

Competitive Analysis

Kajabi, Teachable, Coach.me, Coachaccountable

Introduction

The goal is to build an all-in-one coaching platform for creative instructors to offer their coaching services to their students. As a part of the ideation process we are conducting competitive analysis on similar education and coaching platforms: Kajabi, Coach.me, CouchAccountable, and Teachable.

Because these platforms are for both students and coaches, this analysis will focus solely on features for the coach. We will also focus in particular on how these platforms help coaches give live or recorded personalized feedback to their students as a part of their services.

We are going to analyze the platforms by the following Nielsen Norman Group UX principles, on a score from 1 to 5:

1. Match between system and the real world

The design should speak the users' language. Uses words, phrases, and concepts familiar to the user, rather than internal jargon. Follows real-world conventions, making information appear in a natural and logical order.

2. Help and documentation

The system doesn't need any additional explanation, but may provide documentation to help users understand how to complete their tasks.

3. Error prevention

Designs that prevent problems from occurring in the first place. Eliminates error-prone conditions, or checks for them and presents users with a confirmation option before they commit to the action.

4. Flexibility and efficiency of use

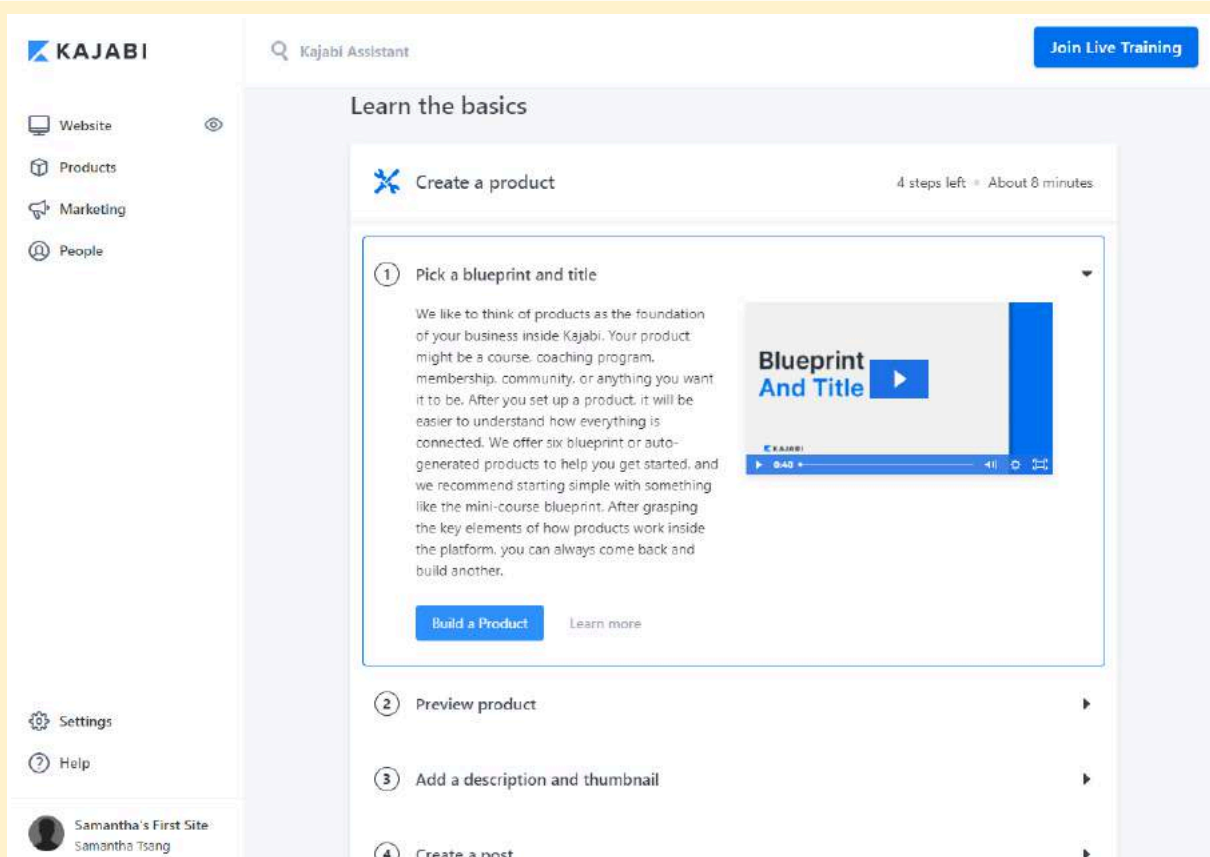
Shortcuts, hidden from novice users, may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allows users to tailor frequent actions.

Kajabi

Kajabi is an online platform for entrepreneurs to sell their online courses, membership sites, or coaching programs. They provide you with customer relationship management tools, email marketing, a website builder, analytics, and e-commerce features for your programs.

1. Match between system and the real world: 5/5

Kajabi uses real world language and no jargon for their terminology. You'll recognize what the features on the sidebar mean by their names: website, products, marketing, and people.



Icons have relevant labels next to them on the left menu bar.

They use terms like “offers” and “products” for coaches to sell their services, which makes logical sense upon first read.

2. Help and documentation: 5/5

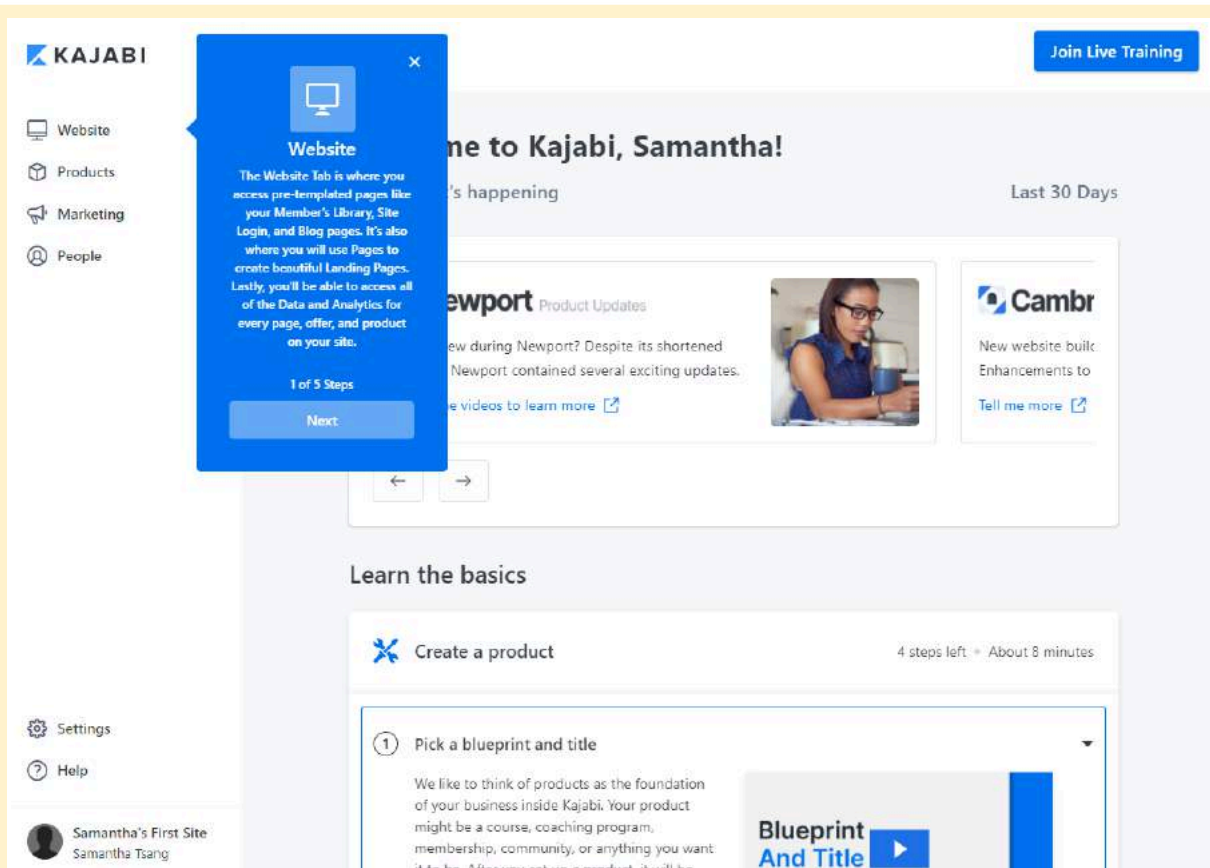
Their Help and Documentation resources are their strong suit. In addition to tooltip pop-ups that guide you through the menu options on first login, they also have an onboarding list of tasks that walk you through the basics of launching your coaching program. It lets you know the short duration of each task, and how many steps are left in your onboarding journey.

They include milestones examples in the onboarding guide, which is how they measure your progress in setting up your account. They list how many steps you have until you reach that milestone, which helps in motivating the user to succeed with their business using the platform.

The screenshot displays the Kajabi user interface. At the top left is the 'KAJABI' logo. To its right is a search bar labeled 'Kajabi Assistant' and a 'Join Live Training' button. On the left sidebar, there are navigation icons for 'Website', 'Products', 'Marketing', 'People', 'Settings', and 'Help'. The main content area is titled 'Learn the basics' and features a 'Create a product' tutorial with '4 steps left' and 'About 8 minutes' remaining. The first step is 'Pick a blueprint and title', which includes a video player showing a video titled 'Blueprint And Title'. Below the video, there are 'Build a Product' and 'Learn more' buttons. The second and third steps are 'Preview product' and 'Add a description and thumbnail'. A blue 'Kajabi Goals' notification is overlaid on the left, stating: 'We've noticed that our most successful Kajabi users hit these milestones in their first 30 days: create your first product, package that product into an offer and sell that offer with a pipeline. Use this checklist to keep yourself along a proven path.' It includes a 'Finish' button and indicates '5 of 5 Steps'.

Milestones for the user to reach.

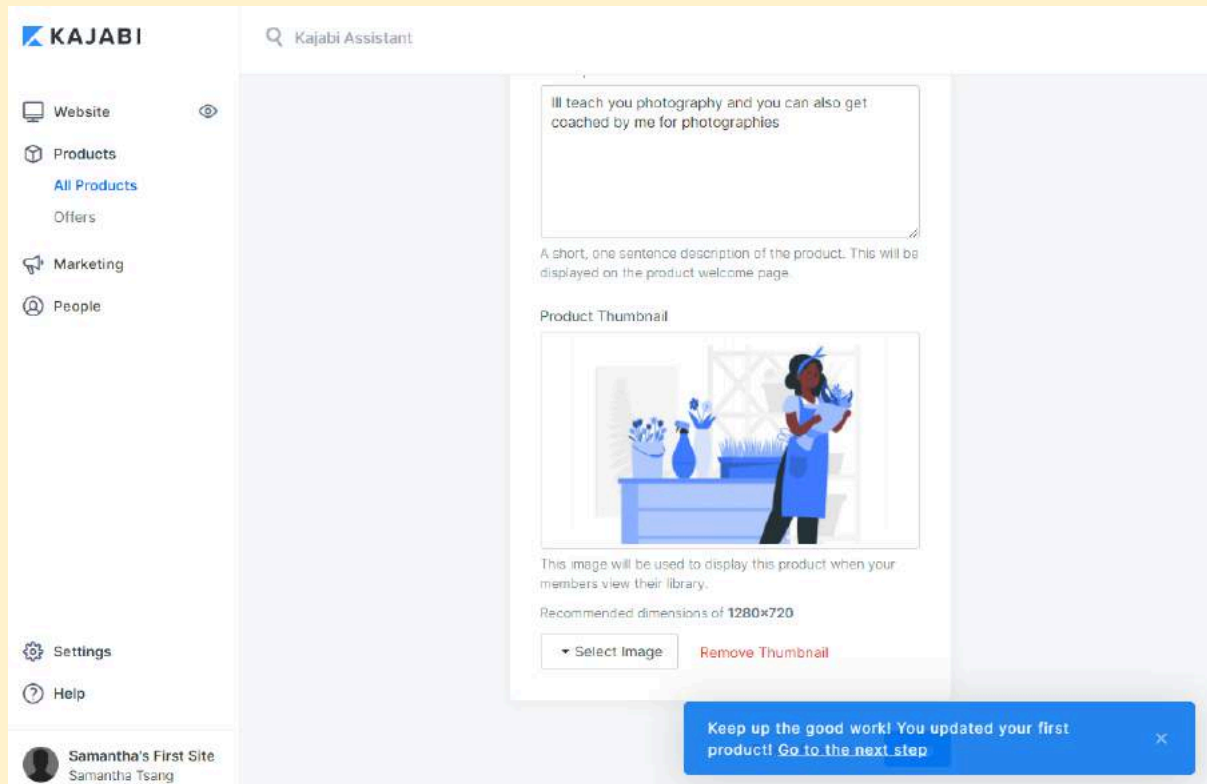
Users have their Kajabi Access add-on feature for an extra \$99, which will allow you six one-on-one coaching sessions with an onboarding specialist to help get you started. This add-on will also grant you access to a forum moderated by the customer support team for any additional questions that may come up, and also give you networking opportunities with other professionals.



Tooltips and onboarding tasks.

3. Error prevention: 5/5

When creating products, offers, and websites, Kajabi breaks down the process in a multi-step form, one or two fields to fill out per step. This makes it easy for the user to follow through with their product creations, and they can pick up where they left off if they should exit without finishing.



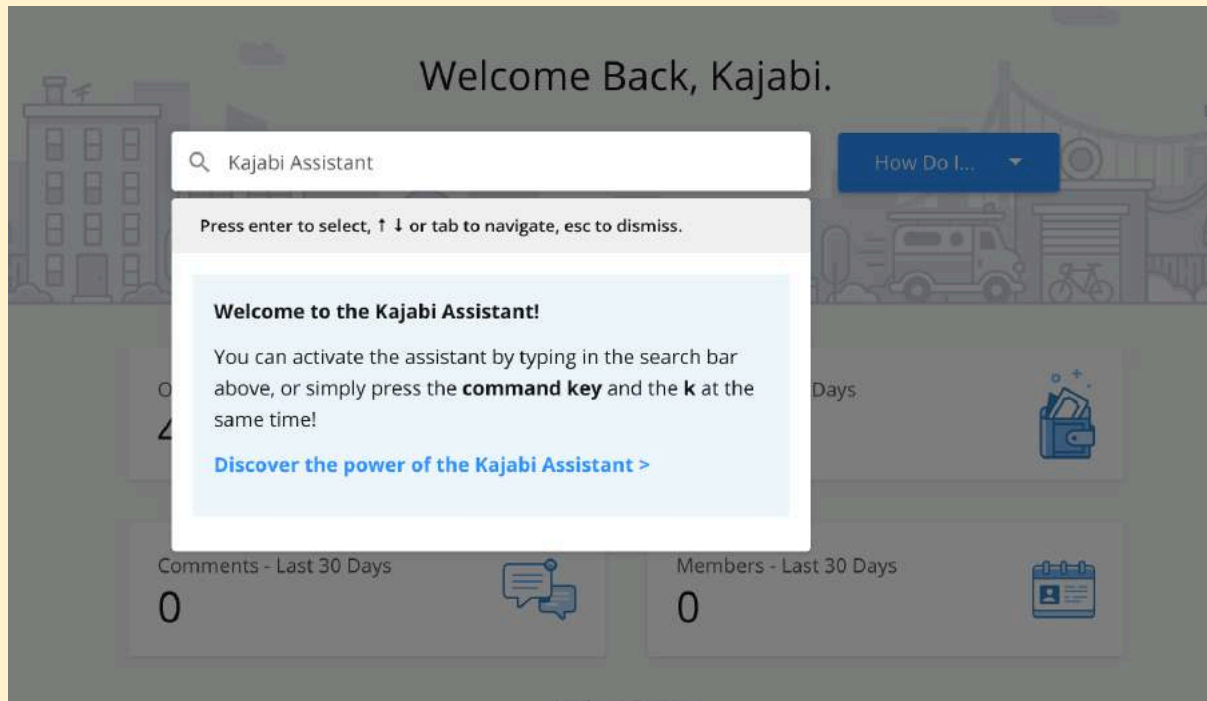
The process to create a product is broken down into one step per page to prevent error.

Kajabi also gives you the opportunity to leave the product mid-creation and click around elsewhere, but when you return they will show you the step where you last left off so that you will complete the task before moving onto the next. This helps prevent any additional errors that may come up with a finished product if there were any missing steps.

4. Flexibility and efficiency of use: 4/5

Because there are so many features and options for the user to create their own journey, I would say Kajabi is extremely flexible in what products coaches can create to offer their students. However efficiency isn't their strong suit because all the courses and products need to go through the step-by-step process in order for them to be created.

They have been adding additional efficiency features such as the Kajabi Assistant, available on web and on their mobile app that will allow coaches quicker access to what they need to do.



⌘+K for Mac, CTRL+K for Windows while inside the Kajabi app will pull up the Kajabi Assistant.

In Summary

Kajabi is a very robust platform with everything you could need to market your coaching and your courses. However, with coaching they refer to using Calendly to book and schedule appointments. With the appointment, you will need to use third-party call or video software to contact the student, with no room for notes or file submissions during that appointment within Kajabi.

Kajabi is the most expensive platform of the four that are reviewed, with plans ranging from \$149/month to \$399/month, but the features they include in the platform will allow the coach to help better market their courses and services without signing up for external services.

Teach:able

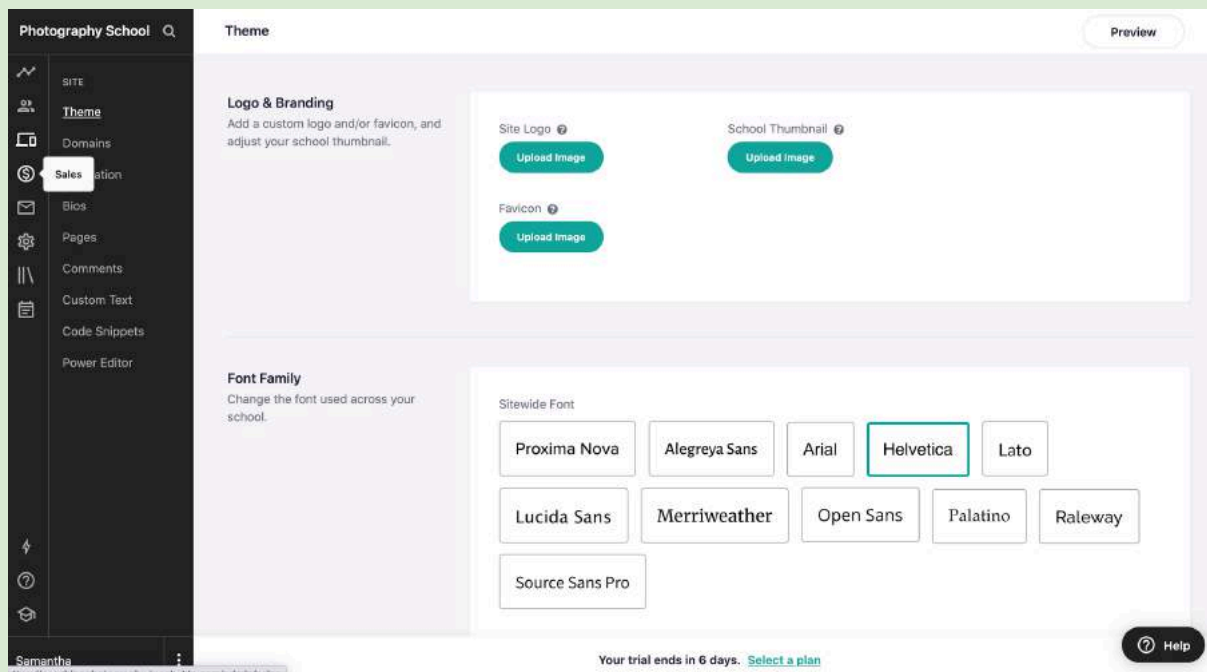
This platform gives professionals the ability to create and sell online courses and coaching services. It offers email marketing, websites, e-commerce, and client management. It is a more affordable option than Kajabi as the prices are lower, but there are less customizable options for the coach to explore.

Teach:able offers a built-in Calendly integration for appointment scheduling, and communication with the client can then take place using external tools like Skype or phone call. Their plans range from \$39/month, to \$299/month.

1. Match between system and the real world: 4/5

Most features are clearly labeled with a term that makes sense with what users will know in the real world: Users, Site, Sales, Email, etc. There is no confusing terminology used within the platform. I like that they included the world “school” as a container for your courses and coaching, so that it encourages the education aspect.

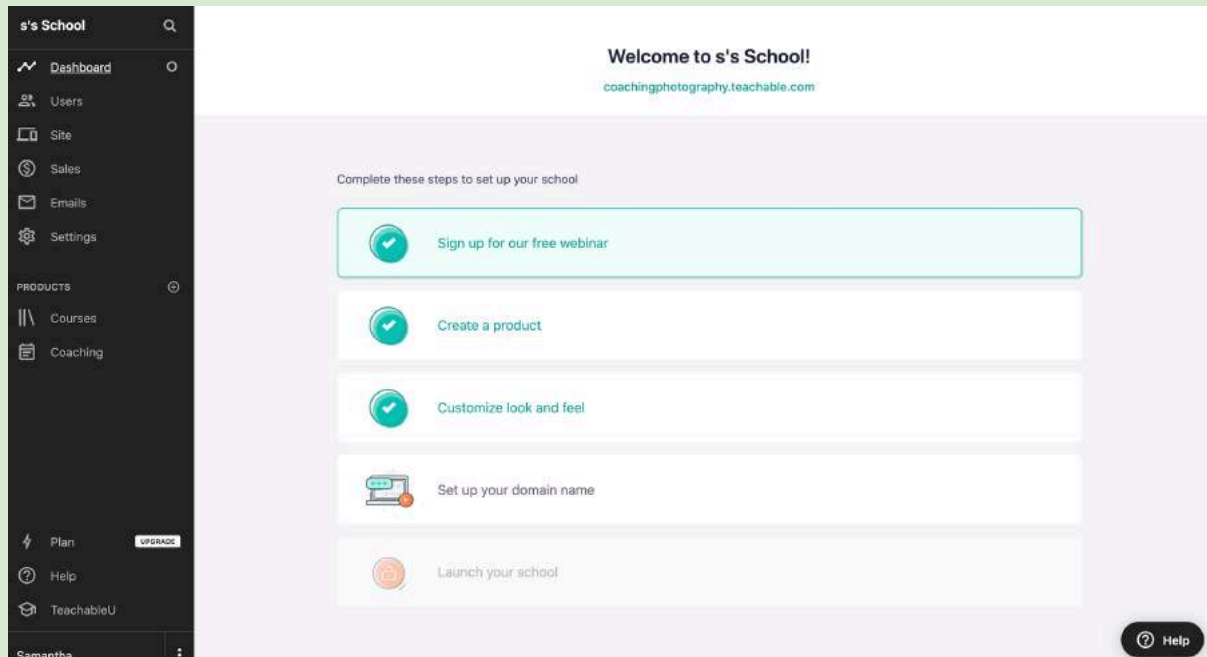
There are multiple sub-navigation menus once you start exploring the features, so they minimized the left side menu and included only icons with no labels underneath the icons themselves. This may be confusing for users to navigate through the options, but they resolve this by adding in a tool tip that identifies the icon when you hover over it.



Icons on left sub-navigation menu are unlabeled until you hover on the icon.

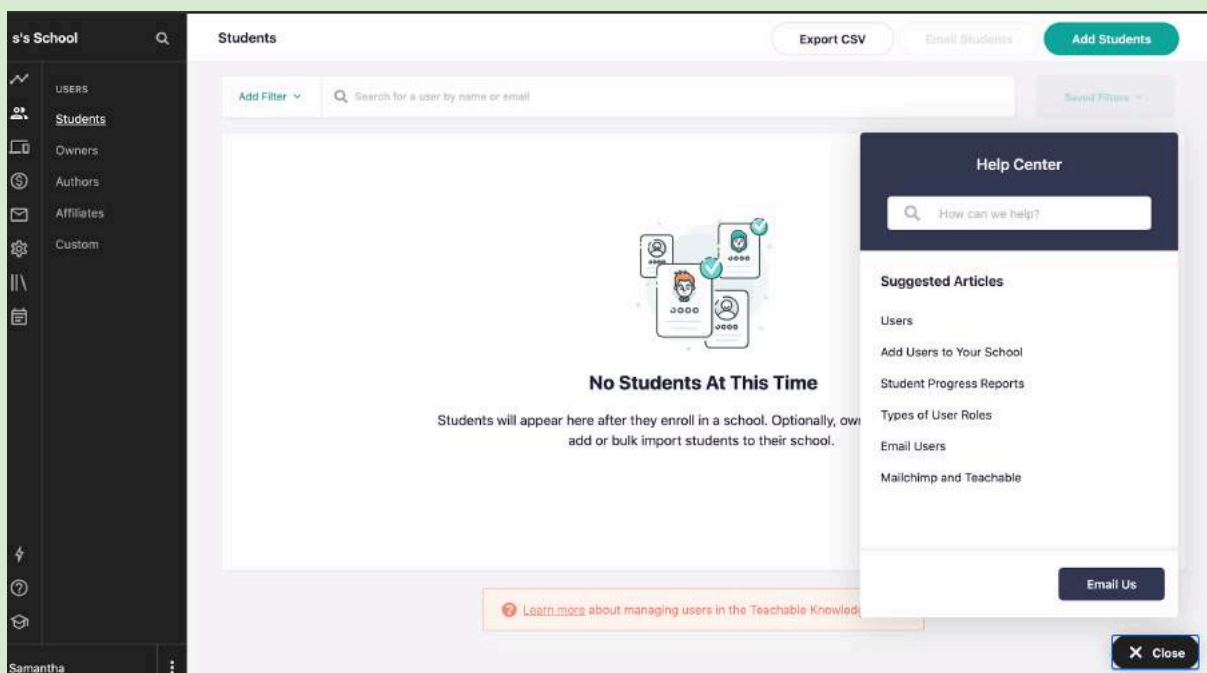
2. Help and documentation: 5/5

When you first log in and start creating, you are guided through an onboarding journey with steps to complete. Once you complete a step, it's checked off, and you can proceed to the next one. The final goal “Launch your school” is greyed out to encourage coaches to finish the basics before rushing to launch their school and start selling their courses and coaching products.



Step by step onboarding to create your school.

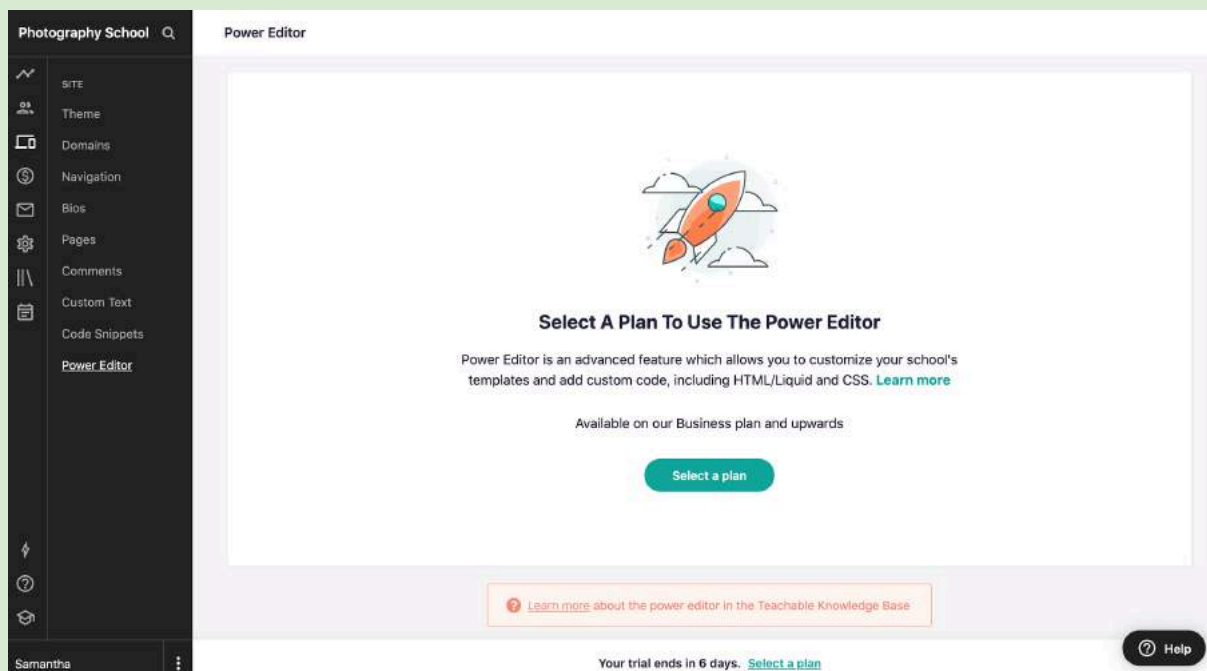
Some empty-states include links to the help center to guide the user towards the right direction, and there is always a help button at the bottom right with help article suggestions, as well as the chance to email the support team for additional guidance.



Easy and immediate access to the help center.

3. Error prevention: 3/5

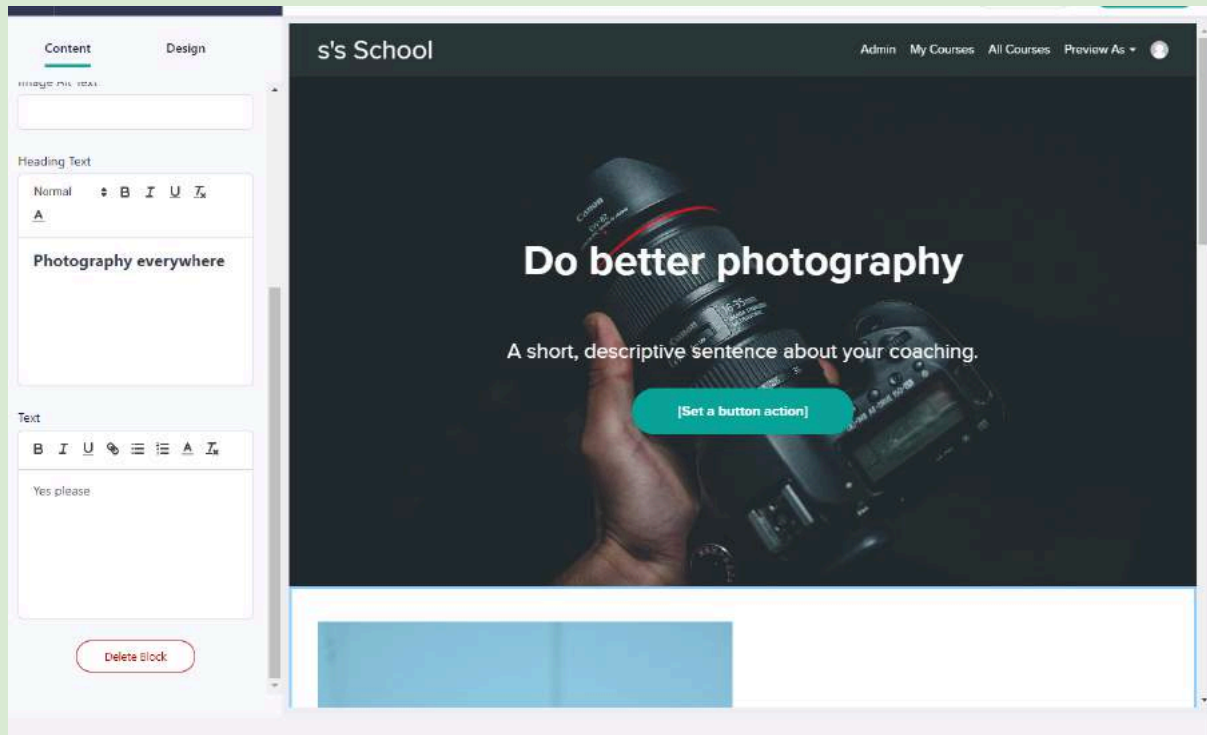
Given the amount of flexibility you are able to have over how to design your website, there's plenty of room for error when creating a website, courses, or coaching products. As per many What You See Is What You Get (WYSIWYG) website builders, there's limited editing to prevent site-breaking mistakes, however there's still the ability to add custom HTML and CSS to your pages, which can lead down a slippery slope.



The Power Editor for further customization of your templates and pages.

4. Flexibility and efficiency of use: 4/5

Teach:able gives you the ability to create easy marketing pages from their templates. While the templates allow you to swap out text and images as well as add/remove blocks of content, the flexibility of designing pages is limited as it's not a drag-and-drop builder. The designer is still quite easy to use, however it can take a long time to customize a page to your liking as there are many options on fonts, sizes, photographs, and layouts to consider.



Customizing the page layout with Teach:able.

The checkout process is already built-in to the pages so you don't have to worry about additional integrations, and Teach:able will also track sales and product analytics. You can customize the intake form, the checkout page, and the thank you page as well.

In Summary

Teach:able has some similar features to Kajabi (email, payments, user management, site, product creation) but they aren't as robust in terms of analytics and extra features. The prices range from \$39/month to \$399 for the business plans, so they are in the mid-range

There is a lecture comment feature but similar to Kajabi, they lack built-in video calls and scheduling. They have a built-in integration with Calendly but the calls will take place on a third-party application like Skype or Zoom. While the course feature allows students to view lecture videos in the curriculum, it would be nice to see an assignment area as well as the ability for the coach to add feedback to the assignments.

Coach.me

Coach.me is a habit tracker, as well as a platform for users to hire a lifestyle, business, or accountability coach. If you subscribe to the platform as a coach, you can create a profile for your services, and can communicate with your

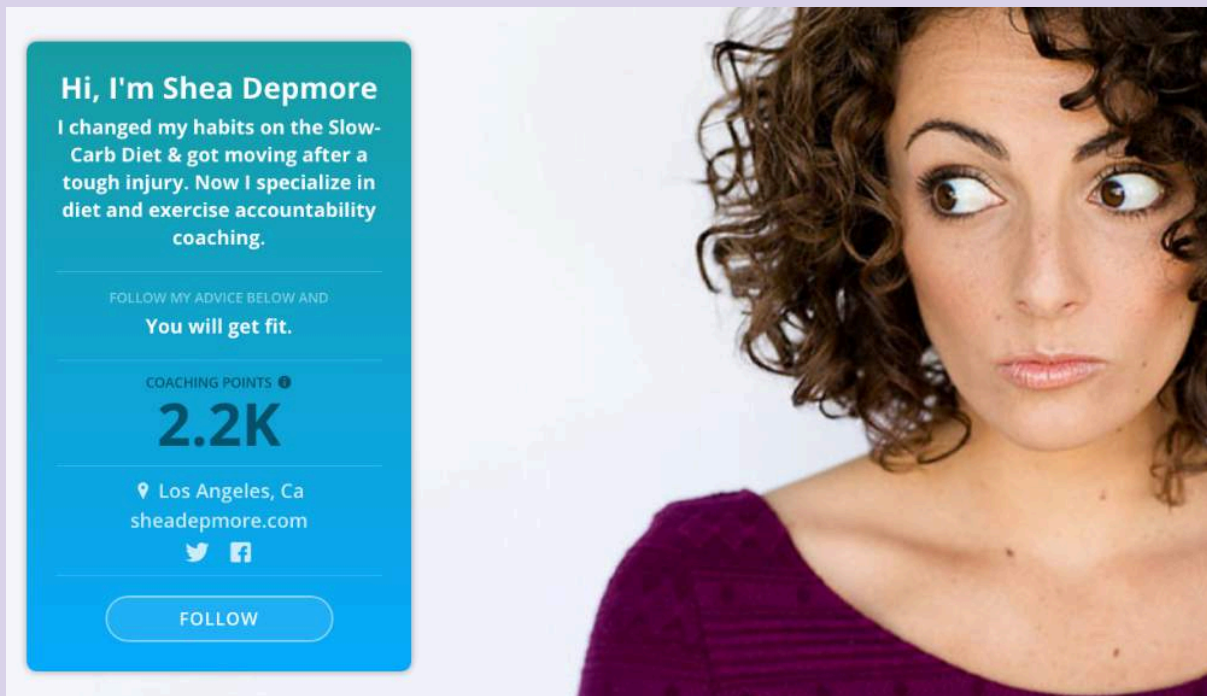
coachees by chat, or coachees can book an appointment for a call with their coach within the platform.

Access to the coach platform is gated by payment as they give no free trial option, so this analysis and the limited available screenshots included in the report will be based on research through [their Resource Center for Coaches](#).

1. Match between system and the real world: 4/5

Features are labeled in a clear manner within the platform: coach, client, call, chat, etc. The only feature I didn't like was the "follow" button on the coach's webpage, where users will be notified if the coach answers a question within a goal in which they are part of.

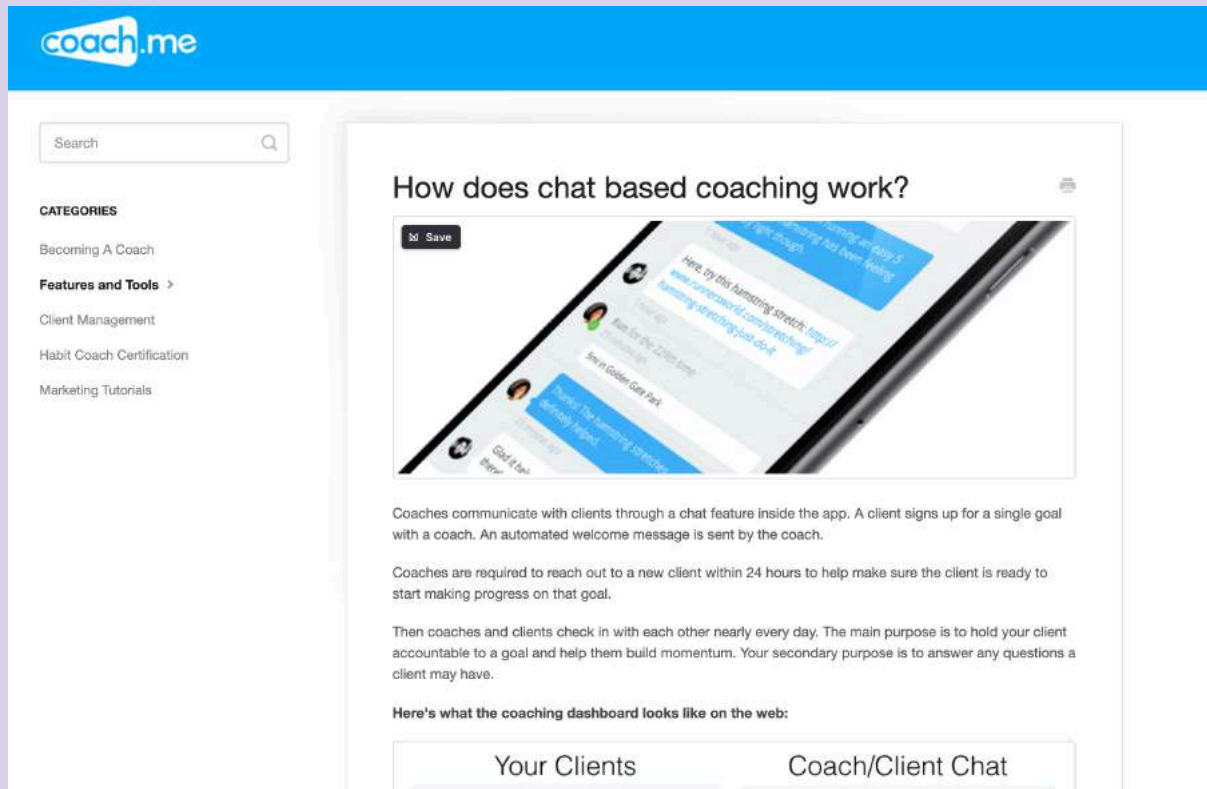
This seems to mimic the 'follow' feature in social media platforms that allow you to see their content or their activity in a feed, so as a user I would assume I would be notified if the coach posted site-wide activity like a status update, or posting a blog entry. The current 'follow' button seems limited at this time.



The follow button on an example coach's website.

2. Help and documentation: 3/5

There is a small help area with a few frequently asked questions, but the articles seem to cover the features on a high-level marketing sense, and not in a step-by-step instructional manner. There are many resources in the help center that offer advice for the coaches on how to succeed with their coaching business as well.



Resource Center for Coaches help article.

That being said, I believe the features of Coach.me are more limited and they don't give coaches the ability to customize much, so there isn't anything complex to explain within the help area that requires longer in-depth articles.

3. Error prevention: 5/5

There's limited features of what you can do in terms of creating your own content as a coach, and a result of that means there's less room for user error. The website for coaching follows a strict template with minimal customizations available for layout, as you can only swap out images and text for your own, or adjust the alignment of the introduction widget.

4. Flexibility and efficiency of use: 2/5

Coach.me is the least flexible option available for coaches. The coach's website offers limited customization, and they currently only offer in-app chat as a communication features with your clients, or you can arrange and track number of phone call sessions with your potential clients within Coach.me.

In Summary

Coach.me is the cheapest option of the four platforms, with two different subscription prices at either \$5/month for 1 coaching package, or \$20/month for unlimited coaching packages.

There is no built-in calendar scheduling, phone or video call feature, no assignments, no courses. This is a great platform if you are just starting out at coaching and are looking to be an accountability or lifestyle coach, but I would not recommend this for creative coaches with detailed content in their courses.

CoachAccountable

CoachAccountable is a coaching platform that allows coaches to create courses, take payments and send invoices, create contracts, and set appointments with students. It focuses more on creating one-on-one coaching experiences than high-volume courses like other software, and is scalable to manage courses and multiple coaches on a single team or business.

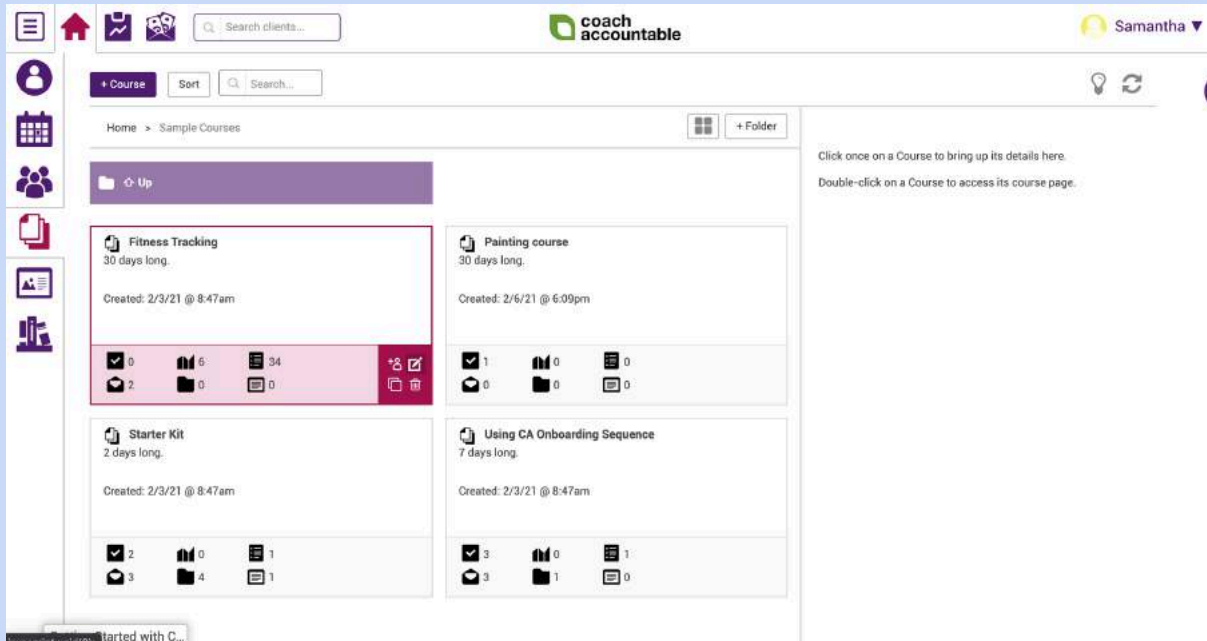
1. Match between system and the real world: 3/5

The language used in the platform is extremely colloquial with unnecessary adverbs, which is unexpected based off of expectations from earlier. The grammar and spelling/punctuation is also inconsistent, with some seemingly random proper noun capitalization.

The screenshot displays the CoachAccountable web interface for configuring a 'Painting course'. The interface includes a top navigation bar with a search bar, a home icon, and a user profile for 'Samantha'. The main content area is divided into three columns. The left column contains a 'Schedule' section with a calendar grid and a 'Basics' section with a 'Navigate' list. The middle column is the primary configuration area, featuring fields for 'Unit of measure', 'Duration' (30 days), 'Frequency' (every weekday), 'Data entry' (regular), 'Target' (NO), 'Display' (Modify display options...), 'Reminders?' (NO), and 'Visibility' (Share with client). A 'Save' button is present, with a tooltip that reads 'Actually, don't add this Metric'. The right column contains 'Course Builder Tools' with buttons for '+Action', '+Metric', '+Worksheet', '+Message', '+File', '+Whiteboard', and '+Day'. Below these tools are options for 'Show timeline dates AS IF the course started' (2/6/21) and 'Should always start on a...' (Sunday). A 'collapse all items' button and 'show Group Course settings back to top' link are also visible. At the bottom of the configuration area is a 'Whiteboard Title' field and a rich text editor toolbar.

Some sentences end with ellipses, others with periods, others with no punctuation.

There are also a lot of icons used to save space but sometimes the icons are too vague and open to interpretation, with no labels to indicate what they represent.

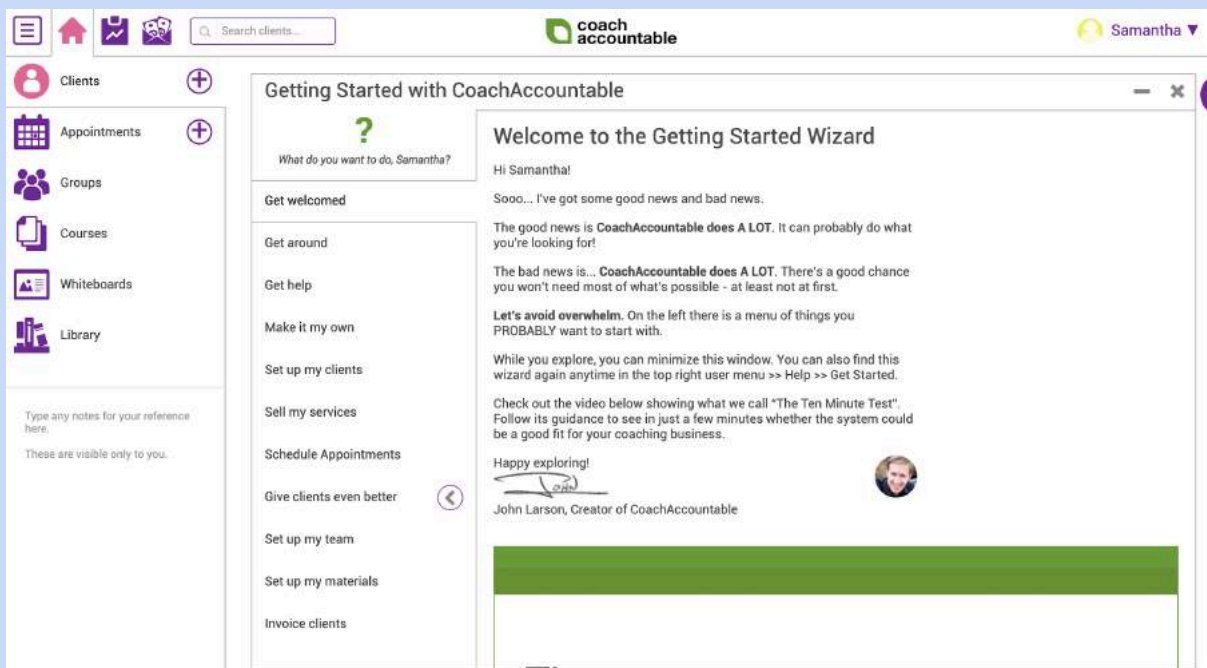


Icons without labels in the navigation, even upon hovering.

Some terms like “Library” don’t make sense in the context, as it is used as a place to house “Worksheets,” when I think of a file cabinet to store worksheets in real life.

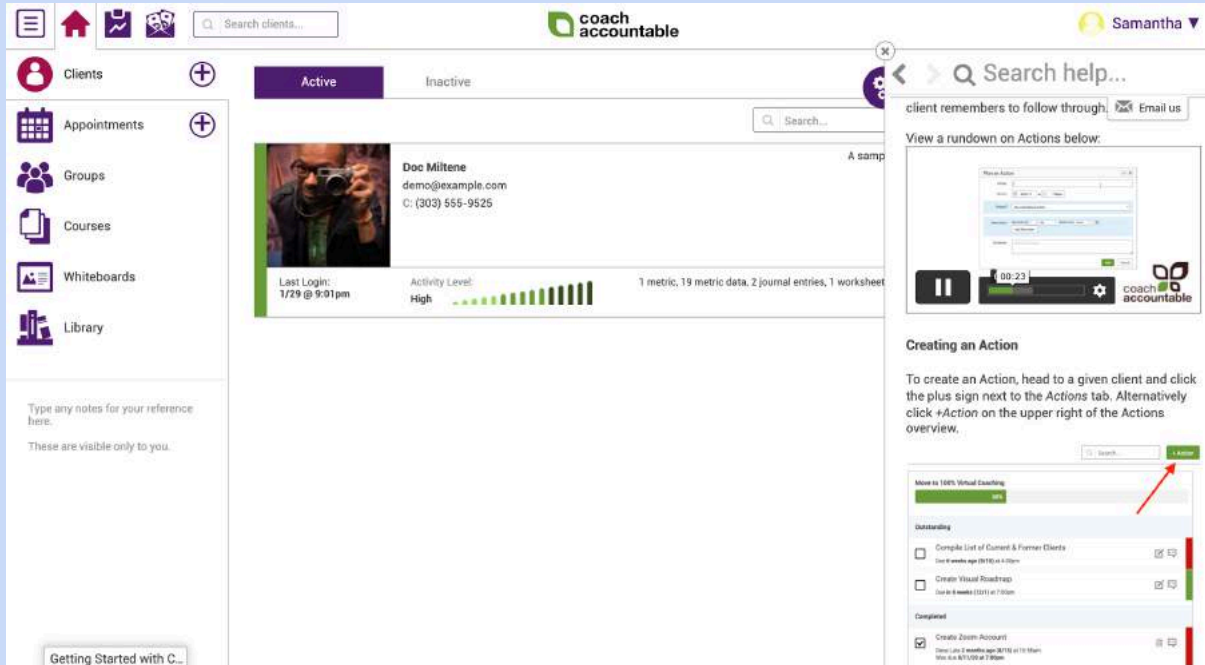
2. Help and documentation: 3/5

When you sign up, the platform offers you a 2 minute orientation video for you to watch. CoachAccountable has a Getting Started wizard that guides you through the features of the platform. The Getting Started Wizard features many videos that go over different parts of the platform. There are also many shortcut buttons in the Wizard that will link you to different parts of the app such as clients, services, and branding without you having to navigate there on your own.



The Getting Started Wizard.

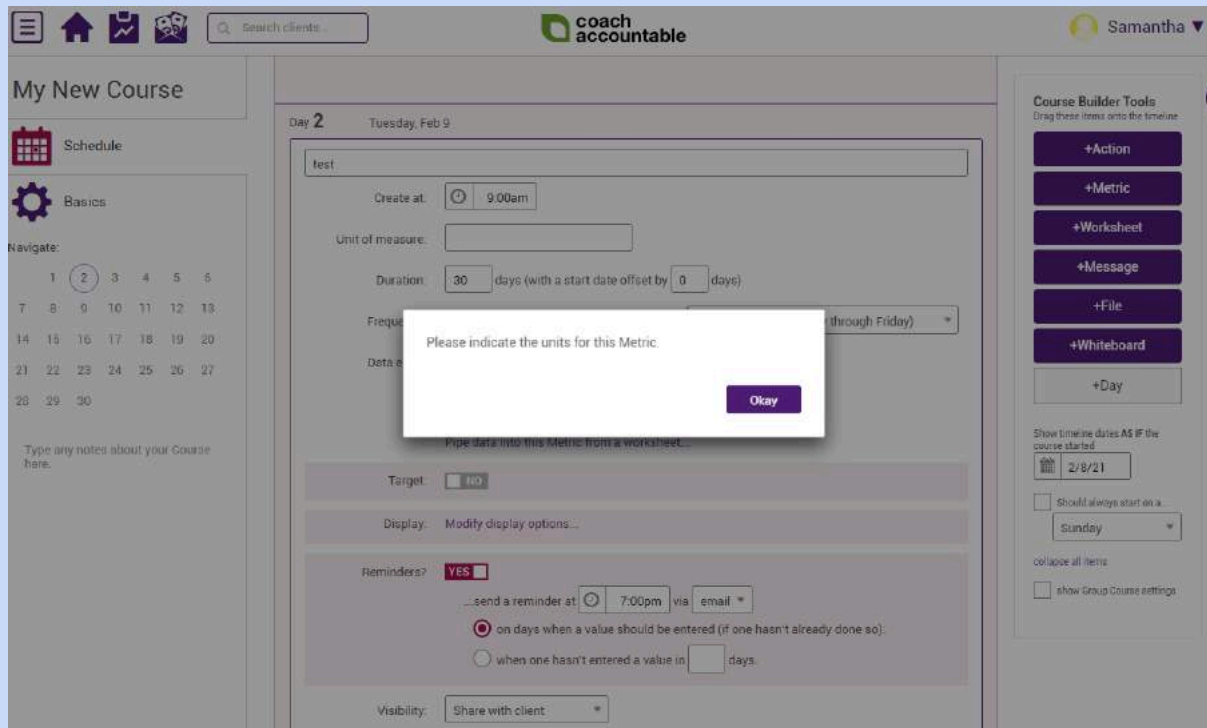
The help center is also built into the platform, instead of on a separate webpage like other platforms. However, each article has screenshots and videos embedded directly into the sidebar, with no clickable fullsize option available, so the video is extremely tiny on a regular user's screen.



Embedded video in the search sidebar..

3. Error prevention: 2/5

There wasn't a straight forward flow of what steps the coach needs to complete in order to start setting up their course. Because there's a lot of unlabeled icons, the user is encouraged to click around and explore even while they are in the middle of a different task, so they may get overwhelmed due to the different paths they could take. They do have some error prompts that come up if you enter a value that isn't what the platform expects, or if you leave a required field empty, however it doesn't highlight the empty field like other forms do when an error has occurred.



After exiting error pop-ups, it's not clear which field you need to fix.

4. Flexibility and efficiency of use: 2/5

CoachAccountable is flexible in the sense that they let you use the platform in your preferred order and pace. However, there's no flexibility to change the way anything looks after you upload your logo and your color scheme. It isn't clear how to preview the courses that you create, or what the client sees on their end.

Once you are familiar with the features of CoachAccountable, it can be very powerful to use for appointments and scheduling with your clients, however if you are a new user, it can be confusing with too many features, with too many clicks to undo mistakes or retrieve previously created courses or worksheets.

In Summary

Out of all of the platforms, the only software that has a built-in calendar and scheduling feature is CoachAccountable. They have many features that other platforms lack, such as journal entries, session notes, worksheets, and dated whiteboards that are great for taking note of coaching sessions with clients. However, CoachAccountable is also the most difficult to use, due to their interface and lack of guided onboarding.

Their prices are reasonable as they are based on how many clients you have, starting at \$20/month for 2 clients and going up to \$400/month for 100 clients, so you can scale your account as you grow your coaching business.