**Market Research**

**Competitive Analysis**

**Description:** Conduct research on existing platforms that offer similar dialogue-based and AI synthesis capabilities. Identify competitors, and analyze their features, pricing models, user reviews, and market position. Document the findings to understand the competitive landscape and identify gaps or opportunities for differentiation.

**BizBuySell: Competitive Analysis**

| Features | Pricing Models | User Reviews | Market Position |
| --- | --- | --- | --- |
| Buy a Business  Buy a Franchise  Sell a Business  Find a Broker  Market Insights  Finance Center  Learning Center  BizBridgeEdge  Validation | BizBridgeEdge:  $14.99 / Month  Listings:  [BizBuySell Business-For-Sale Listings: FAQs](https://www.bizbuysell.com/create-a-listing-FAQ/) | “Need more trust in the system:  Compare financial statements”  “Stay Knowledgeable” | “15 million monthly page views”  “Visited over 3 million times each month”  “100,000+ successful sales” |

**BizBuySell: Heuristic Review**

| Features and Functionality | Score | Comments |
| --- | --- | --- |
| Features and functionality meet common user goals and objectives. | Good | Users can quickly navigate the top bar to reach goals and objectives. |
| Features and functionality support users desired workflows. | Good | Website achieves desired workflows…buying and selling small businesses. |
| Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available). | Good | Website achieves desired workflows…buying and selling small businesses. |
| Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users). | Good | Short cuts for expert users are provided…help tool tips are not available for some functions on the website for basic users. |
| Call to actions (e.g. register, add to basket, submit) are clear, well labeled and appear clickable. | Good | Call to actions are overall acceptable, labeled, and appear clickable. |

| Homepage / Starting Page | Score | Comments |
| --- | --- | --- |
| The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available. | Good | User can quickly navigate top bar to reach goals and objectives. |
| The home page / starting page is effective in orienting and directing users to their desired information and tasks. | Moderate | Website achieves desired workflows…buying and selling small businesses. |
| The homepage / starting page layout is clear and uncluttered with sufficient 'white space'. | Moderate | Website achieves desired workflows…buying and selling small businesses. |

| Navigation | Score | Comments |
| --- | --- | --- |
| Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines). | Good | User can quickly navigate top bar to reach goals and objectives. |
| The navigational scheme (e.g. menu) is easy to find, intuitive and consistent. | Moderate | Website achieves desired workflows…buying and selling small businesses. |
| The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc…). | Moderate | Website achieves desired workflows…buying and selling small businesses. |
| The site or application structure is clear, easily understood and addresses common user goals. | Moderate | Site could do with more highlighted tool tips and some better use of whitespace |
| Links are clear, descriptive and well labeled. | Moderate | Links could be better named with better tooltips once hovered |
| Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported. | Good | Browser standard functions are supported. |
| The current location is clearly indicated (e.g. breadcrumb, highlighted menu item). | Moderate | Current location is not clearly indicated across multiple pages. |
| Users can easily get back to the homepage or a relevant start point. | Moderate | Home Screen requires clicking the logo at the top left of the webpage. |
| A clear and well structure site map or index is provided (where necessary). | Good | Provided. |

| Search | Score | Comments |
| --- | --- | --- |
| A consistent, easy to find and easy to use search function is available throughout (where desirable). | Good | Search bar is in a fixed location while navigating the site. |
| The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritized results, filtering search results). | Good | Filtering functionality used. |
| The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations. | Good | Search functionality shows the most popular results. |
| Search results are relevant, comprehensive, precise, and well displayed. | Good | Results show up in a small window. A small description is used. Price is also displayed. |

| Control & Feedback | Score | Comments |
| --- | --- | --- |
| Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action). | Moderate | Feedback is only used in a successful action. Very limited feedback following an unsuccessful action. |
| Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before commiting (e.g. before placing an order). | Good | Users are at least given the chance to confirm an action before committing. |
| Users can easily give feedback (e.g. via email or an online feedback / contact us form). | Moderate | No dedicated link for a feedback form. |

| Forms | Score | Comments |
| --- | --- | --- |
| Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages. | Moderate | No progress indicator present on the website |
| A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number). | Good | Tool tips and optional message boxes pop up next to optional boxes |
| Required and optional form fields are clearly indicated. | Good | Clearly indicated especially in the cart section |
| Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated. | Good | Appropriate input fields are used across the webpage. Could do with some color and text changes. |
| Help and instructions (e.g. examples, information required) are provided where necessary. | Moderate | Help formats are inconsistent but present on the website |

| Errors | Score | Comments |
| --- | --- | --- |
| Errors are clear, easily identifiable and appear in appropriate locations (e.g. adjacent to data entry field, adjacent to form, etc.). | Good | Error messages are identifiable and appear in the right location. |
| Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary. | Moderate | Error messages are basic and may not help the user effectively fix the issue. |
| Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented. | Good | Cart page will not continue without proper shipping and billing information. |
| Users are able to easily recover (i.e. not have to start again) from errors. | Good | State is saved and can recover from errors. |

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| Content & Text | Score | Comments |
| --- | --- | --- |
| Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals. | Moderate | Text preview is verbose. Pictures are provided. Could do with easier text and more photos when selling or buying businesses. |
| Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context. | Good | Links to other useful and relevant content are provided. |
| Language, terminology and tone used is appropriate and readily understood by the target audience. | Good | Website makes searching for businesses easy…difficulty can arise for customers who do not know specific business terms. |
| Terms, language and tone used are consistent (e.g. the same term is used throughout). | Moderate | Inconsistent terms, language and tone used |
| Text and content is legible and scannable, with good typography and visual contrast. | Moderate | Some text is hard to see against a light blue or gray background. |

| Help | Score | Comments |
| --- | --- | --- |
| Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided. | Moderate | Online help is almost a plain text page listing telephone and hours. |
| Online help is concise, easy to read and written in easy to understand language. | Moderate | Help prompts are inconsistent across the page. |
| Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help). | Moderate | Users would need to navigate to the contact us page to access the phone number. |
| Users can easily get further help (e.g. telephone or email address). | Moderate | Contact us page is linked. |

| Performance | Score | Comments |
| --- | --- | --- |
| Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays). | Good | Variable load times for different portions of the website. |
| Errors and reliability issues don't inhibit the user experience. | Good | User experience is lightning fast. |
| Possible user configurations (e.g. browsers, resolutions, computer specs) are supported. | Poor | Page is not designed well to accommodate various platforms or devices |

| Overall usability score (Out of 100)\* | 72 | Good |
| --- | --- | --- |

\*Very Poor (Less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

\*Poor (between 29 and 49) - users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

\*Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

\*Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

\*Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.

**Industry Trends Review**

**Description:** Research current trends and future predictions in AI dialogue systems and form automation. Review industry reports, publications, and expert opinions. Summarize key insights to help guide the platform’s development and ensure it aligns with market demands, such as emerging AI technologies or user preferences for interactive form completion.

| Title | Link | Summary |
| --- | --- | --- |
| ChatDev: Communicative Agents for Software Development | [ChatDev: Communicative Agents for Software Development (arxiv.org)](https://arxiv.org/html/2307.07924v5) | Introduces a multi-agent framework.  Successfully simulated a software development team by converting the profiles of each job description into actors powered by Generative AI.  Gave multiple ways to hold conversations between AIs and methods to increase their collaboration to create solutions.  Discussed the potential cost benefits of using generative AI agents. |
| Intelligent Automation Trends and Predictions 2024 | [What is the Future of Automation? 2024 Trends & Predictions | SS&C Blue Prism](https://www.blueprism.com/resources/blog/future-automation-trends-predictions/) | Notes the rise of intelligent automation for forms.  Emphasizes the shift of cloud platforms for flexibility and scalability.  Notes the importance for organizations to review potential opportunities for automation.  Note the trend for low/no code solutions for business users. |
| The Rise of Multimodal AI Models: Applications, Challenges & Future Prospects | <https://www.techopedia.com/the-rise-of-multimodal-ai-models-everything-you-need-to-know> | Chat Gpt is now a multimodal AI and gaining popularity.  There are many things that will require the use of multimodal AI as they become easier to integrate in different fields.  Instead of just text the AI can take sources from many different data points which can aid in getting answers that would otherwise be received if only text for example was given. |