Competitive Analysis

Celine Fucci

Competitor Reviews

An Analysis of Each Brand

1.

[Peloton](#)

Using technology and design to connect the world through fitness, empowering people to be the best version of themselves anywhere, anytime.

Overall Brand

Peloton uses subtle elements and harnesses open space frequently in their app. Due to this, the brand feels inviting with its use of minimal gray/white tones. However, the amount of content can be overwhelming.

Color Palette

Bright red for major buttons and active state indicators on the tab bar. Inactive states are gray. An assortment of other grays used for text and other details in the app.

Type Choice

Peloton uses Roboto (Body Copy) and Brandon Grotesque (Headings) across their app. Headings are bold and in all caps.

Imagery

Imagery is of Peloton's instructors only. Icons used on tab bar and in some buttons. Customized, larger icons used on "Challenges" page.

Layout

Heavy use of cards on "Featured" screen. User is able to horizontally scroll across these cards. Top and bottom tab bars. Images on cards are very professional.

Message

The message Peloton gives off is variety. There are a multitude of classes to choose from. The images of instructors give off a fun and challenging vibe.

Content

Short, to the point details regarding class info, content is all there (day, date, time). Class descriptions are informative and inviting, aligning with overall brand.

Voice

Use of "We" and "Your" in class descriptions which makes user feel welcome. Goes back to Peloton's brand being inviting. "Recommended Programs" section takes on a teaching vibe. Here, Peloton informs the user what the program is about, what it's designed to do, and offers general advice for an effective workout routine.

Tone

The tone is reminiscent of a fitness coach telling you what to do in-person. Overall, it's a very concentrated and to-the-point approach. Does a good job at not using fancy fitness terms.

Brand Alignment

Peloton's brand is well-done. It's put together in a nice package and it's clear that the team(s) responsible for this app took a detail-oriented approach. Everything I need to know as a user is there. The language is easy-to-digest, without bringing in unfamiliar fitness terms. Also, class descriptions are short, minimal, and catered toward beginners. The brand is unobtrusive and neutral, while achieving a sense of usefulness that eliminates the need for people to make up their own workout routines.

User Journey

User creates an account to get access to the app. There is minimal onboarding. It's up to the user to get a feel for the app and how it works.

Features

Filter classes by length, class type, instructor, music genre, difficulty level, trending, bookmarked, new, etc. Join programs according to your goals. Join challenges. Add live classes to your schedule if you have Peloton bike or treadmill.

Functionalities

Ability to join a workout plan, earn awards and achievements, keep track of how many days you're active throughout the month, connect with other members.

CTAs

Bright red buttons for starting workouts, joining classes, and taking part in challenges. It's clear that these CTAs are buttons because they have a 3D-esque design, almost like they're lifting off the screen.
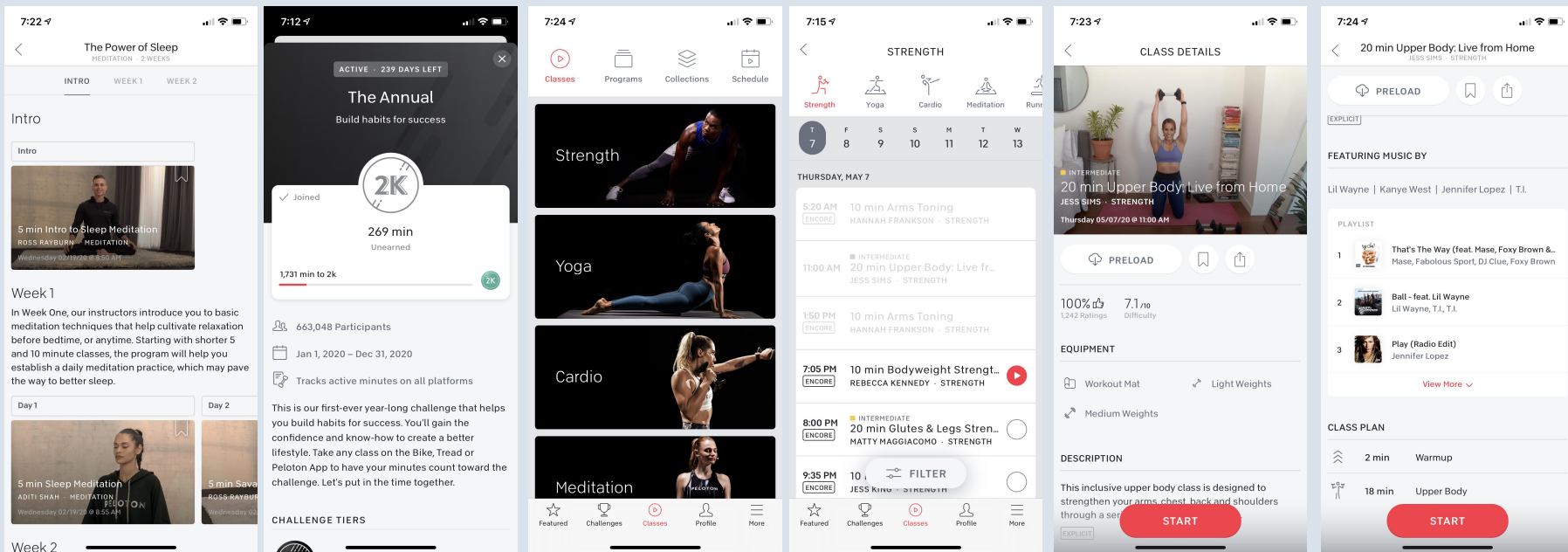
Overall UX

The overall Peloton experience is polished. Common IA patterns are used to make the app easy-to-navigate. As for IxD patterns, image carousels are used effectively to showcase recommended programs and other content for the user.

Key Screens

2.

[Lifesum](#)

Improve lives through better eating

Overall Brand

Overall brand is very creative and animated. The mix between concrete images of food and contrasting bubbly characters works well.

Color Palette

A vibrant green is Lifesum's most significant color. They use it to highlight active states in their tab bar and to highlight CTAs. Grays and blacks are used for text and a mix of other colors are used for images and icons

Type Choice

TT Norms Regular and TT Norms Pro Bold. Small caps is used to differentiate some text in the interface. Finer details are in gray while more important info in black.

Imagery

Imagery is playful, fun, and colorful. Lifesum also uses actual images of food on their "Meal Plans" page and images of nutritionists. No stock photography.

Layout

Horizontal image carousels. Images to the left and right are smaller than current image being viewed, putting more emphasis on that image. Easily-tappable cards and tiles with subtle shadows. Using lists and bottom tab bar.

Message

Lifesum is promoting the message that healthy and clean eating can be fun. Through the use of bright colors and playful illustrations, it's portraying an inviting approach.

Content

Content is educational and helpful. Motivational, upbeat language aligns with overall animated brand and helps the user stick with their nutrition plan.

Voice

Use of "You" a lot. Very focused on the individual user and their goals. Helpful tips throughout the interface and offers simple recommendations based on user's goals.

Tone

Informative, educational tone with frequent excitement. Straightforward and to-the-point text with no distractions.

Brand Alignment

Lifesum's overall brand is consistent. The vibrant colors and friendly, playful imagery work well with the motivational language. Their overall strategy is focused on transforming user's lives through nutrition and the brand elements reflect the fact that this doesn't have to be a scary process.

User Journey

User creates an account and identifies their goals. From here, Lifesum recommends a personalized plan for the user and tailors the information in the app to the user's needs.

Features

Nutrition diary, food search, plans, recipe section based on type of plan user joins. Vegetable and fruit tracker. Ability to link Apple Watch and other health-tracking devices.

Functionalities

Keep track of Carbs, Protein, and Fat. Water intake tracker. Progress page that lets the user see how far they've come.

CTAs

Most CTAs use Lifesum's primary green color and all caps. CTA buttons contain a flat design with subtle glowing shadows.
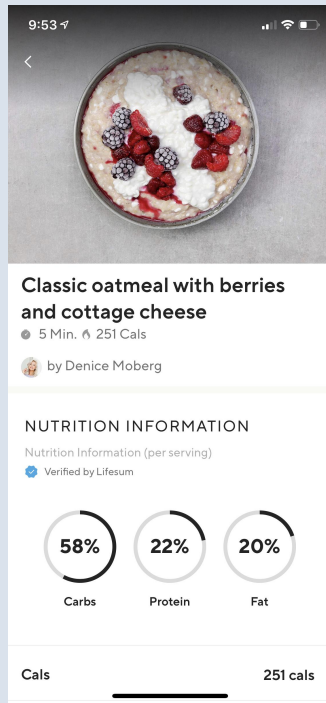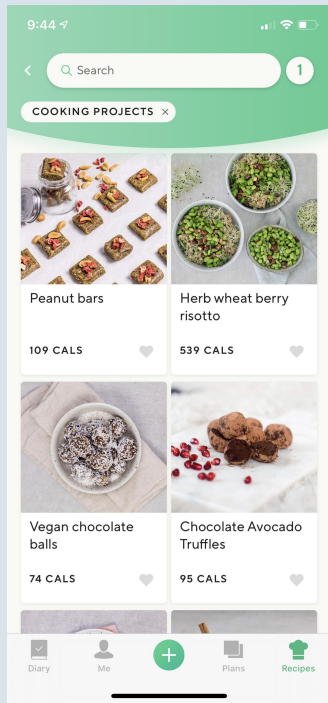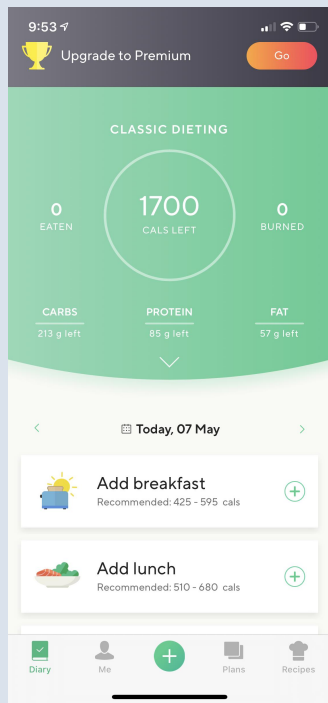
Overall UX

Lifesum's overall UX is easy-to-use and seamless. First-time users may not know what's best for them, which is why Lifesum encourages the user to take a test. Not overwhelming and contains a clean, spacious design that increases clarity.
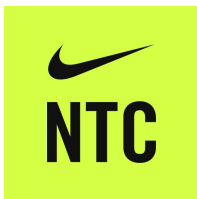
Key Screens
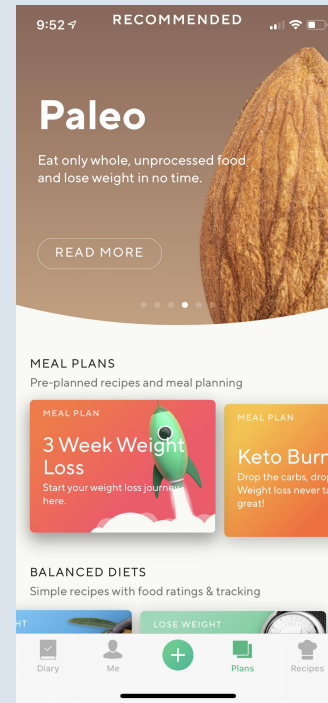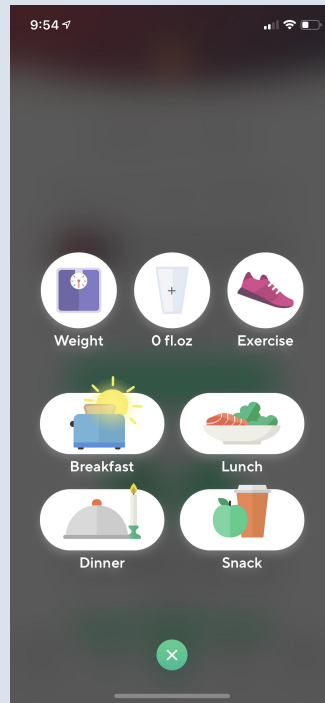
3.

Nike Training Club

Reach your fitness goals with expertly designed workouts from world-class Nike Master Trainers

Overall Brand

Electric, vibrant, minimal. The brand feels professional and clean while making use of white space. Sharp, angled elements portray neatness and organization.

Color Palette

Most of the NTC app contains muted, subtle colors. The volt-green color is used sparingly to direct the user to important actions. Blacks and grays are used to display workout information.

Type Choice

Trade Gothic by the Linotype Type Foundry. Headings and important titles use bold. Don't see any capitalized text like other apps thus far.

Imagery

Imagery is of Nike athletes or of NTC trainers. Personalized icons are used for the Achievements section. No stock photography.

Layout

Horizontal image carousels, lists, tiles. A bottom tab bar is used as well as other top tabs to switch between categories. Prominent grid system is used for stellar organization.

Message

I feel like the message being portrayed here is achieving fitness goals through targeted, structured workouts. These workouts are not customized to the individual but are a reliable source nonetheless.
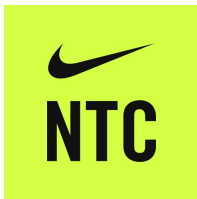
Content

The content is informative, structured, and simple. It fits the minimal brand approach reflected throughout the app.

Voice

As in other apps, "You" is used a lot, especially in the workouts tab. The overall language is simple, professional, and personalized. Each trainer offers their own perspective to their workouts.

Tone

The tone is easy-going and the user gets different perspectives from each coach, trainer, and athlete. It's professional and gives off a formal vibe.

Brand Alignment

The content aligns well with NTC's brand. As mentioned before, it's very minimal and consistent. Everything feels like it's in place.
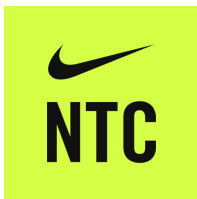
User Journey

Sign up for the app by creating an account. User goes through some onboarding and is directly brought to the home screen.

Features

Filter by trainer, programs with various lengths, achievements, several articles and tips on nutrition, sleep, mindset, etc. Shop Nike apparel, bookmark workouts, instructional exercise videos, compete with friends.

Functionalities

The main functionality in this app is doing workouts. The basic app offers several different ones but the premium subscription dives into functionalities like whiteboard workouts for more advanced users.

CTAs

The main CTAs in this app are displayed in the volt-green color. Starting a workout is one of these CTAs. Everything else is muted and minimal.
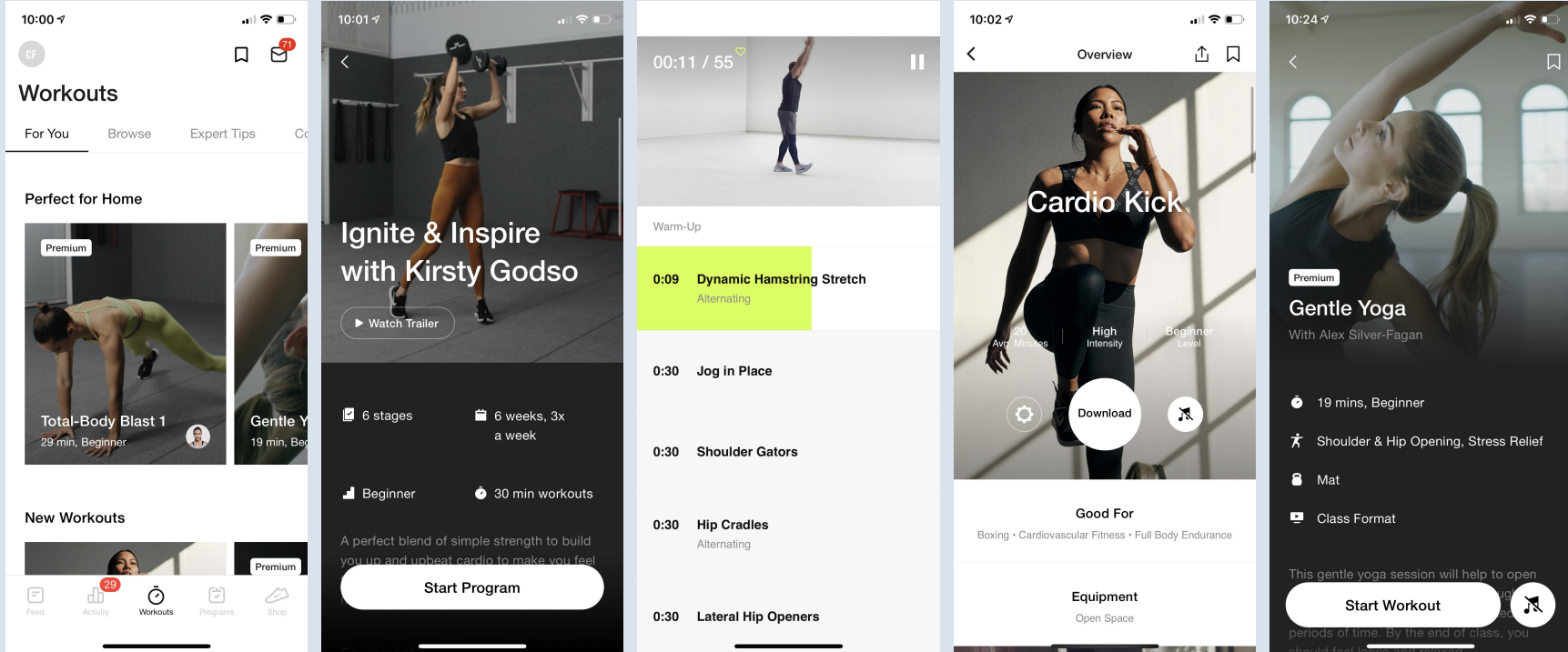
Overall UX

It's a bit difficult for a first-time user to navigate this app. For example, when I go to the Workouts tab, I don't see workouts right away. I see "Expert Tips." The overall experience is smooth but I'm experiencing a lot of fluff such as being able to shop for Nike items. I think this is just a marketing tactic for them. If it's a workout and nutrition app, users don't necessarily care about shopping for sneakers and clothes.

Key Screens

ZERO

4.

<u>Zero</u>

Fasting made simple

ZERO

Overall Brand

Zero's overall brand feels very relaxed and warm. It feels motivational and has an educational aspect with the "Learn" tab. The unique, detailed illustrations differentiate it and give off a beautiful aesthetic.

Color Palette

Zero uses the orange and green intermittently to call out UI elements. There are a variety of other colors used. For example, each fasting method has a different color. Muted grays and blacks are used for text.

Type Choice

The primary font used here is Rubik, in various weights and sizes. Rubik Bold is used for main headers and important information.

Imagery

Fun, creative, and flat imagery. Some stock imagery on the "Learn" page. Two-toned icons.

Layout

Horizontal carousel approach. Heavy use of cards and organic/geometric-looking tiles. Bottom tab bar and top tab bar to switch pages. The graphs utilize tab bars as well to easily switch data sets.

Message

Similar to Lifesum, I feel like Zero is trying to reduce the negativity surrounding their mission. When people think of fasting, they think "No way." Zero is trying to prevent that by portraying the message that fasting can be fun and unintimidating.

ZERO

Content

Zero's content is relaxed, which connects with its brand. The articles are specific but focused. They are quick reads and offer valid information for people who aren't familiar with fasting.

Voice

The fasting information is straight, to-the-point, and focused on the essentials. The overall language is laid-back and calm/relaxed.

Tone

The tone is direct and specific. It tells the user exactly what they should be doing to successfully follow and complete one of the fasts.

Brand Alignment

Zero's relaxed and warm approach works well. It's evident that they're focused on the user and teaching them about fasting and its benefits.

ZERO

User Journey

Onboarding process. Zero asks why you're interested in fasting. Prompted to sign in, then directed to home screen.

Features

Select from a variety of popular fasting methods, view fasting history, read articles to learn more about fasting, log sleep and other nutritional info with Apple Health.

Functionalities

Ability to earn badges. This motivates the user to continue using fasting to improve their health.

CTAs

The green is the primary color used for CTAs such as "Start Fast." Other vibrant colors such as orange, yellow, and purple are used to tag learning information as an article, video, or podcast.
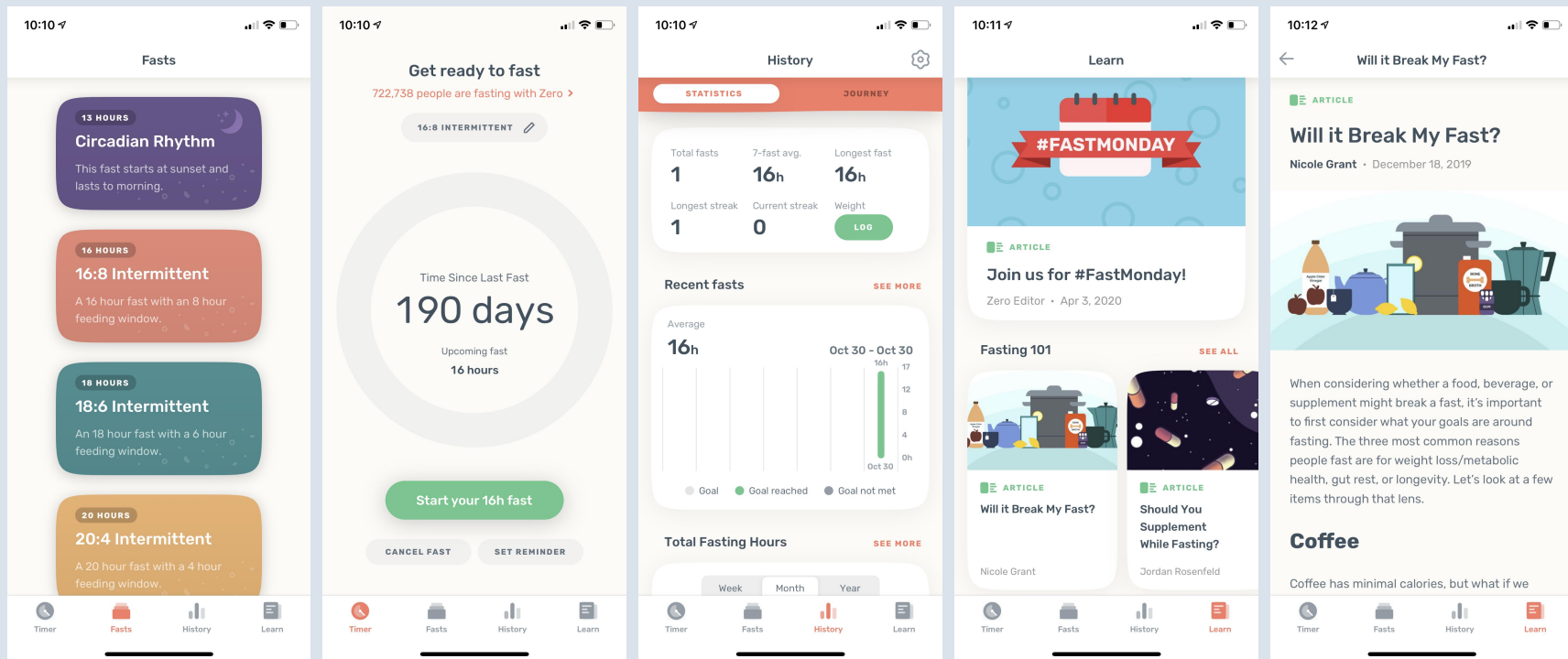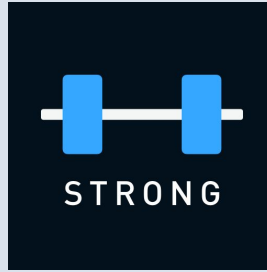
Overall UX

Overall experience of Zero is well-structured. It's an honest app, focused on one primary goal. Navigating between screens is easy with the bottom tab bar and the cards display information in a clean way.

Key Screens

5.

Strong

Train smarter, get results

Overall Brand

Overall brand feels very minimal and unobtrusive. The exercise images and videos are successful because they show the user how to do the exercise quickly without having to watch an in-depth video.

Color Palette

The Strong palette is rather bland besides the striking bright blue. This blue is used all over the app for icons and text. Other than that, Strong uses blacks and light grays for other text.

Type Choice

It looks like Strong is using the San Francisco fonts by Apple. They're using various weights. Headers get bold treatment and there's some use of small caps in the app.

Imagery

The only imagery found in Strong is in the "Exercises" section. The images or videos depict a model/figure doing the exercise and highlights the muscle that exercise is targeting in red.

Layout

Strong uses a bottom tab bar navigation, cards, graphs, and lists. There are also small buttons that look like tabs in the Exercise section for filtering exercises.

Message

Weight lifting can be a daunting task. That's why I think Strong's message is to make weight lifting easier by introducing a structured, organized approach.

Content

Content is mixed. Some of the instructional information on how to do the exercises is confusing. However, content follows a systematic approach, which relates back to the brand.

Voice

Relevant to each exercise. I think the voice is structured and systematic. It outlines the important steps in each exercise.

Tone

The tone in Strong feels a bit robotic. The outlined steps for each exercise contain unfinished sentences. This is not necessarily a bad thing, as I think Strong did this to keep things concise.

Brand Alignment

The content fits with the neutral vibe of Strong's brand. It is direct, simple and informative. It can be hard to explain an exercise and Strong does a good job at outlining the essential steps.

User Journey

Strong doesn't have an exciting user journey. The user signs up and from here, it's up to them to make workout routines, although Strong does provide some sample ones.

Features

Track your weight lifting progress and visualize it with graphs, see your personal records, build routines, track body measurements, set rest timers.
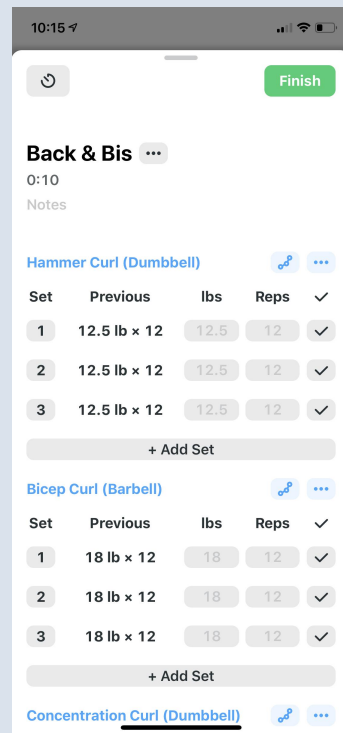
Functionalities

I think one of Strong's main functionalities is the customization a user can add to their routines. They can specify if they want a weight lifting set to be a "Drop Set" or a "Super Set." They can also add little notes to remind them about form or other stuff. Besides this, the analytics tracking is possibly Strong's best feature.

CTAs

The bright blue color is used to "Start An Empty Workout." That's the only noticeable CTA. Otherwise, the blue is used for other buttons but the opacity is adjusted.
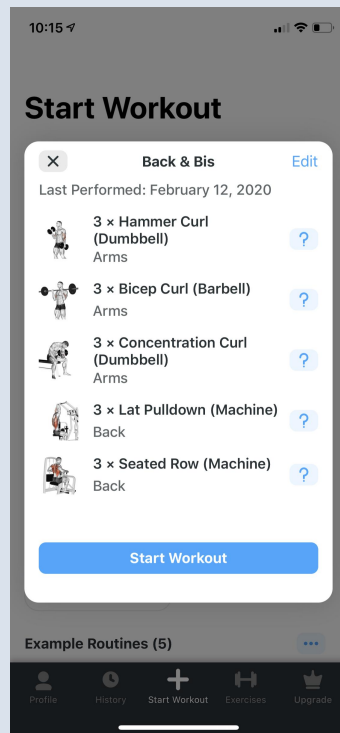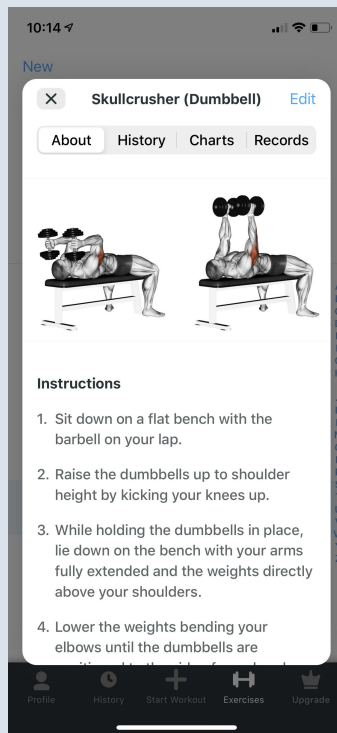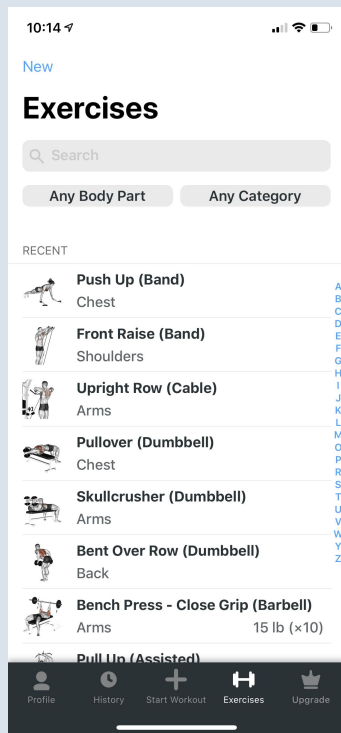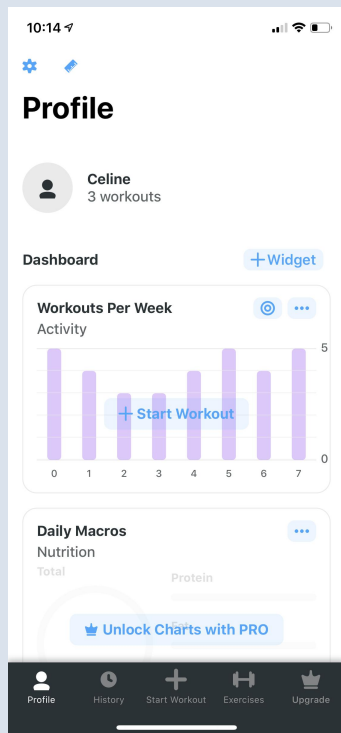
Overall UX

Strong really shines with its analytics and progress-tracking features. Once the user creates workout plans, Strong becomes easier to use. The overall UX is smooth and fast. My only complaint is the interface can get cluttered with all of the information from a workout.

Key Screens

Affinity Diagram

Grouping Data From All Competitors

Affinity Diagram (Trello)

Trello Board

Summary

An Analysis of Affinity Diagram Data

Summary/Patterns

- All of the competitors used sans-serif fonts. Most of them bolded headers and used small caps or regular caps to help with visual hierarchy.

- All of the competitors had one definitive accent color (mainly for CTAs) and then used grays and blacks to display information

- The more nutrition-focused apps had more of a fun, playful vibe while the more exercise-oriented apps had more of a professional, minimal, and sharp aesthetic.

- All of the competitors used bottom tab bars (and top tab bars in some way) and horizontal card/image carousels

Summary/Patterns

- All of the competitors had the similar goals of making daunting tasks more approachable.

- Linking fitness devices to each app was a common feature.

- Every app had some sort of achievement/award/badge system to encourage the user.

- Every app had some sort of planning feature where you could either build your own routine or select an already-built one.

- The fitness apps all had instructional videos/details on how to do the exercises

- The nutrition apps emphasized playful, fun, and flat imagery whereas the fitness apps had more realistic imagery.

Relation to Our User

Our user is looking for a fitness solution that's personalized for specific health conditions and individual preferences. The patterns in these brands relate to our user because:

- She needs something to hold her accountable – fitness is a daunting task. The apps analyzed aimed to make it more approachable, fun, and rewarding.

- She's looking for a workout plan that fits her lifestyle – planning was a prominent feature in most of the apps that were reviewed.

- She's motivated to find new classes – the fitness apps analyzed had features such as "Recommended For You." They learn your interests and behaviors over time.

Goals & Takeaways

Opportunities For Our Fitness App

Goals/Takeaways

- None of the apps combined BOTH nutrition and fitness in a cohesive manner

- None of the fitness apps took into account a user's pre-existing health conditions and there wasn't much content directed toward this target audience

- The fitness apps took a very muted approach to colors, only having the CTAs stand out. This presents an opportunity in terms of diversifying our color palette and brand.

- Most of the apps were all over the place when it came to user flow. If our user needs a workout plan for her diagnosis, how can we allow her to experience an organized user flow so she's not just clicking on random workouts instead?

Goals/Takeaways

- In terms of UX, all competitors used similar IA and IxD patterns such as image carousels, cards, and bottom/top tab bars. This presents an opportunity for us to differentiate our app and challenge ourselves by thinking of creative ways to approach the design.