# HW Week 5: Market Research

Team Name: 5

## Part 1: Competitive Analysis
Using the Music App example (Market Research slides), create a Competitive Analysis Table. Find as many competitors as you can and think what key features you need to compare. Make sure to include your app to the mix.

| Features | *Rex* | *Blinked* | *Yelp* | *Watcha* | *Tripadvisor* | Google Maps | Headout | Eventbrite |
|---|---|---|---|---|---|---|---|---|
| **Domain** | Food, Entertainment & Travel | Multiple | Food & Business services | Movies & TV | Travel | Travel | Activities, Events & Travel | Event Organizer and ticketing system |
| **Price** | Free | Free, but Paid for premium recommendation list | Free | Free | Free | Free | Free | Free |
| **Ads/ Sponsors** | No | Yes | Yes | No | Yes | Yes | No | No |
| **Strengths** | Gives recommendations only from trustable friends and gives you the option to share your opinion with your friends | Gives recommendations only from friends, not from strangers | Has in depth information of all the restaurants. Easier interface. | Gives you option to make collection of movies you want to watch, give recommendations and reviews to other people. | Has many reviews and trustable ratings. | Integrated with google maps, has more reviews as it's more accessible and easier to use. | Good user interface, lot of tie ups with event organizers. | In-mail invites, tie ups with organizers, easier ticketing sysyem |
| **Weakness** | App does not updated. Gives only recommendations from friends using the app. Cannot connect with FB. | Poor user interface. | Reviews are mostly not honest and bad reviews are taken down. Lots of ads. | Only for reviewing and commenting. No way to watch the media. | No tailored recommendations | Has large set of reviews but mostly reviews are on face value and not trustable. | Tie ups with third party organizers which makes the app not so trustable. | Many irrelevant recoomendations. |
| **Platform** | iOS | iOS/Android | iOS/Android | iOS/Android | iOS/Android | iOS/Android | iOS/Android | iOS/Android |

**Part 2: Market Sizing**

**Potential people**
▸ 325M people in US
▸ 77% have smartphone
▸ 325M x .77 = 250.25M people

**Habits & market potential**
▸ on an avg 6% people pay for the paid apps
▸ Average app price = $5
▸ 250.25Mx .06 x $5 = $75M per year