

# GDVSOURCE

## Building a “Visual” Social Community

Competitive Research + Recommendations

Competitive Analysis | Craig Maher, 12/9/14

Allowing medical professionals, researchers and alternative healers to **see, connect, share, engage** and **refer...**

These touch-points are key to the GDVSOURCE brand and embrace users needs...












Having a Visual Social Community will allow the following:

- Attract a wider audience
- Show a “real” human connection
- People influencing people
- Validates trust
- Cultivates opportunities and spreads brand awareness
- Inspires sharing / referring information via social media links
- Gathers practitioner contact information

# Competitor: Bio-Well

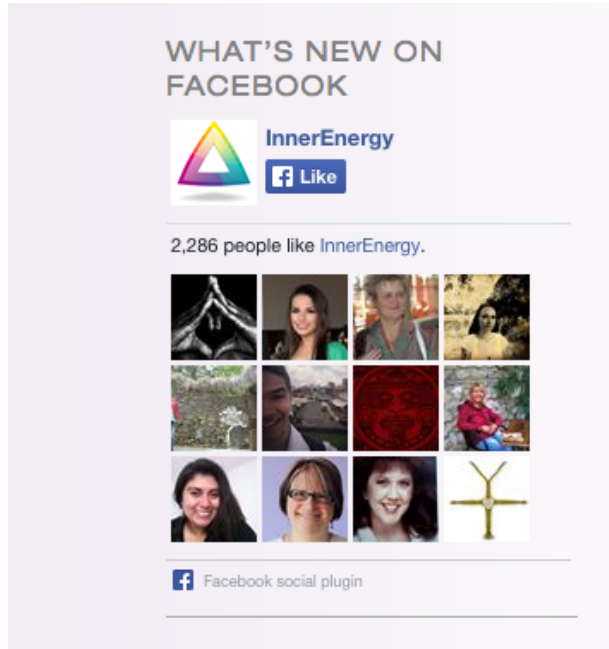
## Description of how the feature is implemented

View unanswered posts • View active topics

NEWS AND EVENTS	TOPICS	POSTS	LAST POST
 <b>News and Events</b> Seminars, conferences, publications and new studies	7	15	by Korotkov G 10 Nov 2014, 21:39
 <b>Workshops and conferences</b>	6	12	by smihus G 23 Sep 2014, 18:58
 <b>Conference in St. Petersburg</b>	1	3	by Dmitry_Orlov G 22 Jul 2014, 20:21
BIO-WELL HARDWARE & SOFTWARE & SITE	TOPICS	POSTS	LAST POST
 <b>Bio-Well Software support</b> Any questions related to software functioning	9	16	by Dmitry_Orlov G Yesterday, 19:24
 <b>Bio-Well Hardware support</b> Any questions related to hardware functioning	5	9	by Jörg Lehner G 11 Sep 2014, 22:45
 <b>Bio-Well Site</b> Corrections, suggestions, translation, questions	1	1	by Dmitry_Orlov G 27 May 2014, 23:10
PAYMENT & SUBSCRIPTION	TOPICS	POSTS	LAST POST
 <b>Bio-Well device purchase and delivery</b> Billing, shipping, customs, warranty	0	0	No posts
 <b>Subscription</b> Monthly subscription plans	3	4	by Dmitry_Orlov G 18 Nov 2014, 15:08
DISTRIBUTORS	TOPICS	POSTS	LAST POST
 <b>General questions</b> FAQs, discussions, suggestions and collaboration	5	5	by Dmitry_Orlov G 10 Sep 2014, 13:55
CASE STUDIES	TOPICS	POSTS	LAST POST
 <b>Bio-Well case studies</b> Here you can add your cases of EPI/GDV scans and discuss them with other Bio-Well users worldwide.	2	2	by sarjane G 15 Aug 2014, 13:00
OTHER	TOPICS	POSTS	LAST POST
 <b>Talks</b> Communication in the Bio-Well and EPI/GDV world	3	4	by Dmitry_Orlov G 18 Jul 2014, 12:59

- Bio-Well's community feature has no visual human element and is not priority on the home page supporting the consumer
- Risk: The community form is accessible only by making consumers click a "sub-page"; which diverts users off the main site — Detachment
- Risk: The community has very low posts/traffic, and the key objective of this feature is ambiguous so it runs the risk of becoming stagnant — A dead-end

# Competitor: Inner Energy



## Description of how the feature is implemented

- Inner Energy's community feature has a visual human element but is not priority on the home page — And tells you nothing about "Who they are" or how they support the brand
- Risk: You need to exit the site to connect and gather any contact information from users

# Design Recommendation

## Description of how the feature is implemented

### Meet Our Community



Cindi: Kirlian Novice



Mark: Sound Therapist



Linda: Yoga Center Owner



Dr. Russell: Practitioner



- Displaying the community on the home page is a vital way of expressing the importance of our consumer — We care
- Benefits: Able to connect and share with other like-minded practitioners and not leaving the site
- Rationale: Showing a visual community supports the brand and in turn spreads awareness — Gives a face to the target market