

## 1. Competitive audit goal(s)

Compare the marketing done by each therapist of his/her qualification

## 2. Who are your key competitors? (Description)

Our key competitors are (different names have been used than the original):

Your Companion: They have many therapists on board wherein the user can choose to consult one. They offer individual and group sessions as well, and their prices are less. They are famous for more care at less pricing

Helpers: They pride on the group familial care and attention they give. It's a single therapist platform, but they are famous for the extreme care they provide, and the friendliness their atmosphere provides. All testimonies were positive, and they also have VIP Status.

Therapy on touch: They are a multitudinal organization, with every other type of care also available. Although their psychology department is a one man army. They too, offer individual and group sessions.

One of a kind: They pride on giving individual care, and their target audience is university students. Due to individual sessions being given to university students, it makes the pool they are catering to, very narrow, hence allowing them to go deep, and better their service.

## 3. What are the type and quality of competitors' products? (Description)

Your Companion: Website and application is friendly, and although due to an Information overload, it is overwhelming in places, making it difficult to be very engaging, the navigation and information tracking is difficult. It is responsive, and not very accessible since Website is only available in English, Images are not labelled, and Font is illegible in some places, with cluttered content and pages that do not properly open.

Helpers: Website and Application has Clear information, engaging animations and clear branding. These animations, enable the user to gather and remember information much more easily, and give them the feeling of virtual presence. These animations on every screen, explain about the purpose of the website/app. There are certain information clusters, but they are not opening

Therapy on touch: On the website and app, it is easy to navigate and find information, but there is a lot of information in the navigation bar, without no information grouping. Users need to download

credentials, instead of a simple pop-up, but the Selection doesn't happen instantly, lots of counter-questions asked. A lot of the information to be inputted by user is compulsory, with too many personal/invasive questions. Website is available in two languages, with illegible font.

One of a kind: Website and application has clear information placement, with irrelevant information clubbed together and no proper navigation. It is Fully responsive but hard to comprehend all the information. Details open using pop-up, for which open on click is instant. The interface asks for basic user information and courtesy questions, when moving from one page to another, to simulate real-life conditions, like, while going from one counter to another. Website only available in English and everything is uploaded as clickable images, which have no labels, therefore no speakable content is seen on the screen. Even the Pop-up information is not readable, through speakable tech.

#### **4. How do competitors position themselves in the market?** (Description)

Your Companion: They cater to “Everyone” trying to create an inclusive service. They are the perfect example of a traditional Documentation for referring, and presence of extra medical attention. There is no particular attempt to promote brand loyalty

Helpers: They cater to “Families” trying to create a comfortable environment for the entire family to grow together and mend fences. They also offer home sessions, which make them lucrative, since the patient will be in a familiar environment.

Therapy on Touch: They cater to “Couples” trying to focus on this relation alone. But in trying to gauge the relationship, a lot of personal information is asked of. The information asked of the user is compulsory, so there is no option of discreteness, if you want to use the service.

One of a kind: They pride on giving individual care, and their target audience is university students. Due to individual sessions being given to university students, it makes the pool they are catering to, very narrow, hence allowing them to go deep, and better their service.

#### **5. How do competitors talk about themselves?** (Description)

Your companion: “With everyone, for everyone” (caters to everyone, to create a feeling of inclusion)

Helpers: “Keep you together.... always” (mend fences between families)

Therapy on Touch: “We have our actions coupled” (helping couples overcome marital challenges)

One of a kind: “We haven’t forgotten you, and your problems aren’t minor” (helping university students battle with stress, peer and parental pressure)

## 6. Competitors’ strengths (List)

Your Companion:

- Welcoming website
- Fully responsive
- Easy to comprehend
- Create account to gain more information

Helpers:

- Engaging animation
- Close to real-world experience
- Clear branding
- Responsive

Therapy on touch:

- Easy to navigate and find information
- Available in two languages
- Have an information panel
- Easy to spot search bar
- Essential Filters

One of a Kind:

- Fully Responsive
- Details shown using pop-up
- Good clickable content
- Ask only relevant information
- Ask user courtesy questions

## 7. Competitors’ weaknesses (List)

#### Your Companion:

- Too much ungrouped information
- Accessibility is weak
- Navigation is difficult

#### Helpers:

- Only available in English
- No Speakable content
- Difficult to engage

#### Therapy on Touch:

- Information is scattered
- Not Very Responsive
- Downloading required to view essential credentials
- Many re-directs

#### One of a kind:

- Only available in English
- Difficult to navigate
- Some elements have shadow, but not clickable
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## 8. Gaps (List)

- Competitors do not provide second opinions
- Competitors do not involve trusted personal entities
- Competitors do not provide for an interactive progress maintenance
- Competitors do not have outside sessions assistance
- Competitors do not provide for a first impression session to get familiar before booking an appointment

## 9. Opportunities (List)

- Add engaging animations
- Make the experience more reality strewn
- Add a create account feature
- Make a small chat room, for members
- Emphasize on the importance of second opinions and trust before choosing