

Competitive Analysis: Men's Diet & Health

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Executive Summary

In order to help Men's Diet & Health in developing the new website INP Associates completed a competitive analysis. The strengths of Men's Diet & Health's competitors, as well as the areas that need improvement, were compared so they could be incorporated into the new website.

INP Associates chose Gymamerica, eDiets, and Changing Shape as the three competitors of this analysis. These sites were thoroughly examined and compared to find strong similarities. One major similarity found throughout the three sites was the emphasis they all had on offering a variety of exercise tips, meal planning, and weight loss activities.

We recommend including the following necessities for an online diet and health site:

- Weight tracking
- Personal message from trainer/coach on welcome page
- Opening Health survey form
- Free demo
- Interactive demos, graphics, and exercises
- Flexible/customizable exercise programs
- Message Boards
- Testimonials
- Attractive contrasted colors to insure readability
- Email for member login easy to remember access

Likewise, this analysis found problematic areas in the three competitor sites which should be avoided when creating the Men's Diet & Health website. To fix these issues in the website, the following things should be done:

- Moderate message boards moderated
- Keep ads to a minimal to attract attention to site content and features
- Make clear what is free information and what is included with membership
- Include adequate white space throughout site to reduce confusion and clutter
- Interactive meal plans and programs need to be clear and easy to navigate

Additional things should be noted:

- Link logo to home page
- Keep global navigation consistent
- Have help links cross-linked appropriately
- Offer printable forms the user can take to a physician

Competitor 1: Gymamerica (<http://www.gymamerica.com>)

Gymamerica Home Page

gymamerica.com
"Best of Web" Forbes

START YOUR 10-DAY FREE TRIAL TODAY!
JUST \$6.99 a month

my locker | my workout | my diet | my community | my account

Join Now! | Login

Welcome to GymAmerica, America's Online Personal Trainer
Get your individually customized workout routine and diet plan today!
Try it FREE for ten days!

START HERE! Get your FREE fitness profile
We'll send your fitness profile by email
GET YOUR FREE FITNESS PROFILE!

JOIN TODAY! Just \$6.99 a month!
Work out the right way with GymAmerica...

125 demos with instructions!
More **animated** free sample **animated** free sample **animated** free sample

125 demo with instructions!
More **animated** free sample **animated** free sample **animated** free sample

Total Online Fitness
ONLINE PERSONAL TRAINER

- Software creates customized, interactive workouts
- Uses your results to modify your workout routine to guide you toward your goals
- Over 125 animated exercise demonstrations
- Integrated with the Online Nutritionist - meal plans adjust for workout demands
- Strength training prescribes weight, sets, reps and rest
- Cardio log displays

FOR MEN [learn more](#)

Strength exercises	weight	reps	rest (sec)
Barbell Bench Press	105 lbs.	8	60
	105 lbs.	8	60
	105 lbs.	8	60
	105 lbs.	8	60
Decline Barbell Press	100 lbs.	10	60
	100 lbs.	10	60
Incline Dumbbell Press	75 lbs.	10	60

FOR WOMEN [learn more](#)

Strength exercises	weight	reps	rest (sec)
Chest			

Customized Diet Plans
GymAmerica offers a variety of healthy, delicious, and effective diets. Choose the one that's best for you...

CHOOSE AMONG POPULAR DIETS [learn more](#)

- GymAmerica Fit Lifestyle Diet** - The recommended plan for individuals looking for a healthy, balanced and delicious diet with a little more protein to boost development of lean muscle tissue.
- GymAmerica High Protein Diet** - This diet solution provides individuals with increased protein and reduced carbs to accelerate body fat loss and lean muscle tissue development while still utilizing GymAmerica's delicious meal planning capabilities.
- GymAmerica Healthy Balance Diet** - Based on the traditional USDA Food Guide Pyramid, this diet plan is rich in carbohydrates, low in fat, balanced with moderate protein and almost sugarless.

DAILY MEAL PLAN [learn more](#)

PROTEIN	25%	96-99g	1420-1520
Carb	50%	172-196g <td>2400-2600 </td>	2400-2600
Fat	25%	38-44g <td>80-90 </td>	80-90

See what others have to say about GymAmerica...

PRESS QUOTES

"BEST OF WEB: The computer-animated demos of exercises to prevent injury and achieve maximum results."
— *Forbes Magazine*

"Final Score: Top-notch"
— *ESPN Magazine*

"Easy to Follow workouts"
— *Self Magazine*

"Gymamerica.com was my most successful try... Sign me up!"
— *Wall Street Journal*

"We liked gymamerica's My Locker page, which presents a superb view of your progress to date..."
— *PC Magazine*

MEMBER TESTIMONIALS

"I love the ease it takes to follow your workout and diet plans."
— *Ryan B.*

"This is truly the BEST fitness web"

Page extends another 2 screens at 1024 x 768 PC / Mozilla

Gymamerica Sub Pages

gymamerica.com
"Best of Web" Forbes

START YOUR 10-DAY FREE TRIAL TODAY!
JUST \$6.99 a month

my locker | my workout | my diet | my community | my account

Join Now! | Login

Let the Online Personal Trainer Customize Your Workout Program
Get the results you've always wanted with GymAmerica workout programs!
Try it FREE for ten days!

START HERE! Get your FREE fitness profile
We'll send your fitness profile by email
GET YOUR FREE FITNESS PROFILE!

125 demos with instructions!
More **animated** free sample **animated** free sample **animated** free sample

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1 Individually Customized Workouts
The Online Personal Trainer custom-creates each workout depending on your age, goals, ability and gender, and schedules your workouts around your life...

EXPERIENCE
Which of the following best describes your experience with strength training?
 I have never experienced strength training.
 I have not trained past the beginner level.
 I have trained periodically over the last few years.
 I have been training on a regular basis for less than a month.
 I have been training on a regular basis for more than a month.

LOCATION AND EQUIPMENT
Where will you be strength training?
 At home with dumbbells
 At home with free weights
 At gym with free weights with assistance
 At gym with free weights
 At gym with both free weights and machines

SCHEDULE
On which days of the week would you like to strength train?
 Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

WORKOUT TIME
Estimate how much time you want to spend on each of your strength training days.
 15 minutes
 20 minutes
 25 minutes
 30 minutes
 35 minutes
 40 minutes

Whether you're a beginner or advanced, our Online Personal Trainer can build a program that's right for you.
Tell us what equipment you have access to and we'll make the most of your workouts.

The Online Personal Trainer builds a program around the days and times you can exercise.
Though strength training sessions are provided here, your cardio program is just as customizable.

E Complete Program Prescription
No more guess work... The Online Personal Trainer prescribes the proper weight, reps, sets and rest as well as cardio time or distance...

PROFESSIONAL-GRADE WORKOUTS
GymAmerica workouts have **REPORT PROGRESS DAILY**
Do you suffer from any of the following?
 Select your problem

CHOOSE YOUR PROGRAM

Diet page & workout pages extend another 2 screen at 1024 x 768 PC / Mozilla

gymamerica.com
"Best of Web" Forbes

START YOUR 10-DAY FREE TRIAL TODAY!
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my locker | my workout | my diet | my community | my account

Join Now! | Login

Let the Online Personal Trainer Customize Your Diet Plan
Achieve your weight goals with a delicious GymAmerica diet plan!
Try it FREE for ten days!

START HERE! Get your FREE fitness profile
We'll send your fitness profile by email
GET YOUR FREE FITNESS PROFILE!

1 Banana Nut Pancake
Nutrition breakdown

Amount	% Daily Value
Calories 211	42%
Total Fat 9.5g	19%
Total Carb 35.5g	71%
Total Protein 12g	24%
Total Cholesterol 24.5g	49%
Total Fiber 1.5g	3%
Total Sugar 1.5g	3%

Nutritional data on all foods!

1 Individually Customized Diets
The Online Personal Trainer uses its Online Nutritionist functionality to individually customize your diet plan. In addition to age and gender, your plan is customized for the following...

BOY CHECK IN!
What is your goal?
 Lose Weight
 Maintain Weight
 Gain Weight

BOY REQUIREMENTS
Enter your current body measurements:
 What's your current weight? 155 lbs.
 What's your current height? 5' 11"
 The following measurements are OPTIONAL, and are used to more accurately determine your dietary needs:
 What's the measurement of your neck? 14"
 What's the measurement of your waist? 34"
 What's the measurement of your hip? 38"
 Your height, weight and target weight are used in calculating your BMR and optional measurements are used to further refine it.

DIET FLEXIBILITY
The Online Personal Trainer allows great flexibility with your diet plan. You can substitute for any meal and food with our suggestions or search for something else, and you can "check in" what you ate at any time...

DIET CHECK IN
Check in the selected meals to tell us...

DIET SUBSTITUTION
Select your substitution...

FOOD SUGGESTIONS
Select your suggestions...

Content/Functionality:

Gymamerica.com offers customized workout and diet plans that integrate with each other to help men and women reach their fitness and body weight goals. The site includes a personalized Locker, where personal information is stored, along with separate sections customized for workouts and diet plans. A community section is also available to allow interaction between members and non-members.

Initially the site prompts the user to fill out a survey, starting with a very brief survey box on the home page that includes basic information as well as an email address. Completing this takes the user to a more comprehensive survey that then creates a Free Fitness Profile for the user. The site also offers a free 10-day trial, which requires a credit card to start.

The site is designed to have users join as members, and works very well toward this goal. While free information is available, most of it is comprised of samples of paid content and greater detail is promised. The site lists testimonials and reviews also.

Technology Used:

- Graphical table-based layout
- Custom programming to balance diet and exercise programs based on:
 - User exercise input
 - User diet input
 - User goals
- Basic Message Board technology
- Flash to demonstrate exercises

Specifics Include:

- **my Locker**
 - Measurements
 - Strength Quotient
 - Levels
 - Billing Charges, Problems & Cancellations
- **my Workout**
 - Workout Measurements
 - Report Injury
 - Change Workout Stings
 - Workout Calendar
 - Postpone Routine
 - Delete Workout
 - Warm Up
 - Stretching
 - Cardio RPE/HR & Workouts
 - Animated Demonstrations

- Print Workouts
- Enter Results
 - Enter Different Exercises
 - Change Completion Date
 - Skip & Add Exercises
- Cardio Distance, Time & Exercise Definitions
- Cross Training
- Walking Program Info & Definitions
- End Date Function
- **my Diet**
 - Misc Questions
 - Pyramid Exchange Values
 - Calories
 - Daily & Weekly Check-In
 - Missing Diet Days
 - Snacks & Recipes
 - Substitute Foods
 - Edit Diet Settings
 - Maintain Current Weight
 - Presented Days in Shopping List
 - Food Item Nutritional Breakdown
 - Daily Nutrient Breakdown
 - Synchronized Diet
 - Weight Chart
 - Vegetarian Diet Option
 - Calorie Bank
- **my Community**
 - Message Boards
- **my Accounts**
 - Account History
 - Change Password
 - See Subscription Summary
 - Add New & Upgrade Current Subscription
 - Billing & Credit Card Information
 - Email address & Registration Information
 - Cancellation
 - Customer Service

Strengths:

Gymamerica.com does a good job of inviting users to sign up for a membership, which is the goal of the site. As a non-member, marketing information that promotes the membership option can be viewed, and the user can participate in the community section of the website.

Other strengths include:

- Site is logically laid out
- While designed for 1024 x 768 viewers, little important information is lost at 800 x 600.
- Site interactive and allows for detailed analysis of workouts and diet plans, and how they work together to help achieve goals.
- Very flexible in both the exercise and diet modules to allow for customization
- There are a number of different plans, allowing users to pick and choose which ones are needed. They include:
 - Exercise Module
 - Diet Module
 - Combined (both Diet and Exercise Modules)
 - 6 month prepay for discount
 - 12 month prepay for discount
- Using a survey to draw users in is a very good idea, and it is well implemented to give users value even if they do not join the site as members.

Areas for Improvement:

Gymamerica.com's biggest flaw in the website is the fact that the font size is very small at times on the home and inner marketing pages. The text is graphical and cannot be changed by the user. While it is not apparent if the size remains consistent in the member sections, this makes the site relatively inaccessible to those with vision problems.

Other areas for improvement are as follow:

- The site, although geared to getting visitors to sign up as members, could use more free content to keep people who are not ready to sign up coming back.
- The message board appears to be lacking a moderator and allow the anonymous messages, which could (and does) lead to spam messages. As there are a number of free and low cost message board solutions available, this could be improved easily. (perhaps by sending questions)
- The site has Google Ads plastered throughout, it may bring in some revenue, but it also has the effect of cluttering up the site and leading visitors away to other sites, possibly competitors.