



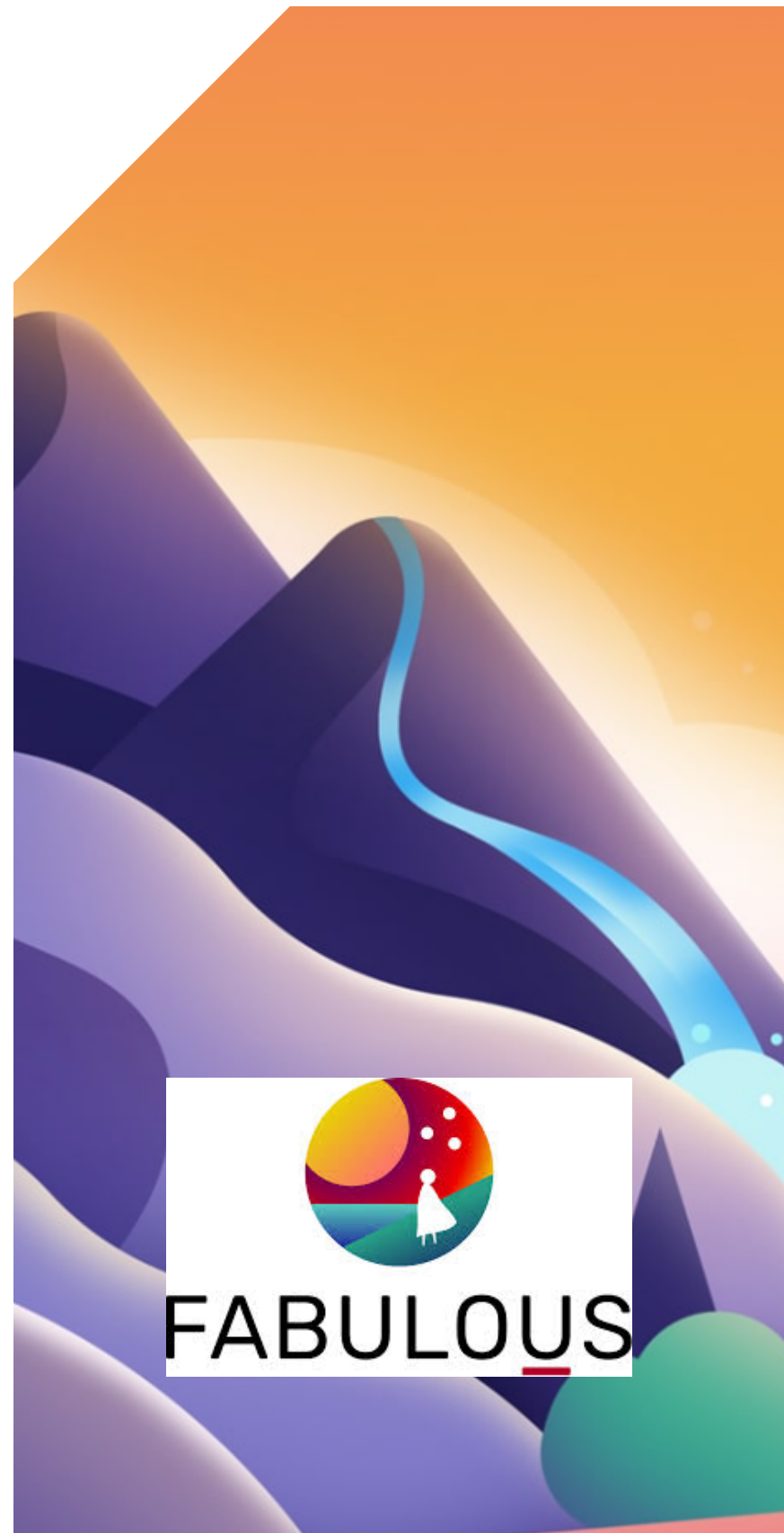
# **1.7: Competitor Analysis**

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# Competitor analysis



My choice fell on these two offerings because they both provide all-around programs for a long-term lifestyle change.



## What are they selling?

Fabulous was incubated in Duke University's Behavioral Economics Lab led by Dan Ariely. Fabulous will help you build healthy rituals into your life by employing the same method that elite athletes and successful entrepreneurs use to rise to the top of their games.

## What are they communicating through their product?

"That's what Fabulous is: summing up tiny habits into profound long-term changes."

>> **To make a change is a realistic goal.**

"Find Your Ultimate Daily Routine and Make It Stick."

>> **We support you to establish healthy habits in the long term.**

"Born at Duke University, Fabulous uses behavioral science to help people make smart changes and build healthy habits. Ready to take your life to the next level?"

>> **Our offer is scientifically based and therefore promising.**

## What are they missing in...

... their product: possibility to store doctor's/therapy findings and include this information to statistics.

... their overall offering: only offered for smartphones





## Overview

The daily self-care app Fabulous for smartphones supports the user to build up routines leading to a better lifestyle. The offer is addressed to both private individuals and companies.

## Key Objectives

With the slogan "Find Your Ultimate Daily Routine and Make It Stick" the company communicates its focus on steps leading you to a healthier lifestyle rather than doing more sports or eating healthier. Furthermore, Fabulous uses behavioral science to help people make smart changes and build healthy habits.

Facts:

- 4.3 rating in the Play Store
- 2018 best App in Self-Care

## Overall Strategy

Fabulous provides content via Blog and IG to advise on how to make one's life better. In their articles, they refer to their services. Their approach is based on behavioral science, which is communicated as a unique selling proposition.

## Market Advantage

According to the case study onboarding, storytelling and notifications are the app's key factors.

### **Fast and engaging onboarding**

Fabulous starts the user journey with a vibrant, lebendigen, immersive onboarding.

### **Harnessing the power of storytelling**

Fabulous infuses storytelling into everything from the tone of the writing to the app's illustration-rich design.

### **Using notifications for action, not annoyance**

Relevant and timely notifications are a key part of how Fabulous gets folks to change their habits. Rather than unnecessary pings, prompts are designed to feel like friendly moral support.

# Fabulous - competitor profile



## Marketing profile

### Target group:

Individuals who struggle with time management, goal attainment, organization, and productivity may particularly benefit from using the apps.

Created in 2014 the app is helping people structure their day and improving their mental and physical wellbeing.

Fabulous grew through direct response ads, especially for Facebook, IG, and Pinterest. The core audience of Fabulous are employed people but a younger audience gains importance, so response ads recently started on TikTok.

## SWOT Profile

### Strengths

Fabulous is evidence-based yet not boring due to storytelling and elaborate design. The app starts small with drinking a glass of water in the morning every day and builds things up gradually.

### Weaknesses

To use the app properly the paid version is necessary.

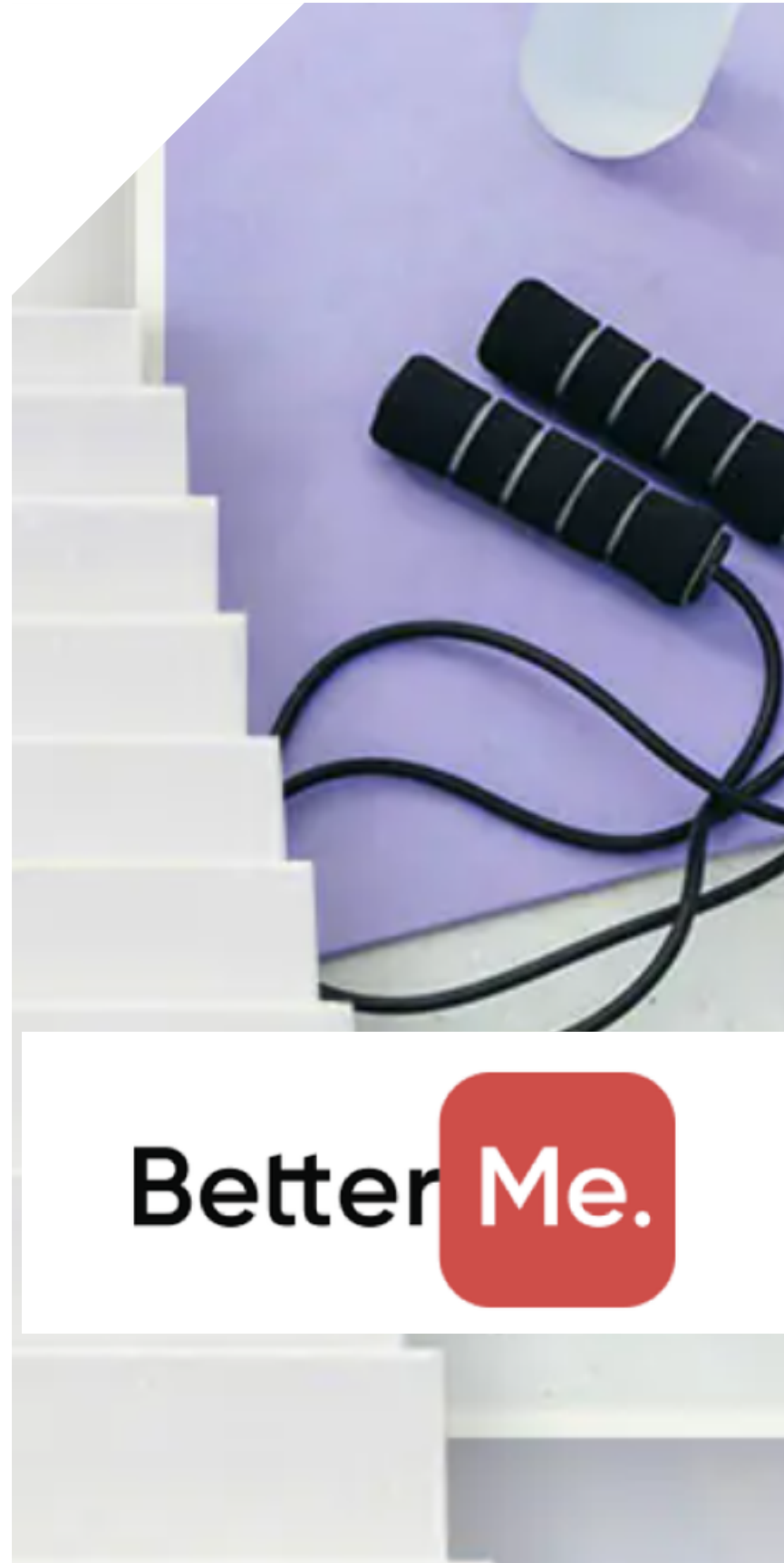
### Opportunities

The customization options are expandable

### Threats

The striking design may not appeal to lovers of reduced designs and may appear too feminine or childish

# Fabulous - competitor profile



## What are they selling?

Behavioral healthcare platform, to make health and wellness accessible to everyone.

## What are they communicating through their product?

"BetterMe. promotes a healthy and active lifestyle - no fanatical weight loss or perfect body ideals. Their goal is to teach users to create happiness within."

>> **We support you to become healthier to feel happier.**

"Every year, only 5 out of 100 people who begin a healthy lifestyle journey achieve their goal. We believe that more people deserve to love their bodies and be happy."

>> **We support you to achieve your goal AND maintain a healthy lifestyle**

## What are they missing in...

... their product: possibility to store doctor's/therapy findings and include this information to the statistics

... their overall offering: a holistic offer for the B2C sector



## Overview

The health and fitness platform called BetterMe. offers both individuals and companies support to establish healthier habits in the field of nutrition, sports, and mental health.



## Key Objectives

With the slogan "creating happiness within" and the tagline "All-Inclusive Health and Wellness" the company focuses on a healthy lifestyle rather than self-optimization.

Facts:

- 190+ countries available
- 100+M installs around the world within 4 years
- 10 available languages



## Overall Strategy

Developed from a weight loss assistant to a behavioral healthcare app.

In the latest article promoted on their website (Wall Street Journal), the core competency highlighted is supporting to stick with healthy habits. This is how BetterMe. differs from traditional fitness or diet offers.



## Market Advantage

As it's said in a case study BetterMe. created a mobile-first communication strategy as the smartphone is its main channel. Unlike more traditional communication channels such as email, push notifications are viewed more quickly and make it easy for users to return to the app in fewer clicks. Thereby personalization features are important to the app experience.

# BetterMe. - competitor profile





## Marketing Profile

The target market of BetterMe. is the private individual - the average athlete. Their products are designed for mundane use. Therefore BetterMe.'s values and beliefs include accessibility, inclusivity, as well as diversity.

Founded in 2016 the BetterMe. app became the top 1 most downloaded app in the US in 2018.

Started as a nutrition app, BetterMe. offers now holistic offerings, since 2020 also in a web version. Nevertheless, their main channel remains the mobile market.

**>> The main message is:**

It is important to establish healthy habits. But it is even more important to stick with them.



## SWOT Profile

### Strengths

BetterMe. as a behavioral healthcare app offers personalized support.

### Weaknesses

Although BetterMe. takes a holistic approach, "Nutrition & Sport" and "Mental Health" are offered as two separate apps.

### Opportunities

Simplify their product range and offer a holistic program for fitness, nutrition, and mental health as they already do in their business 2 business sector.

### Threats

As the market for vitality apps booms, it will be a challenge to continue to differentiate from the competitors.

# BetterMe. - competitor profile



# UX analysis



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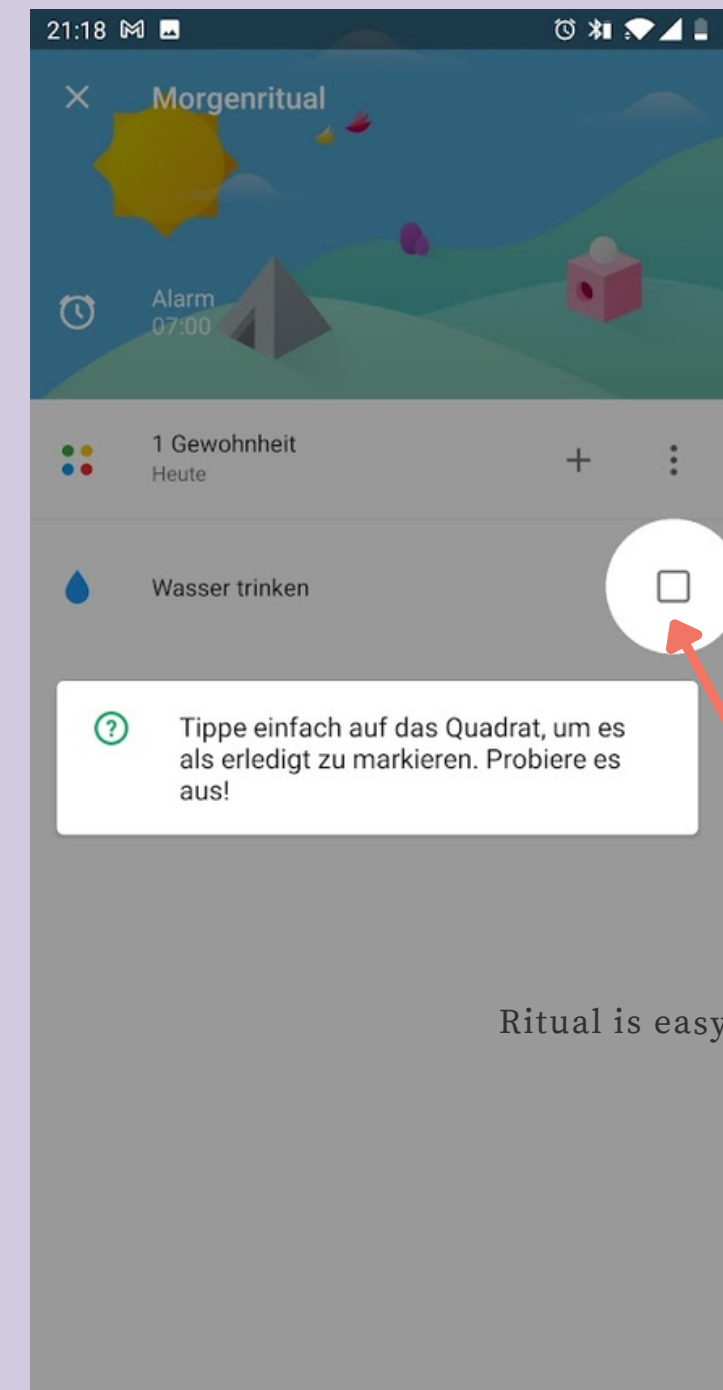
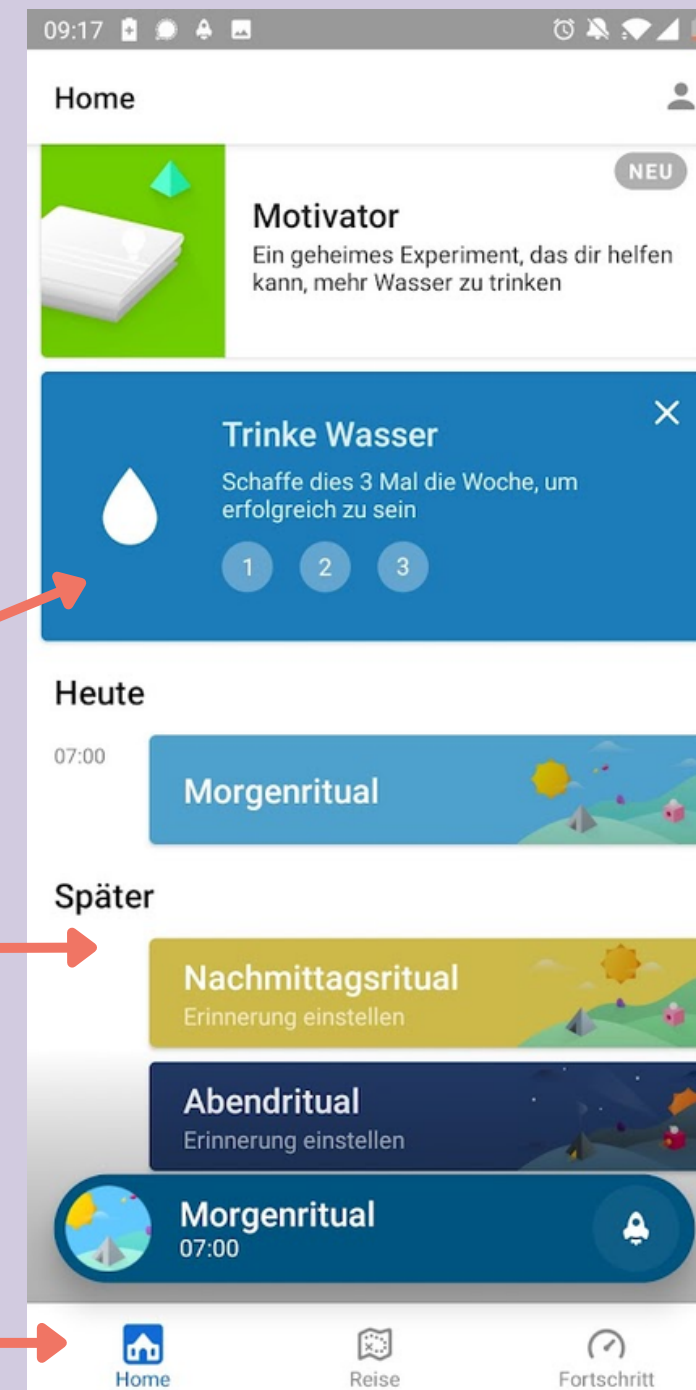
## Usability

The operation of Fabulous was a bit overwhelming for me. The home screen is packed and thus a bit confusing. However, the main navigation is clear. Nevertheless, the operation seems to be simple and self-explanatory.

Good orientation about the progress within a ritual

The daily overview seems overwhelming  
Improvement: separate menu item

Clear navigation



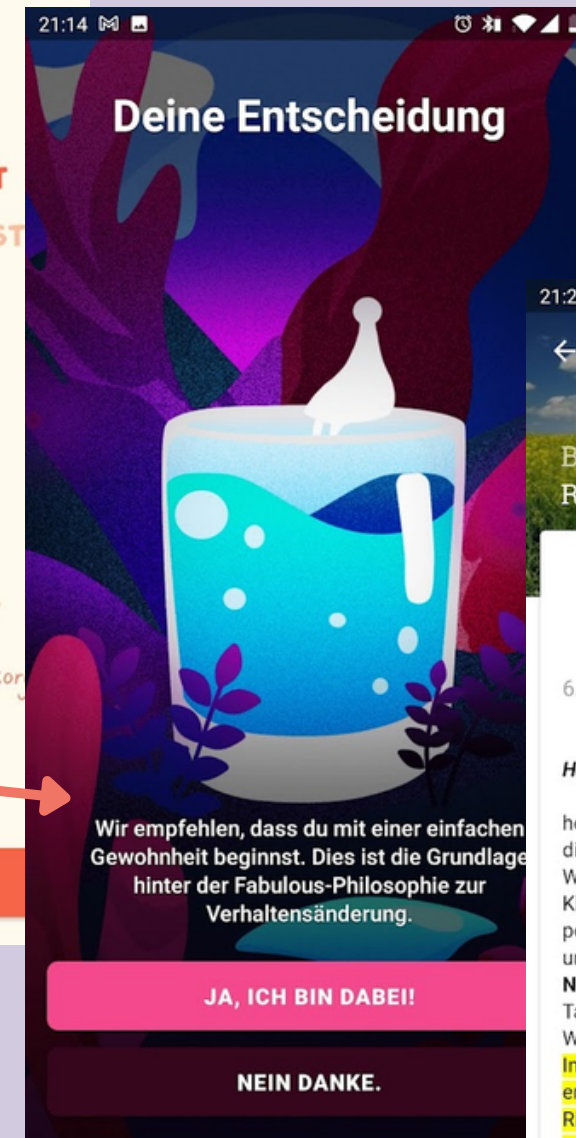
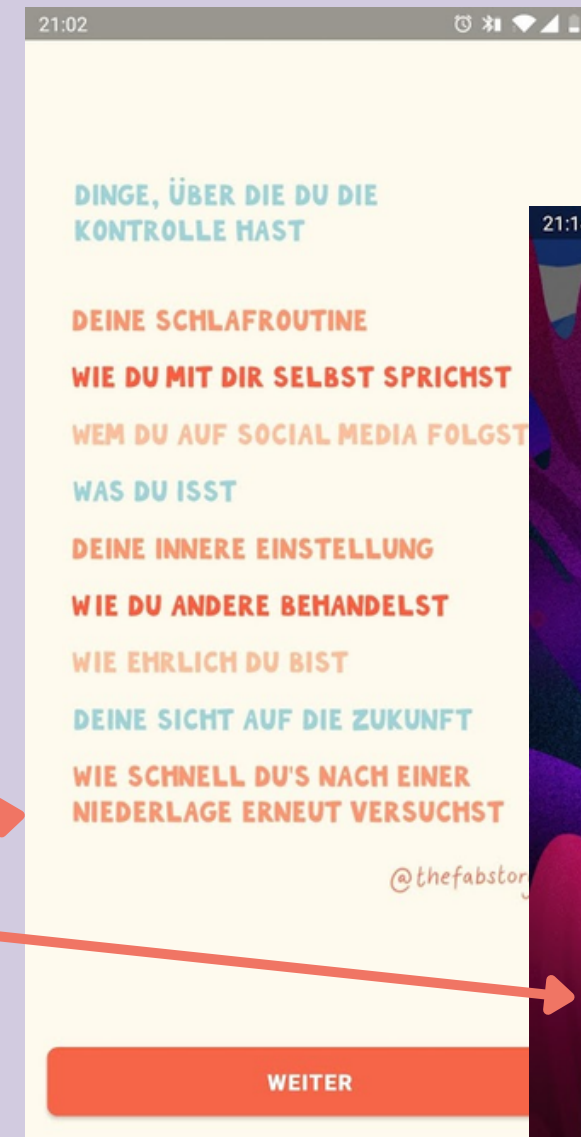
Ritual is easy to adjust

# Fabulous - competitor profile

## Layout

Fabulous is well known for its design and lovingly designed illustrations (Google Material Design Award Winner). This created a certain level of expectation that could not be maintained. Since the illustration is not pulled through uniformly I was confused about the following:

- Different fonts used
- Various color palettes in use
- In between complete style break by the use of photos instead of illustrations.



# Fabulous - competitor profile



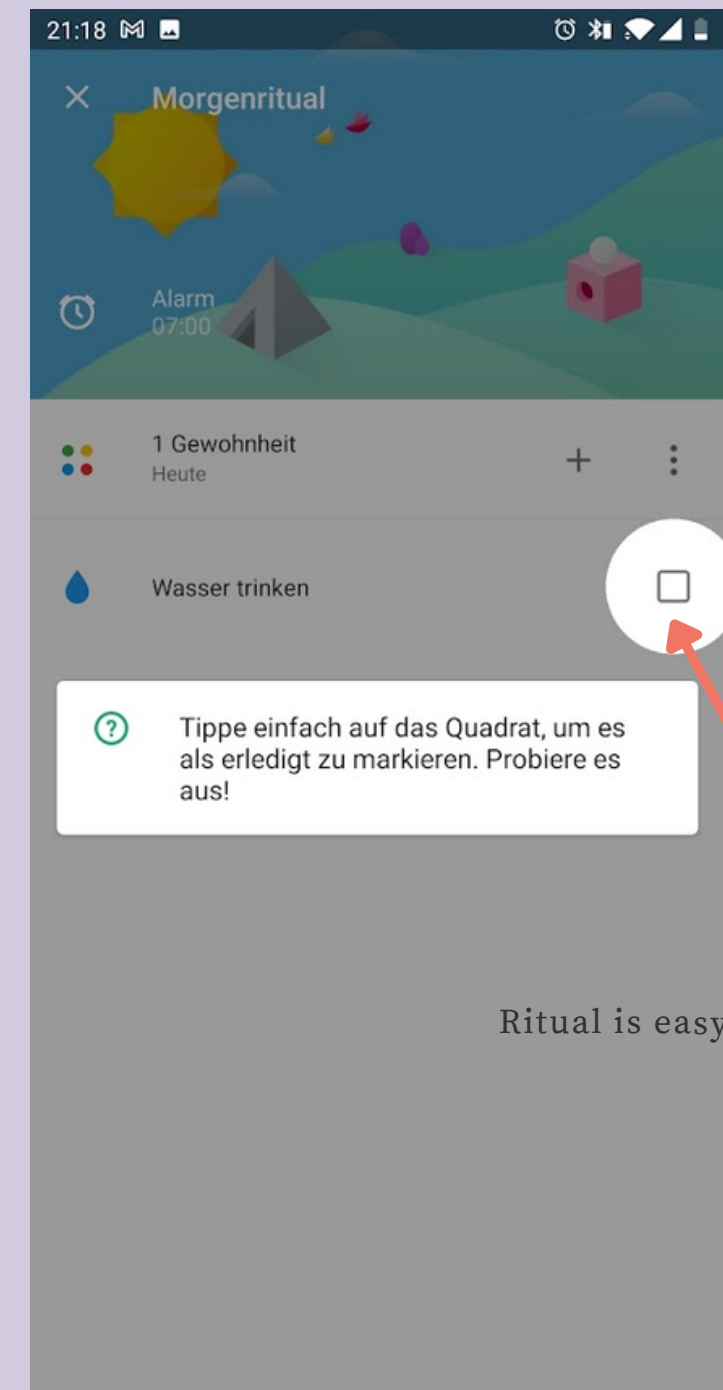
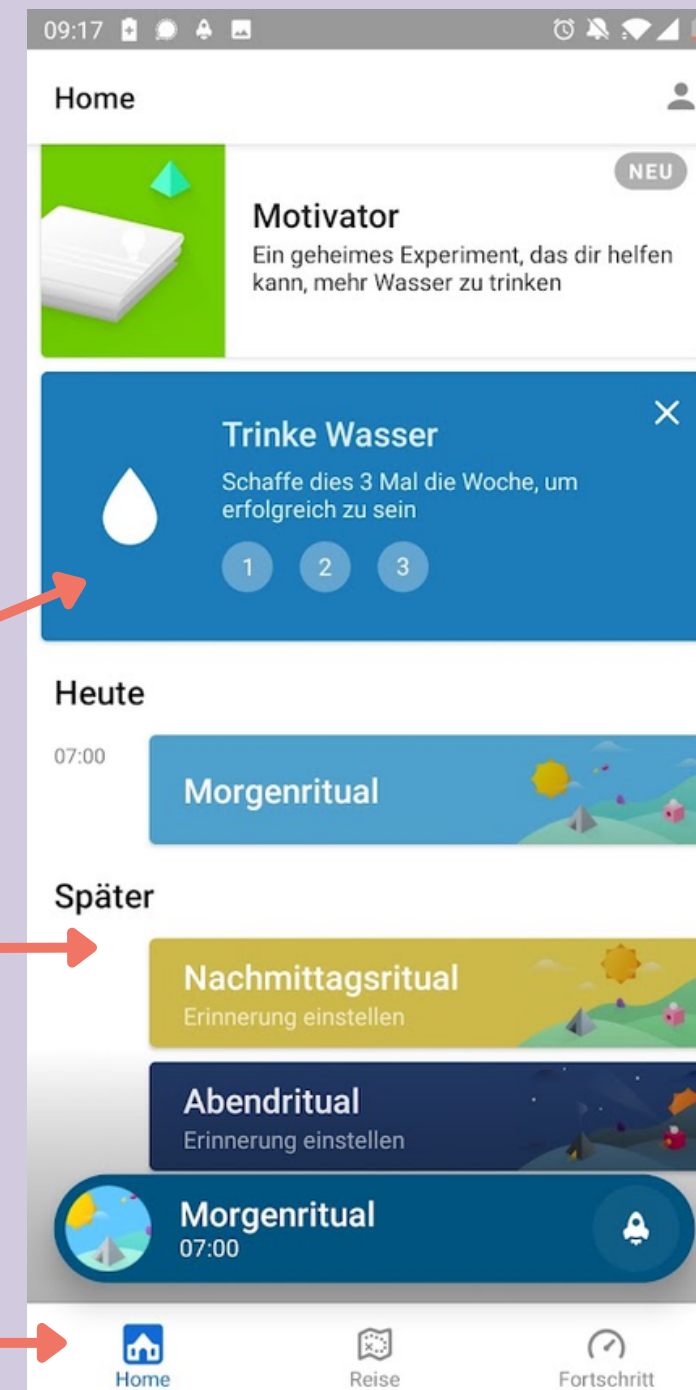
## Navigation Structure

As mentioned before the home screen is packed and thus a bit confusing. However, the main navigation is clear and the rituals are easy to adjust.

Good orientation about the progress within a ritual

The daily overview seems overwhelming  
Improvement: separate menu item

Clear navigation



Ritual is easy to adjust

# Fabulous - competitor profile





## Compatibility

Fabulous supports iPhone and Android. The majority of the reviews on both the iOS App Store and Google Play Store are 5 stars.



## Differentiation

Fabulous is meant for users who are keen on cultivating wellness/health goals compared to other habit-building, goal-focused, productivity apps Fabulous focuses on mental wellbeing.

Upon opening the Fabulous app, users are guided through a series of wellness goal questions, which then result in building a personalized “wellness plan” to guide continued use.



## Calls To Action

Notifications are required for rituals and if a user is signed up to numerous rituals the notification could be annoying. However, the sound of the notification is pleasant.

After the onboarding process a CTA arrouse to inform about the 7 days free trial, plus I've received an Email, which offered a free trial for 30 days. This duplication seemed too pushy in my opinion.

# Fabulous - competitor profile