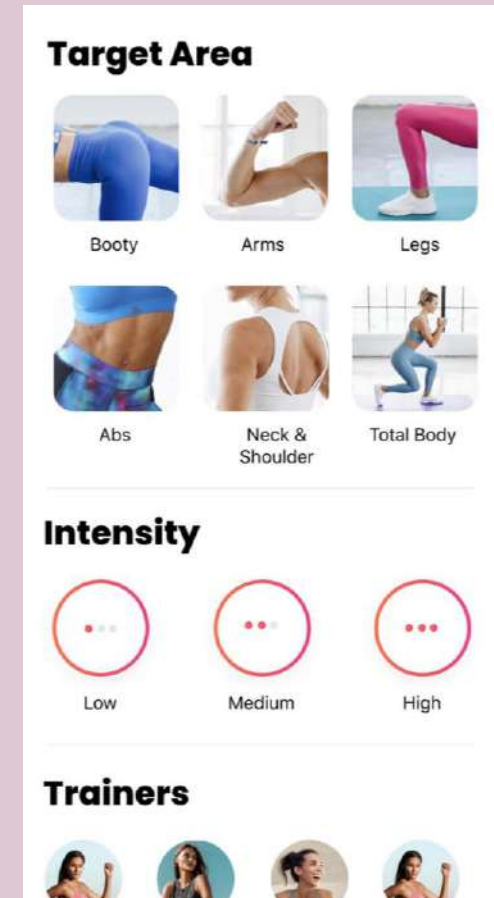
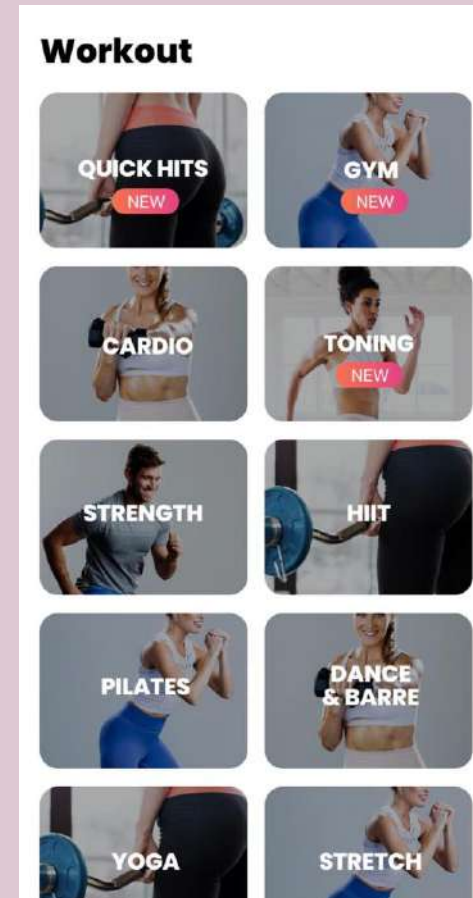
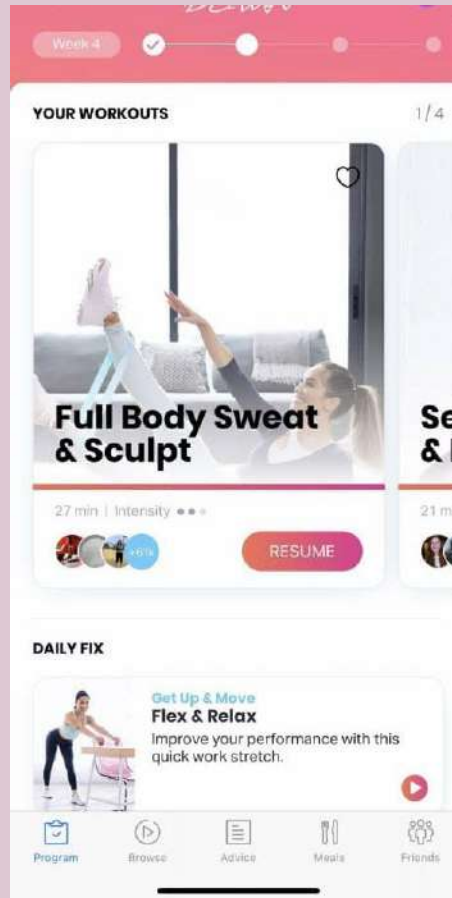


LAYOUT

The layout does need some getting used to. There is a lot of information, and users might feel overwhelmed by it at first. After a few days, you get to understand the design and how versatile the app is. New users could definitely benefit from hints and useful tips pointing out important features in the app.

BOTTOM LINE

- The layout needs some getting used to as there are no hints to guide you along
- The app is visually appealing



The layout in the mobile version of FitOn

02

Competitor 1: FitOn UX Analysis



NAVIGATION STRUCTURE	CALLS TO ACTION	COMPATIBILITY
<p>Simple and logical nav bar that showcases the main features of the app: <i>For you/Profile, Workouts, Advice, Meals, Friends</i>. The function I struggled finding was logging activities performed outside the app. Finding the right workout in <i>Workouts</i> should be a shorter user journey-I felt I needed a faster way to find the right workout.</p>	<p>Signing in/up, filling in forms, chat, inviting friends to train together is easy, no friction points found. PRO invitation is not intrusive and annoying, as you can always access it in the top bar.</p>	<p>FitOn is currently available on: Android & iOS devices Desktop TV Apps & casting</p> <p>Integrations: Fitbit Garmin Google Fit Samsung</p>
<p>BOTTOM LINE</p> <ul style="list-style-type: none">• Simple and logical nav bar• Some features need hints• Some user journeys need improving	<p>BOTTOM LINE</p> <ul style="list-style-type: none">• CTAs are clearly displayed, easy to find, fill in and submit	<p>BOTTOM LINE</p> <ul style="list-style-type: none">• Great compatibility across a variety of devices: phones, laptops, TVs, smart watches

02

Competitor 1: FitOn UX Analysis

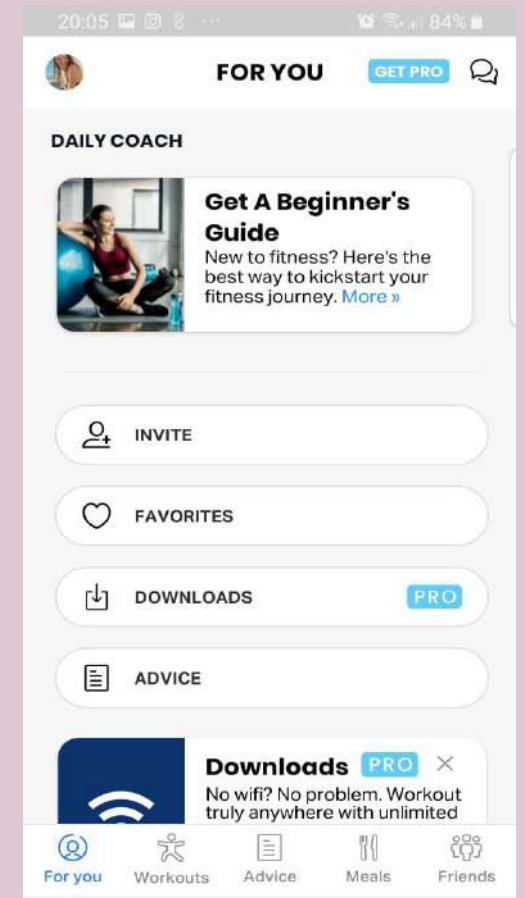
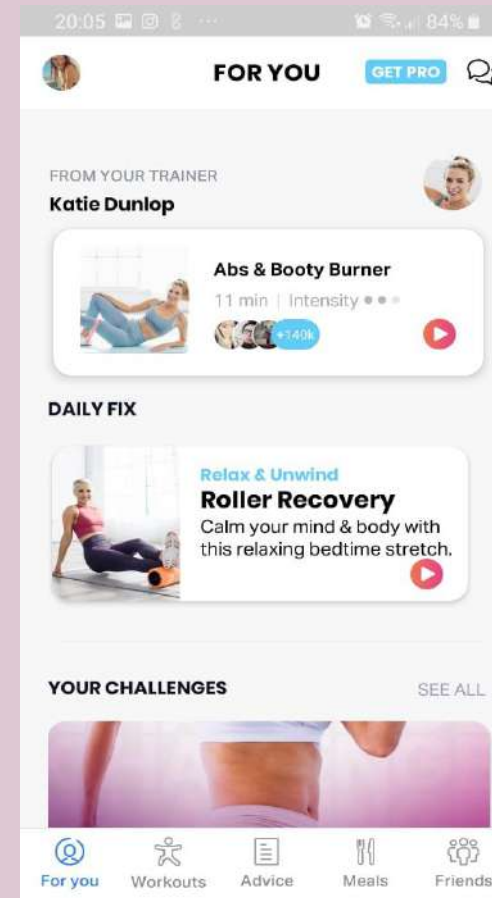
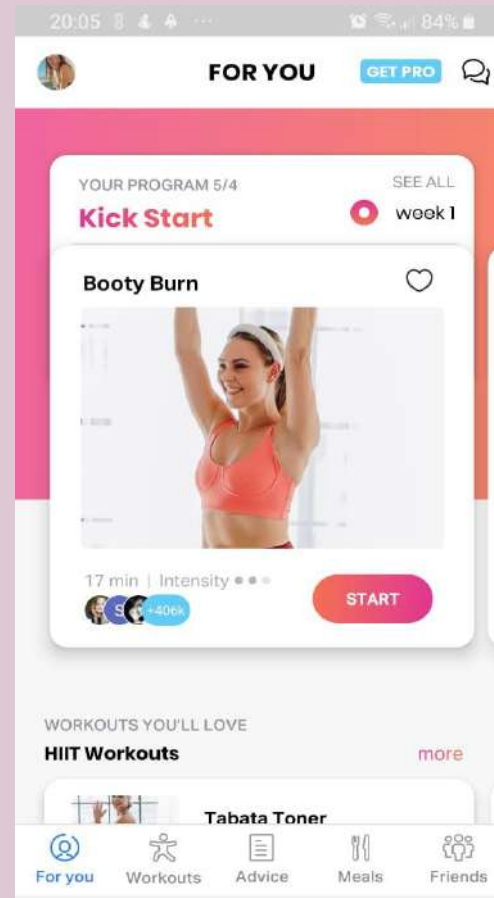


USABILITY

The app is fairly easy to use, but it needs some getting used to due to the sheer amount of information and features it contains. Icons & labelling are easy to understand and logical. The "For you/Profile" menu needs some rethinking & decluttering. Some user journeys could be more goal-oriented.

BOTTOM LINE

- The app is usable, but could benefit from some UX improvements.



The homepage, "For you/Profile" menu, has a wealth of information. You literally don't know where to start exploring.

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Competitor 1: FitOn UX Analysis

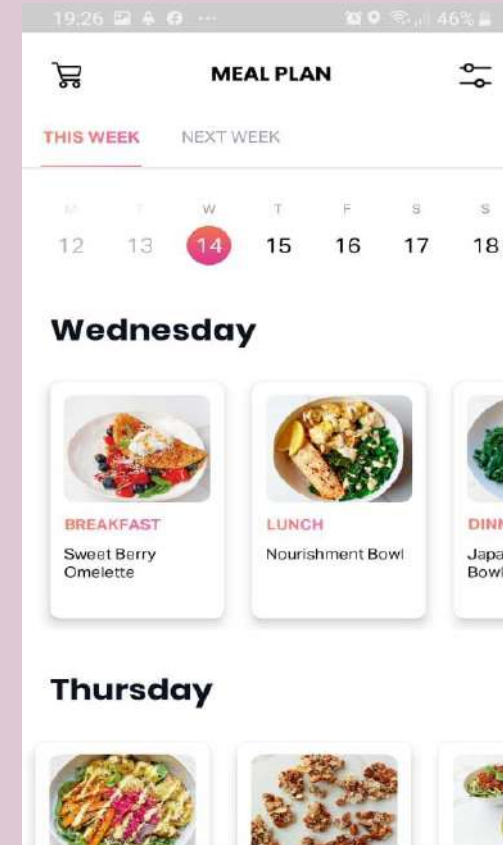


DIFFERENTIATION

This is a great app that stands out because it is:

1. celebrity-endorsed
2. Offers free unlimited workouts

While it offers simple, easy recipes in PRO mode, the app does not venture deep into nutrition. We could build on that and other opportunities identified during the SWOT analysis.



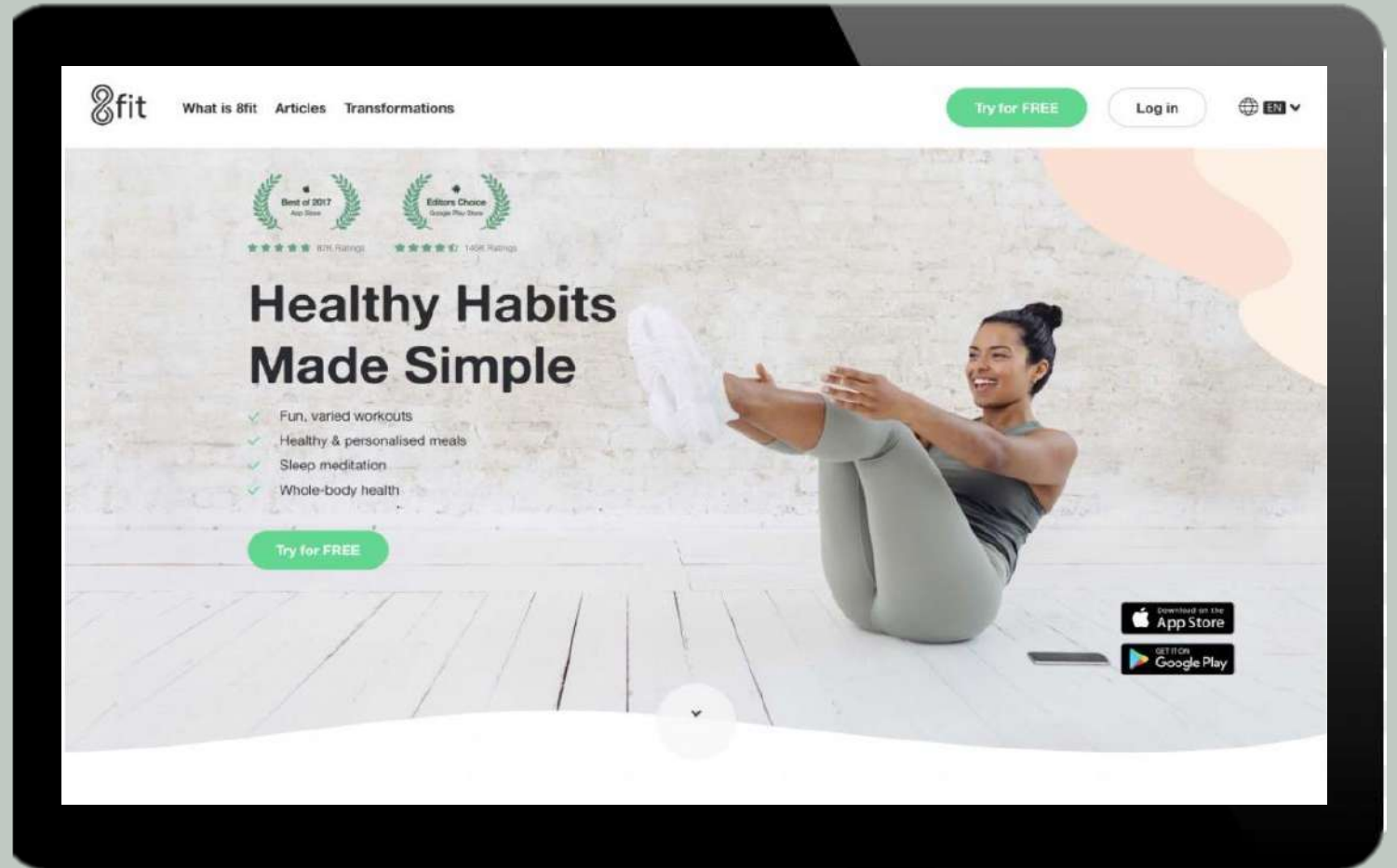
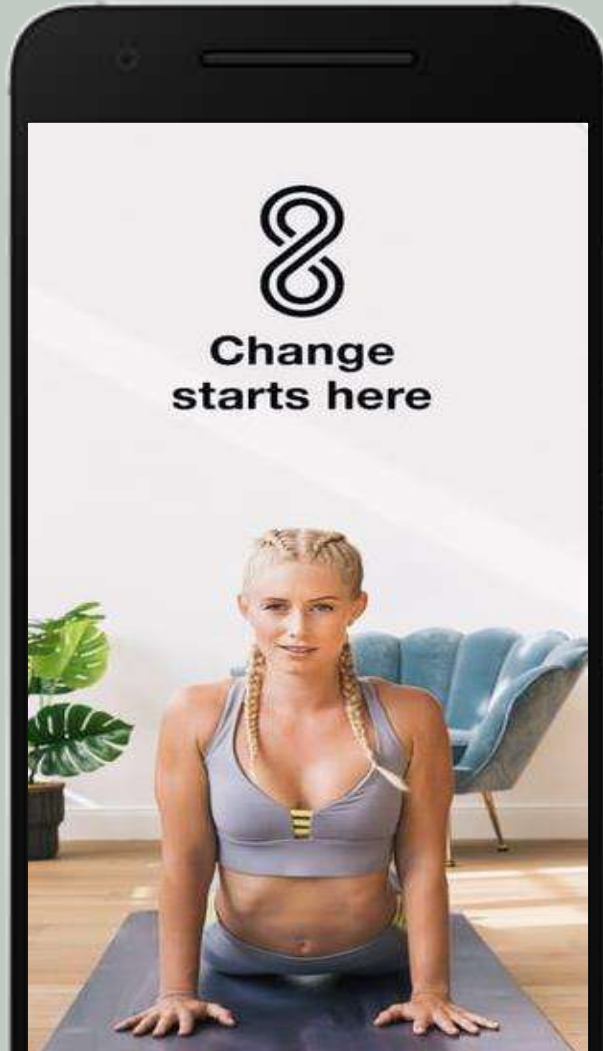
BOTTOM LINE

The app seems to be focusing more on workouts and less on nutrition & calorie tracking, which could be an opportunity.

These all look delicious! But people might prefer to take informed decisions, especially when they are trying to lose weight/tone up/build muscle.

03

Competitor 2: 8fit Preview



03

Competitor 2: 8fit Overview



KEY OBJECTIVES

"Healthy habits made simple" is the 8fit slogan. They stand out from the competition with their holistic approach to health, fitness and exercise. Personalized workout plans, meal plans, features to log activity, meals, meditation and weight help the user track their progress and pick up healthy habits.

OVERALL STRATEGY

According to Crunchbase, 8fit supports more than 20 million users worldwide. A quick Google search reveals a well-designed 8fit website, an active Fb/Insta/Youtube/Twitter account, fresh articles/blogs/reviews. It also enjoys a 4.3-star rating on Google Play and a 4.5-star rating on the App Store.

MARKET ADVANTAGE

The app launched in 2014, at the advent of home-gymming and increased health & fitness awareness. Perfect timing! Shows up in the top 10 results of a *"best workout and meal planner app"* Google search. Most blogs praise the holistic approach of the app, combining effective at-home workout routines with personalized meal plans, sleep meditation techniques, and more.

BOTTOM LINE

- Bite-sized workouts personalized fitness plans and meal plans for all levels
- Holistic approach

BOTTOM LINE

- A well-established, fresh online and social media presence
- Highly rated on Google Play and the App Store

BOTTOM LINE

- In the game since 2014
- Positioned highly in the top Google results
- Praised for its holistic approach

03

Competitor 2: 8fit Marketing Profile



MARKETING PROFILE

8fit has a strong customer base with 20 million users worldwide. The app launched to cater for busy people looking to integrate healthy habits into their lives, all from the comfort of their homes. They stand out from the competition with their holistic approach to health, fitness and exercise. They have a strong online and social media presence (Fb, Instagram, Youtube, Twitter).

BOTTOM LINE

Well-established online and media presence with a strong customer base attracted by the lifestyle, health & fitness boost that the app delivers



03

Competitor 2: 8fit SWOT Profile



STRENGTHS

- ✓ Great product offering a holistic approach to health & fitness
- ✓ Personalized workout/meal plan
- ✓ Modern look and feel of the app/web app
- ✓ available as a native app and as a responsive web app
- ✓ The PRO plan is cheaper than a gym membership

OPPORTUNITIES

- ✓ longer workouts
- ✓ more programs & workout/training variety
- ✓ features to let people socialize, train together
- ✓ Making customization of workout plans more user-friendly
- ✓ offering more features/workouts for free

WEAKNESSES

- × Workouts are limited in free mode
- × Short workouts (most of them are under 30 mins)
- × Lack of workout/meditation/training variety
- × You have to buy PRO for meal plans
- × No features to invite friends, share workouts
- × Not so easy to customize your plan

THREATS

- × other workout and meal planner apps: FitOn, Exerprise etc.

THANK YOU :)