

Comparative Analysis

YOGA SLACKERS APP

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Gibbon



Alo Moves



Asana Rebel



Keelo



Yoga International



GIBBON SLACKLINE APP

<https://www.gibbon-slacklines.com/en/>

COMPETITOR PROFILE

Overview

Currently the **Gibbon Slackline app** is the only app in the market focusing on slacklining. Slacklining is a relatively new sport, having been an extreme activity for the most part exclusive to can elite niche of climbers. Gibbon was one of the first manufacturers to begin to manufacture high quality and simple to set up slacklines that could be used by average people..

Key Objectives

Gibbon sells a large variety of slackline products: easy to setup slackline sets, frames, trickline modules, apparel & slackline accessories. Although they encourage other forms of slacklining, their main focus is tricklining, which is the practice of using a slackline like a trampoline to bounce and do aerial maneuvers, which has become a unique culture. Gibbon sponsors a tricklining team and encourages community with events & competitions. Currently the **Gibbon slackline app** is one of many ways the company uses to promote the Gibbon brand, sell their products and connect with users.

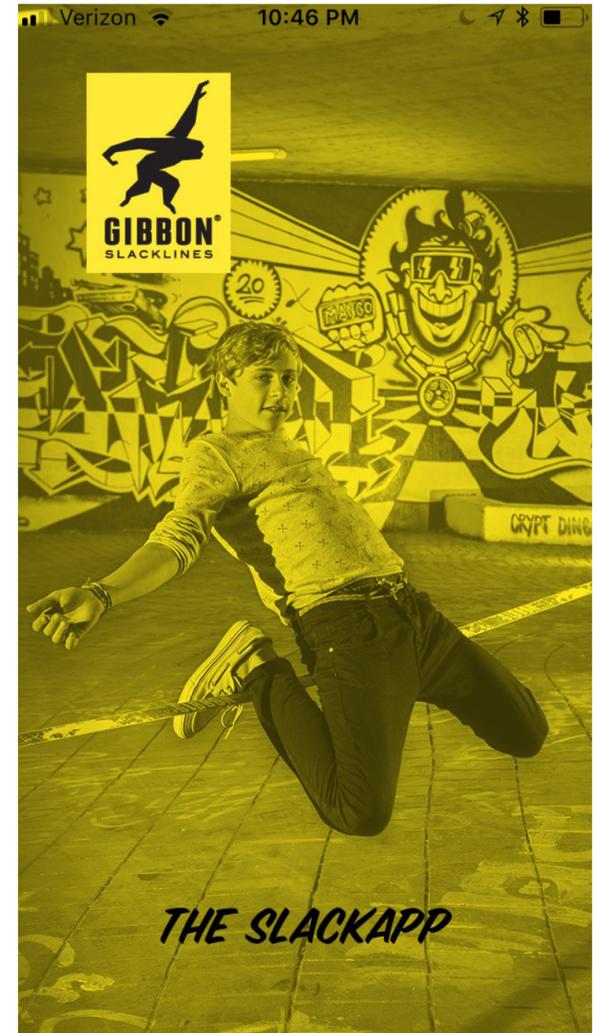
- + Enables anyone regardless of balance skills to enjoy & learn slacklining
- + Provides tutorials written by with therapy expert coaches to help fitness train in combination with user's skills
- + Encourages community & socialization by integration with facebook group

Overall Strategy

Right now as Gibbon is the only app focused on slacklining at all, there isn't any differentiation for the brand, because in the app arena, currently they have no competitors. The app is basically an extension of the existing Gibbon brand, and really seems to just be another product they have created to promote their products & global community.

Within the slackline product market as a whole, Gibbon is beyond doubt definitely one of the leaders, as they sponsor events and a team, and have even created the Gibbon Slackline park in Santa Monica which is home to many of the greatest trickliners in the world. Gibbon has created a culture and the app reflects that positioning.

However, with all this going for it, the **Gibbon slackline app** maintains a 2.1 star rating in the App store out of 9 overall ratings.





Overall Strategy | continued

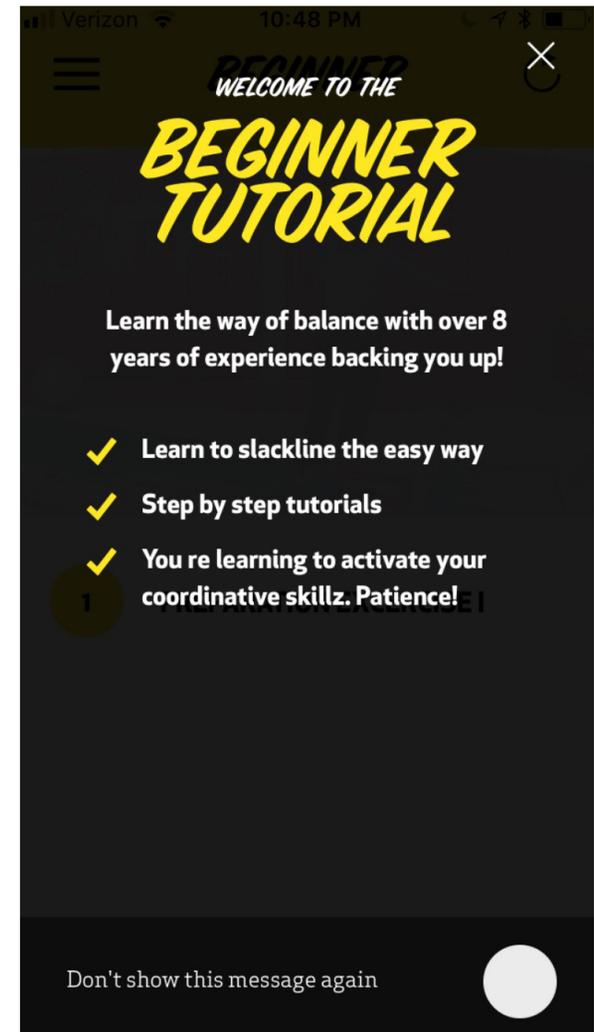
- ✦ As Gibbon is the only app in the market, it appears that beyond the mechanics of initially creating the app, they have really not focused on keeping it current, making sure it continues to function well, and provide users with information they need in a reliable way.
- ✦ The app stalls constantly, crashes and is super slow, even just to load the splash page.
- ✦ Videos do not seem to be available in the app or outside of it. When clicked on in the app, they do not play. I receive a message that states the video is available offline, but I am given no information about how to then access it. Its not in my photo/video library, so I have no idea if the video downloaded or not, which is annoying.
- ✦ Because the videos do not work, the tutorials are almost useless. Its good to have some pictures, and a text description of instructions, but for movement, video is imperative.
- ✦ The community page seems to basically just be links to Gibbons posts on facebook & youtube. This is ok, but the interface is boring and visually unappealing, so it just doesn't keep my interest. No reason to use the app for this, I'll just follow them on facebook instead.
- ✦ Its unfortunate, because the idea of this app is great, but it just doesn't function, so its almost completely useless.

Market Advantage

So, since its the only app, of course its the only one that shows up for potential users. So as they have no competition, it doesn't seem like Gibbon is really focused on the success of the app itself and is just relying upon their overall popularity as a leading brand in slack culture.

The rating is terrible, 2.1 star rating in the App store out of 9 overall ratings. Almost every review basically reflects my own experience with the app, that the idea for the app was really cool, and I'd love to use it, but the functionality just isn't there, and its unreliable, so I'll just search for random tutorials on youtube instead.

Its unfortunate because it could be such a great learning tool, but just doesn't seem that Gibbon is interested in fixing the app, as based on the ratings it looks like it has had problems since it began. It appears that their focus is elsewhere, and maybe they just keep it because it looks cool to have an app (although it doesn't really work!)





GIBBON SLACKLINE APP

<https://www.gibbon-slacklines.com/en/>

COMPETITOR PROFILE

Market Advantage

Starting in 2007, Gibbon Slacklines sells a large variety of slackline products: easy to setup slackline sets, frames, trickline modules, apparel & slackline accessories. They started as a small circle of friends passionate about slacklining and have bloomed into a huge global community.

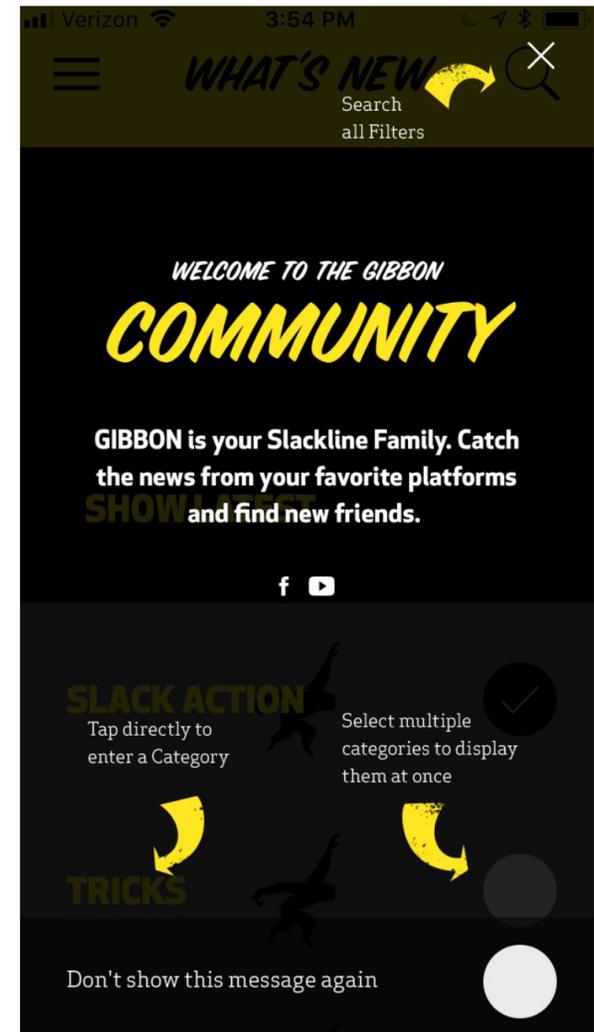
Although they encourage other forms of slacklining, Gibbon's main focus is tricklining, which is the practice of using a slackline like a trampoline to bounce and do aerial maneuvers, which has become a unique culture.

Gibbon sponsors an amazing tricklining team and has created and encouraged an extremely active community with events & competitions. They celebrate and promote the sport with the Slackline World Championship and the Slackline World Cup.

Gibbon is a fairly big company & has a large website which promotes their products, the team, events, community, partners and store locators. They are active on facebook, but barely use their youtube & instagam accounts. Their products are sold in many stores and online.

Bottom line

- + Currently Gibbon holds a huge chunk of the slackline market, especially with trickliners due to the company's promotion of slacklining culture and the slack lifestyle.
- + Although maintaining a huge focus is on tricklining, Gibbon is committed to making slacklining accessible for everyone by creating easy to use slackline products & setups for people new to the sport
- + Basically the only slacklining app out there right now





SWOT Profile

Strengths	Opportunities
<ul style="list-style-type: none">➤ Great idea and features would be really cool if the app actually functioned in the way it was intended & designed➤ The Gibbon brand has a strong following & active community which is very appealing to people entering the sport➤ As the brand is very well-known, the app has possibilities for a high degree of exposure	<ul style="list-style-type: none">➤ To create a more reliable app that offers similar features but is reliable, performs as intended, has clear navigation and a more appealing visual interface➤ Smoother integration with social media such as instagram & facebook to increase exposure and app awareness
Weaknesses	Threats
<ul style="list-style-type: none">➤ App is slow and crashes constantly - poor functionality➤ Navigation is confusing at times as the back button doesn't work properly➤ Room for improvement in overall application of UX	<ul style="list-style-type: none">➤ No other apps exist currently➤ People seeking to learn slacklining now can check out instagram, youtube, facebook and live workshops & trainings from influencers in the slackline community



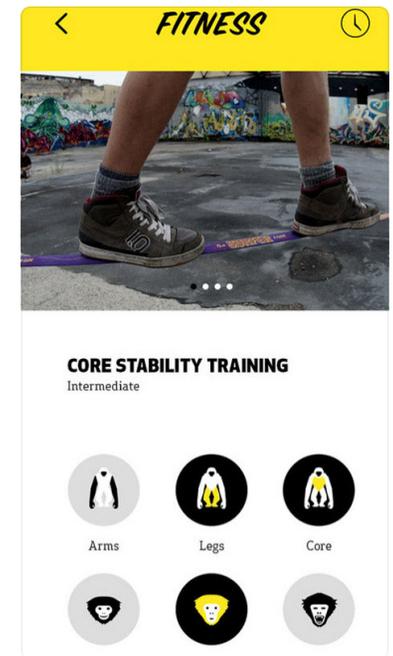
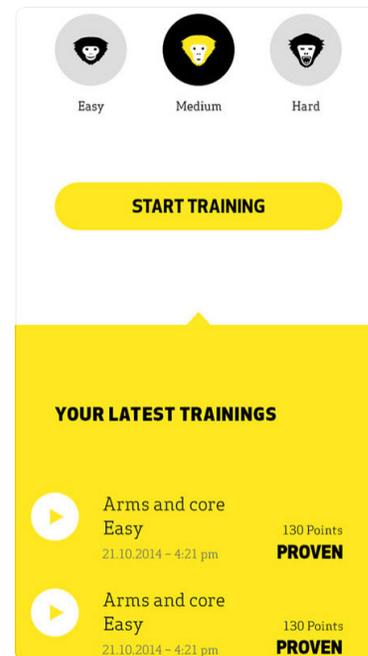
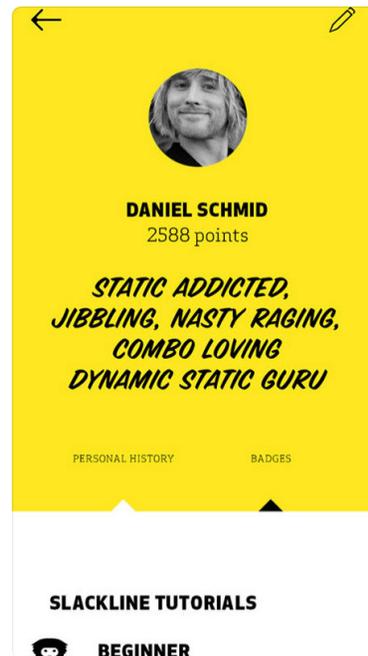
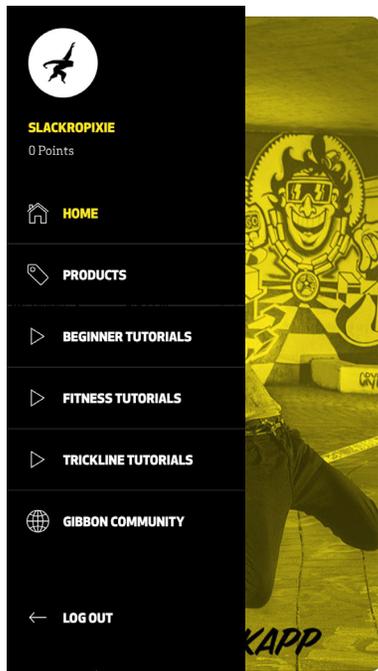
UX Analysis

Usability

- ✦ Main menu is pretty straightforward with useful features. Things seem to be okay when you begin to click through to the tutorials, but then videos do not load, screen remains black. I try to download them & receive a statement that says it is available offline, but no info on where or how to find it. I did a search through my images/videos, but have no idea how to find it and if it even did download. Annoying & even worse, makes this crucial feature useless.
- ✦ Some areas the back button doesn't work well, tosses me back to main navigation, so I have to reset everytime I am trying to do a task.
- ✦ There are spelling mistakes & typos in many places, combined with awkward padding results in an unfinished look.

Layout

- ✦ Awkward padding, inconsistent spacing make flow a bit confusing. Titles of images & videos are not visually linked well, so sometimes I am not sure if a title refers to the image above or below. Especially confusing when scrolling down on a page.
- ✦ The gibbon mascot is appealing and promotes brand consistency. Appears in several places within the interface. Works well with the muscle group selection options
- ✦ When first open the app there are several images which correspond to the different navigation elements. Its a cool idea, but there is no consistency whatsoever in the images. They are all over the place with color, coaches, fonts and layout.





UX Analysis

Navigation Structure

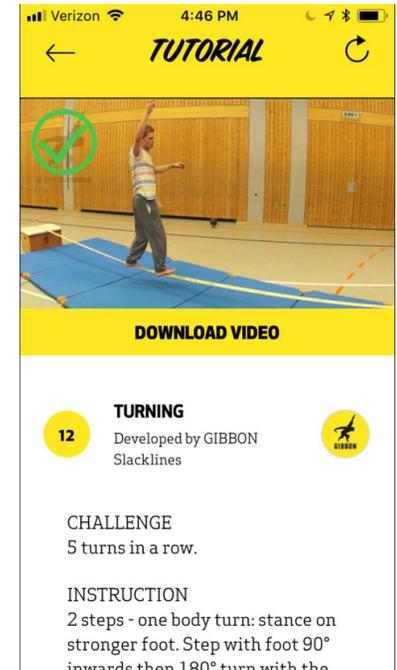
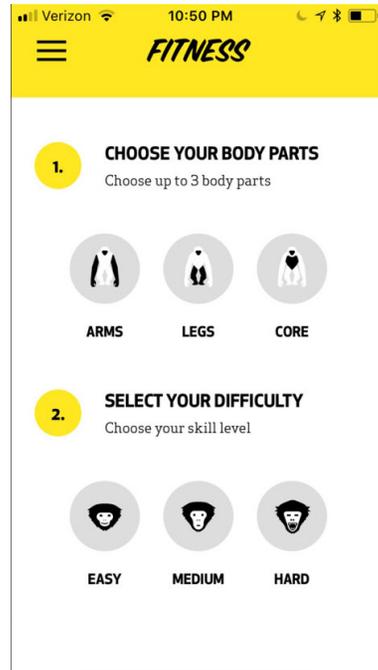
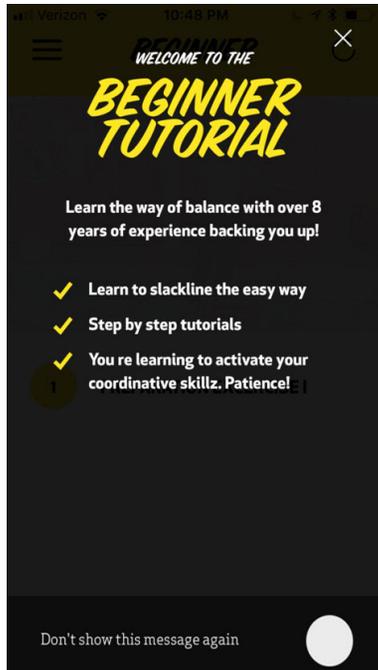
- ✦ Main menu is pretty straightforward with the core app features. Basic & simple with the main functions: Products, Beginner Tutorials, Fitness Tutorials, Trickline Tutorials & Community.
- ✦ However, when you move deeper into the app there is room for improvement with clearer identification of where you are in the tutorials and also the display of the teaching materials: an image, textual description of learning the move, and the video.
- ✦ In the community section, the layout is pretty boring as its just black times roman font on white background and a small fb icon to show that the description is from facebook. Sometimes there is an image, sometimes not.

Compatibility

- ✦ Currently only available on the App Store for iOS devices

Calls to Action

- ✦ The first section of the navigation menu is devoted to the products Gibbon sells. This part of the menu works well, user is immediately taken to browse products, learn about them, get technical specs and easily find a store to buy them.
- ✦ Signup/login process was smooth and easy, although a couple of the reviewers noted having problems with this.

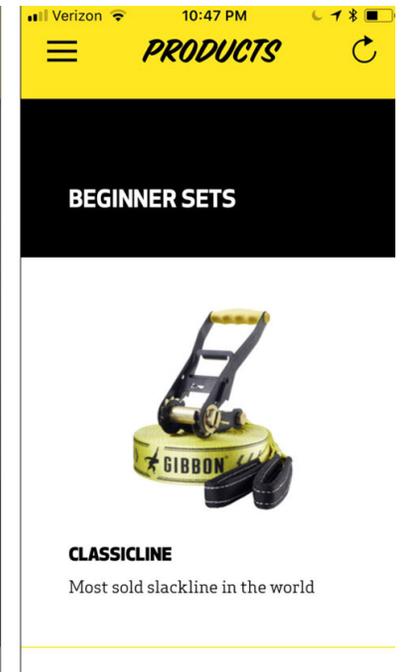
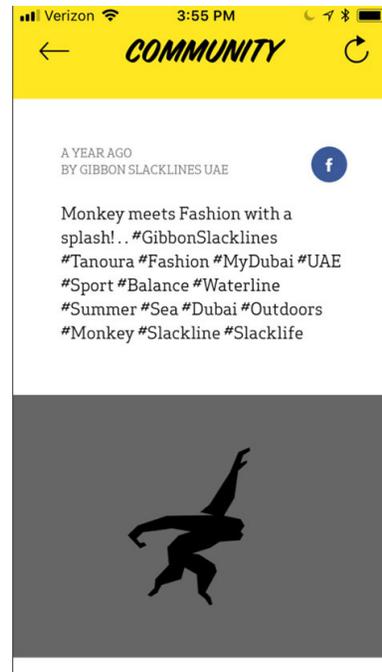
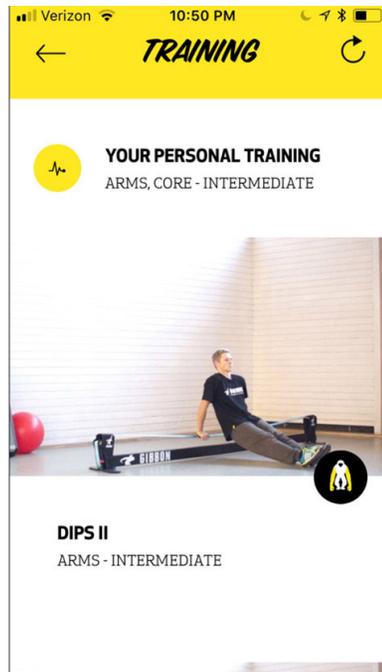
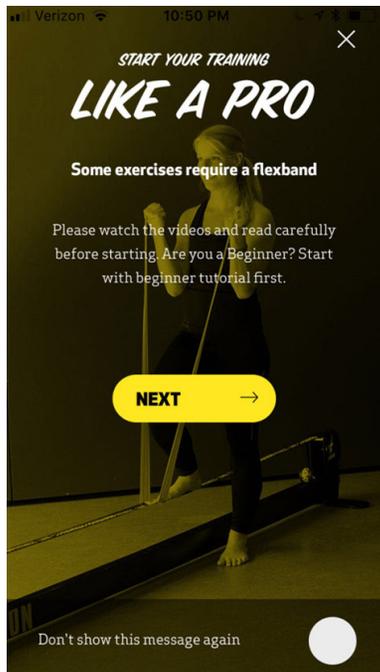




UX Analysis

Differentiation

- ✦ So basically as the **Gibbon slacker app** is the only one out there right now, its really the only barometer to measure against. It sports the crucial features for a fitness learning app, but there is alot of room for improvement.
 - ✦ The first critical thing would be to make the app reliable and function as expected.
 - ✦ The visual look & feel of the interface could be much more thoughtfully integrated with regards to fonts, padding, and visual connections between the type & imagery
 - ✦ A progress feature is a very rich part of a fitness app, and that is barely touched upon here. There is only a place to upload a video, for proof that you did a particular exercise.
- ✦ The Gibbon app only provides a textual description of how to do the skills and a video demo. The added functionality of being able to chat directly with a coach to get help on challenging moves and tips for progress would be great. For an additional fee, there could be a way to schedule video calls for more detailed & personalized coaching.
 - ✦ The community features of the Gibbon app basically only feeds the user news about Gibbon on facebook and youtube. It would be interesting to provide an additional social networking aspect to the app if users could create profiles that could be viewed by other users in addition to the coaches in order to share progress and connect with others.





Overview

Started in 2007 in LA, **Alo** has become a huge player in the commercial yoga world. Celebrities are well known for being photographed wearing Alo and many famous yogi influencers on social media are featured as teachers representing the Alo brand. Beginning with selling yoga clothing, Alo is now positioning the brand as a promoter of taking the consciousness from practice on the mat & putting it into the practice of life. The intention may sound good, but it also has the result of marketing yoga clothing as stylish streetwear, therefore increasing sales.

In addition to clothing, Alo has expanded into the sphere of yoga teaching with the creation of a mobile app, **Alo Moves**. In the past year Alo purchased the Cody app, which had previously been a small company which featured videos of yogi influencers and teachers. With the expansion, the teaching platform is now a resource of thousands of videos of workshops and single classes taught by many of the world’s most exceptional teachers. Power yoga, handstand workshops, meditation, vinyasa, etc. with new classes added regularly.

It is worth noting that this expansion has not been without conflict, as the basic philosophy of yoga collides with commercialization. There was a bitter disagreement with several extremely popular yoga teachers connected with Alo on social media earlier this year, notably Kino MacGregor. This conflict focused on this battle between spirituality & capitalism and a struggle to define what yoga means in contemporary times as the brand was severely accused of taking financial advantage of an independent yoga teacher.

Key Objectives

Getting a start with selling yoga clothing Alo now strives to be one of the leaders in the yoga scene by presenting its goals as “spreading mindful movement, inspiring wellness and creating community”.

AloMoves app is a big part of this effort as it enables Alo to “share the mission of bringing yoga to the world”.

Bottom line

- + Rapid growth into a large company selling yoga clothing intended for “studio - to - street”.
- + Provides a platform for exceptional yoga classes by world recognized yogi teachers
- + Provides a variety of classes at different levels to help provide structure for beginners to expert
- + Attempting to keep up to date with innovative features based on customer feedback





Overall Strategy

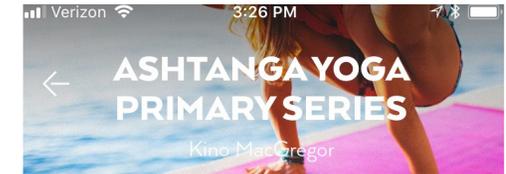
The **Alo** company culture is presented as a yoga lifestyle, with a solar-powered office, yoga at the studio, electric cars, office recycling etc. Alo is appealing to its customers by showing they are living the yoga lifestyle in every way possible so they can “share from a place that is real”.

Expanding extremely quickly over the past few years from selling clothing, Alo now promotes an entire lifestyle shown with beautifully shot photography and video of yoga influencers in all sorts of poses in breathtaking locations and destinations wearing Alo clothing. This is promoted through social media channels, a rich website and press publicity.

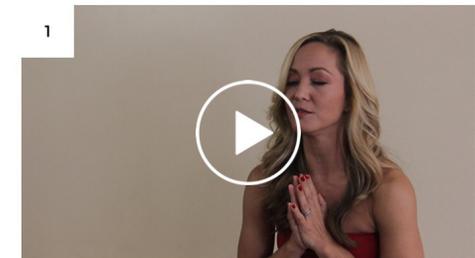
The **AloMoves** app is a natural extension of this approach by providing a way for the teachers to connect with users through the practice. Alo was able to immediately have access to a large resource of teachers & their recorded classes by merging with Cody app.

Bottom line

- + Alo is presented as extremely trendy, worn by celebrities & promoting a certain lifestyle
- + Alo has skyrocketed & become extremely popular within the yoga market in the past few years
- + The app provides thousands of videos from world renowned yoga teachers
- + Provides classes from beginner to expert to reach users on all levels
- + Free classes are also shared on YouTube to promote familiarity & identification with the brand
- + Not without conflict, there was a large argument on social media earlier this year due to the merger with the Cody App. Alo was accused of taking advantage of individual yoga teachers for financial gain. Many famous influencers took sides on social media and vocalized their concerns, in specific Kino MacGregor. This may have hurt Alo’s reputation, although at this time the company remains popular. A recent post on Kino’s blog indicates that this conflict may be resolved now.



OVERVIEW **CLASSES** COMMUNITY



OPENING MANTRA (5:48)
One important thing as you begin to practice Ashtanga Yoga is to learn the Opening Mant...





Market Advantage

The yoga market is rapidly becoming saturated with companies that design & sell clothing and are attempting to tap into the lifestyle which has become incredibly popular within the past decade.

Alo is attempting to position itself uniquely as creating the most technologically advanced clothing in the world and really integrating all parts of their company with consciousness and putting the practice into life. They implement sustainable practices & donate to introduce kids to yoga.

Alo has gained a tremendous advantage within the market of teaching videos and classes with the Cody app merger. Cody had already created a vast video resource of workshops & classes from talented well known yoga teachers. When Alo purchased Cody, it had immediate access to one of the largest collections of yoga training tutorials, in addition to all of the subscribers who had joined Cody. Combining this with the presence of Alo enabled them to gain a huge share of the market.

Bottom line

- + Huge resource of world class instructors & thousands of classes
- + Brings a celebrity appeal and rockstar type approach toward the yoga influencers

Marketing Profile

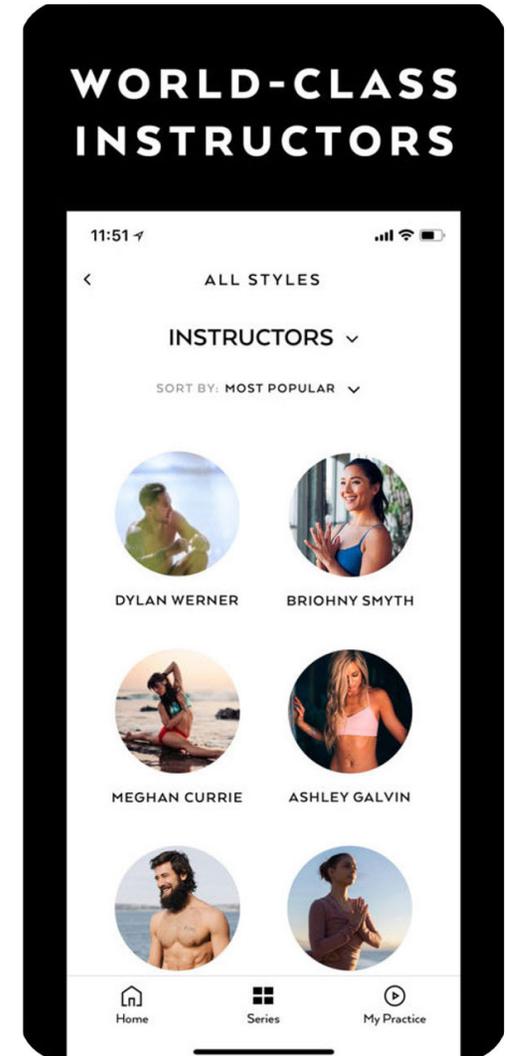
Alo now promotes an entire lifestyle shown with beautifully shot photography and videos of yoga influencers in all sorts of poses. The images are shot in breathtaking locations and destinations and the influencers wear Alo clothing. They are referred to as Alo Ambassadors.

Gorgeous images promte brand allegiance through social media channels, a rich website and press publicity.

In addition the Alo Ambassadors also promote the brand individually through all their social media channels. It is a massive effort and phenonomen. Alo is sold in stores worldwide and featured in Yoga magazines and all sorts of publications. In addition to the app, classes are also held in the flagship stores in LA & Manhattan.

Bottom line

- + Alo is massively promoted through a variety of channels, social media accounts, internet, stores, etc
- + App does not seem to have a huge following yet, but it only recently launched June 2018





SWOT Profile

Strengths	Opportunities
<ul style="list-style-type: none"> ✦ Stylish & well designed app ✦ Available on phone, tablet & desktop ✦ Thousands of classes & workshop series on variety of levels from beginner to expert ✦ Classes are coached by famous yoga influencers/ teachers 	<ul style="list-style-type: none"> ✦ Continue to add more classes & ambassadors ✦ Continue to try to smooth over the Cody blowout and increase the overall perception of Alo as embodying yogic philosophy and lifestyle
Weaknesses	Threats
<ul style="list-style-type: none"> ✦ A tenuous balance exists between the huge commercialization of the yoga practice and the philosophy of the practice itself, with possible blowback in social media conflicts & possible negative perception by community 	<ul style="list-style-type: none"> ✦ Sites such as Yoga International, Fitstar, Daily Yoga and numerous others ✦ The yoga market is huge now and still expanding, there are possibilities for new brands which do not carry the negative baggage from the Cody merger blowout



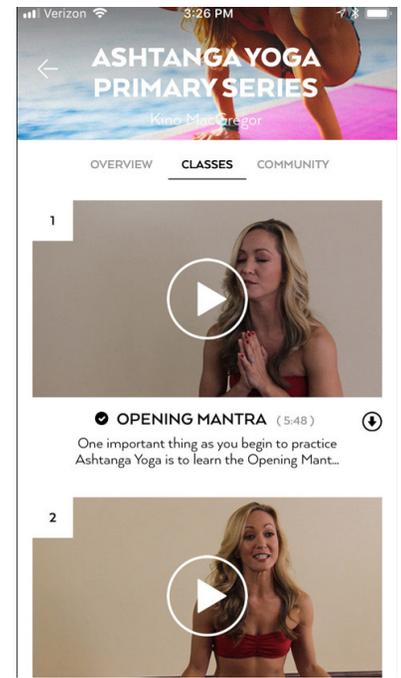
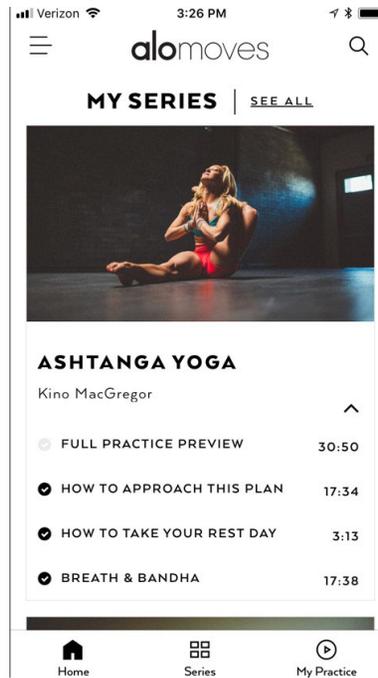
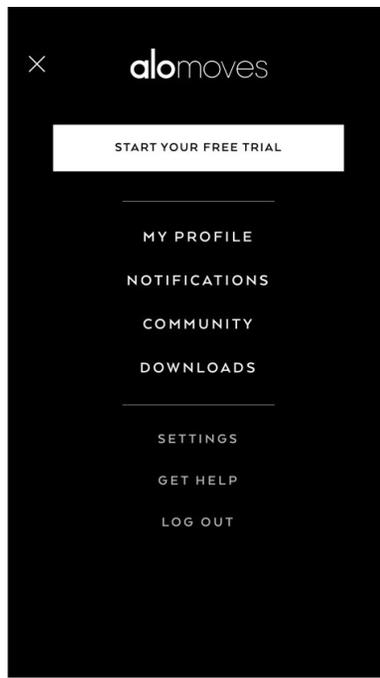
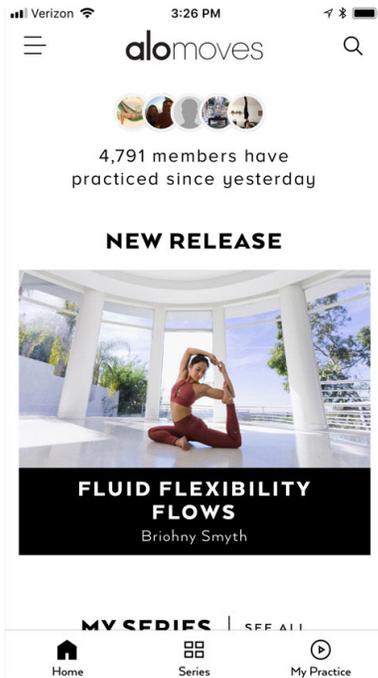
UX Analysis

Usability

- + This app is really great. I use it myself and like it very much. I used it when it was the Cody app and only available on my desktop & tablet. Its cool that its now on mobile, although I still like the tablet version best because its portable and I can still see the videos large enough. On the phone its a little harder to see everything.
- + Overall the app functions very well. Videos load quickly, are crisp images & shot well. Navigation is simple, direct & clear.
- + App is extremely easy to navigate and has all the features needed to watch great yoga tutorials, connect with a community with shared interests, and create a schedule for personal practice.

Layout

- + Elegant layout with simple black and white interface which really sets off the beautiful imagery & video material
- + Clean typography and well designed compositions make this app a pleasure to use and browse new learning materials.
- + Topics are well organized and follow a similar overall organizational design pattern so its very easy to immediately understand how to browse through the different teachers and yoga styles.
- + The information is presented with a clear hierarchical structure and its really effortless to move through this app





UX Analysis

Navigation Structure

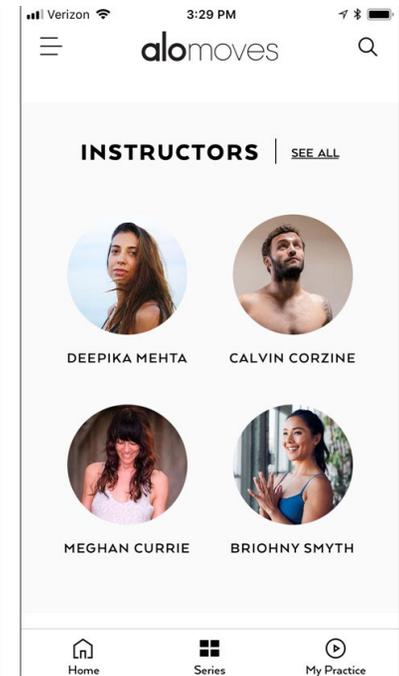
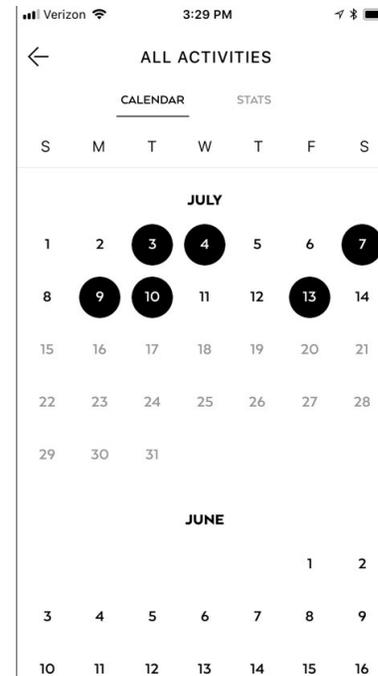
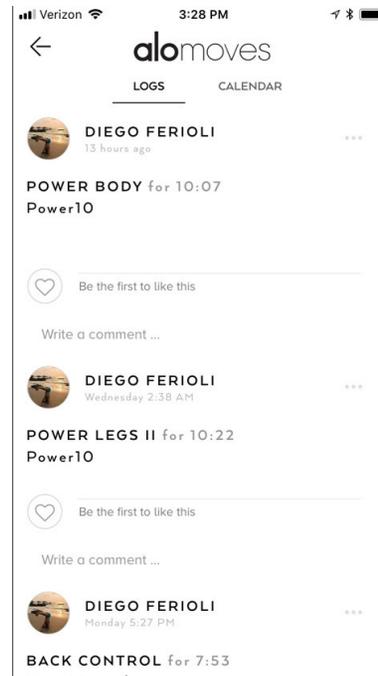
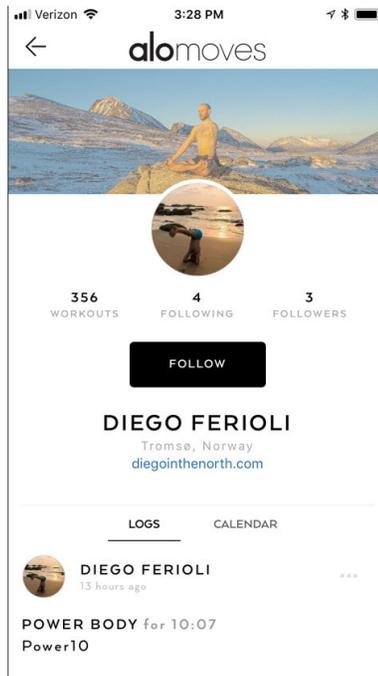
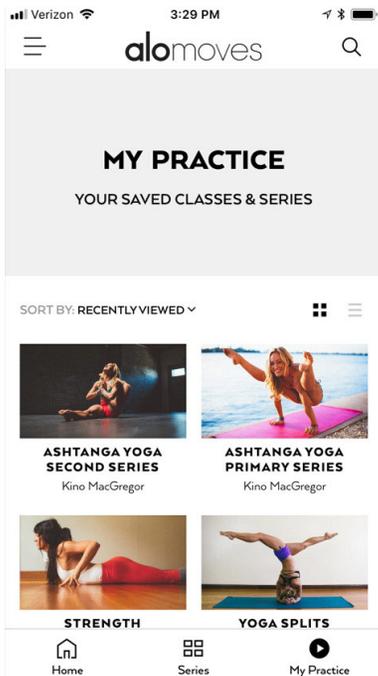
- + Navigation is very well organized. The menu on the bottom clearly presents the three core features of the app. Home takes me to a page which features a new release based on my preferences, the class I am currently working on and recommendations based on my history. The series page is basically the browse section for new classes, and then my practice contains my personal classes.
- + The side menu contains my profile, notifications, people I follow list, my downloads & settings. Options are clearly presented and its easy to get to everything.

Compatibility

- + Available for iPhone, Android, iPad & web

Calls to Action

- + All classes are available for a flat fee per month.
- + Alo offers a free trial for two weeks, after that its \$20 a month.
- + If you purchase clothing or accessories from Alo, you receive a free month.



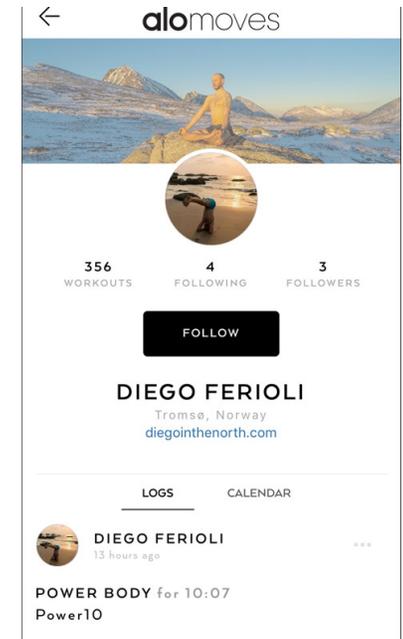
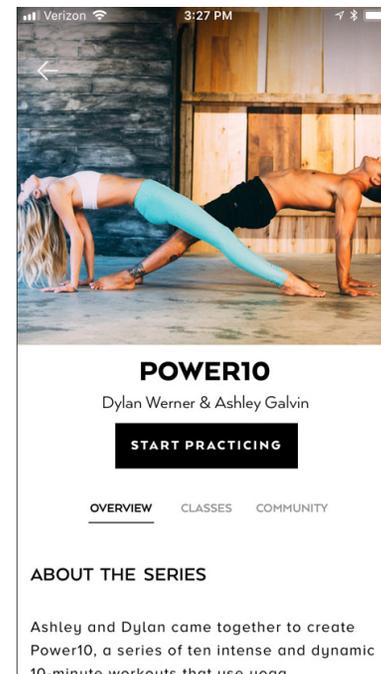
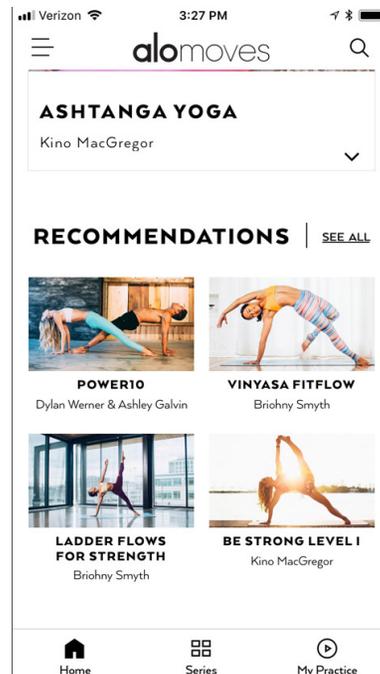
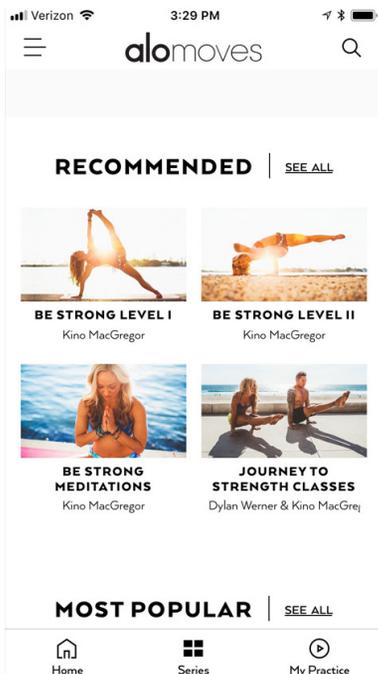


UX Analysis

Differentiation

- **AloMoves** is an interesting venture because although there are countless yoga apps in the market right now, Alo seems to have been the only company to offer clothing and classes, merging the two together as all the teachers (Ambassadors) wear Alo apparel in the classes and promote the brand on social media. It is an extremely shrewd move by Alo to position the company as a lifestyle brand.
- Previously Alo only sold clothing, and the way Alo was able to create this platform extremely quickly was to buy Cody app, a company that had been around for several years functioning as a platform for yoga tutorials by renowned teachers. Cody already had the existing infrastructure, teachers on board & client base. All Alo had to do was expand it.

- Currently the clothing aspect doesn't really affect my using the app, as I do not own any Alo clothing, or have plans to purchase any at the moment. However I do think that the combination of the video quality and the level of the featured teachers is among the best available right now for yoga enthusiasts.
- Alo is focusing hard to create the overall perception of the brand as embodying a yogic philosophy and lifestyle, hoping that this approach will appeal to users.
- Currently personalized coaching is not offered on the AloMoves app. Its basically one-sided as the user watches the classes without access to the coach. It is possible to get feedback from fellow app users if you share your profile and progress.



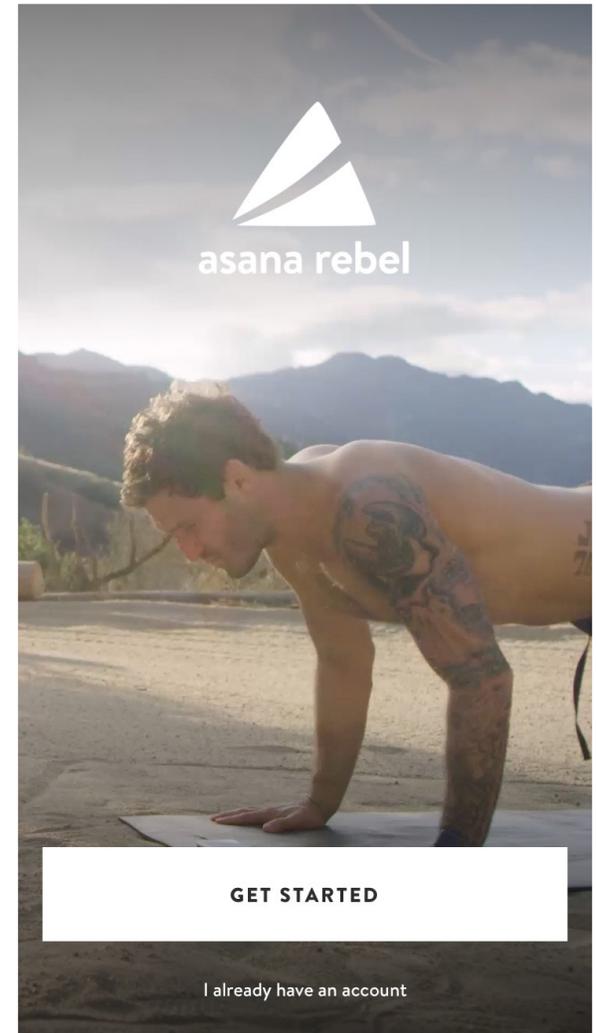


Overview

Solid yoga/fitness app. Stresses losing weight, burn calories, physical balance & mental focus
Offers progress tracking & personalized workouts
Exercise tutorials

Bottom Line

- + yoga inspired fitness approach
- + hundreds of modern yoga workouts from experts
- + 5 distinctive workout themes: fatburn, strength, flexibility, balance & focus, breathe & relax
- + Personalized workouts according to health & fitness goals
- + Filtered results: Browse by fitness goals, duration, intensity, or collection
- + mini sessions for busy schedules

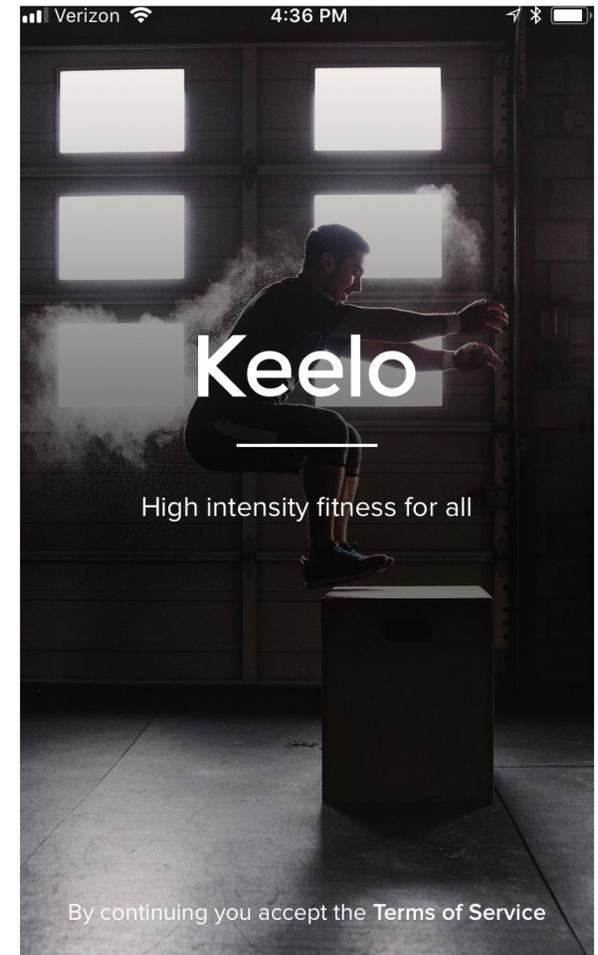
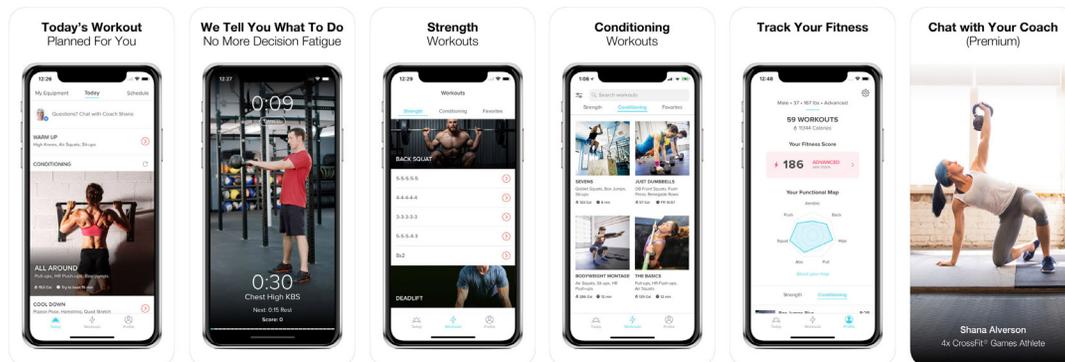


Overview

High intensity strength & fitness app
 Complete programs with strength & conditioning, warm ups, customized workouts

Bottom Line

- + 90+ movements with HD instructional videos
- + Workouts scalable to beginners & experienced
- + Body weight exercises in addition to barbells/dumbbells
- + Offers fitness tracker for body areas exercised & track calories burned
- + Measured performance- check & compare previous scores
- + compatible with Apple Watch
- + Free coaching by email re: workouts, alternative movements, weight selection etc
- + Chat with coach with premium membership



CONTINUE



Overview

Huge resource for curated content of yoga classes, challenges, workshops, guided meditations, tutorials & feature articles. Almost overwhelming how much is offered here. Vast library of reference material created by yoga professionals.

Bottom Line

- + Available on the website, tablet & mobile
- + HD on demand yoga videos (live & pre-recorded),
- + Hundreds of mobile yoga classes – new classes added daily
- + Material is available to download for offline use
- + Yoga workout routines for all skill levels: beginner, intermediate, advanced & teacher
- + Different yoga types, guided meditations & relaxations, breathwork & pranayama
- + 500+ world-class yoga teachers
- + Log & track all your yoga workouts, not just digital yoga classes

