

COMPETITIVE ANALYSIS

Researching Your Competitors

A	NAME	LOGO	WEBSITE	DIFFERENTIATION
1. Foursquare		foursquare.com	Our solution is 10x more Sociable and discoverable	
2. Howl		howlmobile.com	Our solution has 10x more variety	
3. Yelp		yelp.ca/toronto	Our solution is 10x more accessible and easy to manage	
4. Opentable		opentable.ca	Our solution has 10x more variety	
5. Facebook		facebook.com	Our solution is 10x more organized	
6.				

B	Actionability	
	LOW	HIGH
Usability HIGH LOW	Yelp Foursquare	Facebook Open Table
	Howl	

C	REVISED UVP:
	Our solution gives Young Adults one usable platform that allows users an organized, easy to manage, discoverable and shareable solution to plan any kind of event with their free time. You will have the ability to Find, Plan, Share and Discuss upcoming events with friend on one integrated platform. Spend your time wisely and never struggle to make plans again.