OUR COMPETITORS

GOODREADS

- PURPOSE: BOOK TRACKING AND REVIEWS.
- **KEY FEATURES**: ADD BOOKS, TRACK READING PROGRESS, WRITE REVIEWS, JOIN READING CHALLENGES.
- **PROS**: STRONG COMMUNITY, MASSIVE DATABASE, PERSONALIZED RECOMMENDATIONS.
- CONS: FOCUSED ONLY ON BOOKS, OUTDATED INTERFACE, LIMITED CULTURAL SCOPE.

LETTERBOXD

- PURPOSE: SOCIAL PLATFORM FOR FILM LOVERS.
- **KEY FEATURES**: LOG MOVIES, CREATE WATCHLISTS, POST REVIEWS, FOLLOW USERS.
- PROS: VISUALLY APPEALING, GREAT FOR FILM TRACKING AND DISCOVERY.
- CONS: FOCUSES ONLY ON FILMS, LACKS EDUCATIONAL OR GUIDED EXPLORATION.

SPOTIFY

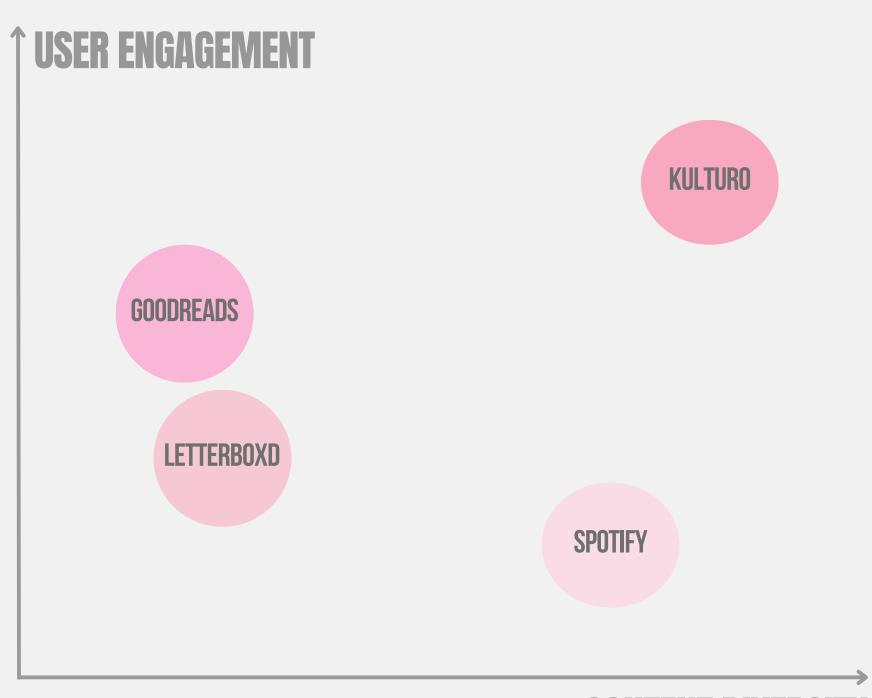
- PURPOSE: AUDIO STREAMING PLATFORM.
- KEY FEATURES: PERSONALIZED PLAYLISTS, PODCAST DISCOVERY, LISTENING STATS.
- PROS: ADVANCED RECOMMENDATION SYSTEM, HUGE CONTENT LIBRARY.
- CONS: PASSIVE CONSUMPTION, LIMITED CONTEXTUAL LEARNING OR CULTURAL FRAMING.

Competitive Analysis.

UNDERSTANDING HOW OUR COMPETITORS WORK

Competitive Analysis.

UNDERSTANDING HOW OUR COMPETITORS WORK



CONTENT DIVERSITY