

# Competitive Analysis

I set out to find out who was already doing a decent job of solving the problem, and who already held the market space. While a lot of websites and apps are in the expert advice market (Superfy, Chegg, Fibler.com, Quora, Fixya.com, etc) there are only two who filled the entire area of comprehensive *instant* expert advice ...





# 6ya

## 01 Competitor Profile

### Key Objectives:

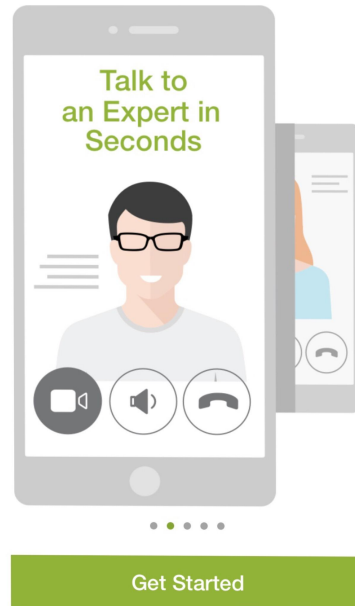
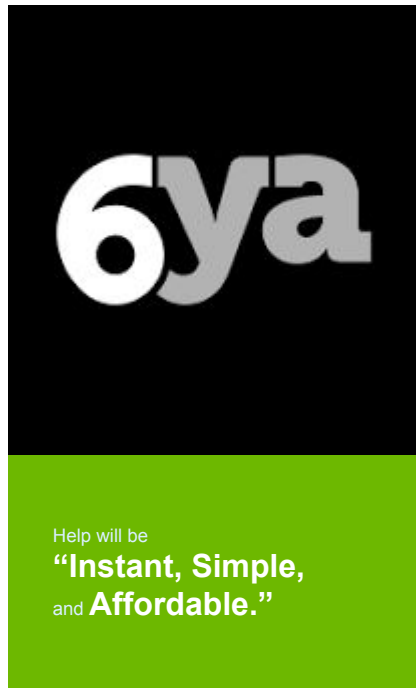
Provide instant expert help over the phone (video or audio).

### Overall Strategy:

Redefine the way people get help for the things they own. No more tech support, no more customer service. Pay per call ~\$8 for 5 minutes, Subscription based service available from the website.

### Market Advantage:

Recognized name, strong foundation built in Tech, 2 taps to get to an expert, no writing, just button, category, call, for all of your life.



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6ya

## 02 Marketing Profile & SWOT

### Current Marketing Strategies:

- "Don't waste time searching for answers... Talk to a Professional who can help over the phone"
- 50% of their website traffic comes from displayed ads from "pissedconsumer"; 17% referrals from fixya.com

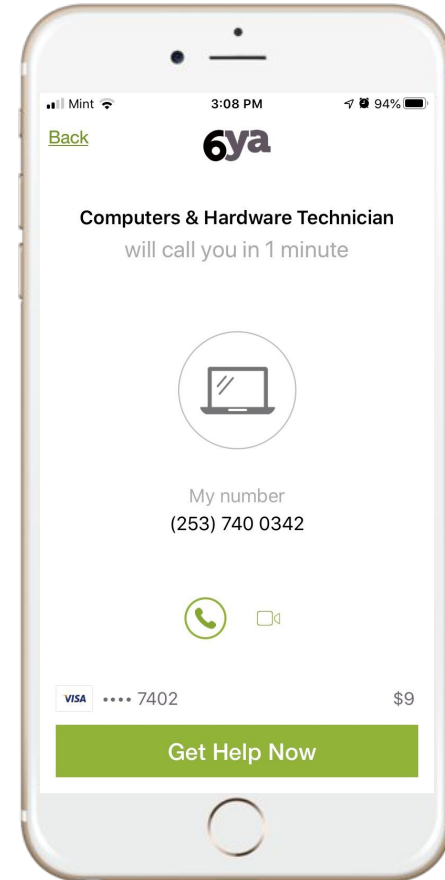
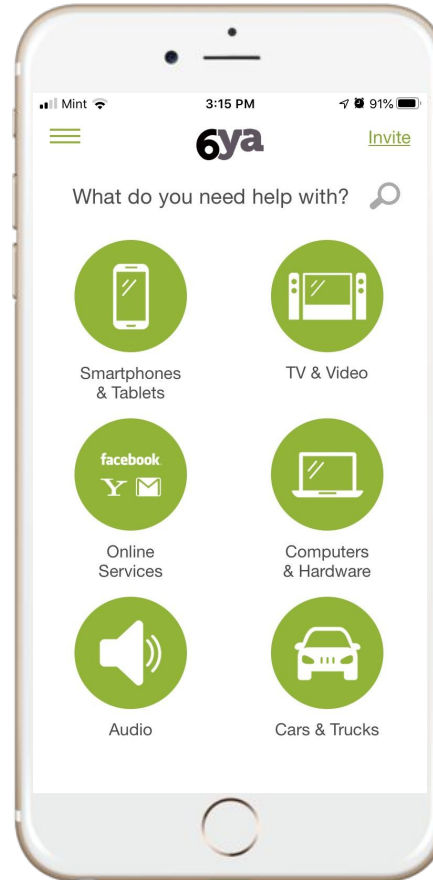
### SWOT:

**Strengths:** One task mobile app connecting you in 30 seconds. One call price for less than subscription at competitors. UI not cluttered, but simple on mobile.

**Weaknesses:** 1 price per call is expensive starting point. No choice in the expert. Experts are not prepared in advance.

**Opportunities:** Introductory call. Per minute pricing. Expert Profile information. Seamless compatibility

**Threats:** Legal ramifications of legal, medical, financial, etc advice. Not enough experts. Other Apps who specialize SME



## 6ya

### 03 UX Analysis

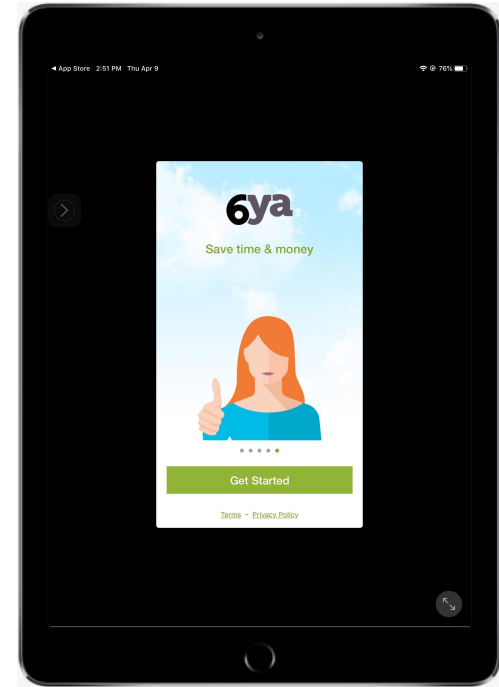
Usability, and Layout are well designed and intuitive. Most functions are easy to find except “See More” categories (see left example previous page).

Card Sorting has created a frictionless set of categories and sub categories of topics to receive help with.

Lack of compatibility tablet and to the desktop prevents you from really using it beyond mobile, since it is call based.

#### General Impressions and Differentiation:

- The interface and app seem limited, I want to find out more about the experts, I want to find out who I was just talking to, rate them and give feedback.
- Telling me to check my wifi signal when it was low before trying a video call was a nice touch to the EXCEPTIONAL functionality of the app.
- Layout and whitespace and buttons seem clinical UX/UI combo design.
- Become an Expert in the Menu is a nice place for it. Hidden from frantic users, but there if you are in the app enough. Probably would be a good to put it after a completed call as a user too!





# JustAnswer

## 01 Competitor Profile

### Key Objectives:

Ask any question, get connected to an expert in minutes via chat, in the end save time and money

### Overall Strategy:

Back and forth over chat, allows for continued help until satisfied. Have a big enough legal department to cover the government regulated items like legal, medical, financial, psychiatry.

### Market Advantage:

Limited Expert Profile, free second opinions, 24/7 chat, government regulated topics



"Your Personal Mechanic riding shotgun"

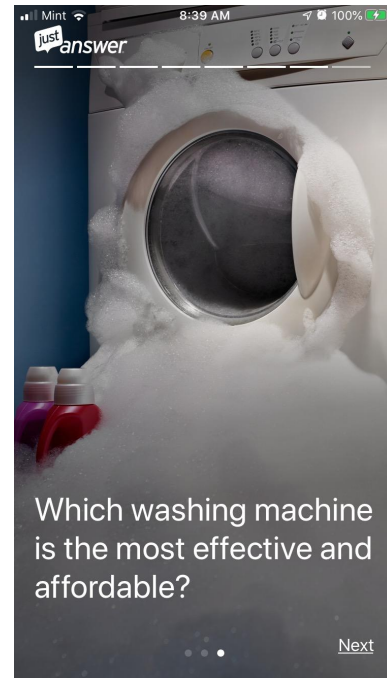
"On call doctors without the wait"

"Connect with a vet in minutes even at night"

"Your computer guru when your hard drive fails"

"Your very own antiques dealer, at every tag sale"

"Family lawyers, minus the hourly rate"



## Just Answer

### 02 Marketing Profile & SWOT

#### Current Marketing Strategies:

- High search ranking (push) #1,648
- 82% web traffic comes via search
- They have strong SEO, 80% of search is organic
- Instant help, even though chat based.

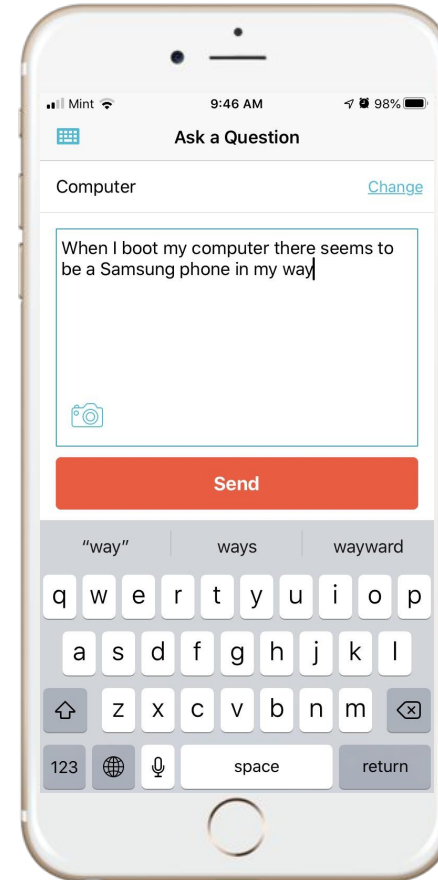
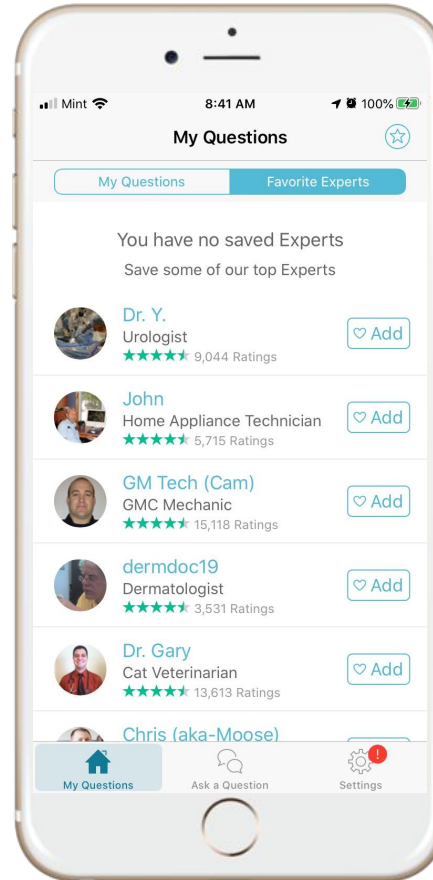
#### SWOT:

**Strengths:** Shows how many are online, who the expert is. Good Desktop interface and intro. Chat allows for detailed question and written detailed response. Photo attachments.

**Weaknesses:** Expensive \$28 per mo. Cannot change question after submission. Not overtly emergency based. Chat doesn't update. Pro "experts" sitting at a computer.

**Opportunities:** Design mobile first, monthly cost, no video, No easy way to become an expert

**Threats:** Functioning mobile apps. Cheaper help. Video phone based service.



## Just Answer

### 03 UX Analysis

Usability is somewhat hampered by the tediousness of typing details, when video or phone would be faster.

Very first Intro Screen is question entering field. But the response and sign up seems a bit long, and when their chat doesn't work... friction.

Based on your question, the app makes a suggestion on what type of expert you will need.

All platforms responsive, but functionality and reliability on mobile chat is problematic. Chat doesn't update.

#### General Impressions and Differentiation:

- They have a very diverse and comprehensive set of experts, including the big tickets (tax, legal, medical, financial).
- Strong Website side for people sitting down searching on google, where people will probably first encounter them
- Their Experts are rated (but not on mobile)
- Social Media inclusion to promote expert or experience.
- Easy to scan my credit card feature, but too expensive for my user experience on mobile

The screenshot displays the Just Answer website interface. At the top, there are navigation links for "My Questions", "My Account", and "Contact Us". The Just Answer logo is prominently displayed. Below the header, a promotional banner encourages users to take advantage of their trial membership by asking more questions in 150+ categories, including for family and friends. The main section is titled "My Questions" and lists two completed questions. The first question, by ABDULRAMEESH PUTHANP (Tech Support Specialist), asks "Can I turn my old Samsung Nexus into a USB connected external Web...". The second question, by DanLegal (Lawyer), asks "Should I be concerned about getting an entry level job in a few m...". Each question entry includes the expert's profile picture, name, title, and a "You rated" star icon. Below each question, there are buttons for "Add to Favorites", "Ask me a new question", and "Write a review".