

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- **CONS** : FOCUSED ONLY ON BOOKS, OUTDATED INTERFACE, LIMITED CULTURAL SCOPE.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

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