

Competitive Analysis

Exercise 1.7 - Performing a competitive analysis

Musa Agha

Competitor Profile: Yerbo

Overview

Yerbo is an online platform that allows employees and their managers gain insight into their mental well-being. It offers the users the ability to check in, view, and manage their mental health.

Key Objectives

“Keep developers/PMs/designers away from burnout” is Yerbo’s slogan. “Insights and action steps to help technical teams stay healthy in high-performance environments.” is the tagline.

Their aim to give teams the tools to reduce burnout and stress by using a weekly check in system to provide insights that help the user understand their risk of burnout and it's causes.

Bottom Line

- Provides information and insights about burnouts, giving users solutions on how to deal with it
- Multiple resources for individual contributors and managers
- Free for personal use, paid for team use

Competitor Profile: Yerbo

Overall Strategy

A quick Google search for 'Yerbo' only brings up the company website as well as the LinkedIn page. There isn't any news articles or discussion about the platform. Yerbo is also a web application so it doesn't have any native mobile application on either the Apple App store or the Google Play store.

Bottom Line

- A fairly new company that was founded in 2020, marketing or PR doesn't seem to be their focus at the moment
- Free for personal use yet pricing for teams indicates to me that they want their product to be as accessible as possible.

Market Advantage

When searching multiple phrases related to burnout such as "Help with burnout", "Managing burnout", etc, Yerbo does not show up. The top results are mainly articles and health blogs. However, on Producthunt.com, Yerbo has a 4.6 star rating and was given the award "#1 Product of the day".

Many commenters on Producthunt.com seem to have a positive reaction to Yerbo, and those who have used the application give it very high reviews as well.

Competitor Profile: Yerbo

Marketing Profile

Not much is available about their marketing goals. They are a recent company founded in 2020, so it still seems like they are focusing on improving the experience of their product and for now targeting individuals at risk of burnout and smaller teams who wish to help their employees.

SWOT Profile

Strengths:

- Strong and simple value proposition
- Free for individuals and inexpensive for teams allowing many users able to join.
- Ability to integrate with Slack and more soon.

Weaknesses:

- Lack of marketing and getting their product known.

Opportunities:

- The application is only focused on standard, 9-5 employees, could expand and target other demographics as well.

Threats:

- It's hard to say, I haven't been able to find any other applications that are attempting to solve the same problem Yerbo is trying to solve.

Competitor Profile: Yerbo

UX Analysis - Usability

The web application is clean and well thought out. The information hierarchy is clear, and it is easy to find the information that I'm looking for. The Call to Actions are also very simple and indicate exactly what they do.

The screenshot shows the Yerbo web application interface. On the left, there is a sidebar with navigation links: Home, Measure (Burnout Risk Survey, Work Engagement Survey, Mental Traps Survey, Job Satisfaction), Insights (Individual Insights, Team Insights), Take Action, and Team Settings. A 'PLAN FREE' button with an 'Upgrade' link is also present. The main content area features a purple banner at the top with the text: "Install Yerbo's Slack app to receive notifications and complete the survey inside Slack with no hassle. Two minutes every week will make the difference." and a "Connect with Slack" button. Below this, a message says "Your MENTAL RUMINATION is MID" with a "See recommendations" button. Another message below states "Your personal exhaustion has been MID this week. Improve it to prevent burnout risk." with an "ACTION NEEDED" button and an "Explore actions" button. The central part of the screen is titled "'s Insights" and shows a date range of "Jan 17 / Feb 13". It includes a large circular progress bar indicating "3.8 out of 6" and stating "Your burnout risk is HIGH". To the right, there are three sections: "Burnout and Work Engagement", "Work Engagement", and "Burnout Risk". The "Burnout and Work Engagement" section contains a bar chart showing engagement levels over time. The "Work Engagement" section lists "Mental Focus", "Purpose", and "Energy" with corresponding sliders. The "Burnout Risk" section lists "Exhaustion", "Cynicism", and "Depersonaliz" (partially visible) with corresponding sliders. A green speech bubble icon is located in the bottom right corner of the main content area.

Competitor Profile: Yerbo

UX Analysis - Layout

The layout of the application is very well done. Components are large, and easily legible. Charts, and graphs quickly give insights without much analyzing. The only thing that bothers me is the constant banner at the top prompting me to connect to Slack. It's slightly intrusive, and if I wish to use this application for personal use, why must I connect to slack? Other than that tho, the layout of the sidebar is strong as well, and everything seems to placed for a reason.

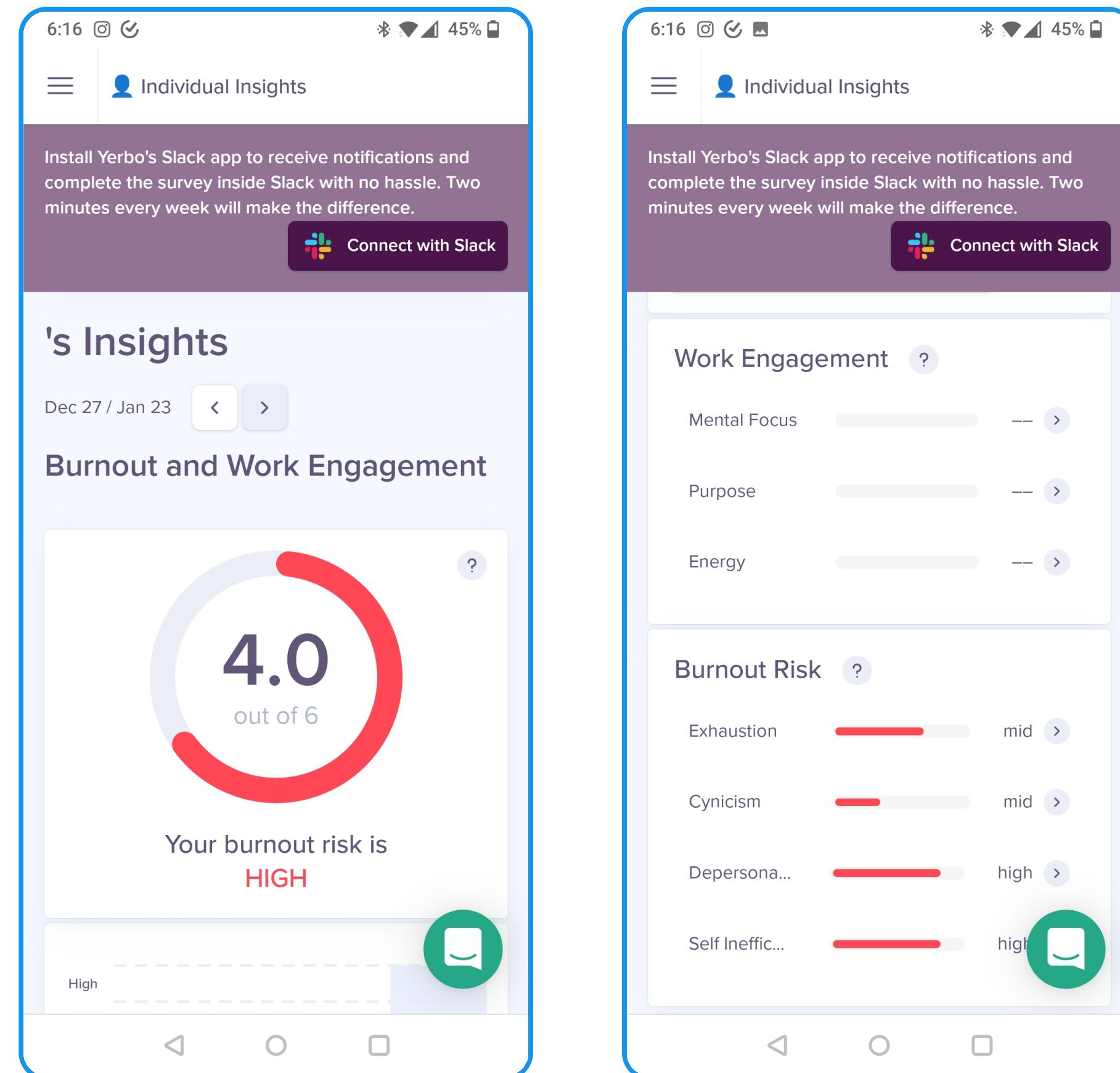
UX Analysis - Navigation Structure

Navigation makes sense and everything is all easily accessible from the sidebar. To keep it organized, they have categories that are dropdown lists to reduce clutter on the sidebar.

Competitor Profile: Yerbo

UX Analysis - Compatibility

Yerbo is a web application so it has support for mobile devices too by using any internet browser. When I was testing it however, clicking the hamburger menu and expanding/collapsing the dropdown menus were a bit slow and laggy. Aside from that however, all the features and information was still available on my phone.



Competitor Profile: Yerbo

UX Analysis - Differentiation

Yerbo definitely seems to be breaking into a brand new space and offer a very simple and clean solution to the problem of burnout. That seems to be their advantage, and have already set up a strong foundation. They have the possibility to add more features and value to their product in the future.

That being said, they have not put a lot of resources into marketing their product and I'm not too sure why. They did post their product on ProductHunt.com and it got many upvotes as well as an award. One opportunity could might be to expand into other demographics instead of designers/developers/PMs. Another opportunity could be to expand from only mental stress but also physical stress, and allow for medical professionals to give their advice and suggestions if the user wants it.

UX Analysis - Calls to Action

The application is free and very easy to use. No sign-up is required to track data and the application gives you the ability to view past data up to one month. To access older data and stats you have to pay.

Competitor Profile: One Medical

Overview

One Medical is a health care company with features such as “on-demand care over video”, same day appointments, and 24/7 virtual care.

Key Objectives

“Care whenever you need it, in person or in your PJs” is One Medical’s slogan. “Same/next-day primary care designed around you and your life. Most insurance accepted.” is the tagline.

Their aim to give individuals the ability to get high quality medical care whenever they need it. They attempt to stand out from the competition by making healthcare accessible and easy with web and mobile application.

Bottom Line

24/7 virtual care through on-demand video calls with their medical professionals.

Easily and quickly set up appointments

Multiple plans for individuals, children, or businesses.

Competitor Profile: One Medical

Overall Strategy

Googling ‘One Medical’ brings up their website, some articles discussing their service, as well as their Twitter page. They have both a web application and a mobile application so users are able to access their product wherever and whenever.

Bottom Line

- One Medical is a very established company with plenty of customers ranging from individuals to large businesses.
- One Medical boasts how quickly their customers are able to get medical help and advice.

Market Advantage

One Medical has an impressive 4.9 stars on the Apple App Store and is rated #159 in the Medical category. One Medical is definitely widely known and well-received as a service. Unfortunately, due to my location, Googling “At home medical service” or “On-Demand medical care” only brings up companies and solutions that are located near me. Since One Medical is an American company that only operates in America, their services does not appear in any of my searches.

Competitor Profile: One Medical

Marketing Profile

One Medical has been operating since 2007 and has long since been the primary service for many Americans. However, they do have many competitors that are also operating in the same field such as Carbon Health who offer the same, if not, very similar solutions and services.

SWOT Profile

Strengths:

- Quick and easy access to medical care
- Compatible with many insurance companies and clinics are widely available to go to.
- Very popular and accessible mobile application

Weaknesses:

- Customers have mentioned that their services are expensive.
- Some customers mentioned that the Primary Care Physician changes often.

Opportunities:

- Services seem to be very similar to their competitors. Opportunity to branch out and provide solutions that others don't.

Threats:

- Other companies that provide that same service but for cheaper. Ex. Carbon Health