

MerryGO- Sector Analysis



1. MOBILE APPS

If one were to combine these to mobile apps it would be Merry-Go. Big Tent offers the group forum platform and Yuggler offers the content search for kid friendly events. Currently, no mobile app contains both.



2. SOCIAL APPS

These social networking apps had weak functionality for parents looking for kid friendly events. The broad spectrum of offering in these apps diluted ease in finding kid friendly events.



3. WEBSITE

Many parents that I spoke with referred me to these sites when they searched for activities. They were good resource for large metropolitan regions. They offered several events and ideas with social network links. The question became how can parents not in big cities find what happening near by



4. MOTHERS CLUBS

These popular sites that the bay area parents referenced were social networks that provided a comprehensive vetted list of local kid friendly events. The sticking point with these sites was the membership pay wall with a hyper regional focus.



5. BULLETIN BOARD

Yes, everyone interviewed mentioned this simple analog resource. These offices, library or café bulletin boards provided a snapshot of local kid friendly events within the social context of a contact person or neighborhood.