Competitive Analysis

We plan on making a social media application that allows students to connect to each other through posts that are made from user profiles mainly through pictures that will have a thread attached to allow students to comment on them. The applications main competitors will be similar featured sites that are already well known, established, with extensive brand recognition such as: Facebook and Instagram due to their extensive currently existing outreach globally. Two of the competitive advantages will be our plan to primarily keep the app local within the student body and eliminating the nerve-racking pop-up ads trying to sell you a pitch as you scroll through post and/ or feeds.

**User engagement by creating polls in groups and events**

Having the capability to spontaneously start a poll for constructive criticism or just a simple in the moment need for assistance on a topic that may be troubling the user adds another layer of usefulness to the app.

**Keyword usage to search for old posts**

Searching for old posts with the ease of keywords in order to find posts on topics users are interested in allows information to be accessed with efficiency.

**Receive notifications regarding unfollowed alerts**

Being able to see who unfollowed our users is a convenient way for them to pin point root causes and evolve their usage approach on the app.

**Linkable to profiles from other commonly used apps**

The ability to attach other profiles to user accounts on our app results in a user friendly atmosphere for everyone to access various accounts they wish to maintain.

Below is a chart comparing our features against our competitors. These six key features are what we view as highlights in our app, because they are key features that are found in one place within OwlPost’s application. Each feature has not been seen on a single app together. A few have been used on secondary apps that are not affiliated with Facebook. This has put users in a position with a higher likelihood involving potential security breach since Facebook is not liable if users information gets lost or stolen using other secondary apps. Having all these features accessible in one secure location will assist in avoiding scammers and pirates on the web.

Competitive analysis Chart

|  |  |  |  |
| --- | --- | --- | --- |
| Competition | Facebook | Instagram | OwlPost’s |
|  |  |  |  |
|  |  |  |  |
| Catering primarily to FAU student body |  |  | X |
| User engagement by creating polls in groups and events | X |  | X |
| Keyword usage to search for old posts | X |  | X |
| Receive notifications regarding unfollowed alerts  **Linkable to profiles from other commonly used apps**  No pop-up Ads | X | X | X  X  X |
| Total | 33% | 33% | 100% |