

Competitive Analysis

Competitors

1. **Fabulous**
2. Apple Health
3. Solstice Health*
4. Headspace
5. Calm
6. Better Me
7. Eden: DailySelf Care Routine
8. Rise Up
9. **RR**
10. Brighter Bite

*Solstice Health is a web-based application service that allows you to compile all your health records on one platform. You simply input your doctors' information, sign a HIPAA release, and they contact your doctors for your records directly. I didn't fully analyze this competitor but would like to incorporate this approach to collecting medical records into Olive.

Competitor Profile: Fabulous

Overview

Started by Professor Dan Ariely in Duke University's Behavioral Economics Lab, Fabulous is a daily self-care mobile app that uses cognitive behavior therapy (CBT) methodology to increase overall well-being of user by focusing on forming effective habits and routines.

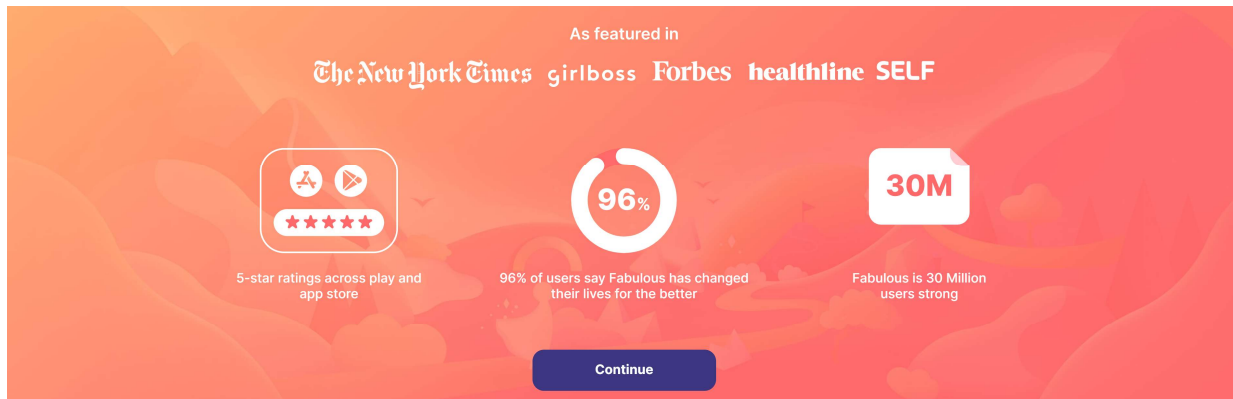
Key Objectives

Fabulous' tagline is: "Build better habits & achieve your goals." A key objective of theirs is coaching users to form daily routines (morning, afternoon, and evening) that include various healthy habits which the user can select. They try to stand out by highlighting their science-based methodology backed by certified medical professionals and providing an encouraging and engaging user experience.

- Scientific methodology
- Habit focused
- Motivating coaching

Overall Strategy

Featured in articles on several press outlets (NYT, girlboss, Forbes, healthline, and SELF), Fabulous is a leader in the self-care, health & fitness app market.



A Google search yields many reviews, including a comprehensive review of the app from heathline.com and videos to Fabulous' YouTube channel and Facebook. In addition to advertisements and reviews on traditional press platforms, Fabulous has a 4.6-star rating in the App Store and was rated the Best Self-Care App. It was also the Best App Finalist on Google Play where it has a 4.4-star rating. Their overall strategy is growing their user-base is to highlight their popularity and success amongst users, critical acclaim, and consistent referencing to Duke University and their science-backed methodology.

- 30-million users
- Highly rated by users
- Maintains presence on social media and other web platforms (Facebook, YouTube, Instagram, etc.)

Market Advantage

As a market leader, Fabulous is often the first, or in the top 5, of results when searching self-care app on Google or in the App Store. In addition to their high ratings and wide-exposure, Fabulous' key advantage is its credibility that comes from its origin in academia at Duke University and it's science-based, cognitive behavioral therapy methodology focusing on single habits. This credibility is their greatest asset. Additionally, it's interface is both aesthetically pleasing and intuitively designed.

- Market leader
- Scientific credibility
- Appealing design

Market Profile

Fabulous markets itself as a credible, science-based tool for users to improve their lives. They emphasize their ratings and academic affiliations to stand out from competitors. They make themselves known to people by maintaining a presence on popular social media platforms and advertising in highly respected websites, such as healthline.com. With 30-millions users, Fabulous draws attention to itself by stating that 96% of users feel the app has “changed their lives for the better.” Their target market is wide, but specifically geared towards people who have done therapy before, or are at least familiar with it, and are aware of their mental health status. These are the individuals who are seeking self-optimization, are comfortable accessing therapeutic tools on their phones and willing to integrate it into their daily lives.

- Emphasizes academic affiliation
- Advertises on social media and other well-known health websites
- Target market: users who are mental health-conscious

SWOT Profile

Strengths	Opportunities
<ul style="list-style-type: none"> • Scientifically credible • High user ratings • Interface design 	<ul style="list-style-type: none"> • Access via browser or desktop app • Streamlined organization of content • Clarification of user journey
Weaknesses	Threats
<ul style="list-style-type: none"> • Encourages users to start slow • Disorienting User journey 	<ul style="list-style-type: none"> • Myriad other habit-forming apps • Habit forming techniques that go beyond daily routines

UX Analysis

Usability

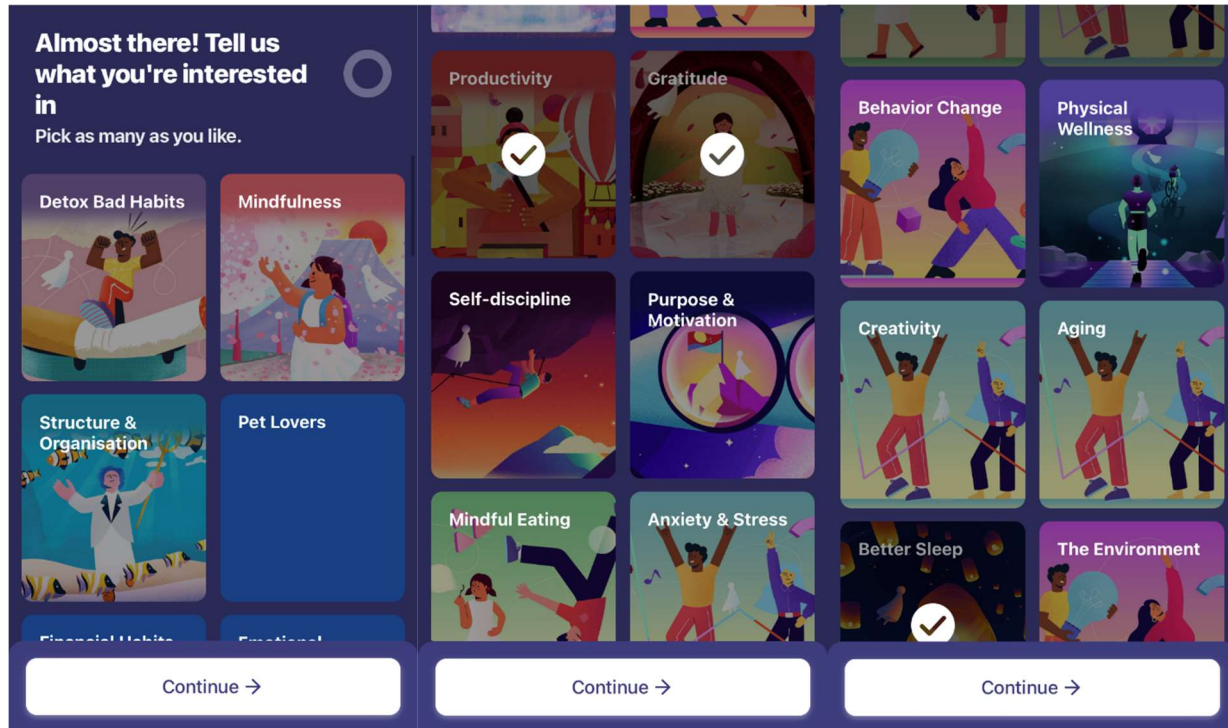
While the app is overall very usable, it has a lot of components that take some time to understand. However, the interface design is visually pleasing with colorful animation and motivating language, which keeps the user engaged.

Layout

With so many components and information, it can be disorienting opening the app after the first time. The pages for Home, Journey, Launch, Circles, and Discover sections are laid out in a visually pleasing way, but again, the organization is disorienting.

Navigation Structure

There are seemingly endless versions of onboarding—I went through the app onboarding and the onboarding via web browser—and almost too many options for the user to choose from so it quickly becomes a bit overwhelming.



Compatibility

While the app is available for Android and iOS, the full functionality of the app is not accessible via web browser. This might limit the users to only those who use their phones throughout the day, older users may prefer to access via desktop. Compatibility with web browsers could offer an opportunity for a more global layout with explanatory captions to note each feature's function and why it's important to the user journey.

Differentiation

Fabulous offers a credible, science-based approach to self-improvement through developing healthy habits. It's successful in acknowledging the many aspects of health by including a lot of habits for the user to select. Perhaps it's strongest asset, aside from academic credibility, is it's pleasing interface that incorporates gamification elements to boost user motivation.

One area we may be able to stand out in with Olive is the overall organization of the components of health. A global navigation structure may not be the best options with so many different features and options. Additionally, Olive could stand out by adding features that allow storing and sharing of medical records and health data (perhaps synced with device data

like steps, heartbeat, sleep etc.) to accompany the habit building focus and plentiful educational resources.

A key opportunity to differentiate Olive from Fabulous would be more intuitive organization of information to allow the app to be truly a one-stop spot to access all health information.

Calls to Action

The app makes it very easy to sign-up and purchase the premium version in the onboarding, which is almost necessary to access full features. Also, in the onboarding process, the app uses gamification techniques to challenge the new user to accept challenges, such as drinking water for 3 days. The entire app is based on calls to action, or calls to form habits, and it relies on daily use, notifications, and comprehensive information to motivate users.

Competitor Profile: RR: Eating Disorder Management

Overview

RR (Recovery Record) is a mobile-first app for both patients and clinicians managing recovery from eating disorders, but it can also be used by users with general eating and body image concerns.

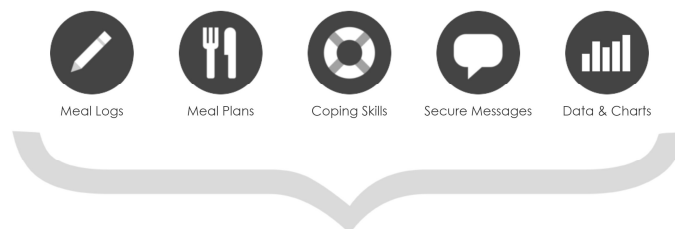
Key Objectives

Like Fabulous, RR is built on scientific research in cognitive behavioral therapy and was developed with psychologists. It is presented as a recovery tool that enhances a patient's care by providing a platform for data input to be shared with the user's Clinicians. It is this Patient/Clinician connection that sets RR apart from other competitors.

"Recovery Record features help to keep treatment relevant, timely, and on track."

Dr Jim Lock, MD, PhD

Professor of Psychiatry and Director of Stanford University Eating Disorder Program



Overall Strategy

Their overall strategy is two-pronged: Patients and Clinicians. By serving two separate, but related, target markets, RR maximizes its exposure. RR highlights its many academic affiliations, high user ratings, and HIPAA compliance to communicate credibility to both

markets. Based on a Google search, RR makes itself known mostly through content geared towards clinicians, though more popular websites like healthline.com also write about the app (Best Overall App for Eating Disorders). Most importantly, it is free to patients.

- Free
- Credibility
- HIPAA compliance

Market Advantage

RR's market advantage comes with connecting patients and clinicians. This model not only encourages good habits and self-reflection, but it also puts the data users input into action by the user's treatment team.

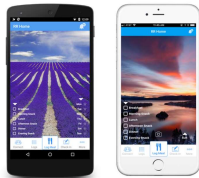
- Self-monitoring data accessible for clinicians
- Highly recommended
- Tool for eating disorder recovery

Market Profile

RR's target market include patients recovering from eating disorders and their clinicians (therapists, psychologists, psychiatrists, dietitians, etc.)—but each are marketed to differently. For patients, RR stresses the rewarding experience, high user ratings, and over 1 million users to gain attention. For clinicians, it highlights ease of use and HIPAA compliance.

- 1 million patient users
- 10,000 clinician users
- Patients and clinicians marketed towards differently.

Patients



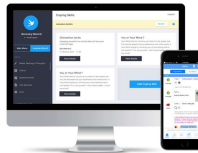
Eating disorder management from the privacy of your mobile phone.

- ✓ Celebrate wins with rewards
- ✓ Personalize your journey
- ✓ Use at any time and stage of recovery
- ✓ Social and secure
- ✓ Meaningful collaboration with your treatment team
- ✓ Always encouraging

"This app feels like home. I absolutely love it. Support and progress rolled together."
Annalisa

Download on the App Store | Get it on Google Play | [Learn More](#)

Clinicians



Replace paper homework with a mobile application to see improvements in treatment engagement and the complete clinical picture.

- ✓ Easy to use — get started in minutes
- ✓ Secure and reliable
- ✓ For every type of eating disorder
- ✓ Used in all treatment settings
- ✓ Evidence-based

Trusted by thousands of clinicians across multiple disciplines

- ✓ Psychologists, Therapists and Counselors
- ✓ Dietitians and Nutritionists
- ✓ LCSWs
- ✓ Nurse Practitioners
- ✓ Psychiatrists

[Sign Up](#) | [Learn More](#)

SWOT Profile

Strengths	Opportunities
<ul style="list-style-type: none"> • Clinically focused, user data applied to their treatment • Attractive to both patients and clinicians 	<ul style="list-style-type: none"> • Interface design could be polished • More advertising to patients
Weaknesses	Threats
<ul style="list-style-type: none"> • Limited to tracking user's health as it relates to food 	<ul style="list-style-type: none"> • Other self-monitoring apps • Habit forming techniques that go beyond daily routines