

Eubrics

Fueling the human engine of the digital future!

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Product Observations
Competitor Analysis

Eubrics



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Part 1: What are your observations on the product?

What do you think is done well?

1. Each page has a simple and intuitive layout that organizes the information into different sections and categories.
2. Each page has a consistent and attractive color scheme that matches the brand identity and personality of Eubrics.
3. The landing page has a clear and catchy title that summarizes the value proposition of Eubrics: “Your Journey towards high performance”.
4. “Current Journey” has a section that shows the progress dashboard and the top 3 individuals. This helps the employee to monitor their performance and compare themselves with others.
5. “Current Journey” has a section that shows the weekly poll and allows the employee to share their opinion. This helps the employee to engage with their peers and express their views.
6. “Current Journey” has a header that shows the user’s name, points, and level. This helps the user to personalize their experience and monitor their performance.

Part 1: What are your observations on the product?

What do you think is done poorly?

1. Instead of having two separate sections for “Ask the Eubrics AI Mentor” and “Need Help”, you can merge them into one chat bot that can provide support and answer questions for the users.
2. Instead of using illustrations for the top 3 individuals in the leaderboard, you can use real person pictures that can enhance the trust and credibility of the platform.
3. The medal system is not clear and needs more explanation on how it works and what it rewards. You can provide a guide or a FAQ section that can clarify the criteria and benefits of the medal system.
4. The consequences of missing the deadline are not clear and need more transparency. You can inform the users about the possible outcomes of missing the deadline, such as losing points, getting a lower grade, or having to repeat the exercise.
5. Productivity Progress UI is on daily basis - as a new user it's overwhelming, if we can do it on weekly basis then it'll be helpful for the user.
6. A discussion forum would be a useful feature that can enable the users to interact with each other and share their queries and experiences.

Part 1: What are your observations on the product?

Prioritisation

	Impact	Effort
1. Instead of having two separate sections for “Ask the Eubrics AI Mentor” and “Need Help”, you can merge them into one chat bot that can provide support and answer questions for the users.	Low	High
2. Instead of using illustrations for the top 3 individuals in the leaderboard, you can use real person pictures that can enhance the trust and credibility of the platform.	Medium	Medium
3. The medal system is not clear and needs more explanation on how it works and what it rewards. You can provide a guide or a FAQ section that can clarify the criteria and benefits of the medal system.	Medium	Low
4. The consequences of missing the deadline are not clear and need more transparency. You can inform the users about the possible outcomes of missing the deadline, such as losing points, getting a lower grade, or having to repeat the exercise.	High	Low
5. Productivity Progress UI is on daily basis - as a new user it's overwhelming, if we can do it on weekly basis then it'll be helpful for the user.	High	High
6. A discussion forum would be a useful feature that can enable the users to interact with each other and share their queries and experiences.	High	High

Part 1: What are your observations on the product?

What do you think we should change immediately?

1. The medal system is not clear and needs more explanation on how it works and what it rewards.
You can provide a guide or a FAQ section that can clarify the criteria and benefits of the medal system.
2. The consequences of missing the deadline are not clear and need more transparency. You can inform the users about the possible outcomes of missing the deadline, such as losing points, getting a lower grade, or having to repeat the exercise.

Part 1: What are your observations on the product?

What do you think we should aim to change in the mid to long term?

1. Instead of having two separate sections for “Ask the Eubrics AI Mentor” and “Need Help”, you can merge them into one chat bot that can provide support and answer questions for the users.
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3. Productivity Progress UI is on daily basis - as a new user it's overwhelming, if we can do it on weekly basis then it'll be helpful for the user.
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Part 2: Competitor Analysis

Who do you think our biggest competitors are?

Betterup
CultureAmp
Lattice
15Five
Betterworks
Chronus

Part 2: Competitor Analysis

What are the things they do well?

Betterup	BetterUp offers a holistic approach to employee well-being, covering physical, mental, emotional, and social aspects. Eubrics focuses mainly on employee performance and skill development, without addressing the other dimensions of well-being. BetterUp provides one-on-one coaching sessions with certified coaches who can help employees achieve their personal and professional goals.
CultureAmp	Providing more comprehensive and actionable engagement surveys, as well as offering a global community of HR professionals and people leaders to exchange ideas and resources.
Lattice	Providing more flexible and customizable performance management tools, as well as offering a core platform that supports ongoing manager-employee relationships through weekly check-ins and 1-on-1s.

Part 2: Competitor Analysis

What are the things they do well?

15Five	Providing more frequent and meaningful feedback opportunities, as well as offering a personalized development plan for each employee.
Betterworks	Providing more robust goal setting and tracking features, as well as offering a seamless integration with OKRs (Objectives and Key Results).
Chronus	Providing more effective and scalable mentoring solutions, as well as offering a variety of mentoring formats such as career mentoring, diversity mentoring, reverse mentoring, and more.

Thank you!



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