

Market UX Analysis & Opportunity Areas

1.0

Framing Our Market Analysis

HOW WE FRAMED OUR MARKET ANALYSIS

Our market analysis was framed initially with the core and potential users in mind. From there, as per the brief priorities we looked to evaluate key principle areas from Value Structures, Engagement Drivers and Conversion Paths to understand what was being offered, how they retained and supported users and then how this converged into a value pathway.

UX features were also structured around key areas a lot of the direct and indirect comps offered.

1. USER HIERARCHIES

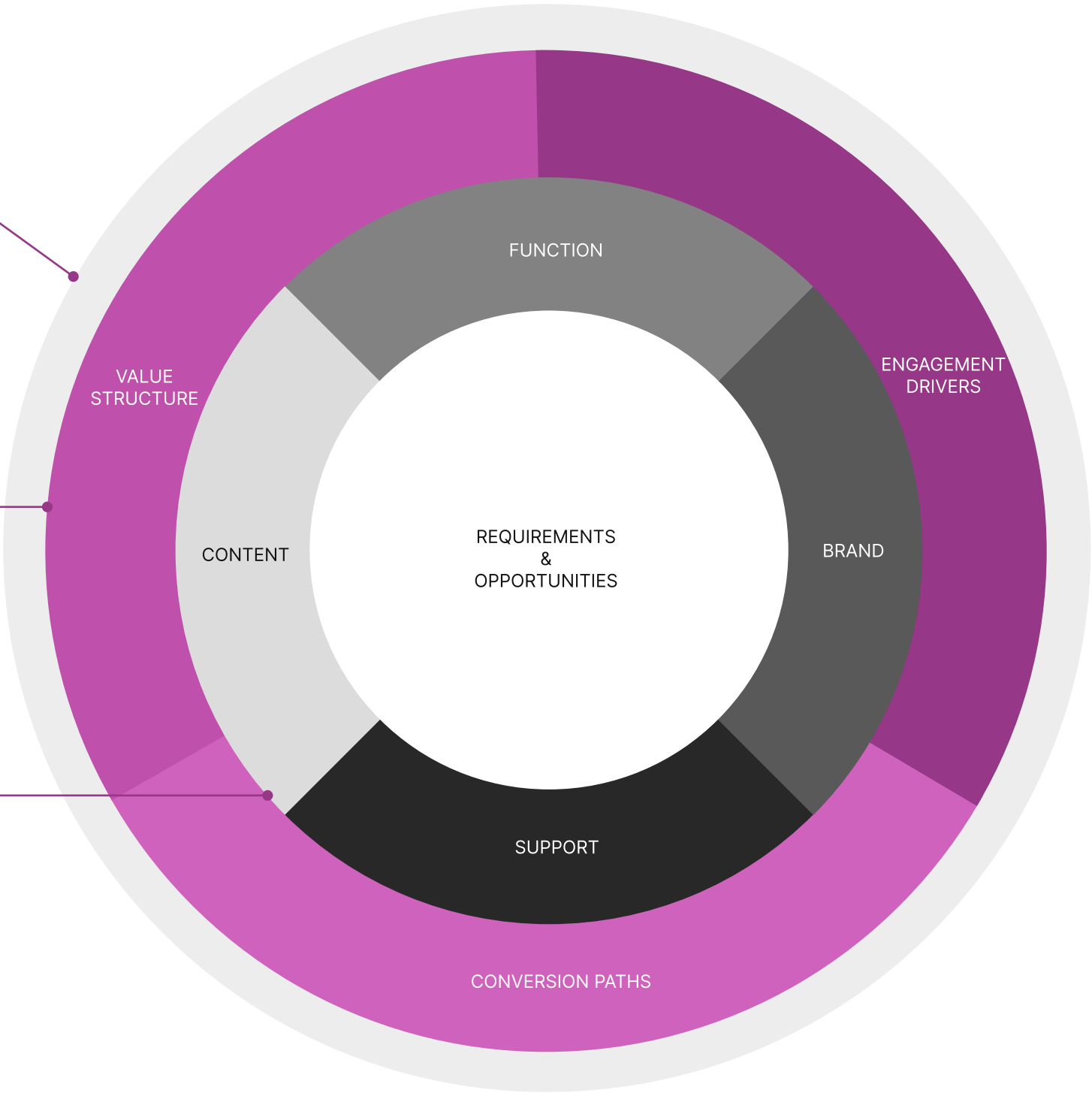
Sports Psychologists
Athletes
Coaches
Teams
Casual Fitness
Parents

2. CORE PRINCIPLES

Value Structure
Engagement Drivers
Conversion Paths

3. UX FEATURES

Content
Function
Support
Brand



2.0

Core Insights: Direct Competitors

WHO WE ANALYSED

For the direct analysis, we looked at direct competitors that provided a solution to Mental Strength Training needs. The space is still small so a lot of the analysed products are still at the beginning of their brand journey with a lot lacking funding but still providing a lot of various iterations and executions for how to offer value and value within Sports Psychology.



Personalised Plans

What?

Personalised plans provided users a clear road map and goal structure to assess their development.

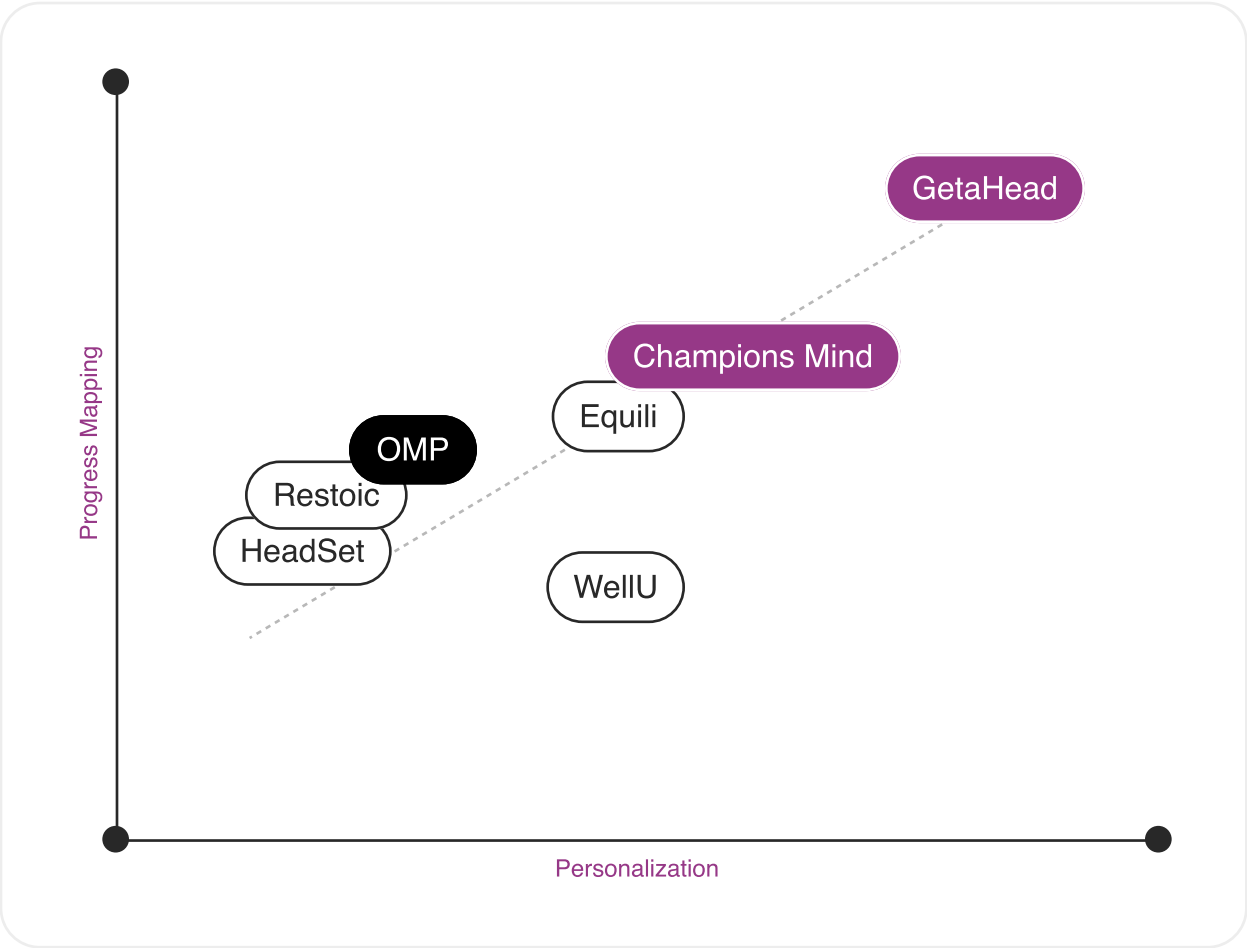
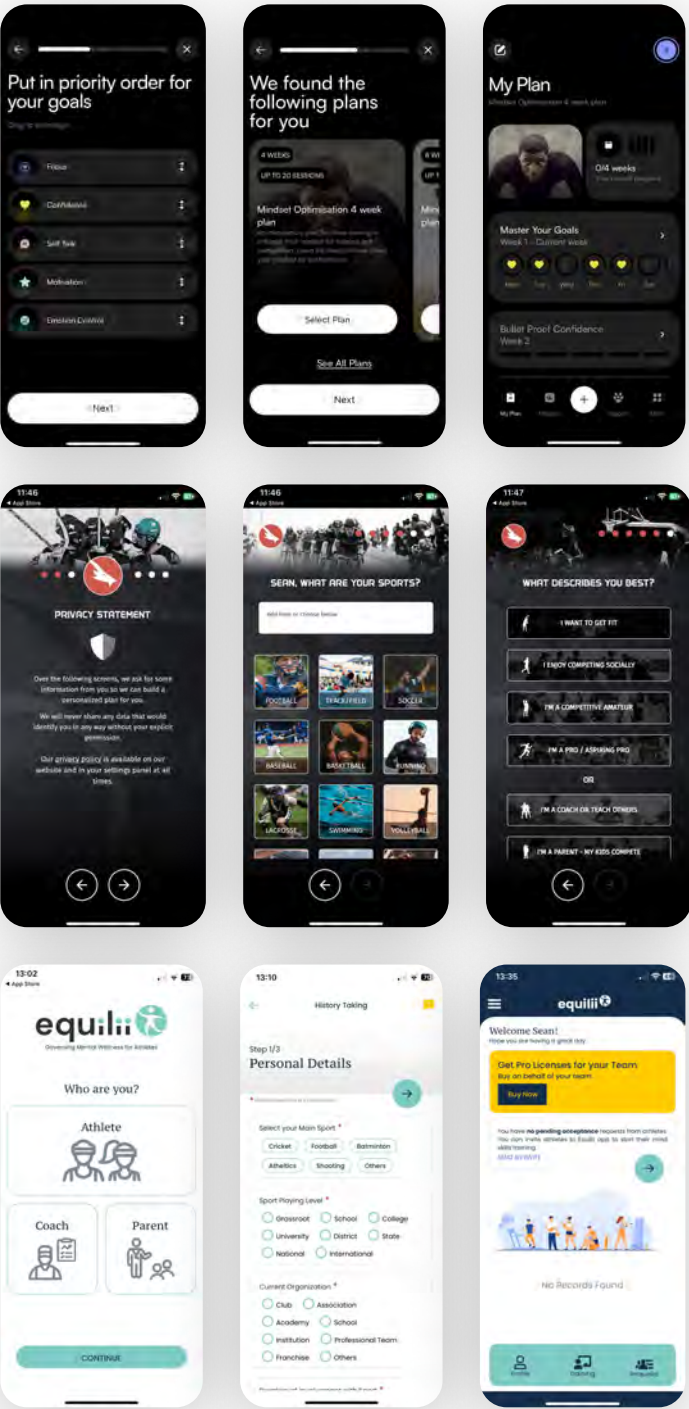
Why is this important?

This shows a more direct and supportive means to help users on their mental strength training journey. Being quite a bespoke approach across the comp analysis, this shows an opportunity to harness personal details in a more meaningful way and also to set users on a clearer journey, especially if they are new to Mental Strength Training.

Users

- All Athletes
- Coaches
- Parents

Personalised Plan Examples



How They Execute it:

- Onboarding
 - Personal Detail Acquisition
 - By Sport Needs
 - By Goal Aims and Needs
 - Synthesised Personal Plan
- Schedules & Calendars
 - Progress Mapping
 - Next Step Arcs
 - Time limits to illustrate growth paths

Value Structure

Wide & Creative Content Exploration

What?

Like the direct analysis, a lot of the comps provide very wide categorisation and discoverability. This helps users pick and choose what fits their mood, mental health and fitness journeys for the day/ week.

Why is this important?

There are similarities in the categorisation and explore capability of the direct and indirect comps, however this does provide more creative content opportunities to engage users (ie. famous sports stars). This also shows instances of more bespoke user needs and interests, such as Headspace’s categorisation around prepping for pregnancy and becoming a better leader.

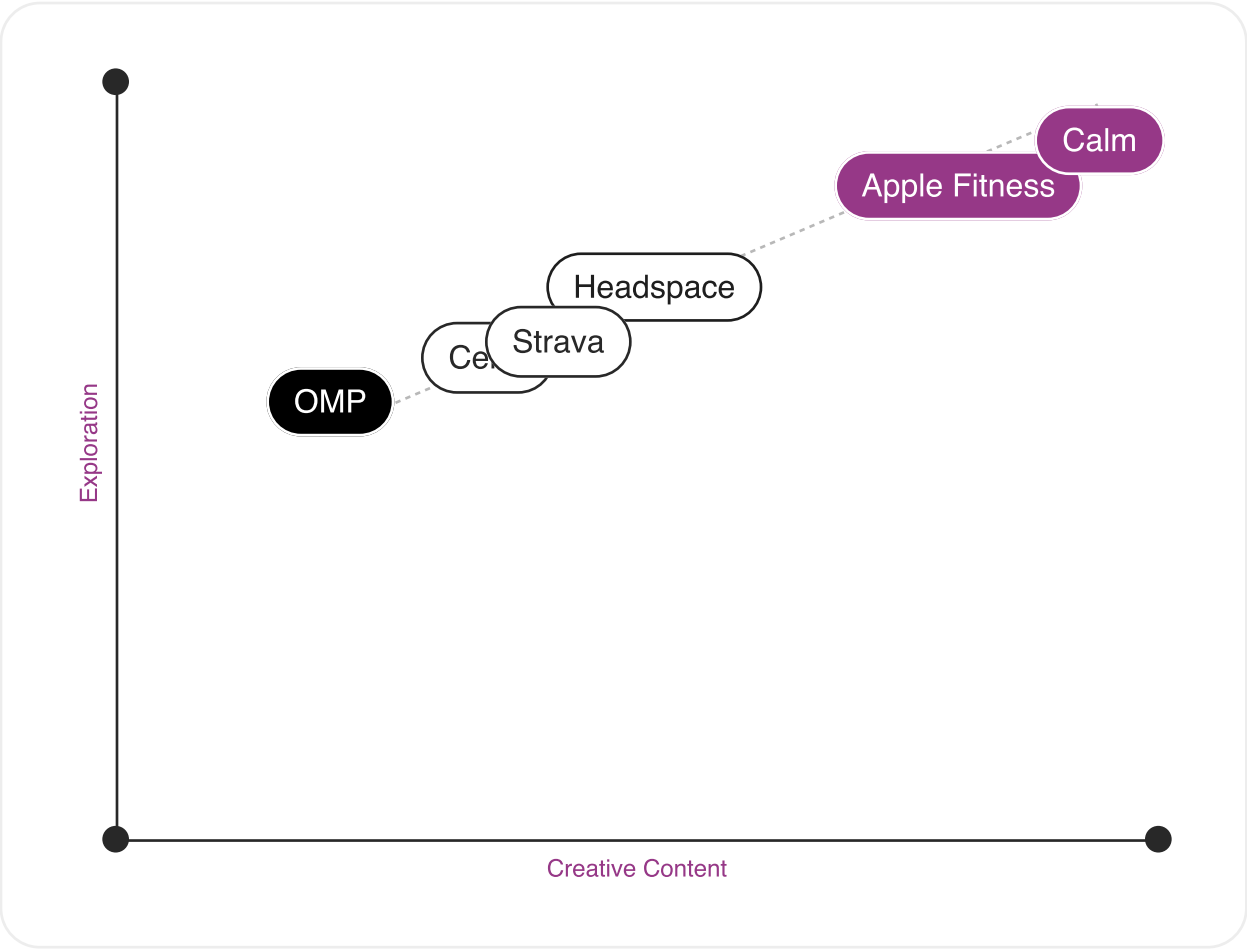
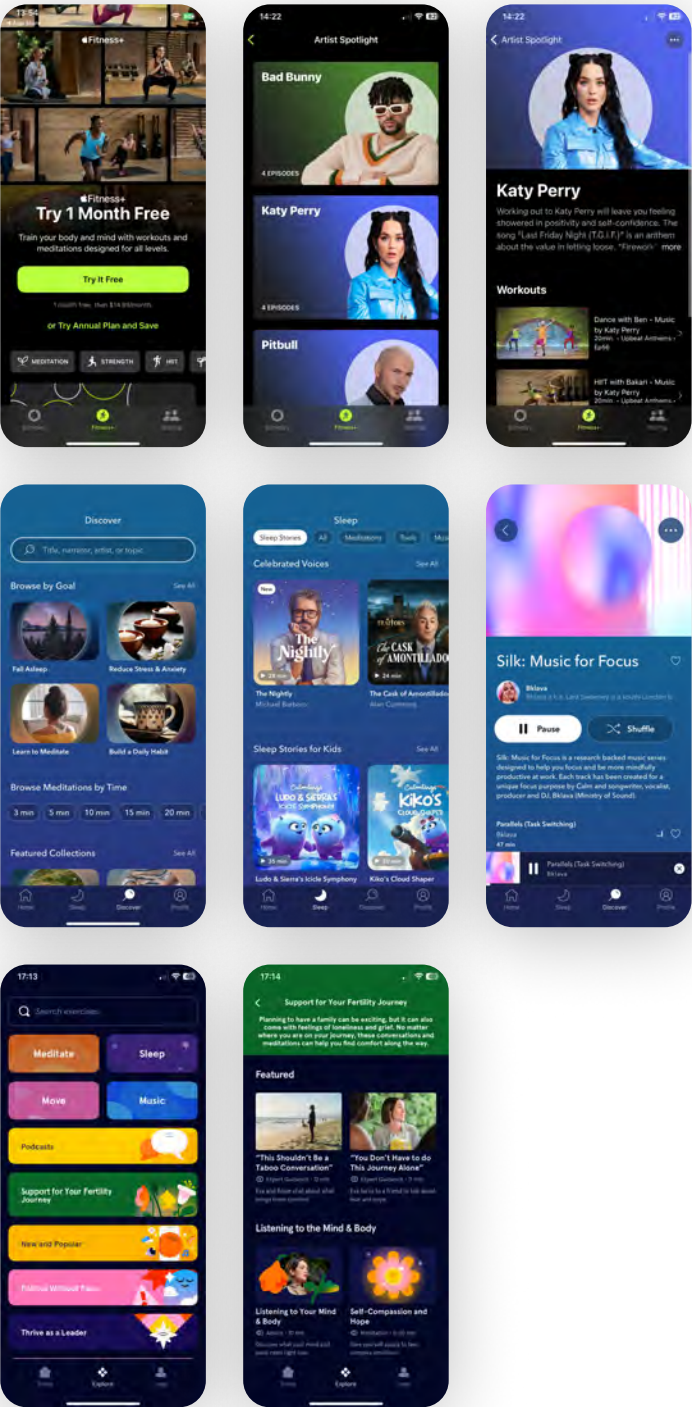
Users

Athletes

Casual

Everyone

Wide Content Exploration Examples



How They Execute it:

- Celebrity Content
- Bespoke Categorisation
- Use case Categorisation
- Diverse Content
- Discovery modules
- Search & filters
- Dedicated Explore Page
- Activity Categorisation

Engagement Drivers

Progress, Challenges & Affirmations

What?

Progress mapping, challenges and affirmations is a way to gauge growth and progress with mental strength training.

Why is this important?

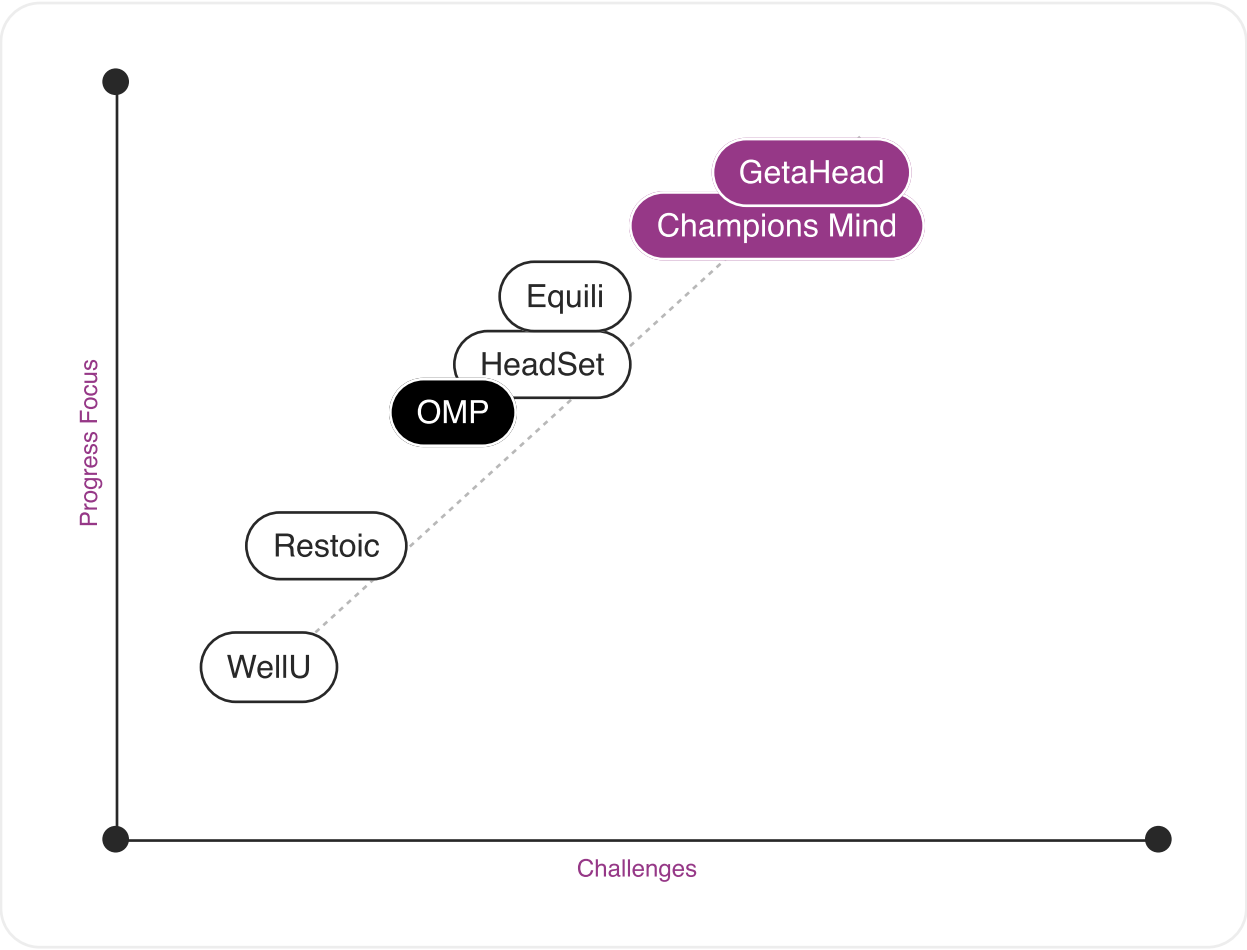
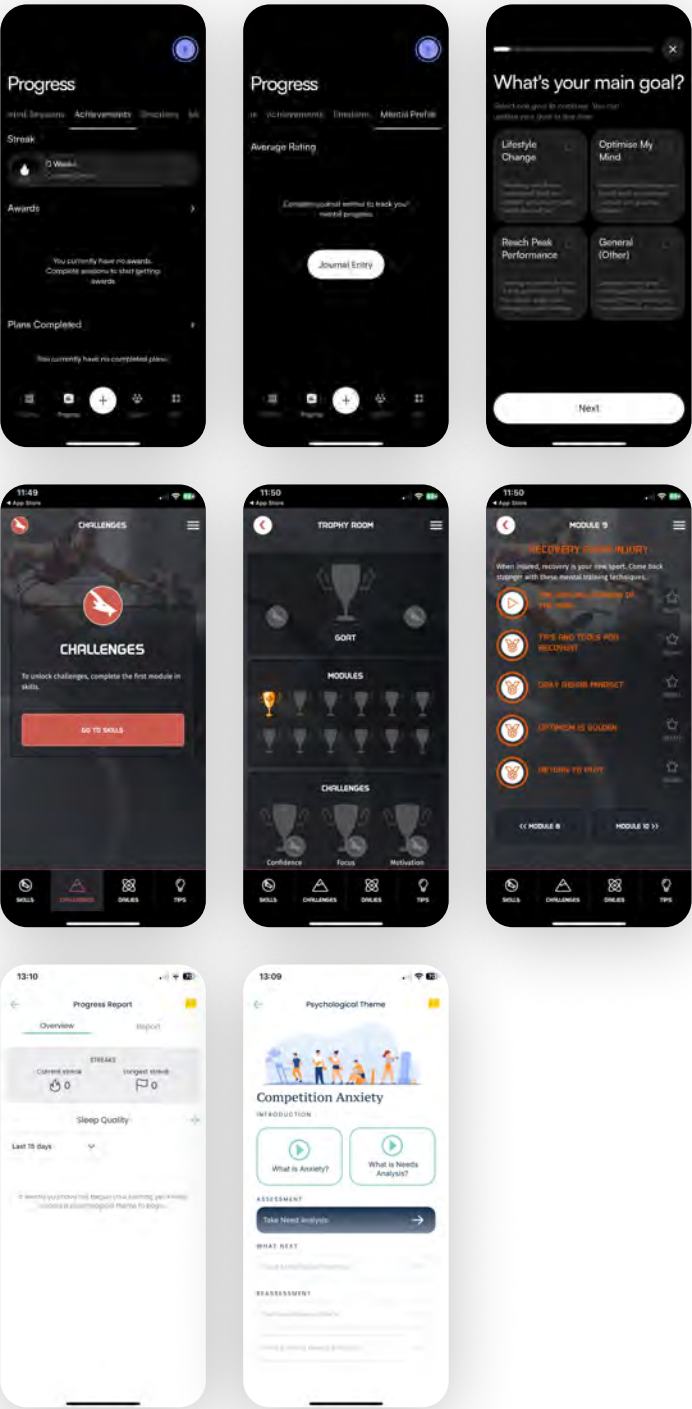
This is a helpful way for users to gauge their growth and progress with their mental strength training and assess how they are staying on top of their set tasks.

Considering sport performance is about achievement, the inclusion of these milestone mapping resonates with the Athletes everyday through the guise of trophies and completed or succeeded challenges.

Users

- All Athletes
- Coaches
- Parents
- Teams

Progress, Challenges & Affirmations Examples



How They Execute it:

- Agenda Focus on Home Dashboard
 - Trophy Cabinet
 - Daily & Weekly Challenges
- Dedicated Progress Page
 - Set Goal Agendas
 - Self Assessment Check Ins
 - Affirmation Moments

Value Structure

Paid Elevated Development

What?

Many of the comps provide opportunity to access elevated mental strength training development in the form of paid membership, paid digital coaching and greater content access.

Why is this important?

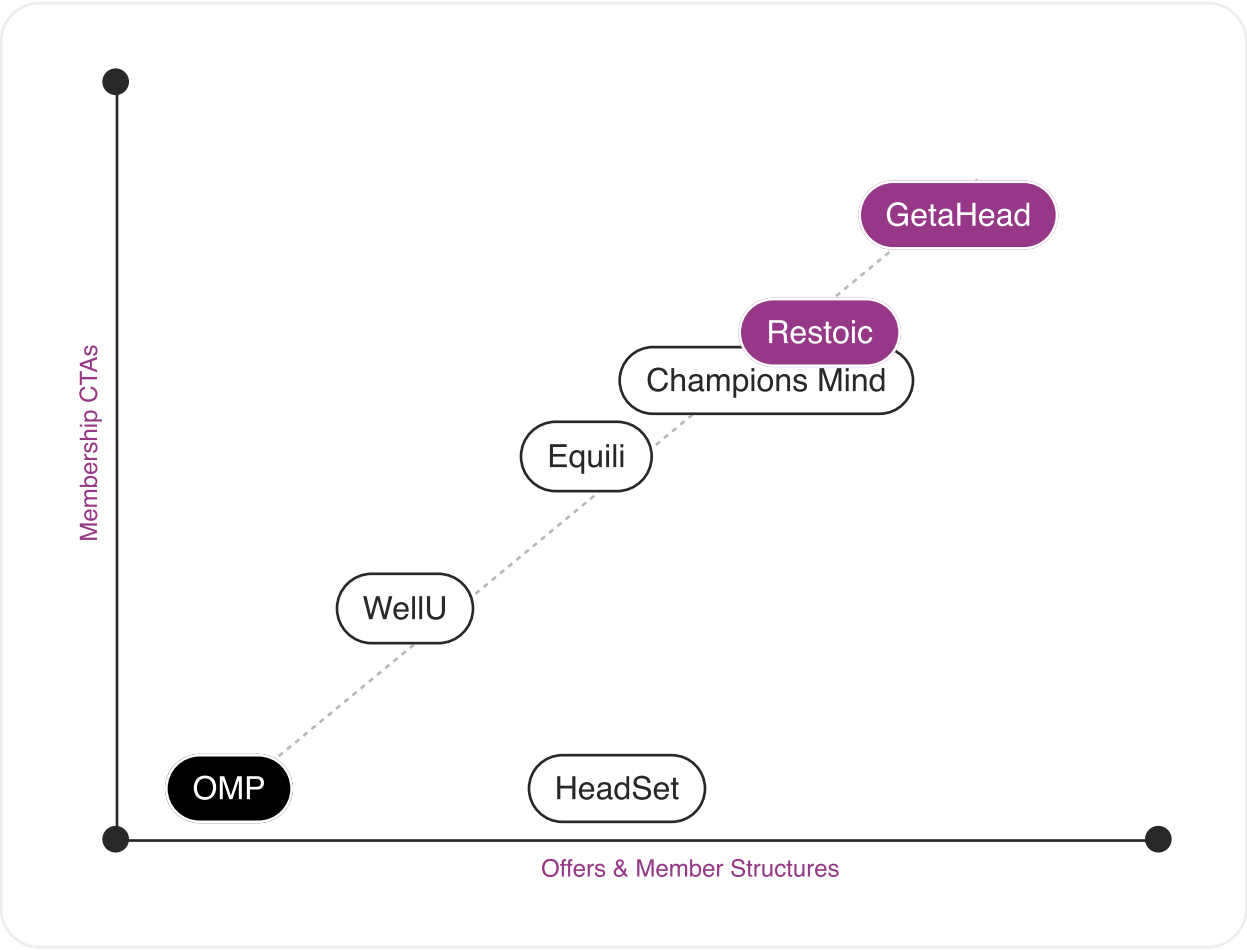
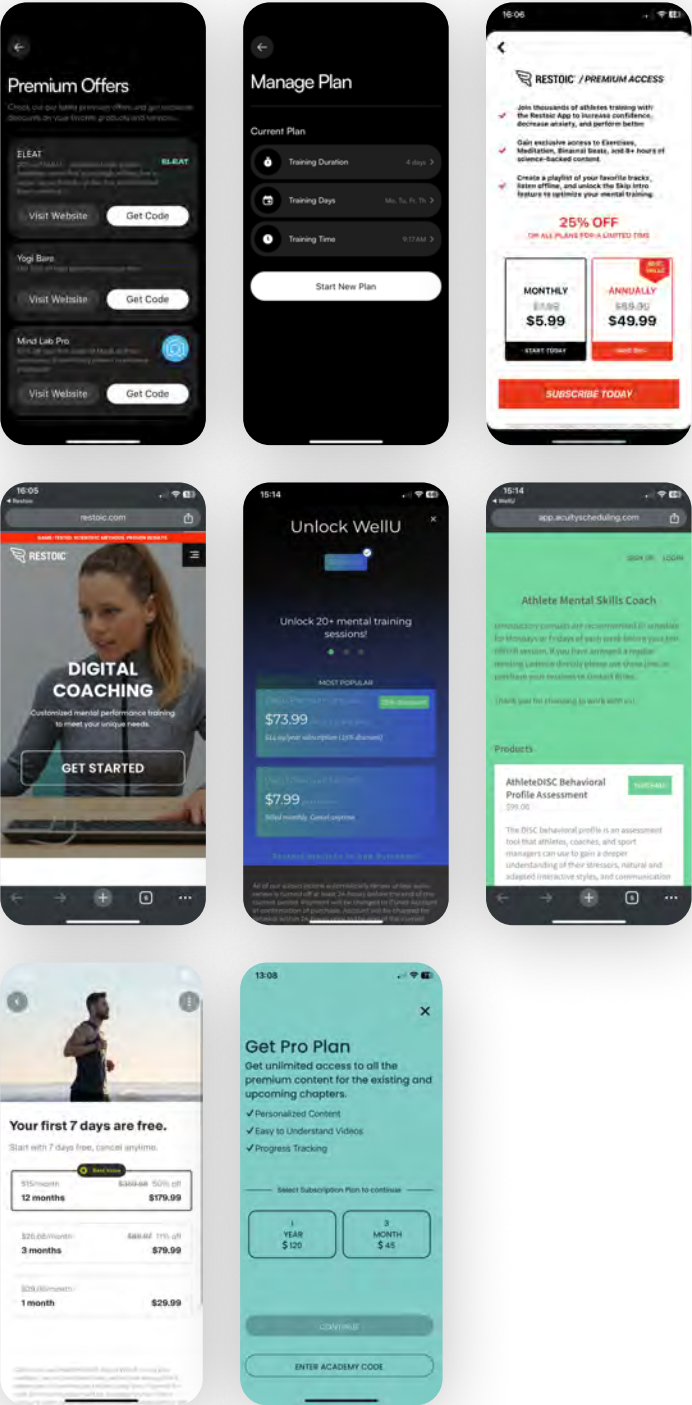
This shows a common methodology to monetise their products and also open the service proposition offered. This also allows users to try before they buy the product per se through a trial or free period with the application. This also shows opportunity areas and structures for how to mobilise monetisation and limit product access to entice membership.

Users

All Athletes

Teams

Paid Elevated Development Examples



How They Execute it:

- Offers & Promotions
 - Digital Coaching & Bios
 - Dedicated SP, coach & parent dashboards to review progress
- Greater content access
 - Deeper SP experience
 - Annual & Monthly Discounts

Conversion Paths

Onboarding Reinforcement

What?

Onboarding provides educational moments to inform users how to use the app and what the app provides.

Why is this important?

Overall, there is a running theme to acquire personal details during onboarding as well as suggest a personalised experience (which is superficial a lot of the time).

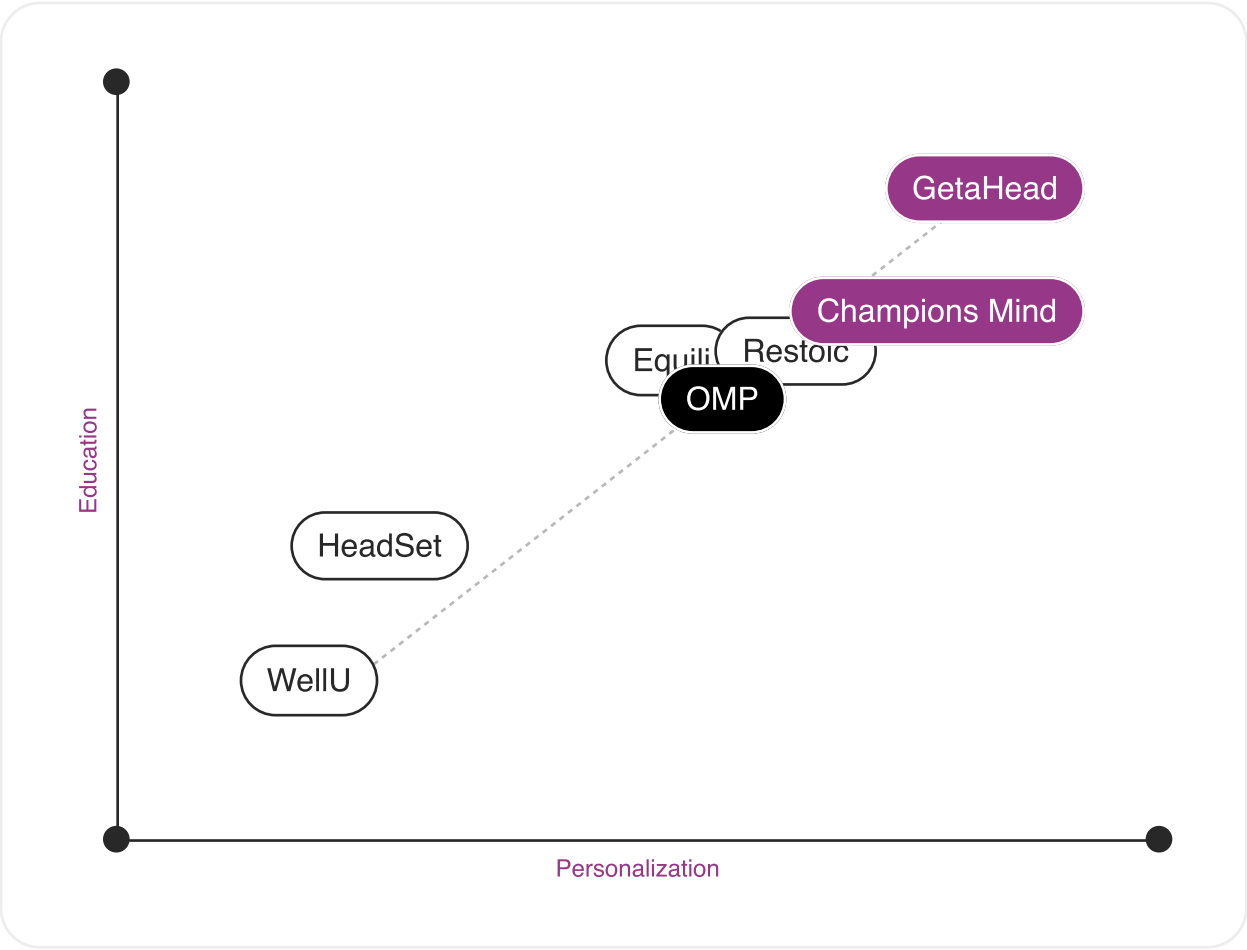
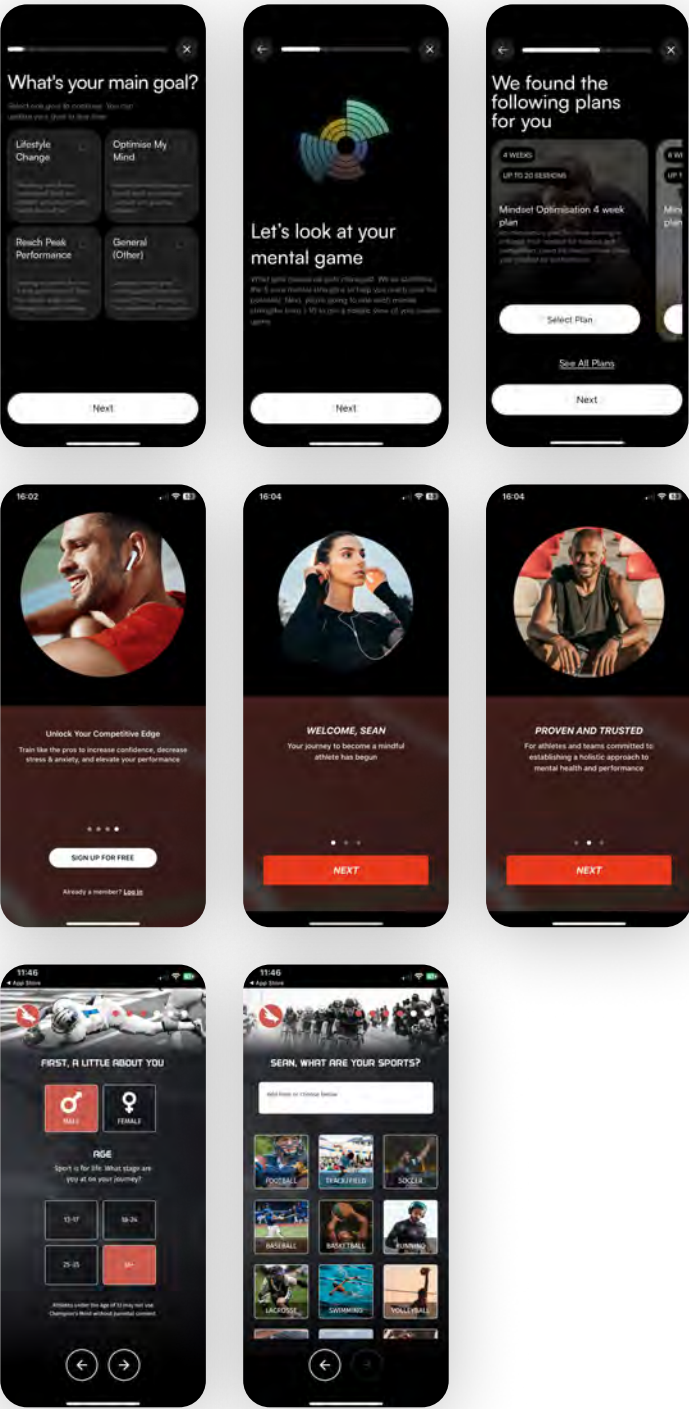
This also provides a opportunity to onboard users to paid elevated experiences in the form of membership.

Users

All Athletes

Teams

Onboarding Reinforcement Examples



How They Execute it:

- Personal Detail Acquisition
 - Features & Content Summaries
 - Dedicated Plan Options
 - Sports Psychology Explanations
- Proven & Trusted Affirmations
 - Mental Strength Training
 - Commitment Level
 - Membership CTA's

Engagement Drivers

Reporting & Self Assessment

What?

Reporting and self assessment allows users to flag their daily and weekly mental health so they, their Mental Strength Trainer, Coach or Parent can assess their development and growth.

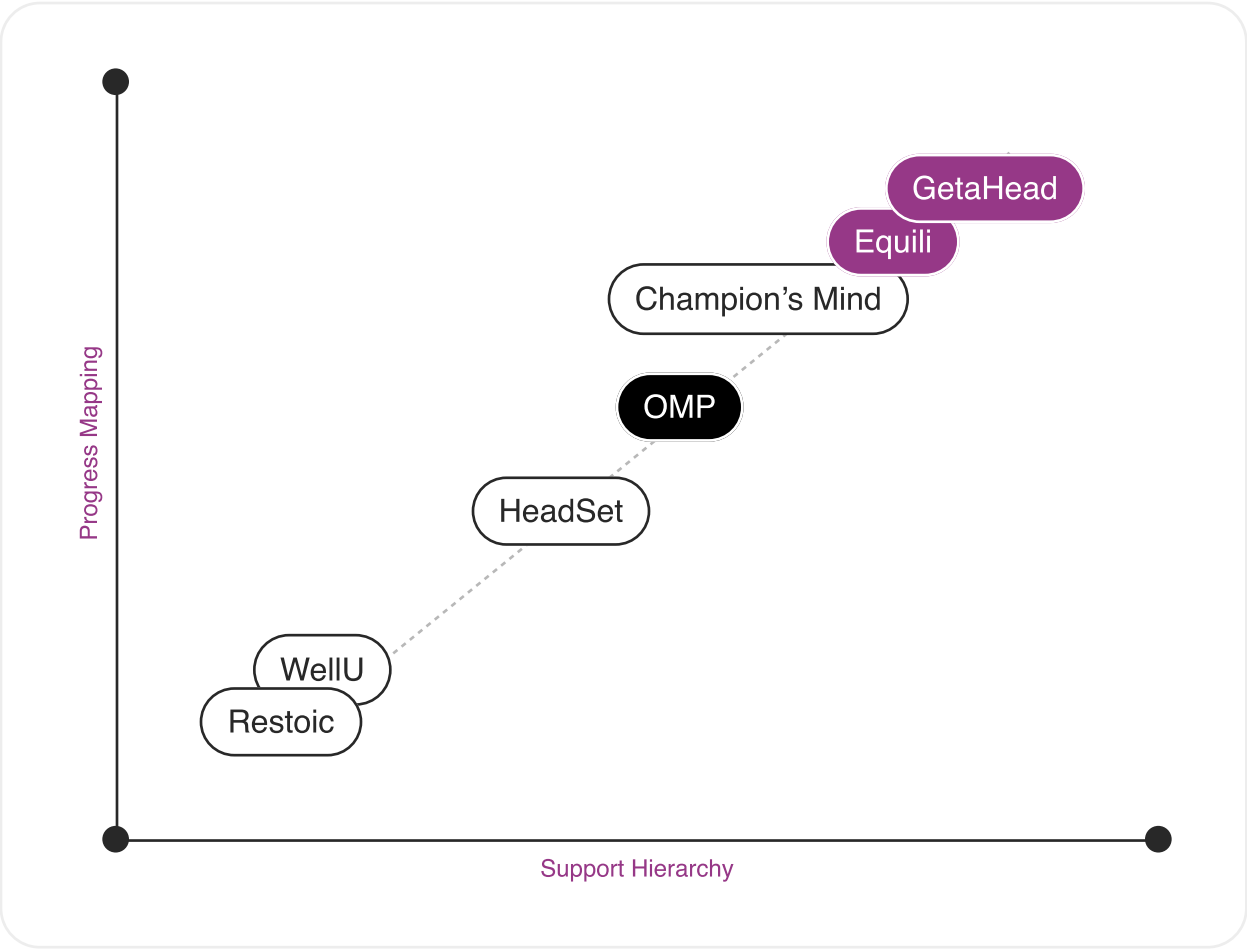
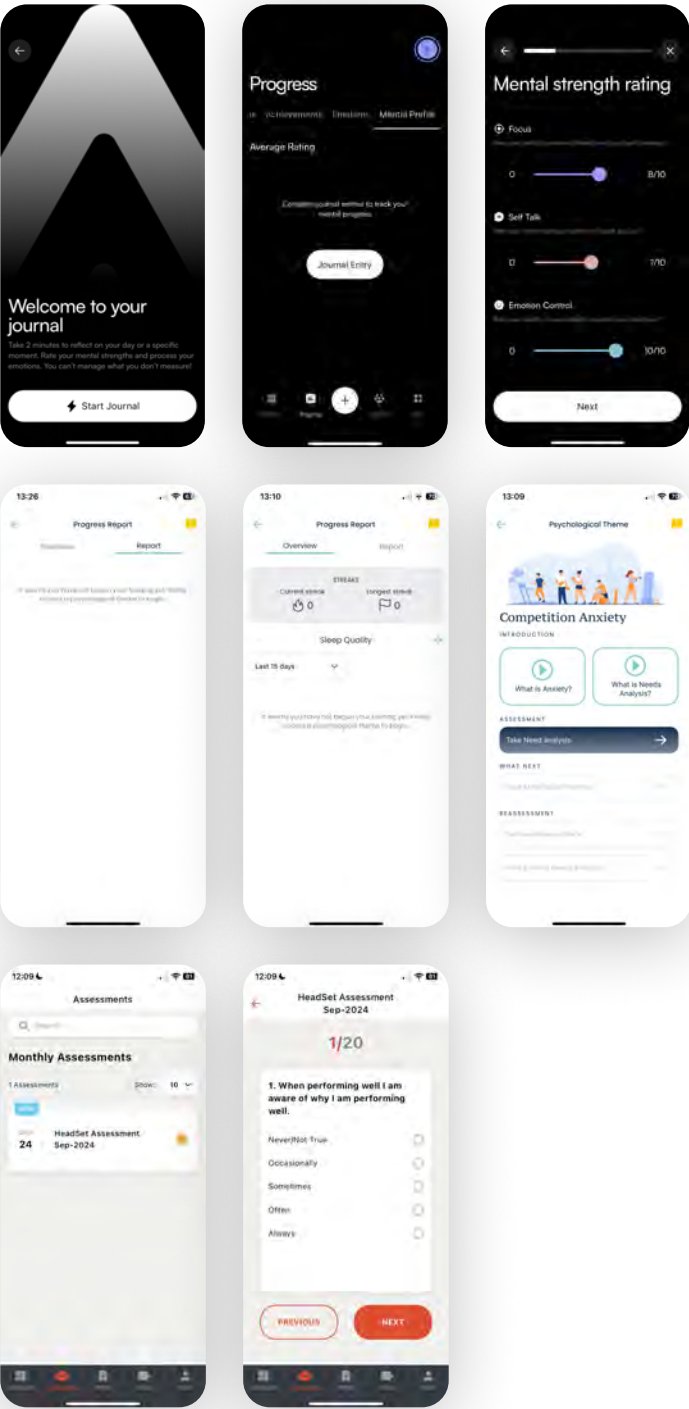
Why is this important?

This is a meaningful and personal way for users to reflect on their mental strength training as well as think deeply on their mental health. This seems to be an integral component to Sports Psychology practices and should be a noticeable and elevated component of the experience.

Users

- All Athletes
- Coaches
- Parents
- Teams

Reporting & Self Assessment Exmaples



How They Execute it:

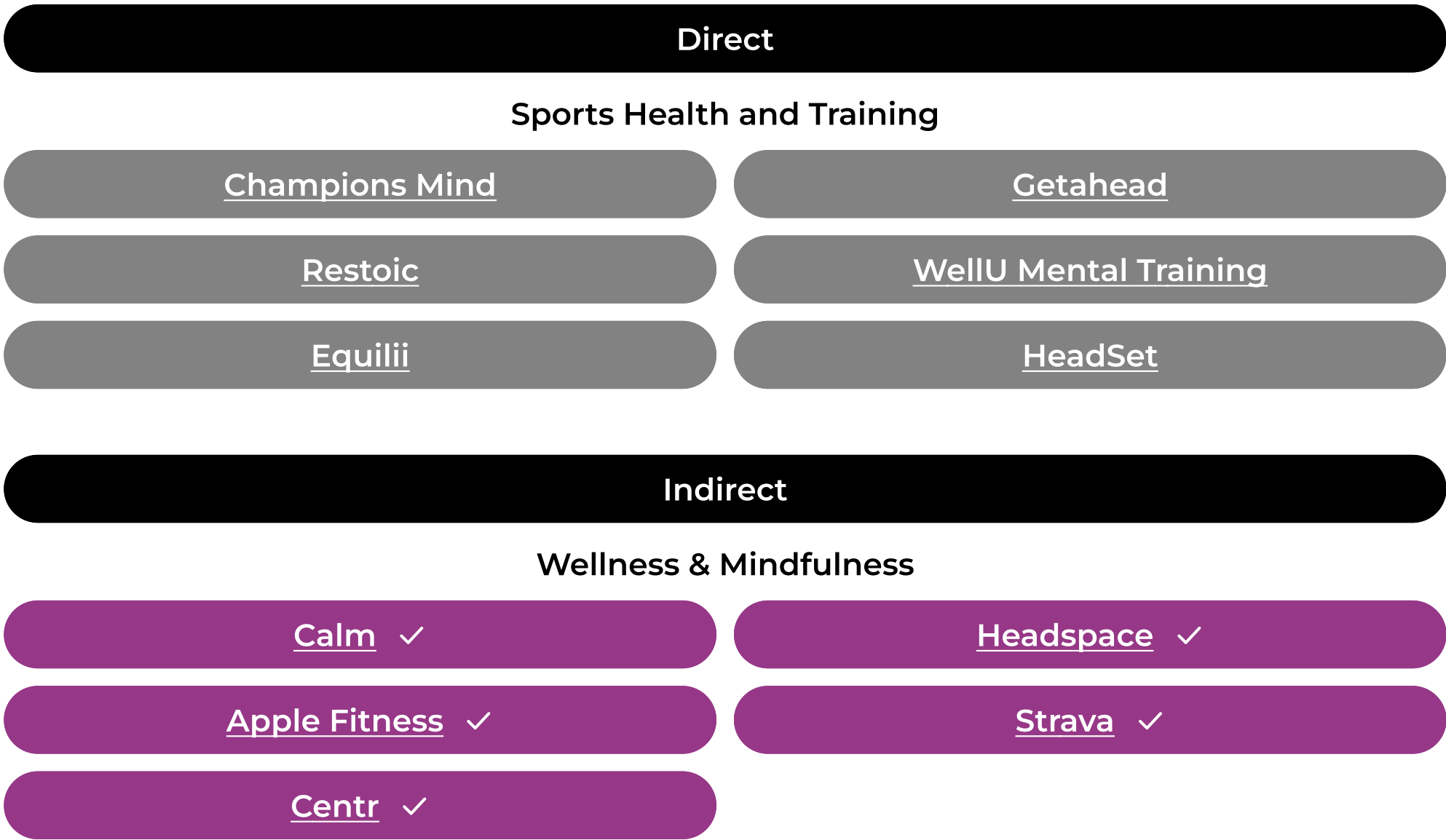
- 'Hero'd' Report Action
- Post Program Assessment
- Dedicated Check In Page
- Multiple Choice Forms
- Text Portals
- Sub Category Report Pages
- Streak & Stat Meters
- Self Awareness Check Ins

2.1

Core Insights: Indirect Competitors

WHO WE ANALYSED

Our indirect analysis looked at mental health and sports tracking apps. This provided opportunity areas to potentially include in the future from the soothing brand personas of Calm and Headspace to the data and performance tracking centric apps such as Strava, Apple Fitness and Centr.



Autonomous Planning

What?

Unlike data driven personalisation which calculates a plan, a lot of these comps provide more hands on approach to determine how much you want train, when, what and for how long, giving users a self determined goal to achieve.

Why is this important?

This shows how OMP could optimise and improve their user plans, whether thats to determine minor details on how much they need to engage or thorough and hero'd plans they have shaped to really aid the core goals they want to achieve.

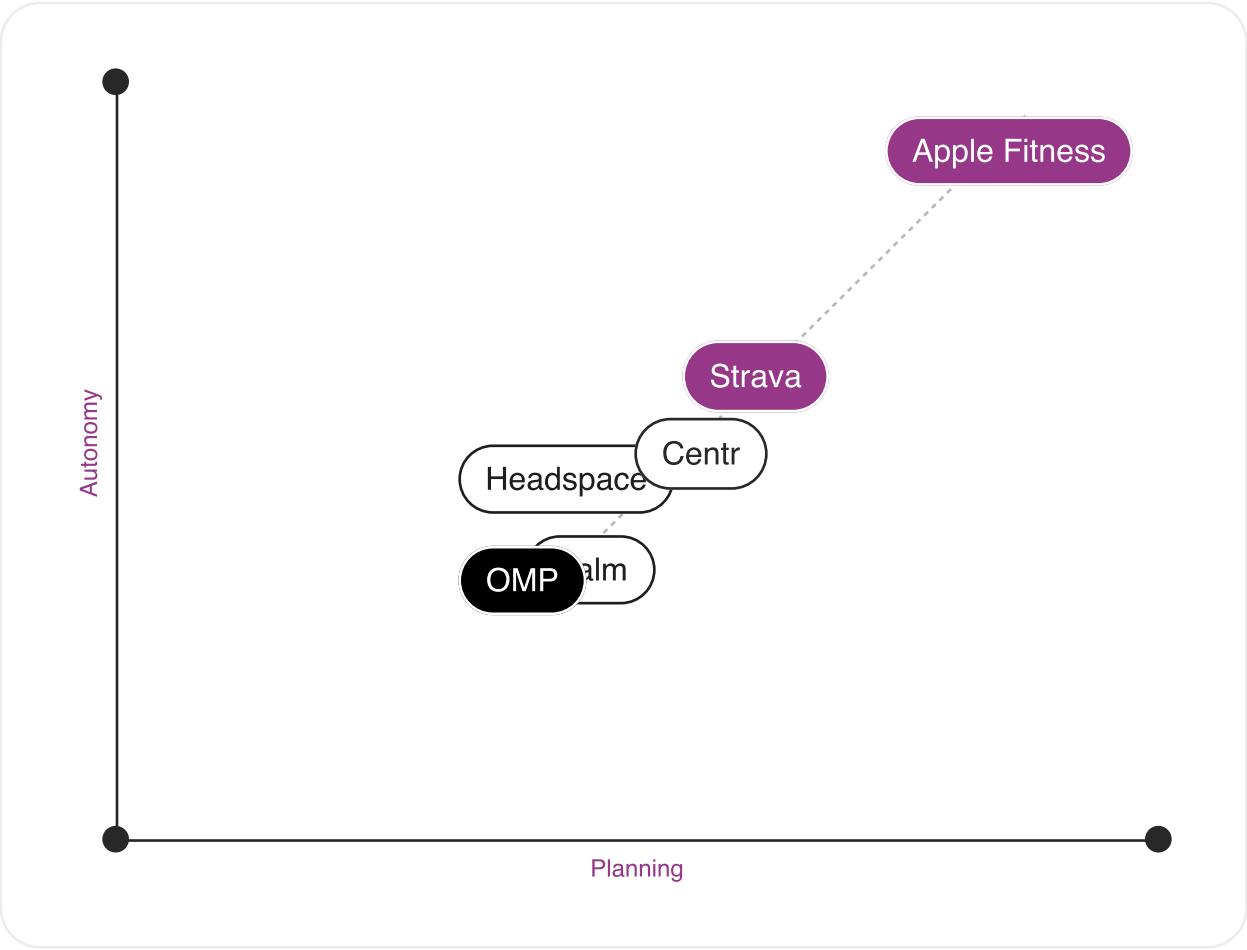
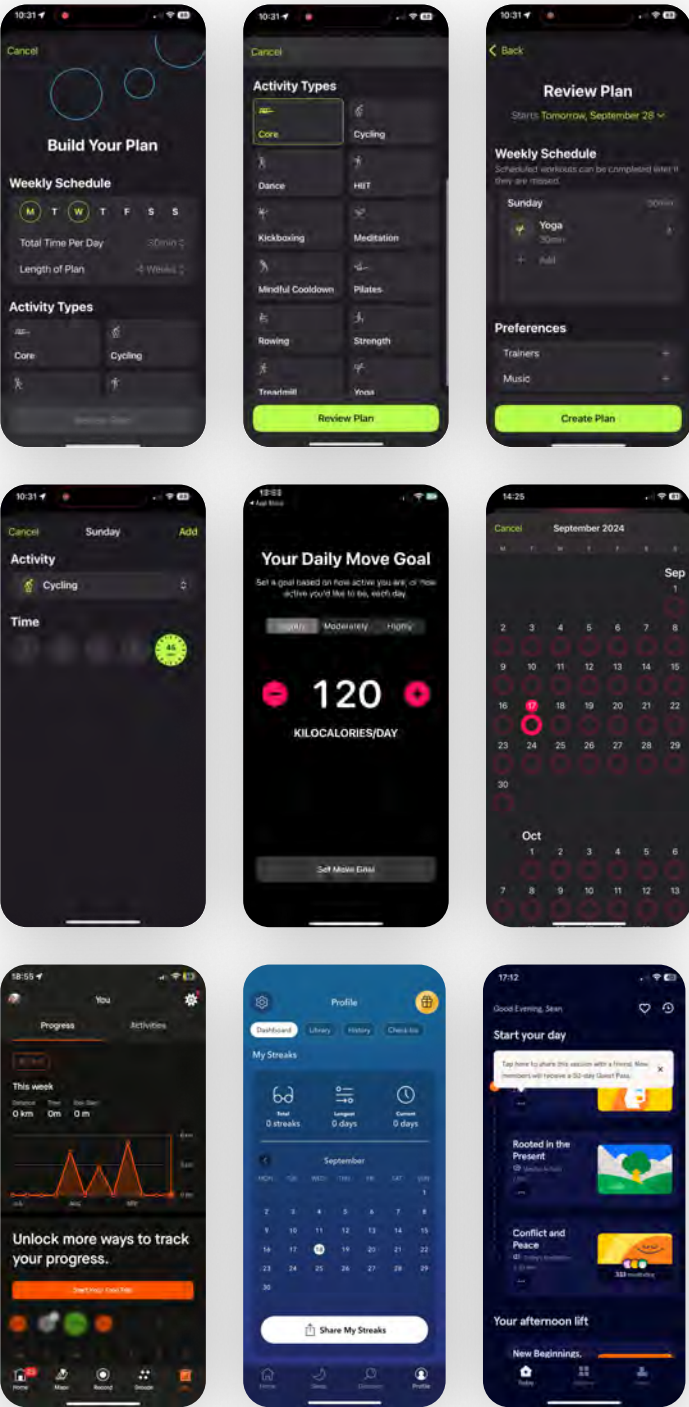
Users

Athletes

Casual

Everyone

Autonomous Planning Examples



How They Execute it:

- Plan Builder
 - Daily Scheduling
 - Weekly Milestones
 - Daily Milestones
- Schedules & Calendars
 - Dashboard Itinerary
 - Target Builder

Value Structure

Wide & Creative Content Exploration

What?

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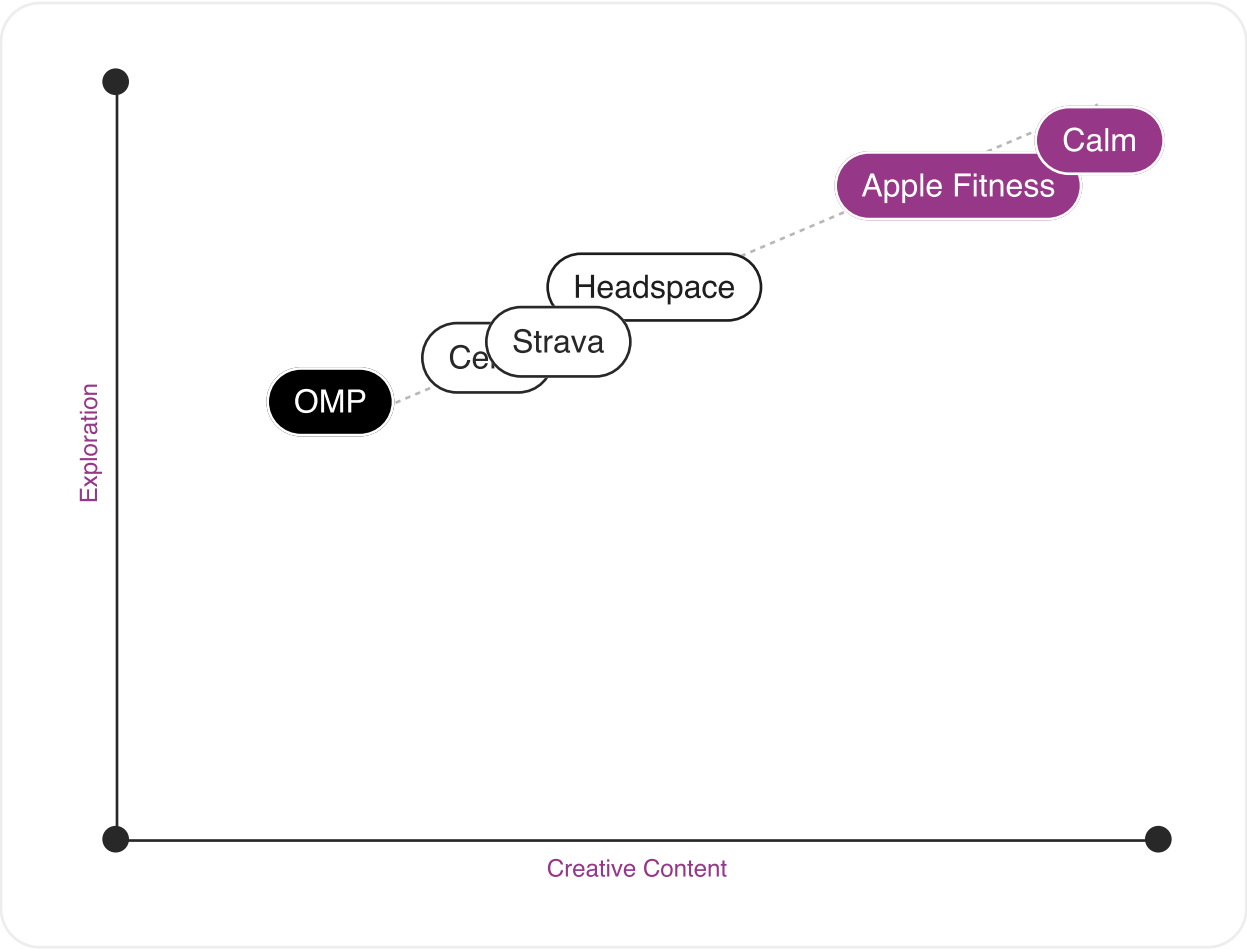
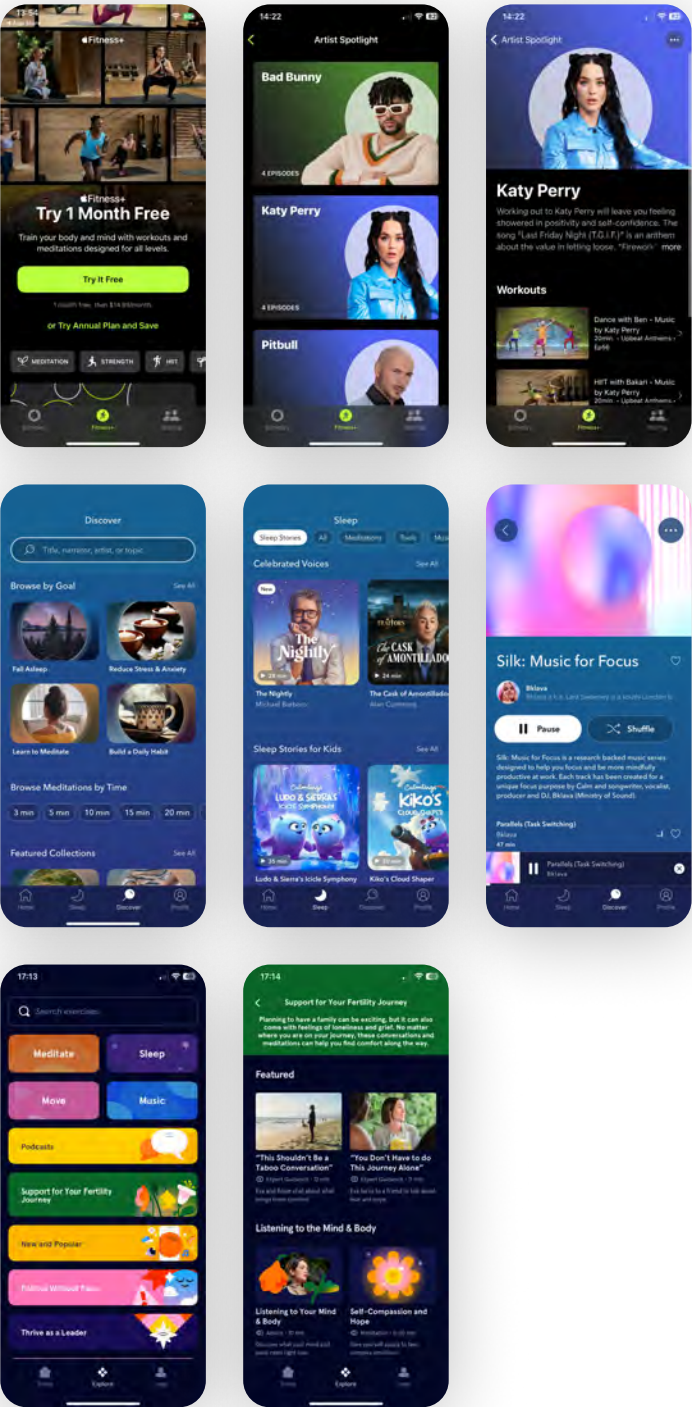
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 - Bespoke Categorisation
 - Use case Categorisation
 - Diverse Content
- Discovery modules
 - Search & filters
 - Dedicated Explore Page
 - Activity Categorisation

Engagement Drivers

Personal Space & Immersion

What?

This provides users with more than just content to engage with. It is about the mood set by the product and supporting the feelings the user may be having.

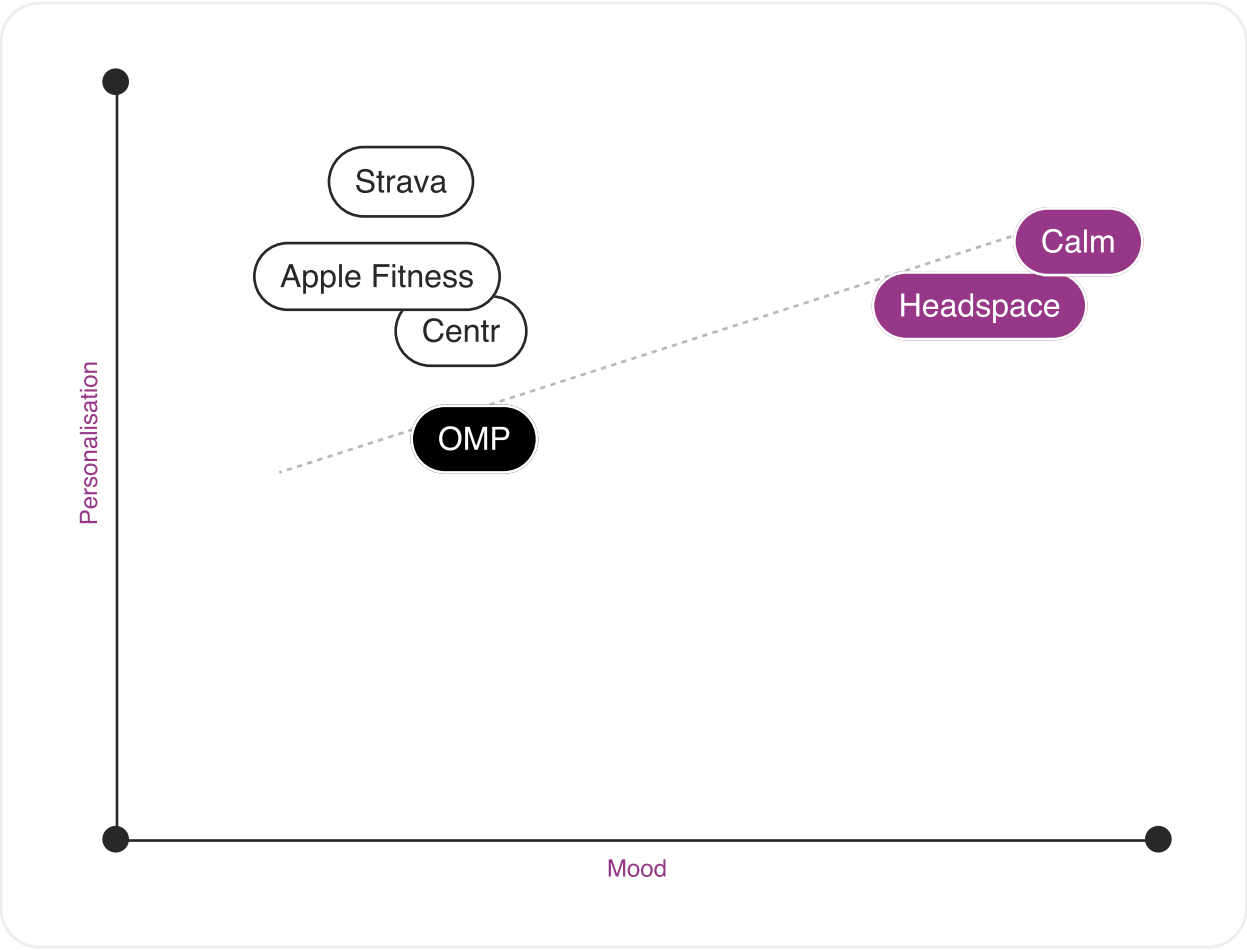
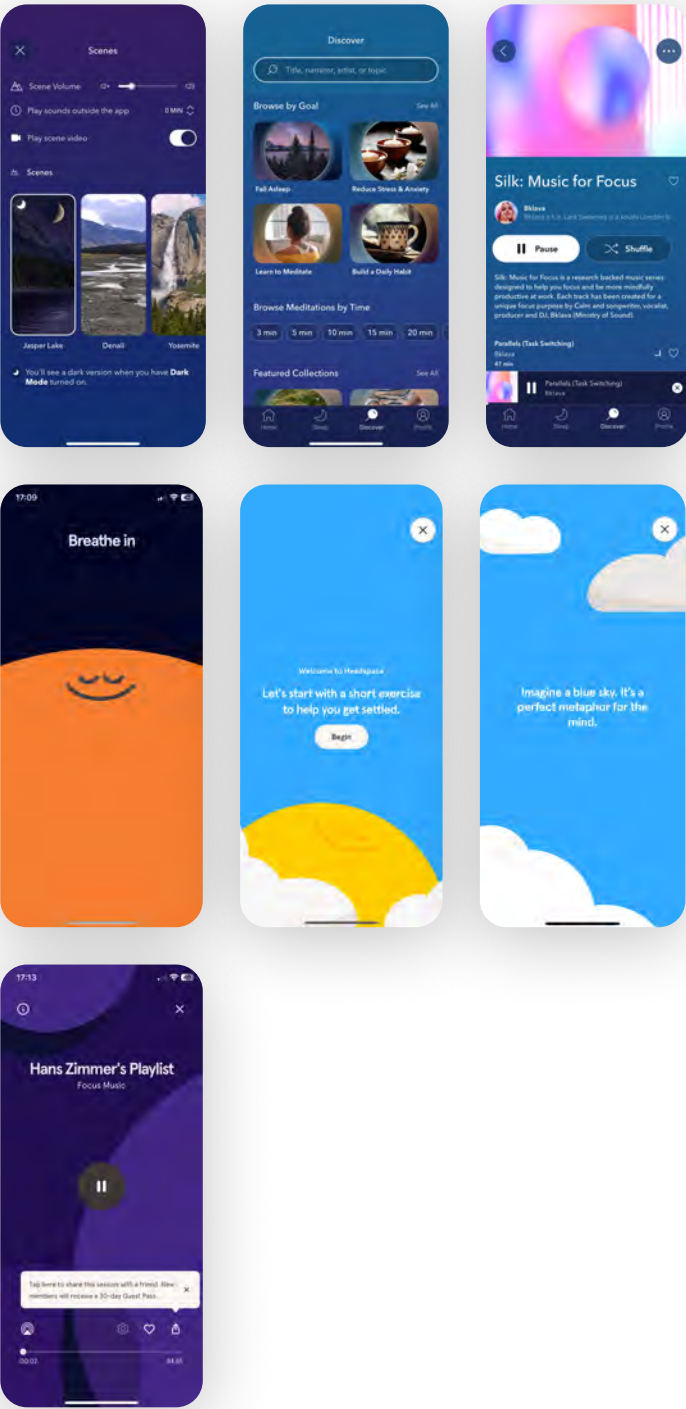
Why is this important?

This shows a content and 'experience' opportunity to mobilise for users. The product proposition can go beyond function to be something that aligns with the product proposition, for example what they are feeling, seeing and doing, in multiple contexts.

Users

- Athletes
- Casual
- Everyone

Personal Space & Immersion Examples



How They Execute it:

- Homepage Soundscapes
 - Secondary mental health content
 - In-app active exercises
 - Emotive UI
- UI Differentiation

Engagement Drivers

Accurate Tracking & Progress Visibility

What?

All of the comps provide a version of tracking and progress visibility to help users assess their growth, performance and journey.

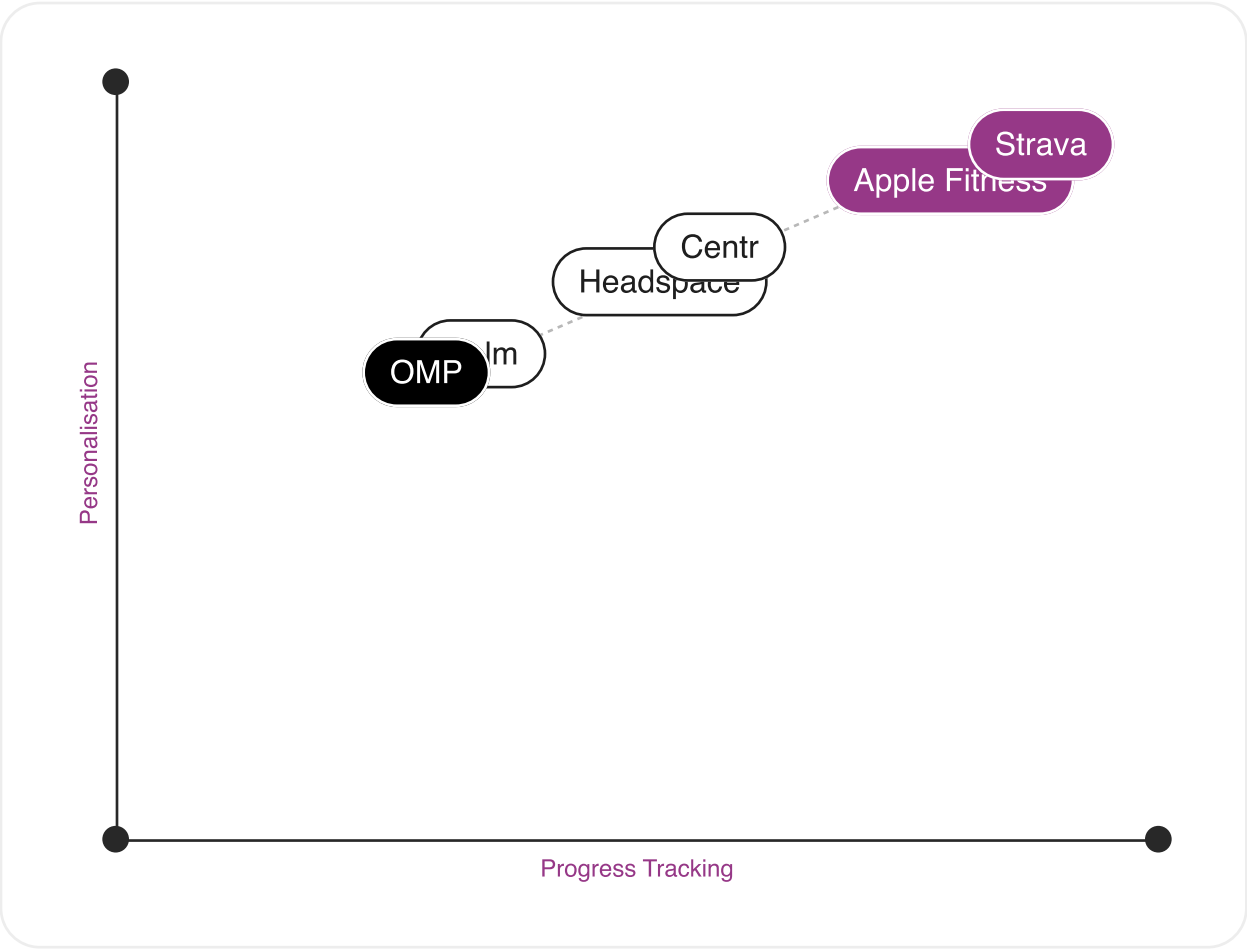
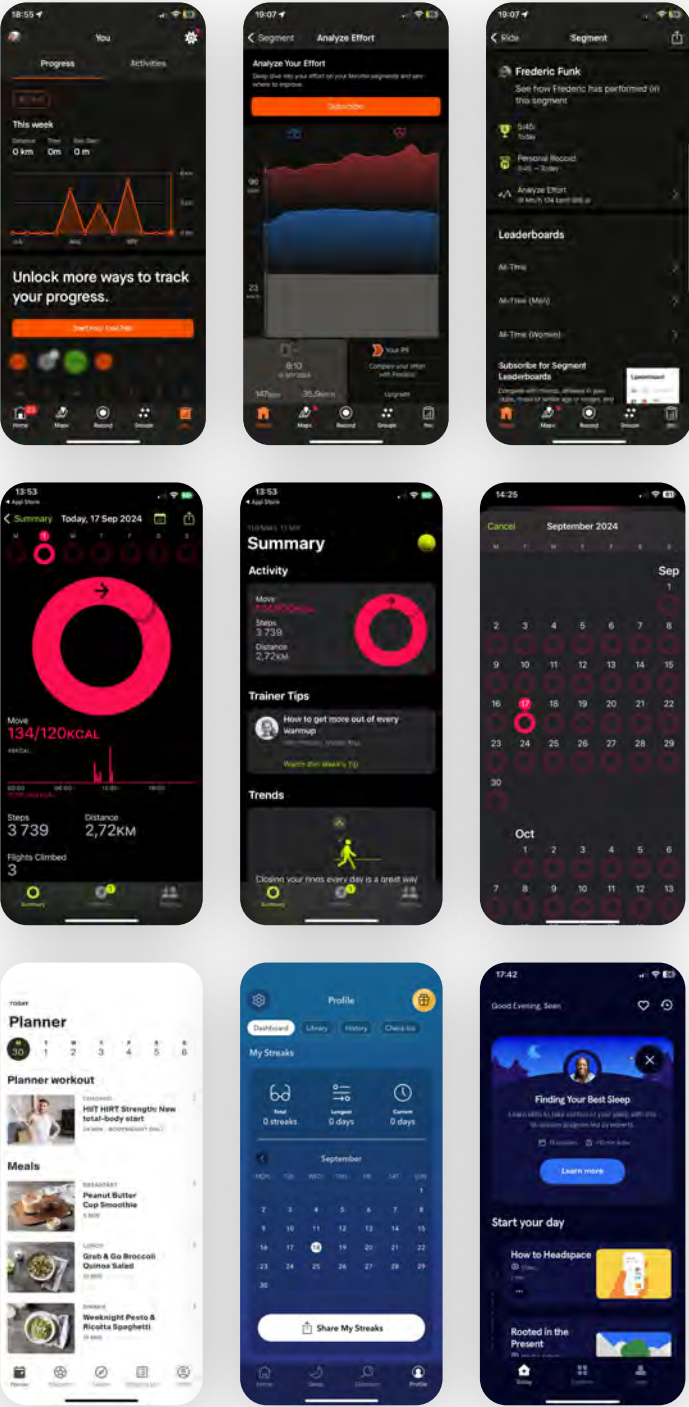
Why is this important?

This shows how fitness and mental health products are using these data points to help users assess their growth and performance. In particular within the fitness space, this reveals the various data points and technologies that could be considered when assessing opportunity areas for OMP. It also reinforces the integral nature to record and review growth during a journey.

Users

- Athletes
- Casual
- Everyone

Accurate Tracking & Progress Visibility Examples:



How They Execute it:

- Trackers, scale and measures
 - Data Hierarchy Emphasis
 - Calendars & Schedules
 - Reminders
- Homepage Task Managers
 - Paid Elevated Data
 - Trophies & Successes
 - Dashboard Planner

Engagement Drivers

Community Engagement & Contribution

What?

Community allows users to engage with each others content and engagement, rate & celebrate performances and review leaderboards and group efforts. This is resoundingly mobilised in a fitness centric space among friends and group platforms.

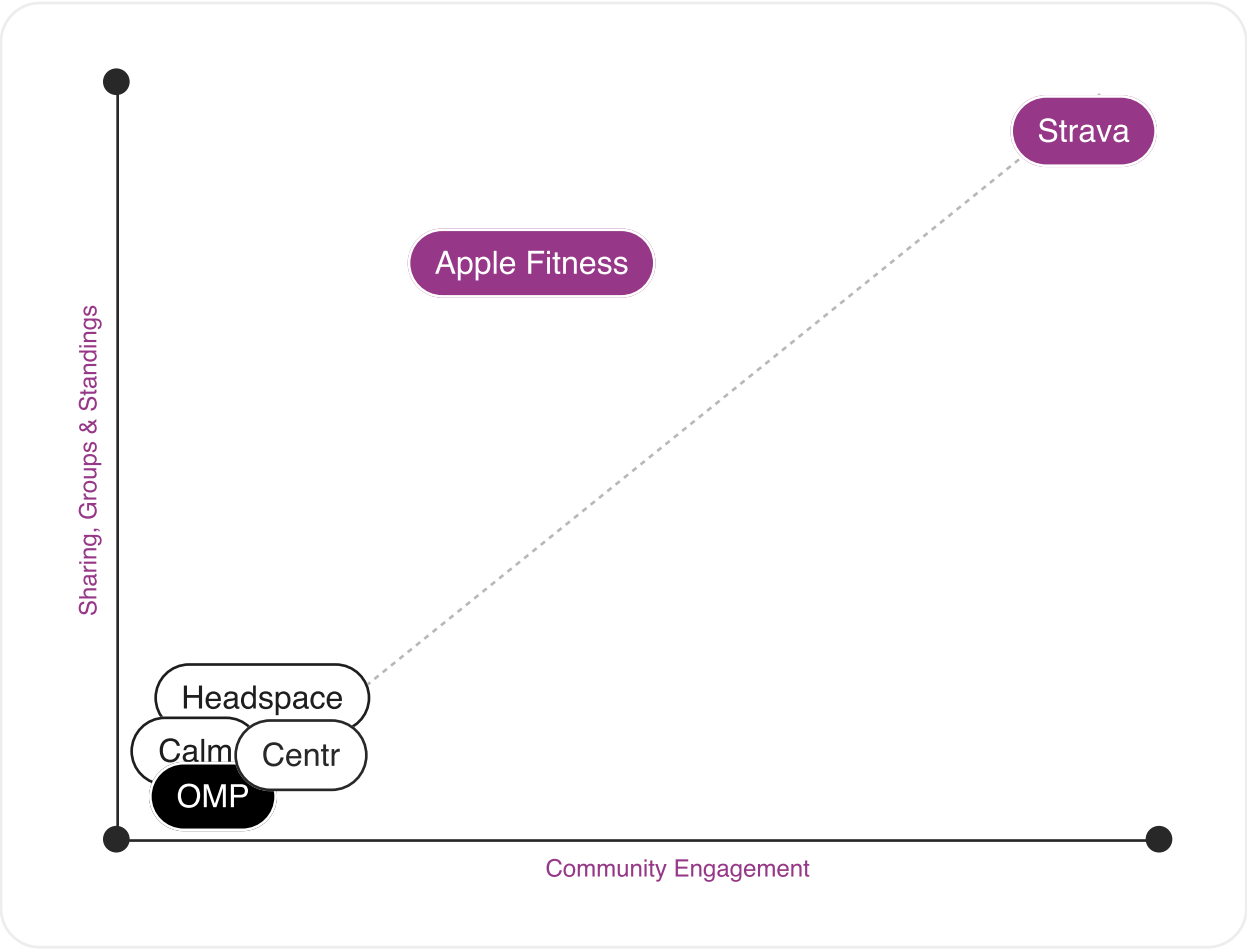
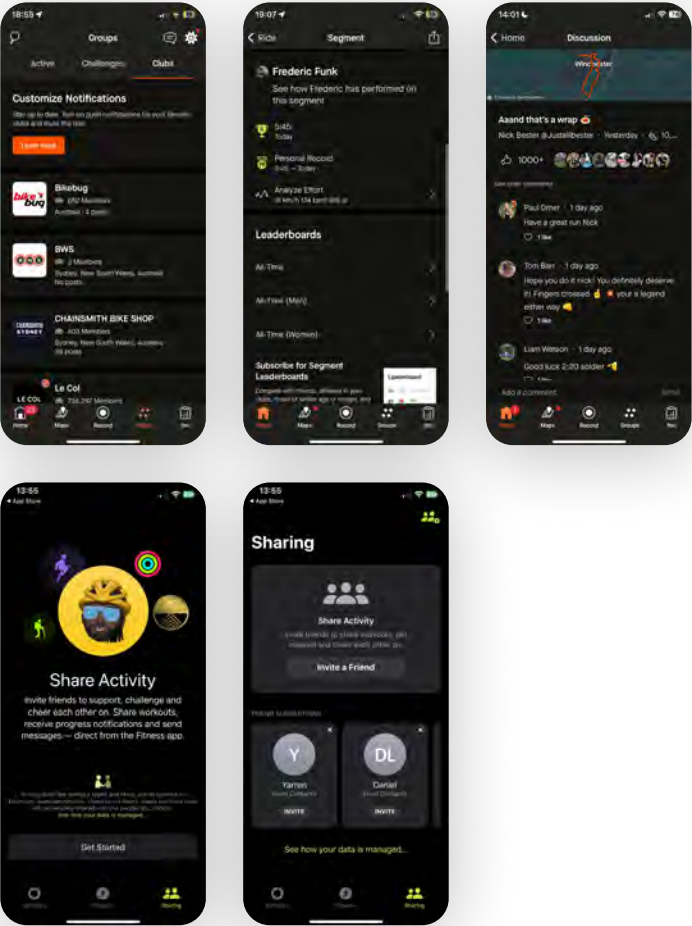
Why is this important?

This grants a bespoke opportunity to create community in the mental health and fitness and performance space. However, this would be more seen as a private space rather than a leaderboard comparison considering the delicacy of the product prop.

Users

- Athletes
- Casual

Community Engagement & Contribution Examples:



How They Execute it:

- Groups (Closed & Open)
 - Commenting
 - User Profiles (Open)
 - Share & Create Group
- Leaderboards
 - Community Recognition (ie. Emoji's, Likes etc)

Conversion Paths

Membership Proposition

What?

All of the indirect comps offer membership access which grants greater content access and elevated data visibility (ie. Apple Fitness & Strava).

Headspace & Calm require you to begin your free trial in order to use the app.

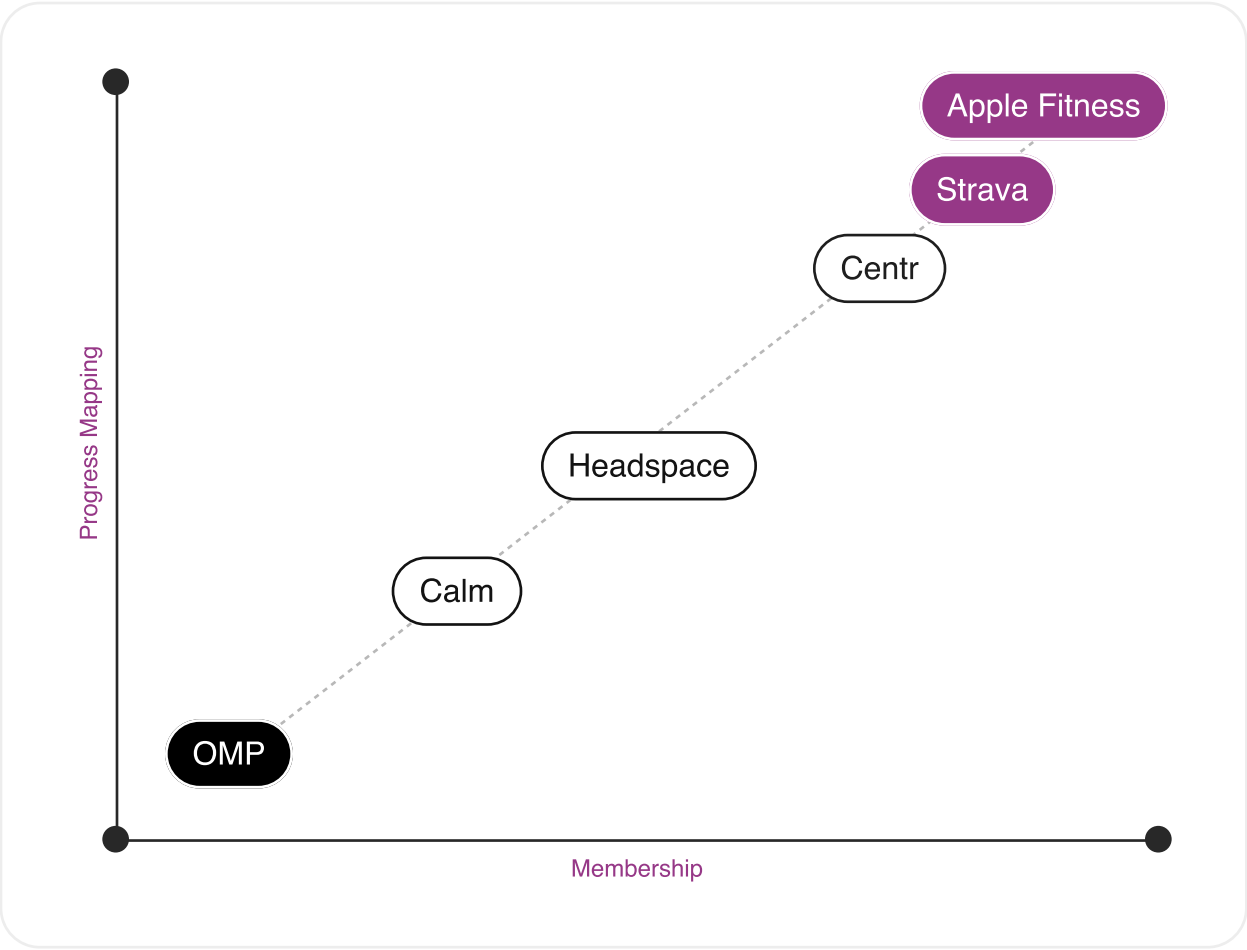
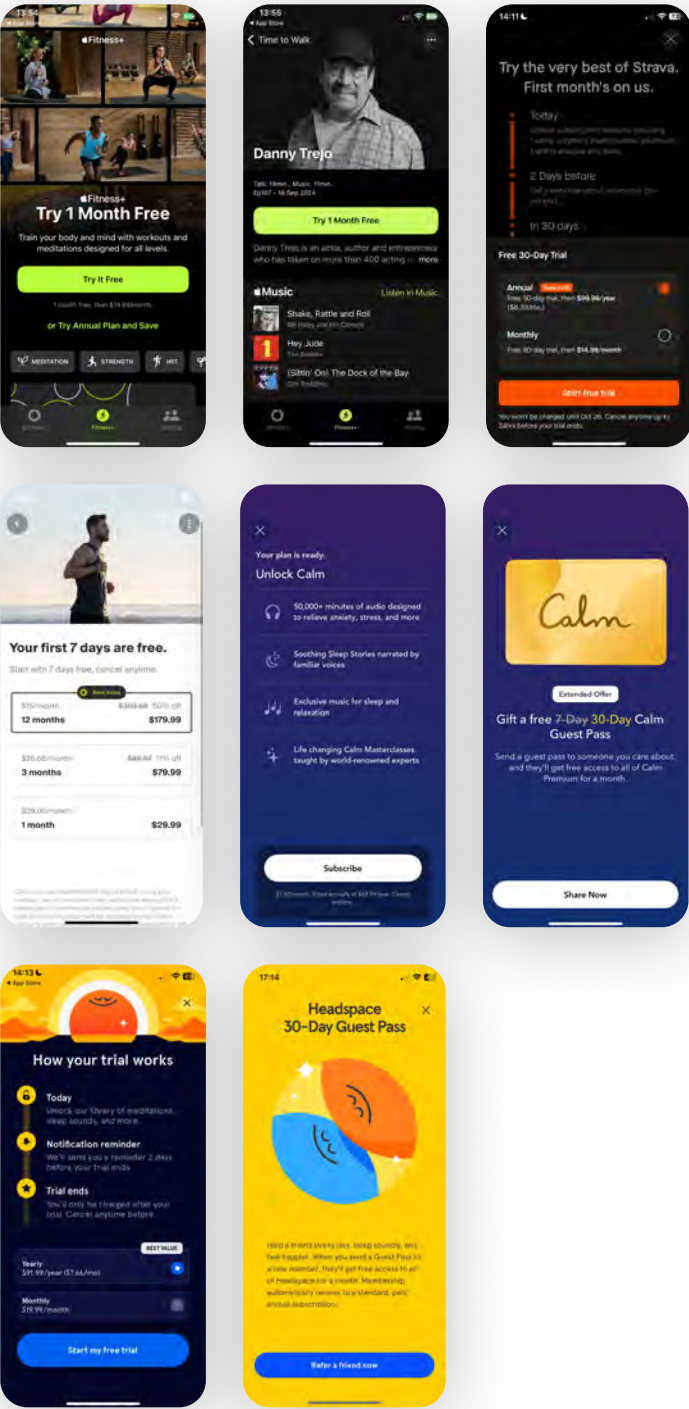
Why is this important?

This allows us to assess membership acquisition strategies and how larger and more successful products mobilise their propositions and offers. This could influence OMP's own membership strategy in the future and what they choose to 'hide' to tempt dedicated users.

Users

- Athletes
- Casual
- Everyone

Membership Proposition Examples



How They Execute it:

- Free Monthly Trials
 - Content Barriers
 - Limited Data Visibility
 - Greater content access
- Offers & promotions
 - Membership payment options
 - Buy & Save Tactics

3.0

Comp Report
Summary:
Direct

Getahead

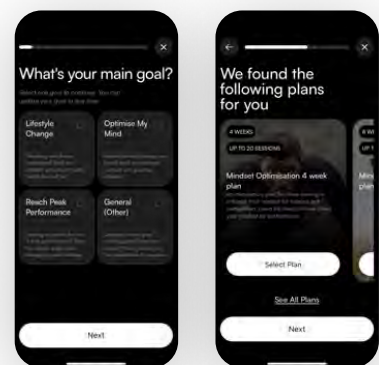
Getahead emphasise support and personalisation via data acquisition to help build planning regimes for the user to choose from and with a focused homepage that prioritises the users chosen planning and required tasks. This is backed up with a dedicated page focused on reporting user strength training and mindset reflection.

- Feature Key:
- Highlights
 - Feature
 - Tone & UX/UI

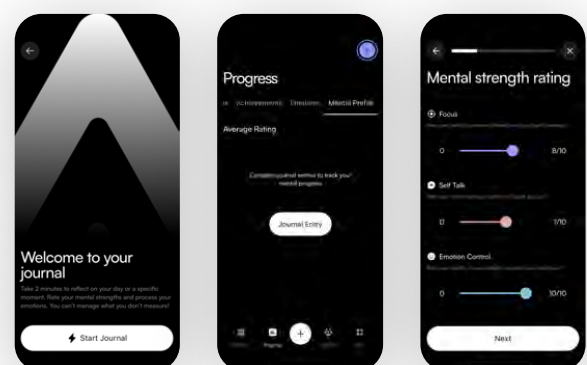
Progress Centric Dashboard



Personalised Planning



Growth Mapping



Key Features:

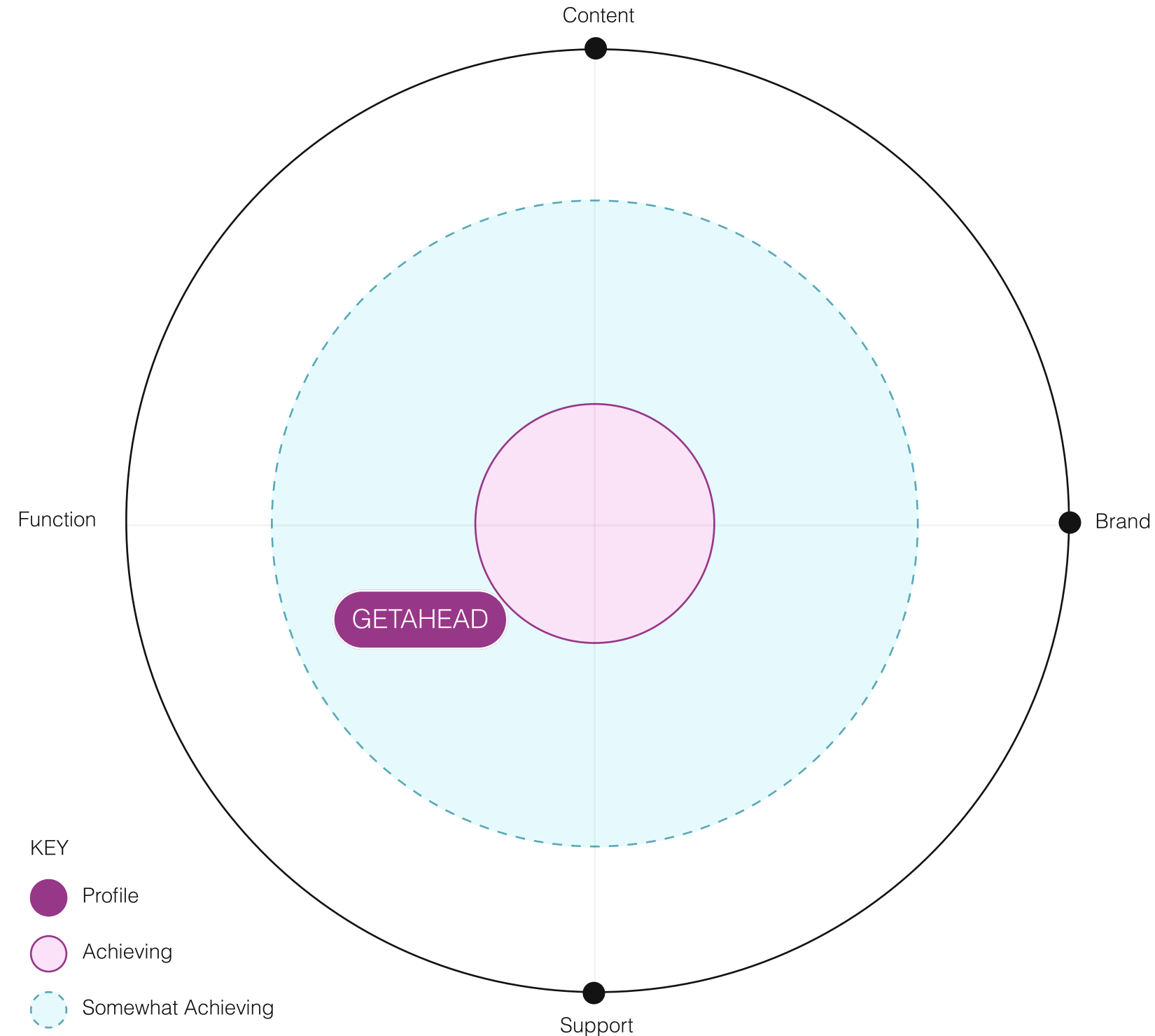
| | |
|--------------------|-------------------|
| Daily Tracker | Trainer Bios |
| Plan Builder | Trainer contact |
| Onboarding | Articles |
| Progress Mapping | Audio Player |
| Weekly Tracker | Premium Offers |
| Data Acquisition | Membership Tiers |
| Journal Submission | Refer A Friend |
| Goal Mapper | Request a Feature |
| Calendars | Report a Problem |
| Push Notifications | |

Tone:

- Enticing
- Supportive
- Clean & Clear

UX/UI:

- Modern
- Clean & Clear



Champion's Mind

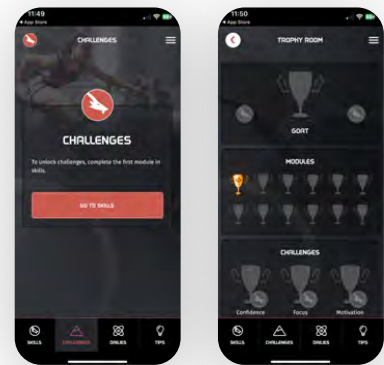
Champion's Mind focus' on providing a clear module plan for users to commence, giving users a pathway forward to assess progress. They prioritise the users journey on the homepage with a progress meter and also allow greater content exploration through their dailies and tips pages.

- Feature Key:
- Highlights
 - Feature
 - Tone & UX/UI

Planner & Progress Mapping



Challenges & Trophies



Personalised Onboarding



Key Features:

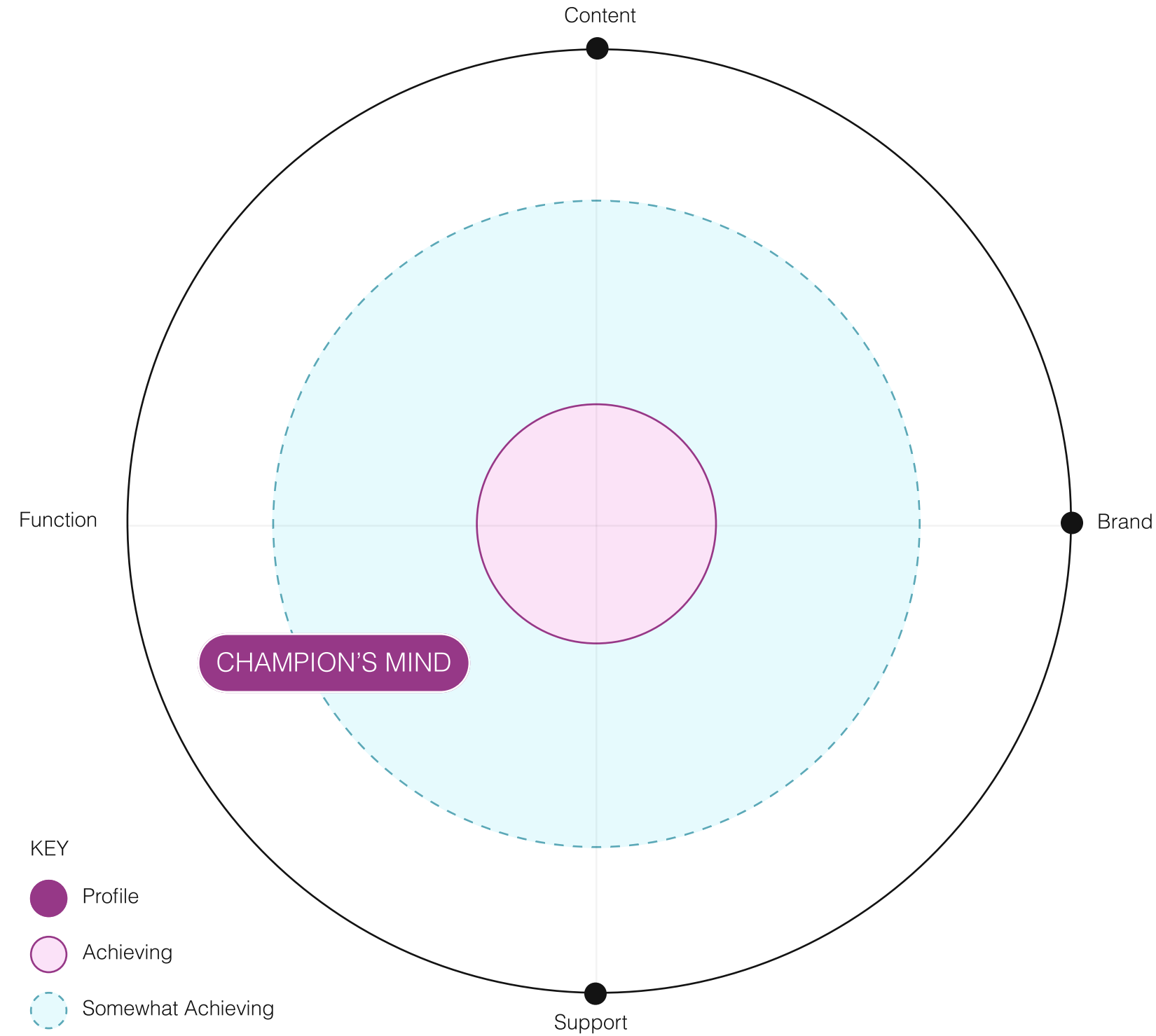
- Progress Mapping
- Challenges
- Trophy Cabinet
- Onboarding
- Module Tracker
- Data Acquisition
- Tips
- Daily Sessions
- Favourite / Save
- Calendars
- Audio Player
- Membership Tiers
- Share
- Rate (App)

Tone:

- Uninspiring
- Clean & Clear

UX/UI:

- Dated



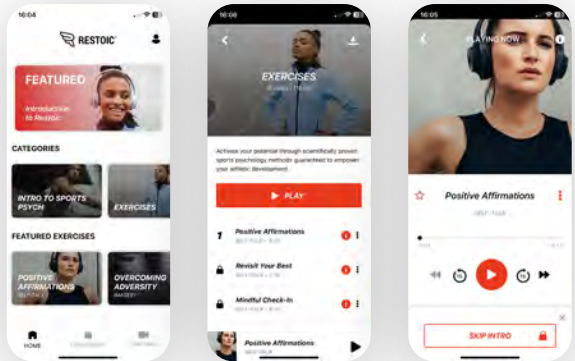
Restoic

Restoic's strengths lie in their wide content categorisation and types of content. They provide exercises, audio for training and direct digital coaching services, at a fee. However, their strategy relies on user autonomy, which is a benefit, but is limited if users are looking for more guidance and pathways moving forward in order to attain benefits provided from their content. Maybe this is a strategy that relies on users engaging with the digital coaching offering available to help direct this pathway, but this is not clear to users in the app.

Feature Key:

- Highlights
- Feature
- Tone & UX/UI

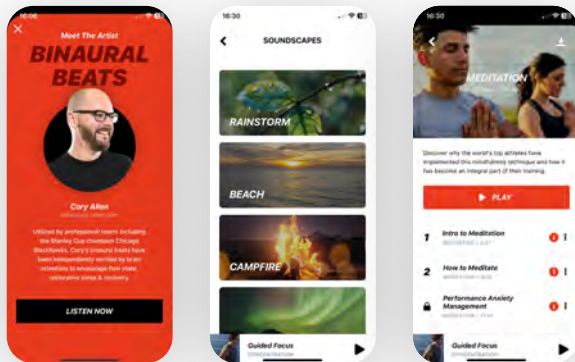
Open Content Exploration



Coaching Services



Ephemeral Experiences



Key Features:

Wide Exploration

Soundscape Audio

Explorative Modules

Exercises

Product Introductions

Digital Coaching

Onboarding

Rigorous Categorisation

Streaks

Audio Player

Video Player

Download

Membership Tiers

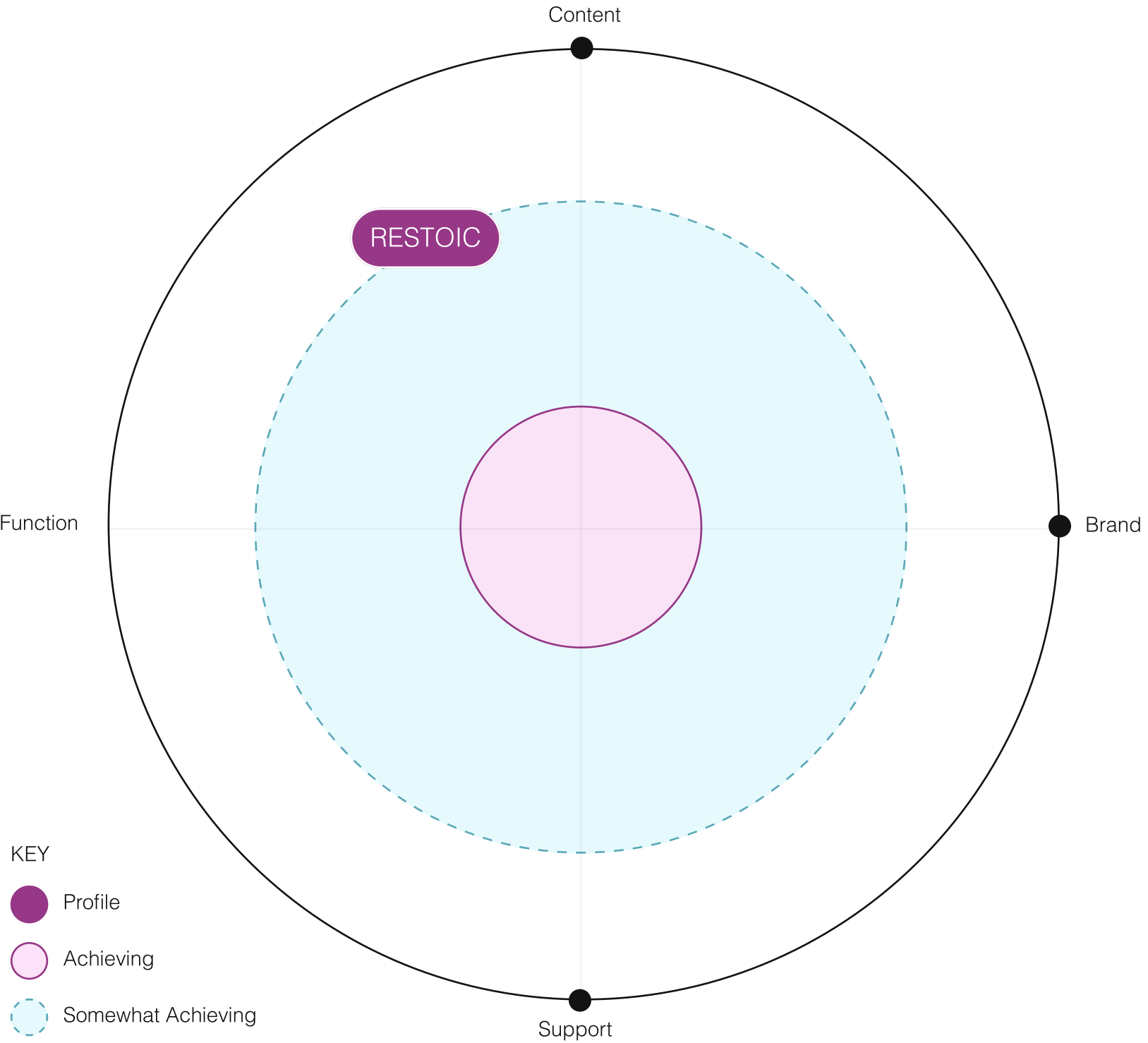
Tone:

Modern

Clean & Clear

UX/UI:

Enticing



COMP - DIRECT

WellU

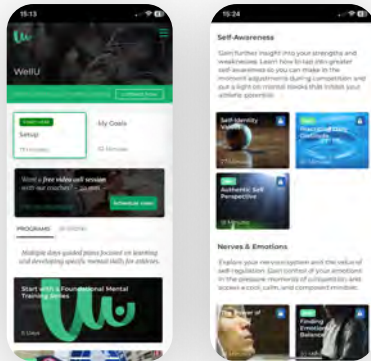
WellU provides direct access to various programs and sessions to help users commence their product journey. However, these are rather limited and does rely on upgrading to a membership in order to explore the greater amount of content available.

Content is also rather dated in presentation, with low fidelity content recorded of their two host Sports Psychologists. Considering the paywall and lower value content offering, the incentive for users to pay for the service is low and should be heeded when hiding content behind paywalls.

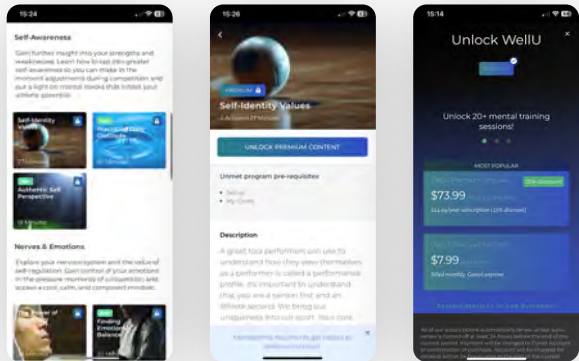
Feature Key:

- Highlights
- Feature
- Tone & UX/UI

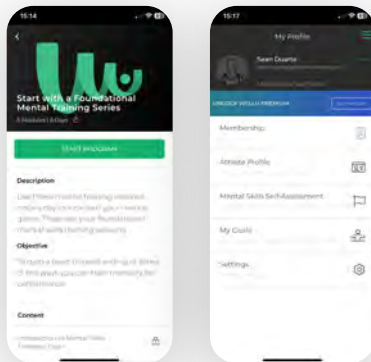
Wide Exploration



Sessions



Programs



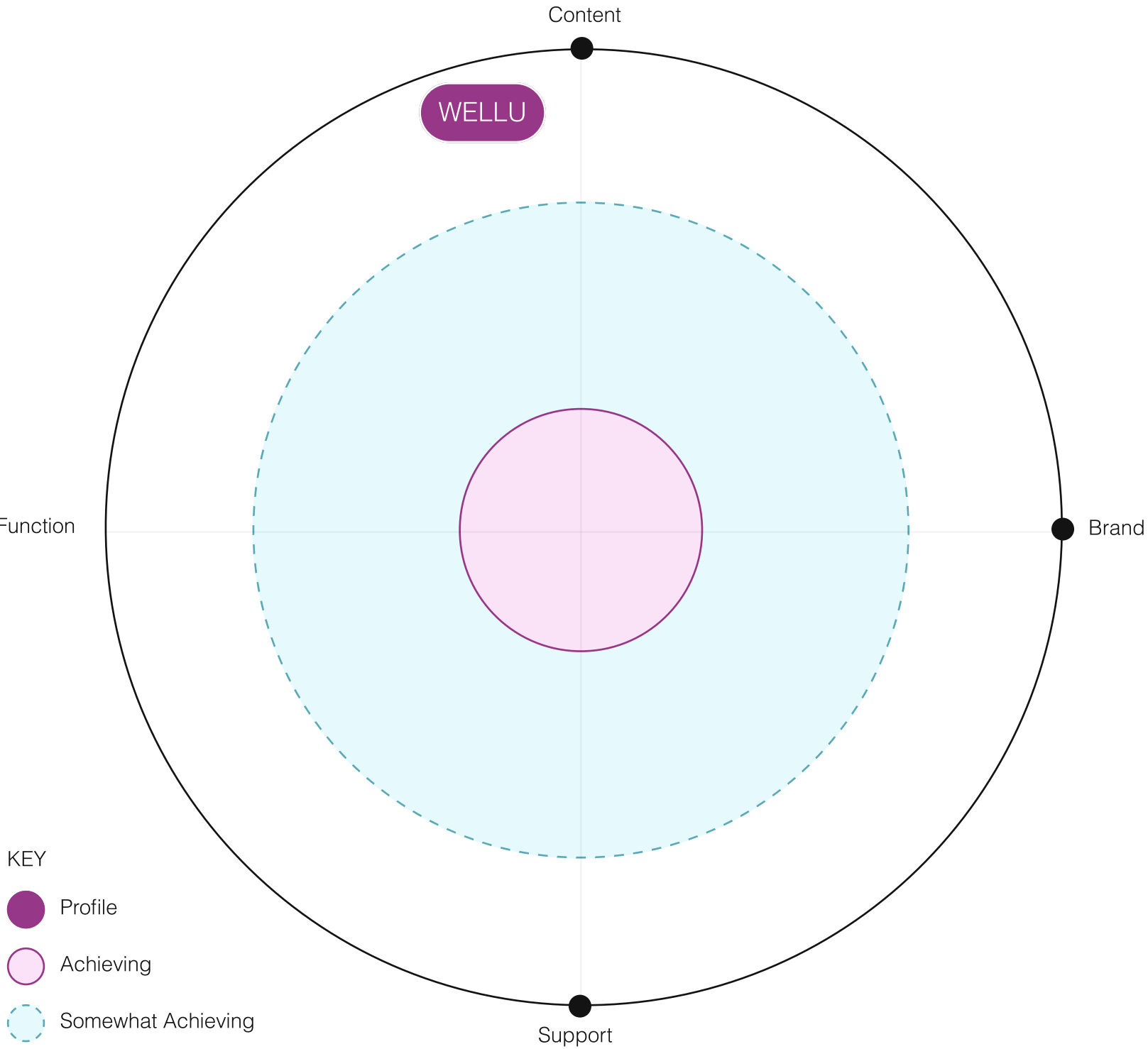
Key Features:

- Wide Exploration
- Sessions
- Programs
- Goal Mapper
- Progress Tracker
- Data Acquisition
- Self Assessments
- Forms
- Onboarding
- Coaching
- Audio Player
- Video Player
- Membership Tiers

Tone:

- Uninspiring
- Clean & Clear
- Clunky
- Dated

UX/UI:

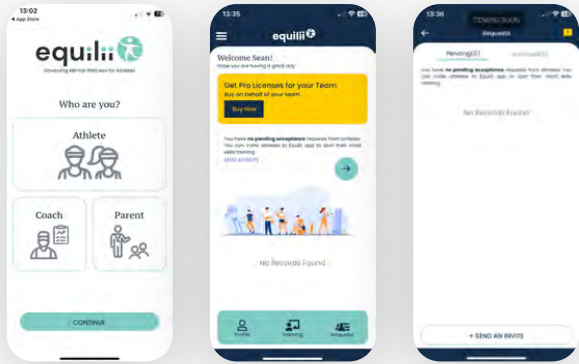


Equili

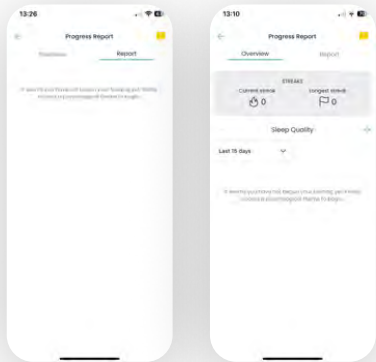
Equilii focus on bespoke personalised experiences and progress mapping to support users through their mental strength training. One of their strengths is the dedicated dashboard for athletes and coaches/parents, which allows accounts to be connected so Athlete progress can be assessed and held accountable. This offers a rigorous experience for all user types by accommodating for the practice of Sports Psychology and their services. Also, Equilii provides personal data acquisition to help inform their experience, despite appearing superficial.

- Feature Key:
- Highlights
 - Feature
 - Tone & UX/UI

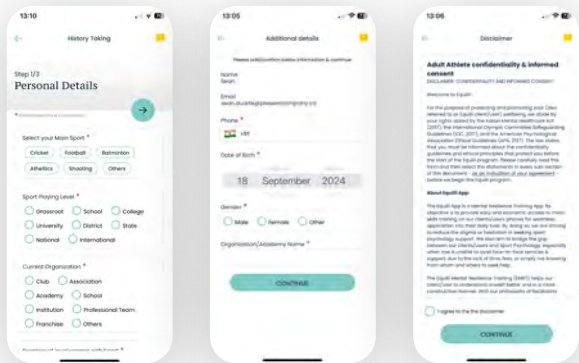
Bespoke User Dashboards



Self Assessment



Rigorous Personalisation



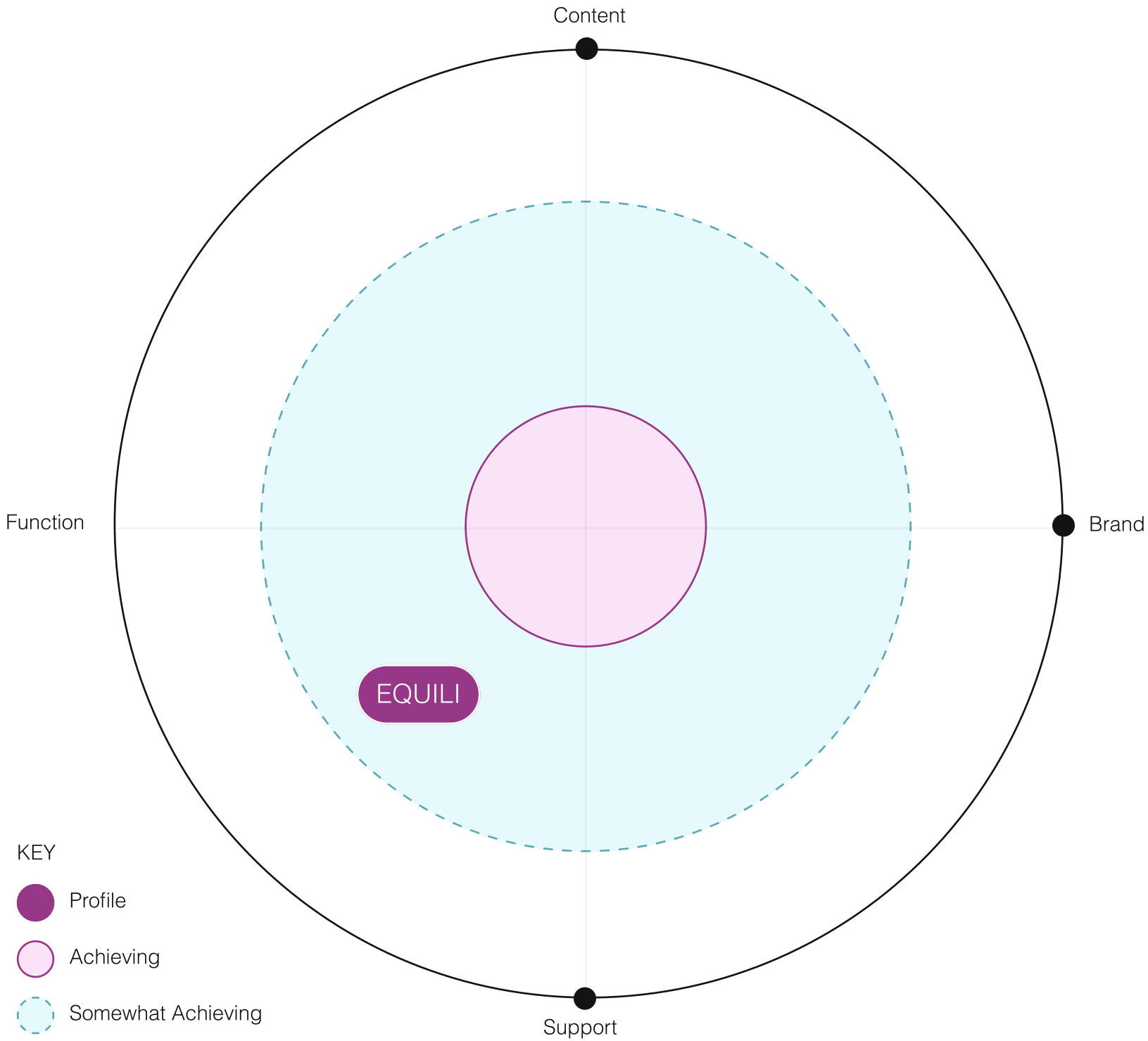
Key Features:

- Bespoke User Dashboards
- Onboarding
- Self Assessment
- Audio Player
- Rigorous Personlisation
- Video Player
- Rigorous Categorisation
- Membership Tiers
- Streaks
- Feedback
- Reporting
- Academy Codes
- Data Acquisition
- Legal Forms & Disclaimers
- Account Connections
- Time Filtering

Tone:

- Modern
- Clean & Clear
- Dry
- Clunky

UX/UI:



COMP - DIRECT

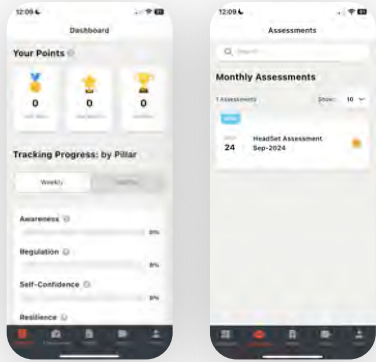
HeadSet

Headset lightly provides support through affirmations (trophies) and mental and self assessment planning. Users can explore their wide (but low fidelity) content via Youtube embeds but can also focus on the streamlined mental strength training plan provided via mental and self awareness tasks (multiple choice forms). Overall, they provide a holistic experience that seems to be validated by products such as Getahead and Champion's Mind, however their execution is somewhat superficial and below par as far as presentation and branding.

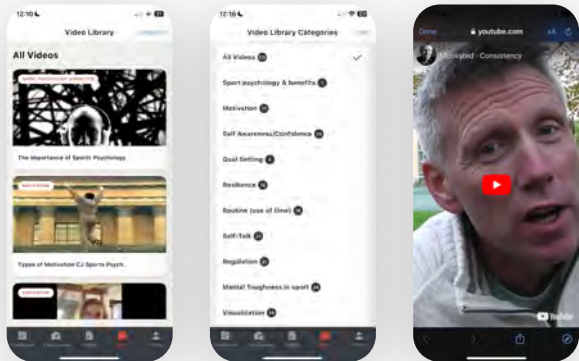
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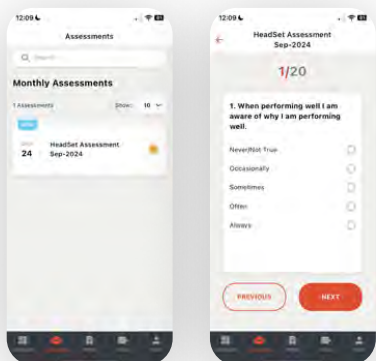
Progress & Planning



Wide Content & Categorisation



Self Assessments



Key Features:

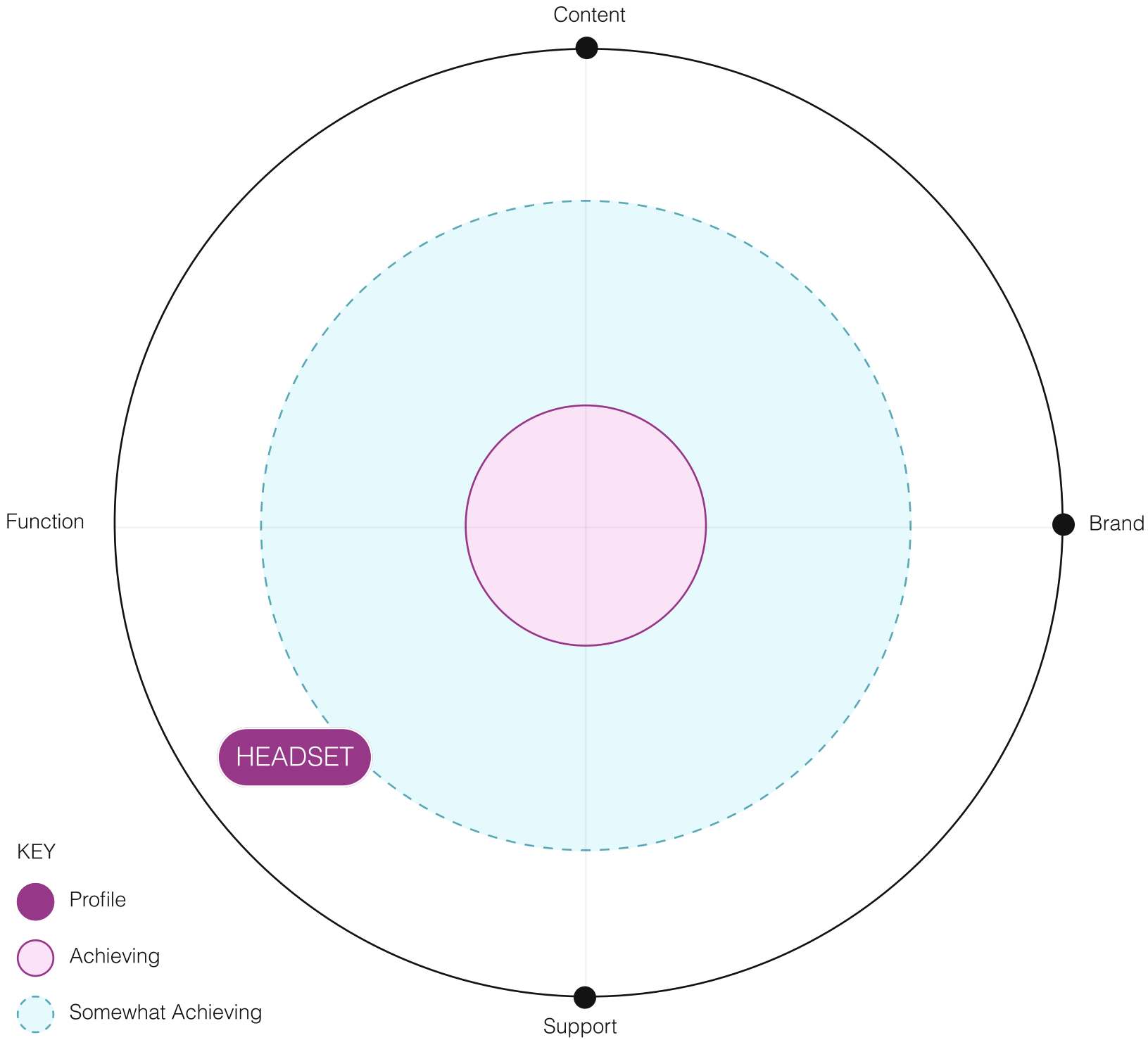
- Progress Mapping
- Filtering
- Wide Categorisation
- Onboarding
- Self Assessments
- Audio Player
- Forms
- Youtube Embedding
- Trophy Mapping
- Membership Tiers
- Period Filters
- Mental Workout Planning
- Assessment Planning
- Recent Task Mapper
- Sort By

Tone:

- Dated
- Uninspiring

UX/UI:

- Clean & Clear



3.1

Comp Report Summary: Indirect

COMP - INDIRECT

Apple Fitness +

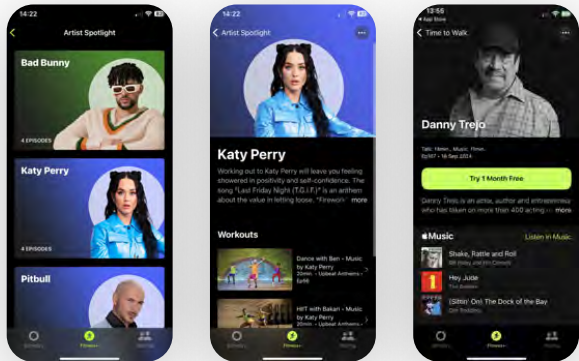
Apple Fitness + provides rigorous activity and tracking insights, hands on custom planning for bespoke user needs and a wide array of content to engage in, whether thats fitness or mental health centric. On top of this, they provide awards and affirmations in the forms of achievements or trophies, which only helps users set on their path and know where they are along their goal-driven journey.

- Feature Key:
- Highlights
 - Feature
 - Tone & UX/UI

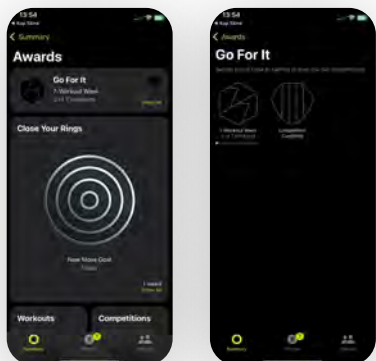
Personalised Planning & Progress



Heightened Celebrity Content



Affirmations & Awards



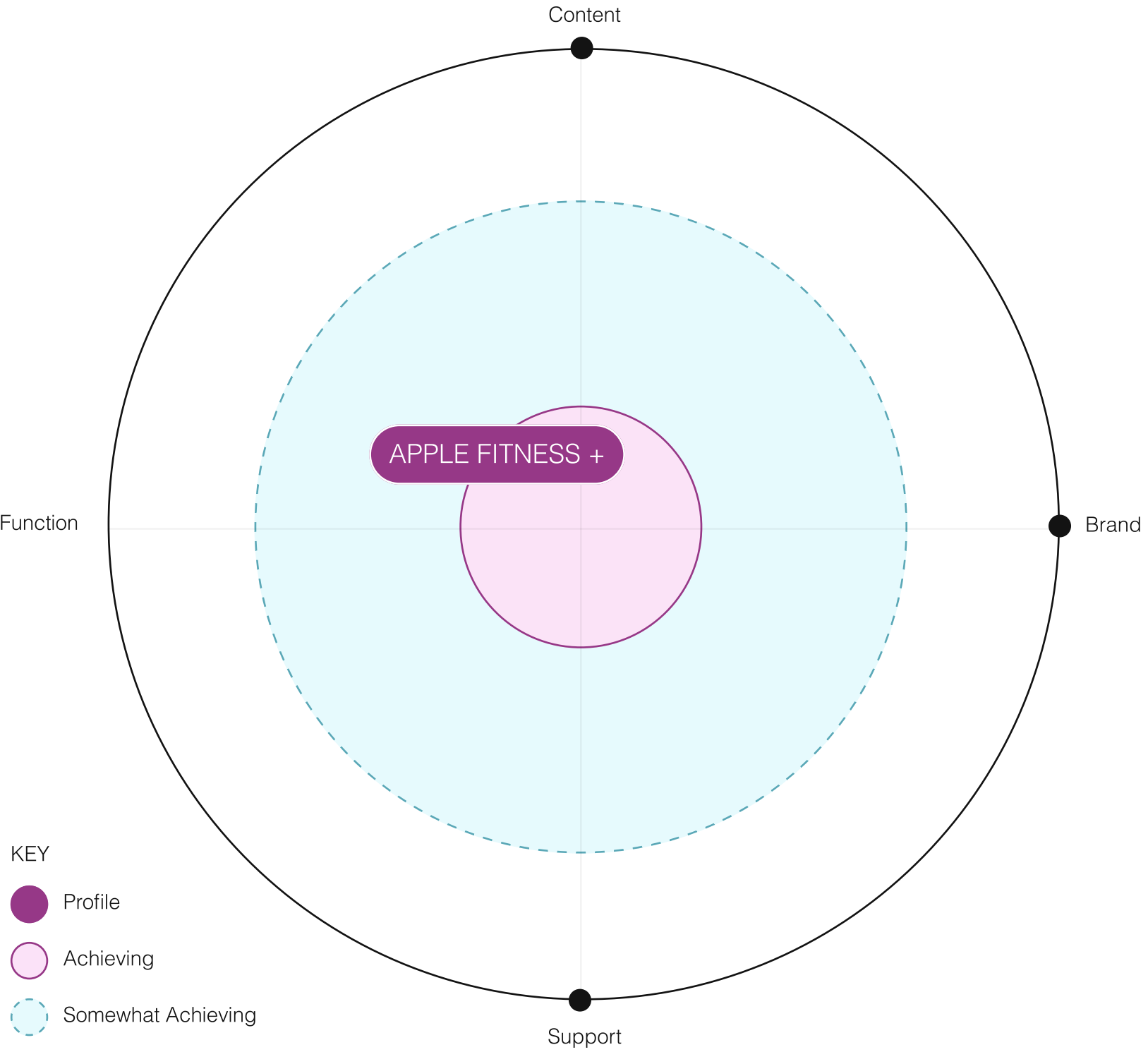
Key Features:

- Custom Planner
- Accurate Data Insights
- Tech Integrations
- Awards & Milestones
- Celebrity Content
- Explore Page
- Share Function
- Community
- Account Connections
- Daily Tracking
- Video Player
- Audio Player
- Calendars
- Activity Summary
- Tips & Trends
- Filters
- Module Categorisation
- Trainer Profiles
- My Library
- Downloads
- Custom Stacks
- Onboarding

Tone:

- Enticing
- Exciting
- Progressive
- Clean & Clear

UX/UI:



Calm

It's core proposition is wide content exploration around mental health and the mood the user wants to attain. It provides everything from meditation programs and lessons, soothing sleep sounds and relaxing audio books. The use of bespoke personalisation and mood setting via their wallpaper customisations and background in-app sounds show a authentic approach to provide a supportive experience.

Planning isn't emphasised for the end user as Calm relies on its wide but focused content to drive user discovery and engagement to align to their 'calming' needs.

Feature Key:

- Highlights
- Feature
- Tone & UX/UI

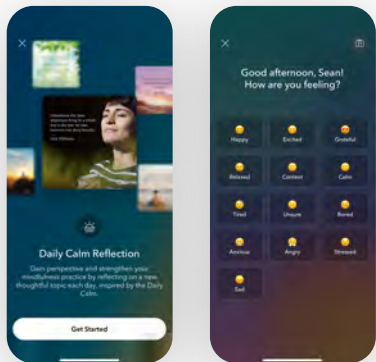
Wide Content Exploration



Streaks & Goal Mapping



Mental Check Ins



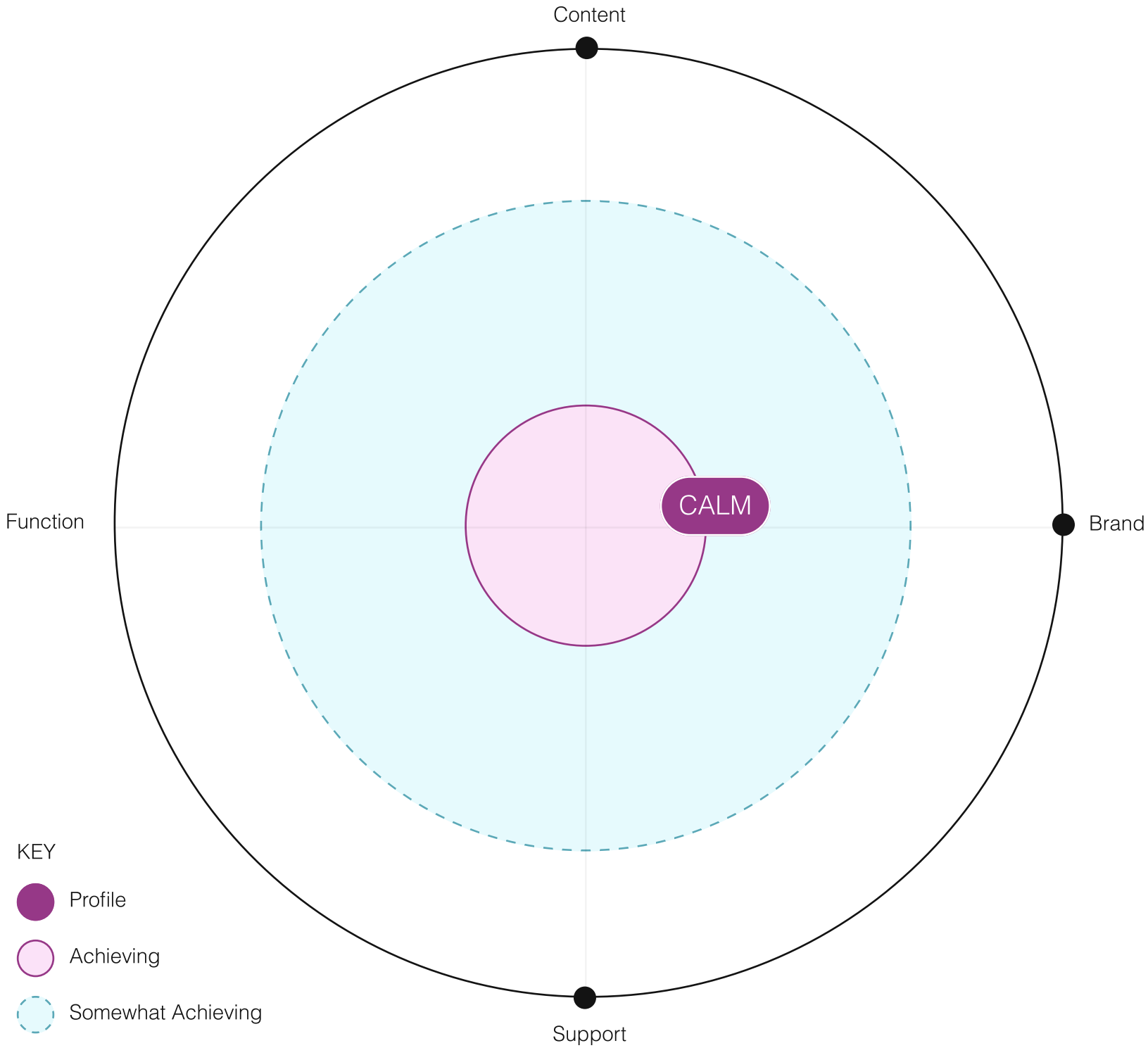
Key Features:

- Wide Content Exploration
- Reflection Forms
- Streaks
- Selector Forms
- Goal Mapping
- Filters
- Personalisation
- Background Audio
- Audio Player
- Dedicated Sleep Page
- Calendars
- Onboarding
- History
- In-app Activities
- Library
- Favourite
- Share Function
- Customisable Wallpapers
- Check ins
- Membership Tiers
- Inspiration Tips

Tone:

- Progressive
- Soothing
- Clean & Clear
- Supportive

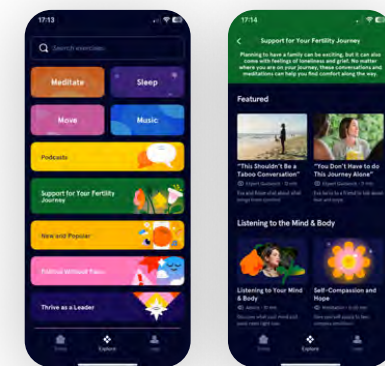
UX/UI:



Headspace

Feature Key:

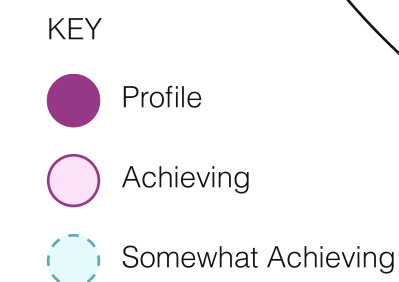
- Highlights
- Feature
- Tone & UX



Module Categorisation



Soothing



Strava

Strava is solely a performance tracking product that gives users detailed insights into their performance progress and fitness journey. Everything from calories burnt to weekly goals are what drives users to use this app when performing fitness activities. One of its core propositions is it's community, which allows strangers to become friends as they compete for various circuits of a city or place. It also poses an alternative means to engage with a place. Strava also allows greater technology crossover and integrations to help make those performance insights even more accurate.

Feature Key:

- Highlights
- Feature
- Tone & UX/UI

Tracking & Progress



Rigorous Data Insights



Community Drivers



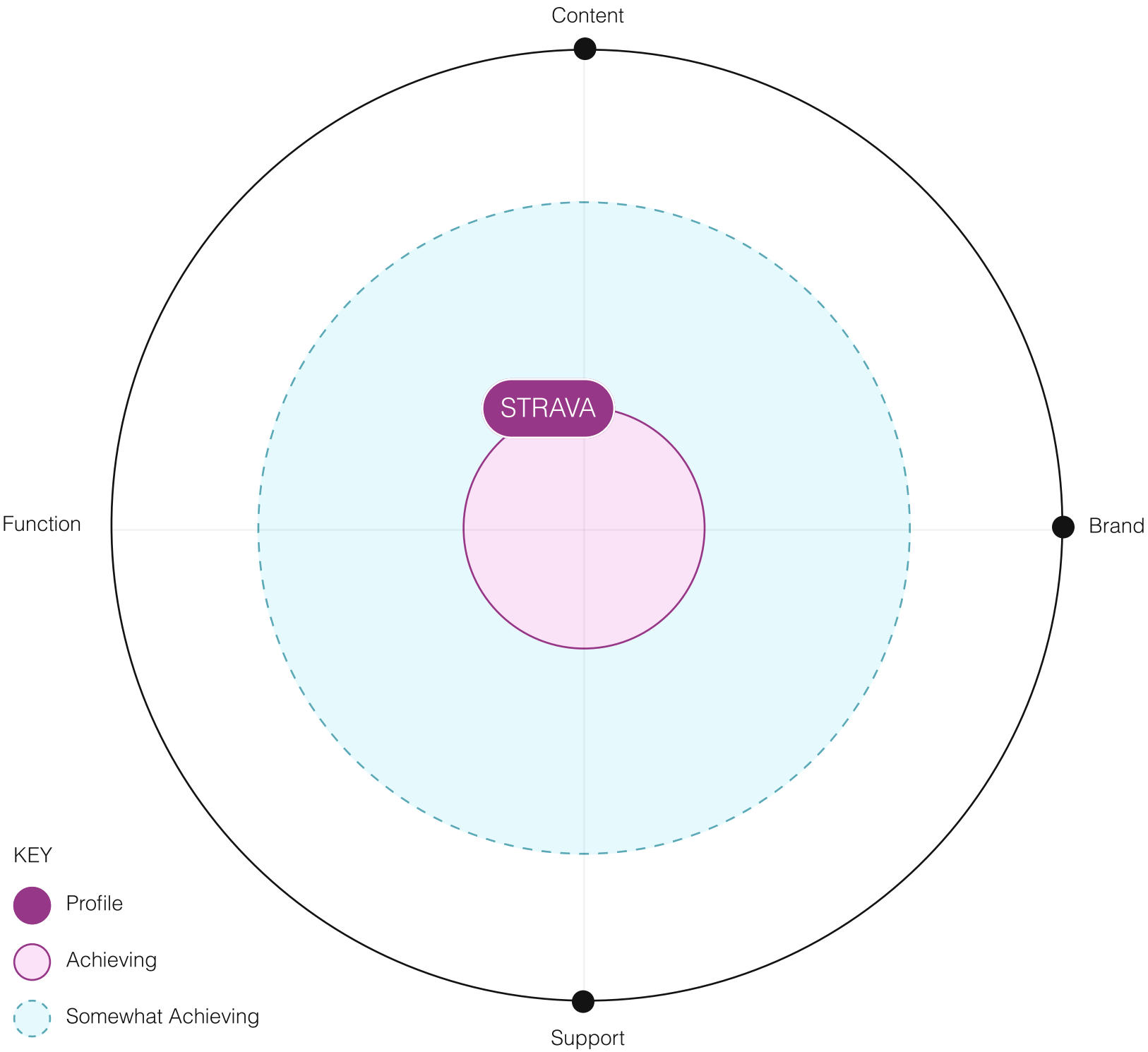
Key Features:

- Activity Trackers
- Daily Tracking
- Weekly Tracking
- Data Insights
- Maps
- Recorder
- Calendars
- Trophy Cabinet
- Milestones
- Challenges
- Promotions & Rewards
- Group Exploration
- Create Group
- Comments & Liking
- Notifications
- Branded Content
- Wide Circuit Exploration
- Detailed Circuit Statistics
- Membership Tiers
- Custom Planner

Tone:

- Satisfying
- Dated
- Modern
- Clean & Clear

UX/UI:



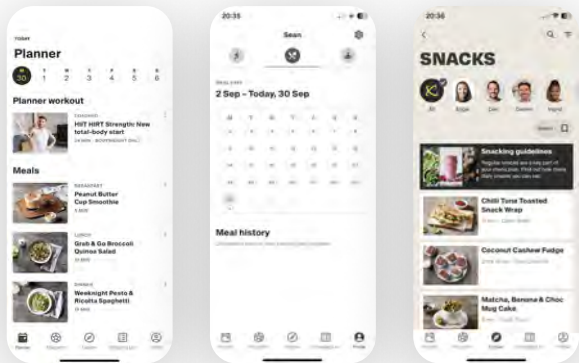
Centr

Centr is everything health related, from food, fitness and mental wellbeing. It funnels these core props into their content offering, which is wide and explorative. Centr also prioritises a support through their planning approach, which helps users narrow down their achievements, which is personalised via onboarding data acquisition. Similar to Headspace, it's all about what plan the user has is on, the programs they have chosen and how they measure that success. The strengths of Centr is reinforced by it's neighbouring indirect competitors, showing guidance and support is necessary for success.

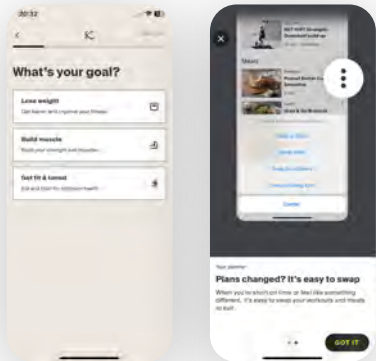
Feature Key:

- Highlights
- Feature
- Tone & UX/UI

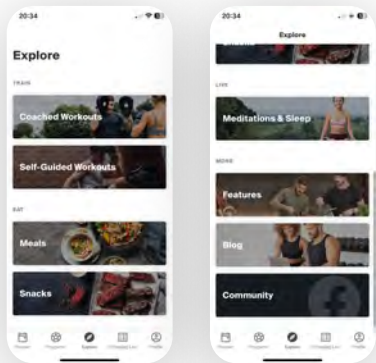
Holistic Health Planner



Flexible Goal Mapping



Wide Content Exploration



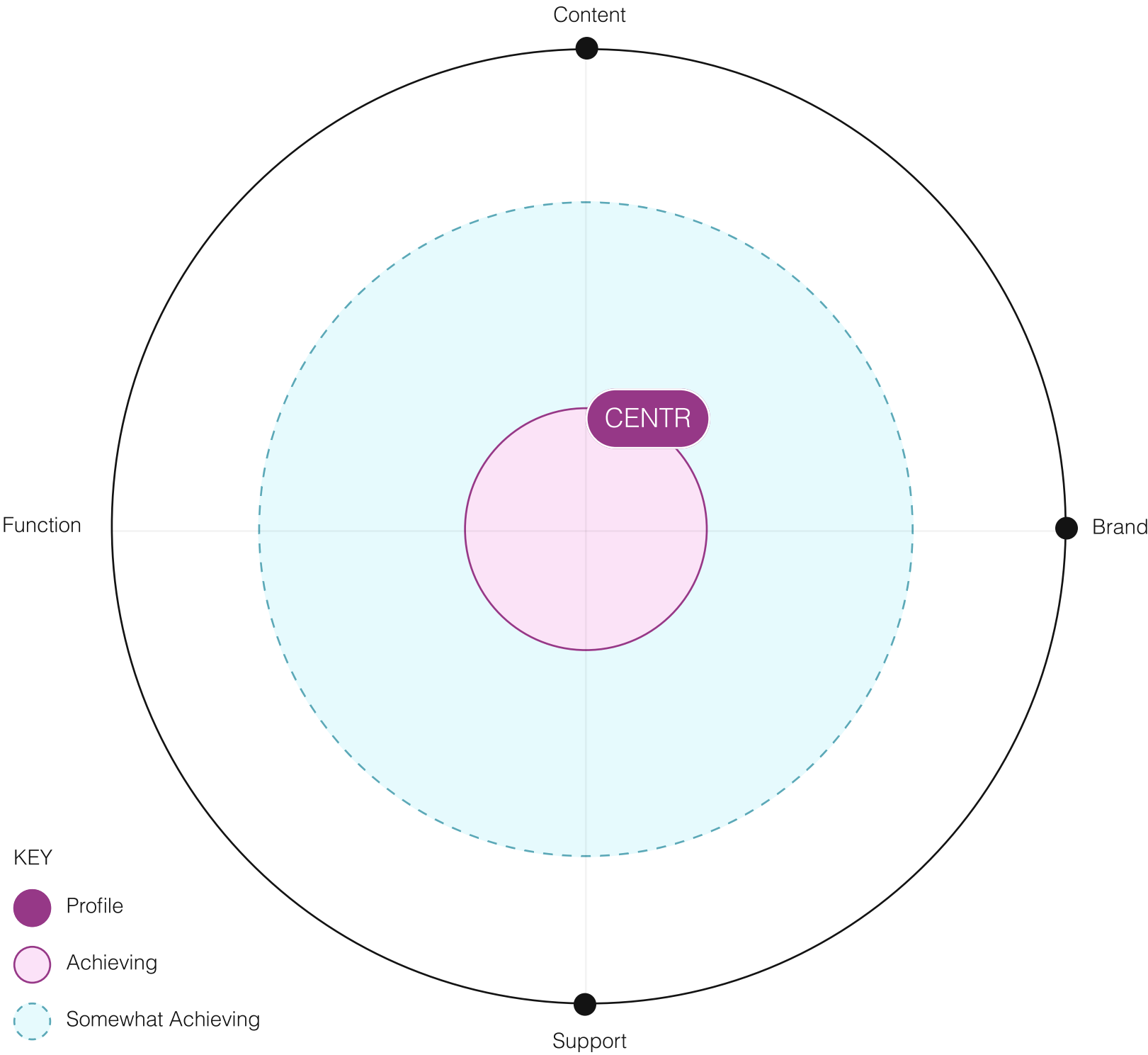
Key Features:

- | | |
|--------------------------|----------------------|
| Daily Planner | Coached Programs |
| Weekly Planner | Self Guided Programs |
| Goal Mapper | Shopping List |
| Wide Content Exploration | Favourite |
| Tracking | Onboarding |
| Categorised Calendars | Membership Tiers |
| Audio Player | Data Acquisition |
| Video Player | Personalisation |
| Articles | |
| Author Filters | |

Tone:

- Supportive
- Nourishing
- Clean & Clear
- Modern

UX/UI:



4.0

Feature Mapping: Direct & Related Comps

Direct Feature Mapping

Feature Key:

● Included

○ Lightly Included

● Not Included

Market Differentiators

PRESENT COMPANY

PRIVATE AND CONFIDENTIAL

| COMPETITORS: DIRECT | | CONTENT | | | | | | | | FUNCTION | | | | | | | | | | BRAND | | | SUPPORT | | | | | | | | | |
|-------------------------|-------------------------|--|----------------|---------------------|---------|----------|------------------|---------------|---------------------|--------------|--------------|-----------|-------|----------|-----------|----------------|----------------------|----------|--------------|---------------|------------------|--------------|--------------|------------|--------------|-----------------|------------|--------|-----------------|------------------|--------------------|----------|
| | | Open Content | Closed Content | Wellness Categories | Modules | Articles | Self Assessments | Personal Data | Journal Submissions | Audio Player | Video Player | Favourite | Share | Download | Calendars | Time Filtering | Messenger or Comment | Tracking | Data Mapping | Notifications | Membership Tiers | Visual Comms | Immersive UI | Onboarding | Plan Builder | Progress Meters | Challenges | Awards | Personalisation | Data Acquisition | Bespoke Dashboards | Coaching |
| Direct Feature Mapping | OMP | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● |
| | Getahead ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | |
| | Champion's Mind | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ○ | ● | ● | ● | ○ | ● | ● | ● | |
| | Restoic | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ○ | ● | ● | ● | ● | ● | ○ | ○ | ● | ● | |
| | WellU | ● | ○ | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ● | ● | ○ | ○ | ● | ● | ● | |
| | Equilii ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ● | ● | ● | ● | ● | ● | ● | ● | |
| | Headset | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ○ | ○ | ● | ○ | ○ | ● | ● | ● | ● | ● | |
| Feature Key: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ● Included | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ○ Lightly Included | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ● Not Included | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ● Market Differentiator | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | *Data Mapping reflects the capability to replay progress data to users. This can be anything from data mapping from tracking or streaks. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

CLIENT NAME

DATE

COMPETITORS:
INDIRECT

Indirect
Feature
Mapping

- Feature Key:
- Included
 - Lightly Included
 - Not Included
 - Market Differentiators

PRESENT COMPANY

PRIVATE AND CONFIDENTIAL

| | CONTENT | | | | | | | | FUNCTION | | | | | | | | | | BRAND | | | SUPPORT | | | | | | | | | | | |
|-----------------------------|--------------|----------------|--------------------|---------|----------|------------------|---------------|---------------------|--------------|--------------|-----------|-------|----------|-----------|----------------|----------------------|----------|--------------|---------------|------------------|--------------|--------------|------------|--------------|-----------------|------------|--------|-----------------|------------------|--------------------|----------|--|--|
| | Open Content | Closed Content | Bespoke Categories | Modules | Articles | Self Assessments | Personal Data | Journal Submissions | Audio Player | Video Player | Favourite | Share | Download | Calendars | Time Filtering | Messenger or Comment | Tracking | Data Mapping | Notifications | Membership Tiers | Visual Comms | Immersive UI | Onboarding | Plan Builder | Progress Meters | Challenges | Awards | Personalisation | Data Acquisition | Bespoke Dashboards | Coaching | | |
| OMP | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | | |
| Apple Fitness + <div></div> | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | |
| Strava | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | | |
| Calm | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | ● | ● | ● | ● | ● | ○ | ○ | ● | ● | ● | ● | ● | ● | | |
| Headspace <div></div> | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | |
| Centr <div></div> | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | | |

**Data Mapping* reflects the capability to replay progress data to users. This can be anything from data mapping from tracking or streaks.

5.0

Overview & SWOT Analysis

OVERVIEW

Here we notice four distinct groups within the overview map. Omp and it's neighbouring direct competitors are content driven with support taking a backdrop to the MST experience.

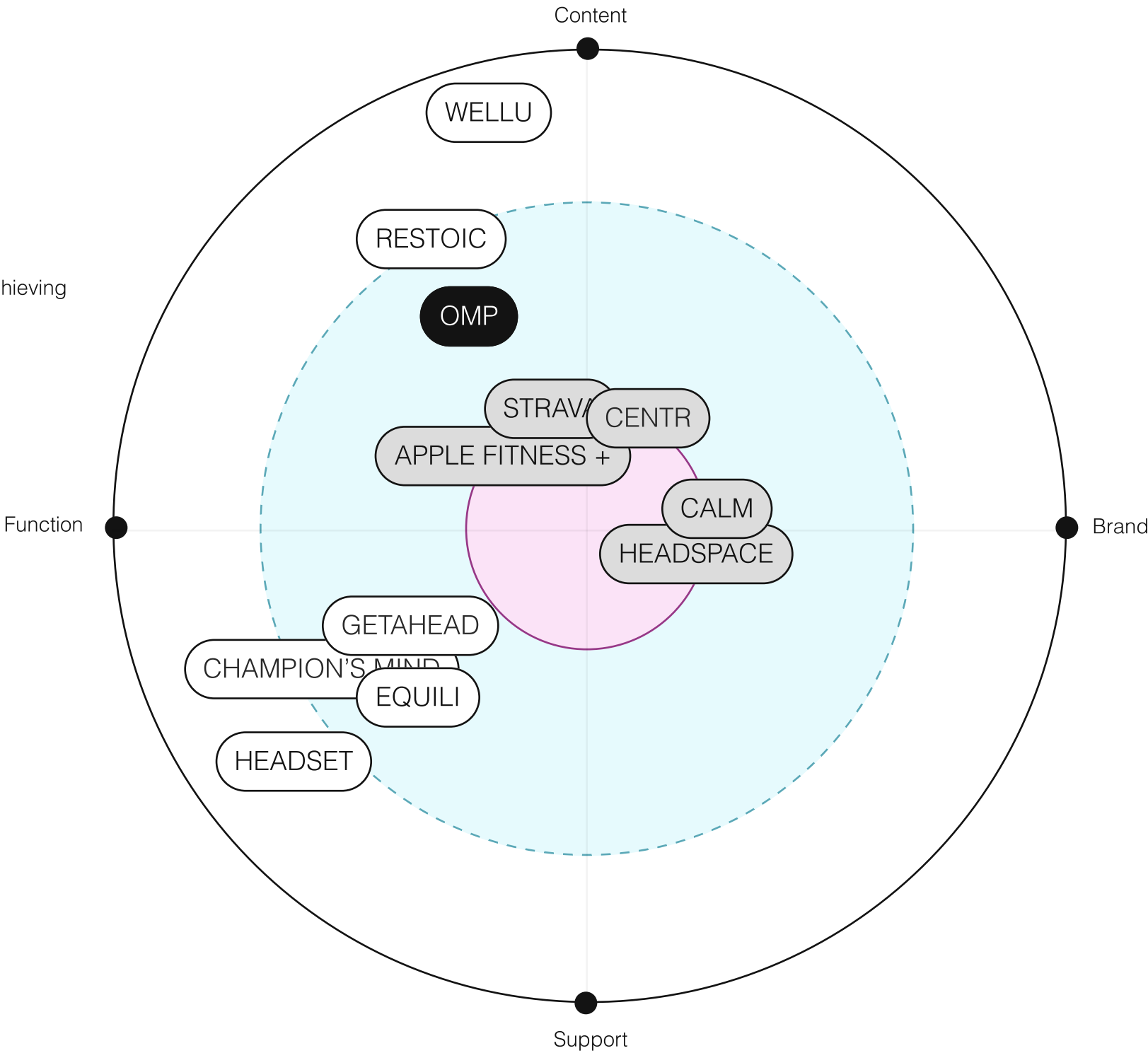
Getahead and it's neighbours provide lesser content availability however with tracking and progress being a key engagement factor to guide and shape user pathways.

Our indirect fitness centric comps mobilise a lot of hands on functionality to map progress and growth whilst our indirect mental health comps use strong branding to drive a empathetic sentiment to elevate their value proposition.

Overall, this provides a very insightful map to gauge various opportunity areas to develop the OMP app, depending on user and business needs and future roadmaps.

KEY

- Client
- Direct
- Indirect
- Achieving
- Somewhat Achieving



SWOT
ANALYSIS



STRENGTHS

OMP have mobilised their app with approachable and expert led content whilst also mobilising common features & experiences used across the direct competitor space.

- OMP provides expert led approachable content, giving their core product offering industry credibility and user reassurance.
- OMP provide a wide array of module categorisation to help frame user exploration, which is something a lot of the competitors do not mobilise.
- OMP already provides a wide array of mental strength training content & formats (shorts, courses & exercises) that give users greater choice to discern & personalise their learning preferences.
- OMP's branding and UI is modern and provides a empathetic feel for it's target audience.
- OMP provide common media functionalities such as filters, download, save and share.
- OMP's app IA is simple and narrow, allowing for easy feature growth such as performance tracking, feature integrations and bespoke brand moments.



WEAKNESSES

Despite an array of content and explorative moments within the OMP app, they are limited in their adaptability to user preferences and learning needs.

- Lacks a meaningful and noticeable representation of user data from onboarding.
- Upon arrival to the homepage (First time users), users are inundated with a copious amount of content to explore with no personalised pathway recommended.
- Limited autonomy in scheduling and planning hinders users from customising their training and mental preparation schedules, reducing the app's value as a comprehensive training tool.
- Lacking a multi purpose functionality that aligns with the whole athlete experience, for example performance tracking and data insights.
- Deprioritised progress mapping.
- Lack of bespoke affirmations and celebratory moments to encourage user growth and engagement.
- No training and game-day calendar integrations in order for the app to understand the users schedule, which would be integral to aligning mental strength training to their (performance) pre & post game-day reflections.
- No scheduled check ins to assess and support performance reflection.



OPPORTUNITIES

OMP has harnessed content effectively & therefore can focus on optimised personalisation, support & tracking whilst also potentially providing a holistic athletic experience with greater brand moments and feature access.

- OMP's app experience is superior to a lot of the competitive space, in particular in their content proposition and overall brand experience.
- Onboarding effectively acquires personalised data already so OMP can focus on optimising the use of this data within the product offering (ie. bespoke homepage dashboards).
- There are numerous opportunities to harness engagement strategies through meaningful personalised dashboards, recommended and customisable mental strength planning, progress trackers, core performance data integrations (ie. wearables, parallel app data integrations), lite challenges & awards, private individual & team community groups to inspire individual and collective goals, integrated training and game-day calendar integration to allow post event reflection prompts and lite scheduled reminders to delicately help athletes stay on top of their mental strength training goals (ie. surveys, check ins etc).
- OMP can strategically mobilise a future roadmap to elevate their support and performance tracking, which can inherently elevate engagement and retention.



THREATS

Low engagement or visibility on end user behaviour. The app is currently *a forced to do* rather than *a want to do*

- From a product perspective, Getahead's service-centric model, which combines comprehensive support features and personalised planning, presents a significant competitive threat due to its alignment with user demand for an integrated athletic and mental performance solution, despite the fact they lack traction and fund raising.
- OMP's app is not tailored to support solo users who need the support structures and reminders to help frame and progress their mental strength skills training journey.
- No certainty on growing & retaining a new athlete centric audience
- Need to validate product pivot, which will still be an uncertainty unless a vetting period is allowed (rigorous testing).
- No measure of success that affirmations, data tracking, technological integrations and greater planning will warrant *daily* user engagement.
- Integrating new technologies, while necessary, may strain OMP's resource allocation. A phased development strategy with clear ROI measurements can help mitigate this risk.
- There are a lot of superior sport tracking apps out there with greater resource.

6.0

Finish