YogaRelief   Competitive Analysis

There are a number of yoga apps available, with a **wide range of usability and functionality.** The Back Pain Relief Yoga app was the only one specifically focused on pain relief through yoga, though the sequences offered within this app did not seem to have any specific theraputic intentionality or functionality. Yoga International has a large variety of therapeutic content, though the user has to know how to search for this specifically. The Pathways app for pain management is also a competitor, though indirectly. This app focuses more on mindfulness and lifestyle changes for long-term pain management, and does not offer and specific therapeutic movement practices. Pathways is a great example of inviting UX design.

Most of these apps do some functions well, but none are specifically tailored for pain relief while providing structured, functional therapeutics for relief. Many of these apps, however, have specific UI features that would be useful within the YogaRelief app.

Daily Yoga

App to maintain a daily yoga practice

Features

- Tracks your daily practice streak
- Yoga shown and desribed
- Sequences previewed with images

Strengths

- Real person demonstrates
- Audio description plays and video demo
- Very beginner friendly

Cons

- Tons of ads, popups, and CTAs for $$$
- Models in app primarily thin women in bras
- Very limited free content, onboarding asks lots of questions then hits a paywall

Back Pain Relief Yoga

App specifically for back pain relief

Features

- Specific target audience: those with back pain
- 5 poses each day, each round is repeated 3x
- Lists benefits of poses under a demonstration

Strengths

- Demonstration is animated, more acessible/inclusive
- Beginner friendly, instructions are written out
- Free to access

Cons

- Some movements offered are too extreme and difficult for those with back pain
- Pose benefits are described but no instructions on HOW to actually do them are given
- Description of pose benefits extravagant "will heal any disease" etc.

Yoga International

A wide variety of instructors and classes

Features

- Thorough onboarding process, individualizes content
- A huge amount of classes with qualified instructors
- Specific therapeutic yoga content is available

Strengths

- A huge variety of instructors and class options
- Audio instuctions with visual demos by real people
- All levels
- Search and sorting functionality is strong

Cons

- $20/month after a free 30 day trial
- Too many choices for beginners, overwhelming
- Requires equipment and some yoga knowledge to know what to look for

Simply Yoga

Offers a variety of basic yoga sequences

Features

- 20, 30, or 40 minute sequences
- Yoga shown by a real person and desribed
- Free content with youtube links to more content

Strengths

- Gives audio instructions with clear demonstrations
- Simple routines, accessible to almost everyone
- Choose the length and level of sequence
- Beginner friendly with a real person demonstrating

Cons

- Very barebones UI, not very clear functionality
- Generic sequences, 'one size fits all'
- No modifications offered

5 Minute Yoga

App offers 5 minute yoga practice once a day

Features

- Different poses every day
- Poses are illustrated with images
- Offers a short introduction to yoga positions

Strengths

- Short, predictable time of practice
- Different poses offer a variety
- Can repeat different days or jump ahead

Cons

- Onboarding features very thin woman in a bra
- All instructions are written, have to read a paragraph for each pose
- Uses a timer with a jarring bell, like a boxing match

Pathways

An app to manage pain

Features

- Offers individualized pain management options
- Evidence based techniques
- For long-term pain management, mental and emotional components included

Strengths

- Very comprehensive
- Mindfulness, mental health focus, diet, inspiration
- Very beginner friendly and calming UI

Cons

- Requires commitment and introspection
- Intended to help over time (long-term project)