

# APP

---

COMPETITIVE ANALYSIS



We will be looking at an established competitor, Shine, a meditation and motivational app made successful through its motivational and personable reminders, video library, and daily podcasts to set up its users mindset. The app works in bite sized, accessible increments available both on and offline.

# KEY OBJECTIVES

## KEY OBJECTIVES

Shine's slogan is that they are "Your support system for daily stress and anxiety" while their core message is for the user to learn self-care and shift their mindset and mood while getting support through various means: social, audio—meditation & music/playlists, reminders and podcasts. They focus on setting themselves apart in their approach to building a connection, and almost friendship, to their user through the brand tone, as well as the various modalities of support so all types of people can feel successful whether you prefer listening to podcasts, meditating, or just knowing that you have someone in your corner.

## BOTTOM LINE

- Shine's library offers 500+ original meditations, bedtime stories and ambient music covering about 2-dozen different topics.
- Algorithm set to show you things based on your initial setup of the area you would like motivation in; personal and intimate feeling of being supported in what your need.
- Integrates with apple watch and Siri shortcuts, really honing in on ideal users' behaviors and needs/wants

# OVERALL STRATEGY

## OVERALL STRATEGY

Press is a tool for Shine to get its name out there in recent years. With a quick Google search, around 2018 to present you see an uptick of the 2015 launched business getting noticed by big names like TODAY and Cosmopolitan, along with various blogs and online publications like TechCrunch and Forbes. Their biggest drive appears to be the overwhelmingly positive reviews of the app in the App store. The negative reviews are typically an outlying user having technical issue of the app shutting down, or minor user experience suggestions.

Shine does have a website, simply a landing page, unless you pay to have a premium account. The website doesn't have much along the lines of "about" or much in-depth information about the features, rather it is simply one page with multiple action points to sign up. Their focus is to get you to download the app. They do allow you to create an account on the site, but unless you have an account the page doesn't offer much.

## BOTTOM LINE

- Opportunity to use their website to better distinguish WHY one should choose shine over competitors.
- PR seems to work for them; Press opportunity are congruent with where their ideal users would be looking.
- With other similar apps being comparable review-wise, Shine could use new targeted PR avenues to create more buzz around their product.

# MARKET ADVANTAGE

## MARKET ADVANTAGE

For a “Meditation and Motivation” app, Shine barely falls into the top 10 of ‘meditation’ apps and takes the 6th spot in a ‘motivation’ search in the iTunes app store, despite being rated higher than most. The apps that beat out Shine in the motivation search are much simpler apps that send motivational quote alerts. The meditation app is a stiffer competition with many apps also having stories, playlists, etc, but Shine seems to be one of the few that marries the 2 fields well, which may be why it isn't falling at the top since it is not the purest or simplest form in either category. That said, ratings in both iTunes and Google Play were very high.

## BOTTOM LINE

- Shine isn't leading in either category, but has certainly created a name for themselves in those areas. They are competing with apps that have been established since 2012 when they entered the market in 2015.
- **iTunes: 4.7 stars @ 17k reviews | Google play: 4.8 stars @ ~3.5k reviews** Could be in part or launching iOS platform prior to android, or targeting a more apple based user, as noted in its syncing with apple watch, and apple health app.

# MARKETING PROFILE

---

## S H I N E

Launched in 2015 by 2 former co-workers turned friends who were inspired to start their company to give other people access to the peer-to-peer mentorship they gained from their own friendship. **They valued the motivational texts** they received regarding vulnerable conversations around challenges and **found that text not just creates a personal feel, but has a 98% open rate, much more than email alone.** They saw not just the value but the need to build motivational support. Thus shine was born. Every morning the Shine team sends a motivational text message with research-backed content about confidence, happiness, mental health & productivity.

**Still staying true to its original platform**—including the daily text and then some—Shine now reaches over 2 million users in 198 countries since the April 2016 launch. the company has raised \$8 milliton in venture capitol and **continues to grow and scale.**

## STRENGTHS

- Ample recordings that are science backed in motivation and meditation
- Strong UI that is very appealing to the targeted user, and even a draw

## WEAKNESSES

- Positioning in the market as they don't hold a clear single focus for their app, even though their app is clear and focused in its varied use.
- Lack of user ability to filter and sort recordings quickly

# SWOT

## OPPORTUNITIES

- Features to allow user even more control
- Create a new category that helps exemplify what multifaceted lifestyle and wellness apps do instead of trying to fit into limited categories

## THREATS

- Apps like Calm and Headspace in 'Meditation' and Motivate and MoodPath in "Motivation"
- Personal/Life/Wellness coach industry that offers online support and worldwide coaching options.

**“Im really happy I found this app for those 5 minutes check-ins with myself”**

**“This app as changed my life!”**

*“I CAN'T SAY HOW IMPORTANT SHINE IS TO MY DAILY REGIMENT NOW,  
ITS THE BEST MOTIVATOR”*

# **“Best Anxiety Apps If You’re Fully On The Brim Of Freaking Out”**

COSMOPOLITAN MAGAZINE

*“I love this app because they covered all angles honestly. It reminds me to check In daily. it encourages me take moments to reflect and be mindful. It bright and plenty of topics...”*





# UX ANALYSIS

SHINE





UX ANALYSIS

# USABILITY

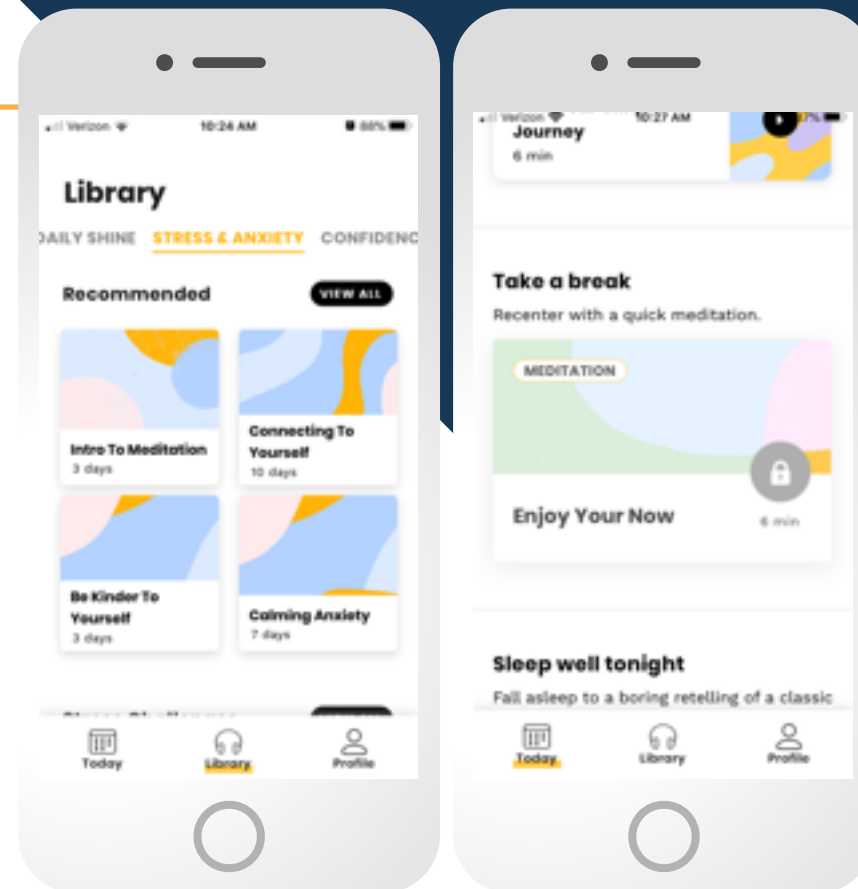
Overall Shine's usability is sleek yet bright, fun, flows intuitively and is easy to navigate through. The app is meant to be a support system for daily support while creating self-care habits. The user receives daily prompts in the am and upon opening the app the users is brought to a welcome screen—reading “Morning, [User Name]!”—with suggested reading, daily check in reminder, and the Daily Shine podcast for the day. The usability is clear and connected to the desired outcome from using the the app.

The only usability annoyance I noticed was that when you are playing a recording you cannot leave the screen to look at other things or the recording stop. Maybe by design, but was a potential friction point that apps like Spotify solve by allowing the Cover Art to be minimized as you navigate elsewhere.

# LAYOUT

For having so much information on their app, the layout is clear and intentional. The main areas of focus scroll vertically, while in the library you see horizontal scrolls within categories. It is very clear which section you are in and instead of relying on the back arrow to always have to retrace your steps, they allow you to change categories where you are with the horizontal-scroll category bar remaining at the top, or use the simple navigation bar at the bottom to shift pages all together.

The use of a minimal color pallet in each subject is helpful in minimizing distraction, however, there is a lot of color and patterns that may not please all users and at times does appear a bit busy.

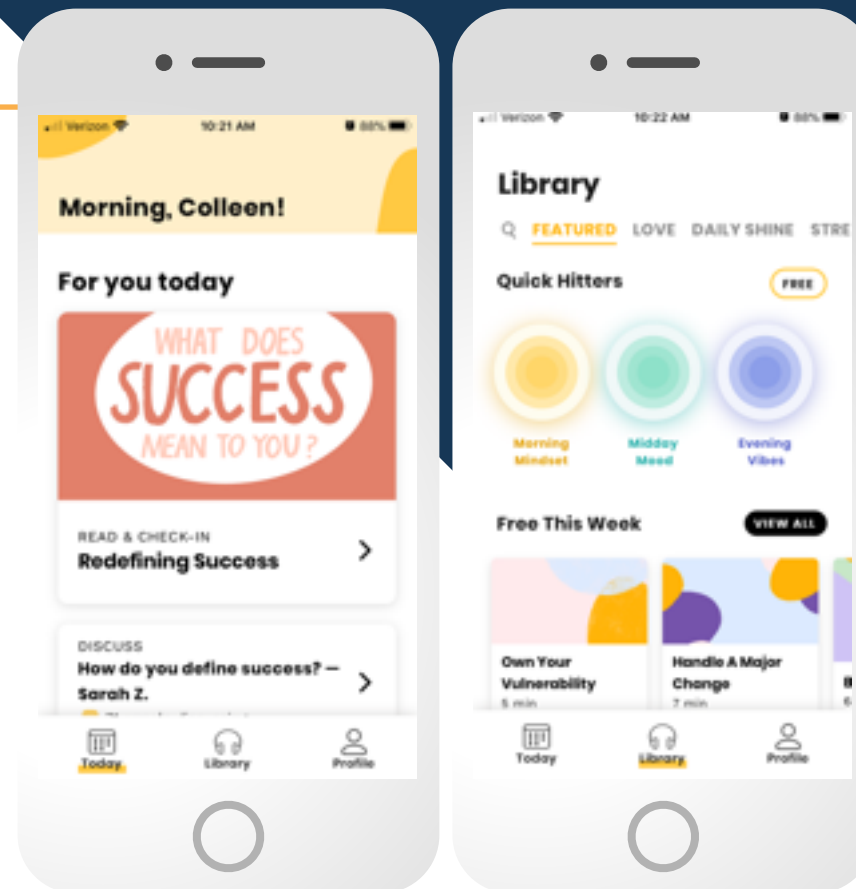


# NAVIGATION

Navigation is nice and simple. Three recognizable icons with text direct you to the three main needs “Today” (Home), Library and Profile. Keeping the navigation at the bottom maximizes the screen space making the scroll to navigate within the page much easier to see and work with. Not having nested navigation option really elevates the experience, simplicity and calming accessible feel of the app.

# COMPATABILITY

Shine is compatible with Apple products; iPhone, iPad, iPod touch and sync with Apple watch, Apple Health, and Siri Shortcuts. Made for Androids as well, however, seems to be major user issues with it.





UX ANALYSIS

# DIFFERENTIATION

Shine offers a beautiful and fun way to get daily motivation and positivity reminders while helping its predominantly female user learn the importance of self-care in their busy life. The app creates bite-size inspirations recordings and meditation that can easily fit into the users life, therefore helping to instill a regular habit of positivity and stress-reducing self-care techniques.

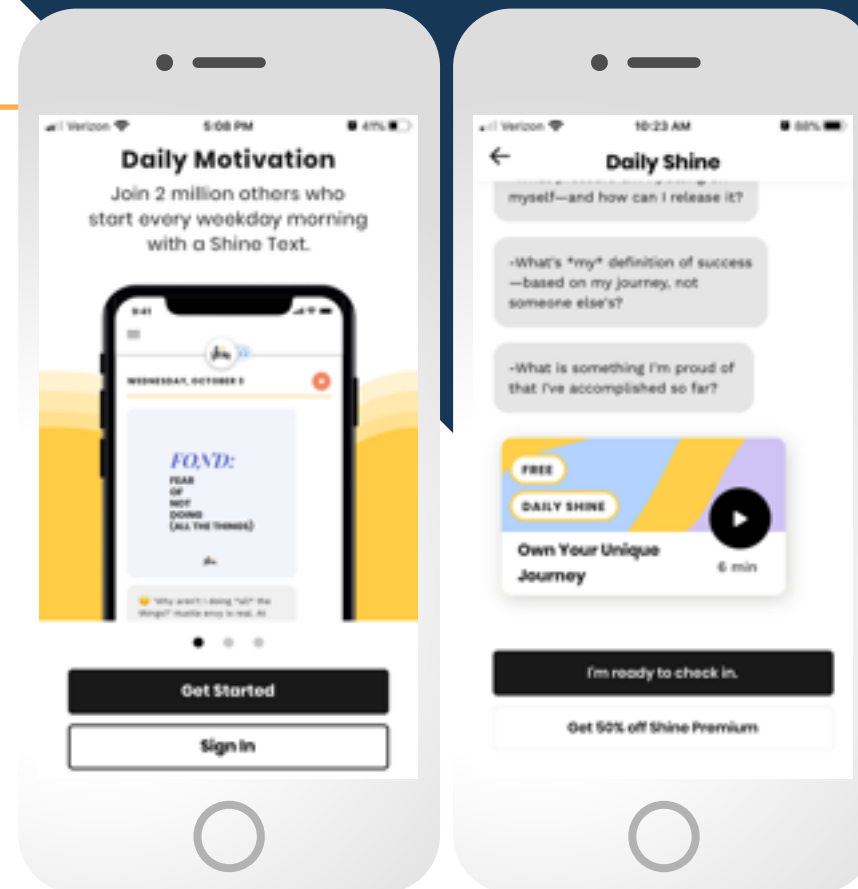
The app idea came from the peer-to-peer mentorship of two friends who understood and saw the need of that type of authentic and empathetic care and support, Shine brings the 'friendship' connection through their app and the curated, science backed content and warm speakers they use. They also send emails daily, so far, that do not feel invasive but rather like a friend keeping you engaged and motivated.

Our app has the ability to build and elevate the personal feel as we are not a generic 'feel and personality', rather Katie is a real person that has created a real following based off of her science based curated program content and her incredibly motivating and approachable, yet driven personality. People follow her in part because of the joy and way of being she exemplifies and teaches.

We will be positioned differently in this area by the specificity of the support and motivation. While Shine hits the key areas that people look for support and habit building in: Love, Stress, Daily Rituals, and Sleep, to name a few, our app is looking to take the motivational reminders/alerts, meditations, and content and apply it to specific targets the users has defined rather than generic ideas. We also plan to add more control over the customization of the alerts and times of reminders at the users discretion.

# CALLS TO ACTION

There are ample ways to sign up while in the app, and while smartly placed to be noticeable—due to UI choices—they are not overly bothersome. You are able to sign up and browse the app and use the basic features, but as you scroll the app will preview interesting titles or features with a 'lock' icon over them followed below by an option to sign up for Premium, so its integrated, bold but tastefully done. Its also never a pop up so its doesnt create a jarring presence in your zen-like-Shine experience. You do also get regard emails with incentive to sight up



OVERVIEW



coach.me is a competitor in the coaching and productivity/habit building space. They offer a community based support system and accountability through daily tracking to build and create lasting habits.

# KEY OBJECTIVES

## KEY OBJECTIVES

coach.me presents itself as a “‘World-class’ community based goal and habit tracker.” The ‘need’ for the app is if/when you get stuck in your goals, coach.me gets you motivated through community connection, or the ability to hire a personal ‘world-class’ coach. Their big standout element is the community based factor.

## BOTTOM LINE

- With 11 categories each containing a dozen or more habit options to build, coach.me has a large network of habits set up and a supportive community established
- Focuses on accountability to a social network but also has a paid for option to ‘hire’ a personal coach.
- Very easy UI to track progress, which also instills a sense of accomplishment with self and the community.



# OVERALL STRATEGY

## OVERALL STRATEGY

A quick google search doesn't present much, In fact all but the last results sent me to the app store for IOS or Android, or coach.me's various webpages. Searching "Top Habit apps" brings up multiple articles over the past year, most of which name coach.me as one of the top for building new habits, along with a list of other competitors.

## BOTTOM LINE

- Intentional proactive PR does not seem to be an active tool to get their name out there
- Their website is just a functioning desktop version of the app, so it doesn't offer added insight to incentive to drive people to get the app.
- iTunes reviews are strong and are the main sticking point with this app

# MARKET ADVANTAGE

## MARKET ADVANTAGE

coach.me shows up prominently in a Google search for “habit tracking/forming apps” within articles ranking the top 4, 10, 15 apps to check out in this topic. That said, while they show up in articles about apps to check out for building habits, they do not come up in the iTunes store when you search “habits”. They do pull up under coaching and fitness, which leads me to believe that their initial launch as “Lift” in 2011 and relaunch to “Coach,me” in 2015 has created some ambiguity in where it falls. The Android version seems to be a bit confusing and had some people wondering if its a copycat version and legitimate at all as the login and sign up features do not work. There is ambiguity for Android users for sure, but it does have web-based platform that did help appease some of those users.

## BOTTOM LINE

- While it has gotten some good press regarding being a good habit tracking tool, it falls short in creating a place for itself in the market, whether that be because its UI is lacking compared to others, or its effort to re-focus the app's function is unclear.
- Huge opportunity in the Android market, but also damage control needed on the current 'coach.me app available there.

# MARKETING PROFILE

---

## COACH.ME

Originally founded as “Lift” in 2011 as a fitness goal tracking app in the gym setting, the **app was relaunched in 2015 as coach.me—a more rounded goal and personal coaching oriented app focused on building habits through achieving goals of any type.** While the app **features a community aspect** and highlights coaching specific for each habit on the app, the **standout feature is the 1:1 coaching** to elevate the experience and user success.

Since its launch the app has shifted focus to seemingly widen their reach beyond fitness while still providing a habit and goal based tracking system. So **overall they have kept their core focus intact, but have had to readjust their target to be competitive in the market.** While their features are simple, straightforward, and creates success for [many] users, there is an opportunity to stand out in the habit/goal tracking space.

## STRENGTHS

- Very simple and clear intention of how to track day by day your progress
- The community aspect is really well laid out for those that want to have the person vs just app accountability.

## WEAKNESSES

- While this app offers coaches—noted as ‘world-class’ coaches, there are no names that stood out as known industry leaders/ the reputation of your coach is ambiguous.
- Very heavily community based, & those who are looking to be held accountable by the app not others may not see the value

# SWOT

## OPPORTUNITIES

- Better feature the personal coach aspect and create consistency around their image on the app to make it more professional/ worth the investment
- Proactive PR/Outreach

## THREATS

- The personal/motivational coach industry. See “Weaknesses”
- Apps more focused on a uses need, i.e.: “Drink Water Reminder APP”, straight fitness apps associated with the person’s gym (Planet Fitness is an example), Reminder Apps



*“The app itself...doesn't give any information, instruction or motivation...you can set reminders, but I already have a Reminder App.”*

**“Simple and straightforward”**

**“Fantastic for tracking daily habits”**

**“This app is so simple, yet it has everything you need to help make and keep good habits!”**

---

USER, LATHLEIFFURE

*“Configurable, easy to use, makes it fast to track anything daily. With great export functionality my years of tracking are both preserved and available for analysis...”*