**TARGET MARKET:**

Demographic – 15+, Colorado, all professions.

Population: 3,076,600

71.5 % of Colorado

Characteristics:

Technologically proficient, social, community engaged.

**PROFILE OF COMPETITORS:**

**Facebook Website: Events > Upcoming (Main page for events on FB)**

* Users in Colorado 2,369,420 46.7% (2010)

Center Section: First lists events for the Week which you can view by ‘All’, ‘Invites’, and ‘Hosting’. Then below that, it has events near my Location (‘Events near Boulder, CO’) this has to categories; ‘Today’, and ‘This Week’. Then it lists events that are popular with friends, and below that it lists events ‘Suggested For You’ and finally it has a section for ‘Categories’.

Over to the right of the centered section it lists ‘Birthdays this Week’ and below that, ‘Events Happening This Week’, and an option to add events to your google calendar, apple calendar, and/or Microsoft outlook.

Disadvantages:

* Cluttered page: Too many things to look at, don’t know what to focus on. Way to many categories and options. Too much scrolling.
* Arrangement: Cannot arrange the page to my liking, there doesn’t seem to be a lot of priority going on in the layout.
* Site Focus: The Site is used for more things than just events.
* Cannot see when a friend changes their mind about an event unless you constantly check the list of people who are going to the event.
* There is not a short summary of the event listed in the ‘thumbnail’ (?) of the event. I have to actually click on the event to see what it is about.
* Not a lot of balance/symmetry within the page
* Not a lot of organization
* You must leave the page where all of the events are in order to view a single event in more detail

Advantages:

* Can sync my events to my personal calendar.
* Lists my friends first then the people I don’t know for the event RSVP list
* Can easily RSVP to an event without viewing the event in more detail
* Can view all of your events and public events in a calendar view
* Go back and view events from the past
* Can easily create an event
* Displays friend’s birthdays

**Google Calendar:**

Calendar shaped display that allows you to

Advantages:

* Clean display of your current calendar
* Easy search and view flexibility. Change days, months, etc with ease.
* Can connect and integrate with other apps
* Personal organization
* Throws notifications on upcoming events

Disadvantages:

* Multiple steps toward adding others and sharing events.
* Can’t search or find any public events unless they are shared to you
* Not for social use

**Vyte:**

Calendar shaped display that allows you to

Advantages:

* No double bookings
* Full design customization
* Lots of settings
* Personal organization
* Throws notifications on upcoming events

Disadvantages:

* Meeting focused only

**COMPETETIVE ADVANTAGE:**

* Event focused
* Simple, easy to use

Sources:

<http://www.infoplease.com/us/census/data/colorado/demographic.html>