

Competitive Analysis

1. Weedmaps

- What are they selling?
 - A variety of products:
 - Vape pens
 - Flowers
 - Concentrates
 - Edibles
 - Topicals
 - Pre Roll
 - Cultivation=seeds
- What are they communicating through their product?
 - Their availability as in meaning they have a bunch of products from different dispensaries. Differing highly from GPS Buds since we are trying to minimize search to just strains, but within the strains the user has the availability of buying the flower or seed as well.
- What are they missing in their messaging, product, and overall offering?
 - I have to do more than one purchase, the whole process again if I want to purchase from another dispensary. Message for all age ranges.

• SWOT:

- Strengths: the competitor's biggest strengths and what makes them special.
- Weaknesses: the competitor's biggest weaknesses (price, poor design execution, complexity, low usability, etc.)
- Opportunities: a gap in the competitor's product or offering that could be filled by your product.
- Threats: an outside threat the competitor might be facing.

Strengths	Opportunities
<ul style="list-style-type: none"> • They provide a geolocation map with the places available nearby. • Provide the three closer retailers with their prices and hours of availability. 	<ul style="list-style-type: none"> • Narrow the search to just strains. • MetaMask is what is trending so we got that. • We can make the design a bit more modern and user oriented (all ages). • Better quality of product. • We ask permission to access location.
Weaknesses	Threats
<ul style="list-style-type: none"> • The design is a bit all over the place. They have such a big variety that don't seem to know how to handle the design layout for the products. • Need a bit more of description for the product. • Never saw MetaMask transactions. 	<ul style="list-style-type: none"> • Sites such as Leafly and Ease. Big merchandise apps. They are mobile as well.

2. Leafly

- What are they selling?
 - A variety of products, similar to WeedMaps:
 - Vape pens
 - Flowers
 - Concentrates
 - Edibles
 - Topicals

- Pre Roll
- Cultivation=seeds
- What are they communicating through their product?
 - Their availability as in meaning they have a bunch of products from different dispensaries. Differing highly from GPS Buds since we are trying to minimize search to just strains, but within the strains the user has the availability of buying the flower or seed as well. We won't offer such a broad display of products. The user will search for maybe symptoms and they will see the products, choose and buy.
- What are they missing in their messaging, product, and overall offering?
 - Search bar is not so visible, a brief onboarding for older generations. They don't ask permission for location.
- SWOT:
 - Strengths: the competitor's biggest strengths and what makes them special.
 - Weaknesses: the competitor's biggest weaknesses (price, poor design execution, complexity, low usability, etc.)
 - Opportunities: a gap in the competitor's product or offering that could be filled by your product.
 - Threats: an outside threat the competitor might be facing.

Strengths	Opportunities
<ul style="list-style-type: none"> • They provide a geolocation map with the places available nearby. • Provide the three closer retailers with their prices and hours of availability. • A cleaner design, a bit more organized. • Better description of product. 	<ul style="list-style-type: none"> • Narrow the search to just strains. • MetaMask is what is trending so we got that. • We can make the design a bit more modern and user oriented (all ages). • Better quality of product.

Weaknesses	Threats
<ul style="list-style-type: none"> • The design is a bit all over the place. They have such a big variety that don't seem to know how to handle the design layout for the products. • Need a bit more of description for the product. • Never saw MetaMask transactions. 	<ul style="list-style-type: none"> • Sites such as Leafly and Ease. Big merchandise apps. They are mobile as well.