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Competitive Analysis: Triposo

Competitor Profile: Triposo

Overview

We'll be analyzing a potential competitor called Triposo (<https://www.triposo.com/>), which offers downloadable guides of various cities, as well as other features such as offline access and trip-booking.

Key Objectives

"Travel content made easy" is the Triposo slogan. Their tagline is "We help you find the best places to travel, shop, eat and drink across the world." They attempt to stand out from the competition using their intelligent recommendation algorithm and abundant wealth of information.

Bottom line

- Provide information on 50,000 destinations
- Focus on top attractions, but also on smaller "hidden gems"
- Intelligent recommendation algorithm

Overall Strategy

A quick Google search of "Triposo" reveals some random press articles from Techcrunch, Lifehacker, and Engadget, but they're from years ago. Press doesn't seem to be a large outlet for promotion. They do, however, have a blog on their website where they chat about travel-related topics, but it hasn't seen a new article in around 6 months.

Triposo maintains a 4.5-star rating on the Google Play app store out of 1,219 overall ratings.

Bottom line

- PR doesn't seem like a huge growth outlet for them
- Their blog is stale
- They have a great rating on the app store, which could be their most lucrative source of users

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Market Advantage

Triposo shows up twice in the first 10 results of a “travel guide app” Google search. The first shows the high user rating in Google Play and the second shows the lower user rating in iTunes. Immediately, this displays the great advantage that Triposo has in the market, as the other results are lists that compile the “best” travel guides. So in a quick Google search, Triposo is the only immediate app name potential users see.

According to one blog, Triposo’s “City Walk” feature (walking tour suggestions based on your location) sets it apart from other apps. Otherwise, Triposo has comparable features to the other apps on the market, such as curated user reviews and offline access to maps.

Bottom line

- They’ve positioned themselves highly in the top Google results, which likely feeds into a market advantage loop
- Their iTunes rating is 3.2, markedly lower than their 4.5 in Google Play. This could mean the app has not been optimized for iOS

Marketing Profile

When the app launched in 2012, their goal was to offer personalized city guides, similar to those provided by Lonely Planet. They appear to have more or less stuck to this mission. According to Triposo, it’s their algorithm and large database that sets them apart.

It’s also worth noting that Triposo raised an additional 3.1M in venture funding in Dec 2015, so they’ve recently had a cash infusion.

Bottom line

- They recently raised 3.1M
- They’ve stuck to their original mission
- They’re set apart by their intelligent search algorithm and the size of their database
- There doesn’t seem to be anything special about the user interface or the way the app behaves that gives them a particular advantage

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SWOT Profile

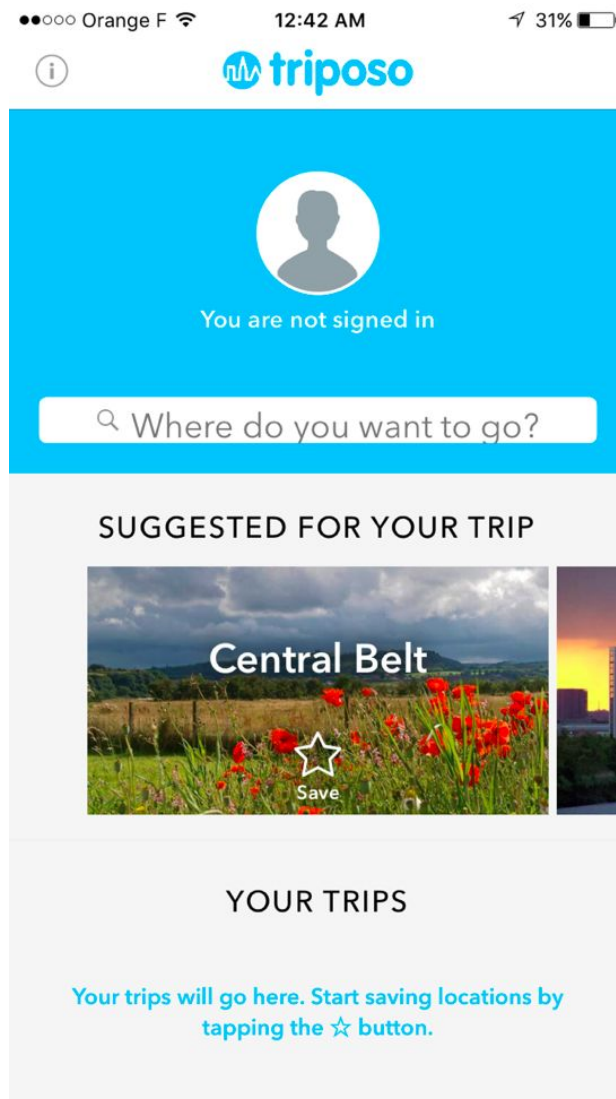
Strengths	Opportunities
<ul style="list-style-type: none">• Strong algorithm and wealth of information.• Simple value proposition.	<ul style="list-style-type: none">• A better designed app that focused specifically on guides curated by locals, possibly for purchase.• Better marketing strategy to increase app awareness.
Weaknesses	Threats
<ul style="list-style-type: none">• Possibly their lack of focus on local-curated guides.• Room for improvement in overall application UX.	<ul style="list-style-type: none">• Sites such as TripAdvisor and guides from Lonely Planet, as well as other similar applications like Viator and Jetpac City Guides.• Travel blogs that focus on highlighting the best local spots.

UX Analysis

Usability

Triposo's overall user experience leaves a bit to be desired. The app isn't particularly difficult to use, but there are some aspects that feel unfinished. Awkward/inconsistent padding, for instance, such as what can be seen with the main search input field:

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In general, however, it feels fairly easy to use, and its value proposition is pretty clear after only a few moments' use. They offer an uncluttered glimpse of a new city with a smart algorithm that makes finding interesting places and attractions relatively simple.

Layout

The first thing you notice is the city name front and center on top of a nice graphic. Just below the image is everything you need to know about this place; however, if you'd like to find local guides, you have to scroll down, select "Get to know London," followed by "Mini Guides," so local guides definitely aren't highlighted.

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Navigation Structure

Triposo does a good job of keeping things simple. They don't have a tab bar, and what little options they offer are up in the title bar. This does a lot to make the app feel clean and gives you more real estate for viewing city info.

Compatibility

Triposo currently supports iPhone, iPad, and Android.

Differentiation

Triposo offers generic guides to most cities. When browsing London, for example, you're able to view attractions, places to eat and drink, as well as hotels and hostels. This entire guide can be downloaded for offline use as well.

One area we may be able to stand out is by offering guides curated by locals rather than just generic information. There is a section on Triposo that offers small, curated guides, but it's not a focal point of the app. They actually call these "mini-guides," implying that these guides are less involved than the primary guides

Even with user-curated guides, Triposo doesn't seem to put much focus on the user who submitted the guide. This may be an opportunity to provide more incentive for locals to submit guides (by promoting guides and their authors). We might also experiment with offering paid guides. This could be a great way for locals to receive passive income.

Calls to Action

Users are free to browse the Triposo app without any annoying notifications pushing them to sign up. At any time, however, they can access the sign up option from the home screen. The sign-up/login process didn't present any hurdles.