Classpass App Overview

Key Objective
Classpass App initial aim was to make finding and booking classes effortless. Now it is more than that, Classpass is now changing how people live their lives. connecting it's users to soul-nurturing experiences. Whether you're driving a few hours away or hopping on a plane across the country, you can always use the ClassPass membership once you get there. Not only will you get your exercise fill, but you'll also be able to check out the workout scene.

Bottom Line:
ClassPass is available in over 2,500 cities across 26+ countries
Tracks fitness studios near you - even if you're out of your country.
Access 25,000+ studios and gyms.

Overall Strategy
The most recent articles are mainly about how the present coronavirus pandemic has affected the fitness industry - Classpass included. The only kind of promotion they had would be in Mar-April when they announced about the live-stream workout service they brought back and for free as multiple businesses have temporarily closed and people stay indoors due to the novel coronavirus pandemic.

Classpass has a 3.8 star (out of 6.,600+ ratings) on Google Play app store and a 4.9 star (out of 100,000+ ratings) at Apple app store. The difference might be due to the degree of technical stability of the app on two different platforms. Those on Android seem to have more issues as seen in the reviews.

Bottom Line:
- They keep up to date with their services to cater to users changing needs.
- App seem to be optimized more for iOS.

Market Advantage
Their greatest perk would be allowing users to have access to many types of studios nationwide - even worldwide. Upon searching "fitness app", Classpass doesn't come up. They only come up in the first page when "fitness pass" was searched. It clearly shows how the fitness industry fiercely differentiates the type of fitness apps and how Classpass identity as a physical pass to fitness studios is strong. At the start of it's launches and for a short period of time, they gave out 1-month free trials for new sign-ups to get more people into the app. Subsequently it became 1-2 week free trials for new signus or friend referrals.

Bottom Line:
- They are invested in attracting people for the experiences they offer.
- They are strongly identified as fitness pass to large number of fitness studios.

Marketing Profile

Classpass first launced in 2011 They entered the Asia market in second half of 2018. They partner with a large variety of studios/gyms etc. Users can check their friend's fitness schedules within Classpass - especially good when needing an exercise buddy. The app allow users to leave reviews for their workouts at the studio. There is also an achievement " badge" system that serves as a kind of milestone when user visited "x" number of studios, it's being celebrated. Example, being a "strength rookie" for going to a few strength-training classes, being a "cycling regular", etc. Though not extensive but they have a blog on their website version that is up to date on wellness, physical and mental health, and social issues.

Facebook ads were one of the first channels Classpass started using in terms of paid acquisition. Classpass run their campaigns in very specific areas based on data points like area codes and locations. They are very data-driven with their Facebook ads strategy as Facebook has a lot of great proprietary data- see what people are interested in, where they live, what they like. It was very beneficial for such a geo-located business to targets the right audience based on those data points.

In 2015, Classpass was facing difficulty in bringing in enough revenue to outpace the cost of paying the class providers that Classpass partners with. In addition to rising competitiors, they had to relook into their subscription model and push the app out to more markets.

2020 is a difficult year for Classpass as well. With the coronovirus pandemic and people made to stay indoors often, they have to quickly adapt to new challenges. Despite the popularity of live-stream workout services, the company lost 95% of revenue, impacted 53% of the staff, with 22% laid off and 31% furloughed.

Despite the trying times, Classpass still stayed true to it's notion today - still making fitness sessions accesible for all. From digital classes that comes free with any subscripton to having access to selective studios with measures in placed.

Bottom Line
- Very data-driven, helps users locate studios at any range and with users filtered preference.
- Stayed true to original mission of effortless finding and booking of classes.
- Have to keep improving themselves for the challenges and changing needs..

SWOT Analysis

Strengths
- Very focussed on having a large base of partnering studios/gyms for fitness/recovery/sports massages.
- Very easy to use and convenient to find and book system within the app.

Weakness
- Lack of perks to retain users.
- Need to look into optimizing App better for Android users.

Opportunities
- Potential strategy to retain users loyalty via existing unexplored milestone system - Achievement "Badges".
  Could potentially partner with health/sports-related brands.
- Build a potential business model around LIVE sessions in the future.

Threats
- Only seen as a fitness pass and not a fitness app so not attracting a portion of potential users
- Only focussed on physical fitness experiences which may be dangerous for future sustainbility.

UX Analysis

Usability
Besides using personal email, user has the option to sign in with a Facebook account. Information is clearly catergorized and easy to find. 5 main icons in the navigation bar stays throughout as pages change. First page user see is a "For You" page, feels pretty personalized on first look but this page is just an overview of favourite studies, trending exercises, etc.

Layout
Structure of each page is layout similarly with consistent style.

Navigation Structure
Overall structure is very simple, straightforward and still allow room for some customization. But they could've been more consistent with the colors used especially on the different states of the buttons and various navigations. I think it's important so that there is a sense of familiarity for users and allow users to use the app more seamlessly. Pages of each studio are all consistently the same structure with information about the studio (amenties, rules) and how to get there., and star ratings with users reviews on it.

Compatibility
Free for download on Google Play store and Apple App store. Able to download on tablet but the size of it's viewing screen is the same as mobile so I think they are going for mobile first approach. Users can login to Classpass using browser but that only shows limited information and unable to book classes there.

Differentiation
I think Classpass has a lot of potential. Number one reason is definitely because of how extensive the number of studios that users can go to but this coronavirus is a good call for them to really strive to improve their features to meet changing needs. I think if they can progressive launch some small features every now and then, it'll be able to help connect with users and retain their interest towards the app for a longer time. The blog which only appears on their website version, consist of articles on health, wellness and social issues but I don't see such inspiring reads in the app. Also, I think value-adding by rewarding users of their achievement to engage them is important. Classpass currently has the achievement "badges" milestone system which I feel that potentially could do more than simply function as a "badge" collection.

Call to Action (CTA)
Subscription tiers, Cancellation, Billing information and any legal-related support can be easily found under user "Profile" page.

GoogleMaps App Overview

Key Objective
Help users navigate the world faster and more easily through real-time GPS navigation, traffic and public transport info, get the latest information on businesses like supermarkets, pharmacies and important places.

Bottom Line:
Over 220 countries and territories mapped and hundreds of millions of businesses and places on map.

Overall Strategy
Latest news on Google Maps is just 1-2 days ago. Due to warning of things like "second waves" of COVID-19 resulting from the progressive loosening of restrictions in countries around the world, Google Maps will be featuring COVID-19 travel alerts with social distancing mandates and crowd levels. The new alerts feature mandates on social-distancing and mask-wearing, but also include things like average passenger counts and the greatest hours of crowdedness on trains and buses. Google Maps is rated 4.3 stars on Google Play app store and 4.7 stars on Apple app store.

Bottom Line:
- Google Maps is futuristic and their progressive app features are in-line with global issue.
- High trust by users.

Market Advantage
They are a very deep navigation map app. It's not just simply about guiding users from location A to location B, it more than that - it helps users to obtain many types of information within the app. Traffic updates, nearby important places that drivers/ passengers ought to know while travelling on the road, live transport arrival times, saving favourites and users wishlist for places they want to go in the future. The app is making it inclusive to users by encouraging users to contribute to the map bu adding a missing place, writing review, adding photo of place etc.

Bottom Line:
- They are invested in making this an inclusive app where users have a say in it and able to customize it.
- A full travel package in a form of an app;- comprehensive but handy and readily accesible.

Marketing Profile

Google Maps first launched in 2005 and their aim was to create one seamless, browsable map of the entire world – an Earth that users could browse. Over the years, Google Maps has been very consistent with upgrading and improving their features. Each time there's new features, there would be a lot of articles covered by online publication media. Google Maps have a blog that consistently updates with their latest features.

One very notable thing about Google Maps is how it has consistently evolved over the past 15years. Today, it is no longer simply just a digital map to navigate around. GoogleMaps is taking navigation to many level - deeper expeiences and help users explore and get things done more efficiently in the world. For train rides, users are able to tell which cabin is less or more crowded. In 2017, Google Maps Street View was combined with the Google Knowledge Graph, as well as audio soundscapes, to curate an immersive and educational experience for both desktop and mobile - It is a night-time tour in Marseille. In 2019, experiences such as exploring new hikes in National Parks (e.g Kenai Fjords, Hawai'i Volcanoes, etc) with the help of Google Street View. And improving usability to cater to the disabled using detailed voice guidance in Google Maps to help people with visual impairments. This year, GoogleMap celebrates it's 15th year with new look and features that makes navigation and exploration within the app with more features that's comprehensive, more inter-actions for users.

Bottom Line:
Google Maps constantly pushes the limits of what a map can do.

SWOT Analysis

Strengths
- Very comprehensive information.
- Very inclusive; encourages interactivity with users.
- Constantly improve it's features and technology.

Weakness
- It may provide alot of features but accuracy of some functions may be slightly overlooked.
  For example there were issues among user reviews of GoogleMaps accuracy for directing them into certain buildings - the map will end at the roadside of the building instead of directing it into carpark entrance. Another would be the estimated walking speed that Google Maps is programmed - it may be slightly inaccurate as some people may be faster or slower.

Opportunities
- With the increasing popularity of AR, Google Maps still have many room to explore in this area.
  It is already doing so with its LIVE view launched this year as part of their 15th year
- It can potentially go even further to display even more detailed real-time information on the map for even more immersive experiences for it's users.

Threats
- Having comprehensive features may sometimes compromise certain accurancy of some functions.

UX Analysis

Usability
You don't necessarily need a Gmail account to use GoogleMap app however having it would increase the user-friendliness. Things that you have searched before (while logged in with a Gmail account) and other recommended results based on past search would all be reflected. So it's really tracking your decisions very closely which can be quite convenient. The app really live up to it's "explore" vision as it is very deep with many subpages, recommendations and user contributions but it still has 5 core navigations at the bottom of the page.

Layout
Structure of each page is layout similarly with consistent style. Fluid motion when transitioning among pages.

Navigation Structure
Even though it has many subpages and goes deep into details for a navigational map app, user can still navigate with ease without feeling overwhelmed. Upon entering app, page first display the first tab in the navigation bar - "Explore" tab, which is good as it stays true to it's fundamental nature as a navigation app first. The order of icons on the navigation bar is well-decided as I feel that it is placed by the level of importance in a user point of view (Explore > Commute > Saved > Contribute > Update). Despite some subpages leading to an external article source, the app simply opens a new window within the app. This is convenient as user do not need to commit any additional action of getting out of app and coming back in again. The app has very friendly little prompts made up of graphics and short explanations to aid users into using newer features like the "Contribute" tab. This positive tone helps users ease into trying out the newer features.

Compatibility
Free for download on Google Play store and Apple App store. Style all looks very similar across mobile, tablet and desktop

Differentiation
GoogleMaps is a very holistic app and has gain many users trust over the years However when any app has many features, there will bound to be some degree of inaccuracy as compared those apps that only focuses on a few features. Therefore, it is good and visionary that GoogleMaps constantly seeks to improve features that are not just tech-driven but socially friendly and inclusive for users.