

Onboarding Competitive Analysis	Feature Analysis	Competitive Advantage	Strengths	Weakness	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS							
Used Bookstores	Offers users a variety of books to choose from at a cheaper price than they would buting the book new.	Tends to be easier to access compared to waiting for a physical copy to be delivered	Povides a shopping experience that no other place can offer like another bookstore or library. You can also instantly get what you want unlike online shopping. Users can see how worn and torn books actually are compared to not knowing when buying it online.	Users may not like the logistics of going to a used bookstore, having to go out of their way to one they like or even not having on in their most traveled areas.			What's a better way to describe how used a book really is?
Amazon	Allows users to buy from a range of online items	They have prime subscriptions and a much larger/stronger reputation and more of a variety of sellers	Easier to use and is perceived as more reputable	Users thought that amazon could be deceiving in what the quality of a book truly is			
Thriftbooks	Offers a wide range of used or new books	Offers a wide selections of used books that I do not see in many other second hand online bookstores	Extremely navigable website with options to buy different editions of used books.	Delivery of books take up to little over a week. Users may not know how used a book their ordering actually is.	reviews talk about how great the website is, providing those who do not have bookstores/libraries near them a place to find books of their interest.		
INDIRECT COMPETITORS							
Libraries	Provides users a wide selection of books they can choose from so long as they bring it back within a certain time slot.	Local and more time respecting of time since the user could get a book right then and there.	You can also instantly get what you want unlike online shopping.	Becoming outdated and you also need to have a library card to rent out books.		Most user interviews stated that they don't visit the library often.	
goodreads	Allows users to discuss books they have read or plan on reading with other people. Also allowing people to rate and review certain books as well as add important or well-liked quotes.	Has a big community amongst all genres of books. It is seen to draw more of an audience compared to its competitors.	Allows people to rate and review books so others can decide on whether or not they would like to read it. Allows readers to find people with the same interests as them. Allows people to make group discussion on any book.	Only community based and does not allow things like sharing books or buying them. "So much going on in the page"			