



**"We know just the place."**

## Overview

Yelp positions itself as the leading local guide for real word-of-mouth to connect people with great local businesses. They help users find where they're looking to go, from restaurants, to hair salons, to mechanics and beyond. Since founding in 2004 they've grown to be available in 32 countries and as of mid 2017 they've racked up over 135 million local reviews. The site is accessible across all devices. Yelp uses automated software to recommend the most helpful reviews to their community, a process that has nothing to do with whether a business advertises on Yelp or not. Advertising is how they make money, by selling ads to local business, clearly labeled as "Yelp Ads" across the site. Every business owner or manager can create a free account on Yelp to allow them to post photos and message customers. To write a review a user can easily sign up for a free user account.

## Strengths

- Widely recognized/name recognition
- Sense of community among users
- Doesn't allow paid reviews by businesses
- Has a high volume of traffic
- Easy to join
- Can apply multiple filters to the search
- No or low cost

## Weaknesses

- Lack of trust - users don't always know if reviews are honest or if it's spam.
- Leaves a feeling of "hoping for the best".
- Strained community relationships from negative reviews.

## Opportunities

- New technology
- New products and services
- Create more transparency in reviews
- Ability for app to provide more than reviews (they have recently began expanding this, allowing users to find events).

## Threats

- Large competitors, like Google reviews, Yellow pages
- There are only a few icons for suggested searches, makes it difficult to understand that you can search for anything.
- App features really only 1 color, a bold red. Can be uninviting and overwhelming.
- User must refresh the screen after you moving the map around.



“The healthy eating guide.”

## Overview

HappyCow has deep roots in the business, having founded in 1997 with the intention of helping travelers find plant-based and vegan options wherever they went. They position themselves as the longest-running and most comprehensive searchable global guide to vegetarian & vegan restaurants and health food stores. They function as a not-for-profit and maintain a relatively small business team. They have volunteers worldwide and over the years they’ve gathered over 7,300 listing across more than 101 countries. They are committed to serving the vegetarian community, most often rejecting listing a restaurant or store that offers less than 50% vegan-friendly options.

### Strengths

- No charge to list a business.
- Offers a feature to plan a trip, finding restaurants for your diet wherever you are traveling.
- Very personal, comforting branding with a cute, smiley cow and soft colors.
- Offers an initial description of the restaurant, whether they serve meat or not.

### Weaknesses

- Cost of \$3.99 for the app, but the website is free.
- Low name recognition.
- Serves specifically the vegan/vegetarian market.
- Too many colors, making an inconsistent feeling across the pages of the app.
- Can only search by major cities, rural locations to not appear on the search list.
- All editing of businesses is done by staff. Changes and photos much be submitted, meaning time.

### Opportunities

- New technology
- Expand to include other diets
- Explore alternative income generators aside from initial cost of app.
- Link to other services, like OpenTable.
- Ability for app to provide more information on restaurants, like menu.

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