

# Competitive Analysis

**Team:** Wallie (Location based Credit card offers)

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## Process

We first listed out incumbent products that were directly or indirectly solving the same problem Wallie was solving. The initial list of competitors was comprehensive and after some discussions on the market positioning and product value proposition, we came down to analyzing six most competitive players, one per each team member.

We then defined the feature set for comparison. To assign weights for each feature, we referred to our user interviews and feedback from mockup validations and surveys. Factoring those in, we, as a team, did a software-development-style “planning poker”, in which each of us vote for a number that reflects the weight of a feature. If everyone came up with same weight, great! If not, we spent time discussing and understanding the different estimates and reach consensus. The weights are in fibonacci series and we defined maximum to be 8.

## Features and Weights

Feature	Weight
Online Transactions	5
Offline Transactions	5
Credit Card Rewards	8
User Submitted Coupon	1
Location Based (Notifications)	8
Financial Privacy	8
Store Rewards	5
Group Coupons	1

## Explanation of Features

**Online Transactions** - We defined online transactions as any credit card transactions performed online by the user directly on the merchant websites.

**Offline Transactions** - We define offline transactions as monetary transactions performed at physical store locations.

**Credit Card Rewards** - Incorporating rewards programs offered by credit cards, debit cards and store cards. These include cash-back, milage, gas points, rewards points and any other type of rewards offered by the credit card issuers.

**User Submitted Coupons** - Incorporating unverified coupons and other offers submitted by general users. Crowdsourcing coupons.

**Location Based Notifications** - Push notifications based on the physical location of the user. These push notifications will be extensively personalized as per user preferences.

**Financial Privacy** - The product or service works without acquiring specific user personal credit card information. Financial privacy is kept for the users.

**Store Rewards** - We classify any rewards offered exclusively by a Brick & Mortar store as “store rewards”, which users will be able to stack on top of their credit card rewards to get additional discounts.

**Group Coupons** - Discount coupons offered by the product or service in limited quantities that a user can purchase in advance and redeem later.

## Score Metrics

Score	How well the product/service serves the feature
0	Not supported at all
1	No direct support. Requires workarounds
2	Limited support
3	Fully support. “Off-the-shelf” features.

## Scoreboard for Wallie (Location based credit-card rewards app)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	0	3	3	0	3	3	1	0	<b>92</b>

**Online** - Wallie doesn't support online transactions in the initial release so no score for this feature that some of our competitors support.

**Offline** - Wallie will be focused completely on the offline transactions in the first release

**Credit Card Rewards** - In order to support offline credit card transactions, Wallie will roll out support for rewards program for all major credit cards and store cards in the initial release.

**User Submitted Coupons** - Wallie doesn't plan to have user submitted coupons so it doesn't get any score.

**Location Based Notifications** - This is one of the USPs of Wallie, to provide proactive location based notifications to the user, based on their preconfigured shopping and notifications preferences. Wallie will fully support this feature set.

**Financial Privacy** - In order to use Wallie, user will never have to share their credit card details. They will be able to use all the major features of the app, without ever having to enter their credit card details. Even though user will have an option to enter their card details, to get suggestion for personalized credit cards offers, all the core features such as store rewards, notifications and credit card rewards will all available to everyone.

**Store Rewards** - In the initial release, Wallie will roll out store rewards with a select few partners.

**Group Coupons** - Wallie doesn't intend to be a seller of such coupons so we will not have a support for this feature.

## Scoreboard for Wallaby - (Analysis by Amol)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	2	3	3	0	2	3	0	0	<b>89</b>

### **Brief Summary about Wallaby**

Wallaby's goal is very similar to our project's - to maximize user's credit card rewards. Wallaby has mobile apps for iOS and Android as well as Chrome extension for online shopping. Wallaby doesn't have any rewards programs of its own and it simply acts as a service/tool between the user and the credit card provider that plugs into various rewards program and recommends user their "best card" from their wallet depending on the type of transaction.

**Online** - Wallaby supports online transactions but it requires an extra step on user's part to check with Wallaby manually, before making that transaction. So we didn't give Wallaby a full score.

**Offline** - Wallaby has complete support for offline transactions at every physical store locations.

**Credit Card Rewards** - Supports all major credit cards reward programs.

**User Submitted Coupons** - No support for user submitted coupons or deals

**Location Based Notifications** - Store notifications based on physical locations are supported but are not fully customizable. So we didn't give it a full score.

**Financial Privacy** - All the core features of the app are supported without asking the user for their personal information.

**Store Rewards** - No support for rewards offered by specific stores.

**Group Coupons** - No support for buying discount coupons.

## Scoreboard for Groupon - (Analysis by Priyanshi)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	1	1	0	0	0	3	0	3	<b>38</b>

### **Brief summary about Groupon**

Groupon is a combination of group and coupon, and as the name suggests Groupon's idea is focussed on group buying. Other most important feature is marketplace connecting subscribers with local merchants by offering activities, travel, goods and services.

**Online** - Groupon supports online transactions but it requires to do the transaction only through Groupon site. Also not all the things/items are available in the Groupon store.

**Offline** - Groupon also supports some offline stores but there is an extra pre-planned step. The user has to visit Groupon to find the deal and buy the deal and then visit the offline store. And offers are not available on all the offline stores.

**Credit Card Rewards** - No offers based on the credit cards.

**User Submitted Coupons** - No support for user submitted coupons or deals

**Location Based Notifications** - No support for location based notifications.

**Financial Privacy** - Groupon does not ask personal details of the users.

**Store Rewards** - No support for rewards offered by specific stores.

**Group Coupons** - This is the most important feature of Groupon. Groupon offers Group coupons and deals by enabling commerce across local businesses, travel destinations, consumer products and live events, users can find the best deals across the stores and later on get the benefits.

## Scoreboard for Drop - (Analysis by Krishna)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	2	2	3	0	0	1	2	1	<b>63</b>

### **Brief summary about Drop**

Once the user downloads Drop app, the user needs to link his/her credit card or debit card to the app. Once the cards are linked, user needs to choose his/her favorite 5 brands or shops that they feel most useful to them. For example, if a user thinks he/she shops a lot at Walmart every month, he/she can choose Walmart. If a user feels he/she uses Uber daily, he/she can choose Uber. Currently, Drop has 20+ brands from which user can choose 5. Current brands that have a tie up with Drop include Walmart, Uber, McDonalds, Lyft, Walgreens etc. Once the user chooses his/her top 5 brands where they spend the most, user will start earning “Drop” reward points whenever he/she shops at the chosen 5 brands and they can redeem these points at these chosen 5 brands.

### **Online**

Currently, Drop does not have any explicit offers for online shopping but once the user crosses a certain threshold of Drop reward points, the user can redeem his/her reward points and get a gift card that they can use with online retailers like Amazon. So, the online credit card offers support is limited. Hence this feature has been assigned a score of 2.

### **Offline**

Drop supports 20+ brands currently from which a user can choose 5. These 20 brands that Drop currently supports include big names like Walmart, Uber, McDonald's where people spend regularly. Though Drop is looking to further expand its partnership to more brands, as it currently only supports 20+ brands, this feature has been assigned a score of 2.

### **Credit Card Rewards**

Drop supports both credit card rewards and debit card rewards. Infact, it is one of the very few apps to support debit card rewards. As it has support for both credit card rewards and Debit card rewards from different banks, this feature has been assigned a score of 3.

### **User submitted coupons**

Drop does not support user submitted coupons. Hence this feature has been assigned a score of 0.

### **Location based notifications**

Drop does not have location based notifications functionality. Hence, this feature has been assigned a score of 0.

### Financial Privacy

When a user links his/her credit card or debit card to Drop app, the user needs to enter the credit card number and link the bank account to the app. Though drop claims to use latest encryption algorithms to keep user data secure, some users are not comfortable to provide all this data to Drop. Hence, this feature has been assigned a score of 1

### Store Rewards

Though drop is looking to expand its partnership to more brands, drop currently has support for only 20+ brands which means the brand support is limited. Hence this feature has been assigned a score of 2.

### Group Coupons

Currently Drop does not sell any coupons from the brands. Users can just earn drop points and redeem those drop points with the brands. Hence this feature has been assigned a score of 1.

## Scoreboard for Wallet - (Analysis by Lan)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	2	3	3	0	2	3	0	0	<b>89</b>

### Brief Summary about Wallet

Wallet is the App for CreditCard.com, a company who claims its mission as “to help consumers seize greater opportunity through smarter, more informed spending. ” All the services for the users are free, so the way Wallet makes money comes from card issuer when they find your right card and decide to apply for an offer from them. Built in 2004, the company has filled almost every credit card deals in the U.S and made money from it. Though covering the information of a complete marketplace, Wallet doesn't have deals with store rewards and location-based notification for stores, which is a niche we want to explore.

**Online** - Wallet's online only support the most recent and famous stores' deals and rewards. It only shows the information and not sufficient. But since the features is more focus on the credit card benefit the user have, it can also be considered as a valuable feature for target users. Given the limited amount of the deals, we give Wallet 2 on this dimension.

**Offline** - Wallet offers a complete support at every physical store locations including giving the information of nearby stores and the according deals.

**Credit Card Rewards** - Supports all major credit cards reward programs, even small credit card company's product.

**User Submitted Coupons** - No support for user submitted coupons or deals

**Location Based Notifications** - Wallet's notification only focus on notifying the update of deals and rewards inside the credit card, not the instant notification for the current store. So we didn't give it a full score.

**Financial Privacy** - All the core features of the app are supported without asking the user for their personal information.

**Store Rewards** - No support for rewards offered by specific stores.

**Group Coupons** - No support for buying discount coupons.

### Scoreboard for Honey - (Analysis by Sijia)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	3	0	0	1	0	3	0	0	<b>40</b>

#### **Brief Summary about Honey**

Honey is a browser extension that automatically finds and applies coupon codes at checkout on the online store by just clicking on the honey button. It also tells if there are other offers available for the same item.

**Online** - Honey provides online shops' coupons and these coupons can only be used in online shopping.

**Offline** - Honey is focused on online shopping, so it has no offline option.

**Credit Card Rewards** - Honey just offers shopping coupons and it doesn't involve Credit Cards.

**User Submitted Coupons** - Honey has a function, called "Have a code?". By using this function, you can add your own coupon code.

**Location Based Notifications** - No support for location based notifications.

**Financial Privacy** - Honey doesn't need credit card information, so its Financial Privacy is high.

**Store Rewards** - No support for rewards offered by specific stores.

**Group Coupons** - No support for buying discount coupons.



## Scoreboard for Ebates - (Analysis by Kim)

Feature	Online	Offline	Credit Card Rewards	User Submitted Coupons	Location Based (Notifications)	Financial Privacy	Store Rewards	Group Coupons	Total Score $\Sigma(\text{Weight} * \text{Score})$
Score	3	2	0	0	0	2	1	0	<b>49</b>

### **Brief Summary about Ebates**

Ebates is a cash-back provider, affiliated with over 2,000 stores. It earns commission when customers shop through Ebates' referral links, and shares half of the commission with the customers, which makes up the cash back. Ebates sends out the cash back through Paypal and check once every quarter.

**Online Transactions** - Ebates is a strong supporter in online transactions. Customers can earn cash back by, either searching the shopping site on the Ebates website, or going to the shopping site directly with the Ebates browser extension. The Ebates' browser extension alerts users of the cash back when users are on an Ebates-affiliated shopping site. 3 points.

**Offline Transactions** - Ebates has a small In-Store Cash Back program, which allows users to redeem cashback from brick-and-mortar stores by linking a credit card with the offer and paying with the linked card. However, because the program has limited number of brick-and-mortar partners, and the middle step of linking cards, Ebates only earns a 2 for Offline Transactions.

**Credit Card Rewards** - Ebates only focuses on store cash back, and has no support for credit card rewards. 0 point.

**User Submitted Coupons** - Ebates focuses on deals from its affiliated stores. No user submitted coupons is posted on Ebates. 0 point.

**Location Based Notifications** - Ebates has no support for any notifications on physical locations. 0 point.

**Financial Privacy** - Ebates doesn't require financial data for online transactions. However, for In Store Cash Back, users have to put in their credit card information. Considering the small size of Ebates In Store Cash Back (65 In Store partners vs 2000+ online partners), few customers use this feature. In addition, privacy-conscious customers can still enjoy the online offers, without giving out financial data. Ebates earns a 2 points for financial privacy.

**Store Rewards** - Ebates offers store cashback from its online and offline partnerships, which is different from Store Rewards. For online, customers have to access the shopping sites through Ebates referral links. For offline, customers can only use Visa and American Express cards. So Ebates has partial points for this feature.

**Group Coupons** - No existing support for group discount coupons. 0 point.

## Conclusion

Helping users maximize their credit card rewards is certainly a crowded space. There are several players in this domain, each with its own strength and target market. Based on our user interviews, researches on customer needs, and coupled with analyses of our competitors, we believe that two companies come very close in their feature offerings with Wallie's feature set. These are - *Wallaby* and *Wallet*. The initial version of Wallie that we proposed scores only slightly higher than these two products (three points to be specific).

However, it's still reasonable to be optimistic about Wallie's strategy and vision. One of the unique features that we offer is our partnerships with the stores that will give users coupons not advertised anywhere else. We believe that a combination of credit card rewards and store-offered coupons will allow users to not only maximize their rewards but also achieve one of the lowest prices for their purchases. This will be rolled out in a limited support in the initial release that will allow us to gather user data and help secure those partnerships for MVP.

Based on our research, we believe that financial privacy is very important to our users, they want granular control over targeted alerts they receive from the app and they want a frictionless experience when using the service. Wallie aims to do just that.