**Benchmarking:**

In order to ensure that EventFinder stands up in the market, a Benchmarking process was carried out during the process. Therefore, popular event apps and services were taken into consideration, as well as relevant attribute functions, which were used to compare between each other. This way the development can be directed towards a final product, which satisfies certain attributes with better and/or more innovative results.

The attributes taken into consideration with their respective assessment values were:

|  |  |  |
| --- | --- | --- |
| Maps option | 0 | No maps option |
| 1 | Only address of event available |
| 3 | Map with Event location |
| 5 | Map with all Events on the area |
| Chatting with users | 0 | No option |
| 1 | Comment on an incoming event |
| 3 | Send messages inside the app to event planners |
| 5 | Send messages inside the app to event planners & users |
| Filtering | 0 | No Filtering |
| 1 | Filtering on event attributes (popular attributes) |
| 3 | Filtering on event attributes & locations (Museums, parks, etc.) |
| 5 | Filtering on event attributes, locations & radius distance |
| Sharing event | 0 | Not possible |
| 1 | Possible, but checking event only possible after sign-in |
| 3 | x |
| 5 | Possible, checking event without sign-in |
| Create event | 0 | Not possible |
| 1 | Possible after payment |
| 3 | x |
| 5 | Possible without payment |
| Upcoming events | 0 | Not possible |
| 1 | Only event without map location |
| 3 | Possible with live location & map |
| 5 | Possible with live location & map with nearby/analog events |
| Special offers (in app) | 0 | None |
| 1 | x |
| 3 | Discounts |
| 5 | Discounts & attendance only through app confirmation |

The values assigned to the individual apps can be found in the table below.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Maps option | Chatting with users | Filtering | Sharing event | Create event | Upcoming events | Special offers (in app) |
| Couchsurfing | 1 | 5 | 3 | 1 | 1 | 1 | 0 |
| Facebook | 3 | 5 | 3 | 3 | 5 | 3 | 0 |
| Everbite | 3 | 0 | 3 | 1 | 5 | 3 | 0 |
| MeetUp | 3 | 5 | 5 | 5 | 5 | 3 | 0 |
| EventFinder | 5 | 1 | 5 | 5 | 5 | 5 | 3 |

Visualized in a graph the individual values look as followed:

Conclusion:

After positioning the EventFinder site under the desired attribute standards it is visually possible to see that the services provided have a high positioning in the market. The Maps, Discounts and Upcoming Events functionality are the major points, where the app differs with the existing solutions and are points that will specially be taken care when developing the service.

The app is not intended for users to privately communicate, but rather to ask for information in a public chat area. Therefore, the value given for this attribute score below the majority of apps/services. Nevertheless, the user will be taken into consideration to find out if the functionality is from relevance for them while using the app.

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