IMMERSION 1.7

COMPETITIVE ANALYSIS

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magnifi

OVERVIEW

Magnifi is an on-demand knowledge sharing app connecting experts with users through paid, real-time audio/video consultation. Users find experts through searching a keyword and can see expert profiles, ratings, pricing, and availability. They also have the ability to chat with an expert before they have a video chat to make sure it is what they are looking for.

KEY OBJECTIVE

Magnifi provides a platform for users and experts to connect through video chat and keeps all participants accountable through ratings that are given after each call. The app lets the expert choose their price per minute and gives the user the freedom to pay only for the time they need.
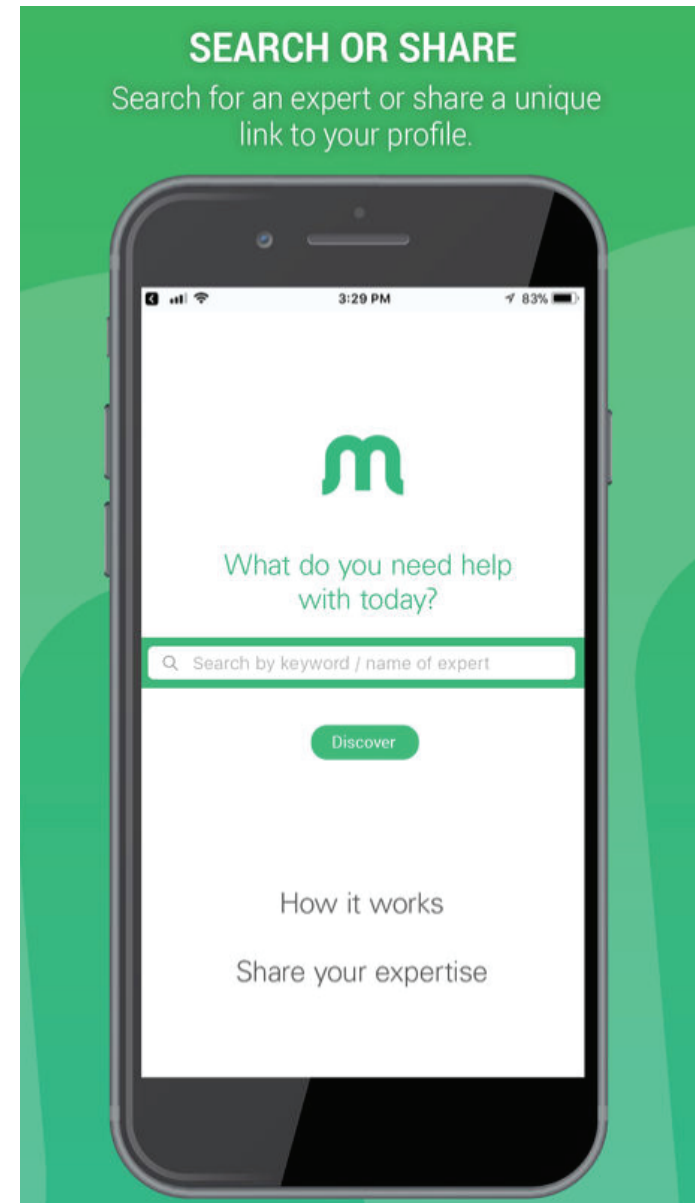
magnifi

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 to make sure that experts and users are satisfied with their conversations.

MARKETING PROFILE

Magnifi has a strong social media presence on apps like Twitter and Instagram where they post discounts, reviews and ads to promote their app. I found some videos and articles from well-known experts to promote that they have joined Magnifi. They also encourage experts to invite their clients outside Magnifi to join them on the app to have a structured way to connect.

SWOT PROFILE

STRENGTHS

- simple intuitive design
- review based to create trust among users and experts
- users only pay for the time they need
- shows experts' available times to chat

WEAKNESSES

- slim amount of experts in a given topic
- users can't browse topics
- it is only available in the US and in English

OPPORTUNITIES

- create a way for users to see all available categories
- on expert profiles, have each expert provide a short video about themselves and what they can provide.

THREATS

- a larger community based app that has more experts
- a global app that users all over the world can use

OVERVIEW

JustAnswer provides instant messaging for users who need a question answered by an expert. By charging users a monthly rate, it encourages users to ask as many questions as they need in whatever field so they can skip making an appointment and get the advice they need from their phone.

KEY OBJECTIVE

JustAnswer is an app that gives users the advice they would get from making in-person visits to a lawyer, vet, electrician etc., by providing those same experts but at the convenience of the users' phones. The app guarantees fast responses from experts that are certified in their field of knowledge.
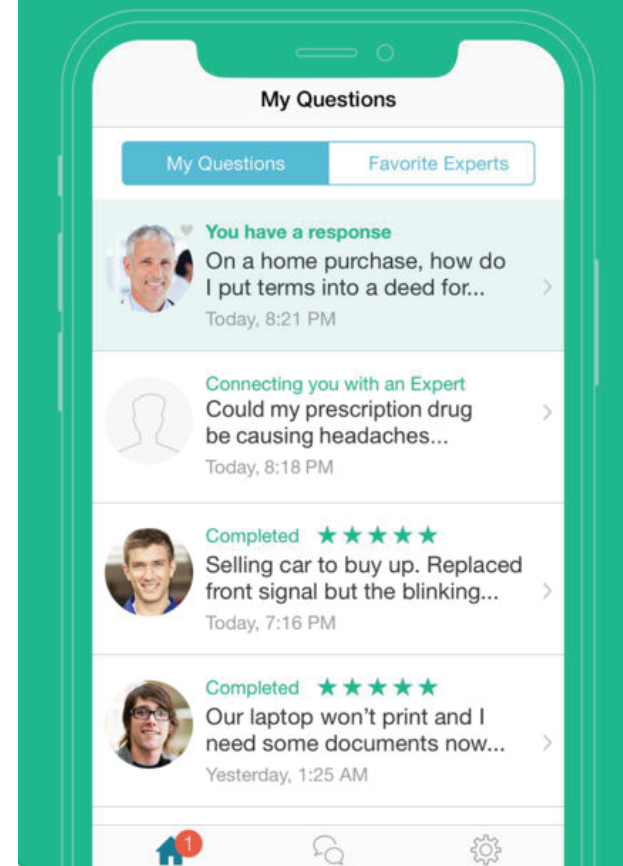
OVERALL STRATEGY

The strategy of JustAnswer is to provide a wide range of experts who are able to answer questions one-on-one to users who can remain anonymous. The user can message with the expert until they feel satisfied with their advice.

MARKETING PROFILE

JustAnswer is a large company that has multiple articles on sites like Fox, WSJ, and CNN. These articles talk about the validity of the experts and the trustworthiness of the answers. They have a big following on facebook (34k likes) but only have 3 out of 5 stars, and have a twitter account but haven't been active since June 2018.

SWOT PROFILE

STRENGTHS
- large certified expert community
- users can pay monthly to get unlimited questions answered
- users can get a free second opinion
- shows you how many experts are online

WEAKNESSES
- you have to pay before you even open the app
- doesn't give you an option to join in the beginning, just a log in and credit card payment.
- messaging isn't always consistent with experts

OPPORTUNITIES
- give users the ability to see what the product is before they have to pay
- create a way for users to get their problem solved quickly so that they don't have to spend a lot of time waiting for a response once connected with expert

THREATS
- a video and messaging app that gives users options to connect with experts.
- a community based app that lets users pick the expert they connect with.

magnifi

USABILITY

This app was very friendly for first time users. The onboarding explained almost everything and the things that weren't explained were similar to other apps so they were easy to use without direction. They include a "how it works" button on the menu so at any point a user can go back and get instruction on how to use the app in case they forget.

LAYOUT

The layout is very simple, the main page is the search bar that prompts the user to search a keyword, once you enter a keyword you will come upon a list of experts to click on and view a detailed profile page that provides all information on an expert.

NAVIGATION

The navigation is straight forward with a menu icon always available to click on in the top left corner. The one thing I would change is to have more options on the menu like a favorites page to save an expert to connect with in the future.

COMPATIBILITY

This app is only available in English and in the US. It is only compatible with IPhones with iOS 10.1 or later. They are working on a version available on GooglePlay but it is still unstable as it is in development.

DIFFERENTIATION

Magnifi is a simple and easy to use app that provides a way for users to connect with experts at the click of a button. The accountability is important to the system to create a community based on trust. However, because it is a small start up, it has a lot of growing to do to get a wider range of experts and availability for users outside the US and who don't speak English.

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. Because I haven't purchased a call, it isn't clear when I will fill out credit card info, but on the FAQ it says that the user will recieve a receipt after each call to know how much they were charged.