

Market research for an AI-powered Magic: The Gathering assistant

Overview of existing MTG tools

Category	Tool / Site	Notable features	Usability notes and limitations (based on reviews & articles)	Opportunity for your assistant
Deck builders & simulators	Moxfield (web)	Considered the best free deck builder by Draftsim; intuitive UI with dark/light themes and responsive hotkeys; strong search engine and auto-complete; can create reusable card packages (e.g., staples for a theme) and integrate EDHREC suggestions; provides deck analysis (mana curve, colors, card types) and clean playtesting ¹ .	Free and well-designed but cannot currently share entire folders of decks ¹ .	Keep Moxfield-style easy search/autocomplete and deck analysis; add the ability to share entire deck folders and enable collaborative editing.
	Deckstats (web)	Simple UI; the "Details" tab shows mana-curve, card-type and color distribution via interactive charts; includes a starting-hand playtester and probability analysis (odds of drawing specific cards) ² .	Limited modern features compared with newer builders.	Integrate similar probability analysis and starting-hand simulator but with AI commentary on mulligans and resource sequencing.
	MTGGoldfish (web)	Popular for meta analysis and pricing. Provides basic deck building and analysis, plus meta and budget lists.	Draftsim notes the site has a cluttered design; editing deck details loads separate pages and deck analysis is limited ³ .	Offer a cleaner interface with integrated analysis and editing; link meta trends directly into recommendations.

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	TappedOut (web)	One of the oldest sites; dark theme; hosts many public decklists.	Draftsim criticizes it as outdated, missing auto-complete, and replicable by newer tools ⁴ .	Use modern UI and AI suggestions for better user experience.
	Archidekt (web)	Visual deck editor splits deck into categories automatically; integrates EDHREC suggestions; provides playtesting.	Article notes the overlay is unpleasant, automatic sorting can be annoying, and playtester becomes messy quickly ⁵ .	Provide customizable grouping and an uncluttered playtest area; use AI to explain card roles during playtesting.
	ManaStack (web)	Drag-and-drop deck building; multiplayer playtesting similar to Cockatrice; free to start; AI-assisted suggestions offered as subscription service; can convert deck lists.	Analysis and statistics are basic; AI suggestions are behind a paywall; limited free matchmaking ⁶ .	Provide deeper free analytics and integrated AI without gating behind a subscription (monetize through premium extras).
	Scryfall deck builder (web)	Part of the Scryfall card database. Excellent search that guesses misspellings and can import deck lists; can convert lists across formats ⁷ .	Lacks deck analysis, playtesting or advanced functions ⁷ .	Build on Scryfall's database and add analysis, AI suggestions, and playtesting.
	EDHREC (web)	Uses large database of Commander decklists to show "High Synergy Cards," "New Cards," and "Top Cards" for a commander or theme; acts as a "Wikipedia" for EDH lists ⁸ ⁹ .	Not a deck builder; suggestions are purely statistical and sometimes expensive cards appear because they're popular.	Add AI explanation of why cards appear in EDHREC data and suggest budget alternatives or synergy combos.
	MTG Familiar (Android)	Free app with a card search engine plus life counter, mana pool tracker, dice, rules reminders, deck builder, wish list and trade comparison ¹⁰ .	Search results show text but hide card art; requires extra tap to view art ¹¹ .	Provide full card images alongside search results and integrate modern UI; include AI to interpret trade values.

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	ManaBox (mobile)	Mobile app offering deck building, rule book, trade tool, deck simulator, collection management and card scanning; search shows card images with price and rulings ¹² ; price tracking from multiple markets and deck charts ¹³ ; offline search and rule book ¹⁴ .	Mobile screen can feel cluttered during advanced searches ¹⁵ ; updates sometimes break scanning or paywall features (pro plan restricts number of folders) 【31254018391027†L214-L244】.	Build a responsive web interface that scales to mobile, avoid paywalling basic features; implement robust scanning with cross-platform support.
	TopDecked (web/mobile)	All-in-one Magic app with deck builder and 3D deck simulator, life counter, price tracker, trade tool, tournaments, articles and meta analysis. Auto-recommendations and charts for CMC, colors; imports decklists from MTG Arena/MTGO; simulates games up to four decks; integrates collection and price data; organizes tournaments ¹⁶ . Premium “Powered” account unlocks unlimited deck lists, advanced simulator actions, article filtering, larger collection limits and price-trend dashboards ¹⁷ .	Card Kingdom review praises synergy between features; you can see which cards you own and order missing cards, but notes the subscription (\$4.99–\$13.49) required for larger collections and advanced analytics ¹⁸ .	Provide similar integrated experience but keep essential features free; tie meta analysis into AI suggestions and let users import lists from multiple sources.

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	AetherHub (web)	Offers two deck builders: a visual builder requiring no login (stores deck in local storage), and a logged-in deck editor with autocomplete and hotkeys; includes deck simulation (million-hand analysis), mana calculator, CMC/color/rarity breakdown charts and hypergeometric calculator ¹⁹ . The site also hosts metagame summaries, tournament lists and meta statistics, plus collection management, binder sharing, tournament organizer, card search with set lists, limited ratings from Luis-Scott Vargas, etc. ²⁰ .	Limited ratings and limited ratings are based on LSV's set reviews and not updated after release ²¹ ; deck builder is desktop-optimized and may be less intuitive on mobile; premium subscription required for multiple collections ²² .	Offer up-to-date card evaluations using AI and crowd-sourced data; ensure the deck builder works seamlessly on mobile; integrate Commander format (EDH) recommendations.
	MTGA Assistant (PC)	Companion overlay for Magic Arena; tracks deck stats, calculates draw probabilities, suggests cards during drafts, shows how your collection matches popular decks and includes calendars/news ²³ .	Reviewers note it looks less polished; first runs sometimes fail to recognize collections; uncertain update frequency for card ratings ²⁴ .	Provide a polished, stable UI; integrate collection recognition for both digital and paper; update ratings regularly using AI and community data.
	Untapped.gg (PC)	Similar to MTGA Assistant but with better graphics; tracks Arena collection progress and allows CSV export (premium). Uses card ratings from pro player Luis Scott-Vargas ²⁵ .	Card ratings may not update often; CSV export requires premium subscription ²⁵ .	Provide regularly updated ratings and free export of digital collections.

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Search engines & rules databases	Arena Tutor (PC)	Stand-alone app for Arena; filters collection by rarity and estimates boosters needed to complete a set; includes AI draft helper updated weekly; tracks deck win rates ²⁶ .	Only for digital Arena; not directly useful for paper players.	Extend features to paper collection tracking and integrate Commander format support.
	Scryfall (web)	Premier MTG card database with powerful search syntax for attributes (type, color, mana cost, set, oracle text, flavor, etc.); supports comparison operators and color identity queries ²⁷ . Auto-corrects misspellings, displays comprehensive card pages with reprints, legality, high-resolution images and download links; integrates price links and EDHRec popularity ²⁸ .	Requires learning custom syntax (moderate learning curve); lacks built-in deck analysis or community features ²⁹ .	Provide natural-language search powered by AI and integrate analysis tools while retaining Scryfall's database accuracy.
	mtg.wtf (web)	Minimalistic card database; explains search syntax and offers precise filtering; displays comprehensive card information ³⁰ .	Barebones design may deter some users; search syntax still needs learning ³¹ .	Use its API as fallback; provide UI that hides the complexity of syntax.
	Gatherer (official WotC database)	Offers updated oracle text, errata, reprint lists and format legality, with community comments and ratings ³² ; supports simple search categories (name, types, text) and color filters ³³ .	Article warns that the site is buggy and uncomfortable to use; search engine is unintuitive; card info often missing; images split across tabs; language selection difficult; outdated community ratings; widely unused ³⁴ .	Provide a modern, bug-free interface with complete data; integrate comments/ratings and translation features seamlessly.

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	MTG Assist (web)	Advanced card search with numerous filters (oracle text, types, negative search, colors, mana costs, commander color identity, mana produced, mana value, sets, formats, price range and rating) ³⁵ ³⁶ .	Focuses on search; lacks deck building or analysis features.	Use as part of search engine; combine with AI suggestions for deck building.
	Yawgatog hyperlinked rules (web)	Hosts the entire comprehensive rules and glossary with hyperlinks; easy navigation of rules sections and updated regularly ³⁷ .	Only a reference; doesn't explain interactions.	Provide AI-powered rule explanations that link back to the exact rule section.
	Magic Judges blog / IPG (web)	Provides rules tips, clarifications and updates; includes searchable archive and 24/7 chat with certified judges; links to Infraction Procedure Guide and other documents.	Not integrated with deck building or search tools; content is blog-style and may be hard to navigate.	Summarize judge rulings and integrate them into rule explanations; provide direct chat with AI for quick rulings.
Combo databases & tutors	Commander Spellbook (web)	Database of Commander combos; advanced search with dozens of filters (card names, number of cards, types, oracle text, keywords, mana values, color identities, prerequisites, steps, results, commander requirements, popularity, price, format, spoiler status etc.) ³⁸ . Allows users to paste a decklist to find all combos present ³⁹ .	User feedback suggests some combos are incorrect and the site assumes deep rules knowledge, making it less useful for newer players ⁴⁰ .	Incorporate combo detection but include rule explanations and warnings about erroneous combos; let users filter combos based on rules complexity and budget.

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Collection & price trackers	MTGStocks (web & extension)	Price tracking service; offers market price analysis and historical charts; the MTGStocks Companion for TCGplayer shows price history, 1-day and 7-day changes, comparisons across printings, and quick links to Scryfall & EDHRec ⁴¹ .	Mostly focuses on pricing; not a deck builder; extension is limited to TCGplayer pages.	Integrate price histories directly into card information and deck recommendations; alert users to reprint risk or price spikes.
	Dragon Shield Card Manager (mobile)	Digital collection manager; scans cards (translates languages and supports multiple sets); tracks collection value; social features to share and duplicate decks; news feed; free to download ⁴² .	Some users report scanned collections disappearing ⁴³ .	Provide reliable cloud backup and duplicate scanning; integrate AI to detect sets and languages accurately.
	Delver Lens (mobile)	App that scans physical cards quickly; maintains unlimited collections; powerful search; integrates with marketplaces (TCGplayer, CardsMarket) and deck sites; can buy/sell via Card Kingdom and TCGplayer ⁴⁴ ⁴⁵ .	Reviews mention the scanner doesn't default to scan mode and misidentifies foil status; edition drop-down cuts off text ⁴⁶ ⁴⁷ .	Build a scanning tool with auto-scan mode and accurate detection; support editing card conditions.

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	EchoMTG (web/app)	Comprehensive tracker for paper collections; organizes collection by set values and percentages collected, provides printable checklists for trades, offers premium features like trading app, more frequent email reports, expanded deck limits, trade teams and SMS price alerts ⁴⁸ .	Premium features require subscription; primarily focuses on financial tracking rather than deck building.	Offer basic free collection tracking and price alerts; integrate deck building and AI insights.
	MTGA Assistant, Untapped, Arena Tutor	See Deck builders & simulators section above.	These tools track digital collections, provide draft ratings and deck win rates but may be unstable or require premiums ²⁴ .	Unify digital and paper collection tracking and extend features to Commander format.
	Bugko (Android)	All-in-one companion app for players and judges; aggregates news/spoilers from 40+ sites; offline database of 30k+ cards in multiple languages; syntax card search with filters; card pricing from TCGplayer and Cardmarket; life counter for 2–8 players with multiple counters; collection and wish list tracker; deck builder with tournament lists; judge tools such as offline comprehensive rules, Infraction Procedure Guide, scripted draft timer and decklist counter ⁴⁹ .	Contains ads; mobile only; features may overlap with other apps.	Incorporate news aggregator, price data and judge tools; deliver them in a unified web interface with AI summarizing spoilers and rules infractions.

Key gaps in current offerings

1. **Fragmented experiences:** Many tools specialize in a single task (deck building, price tracking, rules, combos). Players often use multiple websites and apps, leading to inconsistent interfaces and fractured chat histories ⁵⁰.
2. **Limited AI assistance:** Suggestions are typically based on statistical popularity (e.g., EDHREC) without context or explanation. Tools rarely adjust recommendations to a player's budget, play style or commander's color identity. MTGA Assistant and Untapped provide basic probability or ratings, but updates may lag and the advice is generic ²⁴.
3. **Poor rules discovery:** Gatherer's interface is outdated and confusing ³⁴; MTG Familiar hides card art ¹¹; most tools don't integrate official rulings or judge commentary into search results. New players struggle to understand complex interactions.
4. **Combo search requires expertise:** Commander Spellbook's advanced search expects users to know the names and steps of combos and sometimes contains errors ⁴⁰. There's no context or explanation for why a combo works.
5. **Price & market analysis is often separate:** Price trackers like MTGStocks and EchoMTG focus on financial information but aren't integrated into deck builders. They also lack AI predictions about reprints or market trends.
6. **Mobile vs. desktop divide:** Some features (like scanning and collection management) exist only in mobile apps, while deck builders are more desktop-friendly ⁵¹. Users who play both paper and Arena must juggle multiple platforms.

Feature ideas for your AI-powered assistant

1. **Unified chat-based interface:** Combine deck building, card search, rule explanations, market trends and combo discovery in one conversational interface. Let users switch modes (e.g., "rules," "deck builder," "market analyst") while retaining conversation history.
2. **Natural language search & recommendations:** Interpret queries like "find cheap one-drop green creatures for my Elves deck" or "how does [[Smothering Tithe]] interact with [[Narset, Parter of Veils]]?" and return card lists, rules citations and explanations. Use Scryfall/MTG Assist style filters behind the scenes but hide complexity from the user.
3. **Context-aware deck advice:** Provide suggestions based on commander color identity, mana curve balance, budget constraints and synergy with existing cards (e.g., recommending cards from EDHREC but explaining why they fit and offering alternatives). Highlight potential combos detected via Commander Spellbook and evaluate their consistency/cost.
4. **Integrated rules & judge guidance:** When a user asks about interactions, link to the exact rule section from the comprehensive rules or official rulings (e.g., Yawgatog hyperlinked rules). Summarize judge articles and infractions (from Magic Judges blog/IPG) to explain common pitfalls.
5. **Real-time price alerts & market predictions:** Pull data from MTGStocks and card marketplaces to show price histories. Use AI to flag reprint risk (e.g., trending sets or Reserved List status) and predict if a card's price is likely to rise or fall. Tie this into deck suggestions ("this staple is due for a reprint—consider alternatives").
6. **Visual aids and scanning:** Display high-resolution card art in responses; allow users to upload or scan cards via camera to identify them and add to their deck or collection (drawing from Dragon Shield/Delver features). Recognize languages and foil status accurately.
7. **Combo explorer with explanations:** Search for combos automatically when building a deck. Present combos with step-by-step instructions and highlight any prerequisites. Warn if combos rely on controversial interpretations or require extra rule knowledge.
8. **Cross-platform collection management:** Let users track both paper and digital collections in one place, including trades and wish lists. Use scanning to add paper cards and import digital

data from Arena/MTGO. Show which cards a user already owns when recommending new cards and estimate the cost to complete a deck.

9. **Community & collaboration:** Allow users to share decks, folders and combo discoveries with friends (addressing Moxfield's missing folder-sharing feature ¹). Offer AI moderation for comments and community discussions; enable collaborative deck editing or tutoring sessions.
10. **Accessibility & personalization:** Provide dark/light themes, mobile-friendly layout, and localization. Use AI to adapt suggestions to the player's skill level (new vs. experienced) and format (Commander, Modern, Pauper, etc.).

By combining the strengths of existing tools and addressing their shortcomings, your assistant can become a comprehensive and personalized hub for MTG players.

¹ ² ³ ⁴ ⁵ ⁶ ⁷ Reviewed: The Best Deck Builder for MTG - Draftsim

<https://draftsim.com/best-mtg-deck-builder/>

⁸ ⁹ ¹⁵ Reviewed: The Best Deck Builders for Commander - Draftsim

<https://draftsim.com/mtg-edh-deck-builder/>

¹⁰ ¹¹ ¹² ²⁸ ²⁹ ³⁰ ³¹ ³² ³³ ³⁴ How to Use MTG Gatherer and 4 Better Alternatives - Draftsim

<https://draftsim.com/gatherer-mtg/>

¹³ ManaBox

<https://manabox.app/>

¹⁴ ManaBox - Apps on Google Play

<https://play.google.com/store/apps/details/ManaBox>

¹⁶ ⁴⁶ ⁴⁷ ⁴⁹ TopDecked MTG - Apps on Google Play

<https://play.google.com/store/apps/details>

¹⁷ Unlock and Discover All Of The Amazing Features of TopDecked Powered Today! - TopDecked - Articles

<https://www.topdecked.com/articles/powered-features/>

¹⁸ ⁵⁰ Card Kingdom Partners with TopDecked - Card Kingdom Blog

<https://blog.cardkingdom.com/card-kingdom-partners-with-topdecked/>

¹⁹ ²⁰ ²¹ ²² ⁵¹ About AetherHub

<https://aetherhub.com/Docs/About>

²³ ²⁴ ²⁵ ²⁶ ⁴⁸ The 8 Best MTG Collection Tracker Apps and Software - Draftsim

<https://draftsim.com/mtg-collection-tracker/>

²⁷ Searching with Scryfall: Magic at your Fingertips — Lucky Paper

<https://luckypaper.co/articles/searching-with-scryfall-magic-at-your-fingertips/>

³⁵ ³⁶ MTG Assist - Simply the best Magic: The Gathering card search.

<https://www.mtgassist.com/>

³⁷ Hyperlinked Magic: The Gathering Comprehensive Rules - Yawgatog.com

<https://yawgatog.com/resources/magic-rules/>

³⁸ Commander Spellbook: Advanced Search

<https://commanderspellbook.com/advanced-search/>

³⁹ Commander Spellbook: Find My Combos

<https://commanderspellbook.com/find-my-combos/>

40 **Reddit - The heart of the internet**

https://www.reddit.com/r/EDH/comments/y0yrfh/do_you_find_commander_spellbook_helpful/

41 **MTGStocks Companion for TCGplayer – Get this Extension for Firefox (en-US)**

<https://addons.mozilla.org/en-US/firefox/addon/mtgstocks-for-tcgplayer/>

42 **Digital Card Manager for TCG players**

<https://www.dragonshield.com/en-us/card-manager>

43 **Dragon Shield App : r/mtg**

https://www.reddit.com/r/mtg/comments/1gxr5kw/dragon_shield_app/

44 45 **Delver**

<https://delver.app/>