

Competitive Analysis

What the Wine



Delectable App

- It contains a catalogue of different wines and allows users search for wines or scan the picture of a bottle of wine
- Wine can be purchased on the app
- It's regarded as 'the Instagram for wine' as it allows people see what other wine lovers and wine makers are drinking, other people's ratings of different wines. It also allows people follow and connect with wine makers, wine writers etc



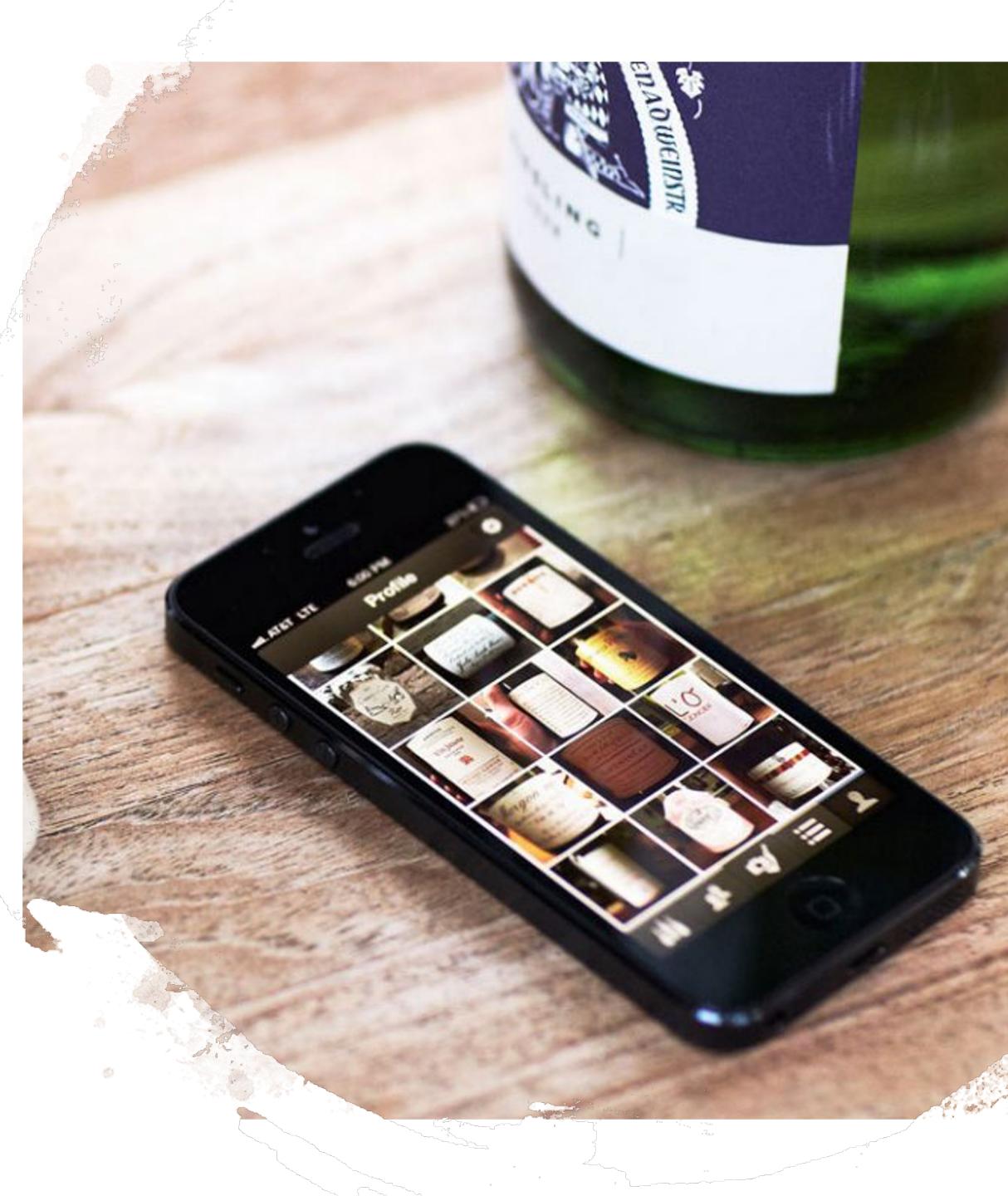
Strength and Weakness

Strengths

- It contains a catalogue of wines users can choose from with details such as reviews and ratings of wine lovers and wine makers
- It allows users select and purchase wine from the comfort of their home and get it delivered to their doorstep

Weakness

- Its aim is not to help users select the right wine to purchase when grocery shopping on their own by providing information such as taste, age, food pairing etc.



Vivino App

- It is known as the largest wine marketplace with 11.9 million wines and 220,000 wineries
- Support team to help users with issues
- It provides information such as taste, food pairings, reviews , stores or restaurants to buy them etc



Strength and Weakness

Strengths

- It offers discounted prices and free delivery with certain amount of purchase
- It allows users compare and find wines similar to the ones they love

Weakness

- Ratings may be skewed by commercial interest



Wine Searcher

- It allows users search for wines, beers and spirits across online stores
- It provides latest news and updates on wines from different parts of the world
- Budget friendly wine selection with prices from 1€



Strength and Weakness

Strengths

- Budget friendly
- Daily articles and news about wines

Weakness

- Wines found on the app might not be available in merchant's online store



Wine Ring App

- It builds your preference profile when you take pictures of the wines you have tasted and rate them “love, like, so-so, dislike”.
- Users don't have to enter too much information; they just scan the wine at the supermarket and the app will tell them if they'll like it based on their past preference
- It allows users keep a journal of all the wines they have tasted and their ratings



Strength and Weakness

Strengths

- It is tailored to satisfy individual preferences
- The app is easy to use

Weakness

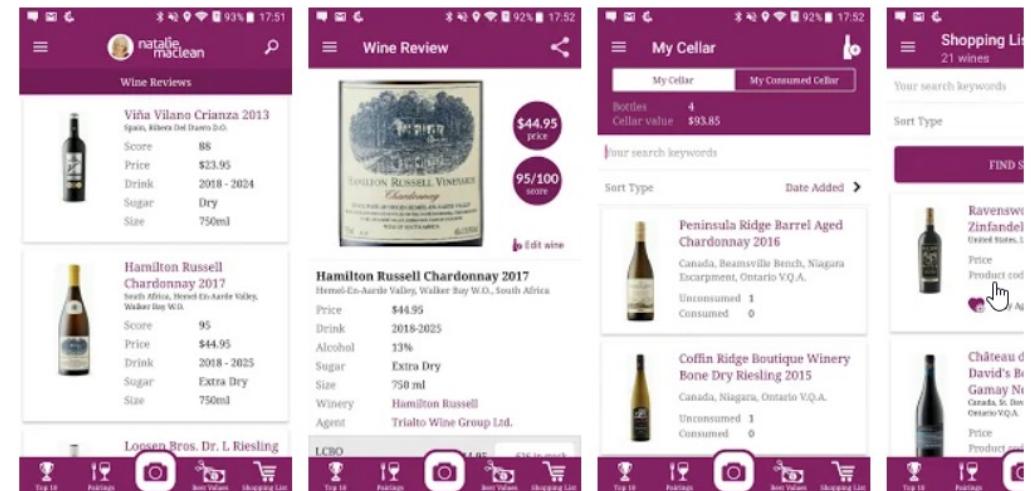
- Limited catalogue of wines hence it doesn't identify many wines scanned by users
- Users need to enter and rate a lot of wines before the app can identify their preference



Wine Scanner & Expert Reviews

- The center is the search for wine with fitting food or occasion
- You don't search with words, just with the camera (frontlabel or barcode)

<https://play.google.com/store/apps/details?id=com.nataliemaclean.natdecants>



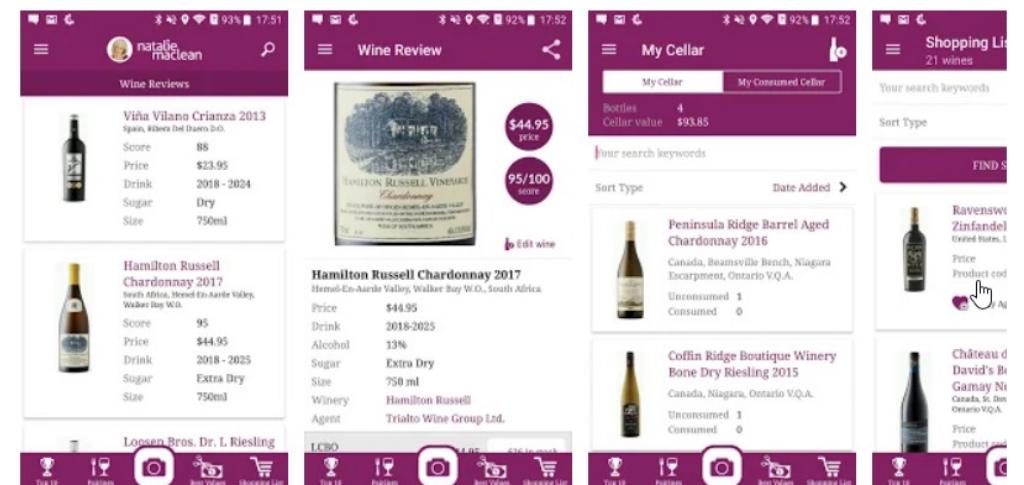
Strength and Weakness

Strengths

- It has search options for occasion or fitting food
- Good looking app
- It has not only a barcode search, you can search labels too

Weakness

- For full features you have to register
- The search option „Occasion“ shows empty results



Thirst - Wein, Bier, Spirituosen

- When you register you have many options you can use like your favorite wines, what wines you last searched, your wishlist, etc.
- Without registration you also have the most important features like searching for wines, etc.
- You can add friends with similar wine taste (just with registration)

[https://play.google.com/store/apps/details?id=c
om.thirst](https://play.google.com/store/apps/details?id=com.thirst)



Strength and Weakness

Strengths

- You can use the App even without registration (but just with limited functions)
- Not only wine, even beer and spirits are search- and rateable

Weakness

- No search through topics like fitting food, etc. just countries and regions (and Barcodes)
- You have to make a lot of clicks to get the final page of the wine
- Because of so many features it feels a little bit clunky



Wine - List, Ratings & Cellar

- You can create your personal wine collections and make wishlists
- The user can search through words or barcode
- Without paid Pro Version you have to live with annoying ads

Free:

<https://play.google.com/store/apps/details?id=com.metosphere.winefree&hl=de&gl=US>

Paid:

<https://play.google.com/store/apps/details?id=com.metosphere.wine&hl=de&gl=US>



Wine - List, Ratings & Cellar

Strengths

- Lightweight and easy to understand
- The app is easy to use
- Import/Export option of your wines (CSV)

Weakness

- For the in my eyes usable version you have to pay 3,99 €
- In my eyes a too technical approach, there is no (wine) soul



Three screenshots of the app's interface. The first shows a list of wines with a search bar at the top. The second shows a detailed view of a 2008 Sebastiani Pinot Noir, including ratings (4.5 stars), price (\$14.00), and cellar information (3 bottles). The third shows a navigation menu with options like Settings, Stats, and various export/import functions.

8 wines tra...
Average ra...
12 bottles i...
3 bottle...
Zinfandel...
3 bottle...
2 bottle...
2 bottle...
1 bottle...
Sauvignon...
1 bottle...
Sauvignon...

Total Value

Wines Trad...
Cabern...
Pinot N...
Malbec...
Petite S...

My Wines