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TWC-544

Competitive Analysis - Webscraper.io

This is the competitive analysis of MassMine against Webscraper.io

Competitor	Content	Design	Features and Functionality	Continuity and Flow	Intuitiveness	Strengths, Weaknesses, and Opportunities
MassMine https://www.massmine.org/	The MassMine website has all the information related to the software. What it is, how to install/use it, how to access the different data sources using the tool, and information about the team behind the development of MassMine. It is the documentation for the MassMine tool.	The MassMine website has a simple design. The menu is immediately noticeable and it is easy to navigate through the site. However, the website is inadequate (eg: No help/FAQ page) and can overwhelm the novice user (or even non-programmers) due to immense usage of jargon and commands.	The website caters to both novice and experienced users. Novice users can dowload/install the tool and learn how to use it, whereas experienced users have the opportunity to develop the application from scratch. One drawback is that a user that is unfamiliar with programming can find the documentation daunting/hard to understand.	All the pages can be accessed via the navigation menu. In the menu, each of the pages is in a continuous order. The user can easily install and use the tool if they follow the same order. (The first thing in the menu is the installation process, then the instructions to access data sources, then the instructions to analyze the data, and finally	Navigation through the website is very intuitive. The user can clearly understand what each page is for and easily access it. The titles/headings are simple and convey exactly what they do (eg:Installation, Usage & Configuration)	- Strength Simple website with minimal pages. - Strength Navigation menu is easy to find. - Strength All features are free of cost. - Weakness No FAQ page or Help instructions. - Weakness Usage of a lot of jargon confuses the novice user. - Opportunity The website can be improved by making it more non-programmer friendly. Non-programmers will find it difficult to install and use the tool via a

				information about the MassMine team).		command-line. Making it usable through a GUI will make a great difference to them. - Opportunity The language can be made more user-friendly. Using layman terms/reducing the use of jargon can make the user feel less overwhelmed.
Webscraper.io https://webscraper.io/	The Webscraper.io website is a GUI based web scraper. It has information about the product, how to install and use it, the various options of the software (with their pricing) that the user can select from, contact information, company policies etc.	The website looks attractive and doesn't overwhelm its users. The use of images and animation makes it easy for the user to understand the information being presented. Overall, the website has simple design but the combination of colors used along with images/animations makes it interesting and attracts the user's attention.	The website has two tools: A basic web scraper and an automated data extraction tool, using the cloud version. It has detailed documentation on how to install/use the site along with FAQs and contact information, in case the user needs additional help. The site has a login option for users to save their information/details for future use. A forum is also present where the user can interact	The website is pretty continuous. The homepage has information about the web scraper. As the user scrolls to the bottom of the homepage, they can find the links to install the software and scrape their first site. Further below, the user can find a link to an advanced feature (automated data extraction) of the software. However, the links to documentation for these features	The website is adequately intuitive. The user can navigate to the desired part of the website without too much trouble. There are links within the homepage that link to the other product pages but the links to the learn/document pages aren't easily accessible at different locations (the user has to scroll up/down to access them). The titles are related to the functions and simple to understand.	- Strength The website is attractive to users - Strength It is easy for novice and non-programmers to use the software because of a GUI. - Strength The users can login and save information/work on the cloud. - Strength The use of images in documentation makes it easy for users to understand the expected result of a particular function. - Weakness The only way to access the documentation is via the header and footer (This is inconvenient

			with other users and get their queries resolved/ share their experiences. Different versions of the software are available to users and they can choose the one best suited to them.	are not present with these links. The user needs to scroll either fully to the top or fully to the bottom of the page to go to the documentation/ learn pages.		because the user needs documentation to use to software) - Weakness The user needs to pay to use the advance features. - Opportunity The links to access the documentaion/learn pages can be added at multiple locations so that the user can easily navigate to them from anywhere.