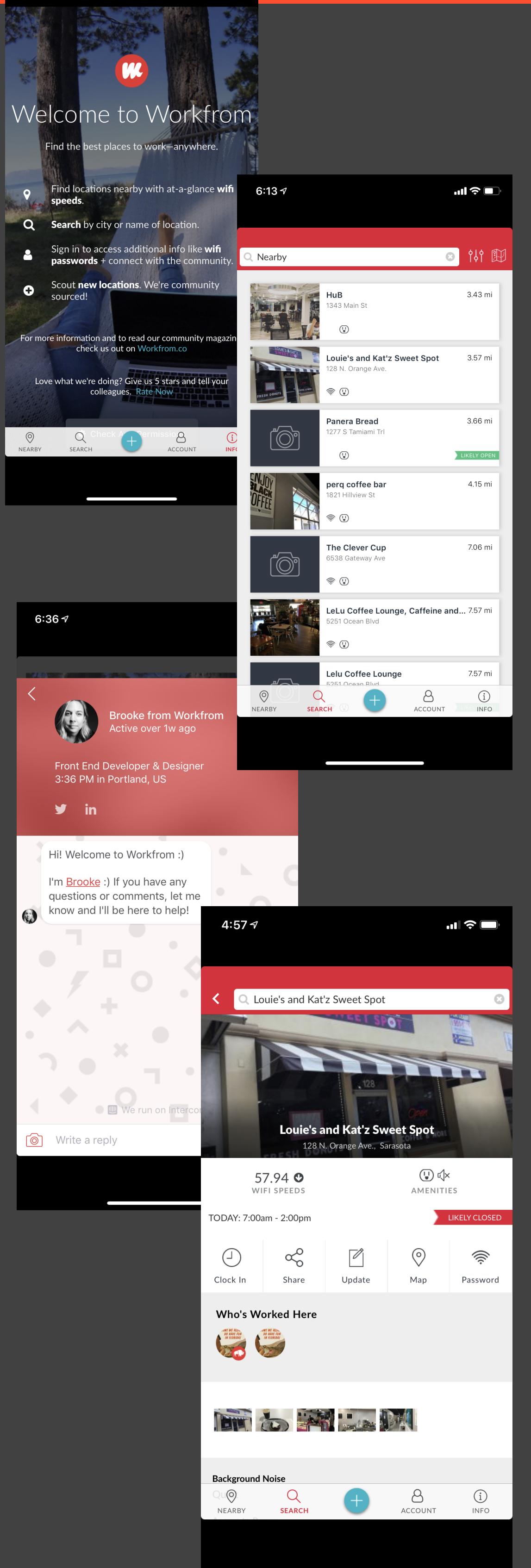


workfrom Competitive Analysis

Price: Free Avg App Rating: 3.7 1200+ Cities Available: iOS, Android Monthly Downloads: 184



Positioning: "find great workspaces & wifi anywhere."

Primary audience:

Remote workers, digital nomads, users of coworking spaces

Differentiators:

Largest audience and breadth of availability. Very popular website among target audience.

Weaknesses

- This is actually a web app, so it was not behaving as a native app would. the top and bottom of the app screen did not reach the dimensions of my iPhone X.
- Logo is not clear, the W looks like an M.
- Welcome screen was a significant amount of info text that is also a tap bar option, so it will not be useful after user's first visit.
- The "nearby" and "search" options were redundant, the two screens appeared exactly the same. Also possible the "nearby" option did not work at all, as when this was selected the "search" option remained active.
- "Clock in" feature could be improved, you can see "who's worked here" list, but doesn't seem to allow clocking out to show who is currently working there.
- Inefficient image viewing experience, have to tap into each individual image instead of being a carousel.

Strengths

- When opening an actual listing, information is well organized and thorough.
- Wide variety of listings to choose from, coworking and public spaces.
- Ability to see Wifi password for the location right in the listing.
- Option for the user to leave a note with pro tips.
- Upon first logging in, get a chat pop up from a "workfrom Designer and Developer" offering help if I have any questions.

Opportunities: remote worker landscape is growing, and this app is already set up with a strong user base from their popular website.

Threats:

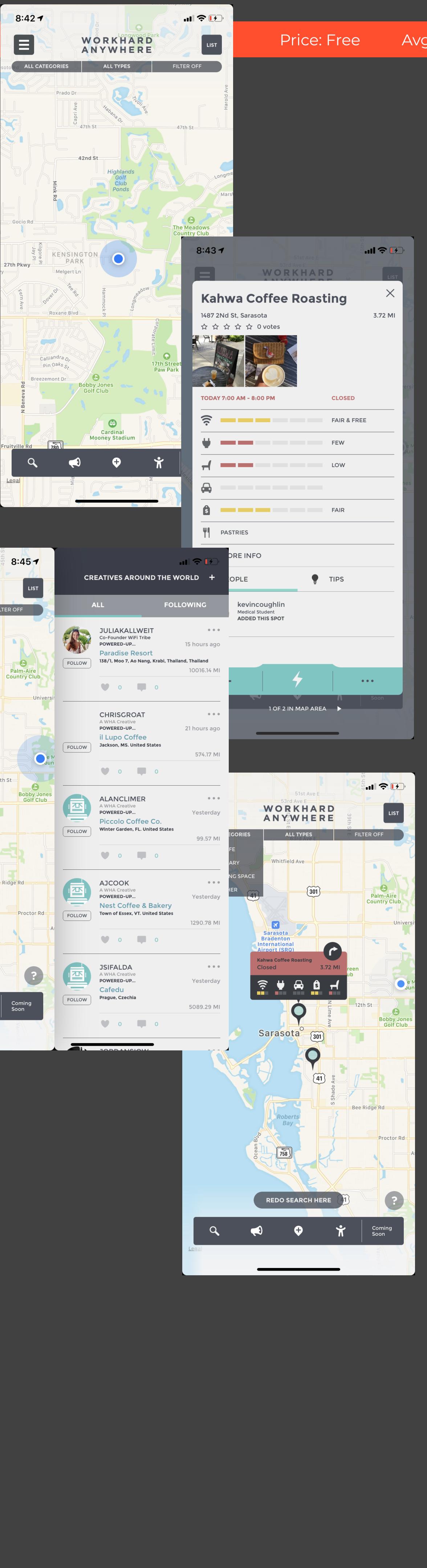
Competitors have native apps that provide a more seamless user experience

How a competitor can enter the marketplace:

It appears that workfrom gets the majority of their user traffic on their website, workfrom.com. The app has not been updated since 2016, therefore it is not responsive to the newer, larger screens. This is a prime opportunity to position a new app that will cater to digital nomads and remote workers who are looking for remote spaces. There is also the opportunity to implement a more robust networking feature, as I was not able to see who was currently working in the public spaces near me, only ones who had been there. For my app concept I will be improving on workfrom's current weaknesses while implementing the positive features that would be most useful to this demographic.

WORKHARD ANYWHERE

Competitive Analysis



Price: Free

Avg App Rating: 4.2

874 Cities

Available: iOS

Monthly Downloads: 665

Positioning: "a community of creatives, freelancers, and entrepreneurs who work beyond the corporate cubicle."

Primary audience:

Remote workers, digital nomads, users of coworking spaces

Differentiators:

Ability to follow other users, native iOS app.

Weaknesses

- Tap bar navigation is not labeled and not all icons are super clear, took a minute to get situated.
- Listing is not as informational as workfrom's, organized by level bars. Since there is often not a large amount of data this is not as useful
- "Creatives around the world" feature did not seem particularly useful since they were not people local to me.
- Takes three taps to see what workspace "creatives around the world" are working in.
- Top menu to select filters felt too small.

Strengths

- Guided tour starts upon first opening app, is quick and informative.
- Useful to see who had been to a particular location right in the listing, would be more useful to see who was currently there.
- Ability to search for people instead of just places was unique and helpful.

Opportunities: Seems to be used worldwide, rapidly growing, good opportunities for further expansion.

Threats:

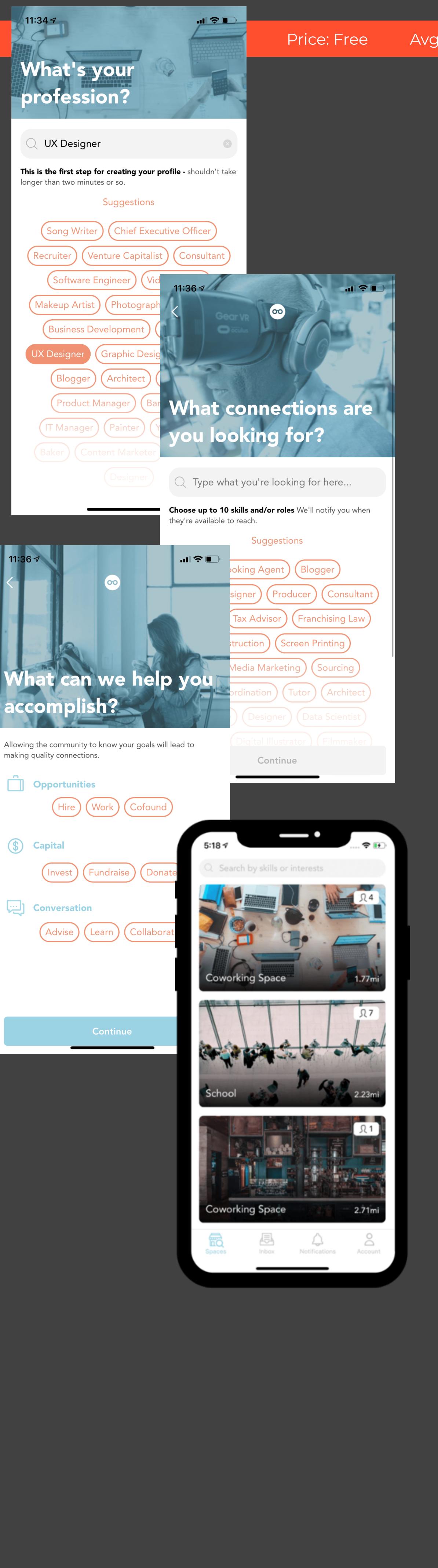
Competitors in this space that have a larger user base

How a competitor can enter the marketplace:

Because of the "creatives around the world" feature, this app felt like it put more emphasis on networking, but the local network is not as prominent. There is an option to "follow" specific people, but it may take time to build connections this way. There is an opportunity here to further build out networking, especially when trying to locate people near you at that current time. A possible threat is that the app has a robust following worldwide.



Competitive Analysis



Price: Free

Avg App Rating: 5.0

Detroit

Available: iOS, Android

Monthly Downloads: N/A

Positioning: "Plain Sight helps you find places to go based on the type of professional connections you're looking to make."

Primary audience:

Remote workers looking for professional collaborations.

Differentiators:

Modern UI design, privacy features, more geared towards professional collaboration versus just for connecting.

Weaknesses

- Setup asks what kind of professional connections user is looking for. There's no option to skip this step if user is not looking for this kind of connection, just friends.
- Less emphasis on making friends, more on networking and project collaboration.
- Community feature feels very impersonal, can only see other users' initials and no picture or location.
- Very limited scope, although website says the app is coming to certain cities, it is currently only available in Detroit.

Strengths

- Sign up and setup is clear and intuitive.
- Design feels clean and friendly. Nice text size throughout for mobile.

Opportunities: Only available in one city, but with best UI out of the native apps currently available on the market, could garner the user base this is most important to.

Threats:

Availability in only one city, competitors have a significantly larger user base and growing.

How a competitor can enter the marketplace:

The Plain Sight shares the most similarities with my current app concept, so although it currently has limited availability it was important to see how it compares. I felt this app had the best UI and UX out of the three competitors. Although the emphasis on privacy could be seen as a positive by many users, it could also feel too impersonal to care about connecting with others currently in their workspace. The emphasis was on professional networking, there was no option to select a friends or dating option when asked what the user was looking for. For our app, there is an opportunity to make the app feel more personal, and giving the user the option to seek connections for professional or non professional reasons. The threats would be that because the concept could be seen as similar to some users, may not see the value of switching. I plan to implement robust privacy settings in my app to ensure users who appreciate that in this app, can find similar features if they switch.