



## Competitive Analysis

### Main Competitors

The biggest competitor is Feastly, a web app that connects chefs and foodies for one-of-a-kind dining experiences at pop-ups. By specializing in this niche, they reach this specific target audience very successfully. Currently, there are no other competitors with this specific target audience. A big majority of pop-up event pages are found on Eventbrite, a website that allows you host medium to large-sized events. There are many types of events hosted on Eventbrite. Eventbrite caters to private events and there is no event browsing option. An overwhelming majority of people look for new restaurant ideas on Yelp. As both a website and a mobile app that collects business information, user ratings/reviews, and photos, Yelp makes it easy to search ahead of time at home or last-minute in the car. Yelp has a large database of almost all businesses but its broad reach and its user review-focused content makes it not ideal for hosting special interest events like pop-up restaurants.

### Competitors' Strengths & Weaknesses

The closest resemblance to our product is Feastly. They have the same target audience and offer many features to cater to the experiences of both attending and hosting a pop-up restaurant. They are growing successfully in developing a great networks of both chefs and diners. With great browsing functionality, enticing photos & menus, clear event descriptions, and built-in reservations, it's a great all-in-one app. With their target audience largely interested in connecting with their food and chefs, Feastly does a great job presenting the stories of the food and the chef. Overall, the website is really easy to use and navigate and their design puts the emphasis in the right place—the food. Their call-to-actions are well thought out and clearly positioned.

The biggest shortcoming of Feastly is that it only shows events that are hosted through their app. While it allows them to control their content, it does narrow the pool of events. When celebrity chefs come with a single event, those events are not captured. Their chef bio pages are underwhelming. With foodies growing interested in not only connecting with their food but with the chef's story, the chef's story could be presented more impactfully. When events are booked, there is a waitlist but there's no option to request another repeat event. This feature may prove useful for chefs to project interest for a future event. While the site offers built-in payment and messaging, the experiences of both could be improved.

Eventbrite was not designed specifically for pop-up restaurants but for any event. The large majority of pop-up restaurants event pages are hosted through Eventbrite. Eventbrite features the event info and also offers a built-in ticket purchase option with online payments. Due to the vastly different event types being hosted on eventbrite, their design tends to be a bit generic and the focus is on event information and ticket purchasing. Info like menu and about the chef are often included after the event description. There's no way of browsing to see other pop-up restaurants either. Eventbrite is great for hosting a single event but not so much for browsing for special interests.




Yelp is the largest source for business reviews and information. Majority of diners use Yelp to find new restaurant options. They rely heavily on ratings, reviews, and photos to find their next great dining experience. Yelp has the largest base of reviewers, generating a lot of data. While their main focuses are business information and reviews/ratings, they also offer reservations to certain restaurants through OpenTable. Many times, users find Yelp to hold too much and sometimes unhelpful content that is dependent on users. It grows to be too much work to weed through ridiculous reviews in order to find helpful ones. Yelp is a great source for first impressions but not always accurate. While it's not a great place to host pop-up restaurants, many of our target audience rely on it to find dining options. With a broad audience and large reach, the design and functionality of Yelp does not cater to pop-up restaurant seekers.



## Market Overview

With the growing number of people moving into large cities and seeking unique dining experiences, the demand for pop-up restaurants grows with it. Feastly has focused on creating unique yet authentic and modern dining experiences with the chefs they feature. This is the type of dining experience in demand by the affluent millennials living in large cities. Millennials consume experiences and often share these with their friends via social media. As a generation susceptible to "FOMO" (the Fear of Missing Out) and open to new experiences, millennials are the primary target group for pop-ups. Millennials also want the best of the best and rely heavily on ratings, reviews, and photos. Yelp does a great job catering to this crowd but could make it easier to search and filter through reviews. Eventbrite saw an 82% growth in pop-up dining experiences in 2014. Majority of pop-ups use Eventbrite to publicize their event. This not only shows the growth in popularity of pop-ups but also the huge demand for a platform to publicize pop-ups, making it easier to find, browse, and make reservations. Urban cities are growing more populated by affluent millennials. 75% of pop-up diners are willing to pay more for a pop-up dining experience because of the unique experience factor and the chance to interact with the chef in a more intimate setting. With not many apps targetting this audience's specific needs, there is a lot of opportunity for PopEats to succeed in this market.



			
Target Audience	Foodies looking for one-of-a-kind dining experiences in urban cities	Hosts for special interest and/or medium-sized events	Those looking for quality and service reviews and information on any business
Positioning	Authentic foods & new cultures while looking to the modern and new	Making it easier to host your next event	Your source for reviews and suggestions to help guarantee a great experience.
Key Features	<ul style="list-style-type: none"><li>• Browse by time, city, and price.</li><li>• Filters based on cuisine &amp; dietary restrictions</li><li>• Reserve meals</li><li>• Menu listed</li></ul>	<ul style="list-style-type: none"><li>• Event page design for your event</li><li>• Ticket purchased through site</li><li>• Tracking ticket purchases</li></ul>	<ul style="list-style-type: none"><li>• Customer ratings &amp; reviews</li><li>• Connects to OpenTable</li><li>• Checkin deals available</li><li>• Pictures</li><li>• Hours and contact info listed</li><li>• Search by location, filters, price, keywords</li></ul>
Strengths	<ul style="list-style-type: none"><li>• Dedicated to pop-ups</li><li>• Great large photography of food</li><li>• Search by Date (#1), price (#2) with filters</li><li>• Chef bios, getting to know the person and food</li><li>• Responsive website</li><li>• Great UI and navigation</li><li>• Easy to use and book</li><li>• Can follow favorite chefs and view past meals</li><li>• Shows how many seats left</li><li>• Sharing is made easy</li></ul>	<ul style="list-style-type: none"><li>• Customizable event page designs</li><li>• Easy ticket purchase experience</li><li>• Places for pictures and event description</li></ul>	<ul style="list-style-type: none"><li>• Big user base and source for reviews and ratings</li><li>• Source for business info</li><li>• Source for product and venue pictures</li><li>• Has events section but mixed in with all events</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• No option to search by location within a city</li><li>• Chefs bio page could have more appealing design more like the dinner page.</li><li>• Date covering the food photo is not best solution</li><li>• Option to request repeat</li><li>• Messaging inbox could be a better layout</li><li>• Could build better trustworthy appearance in payments page</li></ul>	<ul style="list-style-type: none"><li>• Not dedicated for pop-ups specifically</li><li>• Have to post info into their template, which may not always make most sense</li><li>• Can't browse through different events. Each event is independent.</li><li>• Design feels generic</li><li>• Lacks functionality of pop-up specific competitors</li></ul>	<ul style="list-style-type: none"><li>• Not dedicated for pop-ups specifically</li><li>• Limited to Yelp's templated UI</li><li>• Ticket purchases are not built in</li><li>• More of an ad listing</li><li>• A lot of work to search through and weed out ridiculous reviews</li><li>• Lacks functionality of pop-up specific competitors</li></ul>