

1.7: Competitive Analysis

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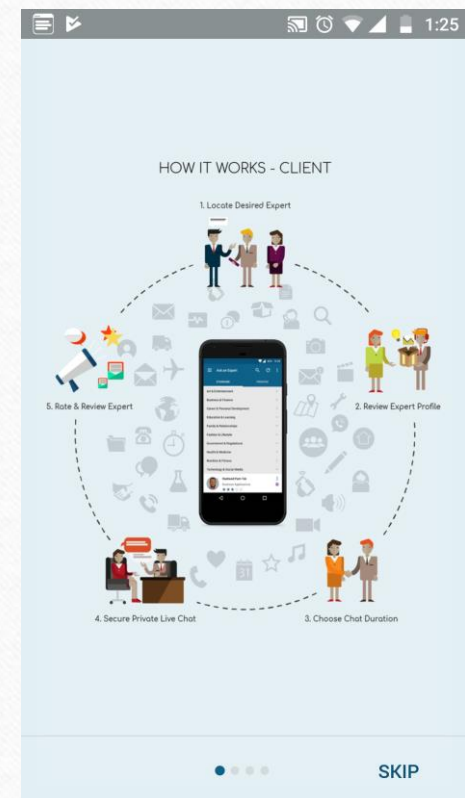
“Ask an Expert” app



OVERVIEW:

We'll be analysing a potential competitor “Ask an Expert” (<https://www.askanexpert.expert/>) App is a solution that enables people to Connect with established “Expert” Individuals or Organisations from diverse fields, to get direct advise or insights on any topic to aid people in better decision making daily in real time.

The app incorporates successful technology models onto one platform i.e. combining On-Demand, Private Messaging, Expert Network and Micro Blogging features, to enable connection to expertise, advisory, insights, counselling, coaching, consultations, mentor ship and business customer services to be easily accessed.



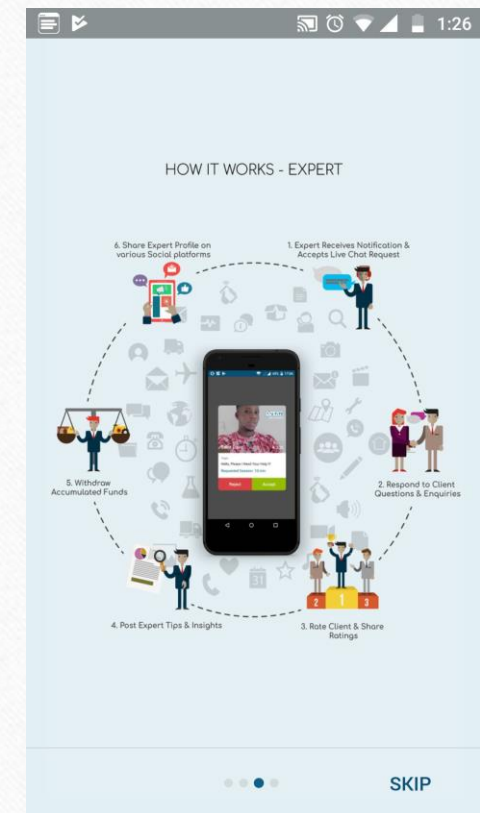
“Ask an Expert” app

KEY OBJECTIVE:

The app incorporates successful technology models onto one platform i.e. combining On-Demand, Private Messaging, Expert Network and Micro Blogging features, to enable connection to expertise, advisory, insights, counselling, coaching, consultations, mentor ship and business customer services to be easily accessed.

Bottom line

- Provide guide for “How You Can Get Started”
- Focus on live chat with experts
- Provide the verities of option for plan subscription



“Ask an Expert” app

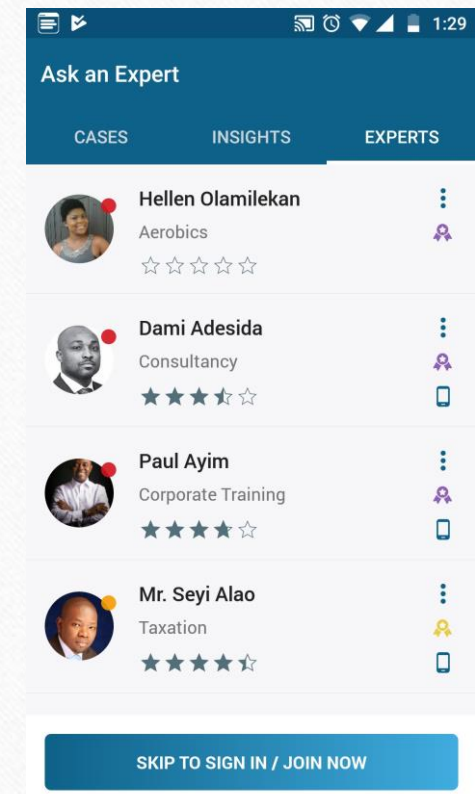
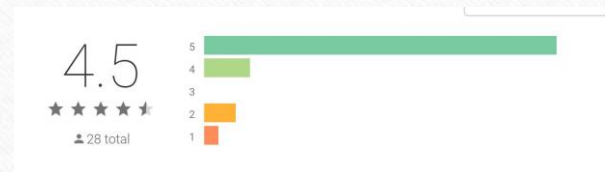
OVERALL STRATEGY:

The strategy of “Ask an Expert” is to give users a way to get advice on-the-go and on-demand from the click of a button.

Experts can register and engage directly via this mobile app and gain visibility to millions of enquiring users to access a one-stop mobile marketplace directory of experts across any field or speciality.

Bottom line

- Categories on cases, Insights, and experts
- Their blog is free guide for users
- They have a great rating on the app store



“Ask an Expert” app



MARKETING PROFILE AND MARKETING ADVANTAGE:

Ask an Expert has a strong social media presence on apps like Facebook, Twitter and YouTube for reviews and ads to promote their app.

They also encourage experts to invite their clients outside to join them on the app.

But also notice that since long time they haven't promoted any new release version on social media.

Bottom line

- They've positioned themselves highly in the top Google results
- They've stuck to their original mission
- Installed by 1,000+ worldwide

SWOT PROFILE: “Ask an Expert”

<p>Strengths:</p> <ul style="list-style-type: none">• Helped Over 1000+ worldwide• Provide the user guide on boarding of the app• Free to browse only pay when needed• Strong leadership team and directors• High 4.5 rating in google play store	<p>Opportunities</p> <ul style="list-style-type: none">• Build a delightful user experience with the app where users can explore experts by categories and empowering them to connect with experts of their choosing.• Enabling users of the app to choose between communicating by voice, video or texting with Experts.• Add a search feature to the app
<p>Weaknesses:</p> <ul style="list-style-type: none">• Login with mobile number instate of Email or social media, this may feel unsafe at the begging of the app• Very basic interface, has scope for more intuitive interface design	<p>Threats:</p> <ul style="list-style-type: none">• Magnifi• Industry specific expert market places• JustAnswer

“Ask an Expert” app



UX Analysis

Usability:

The app isn't particularly difficult to use, but there are some aspects that feel unfinished. Awkward for instance, such as login with mobile number. Missing of search button on Home screen.

Layout:

The layout is simple, without login user would look through the expert list. But missing of search button make it uneasy to find the particular expert. The app is a limited extension of their website.

Navigation Structure:

Navigation is not so user friendly, user need to go through the categories of expert.

Hi, Welcome Back !
Please Sign In / Join Now to continue

Mobile No (08031234567)

Password

Forgot Password?

SIGN IN

Registration Type

Client

Individual Expert

Organization Expert

“Ask an Expert” app



UX Analysis

Compatibility:

This app is pretty much compatible with web and Android 4.1 or later versions.

Differentiation:

This app does not meet all the requirement and specification as, I am looking for my project. But it follows the same concept of On-Demand, Private Messaging, Expert Network and Micro Blogging features, to enable connection to expertise. It lack in searching feature and in over all user experience.

Calls to Action:

Users are free to browse the app but with annoying notifications pushing them to sign up. At any time, they can access the sign up option from the home screen. The sign-up/login process present requires mobile number.

“Magnifi” app

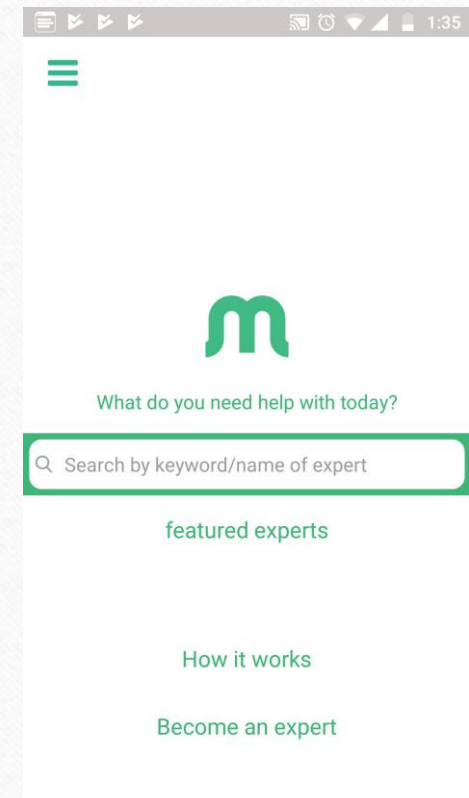


OVERVIEW:

We'll be analysing a potential competitor “Magnifi” app

Magnifi is a global mobile knowledge sharing market network. (<https://magnifi.io/>)

The Magnifi market network is designed to solve many of the common hurdles and barriers faced by both knowledge providers and seekers. Magnifi's patented audio and video consulting platform allows knowledge providers to bill and get paid-by-the-minute via their mobile device while seamlessly integrating back-office tasks and functionality at the same time allowing knowledge seekers to get expert help in real-time and pay only for the time they need, anytime, anywhere.



“Magnifi” app

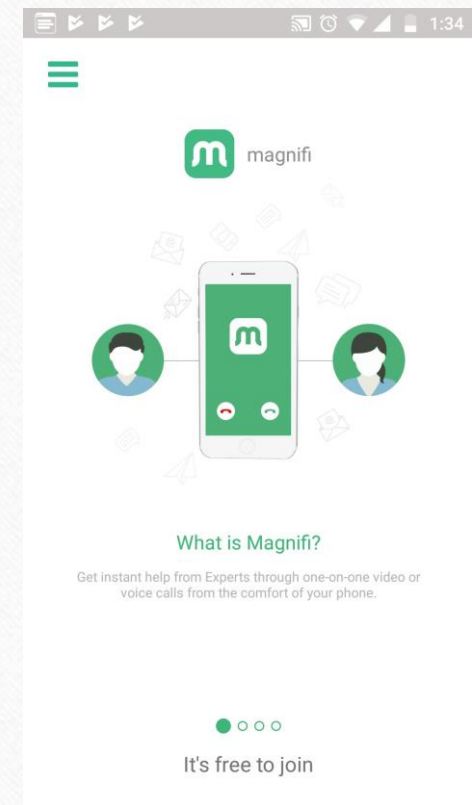


KEY OBJECTIVE:

Magnifi is a global mobile on-demand knowledge sharing market network, connecting knowledge workers (experts) with knowledge seekers through paid, real-time audio/video consultation. Getting expert help on-demand is easy.

Bottom line

- The Magnifi market network provides a seamless end-to-end solution that handles chat, video.
- Billing while delivering audio and video experience.
- It's free to join



“Magnifi” app

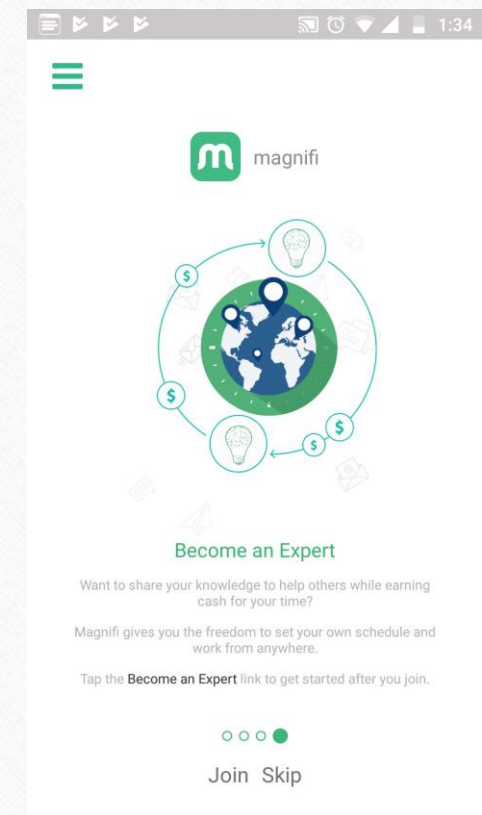


OVERALL STRATEGY:

The strategy of Magnifi is to give users a way to get advice on-the-go and on-demand from the click of a button. The rating system creates a sense of accountability to keep all sides honest and trustworthy.

Bottom line

- Provide guide for “How You Can Get Started”
- Focus on live chat with experts through video and audio
- Knowledge providers and clients rate each other after a call



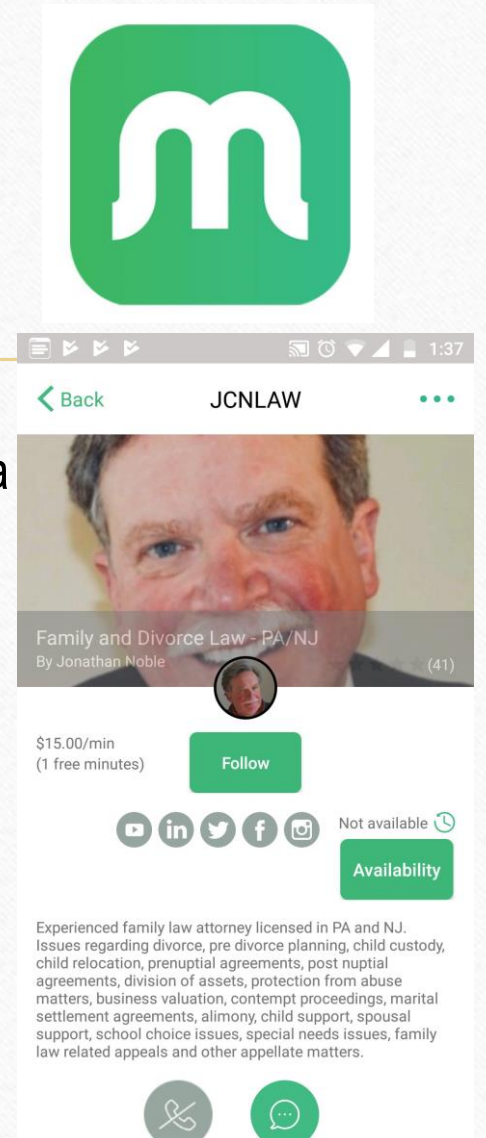
“Magnifi” app

MARKETING PROFILE AND MARKETING ADVANTAGE:

Magnifi is the leading global mobile market network for knowledge providers, they have a strong social media presence on Twitter and Instagram, facebook, Likndin and You tube. They also encourage experts to invite their clients outside Magnifi to join them on the app to have a structured way to connect.

Bottom line

- Paly when used, credit cards not needed for joining
- New version will launches soon with some more features such as Expert profile preview, Email Verification, Adding/deleting credit cards, Selecting default credit cards



SWOT PROFILE: “Magnifi”

<p>Strengths:</p> <ul style="list-style-type: none">• Provide the user guide on boarding of the app• Simple intuitive design• Free to browse only pay when needed• Shows experts' available times to chat• Review based to create trust among users and experts	<p>Opportunities</p> <ul style="list-style-type: none">• Need to hire someone with real implementation experience• if your vision is to spread knowledge, allow access to answers for people who don't have an account• Think about monetizing the service and creating a revenue stream.
<p>Weaknesses:</p> <ul style="list-style-type: none">• Limited amount of experts in a given specialised area• Users can't browse topics by category• Irrelevant expert list appears	<p>Threats:</p> <ul style="list-style-type: none">• Whatup• Reddit• Industry specific expert market places• JustAnswer

“Magnifi” app

UX Analysis

Usability:

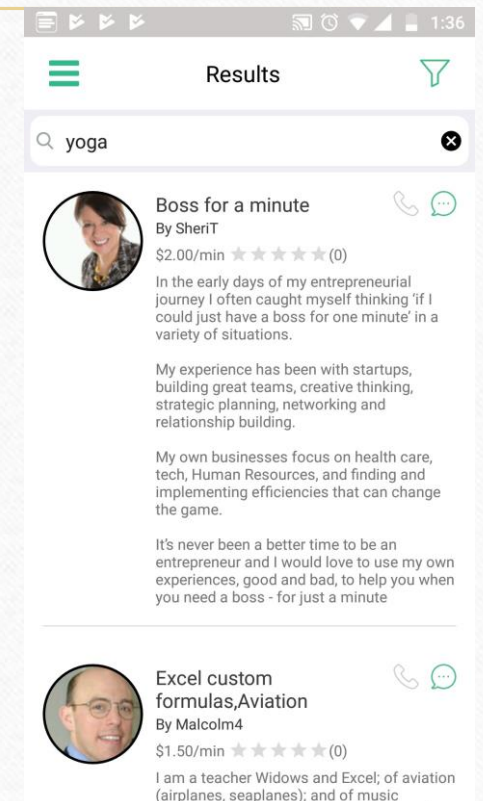
App has all components which makes it easier to use. The app's main feature is to ask a question, but I'd like to be able to search and review experts' profiles. The app is a limited extension of their website.

Layout:

The layout is simple, after login user would look through the expert list, apply search filter, such as find the expert by location, price...etc. It will come upon a list of experts to click on and view a detailed profile page that provides all information.

Navigation Structure:

Navigation is so user friendly, user need to go through the categories of expert or search directly and reach out the list of expert, view, book call with them as per availability.



“Magnifi” app



UX Analysis

Compatibility:

This app is compatible with all of your devices. Currently app is in development, It may be unstable.

Differentiation:

Magnifi is a simple and easy to use app that provides audio and video consulting platform allows knowledge providers to bill and get paid-by-the minute via their mobile device. Search feature allow user to apply filter as per requiremt that make this app super cool, so that purpose of using this app became easy.

Calls to Action:

The Calls to Action are pretty straight forward, you pay when you have a call with an expert and their price is listed on their profile so you know how much you pay per minute.

