Competitive Analysis
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By: Elizabeth Sasseman, UX Designer

Introduction

The following analysis will help us understand who our existing competitors are, what they have to offer, and how we compare to them. It will also help us focus our attention on the questions we need answered by our users. What makes intuitive sense to us, and possibly also to our competitiors, is not necessarily what our users value or care about. By developing our app to show users what they want to see, tell users what they want to hear, and speak to them in a voice that understands them, we will be on our way to providing our customers with an excellent product that is hopefully far better than our competitor's product.

In the following pages, I focused on discussing what our competitors are offering and how they are offering it. My goal was to write in a speculative and non-assuming manner in order to welcome curiosity and questioning of how our competitors are doing things. At the end is a breakdown of the features each competitor has. Just because our competitors are doing something, doesn't mean our users want it, care about it, or value it. But if they do, we should know and understand why.

The goal with this document is to help us sort through and determine what we should consider spending more time thinking about, to help us understand what we still need to learn from our users, and to create a space where we can come up with and be open to new ideas. This document will evolve as we learn about new competitors, as our competitors evolve, and as the demands from our users evolve.

Our Competitors & Us

Logo

Features Analysis

Chat Most competitors have this feature. It is certainly a common feature seen in apps of many different industries and types of apps. Whether it is valuable to our particular user-base is to be determined through research and user testing.

Social Media & Blog Most competitors have some combination of either Instagram, Facebook, Twitter, LinkedIn, a blog, and/or a YouTube channel. I believe there is room to get creative with the use of social media and blogging in order to attract attention. In the future, this is something we should spend more time brainstorming on. An attractive-looking and informational Instagram can be beneficial, and a YouTube channel with informational and interesting videos can also be beneficial. Consistent and interesting blog posts are also great for link-building strategy. This is something to explore.

3 Simple Steps Most competitors have some variation of the "3 Simple Step" formula advertised on their website. We fall short with our 4 Step "How It Works" section. Regardless, it is a helpful way to show potential customers how easy it is to get supplies delivered. The whole point of the app is to create an easier and more efficient way to get construction supplies. By advertising how easy our app is to use, the hope is that users actually will decide our app is better than going to pick up the supplies themselves. It's possible there are other things our users value aside from/even more than an easy way to get supplies delivered. Once we learn what our users value, we may include it in our advertising.

Price Estimator Most competitors have a way for potential customers to receive a price estimate for a delivery. This seems to be a great feature, and it's something we offer as well. Of course, talking with users to understand what they care about is the only real way to know for sure if it's valuable to have or not. Some competitors allow potential customers to receive an estimate without signing up, and others require signing up first. More research could be done to determine which way is better, if either.

Features Analysis

Live Tracking   Most competitors have this feature, as do we. One competitor only offers it upon request. It is a common feature seen in apps of many different industries and types of apps. Uber and Lyft are great examples. It seems to be a valuable feature. People want things fast, and the ability to see where a driver is/how much longer until an order is delivered can benefit a user is a number of ways: users are able to plan their day better, it satisfies a user's need to be in-the-know, and it feels good to know a delivery is getting closer and closer every minute.

Quick Delivery   Competitors have various commitments to delivering within a certain amount of time. Some offer within-the-hour delivery (such as us), others within 2 hours delivery, others same-day delivery, and other the option to schedule a future delivery. Of course following through with whatever the committment is should be the number one priority, it's up in the air whether delivering within 1 hour or within the day really makes a difference. It's certainly easy to assume that the ability to deliver within 1 hour would attract more customers, but understanding whether this is something our users actually value or not will give us a for sure answer to this speculation. It's possible what customers value far more is the ability to schedule a delivery time rather than receive it quickly. This is simply an example of what we might find out after talking with users.

Hours of Operation   Most competitors are operational on weekdays only, but at least one comptitor is operational on the weekends as well. This is something we could look into further if we think there is a population of users who would greatly benefit from delivery on weekend days as well.

Features Analysis

Flexible Options and Pricing Plans

Several competitors offer flexible options and plans. For example, ToolBX offers two different unloading options: curb-side and white glove. White glove allows deliveries to be brought anywhere on the first floor of the jobsite rather than just to the curb for an additional price. ToolBX will also not only deliver supplies, but also orders supplies for a customer as well. RenoRun offers a ProPlan for $100/month as a subscription service. I'd recommend we explore options like this further and really gather user feedback about what would be valuable to them in this realm. The ability for a user to have both a "cheap" or "expensive" option might turn out to be very valuable to our users. And we all know how easy it is to pay a small price/month for Netflix or Hulu or Spotify. There's certainly a reason businesses set themselves up this way. Maybe we could benefit from offering some version of this as well. We should look into the impact of offering a multitude of options like these.

Informational Content & Voice

All competitors have different combinations of information they display on their websites. Examples include: informational videos about how the app works, how setting up a delivery works, and how different types of users will benefit from using the app; information about the delivery business model and why it is a revolutionary idea; information about technical items such as API integration; pictures displaying a delivery in action; stats (such as the number of deliveries completed and the number of milers traveled); news articles about the competitor; and information about different delivery vehicle options. What information should be shown can be debated, but developing our brands voice is important. How we talk to our users and come across to them will impact them. Developing a consistent "voice" in our content is important.

Features Analysis

Collaborative Use of Cargo Space

Roadie in particular mentions the unused cargo space in passenger vehicles. Their business is based around the sustainability of putting this unused space to good use. In return, drivers are rewarded for going where they were already going, and users are able to receive deliveries quickly and in a more sustainable way because their item is being delivered by a vehicle that was already on the road. The benefits are significant for both sides of the platform, which is really attractive. Maybe there's room for us to come up with a similarly sustainable and efficient process like this in the future.

The Ability to Ship Anything

Some of our competitors specialize in delivering construction equipment, and others will deliver anything. HeavyHaulers in particular specializes in being able to deliver oversized construction items. And Roadie will even deliver pets. It seems like there is a need for both business models. Talking with our users might lead to some insights in what direction the business should head in - to specialize in something particular, to shift the focus to delivering anything, or to come up with a new feature no competitor is offering based on what our user research shows us our users need.

Trust

Roadie in particular has a page dedicated to trust and safety. It's of course important that customers trust a company they are handing money over to, so a page dedicated to it is not a bad idea. And in this industry with anti-tech people, it's also very important that customers trust the technology being used to get their supplies from point A to point B. User research will help us thoroughly understand the root of why the construction industry is full of people who are hesitant about technology. And we can help ease their concerns by dedicating space within our app, our information page, and the language we use to speak to these concerns in an understanding and trustworthy way. On a similar note, Roadie displays brands that trust them. When potential customers see a line of big brand names that trust the app they're considering using, it wouldn't surprise me if it helps their confidence in deciding to try the app.

Features Analysis

Peer-Reviewed Delivery Drivers

It seems to be more and more of a standard to include reviews for both sides of users of a platform. For example, AirBnb allows guests to review hosts and hosts to review guests. Same with a lot of other big platform companies. It adds a sense of trust and transparency between the two sides, and within the platform and therefore about the business. And along similar lines as the section about Trust, allowing potential customers to see these driver reviews before placing an order might be beneficial in instilling trust in a hestitant potential customer.

Testimonials

A lot of our competitiors show testimonials from their users. This is a classic way to advertise the great ways the business has helped its customers. It's also another way we can get creative. To build trust and confidence, we can show testimonials from our customers that speak to their ability to trust us, and that speak to our values as a business. Assuming of course that customers truly do trust us and will say so.

Invite Others to Join

Similar to the peer-reviewed delivery drivers. We've all been using an app when we suddenly receive a notification asking us to invite our friends. And a lot of the time in return we recieve some sort of discount. ToolBX in particular includes this advertisement but describes how it can help streamline processes across the company in doing so. They say, "Invite your crew. Streamline material procurement across your company." Not only does inviting more people across the company seem to make logical sense, but it also attracts more users. The phrasing of this content seems like an excellent way to ask users to invite more people on board. This is also something we can learn more about through user research. What struggles or inefficiencies exist for our users at their jobs? For example, if they lack a good method for communicating about supplies deliveries, we may decide to consider adding something to our repertoire of features that help solve our users problems. I think there is space to get creative in asking our users to invite others, while also doing so in a way that helps them out in some way.

Features Analysis

Delivering in your Area

Several of our competitors display the locations they currently operate in. They do so either with a statement such as, "We deliver in all 50 states.", with a list of every city or state they operate in, with an interactive map and details about each location, with a way to search for a zip code to see where they are operational, or with a way to input where a user wants them to be operational. It is not entirely clear what the best way to do this is. Of course, a competitor who operates in all 50 states will and should advertiste this. But for the newer competitors, and us, determining the best way is a bit trickier. This is something we should spend some time thinking more about. The ability to collect data to see what locations want us is beneficial, although we might question how likely it would even be for someone from a different location to land on our page in the first place. We might be able to get creative by advertising our current capabilities, while also exciting potential users about us growing and expanding, as well as collecting data on what locations want us.

Have Someone Else Pay

TommyRun advertises the ability to have someone else pay, such as a PM. We are already working on implementing a way to "bill to" someone else. But spicing it up a bit to really advertise the likely ways in which a user might have someone else pay and then advertising it, might help attract users.

Types of Users

Many of our competitors have different sections of information for different types of users. We do this as well. Roadie has sections geared toward either Enterprise, Small Business, or Personal. TommyRun has sections geared toward either Builders or Suppliers. This seems like an intuitive way to do it, but it's always worth asking why, and checking out the competitors who don't have separate sections. From time to time a user might not know which category they belong in, or think they belong in multiple categories - I know it has happened to me. A user is left reading the information in multiple sections to try to figure out which one they should pay attention to. Whether it's a problem often or not, it's always good to question why we do something, and to keep it in mind as we develop and evolve.

Features Analysis

Creative Extras

Some of our competitors have come up with creative ways to display information on their websites, and others have come up with creative additions to the mundane act of ordering and recieving a delivery. Roadie has a section called, "See what you can send." And underneath it is an option to choose a letter in the alphabet. When you choose a letter, next it is displays several example items that begin with that letter that can be delivered. For example, when you choose the letter, "B", images of a bike, barbells, a beach ball, and a bouquet show up. This is a fun way to show potential customers the wide variety of items that can be shipped with Roadie. It helps open up a users mind to the possibilities, and excite them. RenoRun has also come up with a clever idea: providing free coffee to customers. It's simple and a nice thing. It also makes logical sense that a lot of customers might want supplies for their days job delivered in the morning, so a free cup of coffee adds a nice touch. There is a relatively infinite number of ideas we could come up with to both excite our users, and set ourselves apart in some unique way. And it's something we should spend some time considering.

Features Breakdown - Roadie

"Get an Estimate" price estimator - Based on the user's location/distance and size of the item.

Split into Enterprise, Small Business or Personal Use - The ability to advertise differently to each type of user can help it be more personal.

Driver "testimonial videos - Helps show reliability of drivers to users, and makes the idea of becoming a driver alluring.

Creative way to show what can be delivered: "Pick a Letter" to see an item beginning with that letter - Unique and modern components can attract people.

Blog Posts - Relatively regular posting throughout the year (every few months of so) - link building.

The ability to ship anything, even pets - There is a large audience of users, more along the lines of Uber or Lyft; anyone can use this app.

Advertises delivery with drivers already heading in that direction - Really portrays the ease of use and simplicity to both sides of users.

A look at why their business model is a good idea - Showing people the waste of space under their feet is eye-opening and motivating.

A page about trust and safety - When a business is built around people handing their money over, trust is crucial, so a page about it is a great idea.

Exceptional website content and organization - Roadie's website is very easy to use, has very friendly content, is organized well, and is simple.

Displaying brands that trust Roadie - People are more likely to trust a brand that has big-name brands already trusting it, so it's good to advertise.

Social media - Including Facebook, Instagram and Twitter

"How Roadie Works" - Details about API integration and how the power is basically in the customer's hands.

Features Breakdown - Curri

"Instant Quote" price estimator - Based on the user's location/distance and size of the item.

Will deliver within 1 hour - People want fast.

Video displaying "How It Works" - Helps show users how easy it will be to place an order and what they can expect.

Social media - Including Facebook, Instagram, and Twitter

Chat - The ability to chat with a representative.

Simple one-page website - Curri's website is organized and simplified to one page.

Suppliers list - A section advertising suppliers Curri delivers from. Possibly beneficial for customers and suppliers to see.

Primary Users - For anyone who needs construction supplies delivered.

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Features Breakdown - TommyRun

Chat - The ability to chat with a representative.

Social media - Including Facebook and Instagram

Advertised in 3 Simple Steps - Helps show users how easy it will be to place an order.

Advertising having someone else pay - helps open people up to the possibilities of having a manager pay instead, for example.

"$25 off your first TommyRun" - A pop-up appears when moving to close the window advertising money off as a last effort to keep user on page.

Suppliers list - A section advertising that TommyRun will pick up from 100+ suppliers.

"Want TommyRun in your city? Tell us." - Unsure if this is helpful or how often people from a new city happen upon this page.

"Give $25, Get $25." - Refer a friend; a way to spread the word.

Split into Builders or Suppliers - The ability to advertise differently to each type of user can help it be more personal.

"Pricing for your needs" - General pricing advertised with a note that it may change based on mileage, weight, dimension, and effort.

Delivery Time - Within Hours or Same Day options.

Website with tabs - Important tabs at the top with simple and organized information within each tab.

Stats - Supplier deliveries completed, delivery miles traveled, and average delivery time; may show honesty and transparency.

Features Breakdown - HeavyHaulers

Chat - The ability to chat with a representative.

Social media - Including Facebook, Twitter, LinkedIn, and YouTube

Hours - Open 7 days/week from 7am-10pm

Specialized - HeavyHaulers specializes in hauling heavy equipment; has numerous large truck options plus millwright services.

Outdated Website - Website has an outdated feel, although is still organized.

Blog Posts - Approximately 1 post per month.

Pictures - Photos of recent jobs with details.

Services - Page with different truck options and details about it.

Interactive map - Details about delivery in each state.

"Free Estimate" price estimator - Based on the distance between zip codes. Need to fill out quite a bit of information for an estimate.

Tracking - Only offered upon request.

Portfolio - Displaying a "portfolio" of various types of transports, such as oversized and crane transports.

Features Breakdown - Dispatch

"Instant Estimate" price estimator - Based on the user's location/distance and size of the item.

Advertised in 3 Simple Steps - Helps show users how easy it will be to place an order; "Tap. Track. Deliver." An entire page dedicated to this.

Social media - Including Facebook, Twitter, and LinkedIn

Testimonials - Can help potential customers see the positive things other customers have to say.

Informational Videos - A video for each suppliers, small business and drivers.

Blog Posts - Several posts per month.

Split into Small Business and Suppliers - The ability to advertise differently to each type of user can help it be more personal.

Dispatch™
TAP. TRACK. DELIVER.

Features Breakdown - GoFor

Split into Suppliers & Retailers, Contractors, and Fleet Owners & Drivers - Advertising differently to each type of user can help it be more personal.

Reasons To Choose GoFor - Speed, Heavy Fleet, and Customer Experience - why customers choose GoFor.

Advertised in 3 Simple Steps - Helps show users how easy it will be to place an order; "Tap. Track. Deliver." An entire page dedicated to this.

"What our customers are saying." - Can help potential customers see the positive things other customers have to say.

Chat - The ability to chat with a representative.

Blog Posts - Began recently; only a few posts within the last few months.

"Calculate Your Delivery" price estimator - Based on the user's location/distance and size of the item.

Social media - None advertised on website.

Features Breakdown - ToolBX

Chat - The ability to chat with a representative.

Social media - Including Instagram, Facebook, and LinkedIn

Blog Posts - Only two posts; each from August 2019.

"Invite Your Crew" - To streamline material procurement across company.

"Add Your Jobsites" - To easily setup and manage multiple job sites for convenient deliveries and itemized billing.

Will buy materials from suppliers - Will not only deliver from suppliers, but order from them for a user as well.

Primary Users - For builders, contractors, and renovators.

Flexible Options - Various options at different price points to suit the needs of various users.

Quotes from Customers - Can help potential customers see the positive things other customers have to say.

Price Estimate - No price estimate (possibly one if you register/log in)

Features Breakdown - GoShare

Chat - The ability to chat with a representative.

Social media - Including Facebook, Instagram, Twitter, and YouTube

"Free Estimate" price estimator - Based on the user's location/distance and size of the item.

Schedule Ahead of Time - Users may schedule a delivery for the future - adds flexibility to options.

Advertised in 3 Simple Steps - Helps show users how easy it will be to place an order.

Reasons To Choose GoShare - Flexible Scheduling, Guaranteed Pricing, Convenience, Peer-Reviewed, Protection, High-Quality Service

Peer-Reviewed Delivery - Seems to be more and more of a standard to include this feature; users seem to feel good about it.

Delivering Anything - Advertised to deliver anything a user needs; such as junk hauling, apartment moves, retail delivery.

Retailers list - Preferred list of home delivery partners

Quotes from Customers - Can help potential customers see the positive things other customers have to say.

News About GoShare - Users possibly trust the app more after seeing big news companies with article about the app.

Features Breakdown - RenoRun

Pro Plan - There is a cost savings benefit to choosing the pro option.

Free coffee - Something little like this is a good personal touch, although we'll leave it up to the users to decide if it's a game-changer.

Will deliver in under 2 hours - People want fast.

A section on changing the world with technology - People like to be a part of change and newness.

Social media - Including Facebook, Instagram, Twitter, and YouTube (121k views on one video)

Chat - The ability to chat with a representative.

Blog Posts - Regular blog posting (multiple times per month).

Advertised in 3 Simple Steps - Helps show users how easy it will be to place an order.

RENORUN

Features Breakdown - Us

Blog Posts - Two posts, each from early 2019.

Social media - Including Twitter, LinkedIn, Facebook, and Instagram (LinkedIn and Instagram links switched on our website)

Chat - The ability to chat with a representative or leave a message when offline.

Advertising keeping team on site - This is a great thing to advertise considering it is the primary problem we are trying to solve for.

Advertising keeping vehicle costs down - This is a great thing to advertise considering it is something we are solving with our app.

Informational Video - People enjoy watching an informational video because it's more interesting than reading.

Reviews - Can help potential customers see the positive things other customers have to say.

Will deliver within 1 hour - People want fast.

Vehicle Options - Details about the vehicle options customers have to have their supplies delivered by.

Locations - A list of locations we currently operate in.

Suppliers list - A section advertising which suppliers we are available through.

"Save $25 on your first delivery." - Create a Hot Truck account and include code in delivery notes; a way to get people using the app.

Split into Contractors or Suppliers - The ability to advertise differently to each type of user can help it be more personal.

Advertised in 4 Simple Steps - Helps show users how easy it will be to place an order. We fall short compared to those with 3 steps.

"Check Price" price estimator - Based on the user's location/distance and size of the item.

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