

# Jigsaw Competitor Analysis

HCDE 518 Autumn 2020

# Top 3 Apps

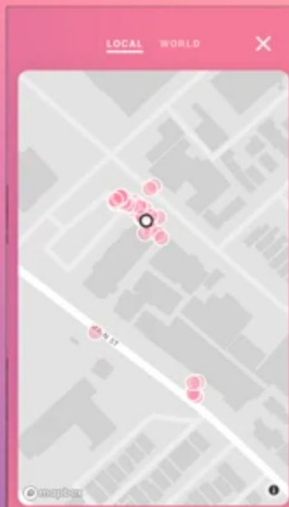


# World Brush

Paint on top of the world with others in Augmented Reality



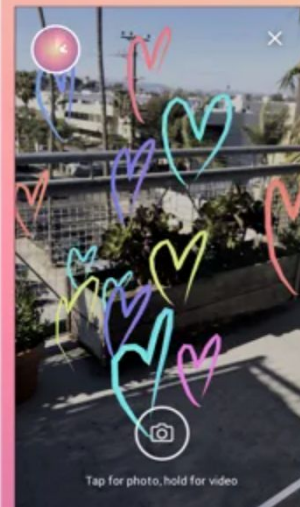
Discover paintings in your area using our new map feature



Customize paintings with different brushes, colors and weights



Record paintings you create and share with your friends



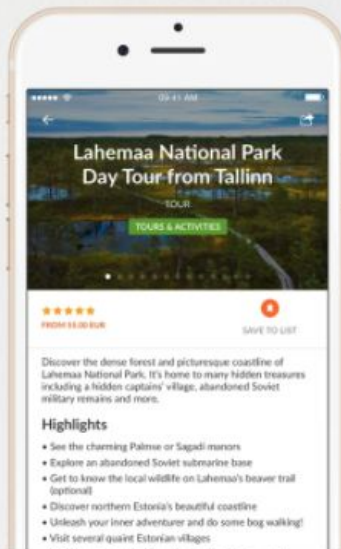


# Like a Local

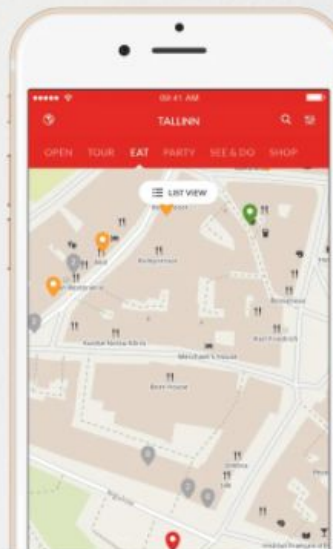
Discover & save  
places that locals love



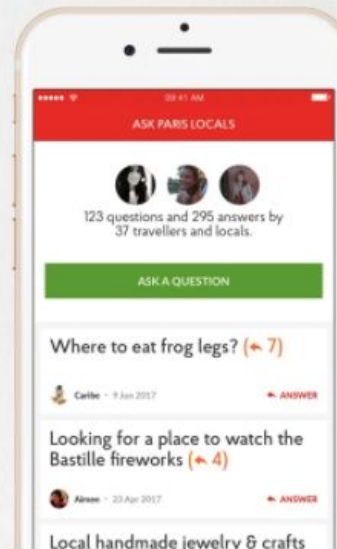
Book local  
tours & activities



Works 100%  
offline with GPS



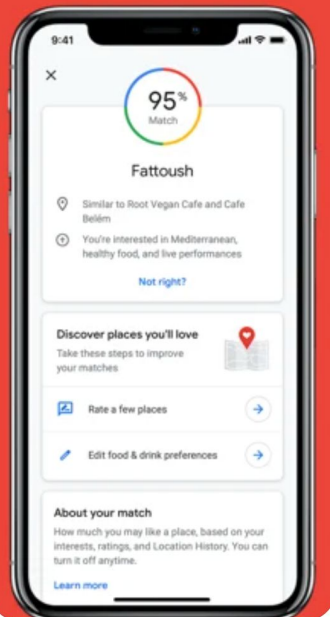
Ask locals questions  
about your destination



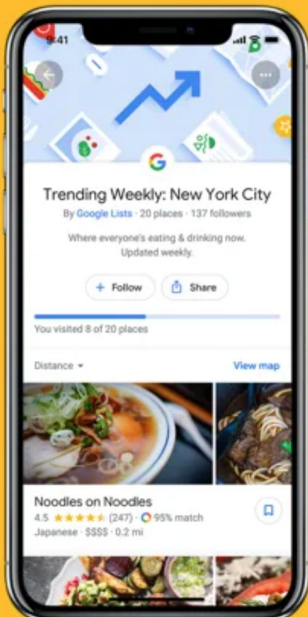


# Google Maps

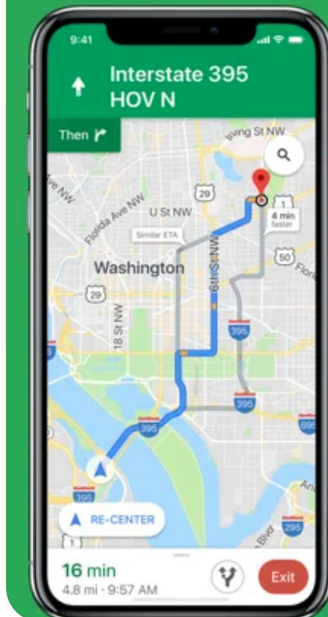
Discover restaurants and  
places that you'll love



Follow must-try lists  
created by local experts,  
Google, and publishers



Get there faster with  
real-time traffic updates



See the way you need  
to go with Live View



# App Comparisons

# App Summaries



## World Brush

World Brush is an **AR experience** where users can **paint on the world for others to discover**. Every painting is anonymous and *only visible where it was created*.



## Like a Local

**Locals' favourite** cafes, restaurants, bars and sights in your mobile. 100% offline.



## Google Maps

The Google app keeps you in the know about things that matter to you. **Find** quick answers, **explore** your interests, and stay up to date with **Discover**.

# Feature Comparisons (1/2)

| Features                | World Brush | Like a Local | Google Maps |
|-------------------------|-------------|--------------|-------------|
| AR Function             | ✓           |              | ✓           |
| Geolocation             | ✓           | ✓            | ✓           |
| Outdoor Activity        | ✓           |              | ✓           |
| User Content Creation   | ✓           | ✓            | ✓           |
| User Profiles           | ✓           | ✓            | ✓           |
| Review & Rating         | ✓           | ✓            | ✓           |
| Community Forums        |             | ✓            |             |
| Book tours & activities |             | ✓            |             |



# Feature Comparisons (2/2)

| Features                        | World Brush                                                          | Like a Local                                                                                     | Google Maps                                                                                                  |
|---------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Pros</b>                     | Immersive AR experience, anonymous, good app for those who like art. | Local community communication & exploration tips, as well as Google Map API integration.         | Map views, good for directions, real-time traffic updates, offers immersive AR experience.                   |
| <b>Cons</b>                     | Limited feature set involving using brushes to draw (size + color).  | Different experiences on desktop vs. mobile (ie. desktop doesn't use geolocation while app does) | Only works well in areas where businesses are "Google map" literate. AR function doesn't work well at night. |
| <b>Primary Users (Personas)</b> | Those who like art and immersive outdoor experiences.                | Tourists looking for insider tips from locals.                                                   | For locals or tourists, who are either searching for something <b>or</b> need navigation help.               |

# User Flow Comparisons (1/2)

| World Brush                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Like a Local                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Google Maps                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Initial requirements:</b> Enable geolocation and all photos to sync (<i>no sign-in screen</i>)</p> <p><b>Onboarding:</b> An about screen with info including: explanation of AR experience, paintings being anonymous, and you can tap and vote on paintings to help showcase the good stuff.</p> <p><b>Steps to Draw:</b></p> <ul style="list-style-type: none"><li>• Choose your location of choice: outside or your bedroom.</li><li>• Draw on screen with finger. Change brush type, use sliders to adjust line color and thickness.</li><li>• Press checkmark to save drawing.</li></ul> | <p><b>Initial requirements:</b> Connect with Facebook or email.</p> <p><b>Onboarding:</b> Sign-up including current city, gender, and interests (optionally meeting up with travelers or showing travelers around for a fee, + tips, offers, and updates). Allow location to be pulled.</p> <p><b>Steps to Find a Place to Visit:</b></p> <ul style="list-style-type: none"><li>• Click on the 'Nearby City' block for Seattle.</li><li>• Want to be notified next time you arrive in a city available on Like a Local guide? (Y/N)</li></ul> | <p><b>Initial requirements:</b> Enable geolocation.</p> <p><b>Onboarding:</b> Signs you in automatically to your connected Google account (which you can change if needed). Then, it educates you on how to locate ads on the map: "Square pins are ads. (Press ok.)"</p> <p><b>Steps to use AR for directions:</b></p> <ul style="list-style-type: none"><li>• Search for desired location on 'explore' tab.</li><li>• Click to blue 'directions' button.</li><li>• Click on the 'Walk' icon in the top navigation.</li></ul> |

# User Flow Comparisons (1/2)

| World Brush | Like a Local                                                                                                                                                                                                                                                                                                                                                                                               | Google Maps                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <p><b>Steps to complete cont.</b></p> <ul style="list-style-type: none"><li>• Click on 'See &amp; Do' in navigation.</li><li>• Click on 'Pike Place Market' block.</li><li>• Read sections on why locals love it, why you should visit, and a special tip.</li><li>• Save location to list, love it, or check comments</li><li>• 'Get directions' button takes you to Google Maps or Apple Maps.</li></ul> | <p><b>Steps to complete cont.</b></p> <ul style="list-style-type: none"><li>• Click on 'Live View' button</li><li>• <i>"Live View doesn't always work well as night."</i> (Continue with Live View, or Cancel.)</li><li>• Mini-onboarding for AR:<ul style="list-style-type: none"><li>◦ Step outside in a well lit area and hold up the phone.</li><li>◦ Remember to obey the law and pay attention.</li><li>◦ Give Google Maps Access to the Camera</li></ul></li><li>• Follow arrows and directions</li></ul> |

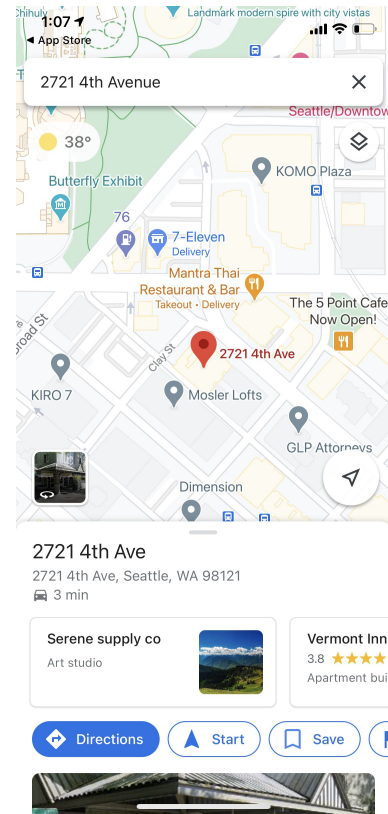
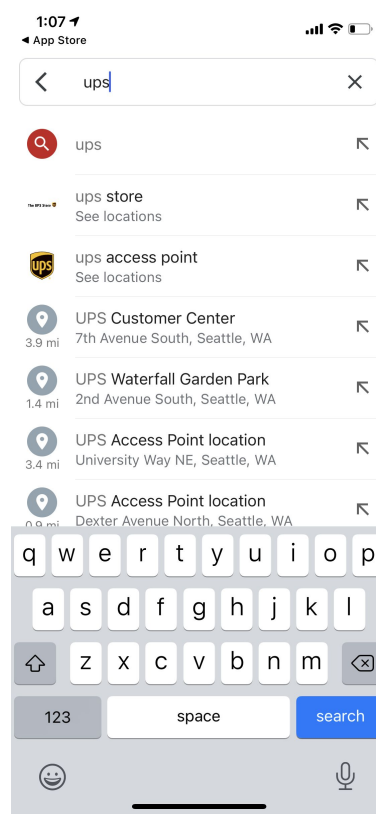
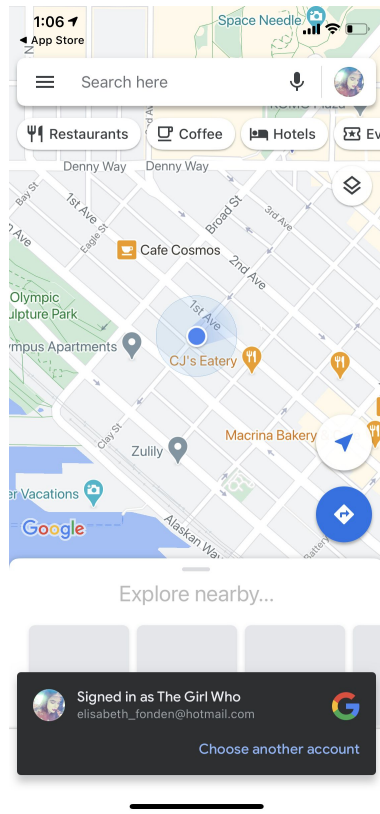
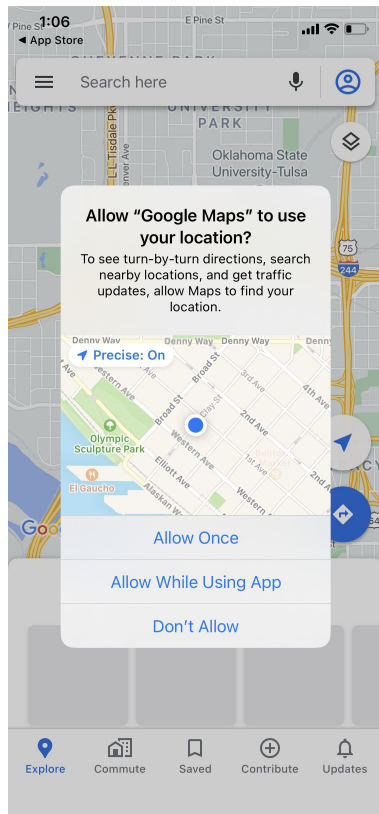
# User Flow Example

Google Maps



# Google Maps (1/3)

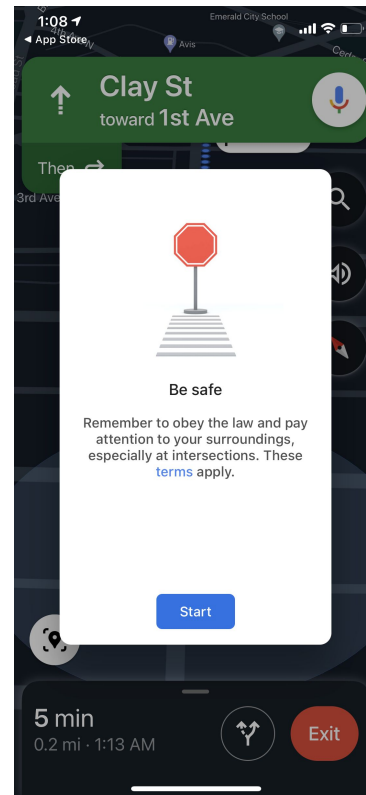
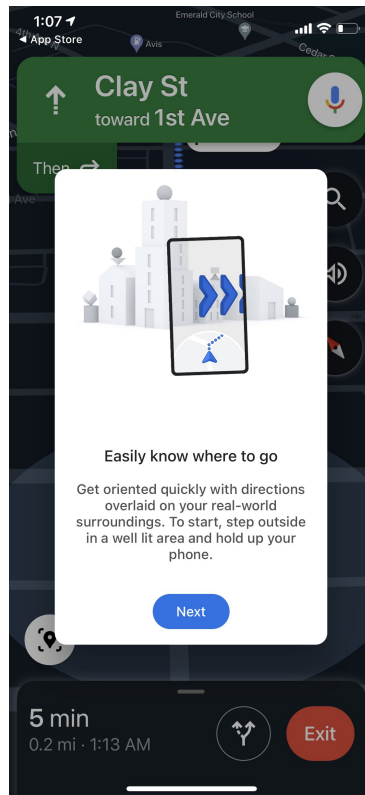
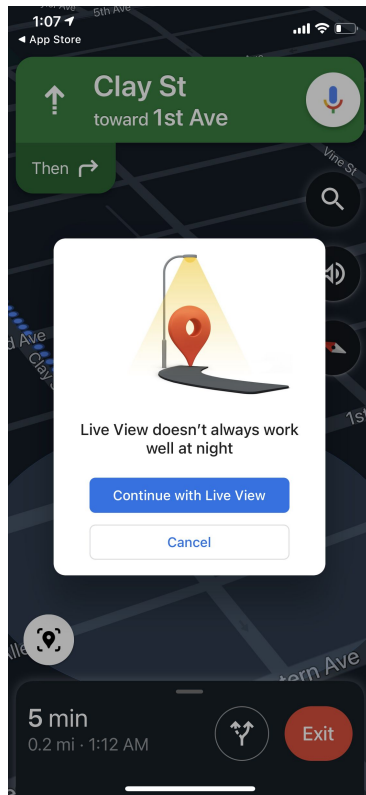
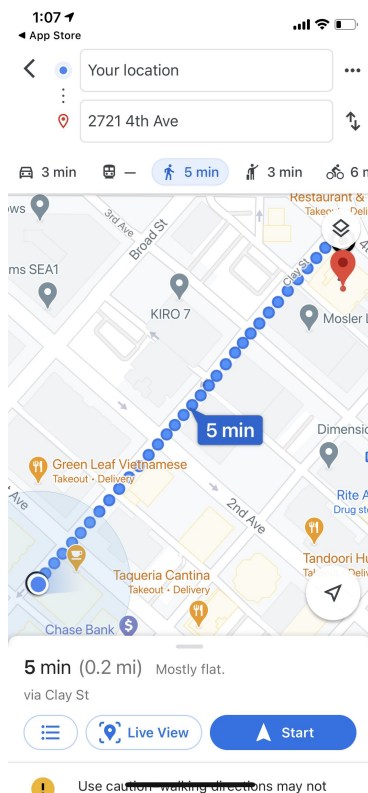
Initial requirements & onboarding, searching for location, get 'Directions'





# Google Maps (2/3)

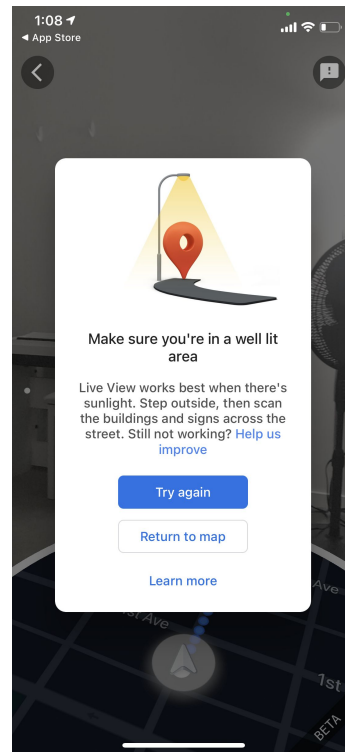
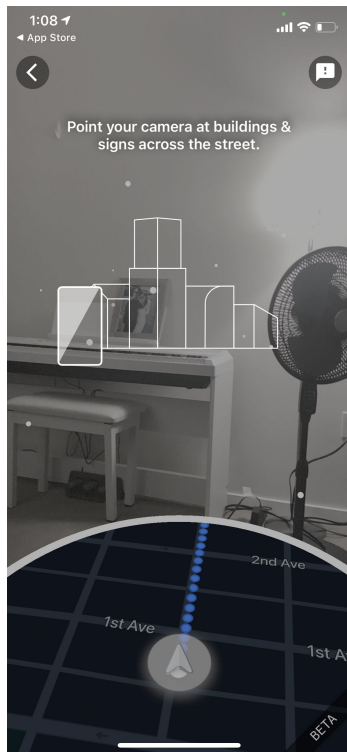
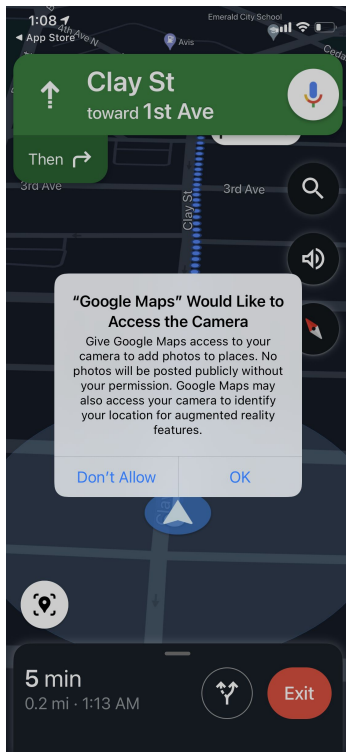
'Live view' setup and AR onboarding





# Google Maps (3/3)

Setting up and using the AR 'Live view' feature



Need to add picture of daylight navigation before meeting