

Simple competitive market analysis:

Identify direct and indirect competitors

- Indeed and Dribbble

Identify their target markets

Identify what they do right, what their aims are, what they do wrong, what we want to “correct”

INDEED

Found at: <https://www.indeed.jobs/> (<https://za.indeed.com/?r=us> for me)

Aims/Values

Values inclusion and belonging. Aims to “provide opportunities for all job seekers”. “Vows to put job seekers first” [<https://za.indeed.com/about?hl=en>]

Features

View trends (searches, jobs, cities, companies)

View stats on salaries for job titles, most demanded job roles

[<https://www.indeed.com/career/salaries?from=gnav-acme--acme-webapp>]

Review company ratings and compare them [<https://www.indeed.com/companies?from=gnav-title-webapp>]

Job search

- Filters for dates posted, companies, job type (permanent, internship, etc.)
- Sort by relevance or date

Reviews

<https://www.trustpilot.com/review/www.indeed.com>

Good platform to search for jobs

Allows a list of comprehensive features for finding jobs

Frustrated at lack of responsiveness/updates from job listers

Lacks customer service

Email spam

Scope

Does not cover networking features (reaching out to other job-seekers/networkers as a job-seeker/networker)

Description

Indeed is a job searching platform in the form of a web and mobile application that aims to cater to the needs of job seekers globally. It offers comprehensive features such as job searching, job reviews, statistics on average job listing salary brackets, and more.

It offers a means of uploading your CV documents or building an “Indeed Resume” where you provide relevant information in the form of fields. Creating a CV from a template provided by Indeed which standardizes portfolios and making it easier for potential employers to quickly access information needed when viewing their Indeed Resume.

Indeed lacks in features pertaining to networking and connections. Users cannot view other users on the platform and only have access to job listings. This is because its aim is to show job seekers job positions to which they can apply for. An important means of getting a career is through the connections you can make along the way and so I feel we can improve upon this by honing in the focus on the job-seeker/networker.

Indeed also does not allow for uploading of multimedia documents so you cannot showcase your personal projects.

DRIBBBLE

Found at: <https://dribbble.com/>

Aims/Values

Built for creatives to share their work and get hired

Emphasis on remote work and collaboration for creatives

Features

Allows people looking for design/creative talent or other people with similar access to view works of creatives

Allows job seekers to browse for jobs

Offers design resources

Allows people to view and like personal projects (engagement features)

Offers sections on each user account (work, projects, liked works, about)

Reviews

<https://www.trustpilot.com/review/www.dribbble.com>

Allows to show work/designs in central space as a team and individual

Email spam

Good courses for guidance on building experience and portfolios

Complicated UI to use for updating portfolios

Scope

Learning platform

Job search seeking

Talent hunting

Portfolio building

Description

Dribbble is a job, talent searching and educational web and application platform targeted towards creatives and talent seekers pertaining towards design.

It offers several features for creatives to showcase their work in the form of multimedia and descriptions of works and projects. Additionally, it provides highly rated courses to help build your skills as a new-comer to the industry.

You can also conduct job searches and apply for posted positions as a job seeker.

Because of the large scope the platform covers, it is challenging to offer simple accessibility to most needed features.