Page 1

We analyzed competitor applications and our app based on these 7 point of views.

Recommendation is how recommendation suggested by app are related or good for user based on user search.

User Review is comments to services or activities provided by other users.

Good Range is diversity and amount of information app deals with

Accurate search means how accurate or useful searching system is

User friendly is how useful UI is

Company cost means how much the system of earning money, such as advertisement on app or purchasing of app affects user experience.

Function fits means how much the design of app fits the specific functionality.

Page 2

I analyzed three different competitors which have similar functionality, first, Google maps. The strengths of the app is showing services, such as restaurant and shops on Map, so user can know the location immediately. However, they just deal with services, and cannot show information of activities, such as events or workshop.

Meetup has really good searching system, and hosts many events which are created on Meetup application, therefore other applications cannot use information on Meetup, however they cannot use information of activities on other apps, such as Facebook, and can handle just Meetup events, therefore range of information is quite limited.

Facebook has great range and quality of information, however Facebook has too much functionality so hard to use, and searching system is not accurate enough.