

Mobile app UX Competitor Analysis



Our competitors

Direct



Thumbtack Pro



HomeAdvisor Pro

Indirect



Pulse



Airbnb



1

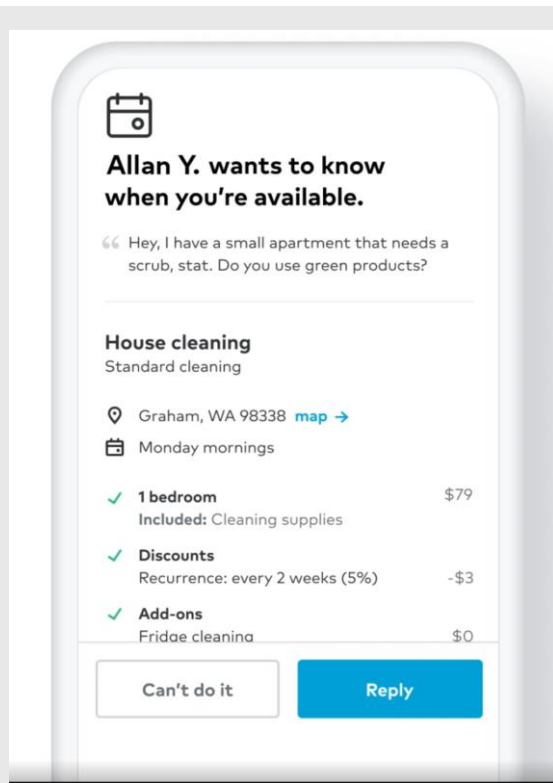
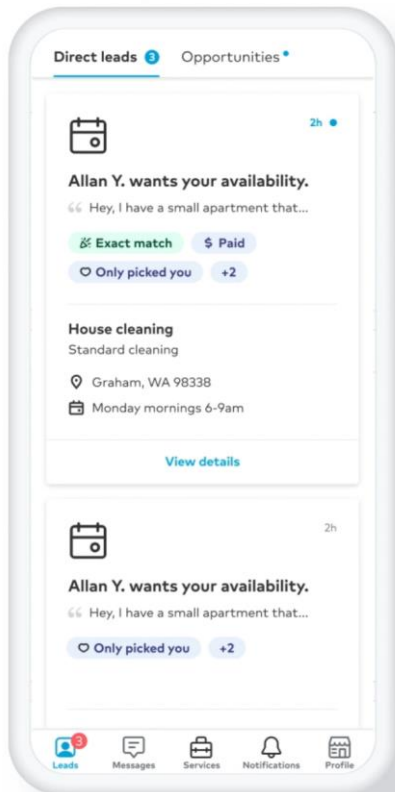
Thumbtack



Thumbtack - Business model

Exact Match

Partial Match

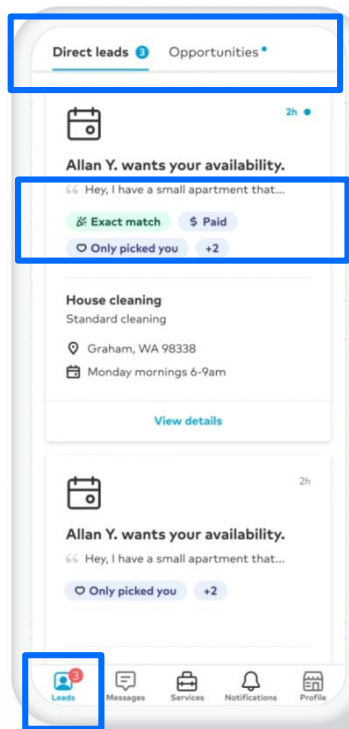


- The pro creates their profile and lists their business for free
- The pro **only** pays for leads (new customers) who reach out about a job
- There are two types of Leads: **Exact match** (a lead that matches his targeting preferences - he pays for this leads automatically) and **Partial match** (a lead that matches some but not all of the pro's preferences). He only pays for these if and when he accepts them.

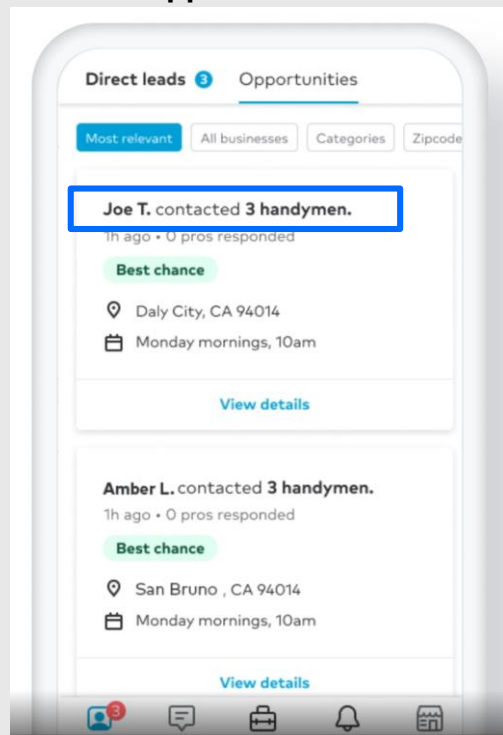


Thumbtack - Leads section

Direct leads



Opportunities

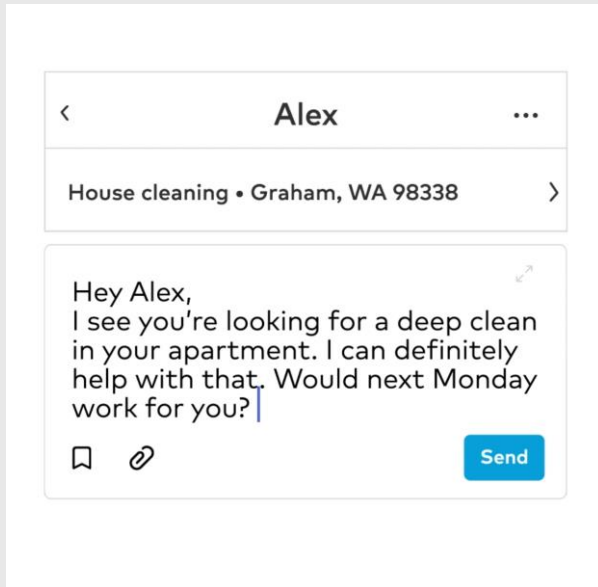
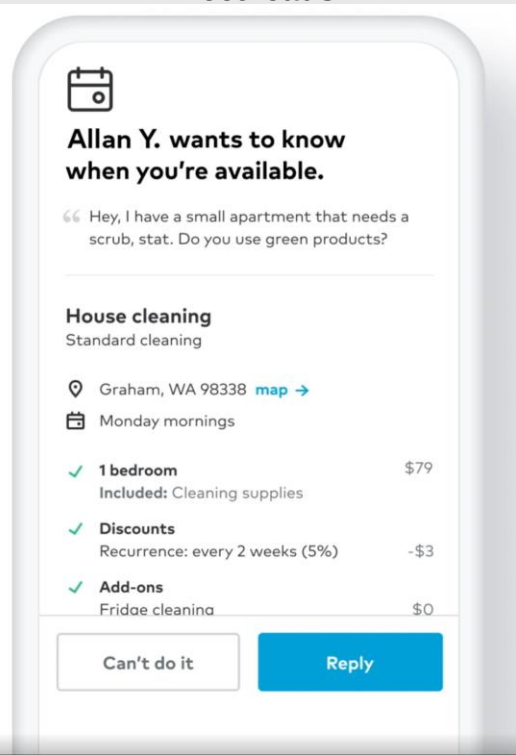


- In Leads section pro can access **Direct leads** (pros that reach only to you) and **Opportunities** (they are jobs from customers who've reached to other pros first)
- They are labeled to highlight important details (eg Exact match, if you've paid for the lead, Only picked you, Best chance)
- Icons make simple design more interesting
- In Opportunities you see how many other pros the customer has contacted
- Opportunities on top of the list are the best fit for the pro



Thumbtack - Leads section (How customer responds)

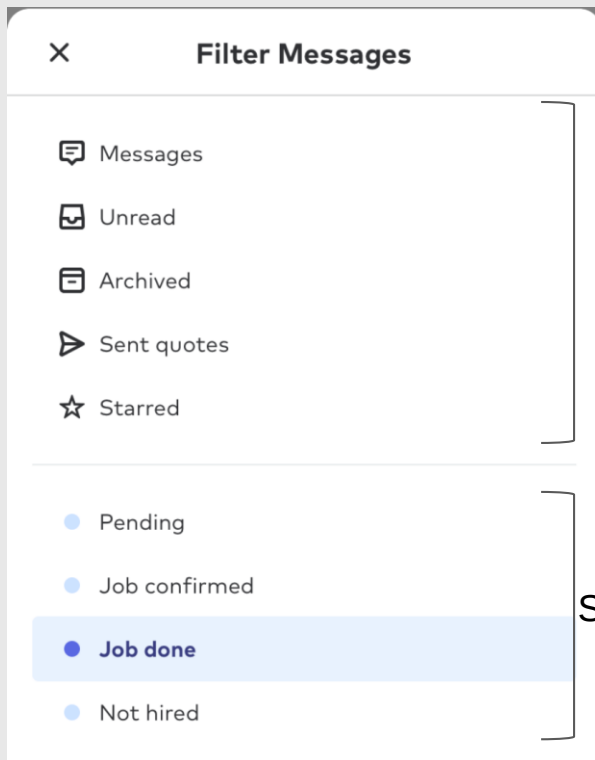
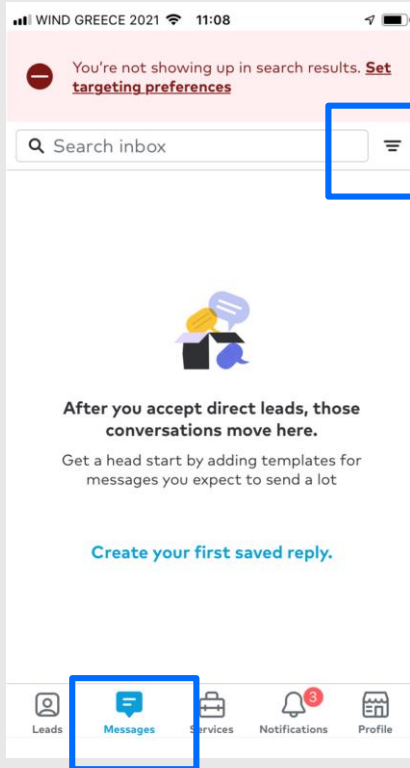
Direct leads



- Pro clicks into the lead to get more request details and send a response to the potential customer
- He clicks Reply and types his response
- After pro accepts direct leads the conversation moves to 'Messages' section



Thumbtack - Messages section (How customer responds)

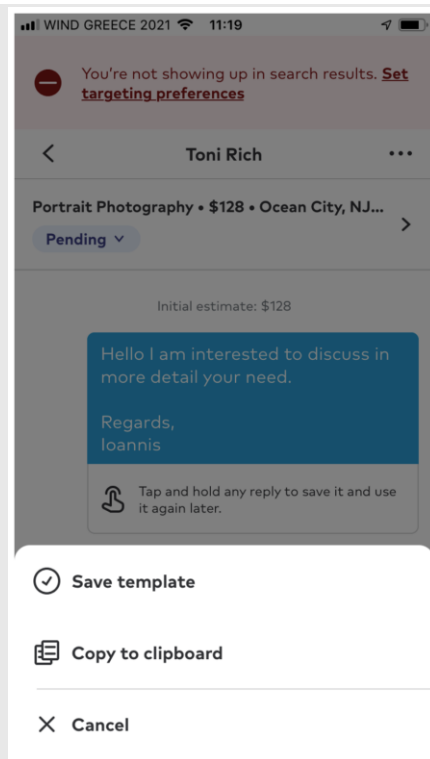
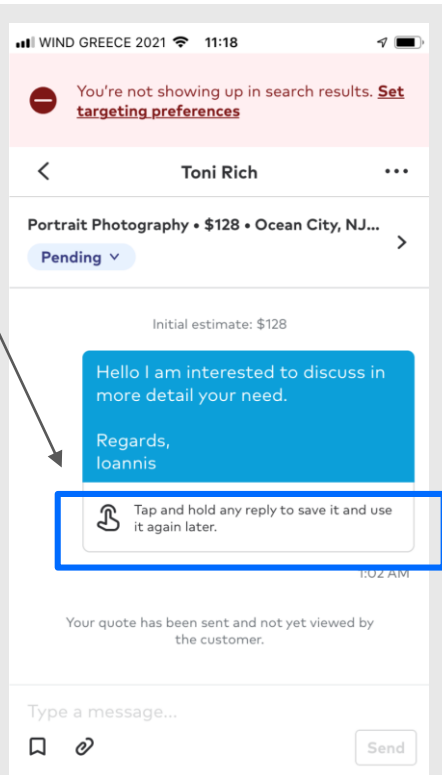


- After pro responds to a lead he can follow it up in 'Messages' section
- Search function on top
- By changing section (Leads to Messages) easier for the Pro to manage leads
- He can filter Messages in two ways by status of job or other

Status of job



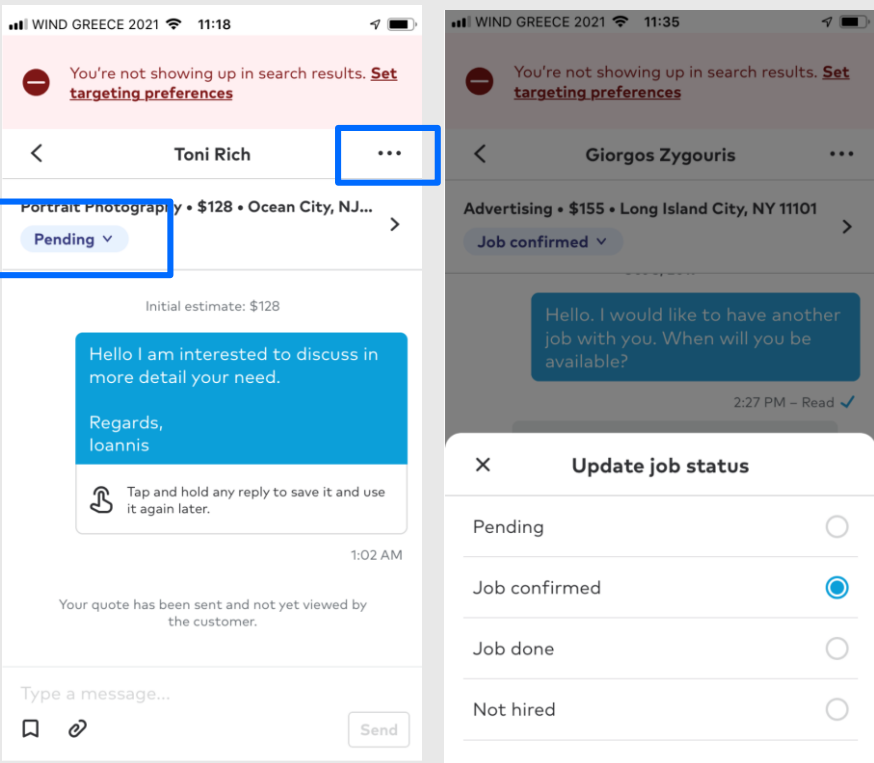
Thumbtack - Messages section (Saving a reply)



- When responding to a message Pro can use Saved replies feature to save it and use it for later (efficiency)
- He can do it by using a gesture - Tap and hold



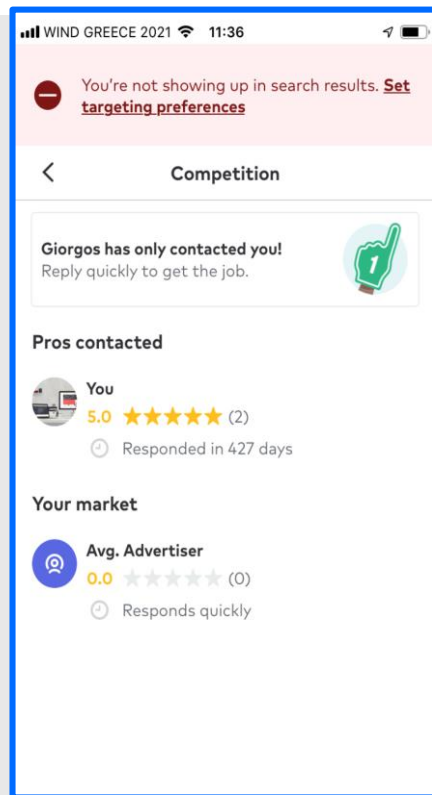
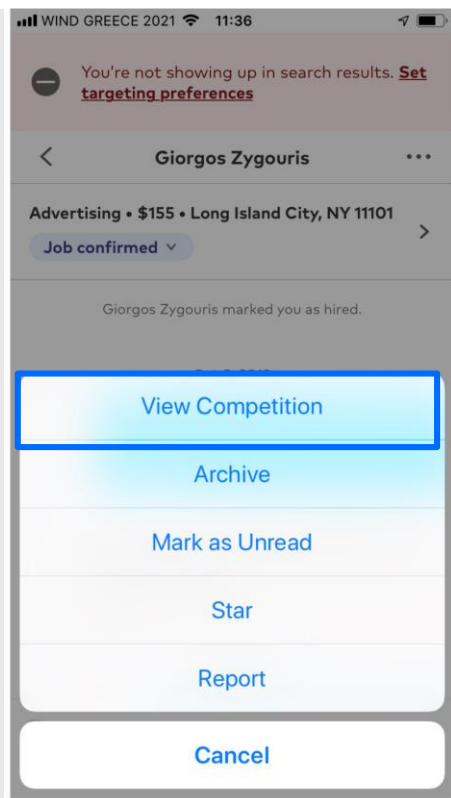
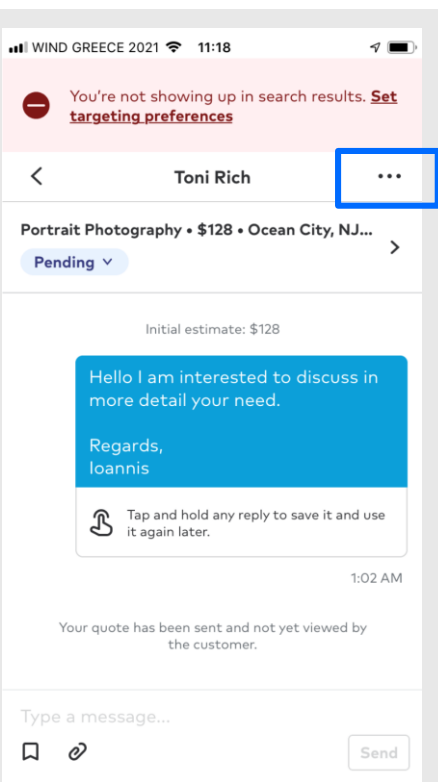
Thumbtack - Updating status



- He can change status of job by clicking on the status label

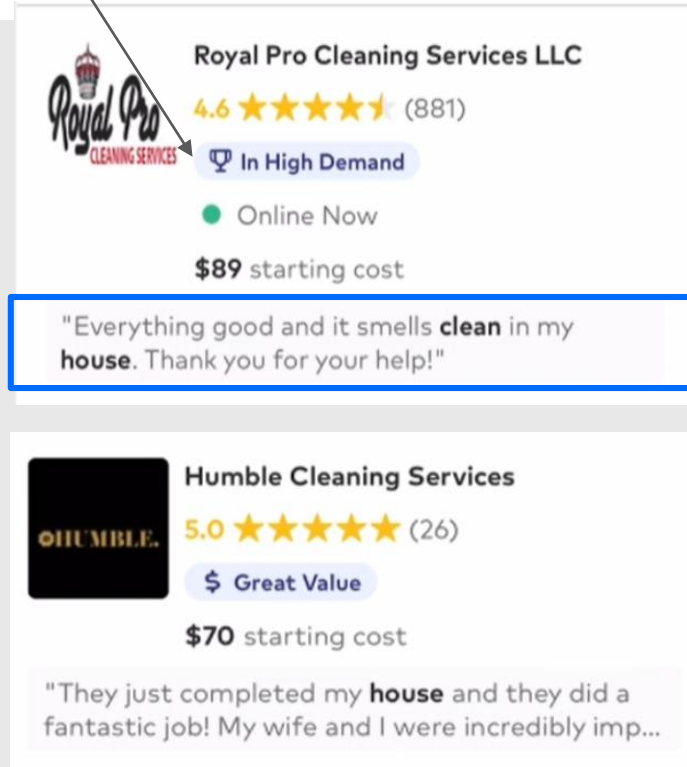
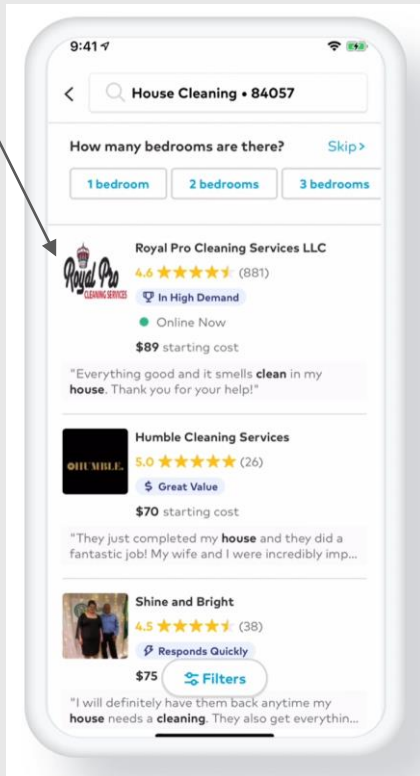


Thumbtack - View competition



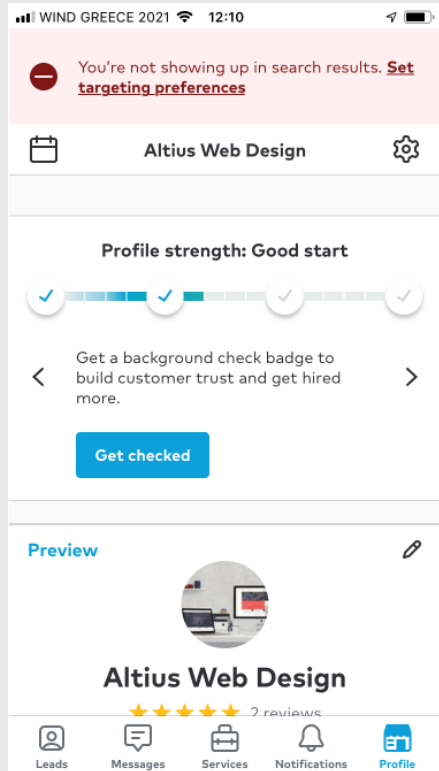
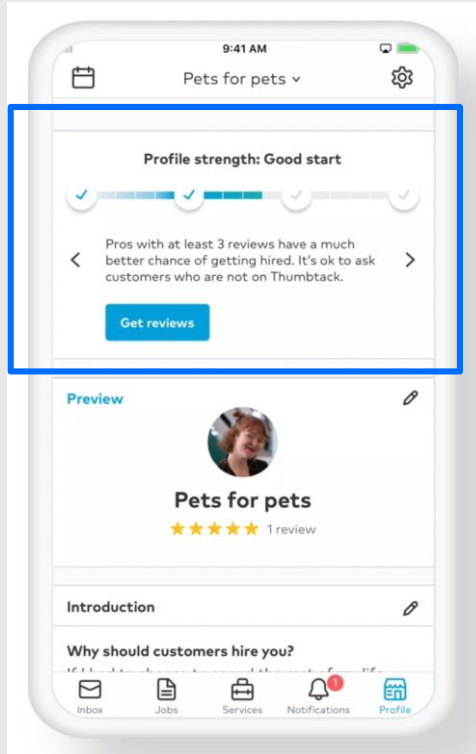
- He can also choose to see who the competitors for this job are and who else the customer has contacted

Thumbtack - Search results



- The pro can stand out in search results by having great reviews, responding quickly, having a great logo or profile pic, what differentiates them and grabs customer's attention
- Makes it easier for the customer to choose without getting into the card, saves them time
- First impression is very important for driving choice

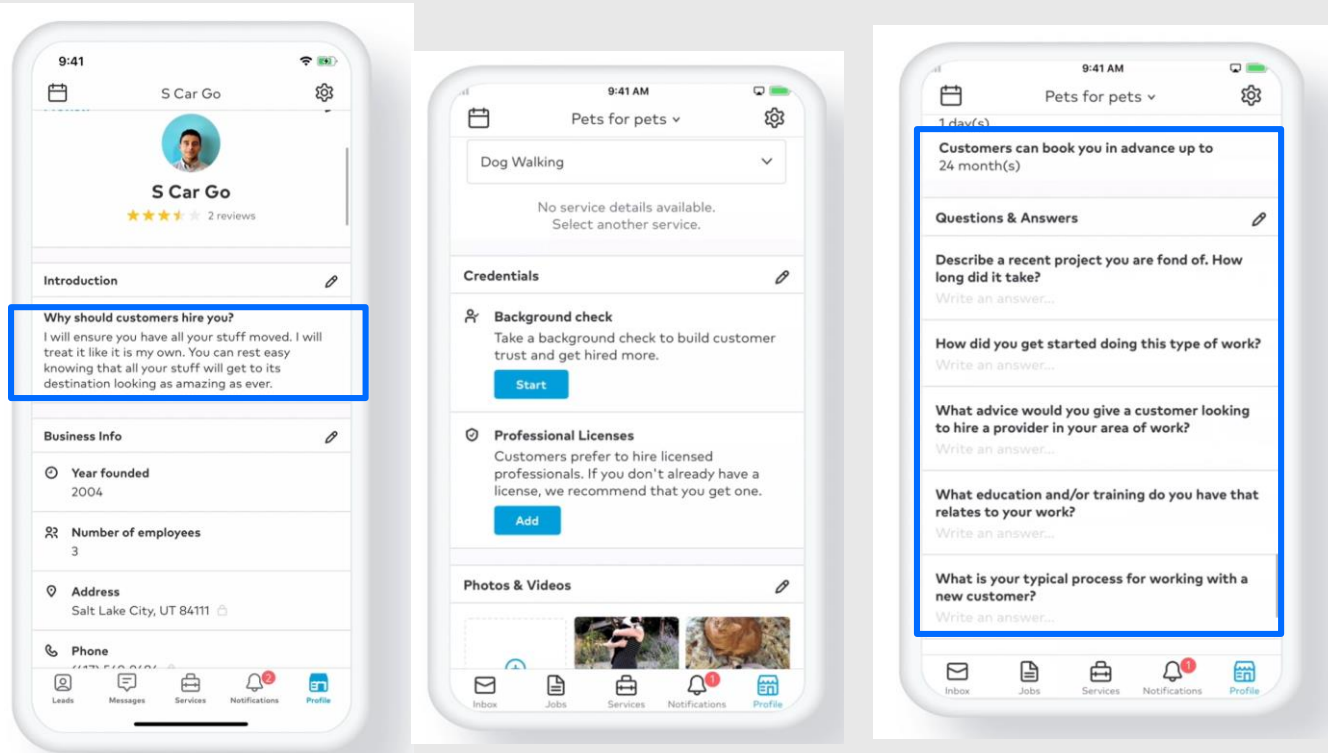
Thumbtack - Profile



- Thumbtack gives emphasis on pro's profile, encourages them to think about it as their front store. Profile completion impacts where they rank in search results
- Pros with great profile are getting hired 62% more often
- Progress bar increases motivation and satisfaction of completing a task
- Carousel alternates good reasons why pros need to build a good profile

Thumbtack - Profile

Sections worth noting:

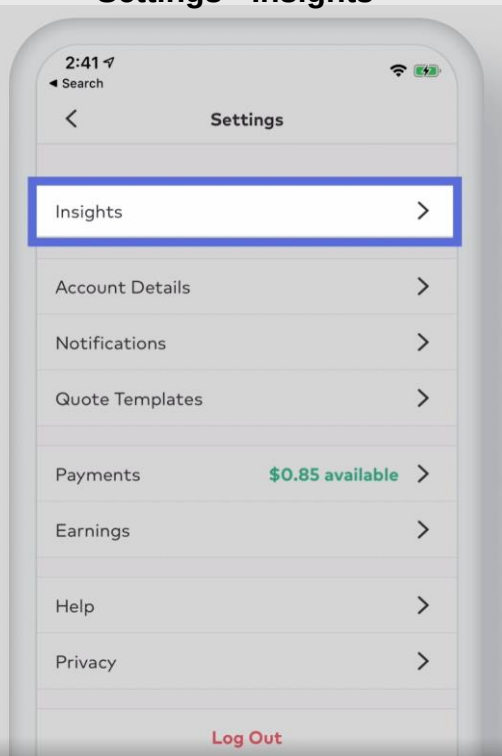


- **Why would customers hire you?** - gives a summary of yourself
- **Photos and videos** of work (a picture worth a 1000 words)
- **Credentials** (Background check and Professional licences)
- **Q & A section** increases credibility and trust
- Pro can use 'Preview' feature to see how profile looks like to customers

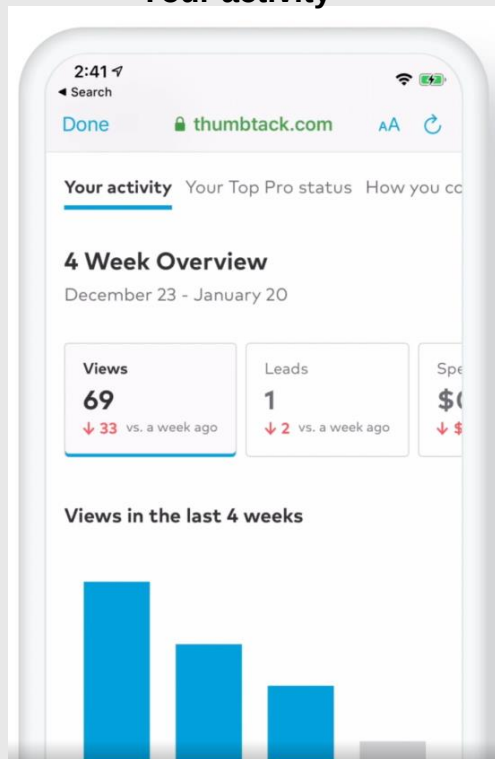


Thumbtack - Insights section (Your activity)

Settings - Insights



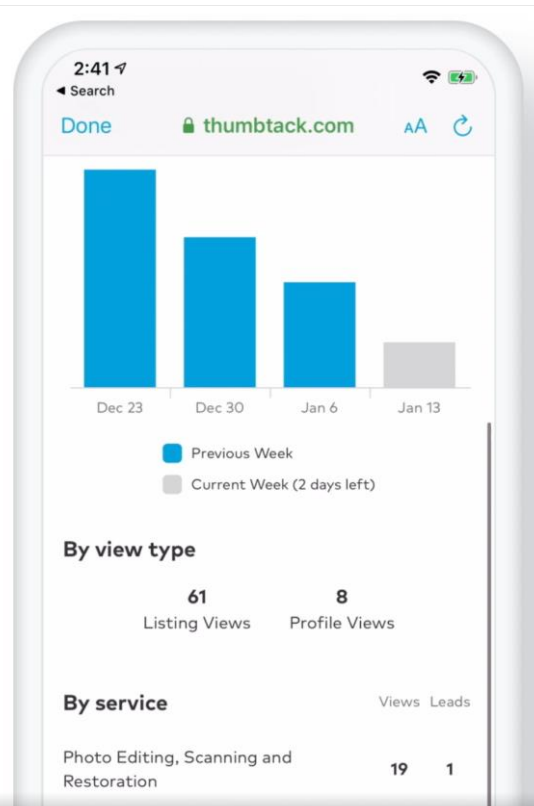
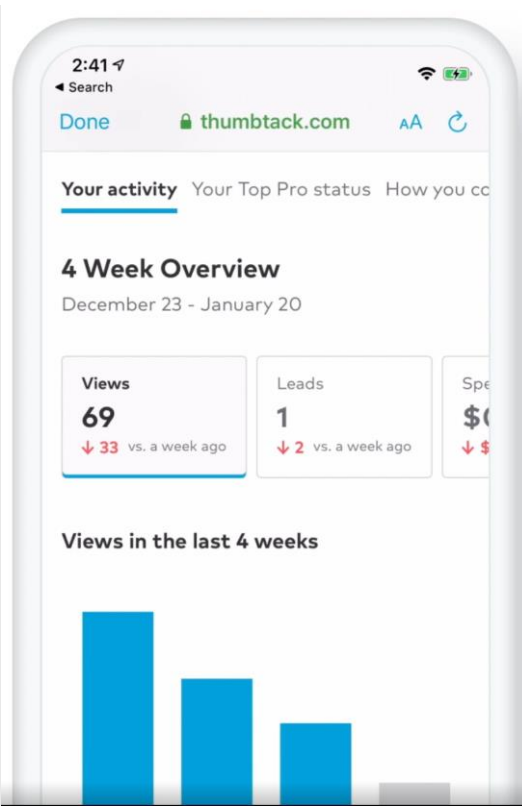
Your activity



- Insights section gives you data on different metrics and how you compare to the competition
- Insights section can be accessed through My profile - Settings (not visible in navigation)
- It has three sections:
 - Your activity
 - Your Top Pro Status
 - How you compare to the competition
- Metrics are:
 - Views
 - Leads



Thumbtack - Insights section (Your activity)

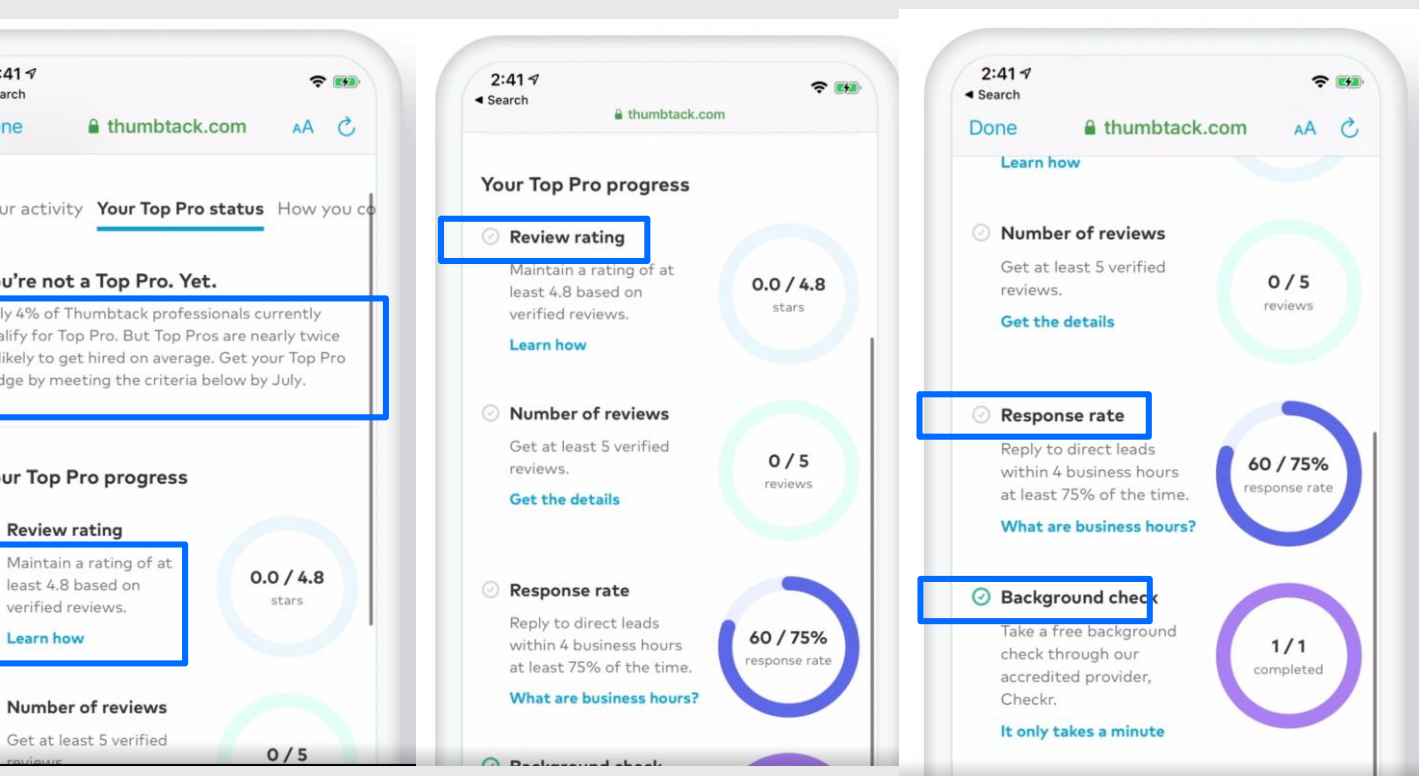


Your activity

- Performance over the last four weeks
- How many customers looked at your profile (vs a week ago)
- How many contacted you
- Your weekly spent



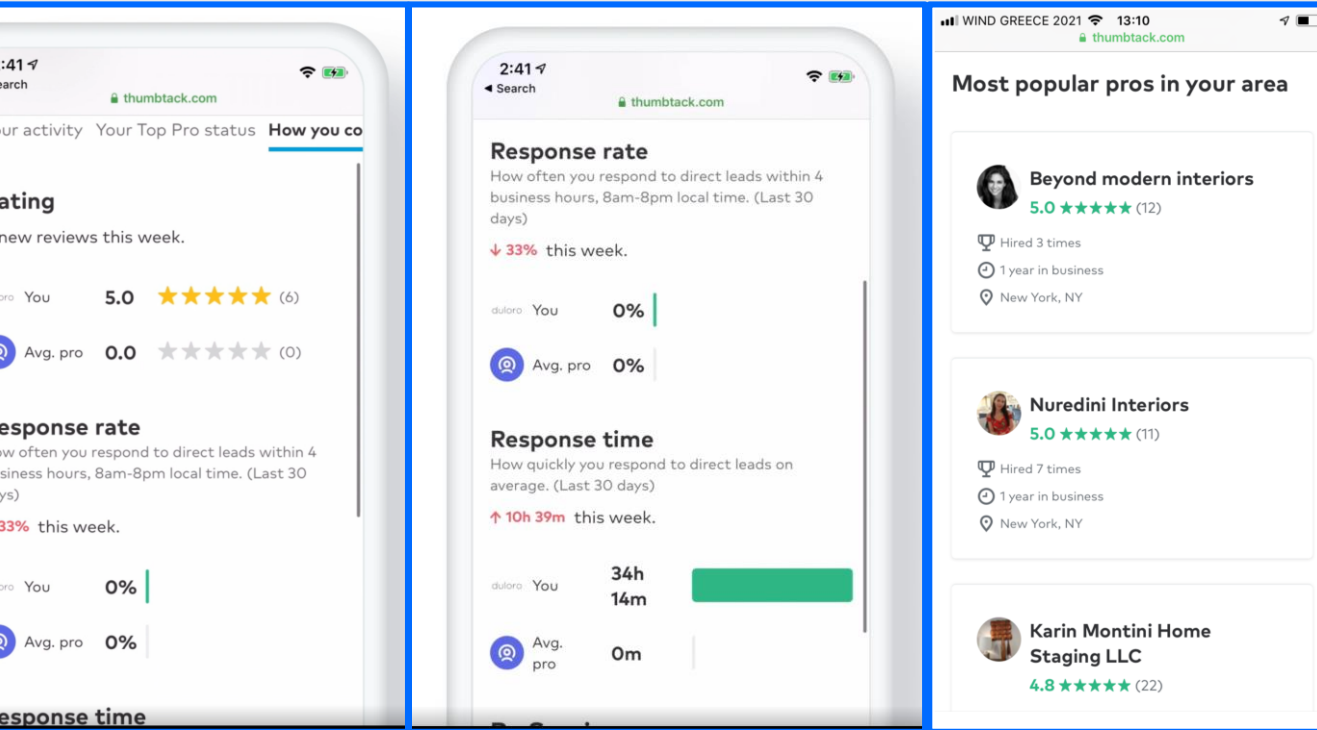
Thumbtack - Insights section (Top Pro status)



- Text explaining what being Top Pro means and motivating pros
- **Top Pro status**
 - Track how close you are to becoming a Top Pro
 - Review Rating
 - Number of reviews
 - Response rate
- Clear design and easy to grasp
- Advice below metric on how to improve - Help section



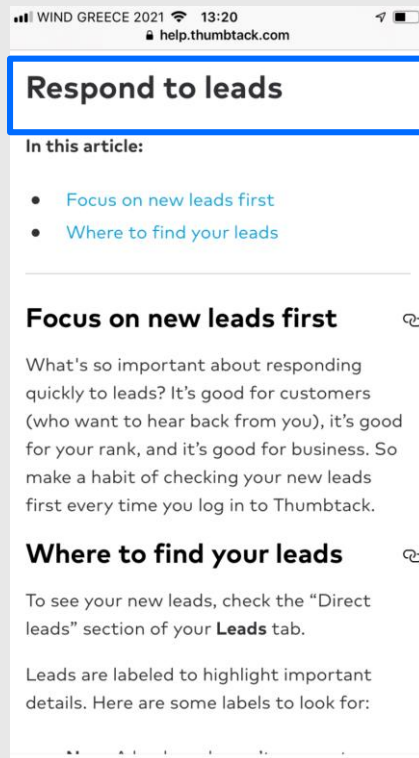
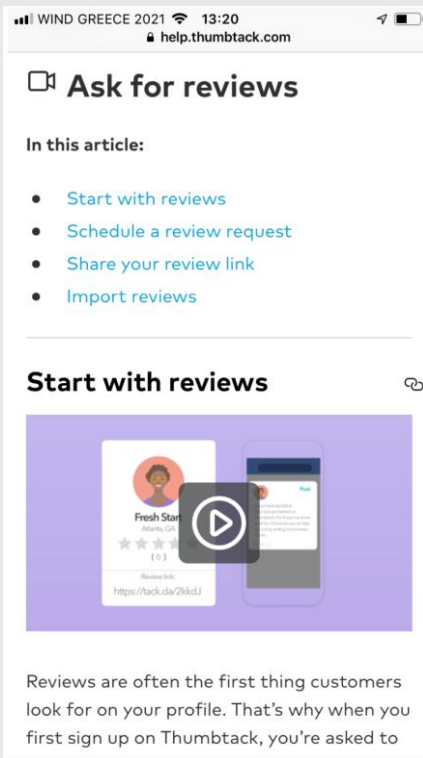
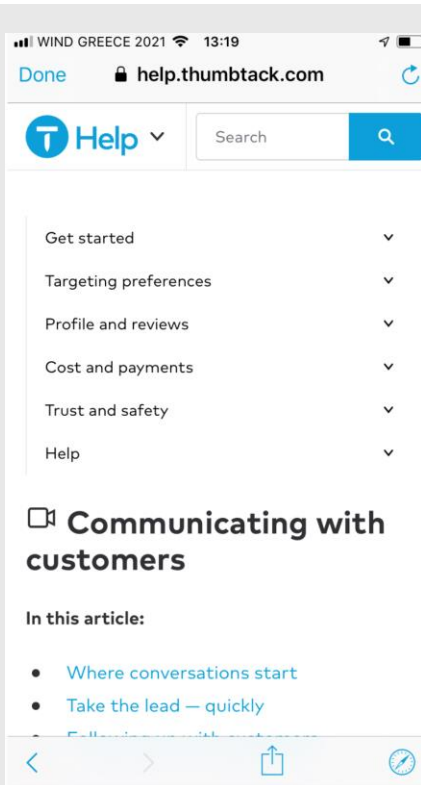
Thumbtack - Insights section (How you compare)



- **How you compare to the competition (You and Avg. Pro)**
 - **Rating** number of reviews this week (You and Avg. Pro)
 - **Response rate** (How often you respond to direct leads within 4 business hours)
 - **Response time** (How quickly you respond to direct leads on average)
- Most Popular Pros in the area to get motivated



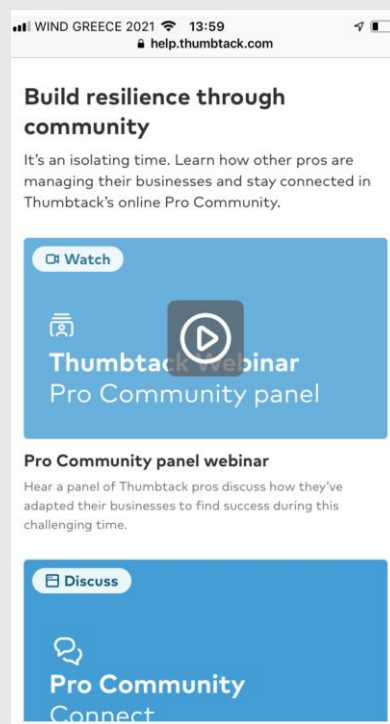
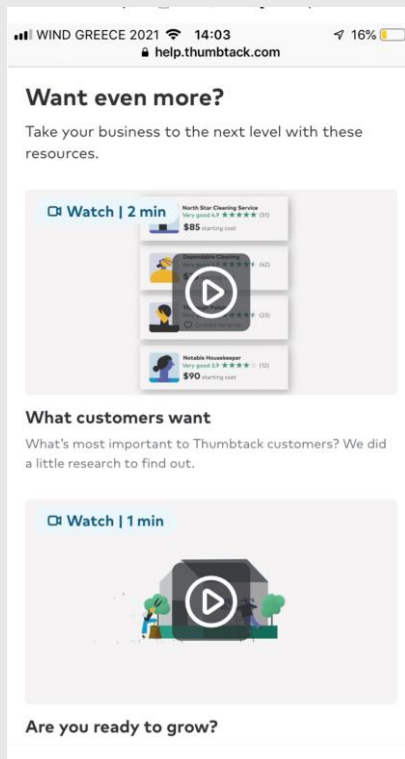
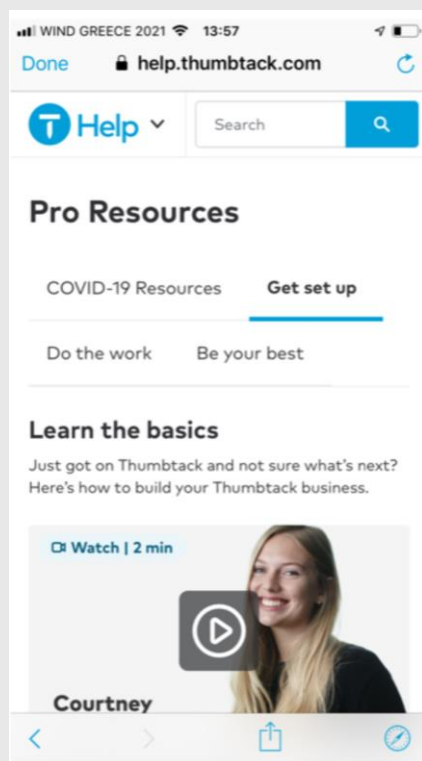
Thumbtack - Insights section (Help section on how to improve)



- Very detailed Help section to help pro get advice and support on how to improve performance
- Step by step guide on how to use the app. It answers pros questions and user can self-serve
- Eg How to respond to Leads (Focus on new leads first)



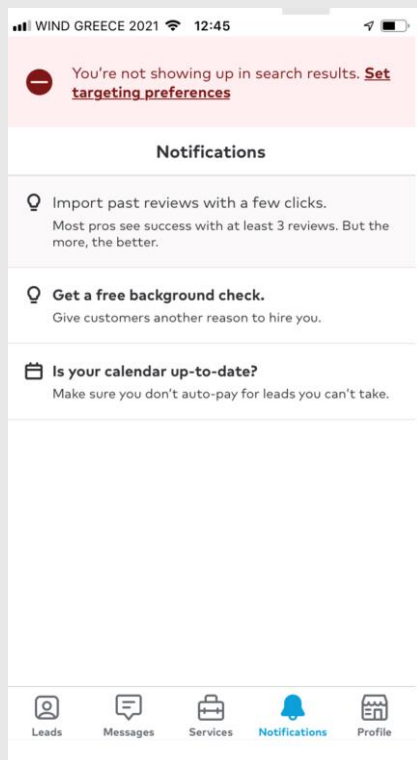
Thumbtack - Insights section (Pro Resources)



- It goes even further on a deeper level in helping the pro. It's like a mini-tutorial where pro can find everything he needs to set up and run his business successfully
- **Videos, guides, insights** on everything customers want, access to community, supporting advice during pandemic...what else would a pro need?



Thumbtack - Notification section (A helper?)



- Is a reminder of what pro needs to complete, what he hasn't finished yet

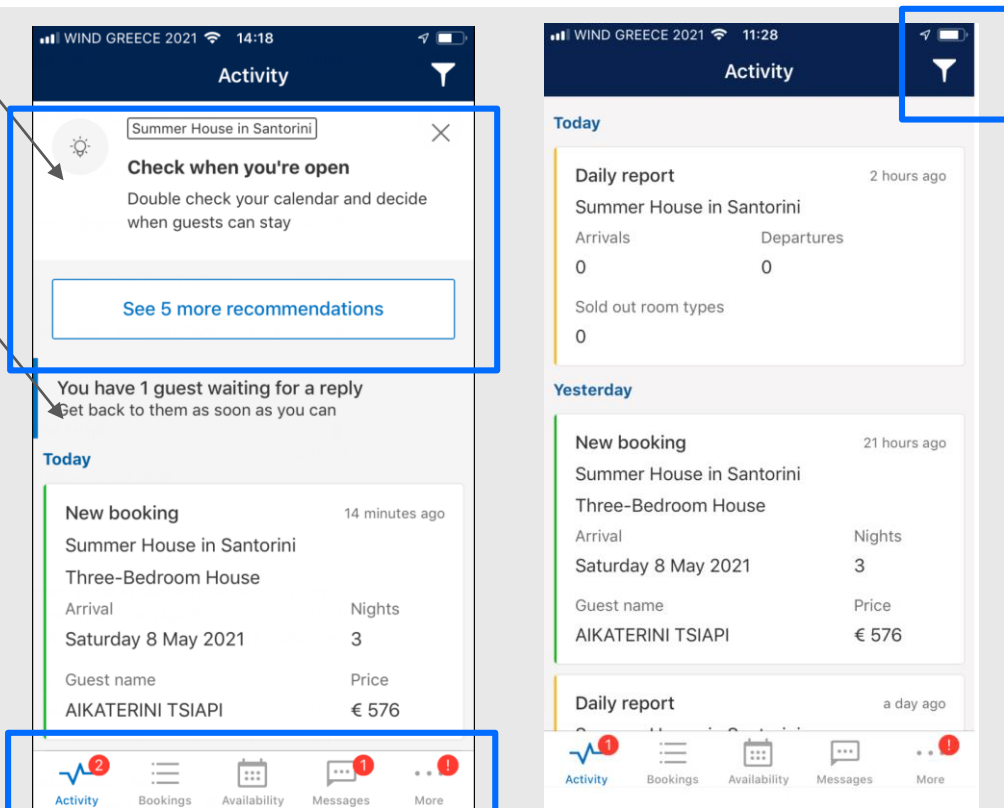


2

Pulse



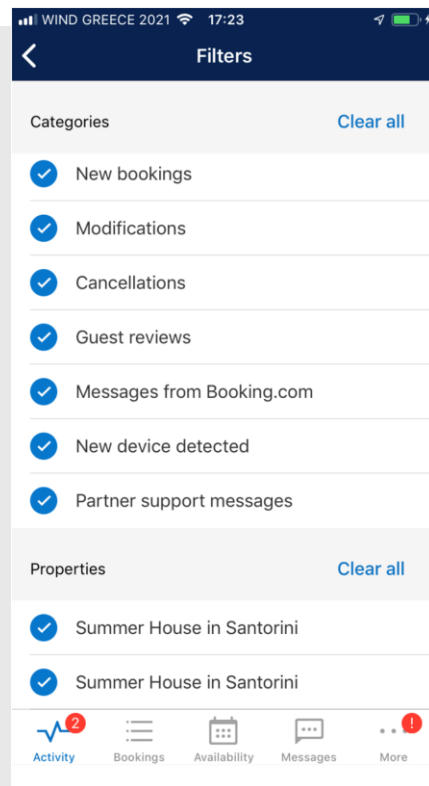
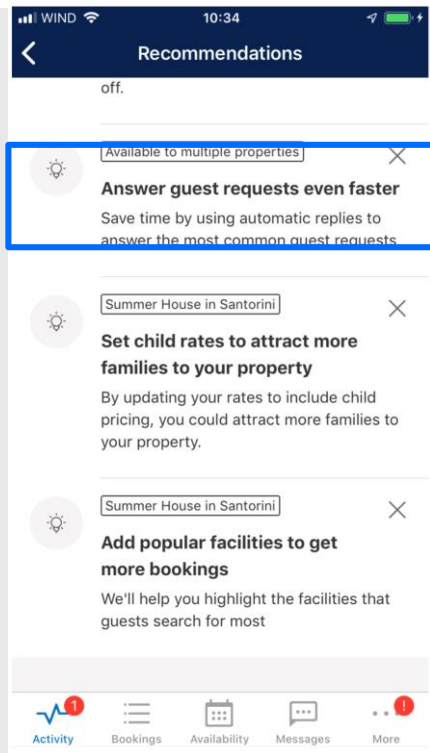
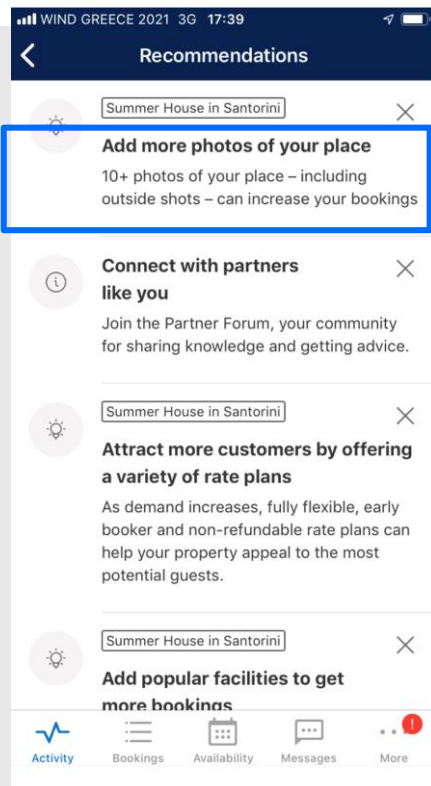
Pulse - Activity (All important info on a page)



- Bottom nav ONLY with filtering function on top
- Activity feed section summarizes all important information that needs to be actioned in a snapshot (recommendations, guests waiting for a reply, new bookings, daily report, new reviews)
- Colour code defines kind of card (daily report orange, new booking green)



Pulse - Activity (Recommendations)

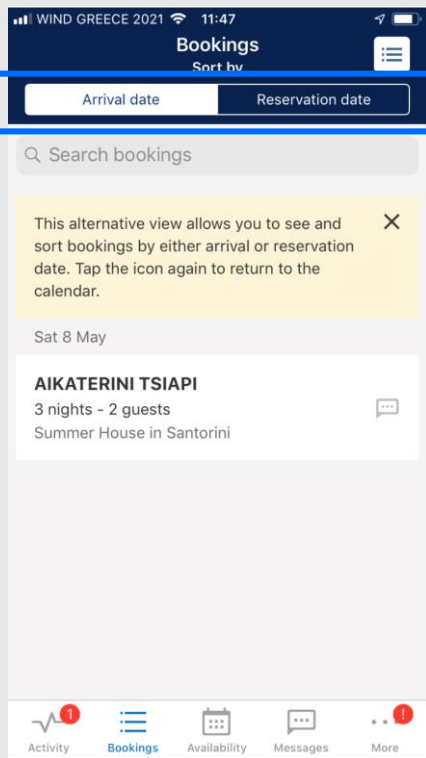


- Important messages and tips are promoted in Recommendations section (customised or not)
- User can customise daily activity according to their needs using filters
- First screen makes user regard the app as a partner, a 'secretary' to the user / dual role, tool & advisor (adoption, encouragement to continue discovery)

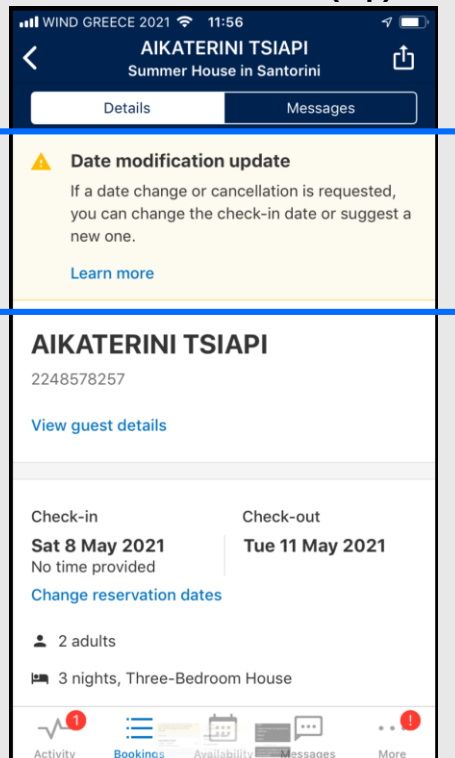


Pulse - Bookings section (nav menu)

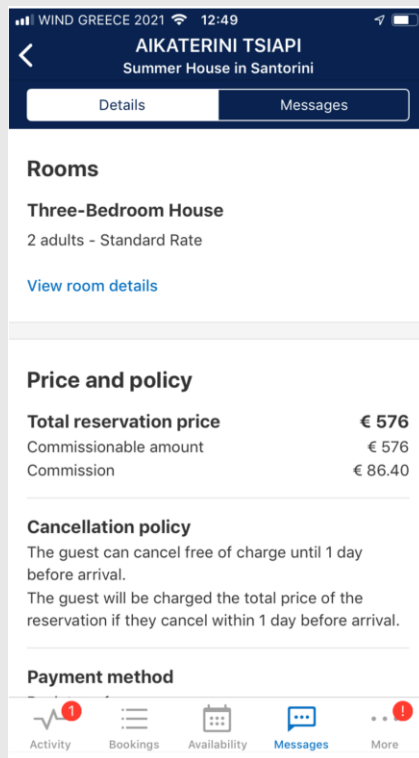
First screen



Inside Reservation (tap)



Inside Reservation

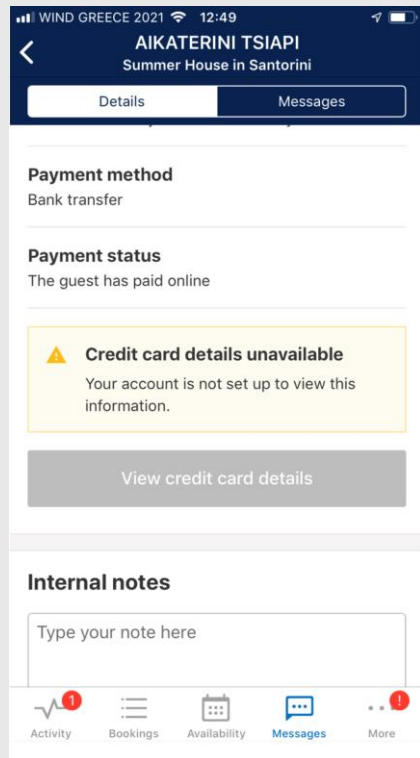


- User can sort bookings by 'Arrival' or 'Reservation date' when first comes in (contextual navigation)
- There is a 'search function'
- Yellow section on top with tip - X function gives control to user
- Again useful tip prominent on top - warning icon highlights importance

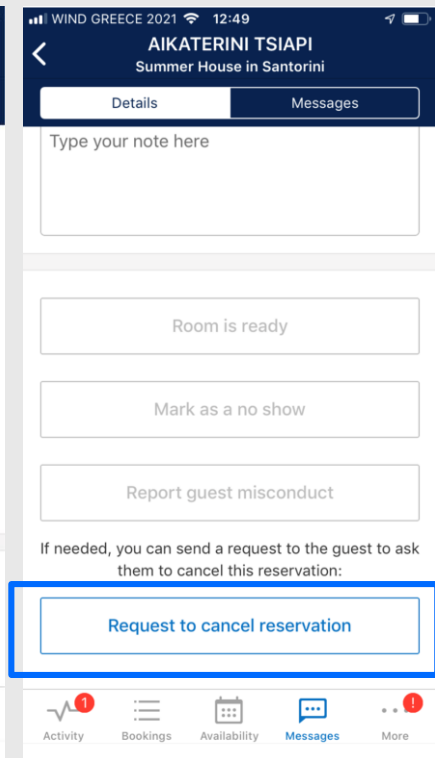


Pulse - Bookings section (nav menu)

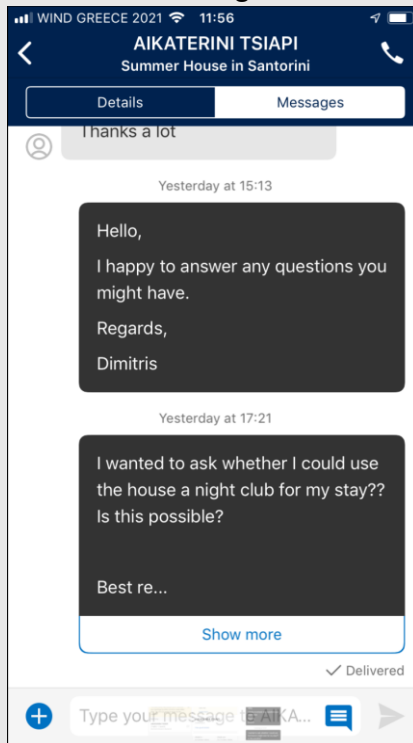
Inside Reservation



Inside Reservation



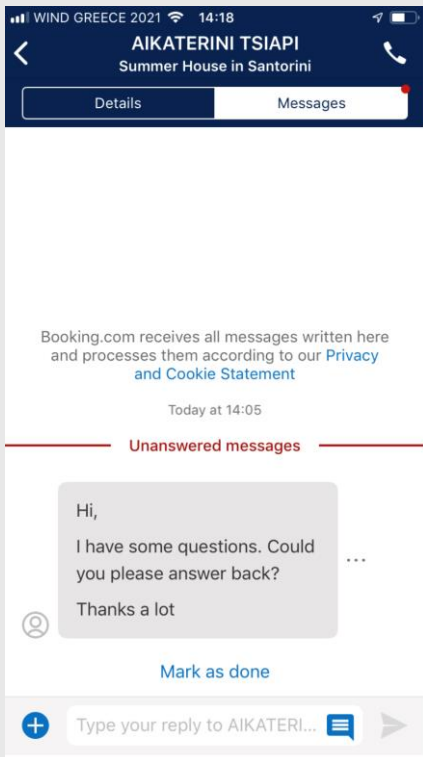
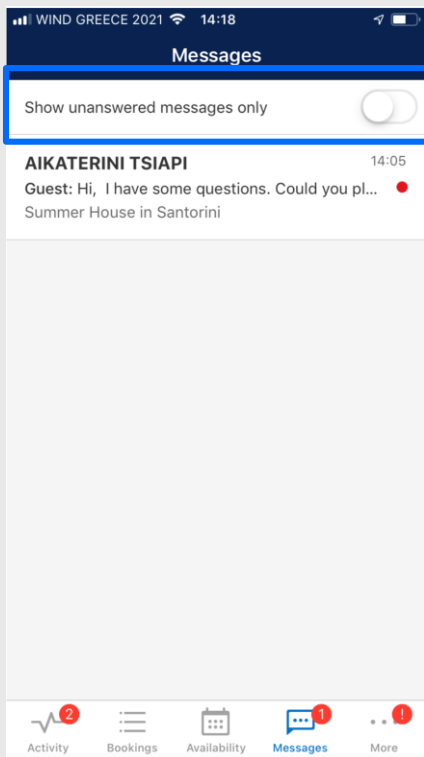
Messages



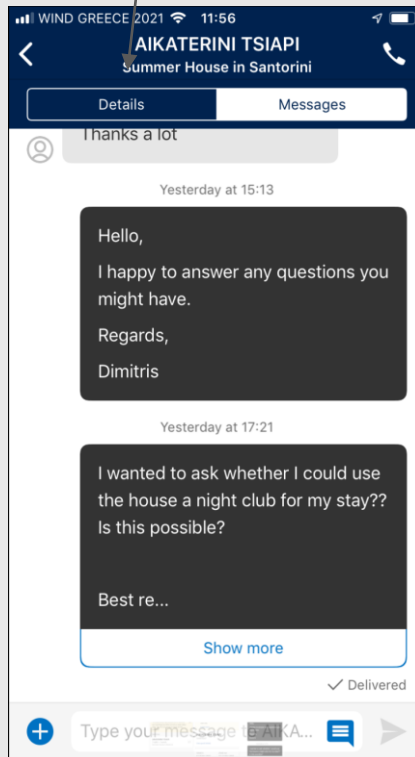
- Simple, clear design, fonts make user understand different sections
- Relaxing to the eye
- CTA - text in either in blue copy or button in white font
- Only messages in white fonts with black background (for differentiation?)



Pulse - Messages section (nav menu)



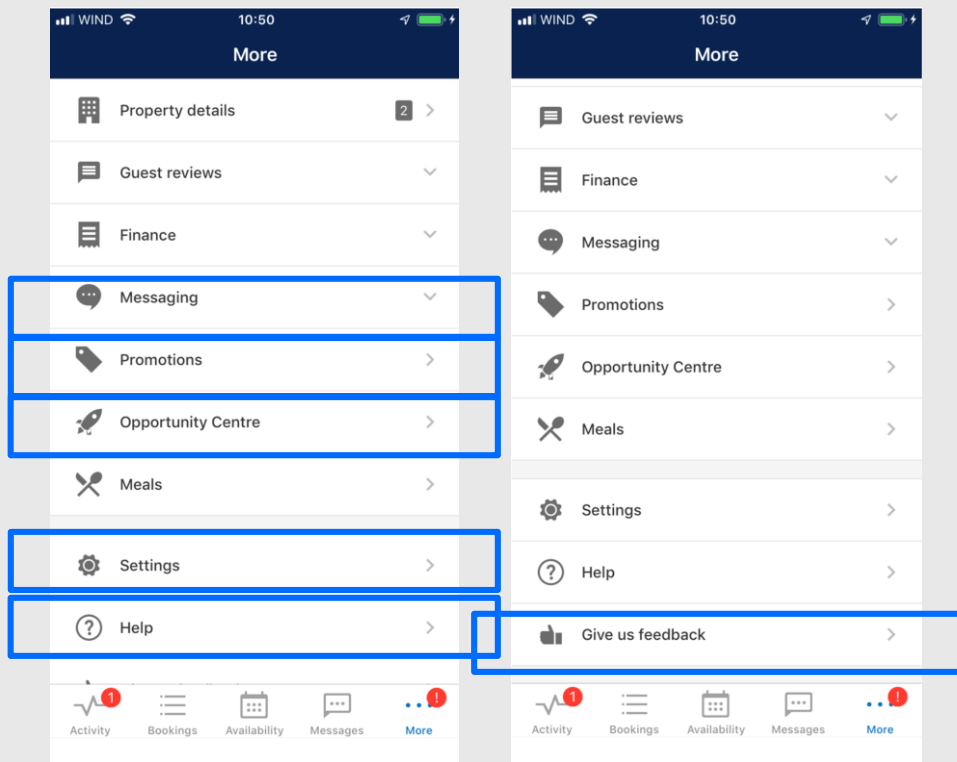
Context based navigation



- Separate message section in bottom nav
- User can choose to see unanswered messages ONLY (efficient for user)
- User can navigate to the details of the booking itself through messages



Pulse - More section



What is it about?

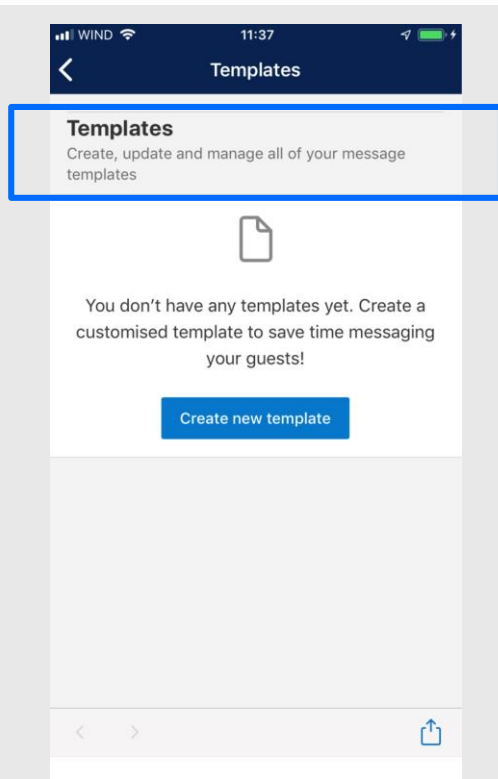
It includes everything else except main tools for managing reservations

Categories worth having a look:

- Messaging
- Promotions
- Opportunity Centre
- Settings
- Help
- Give us feedback



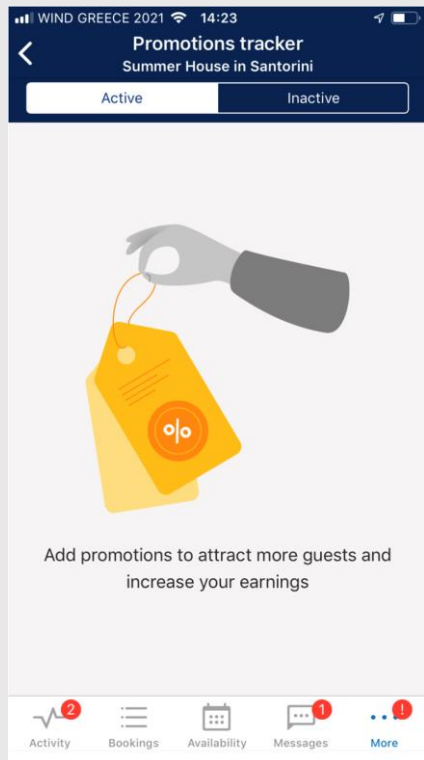
Pulse - Messaging



- User can create customised templates with answers to the most frequent questions he gets from customers to save time
- Message templates are a smart way to increase efficiency and consistency



Pulse - Promotions

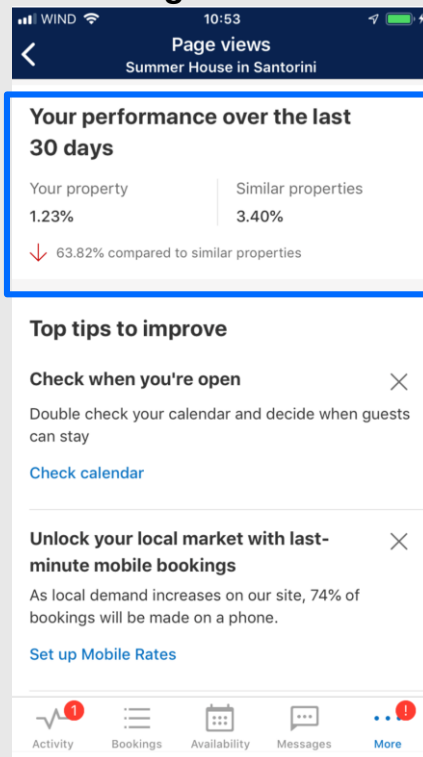
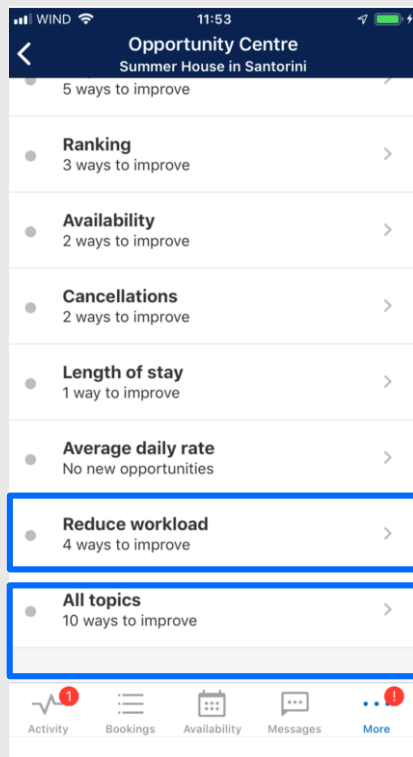
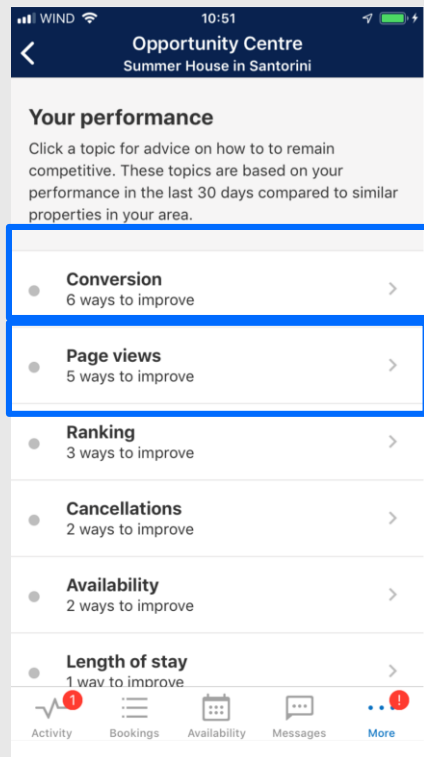


- User can add promotions here and increase earnings



Pulse - Opportunity centre (Your performance)

Page views

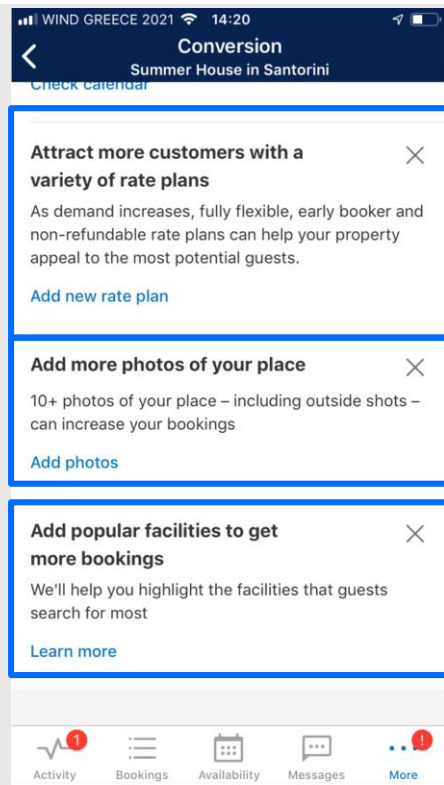


- 'Opportunity centre' relates to 'Performance' compared to similar properties in the area
- Various metrics on how to remain competitive: Conversion, Page views, Ranking, Availability, Reduce workload, etc
- On each topic detailed stats relating to performance and Top Tips to improve

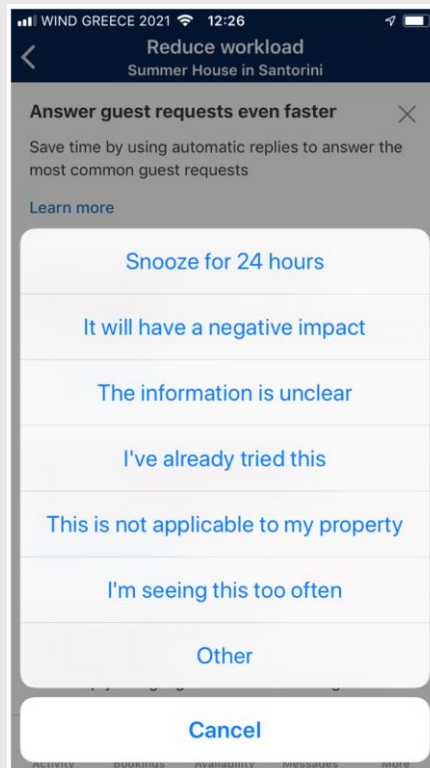
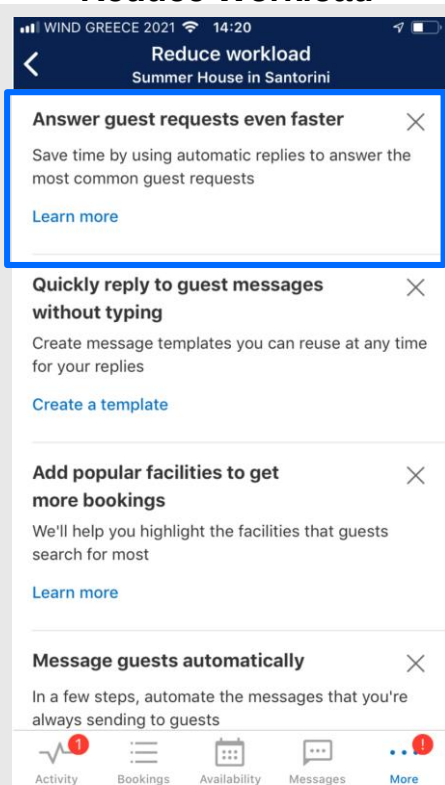


Pulse - Opportunity centre (Your performance)

Conversion



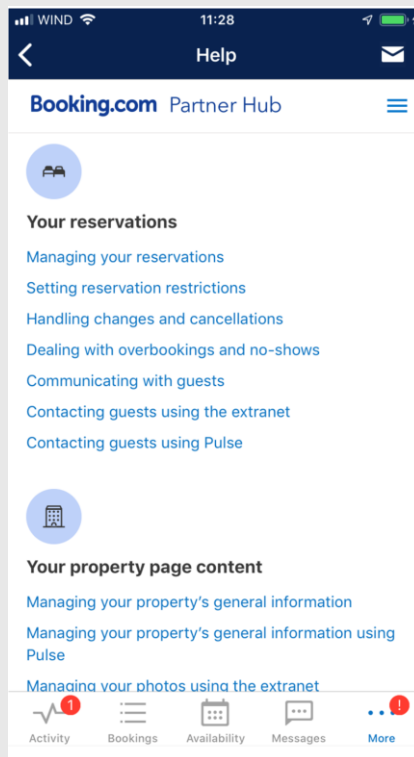
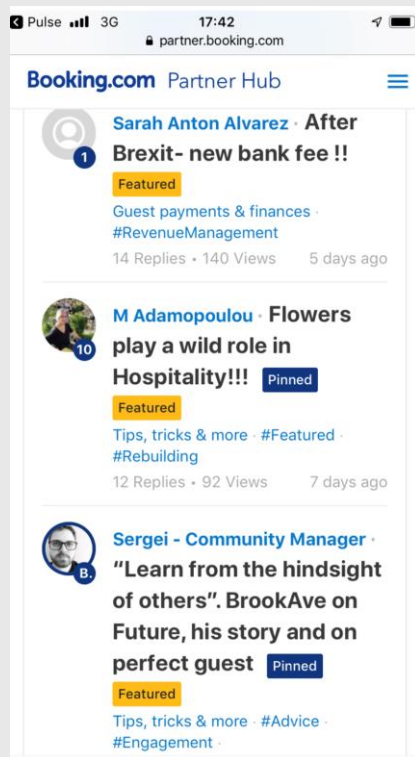
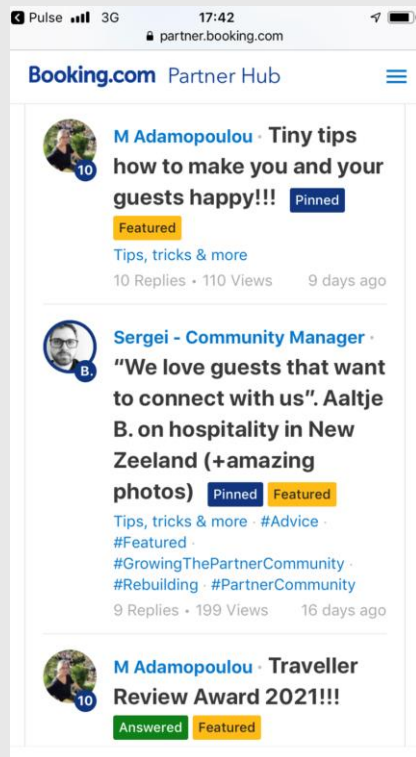
Reduce Workload



- The break down of metrics gives a chance to the user to get tailored advice on each one of the topics
- User has the option to 'snooze the tip', delete it if it doesn't apply to his business and give feedback



Pulse - More section (Help)



- **Partner Hub** is a dedicated section to support users
- User joins community and gets connected with partners around the world
- Insights, analysis and expertise on global travel trends
- Access to everything he needs to effectively use the app



Pulse - More section (Feedback)

WIND GREECE 2021 17:14

Give us feedback

We'd love to hear what you love and what we can do to improve your experience on Pulse.

Please note that we won't be able to respond directly to this feedback. If you have a question or need help to solve a problem, please [check the Help Centre](#) first.

How would you rate Pulse?

☹️ 😐 😊 😊 😊

Activity Bookings Availability Messages **More**

WIND GREECE 2021 17:18

Give us feedback

Please note that we won't be able to respond directly to this feedback. If you have a question or need help to solve a problem, please [check the Help Centre](#) first.

How would you rate Pulse?

☹️ 😐 😊 😊 😊

Average

Could you tell us a bit more?

Select a topic
No topic selected

Describe your experience with Pulse

What went well? What could we improve?

Submit

Activity Bookings Availability Messages **More**

WIND GREECE 2021 17:18

Give us feedback

Please note that we won't be able to respond directly to this feedback. If you have a question or need help to solve a problem, please [check the Help Centre](#) first.

Select a topic

Push notifications

Activity feed

Reservations

Availability calendar

Messages

Property details

Finance (invoices and payments)

Other

Activity Bookings Availability Messages **More**

- Feedback section very clear
- Helpful and easy for the user to submit feedback as topic are shown

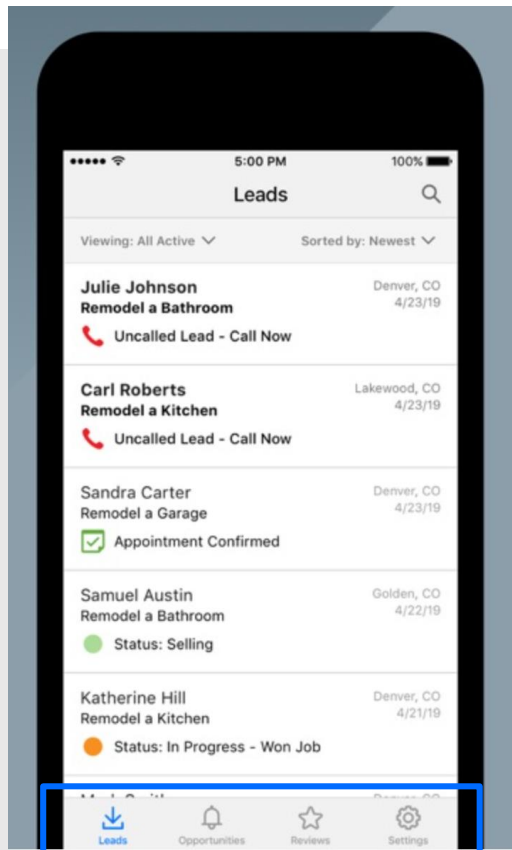


3

HomeAdvisor



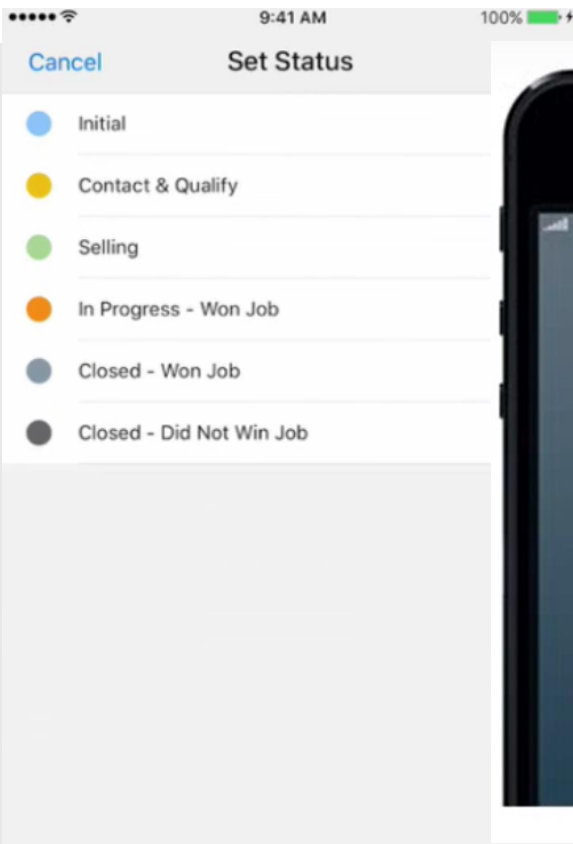
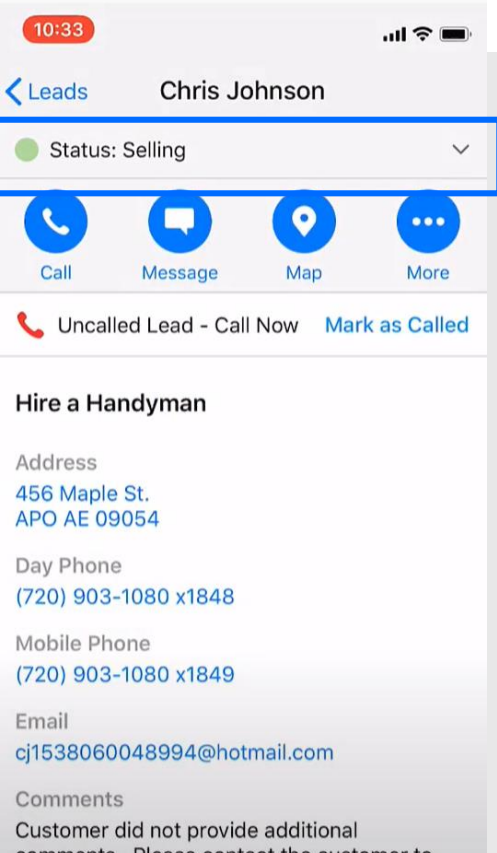
HomeAdvisor - Business model



- Homeadvisor charges Pros for every lead they receive regardless of getting the job or not
- Leads are split into **Direct leads** and **Opportunities**
- Pro can see leads in a ranking order (newest on top) according to his preference (two filters used)
- 'Uncalled leads' on top with clear indication for CTA
- Status of job below job and colour coded



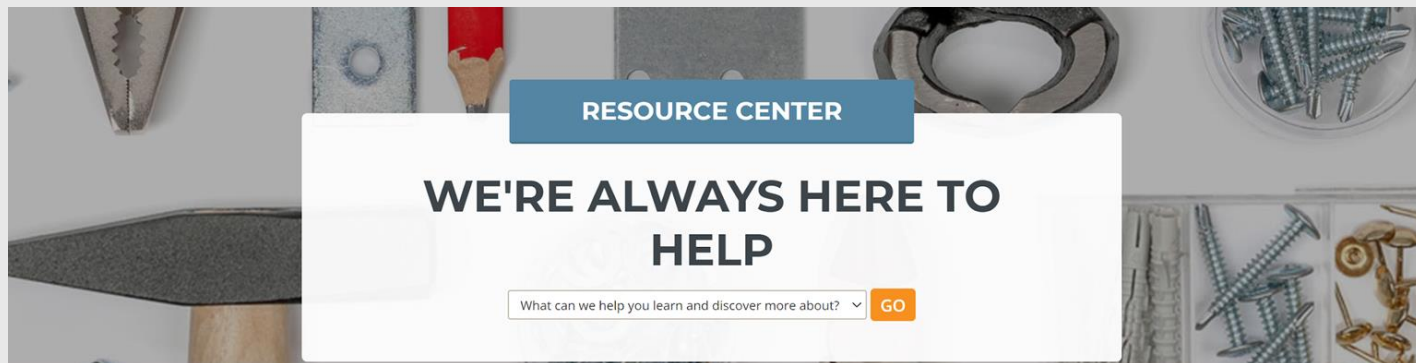
HomeAdvisor - Inside Lead



- Pro can change status on top
- Contextual navigation bar on top with CTA prominent
- Three ways to connects customers with Pros: text message, call (instant connect) or email



HomeAdvisor - Pro Resource center



RESOURCE CENTER

WE'RE ALWAYS HERE TO HELP

What can we help you learn and discover more about? [GO](#)

Whether you're seeking tips on home maintenance and repairs or embarking on a major remodel, you can count on HomeAdvisor to provide expert information and advice, tools and tutorials, and ideas and inspiration to guide your project from start to finish.



TOP PROJECTS

Explore the most popular home repair, maintenance and improvement tasks

[Explore All](#)



EXPERT INFO & ADVICE

Get knowledge and tips to guide informed project decisions

[Explore All](#)



TOOLS & TUTORIALS

Find videos, checklists and other tools to plan and complete projects

[Explore All](#)

Pro - resource Center

- Dedicated section named 'Pro Resource Center' to help pro get expert information and advice
- Articles, tutorials and videos
- Stats center

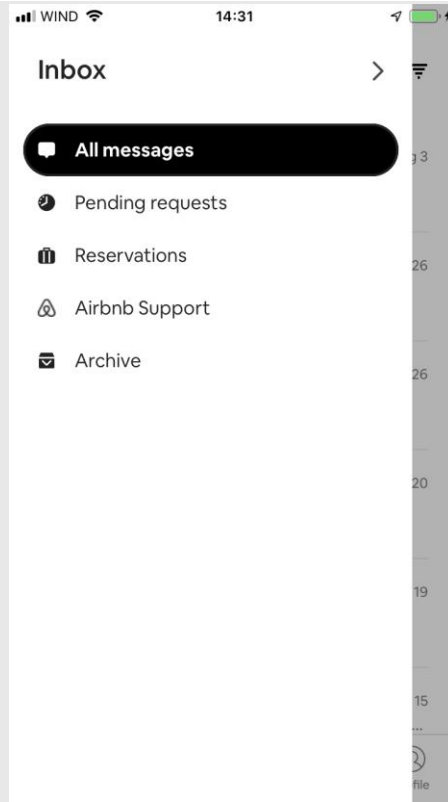
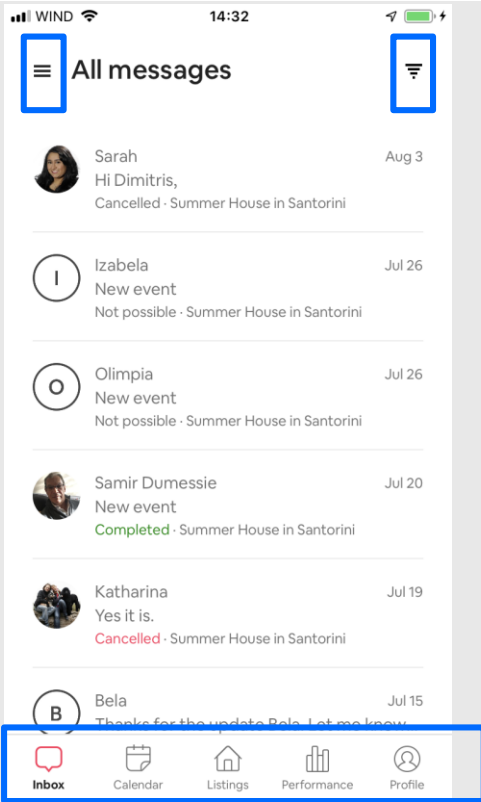


4

AirBnB



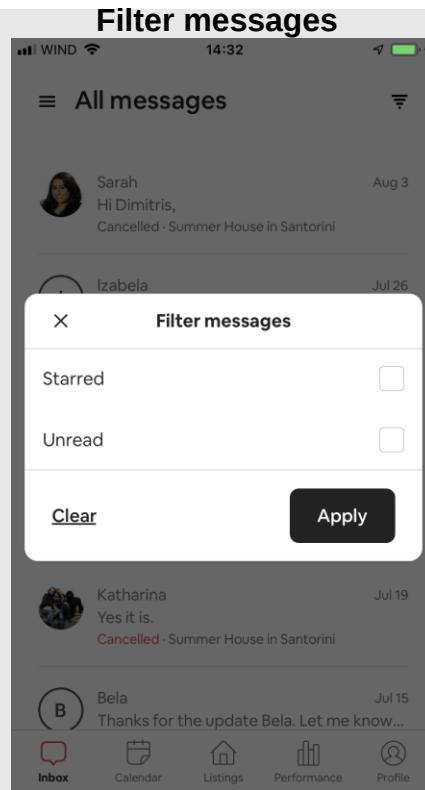
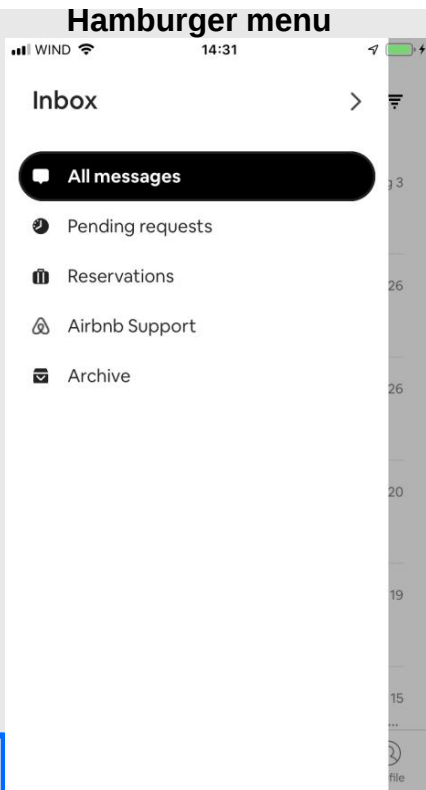
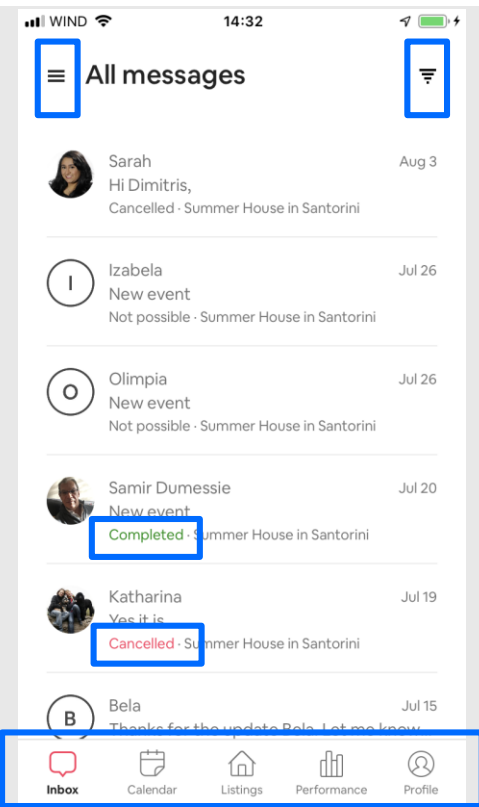
AirBnB - Business model



- AirBnB connects travellers with hosts and gets commission from booking fees
- AirBnB app for hosts is a reservation management tool that helps the host manage reservations, respond to enquiries
- Combo navigation of bottom nav with hamburger on top left hand corner



AirBnB - Inbox

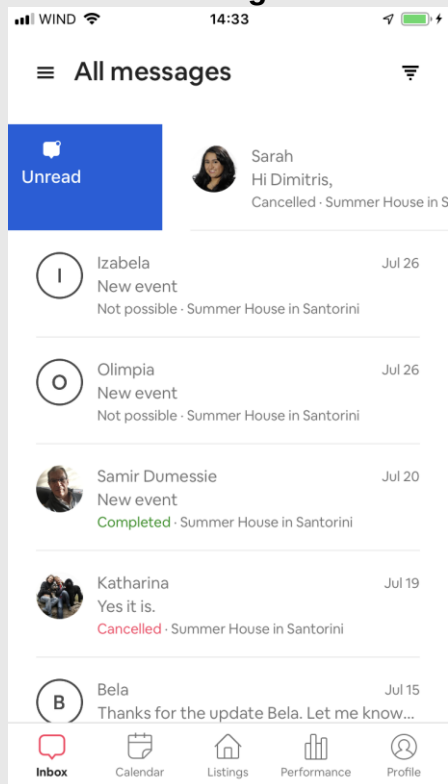


- Inbox with messages from customers (tasks as messages) - the first thing you see as you open the app
- User has the option to use two filters at the same time
- Status of reservation colour coded
- There is a guest's picture in the message (why?)

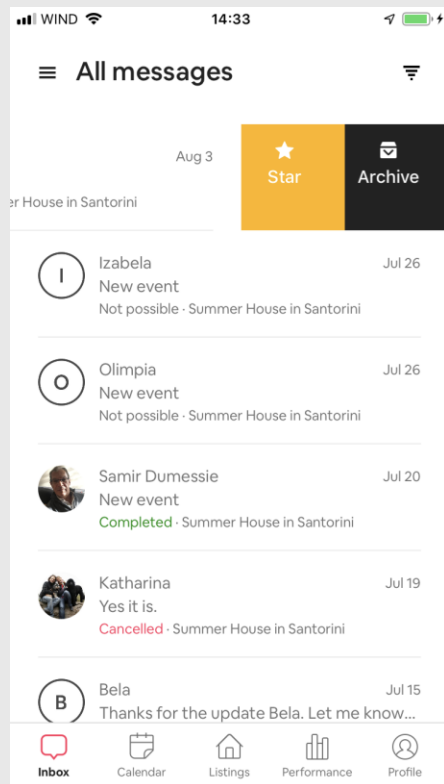


AirBnB - Inbox

Slide right



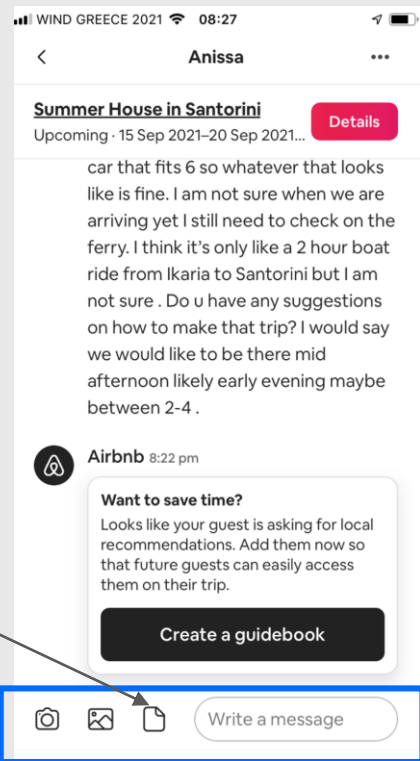
Slide left



- User has option to mark the messages according to his preference using gestures



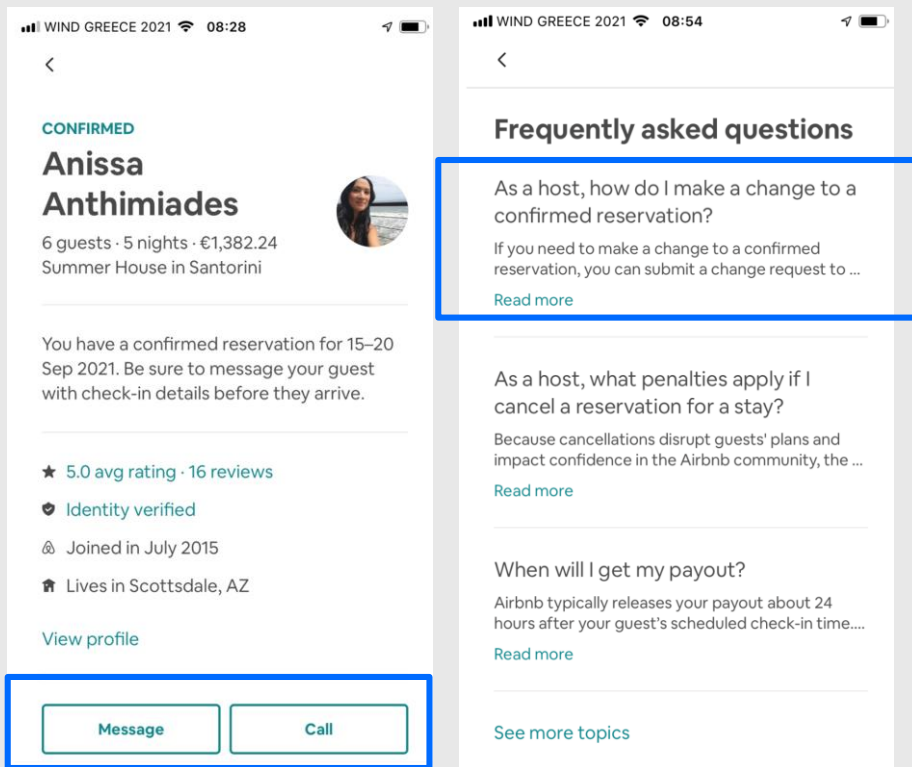
AirBnB - Reply to messages



- When host replies can use pics from gallery (photo messaging), saved responses or pics
- Saved responses one of most used feature of the app (the need for this feature came up in workshops with users)



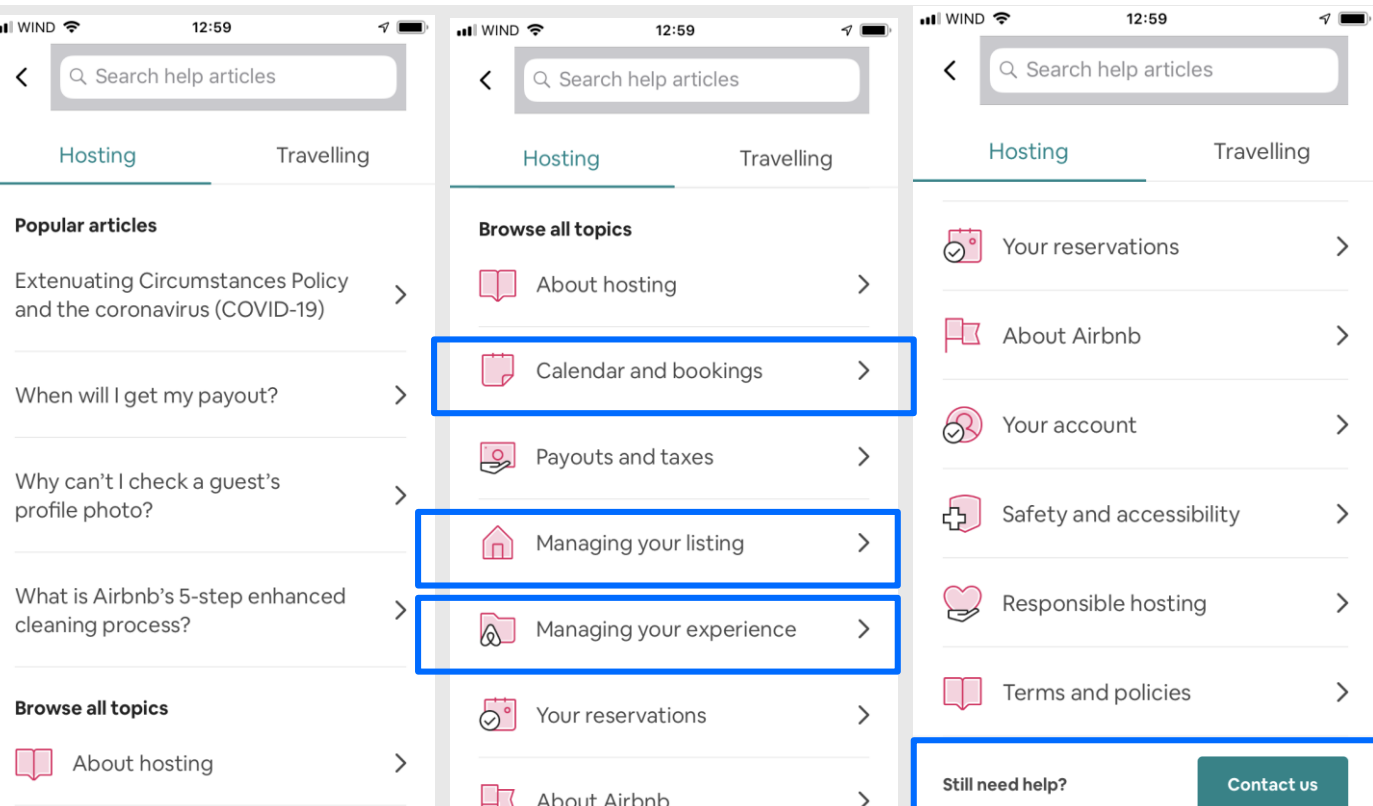
AirBnB - Inside Lead



- Inside Lead CTA is prominent
- Towards the bottom of the card there are FAQs on various subject from how to use the app to policies and regulations



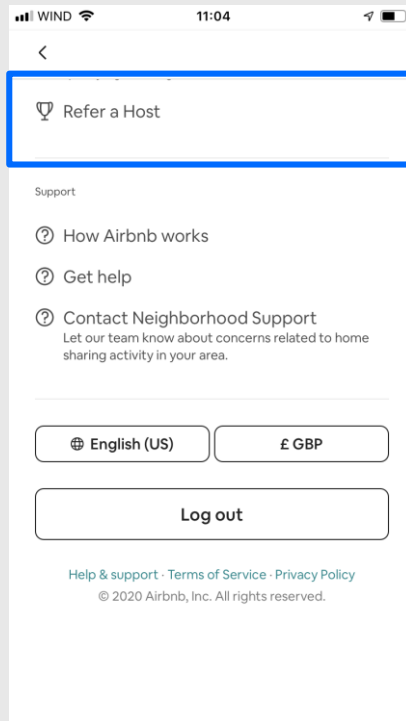
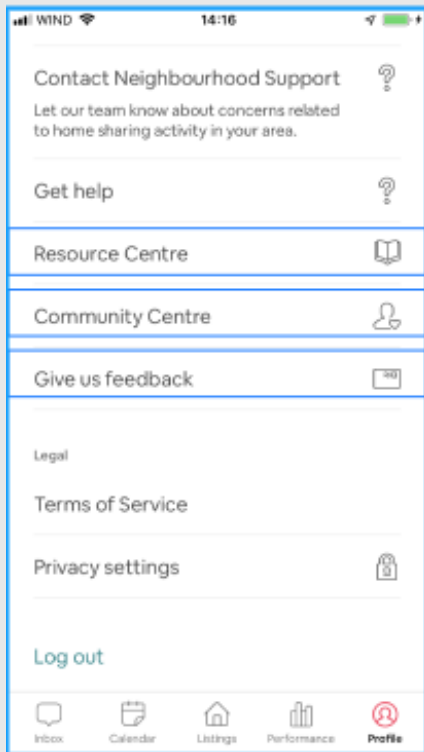
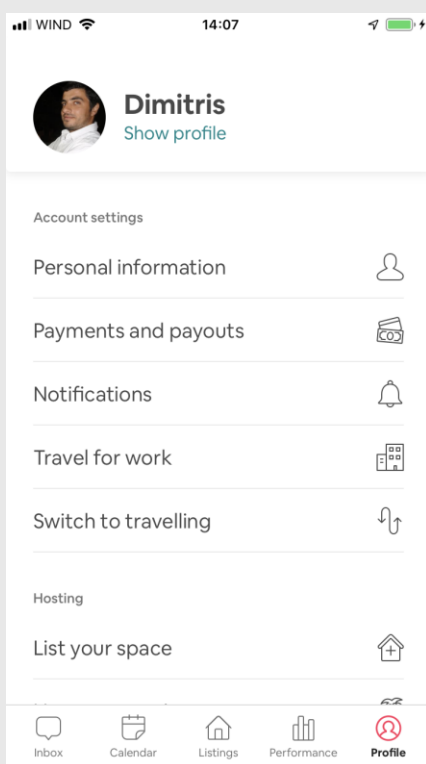
AirBnB - FAQs



- Help section on all topics with detailed responses and step by step guide on how to use the app (user can self-serve)
- Icons to make design more interesting
- CTA button prominent



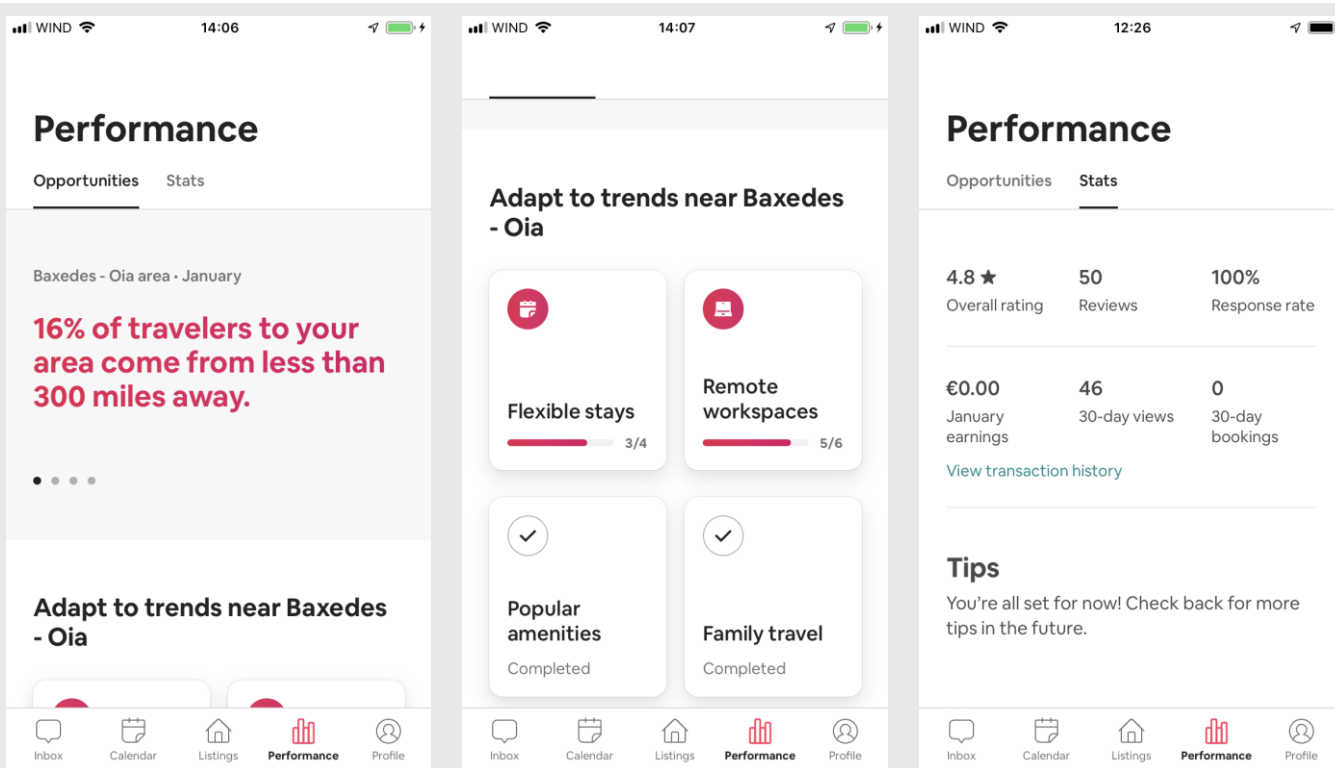
AirBnB - My profile



- Through profile user can access:
 - Resource Centre
 - Community Centre and
 - Give feedback
- There is a refer a friend or refer a host section



AirBnB - Performance (Opportunities)



- Two tabs: Opportunities and Stats

Opportunities

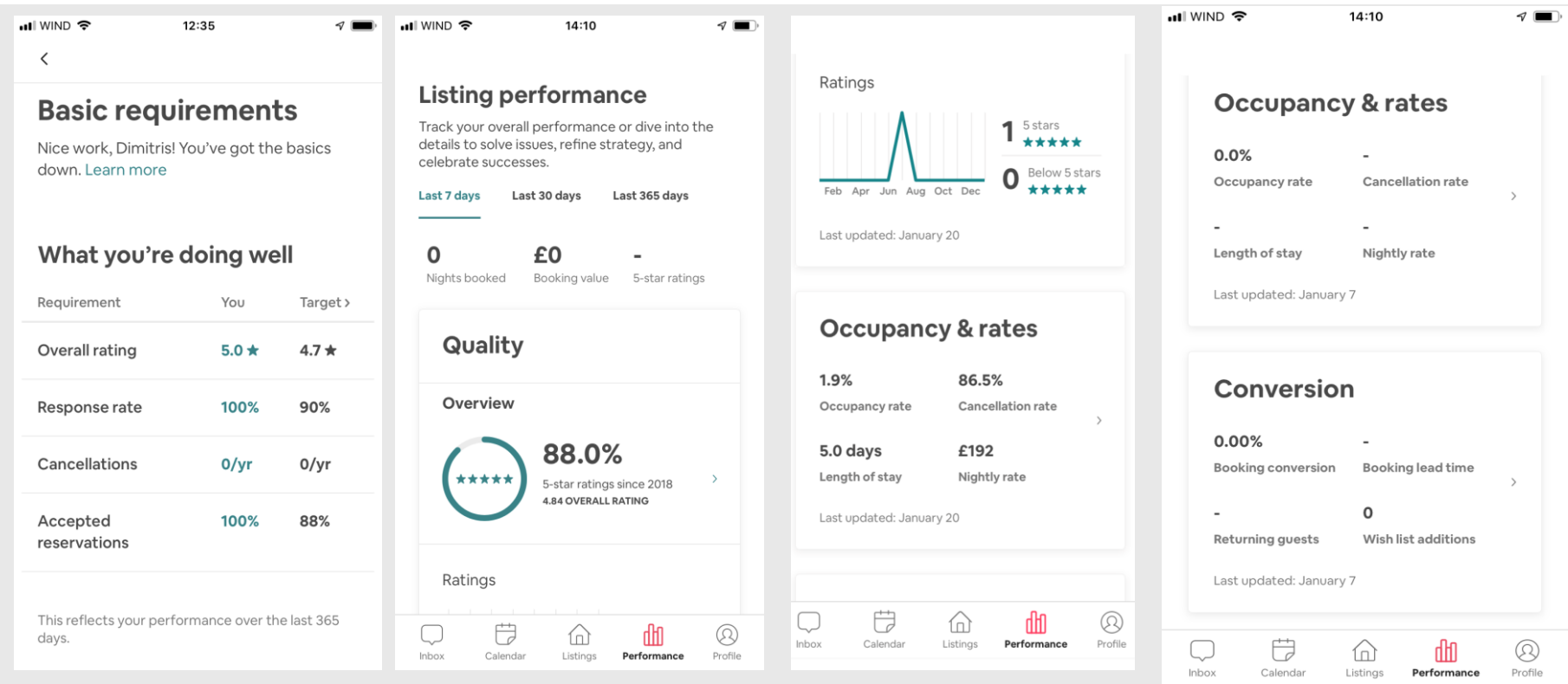
Adapt to trends section and progress bar - very important for host to keep up with trends and stay competitive



AirBnB - Performance (Stats)

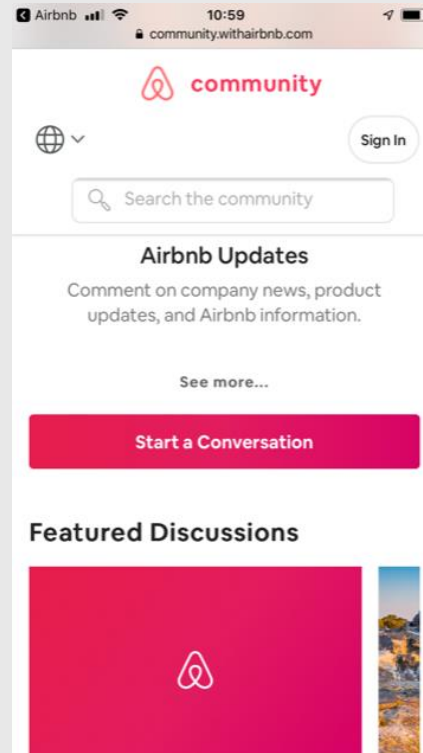
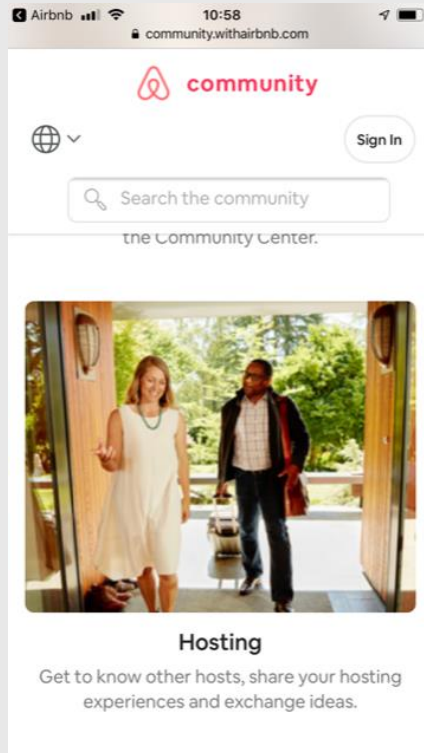
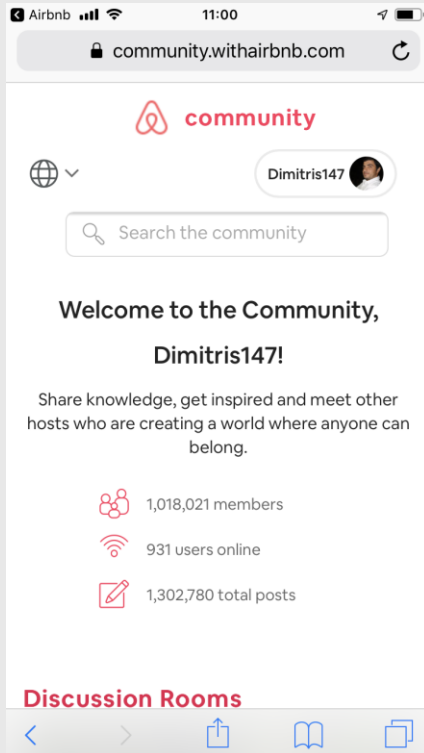
Stats

- Host's score to different metrics last 7, 30 and 365 days
- Minimal design





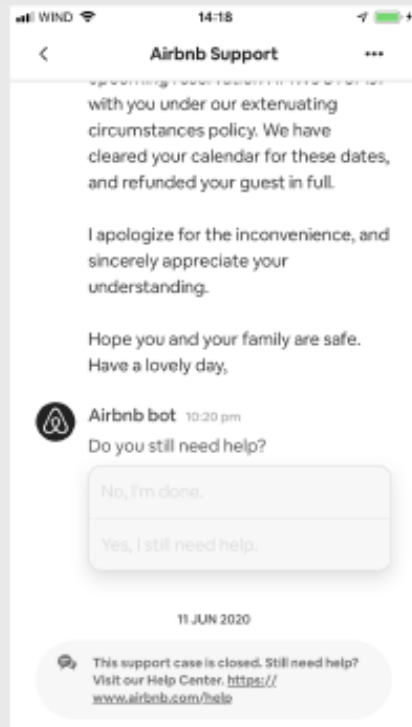
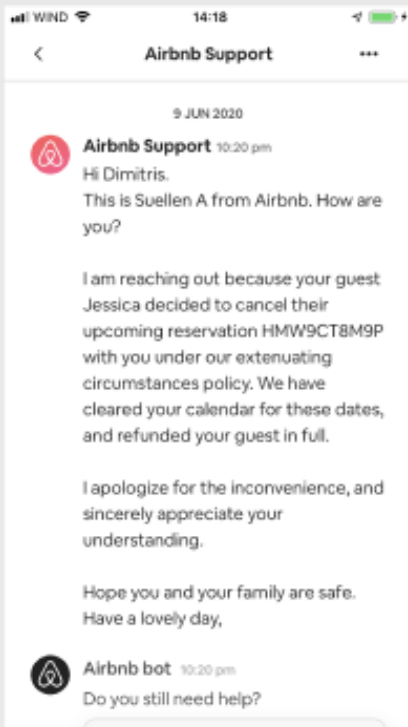
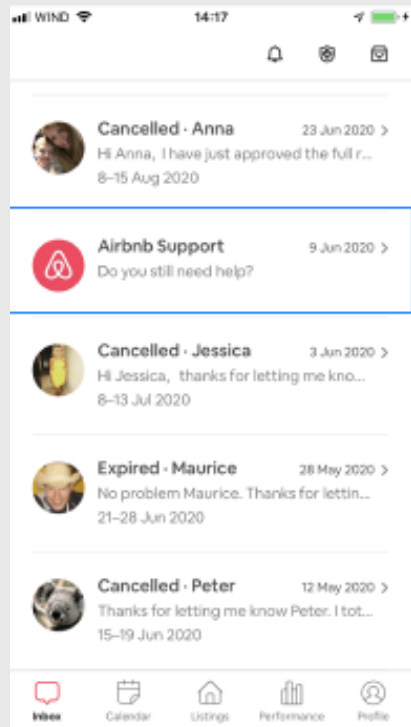
AirBnB - Community centre



- The Community centre is place to connect with other hosts, share stories, ask for advice, and get updates from the Airbnb team



AirBnB - Airbnb support



- A nice way to promote a message among messages in Inbox
- Many apps use this way to promote messages



Any more suggestions?

What	Why
Activity feed section on first page	All important information for pro in a snapshot (dual function of app: partner / tool)
Icons reinforcing meaning of copy	Catches users attention - gives life to text
Saved responses / templates	Efficiency (saving time), Habit, Better communication with customer
Resource and support center	It's a MUST. User must learn to self serve / empowerment / performance
Community section	Sense of belonging, engagement, loyalty
Contextual navigation bars	Simplify things for user, evolves with the user



Any more suggestions?

What?	Why?
Emphasis on Profile completion	First impression is everything! Improves conversion
Performance (Adapt to trends section)	Improves performance
User Feedback form	See what works and what doesn't, improve app
Colour coded status of Jobs	Help user distinguish categories

Appendix (Sources)

Sources

- [The new Airbnb mobile app: host anywhere – The Airbnb Blog – Belong Anywhere \(atairbnb.com\)](https://airbnb.design/co-designing-with-hosts/)
- [4. Conducting Competitive Research - UX Strategy \[Book\] \(oreilly.com\)](https://oreilly.com/catalog/lin/9781492040459/)
- [10 Usability Heuristics for User Interface Design \(nngroup.com\)](https://nngroup.com/articles/10-usability-heuristics-for-user-interface-design/)
- [How To Do A UX Competitor Analysis: A Step By Step Guide - Usability Geek](https://www.usabilitygeek.com/how-to-do-a-ux-competitor-analysis-a-step-by-step-guide/)
- [HomeAdvisor | Instructional Videos: Webinars](https://www.homeadvisor.com/instructional-videos/webinars/)
- <https://help.thumbtack.com/resources/getsetup>
- <https://airbnb.design/co-designing-with-hosts/>

Thank you!