Competitive Analysis: Landing Page UX

	Cardpool	Raise	CardCash
responsive	NO	YES	YES

Responsive design is generally good practice, but is it a priority? How many buyers access the site on their tablet or phone? Should the whole be responsive or just the landing page?

signup modal	NO	YES	NO

Landing page modals are usually bad practice – they annoy users and increase the bounce rate. However, if email addresses are very high value (e.g. email newsletters have high conversion rate), that value may balance the bounce rate.

search functionality	NO	YES	YES

Search functionality is most valuable if most users start out seeking discounts on at specific merchants vs. just wanting savings on any familiar merchant.

buyable offers	NO	NO	NO

None of the sites entice the users with a great deal from the landing page. This is standard practice on eCommerce websites because it shows potential value/savings immediately. It also saves clicks. If buyers are the focus, why not make the landing the offers page?

clear call to action	NO	YES	YES

Even though Cardpool has buy/sell buttons, the page is very busy, and they are hard to find.

primary focus	BUYERS	BUYERS	SELLERS

Both Cardpool and Raise show familiar merchant brands front & center. Raise doesn't even have a button to call users into the seller funnel (though it's in the nav-menu). Meanwhile CardCash emphasizes selling and making cash with merchant brands low on the page.

Competitive Analysis: Browsing Brands

	Cardpool	Raise	CardCash
search auto-suggest	NO*	YES	YES

*Cardpool uses search input to filter/hide results shown on the entire page. The result is more confusing than showing suggested merchant brands underneath the search bar.

filter by category or merchant brand	YES*	YES	YES

*The long list of merchants rather than a first-letter filter is arguably harder to use.

filtered results update via Ajax	NO*	NO	NO

Filters should update results via Ajax. Less page loads = more sales. *While this is great for category/merchant filters, it's counter-intuitive to do this based on search input.

additional filters	NO	YES*	YES**

*Filters for price and card-type. Sortable by discount level & recency. **Filters for price, card-type, and discount level. Surprisingly, none of the sites place a focus on discount level. I would expect users to seek maximum value first, and secondarily recognizable merchants.

buyable offers	NO	NO	NO

Once again, none of the sites allow users to buy an offer from the browse page. Why not save a click/page-load by showing the best deals here? This is standard eCommerce best practice.

personalized results	NO	NO	NO

Ecommerce sites build user-profiles based on what the user has ever clicked on, added to their card, or purchased. This can be done even without a registration with cookies. If you know a user once browsed beauty products, you should show them your best offers in that category.

Competitive Analysis: Choosing Cards UX

	Cardpool	Raise	CardCash
merchant description	YES	NO	NO

This seems like a bad idea. The user knows the merchant and doesn't need a description. The affiliate value from linking to the merchant is far lower than the value of a user buying a card.

wishlist / alerts	YES	YES	NO

An excellent feature. Raise's UX for this feature is easier & more compelling than Cardpool's.

sortable list of cards	NO	YES	YES*

*CardCash additionally allows the list to be filtered by dollar amount.

cluttered offer list	YES	YES	YES

A long list of tiny text that looks like a spreadsheet will only excite accountants. Also, repeating the merchant logo in every row adds no value or information. Though all 3 sites use this format, better alternatives can be imagined.

For example, instead of a long list, simply show a slider containing the range of available card prices for this merchant. As the user moves the slider, show the highest value/%-off card available at that price.

Also, why make the user buy multiple cards for one merchant? For example, the top end of the price slider could be $500 even no one card is that price. The system could automatically calculate the %-off based on the sum of multiple cards. The the user will be warned that they're actually getting multiple cards, the UX makes it feel to them that they are buying only one card and only requires on click to checkout.