

Direct			Indirect		
	Groupon	LivingSocial	valpak	Snipsnap	Ben's Bargains
Screenshot					
Main function	Coupons/online and print	Coupons/online and print	Coupons/online and print	Coupons/only mobile phone	Online deals
Focused on featured deal	Yes	No	Yes	No	Yes
Serch for local deals	Yes	Yes	Yes	Yes	No
Deals offered	Huge selection of deals.	Focused on events and activities.	Offered various kind of in-store coupons.	Many kinds	Many kinds, focused on deals for male.
Navigation	Very clear. Secondary navigation gives you clear idea.	Unclear. Need to organize.	Difficult to search what you want. They don't have secondary navigation.	Simple and clear.	Easy to use and very clear navigation.
Share via social network	Yes	Yes	Yes	No	No
Content Quantity (deals)	6,703	1,026	2,780	more than 7,000 (Search the biggest database of printed coupons on the planet.)	more than 3,000
Interaction elements	Very clear and easy. "view deal", "shop now" buttons are standing out. Also serch box is top of website.	Serach deals and location box are at the top of webpage.	"view" buttons are clear, but users have to scroll down to see them.	Their website is only for inviting users to download their mobil app. "Get SNIPSnap!" button is on the top, very clear.	Search box is top of website, but it's not big enough. "Go to store" buttons are clear and standing out.
Sign up with social network account	Yes	Yes	No	Yes	Yes
Visula hierarchy	Very clear and strong. User's eyes goes deals and prices.	Prices and deals are very clear. Easy to find what you want.	Does not show prices. Users have to read the deals carefully.	Clear. Well organized information. User's eyes go through top to bottom.	Image of deals are too small. User's eyes goes to top offers first, then get confused.
Responsive mobile app	Yes	Yes	Yes	Yes	Yes
Branding	Green, feels fresh. Inviting. Professional looking.	Purple and blue. Feels urban.	Navy. Casual.	White background. Clean.	Their website is simple gray background. Blue and orange for logo mark.
Overall strengths	Well created website, a lot of variety of choises.	Welcoming, cool design.	Family friendly. Variety deals, fun to serch.	Their database is the biggest among others.	Masculine, Apealing to men
Overall weaknesses	Hard to localize/personalize.	Mostly for young single. Not family friendly.	Visual design is not apealing.	Coupons only mobile phones. Can't print out.	Showing expired deals. Website looks too plain.
Launched	November 2008	July 2012	1968 (mails 14 coupons in local) 2006 (starts online delas partner with Google)	2014	January 2000
Reviews (App store)	★★★★★ (374)	★★★★★ (11)	(4+)	(4+)	(4+)
Reviews (Google Play)	★★★★★ (1,042,601)	★★★★★ (25,921)	★★★★★ (1,518)	★★★★★ (9,678)	★★★★★ (87)
Screenshot (mobile app)					