

# UNBRAIDLED

## MOBILE APP

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### COMPETITOR / COMPARATOR ANALYSIS

06/04/2020



MOLLY WINTER STEWART  
UX DESIGNER



WARBY PARKER  
eyewear

# COMPETITIVE ANALYSIS

# U.

To better understand and learn how other brands are meeting customer needs online on a product level (competitor), and task level (comparator), specifically with subscription models.

## WARBY PARKER

eyewear



### Pick 5 frames

We'll mail them to you for free. Try them out for 5 days and see which ones you like.



### Buy at any time

Make it your own by purchasing online and we'll send you a fresh new pair.



### Return your frames

Once your 5 days are up, place your box in the mail with the prepaid return label. Done!

## Which colors do you like?

*Pick as many as you want*

BRIGHT NEUTRAL BLACK TORTOISE CRYSTAL TWO-TONE



## Never pay full retail again

Say goodbye to painful shopping trips and hello to studio style for less.

### Your style, everytime.

Complete your profile by taking our fun and interactive style quiz. Your answers let our stylists curate your style, sizes, and favorite ways to sweat.



START WITH OUR FREE STYLE QUIZ



### Count on us to deliver.

Using your unique profile, our stylists will curate an outfit that matches your personality, body type, and is perfect for the activities you love!

SEE WHAT'S IN THE BOX

### Good for less.

Your new outfit delivered for at least 50% off so you won't find deals this good anywhere else!



JOIN OUR FAVORITE UNBOXINGS



Top Satisfaction Customer Support



Easy Exchanges / Cancel Anytime



Covered by our Best Value Guarantee

Get Started with a FREE Style Quiz

Questions? We've got answers.

## FABLETICS

## Welcome TO FABLETICS

BECOME A VIP AND GET UP TO 50% OFF ALL DAY, EVERY DAY.

Because it's just not us to give you all the perks that HOW IT WORKS! It's so easy...

- GET PERSONALIZED PICKS!** Shop our most recently added items online or in store with our curated picks for you.
- SHOP (OR CLICK SKIP)** Shop or simply click "skip" to the top of every event (we'll send you personalized picks each time you "skip" to the top of your event) and we'll keep you up to date on new items. Special releases you want to see first go to the top of your account and event emails. Special releases you want to see first go to the top of your account and event emails.
- PUT IT TO THE TEST** Spend & earn! Try your new gear, and if you're not totally satisfied, you can return or exchange within 45 days.
- NO STRINGS ATTACHED** We have no annual/quarterly/semi-annual/anytime commitments. You can cancel your subscription at any time. No annual/quarterly/semi-annual/anytime commitments.

**SOME OF YOUR EXCLUSIVE VIP PERKS!**

- Up to 50% OFF All The Time
- Early Access to New Releases
- Cash Rewards, Free Gear + More

MAKE IT OFFICIAL

# U.

## COMPETITIVE ANALYSIS

Molly Winter Stewart  
6/5/2020

	COMPETITORS		COMPARATOR
Feature, Element, or Heuristic			
<p><b>Heuristic: How does the program work?</b></p> <p><b>Is it clear and easily understandable?</b></p> <p><b>How much does it cost, and what do you get?</b></p>	<p>Members get 50% the regular price of products. "VIP Member" monthly subscription with the option to skip a month with no charge if they take action by a certain date. Members who don't skip are still charged and then get account credit they can use. \$50/month any you can choose any items</p>	<p>YogaClub is an umbrella curated of many brands discounted 50-88%, and they are membership-only. Users take a style quiz, get matched by a stylist, get the delivery. \$69/month = 3 piece outfit on a monthly basis. Can sign up for monthly or every 2 months</p>	<p>5 Pairs to try on for 5 days for free. Purchase, or send them back in a pre-paid box.</p>
<p><b>Feature: how is onboarding described / utilized?</b></p>	<p>How-to hero video is helpful; 3-step onboarding below video clarifies same info as video about how the program works.</p>	<p>3 steps with icons and text - take the style quiz, choose a subscription, stylist sends you curated outfit</p>	<p>3 simple steps with icons and clear copy</p>
<p><b>Feature: how is style quiz structured?</b></p>	<p>1) favorite ways to get fit (yoga, gym, run, etc) 2) location (gym, home, studio, outdoors) 3) color palette preferences 4) Body Type 5) Size Preference (top, bottom, sports bra) BRA is by size AND support preference</p>	<p>1) how often do you wear 2) where do you wear 3) brands you shop for 4) ranking importance of purpose 5) typical size 7) thumbs up /down to style features, colors 8) average spend by item</p>	<p>1)M/W, 2) width/size 3) preference for shapes 4) color preference 5) materials 6) date of last eye exam 7) option to also see sunglasses 8) save style quiz</p>

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## COMPETITIVE ANALYSIS

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	COMPETITORS		COMPARATOR
Feature, Element, or Heuristic			
Do they offer a “try-before-you-buy” option?	Yes, anything you get as part of the subscription you can test out and return for a refund or exchange within 45 days.	No - but you can exchange an item once per box if you don't like it. Replacement items have to be handled on a case-by-case basis.	Pioneered try-before-you-buy; WP was online first. Users can also do a “virtual try-on”
How is sizing communicated?	XXS - 4X, Plus Size Shop, “standard” sizing with measurements. Bras are also indicated as low/med/high impact.	Size charts are listed for every brand they carry	Width / nose bridge
Photos: Does the brand feature diversity i/c/w race and body type? Are products shown “in action”?	Separate “Plus Shop” navigation tab; but range of body types and race are shown in all product images. Action shots included.	YC has a “Plus Sale” (?) category with the same model in every photo; Every brand they carry has it's own profile; none of them feature diversity of sizing in photos, although a few are slightly more inclusive with race.	N/A, except for their hero image, which does show diversity in models

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	COMPETITORS		COMPARATOR
Feature, Element, or Heuristic			
Heuristic: What points of connection / communication are offered (stylist, customer service, etc)	Help/Contact has an FAQ section and multiple channels for connecting with customer service; no "stylist" provided, customers are matched with products based on their style quiz	Users are responsible for updating their style preferences before they are billed each month if they want to change something - this is what the stylist goes by when choosing items.	Staff Picks, also can filter based on face "type", so narrow/wide can see curated options. Exemplary customer service history.
Feature: What is used to ease user pain points, like shipping / returns?	Shipping is free; Returns are generated through the website within Order Details - users request a return label be sent to their email.	Users pay for return shipping. They can exchange through an online exchange portal for a different item that gets sent in next month's box, or they can exchange with another member through YC's USA Facebook Community	Users can return try-on with a pre-paid label; the company also provides eye exams and can customize frames to your face measurements and shape
Heuristic: How does the brand build credibility & trust with users?	#MyFabletics photo gallery; customer reviews from TrustPilot, option to test out products and still return if needed;	Community forum, unboxing/try-on videos; reviews, blog, FAQs. "Best Value Guarantee" that total will be less than \$79 and brands will always be authentic.	Impressive, well-rounded customer service; social impact, tons of user reviews.

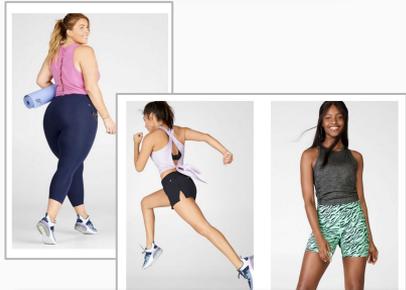
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## COMPETITIVE ANALYSIS

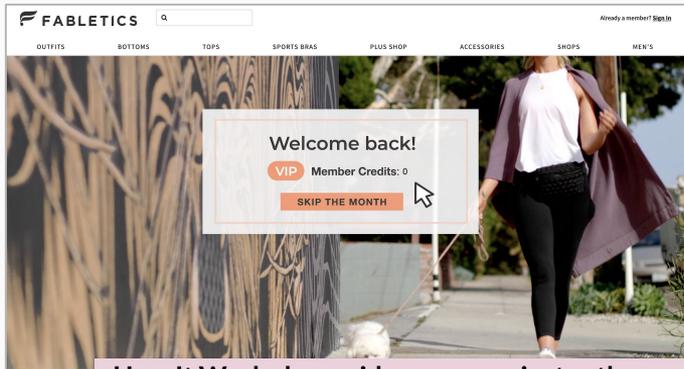
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Feature, Element, or Heuristic	COMPETITORS		COMPARATOR
			
<p>What kind of flexibility is offered for customers for orders and/or subscriptions?</p>	<p>Able to skip months; subscription can be cancelled at any time without charges; clothes can be worn/tested and returned/exchanged in 45 days.</p>	<p>Users can sign up for monthly or every 2 months. Can skip or pause, but only for 1 billing cycle at a time, otherwise you forfeit your discounts, referral rewards, and current membership promo price.</p>	<p>Flex spending, eye exams, ability to purchase in a store location.</p>
<p>Is the company committed to social good? If so, in what ways?</p>	<p>Nothing that is present online</p>	<p>They carry one brand that produces fitness fashion from recycled goods</p>	<p><b>Buy A Pair, Give A Pair</b> since the company's launch in 2010 gives a pair of glasses to someone in need in over 50 countries worldwide</p>
<p>Content/ Features: What provides value? Points of differentiation?</p>	<p>"My Fabletics" - users can upload their own photos in the product; Plus Shop for more sizes; ability to buy an entire outfit incentives customers to become a VIP</p>	<p>Blog; unboxing/try-on videos; nice that they are a mix of brands; ability to trade with other users is interesting.</p>	<p>Customer reviews are classified by experience - (Home Try-On, Give A Pair, Shopping In-Store).</p>

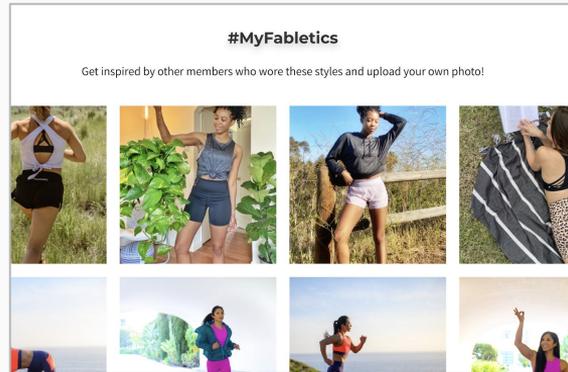
# NOTABLE FEATURES



Diversity and representation clear in all imagery



How It Works hero video communicates the process through a combo of video footage and feature interactions



Users can share their own photos, building social community, trust + credibility

Your New VIP Member Offer Awaits: **2 Leggings for \$24**  
Take our quick lifestyle quiz to get personalized outfit picks for you and your workouts.

Step 5 of 6

**YOUR BOTTOM SIZE PREFERENCE \***

XXS|0-2 XS|4 S|6 M|8 L|10-12 XL|14-16 XXL|18-20 1X|18 2X|20 3X|22-24 4X|22-24

**YOUR TOP SIZE PREFERENCE \***

XXS|0-2 XS|4 S|6 M|8 L|10-12 XL|14-16 XXL|18-20 1X|18 2X|20 3X|22-24 4X|22-24

**YOUR SPORTS BRA SIZE PREFERENCE \***

XXS|0-2 XS|4 S|6 M|8 L|10-12 XL|14-16 XXL|18-20 1X|18 2X|20 3X|22-24 4X|22-24

Your Sports Bra Support Preference? Zip Code \* Where did you hear about us? \* Your Birthday

Choose An Option  Choose An Option  MM DD YYYY

Sizing as a step in the style quiz includes asking fit preference for sports bras

Multiple points of access for users to reach out for help

- Facebook**  
24 hours, 7 days a week
- Live Chat**  
9am - 9pm (EST)  
7 days a week
- Phone**  
1-844-Fabletics  
(1-844-322-5384)  
24 hours, 7 days a week

Size and Fabric Guides

Size Guide **Fabric Guide**

**POWERLITE**  
An ultra lightweight performance fabric that wicks away moisture & enhances airflow.

- Quick Dry
- Moisture-Wicking
- Full Coverage
- Chafe-Resistant
- UPF Protection
- Breathable

**POWERHOLD\***  
Our max-compression performance fabric that sculpts & supports from start to finish.

- Hidden Pockets
- Moisture-Wicking
- All Way Stretch
- Chafe-Resistant
- UPF Protection
- Sculpting

**POWERFORM**  
A super soft fabric with sensational recovery that feels like you're wearing next to nothing.

- Chafe-Resistant
- Moisture-Wicking
- All Way Stretch
- Breathable
- Hidden Pockets
- UPF Protection

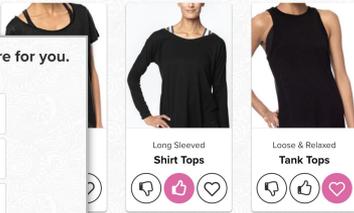
Fabric guide gives users more details and clear expectations



# NOTABLE FEATURES

## Let us know what you think of these different layering tops!

Your rating helps your stylist pick out the right tops to complete your outfit.



## Rank these statements by how true they are for you.

Great! Feel free to move on or keep ranking.

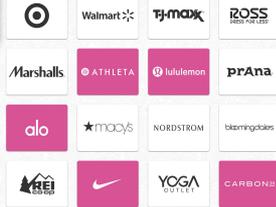
- 1 I love to discover new brands that are of high quality.
- I want the best deal possible when shopping for new clothes.
- I need an expert's help when it comes to personalized styling.
- 3 I look for activewear that features sport-specific construction.
- 2 I look for ways to save time so I can do more of the things I love.

## How much, on average, do you spend on a single pair of leggings?

Under \$50  
 \$50 - \$75  
 \$75 - \$100  
 \$100+

## Which stores do you shop at most often for activewear?

Select at least one.



Extensive style quiz including sizing, colors, style preferences, brands, and average spending

YogaClub is an umbrella for other brands, and sells them at a 50-88% discount, so there more variety and users pay less

## Fitness Motivation Delivered with an Unbeatable Value in Every Box

As a YogaClub member, you'll always be covered by our Best Value Guarantee so you can score serious savings on brand name outfits styled for the workouts you love.

Check out these example Guru outfits!



### Stripe Right

\$184 for only \$69

Retail Value

see details



### Moto Jewel Tones

\$200 for only \$69

Retail Value

see details



### Purple Ombre

\$180 for only \$69

Retail Value

see details

close

Users get a personalized outfit in their subscription box

## Never pay full retail again

Say goodbye to painful shopping trips and hello to studio style for less.

### Your style, everytime.

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GET STARTED WITH OUR FREE STYLE QUIZ



### Count on us to deliver.

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SEE WHAT'S IN THE BOX



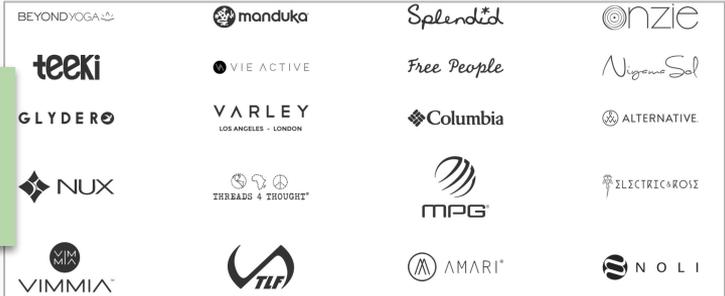
### Look good for less.

Enjoy your new outfit delivered for at least 50% off retail. You won't find deals this good anywhere else!

CHECK OUT OUR FAVORITE UNBOXINGS



Clear How-It-Works, with outfits picked by a stylist



# NOTABLE FEATURES



## The power of one pair



In emerging and pre-emerging markets, one pair of glasses

=



increases productivity by 35%

+



increases monthly income by 20%

Source: VisionSpring

Committed to social impact since 2010 through 2 models: 1) providing training for adults to give eye exams and sell glasses; 2) providing vision care and glasses for children in school settings

## How it works



### Pick 5 frames

We'll mail them to you for free. Try them out for 5 days and see which ones you like.



### Buy at any time

Make it your own by purchasing online and we'll send you a fresh new pair.



### Return your frames

Once your 5 days are up, place your box in the mail with the prepaid return label. Done!

Clear, simple onboarding with icons and copy to improve understanding

## CUSTOMER SERVICE

### Will I receive the best service?

We pride ourselves on out-of-this-world customer service. Our philosophy: Put customers first and leave them feeling fantastic.

[Ask us a question](#)

The emails and delivery are also very cute and straight to the point. I was also able to upload my new Rx quickly and the glasses were created just like that!"

JESSALYN I. | AZ

"I've been wearing glasses for over 45 years (yikes!) and this was by far the most pleasant experience I've ever had. The staff at your Columbus Avenue store were pleasant and very helpful... You've got a customer for life!"

CARMELO C. | NJ

"Excellent customer service!! From the moment I made my order to the moment I picked up my glasses. Top marks!"

PABLO B. | CA

Reviews are listed by "experience type", so it's easy to find feedback on a specific point of connection with the brand