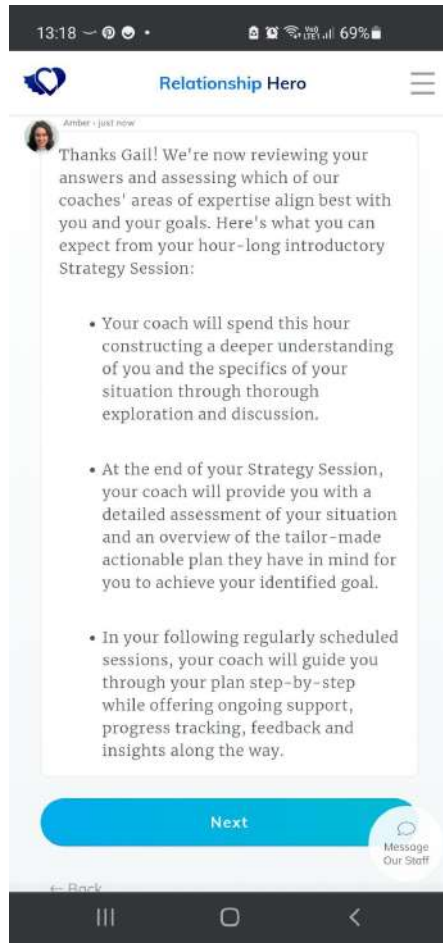
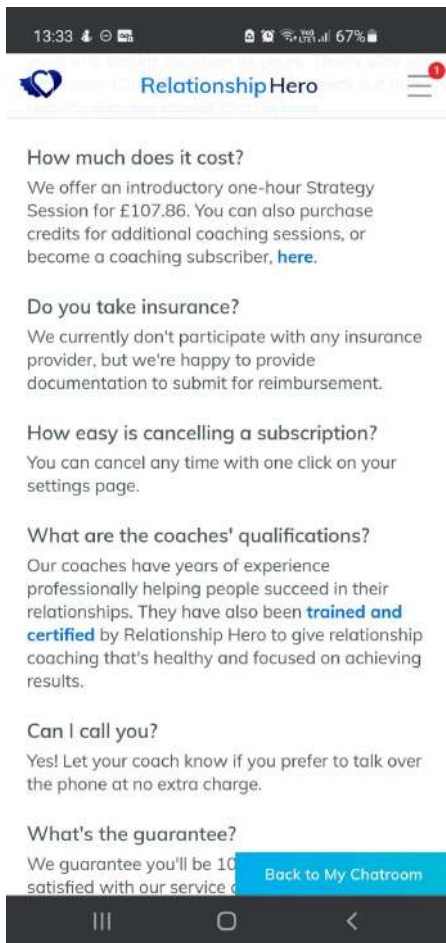


Competitive Analysis

Competitor Profile: Relationship Hero (<https://relationshiphero.com/>)



Overview:

What are they selling? Coaching service selling counselling and “strategy” sessions related to relationships and dating.

What are they communicating through their product? Confidence in an expert, experienced opinion, guidance, support.

What are they missing in their messaging, product, and overall? Dating advice given for hetero relationships only, no focus given to anything LGBTQ+. No safe sex practice information, no sex ed information, strong focus on already existing relationships.

Key Objectives

The homepage gives the slogan “Start Working With A Professional, Certified Relationship Coach Now” as their main offering. Their key objective is to provide professional online dating advice. Their focus is on offering personalized support. A big focus is put on success stories to show how effective their offering is.

Overall Strategy

Relationship Hero's overall strategy is to offer accessible, personalised relationship advice conveniently. Users don't have to worry about accessing help from a physical address as everything is conducted online. They also draw users in with their large range of free resources to show how effective their coaching services are, thereby increasing confidence in their product.

Market Advantage

Their market advantage comes from a focus purely on relationship help. They don't offer counselling and coaching for other mental health issues like depression and anxiety. In this way, they can focus their efforts in one specific direction and present themselves as experts in this specific field. This gives users more confidence in their services if that's what they are looking for.

Marketing Profile

Although difficult to find in the Android app store, they have an app to access their service offering. The majority of their marketing budget however appears to have gone to Google Ads, as they rank first in search results for "online relationship advice" and similar searches. As they charge over £100 an hour for their coaching, this service is more likely aimed at older people who have more available funds, and as such, I think web marketing is the correct choice here over app marketing. Scalability seems feasible, as their website even offers career advice for people wanting to come on board with them to be professional relationship coaches. Other services could also be offered, like marriage counselling, later down the line to expand their offering further.

SWOT Profile

Strengths

- Easy to find
- Big range of free resources to grow consumer confidence in their services
- Using the service is easy as it is all accessible online
- Good selection of success stories to show the effectiveness of service

Weaknesses

- High price point (£100+ an hour) for services
- Exclusion of anything other than male-female relationships
- The advice given in the free resources is questionable

Opportunities

- Relationship Hero is clearly focused on older users, not younger users
- They have no information on safe-sex practices or other sex ed information
- No help given for LGBTQ+ relationships

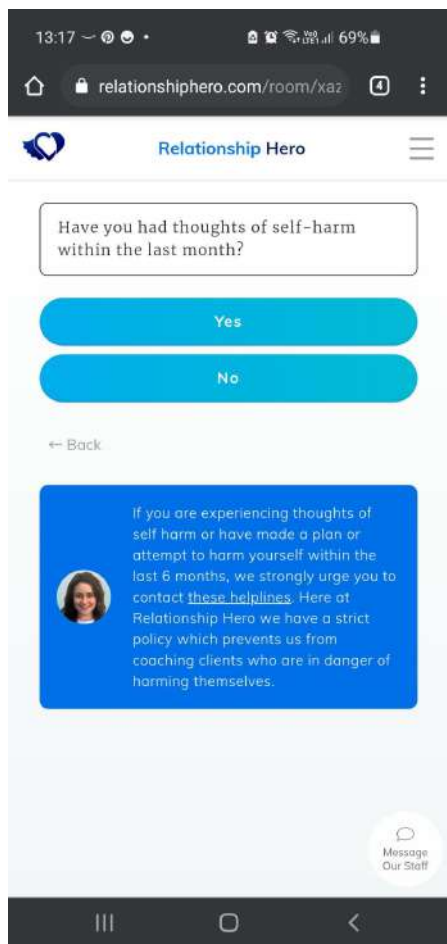
Threats

- More established online counselling services like Better Help also offer relationship help
- Some dating apps also offer guidance for relationships and getting more matches online

UX Analysis

Usability

Generally fine, most of the information on the site is easy to find and the profile creation is largely a smooth process.



Some of the free resources are buried and not very logically organised. The onboarding process is extremely long and throws some pretty big curve balls as you go through. For example, having already provided information on:

- What I'm looking for as a service
- Whether I want dating help
- When I was born
- My sexual orientation
- My preferred pronouns
- My current relationship status
- My email address
- Whether I want a specialist coach
- If I am eligible for any discounts (unemployed, student, military etc)

... the app then asks me if I have had any thoughts of self-harm within the last month.

The way this onboarding process is organised could definitely be improved.

Layout

The layout is clean and easy to browse through. Most pages are structured in a way that makes them interesting and comprehensive, a few however seem too long and unfocused. The structure, in general, is

also good with a clear organisation and in particular a good "Me" section with information about my profile, the services I can access and settings etc.

Navigation Structure

Generally good and clearly labelled. Logical order is used as well so that users can flow through the tabs to get to purchasing a service. Some of the free resources are kind of buried however, and can only be accessed through the footer menu on the web and through a sub-menu on the app.

Compatibility

Relationship Hero has a large, well-designed website that works across common browsers and apps for both Android and iOS. Some users reported a problem with booking appointments on the Android app, however, which seems to account for the majority of the negative reviews it has received.

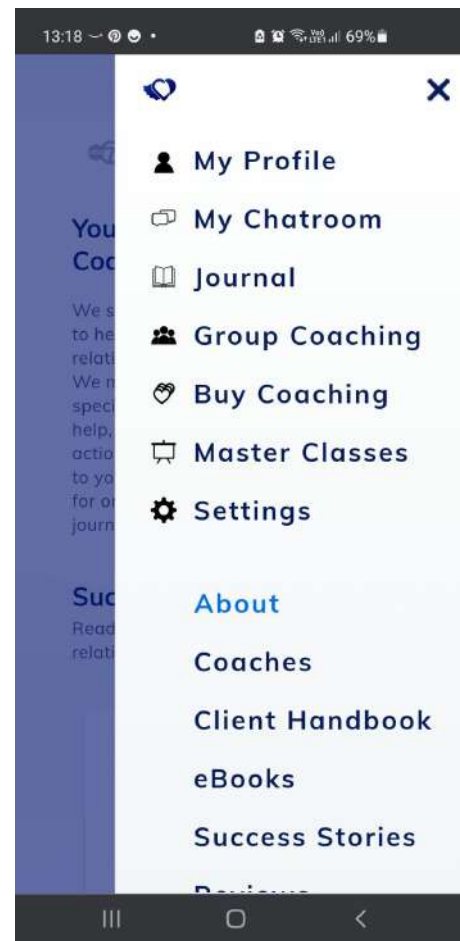
Differentiation

Relationship Hero offers the one-stop convenience of being able to book and conduct professional, personalized coaching services while offering authority in relationships and dating that other similar apps do not have.

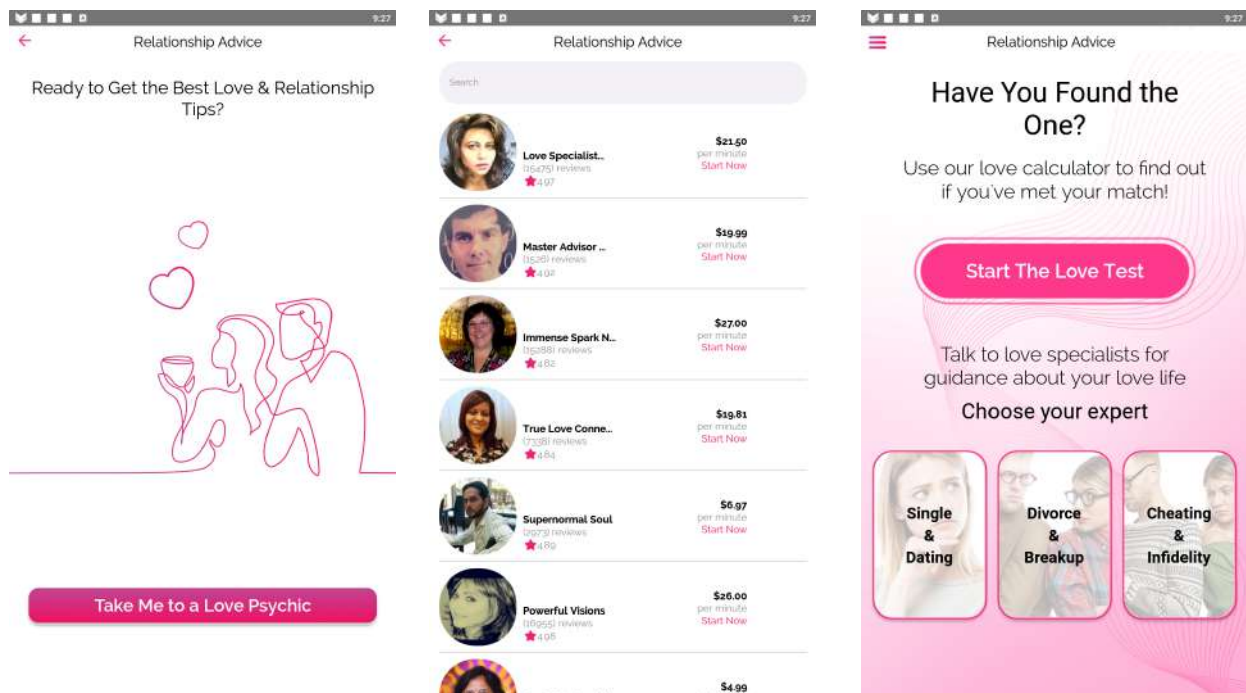
For my app, I think including free advice geared towards a slightly younger audience, having more of a focus on online dating and being more open to LGBTQ+ users would set my app apart here.

Calls to Action

The main CTA to book (and pay for) coaching sessions is easy to find and is well laid out. The credit system is easy to understand and the bundles and subscription options are clearly explained. The “Home” option on the website defaults to their onboarding flow which then goes through into purchasing credits. While I can see why this is useful for first-time users, it becomes frustrating if you just want to navigate around the website.



Competitor Profile: Relationship advice - consult live experts (Android App)



Overview:

What are they selling? Time with your chosen psychic advisor, readings are offered through online chat, phone or email.

What are they communicating through their product? A trusted source for community-rated psychics. Find answers to the questions that you want to ask at a time convenient to you.

What are they missing in their messaging, product, and overall? Any kind of certified or accredited relationship counselling or advice.

Key Objectives

“Enjoy a professional reading knowing that your psychic has earned a reputation for being the best. Our customers have 24/7 access to thousands of online psychics for readings via text chat, phone and email”. - from the ‘About Us’ section.

Overall Strategy

Offer users a “one-stop” for accessing relationship psychic advice. Offering community ratings and reviews, a “save favourite” system and an online checker so that users can pick the psychic they would prefer.

Market Advantage

One of the highest-rated apps of its type in the Google Play store. It also offers one of the largest choices of psychics online.

Marketing Profile

Kasamba (the parent company) has gained popularity with its highly positive app reviews and remains close to the top of the app store listing when searching for “Relationship advice”. They have also invested in Google Ads as they are one of the sponsored results for “expert relationship advice psychic service”. They seem to be trying to appeal to a wide range of users, as there is no specific market identified in their promotional material (for men, for women, straight relationships, LGBTQ+, married, divorced etc). No one is identified or excluded to give it the widest appeal.

SWOT Profile

Strengths

- Clearly popular and used by a large number of people
- Has great reviews from its users
- Offers a larger selection of available psychics than many of its competitors

Weaknesses

- Doesn't have much in the way of extra features
- The questions for narrowing down the best expert for you seem perfunctory at best and in some cases non-existent
- Being listed under the “Entertainment” category in the Play Store may mean users aren't confident in the expert advice they'll be given.

Opportunities

- Very little is offered other than the core service (no blog, informational articles, quizzes etc)
- Without accreditation or expert qualifications, their advice may not be seen as trustworthy
- Rather than offer the users some information upfront, the app immediately encourages you to give payment details

Threats

- There are a large number of similar services and apps on the platform and the app risks being lost in the noise
- Competition must be great for the limited market available
- Might not be what the user really wants, could be looking for more of a counselling based service