# MARKET RESEARCH AND COMPETITOR BENCHMARKING

*Evaluating competitor products to determine their strengths and weaknesses and opportunities to innovate with your own product.*

## DIRECT COMPETITORS

## KwizzBit

An online trivia platform for hosting and playing speed-based quizzes from anywhere in the world.

**Monetization** Subscription, starting from £4.99 per month, up to 5 players

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| + Web application  + Has a library of premade quizzes  + unGoogle-able interface (guessing this means you can’t switch between interfaces?)  + Automatically calculated leader board  + Access to national leader board  + Quizzes based on themes  + Hosts cannot see the questions beforehand  + Multiple choice, number, tap in correct order, picture + text questions  + Incorrect answer gives minus points | - Host has to operate the main dashboard but can also play since the answer is not shown immediately  - For virtual experience has to be used alongside video conferencing platform  - Does not select questions randomly, just select between their premade options  - Cannot create a custom quiz unless you contact the company  - No free hosting available |

## Speedquizzing Live

Professional software for running big commercial pub quizzes in person added new functionality for personal use.

**Monetization** Freemium, pay to unlock already created questions, more than 12 players

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| + Unique feature is that the timer is always 10 seconds  + Fastest team gets bonus points  + Automatically calculated leader board  + Can create custom questions  + Easy to join the quiz with Game Pin  + Multiple-choice, Starting letter, picture, nearest answer, number questions  + Buzzer question – fastest team gets to answer  + Supports having different rounds | - For virtual experience has to be used alongside video conferencing platform  - Team has to use one device  - Reveals each answer right away  - Quiz master has to read out questions cannot join the game  - Questions have to be read out loud  - Hard to play in teams online, as you only have 10 seconds to confer  - Available only on smartphones and tablets  - All answers have the same colour  - For virtual experience has to be used alongside video conferencing platform |

## INDIRECT COMPETITORS

## Kahoot

App created for classroom interaction

**Monetization** Freemium, pay to unlock more question types, custom games for more than 3 players, public games for more than 10 players

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| + Available on all platforms  + Intuitive and recognizable design – answers have different colours and shapes  + Easy to join the quiz with Game Pin  + Questions can include photos  + Has a library of premade quizzes  + Automatically calculated leader board | - Team has to use one device  - For virtual experience has to be used alongside video conferencing platform  - Quiz master must create the questions himself and cannot join the game  - Reveals each answer right away  - Does not support having different rounds  - Multiple choice with 4 answers and True/False only for free, in premium open-ended as well |

## Virtual Pub Quiz

Website to post the quiz details and collect answers, which can then be downloaded for marking

**Monetization** Free

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| + Web application  + Has a form every team/person fills out that is automatically shared with the host  + More structured way to collect the answers | - Does not have the interactive picking answers functionality  - Questions depend on the host  - No automated marking  - No questions provided  - No leader boards  - For virtual experience has to be used alongside video conferencing platform |