**Competitive Analysis for Shiyak**

Jack Dunbar, jdunbar

The program I am creating, called Shiyak, will take in a starting airport and an ending airport and present to the user the cheapest path between those two airports. The user specifies a starting and beginning airport, and the program outputs the proper path (or set of paths) between those two airports, based on the price of travel along those various routes and the number of stops the user is willing to tolerate.

Competitors:

1. Kayak - <https://www.kayak.com>

Kayak is a specialized booking site that handles flights, hotel, rental cars, as well as complete packages, scanning many different carriers to find the lowest prices. It is probably the most fully-featured booking website in existence.

1. Google Flights - <https://www.google.com/flights>

Google Flights is a service similar to kayak that looks at many flights from many different carriers in order to find the cheapest flight from point A to point B. It’s integration with the Google search engine makes it very powerful.

Dimensions of Comparison (in order of importance):

1. **Ease of Use** – Ease of use is important because this type of product is utilized by all flyers, despite their technical proficiency.
2. **Graphical Appeal** – Again, graphical appearance is important to improve the intuitiveness of the program and mitigate frustration for users.
3. **Mapping** – Having some sort of visual map in a program like this is important because it allows users to visualize their flights. Also, being able to interact more visually with the program mitigates frustration.
4. **Results** – The display of results is also important because the user needs to easily digest the output of this program.
5. **Integration with other services** – Being able to access ticket-buying sites as well as dealing with other booking tasks in one place adds to a program.

Comparison:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Ease of Use** | **Graphical Appeal** | **Mapping** | **Results** | **Integration with Other Services** |
| **Kayak** | Very good, intuitive, perhaps overwhelming | Very high | None | Shows a list of options with a few least expensive options highlighted | Very good, links to carriers and has other services like hotels integrated |
| **Google Flights** | Very good | High | Very good, displays cost of flying to all available airports on map as well | Also shows a list of potential options | Okay, links to carriers |
| **Shiyak** | Good, simplistic and intuitive | Medium | Good, shows other airports, but not with cost | Will show the single best option for a given set of inputs | None |

Summary:

I don’t see Shiyak competing on number of features with Google Flights or Kayak, so I see Shiyak fitting into this market as very simple and intuitive service that is a very easy-to-use solution to flight-booking for those who might find the other two to be overwhelming. The fact that it will be so easy to interact with due to how visual it is makes it perfect for novice bookers looking to get an idea of what their flight should look like. Unlike Kayak and Google, it doesn’t link to where one can buy tickets because its cost data is based on averages, and, unlike Kayak, it is not a one-stop-shop for all your booking needs.