

Competitive Analysis

Veterinary Video Chat Apps

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Pfotendoctor



Overview

Pfotendoctor offers a straightforward way to talk to a veterinarian who can offer a quick first consultation. It also features a blog with general advice about pet health.

Key Objectives

- Online veterinarian consultation per smartphone
- They claim you can call anytime but later state the hours being just from 9h to 19h
- Promote having experienced veterinarians
- They only treat dogs and cats - this info is quite hidden
 - When you try to book a consultation you can pick other animals, though
- They offer their service worldwide - this info is buried in the FAQ, too

Overall Strategy

They have an advice section on their website that offers animal health tips for various situations. I suppose this is good for their SEO.

Pfotendoctor has a 5-star rating out of only 19 ratings in the AppStore. They also have high ratings on Google and Trustpilot.

They probably get most of their traffic through Google ("online veterinary") and especially AppStore searches.

Market Advantage

- high ratings in both app stores, Google and Trustpilot
- appears as second Google result for "veterinary online" but not for "veterinary app"
- simple and clear website that doesn't overwhelm users, especially first time users
- They have a cheap offer compared to the competition
- They offer one-time consultations, too

Marketing Profile

- They target primarily cat and dog owners
- Has an advice section on their website which should be good for SEO
- They are on Instagram and Facebook, their first posts being from the end of January 2020

SWOT

Strengths:

- Simplicity
 - Simple and clear design
 - Simple value proposition
 - Simple and clear communication
- Good online ratings on major platforms
- A very economic offer
- One-time consultations

Weaknesses:

- They're quite new and not established yet
- A lack of features (which can also be a strength)

Opportunities:

- Add a bit more features like having a profile for one's pet
- A better marketing strategy

Threats:

- There are a lot of competitors which have much more features and are better known
- In many cases you can just call your local veterinary for free

UX Analysis

Usability

Pfotendoctor's user experience is very good overall, it's easy to use. This is of course easier to accomplish if you have such a simple app and website with only one major feature. A minor usability issue I noticed is that to go back in one of the app's subpages you have to scroll all the way up to find the back arrow. It should be visible always.

Layout

Both the website and the app feature a simple and straightforward structure which doesn't overwhelm the user. Everything is arranged clearly and logically.

Navigation Structure

Very simple and easy to use. The app has a main page where you have three options: Call a vet, First aid, and Medicine cabinet. The website's pages are easily accessible through the top bar, where you can find pricing, FAQs, advice, and the CTA to call a veterinarian.

Compatibility

Pfotendoctor currently supports iPhone, iPad and Android.

Differentiation

Pfotendoctor offers an uncomplicated way to quickly talk to a veterinarian per video call and receive immediate advice. The problem is they compete against a number of competitors who offer the same and more. And then there is always the option to just call your local veterinarian per phone and receive advice for free.

One thing I see them doing that I didn't see others doing is that when booking a call they also have options for horses, birds, reptiles, etc., even though on their website they claim to be there only for cats and dogs.

Our own app should definitely add a feature or two and maybe specialise on a specific animal type.

Calls To Action

There are no annoying pop-ups at all. The CTA is very clear and always visible: Book a call! They also offer a subscription but it is a bit hidden, which makes sense from a business perspective since they charge 20€ for a single call and 80€ per year for unlimited calls, so the single calls are more lucrative.

Dr. SAM



Overview

Dr. SAM offers the opportunity to talk to a qualified veterinary from 8 am till midnight. They offer a basic and an advanced subscription, where a special box with animal health tools is included.

Key Objectives

Their key objective is to provide "easy access to excellent veterinary advice at any time". The client's benefit is to feel better and save time.

Overall Strategy

- They are featured widely in press and television
- No smartphone app, they use WhatsApp and phone calls instead
- They have a knowledge database that includes a blog and an "Ask me" section
- They have a 5 star rating on Google and are received generally favourably by the press

Market Advantage

- Most established competitor, founded in 2018
- Large and good press coverage
- Comes up first in Google searches

Marketing Profile

- Received a seven-figure investment sum recently
- They are on Facebook, Instagram and YouTube
- They target principally dog and cat owners
- They are very present in the press

SWOT

Strengths:

- Very good hours (from 8 am to 12 am)
- Most established, comes up first in Google

Weaknesses:

- No birds, reptiles, horses and wild animals
- No smartphone app
- Expensive
- Website feels cluttered and has usability issues

Opportunities:

- Focus on other animals
- Lower price
- Offer option to have a vet visit you

Threats:

- There are many new and upcoming competitors
- A competitor that offers the complete pet health package