

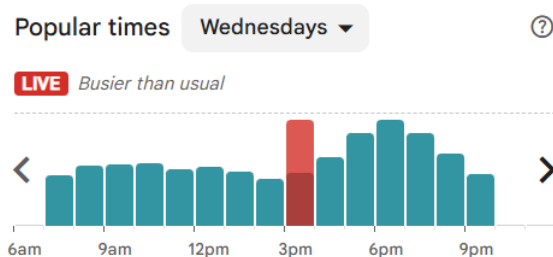
Competition:

We will break down competition on the basis of each service this app provides.

Gym Availability:

The most direct competition here is the Recreation, Athletics and Wellness center's page on google maps, easily accessible by a quick google search, and linked here: [RAWC Page](#).

That is to say, the "Popular times" graph on the RAWC's front page has an hourly breakdown of estimated traffic, based on past trends of general activity collected via GPS data. It also allows users to check estimated activity for any day of the week.



While the RAWC does have 144 google reviews, those aren't an in-depth or easy to use source of info for scheduling visits, nobody spends their time breaking down how much the gym is used day by day, nor were there any recommendations about what days of the week the gym is less or more crowded.

Unlike with our app, the data used to create estimates is supplied automatically through location services, itself a massively used feature created for real-time navigation and emergency services. Users of our app will have to take the time to supply reports themselves, and it will take time to build up enough data to create useful estimates, one of the selling points of our app in the first place.

The advantage of our gym availability feature over google maps is convenience and that it's a dedicated service which will allow for activity estimates of specific *locations* in the fitness center like gyms A/B or the pool. Displaying estimates an entire week at a time will allow users to schedule workouts throughout the week much easier than with google maps. We could add summary panels ranking the least busy days of the week - or hours of the day - for convenience. With enough reports we could add breakdowns by season. And having it all in one app is more convenient than having to look specific locations up on google maps one at a time.

Campus Food:

utmsu.ca - Blind Duck

utm.toronto.ca - Campus Foods

utm.toronto.ca - Food Hours

The UTM campus has many restaurants, most of which do not have google map pages or even dedicated websites of their own. The Blind Duck Pub does have a lot of them, including a facebook and instagram page, but it's just one of many restaurants. And although the UTM websites linked above are detailed and exhaustive, they are long and difficult to sift through, such as the one pictured below, which has dozens of different operating hours listed:

Regular Hours of Operation		
Flex Bowl	Monday - Thursday Friday	11am - 7pm 11am - 4pm
Tex Mex Grill	Monday - Thursday Friday	11am - 7pm 11am - 4pm
Fresh Baked out of the Oven	Monday - Thursday Friday	10:30am - 9pm 10:30am - 4pm
FUSION8	Monday - Thursday Friday	11am - 7pm 11am - 4pm
Chef's Table	Monday - Thursday Friday	8am - 6pm 8am - 4pm
Harvey's	Monday - Thursday Friday	10:30am - 9pm 10:30am - 4pm
Thai Express	Monday - Thursday Friday	10:30am - 7pm 10:30am - 4pm
Cherry's Cafe	Monday - Thursday	11am - 7pm

Taking the time to actually read through this and plan out which restaurants to visit when is probably not worth the time, over just strolling around the campus and seeing whatever's open. And none of these websites have weekly/hourly activity estimates of their own, not even the google maps page of the Blind Duck Pub.

So an app that automatically summarizes the best restaurants available in terms of waiting time will be providing a valuable and novel service. Since wait times - which range from 5-10 minutes themselves - are being optimized here, the speed and convenience of such a summary would be vital.

Parking Availability:

utm.utoronto.ca - Visitor Parking

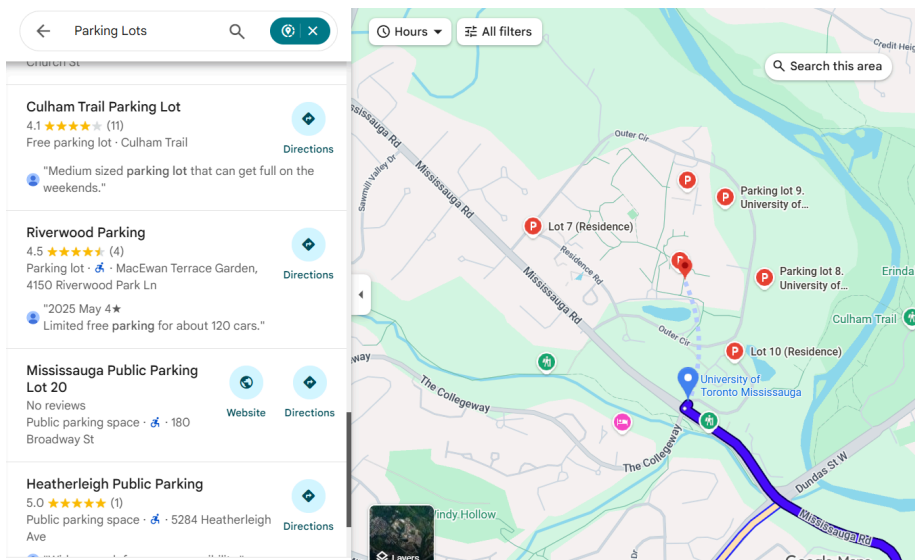
utm.utoronto.ca - Parking Map

map.utoronto.ca - Parking Map

The map.utoronto.ca website has a dedicated parking map, as pictured below, although it does not have activity estimates.



Closer to competition is google maps, which, as shown below, can display available parking spaces near UTM, with their icons being colored according to their difficulty of parking (how crowded they are).



Like with the gym availability, neither of these are as in-depth or comprehensive as the app could be. They do not show hourly or weekly breakdowns.

All of the app's features - gym, campus food, parking - enhance each other's value by proximity, in minimizing the amount of searching or online inquiry required to find out so and so overall. UTM students seek out food, exercise, and parking, all at the same location for many hours a day. Because of this, the tightness of the app's scope enhances its value, in cutting down on unnecessary information.