

	<b>Trainual</b>	<b>Process St.</b>	<b>Poka</b>
<b>Product/Service</b>	App for documenting process, policy, and SOP in businesses for onboarding and training	App for managing reoccurring processes and workflows	App for manufacturing processes and factory worker training
<b>Main Features</b>	Templates, searchable content, step-by-step employee training, test and quizzes, automated onboarding, over 700 content integrations (videos, GIFs, etc.), integrates with other work apps	Create procedure documents, collaborative workflows, conditional logical (eg. if/then), approvals, 1000+ app integrations, add rich content + media, schedule daily/weekly/monthly workflows, activity feed, groups	Knowledge Management (QR Codes, multimedia digital library, standardization), Skills Management (Track training, multi-step training, skills matrix), Communication (connect workers across shifts), Digital confirmation forms, responsive platform, many integrations
<b>Use Cases</b>	Onboarding, training, employee handbook, SOPs, process documentation	Workflow, Business process management, onboarding, SOP, approvals	Standard work instructions, training delivery, troubleshooting, managing workforce skills, daily operations, business continuity
<b>Industries</b>	Real Estate, Agencies, Dental, Government, Education, Non Profit, Enterprise (dedicated page for each industry)	Unclear	All industries with manufacturing processes
<b>Clients/Testimonials</b>	Yes - Highlights many clients & testimonials	Yes - Highlights many clients & testimonials	Yes - Highlights many clients & testimonials
<b>Case Studies</b>	Yes - Many customer stories, filtered by industry and company size	Yes - But hidden as a tag within the blog	Yes - Customer stories
<b>Resources</b>	Yes - Blog, Newsletter, Podcasts, Training resources, FAQs, savings calculator	Yes - Template library, Blog, Help (All in footer)	Yes - Blog, Resource Centre, savings calculator, ebooks, webinars
<b>Demo vs Free Trial</b>	Free Trial and Live demo	Free Trial and Demo	Sign up for Demo
<b>Pricing</b>	\$99/month for Pro, \$149 for Premium	Free with limited capability, \$25 per user per month for Pro, or Custom pricing for enterprise	NA - Request for quote
<b>Branding</b>	Clean, simple, friendly	Clean, simple. Feels generic, lacks memorability	Clean, fresh, modern, Innovative
<b>Content</b>	Headings and subheadings make it immediately clear what the product is, content is delivered in short, digestible chunks	Content is clear and direct as to what the product is and its specific features/benefits, delivered in short chunks	Content is clear and direct. Notes manufacturing challenges and how product solves those problems
<b>Imagery &amp; Graphics</b>	Examples of app are clear, simplified and match the copy accordingly. Showing photos of actual industry in industry pages	Simple icons and graphics of app. Only focuses on specific sections from app to explain functionality	Simple icons and graphics of app (tablet version). Photography of factories, and workers using app on the job
<b>Videos</b>	Yes - Demo videos are short (1-2 mins long), explain the key features and is engaging	Yes - Demo videos are short, engaging and explain the product well	Yes - Video on homepage explains what Poka does. An 8-minute product demo is available but user must input contact info
<b>Navigation</b>	Product, Pricing, Learn, Help, About, Sign In, Try Free	Limited menu nav - Information is in footer. Only has Login, Request demo, Get started	Features, Use Cases, Customers, Resources, Company
<b>Strengths</b>	Dedicated page specific for each industry, video demos are clear and easy to follow, many client stories & testimonials	Demo video does a great job explaining product	Ability to capture leads through the 8-minute demo video
<b>Weaknesses</b>	Not suitable for more complex processes, no service provided to help develop learning content, not sure why industries is not in the menu nav (only in footer)	Menu nav is very limited and much of the information is hidden in the footer, branding looks generic. Lacks industry examples, and case studies are hard to find	Would be nice to see examples of some industries
<b>Surprise &amp; Delight</b>	Using The Office as an example when showing the demo - makes content more fun and engaging	N/A	Gradient colour is enticing