COMPETITOR ANALYSIS

Content	San Francisco Travel	tripadvisor	FOURSQUARE	lonely planet
About Content	●●● (3)	●●● (3)	●●●● (4)	●●●● (4)
News, Blog, and Social Media Content	●● (2)	●●●● (4)	●●●● (4)	●●●● (4)
Help and Support Content	●●●● (4)	●●● (3)	●●● (3)	●●● (3)
Recommendations and Featured Content	●●●● (4)	●●● (3)	●●●●● (5)	●●●● (4)
Organization	●●●● (4)	●●●● (4)	●●● (3)	●●●● (4)
Overall Content UX	●●●● (4)	●●● (3)	●●●● (4)	●●●● (4)

Technical	San Francisco Travel	tripadvisor	FOURSQUARE	lonely planet
Questionnaire or Wizard Flow	●●●● (4)	●●● (3)	●●● (3)	●●● (3)
Search Tools	●●● (3)	●● (2)	●●●● (4)	●●●● (4)
Help and Support Content	●●● (3)	●●● (3)	●●●● (4)	●●● (3)
Comparison Tools	●●● (3)	●●● (3)	●●●● (4)	●●●● (4)
Customer Portal	●●●● (4)	●●●● (4)	●●●● (4)	●●●● (4)
Quick Browse N/A	●●● (3)	●●● (3)	●●●●● (5)	●●●● (4)
Overall Technical UX	●●● (3)	●●● (3)	●●●● (4)	●●●● (4)