

HEALTH PAL

Health Pal Competitive Analysis

RESEARCH + DESIGN
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COMPETITIVE ANALYSIS

JUST ANSWER + QUORA

Overview

I'll be analyzing a potential competitor called Just Answer, which offers on-demand experts to answer your questions. Talk to a doctor, vet, financial advisor and more in minutes. URL: www.justanswer.com

Key Objective

JustAnswer's mission is to make doctors, lawyers, vets, mechanics and other verified Experts accessible to anyone, anywhere, at any time, and on any budget. The company is leading the democratization of professional services, empowering people with real-time access to affordable assistance, insight and expertise—24/7.

Bottom Line

- JustAnswer falls in the category of professional services, advice, customer service, Q&A marketplace
- On a mission to help people
- Provide the #1 platform for users to access verified Experts – quickly, conveniently and affordably
- All Experts must pass their rigorous 8-Step Expert Quality Process
- Experts in 700 different categories and all the specialities within those categories

Overall Strategy

Just Answer positioned themselves against other companies in their industry by launching an AI chatbot that answers simple questions, helps qualify leads and more effectively connects its customers with one of the site's experts. AI brings greater intelligence and efficiency to the process, resulting in better close rates, a higher percentage of paying customers and a better customer experience.

Press does seem to be an outlet for promotion, their latest article was written in May 2018. The company is using an unique algorithm that is verifying the quality of each expert. JustAnswer pays their experts an earning of 20% of what the user is willing to pay for the answer if it is accepted. The experts can work up to earning 50%. The experts can cash out to paypal. Each question varies in the amount it pays, but the average appears to be \$20. Just Answer maintains a 4.0-star rating on the Apple app store out of 518 ratings, and a 4.5-star rating on the Google Play app store out of 21 overall ratings.

Bottom Line

- Small growth in google play store
- Could spend more on marketing but they maybe trying to improve the product experience, AI, and algorithms first

Market Advantage

JustAnswer is one of the survivors of the “answer engine” or Q&A craze that was prevalent a number of years ago. The venerable (or ancient) Yahoo Answers is still around, and so is Quora, but various efforts from Google, Facebook, Amazon and a range of startups are gone. JustAnswer adopted the paid-advice model that was also used by the original Google Answers. Each user who connects with one of 12,000 experts on the site pays on average \$30 for a consultation. There are no ads. Most of JustAnswer’s traffic comes from SEO.

Bottom Line

- High ratings in the Google and Apple app store but small mobile user base.
- They appear to have a large web user base but not sure how large.
- Received 34k likes on Facebook, 20k followers on Twitter. They are staying active with blog posts.
- Their AI chat bot can recognize more than 100,000 variables in conversations and even ask follow-up questions.

Marketing Profile

Founded in 2003, Just Answer is the largest platform on market containing 12,000 Experts, 700 categories, 196 countries, 38 currencies, and 4 languages. The company is based in San Francisco, CA, staffed with 150 employees, holds a strong leadership team and board of directors, one of the highest ranking being Charles Schwab. Acquired a total funding amount of \$50.7M received across Series A and B funding rounds.

Bottom Line

- Raised 50.7MM
- They’ve stuck to their original mission
- Helped Over 8MM worldwide
- Answered 16.2MM questions
- Written many expert articles with links back into their product flow

Swot Profile

Strengths

- Raised 50.7MM
- Helped Over 8MM worldwide
- Rigorous 8-Step Expert Quality Process
- Unique algorithm that verifies the quality of each expert
- AI chatbot provides greater intelligence and efficiency to the process
- Strong leadership team and directors
- High 4.7 rating in bbb.org and consumer affairs

Opportunities

- 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
- The website feels like they are trying to pitch and sell something to me.

Weaknesses

- Mobile app is a limited extension of their website
- Charging users when they have not received answers
- Customer service needs improvement
- Poor organic search
- No button to signup on the home page for users looking to go through an on-boarding flow.

Threats

- Quora
- Industry specific expert market places
- ZocDoc

Usability

JustAnswer’s iOS App is following Apple’s guidelines and using basic iOS components which makes it easier to use. The apps 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. Their color palette fails to meet ADA compliance, I would recommend selecting brand colors that meet WCAG AA compliance, to avoid becoming a disability discrimination litigation target.



Navigation Structure

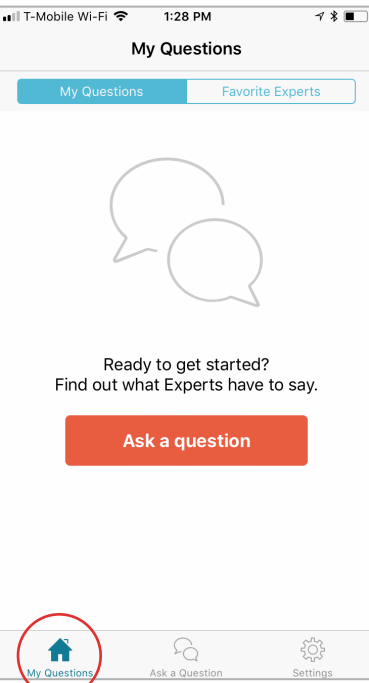
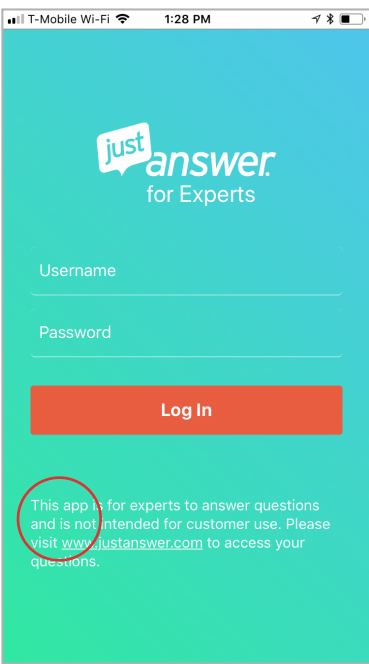
Menu is easy find on the bottom navigation.

It does not make sense that “My Questions” bottom nav tab lands on “Favorite Experts” segmented control by default. Shouldn’t “My Questions” be the default?

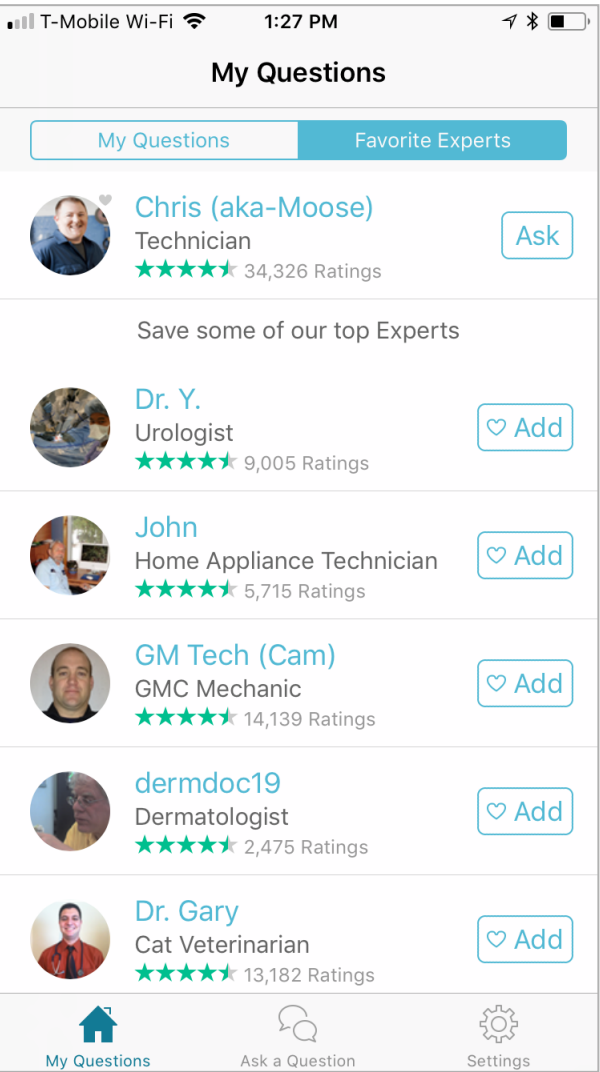
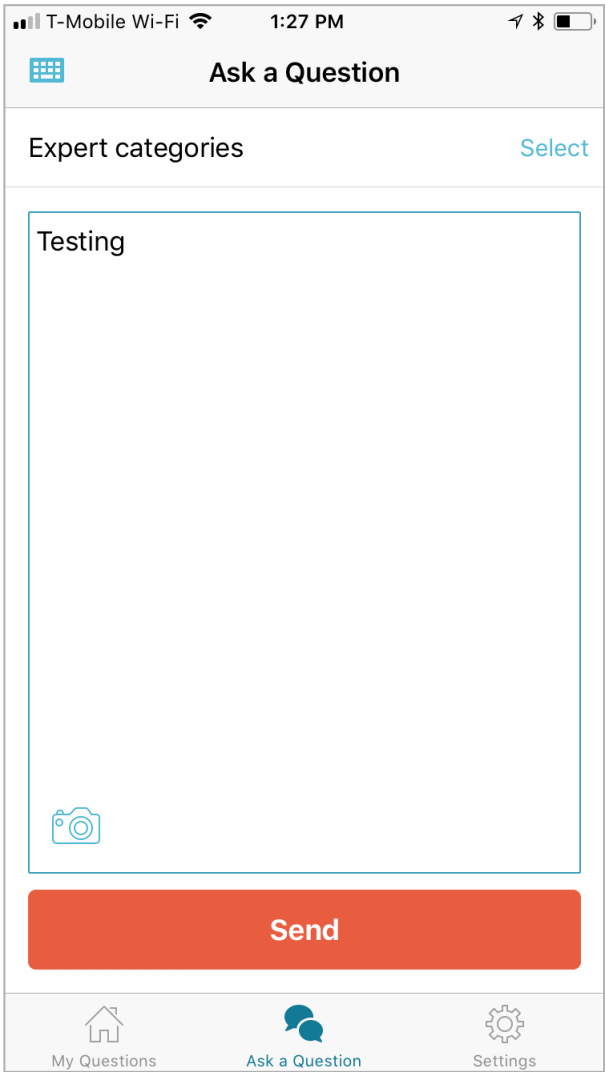
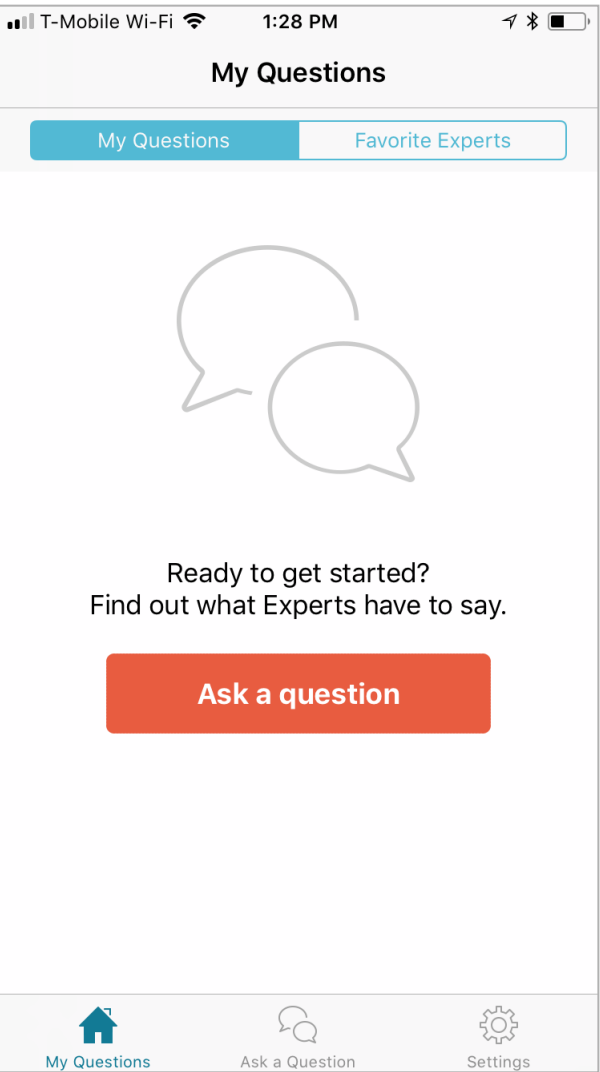
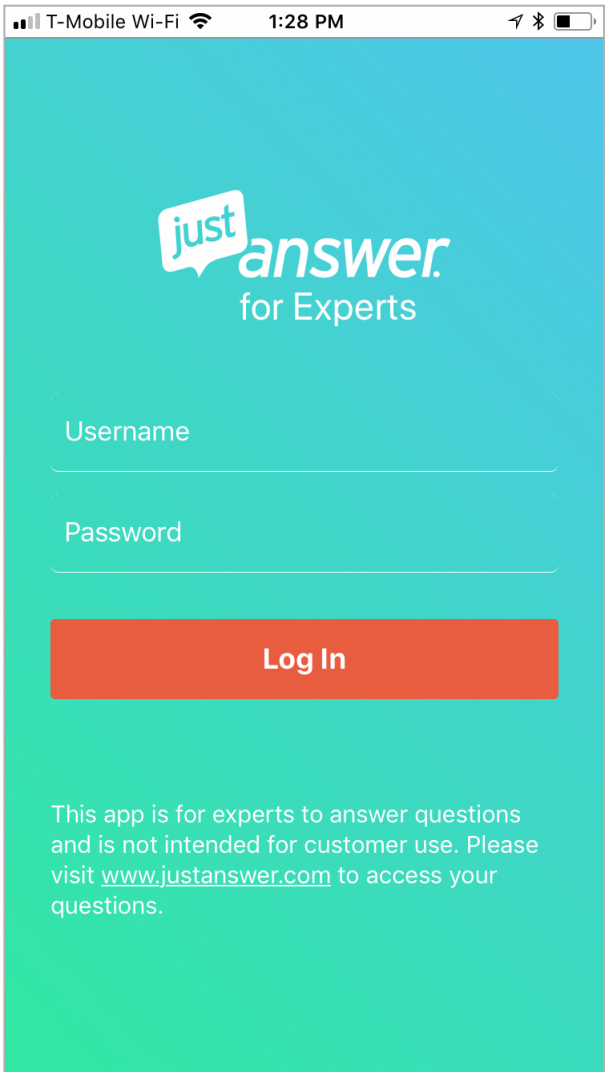
The home bottom nav tab, I believe should be titled “Home” instead of “My Questions.”

Compatibility

The product supports the web, iOS and Android 4.1 or later versions.



IOS SCREENSHOTS



Layout

The layout is using standard iOS patterns. I don’t understand why they included a keyboard icon on the top left corner of the text input field for their “ask a question” bottom nav tab. What is about their text entry box that users were unable to figure out how to bring up key board by tapping on the text entry box itself, and hence felt the need to include keyboard icon?

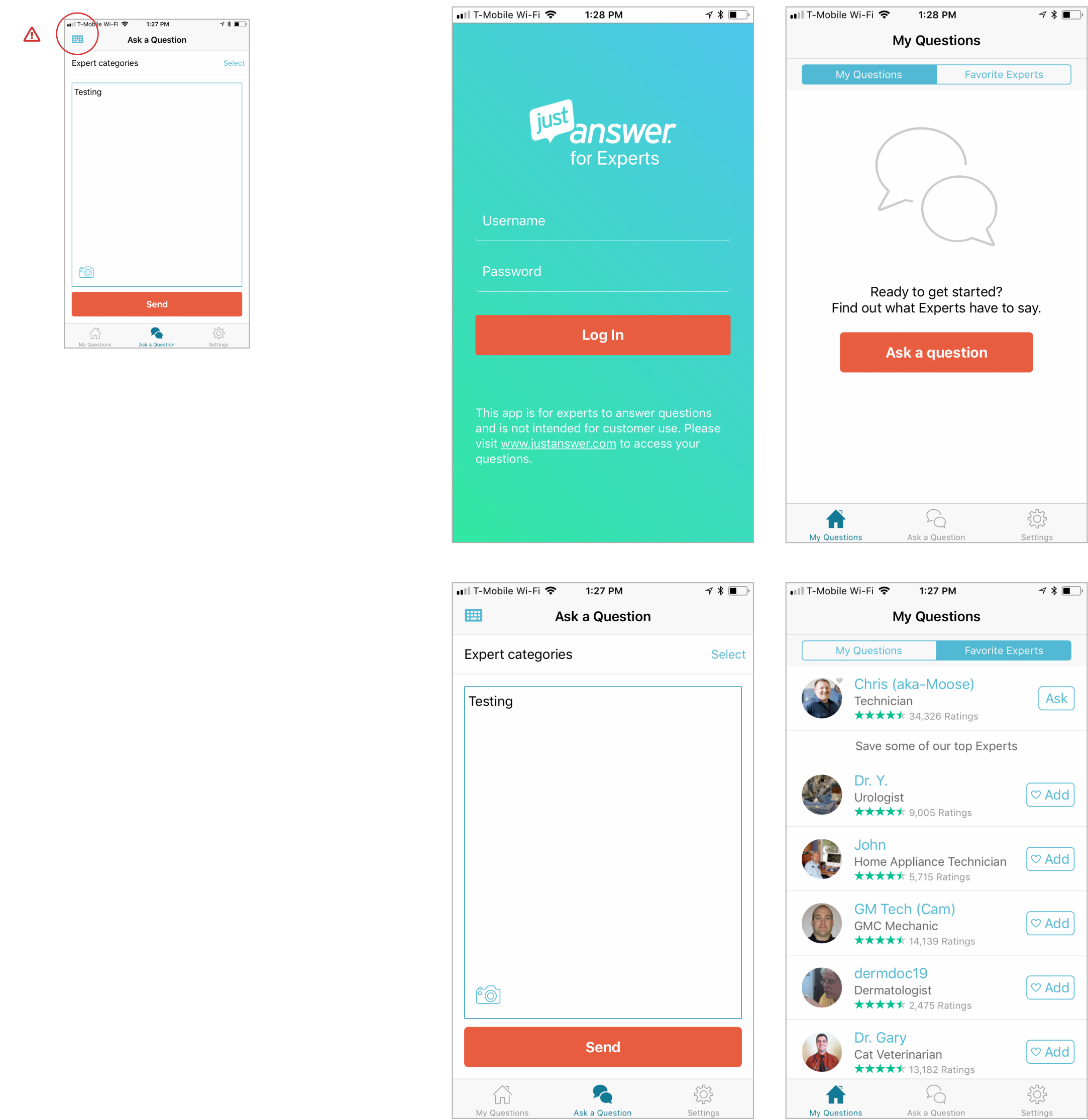
Differentiation

I would say Quora and Just Answer are not exactly the same product, but at this time I would be more compelled to use Quora as it has a stronger user base and is more transparent. You can search to see if your question has already be answered. That being said, I may not get a professional or expert response from Quora and my question may go unanswered. I believe Quora is ahead of the game with functionality, but lacks information hierarchy with their mobile app. Often I feel confused as to where to start using Quora’s app. Finding a happy medium between the two products, I believe will help my product stand out from the competition.

Calls to Action

The CTA’s are the appropriate size and placement meets standard iOS conventions.

IOS SCREENSHOTS



Overview

I'll be analyzing a potential competitor called Quora, a question-and-answer site where questions are asked, answered, edited, and organized by its community of users. URL: www.quora.com

Key Objective

Quora's mission is to share and grow the world's knowledge. A vast amount of the knowledge that would be valuable to many people is currently only available to a few — either locked in people's heads, or only accessible to select groups. Quora wants to connect the people who have knowledge to the people who need it, to bring together people with different perspectives so they can understand each other better, and to empower everyone to share their knowledge for the benefit of the rest of the world.

Bottom Line

- Quora falls in the category of Social Networking and Q&A
- Ask a question and get helpful answers, Learn from credible people
- Quora succeeded in combining attributes of Twitter and Facebook
- Quora has developed its own proprietary algorithm to rank answers, which works similarly to Google PageRank

Overall Strategy

Founded by Facebook's ex-Chief Technology Officer in 2009, Quora positioned themselves against other companies in their industry by launching as and remained a "invite only" company and its first users were field experts and high ranking people in Silicon Valley. The product was built on an scalable, multi-environment (mobile & desktop), robust publishing platform with graphic support that is, so far, secure. Quora has put a great emphasis on developing a strong product versus rapid revenue generation. Quora maintains a 4.7-star rating on the Apple app store out of 17.2k ratings, and a 4.5-star rating on the Google Play app store out of 310.8k overall ratings.

Bottom Line

- Total registered users = 190 Million.
- 400,000 Topics

Market Advantage

Quora has become a substantive resource for millions of entrepreneurs and one of the best sources for Business to Business market. Majorly used by writers, scholars, bloggers, investors, consultants, students this Q/A site has much to offer in terms of knowledge sharing, connection building and information gathering. What makes Quora unique as compared to other Q&A sites, such as LinkedIn Answers or Yahoo Answers, is its utilitarian interface and active member community of area experts, providing in-depth, accurate, and relevant answers.

Bottom Line

- Ranks 407th among most heavily-trafficked sites of the US
- Quora has zero tolerance for Spam.
- Credibility backing answers. Quora's most distinguishing feature is that there are real experts answering the questions you ask.

Marketing Profile

Quora was founded in 2009 by two Facebook employees, Charlie Cheever and Adam D'Angelo. It was designed to be the home of insightful user-generated content arising from questions, answers, and edits. With a monthly active user of 190 million people who have asked questions on more than 400,000; topics, Quora as established itself as a stakeholder among Q&A social network platforms. Quora's revenue model is still in its formative stages; but for now, the firm makes money through advertisements – not surprising if you consider the background of its founders in Facebook.com, Inc. FB 0.46%. The firm survived the first seven years on venture capital, but it started testing ads last year and it appears that those ads will become a permanent fixture on the platform. Quora has also shown a reluctance to support sponsored posts because it wants the community to critique each answer on its own merit so that users can find the most relevant answers at the top.

Bottom Line

- 200 million monthly active users
- Valued at \$1.8 billion in its most recent funding round in 2017
- Recently opened its platform to advertisers
- Ensure's that users are highly engaged spending a range from 1hr to 4hrs on Quora

Swot Profile

Strengths

- Valued at \$1.8 billion
- 200 million monthly active users
- Quora has zero tolerance for Spam
- Quora allows Peer Networking. You can connect with industry experts to get recommendations, guest posts & referrals

Opportunities

- Need to hire someone with real ad 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.

Weaknesses

- It offers a basic design for your profile as well as for blog posts. It does not allow that much help to make our blog post look visually stronger. It looks like as if we are looking at the piece of content provided by Quora, not by us.
- If somebody is exploring Quora anonymously, it asks you to sign up first, which is quite frustrating for the user who is not interested in instant sign up.
- It does not allow scheduled posts.

Threats

- Reddit
- Twitter
- Facebook
- YouTube