

Competitive Analysis By Bonnie Loo

APP 1: MyChart by Epic Systems Corporation

SWOT Profile

Strengths

- #1 top free medical app in app store
- Friendly user interface that is easy to navigate and doesn't require any onboarding
- The appointments feature is easily accessible, which makes it easy to schedule in-person and video appointments and view past appointments
- Easy to view medical records
- Easy to communicate with providers via messaging
- Allows you to connect GoogleFit to track health wellness data
- Sets them apart: Easy to switch in and out of viewing the user's medical information between visits at different healthcare facilities
 - Helps users locate nearby healthcare facilities that can be helpful in emergencies
 - Gives users the option to share their medical information with others

Opportunities

- Offer more app features that allow the user to personally record new health and medical information themselves
- Add a design feature that is more inclusive of more demographic populations
- There is currently no distinct indicator of new messages in the main menu. We can offer an enhanced notification method for users.

Weaknesses

- Not easy to locate the resources section
- Not easy to locate how to connect to GoogleFit
- Clicking on the resources section takes the user out of the app, which could be frustrating
- New health-related notifications are listed below the menu in a format that may be overwhelming to users since it requires a lot of scrolling

Threats

- Mental and health wellness tracking devices such as Apple Watch and FitBit already do many of the same things that we want to achieve in Olive.

Overview

Key Objectives

MyChart's mission is to empower patients to effectively manage their care and easily access their health information. This is made apparent at the top of their website, which says "Empowering over 150 million patients to get and stay healthy." It stands out from its competitors by emphasizing how it puts the patient first, giving them the power to actively participate in their care.

Overall Strategy

The app is positioned in the market as an efficient health information management tool that is easily accessible among its competitors. MyChart is already well-known by many corporations. They know what they are going to expect since the app is familiar and reliable. When they see the name, they know they can trust it. By typing in "My Chart" in Google News I see the first article mentioning the app, "Respiratory illness symptoms? Use the MyChart self-checker" This shows an example of the app being chosen by a facility as a designated screening process for its patients.

Market Advantage

Looking at the app on Google Play Store, MyChart is notable for being #1 top free in medical, with a 4.5-star rating out of 129K reviews, and 10M+ Downloads. Epic, the creator of the app, is a big name used by many medical organizations, and gives the app an advantage over its competitors. Some features that make them stand out lets users easily monitor their family members' information in addition to their own and integrate their own information from different health facilities.

Marketing Profile

The app's target audience is both patients and healthcare providers, who can communicate with their patients on the app. Typing "My Chart" in Google search and Google images shows only the app in the first page of search results, which suggests a strong SEO presence. On its website, the app highlights the feature letting users view their family members' information in addition to their own, which can indicate they are targeting those who may be the head of their household, in their 30's, 40's.

APP 2: Fiton Workouts & Fitness Plans

SWOT Profile

Strengths

- Sets them apart:
 - Editor's Choice
 - extensive social aspects and community that motivates users to stay consistent in their health journey
 - Strong branding that expands into Instagram and their own fitness merchandise
 - Features some workout videos guided by celebrities
 - Allows you to select from different options of health tracking hardware/software
- Offers a collection of tips and resources

Weaknesses

- Long welcome screen/onboarding process can cause frustration
- Lots of areas urging users to try Pro version of the app can make users feel like they are being targeted by the app
- Lots of information and scrolling can turn users away from the app
- Can be difficult to find account settings and progress

Opportunities

- Less emphasis on making in-app purchases
- Add feature to view appointments
- Less emphasis on tailored marketing towards women, and also grab male audience

Threats

- Top-ranking free apps in health & fitness

Overview

Key Objectives

FitOn is a free platform for personalized fitness plans that can be done at home. When visiting their website, the first thing you see is “#1 Fitness App. Workout Anytime. Anywhere.” It stands out from other wellness apps by offering video workouts with celebrities and interactive social features, which also builds a community in the app.

Overall Strategy

By typing “FitOn” in Google News I see recent articles within the last month, popping up offering FitOn Health, a paid version, as one of the perks of becoming a Walmart+ Subscriber. There is an article from Money Talks News placing FitOn on their list of “5 free apps to help improve your fitness”. Looking at the app on Google Play Store, FitOn is notable for being an Editor’s Choice, has a 4.7 star rating out of 91K reviews, and has 5M+ downloads. The app is positioned in the market as an affordable and inclusive wellness app among its competitors.

Market Advantage

By typing “fitness and wellness app” in Google search, FitOn pops up in the 5th row of apps, among bigger apps that have been in the public eye for longer, such as MyFitnessPal and Nike Training Club. The app is also featured in the first article that pops up from Forbes’ “10 Best Fitness Apps of 2023.” Their Instagram account also shows, “The #1 FREE fitness app is here!”, with 863K followers. These findings show that FitOn has a strong

presence and social media following. The CEO and founder, Lindsay Cook, former VP of Fitbit, also gives the app an upperhand in reputation since users already know Fitbit, a credible name in the fitness/wellness world.

Marketing Profile

One of FitOn's points, "Get results with short and effective workouts you can do anywhere," shows it is targeting health-conscious individuals with busy schedules who also value affordability in their fitness journey. They don't necessarily have any exercise equipment. FitOn's target audience is college students (in their 20's) who are on a tight budget and busy corporate workers (in their 30's). Seeing that the app is featured on Women's Health magazine and blog style websites like cafemom and SheKnows, FitOn is emphasizing their target audience in women, specifically new moms.

They have a strong social media presence on Instagram, Facebook, YouTube, and Pinterest. On Instagram and Facebook especially, they make posts that are targeted towards a young audience, such as memes referencing pop culture.

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UX Competitive Analysis

Usability

MyChart has an overall friendly user interface that is easy to navigate. The menu located at the top makes it easy to find different features without having to search through the app. The app satisfies its primary functions, which are to keep track of appointments and to view medical records. However, its secondary functions, the resources section, is not too intuitive and can take a while to find in the app.

Layout

The layout is very simple and easy to understand. There is a static menu at the top that allows users to adjust their account settings, make and view appointments, view medical information, and view messages from their providers. Users are able to easily scroll through the app and the menu will stay at the top, making it easy to switch between different sections of information. The menu will also minimize at the top to make more space for the information that the user is currently viewing.

Navigation Structure

The user flow is efficient as I don't find myself having to go through any obstacles questioning what each part of the menu conveys. There is no onboarding since everything in the menu is laid out in a simple and understandable format. If I want to add my own health information however by connecting my GoogleFit Data, it is not straightforward and takes a little digging to accomplish. Having the Resources grouped in the "Explore More" section makes sense, but it takes some effort to scroll through the other options to find it.

Compatibility

MyChart is available across multiple platforms. It can be accessed on both Android and Apple mobile devices and can also be accessed on the PC.

Differentiation

What sets MyChart apart from its competitors is that it makes it easy to switch in and out of viewing the user's medical information from different healthcare facilities. The app also helps users locate nearby healthcare facilities that can be helpful in emergencies and gives users the option to share their medical information with others.

For my own app, I can offer a more extensive habit tracker that doesn't just include GoogleFit. I can include a habit tracker section that can draw data from other devices and include motivational messages. I can also include more features such as a mood tracker to cater to users with a diverse amount of different psychological and social needs. Since MyChart also doesn't have a noticeable native indicator of new messages that a user receives, I can also include this feature in my app.

Calls to Action

Clicking on the resources section takes the user out of the app, which is unexpected. There are no indicators to let the user know that they will be taken to their browser. The sign up page on both the app and the website is straightforward and easy to find.