Part 2

Competitor’s Key Features vs. Ours

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| **Competitor’s** | **Our’s** |
| Multiple Ways to Pay | No Money Exchange Needed |
| Algorithms for Personal Recommendations | Focus on Optimizing Search/Sort Algorithms |
| Focus on Advertising | Clean Presentation Focusing on Functionality |

The competitive relationship to web stores that are currently available is somewhat parallel, due to the contrast in goals and our exclusive audience (FAU Students and Admin). The typical focus of a web store is to advertise and sell, which is apparent on bigger companies’ sites, such as Amazon. However, when users are accessing our site, they will be in search of parts or services required for a class, project, or something school-related. Inherently, this removes our need to follow in the footsteps of competitive sites, which focus on advertising, and allow us to focus on the functionality of the store. We will prioritize a clean user interface and fast search/sort algorithms. We will follow suit with organizational conventions of typical web stores, such as categorized inventory and navigation menus. This will allow users to find what they need swiftly, along with keeping different pages of the store clutter-free. Ultimately, the store will compete with search and load times of bigger competitors, along with the ease of utility that is found among the best sites.